

‘Atlanta 2025 World Korean Business Convention to be place for celebration’

Hwang Byung-koo, honorary president of Korean American Chamber of Commerce USA, ‘We will also use it as opportunity to promote Korean culture’

“In the past, we used to sell products from our home country out of patriotism even if the quality was inferior, but now local buyers give a thumbs-up when we say Made in Korea. We are organizing this convention so that small and medium-sized enterprises can target overseas markets with confidence.”

Hwang Byung-koo, honorary president of the Korean American Chamber of Commerce USA (KACCUSA), which is preparing for the 2025 World Korean Business Convention (WKBC) to be held from April 17-20 in Atlanta, Georgia, told Yonhap News, “We plan to make it a business festival that will help SMEs explore the U.S. market.”

The KACCUSA was originally scheduled to host the first “Korean American Business Convention” at the same venue and time period but was able to successfully bid for the WKBC hosted by the Overseas Koreans Agency.

“With the help of the OKA, the event has gained an elevated status and will be bigger and better organized,” said Hwang, who served as the organizing committee chairman of the WKBC in Anaheim, Orange County, California, two years ago.

The WKBC is an event that aims to promote the expansion of Korean exports and the development of the global Korean community through creating a global Korean business network and exchanges between different businesspeople. So far it has been held annually in Korea but was first held in the United States two years ago.

“The elders of the Korean community in the eastern region of the United States, as well as in Atlanta, are happy that it is the largest event of the Korean community in 120 years of immigration,” Hwang said, regarding next year’s event, which will be held for the second time overseas. “Not only the Korean community but also the locals are united in their desire to make it an event where the charm of K-content is widely spread.”

Established in 1980 to contribute to the growth and development of Korean businesspeople in the USA, the KACCUSA has six regional councils, 79 local chambers of commerce and a global business operations headquarters, and holds business fairs and seminars every year.

Hwang expects the event to help Korean SMEs develop overseas



Hwang Byung-koo, honorary president of KACCUSA

markets, as well as strengthen economic exchanges and alliances between the two countries. To this end, the KACCUSA is encouraging the attendance of up to 15,000 participants from SMEs, governments and local governments from both countries. The export consultation event will feature 450 booths, introducing a wide range of products.

Along with export consultation, there will be a variety of networking programs, including one-on-one buyer meetings, startup pitching, venture investment forums and a U.S. government procurement business forum.

“There are 283 large, medium and small Korean companies in Georgia, including Hyundai, LG, SK and Hanwha,” Hwang said. “We plan to invite not only small and medium-sized companies but also large companies to the event.”

The KACCUSA is preparing various programs to use the event as an opportunity not only for business exchanges but also to promote various elements of Korean culture. 🇰🇷