OK-Biz holds export consultations with 120 SMEs in North Jeolla Province

OKA and Jeonbuk Province host 2025 3rd World Korean Business Forum and Export Consultation

The Overseas Koreans Agency (Commissioner Kim Kyung-hyup) partnered with North Jeolla Province (Gov. Kim Kwan-young) to host the World Korean Business Forum and Export Consultation at Lahan Hotel in Jeonju on Nov. 12-13, supporting exports for small and medium-sized enterprises based in the Jeonbuk region.

On Nov. 12, a forum was held where experts gathered to discuss business revitalization for building a Hansang (韓商) Korean diaspora business economic sphere.

OKA Vice Commissioner Byeon Cheol-hwan (4th from L) and other key attendees pose for a commemorative photo at the World Korean Business Forum and Export Consultation, which was held at Lahan Hotel in Jeonju on Nov. 12-13.

Approximately 110 participants attended the forum, including OKA Vice Commissioner Byeon Cheol-hwan, Vice Gov. Kim Jong-hoon of North Jeolla Province, members of the Overseas Koreans Business Advisory Group (OK-Biz), and representatives of Small and Medium Enterprises (SME). The event proceeded with an opening ceremony, keynote presentations and a panel discussion.

"With the global popularity of K-culture and the heightened brand recognition of Korea following the Gyeongju APEC Summit, now is the optimal time for our companies to expand overseas," Deputy Commissioner Byeon said in his opening remarks. "I hope this export consultation meeting will serve as an opportunity to expand the overseas market entry for outstanding companies based in Jeonbuk."

Following this, Jeonbuk Research Institute researcher Na Jeong-ho presented on the topic "measures to boost exports by SMEs in North Jeolla Province."

Professor Park Jeong-eun emphasized in her presentation titled "The future of the global Korean diaspora economic zone: The next-generation platform connecting regions and the world" that "The Hansang Korean diaspora economic zone demonstrates the ripple effect of Korea's cultural and economic convergence, and can evolve beyond a business network into a soft power economic zone based on Korean culture and identity.

"The global expansion of the K-content, K-beauty and K-food industries will generate even stronger synergy when combined with the cultural trust assets inherent in the Korean diaspora network," she added.

Professor Seok Jun-ho of the International Trade department at Jeonbuk National University then presented on "Global trade trends and measures to boost exports by domestic SMEs." Following this, Lim Hye-sook, director of the Australia Korean Welfare Association (former president of World-OKTA Sydney Chapter), continued with a presentation titled "The path to the Australian market: Successful overseas expansion strategies for SMEs."

The export consultation meeting held Nov. 13 was attended by approximately 80 participants, including 23 members of the Overseas Korean Business Advisory Group (OK-Biz) and overseas buyers invited by North Jeolla Province. They actively supported the overseas expansion of 120 SMEs based in the Jeonbuk region through one-on-one business consultations and other activities.

Notably, companies were categorized and matched accordingly, and buyers' demands were identified in advance to facilitate tailored one-on-one consultations. Additionally, advisory services were provided on trade policies, including customs and legal matters, to support companies' overseas expansions.

The first and second World Korean Business Forum and Export Consultation (held in Busan in June and Jeonnam in October) organized by the OKA saw participation from 60 overseas Korean businesspeople. These events facilitated 380 business meetings with 200 companies and achieved export consultation results worth 69.6 billion won.

The OKA plans to host two to three World Korean Business Forum and Export Consultation meetings in 2026 to support the overseas expansion of Korean SMEs through cooperation with local governments. 🇰🇷