

THE EMERGING KOREA

WHY U.S. COMPANIES FOCUS ON KOREA FOR NEW OPPORTUNITIES

Friday, September 10, 2010

Four Seasons Hotel
120 East Delaware Place
Chicago, IL 60611
Grand Ballroom, South

KOTRA-Invest KOREA** cordially invites you to a luncheon program to learn about why the major multinational companies are focusing on Korea in this fast-paced and competitive global economy. Caterpillar and other global companies will share their experiences and strategic reasons for choosing Korea, how they succeeded and are continuing to look for new opportunities in Korea. A Korean company with global footprint will also provide insight on their strategies for global expansion efforts.

With the Korean government recently announcing the low carbon, green growth initiative as the nation's new development strategy as well as committing to invest over USD 111 billion to create 58 new green technologies and 1 million jobs by the year 2012, many new opportunities exist. Collaboration of global companies' know-how's and Korea's technical capabilities with world-class human resources in the fields of solar, wind power, bio-fuel and other industries await for companies seeking Asian partnership.

As Korean government actively seeks to accomplish its three-year plan to further improve the foreign investment environment, Korea is more business-friendly than ever for foreign companies to explore growing partnership opportunities.

Korea, being positioned as a global leader in many industries, foreign partners can continue to utilize Korea's expertise and technologies. Korea has number one global market shares in LCD, PDP, OLED, and CRT-Display markets as well as in semiconductor industry (DRAM, SRAM, LDII, NAND) and ship-building industry. As Korea continues to maintain the world's fifth ranking in automobile industry, foreign-invested Tier 1 suppliers which account for over 35% of Korea's automotive parts sales enjoy the benefits by operating in Korea.

Please join us to explore and take advantage of following benefits at this extraordinary event:

- L**earn the first-hand experiences from global companies
- E**xplore new, up-and-coming opportunities in Korea in renewable, IT and other sectors
- N**etwork with multinational companies and government officials
- P**rearranged one-on-one meetings to learn about opportunities in specific regions of Korea

To register or for additional information, please contact Sunny Kim at 312-644-4323 (Ext. 12) or email sunnykim@kotrachicago.com.

Sincerely yours,



Jae Ho Oh
 Trade Commissioner/Director General
 KOTRA Chicago

** KOTRA-Invest KOREA is a Korean government organization mandated by Ministry of Knowledge Economy to facilitate and promote the trade and investment between the U.S. and Korea (www.investkorea.org).

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Luncheon Program

Moderator: Mr. Jae Won Ryu

Director, High Tech Investment Support Team, KOTRA, Seoul

09:30 am ~ 10:00 am	Registration
10:00 am ~ 10:10 am	Welcoming Remarks By Ministry of Knowledge Economy, Republic of Korea
10:10 am ~ 10:25 am	Invest in Korea: Attractive Answers to New Growth Engine By Hank Ahn, Head of Invest KOREA, KOTRA
10:25 am ~ 10:40 am	Approaches for New Global Outreach and Partnership Opportunities By LG or POSCO
10:40 am ~ 11:00 am	Strategic Reasons for Choosing Korea for Asian Expansion By Dr. Ulf Lindqwister, Chief Strategist & Country Head of Korea, Caterpillar
11:00 am ~ 11:30 am	Target Industries and Partnership Opportunities in Parts & Materials Sectors <ul style="list-style-type: none"> • Gyeonggi Regional Government – Electromechanical Parts & Materials • Incheon FEZ – IT, Automobile Parts & Materials
11:30 am ~ 11:40 am	Break
11:40 am ~ 12:00 pm	Why Korea? : U.S. Renewable Energy Firm's Experience in Korea TBA
12:00 pm ~ 12:30 pm	Target Industries and Partnership Opportunities in Renewable Energy Sectors <ul style="list-style-type: none"> • Chungbuk Regional Government – Renewable Energy (Solar) • Daegu-Gyeongbuk FEZ – Renewable Energy (Solar, Wind Power, Bio-Fuel)
12:30 pm ~ 12:40 pm	Q & A
12:40 pm ~ 02:00 pm	Network Luncheon
02:00 pm	Program Adjourns
02:00 pm ~ 05:00 pm	Prearranged One-on-One Meetings** In State Room

** Advance Requests Are Required for One-on-One Meetings

* In case of unforeseen circumstances, speakers and agenda may change.