2018 Global Market Entry Seminar

The 19th Global Market Entry Seminars will be held on Jan. 9 at InterContinental COEX Seoul, and on Jan. 11 in Korea’s major cities including Busan. Hosted by the Ministry of Trade, Industry and Energy (MOTIE) and organized by KOTRA, the seminars will cover the prospects for the global economy as well as major issues in each region. Professor Byung-il Choi of Ewha Womans University will deliver the keynote speech on how Korean companies should respond to global trade issues. KOTRA’s regional director generals for 10 regions, including China, North America and Southeast Asia, will discuss strategies for global market entry. The event is expected to contribute to boosting exports in the upcoming year.

International Consumer Electronics Show 2018 (CES 2018)

The International Consumer Electronics Show (CES) 2018, the world’s largest exhibition for consumer electronics, will kick off on Jan. 9 at the Las Vegas Convention Center, USA. A total of 62 booths, including the two in charge of promotional activities, will be operated by 58 Korean firms at the Korean Pavilion. Major exhibiting items will include smart-home devices, small and medium-sized appliances, ICT and security devices, mobile devices, software, 3D printers and wearable accessories.

AEEDC Dubai 2018

From Feb. 6 to 8, KOTRA and the Korea Dental Industry Association (KDIA) will operate the Korean Pavilion at the UAE International Dental Conference & Arab Dental Exhibition (AEEDC Dubai). The three-day event is widely known among dental professionals and students in the Middle East region, as it provides informative and insightful programs, including exhibition and conferences. The event also presents valuable opportunities for visitors to take a look at the year’s industry trends. Now in its 22nd year, the event is the largest of its kind out of 10 international dental events held in the MENASA region, in terms of exhibition size and the number of participants. It also offers the best platform for global buyers and the dental fraternity to network and interact.

This year’s AEEDC Dubai exhibition will feature a broad range of dental devices, machines, equipment, materials and pharmaceuticals. As a growing number of hospitals are planning to go digital, there is also rising demand for diagnostic imaging software and medical solutions. The Korean Pavilion will be composed of 73 booths including the two in charge of promotional activities. Since 2005, KOTRA’s overseas offices have provided satisfactory services with Korean participating companies. They have helped Korean firms find and meet proper business partners, and made it easier and more affordable for them to take part in exhibitions.