

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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