



Invest KOREA takes Korea's foreign business community on a cultural experience

Twice a year, Invest KOREA, the national investment promotion agency, provides foreign investors, foreign members of the diplomatic corps, members of the foreign press in Korea along with their families, an opportunity to indulge in the country's rich history and culture. Get to Know Korea (GTKK) has been held since 2008 to deepen participants' understanding of Korea and make them feel more at home.



The 26th installment of Get to Know Korea was held on December 8 at the Korea House and Namsangol Hanok Village in Chungmuro, Seoul. A total of 50 participants attended the event, including staff members of foreign-invested companies such as Bosch Korea and Solvay Korea, journalists from the foreign press such as the New York Times, as well as foreign diplomats and their families.

At the Korea House, participants took part in a hands-on cooking class, where they made a traditional Korean dish called Gujeolpan. Gujeolpan literally means “a plate divided into nine sections,” and was one of the main dishes of royal court cuisine during the Joseon Dynasty. Participants learned how to prepare the meat and vegetables and wrap them up in a thinly fried flour crepe, then enjoyed the finished dish by dipping it into a sauce made from mustard, soy sauce and vinegar. The cooking class served as a valuable experience for participants to get a glimpse into the world of Korean cooking.



Next, they visited Namsangol Hanok Village and took a tour around the traditional Korean houses, also known as hanok. The Village is a collection of five hanoks from the Joseon Dynasty (1392-1910), recovered from different parts of the city and re-located to the northern foot of Namsan Mountain. During the tour, participants were able to see the houses of Korea’s important historical figures, including Queen Yun, who was the Queen Consort to King Sunjong, the 27th king of the Joseon Dynasty; Lee Seungeop, who was charge of constructing Gyeongbokgung Palace; and Kim Chunyeong, a prominent military official.



Lastly, event attendees enjoyed a networking luncheon over a traditional Korean meal. Head of Invest KOREA Shawn Chang said, “Get to Know Korea celebrates its 10th anniversary this year, and has played a vital role in deepening the foreign business community’s understanding of Korea by giving them an opportunity to experience Korea’s culture and history,” and added, “KOTRA and Invest KOREA will continue to make efforts in various ways to raise awareness of Korea.”

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