



**T**he Korea-India Comprehensive Economic Partnership Agreement (CEPA) came into effect in 2010, and in 2015, the relationship between the two nations took another leap forward under the Special Strategic Partnership. On the back of such measures, economic cooperation between Korea and India is becoming stronger, with bilateral trade reaching USD 20 billion last year.

To help actualize the Korean government's New Southern Policy, the Korea Trade Investment Promotion Agency (KOTRA), along with the Korea Chamber of Commerce and Industry (KCCI), hosted the Korea-India Business Partnership in New Delhi, India at the Le Meridien Hotel on July 10. The event was comprised of various sub-events with the overarching aim to support Korean companies expand their businesses into the Indian market.

K-Global@India 2018, organized by KOTRA and the Ministry of Science and ICT, provided a platform to focus specifically on supporting Korean ICT companies seeking to make inroads into India. The event took place in the Sovereign 2

## KOTRA offers support to help Korean companies expand to India

Hall, where approximately 320 one-on-one business consultations were conducted between 26 Korean SMEs and 133 buyers from Indian and Southwest Asian

countries. Here, companies were provided various types of support such as buyer matching, help with creating exhibition booths as well as translation and interpre-



tation services. The Korean SMEs came from four different categories in the ICT sector, consisting of Internet of Things (IoT)/healthcare, software solutions, telecommunication/security and FinTech/other. IoT/healthcare companies showcased technology related to smart healthcare and solutions for automobiles. Software solutions firms offered products revolving around smart city, ITS, productions management systems and e-learning. Telecommunication/security enterprises exhibited their security control solutions and wireless communications equipment, while FinTech/other companies showcased FinTech solutions, educational 3D printers and games.

In addition, KOTRA worked with B2G to organize an investor relations (IR) event centered on startups in the Desire Hall, which was attended by eight Korean companies, four Indian companies and about 70 Indian investors and members of startup supporting institutions. The event included a pitching session for promising Korean and Indian startups to introduce their business ideas to venture capital firms and local investors, as well as roundtable seminars revolving around the Korean and Indian startup ecosystems, the cooperation model between Korea and India, and startup operations in India. A total of 12 startups participated in the pitching session, where they were each given five minutes to pitch their ideas and products, and another five



minutes for a Q&A session. Out of the 12 young companies, one Korean company and one Indian company were chosen as the most outstanding startups. The IR event came to an end with a networking session for the participants.

Other sub-events during the Korea-India Business Partnership included business consultations between Korean and Indian companies across different industries, a series of MOU signings and a showcase featuring artwork collaborated on by eight social enterprises and eight artists.

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