

# Upcoming KOTRA Events

## Global Project Plaza

The Korea Trade-Investment Promotion Agency (KOTRA) hosted the first Global Project Plaza (GPP) in 2008 as a global platform to promote cooperation between players within construction industries around the world. The annual event is designed to help overseas guests and Korean contractors build concrete business relationships and explore potential contract opportunities. Last year, 96 project owners representing 49 countries were in attendance, attracting approximately 400 Korean consultants, contractors and suppliers.

The 2018 Global Project Plaza will be held from April 17 to 19 at the COEX Intercontinental Hotel under the theme of “Smart World, Connected City.” This year’s event will focus on seeking out ways to secure new housing spaces and improve existing and ageing infrastructure amidst the rapid urbanization occurring among countries through various projects.

The event will commence on the 17th with the opening ceremony, project forum, project briefing session and a roundtable, and the 18th will be packed

with 1:1 project consultations as well as equipment consultations. GPP will close on the 19th with industrial inspections and activities for guests to experience the Korean culture.

## Seoul Food 2018

SEOUL FOOD is a KOTRA-organized international food exhibition that was launched in 1983 and has since become the fourth largest industry exhibition in Asia.

Last year, the event brought together 1,402 qualified overseas exhibitors and over 54,200 visitors from 39 countries. Among the different types of food presented, agricultural products (54.3%), bakery/confectionary (8%), wine/liquor/beverages (7.4%), and meat (7.4%) took up the majority of the products showcased by exhibitors. Visitors included food manufacturers, wholesale traders, distributors, franchises, and others.

This year, the event will be held from May 1 to 4 at KINTEX from 10:00am to 5:00pm. The venue is set to host 1,500 exhibitors, 3,000 booths and up to 55,000 visitors with numerous programs includ-

ing business meetings with domestic buyers, The Culinary Challenge and The Global Food Trend Conference.

## The 13<sup>th</sup> Job Fair for Foreign-Invested Companies 2018

Since 2006, KOTRA has annually hosted The Job Fair for Foreign-Invested Companies to provide Korean job-seekers high-quality jobs in foreign-invested companies, and opportunities for foreign-invested companies to hire qualified talent.

Last year, Fortune 500 enterprises such as 3M and Siemens, companies leading The Fourth Industrial Revolution like GSK and Tesla, as well as global corporations popular among young job-seekers including Schneider Electric and Nestle were in attendance.

In line with the new government’s policies on job creation, this year’s event would be the largest yet, gathering approximately 140 foreign-invested companies and World Champ enterprises. The 13th Job Fair for Foreign-Invested Companies 2018 will be held on June 14 and 15 at Seoul’s COEX.