

Fostering Green Business in Korea and the Role of KOTRA

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Climate Change Business Team

Director Jooyoung Yoon

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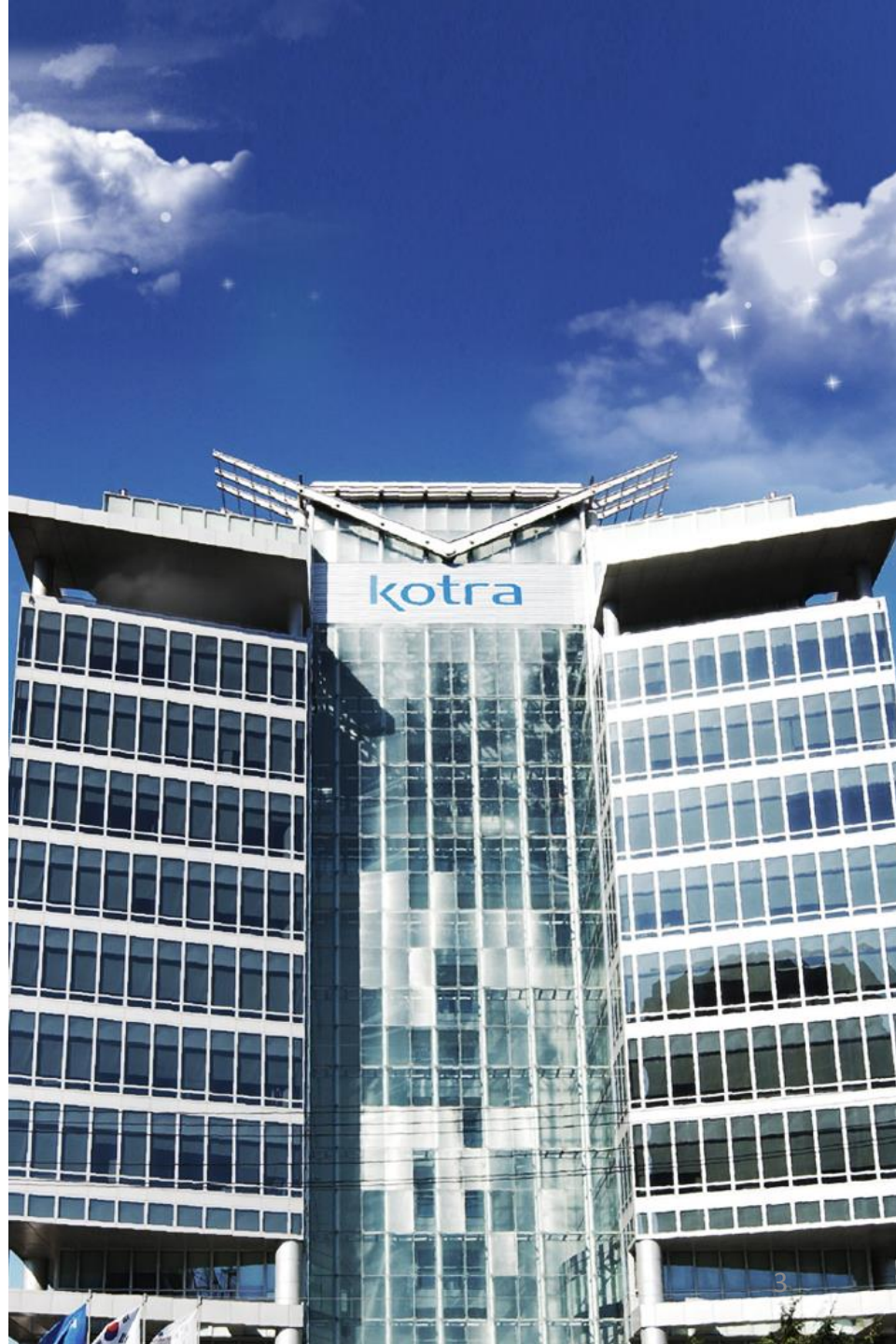
3 Fostering Green Businesses



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Introduction

- Vision
- Global Reach



Vision of KOTRA

A global business platform for a bigger market and a better future



Pioneer overseas markets

Provide tailored suggestions on
products, industries, and regions

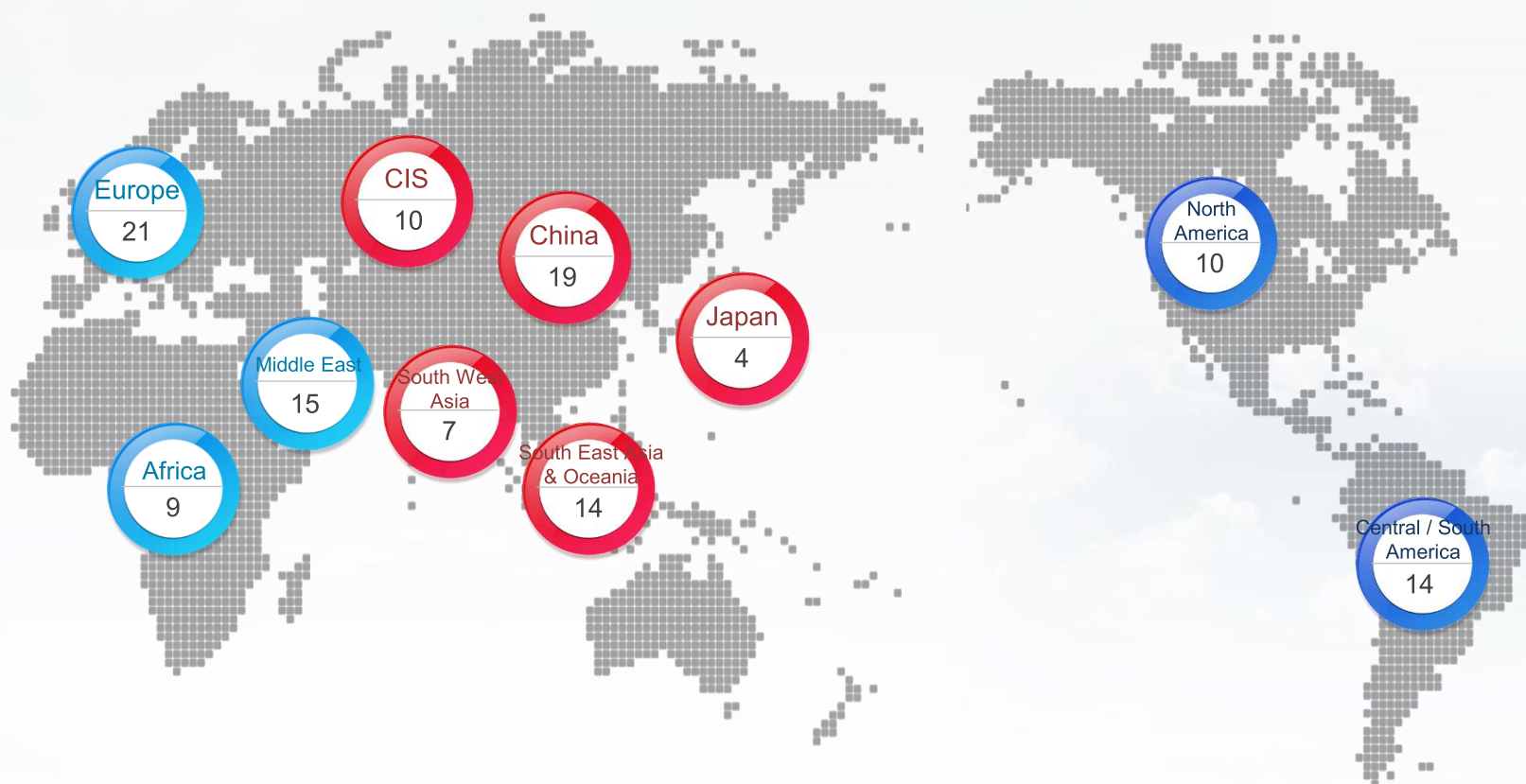
Support investment



Global Reach of KOTRA

Located Worldwide

10 regional bases, 123 overseas offices in 84 countries



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Green Policy Framework

- **Green Growth National Strategy**
- **Creative Economy**
- **1st Five-Year Plan: Building an Institutional Framework**
- **2nd Five-Year Plan: Implementation**



Context of Green Growth

“Low Carbon,
Green Growth”
(2009)

Korea to cut GHG
emission by 30%
(2020)

“Creative Economy”
(2014)

Innovative and
entrepreneurial
eco-system

Vision and Goals of Green Growth

Long Term Vision: Realization of People's Happiness through the Harmonious Development between the Economy and Environment

1st Half: 2009-2013 Introduction

- Comprehensive
- Pursue tech development
- Create governmental/market momentum
- Economy-Environment

Build Institutional Framework

2nd Half: 2014-2018 Implementation

- Execute core objectives
- Synthesize/creating tech
 - Expand private economy & market
- Economy-Environment-Society

Produce Realistic Results & Achievements

2nd Half Plan: 2014-2018 Green Objectives

1. Strategically implementing the growth of core fields

- Enforcing emissions trading, expanding carbon sinks; propelling result oriented GHG reduction
- Strengthening policies regarding governance for energy demand, expanding supply of renewable energy, building a sustainable energy system

2. Utilizing the developed science technology, ICT & pioneering the Creative Economy

- Activating Green Industry growth through system improvement and creating jobs; virtuous cycle structure →
- Expanding financial investment for green tech, innovative GHG reduction measures

New Industries
New Market

Green Tech
+ ICT

New Jobs



2nd Half Plan: 2014-2018 Green Objectives

3. Expanding the roles of the **market** and **people**

- Consolidating public-private partnerships and advocating an environment-considerate lifestyle, e.g. increasing use of electric vehicles & maintaining steady energy market prices

4. Ensuring the Economy-Environment-**Society** balance

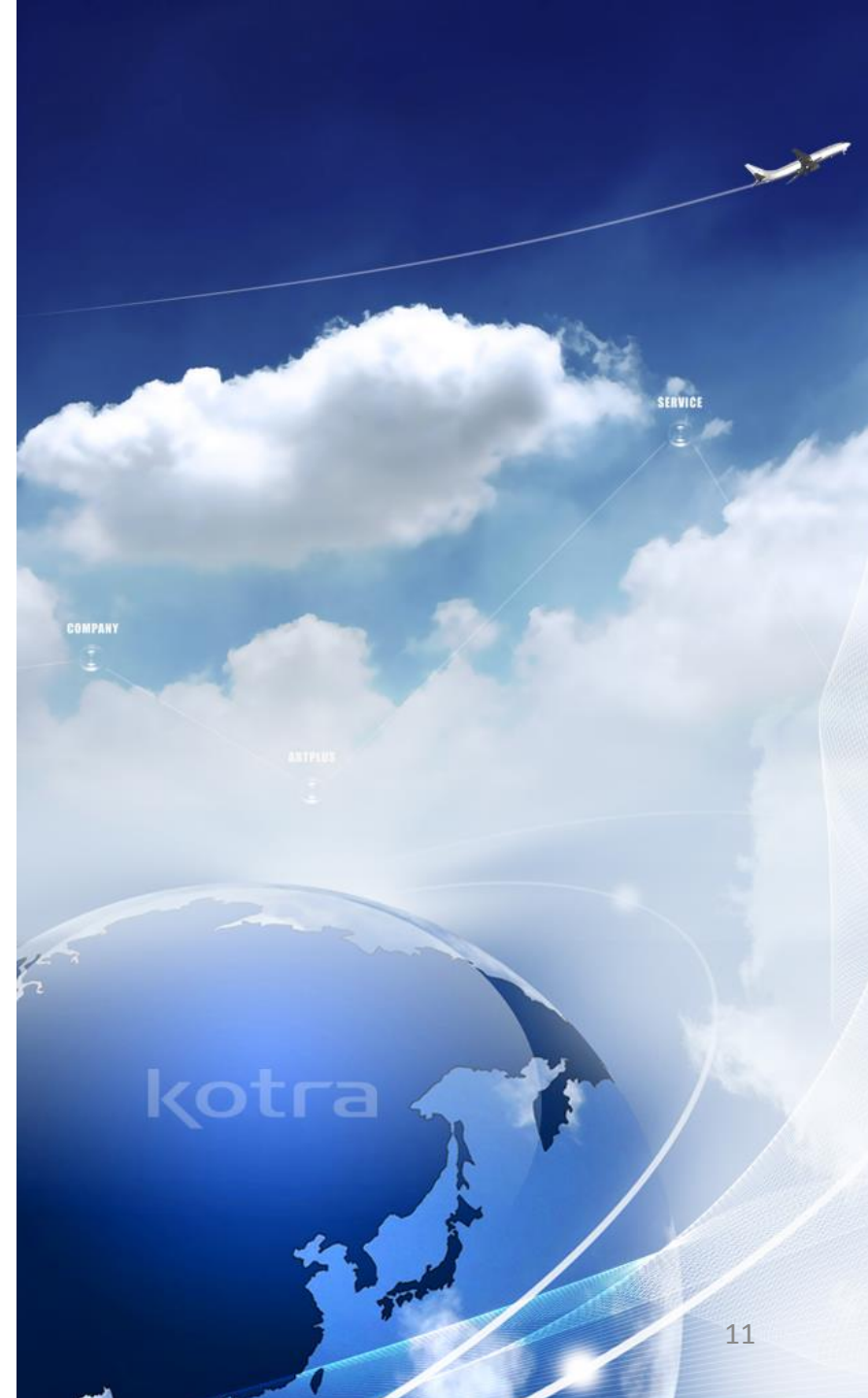
- Contributing towards the improvement of both industrial productivity and individual quality of life, e.g. conserving national parks, improving life environment
- Expanding the welfare of energy industry and strengthening environment protections



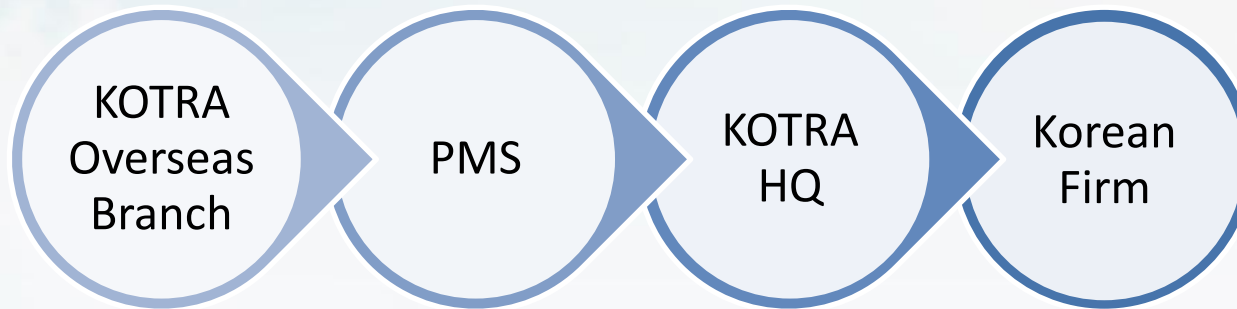
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Fostering Green Businesses

- **PMS (Project Management System)**
- **Project Business Meetings**
- **Overseas Business Delegations**
- **Direct Project Development**
- **Indirect Feasibility Studies**
- **Forums & Seminars**
- **FDI Support Services**



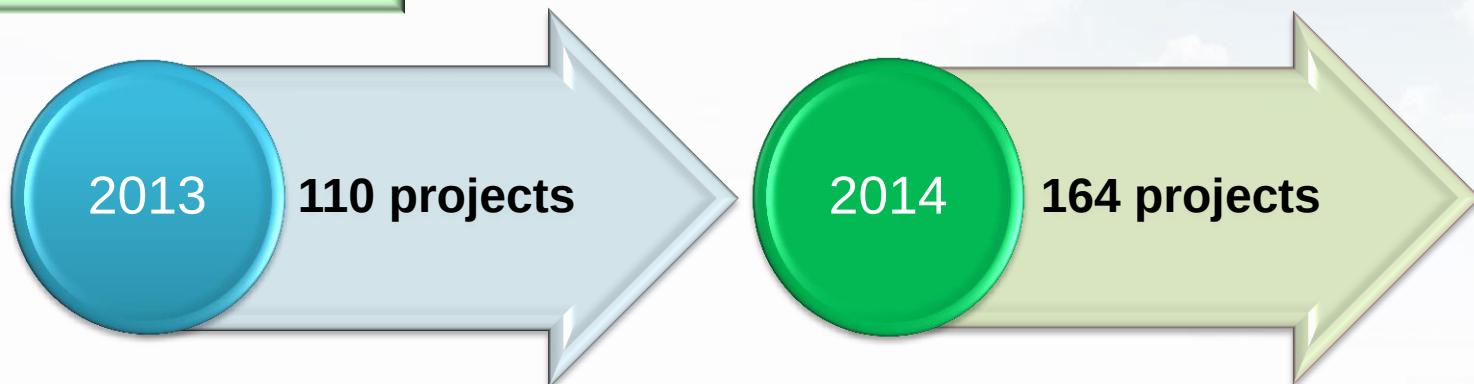
Project Management System



PMS (Project Management System)

Est. in 2011: Organizing project information gathered by overseas branch offices

No. of Projects by Year



Project Business Meetings

Climate Change Project Plaza

Overview

- In collaboration with ICLEI's World Congress
- 64 overseas buyers, contractors, local gov't representatives; 113 domestic firms
- **Target Industries**
 - Renewable Energy: solar energy, wind power, biomass, energy-saving & efficiency
 - Environment: water source management, wastewater treatment, NGV etc.
- **Organizers:** Seoul Metropolitan Government & KOTRA

Program



Energy Forum



Project Plaza



Buyers' Dinner

Results

- Meetings (286)
- Project Quote Total (\$21 billion)

Project Business Meetings

Global Green Hub Korea

Overview

- **Largest event held in Korea related to the energy industry**
- Over 1200 green project developers, organizations, sponsors, contractors
- **Target Industries**
 - Renewable Energy: solar energy, wind power, biomass, energy-saving & efficiency
 - Environment: water source management, waste treatment, NGV, etc.
- **Hosts:** Ministry of Environment, Ministry of Strategy & Finance, Ministry of Trade, Industry & Energy | **Organizers:** GCF, KOTRA, KEITI

Program



Global Green Forum



Green Project Plaza



Green MOUs

Results

- 2013: Meetings (1,295), Signed MOU (2)
- 2014: Meetings (1,566), Signed MOU (12), Project Quote (\$174 billion)
- 2015: September 15-17 / Songdo, Korea

Project Business Meetings

Wind Energy Asia 2015, ICC Jeju

Overview

- 3rd Wind Energy Asia Exhibition
- Tied with ICLEI & GGHK Promotion
- Overseas buyers: 27, Domestic firms: 21

Program



Opening Ceremony



Meetings Overview



Business Meeting

Results

• Meetings (67), Project Quote (\$3,417 million)

- *“Successful discussions on wind power plant construction project to begin in 2016 in Mongolia, and strong confirmation of MOU signing together with Korean firm ESS (Energy Storage System)”*
– Korean firm UNISON
- *“High expectations for Korea’s technology. Interested in direct investment in South Korea’s renewable energy projects”*
– Union Fenosa Wind Australia

Overseas Business Delegations

Global Project Development

Overview

Delegation	Japan	China	Poland, Hungary	Xi'an, China
Year	2013	2013	2013	2014
Number of Participants	29 Korean companies	15 Korean companies	13 Korean companies	35 Korean companies
Programs	Forum on global green businesses, seminars, local facility visits, 1:1 meetings			

Results

Meetings	306	127	252	240
Total Project Quote (US\$)	182 million	8800 million	2467 million	337 million

Direct Project Development

Green Business Feasibility Studies

Overview

- **Project Outreaches:** Brazil (2013), Russia (2013), United Arab Emirates (2014), Eastern Europe (2014)
- **Objective:** Project investigators and experts collect potential projects and relay to Korean companies
- **Fields:** Solar energy (Brazil), Biomass (Russia), Waste Management (UAE), Landfill (EE)

Results

- Russia Project: Korean company participants (3)
- UAE Project: Korean company participants (9)
- EE Project: Signed MOU (1), Korean company participants (10)

Indirect Feasibility

Current Project: China's Environment Sector

- Period: 2014.09 – 2015
- Host: Small and Medium Business Administration, KOTRA
- Venue: China
- Purpose: To financially support feasibility studies and consulting services for Korean firms who want to participate in green projects in China

Past Project Results

- 2012: Feasibility studies (10 cases), Consulting (20 cases)
- 2013: Feasibility studies (13 cases), Consulting (10 cases)
- Project Estimates
 - 2012: 3,500,000 USD, 4,520,000 USD
 - 2013: 3,667,000 USD, 5,400,000 USD

Forums & Seminars

Seminar w/ GCF: Financing Green Projects

- Strategies to advance climate change-related projects
- GCF: Funding Climate Mitigation
- Eastern Europe Waste Management Project Presentations

Energy: New Industry & Policies Forum (CCPP)

- Guest speakers from local energy research institutes, private corporations, MOTIE
- Updates on various new energy industries
 - Korea's Smart Grid
 - Electric Car Service/Toll Charger Industry
 - Solar Rental Industry



FDI Support

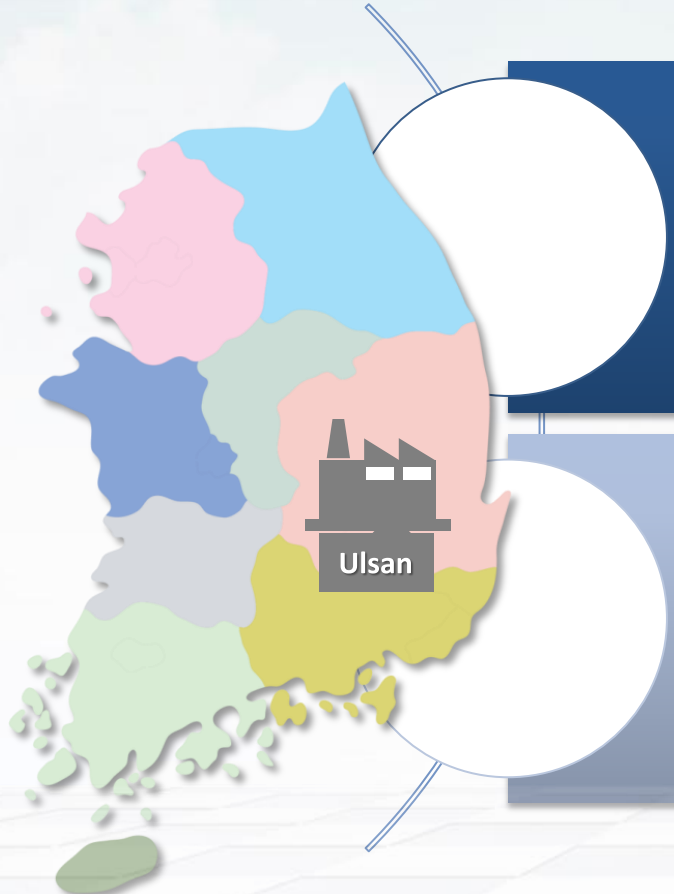
Information & Promotion

- **Foreign Investor Support Office**
 - Investment consulting
 - Administrative support
 - Daily life service
- **Invest Korea Plaza**
 - Incubator for foreign-invested companies
- **Global M&A Center**
- **Foreign Investment Week**



FDI Aftercare

Foreign Investment Ombudsman



Grievance Counseling

- “Home Doctor” system – one-on-one service for foreign-invested companies
- Specialists in various fields, e.g. labor, taxation, finance, construction, etc.

Case: SunEdison

- 2009 – SunEdison begins MOU with KOTRA
- 2012 – SunEdison makes investment funds in Korea; KOTRA supports beginning of plant construction
- 2014 – SunEdison completes JV plant construction in Ulsan with Samsung Fine Chemicals

What Lies Ahead:

Collaboration – Cooperation – Cultivation

GCF Collaboration

- Support the development of future green projects
- Work with local governments

Global Partnering

- Pin-point matchmaking
- Integrate Korean companies into the green value chain

Global CSR

- Share knowledge and technology with developing countries/firms



Thank you,

Meet KOTRA
Envision global business success

Global Business Platform

kotra

Korea Trade-Investment
Promotion Agency

Climate Change Business Team, KOTRA

Jooyoung Yoon, Director

TEL: 02-3460-7881

E-mail: jyyoon@kotra.or.kr