

FOREIGN INVESTMENT WEEK 2016

September 27(Tue)-29(Thu), 2016

- **Venue :** Grand InterContinental Seoul
- **Host :** Ministry of Trade, Industry & Energy (MOTIE)
- **Organizer :** Invest KOREA (IK), Korea Trade-Investment Promotion Agency (KOTRA)

| Date | Program |
|--------------------------------------|--|
| <p>September 27 (Tue)</p> | <ul style="list-style-type: none"> ● Korea Foreign Direct Investment Forum ● Pre-convention Networking Night(Connecting) |
| <p>September 28 (Wed)</p> | <ul style="list-style-type: none"> ● VIP Meeting ● Opening Ceremony ● Foreign Investment Forum 2016 (Sessions) <ul style="list-style-type: none"> - Korea-EU Investment Cooperation Forum - Korea-Japan Investment Cooperation Forum - Korea-China Investment Cooperation Forum - Korea-North America Investment Cooperation Forum - Financial Investment Forum ● Networking Luncheon ● Foreign Investment Press Forum ● Welcome Reception |
| <p>September 29 (Thu)</p> | <ul style="list-style-type: none"> ● 1:1 Business Partnering Pre-arranged one on one business meetings between foreign investors and domestic businesses, local governments, Free Economic Zones, research institutes, etc. ● Investment Site Visit Energy Valley in Naju, Eco Delta City in Busan, Ulsan |

***Dress Code : Business Formal Attire**

Program at a glance

| Date | Time | Grand InterContinental Seoul Parnas 5F | | | | | | Grand InterContinental Seoul Parnas 2F | | | | |
|-----------------|--|---|--|--|----------------------------|---|---------------------------|--|--|---|-------|---|
| | | Grand Ballroom | | | Rose | Carnation | Maple | Tulip | Orchid | Chrysanthemum | Lotus | Wisteria |
| | | I | II | III | | | | | | | | |
| Sep 27 (Tue) | 09:00-09:30 | | | | | | | | | | | Introductory Briefing for Foreign Press |
| | 13:30-17:00 | | | | | | | | | | | Korea Foreign Direct Investment Forum |
| | 18:00-21:00 | Pre-convention Networking Night(Connecting) (North America Day, Europe Day, Japan Day, China Day) * North America Day will take place in Orchid Room. | | | | | | | | | | |
| | Full-day | Visiting and Reporting on Local Businesses by Foreign Journalists | | | | | | | | | | |
| Sep 28 (Wed) | 09:40-10:00 | | | | | | | | | | | VIP Meeting |
| | 10:00-12:00 | Opening Ceremony | | | | | | | | | | |
| | 12:00-13:30 | | | | | | | Key Investors Roundtable | Networking Luncheon | | | |
| | 14:00-16:00 | Korea-EU Investment Cooperation Forum | Korea-Japan Investment Cooperation Forum | Korea-China Investment Cooperation Forum | | (1400-17:30) IR of Companies Seeking Foreign Investment | | | (14:30-18:00) Korea-North America Investment Cooperation Forum | | | |
| | 16:00-18:00 | | | | Financial Investment Forum | | Foreign Journalists Forum | | | Investment Promotion Forum for Regional Tourism Development | | |
| 18:00-20:00 | Welcome Reception | | | | | | | | | | | |
| Full-day | Investment Promotion PR Hall, Investment Consulting Booth, IKP PR Hall | | | | | | | | | | | |
| Sep 29 (Thu) | Full-day | (09:00-18:00) 1:1 Business Partnering Meeting | | | | | | | (12:30-14:00) Networking Luncheon | | | |
| | | Investment Site Visit (Ulsan, Energy Valley in Naju, Eco Delta City in Busan) | | | | | | | | | | |
| | | Investment Promotion PR Hall, Investment Consulting Booth, IKP PR Hall | | | | | | | | | | |

| |
|---|
| FIW 2016 Program for Foreign Investors |
|---|

| Date | Time | Program | Note | |
|--|---|---|--|--|
| Sep 27 (Tue) | 14:00 - 17:00 | Korea Foreign Direct Investment Forum - Development of the Service Industry and New Opportunities through Foreign Investment | Chrysanthemum Room (2F) | |
| | 18:00 - 21:00 | Pre-convention Networking Night (Connecting) | Separate venues | |
| Sep 28 (Wed) | 10:00 - 12:00 | Opening Ceremony | Grand Ballroom (5F) | |
| | 12:00 - 13:30 | Networking Luncheon | Orchid Room & Chrysanthemum Room (2F) | |
| | 14:00 - 18:00 | Foreign Investment Forum 2016 | | |
| | | ① Korea-EU Investment Cooperation Forum | Grand Ballroom I(5F) | |
| | | ② Korea-Japan Investment Cooperation Forum | Grand Ballroom II(5F) | |
| | | ③ Korea-China Investment Cooperation Forum | Grand Ballroom III(5F) | |
| ④ Korea-North America Investment Cooperation Forum | | Orchid Room (2F) | | |
| ⑤ Financial Investment Forum | Rose Room (5F) | | | |
| 14:00 - 17:30 | IR of Companies Seeking Foreign Investment | Carnation (5F) | | |
| 18:00 - 20:00 | Welcome Reception | Grand Ballroom (5F) | | |
| Sep 29 (Thu) | 09:00 - 18:00 | FIW 2016 Business Partnering Meeting Pre-arranged one on one business meetings between foreign investors and domestic businesses, local governments, Free Economic Zones, research institutes, etc. | Grand Ballroom (5F) | |
| | | Investment Site Visits | Ulsan Energy Valley in Naju, Eco Delta City in Busan | |

| |
|--|
| FIW 2016 Program for Foreign Journalists |
|--|

| Date | Time | Program | Note |
|----------------|-------------|--|---|
| Sep27 (Tue) | 09:00–09:30 | Introductory Press Conference | Wisteria Room (2F) |
| | 09:30–10:10 | COEX→ Google Campus | |
| | 10:10–11:00 | Investment Site visit at Google Campus Seoul | IT & Start-up |
| | 11:00–12:00 | Google Campus → Cosmax(tentative) | |
| | 12:00–13:00 | Lunch | |
| | 13:00–14:00 | Cosmax(tentative) Company Introduction and News Reporting | Cosmetics |
| | 14:00–15:00 | Cosmax(tentative) → Meditox | |
| | 15:00–16:00 | Meditox Company Introduction and News Reporting | Medial & Bio |
| | 16:00–18:30 | Dinner | |
| | 18:30–21:00 | K-Culture Performance | TBD |
| Sep28 (Wed) | 16:00–16:20 | Korean Economic Outlook and Major Issues | Bank of Korea |
| | 16:20–16:40 | Current Status of Foreign Investment in 2016 & Policy Direction | MOTIE |
| | 16:40–17:00 | Strategies To Promote Creative Economy and Promising Industries - Convergence Projects between Industries & Technologies | MOTIE |
| | 17:00–17:20 | Korea's Startup Investment Environment and Measures For Job Creation | Ministry of Science, ICT and Future Planning (MSIP) |
| | 17:20–18:00 | Q&A | All Speakers |
| Sep29 (Thu) | Full-day | Site Visits (Ulsan, Energy Valley in Naju, Eco Delta City in Busan) | |
| | | Media Interview (upon requests made in advance) | |

| |
|--|
| Day 1: September 27, 2016 (Tue) |
|--|

(1) Korea Foreign Direct Investment Forum

Development of the Service Industry and New Opportunities through Foreign Investment

- **Time** : Sep 27 (Tue), 14:00 - 17:00
- **Venue** : Orchid Room (2F)

| Time | Program | Note |
|-------------|--|---|
| 13:30–14:00 | Registration | |
| 14:00–14:15 | Opening/Welcome Remarks | Head of IK Director of Investment Policy, MOTIE |
| 14:15–14:35 | Presentation 1 - Development of the Korean Service Industry & Promotion of Foreign Investment | Korea Institute for Industrial Economies & Trade (KIET) |
| 14:35–14:55 | Presentation 2 - Investment Opportunities for the Service Industry | Potential Foreign Investors |
| 14:55–15:35 | Case Study - Start-ups' Success Story in Finding Investors I, II | Entrepreneurs |
| 15:35–15:50 | Coffee Break | |
| 15:50–17:00 | Panel Discussion | Speakers, Moderator |

(2) Pre-convention Networking Night(Connecting)

- **Time & Date** : Sep 27 (Tue), 18:00 - 21:00
- **Venue** : Separate venues

North America Day

- **Time & Date** : Sep 27(Tue) 17:30-20:30
- **Venue** : Orchid Room (2F)

| Time | Program | Note |
|-------------|--|--|
| 18:00-18:05 | Welcome Remarks | Head of IK |
| 18:05-18:30 | Business toast for participating companies and institutions | American Chamber of Commerce in Korea, Canadian Chamber of Commerce in Korea, Major companies, Office of the Foreign Investment Ombudsman, etc |
| 18:30-19:00 | Jazz Concert | |
| 19:00-21:00 | Networking Dinner | (Lucky Draw) |

Europe Day

- **Time & Date** : Sep 27(Tue) 18:00-20:30
- **Venue** : COEX

| Time | Program | Note |
|-------------|--|---|
| 18:00-18:05 | Welcome Remarks | Head of IK |
| 18:05-18:20 | Toasts by Participating Companies and Organizations | Chambers of Commerce of European Countries Including ECCK |
| 18:20-20:25 | Networking Dinner | |
| 20:25-20:30 | Closing Remarks | |

China Day

- Time & Date : Sep 27(Tue) 17:40-20:15
- Venue : Korean restaurant near the hotel

| Time | Program | Note |
|-------------|---|----------------------------------|
| 18:00-18:10 | Remarks of the Heads of IK, CIPA (China) and CCPIT (China) | Representatives of Korea & China |
| 18:10-18:30 | Introduction of Chinese Investors and Companies | Introduction of Companies |
| 18:30-20:00 | Dinner and Networking | Dinner and Performance |

Japan Day

- Time & Date : Sep 27(Tue) 17:40-20:15
- Venue : Korean restaurant near the hotel (*Hwangtae Maeul* - Dried Pollack)

| Time | Program | Note |
|-------------|--|----------------------------------|
| 18:00-18:10 | Remarks from the Heads of Investment Promotion Team and SJC | Representatives of Korea & Japan |
| 18:10-18:30 | Introduction of Participants | Introduction of Companies |
| 18:30-20:00 | Dinner and Networking | Dinner and Performance |

Day 2 : September 28, 2016 (Wed)

(1) Opening Ceremony

- **Time & Date** : Sep 28 (Wed), 10:00 – 12:00
- **Venue** : Grand Ballroom (5F)

| Time | Program | Note |
|-------------|---|--|
| 10:00–10:05 | Opening Remarks | President of KOTRA |
| 10:05–10:10 | Welcome Remarks | Minister of Trade, Industry and Energy |
| 10:10–10:15 | Congratulatory Remarks | Honorary Ambassador of Foreign Investment Promotion of Korea |
| 10:15–10:45 | Plans for Investment in Korea | CEOs of Global Enterprises |
| 10:45–11:00 | Coffee Break | |
| 11:00–11:20 | Seeking Investment Opportunities through Global Partnering | CEOs of Major companies in Korea |
| 11:20–11:40 | Measures To Promote FDI | Head of WAIPA |
| 11:40–12:00 | Korea's Investment Environment | Head of IK |

(2) Korea-North America Investment Cooperation Forum

Investment & Cooperation between Korea and North America By Utilizing the FTA

- **Time & Date** : Sep 28 (Wed), 14:30-18:00
- **Venue** : Orchid Room

| Time | Program | Note |
|-------------|--|---|
| 14:30–14:35 | Opening session with introduction | North America Investment Promotion Team(IK) |
| 14:35–15:20 | Session 1 : Introduction of Industrial Project - Introduction of major clusters by industries - Introduction of FEZ, FTZ Projects | Korea Industrial Complex Corp. (KICOX), Ministry of Trade, Industry and Energy (MOTIE) |
| 15:20–15:40 | Session 2 : Analysis of Investment cost to Korea - Based on tax benefits and incentives | Accounting Firm |
| 15:40–15:50 | Q&A | |
| 15:50–16:10 | Coffee Break | |
| 16:10–16:30 | Session 3 : Analyzing effects of investing in Korea utilizing South Korea-United States and South Korea-Canada FTAs | Expert from academia |
| 16:30–18:00 | Networking and Individual Meetings | Free Economic Zones, Free Trade Zones |

(3) Korea-EU Investment Cooperation Forum

Establishing Partnership for Mutual Growth of Future Industries in Korea & EU

- **Time & Date** : Sep 28 (Wed), 14:00 - 16:00
- **Venue** : Grand Ballroom I (5F)

| Time | Program | Note |
|-------------|--|--|
| 14:00–14:05 | Opening & Introduction | Europe Investment Promotion Team of IK |
| 14:05–14:45 | Presentation & Panel Discussion - Case Study: Cooperation between EU & Korean Companies | High-tech Manufacturing/Service/ New Energy Industries Investors |
| 14:45-15:25 | Presentation & Panel Discussion - Measures To Promote Business Cooperation By Utilizing the Korea-EU FTA | EU Center, ECCK, High-tech Manufacturing/ Service Industries Investors |
| 15:25–15:55 | Discussion & Q&A | |
| 15:55–16:00 | Closing Remarks | Europe Investment Promotion Team of IK |

(4) Korea-Japan Investment Cooperation Forum

Changing Paradigm in Korea-Japan Cooperation

- **Time & Date** : Sep 28(Wed) 16:00 - 18:00
- **Venue** : Grand Ballroom II (5F)

| Time | Program | Note |
|-------------|---|--|
| 16:00–16:05 | Opening & Introduction | Investment Promotion Team of IK |
| 16:05–17:00 | Changing Paradigm in Korea-Japan Cooperation - Promising Areas for Investment and Cooperation between Korea and Japan - Success Story of Cooperation between Korean & Japanese Companies | TBD |
| 17:00–17:45 | Ways to Enhance Cooperation With Related Organizations - Cooperation Cases - Utilizing the Networks of Japanese Banks and General Trading Companies, and M&A Demands Identification | Japanese Banks and General Trading Companies |
| 17:45–18:00 | Q&A | TBD |

(5) Korea-China Investment Cooperation Forum

Promising Industries and Win-win Investment Model

- **Time & Date** : Sep 28 (Wed) 16:00 - 18:00
- **Venue** : Grand Ballroom (5F)

| Time | Program | Note |
|-------------|--|---|
| 14:00–14:10 | Welcome/Congratulatory Remarks | MOTIE, etc. |
| 14:10–14:40 | Promising Industries in Korea - Cultural Contents - Consumer Goods - Medical & Bio | Korea Creative Content Agency (KOCCA) or Startup Campus, Analysts, KPMG |
| 14:40–14:55 | Coffee Break | |
| 14:55–15:40 | Win-win Investment & Business Models in Korea and China - Investment Consulting Firms of Korea and China | Experts including PWC |

(6) Financial Investment Forum

- **Time & Date** : Sep 28 (Wed), 14:00 - 16:00
- **Venue** : Carnation Room (5F)

| Time | Program | Note |
|-------------|--|---|
| 14:00–14:05 | Opening & Introduction | Global M&A Office of IK |
| 14:05–14:10 | Remarks | |
| 14:10–14:50 | Foreign Financial Investors' Perspectives on Cross Border M&A Strategies and Cases - Buyout Cases - M&A of Restructuring Businesses - Challenges Concerning Domestic M&A Regulations | Panel Discussion of Foreign Financial Investors and Experts |
| 14:50–15:10 | Issues Concerning Cross Border M&As & Legal Frameworks for PE/VC Establishment in Korea | Attorney Lee Pil-guk of Kim & Chang |
| 15:10–15:25 | Coffee Break | |
| 15:25–16:00 | Investment Strategies of Korea's Major Pension Funds - Past Investment Experiences - Preferred Assets - Criteria for selecting manager, etc. | National Pension Service (NPS), Korea Investment Corporation (KIC), KoreaPost, etc. |

(7) IR of Companies Seeking Foreign Investment

- **Time & Date** : Sep 28 (Wed), 14:00 – 17:30
- **Venue** : Carnation Room (5F)

| Time | Program | Note |
|-------------|--|--|
| 14:00–14:05 | Opening & Introduction | Investment Promotion Team of IK |
| 14:05–14:55 | Companies Seeking Foreign Investment Pitch and Q&A I | Pitching (7 minutes), Q&A(3 minutes) 5 Companies |
| 14:55–15:20 | Networking | Mingling - Korean Companies & VCs |
| 15:20–16:10 | Companies Seeking Foreign Investment Pitch and Q&A II | Pitching (7 minutes), Q&A(3 minutes) 5 Companies |
| 16:10–16:30 | Networking | Mingling - Korean Companies & VCs |
| 16:30–17:20 | Promising Start-ups in Korea Pitch and Q&A | Pitching (7 minutes), Q&A(3 minutes) 5 Companies |
| 17:20–17:30 | Networking | Mingling - Korean Companies & VCs |

(8) Investment Promotion Forum For Regional Tourism Development

- **Time & Date** : Sep 28 (Wed), 16:00 - 18:00
- **Venue** : Chrysanthemum Room (2F)

| Time | Program | Note |
|-------------|---|----------------------------------|
| 16:00–16:10 | Remarks | TBD |
| 16:10–16:30 | Promising Projects for Regional Tourism Development - Current Status of Tourism Development Projects in Korea | Korea Tourism Organization (KTO) |
| 16:30–16:50 | Promising Projects for Regional Tourism Development - Tourism and Leisure Enterprise City | Enterprise City |
| 16:50–17:10 | Promising Projects for Regional Tourism Development - Tourist Complex | Public Organization |
| 17:10–17:30 | Promising Projects for Regional Tourism Development - Tourism Development Projects Including Free Economic Zone | Local Government |
| 17:30–18:00 | Q&A | |

(9) Welcome Reception

- **Time & Date** : Sep 28 (Wed), 18:00 - 20:00
- **Venue** : Grand Ballroom (5F)

| Event | Time | Program | Note |
|-------------------|-------------|--|---------------------------------------|
| Pre-ceremony | 18:00–18:30 | Arrival of Participants & Greetings | Foyer Cocktail Networking |
| Welcome Reception | 18:30–18:35 | Welcome Remarks (English) | Head of IK |
| | 18:35–18:40 | Congratulatory Remarks (English) | Director of Trade & Investment, MOTIE |
| | 18:40–18:45 | Toast I | Key Investor I |
| | 18:45–18:50 | Toast II | Key Investor II |
| | 18:50-19:10 | Cultural Performance | K-Pop Stars |
| | 19:10–19:50 | Dinner & Networking | |
| | 19:50–20:00 | Closing Remarks | |

Day 3 : September 29, 2016 (Thu)

(1) 1:1 Business Partnering

- **Time & Date** : Sep 29 (Thu), 09:00 - 18:00
- **Venue** : Grand Ballroom (5F)

We arrange individual meetings between foreign investors and Korean companies, FEZs, and research institutes.

Please register on-line in advance to have meetings successfully arranged.



(2) Site Visit

- **Date** : Sep 29(Thu)
- **Venue** : Ulsan, Energy Valley in Naju, Eco Delta City in Busan

To be confirmed.