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## KOTRA HOSTS EVENT FOR FOREIGN INVESTORS AT THE DMZ

On June 16, the Korea Trade-Investment Promotion Agency (KOTRA) hosted the 25th Get to Know Korea, a promotional event for Korea's foreign business and press community, at the demilitarized zone (DMZ).

A total of 45 people participated in the event, including employees of foreign-invested companies such as Solvay Korea and Fuji Xerox Korea, as well as journalists from the foreign press, diplomats and their family members. The participants toured the Bridge of Freedom in Imjingak, the Dora Observatory, and the Third

Tunnel. The group also took the time to listen to a presentation from a representative from Gyeonggi-do on the region's investment environment.

Head of Invest Korea, Yong Kook Kim said, "This year marks the 10th year for Get to Know Korea, an event that has played a major role in helping foreign personnel residing in Korea, gain a better understanding of Korean culture and history" and added, "KOTRA plans to continue in its various efforts to promote Korea as a stable and attractive investment destination."

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## SME GLOBALIZATION, NEW OPPORTUNITIES IN NEW MARKETS VIA COOPERATION

KOTRA and MOTIE hosted the "Segyero Forum" on June 12 to provide support for SMEs to expand globally. The forum, attended by about 200 leaders in business, academics and government, was held under the themes of "cooperation" and the "New Northern region."

While discussing the first theme of "cooperation," Im Chae-Woon, professor at Sogang University, stressed cooperation among government entities as the foremost challenge in supporting SMEs expand abroad. During the second session, participants discussed strategies and ide-

as to pursue economic cooperation and enter the New Northern market.

Kwon Pyung-oh, President and CEO of KOTRA, said, "Enhancing competitiveness of SMEs is essential for them to stand up as key players in innovative growth" and that "KOTRA will create an environment where companies and affiliated organizations can freely access various information including foreign markets and buyers, leading the way for the SMEs to go global by utilizing its overseas offices as Shared Service Centers."

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## KOTRA NAMED TOP NATIONAL IPA IN ASIA-PACIFIC FOR 3 CONSECUTIVE YEARS

The Korea Trade-Investment Promotion Agency (KOTRA) was named the Top National Investment Promotion Agency in the Asia-Pacific by Site Selection Magazine, a leading publication in foreign direct investment (FDI) and real estate. KOTRA first received the award in 2016, and for the past three consecutive years, the agency has taken home the honors. This year, KOTRA and EDB Singapore shared the award.

Korea's total FDI amounted to USD 22.94 billion (declared value) in 2017, a 7.7 percent increase from 2016, and exceeded USD 20 billion in FDI for three consecu-

tive years. According to Site Selection Magazine, Korea's solid growth in FDI promotion was a major factor in KOTRA's selection as this year's Top National IPA.

Upon receiving the award, the Head of Invest Korea, Yong Kook Kim, said, "I attribute Korea's success in attracting FDI to its globally competitive domestic companies and markets, Korea's strong economic fundamentals and the continuous efforts by the central and local governments to improve the business environment for foreign investors, and added, "KOTRA has a heavy responsibility as Korea's national IPA."

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## MOTIE-KOTRA HOST NATION'S LARGEST JOB FAIR FOR FOREIGN-INVESTED COMPANIES

The 13th Job Fair for Foreign-Invested Companies, hosted by the Ministry of Trade, Industry and Energy (MOTIE) and organized by the Korea Trade-Investment Promotion Agency (KOTRA), was held from June 14 to 15 at COEX in Samsung-dong, Seoul.

Since 2006, the annual job fair has provided foreign-invested firms in Korea the opportunity to promote their companies and recruit outstanding local talent, and has also given job-seekers employment

opportunities at global companies. This year's event featured on-site employment consultations with HR representatives from participating companies as well as one-on-one interviews, recruitment sessions and career seminars.

KOTRA plans to continue its efforts in creating jobs for Korean youth through the Busan Job Fair for Foreign-invested Companies on June 27, as well as Invest Korea Week, coming up in November.