



World Federation of Overseas Korean Traders Associations (World-OKTA)

In collaboration with

Korea Institute for Advancement of Technology (KIAT)
Korea Trade-Investment Promotion Agency (KOTRA)
Consulate General of the Republic of Korea in Los Angeles
World OKTA Los Angeles (OKTA LA)

2016 US Korean Business Convention

- New Horizon of World OKTA

Theme: "New Era of the Pacific-Rim Trade Market and Global Business Networking"

Date : July 6 (Wed) ~ July 8 (Fri), 2016

**Place: The LA Hotel Downtown
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WORLD-OKTA BACKGROUND

World-OKTA first embarked as a small group of 101 members from 14 countries in 1981. For the past three decades, our association has performed the critical bridging role of an economic ambassador, promoting Korean trade and culture all over the world. World-OKTA is now Korea's oldest and largest overseas Korean economic federation with 140 branches in 71 countries with over 23,000 members strong worldwide.

Since our inception, World-OKTA has been closely associated with Korean small to medium sized enterprises (SMEs). We fully support and engage such enterprises to confidently venture into the global market with our association's strong global network. One of our key roles is to foster and nurture Korean SMEs so that they may grow and contribute economical growth in the countries they represent.

World-OKTA Los Angeles chapter(OKTA LA) have been and is active in creating growth in export and import of materials and investments between Korean businessmen in Los Angeles and the world, providing online databases, research publications and trade information to members, offering support for merchandise exhibits, and assisting members with governmental communication and information. In addition, we have actively participated in the endeavor of promoting international trade in US through advocating US-Korea Free Trade Agreement through seminars, signature gathering events and the continuing support of promoting and expanding international trade.

World-OKTA Los Angeles also provides an annual education and networking conference for young Korean-American Entrepreneurs to promote international trade in US. For the last 13 years,

World-OKTA Los Angeles have provided the attendees with information on business start-up, financing, and leadership skills. Participants also have the opportunity to consult and receive guidance from industry professionals, leaders, and other entrepreneurs. Through these annual seminars, World-OKTA Los Angeles have stimulated and supported new young entrepreneurs to create and promote new start up business in Los Angeles. In doing so, World-OKTA Los Angeles continues to strive to promote personal growth through international business as well as cultivate awareness of global community responsibility and leadership.

2016 WORLD-OKTA US KOREAN BUSINESS CONFERENCE OBJECTIVES:

- Support of open new markets and develop export promotion strategies for Korean small and medium-sized enterprises (SMEs)
- Utilization of Creative Economy and Business Network in Korea
- Network Vitalization of World-OKTA United States regional members
- International Trade Vitalization
 - Opportunities to develop US market for SMEs
 - New market exploitation to support industrial technology development of SMEs
 - Exploration of strategic position in emerging markets
- Global expansion of business and trade network
 - Networking for next generation of trade leaders
 - Creative Economy in International Trade
 - Business connection between regional members of World-OKTA

GALA PROGRAM

July 6 Opening Ceremony
Business Networking & Reception
– Remarks from Mayor of City of LA, Consulate General of the Republic of Korea in LA
and President of World OKTA
Dinner

EXHIBITION & SEMINAR PROGRAM

July 7 **Seminar I** : New era of the Pacific-Rim trade market – What TPP trade deal affects
International trade market
Seminar II : US Economic Outlook for 2016
Lunch
Exploration of New Markets : Cuba & Central and South America (KOTRA)
Exhibition & One on One Business Meeting (Korea Institute for Advancement of Technology)
World-OKTA Night (Dinner)

US OPEN Golf & Tour

July 8 World-OKTA US OPEN GOLF
California & Los Angeles Tour
UCLA / USC / Pepperdine University Campus Tour