

Upcoming KOTRA Events

2018 SME Products–Korean Wave Convergence Contents Commerce Project

KOTRA will carry out “The 2018 SME Products–Korean Wave Convergence Contents Commerce” project to develop a new export route through “contents commerce,” which combines domestic SME products with the Korean Wave.

Product placement (PPL) targeting overseas markets will be utilized and distributed through global online distributors, social media and local channels to build a “contents commerce” marketing support system, combining products with entertainment.

Multilateral marketing support including customized contents, overseas online shopping promotions as well as overseas expo participation will be provided for the selected products.

2018 Medtronic Asia Innovation Conference

KOTRA and Medtronic Korea will host the “2018 Medtronic Asia Innovation Conference” (MAIC) from August 28 to 29 at COEX in Seoul.

The conference will invite medical device industry experts to take a look at the current status and future prospects of medical device innovation technology and provide business cooperation opportunities for domestic companies.

On the 28th, a seminar entitled “Medtech Insights” will be held to introduce various strategies for entering global markets. On the 29th, consultations will be held to help companies find partners in expanding to the Asian market by utilizing Medtronic’s global network.

Export Gateway Biz Plaza 2018

On September 11, the “Export Gateway Biz Plaza 2018” will be held at AT Center in Seoul to boost domestic demand as well as exports of newly exporting companies.

About 400 domestic companies and 150 foreign buyers will participate in this event. One-on-one consultations will be arranged between promising domestic countries and active foreign buyers to maximize the possibility of forging contracts.

Furthermore, KOTRA will conduct an export contract signing ceremony, sign MOUs with affiliated organizations, jointly operate booths to introduce the customized support project for participating export support agencies, and provide consultation services.