

KOTRA Events in July

Japan Business Week 2018

On July 5, KOTRA will host “Japan Business Week 2018” at the New Otani Hotel in Tokyo, with the aim to help Korean consumer goods effectively expand into Japan by providing multi-faceted B2B and B2C support.

60 domestic consumer goods companies as well as 120 Japanese distributors and vendors will participate in the event, and export consultations of items ranging from innovative lifestyle products, to fashion and beauty products/cosmetics will be held.

Furthermore, the “Third Korean Wave,” with promotional contents created through influencers, will be utilized to build a solid foundation for Korean products to grow into a culture of their own in Japan.

Jinan Korean Commodity Fair

KOTRA will host the “2018 Jinan Korean Commodity Fair” from July 6 to 8. Since 2014, KOTRA and the government of Shandong Province have been co-hosting China’s largest fair exclusively for Korean products in Jinan that provides an economic/cultural exchange platform between the two countries.

About 150 Korean companies and 1500 Chinese buyers, along with approximately 80,000 visitors are estimated to attend the event. KOTRA anticipates this fair will strengthen cooperation among major actors of the consumer goods export ecosystem including local Chinese governments, affiliated organizations and distribution networks inside and outside of Korea.

INNOPROM

From July 8 to 10, KOTRA will host the “2018 Russia INNOPROM” at the Yekaterinburg Expo Center.

INNOPROM is Russia’s biggest industry technology expo held annually since 2010, participated by over 90 countries.

KOTRA expects that participation in the expo will help increase exports of Korean machinery and also increase awareness of Korean technology, products and culture in Russia. In particular, a greater synergy effect is also anticipated to occur this year, due to Russia hosting the 2018 FIFA World Cup.