

TRADE MISSION TO KOREA & JAPAN

FEBRUARY 24 – 28, 2020

OFFICE OF INTERNATIONAL BUSINESS DEVELOPMENT

JOIN US

Pennsylvania's Office of International Business Development invites you to join us on a business development mission to Korea and Japan.

Meeting face-to-face with prospective customers and partners is crucial to establishing business relationships in Korea & Japan. We can help you meet your business objectives by designing a business itinerary tailored to your company's specific needs.

As a mission participant you will receive:

- Market research
- Prearranged one-on-one business appointments with prequalified business partners based on your criteria
- Detailed background information about each company provided in advance
- Logistical assistance – identification of hotels, interpreters, drivers and more
- Follow-up assistance in Korea after the mission from the commonwealth's trade representative

REGISTRATION

Deadline: November 22, 2019

Registration fee: **\$1,500 for both markets***.
Japan participation is limited to the first 5 pre-qualified companies (maximum 2 people per company)

\$600 for Korea only*.

*Companies are responsible for all travel and business-related expenses.

FINANCIAL ASSISTANCE of up to \$5,000 may be available to qualifying companies to offset mission-related costs.

TRADE MISSION ITINERARY

February 22	Arrive in Seoul, Korea
February 24 & 25	Business meetings in Seoul
February 26	Travel to Tokyo
February 27-28	Business meetings in Tokyo
February 29	End of mission/depart for U.S.

WHY THESE MARKETS?

Their location makes South Korea and Japan perfect entry points to Asian markets. Both countries are leading business partners for the United States as Japan ranks as 4th -largest and Korea ranks as 6th -largest trading partner with the United States.

The US\$1.97 trillion Korean GDP ranks 11th in the world and third in the East Asia region. High-technology infrastructure is an essential business as the world is now facing the Fourth Industrial Revolution. According to the Bloomberg, Korea has topped the 'Most Innovative Countries in the World For 2019', the same ranking as in 2018. As a world leader in innovation and technology and the Korean government is investing approximately \$9.1 billion in R&D to prepare for the 4th Industrial Revolution with smart city technologies and next-generation wireless services.

In February 2012, the United States and Korea entered into a Free Trade Agreement. Under the FTA, almost 80 percent of U.S. exports to Korea of consumer and industrial products became duty free. Most remaining tariffs would be eliminated by 2022. In addition, the FTA has eliminated or phased out tariffs and quotas on a broad range of agricultural products, with almost two-thirds (by value) of Korea's agriculture imports from the United States being duty free.

A member of the G-7, an important leader in the region, and a close ally of the United States in the defense and security spheres, Japan remains an important market and trading partner. Japan's US\$4.97 trillion GDP economy has both a large, middle-class consumer base and a world-renowned manufacturing base. In addition to its size and wealth, Japanese business partners expose American companies to new technology, rigorous competition, and – in some cases – the opportunity to partner with Japanese firms in third markets.

For more information, contact:

Linda Foerster

Office of International Business Development
717.214.5306 | lfoerster@pa.gov

PARTICIPATION AGREEMENT

TRADE MISSION TO KOREA & JAPAN
FEBRUARY 24 - 28, 2020

Attention: Linda Foerster | lfoerster@pa.gov

A participation check of \$1500/2 markets OR \$600/Korea only, must accompany this form.

Registration deadline is November 22, 2019.

\$1,500 for 2 markets **\$600 for Korea only**

Please make your check payable to the *Commonwealth of Pennsylvania* and forward with a copy of this agreement to:

Pennsylvania Department of Community & Economic Development
Office of International Business Development
Attn: Linda Foerster
Commonwealth Keystone Building
400 North Street, 4th Floor
Harrisburg, PA 17120-0225

COMPANY NAME:		
ADDRESS:		
CITY:	STATE:	ZIP:
TELEPHONE:	FAX:	
COMPANY CONTACT:	TITLE:	
EMAIL:	WEBSITE:	

As a duly authorized representative of the above-named company, I have read, understand, and agree to the following terms necessary to be a participating company in the mission to **Korea & Japan 2020**.

- No foreign produced items may be included, except items from foreign countries that have been processed or value-added in Pennsylvania
- The participating company must have an office and staff or manufacturing facility in Pennsylvania
- Participating companies assume all risks of participation in the mission to Korea & Japan 2020
- Participants will adhere to the trade mission program and honor all scheduled business appointments. If participants prefer to prepare a personal schedule, prior information and coordination is required.
- All participating companies must provide information on the results attained through participation in this trade mission to the Pennsylvania Department of Community and Economic Development. "Results" are current and future sales and dealings transacted as an outcome of attending the trade show. This information is confidential and will be held in strictest confidence.

Authorized Representative (print)

Signature

Title

Date