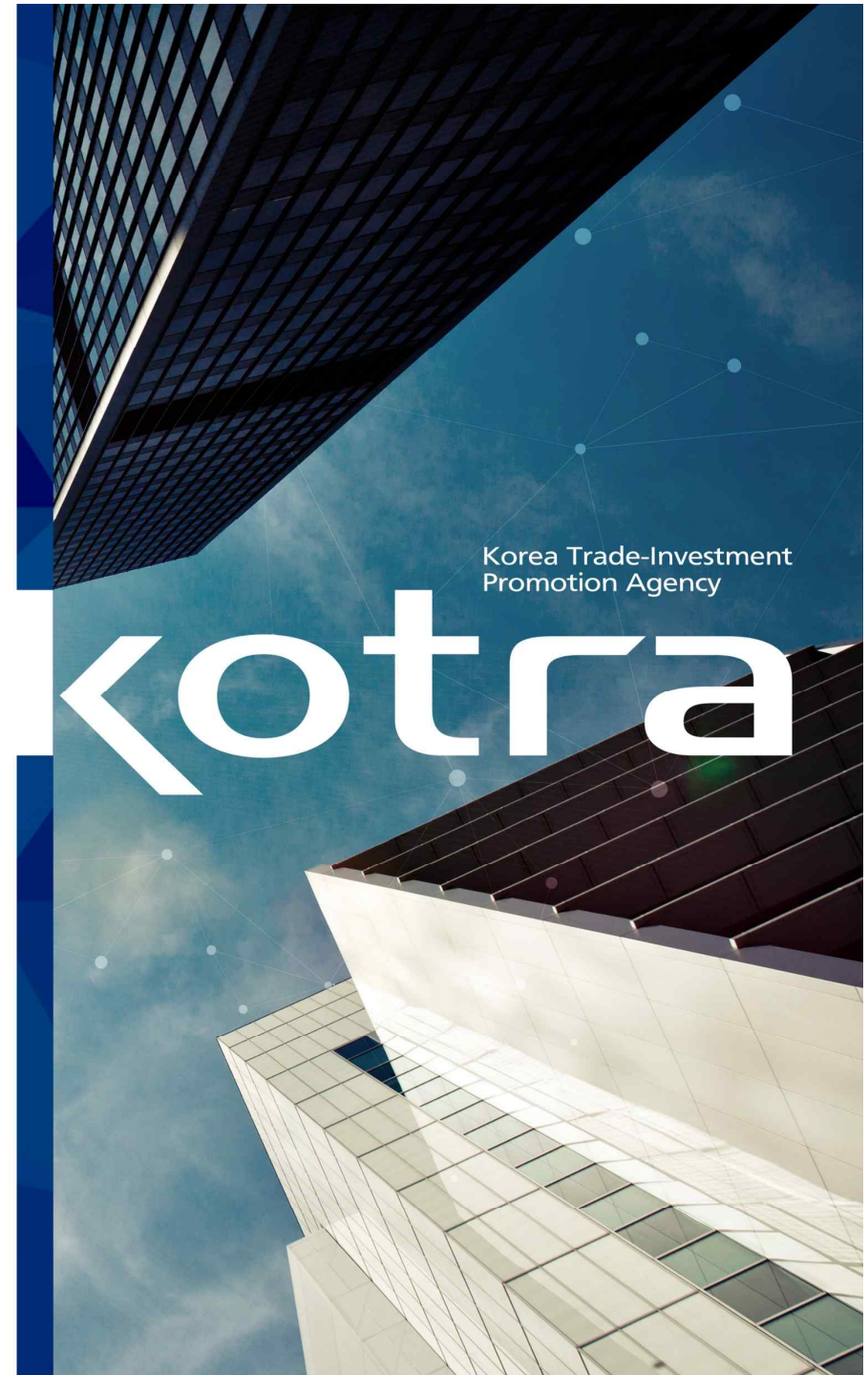


**Improve Your Value Chain
with KOTRA's Services**

GLOBAL PARTNERING PROGRAM

Introduction to the Global Partnering (GP) Program
August 2023



KOTRA
Global Partnering (GP)
Program

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03 ————— Solution for Global Companies

Korea Trade-Investment
Promotion Agency

Kotra





About KOTRA

» Established

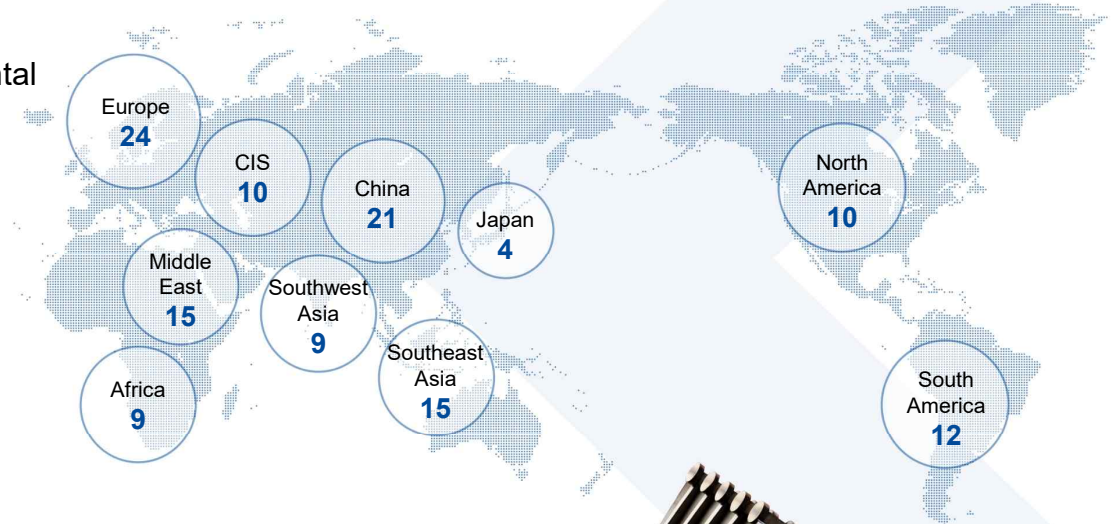
Founded in 1962 as the sole governmental agency for Trade & Investment Support

» Vision

A global business platform for a bigger market and a better future

» Overseas Network

A total of 129 overseas KOTRA offices in 84 countries



※ GP(Global Partnering) Center

GP Center is to provide office space and marketing service for Korean SMEs to cooperate with global companies

※ Status of GP Center

Silicon Valley	Austin	Detroit	Athens
Munich	Frankfurt	Shanghai	Kuala Lumpur
Nagoya	Osaka	Mexico City	



What we offer for global companies

➤ Support identifying Korean partners with competent products & services

- Individual or Group Business Meetings / Town Halls (online/offline), Trade Mission (delegation), Exhibitions, Trade Show & Conference

➤ In-depth partnering upon individual demand (Global Partnering)

- Support in-depth and long-term partnership with competitive Korean companies, highlighting the demand of global companies
- Partners mapping, factory inspection, R&BD funding in the development stage, investment, training & education, etc.

➤ Support global companies' convenience for business trip to Korea

- Exploring potential partners; meetings arrangement, airfare, accommodation, transportation, and interpretation support are related to KOTRA's activities (conditional).

➤ Market & Industry Research



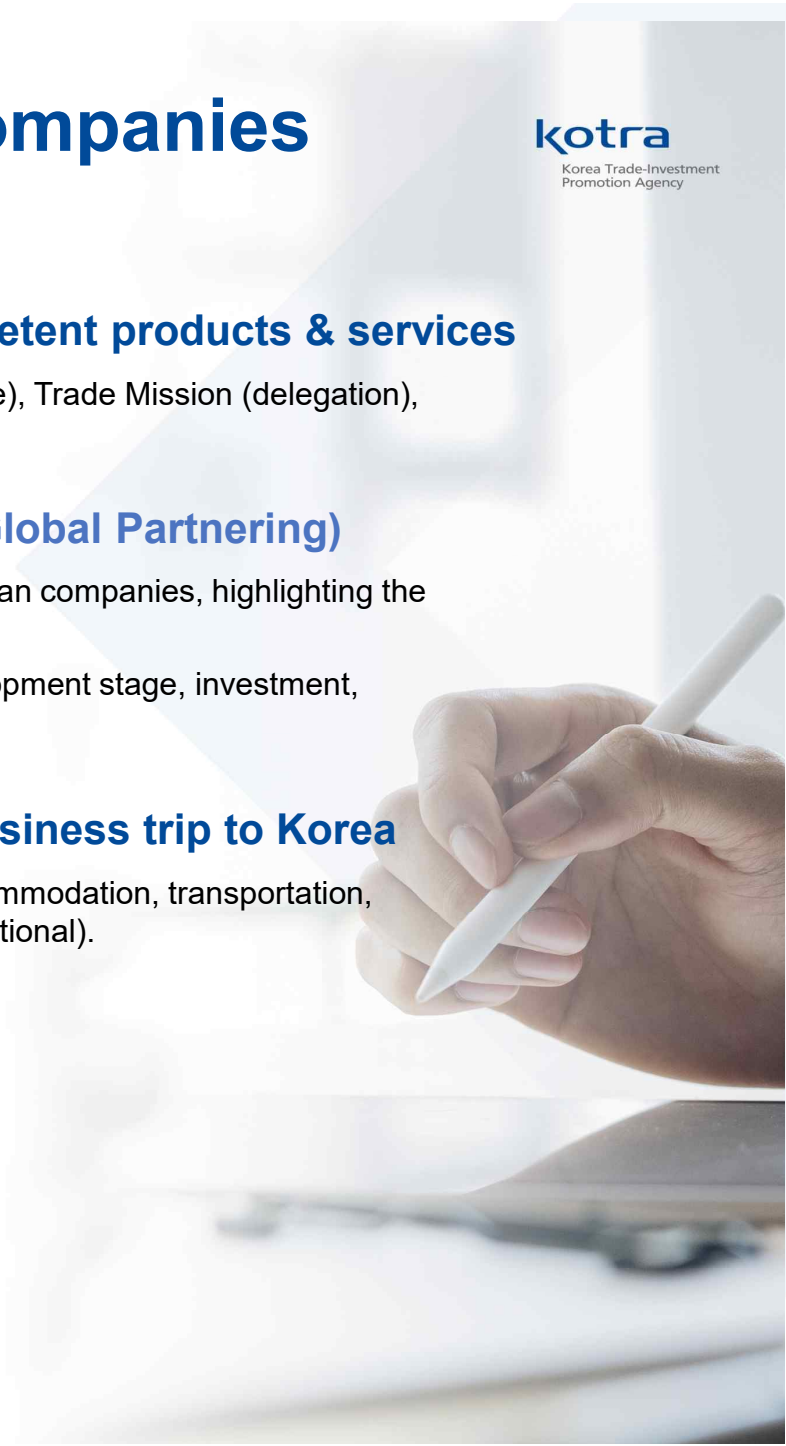
Seminar



Seoul Food



World Expo



Benefits & Values for Global Companies

“

By connecting your company with potential Korean partners, **KOTRA** aims to improve your value chain.

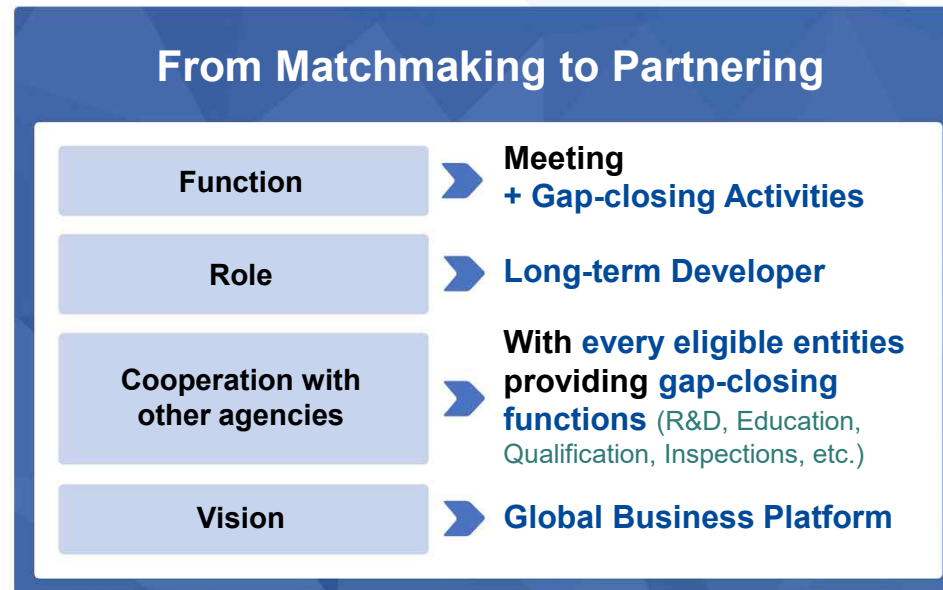
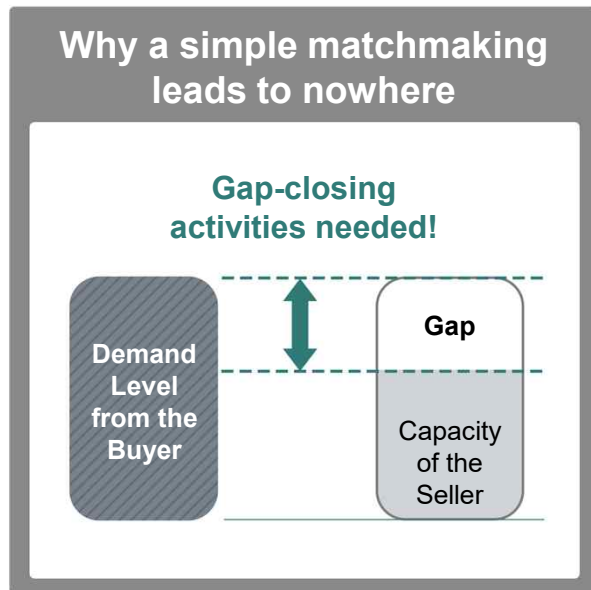
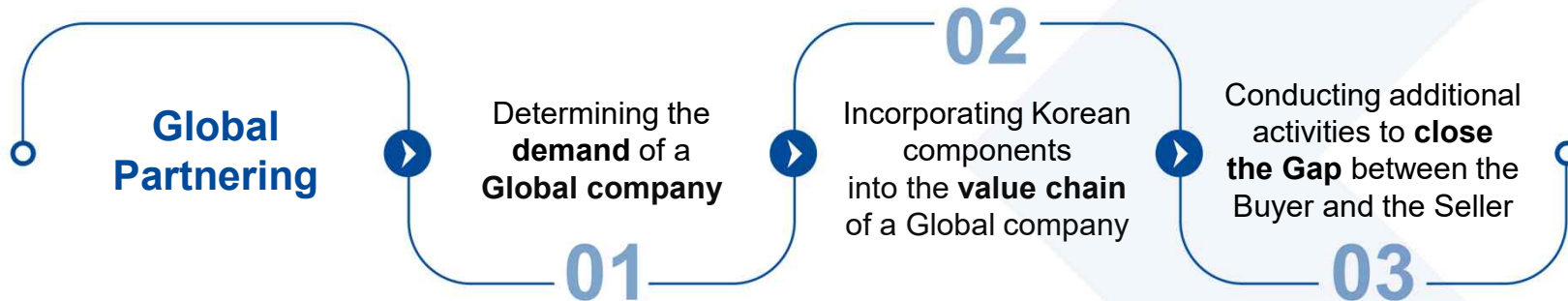
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kotra



Global Partnering Program

Unique & Tailored Service for Global Companies





Process



▼
Identify the
global company's
detailed **demand**

▼
Recommend
potential partners
through the industrial
map database

▼
Organize a tailored
business meeting

▼
Provide solution
for the global
company's
requirement



Process



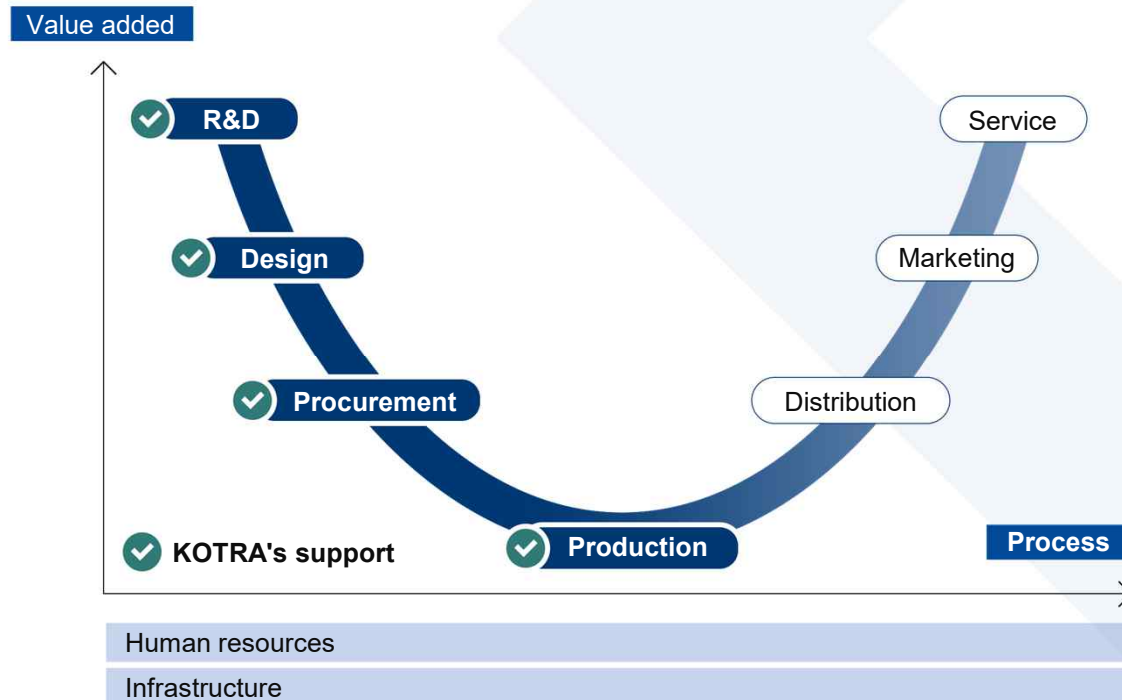
01



Identify the global company's detailed **demand**

Identify the global company's demand in industries where Korean companies are globally competitive.

(Automotive, Semiconductor, IT/Electronics, Power, Machinery, Medical, Aviation, etc.)



02 Partnering Process

Process

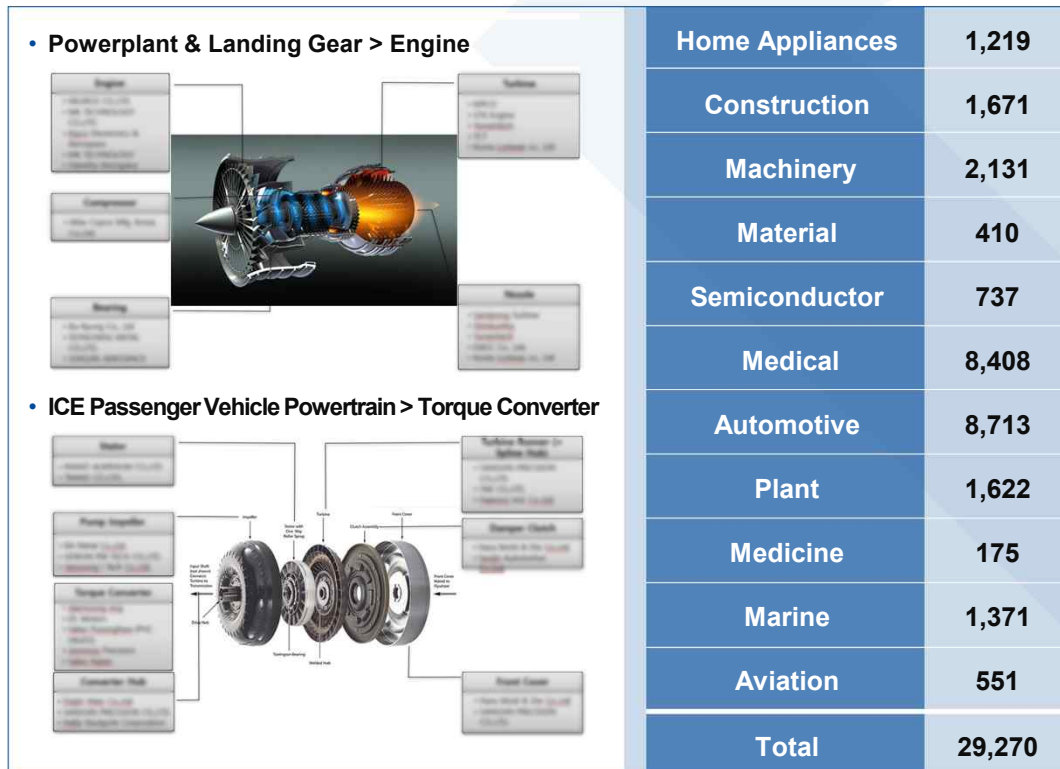


02

Recommend potential partners through the industrial map database

KOTRA recommends potential Korean partners who may fit the global company's needs through the "Industrial Mapping Database"

(in 11 major industries, including a total of 29,270 companies)



02 Partnering Process

Process



03



Organize a tailored
business meeting
& Due diligence

- Demand-oriented, tailored one-to-one business meetings can be organized
- Provide a facility inspection tour to verify the supplier's research and production capability, including a **one-to-one factory tour & on-site inspection.**
- Interpretation, transportation, and accommodation services can be provided

Pinpoint Matchmaking



Business meetings around the world

- Arranged business meetings overseas with visiting Korean partners
- Held in Europe, the United States, Japan, China, Korea, and more

Members of the GP Cooperation Platform

Planning & Matchmaking (1)

Find demand, plan, and coordinate solutions to the global company's requirements as a contact window

Institution ▶ Korea Trade - Investment Promotion Agency (KOTRA)

R&BD & Production Quality (10)

Evaluate and execute R&BD support

Institution ▶ Office of Strategic R&D Planning (OSP)
Korea Institute for Advancement of Technology (KIAT)
Korea Evaluation Institute of Industrial Technology (KEIT)
Commercializations Promotion Agency for R&D Outcomes (COMPA)
Korea Institute Energy Technology Evaluation and Planning (KETEP)

Provide technical assistance as experts of the industry

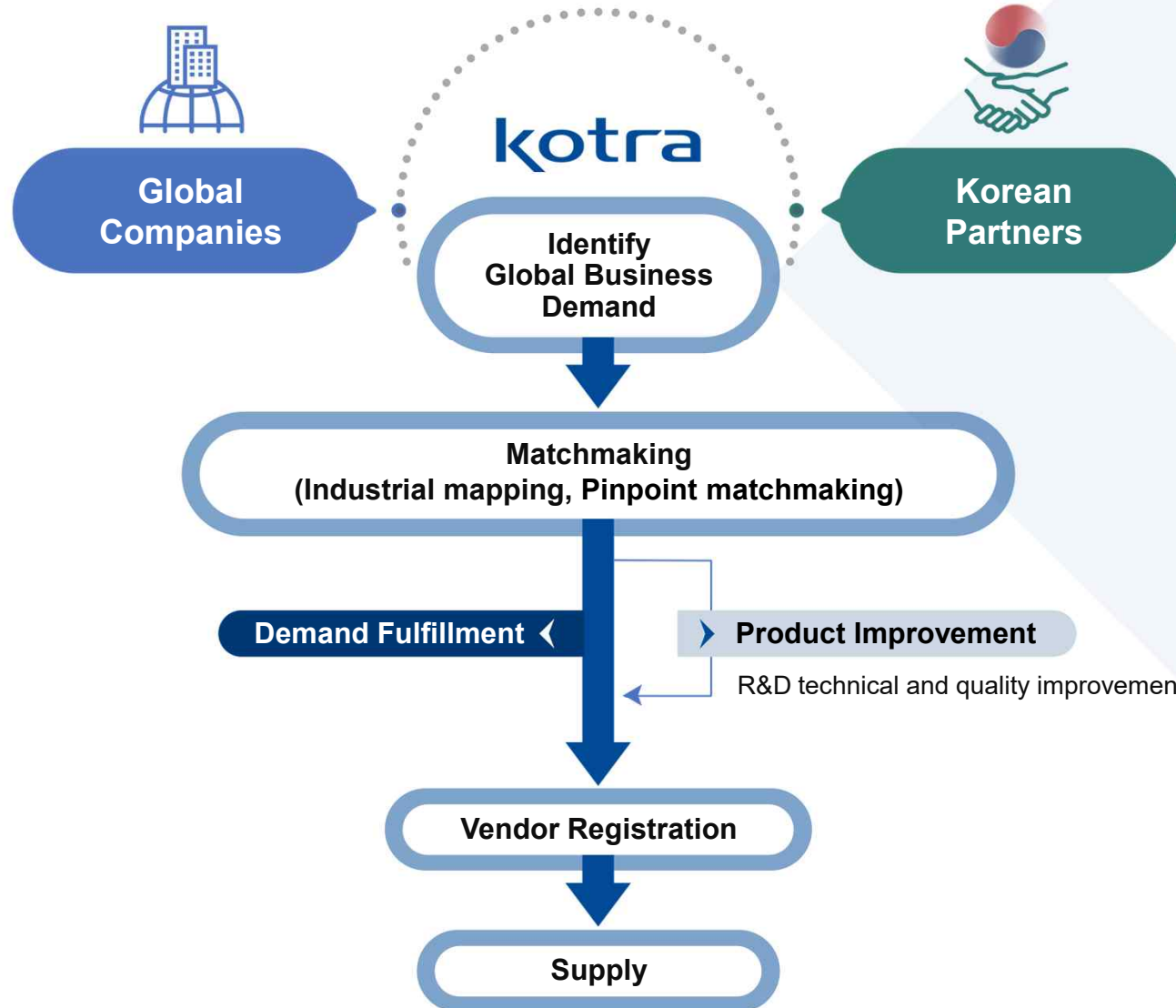
Institution ▶ Korea Institute of Science and Technology (KIST)
Korea Institute of Machinery & Materials (KIMM)
Korea Institute of Industrial Technology (KITECH)
Korea Research Institute of Chemical Technology (KRICT)
Korea Electronics Technology Institute (KETI)

Finance (3)

Support and ensure Korean partner's financial reliability

Institution ▶ Korea Trade Insurance Corporation (K-SURE)
Korea Technology Finance Corporation (KOTEC)
Korea Core Industrial Technology Investment Association (KITIA)

Model: Sourcing Initiative (Discovering Vendor)



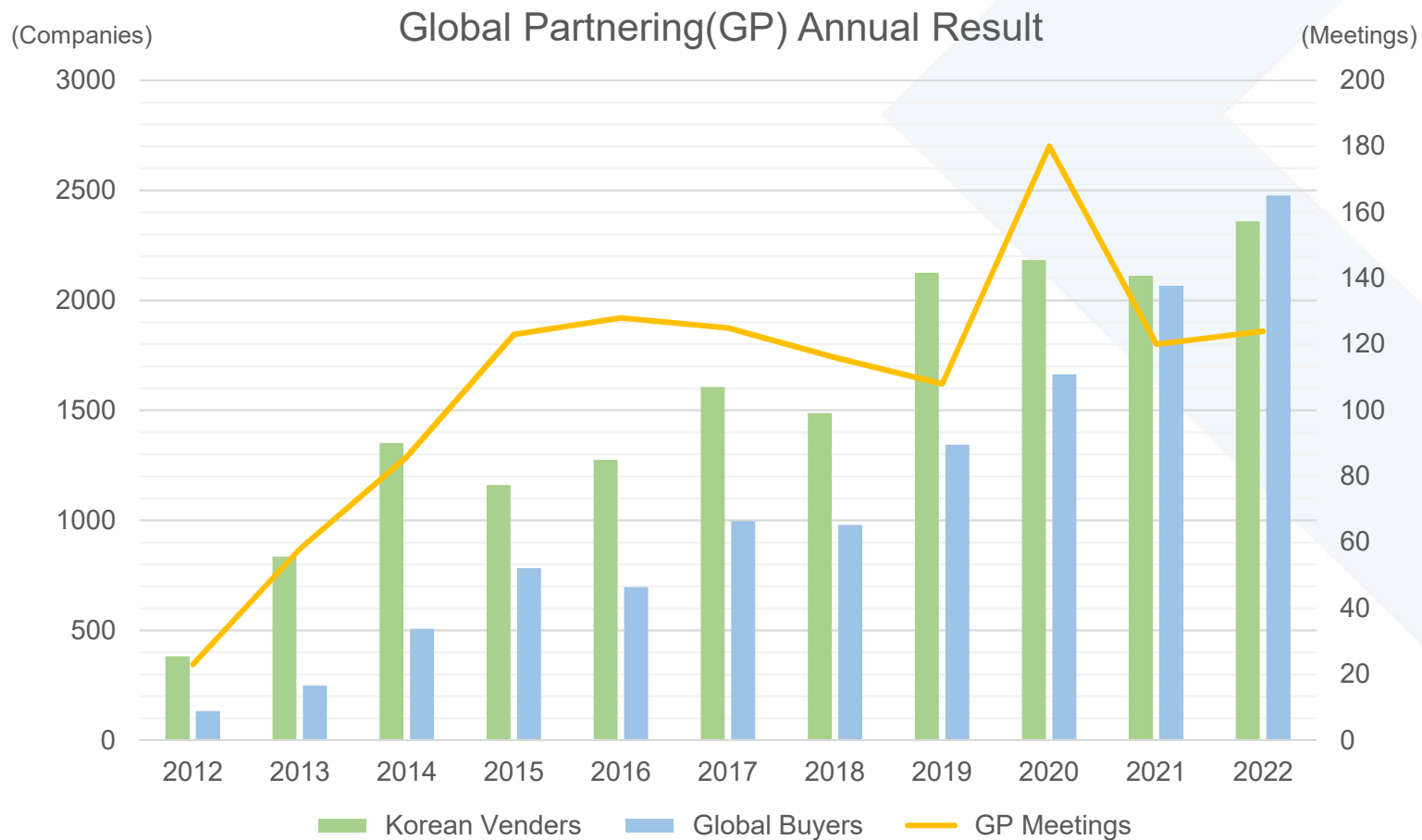
Global partners for the KOTRA GP Program KOTRA Korea Trade-Investment Promotion Agency

The **“Cooperation Platform”** is a collaboration of 14 expert institutions providing distinctive solutions to global companies

 Volkswagen		 TOYOTA				
DAIMLER						
	 CIE Automotive					
 TESLA						 <i>Đang hành tới chĩa số</i>
			 Crafting the Core			
						

Outcome of Global Partnering(GP)

The number of **companies** participating in Global Partnering and the number of **meetings** are **increasing every year**



Successful cases

When

**April 12–13,
2023**

Buyer

**Global Display
Manufacturer “V” Group**

Programs

**One-on-one business
meetings, procurement
seminar,
MOU signing ceremony etc.**

**GP “V” Group
(Display)**



Where

**Coex
(Seoul)**

Vendors

**33 Korean vendors
in display industry**

Items

**LCD testing equipment,
optical materials,
major parts, etc.**

Successful cases

When

**April 4–6,
2023**

Buyer

**Global Aircraft
Manufacturer “B”**

Programs

**One-on-one business
meetings, Business Forum
and Seminar, Vendor
Registration Guidance, On-
site tour**

**GP “B” day
(Aerospace)**



Where

**Park Hyatt
(Busan)**

Vendors

**57 Korean vendors
in aerospace industry**

Items


**Aerospace parts, lightweight
technology, eco-friendly parts,
co-R&D projects, etc.**


Global Partnering Program

Improve Your Value Chain with KOTRA's services

THANK YOU

KOTRA GLOBAL VALUE CHAIN DEPARTMENT
000 0000, Manager

 **Tel** 00.000.0000

 **Email** abc@kotra.or.kr

