

KOTRA-BAYER ANNOUNCE FINALISTS FOR 3RD GRANTS4APPS KOREA

On May 8, the Korea Trade-Investment Promotion Agency (KOTRA) and Bayer Korea, a global bio-science company, held a kickoff event for the third “Grants4Apps (G4A) Korea” where they announced three startups selected to take part in the program.

This is the third round of G4A Korea, the Korean version of Bayer’s global open innovation program Grants4Apps Accelerator, which discovers and supports selected digital health technology startups worldwide. G4A Korea provides support optimized for Korea’s promising startups to develop business and enter the global

market through intensive mentorship and consulting based KOTRA and Bayer Korea’s partnership.

A total of three finalists were selected considering technological innovation and the potential to collaborate with Bayer in the future.



KOTRA HOSTS INFORMATION SESSION ON OVERSEAS M&A SALES

KOTRA and the Korea Financial Investment Association (KOFIA) jointly hosted the “Overseas M&A Sales Information Session” on May 22 at the Financial Information Center in Yeouido, Seoul, Korea.

The session, attended by about 50 participants from M&A-related industries including strategic investors (SI), securities, advisories, as well as accounting and law firms, provided information on M&A in advanced countries such as the U.S. and those in Europe, as well as Vietnam and other Southeast Asian countries highly

sought after by Korean firms.

KOTRA has been supporting Korean companies’ entry into overseas markets through M&A since 2013.

Head of Invest KOREA Shawn Chang said, “KOTRA has been providing Korean companies seeking to enter the global market with opportunities to secure overseas markets, brands, and technologies through the M&A support program. We plan to further strengthen this program in the future, including technology transfer in advanced countries.”

KOTRA SEEKS TO BOOST PRESENCE OF KOREAN CONSUMER GOODS IN RUSSIA AND CENTRAL ASIA

From May 23 to 24, KOTRA and Lotte Home Shopping jointly hosted the Korean Brand EXPO in Moscow to introduce the latest trends of Korean consumer goods and expand exports to Korea’s northern neighbors such as Russia and Central Asian countries.

A total of 757 consultations were held at the event, with KOTRA inviting 140 online and offline distributors and buyers.

Lotte Home shopping invited Korean companies for participation from the

beauty and living sectors, and provided make-up shows as well as a K-pop cover dance festival. The EXPO was participated by buyers from Russia and 20 European countries.

The regional director general of KOTRA CIS stated, “KOTRA will endeavor to support Korean SMEs in the consumer goods industry to enter Russia and Central Asia in step with the increasing popularity of Korean consumer goods across the CIS region.”

KOREAN, POLISH BUSINESSES CELEBRATE 30 YEARS OF DIPLOMATIC RELATIONS

To commemorate the 30th anniversary of bilateral ties, KOTRA hosted the Korea-Poland Business Forum jointly with the Polish Investment and Trade Agency (PAIH), the Federation of Korean Industries (FKI), and Korea Importers Association (KOIMA) on May 23 in Seoul, Korea.

The forum provided a platform to facilitate economic cooperation of companies in the two countries, and introduced large scale projects offering bright prospects

for the participation of Korean companies. Notably, Poland has the highest GDP growth rate among 28 EU countries, and building on that, the country’s future industry sector is growing rapidly.

Head of Invest KOREA Shawn Chang anticipated a brighter future for business collaboration between the two countries, as Poland is on a stable path to development, leading to more opportunities for Korean companies.