



FTA Business Plaza 2012

Buy Korea

KOTRA (Korea Trade-Investment Promotion Agency)

300-9, Yomgok-Dong, Seocho-Gu, Seoul, Korea

(Seocho P.O.Box 101)

PROPOSAL for PARTICIPATION

A. PURPOSE

'FTA Business Plaza 2012' aims to be a place for a **World-Best International Trade Show** hosted by **KOTRA**. With the bilateral FTA, *'FTA Business Plaza 2012'* aims to promote international trade and co-operation between Korea and the other countries, which will create **Great Opportunities for Mutually Beneficial International Trade** and **Strengthening Sustainable Economic Growth of Korea and Partner Countries**.

B. SUGGESTED DATE & VENUE

- ◇ **DATE&TIME: Feb. 14th, 2012, 09:00~17:30**
- ◇ **VENUE: KINTEX, Hall 7** (Korea International Exhibition Center; www.kintex.com)
- ◇ **SCALE: 11,000 s/m** (450 booths in total)
 - Off-line Export/Import Meeting: 350 companies
 - On-line Meeting: 200 companies
 - Total: 550 companies

C. EXECUTIVE SUMMARY

At the beginning of every year, we **KOTRA** have hosted '*Buy Korea*' and offered a **Large Scale Business Meeting** from 2009 to 2011, where overseas buyers meet reliable Korean suppliers, manufacturers, products, and companies through its **Business Matching Programs**. However this time, we have changed the fair title '*Buy Korea*' to '*FTA Business Plaza*' to more focus on FTA and let companies & countries take advantages of FTA more essentially. It will not only help to **Boost International Trade** between Korea and the other countries, but also it certainly will promote the **Better Exporting Structures of Korea**.

Therefore, we, **KOTRA (Korea Trade-Investment Promotion Agency)**, are hosting the '*FTA Business Plaza 2012*' on Feb. 14th, 2012. '*FTA Business Plaza 2012*' would like to invite member countries of FTA with Korea and nations with high portion of international trade.

Moreover, we are planning to offer **Exhibitions by Each Nation**, which is a **Specialized Zone according to Nation's Trade Characteristics**.

D. WHY SHOULD YOU PARTICIPATE?

- '*FTA Business Plaza 2012*' aims to become a '**World famous Brand**' of global trading which incurs various **Business**
- '*FTA Business Plaza 2012*' supports building **Long-term Relationships** and various **Business Networks** between **Korean Domestic Manufacturers** and **Overseas Companies**
- In contrast to the ordinary supply chains of delivering a 'Overissued' product, '*FTA Business Plaza 2012*' aims Korean companies and overseas companies to have **Intense-Dimensional Trade**, upgrading the efficiency by trading **Companies' Beneficial Products**

E. PROGRAM

① BUSINESS MEETING

◦ Reinforcing Global Buyers' Attentions

- Buyers with \$1bill worth sales and great interests in importing from Korea
- Industry Field: Machinery, Chemistry, Manufacturing, Auto parts, Textiles, Consuming goods, IT, Distribution etc.

◦ Target Buyers by Region/Commodities

Division	Effectuated	Negotiation Settled	Negotiation In progress	Preparing Negotiation
Nations	Chile Singapore EFTA ASEAN India EU Peru	USA	Canada Mexico GCC Australia New Zealand Columbia Turkey	Japan China MERCOSUR Russia Israel SACU Vietnam Mongolia Central America Malaysia Indonesia

FTA Premium Plaza		
Global Growth Zone: GM, Johnson&Johnson, Harrods, Ralph Lauren, etc.		
FTA Major Market Zone	FTA Future Market Zone	FTA Zone
-Auto parts	-Machine Plant	-FTA Confirmed Nations
-Textiles/Distribution	-IT/ Electronic machines	Zone
-Government procurement	-SW System	-FTA Information Zone
-Etc(IT, Medical, Renewable Energy)	-ETC(Chemistry, Knowledge Service)	-World Class 300 Exhibition Zone

② FTA ZONE

Division	Contents
FTA Nations Zone	· FTA Effectuated Nations' Zone
FTA Information Zone	Korea Customs Service, Korea Institute of Origin Information, Korean Chamber of Commerce & Industry, etc.

Panorama of Buy Korea 2011

