

Upcoming KOTRA Events

UN Procurement Plaza 2018

From March 15 to 16, KOTRA will host the UN Procurement Plaza 2018 to help Korean companies join international public procurement projects. The event will promote emerging public procurement markets among Korean firms and help them enter into contracts with foreign governments and international organizations. The public procurement market offers many opportunities, which is demonstrated by the fact that UN's procurement projects currently seeking foreign capital value at USD 17.7 billion.

UN Procurement Plaza 2018 will particularly focus on the medical device sector, as it is held on the sidelines of Global Medical Equipment Plaza (GMEP). On March 15, a two-hour seminar on supplying the UN and all-day one-on-one business meetings between 15 procurement project owners and 100 potential bidders will be held at Room 307 and Hall E of COEX, respectively. On March 16, foreign vendors will also be invited to the Korea International Medical & Hospital

Equipment Show (KIMES).

Global Medical Equipment Plaza 2018

From March 15 to 16, Global Medical Equipment Plaza (GMEP) will be held at Hall E and Room 307 at COEX as part of the Korea International Medical & Hospital Equipment Show (KIMES). The event is hosted by the Ministry of Trade, Industry and Energy (MOTIE) and organized by KOTRA and Korea E&Ex Inc. A total of 525 companies including 175 foreign buyers and 350 Korean firms will attend the event. Most notably, one-on-one consultation sessions will be provided for medical device manufacturers who are planning to export their products and participate in international public procurement projects

An MOU signing ceremony, opening ceremony, seminars on market entry strategies and UN procurement market will also be held during the two-day event. The global medical device market is expected to grow by 5.1 percent annu-

ally, and a growing number of Korean manufacturers are successfully entering the global market. GMEP will contribute to promoting Korea's largest medical device exhibition and helping Korean SMEs break into a new market.

KOTRA Product Placement Seminar

On March 6, KOTRA will hold a seminar that provides Korean SMEs with new overseas marketing strategies using product placement (PPL). The seminar will be held from 2 to 6 pm at the Seminar Room at KOTRA's IKP Building with 20 companies in attendance. Promising producers of Korean dramas and TV shows and those interested in PPL strategies will also participate. If a contract is signed between participating companies, further assistance is provided during the process of exploring foreign buyers and performing marketing activities through online and offline channels. The event is expected to offer plenty of opportunities for Korean SMEs who want to make inroads into the global market.