Invest Korea News

KOTRA AND FOREIGN-INVESTED COMPANIES HOLD ENVIRONMENTAL PROTECTION CAMPAIGN

The Korea Trade-Investment Promotion Agency (KOTRA), of which Invest Korea is a part, and the European Chamber of Commerce in Korea (ECCK) held an environmental protection campaign to encourage the use of eco-bags on December 4 at Soongsil University as part of their corporate social responsibility (CSR) work and to improve public awareness of foreign-invested companies.

About 70 people participated in the campaign, including members of Grow Together, a CSR group of Korean university students whose goal is to improve foreign-investment awareness in Korea, and the staff of European companies, including Audi and Henkel. The participants gave out eco-bags with images of endangered species and highlighted the harmfulness of plastic bags and waste.

KOTRA and the ECCK established Grow Together in 2013 to carry out CSR programs.

FDI ATTRACTION WORKSHOP REINFORCES RELATED SKILLS AND STRENGTHENS NETWORK

The 2014 Workshop on FDI Attraction in Korea was held Dec. 17 at LIG Ingenium in Suwon by the Ministry of Trade, Industry & Energy, Invest Korea and branches of local governments and free economic zones (FEZs) related to foreign direct investment (FDI). The aim was to share about the government’s investment promotion policies and the main projects of local governments. Participants included 23 officials from KOTRA’s overseas offices, who also participated in a joint event called the 2014 Workshop on Foreign Direct Investment in Korea for Overseas KOTRA Trade Center Staff, 20 Invest Korea employees and about 45 officials from local governments and FEZs.

The workshop covered not only foreign investment outcomes and the related outlook, but also investment strategies having to do with the Korea-China FTA, which was concluded last year. Also, through one-on-one consultations between KOTRA’s overseas branches and local governments, much information about foreign investment promotion was exchanged. The workshop helped reinforce knowledge and skills related to FDI attraction and strengthen the network between KOTRA’s headquarters and overseas offices.

Foreign Company News

VOLVO VICE PRESIDENT SEES POTENTIAL IN KOREAN MARKET

Thomas Andersson, Vice President of International Volvo Cars, expressed his commitment to securing the Korean market at a press conference on December 4 in Busan.

“The key value of Volvo is still safety, but the company is also transforming to become a young and dynamic brand. We will conduct marketing to show the appeal of Volvo to young Korean consumers,” said Andersson.

Volvo opened an exhibition hall (1,773.41 m²) in Haedundae District, its largest in Korea. Volvo has a 1.6 percent market share of Korea’s foreign car market. However, Volvo sold 2,773 cars in the January-November period of last year, which marks a 61.7 percent increase year-on-year.

“We have acknowledged the importance of the Korean market since a few years ago, and our headquarters in Sweden and Volvo Korea have been closely negotiating to implement new growth strategies. We are executing a mid- and long-term investment... as a part of the new strategy,” said Andersson.

Korea News

KOREA-AUSTRALIA FTA OPENS AUSTRALIAN GOVERNMENT PROCUREMENT MARKET

The Korea-Australia Free Trade Agreement, which went into effect December 12, will help Korean companies make inroads into Australia’s government procurement market, which is worth KRW 40 trillion (USD 36.5 billion).

According to a December 12 KOTRA report on the current status of this market and measures to enter it, the effectuation of the bilateral FTA has substantially reduced barriers to Australia’s government procurement market, 15 percent of which is accounted for by foreign companies.

The participation of Korean companies in the Australian market has been small, as Australia is not a member of the Government Procurement Agreement of the World Trade Organization.

The bilateral FTA includes a provision on the mutual openness of the procurement markets of the two countries, which will give Korean companies an edge to enter the Australian procurement market.

Government & Policy

MOTIE TO INVEST KRW 3.1329 TN IN INDUSTRIAL TECHNOLOGICAL INNOVATION R&D IN 2015

The Ministry of Trade, Industry & Energy (MOTIE) will invest KRW 3.1329 trillion in research and development (R&D) for industrial technological innovation in 2015.

An integrated action plan announced by MOTIE for the year’s industrial technological innovation projects accounts for KRW 3.1329 trillion of MOTIE’s total investment of KRW 3.4660 trillion in R&D, and will support plans for 75 projects.

MOTIE will provide project information via the website of the Korea Evaluation Institute of Industrial Technology to help participants better understand the projects.

Having introduced its integrated action plan in Seoul and Daejeon in December, MOTIE plans to present it to other regions in the first half of the year.