



INVITATION

Dear Distinguished Guest,

The Korea Trade-Investment Promotion Agency(KOTRA) is pleased to host Global Business Plaza 2014(GBP 2014). This annual event provides global business leaders and Korean companies the venue to explore cooperative business opportunities. This year's event will be held on March 25th at COEX in Seoul, Korea.

In order to maximize the synergistic effects between global businesses and their Korean partners, GBP 2014 will also include regional events in Changwon, Daegu, Gwangju, Daejeon, Suwon, and Wonju, the 6 major industrial cities in Korea.

At GBP 2014, Korean suppliers will showcase their cutting edge technologies and high-quality products that are currently on the global market. The event will offer information on the latest premium Korean products and services through pre-scheduled one on one meetings and exhibitions. In addition, GBP will also provide networking opportunities with business leaders from around the world through the opening ceremony and welcoming luncheon.

In this regard, I would be greatly obliged if you kindly accept my invitation to participate in this year's Global Business Plaza. It would be highly appreciated if you could confirm your participation early. I sincerely thank you in advance for your interest in this event and look forward to seeing you in Korea this coming March.

Very truly yours,

Young Ho Oh
President and CEO
Korea Trade-Investment Promotion Agency



GLOBAL BUSINESS PLAZA 2014 PROGRAM

● GBP 2014 Overview

- Date & Location : March 25th (Tues) 09:00~18:00 / COEX Hall C, 3rd Floor (Seoul)
- Participants: 450 global buyers and 2,000 Korean companies
- Organizer: KOTRA (Korea Trade-Investment Promotion Agency)
- Industries : Auto Parts, Textile, Bio/Medical Supplies, Electronics, Heavy Electrical Equipment, Machinery, IT, Logistics, Wholesaling, Distribution, Renewable Energy, and etc.

● Main Event

- Date & Location : March 25th (Tues) 09:00~18:00 / COEX Hall C, 3rd Floor (Seoul)
- (http://www.coex.co.kr/lease/exhibition_guidance_tab3_1.asp)

Main Event	Plazas	Business Categories
Global Business Plaza	Creative Showcase	Creativity Products(IT, Consumer goods, etc) Venture Businesses
	Smart IT Plaza	IT General(IT Based SOC, Software, Hardware)
	K-Service Plaza	Culture and Entertainment, Franchise, Medical Industry and Other Service Industries
	Export Gateway	High Potential Start-up Companies Participating in Government Incubator Programs (All Types of Industries)
	K-fashion Plaza	K-Fashion goods(apparel, accessories, bags, shoes etc) *small and Medium Enterprises, rising designer's brands
	Foreign Investors' Zone	Foreign Invested Companies in Korea (All Types of Industries)
	Global Partnering Plaza	Global Partnership Project(Outsourcing, R&D, tech-alliance) - Parts & Components of Automobile, IT, Electronics, Plant Equipment, Heavy Equipment, Machinery
	Global Airport & Railroad Procurement Plaza	Equipment and Products Related to Airport and Railroad Projects
	Global Consumer Market Plaza	Wholesaling, and Distribution* (on and offline)
	FTA Biz Plaza	Auto parts(Tier 1,2), Textile, and Other FTA Related Products

* The sale of goods/merchandises and services to retailers, B2B customers(industrial, commercial, institutional), or other wholesalers.

● Regional Events

- Date & time : March 24th(Mon) and 26th(Wed)

City	Date	# of Companies	Business Categories
Changwon	Mar24	10	Heavy Equipment, Plant Equipment
Daegu		30	Auto&Machinery Parts, Textile, IT, Cosmetic
Gwangju		20	Optical Component, Molds, Auto Parts, Solar Energy
Daejeon	Mar26	25	Construction & Machinery Parts, Food, IT
Suwon		40	All Types of Industries
Wonju		40	Bio/Medical Supplies



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