

INVITATION

『Korea Grand Sourcing Fair 2022』

November 28 – December 2, 2022

Dear Sir/Madam,

Greetings from the Korea International Trade Association (KITA)!

It is our great pleasure to extend an invitation to the Korea Grand Sourcing Fair 2022 to be held on November 28 through December 2 in Korea. The event will be hosted by KITA, the largest non-profit trade organization in Korea with more than 73,000 member companies. KITA has been serving as a diverse range of roles such as providing hands-on support to trade companies, drawing cooperation of public-private sector, formulating new trade strategies, nurturing trade professionals and building trade infrastructure.

In response to the global COVID-19 outbreak, KITA has arranged Korea Grand Sourcing Fair in Online via video conferencing systems for 2 executive years. Last year, we had successfully invited 14 overseas buyers from 8 countries on a trial basis. For this year's Korea Grand Sourcing Fair, we are pleased to inform you that we are finally going to resume offline face-to-face B2B meetings by extending invitations to Korea for our global partners around the world.

The Korea Grand Sourcing Fair is a great business matching event providing global leading companies with a wide range of sourcing opportunities and innovative Korean products. The invited participants will be given exclusive 1:1 business meetings with Korean Manufactures and Exporters that specifically fit the categories of products with excellent quality, as products shall be selected by the participants.

We hope that you will join the Korea Grand Sourcing Fair 2022 and boost your business success to whole new level. To confirm your participation in the business event, please fill out the attached application form and provide requested documents and send it back to us via email. If you have any question or need additional information, please do not hesitate to contact us.

Thank you very much in advance for your support and We look forward to hearing from you soon.

Sincerely your,

Event Overview

1. **Date:** Nov. 28 (MON) ~ Dec. 2 (FRI), 2022
2. **Venue:** Seoul City (COEX), Daegu City (Host by KITA Daegu Center),
Incheon City (Host by KITA Incheon Center)
3. **Organizer:** Korea International Trade Association (KITA)
4. **Programs:**
 - 1:1 Business Meetings between Global Sourcing Partners and Major Korean Suppliers
 - Global Business Marketing Seminar
 - Others (TBD)
5. **Participants:** Around 300 Global leading Companies, 700 Korean Companies (Major Power Sellers)
6. **Product Categories:** All Categories (Food, Baby, Content, Apparel, Home & Kitchen, Medical, Beauty, IT, Pet products, Office & School, Machinery, Sports etc.)
7. **Benefits for Overseas Participants (one person from each Company):**
 - (Seoul + [Option 1](#) or [2](#)) Complementary Round-trip flight ticket, 5 nights' Hotel accommodation, Domestic Express Bus
 - (Seoul) Complementary Round-trip flight ticket, 3 nights' Hotel accommodation,
9. **Contact Information:** Ms. Seul Park, Manager / ✉ seulpark@kita.net / ☎ +82-2-6000-5666
10. **Draft Program :**

Date	Program 1 (Optional 1)	Program 2 (Optional 2)	Particular
Nov. 27 (SUN)	<ul style="list-style-type: none"> • Incheon Airport Arrival • Hotel Check-in (Incheon City) 		Incheon Airport
Nov. 28 (MON)	<ul style="list-style-type: none"> • 1:1 Business Meeting • Hotel Check-Out • Move (Incheon → Seoul) 	<ul style="list-style-type: none"> • Incheon Airport Arrival • Hotel Check-in (Seoul City) 	TBD
Nov. 29 (TUE)	<ul style="list-style-type: none"> • 1:1 Business Meeting I (10:00-19:00) • Opening Ceremony • Global Marketing Seminar 		COEX, Seoul City
Nov. 30 (WED)	<ul style="list-style-type: none"> • 1:1 Business Meeting II (10:00-19:00) 		
Dec. 1 (THU)	<ul style="list-style-type: none"> • Hotel Check-out • Departure 	<ul style="list-style-type: none"> • Hotel Check-Out • Move (Seoul → Daegu) 	TBD
Dec. 2 (FRI)		<ul style="list-style-type: none"> • 1:1 Business Meeting 	TBD
Dec. 3 (SAT)		<ul style="list-style-type: none"> • Hotel Check-out • Departure 	Incheon Airport

- *Overseas participants are kindly requested to choose program 1 or program 1-2*

Korea Grand Sourcing Fair Photo Gallery



Opening Ceremony



KITA Global Sourcing Partner Ceremony



Inside View (1)



Inside View (2)



Marketing Seminar



One-on-One Business Meeting (1)



One-on-One Business Meeting (2)



One-on-One Business Meeting (3)

Korea International Trade Association (KITA)

Korea International Trade Association (KITA) is the largest Business Organization in Korea with over 73,000 member companies and representing the interests of Korea's global trades. Since the establishment in 1946, KITA has served a diverse range of roles including: providing hands-on support to trade companies, drawing trade cooperation from the private sector, formulating new strategies, nurturing trade professionals and building trade infrastructure.

with a widely established network of 13 domestic offices and 11 overseas branches in major cities, KITA has consolidated its position as a leading business organization dedicated to assisting SMEs in gaining foreign market entry and has actively contributed towards Korea's recent achievement of 1 trillion dollars in trade volume.

Business Area

Improvement of Global Trade Environment

Providing comprehensive policy support and solutions for trade issues.

Global Buyer-Seller Matching Services

Assisting in business and marketing activities of global traders through its buyer-seller matching services.

One-stop Center for Trade Information

Serving as a one-stop center for information on trade-related issues.

Trade Diplomacy & Economic Cooperation in the Private Sector

Promoting coordination and communication between private sectors through trade diplomacy and economic cooperation.

Training Programs for Trade Professionals & Career Assistance

Educating future leaders and supports job seekers with a range of services.

Establishment of Trade Infrastructure

Building infrastructure for sustainable growth in trade.

Development of an Integrated Trade, Cultural & Business Center

Fostering World Trade Center Seoul into a global hub for businesses and the MICE industry.