

## **Doing Business with South Korea**

WTC Navi Mumbai successfully organised an Interactive Session & Seminar on “Doing Business with South Korea” on 09th February 2017. As many as 70 delegates from Industrial / Business community & academia participated and benefitted from this knowledge based seminar.

Mr. D W Lee, Director General of Korea Trade – Investment Promotion Agency (KOTRA) was the Chief Guest. He made an excellent presentation on South Korea – India Trade and economic relations & growth opportunities for business. He highlighted the sectors in which India can export more to South Korea such as petroleum products, engineering & auto components, chemicals, pharma, textiles etc. Presently bilateral trade is in favour of South Korea.

In terms of investment as well, he mentioned that South Korean investment in India is more than India’s investment in South Korea. However, major groups like TATA’s, Birla’s have significant presence in South Korea. There is a bright potential or scope for the Indian companies to look at South Korea as an investment destination.

Mr. Jayant Ghate, Advisor, WTC Navi Mumbai, welcomed the participants. He introduced the WTCs network & underlined importance of membership to get access to & advantages from this network. On South Korea, he referred to companies like Samsung, LG, Hyundai etc that have become household names in India.

Mr. Harshwadan Parekh, MD, Hardchem Group was the Guest Speaker. He shared his own experience on Doing Business with South Korea & explained how to enter into South Korean market. He identified matrix of various regions/cities in South Korea & their sectoral specialization. He also touched upon important TPOs & Expos in South Korea.

Dr. R Gopal, Director, DY Patil University School of Management, made the opening remarks & provided statistics/data on the theme.

Delegates asked number of questions/clarifications to Mr. Lee & other speakers.

Overall it was indeed, well attended & well conducted seminar programme.