

KNOWLEDGE MANAGEMENT

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TITLE: Knowledge Sharing and Lessons Learned – Traveling to South Korea as a Hosted Buyer at the Green Energy Expo in Daegu, South Korea.

PURPOSE: Sharing lessons learned from attending the Green Energy Expo in Daegu, South Korea 3-5 April 2019.

BACKGROUND: KOTRA (Korea Trade-Investment Promotion Agency) has established since 1962 to contribute the development of Korea economy by performing works such as trade promotion, investment between domestic and foreign companies including support industrial technology cooperation. KOTRA organized the “GREEN ENERGY EXPO 2019” will provide an opportunity for you to have business experience with Korean companies in green energy industry. COT, through the Office of the Managing Director, was invited to send one participant for the event.

ON THE ORGANIZER

AVAILABLE RESOURCES: The Event was organized by KOTRA through their country office here in Bangkok. KOTRA Participation Incentive Support for Business Meeting Buyer includes 50% Airfare Support to a maximum of 375 USD (THB 11,500) can be availed by hosted participant. Accommodation to a 4-star hotel is included. Airport transfers were not provided. The participant will bear the cost of meals, visa and other expenses.

APPLICATION, PROCESSING AND CONFIRMATION: Invitation is received on 3 March or a month before the actual event through the Office of the Managing Director. Application form is then submitted to KOTRA focal person for evaluation and approval. This includes indicating which of the 135 Exhibitor list COT is interested to have B2B meetings. The processing and confirmation to the application is done through KOTRA’s focal person in Thailand. Processing takes only one day.

EVENT SCHEDULE: Final travel itinerary from the organizers was emailed a week before the travel.

PICKUP AND TRANSFER TO AIRPORT AND HOTEL: No pickup but taking a metered taxi is easy.

HOTEL ACCOMODATION: I was booked at a 4-star Novotel Ambassador Hotel Daegu.

KITS: Registration Badges and Kit bags was provided upon arrival at the hotel.

TRANSFER TO AND FROM THE VENUE AND HOTEL: Shuttle Service is provided from the hotel to the venue and vice versa. First bus leaves the hotel at 8:30 am and the second bus waits for the late comers.

VENUE / FACILITIES: The venue is located at the heart of Daegu and at the middle of the commercial center. It is about 10-minute drive from the hotel. It is the biggest exhibition center in Daegu but relatively smaller than Impact Arena.

MATERIALS: Registration Badges and Kit bags was provided upon arrival at the hotel.

ORGANIZER'S ASSISTANCE: Assistance was made available in the hotel lobby and in the organizers pavilion during the event. KOTRA provided a guide / interpreter during the B2B Meetings for the whole day. The organizers also provided a wellness the following day to introduce Korean traditional medicines.

HOTEL DEPOSITS: No deposits were required.

ON GOING TO SOUTH KOREA (DAEGU)

VISA PROCESSING: VISA application is straightforward at the South Korean Embassy. Visa is issued after 6 days upon submission of the passport and application form. The embassy provides free use of their photocopy machines and politely assist the applicants. Filing of application takes an hour and claiming the VISA approval takes less. There are no charges for the VISA.

AIRPORT: The airport in Daegu is very small in comparison with its neighboring cities around the region. Hence, going in and out is very easy and there are only a few international flights. The immigration officer is aware of the event and of the participants, hence, the process is also quick.

HOTEL: It takes around 20-minute travel from the airport to Novotel Ambassador Hotel. The hotel is in the middle of the city and about 10-minute drive from the venue. There are no hassles in entering and getting the keys to the room booked by KOTRA.

MONEY EXCHANGES: Money exchange in the airport varies. One can better get their money exchange at the Suvarnaphumi airport.

FOOD: Korean food is delicious and safe. Food are provided in the venue and breakfast is also provided in the hotel. There are plenty of convenient store one can buy but not all speak English well. They are mostly located underground along the metro-rail area since the temperature on the grounds are 0 degrees.

TRAVELING ON VEHICLE: There are plenty of taxis in Daegu. It is noticeable that only few private cars are on the streets since most use the bus or the underground metro-rail. Seoul and Busan is around 8 hours using the speed railway transit. There is no need to travel much since the hotel is located at the commercial center.

TRAVELING ON FOOT: One will immediately notice that there are nobody walking along the streets because of the very low temperature which is near zero degrees. The hotel is about 100 meters away from the nearest underground entrance and it is full of flee markets and small stores offering all kinds of products and services. Be sure to bring thick clothing, jacket and hood when on the ground.

Also bring a good walking shoes for long walks.

WIFI CONNECTIVITY/INTERNET CONNECTION/SIM CARD: It is a must to get a sim card to have good, uninterrupted wifi connectivity since it is easy to get a sim card in South Korea. One can also use SIM2FLY from AIS in Bangkok Airport before flying. Most hotels have a free Wi-Fi but is a must to have a data connection especially if you are using goggle maps for navigation around the city. Take note that South Korea use Naver map application instead of google map.

Comparison between the Planned Activity by the Organizer and the actual event as it happened

Activity	Planned According to the Organizers	Actual as it happened
1. Pick up at the Airport	No pickup but a booth should be at the airport to guide the participants	Found None but easy to take a taxi
2. Hotel Accommodations	Booked at the Hotel Exco	Booked at the hotel Novotel Ambassador, an upgrade from the original hotel
3. Transfer to and from venue and hotel	The schedule is to leave the hotel at 8.45 am on the first day and back at 5.00 pm.	The bus service is very prompt with a second bus for the late comers.
4. Kits	Kit bags and other materials will be provided in the hotel.	According to plan
5. Organizer's Assistance	Will be provided in the event site and in the hotel.	According to plan and also a guide/interpreter to assist was provided for the B2B meetings
6. Deposit	No deposit	No deposit
7. Visa	Organizers advice embassy of the event and the participants	Very smooth
8. Money Exchange	No advice	FOREX at the Suvarnaphumi Airport is reasonable
9. Food	No advice on the type of food from the organizers	Available foods are of international standard both in the hotel and venue.