

KOTRA HOLDS THE MULTICULTURAL TRADESMEN START-UP SEMINAR

On May 15, KOTRA opened the “Multicultural Tradesmen Startup Seminar” for individuals with multicultural backgrounds such as married immigrants and international students.

The seminar consisted of the promotion ambassador’s appointment ceremony, a debate and a seminar on ways to establish new trade and e-commerce businesses.

Following the appointment ceremony, a debate session on the topic of “Revitalizing start-ups of multicultural individuals and establishing strategies for overseas expansion” was held. The panel

members consisted of officials from KOTRA, the Ministry of Justice, Seoul Business Agency and three promotion ambassadors who shared success stories of new businesses and discussed ways to revitalize the start-up environment.



SEOUL FOOD 2018 OPENS AS ASIA’S FOURTH LARGEST INDUSTRY EXHIBITION

KOTRA hosted Seoul FOOD 2018, an international food industry exhibition, from May 1 to 4 at KINTEX, featuring exhibition booths from various domestic and international companies in the food industry.

Exhibition Centers 1 and 2 held booths of all kinds of food products and elements related to the food industry, including agriculture, livestock, processed food, additives, organic and health conscious food, desserts, beverages, packaging, equipment and hotel as well as restaurant food.

The event also featured additional events such as export consultations, the Global Food Trend and Tech Conference 2018 as well as the Seoul Food Awards 2018 to support and expand the business networks of Korean food companies.

Notably, this year’s exhibition offered an “autonomous matching service” for attendees, buyers and participating companies, allowing parties to look up information about potential partners ahead of the event and efficiently conduct the consultations for the duration of the exhibition.

KOTRA PRESIDENT & CEO HOSTS DIRECTOR GENERALS’ MEETING IN MOSCOW

On May 15, president and CEO of KOTRA Kwon Pyung-oh hosted his first director generals’ meeting in Moscow, Russia.

Traditionally, the meetings have commenced in the G2 countries, but this meeting was held in the Commonwealth of Independent States (CIS) region in response to the Korean government’s New Northern and New Southern trade policies and in conjunction with the Korea Brand and Entertainment Expo (KBEE) Moscow, the first Korean Wave expo in the region, which opened on May 14.

During the meeting with 10 director generals of the CIS region, KOTRA proposed strategies for discovering economic cooperation opportunities and supporting the expansion of SMEs into the area.

Mr. Kwon said, “Now is the perfect time for our SMEs to enter into the CIS region, since we have reached a consensus on accelerating the signing of the Korea-EAEU FTA” and that “KOTRA will provide support in every part of the process in establishing economic and industrial cooperation between Korea and the CIS region.”

WANG HONG MARKETING ATTRACTS CHINESE CONSUMERS

From May 13 to 27, KOTRA hosted the “Wang Hong Sales Promotion Event” real-time on Taobao, China’s largest e-commerce platform.

15 different cosmetic and lifestyle goods companies took part, seeking to expand into China’s online market via “viral” marketing through Wang Hong, a popular internet celebrity.

The sales promotion event was aired live on the evening of the 13th by Huangzao TV on the Taobao platform. In just three hours, the broadcast gathered 1,950,000 viewers, raking in CNY

452,200 (KRW 80 million) worth in sales.

Goh Sang-young, Head of KOTRA’s Qingdao office, said, “Based on the success of last year’s Wang Hong sales promotion event, which led to achieving KRW 100 million in exports, we diversified this year’s program and were able to catch the attention of many consumers,” and added, “we are planning to schedule another event within this year to help our companies set foot in the Chinese consumer goods market.”