

K-Con 2013 & KOTRA BAZAAR



Korea Trade-Investment Promotion Agency

The first K-Culture festival in the US
It offers conventional festivals for K-Pop fans
The concert has various fan engagement events
The concert offer chances to experience K-Pop

KOTRA is a non-profit, governmental agency of the Republic of Korea. Our role is to assist and support U.S. companies who wish to do business with Korean companies. With a worldwide network of over 100 offices in 70 countries, KOTRA offers a wide variety of initiatives to support international clients.

It is a new platform that enables to run Hallyu's creative economy and helps to advance K-Contents to the US.



Banner & Wall Images

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Primary Mission Objectives

Business Development
Business Incubation Service and Marketing / Sales Activities, Business Matchmaking, Conference / Exhibition Trade Mission, Product / Company Database Management

Investment Consulting
Ombudsman Service ranging from Investment Consultations to Follow-up Management for Foreign Companies in Korea

Trade Korea
KOTRA (Korea Trade-Investment Promotion Agency) is a non-profit, governmental agency of Republic of Korea committed to promoting international trade and investment. KOTRA Los Angeles as part of KOTRA's worldwide network of over 100 offices in 70 countries, offers a wide variety of initiatives to support U.S. clients.

Invest Korea
Invest Korea (IK), Korea's national investment promotion agency, was established within the Korea Trade-Investment Promotion Agency (KOTRA) with the sole purpose of supporting the entry and successful establishment of foreign business into Korea.

Contact Korea
Global Talent Recruitment offers comprehensive HR services ranging from identifying to securing global manpower to turn Korea into a human resources powerhouse.

Korea Trade - Investment Promotion Agency
4801 Wilshire Blvd., Suite 104 Los Angeles CA 90010
TEL: (323) 954-9500
FAX: (323) 954-1707
www.kotra21.com
www.kotra.us

KOTRA

HALLYU

The Korean Wave (Hangeul: 한국 문화의 물결, Hanja: 韓國文化之波, Hallyu, MR: Hallyu) is a term referring to the increase in the popularity of South Korean culture since the late 1990s.

First driven by the spread of Korean television across East and Southeast Asia during its initial stages, the Korean Wave evolved from a regional development into a global phenomenon due to the proliferation of Korean pop (K-pop) music and the K-Drama.

Currently, the spread of the Korean Wave to other regions is most visible among teenagers and young adults in Latin America, Southeast Asia, the Middle East, North Africa, and among students of the Western world.

MUSIC CONTENTS
GAME MOVIE
FOOD FASHION
MOBILE TRAVEL

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Hallyu

K-POP

K-pop is a musical genre originated in South Korea characterized by a wide variety of musical elements covering mostly dance pop, pop ballad, electronic, rock, hip hop, R&B, etc.

The integration of foreign musical elements has now become a common practice in the K-pop industry.

The K-pop music market has experienced double digit growth rates. In the first half of 2012, it grossed more than US\$4 billion and was recognized by Time magazine as "South Korea's Greatest Export".

K-Pop

Service Mundus

Definition
Service Mundus, as known as worldwide service, is the business program created by Korea Government that supports 40 Korean game, animation, design, apps, character, Franchising and e-learning companies to advance to the world market. Kotra offers market information and consulting service for the companies. Kotra supports finding buyers and protecting copyrights as well based on market research.

Companies

- www.icomix.co.kr
- www.imfactory.com
- www.cotton.kr
- www.everthink.com
- www.ocon.kr
- www.dpsnet.co.kr
- www.dpsnet.com
- www.beeshat.com
- www.gongames.com
- www.tuba.com
- www.mfom.com
- www.gmg.com
- www.krtip.com
- www.jbound.co.kr
- www.dresscod.tistory.com

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Service Mundus

KOTRA BAZAAR

Aug 24th ~ 25th
@ KOTRA BOOTH 10:00 ~ 18:00

Objectives
To advertise competitive Korean companies
Bazaars profit will be donated to LA community's Charities to improve Korean companies' image.

Bazaar Programs
Selling Korean Companies' products
Bidding K-Wave products

- Fill out you information and bidding price
- Deadline is on August 25th @ 3:00 PM
- Contact to the highest bidding
- If the highest bidder does not respond in an hour after the contact, the second highest bidder will have the right.

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KOTRA Bazaar Description A

KOTRA BAZAAR

Please Follow

- Check the Banners
- Understand the role of Kotra
- Understand the meaning of K-POP
- Understand the meaning of Hallyu
- Understand the purpose of Kotra Bazaars
- Watch the photo wall and the products
- Take a photo by the walls
- Pick up the number on the products
- Go to a cashier and validate the number
- Take the product and enjoy the event

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KOTRA Bazaar Description B

