

OKA once again calls for participation in 23rd World Korean Business Convention

Commissioner Lee Sang-duk requests participation from Incheon, Korea Chamber of Commerce and Industry, Korea Agro-Fisheries & Food Trade Corporation

Overseas Koreans Agency Commissioner Lee Sang-duk met with President Hong Moon-pyo of the Korea Agro-Fisheries & Food Trade Corporation (aT) at the aT Center in Yangjae-dong, Seoul, on Feb. 13 to introduce the 23rd World Korean Business Convention (WKBC), which will be held in Atlanta, Georgia, United States, from April 17-20, and asked him to actively encourage Korean agri-food companies to participate.

“As K-food is capturing the taste buds of people around the world, we plan to actively help Korean agri-food companies enter the North American market by inviting overseas buyers specializing in food and distribution to participate in the convention,” Lee said.

In response, aT President Hong Moon-pyo said, “We will actively cooperate with the 23rd WKBC to increase the exports of leading domestic companies in the agri-food sector.”

In addition to discussing this year’s convention, Lee and Hong also decided to sign an MOU between the two organizations to support the overseas expansion of domestic agri-food companies by utilizing the global overseas Korean business network and to ensure the continuation of the global K-food craze.

Prior to the event, Lee met with Park Il-joon, executive vice chair of the Korea Chamber of Commerce and Industry (KCCI), on Feb. 11 and requested the participation of KCCI member companies that wish to enter the North American market at the 23rd WKBC.

“At a meeting with overseas Korean businesspeople during my site visit to Atlanta on Feb. 5, I confirmed their expectations and eagerness to participate in the event,” Lee said. “The participation of KCCI members will be very helpful.”

In response, Park said, “This is a great opportunity for small and medium-sized enterprises to expand overseas, so we will actively cooperate for the success of the convention.”

Lee also met with Incheon Mayor Yoo Jung-bok at Incheon City Hall in Namdong-gu, Incheon, on Jan. 31 to request his participation at the 23rd WKBC.

Lee spoke of the plan for the WKBC to utilize the network of Korean businessmen to actively help Korean SMEs enter the North American market. He also explained the key policies and business plans of the OKA to support the settlement of overseas Koreans living in Korea and requested the active support and cooperation of



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OKA Commissioner Lee Sang-duk (R) meets with Incheon Mayor Yoo Jung-bok.

Incheon to support compatriots living there.

In response, Mayor Yoo said he would actively cooperate with the successful hosting of the convention and the OKA’s pursuit of support programs for Korean compatriots living in Incheon.

In addition, through this year’s WKBC, the OKA plans to make this the launch year for building the “Global Korean Economic Zone” so that the network of Korean businesspeople and their home countries can be united as one economic zone and overcome global economic crises, such as protectionism.

