The Investment Information Team of Invest KOREA is a research-driven team that is responsible for compiling, managing and analyzing information about foreign direct investment (FDI). The ten members of the team survey and examine the investment trends of foreign-invested companies as well as analyze the effects of FDI policies. In short, we work as a think tank of sorts for Invest KOREA.

Main research themes for this year include job creation through foreign investment, increasing the amount of high-quality foreign investment into Korea, development of a Korean economic contribution index of foreign-invested companies and development of an evaluation index for high-quality investment attraction.

In addition to researching and publishing material, the Investment Information Team also hosts events and plays a key part in creating national investment-relations (IR) materials.

In the way of events, the team hosts the Global Investment Forum and the Foreign Investment Specialist Conference every year. Participants of both events come from the Korea Trade-Investment Promotion Agency (KOTRA), of which Invest KOREA is a part, the Ministry of Trade, Industry & Energy (MOTIE), academia and various industries. The conferences serve as ideal opportunities for participants to freely share about trends and other information regarding FDI. Many of the ideas for policies and research themes are found and brainstormed during these meetings, where participants also evaluate policies already in place.

As for the development of national IR material, the Investment Information Team creates visuals for presentations given both domestically and abroad through the use of Prezi, Keynote and other presentation programs. Typically given by the Commissioner of Invest KOREA, the presentations feature the benefits and opportunities of Korea’s investment environment.

On a more regular basis, we publish the Global FDI Briefing for the Korean government, municipalities, free economic zones, academic organizations and more. This biweekly publication includes FDI-related news gathered from Invest KOREA’s 42 overseas branches, investment trends and the policies of other countries. Through this briefing, which we have published since 2011, we can better identify FDI-related implications and issues and recommend improvements.

We also publish summarized translations of the World Investment Report from UNCTAD and FDI statistics with the collaboration of Invest KOREA’s Investment Consulting Center and MOTIE. The team compiles a report every year as well on the previous year’s foreign investment trends and predictions for the following year.

To stay on top of global FDI insights and discussions, a team member also attends the APEC Investment Experts Group meeting three times a year and the OECD Working Group on International Investment Statistics meeting twice a year as the Korean representative. We take into account information and results from FDI-related discussions had at these events when creating FDI policies.

With an ever-changing business landscape, there is always plenty of exciting research brewing on the Investment Information Team.

By Yoo In-hong
ihyoo@kotra.or.kr

Yoo In-hong is the Director of the Investment Information Team. He has worked at KOTRA’s Korea Business Centers worldwide, including in the Philippines (1994-1997), United Kingdom (2000-2004), Croatia (2006-2008) and Sweden (2010-2013).