



**The 14<sup>th</sup> INVEST KOREA WEEK 2018**

# INVITATION

**Collaborate & Innovate with Korea!**

**Explore how Korea is responding to the 4<sup>th</sup> Industrial Revolution  
and network with key government & industry players!**

- **D a t e** : Nov. 6-8, 2018
- **V e n u e** : Grand Intercontinental Hotel, Seoul, Korea
- **H o s t** : Ministry of Trade, Industry & Energy (MOTIE)
- **O r g a n i z e r** : KOTRA (Korea Trade-Investment Promotion Agency)

## Invitation

**The 14<sup>th</sup> Invest Korea Week (IKW), Korea's largest international investment promotion event, will be held from November 6 to 8, 2018 in Seoul.**

**Hosted by the Ministry of Trade, Industry & Energy (MOTIE) and the Korea Trade-Investment Promotion Agency (KOTRA), Invest Korea Week draws business leaders from around the world to explore new business and investment opportunities in Korea.**

**It is our hope that you will participate in this year's IKW and share your vision of Korea as a rising innovation hub of Asia.**

**Thank you!**



“Invest Korea Week is a must go event for all who are doing business in Korea. Be part of extensive exchange of technology trends, watch out for promising start-up activities and get excited from the positive spirit in shaping our future!”  
-Bernd Stenger (Executive Vice President, Marketing & Sales, Heraeus Electronics)



“Invest Korea Week was so well organized and very informative. It is not only the perfect bridge for Korean companies and foreign investors to find the right business partner, but also an excellent platform to forge closer ties with all the major decision-makers in Korea.”  
Jonathan Choi (CEO, Sunwah Group)



“Invest Korea Week provided the best possible networking platform for overseas companies interested in exploring business opportunities in Korea. A wide range of expertise and advice was available and the event was superbly organized“  
Tim Yeo (Director & Chair of Corporate Committee, Getlink SE) -

## Program Overview

# INVEST KOREA WEEK 2018

- **V e n u e :** Grand InterContinental Seoul PARNAS
- **H o s t :** Ministry of Trade, Industry & Energy (MOTIE), Republic of Korea
- **O r g a n i z e r :** Invest KOREA, Korea Trade-Investment Promotion Agency (KOTRA)

### 3-Day Program (Nov.6-Nov.8)

November 6 (Tues.)	<ul style="list-style-type: none"><li>• <b>Introductory Briefing (for journalists only)</b></li><li>• <b>Opening Ceremony &amp; Global Investment Forum: Collaborate &amp; Innovate with Korea!</b></li><li>• <b>Networking Luncheon</b></li><li>• <b>Panel Discussion : Sharing Investment Experience in Korea (Voices of Foreign Companies)</b></li><li>• <b>Foreign Investment Press Forum</b></li><li>• <b>Welcoming Reception (FEZ Networking Night)</b></li></ul>
November 7 (Wed.)	<ul style="list-style-type: none"><li>• <b>Business Partnering (1:1 Prearranged meetings)</b></li><li>• <b>Startup KOREA 2018</b><ul style="list-style-type: none"><li>- Panel Discussion : K-Startups Trend &amp; Strategy</li><li>- Pitch Session</li><li>- 1:1 Business Meeting</li></ul></li><li>• <b>Familiarization Tour (for journalists only)</b></li></ul>
November 8 (Thurs.)	<ul style="list-style-type: none"><li>• <b>Site Visits (Potential Investment Locations)</b></li><li>• <b>Job Fair (1:1 Job Interviews)</b></li><li>• <b>One-on-one Interviews or Site Visits ( for journalists only)</b></li></ul>

\* Program may be subject to change. Dress code : Business attire

# IKW 2018 Program for Foreign Investors

Time	Program	Note
<b>DAY 1: November 6 (Tues.)</b>		
10:00-12:30	<b>Opening Ceremony &amp; Global Investment Forum : Collaborate &amp; Innovative with Korea!</b>	Grand Ballroom(5F)
12:30-14:00	<b>Networking Luncheon</b>	Grand Ballroom(5F)
14:30-16:00	<b>Panel Discussion : Sharing Investment Experience in Korea (Voices of Foreign Companies)</b>	Rose Room(5F)
18:00-20:00	<b>Welcoming Reception(FEZ Networking Night)</b>	Grand Ballroom(5F)
<b>DAY 2: November 7 (Wed.)</b>		
Full-day	<b>1:1 Business Partnering</b>	Grand Ballroom, Carnation, Maple Room (5F)
09:00-18:00	<b>Startup Korea 2018</b>	
09:30-11:30	① Panel Discussion & Pitch	Rose Room (5F)
13:00-18:00	② One-on-One Business Meeting	Carnation, Maple Room (5F)
<b>DAY 3: November 8 (Thurs.)</b>		
Full-day	<b>Site visits (Gumi city , Ulsan City, Chungbuk Free Economic Zone)</b>	
Full-day	<b>Job Fair</b>	Grand Ballroom, Rose Room (5F)

- Simultaneous interpretation from Korea to English, Chinese and Japanese will be provided.
- Program and details may be subject to change.

# IKW 2018 Program for Foreign Journalists

Time	Program	Note
<b>DAY 1: November 6 (Tues.)</b>		
09:00-09:30	<b>Introductory Briefing</b>	Wisteria Room(2F)
10:00-12:30	<b>Opening Ceremony &amp; Global Investment Forum : Collaborate &amp; Innovative with Korea!</b>	Grand Ballroom(5F)
12:30-14:00	<b>Networking Luncheon</b>	Grand Ballroom(5F)
14:30-16:00	<b>Panel Discussion : Sharing Investment Experience in Korea (Voices of Foreign Companies)</b>	Rose Room(5F)
16:00-18:00	<b>Foreign Investment Press Forum</b> * Regarding Korea's economy, trade and investment  ① Current Status of Foreign Investment in 2018 & Policy Direction ② How Korea is responding to changes in the Global trade & Commerce Environment ③ 4 <sup>th</sup> Industry Revolution Roadmap of Korea ④ Today & Future of Economic Relations between South & North Korea ⑤ Q&A	Carnation Room(5F)
18:00-20:00	<b>Welcoming Reception(FEZ Networking Night)</b>	Grand Ballroom(5F)
<b>DAY 2: November 7 (Wed.)</b>		
Full-day	<b>Familiarization Tour</b> * To innovative companies and organizations ① IFEZ Smart city Center ② Gyeonggi Center for Creative Economy & Innovation (GCEEI) - Facilities tour and presentation - Presentations by 4 <sup>th</sup> industry revolution-related startups - Networking with startups ③ Yangjae Innovation Hub	
<b>DAY 3: November 8 (Thurs.)</b>		
09:00-18:00	<b>Site visits(Gumi city or Ulsan City or Chungbuk Free Economic Zone)</b>  <b>One-on-one interviews(upon requests made in advance)</b>	

- Simultaneous interpretation from Korea to English, Chinese and Japanese will be provided.
- Program and details may be subject to change.

## Day 1 : November 6, 2018 (Tues.)

### Opening Ceremony & Global Investment Forum : Collaborate & Innovate with Korea!

- Explore how Korea is responding to the 4<sup>th</sup> Industrial Revolution -

- **Time & Date** : Nov. 6 (Tues.), 10:00-12:30
- **Venue** : Grand Ballroom (5F)
- **Participants** : Over 700 foreign investors, foreign-invested companies in Korea and local governments, foreign journalists

Time	Program	Note
<b>Session 1 : Opening &amp; Keynote Speech</b>		
10:00 - 10:05	<b>Opening Remarks</b>	Ministry of Trade, Industry & Energy (MOTIE)
10:05 - 10:10	<b>Welcoming Remarks</b>	President & CEO of KOTRA
10:10 - 10:25	<b>Business &amp; Investment Environment of S. Korea: Collaborate &amp; Innovate with Korea</b>	Head of Invest Korea
10:25 - 11:10	<b>Keynote Speech: Collaborate &amp; Innovate with Korea</b>	CEO of a global company (To be determined)
<b>Session 2 : Industry 4.0 Roadmap &amp; Innovation Engines of Korea</b>		
<b>&lt;Government Policies &amp; Roadmap&gt;</b>		
11:10 - 11:30	<b>4th Industrial Revolution Roadmap and Public Projects of S. Korea (Smart City)</b>	Presidential Committee on the 4 <sup>th</sup> Industrial Revolution (Head of Smart City Committee)
<b>&lt;Industry Leaders&gt;</b>		
11:30 - 11:50	<b>Business Strategy &amp; Potential Global Collaboration Area (E-Mobility)</b>	Board member of Samsung Electronics
11:50 - 12:05	<b>Business Strategy &amp; Potential Global Collaboration Area (Big Data)</b>	KAKAO, Naverlabs (To be determined)
12:05 - 12:30	<b>Business Strategy &amp; Collaboration Area with Korea (Sensor)</b>	President of Bosch Korea

- Simultaneous interpretation from Korea to English, Chinese and Japanese will be provided.
- After the Global Innovation Forum, networking luncheon will be provided in the same location.
- Program and details may be subject to change.



**Panel Discussion : Sharing Investment Experiences in Korea  
(Voices of Foreign Companies Based in Korea)**

- Explore what attracts foreign companies to invest in Korea -

- **Time & Date** : Nov. 6 (Tues.), 14:30-16:00
- **Venue** : Rose Room (5F)
- **Participants** : Over 150 foreign investors, foreign-invested companies in Korea and local governments

Time	Program	Note
Voice of Foreign Companies : Sharing Investment Experiences in Korea		
14:30 - 14:45	<b>Innovation Clusters of Korea</b>	Presidential Committee for Balanced National Development (To be determined)
14:45 - 15:00	<b>Foreign Company Based in Korea (1)</b>	To be determined
15:00 - 15:15	<b>Foreign Company Based in Korea (2)</b>	To be determined
15:15 - 15:30	<b>Foreign Company Based in Korea (3)</b>	To be determined
15:30 - 16:00	<b>Panel Discussion : Evaluating Korea's Investment Environment</b>	Moderator: Prof. Dr. Moon, Hwy Chang Seoul National University

- Program and details may be subject to change.

**Foreign Investment Press Forum(For Journalists)**

- **Presentations on the outlook of the Korean economy and investment environment, etc., followed by a Q&A sessions -**

- **Time & Date** : Nov. 6 (Tues.), 16:00-18:00
- **Venue** : Carnation Room (5F)
- **Participants** : Over 30 journalists from various countries, speakers(representatives of government agencies and related institutions)

Time	Program(Tentative)	Note
16:00 - 16:15	<b>Current Status of Foreign Investment in 2018 &amp; Policy Direction</b>	Ministry of Trade, Industry & Energy (MOTIE)
16:15 - 16:30	<b>How Korea is responding to Changes in the Global Trade &amp; Commerce Environment</b>	Ministry of Trade, Industry & Energy (MOTIE)
16:30 - 16:45	<b>4<sup>th</sup> Industrial Revolution Roadmap of Korea</b>	Presidential Committee on the 4 <sup>th</sup> Industrial Revolution
16:45 - 17:00	<b>Today &amp; the Future of Economic Relations between South &amp; North Korea</b>	Ministry of Unification
17:00 - 18:00	<b>Q &amp; A</b>	

- Simultaneous interpretation from Korea to English, Chinese and Japanese will be provided.
- Program and details may be subject to change.

## Welcoming Reception (FEZ Networking Night)

### - Networking Dinner (Standing Buffet) & Cultural Events -

- **Time & Date** : Nov. 6 (Tues.), 18:00-20:00
- **Venue** : Grand Ballroom (5F)
- **Participants** : Over 700 foreign investors, foreign-invested companies in Korea and government officials, foreign journalists

Time		Program	Note	
Pre-ceremony	17:30 -18:00	<b>Networking</b>	Foyer Cocktail Networking	
Welcoming Reception	18:00 -18:05	<b>Opening Performance</b>	Traditional Drum Performance	
	18:05 -18:10	<b>Opening Remarks</b>	Head of FEZ Planning Office for MOTIE	
	18:10 -18:13	<b>Congratulatory Remarks &amp; Toast I</b>	Honorary Ambassador of Foreign Investment Promotion for Korea 1	
	18:13 -18:18	<b>Introduction to Foreign Economic Zones (FEZs) in Korea</b>	<b>Video</b>	
	Networking			
	18:45- 18:50	Introduction & Toast II	Head of Foreign Economic Zone 1	
	18:50- 18:55	Introduction & Toast III	Head of Foreign Economic Zone 2	
	18:55- 18:58	<b>Congratulatory Remarks &amp; Toast IV</b>	Honorary Ambassador of Foreign Investment Promotion for Korea 2	
	Networking			
	19:45-19:50	Introduction & Toast V	Head of Foreign Economic Zone 3	
	19:50- 19:55	<b>Congratulatory Remarks &amp; Toast VI</b>	Honorary Ambassador of Foreign Investment Promotion for Korea 3	
	19:55 -20:00	<b>Closing</b>		

- Dress Code : Business Attire, Details of the Program may be subject to change.



## Day 2 : November 7, 2018 (Wed.)

### 1:1 Business Partnering (Pre-arranged business meetings with Korean businesses)

- Pre-scheduled 1:1 business meetings between interested overseas companies and Korean businesses, startups and local governments -
- **Time & Date** : Nov. 7 (Wed.), 09:00 – 18:00
- **Venue** : Grand Ballroom, Carnation, Maple Room (5F)
- **Participants** : Over 500 foreign investors, Korean businesses, local governments and FEZs

### Startup Korea 2018 (K-Startups Panel Discussion & Pitch)

- Explore selected Korean startups looking for global investments -
- **Time & Date** : Nov. 7 (Wed.), 09:00-18:00
  - Panel Discussion & Pitch : 09:30-11:30
  - One-on-One Business Meeting : 13:00-18:00
- **Venue** : Rose, Carnation, Maple Room (5F)
- **Participants** : Over 100 Korean startups, global investors and startup communities

- Program and details may be subject to change.

### Familiarization Tour (For Journalists)

- Visit innovative companies and organizations in Korea -
- **Time & Date** : Nov. 7 (Wed.), 09:00 – 18:00
- **Venue** : ① IFEZ Smart-City Center
  - ② Gyeonggi Center for Creative Economy & Innovation (GCCEI)
  - ③ Yangjae Innovation Hub

Time	Program	Note
08:30-10:00	Hotel → IFEZ	Incheon
10:00-11:30	IFEZ Smart-City Center	
11:30-12:30	IFEZ → Pangyo	
12:30-13:30	LUNCH	Seasonstable (Pangyo)
13:30-15:30	<b>Gyeonggi Center for Creative Economy &amp; Innovation</b> <ul style="list-style-type: none"> <li>① Facilities tour and presentation</li> <li>② Q&amp;A</li> <li>③ Presentations by 4<sup>th</sup> industry revolution-related startups(10 min. each)</li> <li>④ Q&amp;A and Networking with startups</li> </ul>	Pangyo
15:30-16:00	GCCEI → Yangjae Innovation Hub	
16:00-17:30	<b>Yangjae Innovation Hub</b> <ul style="list-style-type: none"> <li>① Facilities tour and presentation</li> <li>② Q&amp;A</li> <li>③ Presentations by AI-related companies(10 min. each)</li> <li>④ Q&amp;A</li> </ul>	Seoul, Seocho
17:30-18:30	Yangjae Innovation Hub → HOTEL	

- Program and details may be subject to change.

## Day 3 : November 8, 2018 (Thurs.)

### Job Fair (1:1 Job Interviews)

- **1:1 interview opportunities will be provided for foreign companies and Korean job seekers (pre-arranged job interviews) -**
  - **Time & Date** : Nov. 8 (Thurs.), 09:00 - 18:00
  - **Venue** : Grand Ballroom, Rose Room (5F)
  - **Participants** : More than 100 foreign investment and foreign businesses and over 1000 interested Korean job seekers

- Program and details may be subject to change.

### Site Visits (Potential Investment Locations)

- **Site visits program will be provided to potential investors who are interested in locating their businesses to Korea -**
  - **Time & Date** : Nov. 8 (Thurs.), 09:00 - 18:00
  - **Venue** : To be determined based upon choice of participating foreign company

Location	Major Industry	Investment Cases
Gumi City	New Materials	Toray, Asahi Glass
Ulsan City	Chemicals	BASF, Solvay, Air Products
Chungbuk Free Economic Zone	Bio & Medicals	Prestige Biopharma

- Program and details may be subject to change.

### One-on-one Interviews or Site Visits (For Journalists)

- **One-on-one Interviews** : Upon request (available though prior application only)
- **Site visits** : for all journalists who have not applied for one-on-one interviews ( no application necessary)

Location	Major Industry	Investment Cases
Gumi City	New Materials	Toray, Asahi Glass
Ulsan City	Chemicals	BASF, Solvay, Air Products
Chungbuk Free Economic Zone	Bio & Medicals	Prestige Biopharma

- Program and details may be subject to change.

## Information for Participating Foreign Companies

### ◎ Accommodation & Incentives

Please note that the following accommodation & incentives are to be provided only upon approval of KOTRA HQ.

	Accommodation & Incentives
<b>Foreign Investors</b>	<ul style="list-style-type: none"> <li>• Max. 4 nights (one single room per participating company)</li> <li>- Check-in Nov. 5 (Mon.), check-out Nov. 9 (Fri.)</li> <li>- Hotel: Grand Intercontinental Hotel, Seoul (same as the IKW location)</li> <li>• Airport limousine ticket upon arrival (airport → Grand Intercontinental Hotel)</li> <li>- Only on Nov. 5 (Mon.) 9:00-21:00 (Incheon &amp; Gimpo)</li> </ul>
<b>Speakers</b>	<ul style="list-style-type: none"> <li>• Max. 4 nights (one single room per participating company)</li> <li>- Check-in Nov. 5 (Mon.), check-out Nov. 9 (Fri.)</li> <li>- Hotel: Grand Intercontinental Hotel, Seoul (same as the IKW location)</li> <li>• Airfare (one round-trip ticket per speaker)</li> <li>• Airport limousine ticket upon arrival (airport → Grand Intercontinental Hotel)</li> <li>- Only on Nov. 5 (Mon.) 9:00-21:00 (Incheon &amp; Gimpo)</li> </ul>
<b>Journalists</b>	<ul style="list-style-type: none"> <li>• Max.4 nights (one single room per press)</li> <li>- Check-in Nov. 5(Mon.) + Check-out Nov. 9(Fri.)</li> <li>- Hotel : Grand Intercontinental Hotel, Seoul (Same as the IKW Location)</li> <li>• Airfare (one round-trip ticket per press, economy class)</li> <li>★ If you publish one or more articles related to Korean investment environment(including IKW, visited companies and organizations) within a month after the event, airfare and accommodation will be supported.</li> <li>• Airport limousine ticket upon arrival (airport → Grand Intercontinental Hotel)</li> <li>- Only on Nov. 5(Mon.) 9:00-21:00 (Incheon &amp; Gimpo)</li> <li>• Arrangement of one-on-one interviews and reimbursement of transportation cost related to interviews.</li> <li>• Interpretation (from Korean to English, Chinese and Japanese) for the one-on-one interviews</li> </ul>

### ◎ Registration

The official website for Invest Korea Week 2018 ([www.investkoreaweek.kr](http://www.investkoreaweek.kr)) will be available on September 7.

Starting September 7, you can register directly via the website.



**Collaborate & Innovate with Korea!**

# **INVEST KOREA WEEK 2018**

2018.11.6(Tues.)-8(Thurs.) Grand Intercontinental Seoul PARNAS