

Looking for Foreign Investment? Go Online!

KOTRA is embarking on a series of activities to attract investment online.

For the first time ever, a digital-style investor relations (IR) event was hosted by KOTRA and a team of local investors in Beijing in September and October. On the back of positive feedback from investors, the web-based investment promotion campaign was held another time in Singapore on Dec. 10.

Online promotional events delivered through digital mediums have no limitations on the geographical or temporal reach it can have. This allows companies, particularly small businesses struggling to find workforce or financial resources, to have opportunities to focus on growing their online presence as part of brand marketing and to reach out to potential investors worldwide.

Investors who have long been seeking out business partners to possibly work with are welcoming the service, showing their strong preference for a less rigid, casual platform. At the very first round of the “Beijing Online Webcam IR”

event, seven groups of Korean startups and a team of 17 local investors in Beijing were in attendance. Even after their meeting, some of the invitees are still keeping in touch to run subsequent negotiations.

Ha Seung-beom, the head of KOTRA’s Investment Promotion Department, said, “Our goal in 2020 is to hold these types of digital IR sessions more frequently, over five times, and to include large cities like Silicon Valley, San Francisco and Tokyo.”



Invest KOREA's Services

One-Stop Service for Foreign Investors

The Inbound Investment Consulting Department not only assists foreign investors and foreign-invested companies in the investment review and implementation stage, but also offers customized services to help foreign investors and their families get comfortably settled in Korea.

Invest Korea Market Place (IKMP)

IKMP is a project aimed at discovering promising Korean SMEs seeking to attract foreign investment and matching them with foreign investors who have compatible needs. Projects looking for investment are posted on our website at www.investkorea.org.



Foreign Investment Ombudsman

The Office of Foreign Investment Ombudsman is an organization established in 1999 to provide close aftercare support and grievance resolution services for foreign-invested companies, and is dedicated to resolving any difficulties that foreign-invested companies face while doing business in Korea.

Job Fair for Foreign-Invested Companies

IK organizes annual job fairs to help foreign-invested companies discover qualified local talent, and job seekers find employment through job consultations, on-site interviews, and more.



Exclusive Online Recruitment Platform for Foreign-Invested Companies

IK operates a recruitment platform for foreign-invested companies to support their on-demand as well as regular hiring processes. (<http://kotra.incruit.com>)

Invest Korea Plaza (IKP)

Invest Korea Plaza (IKP) is Korea's first facility dedicated to the incubation and investment of foreign investors. Each year, more than 40 foreign-invested companies rent out offices in the plaza and utilize IK’s one-stop service.

