An Introduction to the Investment Public Relations Team

The Investment Public Relations Team of Invest KOREA promotes both the services of Invest KOREA and the investment environment of Korea. The 13 members of the team accomplish these goals in a variety of ways and through a variety of mediums.

FDI Promotion Events
With everything from press conferences to policy forums for local government officials, the Investment Public Relations Team reaches out through annual events to reporters and people associated with foreign direct investment (FDI). The Foreign Investment Press Conference, held as a part of Foreign Investment Week (FIW), is one of its biggest events. The team invites to Korea members of the media from around the world for a visit that includes a press forum and excursions to foreign and Korean companies.

Of course, in addition to press-related events, the Investment Public Relations Team works year-round with media outlets to coordinate press interviews with the Commissioner of Invest KOREA and other members of the organization.

One of the team’s newest and most popular events is called Friends of Invest Korea, in which 34 foreign students from undergraduate and graduate universities in Korea serve as ambassadors of Korea’s great investment environment and company for five months. From 22 countries and speaking more than 30 languages, they visit foreign-invested companies in Korea to get a firsthand look at the enterprises and regions that make Korea a great place to invest, and they promote the companies through social media.

Publications
The team publishes several publications in multiple languages that are given to investors, visitors to Invest KOREA, attendees of events and others. The monthly “Invest Korea Bulletin” is the meatiest of the bunch and is devoted to news and issues about FDI in Korea. Features include “Successful Investors,” which showcases interviews with heads of successful foreign-invested companies in Korea, a feature by the Foreign Investment Ombudsman, an article about issues related to laws and taxes and more. It is a convenient way for foreign investors in Korea and abroad to get information that is directly relevant to them.

The team also creates brochures about Korea’s investment environment and opportunities, specific industries and the company’s services.

Social Media & the Invest KOREA Homepage
This is also the team that manages Invest KOREA’s social media sites, including Facebook and Twitter. The goal is to not only provide information, but to interact with anyone interested in doing business in Korea.

As for the Invest Korea homepage, it is offered in four languages — Korean, English, Chinese and Japanese — and contains just about everything you’d want to know about investing in Korea. Five team members run the website and update it with news, industry-specific information and valuable insights on living and doing business in Korea.

Visiting Delegations
The team welcomes with open arms delegations to Invest KOREA that include foreign investors and foreign government officials. Depending on the visitors and the purpose of their visit, the Investment Public Relations Team presents on Korea’s investment environment and Invest KOREA’s support system.

CSR — Corporate Social Responsibility
The team also organizes volunteer events for the company. The goal is to give back to the community, and the team leads volunteers on excursions to clean up the local neighborhood or assist those in need. The team also coordinates volunteer events with foreign companies that want to get involved. It has partnered with Fuji Xerox Korea for a kimchi-making event in the past.

All in all, the Investment Public Relations Team has one of the most important jobs at Invest KOREA. They are often the face of the organization, not to mention a voice and representative of Korea. Through their varied efforts, they reach people in all corners of the world.

By Kim Myongsoo
mskim@kotra.or.kr

Kim Myongsoo is the Director of the Investment Public Relations Team. He has worked at KOTRA’s Korea Business Centers worldwide, including in Iran (1996-2000), Hungary (2002-2006) and the United Kingdom (2009-2012).

Contact the Investment Public Relations Team
Ms. Jo Eunjin / Manager
eunjin@kotra.or.kr / +82-2-3460-7532

Ms. Chang Young / Executive Consultant
young.chang@kotra.or.kr / +82-2-3460-7530

Ms. Chu Seol Hee / Assistant Manager
iamchu@kotra.or.kr / +82-2-3460-7531