

## 2016 SelectUSA Korea Biopharma FDI Promotion Event: March 30, 2016, Seoul, Korea

The U.S. Commercial Service/SelectUSA cordially invites U.S. economic development organizations (EDOs) to participate in the 2016 SelectUSA Korea Biopharma FDI Promotion Event. This one-day event will offer EDOs at the regional, state, and local levels an opportunity to market their locations to potential Korean biopharma investors.

The first part of the seminar, by a U.S. lawyer with over 10 years of experience dealing with pharmaceutical regulation in the United States, will provide value added technical information to Korean biopharma firms regarding FDA approval and other regulations needed to successfully do business in the U.S. The afternoon will highlight biopharma business climates and opportunities in the U.S. and in specific geographies by economic development organizations, followed by a networking reception. This event is expected to draw more than 80 Korean executives and corporate strategic business planners in the Korea bio/pharma industry and multipliers.

2016 Korea Biopharma event is an ideal forum to showcase the United States as an investment destination and help U.S. States/EDOs to present to- and network with- Korean firms.

### Registration Information:

**Price: \$200.** The participation fee does not cover travel or other business related expenses.

**Registration deadline:** The deadline for application is **March 7, 2016**. Applications will be taken on a first come, first served basis.

### As a SelectUSA seminar participant, you will receive:

- **Presentation** to promote investment opportunities in your region
- **Display table** to showcase your promotional material, banner, etc.
- **Meeting and networking opportunities** with companies and multipliers from Korea
- **On-site counseling and support** by professional CS Korea/SelectUSA staff
- **Entry in the printed 2016 SelectUSA Korea Biopharma catalogue** and electronic EDO catalog
- **Logistics Assistance** through the identification of hotels and flights that best meet the schedule of the Korean FDI event



### What is SelectUSA?

*SelectUSA is the U.S. federal program to promote, facilitate, and encourage business investment in the United States.*

### Why prospecting investors in Korea and Korean biopharma sector?

- *6<sup>th</sup> fastest growing investor in the U.S.*
- *The U.S. ranks as the top destination for Korean multinationals internationalizing operations*
- *Home to global players such as Samsung, Hyundai, and LG*
- *The Korea pharmaceutical market size reached \$19.3 billion in 2013 and expected to climb to \$24.3 billion by 2020, at a CAGR of 3.9%. Moreover, the industry is quickly entering into the advanced markets*

### Contact:

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**Interested? Call or email us!**  
[www.SelectUSA.gov](http://www.SelectUSA.gov)

## Registration Form

### 2016 SelectUSA Korea Biopharma FDI Promotion Event

Wednesday, March 30, 2016

Seoul, Korea

The U.S. Embassy in Korea is offering a one-day program for participants in the 2016 SelectUSA Korea Biopharma FDI Promotion event and other interested U.S. investment professionals. U.S. states and economic development organizations (EDOs) will have an opportunity to present to potential Korean biopharma investors at a seminar in Seoul on March 30, 2016.

The one-day seminar is anticipated to attract more than 80 Korean executives in the biopharma industry and related multipliers. As Korean law does not permit the sharing of attendee contact information without consent, a networking cocktail reception will follow to facilitate an exchange of business cards and contact development. All attendees will receive a printed seminar book and there will be a display area for promotional materials. In addition, a marketing message from each U.S. participant will be translated into Korean and posted on the CS Korea website.

**Registration Confirmation (please return no later than March 7, 2016 and note space is limited)**

Yes, I would like to participate in the **2016 SelectUSA Korea Biopharma FDI Promotion Event**:

Organization Name: \_\_\_\_\_  
Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
Phone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_

I will be the presenter on behalf of my organization at the seminar.

**Yes** \_\_\_\_\_ **No, the presenter will be** \_\_\_\_\_

Participation fee: \$200 per organization (up to two people). We will send you a participation agreement link for you to pay by credit card upon receipt of your registration. Please submit the following no later than **Monday, March 14, 2016**:

- Presentation materials (PPT file for 10-15 minutes presentation) for seminar booklet to be distributed to seminar participants
- Presenter's photo and short bio (75 word maximum) for the seminar booklet
- Presenter's marketing message (250 word maximum) for his/her region or company and the organization logo for the seminar booklet and promotion on the Commercial Service Korea website

Please return this form to Ms. Heesook Baik, U.S. Commercial Service, U.S. Embassy Seoul:

[heesook.baik@trade.gov](mailto:heesook.baik@trade.gov)

(Tel: +82-2-397-4172; Fax: +82-2-739-1628)