

Investors Worldwide Convene amid the COVID-19 Pandemic via KOTRA's Hotline Service

KOTRA has set up a virtual hotline where entrepreneurs can meet with investors worldwide, as part of measures to promote investment activities that have been stalled in the midst of the coronavirus pandemic.

As the novel virus has forced millions of people to work from home, which makes it harder for businesses to hold meetings with its counterparts in person, KOTRA's 36 overseas offices have started to help companies secure real-time connectivity with their local business partners.

The hotline service is also available for those in need of conducting remote meetings—industry experts, project managers, investment advisors, and any others who have built relationships via face-to-face interaction can reach out to potential business partners or investors.

What's called an "online investment attraction IR" is now open via the hotline service. Starting in Beijing, China, the IR takes place on a monthly basis, providing potential investors

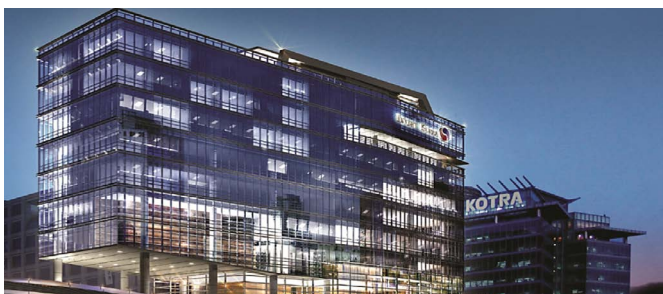
with useful information on the Invest KOREA Market Place (IKMP) business model or strategic directions. The service may expand to Europe or North America if the spread of the virus starts to slow down.

KOTRA has also stepped into the process to help make short IR promotional videos, while running a one-on-one coaching session on how to perfect a startup pitch. Once the advertisement materials are created, they're shared with targeted investors with help of KOTRA's overseas offices.

Shawn Chang, head of Invest KOREA (IK), said, "Now, as we are seeing a new normal after COVID-19, I believe it is the time to think outside the box in regards to the way we attract foreign investment. By making concerted efforts with private-public partners, KOTRA will keep working on making our hotline service a platform of investment promotion, IR and startup pitching."

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.

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.