KOTRA’s Services

Annual Conference on Global Market Expansion Strategies

To support companies wishing to expand their businesses overseas, KOTRA holds an annual conference to provide information on foreign markets and entrance strategies.

As one of Korea’s largest business events of its kind, the Conference on Global Market Expansion Strategies invites regional director generals from KOTRA’s overseas offices around the world along with industry experts as keynote speakers. In particular, the regional director generals offer market and industry information on their respective regions, guidelines for exporters, as well as insight accumulated over the years to help businesspeople cope with potential hurdles they may face in the global market.

This year, the conference was held in Seoul on January 9 at the Grand InterContinental Seoul Parnas, marking its 20th year in session. Following the event in Seoul, it was held in other regions throughout the country including Busan, Daegu, Gwangju, Daejeon, Wonju, Jeonju, Ulsan, Cheongju and Changwon, bringing the total number of participants to 2,000, the highest number yet.