

# Looking Back on 2020...

*Here's what our KOTRA Express interviewees in 2020 said about why Korea's a great place to do business.*



“ Companies from the U.S. believe that the Korean labor force is strong and well-educated; they believe that the Korean market is stable and growing; and they know that the government has created a good environment for development. ”

*John M. Kerry, Honorary Ambassador of Foreign Investment Promotion for Korea  
(January 2020)*

“ I believe Korea has many attractive characteristics as a country with its vibrant culture, innovative spirit, and strong foundation as one of the most advanced manufacturing hubs in the world. ”



*Ben Eum, Technology Industry Lead & Principal Director of North Asia of Element AI Korea  
(February 2020)*



“ Korea has a mature financial market, sound legal system, rich human resources, stable political situation, and competitive global companies which make up the rich soil for foreign companies to nurture their businesses in their respective ways. ”

*Niu Jianjun, Country Head for Korea & General Manager of the Industrial Commercial Bank of China (ICBC)  
(March 2020)*

“ I think the key factor for the successful slowing in the spread of the virus in Korea is not only the excellent leadership by the health authorities but also the active participation by Korean citizens. ”



*Christoph Heider, President of the European Chamber of Commerce Korea  
(April 2020)*



“ I believe that despite this global pandemic, Korea is best suited to handle COVID-19 and any other future threat. It boasts an attractive investment environment based on its solid manufacturing base, talented workforce, and high levels of market openness. ”

*Jenny Chu, Honorary Ambassador of Foreign Investment Promotion for Korea  
(May 2020)*

“ We see Korea as an exciting market with an enormous potential, an attractive business environment and great talent pool. ”



*Fredrik Johansson, Country Retail Manager of IKEA Korea  
(June 2020)*



“ No other location in the world has the combination of a leading edge startup ecosystem, technology ecosystem and beauty ecosystem. This brings Korea into the best position to develop new skincare trends. ”

*Endrik Hasemann & Jacek Brozda, General Manager & Head of Ventures & New Business of Beiersdorf Korea  
(July 2020)*

“ Based on Korea’s innovative capabilities to overcome COVID-19, also known as “K-quarantine,” the country is being acknowledged in the global arena as a stable supply base for sanitation and disease control products. ”



*Kwon Pyung Oh, President and CEO of KOTRA  
(August 2020)*



“ We’ve seen globally that the earliest adaptors that love innovation are found in Korea. ”

*Richard Molin, Country Manager & Head of Operations APAC of Höganäs Korea  
(September 2020)*

“ Korea combines many features of other countries in Northeast Asia, so Korea could serve as a test market and provide a good reference for future developments within the region. ”



*Andre Nothomb, Executive Vice President and Head of Government & Public Affairs of Solvay Asia Pacific  
(October 2020)*



“ The way in which the pandemic has been managed by Korean authorities is simply extraordinary. It has been fascinating to see how Korean society was so quick to adopt the universal wearing of facemasks, with hand sanitizers on every corner. ”

*Gudmundur Jonsson, Head of College of Dulwich College Seoul  
(November 2020)*