

Invest KOREA



August 2023

Feature Story

One-on-One with **Alexander Kim**

Honorary Ambassador of Foreign Investment Promotion for Korea
Founder and Principal, Three Kings Public Affairs

K-Food Emerging as a Global Industry

Meat Alternative Sourced from the Sea, HN Novatch

National Food Cluster Industrial Complex to Emerge as the New Center of the Global Food Market

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Meat Alternative Sourced from the Sea,
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Economic Trends

Here's a look at Korea's major economic indicators that provide an overview of the country's recent economic developments.

Summary and Assessment*

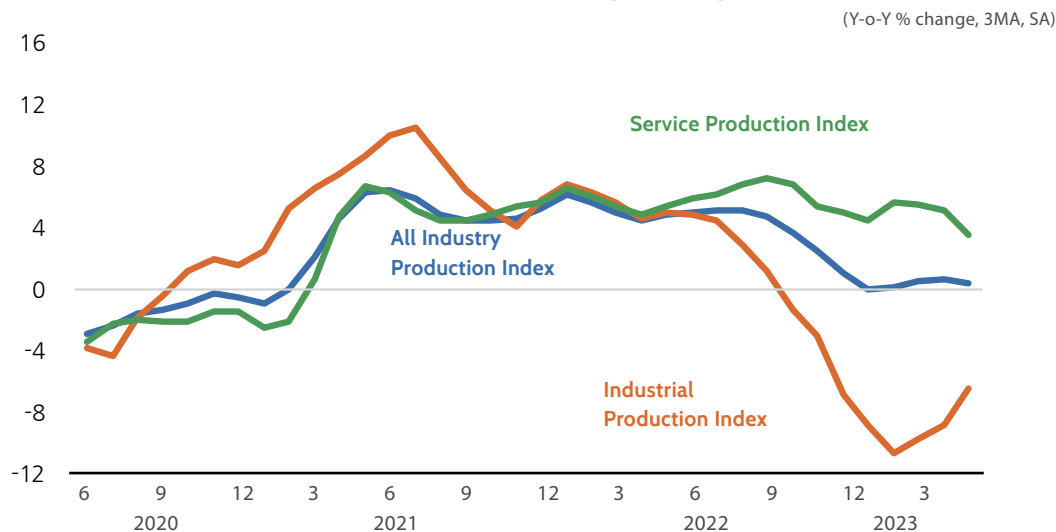
- The Korean economy appears to be navigating its economic trough, with a partial easing in the downturn of the manufacturing industry.
 - The manufacturing industry shows signs of moderating contraction, as evidenced by a slower decrease in production and exports, notably in semiconductors..
 - The downturn in semiconductor production has been tapering off steadily since March, while export volume has taken a turn towards growth.
 - Moreover, automobiles maintained robust growth, and there are indications of improvement in the previously underperforming chemical and electronic parts.
 - The service industry persists with moderate growth, with employment conditions remaining favorable.
 - The non-manufacturing BSI and composite consumer sentiment indicators sustained their upward movement, staying above long-term averages.
 - Simultaneously, consumer price inflation nosedived as the pressures from supply-side inflation receded.
 - However, uncertainty persists, amplified by the continuing monetary tightening in major economies and potential setbacks in China's economic recovery.

*All growth figures are on a year-on-year basis unless otherwise noted. This document is an English translation of the original Korean version; the Korean version takes precedence in case of any ambiguities or discrepancies.

■ **Economic Activity:** The economy shows signs of a moderated downturn, with the service industry experiencing sustained modest growth and the contraction in the manufacturing industry partially easing.

- In May, all-industry production decreased by 0.9%, similar to the previous month's contraction of 1.0%. Yet, given the shorter workdays (-1 day → -1.5 days), this suggests a moderated downturn.
 - Industrial production shrank less severely (-9.0% → -7.3%), propelled by significant growth in automobiles (16.7% → 18.5%) due to parts supply normalization and diminished declines in semiconductors (-21.1% → -16.7%), electronic parts (-29.9% → -19.9%), and chemical products (-20.0% → -16.6%).
 - Services production (2.9% → 2.0%) remained on a gentle growth trajectory, stimulated by financial and insurance activities (9.9% → 9.8%), transport and warehousing (12.3% → 7.5%), and human health and social work activities (3.0% → 3.9%).
 - The manufacturing downturn began to ease with the average capacity utilization rate climbing to 72.9% from 70.9% and the inventory-to-shipment ratio shrinking to 123.3% from 130.1%.
 - Manufacturing inventories edged up by 0.6% MoM, but with shipments rising by 6.1%, the inventory ratio saw a decline.
 - Regarding semiconductors, their shipments expanded by 19.0% MoM, resulting in a lower inventory ratio of 229.5%, down from the previous month's 265.8%.
 - The service industry continued its recovery pace, and the sluggishness in exports, especially in semiconductors, eased partially, indicating that the economy is moving past its trough.- The decline in exports, attributed to semiconductors and exports to China, is somewhat moderating.
 - The non-manufacturing BSI on future tendency hovered slightly above the long-term average of 77.
- * Non-manufacturing BSI on future tendency (SA): (Apr.) 75 → (May) 73 → (Jun.) 75 → (Jul.) 78
- The drop in semiconductor production and exports abated compared to the previous month, and the volume of semiconductor exports rebounded, hinting at a potential easing in the semiconductor market.
- * Semiconductor production (%): (Mar.) -26.9 → (Apr.) -21.1 → (May) -16.7
- * Semiconductor exports (%): (Apr.) -41.0 → (May) -36.2 → (Jun.) -28.0
- * Semiconductor export volume index (%): (Mar.) -0.7 → (Apr.) -1.3 → (May) 8.1
- Despite the ongoing global economic slowdown, the downturn in exports may soften due to improvements in semiconductors.
- * Exports (%): (Apr.) -14.4 → (May) -15.2 → (Jun.) -6.0

Production Indices by Industry



■ **Consumption:** Consumption growth persisted at a low ebb, yet an increase in retail sales of durable goods and an improvement in the CCSI hint at a potential deceleration of the downturn.

- May's retail sales recorded a -0.6% growth, continuing the previous month's trend (-1.4%), but on a MoM basis, they gained 0.4% with the eased slump in durable goods sales.
- Services production expanded by 2.0%, a smaller increase than the previous month's 2.9%, mainly due to base effects.
- The Composite Consumer Sentiment Index (CCSI) for June remained above the benchmark of 100, posting 100.7.

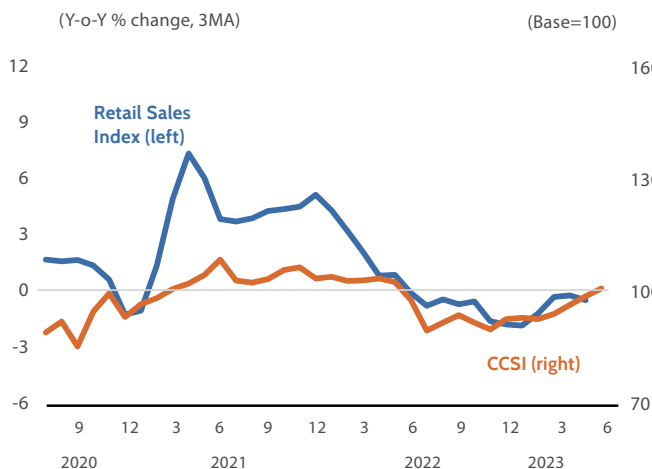
■ **Equipment Investment:** Equipment investment sustained the previous month's trend, with leading indicators remaining weak, indicating that investment demand continues to be muted.

- May registered a -4.3% growth rate, a reduction from the previous month's 4.4%, mainly due to base effects, but its MoM change increase to 3.5%, up from 0.9%.
- The average capacity utilization rate in the manufacturing industry (70.9% → 72.9%) hovered at a low level, with corresponding leading indicators seeming lethargic.

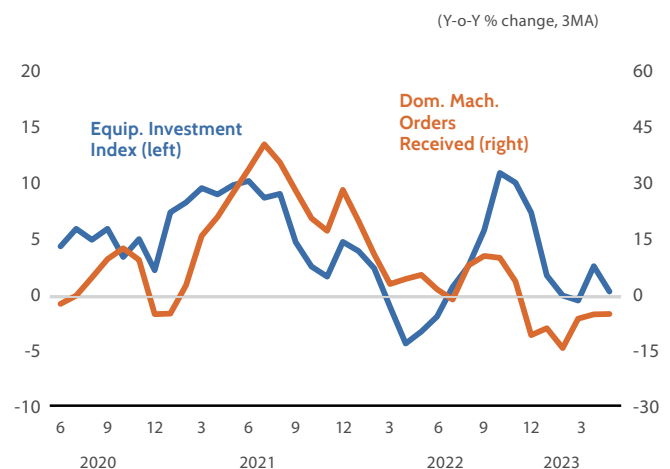
■ **Construction Investment:** The expansion of construction investment slowed, with related leading indicators persistently weak.

- In May, the value of completed construction (constant) displayed reduced growth of 5.4%, down from the previous month's 12.3%, mainly attributed to base effects. It also marked a 0.5% increase on a SA MoM basis.
- Housing starts and construction orders received continued to experience significant declines, indicating potential limitations on the growth of construction investment led by the housing sector.

Retail Sales Index and
Composite Consumer Sentiment Index



Equipment Investment Index and
Domestic Machinery Orders Received



■ **Prices:** Consumer price inflation fell sharply, attributed to eased supply-side inflationary pressures and a slower escalation in personal services costs.

- June's headline inflation came in at 2.7%, decelerating from the previous month's 3.3%.
- Commodity prices (3.0% → 2.0%) exhibited an accelerating contraction as petroleum prices fell faster.
- Service price inflation decelerated to 3.3%, down from the previous month's 3.7%, as the surge in personal services (5.6% → 5.0%) lost momentum.
- A faster decline in import prices, primarily driven by crude oil, alleviated supply-side inflationary pressures.



Major Economic Indicators

(Y-o-Y % change)

	2021	2022	2022		2023				
			III	IV	I	II	4	5	6
All Industry Production	5.3	4.6	5.5	1.9	1.2	-	-1.0	-0.9	-
Industrial Production	8.2	1.4	1.4	-6.4	-9.7	-	-9.0	-7.3	-
Service Production	5.0	6.7	8.5	5.8	6.4	-	2.9	2.0	-
Retail Sales Index	5.8	-0.3	-0.9	-2.3	-0.4	-	-1.4	-0.6	-
Index of Equipment Investment	9.6	3.3	7.5	9.6	-0.5	-	4.4	-4.3	-
Value of Construction Completed (Constant Price)	-6.7	2.7	3.5	6.4	11.5	-	12.3	5.4	-
Exports (f.o.b.)	25.7	6.1	5.8	-10.0	-12.7	-11.9	-14.4	-15.2	-6.0
Imports (c.i.f.)	31.5	18.9	22.6	3.1	-2.2	-13.0	-13.3	-14.0	-11.7
Balance of Trade (Billion US Dollars)	29.3	-47.8	-18.3	-18.6	-22.6	-3.7	-2.7	-2.1	1.1
Unemployment Rate	3.7	2.9	2.8	2.9	2.7	-	2.6	2.5	-
Number of Employed	1.4	3.0	2.8	2.2	1.5	-	1.3	1.2	-
Consumer Price	2.5	5.1	5.9	5.3	4.7	3.2	3.7	3.3	2.7
3-year Treasury Bonds	1.80	3.72	4.19	3.72	3.27	3.66	3.29	3.46	3.66
KOSPI	2,978	2,236	2,155	2,236	2,477	2,564	2,502	2,577	2,564
Housing Price	9.9	-4.7	-0.8	-4.1	-3.4	-	-0.5	-0.2	-
Won/Dollar Exchange Rate	1,188.8	1,264.5	1,430.2	1,264.5	1,301.9	1,317.7	1,337.7	1,327.2	1,317.7
G20 Composite Leading Indicator	4.2	-1.6	-2.1	-1.9	-1.3	-	-0.8	-0.5	-
Oil Prices (Dubai, US\$/bbl)	69.4	96.4	96.7	84.8	80.3	77.6	83.4	75.0	75.0

Source: Korea Development Institute, "Monthly Economic Trends" (www.kdi.re.kr)

Industry Trends

Invest KOREA provides an overview of Korea's monthly industry trends based on the latest data available from the Ministry of Economy and Finance and the Korea Institute for Industrial Economics and Trade. Figures are subject to change and may be updated for accuracy by the respective organizations.

All Industries

In May 2023, Korea's total industrial production increased by 1.3%. Led by the mining and manufacturing industries, the recovery has resumed after experiencing an adjustment in the previous month.

Monthly Industrial Activity Trends

Subject	All industries	Mining & manufacturing	Service	Retail sales	Equipment investment	Construction completed
Monthly Change (%)	1.3	3.2	Δ0.1	0.4	3.5	0.5

In May, production of mining and manufacturing industries increased by 3.2% from the previous months, with automobiles and semiconductors growing by 8.7% and 4.4%, respectively, while communication and broadcasting equipment fell by 16.9%. Service industry production fell by 0.1% month on month as wholesale and retail increased by 1.6% and food and lodging and finance and insurance declined by 4.5% and 4.1%, respectively. Retail sales rose by 0.4% from the previous month, driven by 0.5%, 0.6%, and 0.2% increases in durable goods, semi-durable goods, and nondurable goods, respectively. Equipment investment rose by 3.5% with investment in machinery, such as general industrial machinery, and transportation equipment, such as aircraft, gaining 2.6% and 6.2%, respectively. Investment in construction increased by 0.5% month on month with construction rising by 0.7% from the previous month, driven by improved progress of maintenance projects. The cyclical change in the coincident index rose by 0.1 percentage point as mining and manufacturing industries, domestic shipment index, import value, and non-agricultural and fishery employment increased. The cyclical change in the leading index turned positive, supported by increase in the economic sentiment index and KOSPI despite decreases in construction orders, inventory cycle index, and the spread between short-term and long-term interest rates. Downside risks have eased recently amid difficult domestic and international real economic conditions, but uncertainties persist. On the production side, there are positive factors such as the rebound of the IT industry in the second half of the year, expectations of the effect of China's reopening, and the return of face-to-face activities. At the same time, there are burdensome factors such as continued global economic uncertainties caused by countries' monetary tightening and high semiconductor inventory levels. As for consumption and investment, there are positive factors such as a favorable employment situation, a recovery in household and business sentiments, and a slowdown in inflation. However, there are risk factors such as short-term investment adjustment due to semiconductor production cuts, uncertainty in the construction industry, and household debt burdens.

Trends by Industry

Automotive

Strong sales of eco-friendly cars supported increases in production and exports

Driven by increases in exports and domestic consumption, April production increased by 16.6 percent year-on-year. In May, domestic consumption grew by 5.7 percent from a year ago due to expanding supply of domestic vehicles and the effect of new vehicle launches. In May, exports increased by 33.4 percent year-on-year as exports of finished cars reached USD 6 billion for the third consecutive month. Exports of finished cars rose by 49.4 percent driven by strong exports of high-end cars with high unit costs and EVs mainly in the US and the EU region.



General machinery

Production started declining on weak domestic consumption, but exports continued modest growth

Despite strong exports, April production fell by 3.5 percent year-on-year and 6.9 percent month-on-month due to sluggish domestic consumption. Facilities investment in machinery and orders grew compared to the same period of the previous year, but production shifted to a year-on-year decline (falling by 3.5 percent) as domestic shipment continued declining. April imports increased by 13.1 percent year-on-year to USD 2.842 billion. In May, exports grew by 1.6 percent from a year ago, supported by continued strong exports to the US.



Shipbuilding

Production indicators improved for 15 consecutive months, but exports shifted to a decline due to the base effect

Shipbuilding orders are declining due to the economic slowdown, but the shipbuilding index continues to rise above 170 as major Korean shipbuilders keep receiving orders selectively. In April, imports fell by 62.3 percent due to a 90.5 percent year-on-year decrease in ships and a 57.2 percent decrease in ship engines, but imports of ship parts increased by 166.5 percent. In May, exports fell by 48.0 percent, affected by the base effect of having delivered numerous high value-added ships in the same month of the previous year.



Steel

Year-on-year production fell but the decline in exports were slowed by slight recovery in export unit prices

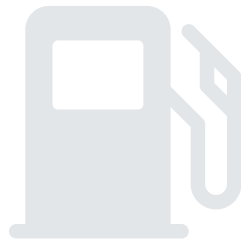
Despite the recovery of automobile and shipbuilding industries, steel production in April fell by 1.0 percent year-on-year due to the sluggish construction industry and subsequent decrease in demand for bar steel. Imports in April decreased by 12.8 percent year-on-year despite an increase in imports from China, due to reduced imports from Japan, Taiwan, Vietnam, the US and a fall in import unit prices. May exports saw a decline of 8.8 percent year-on-year due to a fall in exports to most major customers excluding the Middle East such as China, ASEAN, and the EU, and a decrease in export unit prices.



Oil refining

Exports fell for three straight months largely affected by falling export unit prices

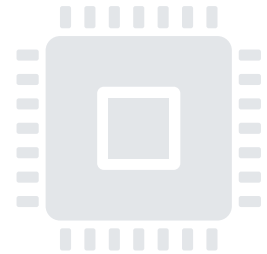
Production shrunk in April as domestic consumption and exports fell together. May exports reached USD 4.36 billion, down 33.2 percent year-on-year. By region, exports to China increased for the second consecutive month. Export volumes decreased by 3.3 percent from a year ago due to a decline in exports of gasoline and diesel.



Semiconductor

Slowdown of the semiconductor industry continued

In April, semiconductor production fell by 20.2 percent year-on-year and shipments continued to decline by 32.8 percent, but the decline in production growth rate slowed. Due to the base effect of record-high exports and production in the first half of last year, year-on-year production continued to decline, but the difference has narrowed while the month-on-month performance continued improving from last month and appears to be stabilizing. May exports saw a decline of 36.2 percent year-on-year to USD 7.367 billion to fall for ten consecutive months after ending the long-term rally.



Wireless communication devices

May exports fell by 12.0 percent year-on-year due to delayed recovery of industries that require ICT devices

In April, production decreased by 3.4 percent year-on-year, while shipments and inventories increased by 0.6 percent and 10.8 percent, respectively, and the capacity utilization rate fell by 8.2 percent. April imports saw a decline of 27.8 percent year-on-year mostly in smartphones and smartphone parts. Since February 2023, monthly exports continue to decline year-on-year due to the weaker-than-expected effect of China's reopening and the prevailing outlook of high interest rates and sluggish global economy. While exports to China fell by 20.8 percent year-on-year and exports to Europe decreased by 22.9 percent year-on-year, exports to the ASEAN region increased by 8.1 percent year-on-year.



Display

OLED exports boosted by growing demands for premium smartphones

Production fell in April due to sluggish sales of products made with display panels. In May, LCD production cuts led to a 7.4 percent fall in panel exports, which decreased for 12 consecutive months.



Foreign Direct Investment

FDI pledges to Korea hit record high in H1

Foreign direct investment (FDI) pledges to S. Korea jumped 54.2 percent on-year in the first six months of this year to reach a record high for any first-half period, data showed Jul. 4.

The country received USD 17.09 billion of FDI commitments in the January-June period, compared with USD 11.09 billion logged a year earlier, according to the Ministry of Trade, Industry and Energy.

This year's figure is the largest ever for any January-June period, with the previous record being USD 13.14 billion in 2021.

For the second quarter alone, FDI also reached an all-time high for any second quarter at USD 11.46 billion, the data showed.

The amount of investment that actually arrived in S. Korea in the first half grew 6 percent on-year to USD 7.75 billion, according to the ministry.

By industry, the manufacturing sector received investment pledges of USD 7.63 billion in the first half, up 145.9 percent on-year, and FDI pledges to the service sector climbed 11 percent to USD 8.48 billion.

Global chip companies scramble to obtain industry talent in Korea

Global semiconductor companies are scrambling to secure industry talents in S. Korea as they expand investment in the country instead of China amid the U.S.' tightened technology control against the world's second-largest economy.

According to multiple sources from the chip industry on Jul. 2, U.S. chip equipment company Lam Research Corp. held the Lam Research Tech Academy, a semiconductor equipment training program for junior and senior college students in Korea, on June 28.

The company's move comes as competition for talent in the Korean chip industry is intensifying among the global players.

The world's top semiconductor equipment companies, Applied Materials Inc. (AMAT) from the U.S., ASML Holding N.V. from the Netherlands, Lam Research, and Tokyo Electron Limited (TEL) from Japan, are all building or expanding R&D centers in Korea to meet the demand from major customers such as Samsung Electronics Co. and SK hynix Inc.

Trade & Commerce

Korea posts first trade surplus in June in 16 months

S. Korea's trade balance, which has been a drag on the economy, has returned to a surplus for the first time in 16 months, with three major export items—automobiles, batteries and general machinery—posting record shipments in the first half of the year.

The monthly export decline was also the lowest this year, a sign that the economy may be recovering in the second half, according to analysts.

According to the Ministry of Trade, Industry and Energy on Jul. 2, the monthly trade balance in June posted a surplus of USD 1.13 billion, ending 15 consecutive months of deficits since March last year.

Since the beginning of this year, the trade deficit had been shrinking every month. Finally, last month saw a trade balance surplus as exports outperformed imports.

K-pop album exports reach all-time high in 1st half

Exports of K-pop albums reached an all-time high in the first half of the year, with the United States surpassing China as the second-largest market for Korean music, data showed on Jul. 18.

According to the data from the Korea Customs Service, exports of K-pop albums in the first six months of the year reached USD 132.93 million, up 17.1 percent from a year ago. This marks the highest figure for the first half of any year.

Japan was the largest market for exports of K-pop albums in the first half of 2023, with exports of USD 48.52 million. The United States was the second-largest market with USD 25.51 million, followed by China with USD 22.64 million.

Germany, Taiwan, Hong Kong, the Netherlands, Canada, Britain and France were the other top 10 markets for K-pop albums during the period.

Industry

Korea launches industry AI alliance joined by 20 major companies

S. Korea on Jul. 25 launched an industry artificial intelligence (AI) alliance joined by 20 large companies representing the value chain of major industries including automotive, shipbuilding, and steel.

The Ministry of Trade, Industry and Energy said that it held an inauguration ceremony for the alliance in Seoul on Tuesday in the attendance of its First Vice Minister of Trade Jang Young-jin and representatives of 20 major companies from 10 industry sectors.

The alliance is joined by companies from mainstay sectors such as Hyundai Motor Co.,

LG Electronics Inc., Hyundai Steel Co., and LG Energy Solution Ltd., and digital transformation (DX) suppliers such as Samsung SDI Co. and SK C&C Co.

Consultations are already underway on more than 10 tasks, which include managing data linkage across the entire cycle from car design to second-hand sales, linking smart ships, equipment, shipping, and ports, relocating partners of large companies' DX solutions for power products, and AI-based process control to minimize waste in the cement making process.

Government & Policy

Korea to establish joint research facilities, equipment for key technologies

The S. Korean government will launch a project to build joint research facilities and equipment to foster technologies in the materials, parts, and equipment sectors across chips, displays, and automobiles.

The Ministry of Trade, Industry, and Energy announced on Jul. 17 that it is holding an open competition for new projects aimed at developing infrastructure to support the core strategic technologies in the materials, parts, and equipment sectors.

The project's objective is to help companies commercialize their strategic technologies by having public agencies and non-profit organizations build research facilities and equipment.

The government plans to invest KRW 70 billion (USD 55 million) in the project, which will serve as a strategic testbed for strengthening the global supply chain of core materials, parts, and equipment industries over a period of four years from this year to 2026.

Seoul to transform Noryangjin fish market into new economic hub

The Seoul Metropolitan Government on Jul. 27 unveiled a plan to transform the site of the former Noryangjin Fisheries Wholesale Market in Dongjak District in Seoul into a new economic hub connecting Yeouido and Yongsan.

The plan was approved during a 12th meeting of the city government's joint committee on urban planning and architectural affairs,

which includes transforming the underdeveloped area adjacent to Noryangjin Station, including the former Noryangjin Fisheries Wholesale Market, into a waterfront complex connecting Yeouido and Yongsan.

Under the plan, the city government will ease the height restrictions in the Noryangjin Station Special Plan Area to facilitate its development as an economic hub.



Feature Story

One-on-One with Alexander Kim

*Honorary Ambassador of Foreign Investment Promotion for Korea
Founder and Principal, Three Kings Public Affairs*

Invest KOREA talks to Alexander Kim, Honorary Ambassador of Foreign Investment Promotion for Korea, to hear about how his career experience can contribute to raising awareness on Korea as a favorable investment destination.

Born and raised in Los Angeles, California in the United States of America, Alexander Kim holds a B.S. in Biology with a Political Science Minor from U.C. Irvine and an MBA from Pepperdine University Graziadio School of Business.

His government career began over 20 years ago at the City of Los Angeles Mayor's Office as Central Area Director, State of California (Governor Arnold Schwarzenegger) as Deputy Director, City of Los Angeles (Councilmember David Ryu) as Senior Advisor, and State of California (Assembly member Cottie Petrie-Norris, 74th District) as District Director.

He served on three California State Commissions (Board of Optometry, Naturopathic Committee, and Behavioral Sciences), and as Public Affairs/Community Relations Manager for SoCal Gas, a Sempra Energy utility—the largest natural gas energy utility in America. Currently, he is on the Asian-American Advisory Boards for U.S. Congressmembers Hon. Young Kim (CA-40) and Hon. Michelle Steel (CA-45) and is working as Principal and CEO of Three Kings Public Affairs, a government and business consulting agency with a focus on Asian/Asian-American organizations to connect with B2B, B2C, and B2G (business to government) locally, nationally, and internationally.



“

With the world facing climate change, the rush of technology conversion from fossil-based polluting energy to a carbon-free world, US auto manufacturers and other high-tech companies are further relying on Korea's technological edge in the Electric Vehicle (EV) space producing batteries and silicon chips.

”

Please tell us about your experience with Korea and why you are excited to serve as Honorary Ambassador of Foreign Investment Promotion for Korea.

I share much pride in my Korean heritage and my non-Korean friends often see me as an informal cultural Korean Ambassador answering questions about Korean culture whether it be our cuisine, arts/fashion/entertainment.

In my government positions and as a nonprofit leader, I have travelled to Korea several times as a 2nd Generation Korean-American delegate with other cohorts through the Overseas Koreans Foundation, Global Cooperation Society and Kyunghee University, and USC Network of Korean-American Leaders.

My excursions to Korea deepened my understanding



about the history, socio-economic, and politics of Korea and I feel his Honorary Ambassador position is a continuation of what I have been doing already but now, on a grander scale.

Please tell us about your future plans or ambitions as honorary ambassador.

My future ambitions as Honorary Ambassador only continues what I have accomplished in my past career as a government official.

While I was at the California Governor's Office, I was actively engaged in coordinating support of all free trade discussions (including the Korea-U.S. Free Trade Agreement (KORUS-FTA) discussions in D.C.) throughout the state at all Chambers of Commerce, State Legislatures, local government (counties and cities), trade associations, labor associations, small business organizations, international business groups including Korean and Korean-American import-export companies, on behalf of our government.

I further helped coordinate meetings for our business

interests with our U.S. Senators, U.S. Congress Members, and the President to demonstrate how free trade helps accelerate foreign direct investment. In turn, this positive feedback loop helps employ more Americans, and contributes to increased taxes to help provide more services to all Americans and foreign aid to our international allies, including South Korea.

As I continue to advocate capital growth for our American businesses in mainstream seminars and events, most Americans do not know, or see the benefits of the KORUS-FTA. With this official position, my goal is to have every American small to medium enterprise (SME) and all Fortune 500 companies to invest in South Korea on a massive scale.

Please explain the kinds of investment cooperation between Korea and the USA.

The United States of America (USA) and South Korea have had diplomatic relations since 1882 and reaffirmed this alliance in 1953. KOTRA has been proactive in hosting business networking events with investors to elevate opportunities for investment across the Pacific.

American investment in Korea, comprising of mostly manufacturing, finance and insurance, and nonbank holding companies, is very strong with USD 39.1 billion in 2019. As an allied partner with over 25,000 U.S. military troops at the DMZ, a tremendous amount of military cooperation further strengthens the economics and politics between the

“ As the world's 10th largest economy with a world-class digital infrastructure run by a highly skilled and educated workforce, Korea is the only Asian nation that has a free-trade agreement with the USA that American companies can leverage economically, in comparison to other countries if they are looking to invest in Asia. ”

two countries with the maintaining of national security on the Korean peninsula.

Ever since the passage of the KORUS-FTA in 2007 (executed in 2012), and the essential re-establishment of the North America Free Trade Agreement (NAFTA) renamed as the United States-Mexico-Canada (USMC) under our past U.S. President Donald Trump, Korea is now the USA's seventh largest trading partner with total trade in 2022 of USD 221.4 billion, making America among the top three in trade.

With the world facing climate change, the rush of technology conversion from fossil-based polluting energy to a carbon-free world, US auto manufacturers and other high-tech companies are further relying on Korea's technological edge in the Electric Vehicle (EV) space producing batteries and silicon chips.

Can you tell us what Invest KOREA is doing in your country?

As a business and government consultant to American companies, I work with Invest KOREA/KOTRA, and the Korean Consulate in Los Angeles as a liaison to help connect them with investors interested in trade and/or investment in Korea.

Back in 2021, I joined with KITA (Korea International Trading Association) to help KOTRA to establish ties with the County of San Bernardino to establish a Memorandum of Understanding to allow greater cooperation of the establishment of American businesses to expand in Korea and vice-versa. The meeting, attended by representatives from Nongshim and Daesang, also established a relationship with the Native American tribal nation with the largest tribal gaming casino resort in California, Yaamava (San Manuel Mission Band of Indians), to do business with Korea.

Currently, I am assisting with the Korean American Chamber of Commerce of Orange County, as an Honorary Committee Board member and KOTRA, in hosting the World Korean Economic Forum (Hansang) on Oct. 11-14, 2023 at the Anaheim Convention Center. Normally, this has been hosted in South Korea for the past 20 years but it will be the first time this global event in another nation. I have been tasked to help the chamber in making sure our government officials and many American investors/companies are invited to this seminar to connect with Korean SMEs for business.



Why do you think a company should cooperate with Invest KOREA to invest in Korea?

As the world's 10th largest economy with a world-class digital infrastructure run by a highly skilled and educated workforce, Korea is the only Asian nation that has a free-trade agreement with the USA that American companies can leverage economically, in comparison to other countries if they are looking to invest in Asia.

Investors should take advantage of working with Invest KOREA since it is the only entity that truly specializes with foreign companies by providing consultation and guidance from the beginning to the end with continuous support from KOTRA offices in the U.S. and throughout the world.

By Taehwa Hong

*Investment Public Relations Team / Invest KOREA
Korea Trade-Investment Promotion Agency (KOTRA)*

K-Food Emerging as a Global Industry



Status of the Korean Food Industry

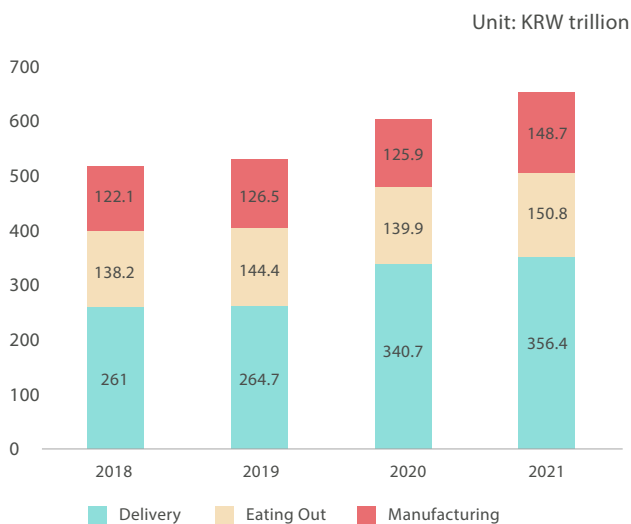
The food industry is emerging as a promising industry for the future based on the industry's accelerated convergence with other fields such as high-tech, culture, and tourism and its growing added-value. The Korean food industry grew at an annual average of 8.0% from 2018 to 2021 to reach KRW 656 trillion in 2021, growing faster than other industries which grew at 7.4% during the same period. Based on the growth potential of the food industry, major developed countries around the world are striving to boost exports by fostering their food industries. The Korean food industry is also continuing its growth trend centered on K-Food, which has emerged as a hip food culture content around the world. In the 2023 Global Hallyu Trends Survey¹, K-Food (49.1%) was found to be the most popular among the public, followed by Korean music and movies. Whereas K-Food has previously been limited to traditional foods such as bulgogi and kimchi, its popularity has spread to local foods such as ramyeon and tteokbokki. Based on the popularity, ag-

ricultural, fishery and food exports reached a record high of USD 12 billion in 2022, up 5.3% year-on-year despite difficult conditions involving inflation and disruptions in the supply chain. This can be seen as a result of the increased product value of K-Food that was combined with K-pop stars and food videos driven by the increased consumption of online cultural content. More specifically, the food industry insiders are very optimistic about the export outlook as the young generation around the world is leading the K-Food trend by leveraging social media.

Outlook of the Korean Food Industry

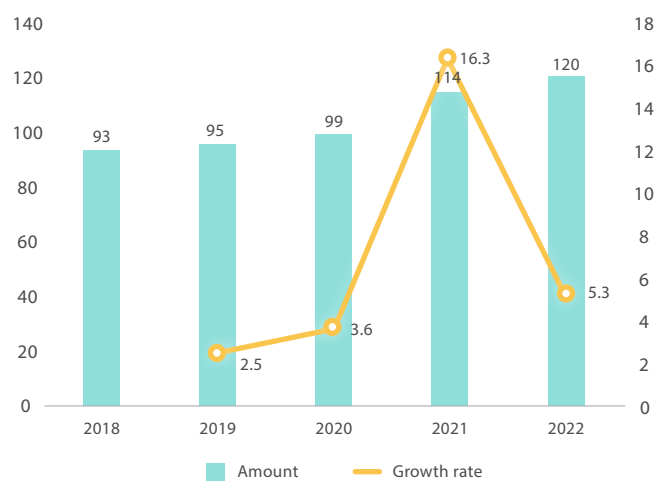
Recently, the food industry is facing a rapidly changing environment—most notably changes in food consumption trends, the development of new technologies such as food tech, and threats to global food security triggered by climate change and the consequent disruptions in the supply chain of the global food market. In the face of these challenges, the Korean food industry, represented by K-Food, is unique in that it gains more power when

Market Size of the Korean Food Industry



Source: Census on Business Establishments and Service Industry Survey, Statistics Korea

Exports of Agricultural, Fishery and Food Products



Source: KITA

1. https://kofice.or.kr/b20industry/b20_industry_00_list.asp?mnu_sub=20300

combined with culture and produces convergent content. Globalization of the food industry will be accelerated if the industry is combined with cultural content, agriculture, fishery and food products and related service and approached from the perspective of creating convergent content. Moreover, K-food will be able to create added value rather than simply being consumed and establish itself as a cultural product leading the global market. What's more, the rapid rise of food technology in recent years is expected to boost investment and development in this field, and various food services based on food technology are expected to be launched. At the same time, food consumption patterns are diversifying due to the increase in single-person households and the aging population, and new food markets such as convenience foods, medicinal foods, and functional foods are expected to grow. Changes in food consumption patterns are expected to create new markets, further accelerating the growth of the food industry. The domestic market is expected to face difficulties due to population decline in the long term, but food companies are expected to further expand their overseas expansion by seeking growth opportunities based on exports. The trend of K-Food is expected to be a sustainable growth driver rather than a fad, and in line with the rosy outlook, the food industry is expected to

focus on product development and business expansion to lead future growth and new trends.

Government Policies to Foster the Food Industry

In recent years, the global food industry has continued to grow despite concerns over global recession. In order to boost the food industry, the Korean government has introduced policies to foster the food industry and support its globalization. At the same time, the government is lifting various regulations that stand in the way of the industry's revitalization. As Korea has already signed FTAs with major food markets such as the US and EU, as well as China and Vietnam, the government is actively implementing policies to foster and support the food industry for the globalization of K-Food. More specifically, new industries such as food tech and green bio are growing at a particularly fast pace, backed by the nation's strength in information technology (IT) and biotechnology (BT). The government has set a policy direction to drive the innovation of the agricultural and food industries by promoting the exports of new industries such as food tech and green bio and upstream and downstream industries such as smart technology and agricultural equipment.

<K-Food Export Strategy: Main Tasks>

Vision	Driving the Innovation of Agricultural and Food Industries by Exporting K-Food
Objectives	<ul style="list-style-type: none"> • Achieve USD 13.5 billion in K-Food exports in 2023 • [Agricultural and food exports] USD 8.8 billion in 2022 → USD 10 billion in 2023 → USD 15 billion in 2027 • [Upstream and downstream industries] USD 3 billion in 2022 → USD 3.5 billion in 2023 → USD 8 billion in 2027
Main Tasks	Task 1. Agricultural and food industries to achieve exports of USD 10 billion
	Task 2. Promote export of upstream and downstream industries of agricultural and food industries
	Task 3. Diversify export markets
	Task 4. Redefine the system for revitalizing exports

Source: February 24, 2023 press release on the K-Content Export Strategy (4th Strategic Meeting for Promoting Exports)

In addition, the government is establishing the Master Plan for the Promotion of the Food Industry every five years to strengthen the global competitiveness of the K-Food industry by considering its growing international reputation. The recently-announced 4th Master Plan set

out a growth strategy for the food industry by reflecting the seismic changes in the food industry brought by COVID-19. The government plans to increase the size of the food industry from KRW 656 trillion in 2021 to KRW 1,100 trillion in 2027.

<4th Master Plan for the Fostering of the Food Industry (2023-2027)>

Vision	K-Food Emerging as a Global Industry	
Objectives	Industry growth	Size of the food industry: KRW 656 trillion in 2021 → KRW 1,100 trillion in 2027 (annual average growth rate of 9% ↑)
	Boosting exports	K-Food exports: USD 8.82 billion in 2022 → USD 15 billion in 2027
	Connection with agriculture	Use of homegrown produce: 5.94 million tons in 2021 → 8 million tons in 2027
Strategies	<ul style="list-style-type: none"> • Strategy 1. Promote food industry growth by leveraging high-tech • Strategy 2. Strengthen the competitiveness of K-Food • Strategy 3. Revitalize the traditional food industry • Strategy 4. Strengthening linkages between food industry and agriculture • Strategy 5. Solidify the growth foundation of the food industry 	

Source: 4th Master Plan for Promotion of Food Industry (2023-2027), Ministry of Agriculture, Food and Rural Affairs, June 28, 2023

By Han Jungmin

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* The opinions expressed in this article are the author's own and do not reflect the views of KOTRA.

Meat Alternative Sourced from the Sea, HN Novatch

About the Company

Established in 2020, HN Novatech produces new materials used in alternative foods and is headquartered in Gumi, Gyeongbuk with its first factory running in Ansan, Gyeonggi. The company developed the world's first algae-based amino acid complex (ACOM-S) that adds a meat flavor. Recognized for its excellent technology, HN Novatech acquired the Venture Company Certification and the Certificate of Technical Achievement and was selected as Korea's Top 1000 Innovative Businesses. ACOM-S is an ESG-compliant and eco-friendly flavor enhancer that can be used to produce various meat alternatives without using chemical additives.

Background

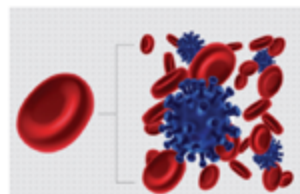
Meat alternatives are key to securing future food sources for mankind as large-scale factory farming generating massive amounts of methane gas is being pointed out as the main cause of environmental destruction. Having recognized the gravity of global warming caused by livestock farming, HN Novatech developed an amino acid complex named ACOM-S that adds meat flavor to meat alternatives. The company also developed the world's

first algae-based flavor enhancer, which can prevent marine pollution caused by reckless disposal of algae and contribute to revitalizing the local economy by improving the income of fishers and developing sales channels. HN Novatech is also committed to expanding the market for vegan foods by producing eco-friendly meat alternatives upgraded from existing products in the market and contributing to the development of future food products with biotechnology (BT) and environmental technology (ET) and to the development of food tech in line with the fourth industrial revolution.

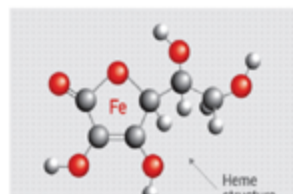
About the Product

Introduction of ACOM-S, an algae-based amino acid complex used in meat alternatives

Medical concept (narrow meaning)



Culinary concept (wide meaning)



* Please note that due to concerns of technology leakage, the molecular structures presented above are not detailed image implementations.

HN Novatech's ACOM-S meat flavor has a structure that combines iron and amino acids and is a key source of providing a true-to-life meat flavor. Having extracted amino acid complex molecules from seaweed such as sea mustard and kelp, the company used them to develop a variety of meat alternatives. ACOM-S is a molecule that combines iron and amino acids to produce the meat flavor, and various meat flavors can be recreated depending on the type and ratio of ingredient extraction. ACOM-S has boundless potentials as it is in powder form and can be used with various alternative meat technologies. ACOM-S is differentiated from existing vegan meat alternatives as the technology of extracting the molecules of ACOM-S enables the adjustment of pigment concentration and the expression of different colors needed to recreate the color of meat. HN Novatech surpassed the technology entry barriers of the meat alternative market by extracting and developing the world's first amino acid complex (ACOM-S) molecule from algae, which is low in calorie and high in protein.

ACOM-S is an eco-friendly amino acid complex that can be used as a flavor enhancer in making ESG-compliant meat alternatives. It is extracted from sea mustard and kelp and can help build a virtuous cycle of eco-friendly resources as it is based on natural resources. It is a meat-flavored amino acid complex that does not

contain any chemical additives and can be added to meat alternatives made using only natural food additives (e.g., vegan meat patties for hamburgers, vegan meat croquettes, and algae jerky).

In addition, producers of soy meat, cultured meat and insect meat that currently use chemical additives can use HN Novatech's materials instead and expand the meat alternative market. The company developed ACOM-S in beef flavor, chicken flavor, lamb flavor, and pork flavor, and currently is researching the development a duck flavor.

Competitive Edge and Business Strategy

The Korean substitute meat market uses limited protein materials, and lacks in technology and product variety due to limitations in imitating meat characteristics such as texture, taste, and flavor. Vegan-based protein is being used to make dumplings, meat patties and home meal replacements, but vegan meat alternatives made with flour and soybeans cannot be consumed by those allergic to these ingredients. Therefore, research is ongoing to determine the allergic reaction of vegetable-based meat alternatives before their launch. Unlike existing meat substitutes, HN Novatech's algae-based meat alternatives are safe to consume as they are safe from allergic reactions and the use of synthetic additives as well as being free from genetic modification.

HN Novatech is a startup that has extracted an algae-based amino acid complex (ACOM-S) that is highly applicable in developing meat alternatives and collaborating with competing manufacturers. While other meat alternative manufacturers have difficulties achieving sales due to slow initial sales, HN Novatech is expected to achieve stable sales by offering flavor enhancer ACOM-S through collaboration with related manufacturers. The meat substitute products that the company is currently preparing for mass production are the result of seven years of research, and the company has won over customers by signing MOUs and NDAs with large-sized companies at home and abroad.



Figure 1. Amino acid complex ACOM-S (Photo provided by company)

Future Plans

HN Novatech plans to focus on increasing fixed sales to dominate the meat alternative market, which is growing rapidly in line with the trend of sustainable consumption. To that end, the company secured the following distribution channels and plans to proceed as detailed below.

• Procuring domestic and overseas distribution channels by signing MOU with Company L

By targeting the domestic market, HN Novatech is in the process of securing distribution channels based on an agreement with Company L, and products will be marketed in hypermarkets and convenience stores.

• Increasing fixed sales by supplying products to cafeterias

HN Novatech is currently negotiating supply to cafeterias of large-sized companies and public agencies. The plan is to expand sales by exhibiting and promoting products such as Gwapo Dolmeyuk made with seaweed and market it as a local specialty product.

• Stable procurement of raw seaweed

In March, HN Novatech signed a Memorandum of Understanding (MOU) with the Ministry of Oceans and Fisheries for seaweed cultivation. The agreement with the Goheung Sea Mustard and Kelp Producers' Association, a producer organization that accounts for about 30% of the nation's sea mustard production, allows the company to procure high-quality raw materials at reasonable prices, and the plan is to focus on selling alternative food ingredients and finished products made using the sourced raw materials.

By Kim Yang-hee

CEO, HN Novatech

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** The opinions expressed in this article are the author's own and do not reflect the views of KOTRA.*



Figure 2. FUSCA vegan croquette (made with beef flavor ACOM-S) (Photo provided by company)

National Food Cluster Industrial Complex to Emerge as the New Center of the Global Food Market

Four to five times larger in size than the automobile and IT sectors, the food industry is being recognized in developed countries as a new growth engine. The National Food Cluster Industrial Complex was established to strategically foster the food industry as a new growth engine of the 21st century and to make Korea a hub of the Northeast Asian food market. Food manufacturing and related businesses can operate in the complex, and 190 companies have moved in as of Q1 2023. With 116,000 inside the complex designated for foreign investors, the complex has the conditions to rise as a global industrial complex specializing in food.

- **Title: National Food Cluster Industrial Complex**
- **Location: Wanggung-myeon, Iksan, Jeollabuk-do**
- **Area**

(Unit: 1,000m²)

Total area	Industrial facilities	Multi-purpose facilities	Supporting facilities	Commercial area	Residential area	Infrastructure
2,322	1,493	66	24	28	78	633

• **Expanding the functions of the National Food Cluster:** According to the 4th Master Plan for the Promotion of the Food Industry announced by the Ministry of Agriculture, Food and Rural Affairs in June 2023, the National Food Cluster will be transformed into a multi-purpose complex for food and culture by adding cultural functions such as creating food culture experience facilities to its existing manufacturing functions. The transformation is expected to enhance the sustainability of the food industry and strengthen its global competitiveness. Moreover, the government plans to leverage the corporate support facilities (12 locations) of the National Food Cluster in providing online and offline services to food companies operating in industrial complexes around the country so that they can function as a base for supporting the food industry.

• **Phase 2 construction of the National Food Cluster:** In March 2023, the Iksan National Food Cluster Phase 2 Industrial Complex was selected as a candidate site for a National High-tech Industrial Complex. Phase 2 will be built in an area of 2,070,000 □ by 2028, and the complex will focus on nurturing promising industries such as alternative foods and medicinal foods by laying the foundation for food-tech technologies, which are enabled by combining ICT with the production, processing, distribution, and service processes of the traditional food industry. In addition, the plan is to create a full-cycle ecosystem for the food industry in connection with the existing twelve R&D facilities that support food businesses. Once Phase 2 is fully operational, it is expected to achieve various synergistic effects with the existing Phase 1.

Source: (Text/photo) Korea Industrial Complex Corporation
For more information, visit kicox.or.kr; or call 070.8895.7000

Can a long-term loan or a foreign loan be converted into capital through set-off? If yes, what is the procedure for notification of foreign investment?

Every month, Invest KOREA provides answers to some frequently asked questions submitted by foreign-invested companies in Korea and potential investors.

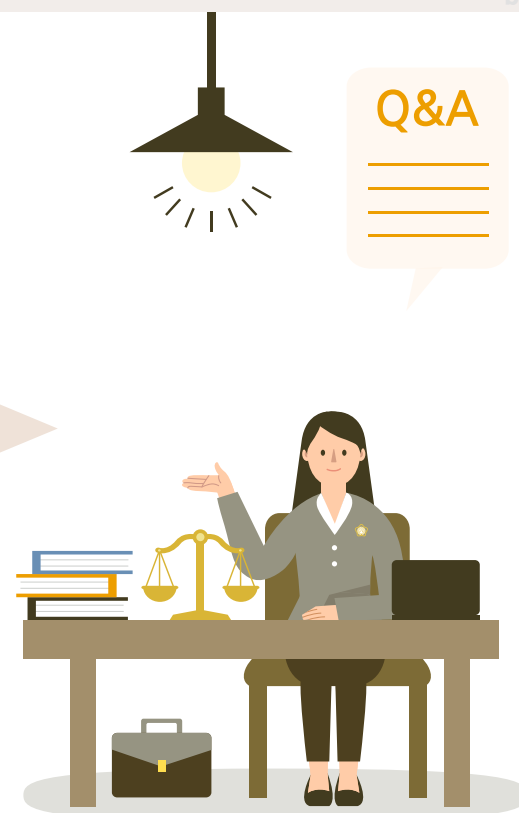
Q.

Can a long-term loan or a foreign loan be converted into capital through set-off? If yes, what is the procedure for notification of foreign investment?

A.

A long-term loan or a loan from a foreign country is not included in the definitions of object of investment* under the Foreign Investment Promotion Act. However, an amendment made in April 2020 to the Commercial Act introduced a provision that allows a set-off against payment for shares based on an agreement with the corporation (Article 334 deleted and Article 421 (2) added). An authoritative interpretation of this provision recognizes as foreign investment conversion of a loan into capital via a set off between the amount of loan payment (principal) and payment for shares.

Q&A



* In accordance with Article 2 (1) 8 (f) of the Foreign Investment Promotion Act, only "the amount of redemption of loans or other loans from foreign countries" constitutes an object of investment

- When the principal of a long-term loan prescribed by the Foreign Investment Promotion Act is converted into capital
 1. Notify change of information for a long-term loan to reflect the redemption of the loan through a conversion into capital
 - Attach the revised loan contract
 2. Notify the acquisition of stocks under the Foreign Investment Promotion Act (Object of investment: debt; Amount to be notified: the amount of the foreign currency loan arrived)
 - Attach the agreement on the conversion of the loan into capital and a written consent on the set-off
 3. Apply for registration (registration of alteration) of a foreign-invested company (the capital registration date is deemed as the date of the arrival of investment)
 - Attach a certificate of corporate registration that reflects a cancellation resulting from the investment in kind with the long-term loan and a shareholder register

- When a loan from foreign countries prescribed by the Foreign Exchange Transactions Act is converted into capital
 1. Notify the designated foreign exchange bank (or the Bank of Korea) of the modifications to the reported details of the loan from a foreign country under the Foreign Exchange Transactions Act (by attaching a certificate of the initial loan notification) and prepare an agreement on the conversion of the loan into capital and a written consent on the set-off
 2. Notify the acquisition of stocks under the Foreign Investment Promotion Act (Object of investment: debt; Amount to be notified: the initial amount of loan)
 - Attach a certificate of the initial loan notification under the Foreign Exchange Transactions Act and a copy of a document certifying the arrival of the loan, the agreement on the conversion of the loan into capital and a written consent on the set-off
 3. Apply for registration (change of information) of a foreign-invested company (capital registration date to be deemed the date of arrival of investment)
 - Attach a certificate of corporate registration that reflects cancellations resulting from investment in kind with the loan and a shareholder register

For further inquiries, please contact the Investment Consulting Center

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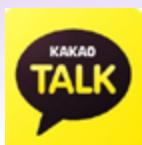


www.investkorea.org

Korea 101: Convenient Apps

Here are apps that many Koreans use to make their daily life much more convenient. Apps for each category were selected based on the rankings of Google Play and App Store. The top 1-3 apps were chosen per category.

1) Chat



Kakao Talk

KakaoTalk is Korea's top-ranking mobile messenger app.

* Languages: 15 including Korean, English, Chinese, Japanese, French, Vietnamese and Spanish

iOS



Android



Other popular messenger apps include 'Messenger' and 'Line.' The former is particularly favored by teens.

2) Transportation



Kakao Bus

Kakao Bus enables you to check bus operations in realtime nationwide. It also has a bookmarking feature for buses and bus stations bus riders frequently use.

* Languages: Korean, English

iOS



Android



Kakao Metro

Kakao Metro allows you to check subway operations in real time based on the national subway map. It also informs you of the fastest transfer point and get-off point.

* Languages: Korean, English

iOS



Android



Note that there are many other mass transportation apps available in Korea. Popular ones include 'National Smart Bus,' 'Subway Korea' and 'Smarter Subway' that offer similar features.

3) Map



Naver Map

Naver Map finds all possible travel routes when one sets a starting point and a destination. It can also find the shortest routes with the least number of transfers. The operating hours of public transport are available on the app, making it enough for all kinds of transportation information.

* Languages: Korean, English, Japanese, Chinese

iOS



Android



Other popular map apps include 'Kakao Map' and 'Google Maps.' Though a very popular global map app, 'Google Maps' are outperformed by Naver Map and Kakao Map in Korea.

4) Housing



ZIGBANG

Zigbang enables you to check information on various housing options such as regular apartments, villas, studio apartments, officetels in your preferred area. With plenty of information and direct contact with suppliers, consumers can find their preferred places easily on the app.

* Languages: Korean, English

iOS



Android



Other popular housing apps include 'PETERPANZ' or 'DaBang' which are almost equally as popular as Zigbang. Take the advantage of these apps to find your place in the most favorable conditions available with the least effort.

5) Translation



Papago

Multilingual translation application Papago currently offers translation services for 13 languages. It translates not only texts or speeches but also images (photographed texts).

* Languages: 13 including Korean, English, Chinese, Japanese, French, Vietnamese and German

iOS



Android



Other popular translation apps include globally renowned 'Google Translate.' In the number of downloads, Papago outperforms Google Translate in Korea. However, globally, Google commands a dominating position as it provides its service in 60 languages.

6) Shopping



Coupang

Coupang enables you to shop almost all kinds of products such as food, clothing, overseas goods, and travel packages. Coupang is leading the way in shopping applications with its fast delivery service called "Rocket Delivery."

* Languages: Korean, English

iOS



Android



Coupang's competitors include 'Lotte Home Shopping,' 'SSG.COM,' and 'WEMEF' which also deliver a vast variety of items very fast. There are other popular shopping apps customized for a limited number of items, including 'MUSINSA,' specializing in fashion products and '10x10' concentrated on the marketing of uniquely designed stationery items.

7) Delivery



Yogiyo

Korea boasts a highly developed swift delivery food culture. Yogiyo categorizes a large number of delivery restaurants and provides one-stop service from order to payment. With its review service, consumers can check the reputation of the eateries before placing an order. The app offers discounts and promotions frequently that it is often cheaper to order through the app instead of visiting the restaurant.

* Languages: Korean, English

iOS



Android



Its competitors include 'Baemin,' and recently launched 'Coupang Eats.'

Food delivery apps frequently offer delivery fee exemption or various promotional discounts so be sure to check before placing an order.

For further inquiries, please contact the Investment Consulting Center

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KOREA Unique Venue

Discover the unique beauty of diverse regions throughout Korea

Every month, in cooperation with the Korea Tourism Industry (KTO), Invest KOREA features one unique region in Korea as an ideal venue for corporate meetings, international conventions, and incentive travels. Read on to find out more on the KTO's Korea Unique Venue initiatives and plan your next visit to Korea!

What is KOREA UNIQUE VENUE?

The MICE industry is celebrated as the "golden industry without limits" of the 4th Industrial Revolution Era. With the growth of this industry, MICE venues are increasing in variety. Nowadays, corporations and institutions, which have preferred large scale convention centers in the past, are increasingly seeking out special places and experiences, or "unique venues" that showcase traditional local cultures and regional characteristics.

The Korea Tourism Organization regularly selects and promotes such unique venues that can be found all throughout the country—places with a distinct Korean charm that captivate its visitors. After various studies and evaluations on the suitability of the purpose, scale, and size of various events and meetings, the KTO has selected 39 of Korea's unique venues to fit your various needs.

These 39 "KOREA Unique Venues," which demonstrate the special characteristics of its respective region, are bound to add color to your events and provide visitors with experiences and memories beyond expectations. Korea's doors are wide open for you to experience the country's culture and beauty to their fullest.

Incentives for Organizers

❖ Subjects of incentive support for international meetings (event hosting/global PR and event hosting support)

Common Conditions:

1. Meetings hosted by international organizations or members of the international organizations, or legal entities & groups which are part of international organizations that fulfill ALL of the following conditions.
 - Foreigners from at least 5 or more countries shall participate in the meetings.
 - Total number of meetings participants shall be at least 300 or more and foreign participants shall be at least 100 or more.
 - The duration of the meetings shall be at least 3 days or longer.
2. Meetings hosted by legal entities & groups which are not a part of international organizations that fulfill ALL of the following conditions.
 - Among the meeting participants, total number of foreign participants shall be at least 150 or more.
 - The duration of the meetings shall be at least 2 days or longer.

❖ Subjects of incentive support for corporate meetings/incentive tours

Common Conditions:

1. Visitors should stay in Korea for at least 2 days or longer.
 - * "NOT" applicable for hobby clubs, fan clubs, religious organizations, government officials' groups, and/or student groups.
2. Among the participants, total number of foreign participants shall be at least 10 or more.

❖ Additional Conditions:

1. Incentive Tour: Incentive Tour Groups (as performance awards), with sponsoring corporations paying for all of tour related expenses for visiting Korea.
2. Corporate meetings: Groups of people who are visiting Korea for meetings hosted by specific corporations for the express purpose of meetings or travels
 - * Meetings with at least 4 hours or longer shall be included in the official schedule.

For further details, please visit the K-MICE website at <https://k-mice.visitkorea.or.kr>.



K-MICE



KOREA UNIQUE
VENUE



SEOUL

Oil Tank Culture Park



Oil Tank Culture Park, a cultural park, was formerly a strategic oil reserve area called Mapo Oil Deposit which was transformed into a complex cultural space through an urban renewal project.

Various exhibitions, performances, and workshops can be held in its six Tanks, and large-scale events and cultural events can be held in its spacious Culture Yard.



Venue & Rental Information

- Address: 87 Jeungsan-ro, Mapo-gu, Seoul, Korea
- Phone Number: +82-2-376-8410 Homepage: <http://parks.seoul.go.kr/culturetank>
- Inquiries: +82-2-376-8733/taewon1106@seoul.go.kr
- Major Events Held in Recent Years: Seoul Circus Festival (2018~), SEOUL International Women's Film Festival (2019~), Vegan Festival Korea (2019), SEOUL SMART MOBILITY EXPO (2021)

Invest KOREA Market Place

Invest KOREA Market place (IKMP) is an online business matching platform available on Invest KOREA's website with information on approximately 300 Korean companies seeking to partner with foreign investors. This month, we introduce some outstanding companies in Korea's food & beverage (F&B) industry.

COMPANY A



Mobile App



POS screen/ PG company interlinking



Cloud systems construction and management systems

Investment Requirement		Company Profile	
Amount	USD 3 million	Patents and Certificates	<ul style="list-style-type: none"> Total 4 registered trademarks, incl. the lowest priced, same-day delivery platform business of online food materials ISO9001, ISO14001, HACCP, FSSC22000 certified
Investment Structure	Equity Investment	Financial Performance	(Sales in 2021) USD 5.96 million
Investment Highlights <ul style="list-style-type: none"> Changes in the food material distribution market: With the development of the restaurant industry, the food material market continues to grow and is estimated to be worth KRW 55 trillion per year. Restaurants had no choice but to suffer various inconveniences and losses in time, energy, and quality by verbally ordering necessary food materials from wholesalers or visiting food material marts in person, and have been alienated from information on new products, quality, and prices. Therefore, there is an urgent need for a new platform that improves the distortion and irrationality of the current purchase and distribution structure. Comprehensive food material B2B online platform: The service provided by the company is a comprehensive food material B2B online platform that can be ordered through POS machines as well as APP and Web. In addition to supplying food materials, the company provides services such as AI big data based information services, and business owner community services. Under the motto of local based services, the company maximized the convenience of delivery, exchange, and return, and is preparing various services such as purchase cycle management according to purchase patterns and optimal purchase timing analysis according to price prediction. 			

COMPANY B



Reboot Cleanse Probiotics / Reboot Probiotic Gummy



Overseas and Domestic Online Channels

Investment Requirement		Company Profile	
Amount	USD 15 million	Patents and Certificates	<ul style="list-style-type: none"> Total 3 registered patents, incl. the new Weissella cibaria strain and its application 1 registered design 1 registered trademark
Investment Structure	Equity Investment	Financial Performance	(Sales in 2021) USD 0.32 million
Investment Highlights <ul style="list-style-type: none"> Health functional food market: From 2022 to 2027, the U.S. probiotic market is expected to grow at an annual average rate of 13.5%. The domestic health functional food market is KRW 4.6 trillion, and the domestic premium lactobacillus market is KRW 260 billion, accounting for about 5.6% of health functional foods. Strategic targeting of the raw material market is needed with the development of functional strains and unique material assets: The company has 3 patented strains that are effective for detox, anti-aging, antioxidant, anti-obesity and body fat reduction, and manufactures and sells lactobacillus products for healthy living. It aims to increase sales through B2B supply of raw materials and to supply strains that meet the needs of customers through ODM. It sells products overseas via online such as North American Amazon, Singapore, Malaysia, the Philippines, and domestic online channels such as Kakao Shopping and Naver Smart Store. 			

For more information please e-mail ikmp@kotra.or.kr, or visit the Invest KOREA Market Place page on www.investkorea.org.



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