

10 de noviembre 2015
Las Naciones, Hotel Barceló



DOING BUSINESS KOREA

Conferencias • Show Room • Ruedas de Negocio
Net Working

TRADE BROCHURE

Greetings and wishing you success in all your daily activities, through this brochure, we are inviting you that your company participates actively on the next Doing Business KoreaGT which will be held on venue: Las Naciones lounge, Hotel Barceló, in Guatemala City on November 10th., 2015. The main topic will be:

Increase your bussiness opportunities in the
business dynamic between Korea and
Guatemala

The Organizing committee is offering to several companies the opportunity to become sponsors of the event, receiving the acknowledgment of their company and the opportunity to expose their products.

Herein, we are sending you the Trade Brochure of the event, on which are included all sponsors options, choosing different elements according to the amount that will be granted.

We hope to count with your companys valuable support in this event.

Best regads,

Ambassador
Rafael A. Salazar Gálvez
President

Guatemalan and Korean Trade Chamber

DOING BUSINESS KOREA

NOVEMBER 10TH, 2015
HOTEL BARCELÓ



Doing Business KoreaGt 2015

Increase your business opportunities in the business dynamic between Korea and Guatemala

Trade between Guatemala and Korea is greater than 1600 million dollars per year. On the previous years the bilateral business have increased broadly with new products and services. Now, more than 300 Guatemalan and Korean companies have presence on common markets and are willing to increase their trade bonding. At government level, A Free Trade Market is being negotiated between Korea and CentralAmerica which will increase in a short term, the dynamic of businesses, so is the precise moment for your company to have presence on the biggest trade event of the year: Doing Business KoreaGt.

Why should you be interested?

The participants (sponsors, stands and participants) from the event Doing Business KoreaGt, will have the opportunity to count with a branding presence of their products and services before a selected group, related to the business between Guatemala and Korea. In the event, more than 100 companies will participate related to the bilateral trade, that are interested to increase their business volumen through business rounds, conferences, trade fairs and networking.

Event

- × Date: November 10th., 2015.
- × Venue: Las Naciones lounge, Hotel Barceló

Objectives

- × Interact with more than 100 companies related to business between Guatemala and Korea.
- × Reach a volume of business expectation at least of USD 10 millions.
- × Spread important topic of bilateral trade: technology, equipment, health, food, environment and clothing.

Visitor Profile

Business man and women oriented to international business exchange (investment, exportation, importation, services and representation); with interest or experience in Asia, specially South Korea.

Who is organizing the event?

The organizing committee is the Guatemala and Korea Trade Chamber and Koica Alumni Guatemala.

Binational Trade

The South Korea market is almost 50 million people with high acquisitive power. They lead technological industries and equipment with worldwide companies of products such as: semiconductors, mobiles, ships, metals, automobiles, among others. On 2014, Guatemala has exported to Korea, USD 439.1 millions, mainly agricultural products, but as well new products as recycling and minerals.

Guatemala is the biggest market of exportation of Korea in the region, and it is the strategic point to search new markets in the centroamerican area. The country imports from South Korea, mainly derivatives of oil, vehicles, textile, equipment and electronics. On 2014, the imports from that Asian country added USD 1,168.2 millions.

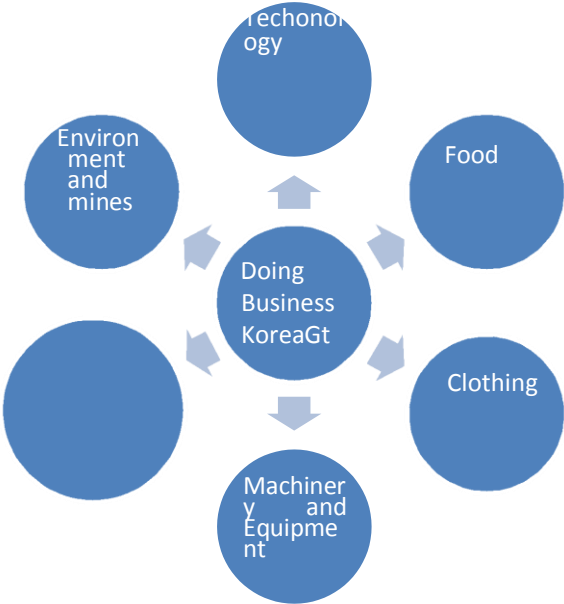
DOING BUSINESS KOREA

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Business Categories:



Health



DOING BUSINESS KOREA

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Conferences Topics

1. South Korea and Guatemala: Market Profile and its opportunities
2. Business between Guatemala and Korea: A story to tell
3. Korea, a development example
4. Technological progress offered by Korea
5. Food and beverages, an emerging market.
6. Mining experience between Guatemala and Korea.
7. The development of the textile industries.
8. Panel: Doing Business Korea: a working building

GENERAL INFORMATION FOR SPONSORS

The organizing committee of DOING BUSINESS KOREA GT is offering to several companies the opportunity to become sponsors of the event, receiving the acknowledgment of their company and the opportunity to expose their products.

In the next list several options of sponsorship are mentioned, which can be selected from different elements according to the amount that will be granted. If a sponsor wishes to organize a previous event, during or after the Congress, he/she will need the approval of the Organizing Committee. The sponsors can't organize a parallel event to the encounter. All sponsors will be treated with the principle "the first one that arrives, the first one who picks".

At the reservation moment of your sponsorship or trade space, we will be sending you a Manual, which the dates and payment are specified, as well all the information regarding settings, etc.

SPONSORSHIP OPTIONS

Your company has been invited to apply to different sponsorship opportunities, the sponsors will be announced in the future publicity and the final program. The options that are available are the following:

- Platinum VIP
- Diamond
- Gold
- Trade Spaces

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PLATINUM VIP PLATINUM VIP

(3 available sponsorships)

This exclusive sponsorship includes:

- **Opportunity to lecture a conference within the scientific program of the event**
- **Closing cocktail sponsor .**
- **Image of your company on the screens at the conferences.**
- **Opportunity to screen a video of your company (2 minutes) withing the day's program, it will be screened two times during the event.**
- **Trade space of 3x2 meters at the Platinum area.**
- **Logo of your company in the participants tags**
- **Advertisement of one page 5.5"x8.5" full color in the Program of the Congress**
- **7 registrations to the Congress**

Investment Cost US\$4,500.00

DIAMANTE

(3 available sponsorships)

- **Opportunity to lecture a conference within the scientific program of the event**
- **Image of your company on the screens at the conferences.**
- **Opportunity to screen a video of your company (2 minutes) withing the day's program, it will be screened two times during the event.**
- **Trade space of 3x2 meters at the Platinum area.**
- **Logo of your company in the participants tags**
- **Advertisement of one page 5.5"x8.5" full color in the Program of the Congress**
- **7 registrations to the Congress**

Investment Cost US\$3,500.00

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Gold Sponsorship

- 1 Trade space of 3x2 mts., Platinum area
- Sponsorship shared at Coffee break
- Opportunity to set a branding of your company at the coffee break area
- Advertisement of 1/2 página de 5.5" x 4.25" full color in the Program of the Congress
- 5 registrations to the Congress

Investment Cost US\$3,200.00

Trade Spaces

- 1 trade space of 4x2 mts, Platinum area US\$1,500.00
- 1 trade space of 3x2 mts., Gold area US\$1,200.00

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Extras Sponsorship Options

There are another sponsorship options that will allow to promote your company according to your budget. These extra sponsorships only would be purchased by the event sponsors or to companies that have bought a trade space. We are willing to hear your suggestions.

Conference lounge Includes: <ul style="list-style-type: none">• Lounge withing the Conventions Center• Permanent Coffee• Furniture• Option to set exclusive publicity of your company within the lounge	Us\$1500.00 Per day
Note Block and pens Opportunity to have your logo printed on the note blocks and pens that will be given to the participants at the event.	Us\$1500.00
LINK OF YOUR COMPANY AT THE OFFICIAL WEBSITE OF THE CONGRESS Direct link of the congress website to your main company website.	Us\$200.00
T-SHIRTS Opportunity to place your logo (exclusive for one company) on the Congress Staff T-shirts.	US\$1000.00
PUBLICITY OF YOUR COMPANY Opportunity to set publicity of your company within the official backpack that will be given to the participants. It does not include material.	US\$500.00
ADVERTISEMENT OF THE PROGRAM A full page of 8.5" high x 5.5" full color (it does not include art creation)	US\$500.00
ADVERTISEMENT OF THE PROGRAM A full page of 4.25" high x 5.5" full color	US\$350.00

Special requests:

If you have any suggestion of how would you like to present the company to the congress, please contact us.

MORE INFORMATION

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creacionv@gmail.com

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TRADE EXPOSITION MAP

