



# MOTIE and KOTRA Host Korea's Largest Global Investment Event

South Korea's largest international investment promotion event kicked off in Seoul on November 6 to highlight the country's investment environment and create new business opportunities for companies and investors.

Invest Korea Week (IKW) 2018, hosted by the Ministry of Trade, Industry and Energy (MOTIE) and organized by the Korea Trade-Investment Promotion Agency (KOTRA), opened at the Grand InterContinental Seoul Parnas for three days.



Approximately 2,500 participants, including foreign investors, industry leaders, government officials, representatives from related organizations, as well as members of the local and international press took part in this year's event, which celebrated its 14th year running.

IKW 2018 was held under the theme of "Collaborate and Innovate with Korea," with the objective to provide information on Korea's new growth engines and business opportunities amid the rapid pace of industrial transformation.





Sub-events included the Global Investment Forum, investor roundtable, panel discussions, seminars, networking opportunities, one-on-one business meetings, a job fair for foreign-invested companies, programs for foreign journalists, start-up pitching sessions and more.



The trade ministry and related government organizations introduced various investment opportunities related to the Fourth Industrial Revolution as well as potential projects involving North Korea. Industry leaders, including Samsung Electronics Co. and Hyundai Motor Co., shared the latest technology trends in artificial intelligence and next-generation cars.



A total of 236 investors from 211 foreign companies were in attendance, and 766 business consultations between foreign investors and Korean companies were conducted in the duration of the event. According to government data, South Korea received USD 19.20 billion worth of foreign direct investment commitments from January to September this year, representing a 41.4 percent increase from a year earlier.

In his opening remarks, Kim Chang-gyu, deputy minister of international trade and legal affairs at MOTIE, said, "South Korea is emerging as an attractive investment destination with improved inter-Korean relations, a test bed market for new technologies and innovations, and a vast free trade agreement network."

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