

## Korean Pavilion Attracts Visitors at CES 2020

KOTRA, along with the Korea Electronics Association (KEA), opened a Korea Pavilion at the Consumer Electronics Show (CES) 2020, the leading consumer electronics exhibition from Jan. 7 in Las Vegas, Nevada in the U.S.

Notably, this year, the Korea Institute of Startup & Entrepreneurship Development (KISED), Gyeonggi Business & Science Accelerator (GBSA), Seongnam Industry Promotion Agency (SNIP) and Suwon Sustainable City Foundation (SSCF) teamed up to put the pavilion together, in which 95 Korean tech companies showcased their future technology.

This year's buzzworthy tech trends include digital therapy, next generation mobility, future food-tech, facial recognition, and robotic engineering. Combined with such advanced technologies, numerous products and services developed in Korea piqued the interest of visitors in Las Vegas.

At the CES Innovation Awards, a competition honoring outstanding technologies in consumer electronics, global tech giants Samsung Electronics and LG, as well as Korean SMEs were on the list for this year's award winners.

Notably, LinkFace, a developer of wireless noise-cancelling headphones with a bioelectric monitoring system that can prevent hearing loss in children; Corners Co. Ltd., an intelligent evacuation solution company allowing preparation for firearm violence; and Microsystems Inc., a developer of IoT sensors for self-cleaning technology that can remove pollutants on lenses were some of this year's honorees.

In addition, KOTRA invited a group of purchasing managers working for top global players in the industry such as Facebook, Verizon Wireless, Ford Motor Company, Amazon, Qualcomm and HP to help Korean tech firms at the show meet with them for potential partnership.

KOTRA President and CEO Kwon Pyung-oh said, "CES 2020 serves as a window to catch a glimpse of the technologies of today and tomorrow and make predictions about what will come next," adding that "KOTRA will make all-out efforts to help entrepreneurs in Korea showcase their innovation and form partnerships in the global arena."

## Invest KOREA's Services

### 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.

### 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.

### 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](http://www.investkorea.org).

### 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.