

Global Partnering

Since 2010, KOTRA has been conducting Global Partnering (GP) projects with the purpose of helping Korean SMEs enter the global market. Through the GP program, KOTRA first identifies the demands of global companies, matches them accordingly to Korean companies, which in turn strengthens the capabilities of those Korean companies, allowing them to enter the global value chain (GVC).

KOTRA's overseas offices located all over the world play a critical role in sourcing global companies available for partnering as well as in identifying overseas demand for technology cooperation in major markets including North America, Europe, Japan and China. Once such demands are identified, consultations are held in Korea and abroad to match the global companies to smaller Korean parts and materials companies.

For Korean companies that are lacking in capability to fully meet the standards of the global companies, KOTRA provides customized follow-up services such as consulting and training related to enhancing R&D and quality control.

Furthermore, the GP program offers IR consulting and investor matching services year-round to Korean parts and materials companies that are seeking investment.

Throughout the entire process, KOTRA offers tailored support to the Korean companies from the product development, investment attraction and production stages all the way to the marketing and distribution stage.

