



**CONNECTING BUSINESS
TO THE GLOBAL**



“Korea is one of the most exciting and dynamic markets in Asia. It offers huge opportunities, but can also be a challenging market to do business.”

Young Ho Seo CEO & President GBP



**Young Ho Seo,
CEO & President
GBP**

Newly Realized Value

Korean corporates constantly search for opportunities to move globally to find opportunities. In order to target the companies for inward investment, it is essential to understand Korean business cultures and connections

In the business world it is no longer about making profit but also creating value to contribute to the local and global market

We always look forward to and encourage corporates and IPAs to integrate their values and economies into the culture and life of people.

We can save your management time and increase your return on investment.

GBP is gateway for your business to the global market

Registered in the Republic of Korea, GBP offers corporates and foreign offices representation, FDI lead generation, business promotion and consulting services.

We aim to be reliable partner for public and private businesses to add newly realized value to Korean and global market.

Our unique selling proposition is in having access to both government and senior business circles in Korea. GBP has represented a diverse range of overseas organizations and companies and actively provides dedicated client tailored services.





250
projects completed

5,000
Contact database



Connecting business to the global



FDI Consulting

GBP is the most experienced provider of overseas investment services in Korea. We have particular expertise in the identification of potential outward investors. We have a strong personal contacts with decision makers in international corporates and government bodies.

Investment promotion

We provide in-depth research on potential investors based on our expertise, data base and connections. For active investment promotion, we organize marketing events, publicity support and aftercare assistance to retain Korean investors.

Roadshow and event organizing

After thorough research on targeted entities, we arrange roadshow to visit respective organizations and corporates during IPA delegation business trip to Korea. We organize investment promotion seminar to raise awareness, to provide useful information of foreign region and to get point of contact for your business.

Representation

We offer representation service as local contact office in Korean market to be on real time communication with potential investors.

Worldwide networks

GBP provides IPAs and EDOs from over four different continents with lead generation, roadshows, inward missions, representation services, location brand marketing, FDI strategy, corporate locations advisory and market intelligence in Korea. We actively engage to promote and engage potential Korean investors.



- ★ GBP office
- Current clients
- Past clients

Business consulting

GBP is a well-known business consulting firm assisting overseas companies to land softly into dynamic Korean market.

Market research

We provide opportunity assessment, competitive analysis and market entry strategy in Korean market.

Business partner search

Identifying right partners and building a close relationship are essential groundwork that needs constant updates and exchanges. We assist in identifying potential business partners and key account customers.

Representation service

GBP acts as Korean representative at initial stage for companies to establish firm ground work in Korea. We emphasize on having a stationed or locally employed representative to provide real time service to clients effectively and efficiently.



We have completed market researches and business partner searches for many European brands to enter Korean market



Management team

Young Ho Seo President & CEO

With 23 years of experience in FDI and business development strategy in Europe, North America, the Middle East and Asia, Young Ho Seo has expertise in developing investment strategy based on market trend, organizing business matchmaking events and seminars, and training consulting tools and systems.

During his career, Young Ho Seo has presented in over 100 FDI & business consulting conferences, organized over 100 FDI & business matchmaking roadshows, and managed over 40 FDI & business consulting seminars.

Some of his career history includes:

- Invest Hong Kong: Korea Chief Representative(Jan 2016~)
- Louisiana Economic Development: Chief Korea Representative(2015~)
- The Ontario Ministry of Economic Development, Employment and Infrastructure: Korea International Investment Development Representative(2015~ Jun 2016)
- London & Partners: Korea Chief Representative(19997~Mar 2017)
- South East England Development Agency, Korea Chief Representative(2007~2011)
- ABICOMMS, General Manager(1997~2002)

Kook Hyun Chung Senior Advisor

With over 30 years of experience working in leading Korean corporate, Samsung Electronics, Kook Hyun Chung is an expert in creative industrial design and corporate management, brand value marketing strategy and training young entrepreneurs in Korea.

Annie Kim Director

With over 9 years of experience working in Global Business Partners, Annie Kim has expertise in doing market research, organizing roadshows, investment promotion seminars, and managing delegation, and business matchmaking.

Eun Mee Ko Project Manager

With over 4 years of experience working in Global Business Partners, she has generated key leads, assisted projects, organized FDI promotion seminars and delegation events for foreign IPAs and EDOs. (in Asia and China)

Eun A Cho Project Manager

With over 4 years of experience working in Global Business Partners, she has generated key leads, assisted projects, organized FDI promotion seminars and delegation events for foreign IPAs and EDOs. (Europe and Middle East)

Bo Ra Ju Project Leader

By working in the Global Business Partners, she has generated leads and prospects, assisted projects, organized FDI promotion seminars and delegation events for foreign IPAs and EDOs. (Europe and Middle East)

**“Finding the right partner and
getting excellent local advice
is a key to business success
in Korean market”**

Young Ho Seo CEO & President GBP

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please contact

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