

# JANUARY

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
			2019 Briefing Session on Global Market Entrance Strategies			
			CES 2019_Korea Pavilion			
13	14	15	16	17	18	19
			ISPO Beijing_Korea Pavilion			
20	21	22	23	24	25	26
			The 36th Khartoum International Fair 2019_Korea Pavilion			
			BETT Show 2019_Korea Pavilion			
27	28	29	30	31		

## Upcoming KOTRA Events

### 2019 BRIEFING SESSION ON GLOBAL MARKET ENTRANCE STRATEGIES

**Date:** January 9, 2019

**Location:** Grand InterContinental Seoul Parnas, South Korea

**Host:** Ministry of Trade, Industry and Energy (MOTIE)

**Organizer:** KOTRA

**Speakers:** Wonsik Choi, Managing Director of McKinsey & Company Korea; KOTRA's Regional Director Generals for North America, Europe, Japan, China, Central and South America, Africa, Middle East, Southeast Asia, Southwest Asia, CIS

**Main Topics:** Opportunities and challenges in the 4th Industrial Revolution; Entrance strategies by region; Q&A sessions

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### THE 36TH KHARTOUM INTERNATIONAL FAIR 2019 (KOREA PAVILION)

**Date:** January 21-28, 2019

**Location:** Khartoum Fair Ground, Sudan

**Host:** KOTRA (Korea Pavilion)

**Industry:** Manufacturing (equipment, machinery, hardware), agriculture, IT, energy & mining, architecture, services, medical devices, cosmetics and other consumer goods

**Participation:** 150,000 visitors; 680 companies from 24 countries (470 Sudanese, 210 overseas companies)

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\*Note: The fair is expected to attract high interest from local buyers and related companies due to it being the first exhibition to be held since the lifting of the U.S. economic sanctions on Sudan

### BETT SHOW 2019 (KOREA PAVILION)

**Date:** January 23-26, 2019

**Location:** ExCel London, United Kingdom

**Host:** MOTIE (Korea Pavilion)

**Organizer:** National IT Promotion Agency (Korea Pavilion)

**Industry:** Education technology, e-learning

**Main Programs:** Seminars (2018 Bett Innovation Index: emerging trends in EdTech; Embracing diversity with education technology; From learning labs to maker labs; Building bridges with education data; Leveraging cloud innovation in education, etc.), exhibition booths of education technology and e-learning companies

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