

KOTRA DISCLOSES DATA USEFUL FOR ENTERING INT'L MARKETS TO PUBLIC

According to KOTRA, information on entering international markets is now available free of charge to the public via the Open Data Portal (www.data.go.kr).

The information consists of about 1.7 million items of 14 types. Specifically, there are 72,000 data items on country information and overseas market news; 24,000 on global competence level tests; 680,000 on trade and investment consultations with domestic companies; and 910,000 on overseas markets.

Such data had originally been collected and held for KOTRA use, but is now available on the KOTRA website, NAV-ER encyclopedia, among others.

The data is classified under Category 1 of the Korea Open Government License (KOGIL), allowing it to be used for commercial use or secondary copyrighted works as long as KOTRA is cited as the source. The private sector is encouraged take advantage of this open data in developing apps or new business services.

KOTRA TO HOLD JOB FAIR FOR FOREIGN-INVESTED COMPANIES IN KOREA

In a bid to support foreign companies doing business in Korea, KOTRA will organize a large-scale job fair to provide a venue to bring together companies recruiting employees and local job seekers.

The 14th Job Fair for Foreign-Invested Companies 2019, jointly hosted by the Ministry of Trade, Industry and Energy and Seoul Metropolitan Government, will be held on June 4 to 5 at COEX in Seoul. The event is the largest of its kind, and has been held every year in 2006, with an average of 15,000 annual visitors.

This year, over 150 foreign companies

will set up booths and to provide information on their company and conduct on-site job interviews, and approximately 20,000 job seekers are expected to take part in the various programs available.

Other sub-events will include a recruitment seminar where HR managers will present on their respective companies, as well as special lectures featuring speakers who can give tips on writing resumes. Furthermore, booths for image and resume consulting will be available and visitors will be able to participate in mock interviews.

MEDICAL DEVICES TO BE AT FOREFRONT OF FUTURE INDUSTRIES' OVERSEAS EXPANSION

Since a wearable electrocardiogram measuring device was selected as Korea's first product exempt from regulations under the government's regulatory sandbox program in February, the interest in smart-healthcare combining the latest ICT and medical devices has been on the rise.

Against this backdrop, the Ministry of Trade, Industry and Energy (MOTIE) and KOTRA hosted Global Medical Equipment Plaza (GMEP) to support the global market penetration of Korea's

outstanding medical devices on March 14, in conjunction with the Korea International Medical & Hospital Equipment Show (KIMES), Korea's largest medical device exhibition, at COEX in Samsong-dong, Seoul.

GMEP 2019, in its 12th year running since 2008, was participated by buyers from 215 companies (52 countries) which was the record figure to date, and provided a venue for 1,500 one-on-one business meetings for 257 domestic companies.

KOTRA-GWANGJU CITY-GWANGJU TECHNO PARK JOIN HANDS TO HELP REVITALIZE REGIONAL ECONOMY AND CREATE JOBS

On March 21 at Gwangju City Hall, KOTRA, Gwangju Metropolitan City and Gwangju Techno Park signed an MOU on establishing a cooperative system for foreign investment promotion aimed at revitalizing the regional economy and creating jobs.

By signing the MOU, the three entities agreed to closely cooperate in supporting startups in the Gwangju area to attract foreign investment; discovering

strategic projects in the region's major industries; establishing a database for potential investors; and holding IR sessions and dispatching delegations.

KOTRA President and CEO Kwon Pyung-oh said, "Going forward, KOTRA will actively support foreign investment attraction in non-capital areas to help address the challenges of our times such as the revitalization of the regional economy and job creation."