About Us

- “Korea Plus “is a strategic initiative between the Government of India and the Government of Republic of Korea. It is envisaged as the first reference point for the Korean Investors in India.
- The mandate of Korea Plus is to promote, facilitate and retain Korean investments in India. It acts as partner throughout the investment cycle of Korean companies.

Background

- The need for Korea Plus was realized during the visit of our honourable Prime Minister Narendra Modi’s, to Korea in May 2015. It was announced that a dedicated team will established for Korean Investments in India.
- Following the announcement, an MOU was signed between the Ministry of Trade, Industry and Energy, Republic of Korea and Invest India, the National Investment Promotion and Facilitation agency, in Jan 2016 to set up Korea Plus.
- Korea Plus was officially launched on 18th June 2016 in New Delhi by Smt. Nirmala Sitharaman, Honourable Minister of Commerce & Industry, Government of India and Mr. Joo Hyunghwan, Honourable Minister of Trade, Industry & Energy, Republic of Korea.

Services

- Pre-Investment Stage
  - Opportunity Assessment
  - Market Strategy/ Business Advisory
  - Policy Guidance
  - Subsidy/ Incentive Advisory
  - Fact-based inputs for strategy formulation

- Investment Execution
  - JV & Strategic Partner Search
  - Corporate & Industry Introductions
  - Site Identification
  - Entry Route Procedure Advisory
  - Regulatory Clearances
  - Comprehensive Facilitation
Ensuring smooth business operations

Representing Entities

- **Ministry of Trade, Industry and Energy (MOTIE)**, a branch of Government of The Republic of Korea was established in 1948 which is responsible to provide a foundation for economic growth in the areas of commerce, investment, industry, and energy.
- **Korean Trade Investment Promotion Agency (KOTRA)** is a state-funded trade and investment promotion organization operated by the Government of The Republic of Korea. It was established in 1962 as a national trade promotion organization.
- **Invest India** is the official Investment Promotion and Facilitation Agency of the Government of India, mandated to facilitate investments into India. All facilitation and hand-holding support to investors under the “Make in India” programme is being provided by Invest India. Invest India is promoted by the Department of Industrial Policy & Promotion (DIPP), Ministry of Commerce and Industry, Government of India.

Team

- **Mr. Ko Junseok** has an experience of more than 20 years and has worked in various government organizations of The Republic of Korea including Korean Intellectual Property Office (KIPO), Korea Patent Court, Small & Medium Business Administration
Mr. Jeon Byungju has an experience of more than 20 years and has worked with Korean Trade Investment Promotion Agency (KOTRA) and Invest Korea prior to Korea Plus. He has completed his MBA from Kyushu National University (JAPAN) and Bachelors of Administration from AJU University (KOREA).

Mr. Seongjae Son has completed his Bachelor of Commerce from Christ University, Bangalore and currently working with Korea Plus.

Mr. Sandeep Behal has an experience of more than 10 years and he was worked with Boston Analytics, Tecnova India, Haier Appliances prior to Korea Plus. He has completed his Post Graduate Diploma in Business Management from IMM, New Delhi and Bachelor of Engineering from SRTMU, Maharashtra.

Mr. Gaurav Sishodia has an experience of more than 5 years and has worked with Doosan Power Systems India (Strategy & Planning) and as a consultant prior to Korea Plus. He has completed his MBA from University of Petroleum & Energy Studies, Dehradun, Uttarakhand.
• **Ms. Aakriti Jain** has an experience of more than 6 years and worked with Korean Trade Investment Promotion Agency (KOTRA) prior to Korea Plus. She’s Ph.D. Scholar and MBA from Bharati Vidyapeeth University.

**Key Facilitation Cases**

• **Summary:** Facilitated more than 50 Korean Investors in a span of less than one year.

• **One of World’s Leading Automobile Manufacturer:**
  - **Project Details:** Market entry through greenfield manufacturing plant in India.
  - **Investment:** US$ 1,000 Million
  - **FDI:** 100%
  - **Facilitation by Korea Plus:**
    - Worked with Investor to define their market strategy for India.
    - Conducted location assessment across four states followed by site visits.
    - Facilitated meetings with state government officials.
    - Investor signed MOU with AP government, expected 10,000 jobs opportunities through the project

• **One of World’s Leading Electronics Manufacturer:**
  - **Project Details:** Expansion by adding new product line in the existing plant.
  - **Investment:** US$ 198 Million
  - **FDI:** 100%
  - **Facilitation by Korea Plus:**
    - Facilitated meetings with state government officials.
- Expedited the process with regular follow-ups with states agencies.
- Investor obtained ultra-mega status providing substantial incentives.

**One of Korea’s Leading Chemical Company:**

- **Project Details:** Greenfield project to set up a manufacturing plant of epoxy resin in India.
- **Investment:** US$ 50 Million
- **FDI:** 100%
- **Facilitation by Korea Plus:**
  - Conducted location assessment across two states followed by site visits.
  - Facilitated meetings with state government officials.
  - Provided critical information related to policies, schemes and incentives for decision making.

**Korean Auto component manufacturer:**

- **Project Details:** Expansion through greenfield project in Tamil Nadu.
- **Investment:** US$ 15 Million
- **FDI:** 100%
- **Facilitation by Korea Plus:**
  - Conducted location analysis on parameters like land availability, utilities, and infrastructure
  - Facilitated meetings with state government officials.
  - Smooth allocation of shortlisted land parcel to the Investor.
  - Expected 200 jobs opportunities through the project

**Investor Quotes**

**One of World’s Leading Automobile Manufacturer:** “We along with the entire team, wish to express our sincere gratitude for all the support and assistance extended to us by you in connection with our feasibility study on investing..."
and setting up its first manufacturing unit in India. We further wish to express our appreciation for the assistance provided by Korea Plus which has been helpful for us in making an informed decision.

- **One of World’s Leading Electronics Manufacturer:** “Thanks for all your support in arranging meetings with state government officials, they have in principle agreed to resolve all major issues. Thanks a lot for your support.”
- **A Korean Chemical company entering India:** “We deeply appreciated that you help us in many way. With your help, we will be able to formulate actual pricing of products to be manufactured in India.”

**Contact Details**

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Opening Ceremony KOREA PLUS Seoul

Launch of Business Guide in Korean Language

Presentation by Mr. Deepak Bagla in the Event