



Business Matchmaking Service at Korea's Premier Solar Industry Events

Korea, the world's 10th largest energy user, has embarked on a comprehensive strategy to dramatically expand its use of alternative renewable energies. Under the government's long term "Low Carbon, Green Growth Plan," renewable energy sources should account for **11 percent of power consumption by 2030**, a dramatic increase from the current 2.3 percent. The government's planned investments in alternative energy will exceed **USD 80.8 Billion** by 2030. Korea's solar energy sector is already the fourth largest in the world and is expected to **increase 44-fold** in the next twenty years.

Both Expo Solar 2010 and Solarcon Korea 2010, two of Korea's major solar energy industry trade events, will coincide on the same dates in 2010 offering a unique and convenient opportunity for U.S. solar companies to tap into Korea's strong and growing market. These two events will feature state-of-the-art PV industry products and technologies and their organizers expect to attract some **800 exhibitors and 80,000 visitors from 40 countries combined**. CS Korea will work with U.S. companies visiting the shows to facilitate their efforts by developing special "Gold Key Service" programs for US companies during the 3 days of activities. We will develop your schedules to maximize your exposure at both shows and arrange customized meetings and site visits designed to give you the best chance of expanding into the dynamic and highly promising Korean market.



Expo Solar 2010
<http://www.exposolar.org/2010/>
Date: Feb. 3-5, 2010
Venue: KINTEX, GoYang, Korea



Solarcon Korea 2010
<http://www.solarconkorea.org/>
Date: Feb. 3-5, 2010
Venue: COEX, Seoul, Korea

Value-added Services provided by CS Korea

- Conduct **pre-show promotional outreach** on your behalf to Korean solar energy companies
- Provide **targeted market research and counseling** before, during and after the show
- **Facilitating Access and Admission** to both the Expo Solar and Solarcon trade shows and related industry events taking place around Seoul
- **Matchmaking and introductions** including scheduled one-on-one meetings with vetted and qualified potential Korean partners and buyers
- **Logistical support** including local transportation support, hotel reservation, audio/visual needs, etc.
- **Promotion** of your company on our Korean language website

Please note that some of the above services are fee-based. For more information on this program and how it can help you meet your goals, please contact, Mr. Mark O'Grady, Commercial Officer or Mr. Young Wan Park, Commercial Specialist, U.S. Embassy (Address: 32 Sejong-ro Jongro-gu Seoul 110-710 Korea, Tel: 82-2-397-4535, Fax: 82-2-739-1628, E-mail: Young.Park@mail.doc.gov or visit our Website at www.buyusa.gov/korea.