

# Implementation, Measurement & Impact of Trade Promotion Service – KOTRA –

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About **KOTRA**

## *➤ About KOTRA*

**Leading TPO for 48 Years**

- ◆ **President : Hwan-Eik Cho**
- ◆ **Establishment : 1962**  
\* the Korea Trade Promotion Agency Act
- ◆ **Invest Korea open : 1998**
- ◆ **Best of the Best Award : 2004**  
\* Awarded by ITC
- ◆ **Employee : 1,365 (2010)**

## *➤ Key Roles*

**New Vision Global Business Developer**



## *Organization*

● Overseas Offices : 99 KBCs\* in 74 Countries

\* KBC : Korea Business Center



# STRATEGY & IMPLEMENT

The background features a light blue grid pattern that recedes into the distance, creating a sense of depth. A dark blue, wave-like shape is positioned at the top, framing the text. The overall aesthetic is professional and modern.

# II

## Strategy & Implementation

- ◆ New strategies designed for the world economic crisis
- ◆ Unique programs invented to implement.

Identification

Crisis = Opportunity

Exile by Export

Strategy

### Aggressive Strategies

#### ✓ Expansion

- **Scale**
  - Buy Korea (Huge Scale Business Meeting Event)
  - Business Delegation
- **Scope**
  - Buyers / Korean Companies
  - Cyber Meeting (e-Trade)
- **Organization**
  - Buyers Finders
  - Global Sourcing

#### ✓ Focusing

- **Strategic Partnership with Global Companies**
- **Target Industries**
  - ICT →
    - ICT Roadshow
    - Global Mobile Vision
  - Auto →
    - Korea Autoparts Plaza
  - Machine Plant →
    - Global Transportec
    - Global Powertec

#### ✓ New Market

- **Emerging Market**
  - Convergence Tech.
  - Bio, Content, etc.
- **Project Market**
  - Green Project
  - SoC, e-Gov. Project
- **Online Market**
  - Home-shopping

Implementation

### Huge Scale Biz. Meeting Event

2009 (Jan. Sep.)	
Buyers	2,379 <small>(from 72 countries)</small>
Korean Companies	5,252

### Exhibition

	2008	2009
Number	117	→ 150
Korean Companies	2,263	→ 2,645

### Partnership with Global Companies



### Autoparts Plaza

### ICT Roadshow

### Green Hub Korea

### Biz. Delegation

	2008	2009
Number	193	→ 210
Buyers	11,261	→ 14,043
Korean Companies	2,170	→ 2,186

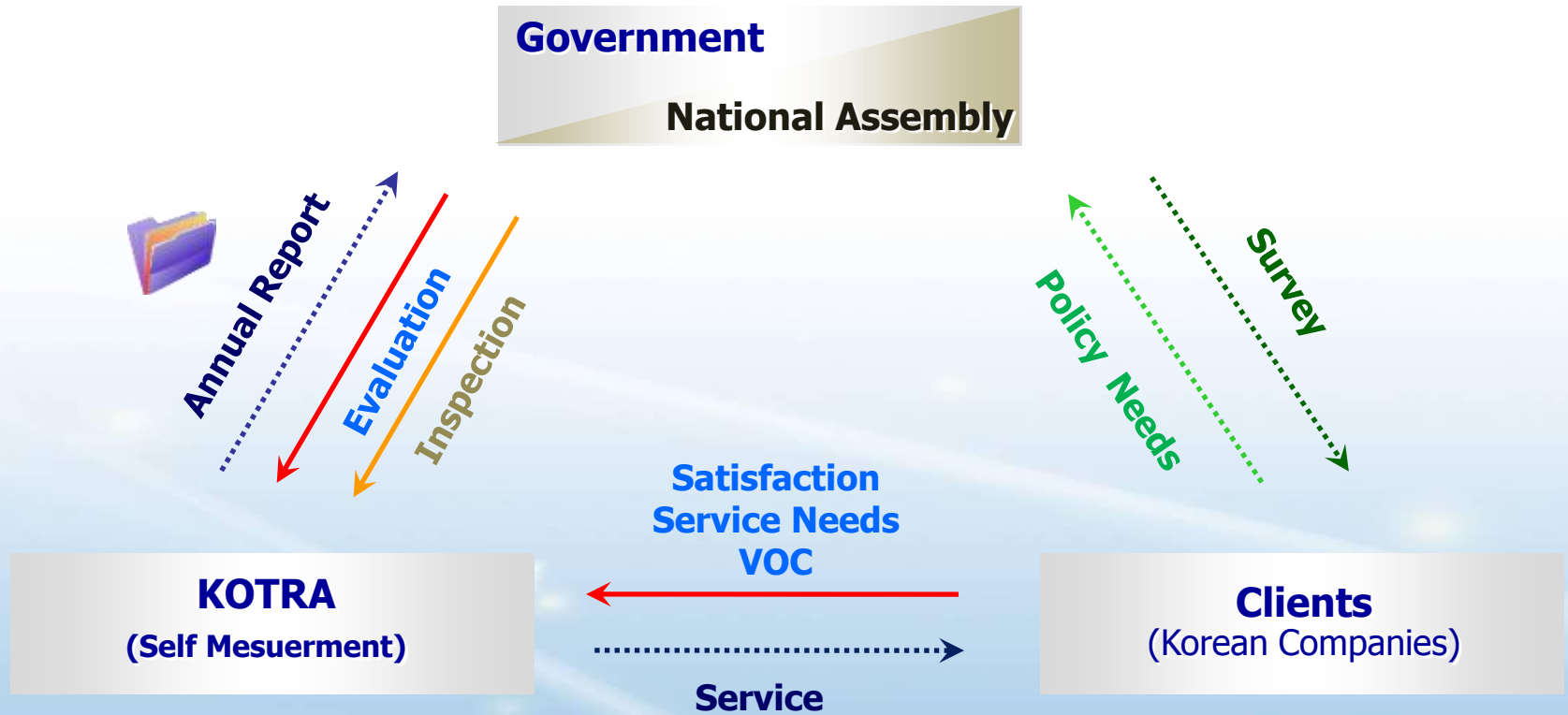
# MEASUREMENT

A blue-tinted photograph of a car engine on a test bench, viewed through a circular frame. The engine is the central focus, surrounded by various mechanical components and hoses. The background shows a factory or workshop setting with structural beams and other equipment. The entire image is overlaid with a blue gradient and a circular border.



# Measurement System

## ◆ Measurement Structure





◆ Monitoring System : Regular + Ad-hoc

Regular Monitoring

Weekly

- Management Meeting
- Service Review

Monthly

- Executive Meeting
- Performance Review

Annually

- Business Evaluation
- Plan Revision

Ad-hoc Monitoring

Service Satisfaction

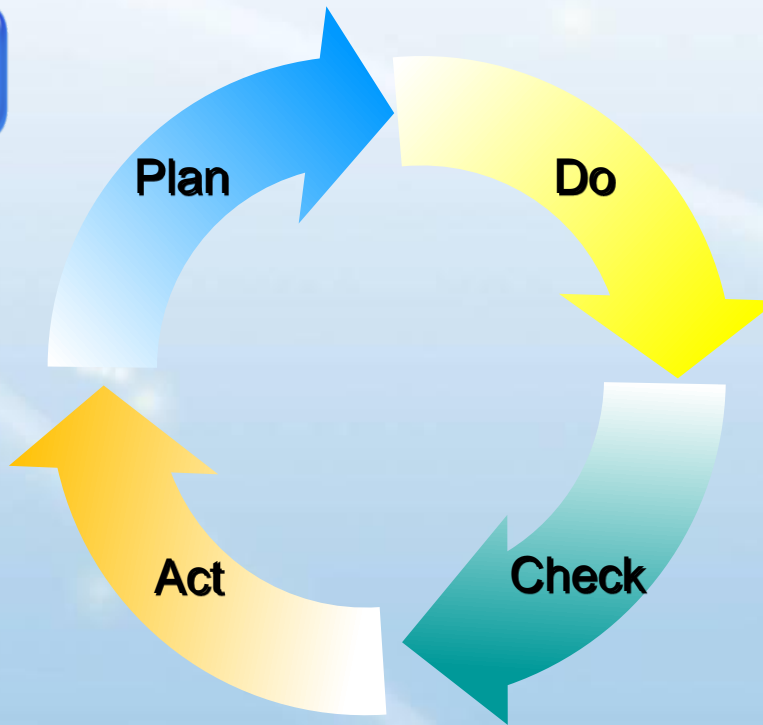
- Survey of the services
- Check VOC

Improvement

- Problem Correction
- Alternatives

Issue

- Trade Policy
- Foreign Market



✓ Problem Solving  
 ✓ Share of Best Practices

**◆ Measurement by Government, National Assembly, and Clients****Government  
(Performance)**

- **Business Evaluation**
  - Service Fitness
  - Performance by Service



- **Evaluation Group**
  - Policy Experts
  - Industry Experts
  - Professors

**National Assembly  
(Budget)**

- **Audit & Inspection**
  - Budget Properness
  - Right Enforcement



- **Knowledge Economy Committee**

**Client Companies  
(Quality)**

- **Service Quality**
  - Phone Survey
  - Face to face Survey



- **3<sup>rd</sup> Party Survey**
  - Professional tools for survey
    - \* Direct call / Face to Face Interview
- **Advisory Group**

## Development of Business Partners



### Quantitative

- Number of Buyers
- Number of Business meeting matched
- Export Value of Client companies



### Qualitative

- Portion of Global Buyers

## Service Satisfaction Level



### Qualitative

- Achieving the Improved Level of satisfaction
- Solving the claims from clients



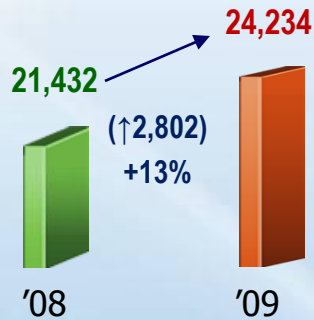
IMPACT

# IV

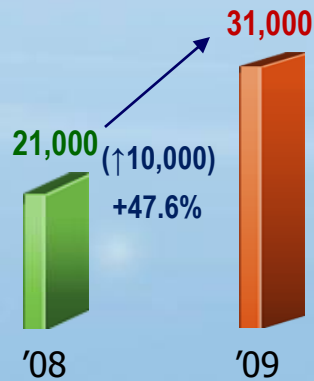
## Impact of Service

### Clients

#### Number of Domestic Clients



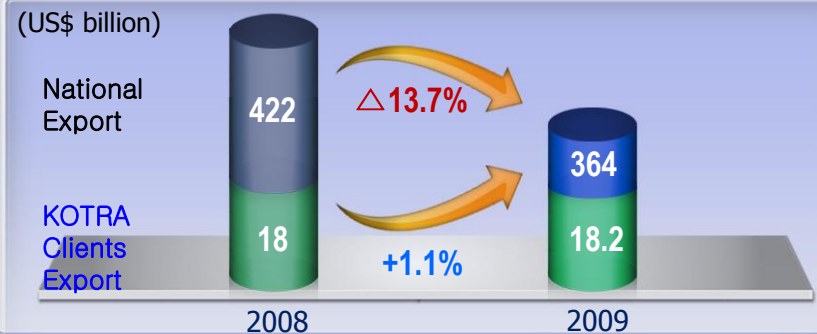
#### Number of Foreign Buyers



### Korea Export Curve



### Export (National vs. KOTRA Clients)



# Thank you

[www.kotra.or.kr](http://www.kotra.or.kr)

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