

## KOTRA Holds Webinar in Response to Global Economy Post COVID-19

On July 8, KOTRA and the Ministry of Trade, Industry and Energy (MOTIE) jointly hosted a web-based seminar entitled “2020 Invest KOREA Forum” under the theme of “Post COVID-19 FDI promotion strategy.”

The webinar was arranged to introduce the investment climate in Korea as well as business strategies and opportunities in response to the COVID-19 pandemic in which a group of experts including professors, researchers and consultants presented in the panel discussions.

The guests held discussions on South Korea’s FDI promotion strategies given the current dynamics of the global economy where externalities such as escalating tit-for-tat trade conflict between the U.S. and China; widespread global protectionism; and rising manufacturing costs in China have been arising with the combined impact from the pandemic, causing global companies to increasingly look for alternative investment destinations outside of China.

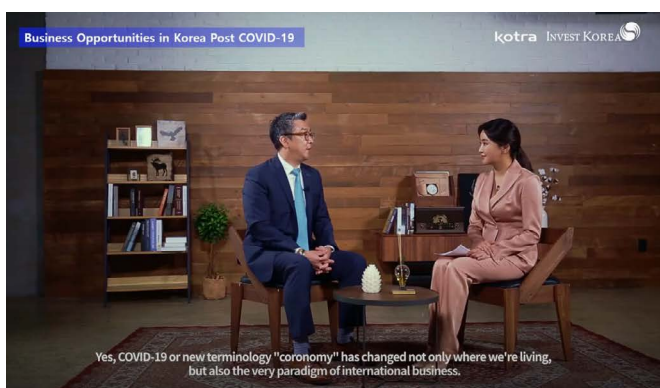
Kwon Pyung-oh, president and CEO of KOTRA, said, “the global value chain is now steering a course towards stability

in supply chain networks,” adding that, “In preparation for the post COVID-19 era, South Korea is called on to turn today’s crisis into an opportunity to take another leap forward in shaping itself into a global hub for cutting-edge technologies and innovation.”



\*You can access the IK Forum video by searching "2020 IK Forum" on YouTube.

## Tune in to Discover Business Opportunities in Korea



IK Head Shawn Chang speaks about how COVID-19 is changing Korea's investment climate.

KOTRA, in cooperation with MOTIE, has created a video interview under the title of “Finding Business Opportunities in Korea Post COVID-19” as a part of an online IR campaign to help investors worldwide learn more about the business climate and opportunities in Korea.

### ❶ [Online IR with the Head of Invest KOREA]

In a one-on-one interview, Head of Invest KOREA Shawn Chang, introduces Korea’s burgeoning businesses with

bright prospects in the wake of the coronavirus outbreak in the digital economy, bio-healthcare, and materials, parts and equipment industries. Chang also addresses the question of “Why Korea?” with a compelling perspective on the country’s investment value such as innovation capacity, stability and marketability.

### ❷ [Online IR by Business Category]

Informative videos shine the spotlight on five flagship industries in Korea: Bio-healthcare, future mobility, semiconductor, financial service and cultural content.

### ❸ [Voices from Korea]

KOTRA is in the process of filming a special feature entitled “Voices from Korea,” which contains messages from heads of foreign-invested companies which have successfully entered the Korean market. Planned for release in August 2020, the video delivers the investors’ views on what moved them to launch their business in Korea, as well as specific cases related to Korea’s disaster preparedness and response capacity, the growth potential of the country’s innovation-driven economy, and investment incentives.

\*The online IR video is available on Invest KOREA's website at [www.investkorea.org](http://www.investkorea.org). (Resources / Online IR)