

Honorary Ambassador of Foreign Investment Promotion for Korea

Who is the Honorary Ambassador of Foreign Investment Promotion for Korea?

An Honorary Ambassador is someone who spreads the word about the advantages of investing in Korea, to the people of his or her native country.

Why does KOTRA have an Honorary Ambassador system?

It all started in 2011. KOTRA wanted to go beyond Korea's borders and reach potential investors where they are. And what better way to do that than through a local expert? These individuals possess vast knowledge of management or international investment, a strong business/government network and a deep understanding of Korea's investment environment.

Today, KOTRA's Honorary Ambassadors inform companies and the general public in eight countries—including Germany, Hong Kong, the United States and Japan—about the business advantages and opportunities in Korea.

How does the Honorary Ambassador system work?

An Honorary Ambassador is designated by Korea's Minister of Trade, Industry & Energy, with the Honorary Ambassador system run by the Korea Trade-Investment Promotion Agency (KOTRA).

An Honorary Ambassador serves an approximately 2-year term and their term can be extended.

KOTRA has 127 offices in 86 countries, and each Honorary Ambassador is plugged in to the KOTRA branch in his or her country. The appointed individuals participate in various investment-related events and promote Korea to local investors. They also search for promising local businesses with plans to expand overseas and tell them about investment opportunities in Korea.



Mr. Bernd Stenger

German Honorary Ambassador of Foreign Investment Promotion for Korea

For more information, look out for our interview with the German Honorary Ambassador of Foreign Investment Promotion for Korea in our January issue!

Introducing Korea's SMEs

Every month, KOTRA Express introduces a Korean SME that seeks to expand its network by working with foreign partners. In the December issue, we take a look at one of Korea's most promising food companies.



For over 20 years, Sinbad Co., Ltd. has been at the forefront of making high-quality Korean

food products, including citron teas, red ginseng extracts and black garlic jelly. As such, it even received a plaque of appreciation from the Goheung District Office. It most notably established a manufacturing facility in Paju, Gyeonggi-do Province in 2013 and was also acknowledged by the Ministry of Employment and Labor as a 'Clean Work Place'. Its business partners include Lotte Department Store, Ediya Coffee, Coupang and 7-Eleven.

Sinbad has been focusing on international markets to promote the excellence of Korean foods and health supplements, expanding its business overseas in countries like the United States, Japan, China and Malaysia. Its main items of export are citron compote, garlic energy drinks and organic teas. Most recently, it launched a dietary food supplement and participated in a number of international food exhibitions to spread awareness of Korean products.

SINBAD

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Operated by KOTRA, buyKOREA is Korea's premier e-marketplace. If you want to find out more about the products mentioned above, please visit www.buyKOREA.org



WEB VER.



IOS VER.



ANDROID VER.

