

KOTRA OPENS SIXTH OFFICE IN INDIA

The Korea Trade-Investment Promotion Agency (KOTRA) has opened its sixth office in India to better help South Korean companies penetrate deeper into the country's vast market.

The new office is located in Ahmedabad, the economic hub of the Indian state of Gujarat. KOTRA also operates offices in New Dehli, Mumbai, Chennai, Bengaluru and Kolkata.

"Despite India being a very large market with growth potential, the country accounts for only 1.9 percent of South Korea's entire trade," KOTRA Presi-

dent Kwon Pyung-oh said, expressing hope in that more local companies can set their eyes on the northwestern region of India through the Ahmedabad office.

KOTRA said Gujarat boasts an outstanding business environment, with 29 headquarters of India's top 500 firms being located in the region. There are currently around 10 South Korean companies in the region, including top steel-maker POSCO, Shinhan Bank, Lotte Confectionery Co. and Hyundai-Rotem Co.

CES 2019: KOTRA-KEA OPERATES KOREAN EXHIBITION BOOTH

From Jan. 8 to 11, KOTRA, along with the Korea Electronics Association (KEA), jointly operated a Korean exhibition booth with at this year's Consumer Electronics Show (CES) in Las Vegas, Nevada in the U.S.

CES 2019, hosted by the Consumer Technology Association (CTA), was regarded to be the largest ever in its history with participation by 4,500 companies from 165 countries and more than 190,000 visitors.

At the event, participating companies exhibited various products reflecting the latest trends, attracting interest from buyers and visitors. KOTRA's Vice President Kim Jong-choon said, "We will do our best to publicize buyers and provide business opportunities to help the innovative products presented by Korean companies in the era of the Fourth Industrial Revolution produce favorable results in the global market."

KOTRA PUBLISHES GUIDEBOOK TO SUPPORT OVERSEAS MARKETING

On Jan. 6, KOTRA published a book entitled, "Practical Overseas Marketing Not Taught in Textbooks," to serve as a guide for individuals in charge of overseas marketing at exporting companies.

13 KOTRA staff members supporting overseas marketing for small but competitive companies participated as co-writers. The book contains their experiences and know-how accumulated over the years, as well as 30

global business case studies.

Park Jong-geun, Director General of the Middle-Standing Enterprise Department, said, "The know-how of KOTRA staff, including export specialists with more than 25 years' worth of experience in working closely with SMEs on the field are all in the book. I hope the book will provide support for Korean companies seeking to enter the global market."

KOTRA SUPPORTS KOREAN INFORMATION-SECURITY STARTUPS IN NEW YORK

As a part of efforts to help Korean startups in the information security sector attract investment and enter overseas markets, KOTRA is taking part in the NYCx Cybersecurity Moonshot Challenge to encourage participation by Korean companies.

The Challenge, jointly hosted by the City of New York and the Korea Information Security Industry Association (KISIA), aims to identify outstanding startups by providing funds

and business opportunities while developing information security solutions that can be used by SMEs and entrepreneurs in New York.

If selected as a finalist, Jerusalem Venture Partners (JVP) will provide USD 1 million in investment and New York City will support the commercialization of the winning technology to be available for local SMEs and small entrepreneurs.