

Event Overview

1. Date: Dec. 4th(Tue) ~ 7th(Fri), 2018

2. Venue: COEX (Seoul City), Gwangju City

3. Organizer: Korea International Trade Association (KITA)

4. Programs:

- 1:1 Business Meetings between Global Sourcing Partners and Major Korean Suppliers
- Business Field Trip / Tour Program
- Business Seminar

5. Participants: 100 Global Companies, 600 Korean Companies (Major Power Sellers)

6. Product Categories:

- Food & Beverage, Health & Medical / Beauty & Personal Care, Apparel / Textiles & Leather Products, Fashion Accessories / Luggage, Bags / Shoes, Furniture & Furnishings / Office & School Supplies, Homeware / Kitchenware, Sports & Entertainment / Toys and etc.

7. Benefits for Overseas Participants (Up to one person from each Company):

- Complementary Round-trip flight ticket, 3 (or 5) nights accommodation, Airport pick-up, luncheon.

8. Registration and Participation

- Last day for participants sign-up: October 26th (Fri)
- Selection of participants and notification: November 1st (Thu)
 - ☞ Participants who sign up shall be subject to selection process.
 - ☞ Attendance at the fair in Seoul city is mandatory while attendance in Gwangju city is optional

9. Contact Information: Ms. Seojin Ko, Manager / ✉eenkr1@kita.net/ Tel: +82-2-6000-4475

10. Program

Date	Program 1	Program 2 (Optional)	Particular
Dec.3(Mon)	<ul style="list-style-type: none"> • Arrival / Airport Pick-up • Hotel Check-in 		TBD
Dec.4(Tue)	<ul style="list-style-type: none"> • 1:1 Business Meeting I (10:00-18:00) • Opening Ceremony 		Coex, Seoul City
Dec.5(Wed)	<ul style="list-style-type: none"> • 1:1 Business Meeting II (10:00-18:00) 		
Dec.6(Thu)	<ul style="list-style-type: none"> • Hotel Check-out • Departure 	• Move (Seoul → Gwangju)	TBD
Dec.7(Fri)	\	• 1:1 Business Meeting III	Gwangju City
Dec.8(Sat)		<ul style="list-style-type: none"> • Hotel Check-out • Departure 	TBD

- Overseas participants are kindly requested to choose programme 1 or programme 2

Korea Grand Sourcing Fair Photo Gallery



Opening Ceremony



Briefing



KITA Global Sourcing Partner Appointment Ceremony



One-on-one Business Meeting (1)



One-on-one Business Meeting (2)



One-on-one Business Meeting (3)



Start-up Pavilions



Seminar on Entering into Foreign Market

Korea International Trade Association (KITA)

Korea International Trade Association (KITA) is the largest business organization in Korea with over 73,000 member companies and representing the interests of Korea's global traders. Since the establishment in 1946, KITA has served a diverse range of roles including: providing hands-on support to trade companies, drawing trade cooperation from the private sector, formulating new trade strategies, nurturing trade professionals and building trade infrastructure.

With a widely established network of 13 domestic offices and 11 overseas branches in major cities, KITA has consolidated its position as a leading business organization dedicated to assisting SMEs in gaining foreign market entry and has actively contributed towards Korea's recent achievement of 1 trillion dollars in trade volume.

Business Area

Improvement of Global Trade Environment

Providing comprehensive policy support and solutions for trade issues.

Global Buyer-Seller Matching Services

Assisting in business and marketing activities of global traders through its buyer-seller matching services.

One-stop Center for Trade Information

Serving as a one-stop center for information on trade-related issues.

Trade Diplomacy & Economic Cooperation in the Private Sector

Promoting coordination and communication between private sectors through trade diplomacy and economic cooperation.

Training Programs for Trade Professionals & Career Assistance

Educating future leaders and supports job seekers with a range of services.

Establishment of Trade Infrastructure

Building infrastructure for sustainable growth in trade.

Development of an Integrated Trade, Cultural & Business Center

Fostering World Trade Center Seoul into a global hub for businesses and the MICE industry.