



# **Study Tour to the Office of the Foreign Investment Ombudsman/KOTRA of the Republic of Korea**

## **Report**

**30 March - 3 April 2009  
Seoul, Republic of Korea**

**The Study Tour was jointly organized by the United Nations Conference on Trade and Development (UNCTAD) and the World Association of Investment Promotion Agencies (WAIPA) in partnership with the Office of the Foreign Investment Ombudsman/KOTRA of the Republic of Korea. Financial support was received from the Swedish International Development Cooperation Agency (SIDA).**

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# 1. Overview

In the intense global competition for investment, many public institutions at different levels of government have a role to play in attracting and retaining investment. For institutions such as investment promotion agencies (IPA), it is vital to utilize and harness effective investment promotion and facilitation strategies, tools and techniques in order to attract foreign investment. The exchange of experiences on strategies and techniques is an excellent vehicle to improve performance of IPAs.

In the context of a joint programme to support IPAs from developing countries, UNCTAD and the World Association of Investment Promotion Agencies (WAIPA) organized a study tour to the Office of the Foreign Investment Ombudsman (OIO)/KOTRA of the Republic of Korea. Nine professionals from IPAs of 8 developing countries and one developed country participated in the study tour, which took place from 30 March to 3 April 2009. Four representatives from least developed countries (LDCs), one representative from a land-locked developing country and one from an island developing country were sponsored through an UNCTAD project.

The main objective of the study tour was to exchange best practices and experiences on aftercare services and investment retention - a key function of OIO. This Office uses a unique system of "home doctors" who are involved in solving grievances in specialized areas such as taxes, construction and legal matters. During the study tour, presentations were given and open discussions were held with OIO and other KOTRA staff, particularly with officials from Invest Korea, which is an integral part of KOTRA. The study tour also included visits to a number of Korean agencies, such as a local Investment Support Centre and international companies. A copy of the programme of the study tour is attached.

In the evaluation (questionnaire results are attached), participants expressed their high appreciation for the study tour. Many noted that through the study tour they became more aware of an IPAs' role in a country's economic development and the important function of investor aftercare in achieving investor satisfaction and higher levels of reinvestment. They indicated that they will bring this message back home and will try to pursue a similar strategy based on lessons learned.

The training in Seoul was part of a series of study tours which are being organized by UNCTAD in partnership with WAIPA. UNCTAD would like to thank all partners, particularly WAIPA, the Office of the Foreign Investment Ombudsman, the Korea Trade-Investment Promotion Agency (KOTRA) and the Swedish International Development Cooperation Agency (SIDA) for their contributions to this event. Previous study tours in this series were held in South Africa (2006), Japan (2007) and Sweden (2008).

## 2. Study Tour Programme

### March 30<sup>th</sup> (Monday)

TIME	CONTENTS	VENUE	REMARKS
09:00 ~ 09:30	Leave hotel to KOTRA		Pick-up by chartered bus
09:30 ~ 09:45	Welcome Address	KOTRA (IKP 9 <sup>th</sup> )	Dr. Ahn Choong-Yong, Foreign Investment Ombudsman
09:45 ~ 10:20	Introduction of study tour program and introduction of study tour program participants	KOTRA (IKP 9 <sup>th</sup> )	Ms. Inky So
10:00 ~ 10:15	Meeting with the President of KOTRA	President's Office	Mr. Cho Hwan-Eik, President of KOTRA and Representatives of UNCTAD and WAIPA
10:20 ~ 11:50	Introduction to KOTRA (Introduction to IKP)	KOTRA, IKP	Mr. Myung-Cheol Jang (Public Relations Team) & Ms. Inky So
11:50 ~ 13:30	Lunch		Hosted by Dr. Ahn Choong- Yong
13:30 ~ 14:30	Introduction to functions and roles of Invest Korea	KOTRA (IKP 9 <sup>th</sup> )	MR. Sample James Todd
14:30 ~ 14:50	Break		
14:50 ~ 15:10	Welcome Address	KOTRA (IKP 9 <sup>th</sup> )	Mr. Chung Tong-Soo, Head of Invest Korea
15:10 ~ 16:10	Introduction to Investment Administration Team (One-Stop Service)	KOTRA (IKP 9 <sup>th</sup> )	Ms. Sung-Woo Hong (Investment Administration Team)
16:10 ~ 16:30	Break		
16:30 ~ 17:30	Demonstration of CRM foreign-invested company management	KOTRA (IKP 9 <sup>th</sup> )	Ms. Claire Lee
17:30 ~ 18:00	Leave KOTRA to hotel		Pick-up by chartered bus

### March 31<sup>st</sup> (Tuesday)

TIME	CONTENTS	VENUE	REMARKS
09:00 ~ 09:30	Leave hotel to KOTRA		Pick-up by chartered bus
09:30 ~ 11:50	The Roles and Functions of Foreign Investment Ombudsman	KOTRA (IKP 9 <sup>th</sup> )	Dr. Ahn Choong-Yong, Foreign Investment Ombudsman
11:50 ~ 13:30	Lunch		
13:30 ~ 14:20	Grievance Resolution Case Study (Dongtan New City Development Project)	KOTRA (IKP 9 <sup>th</sup> )	Ms. Bong-Ki Park, Home Doctor
14:20 ~ 14:40	Break		
14:40 ~ 15:30	Grievance Resolution Case Study (Odfjell Terminal)	KOTRA (IKP 9 <sup>th</sup> )	Mr. Sung-Bong Seo, Home Doctor

15:30 ~ 15:50	Break		
15:50 ~ 16:40	Grievance Resolution Case Study (Asahi PD Glass Korea)	KOTRA (IKP 9 <sup>th</sup> )	Mr. Seung-Jin Kim, Home Doctor
16:40 ~ 17:00	Break		
17:00 ~ 18:00	The Foreign Investment Ombudsman System from Foreign Company's Perspective	KOTRA (IKP 9 <sup>th</sup> )	Mr. Sung-Jin Kim (Director, Overseas Marketing, Otis Elevator Korea)
18:00 ~ 18:30	Leave KOTRA to hotel		Pick-up by chartered bus

### **April 1<sup>st</sup> (Wednesday)**

TIME	CONTENTS	VENUE	REMARKS
08:30 ~ 10:00	Leave hotel to Incheon Free Economic Zone (IFEZ)		Pick-up by chartered bus
10:00 ~ 11:10	Introduction to IFEZ		
11:10 ~ 11:20	From IFEZ to the Headquarter of Foreign Invested Company		Chartered bus
11:20 ~ 12:20	Visit to Foreign Invested Company	A-1 Engineering	
12:20 ~ 13:40	Lunch		Hosted by IFEZ
13:40 ~ 14:00	Visit Incheon Bridge Public Relations Office and Convention Center		Chartered bus
14:00 ~ 16:30	Visit Incheon Bridge Public Relations Office and Convention Center, and Incheon Bridge		Accompanies by Administrative Official, Mr. Ki-Seok Gong
16:30 ~ 18:00	Leave IFEZ to hotel		Pick-up by chartered bus

### **April 2<sup>nd</sup> (Thursday)**

TIME	CONTENTS	VENUE	REMARKS
07:00 ~ 11:30	Leave hotel to Ulsan Metropolitan City		Pick-up by chartered bus
11:30 ~ 12:00	Introduction of Ulsan Metropolitan City (PR video and introduction to investment promotion policies of Ulsan Metropolitan City)	International Conference Room, Ulsan Metropolitan City Hall	Investment Support Center, Department of International Cooperation, Ulsan Metropolitan City
12:00 ~ 13:30	Lunch		Head of Department of International Cooperation, Ulsan Metropolitan City
13:30 ~ 14:00	Move to Hyundai Motors		Chartered bus

14:00 ~ 15:00	Industrial Site Tour (Hyundai Motors)	Hyundai Motors	Guide Tour by Mr. Jong-Han Shin (Department of International Cooperation)
15:00 ~ 15:20	Move to Hyundai Heavy Industries		Chartered bus
15:20 ~ 16:30	Industrial Site Tour (Hyundai Heavy Industries)	Hyundai Heavy Industries	Guide Tour by Mr. Jong-Han Shin (Department of International Cooperation)
16:30 ~ 17:00	Move to Ulsan Metropolitan City Hall		Chartered bus
17:00 ~ 17:30	Visit to the Mayor of Ulsan Metropolitan City	Reception Hall of Ulsan Metropolitan City Hall	Accompanied by the Head of Department of International Cooperation, Ulsan Metropolitan City
18:00 ~ 22:00	Leave Ulsan City to hotel		Pick-up by chartered bus

**April 3<sup>rd</sup> (Friday)**

TIME	CONTENTS	VENUE	REMARKS
09:00 ~ 09:30	Leave hotel to KOTRA		Pick-up by chartered bus
09:30 ~ 10:30	Summing-Up Session and presenting of certificates	KOTRA (IKP 9 <sup>th</sup> )	Dr. Ahn Choong-Yong, Foreign Investment Ombudsman
10:30 ~ 11:00	Photo Session	KOTRA	

### 3. List of Participants

No.	Country	Agency	Full name	Title
1.	Afghanistan	Afghanistan Investment Support Agency (AISA), Regional Office Kandahar	Mr. Ahmad Wali POPAL	Assistant Regional Manager
2.	Dominican Republic	Centro de Exportacion e Inversion (CEI-RD)	Ms. Catalina PELAEZ	Aftercare Specialist
3.	Maldives	Ministry of Economic Development and Trade/Invest Maldives	Mr. Ahmed MUMTHAZ	Assistant Director
4.	Mongolia	Foreign Investment and Foreign Trade Agency (FIFTA)	Mr. Dugarjav GANPUREV	Vice Chairman
5.	Nepal	Ministry of Industry	Mr. Dhruva Raj JOSHI	Director, Foreign Investment Division
6.	Solomon Islands	Ministry of Commerce, Industries, Labour & Immigration	Mr. Eric MAEFELO	Principal Investment Officer (Monitoring), Foreign Investment Division
7.	Egypt	Common Market for Eastern and Southern Africa (COMESA)	Ms. Dina HELAL	Marketing Officer
8.	New Zealand	Investment New Zealand (Seoul)	Ms. Sunah KIM	Investment Manager
9.	Pakistan	Board of Investment (BOI)	Mr. Muhammad Adnan KHAN	Project Coordinator (ASEAN)

**UNCTAD/WAIPA Resource persons:**

Mr. Vladimir Pankov, Economic Affairs Officer, DIAE, UNCTAD secretariat

Ms. Carine Borel, Project Assistant and Membership Coordinator, WAIPA secretariat

## 4. Study Tour Photos

