



On Nov. 7, Invest Korea Week (IKW) 2017 kicked off for a three-day run at the Grand InterContinental Seoul Parnas in Seoul. Now in its 13th year, IKW is a national investor relations event hosted by the Ministry of Trade, Industry and Energy (MOTIE) and the Korea Trade-Investment Promotion Agency (KOTRA). The event is designed to promote Korea's merits as an investment destination and introduce potential foreign investors to success strategies and promising investment opportunities in the country.

Under the theme of 'FDI's Impact on Job Creation and the Growth of the Fourth Industrial Revolution,' this year's IKW featured a job fair for foreign-invested companies and a separate career day event for Bluebell Korea, in an attempt to create jobs for foreign-invested firms and help them contribute to the Korean economy. In regards to the Fourth Industrial Revolution, diverse programs were provided including the Global Investment Forum, one-on-one business partnering opportunities for startups and roundtable discussions for major investors. Some 2,500 participants attended the event, including 233 foreign investors from 203 companies and some 1,500 job seekers.

On Nov. 9, Korean startups had the opportunity to showcase their products and services in the investment promotion sessions. A total of 10 domestic startups with immense potential for growth and global market entry had pitching presentations.

Foreign companies seek investment opportunities and new talent at Invest Korea Week

One-on-one business meetings were also provided for about 140 foreign investors and 200 Korean firms seeking foreign capitals.

IKW also offered exclusive programs for foreign journalists to promote Korea's attractive investment environment. The opening ceremony was live streamed in 28 countries by Channel NewsAsia, Singapore's state-run news agency with the third largest number of viewers in Asia. On top of that, IKW also hosted a sideline event with journalists from 22 major foreign media outlets, including Japan's *Yomiuri Shimbun*, Germany's *Frankfurter Allgemeine Zeitung* and Italy's *Il Sole 24 Ore*. The press conference covered topics from Korea's roadmap for the Fourth Industrial Revolution to its FDI policy direction. The participating journalists also had a chance to visit companies and organizations related to smart factories, Internet of Things (IoT) and robotics, all of which are standing at the forefront of the technological transformations unfolding in Korea.

Meanwhile, foreign investors were

invited to take a tour of three Free Economic Zones—Incheon, Busan-Jinhae and Chungbuk. They visited industrial sites and met foreign-invested businesses operating in those specialized areas. They also learned about investment benefits as well as assistance they can receive if they decide to locate their businesses in the zones.

During IKW, the PyeongChang 2018 Olympics booth was also operated to draw attention and encourage participation of foreign investors in the Winter Games which will be held 100 days after the event.

"With Korea's economic growth hitting a seven-year high in the third quarter of this year, foreign investment is seeing positive growth," said Lee Taisik, KOTRA's vice president. "KOTRA will continue to work closely with government agencies and related organizations to help foreign firms with everything from investment planning to follow-up management, to successfully enter the Korean market."