

# Invest Korea

June 2021

## James Kim

Chairman & CEO  
American Chamber of  
Commerce in Korea  
(AMCHAM Korea)

A portrait of James Kim, Chairman & CEO of AMCHAM Korea. He is a middle-aged man with dark hair, wearing a dark pinstriped suit jacket, a light blue shirt, and a patterned tie. He is smiling slightly and has his hands clasped on a wooden table in front of him. He is wearing a gold watch on his left wrist and a ring on his left hand.

**Cultivating Solid Partnerships  
for Sustainable Growth**

Solid Economic Fundamentals of Korea  
Content Innovation Accelerated by COVID-19 and K-Contents Preparing for the Post-Coronavirus Era  
Cheongju Urban Hi-Tech Cultural Industrial Complex, A Hub of Education and Cultural Contents Industries

# KOREA, GLOBAL LINK to



Success



Innovation



Culture



Talent



**kotra**  
Korea Trade-Investment  
Promotion Agency

INVEST  
KOREA

## **KOTRA** is Korea's national trade and foreign investment promotion agency

With 127 offices in 84 countries, KOTRA functions as a global business platform

We provide comprehensive support for foreign investors, as well as business matchmaking services for foreign buyers and Korean businesses. Furthermore, KOTRA supports business partnerships between global enterprises and promising Korean SMEs, while creating global jobs through its vast trade and investment networks overseas. By staying up to date on the latest information on trade, exhibitions and investment, we're able to offer necessary support to Korean businesses and foreign companies.

# Cultural Contents

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## Foreign Direct Investment

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### Clubhouse to launch Android version in S. Korea

Android operating system in South Korea, its U.S.-based developer Alpha Exploration Co. said May 18, in a move to expand its growing user base.

While the app had previously been available only on iPhones, the company said it has uploaded a beta version of the app available for download on Google Play in South Korea on May 19.

The audio social media app, in which users enter rooms to chat with one another by voice, was one of the most downloaded iPhone apps

in South Korea earlier this year, with celebrities and politicians alike using the platform to communicate with fans and supporters.

The move is expected to boost Clubhouse's presence in the country, dominated by Android smartphones.

In the final quarter of last year, Apple Inc.'s share of the local smartphone market reached 31 percent, compared with a 58 percent stake held by Samsung Electronics Co., which makes Android phones, according to industry tracker Counterpoint Research.

### Gucci opens 2nd flagship store in central Seoul

Italian fashion house Gucci will open a second flagship store in Seoul 23 years after its first store in Gangnam.

Gucci's 10-story second exclusive store will be sited at Hannam-dong, central Seoul,

which is emerging as a luxury fashion trendsetter among wealthy young Koreans.

Gucci is estimated to have raised KRW 1 trillion won (USD 883.15 million) in revenue in Korea in the year of pandemic.

## Trade & Commerce

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### Exports surge 53.3 pct in first 20 days of May

South Korea's exports jumped 53.3 percent on-year in the first 20 days of May on the back of robust demand for chips and automobiles, data showed May 21.

The country's outbound shipments stood at USD 31.1 billion in the May 1-20 period, compared with USD 20 billion a year earlier, according to the data from the Korea Customs Service.

Over the period, imports also moved up 36 percent to reach USD 31.4 billion.

By sectors, South Korea's outbound shipments of chips, the mainstay export product, advanced 26 percent.

Overseas shipments of automobiles more than doubled by advancing 146 percent in

line with the global economic recovery. Exports of auto parts more than tripled.

By destinations, exports to China rose 25.2 percent over the period, and those to the United States gained 87.3 percent. The two countries represent around 40 percent of South Korea's total outbound shipments.

Exports to the European Union gained 78.1 percent, and those to Vietnam, the largest trading partner of Southeast Asia, increased 61 percent.

South Korea's exports jumped 41.1 percent in April on-year, also led by chips and autos. It marked the sharpest on-year monthly growth since January 2011.

## Industry

## Samsung confirms smartwatch OS partnership with Google

Samsung Electronics Co. said on May 20 that it will team up with Google LLC to deliver a new smartwatch operating system (OS), as they seek to better compete with Apple Inc. in the wearables market.

Yoon Jang-hyun, who heads Samsung's software development team, said in an editorial that the South Korean tech giant will develop a unified smartwatch platform with Google. Samsung currently uses Tizen OS for its Galaxy smartwatches, while Google offers Wear OS.

Their OS partnership was first unveiled at Google's developer conference on May 18

(local time). The new OS will offer "industry-leading health experience" and "best possible connected experiences" between Galaxy smartwatches and smartphones, according to Yoon. He added that the OS partnership between Samsung and Google will also bolster the developer ecosystem.

Industry insiders said that their integrated platform could be applied to Samsung's Galaxy Watch4 expected to be launched this fall. Samsung hopes the latest OS partnership can beef up its presence in the smartwatch sector that is dominated by Apple.

## S. Korea launches metaverse alliance

South Korea's ICT ministry said on May 18 the country has launched an industry alliance to bolster the development of "metaverse" technology and ecosystems.

The metaverse refers to a shared virtual space, in which users interact with each other through digital avatars and experience a virtual reality (VR) world.

The new alliance is composed of 17 companies, including major wireless carrier SK Telecom Co, as well as auto giant Hyundai Motor Co., and eight industry groups, such as the Korea Mobile Internet Business Association, according to the Ministry of Science and ICT.

The companies and industry groups will work together to share metaverse trends and technology, and form a consultative group for ethical and cultural issues related to the metaverse market. The alliance will also undertake joint metaverse development projects.

The ministry said it will provide support to the alliance, especially in helping companies establish an open metaverse platform.

The technology remains in the early stages of development in South Korea, with SK Telecom currently operating its Jump VR app, which allows users to interact with others in a virtual space.

## Government &amp; Policy

## BOK sharply ups 2021 growth outlook to 4 pct as recovery gathers pace

South Korea's central bank on May 27 sharply raised its 2021 growth outlook to 4 percent, while holding its benchmark policy rate unchanged at a record low of 0.5 percent, amid a strong rebound in exports.

Buoyed by signs of a robust recovery in exports, the Bank of Korea (BOK) raised its growth outlook to 4 percent for this year, and to 3 percent for next year. The BOK's February forecast was that South Korea's economy would grow 3 percent this year.

"The recovery of the Korean economy has strengthened. Exports have sustained their buoyancy and facilities investment has continued to recover robustly, while private consumption has gradually emerged from its slump," the BOK said in a statement.

"Going forward, the recovery of the Korean economy is likely to strengthen thanks to the

buoyancy of exports and investment as well as the improvement in private consumption," it said.

So far this year, South Korea's economic recovery has shown signs of gaining pace, helped by a strong rebound in exports. Exports, which account for about half of the nation's gross domestic production, jumped 41.1 percent in April from a year earlier, extending their gains for a sixth month, as demand for chips and automobiles stayed strong amid the improving global economy. Outbound shipments came to USD 51.1 billion last month, compared with USD 36.2 billion a year earlier, according to government data. In the first 20 days of May, exports soared 53.3 percent on-year on the back of robust demand for chips and automobiles.

# Solid Economic Fundamentals of Korea

South Korea has leaped to the economic level of developed countries thanks to several decades of sustained growth called the **“Miracle on the Han River”**

## Korea's economic growth rate forecast

Population	5,1821,669 (2021)
Area	103,637km <sup>2</sup> (2017)
GDP	USD 1.63T (2020)
Per capita GDP	USD 31,495 (2020)
GDP growth rate	-1.0% (2020)
CPI (Consumer Price Index)	0.5% (2020)

\* Source: Statistics Korea

## Sound Economy

Korea has the 12<sup>th</sup> largest economy in the world, with a value of USD 1.6 trillion. Korea's economic fundamentals are solid, with its trade volume having reached USD 1 trillion for three consecutive years, ranking 8<sup>th</sup> in the world, and with 9<sup>th</sup> largest foreign exchange reserves in the world.

The country's economy is stable and capable of supporting continuous business operation and growth. Despite the effects of the COVID-19 pandemic, the 2020 growth outlook of Korea was among the highest of OECD member countries.



\* Source: IMF, KITA, BOK, Korea Exchange

Major global credit appraisers classify South Korea's credit rating as the highest, and expect the Korean economy to remain stable in the future. Moody's announced in May that it would maintain Korea's credit rating of Aa2, the third highest, and explained, "The result reflects the very strong fundamentals that have underpinned its resilient recovery from the COVID-19 pandemic."

### South Korea's credit rating status

Agency	Moody's	S&P	Fitch
Credit Rating	Aa2	AA	AA-
Outlook	Stable	Stable	Stable

\* Source: Moody's, S&P, Fitch

## Economic Outlook

International economic institutions such as the OECD and the IMF expect the Korean economy to grow by around 3% in 2021. In particular, in March, the OECD predicted Korea's economic growth rate in 2021 to be 3.3%, and predicted that Korea would be one of the four OECD member states (Korea, the United States, Turkey and Australia) to restore pre-COVID-19 economic levels in 2021.

Korea's state-run institute, the Korea Development Institute (KDI), predicted that exports would lead the recovery of the Korean economy in 2021, and that private consumption would lead the growth of the Korean economy by 3.0%.

### Korea's economic growth rate forecast

Institution	Announcement	Growth Rate	
		2021	2022
OECD	Mar 2021	3.3%	3.1%
IMF	Apr 2021	3.6%	2.8%
KDI	May 2021	3.8%	3.0%

\* Source: OECD, IMF, KDI



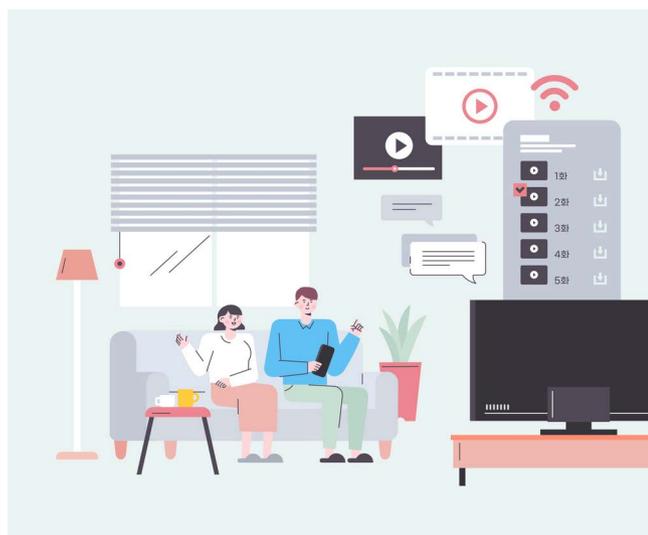
# Content Innovation Accelerated by COVID-19 and K-Contents, Preparing for the Post-Coronavirus Era

South Korea's content industry is one of the most promising sectors enjoying consistent growth. In fact, the nation's content industry emerged as the world's seventh biggest in the recent five years with the industry and its exports growing annually by more than 5 percent and 10 percent respectively. In addition to the quantitative growth, the industry had its competitiveness acknowledged by making valuable achievements in the global market with its boy band **BTS** ranking top on the US Billboard Hot 100 Chart, and with the Korean movie **Parasite** winning four Oscars.

Amidst the situation, the sudden outbreak of COVID-19 is serving as a test bed for examining the sustainability of the content industry. The Korean content industry produced meaningful results by nimbly responding to the demand for merging digital and other technologies as it has already been successfully in responding to major changes such as the digital transformation and the Fourth Industrial Revolution. This text will review the changes and trends of the content industry and discuss the direction of the Korean government's Growth Strategy for the Digital New Deal Cultural Content Industry and its significance.

### Content Industry: Turning a Crisis into an Opportunity

The global pandemic brought by COVID-19 has created a new normal crushingly different from the past and left its mark across all industries. Most industries have experienced a major crisis due to the unexpected changes in the external environment. Amidst the simultaneous outbreak of multiple crises, the content industry fared better than any of its peers. Whereas a major crisis befell on content provided in physical venues such as cinemas and theaters, the industry was able to overcome the crisis by offsetting the losses with virtual content provided over-the-top (OTT) and via virtual concerts. For example, the Korean movie, *Space Sweepers*, after being forced by COVID-19 to switch from a theater release to an online showcase on Netflix, ranked No. 1 on the streaming service in twenty-six countries, while *BTS*, unable to run its global tour, held a virtual concert titled *Bang Bang Con the Live*. The show was viewed by 2.24 million viewers in 160 countries and recorded sales surpassing KRW 22 billion.



Meanwhile, the pandemic restricted other outdoor leisure activities and triggered a surge in the overall demand for online-based content including games, digital comics, and e-books. More specifically, mobile big data service provider IGA Works valued the Korean mobile game market at KRW 5.3291 trillion in 2020, which was up by 24 percent year-on-year, and according to Media SR, the turnover of Korean webtoons, a form of digital comics, increased from KRW 75.6 billion in 2019 to KRW 104.5 billion in 2020, recording a 38 percent growth year-on-year. The spread of non-face-to-face means ushered in by COVID-19 further expedited the already-fast growth of online and mobile contents. The change also triggered innovations and laid the foundation for South Korea to lead the contents industry in the post-coronavirus era.

### Online “Silk Road” Paved by Global Contents Platforms

The advent of global contents platforms serviced to consumers around the world including YouTube, Netflix and Spotify has opened an even bigger opportunity to Korean contents which has already been recognized for its competitiveness. Korean contents providers under the traditional distribution system had experienced difficulties in exploring overseas markets due to their limited networking and bargaining power with local providers, but global platforms that has allowed them to simultaneously release contents across the world helped expand opportunities in the global market. For example, in the case of broadcasting, a content producer wishing to go global previously had to negotiate with local broadcasting companies the type of agreement, amount and time slot, and rarely succeeded since the content would be scheduled in unfavorable terms. Players in the music industry would also have to sign a contract with a local label to produce and distribute an album and go through procedures set against them. In contrast, global platforms such as Netflix and Spotify have created an environment where all contents are simultaneously exposed worldwide and can be noticed and gain popularity. While COVID-19 generated more global contents users, Korea supplied more high-quality contents loved all around the world.

### Growth Strategy for the Digital New Deal Cultural Contents Industry

In September 2020, the Korean government announced the “Growth Strategy for the Digital New Deal Cultural Contents Industry.” It envisions a Korean version



of the New Deal to focus on digital innovation and enable the nation to overcome the current crisis and effectively cope with the post-coronavirus era, just as the United States aggressively pushed for the New Deal in the past. More specifically, the plan presented a concrete direction for Korea's content industry—which has adapted to the non-face-to-face trends and most flexibly and accelerated digital transformation—to create success models and cases for the Digital New Deal and to serve as the main axis leading the change.

The first direction is to focus on developing non-face-to-face contents. To that end, the government plans to lay the foundation (infrastructure), support contents production and improve related policies so that the contents industry can swiftly adapt to the switch to the non-face-to-face environment and produce competitive contents. More specifically, the government—by focusing on the broadcasting and transmission of large-scale performance contents, application of extended reality technologies, two-way communication and copyright protection—aims to build online-exclusive K-Pop concert halls equipped with facilities and equipment suitable for virtual performances and use the established infrastructure to run pilot projects of supporting the online performance production of small and medium-sized entertainment agencies with limited capital and technology.

Next, the government will expand the development of and investment in extended reality contents and create an environment for a wide use of data and AI, while at the same time training related professionals for the creation of next-generation high value-added contents. Just like the emergence of 4G enabled YouTube, Facebook, Netflix and other streaming service providers which are changing and leading the global market trends with their new network-based services, the shift to 5G will serve as an opportunity

to champion the global change in contents and to create new businesses.

Lastly, the government envisions strengthening the competitiveness of intellectual property (IP), which is becoming more crucial for contents, and seeking a joint growth of contents and related industries. A detailed support plan was established to expand the market that leverages IP so that one IP can lead to OSMU (one source multi use) and actively interact with other industries and to promote the new Korean Wave by providing systematic support. Korean cultural contents are now consumed and distributed in a new way where fans around the world enjoy them on YouTube, Netflix and social media and spontaneously create fandoms. Amidst the situation, it is all the more important to pursue a digital strategy of stressing and focusing on the importance of IP.

The competitiveness of Korean contents has been verified in the course of tackling COVID-19 and is expected to continue in the post-coronavirus era. In particular, investors will flock to new contents sectors including webtoons, OTT, virtual performances, and extended reality contents.

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*\* The opinions expressed in this article are the author's own and do not reflect the views of KOTRA.*

# Biden's Plans, Korea's Hope

**A**mid the desperate global grappling against the COVID-19 pandemic all around, no other government has provided more comprehensive and far-reaching series of economic plans than the Biden Administration. The audacious plans, which are central to Biden's Build Back Better agenda, started with the USD 1.9 trillion budget American Rescue Plan (ARP) in March, 2021, and will be followed by the USD 2.2 trillion American Job Plan (AJP) and the USD 1.0 trillion American Family Plan (AFM).

While the first ARP puts its focus upon immediately rescuing the American economy and people from the pandemic, the second AJP and the third AFP are aiming to rebuild American jobs and family welfare on a much longer and sustainable perspective. AJP, for example, would mobilize USD 2 trillion in eight years to provide more jobs by overhauling old infrastructures such as pipes, roads, dams, transit systems, and broadband into a completely renewed transformation. Also, AJP would endeavor to passionately address climate change. AFP, although predominantly oriented towards providing better and prolonged healthcare and family support, it also undoubtedly necessitate huge expenditures in childcare and healthcare products. All these projects would create huge demand for related products, materials, parts and components.

The total budget for the three American Plans being estimated to be almost USD 5 trillion, the size of the consequentially induced demands for materials, parts, products, and commodities associated with the plans will be huge, approximately in the trillion dollar range. Of course, the government will try to procure them mostly from domestic sources, but a substantial part of it has to come from foreign origin due to unavailability, high price or quality standards. Anyway, Biden's mega-sized tripartite ambition would create extraordinary economic opportunity for potential producers of such related goods and services, if they are ready to provide them with high enough quality,

sufficient speed, and satisfying competitiveness. Above all, the Korean public and corporate agents in the US have to have first-hand information about the US federal and state projects and their schedules. Most of the programs are to be appropriated through the Congress, the Korean agents must maintain constant vigilance upon the activities of federal and state legislatures. Also, the Korean government and private sectors have to maintain amicable relationships with American counterparts in order to maximize the fruits of mutual cooperation between the two parties. Where it finds inevitable, Korean firms could decide to build plants in the US, and also, US corporations could set up facilities on Korean soil, to facilitate the proper supply-chain operation of Biden's American Plans.

It is not one country just taking advantage of the other, nor is it providing privilege to the other without quid pro quo. It is fundamental work of mutually beneficial trade, which is the foundation of a free capitalistic society. Korean firms and the government have to stand ready to utilize this unprecedented opportunity that the Biden administration is about to unveil.



**By Professor Se Don Shin**

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# James Kim

*Chairman & CEO*

***American Chamber of Commerce in Korea  
(AMCHAM Korea)***



# Cultivating Solid Partnerships for Sustainable Growth

*Invest Korea interviews James Kim, Chairman & CEO of the American Chamber of Commerce in Korea, to hear more about his experience doing business here and the opportunities Korea has to offer for potential foreign investors and foreign-invested companies.*

**T**he American Chamber of Commerce in Korea (AMCHAM Korea) was founded in 1953 with the mission to expand of the vital trade and investment partnership between the United States and South Korea through the active development and promotion of commercial, economic and cultural exchange. AMCHAM is the largest foreign chamber in Korea with member companies possessing diverse interests and substantial participation in the Korean economy.

James Kim is Chairman & CEO of AMCHAM Korea. Prior to AMCHAM, Mr. Kim served as Chairman, CEO and President of GM Korea. Mr. Kim is a Korean-American who is passionate about promoting the commercial interests between the two countries. At GM Korea, Mr. Kim was responsible for the total operations with 17,000 employees (sales, manufacturing, distribution and design) in Korea. Mr. Kim also had oversight responsibilities with GM's joint venture operations in Uzbekistan.

Mr. Kim joined GM Korea from Microsoft Korea, where he had served as Country Manager and CEO. His previous roles include CEO of Yahoo! Korea and Asia Regional Vice President of Overture (a wholly owned subsidiary of Yahoo). Prior to Yahoo, Mr. Kim worked predominantly in the United States, where he was the Managing Partner at Palisades Advisors, based in New York. Prior to Palisades, he held other positions including CEO at Corcoran.com, CEO of Vivien International and National Marketing Manager at AT&T. Mr. Kim also serves as Independent Outside Director of Almonty Industries (TSX: ALMTF) as well as Advisor to ICONLOOP, a leading blockchain enterprise technology company based in Korea. Mr. Kim appears in major Korean and global media as an expert in Korea and U.S. dynamics.

Mr. Kim holds a Bachelor of Arts in Economics from the University of California, Los Angeles and a Master of Business Administration from Harvard University. As an avid tennis player, Mr. Kim serves as an official "Wilson Brand Ambassador." Mr. Kim lives in Seoul, Korea with his spouse and has two grown children.

Read on to hear more about Mr. Kim's experience doing business in Korea and the opportunities the country can offer to potential foreign investors and foreign-invested companies.

## Can you tell us a little bit about yourself?

I immigrated to the U.S. at the age of eight and returned to Korea in 2005 after getting my MBA from Harvard Business School. I was living in New York when I received “the” phone call for an opportunity to turnaround Overture Korea, a division of Yahoo. I was excited for the opportunity to return to my home country for this type of position. However, there were many unexpected challenges, and I received some criticism regarding my lack of Korean language skills, existing network, Korean school ties and the specific knowledge of the Korean business environment. But I stuck with my management philosophy and tried to do the right thing for my company, and I am proud of what I have accomplished over the years. I served as CEO of Microsoft Korea and GM Korea before taking on the position of full-time Chairman & CEO of AMCHAM in 2017. My hope is to remain in Korea for as long as I am able to perform my job.

## What about Korea’s history/economy/culture appeals to you the most?

Korea is a dynamic place to live and work. There are people from all over the world coming to Korea to pursue new opportunities and it has been amazing getting to know many of them through AMCHAM.

As Korea continues to grow into the business hub of Asia, I believe the culture and business will become more diverse and exciting. Not to mention the incredible ease of living - everything is fast-paced, which means no long lines and quick and efficient service.

## What are some advantages of doing business in Korea?

AMCHAM has over 800 corporate members and affiliates who would not be here if Korea were not a great place to do business. I am often asked about Korea’s strength as a business environment.

Korea’s IT infrastructure and human resources are among the best in the world. It has the world’s most highly educated population and is ranked number one in innovation by Bloomberg’s innovation index.

Korea has highly sophisticated consumers, making it a great testbed for consumer products and a great launching pad to reach the rest of the Asia Pacific region.

Unlike many of its competitors, Korea is a strong democracy with a free press, which is an underrated but



**Korea’s IT infrastructure and human resources are among the best in the world.**



important factor for many U.S. companies.

Korea excels in macroeconomic stability thanks to the high competence of the Korean government.

All of these factors are why so many American companies are investing and succeeding in the country.

## What are the current trends you’re seeing in Korea’s business environment?

The COVID crisis has brought all businesses a step closer to the Fourth Industrial Revolution by accelerating the “**digital transformation.**” AMCHAM also found new ways to bring value to our members by providing vital up-to-date information, government advocacy and access to timely virtual meetings. Since last year, we have held over 100 online events.

ESG (Environment, Social & Governance) has emerged as a key criteria to measure the broader impacts of business activities. AMCHAM launched an ESG Committee this year under the leadership of **3M Korea, Procter & Gamble Korea** and **Dow Korea** to lead the discussion on ESG among the global and local business community.

Diversity and inclusion, especially women’s leadership, is another major priority for businesses. I am proud that this year’s AMCHAM Board of Governors has the largest number of women leaders ever, including the country managers of **FedEx, Amway, Coca-Cola, Kelly Services, Nike, Procter & Gamble, Citibank and Hawaiian Airlines.**

## How interested are companies from the U.S. in investing in Korea and what sort of biz opportunities/sectors are they most interested in?

I am seeing more interest than ever from U.S. companies in investing in Korea across all industries. A good example is **The New York Times**, which recently located part of their Asia office in Seoul. Another is **Almonty Industries**. This company is investing more than \$100 million to re-open a mine that will provide the world's second-largest source of tungsten, helping to diversify supply chains for this vital natural resource.

In fact, this year, a record number of the AMCHAM Board of Governors are also regional heads of Asia for their companies, including **Disney, Johnson & Johnson, Visa, Delta, Weber Shandwick, Amway, and Cytiva**.

As for the bridge between the U.S. and Korean government and private sectors, AMCHAM will play a key role in helping Korea seize this opportunity to make the country a top destination for regional HQs.

### What kinds of opportunities are Korea's new policies such as the Green New Deal and the Digital New Deal offering to U.S. companies or potential investors?

The Green and Digital New Deals demonstrate that the Biden and Moon Administration share a common approach

to the challenges we face. We see a strong interest for business as well as public collaboration in Fourth Industrial Revolution sectors, such as bio-health, cloud computing, cybersecurity, and green energy.

I see IT companies such as **Qualcomm, AWS, IBM** and **Microsoft**; energy companies such as **GE, Baker Hughes** and **Glenfarne**; and healthcare companies such as **Pfizer, Johnson & Johnson, MSD** and **Cytiva** as representing the future of our economic partnership.

### What kinds of support do investors from the U.S. want from Korea?

Korea can increase its economic dynamism make itself even more attractive to foreign investors by harmonizing with global standards. Korea's corporate and individual tax regime could be made much more competitive compared to its peer countries in Asia. More flexibility could also be introduced to labor, and compliance costs could be reduced to make Korea an even more attractive place to invest and do business.

I appreciate that the Korean Government has recognized the importance of FDI inducement and shown that they value stakeholder input from the international



Photo provided by AMCHAM Korea



Korea has highly sophisticated consumers, making it a great testbed for consumer products and a great launching pad to reach the rest of the Asia Pacific region.



**What are some of AMCHAM's plans for strengthening Korea-U.S. business ties? Any special goals for this year?**

AMCHAM will work to build a strong partnership between the President Biden and President Moon Administrations. We will leverage the existing relationship with the President-elect and his Administration, built over many years of engagement with Washington. There is significant alignment between the agendas of the Biden and Moon Administrations, including the Digital and Green New Deals.

AMCHAM will take the lead in policy coordination between the public and private sectors of both countries. The U.S. business community can contribute valuable expertise, technologies and investments to achieve both Presidents' visions.

***By Grace Park***

*Executive Consultant*

*Investment Public Relations Team*

*Korea Trade-Investment Promotion Agency  
(KOTRA)*

business community. I am especially grateful that AMCHAM has been able to work closely with KOTRA and Ombudsman Kim Sung Jin to optimize Korea's business environment.

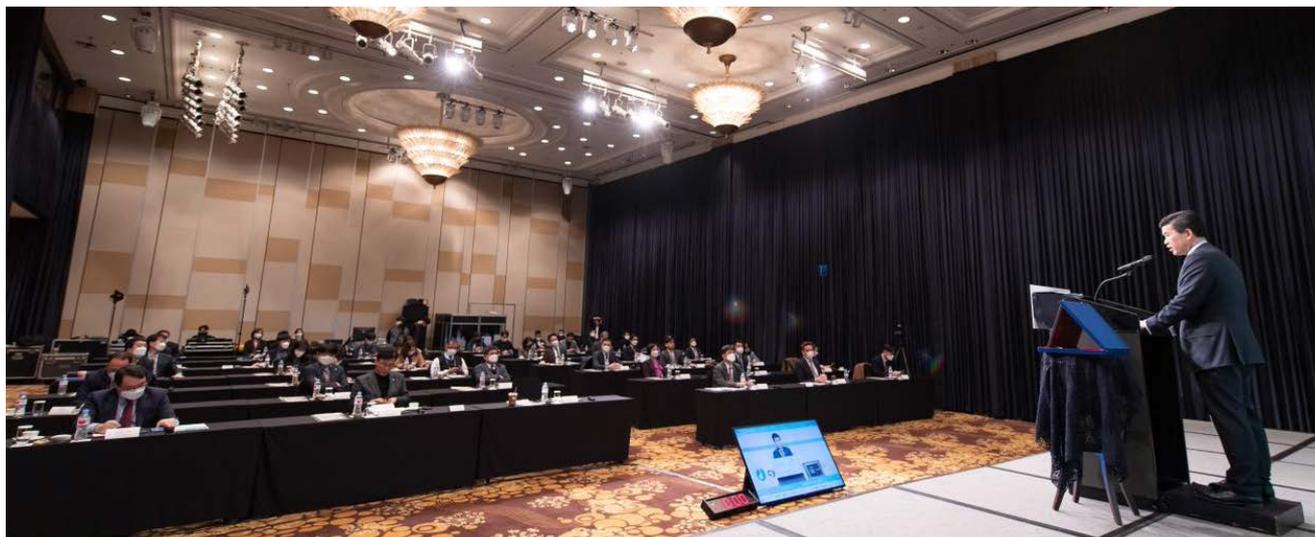


Photo provided by AMCHAM Korea

# RNR CINEMATIC UNIVERSE

## A VALUE-CHAIN INTEGRATED CONTENTS PLATFORM

### About RNR

### RNR Cinematic Universe

RNR Cinematic Universe is a value-chain integrated contents platform provider. Founded by Ray Seok in 2014, the company secured a cinema system integration business in five countries at the early stage of its foundation, then expanded to a multiplex business in the forms of both direct and consigned operations. Throughout the years in its business, RNR saw some issues and challenges of the cinema industry. First, cinema requires big investment, resulting in a long term payback period and uncertainty. Second, the operation cost is too high. Real-estate rent and labor costs take up 25 percent of total revenues. Third, cinema platforms are heavily under-utilized. They are always busy deleting just two-week old movies in their systems and do not proactively develop businesses utilizing the vast library of second-run or other alternative contents such as TV shows, live events, UCC or OTT. Fourth, cinema is totally disconnected with other contents value chains. Cinemas have millions of memberships, but they only visit the Cinema App a few times a year just for the purpose of ticket reservations.

### Product and Solution

RNR has been developing a new sustainable business model. Those efforts have been realized by a MONOPLEX network eco-system with three S/W solutions – RTMS, CineInsight and CineMarketplace.

#### MONOPLEX network ECO-SYSTEM

PLATFORM	USERS	SOLUTION	DESCRIPTION
CINEMA AIRBNB	CUSTOMERS	RTMS	<ul style="list-style-type: none"> <li>· Asset light cinema exhibition outlet / network</li> <li>· Cinema+OTT</li> </ul>
B2B NETFLIX	PARTNERS	Cine-Insight	<ul style="list-style-type: none"> <li>· Secure content distribution/ delivery network</li> <li>· Efficient remote cinema operations</li> <li>· Compliant with Hollywood standards</li> </ul>
CINEMA IP MARKET-PLACE	CONTENT CREATORS /ADVERTISERS	Cine-Market place	<ul style="list-style-type: none"> <li>· Online global cinema rights licensing</li> <li>· IP marketplace for content creators</li> </ul>



RTMS



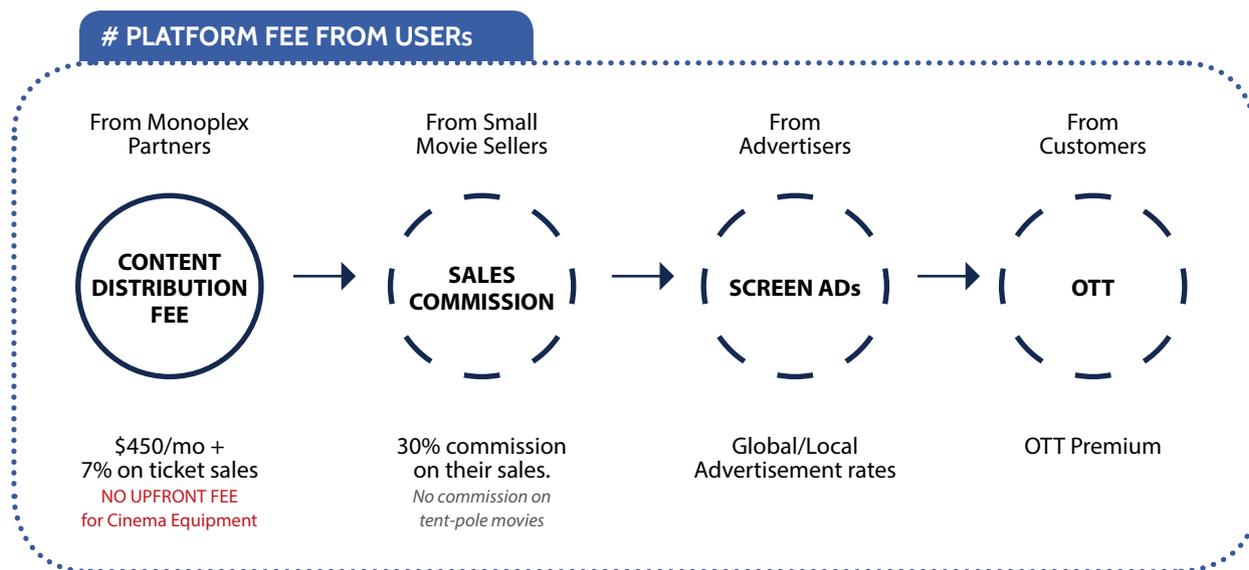
CineInsight



CineMarketplace

## Business Model

Simply said, they create a new eco-system by integrating value chains of the contents industry. RNR equips partners with Hardware and Software for them to show first run movies without any upfront fees. By doing so, they build their own cinema distribution network named MONOPLEX. Then, they charge fees to platform users.



## Competition and Competitive Advantages

### Competition

RNR compete with existing the multiplex, OTT and distribution companies, but its business model has five competitive advantages

<b>MULTIPLEX CINEMA</b>	<b>Direct Operation</b> Asset Heavy	<b>vs</b>	<b>Partner Network</b> Asset Light
<b>OTT</b>	<b>Online Only</b> 6" screen only		<b>Offline + Online</b> Cinematic Outlet + OTT
<b>DISTRIBUTION COMPANY</b>	<b>Manual</b> Taking months Hard to check license No screening outlet		<b>Online</b> Within 24 hours Open copyright data Global sales outlet

○ Competitive Advantages

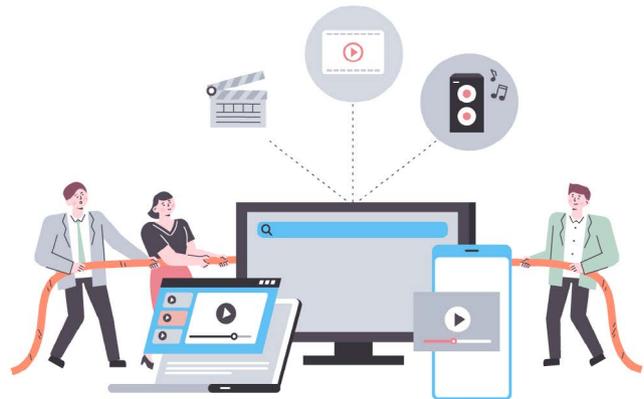
<b>FAST EXPANSION</b>	<ul style="list-style-type: none"> <li>• Non-multiplex (Small &amp; Private) + Partner network enables fast expansion thanks to no initial investment</li> </ul>
<b>WIN-WIN ECOSYSTEM</b>	<ul style="list-style-type: none"> <li>• Cinema Partners make additional revenue</li> <li>• Small movie creators have global sales channels</li> </ul>
<b>WIDE RANGE OF CHOICES</b>	<ul style="list-style-type: none"> <li>• No stereotype cinemas with same price per movie coming with only popcorn/sodas</li> <li>• Half priced to hundreds of dollars worth of luxurious cinemas available upon value proposition and customer choice</li> </ul>
<b>PERSONALIZED CONTENTS LIBRARY</b>	<ul style="list-style-type: none"> <li>• Movie-goers create their own library from Cinema to OTT</li> <li>• Shot on MZ preferences</li> </ul>
<b>PRIVATE AND SAFE</b>	<ul style="list-style-type: none"> <li>• Easy rental of small sized/affordable cinemas</li> <li>• No need to watch with others @ premium</li> </ul>

○ Future Plan

RNR is implementing the world’s first biz model which integrates content copyright owners with their own contents distribution network and exhibition outlet. They generate revenue stream from both contents copyright owners and exhibition partners unlike the current multiplex who only pays for content sourcing. Working as a debut platform for small movies utilizing their exhibition outlet, its collects content IP. The IP generates revenues during the creator’s life +70 years, which is the best part of its business model.

In addition to a well-organized business model, it has a rapid expansion model as mentioned above.

It is a future unicorn who targets a minimum 10% corporate value of the current contents platform king, Netflix, within next five years. If you are interested in this business, please feel free to reach out to ray@rnrvh.com for more details.



*By Ray Seok*  
 CEO  
 RNR Inc.

\* The opinions expressed in this article are the author’s own and do not reflect the views of KOTRA.

# Invest Korea Market Place

Invest Korea Market Place (IKMP) is an online business matching platform available on Invest KOREA's website with information on approximately 300 Korean companies seeking to partner with foreign investors. This month, Invest Korea introduces some outstanding companies in Korea's cultural contents industry.

## COMPANY A



*Artwork installations  
(Corporations, hotels, schools, etc.)*

Investment Requirement		Company Profile	
<b>Amount</b>	USD 3.4 million	<b>Patents and Certificates</b>	<ul style="list-style-type: none"> <li>• Trademarks</li> <li>• The company dominates the domestic art poster market and takes much interest in original works</li> </ul>
<b>Investment Structure</b>	All available	<b>Financial Performance</b>	(Sales) USD 3.11 million (in 2019, Unaudited)

### Investment Highlights

High-brand power and efficiency – Company A is an art content startup specializing in art consulting and picture frames as a leading art branding company in Korea. Through the online art trading platform, customers can easily and quickly trade artwork with confidence, and the company analyzes information about artwork and suggests investment trends for works using big data.

## COMPANY B



*A mobile game using IP that ranked  
top among Naver webtoons*

Investment Requirement		Company Profile	
<b>Amount</b>	USD 1 million	<b>Patents and Certificates</b>	<ul style="list-style-type: none"> <li>• Copyright registered with Korea</li> <li>• Copyright Commission patent applied on "Infinite Challenge"</li> </ul>
<b>Investment Structure</b>	Financial or strategic investment	<b>Financial Performance</b>	(Sales) USD 0.37 million (in 2019, Unaudited)

### Investment Highlights

- A development team with technical skills and great teamwork – The team has more than 5 years of effective teamwork, consisting of veterans with more than 10 years of experience.
- Holds a mobile game title – The company has a project in Google Play Store that has achieved sales of USD 2.5 million in six months, and its global version was developed and serviced through publishers in Southeast Asia and Russia in 2020.
- Projects utilizing IP title – The company is producing mobile games by utilizing well known IP titles that can secure many users. Moreover, it has verified the differentiation of its base systems and games in the past year and is attracting investment to produce additional content.

For more information please e-mail [ikmp@kotra.or.kr](mailto:ikmp@kotra.or.kr), or visit the Invest Korea Market Place page on [www.investkorea.org](http://www.investkorea.org).

# Tools for Conviviality

CHEONGJU  
CRAFT BIENNALE 2021  
09/08 — 11/17



- **Title:** 2021 Cheongju Craft Biennale
- **Dates:** Sep. 8-Oct.17, 2021 / 40 days
- **Place:** Art Factory and locations around Cheongju
- **Theme:** Tools for Conviviality
- Hosted by Cheongju City
- Organized by the Cheongju Craft Biennale Organizing Committee
- **Main events:** Main exhibition, exhibitions of invited countries, international craft competition, fair, symposium, etc.

Culture Factory and Cheongju City



# Cheongju Urban Hi-Tech Cultural Industrial Complex, A Hub of Education and Cultural Contents Industries

The Cheongju Urban Hi-Tech Cultural Industrial Complex was opened in March 2002 for nurturing the edutainment (educational entertainment) contents industry in Cheongju, known as a city of education and culture, in the culture-oriented 21st century and for recreating idle urban sites into spaces for economic activities. The first of its kind in Korea, the Complex was established in May 2001 based on the Framework Act on the Promotion of Cultural Industries with the approval of the Ministry of Culture and Tourism. Designed as a cluster combining edutainment businesses and research centers, supporting agencies and facilities for distribution and consumption, the Complex is generating a synergistic effect and is used as a diverse and differentiated multi-purpose space for production and research as well as for culture and art.

## Site Introduction

- **Name:** Cheongju Urban Hi-Tech Cultural Industrial Complex
- **Location:** Around the Art Factory in 314 Sangdang-ro, Cheongwon-gu, Cheongju
- **Construction:** From March 2002 to December 2020
- **Area:** 47,900 m<sup>2</sup>
- **Management:** Cheongju Cultural Industry Promotion Foundation [www.cjculture.org](http://www.cjculture.org)

Type	Area (m <sup>2</sup> )	Percentage (%)	Reference
<b>Total</b>	47,900	100.0	-
<b>Industrial facilities zone</b>	41,827	87.3	Green belt (11,286 m <sup>2</sup> )
<b>Public facilities zone</b>	5,900	12.3	-
<b>Green belt zone</b>	173	0.4	Public vacant land

## Location Description

Located just 128 km away from Seoul, Cheongju is closely connected with the Seoul Metropolitan Area by KTX railway (40 min. from Seoul to Osong) and highway (100 min. from Seoul Express Bus Terminal to Cheongju Bus Terminal) and is also near Ochang IC (9 km) and West Cheongju IC (8 km).

The Cheongju Urban Hi-Tech Cultural Industrial Complex located in Art Factory was built under an urban regeneration project of renovating an abandoned tobacco processing factory that had been in operation from 1946 to 2004. It is home to the Content Korea Lab Chungbuk, and Chungbuk Global Game Center as well as other cultural facilities including the main hall of Cheongju Craft Biennale, the National Museum of Modern and Contemporary Art (MMCA) Cheongju, and Dong Bu Chang Ko serving as an art playground for Cheongju citizens. It is also nearby Cheongju University, Chungbuk National University, Seowon University, and Korea Polytechnics, and is playing a crucial role in building an organic collaborative system and training specialists needed for revitalizing the local economy and achieving balanced growth.



## Key Highlights

Floor	Area (m <sup>2</sup> )	Facilities
1st	10,382	Edupia, Edupia auditorium, Content Korea Lab Chungbuk, cafe, cafeteria, machinery room, space for residents, etc.
2nd	10,080	Cheongju Cultural Industry Promotion Foundation, Chungbuk Global Game Center, training facilities, space for residents, etc.
3rd	10,005	Urban cultural center, meeting rooms, space for residents, etc.

## Business Category and Status of Resident Companies

### Edutainment contents industry

- Publishing, production and distribution of video and audio recordings, computer programming/system integration and management, information service, professional service, other professional/science and technology service, education service, creation/art, and leisure service

(As of December 31, 2020)

Type	2018	2019	2020
No. of resident companies	74	80	88
Total sales (KRW billions)	64.7	56.1	47.7
No. of employees	511	375	404

※ Upon termination of an existing tenant agreement, the Complex announces the vacancy and looks for new residents year round.

The image shows three light-colored wooden blocks with the letters 'T', 'A', and 'X' carved into them, arranged in a row. They are placed on a background of a tax form, specifically a 1040 U.S. Individual Income Tax Return. A black pen is visible in the upper left corner, and the form contains various fields and text, including '1040 U.S. Individual Income Tax Return', 'Department of the Treasury', 'Internal Revenue Service', and 'For the year Jan. 1-Dec. 31, 2014'. The title 'Overview of the Tax System in Korea' is overlaid in a large, bold, purple font across the middle of the image.

# Overview of the Tax System in Korea

Taxes are similar globally in that they are the main source of revenue for the government, however, there are countless differences among countries since the tax system is tailored towards the characteristics and needs specific to their country, down to states or cities. Thus, in this issue, the main purpose is to explain the general tax environment of Korea in a simplified manner, to give you the basics on what you need to know in order to understand how the tax system works in Korea.

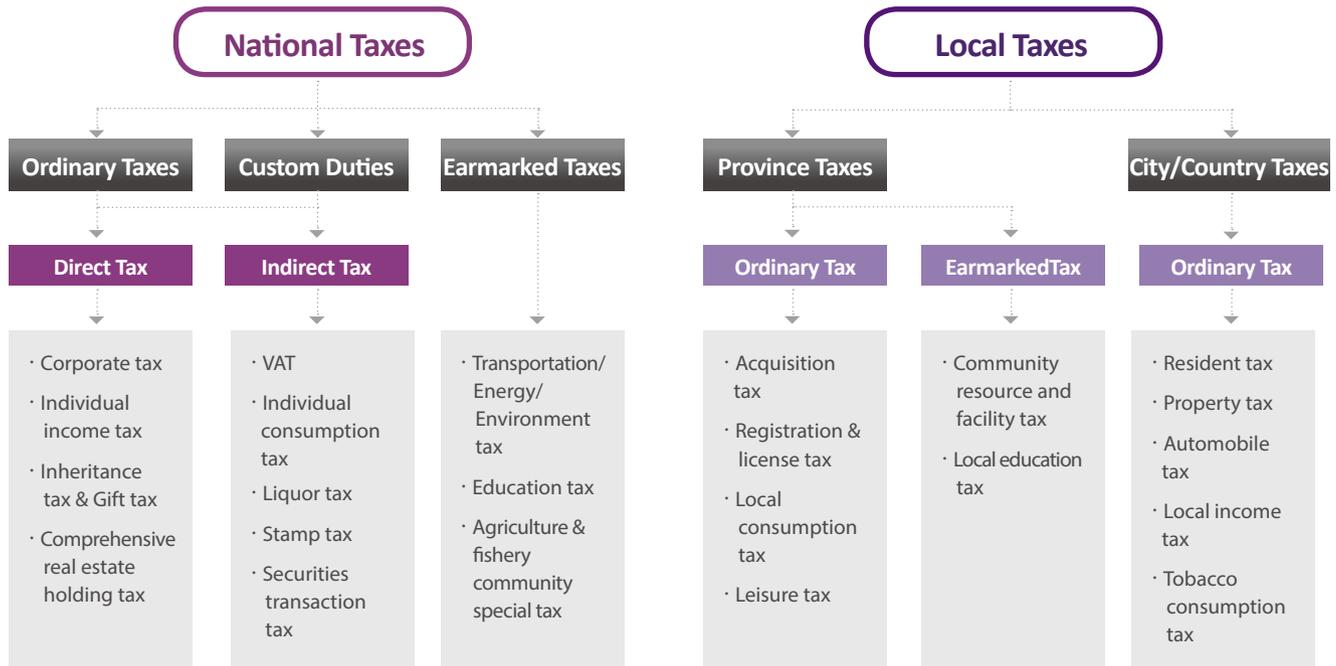
In Korea, taxes comprise of national and local taxes:<sup>1</sup> national taxes consist of three groups: (1) ordinary taxes; (2) custom duties; and (3) earmarked taxes. Within ordinary taxes, there are two broad categories (a) direct taxes, which includes corporate tax, individual income tax, comprehensive real properties tax and inheritance and gift tax; and (b) indirect taxes, which includes value-added tax (“VAT”), individual consumption tax, liquor tax, stamp tax and securities transaction tax. Earmarked taxes comprise of transportation, energy and environment tax, education tax, and agriculture and fishery community special tax.

Direct taxes apply when the income is directly taxed and the taxpayer pays directly to the government. For instance, in terms of corporate taxes, the company needs to pay tax on the income earned by the company to the

government. For individual income tax, the individual needs to pay tax on the income earned by the individual to the government. In contrast, indirect taxes are taxes on transactions rather than directly on the income. For instance, liquor tax or VAT are paid to the tax authorities by entities in the supply chain, but the actual tax liabilities are passed on to final consumers as part of purchase prices of goods or services. Within the same category of indirect tax, individual consumption tax is imposed on specific goods such as alcohol, automobiles or cigarettes. Ultimately, indirect taxes are born by the end consumers rather than the entity or the person who receives the income.

Local taxes consists of (1) province taxes and (2) city/county taxes in Korea. Province taxes consist of ordinary taxes such as acquisition tax, local consumption tax, local income tax, and registration and license tax. The city/county taxes include resident tax, property tax, automobile tax, local income tax and tobacco consumption tax. Two major taxes that our readers may be familiar with are local income tax, which functions as a surtax in respect of the corporate tax or individual income tax; and acquisition tax, as the name suggests, is paid by persons who are acquiring items such as real estate, motor vehicles, heavy equipment, golf memberships, etc.

<sup>1</sup> Please note that this is not an exhaustive list of all the taxes.



The following table summarizes the different types of taxes in Korea.

In terms of the relevant government authorities concerned, first there is the Tax and Customs Office in the Ministry of Strategy and Finance, which directs national tax policies and legislates tax laws. Then, there is the National Tax Services established under the Ministry of Strategy and Finance and concentrates on enforcement of taxes policies.

Korea operates a self-assessment system for both corporations and individuals, meaning there is no process for the tax administration to formally determine the taxable income and tax liability. Corporations are required to file corporate income tax returns to the relevant tax office within 3 months from the end of the fiscal year. Individuals who have salary income only are not required to file individual tax returns. Rather, the employers will perform a year-end settlement procedure in which individuals' income and taxes are calculated by the employers on behalf of the individuals. Any refunds or credits are also settled through employers. Individuals who are self-employed or have passive income exceeding a certain threshold are required to file a comprehensive income tax return during May of year after the taxable year. The statute of limitations, which is essentially the time in which the tax authority may take

actions against a taxpayer or taxpayers can take actions against the tax authorities for refunds or credits is 5 years.

The tax system itself in Korea may not be drastically different from the tax systems of other countries. However, when getting into the specific items or substantive matter of the tax laws, there are major differences that exist that at times make taxes unapproachable. Hopefully, after reading this article, you have a slightly better understanding of how taxes are organized in Korea.



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*\* The opinions expressed in this article are the author's own and do not reflect the views of KOTRA*

# How can a foreigner become the representative of his/her building in a multi-family housing complex?

*Invest Korea provides a summary of the government's authoritative interpretation on how foreign investment-related laws and regulations should be actually applied. The interpretations are the advice of the Ministry of Government Legislation on questions or conflicts regarding the meaning and interpretation of such laws and regulations.*



**If a foreigner who has been a tenant residing in a multi-family housing complex for six months or longer has filed alien registration and report of change of place of stay in accordance with the Immigration Act, can he/she become the representative of his/her building in the relevant multi-family housing complex in accordance with Article 50 (3) of the Enforcement Decree of the Housing Act?**



Yes, the foreigner can become the representative of his/her building in the relevant multi-family housing complex under Article 50 (3) of the Enforcement Decree of the Housing Act.



## Reason

Article 6 (2) of the Constitution of the Republic of Korea states that “The status of aliens shall be guaranteed as prescribed by international laws and treaties,” and many laws treat foreigners as equal to Korean nationals based on the tenet of the Constitution. In this regard, it can be interpreted that basic rights recognized only for Korean nationals such as voting rights or political rights including the right to hold public office are not recognized for foreigners even if there are no written regulations stating as such. However, in the case of laws concerning other rights, it shall be interpreted that there are no restrictions on foreigners if there are no written regulations explicitly restricting the rights of foreigners.

According to Article 50 (3) of the Enforcement Decree of the Housing Act which prescribes the qualifications of a representative of each building in a multi-family housing complex, a tenant who resided in a building for six months or longer after filing resident registration can be a representative of the building. The reason for this is to appoint a person who lived in a multi-family housing complex long enough to understand the conditions of the complex as the representative of a building because a residents’ representative council mediates the frequent conflicts of interest related to the management of a multi-family housing complex. Therefore, in respect to ‘resident’, there is no reason to discriminate foreigners from Korean nationals, and furthermore, the definition of tenant under Article 2 Subparagraph 12 of the Housing Act does not treat foreigners and Korean nationals differently or explicitly exclude foreigners. In this sense, it cannot be regarded that Article 50 (3) of the Enforcement Decree of the Housing Act prevents foreigners from becoming a representative of a building.

Also, the reason why qualification as a representative of a building is restricted to persons who filed resident registration at the relevant multi-family housing complex is because a resident registration can be an objective means to prove that a person has resided at a place for six months or longer. But because Article 88-2 (2) of the Immigration Control Act states that any alien registration and report on change of place of stay shall substitute for any resident registration and moving-in report, respectively, if a foreigner who basically cannot file resident registration filed alien registration and report on change of place of stay pursuant to Article 6 of the Resident Registration Act, it shall be considered that there is objective proof of residence, just like when resident registration was filed.

- Interpretation No. 15-0195 from the Ministry of Government Legislation
- Issued on: May 12, 2015

*Source: Ministry of Government Legislation, Translation: KOTRA*

*The Ministry of Government Legislation’s statutory interpretation provides an authoritative opinion on the interpretation of statutes, and does not have the binding force of a final court ruling. Therefore, the competent government authority may not adopt the interpretation in its entirety. If a final court ruling contradicts the Ministry of Government Legislation’s statutory interpretation, the court ruling shall prevail.*

*If you have further questions please contact*



+82-1600-7119

*or visit*



[www.investkorea.org](http://www.investkorea.org)

# Korea 101: Visa

*Living in Korea*, published by the Investment Consulting Center, provides necessary information and helpful tips for day-to-day life in Korea. Here's what's featured this month.

## Documents to be submitted upon visa issuance (or visa issuance certificate or sojourn status change)

※ For individuals, the required documents can be added or reduced.

- ① Application (the Enforcement Rules of the Immigration Act [attached Form No. 34])
- ② Passport, a passport photo
- ③ For people from a high TB-burden country, a TB checklist (a confirmation certificate issued by a health center or a medical institution designated by the Ministry of Justice, which you can check a <http://www.immigration.go.kr>)
- ④ A copy of the D-8-1 holder's alien registration card
- ⑤ A marriage certificate (certificate of family relations)
- ⑥ A sojourn place certificate (a real-estate rental contract, etc.)
- ⑦ Visa fee
  - Change in the status of stay: KRW 100,000 (revenue stamp)
  - Extension of the status of stay: KRW 60,000 (revenue stamp)





### For detailed information on visa

#### 1. Hi Korea (e-Government site run by the Ministry of Justice's Immigration Office)

You can check information on Korea's immigration policies or ask for public services (visa issuance and other immigration related matters). Hi Korea contains the latest information.

Website: <http://www.hikorea.go.kr>

\* Languages available: Korean, English, Chinese



#### 2. Korea Visa Portal

You can get information on e-visa application, types of visa and much more at the portal. Use 'Visa Navigator' on the site and enter the nation, entry purpose and stay period and you can find out all the necessary information including the visa type, eligibility and required documents, etc.

Website: <https://www.visa.go.kr>

\* Languages available: Korean, English, Chinese



#### 3. KOTRA Investment Consulting Center (a center providing consulting and services related to foreigners' investment)

The center provides FDI-related visa (D-8, F-3, etc.) issuance/renewal/change service.

Phone: 82-2-3497-1064 E-mail: [olivia34@kotra.or.kr](mailto:olivia34@kotra.or.kr)

\* Languages available: Korean, English (Visit the center for Chinese and Japanese language service)

*If you have further questions please contact*



+82-1600-7119

*or visit*



[www.investkorea.org](http://www.investkorea.org)



# Sci-Tech Hub

## Daejeon Metropolitan City

Daejeon Metropolitan City's history in science and technology dates back to 1973, when Daedeok Science Town (now Daedeok Innopolis) was founded as a national R&D hub. While the city houses many of the country's best and brightest researchers, visitors can also learn more about the nation's level of and achievements in science and technology at museums and facilities in Daejeon.



## National Science Museum

The history and future of the nation's science and technology are featured at the National Science Museum, which attracts more than a million visitors every year.

To protect against the coronavirus pandemic, the museum has placed limits on exhibition halls and visitor capacity. Only Science and Technology Hall (limit 1,200 per day spread over three time blocks), Natural History Hall (420), Humanity Hall (420) and Future Tech (200 in two time blocks per day) are open at this time.

The first floor of the science hall features devices and apparatuses available for hands-on experience. A centrifugal bicycle provides a better understanding of new and renewable energy, while Corioli's Room displays the principles of deflecting force.

Natural History Hall next door showcases organisms

of all sizes. The magnifiers installed there aid visitor understanding of exotic microorganisms. Humanity Hall has sections each representing an evolutionary phase of humans from Australopithecus to homo erectus and homo sapien; the survival methods and behavior of early humans are also categorized.

Future Tech toward the back gives an overview of the history of global industrial technology. The four historical phrases of the Industrial Revolution, a timeline of the world's industrial development, are exhibited in a way children can understand.

A nature-rich road is tucked alongside the museum's parking lot. The cherry blossom-flanked road leads past the Daejeon Education and Science Research Institute and the Currency Museum of Korea, and eventually to the KIGAM

Geological Museum and Daejeon Observatory.

## KIGAM Geological Museum

Run by the Korea Institute of Geoscience and Mineral Resources (KIGAM), the KIGAM Geological Museum is another standout among the nation's museums.

Greeting visitors at the main hall is a gigantic Tyrannosaurus-shaped figure and the world's largest globe measuring 7 m in diameter. Superb replicas of dinosaurs such as Edmontonia and Triceratops never fail to impress children.

The 1st Exhibition Hall breaks down the history of Earth with clarity and simplicity. Discovered fossils and restored figures capture the evolution of life. The 2nd Exhibition Hall features rocks like sedimentary or metamorphic and methods of determining their age, as well as minerals such as silicate, halogen, phosphates and tungstates.

Outside of the building, visitors can touch 20 samples of mineral specimens like basalt fossilized from volcanic eruptions on Jeju Island and columnar joints from shrunken and cooled magma.

KIGAM is the next-door neighbor of one of the nation's top sci-tech schools, the Korea Advanced Institute of Science and Technology, aka KAIST, with only a road separating them. The KAIST campus is a great place to relax thanks to greenery and red-brick buildings, and cherry trees also add a romantic whiff to the scenery.



A massive globe greets visitors at the entrance of KIGAM Geological Museum.

## Daejeon Observatory

A 200-m stroll along the riverside from KIGAM brings one to Daejeon Observatory, from where people can see the red flame at the sun's center during the day and seasonal constellations by night.

The observatory is also open on a restricted basis at the moment because of COVID-19. Attendance is limited to 50 visitors per hour and up to 400 per day.

The main observation room has one telescope and the auxiliary observation room four. The main room has a domed ceiling 8 m in diameter and an ultra-low dispersion refractive telescope 254 mm in aperture. By day, a filter



A visitor examines dinosaur fossils at KIGAM Geological Museum.

attached to the objective lens lets visitors view the sun's red flame, while at night, the planet Venus, the suns of the Capella star system, and the constellations Cancer, Leo and Bootes can be spotted.

The operating hours of the rooms depend on the weather. They are closed during rain and snow, and even in periods of severe air pollution featuring fine and yellow dust.

The 100-m walk from the regular two-lane expressway and leading up to the observatory is a perfect trail for couples. Cherry blossoms are seen in spring, luscious greenery in summer, wistful leaves in autumn and snowy frost in winter.

### ICT Experience Center at ETRI

Established in 1976, the Electronics and Telecommunications Research Institute (ETRI) is Korea's top think tank for ICT R&D whose premier invention is code division multiple access, or CDMA, a core digital system of mobile communications for cell phones. With over 2,000 researchers devoted to R&D, ETRI is an ICT pioneer. Terrestrial DMB (digital multimedia broadcasting), WiBro (wireless broadband), the LTE (Long-Term Evolution) mobile communication system and optical wireless communication are among the institute's

preeminent achievements.

As an ICT trailblazer, ETRI offers ICT experiences on a reservation basis. Requests for group tours must be sent via email at least two days prior to the proposed date of visit and no more than two weeks in advance. By request, the institute will provide English interpretation onsite.

ICT Experience Hall provides a neat overview of ETRI's major achievements, including its 16 flagship innovations in the 21st century. Some are as familiar as daily gadgets while others awaiting commercialization have an extremely futuristic look.

The Spatial AR Interactive System offers a hands-on experience with organisms inaccessible in daily life. TouchBim allows visitors to toy around and build with architectural materials, and GenieTalk offers automatic translation service. The interactive virtual aquarium is a favorite among students for its fishing experience, and wireless OLED lighting and the capsule endoscopy system are also popular.

*Source: "Sci-Tech Hub" Written by Park HeeBeom (CEO of ScienceNews), KOREA (June 2020), Korean Culture and Information Service (KOCIS), Photographed by Studio Kenn*



Daejeon Observatory, the first of its kind in the country to be opened for public use, is also the most visited public observatory.

# Economic Indicators

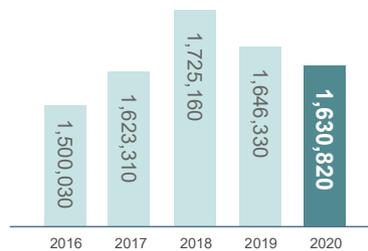
Here's a look at Korea's major economic indicators that provide an overview of the country's recent economic developments.

## Source:

International Monetary Fund (IMF), Bank of Korea (BOK), Korea International Trade Association (KITA), Ministry of Trade, Industry and Energy (MOTIE)

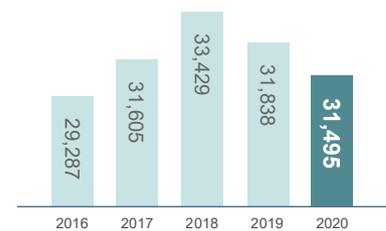
## GDP

(Unit: USD million)



## Per capita GDP

(Unit: USD)



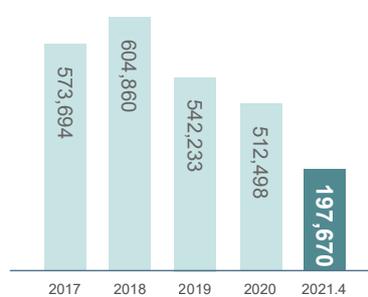
## Trade volume

(Unit: USD million)



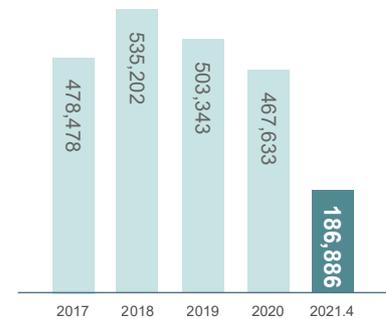
## Exports

(Unit: USD million)



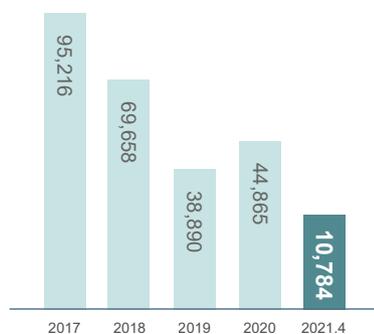
## Imports

(Unit: USD million)



## Trade balance

(Unit: USD million)



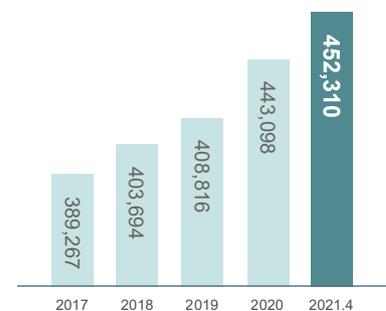
## FDI

(Unit: USD million)



## Foreign exchange reserves

(Unit: USD million)



# Invest KOREA's Services

## Foreign Investment Ombudsman

The Office of Foreign Investment Ombudsman is an organization established in 1999 to provide close aftercare support and grievance resolution services for foreign-invested companies, and is dedicated to resolving any difficulties that foreign-invested companies face while doing business in Korea.

## One-Stop Service for Foreign Investors

The Inbound Investment Consulting Department not only assists foreign investors and foreign-invested companies in the investment review and implementation stage, but also offers customized services to help foreign investors and their families get comfortably settled in Korea.

## Invest Korea Market Place (IKMP)

IKMP is a project aimed at discovering promising Korean SMEs seeking to attract foreign investment and matching them with foreign investors who have compatible needs. Projects looking for investment are posted on our website at [www.investkorea.org](http://www.investkorea.org).

## Job Fair for Foreign-Invested Companies

IK organizes regular job fairs to help foreign-invested companies discover qualified local talent, and job seekers find employment through job consultations, on-site interviews, and more.



## Invest Korea Plaza (IKP)

Invest Korea Plaza (IKP) is Korea's first facility dedicated to the incubation and investment of foreign investors. Each year, more than 40 foreign-invested companies rent out offices in the plaza and utilize IK's one-stop service.

IKP also provides serviced offices, business lounges, video conference rooms and a shower and sleeping lounge to maximize convenience for foreign investors.

### IKP Offices for Lease

#### Foreign-invested companies

Companies planning to notify investment: Those who expect to report foreign direct investment of which the arrived amount is over USD 100,000 within 1 year of move-in.

### IKP Occupancy Procedure

Counseling in occupancy → Application for occupancy → Screening committee evaluates application → Result notification(result confirmed in 1-2 weeks) → Conclusion of lease contract → Move into IKP



## KOTRA's Overseas Network

KOTRA has 127 overseas offices and 10 headquarters worldwide

### Southwest Asia

Tel: (91-124)4628-500  
E-mail: [kctcdelhi@kctcdelhi.net](mailto:kctcdelhi@kctcdelhi.net)

Ahmedabad, Bengaluru, Chennai, Colombo, Dhaka, Karachi, Kolkata, Mumbai, New Delhi

### Southeast Asia & Oceania

Tel: (84-24)3946-0511  
E-mail: [kotrahanoikbc@gmail.com](mailto:kotrahanoikbc@gmail.com)

Auckland, Bangkok, Danang, Hanoi, Ho Chi Minh City, Jakarta, Kuala Lumpur, Manila, Melbourne, Phnom Penh, Singapore, Surabaya, Sydney, Vientiane, Yangon

### Japan

Tel: (81-3)3214-6951  
E-mail: [kotratky@kotra.or.jp](mailto:kotratky@kotra.or.jp)  
Fukuoka, Nagoya, Osaka, Tokyo

### China

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**Publisher.** Kwon Pyung-oh | **Director General.** Shin Seung-hoon  
**Director.** Chae Kyoung Ho | **Editor-in-chief.** Grace Park  
**Designer.** Jang YooJin | Printed by Samsin Munhwa Printing Co., Ltd.

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