Introduction

Invest KOREA Market Place (IKMP) is a project designed to help discover and support new investment projects for Korean SMEs, start-ups and local governments seeking foreign investment. Invest KOREA aims to use the IKMP platform to promote the globalization of Korean companies and institutions by utilizing KOTRA’s 36 overseas offices devoted to attracting foreign investment.

Every year in March, June and September, the project notice is available on KOTRA’s website at www.kotra.or.kr. Additionally, project information detailing investment opportunities in Korea is available on the Invest KOREA website at www.investkorea.org.

Investment Opportunities

Below are two Korean companies currently seeking foreign investment. For more details, please contact Seo Dong Hyun, Senior Investment Consultant of the New Industry Investment Promotion Team, at dhseo@kotra.or.kr.

*Some information remains confidential.

1. Business Service Company: SNS Platform (Music)

**Investment Highlights:** The scale of the global music market has been rapidly growing (approx. KRW 60 trillion as of 2017), but artists have been excluded from the traditional revenue-sharing structure. The company lowers entry barriers caused by this structure and provides services that cover the entire process of value chains, from phonogram production to distribution to marketing and entry into overseas markets. The company offers a music platform with a unique system, providing an integrated service for all persons concerned, such as phonogram distributors, agencies, telecommunication companies and consumers, including artists, phonogram producers, and etc.

**Company Profile:** The company was founded in June 2015 and is in the process of registering a patent for a cooperative music composition system using a music-related social network. The sources of sales include phonogram distribution, app services and others.

**Investment Requirements:**
- Investment method: Minority (financial investment, strategic investment), Joint Venture
- Amount: USD 2-3 million
- Region: North America, China, Japan

2. Aviation/Space/Ship Company: Renewable Packaging

**Investment Highlights:** Most packaging materials, made of corrugated cardboard or wood, are discarded after single-use, which consequently has a negative impact on the environment. The company’s products are foldable, making it possible to decrease the volume by one-tenth when stored or returned after shipment, which allows for effective space occupancy and reduced logistics costs. Made of strong aluminum frames that can support up to 2T of load weight, the foldable products can avoid damage as compared to general packaging boxes.

**Company Profile:** The company was founded in October 2010, and plans to cooperate with customers in various fields, such as the domestic automotive parts industry, the secondary battery industry and the aviation industry, in an attempt to develop innovative packaging methods and products.

**Investment Requirements:**
- Investment method: Minority (financial investment), Joint Venture
- Amount: USD 1 million
- Region: All available