

GROWING TOGETHER



KOREA & LOS ANGELES COUNTY



PRESENTING SPONSOR:



LOS ANGELES COUNTY
ECONOMIC DEVELOPMENT CORPORATION



WORLD TRADE CENTER ASSOCIATION
LOS ANGELES - LONG BEACH

The LAEDC thanks the following Business Leaders for their generous support:



**Bank of America
Merrill Lynch**



**WELLS
FARGO**



AECOM



American Airlines

For information about LAEDC membership, contact Justin Goodkind (213) 236-4813.

GROWING TOGETHER



PREPARED BY:

Ferdinando Guerra, International Economist
Principal author and researcher

With special thanks to Rafael De Anda for his research assistance.



Los Angeles County Economic Development Corporation
Kyser Center for Economic Research
444 S. Flower St., 37th Floor, Los Angeles, CA 90071
Tel: (213) 622-4300 or (888) 4-LAEDC-1
Fax: (213) 622-7100
E-mail: research@laedc.org
Web: <http://www.laedc.org>

The LAEDC, the region's premier business leadership organization, is a private, non-profit 501(c)3 organization established in 1981.

The LAEDC would like to thank the following organizations for their generous support of the *Growing Together: Korea and Los Angeles County* report.

PRESENTING SPONSOR:



SPONSORED BY:





As Southern California's premier business leadership organization, the mission of the LAEDC is to attract, retain, and grow businesses and jobs for the regions of Los Angeles County. Since 1996, the LAEDC has helped retain or attract more than 175,000 jobs, providing \$8.5 billion in direct economic impact from salaries and more than \$145 million in tax revenue benefit to local governments and education in Los Angeles County.

REGIONAL LEADERSHIP

The members of the LAEDC are civic leaders and ranking executives of the region's leading public and private organizations. Through financial support and direct participation in the mission, programs, and public policy initiatives of the LAEDC, the members are committed to playing a decisive role in shaping the region's economic future.

BUSINESS SERVICES

The LAEDC's Business Development and Assistance Program provides essential services to L.A. County businesses at no cost, including coordinating site searches, securing incentives and permits, and identifying traditional and nontraditional financing including industrial development bonds. The LAEDC also works with workforce training, transportation, and utility providers.

ECONOMIC INFORMATION

Through our public information and for-fee research, the LAEDC provides critical economic analysis to business decision makers, education, media, and government. We publish a wide variety of industry focused and regional analysis, and our Economic Forecast report, produced by the **Kyser Center for Economic Research**, has been ranked #1 by the Wall Street Journal.

ECONOMIC POLICY AND ANALYSIS

The LAEDC Economic and Policy Analysis group offers thoughtful, highly regarded economic and policy expertise to private- and public-sector clients. The LAEDC takes a flexible approach to problem solving, supplementing its in-house staff when needed with outside firms and consultants. Depending on our clients' needs, the LAEDC will assemble and lead teams for complex, long-term projects; contribute to other teams as a subcontractor; or act as sole consultant.

LEVERAGING OUR LEADERSHIP

The LAEDC operates the World Trade Center Association Los Angeles-Long Beach (WTCA LA-LB), which facilitates trade expansion and foreign investment, and the LAEDC's Center for Economic Development partners with the Southern California Leadership Council to help enable public sector officials, policy makers, and other civic leaders to address and solve public policy issues critical to the region's economic vitality and quality of life.

GLOBAL CONNECTIONS

The World Trade Center Association Los Angeles-Long Beach works to support the development of international trade and business opportunities for Southern California companies as the leading international trade association, trade service organization and trade resource in Los Angeles County. It also promotes the Los Angeles region as a destination for foreign investment. The WTCA LA-LB is a subsidiary of the Los Angeles County Economic Development Corporation. For more information, please visit www.wtca-lalb.org.



WORLD TRADE CENTER ASSOCIATION
LOS ANGELES - LONG BEACH

Special acknowledgments to the World Trade Center Association Los Angeles-Long Beach

- Vance Baugham, President
- Lianne Chua, Director of Asia Operations



TABLE OF CONTENTS

EXECUTIVE SUMMARY	1
INTRODUCTION	7
SECTION 1 • HISTORICAL TIES	16
SECTION 2 • PERSONAL TIES	18
Educational Ties	18
Cultural Ties	24
Network Ties	29
SECTION 3 • TRADE TIES	32
Los Angeles Customs District (LACD)	35
Port of Los Angeles (POLA)	40
Port of Long Beach (POLB)	42
Los Angeles International Airport (LAX)	45
Korea - U.S. Free Trade Agreement (KORUS FTA)	47
SECTION 4 • INVESTMENT TIES	50
Korea and Foreign Direct Investment (FDI)	51
FDI into the U.S. and California	52
FDI into L.A. County	53
L.A. County FDI – Green/Clean Tech Strategy	58
L.A. County Trade and Investment Organizations	66
Korean Government, Trade, and Investment Organizations	68
SECTION 5 • BUSINESS TIES	78
Fortune 500 Companies	78
L.A. County Companies Present in Korea	80
Other L.A. County Firms	87
Some Key Korean Companies Present in L.A. County	87
SECTION 6 • WHAT LIES AHEAD	96
Key Challenges	96
Key Opportunities	97
SECTION 7 • CONCLUSION	100
SOURCES	103
APPENDIX	108



KOREA AT A GLANCE

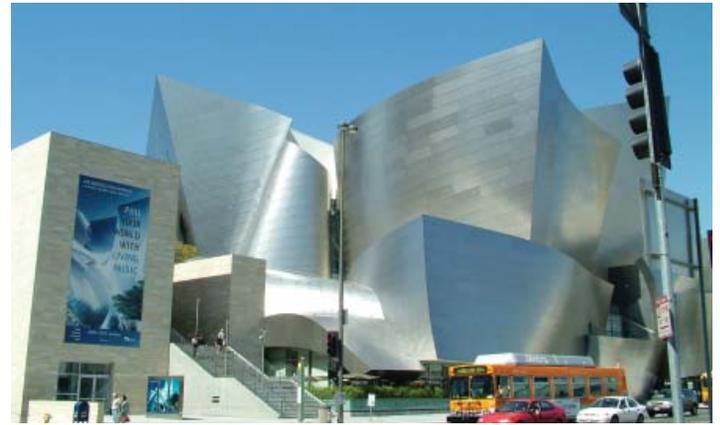
- **Official Name**
Republic of Korea
- **Geographic Area**
Slightly larger than Indiana
- **Population**
About 48.8 million (about 10.4 million live in Seoul), population growth rate is .23%
- **The administrative divisions are split into – one special city: Seoul, six metropolitan cities: Busan, Daegu, Incheon, Daejeon, Gwangju, Ulsan, eight provinces: Gyeonggi-do, Gangwon-do, Chungcheongbuk-do, Chungcheongnam-do, Jeollabuk-do, Jeollanam-do, Gyeongsangbuk-do, Gyeongsangnam-do, and one special autonomous province: Jeju**
- **Republic Government with executive, judicial, and legislative branches**
- **President of the Republic of Korea**
Lee Myung-bak
- **Prime Minister of the Republic of Korea**
Kim Hwang-sik
- **Elections**
President is elected by popular vote for a single 5-year term, the Prime Minister is appointed by the President with the approval of the National Assembly – National Assembly Elections took place in April 2012 and the Presidential Election will take place in December 2012
- **Ambassador to the U.S.**
Han Duk-Soo
- **Consul General of The Republic of Korea in Los Angeles**
Yeon-sung Shin
- **United Nations (UN) Secretary General**
Ban Ki-moon (since January 2007)
- **World Bank President**
Jim Yong Kim (Korean American who begins term in July 2012)

KOREA'S ECONOMY AT A GLANCE

- **Korea's GDP in 2011 was \$1.2 trillion**
15th largest GDP in the world (based on current official exchange rates in nominal terms)
- **12th largest GDP in the world (based on PPP*)**
- **Average GDP growth rate per year in the 1960s, 70s, and 80s was around 8%. Growth rate was around 6% in the 1990s and 5% in the 2000s (based on 2000 U.S. dollar)**
- **7th largest exporter in the world**
- **Exports constitute nearly 50% of GDP**
- **Major exports include**
Semiconductors, wireless telecommunications equipment, automobiles, computers, steel, ships, and petrochemicals
- **9th largest importer in the world**
- **Major imports include**
Machinery, electronics and electronic equipment, oil, steel, transport equipment, organic chemicals, and plastics
- **Current Account Balance**
\$36.4 billion, 12th largest in the world (defined by the sum of the value of imports of goods and services plus net returns on investments abroad, minus the value of exports of goods and services)
- **Main Ports**
Busan (5th busiest port in the world), Incheon, Kwangyang, Pohang, Ulsan, and Yeosu
- **GDP composition by sector**
Services 68.4%, Industry 24.3%, Agriculture 7.3%
- **6th highest foreign exchange reserves in the world - \$291.6 billion**
- **Labor force**
24.75 million
- **GDP per capita**
\$29,010 (in PPP)
- **Gross Domestic Savings as % of GDP**
32%

All based on the most recent data available

*Purchasing Power Parity (PPP) – A nation's GDP at purchasing power parity (PPP) exchange rates is the sum value of all goods and services produced in the country valued at prices prevailing in the United States. This is the measure most economists prefer when looking at per-capita welfare and when comparing living conditions or use of resources across countries.



EXECUTIVE SUMMARY

Los Angeles County and the Republic of Korea (**referred to hereafter as “Korea”**) are two places that have grown, and continue to grow closer together, by building a mutually beneficial relationship over the past 100 years. The peoples of Korea and Los Angeles County have developed a very special partnership due to this long shared history. Korea’s impact on Los Angeles County can be felt both culturally and economically. Indeed, Korean-Americans have become an integral part of the socio-economic fabric of the Los Angeles region over the last few decades. The past and future of Los Angeles County and Korea are linked as highlighted in this special report.

OVERVIEW OF REPORT

- The objective of the report is to describe the long, deep and growing bonds between Korea and Los Angeles County and how they have impacted the development of both places.
- First, this report provides an overview of the scope of the ties between Korea and Los Angeles County beginning with the historical ties.
- Second, the report highlights the personal connections between Korea and Los Angeles County, including the educational, cultural and network ties.
- Third, the analysis presents the economic links between the two with a focus on the critical trade links, and discusses the significance of the Korea-U.S. Free Trade Agreement (KORUS FTA).
- Fourth, the report explains the significant role played by Foreign Direct Investment (“FDI”), and identifies some key industry sectors for investment going forward.
- Fifth, the study provides some details about the business links between the two areas by profiling firms that are based in Los Angeles County and present in Korea (and some not based in L.A. County, but with Korean operations closely tied to L.A. County offices) followed by profiles of some key Korean firms located in Los Angeles County.
- In the final sections of the report, we describe some of the challenges and opportunities that lie ahead for this partnership and present some recommendations to further solidify and grow the relationship.



HISTORICAL TIES

The Koreans were the third group of Asian immigrants to come to the United States. The first wave of Korean immigrants came to the U.S. in the early 1900s. They were initially recruited to Hawaii to work on the sugar plantations, but then many eventually made their way to California. In 1910, the U.S. Census showed that there were 462 Korean residents in the U.S. and the majority lived in California. The history of the Koreans in Southern California really began in the 1920s and 1930s. In the 1930s, Korean Americans established a community in what is now known as South Central Los Angeles.

Korean immigration into the area was slow until the 1965 Immigration Act. Soon after the Act was passed, Los Angeles became a prime destination for a large percentage of Korean immigrants. Currently, downtown Los Angeles is home to Koreatown. Koreatown greatly expanded during the 1990s, and is now composed of many Korean banks, stores, restaurants, and corporations. Today Koreatown has become more ethnically diverse, yet Koreans still make up roughly 25% of the population of the area. Other cities with a large Korean-American population within Los Angeles County include Torrance, Diamond Bar, Cerritos and Glendale. Close to 226,000 Korean-Americans now reside within the Los Angeles County limits, making up about half of the Korean-American population in the state.

PERSONAL TIES

The Korean culture has always emphasized the importance of education. As the economy flourished, particularly in the 1970s, 1980s and 1990s, and with the advent of globalization, many Korean students began to take advantage of the opportunity to study abroad. The U.S. has been the leading destination for Korean students, and no other state has attracted more Korean students than California.

As the leading gateway to the Pacific Rim, Los Angeles County has emerged as the center of Asian-American economic, business, educational and cultural exchanges. The University of Southern California (USC) has the largest number of Korean students of any university in the U.S., followed by the University of California, Los Angeles (UCLA). Other Los Angeles County colleges and universities also enroll many Korean students. It is estimated that more than 2,300 Korean students are currently attending postsecondary institutions of

learning in Los Angeles County. When they become alumni and develop successful business, professional and government careers, these students will become future links between the two regions.

“As the leading gateway to the Pacific Rim, Los Angeles County has emerged as the center of Asian-American economic, business, educational and cultural exchanges.”

Korea and Los Angeles County are tied together in many ways besides education. The personal connections between the two regions include many significant cultural ties linking the county's large Korean and Korean American population. In addition, Los Angeles County has many useful business and professional associations for Koreans and Korean Americans along with national and local organizations such as the Asia Society, the U.S.-Korea Business Council, the Korean Chamber of Commerce and Industry in the U.S. (KOCHAM), and the Korean American Chamber of Commerce of Los Angeles (KACCLA). These resources go a long way in strengthening the relationship between Los Angeles County and Korea. All of these networks will continue to provide the leadership necessary for the partnership to thrive in the future.

TRADE TIES

Korea transformed its nation dramatically after the Korean War, building one of the world's largest economies since the 1960s. A major factor in Korea's dramatic economic growth was the export-led development model the nation implemented beginning in the 1960s. Other critical ingredients included a very high rate of capital investment and the vertical/horizontal “chaebol” model (which connected all factors of production and allowed the utilization of economies of scale to create some of the largest conglomerates in the world).

U.S.-Korea trade increased dramatically starting in the 1970s as Korea became one of the U.S.'s largest trading partners. In fact, the U.S. was Korea's largest or second largest trading partner behind Japan for many years before China surpassed both the U.S. and Japan. From 1970 to 2010, trade between the two nations jumped from



less than \$1 billion to over \$90 billion. During that time, Los Angeles County established very close economic ties with Korea. The Los Angeles Customs District (LACD) today handles over 50% of total U.S. trade (by volume) and roughly 30% of total U.S. trade (by value) with Korea. Indeed, the ports of Los Angeles and Long Beach together handle the majority of volume and roughly 25% of total trade value between Korea and the U.S.

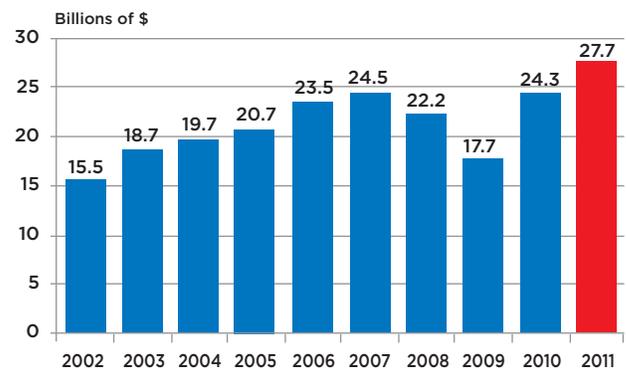
“*Like the personal ties, the economic ties between Los Angeles County and Korea are unmatched by any other region of the United States.*”

Los Angeles has been referred to as the capital of the Pacific Rim due to its deep connections with the Asian continent. Like the personal ties, the economic ties between Los Angeles County and Korea are unmatched by any other region of the United States. In fact, the growth in international trade links between Los Angeles County and Korea has contributed greatly to the economic development of the Los Angeles region. For example, the Hanjin Group has a relatively large economic impact on Los Angeles County as it generates over \$1.3 billion in economic output, provides close to 2,000 jobs and creates nearly \$54 million in annual employee earnings per year (*please see the Business Ties section for more information on the Hanjin Group*).

Trade between the U.S. and Korea dropped significantly during 2009 due to the global economic recession. However, world trade rebounded very strongly in 2010 and continued to grow in 2011. The “numbers” for the Los Angeles Customs District (LACD) were reflective of that strength as two-way trade between Korea and the LACD reached an all-time high in 2011. Korea was the LACD’s third largest trading partner in 2011, with total two-way trade valued at \$27.7 billion. Total Korean imports unloaded in the LACD (meaning general imports) were \$16.7 billion (#3), and total U.S. exports to Korea through the LACD came to \$11.0 billion (again #3). This resulted in a trade deficit with Korea of \$5.7 billion. Korea’s import-to-export ratio of 1.5 is the lowest among the LACD’s top five trading partners.

The future has become even brighter for U.S./LACD-Korea trade due to the recent passage and implementation of the Korea-U.S. Free Trade Agreement

LACD 2-Way Trade with Korea 2002-2011



Source: U.S. Census Bureau, USA Trade Online.

(“KORUS FTA”). The KORUS FTA went into effect on March 15, 2012. The biggest beneficiaries of the free trade agreement with Korea will be the ports of Los Angeles and Long Beach. The majority of all U.S.-Korea trade is handled by the ports of Los Angeles and Long Beach, and Korea is the ports’ second largest trading partner based on TEU volume. As stated, Korea is the LACD’s third largest trading partner, while the LACD is Korea’s largest trading partner among U.S. customs districts. In addition to increased port activity, downstream local trade-related industries/sectors will benefit as well.

The FTA should boost most if not all of the LACD’s top exports: information technology machinery, electrical machinery, chemicals, beef, medical equipment, aircraft engines and parts, and cotton. Removal of trade barriers can lead to dramatic results for the local trade sector. The local entertainment industry will benefit from this FTA as it will provide greater intellectual property protections and enforcement for film, software, music, and videos. The agreement should also boost manufacturing exports (particularly machinery and equipment) as Los Angeles County is the manufacturing capital of America. The FTA will support our local professional and business services industry (including finance, accounting, and law) as many non-tariff barriers will be lifted.

The KORUS FTA is the first free trade agreement between the U.S. and a large Asian economy. It lays the foundation for a larger prospective trade agreement called the *Trans-Pacific Partnership (TPP) Agreement* between the U.S. and potentially nine other Pacific nations, including Japan (our second largest trading partner).



TRADE TIES (continued)

The completion of the TPP would likely benefit the Los Angeles regional economy more than any other area in the U.S. as it would potentially include five of our top trading partners.

INVESTMENT TIES

The U.S. Bureau of Economic Analysis (BEA) defines foreign direct investment as “ownership or control, directly or indirectly, by one foreign person, or entity, of 10 percent or more of the voting securities of an incorporated U.S. business enterprise or an equivalent interest in an unincorporated U.S. business enterprise.”

Foreign direct investment (FDI) into Korea has grown substantially ever since the 1997 Asian Financial Crisis and has played an instrumental role along with international trade in propelling Korea’s economy to become the 12th largest in the world (based on Purchasing Power Parity (PPP) exchange rates). Economic development has been especially strong in the regions that have higher proportions of FDI.

Taking a Los Angeles County view, Korea ranked as one of the top sources of foreign-owned and -affiliated companies in Los Angeles County, according to a 2008 LAEDC report titled *Foreign Direct Investment in Los Angeles County*. That report identified 73 primary locations and 16 secondary locations for a total of 89 business establishments owned by companies based in Korea. The largest industry area for these establishments is wholesale trade (50 establishments), followed by transportation & warehousing (16 total establishments). Korean-owned and -affiliated companies in Los Angeles County account for 2,200 employees and \$126 million in wages. Well known Korean companies with operations in Los Angeles County include the Hanjin Group, Samsung, Hyundai, LG, Lotte International, CJ America, Korea Aerospace Industries, Kumho-Asiana Airlines, and SK Energy.

Retaining that investment and attracting more direct investment from Korea is absolutely critical going forward. Korean companies have always seen Los Angeles as an attractive place to invest for many reasons. First, Los Angeles is a large market, with a population of nearly 10 million people and at least 200,000 business establishments. The County has a highly sophisticated multi-modal distribution network, with the two ports, an international airport, plus a

well-developed freeway network and the Alameda Corridor (railroads to carry goods to the rest of the U.S.). The County has a world-class system of higher education with three world-class research universities (Caltech, USC, and UCLA) and 118 other educational institutions. Second, setting up in the U.S. allows Korean companies to avoid some of the obstacles associated with commercial disputes. Finally, the large Korean population in Los Angeles provides a “comfort factor” to Korean business managers who move into the area.

Some experts believe that future Korean investments will be made in green/clean technology industries, including electric vehicles, as well as in the renewable energy sector. Entertainment, apparel, healthcare and biotech will also be likely investment areas. Other key industries likely to attract investment range from food to digital media (animation), to robotics and engineering to creative design.

“The County of Los Angeles is aggressively pursuing foreign investment from Korea and has a very strong interest in attracting green/clean technology.”

The County of Los Angeles is aggressively pursuing foreign investment from Korea and has a very strong interest in attracting green/clean technology. The World Trade Center Association Los Angeles-Long Beach (WTCA), a subsidiary of the Los Angeles County Economic Development Corporation, strategy targets Korean investment in the clean technology, automotive industry and the alternative/renewable energy industry amongst others. This section of the report also includes a list of trade and investment resources in Los Angeles County for the benefit of foreign investors along with a parallel listing of Korean trade and economic development organizations that have offices in Los Angeles County.

The Consulate General of the Republic of Korea in Los Angeles plays the lead role in all trade and investment developments between Korea and Los Angeles County. The Consulate General promotes cooperation and exchange between Korea and the Southern California region in the areas of commerce, culture, education and science & technology in addition to handling all



official visa and passport responsibilities. The Consulate General website offers information regarding visiting Korea, culture & education, business & investment, bilateral relations, Korea's foreign policy and general information on Korea. The Consul General is Yeon-sung Shin.

The key Korean trade and investment office in Los Angeles County is the Korea Trade-Investment Promotion Agency (KOTRA). KOTRA is a non-profit government related organization that promotes trade and investment between Korea and the rest of the world. KOTRA has eight offices in the U.S. The Los Angeles office is responsible for the Southwestern U.S. (includes Southern California, Arizona, Utah, Nevada, New Mexico, Colorado, and Hawaii), and attempts to connect U.S. businesses in the region with opportunities in Korea, and to connect Korean companies with the Southwestern U.S. market. The KOTRA L.A. office plays a vital role in the overall mission of the organization as it is one of the four major offices of KOTRA. KOTRA L.A. was the second office established in the U.S. and one of the pioneer offices. In fact, its strategic importance has grown significantly over the past few decades as Los Angeles County has become the epicenter of the Korea-U.S. relationship.

Main Objectives of KOTRA

- Showcase premium Korean products
- Help U.S. companies establish an office in Korea
- Help U.S. companies find Korean business partners
- Connect U.S. investors with cutting edge Korean innovation

BUSINESS TIES

This section of the report presents two annotated lists of companies involved in foreign direct investment activities in Korea and in Los Angeles County. The first consists of companies headquartered in Los Angeles (Fortune 500 companies, Key Industry Cluster Firms and Others) and having a physical presence—an office, factory, store, etc.—in Korea and companies not headquartered in L.A. County, but with Korea operations closely tied to L.A. County offices. This list includes eight

L.A. County-based Fortune 500 companies at present, with summary profiles of each firm's activities in Korea. In addition, the list includes companies from key industry clusters including financial services, professional and business services, tourism and hospitality, fashion design and production, entertainment, technology, and bio-medical. The list is surprisingly diverse—reflecting the wide variety of industry clusters in Los Angeles County. The companies range from large to small, in industries ranging from engineering to fashion, finance, law, professional services and advanced technology.

The second list includes some key Korean firms with a presence in Los Angeles County. There are a large number of well-known Korean companies/conglomerates and not so well known small to medium sized Korean companies in Los Angeles County at present—the number is expected to grow in the future—including the Hanjin Group, Samsung, Hyundai, LG, Lotte International, and Kumho-Asiana Airlines, CJ America, KBS, MBC, Network Cable U.S.A., JEI Self-Learning Systems, etc., as well as others eager to participate in the Los Angeles County economy.

WHAT LIES AHEAD

The report next considers the factors that will influence the future relationship between Korea and Los Angeles County.

The outlook for international trade calls for increased volumes between California and Korea as the KORUS FTA went into full effect on March 15, 2012. The Korean government is pursuing macroeconomic policies that will encourage domestic consumption as it looks to resolve existing economic imbalances. On the other hand, the government also has announced that it will continue to pursue policies that allow it to expand its export markets by passing new free trade agreements. As a result, trade patterns should improve in the short and long term. The greatest opportunities in Los Angeles County-Korea trade will be the growth potential for the Los Angeles Customs District (LACD) exports to Korea as a result of continued economic growth in Korea and as a direct result of the KORUS FTA. Overall two-way trade will significantly increase between the U.S./LACD and Korea as a direct result of the removal of tariff and non-tariff barriers presently and in the coming years. Also, it is important to understand that Korea seems to be serious about creating stronger domestic spending within the economy in order to move away from such strong dependence upon export-led growth.



WHAT LIES AHEAD (continued)

The experience of the global recession of 2009 created a sense of urgency within Korean economic circles to move towards a more aggressive economic approach.

With regard to foreign direct investment, there will be strong competition from other parts of the world as well as other regions of the U.S. Still, the opportunities for Los Angeles County are many and worth pursuing. They include not only increased flows of trade but also increased employment in Korean-owned and operated business locations.

The outlook for foreign direct investment from Korea into Los Angeles County is bright. Korean companies have been and will continue to be attracted to the Los Angeles area, as the County has the highest population of Korean-Americans in the U.S., with a broad economic base and the necessary business infrastructure to enable profitable returns on their investment. Los Angeles County offers Korean companies the following: a huge market, a well-educated and trained workforce, outstanding trade infrastructure, excellent access to national and international markets, a technology rich area, first-rate apparel, auto and engineering design, the nation's largest manufacturing base, competitive costs and great weather.

“Korean companies have been and will continue to be especially attracted to the Los Angeles area as the County has the highest population of Korean-Americans in the U.S., along with a broad economic base and the necessary business infrastructure to enable profitable returns on their investment.”

The greatest opportunities for Korean investment are in the “green”/clean tech industries, entertainment, apparel, healthcare, biotech, and food. Near-term investment will most likely occur within electric automobiles, solar energy, and biotechnology. The investment will be in the form of distribution, sales and service, research and development, and regional headquarters. Other relevant opportunities are likely to be in education, digital media (animation), construction and engineering and creative design.

CONCLUSION

The report demonstrates that Korea and Los Angeles County have a very special relationship based on cultural and personal ties as well as trade, investment and business ties. No other part of the U.S. has a stronger bond with Korea. While trade, investment and business ties will be even more important in the future, Los Angeles County's large Korean population, the number of Korean students at area universities and colleges, and the area's many cultural organizations will enhance and deepen the relationship even further.

Los Angeles County is in a unique position to grow its position as America's leading gateway with Korea. The report concludes with recommendations for nurturing the existing relationship to ensure that future ties grow even stronger in the years ahead.



INTRODUCTION

OVERVIEW OF REPORT

The objective of this report is to highlight the long, deep and growing bonds between the Republic of Korea (*which we will refer to as “Korea” throughout the rest of this report*) and Los Angeles County and how they have impacted the development of both places. This report provides an overview of the breadth and depth of the ties between Korea and Los Angeles County beginning with the historical ties. Next, the report highlights the personal connections between Korea and Los Angeles County including the educational, cultural and network ties. Third, the analysis presents the economic links between the two with a focus on the critical trade links. Fourth, the report explains the significance of the role Foreign Direct Investment (“FDI”) plays in the relationship between Los Angeles and Korea and focuses on investment prospects for the future. Fifth, the study provides a description of the business and financial links by profiling the firms that are based in Los Angeles County and also present in Korea (including those not based in L.A. County, but with Korean operations closely tied to the L.A. County office) followed by profiles of some key Korean firms with a presence in Los Angeles County. In the final sections of the report, we describe some of the challenges and opportunities that lie ahead for this partnership and present some recommendations to further solidify the relationship.

THE KOREAN ECONOMIC MIRACLE

After the Korean War, the Korean economy developed into one of the most technologically advanced economies in the world. The years from the late 1960s to the early 1990s saw the highest economic growth rates, which propelled Korea from less-developed to developed status. Many factors contributed to Korea’s extremely high growth rate over the last 50 years.

Factors contributing to Korea’s rapid rise include: formidable government/industry/private sector cooperation, the emergence of chaebols, high internal investment and savings rates, a highly educated work force with a very strong work ethic, innovative technology, a pro-free trade global environment that permitted strong exports, and an abundance of cheap oil.

Korea had one of the world’s fastest growing economies from the early 1960s to the 1990s. This economic miracle is referred to by Koreans as the *“Miracle on the Han River”*. The Han River flows through the capital city of Seoul. Economically speaking, the nation is classified as a high-income, developed nation. Today, Korea boasts the 15th largest economy in the world based on nominal GDP (using market exchange rates) or the 12th largest economy in the world based on purchasing power parity (PPP) exchange rates. Korea is one of the G-20 major economies and a member of the *Organization for Economic Co-operation and Development (OECD)*. In addition, Korea is one of the Asian Tigers, a grouping of fast growing developed Asian nations including Hong Kong, Singapore, and Taiwan.

The Korean economy has only experienced two years of real negative GDP growth over the last forty years.



The nation's GDP has grown from less than \$1 billion to more than \$1 trillion over a fifty-year time period. Korea was one of the few economies in the world that actually expanded during the 2008-2009 global financial and economic crisis. This demonstrates very clearly that the Korean economy has become more dependent upon domestic consumption over recent years. In fact, consumption has become an instrumental part of Korean economic output.

The importation and adaptation of foreign technology in the 1970s and 1980s allowed Korea to accelerate the industrialization process. Investing in research and development led to breakthrough technological innovation and creativity that began in the late 1970s, and continues to this day, which has propelled Korea into a major economic powerhouse.

“Korea’s economy has been one of the greatest beneficiaries of globalization and trade liberalization.”

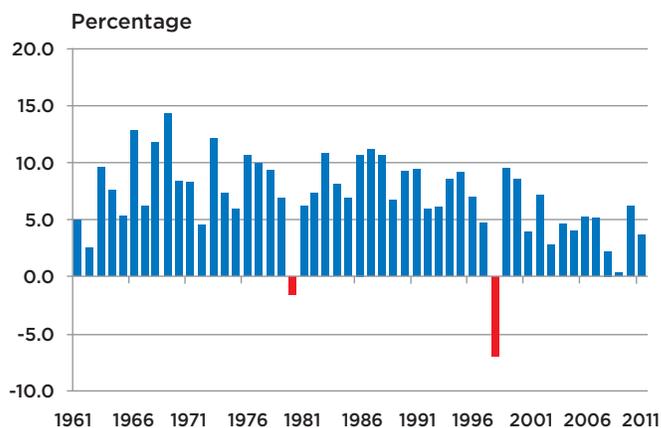
Another key factor in Korea's stellar postwar economic performance was that the nation greatly benefited from economies of scale¹. **Very large industrial enterprise groups called “chaebol” emerged during this time, which greatly increased industrial efficiency by reducing average costs and it created competitive advantages.** Their large size allowed Korean industrial firms to extend their reach beyond Korea and into international markets. Korea experienced very strong export growth beginning in the 1970s.

Korea's economy has been one of the greatest beneficiaries of globalization and trade liberalization. The nation's economic growth model has been predicated upon exports. Over the years, the Korean economy has become ever more dependent upon exports. Nearly half of Korea's GDP depends on exports. As a result, Korea's economy is very much interconnected with the world economy and particularly with the developed economies of the U.S., Europe, and Japan. However, over the past decade, the Korean economy has become more intertwined with emerging and developing economies. Its economic relationship with China has become a significant determinant of Korea's economic performance in recent years.

Korea possesses some of the world's most innovative companies across multiple industries including electronics, automobiles, and shipbuilding. Korean companies account for more than 50% of the global

market share in semiconductors and LCDs. Korean automakers have seen their global market shares rise to nearly 10%. Many of these companies have established a very significant presence in the New York/New Jersey metro area, Southern California, and Los Angeles County including *Samsung, LG, Hyundai, Lotte, POSCO, Hanjin, Hanwha, Shinhan, Hankook, and Kia* (see “*Business Ties*” for more information).

Korea Real GDP Growth



Source: World Bank

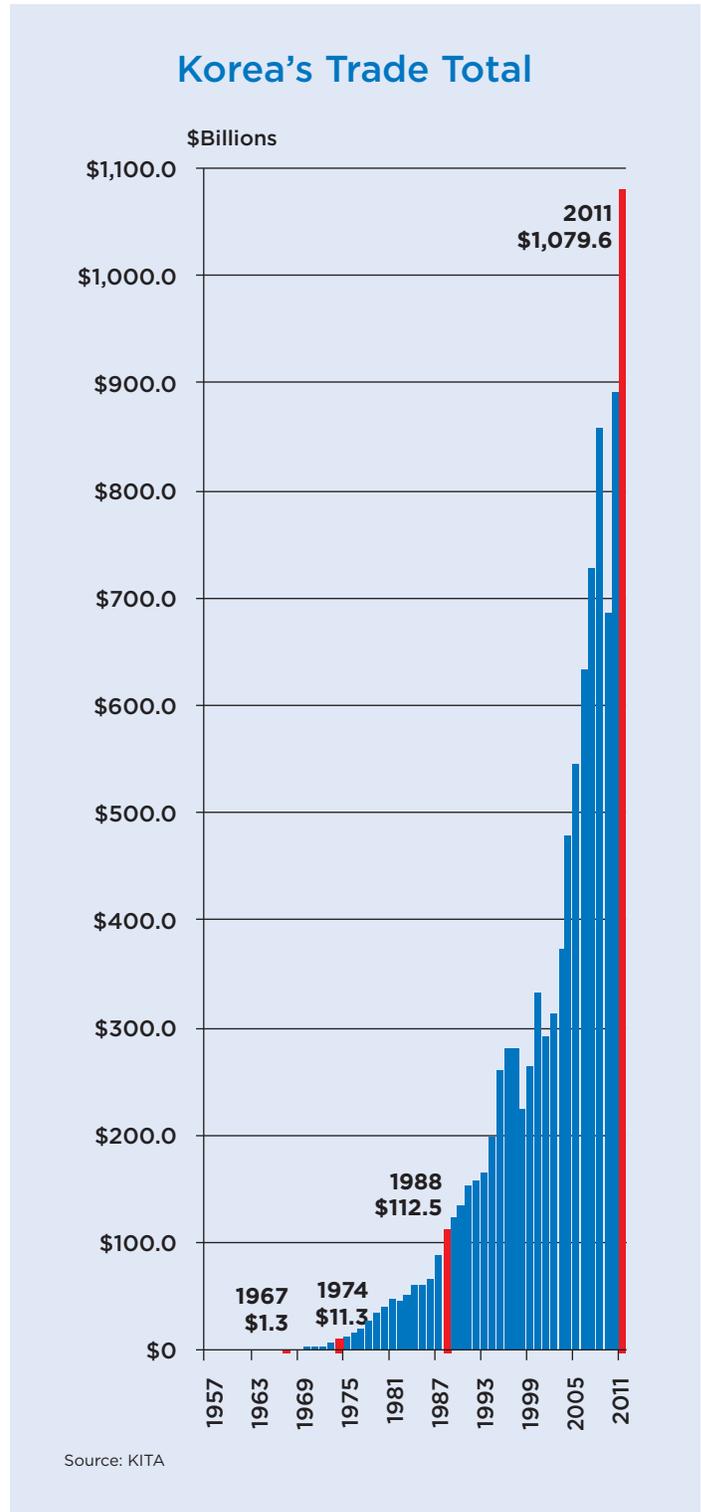
Korea's economy has grown to be closely interconnected with the U.S. economy as a direct result of economic globalization. American firms have invested heavily in Korea over the years in order to participate in the remarkable economic growth that took place after the Korean War. Until recently, the U.S. was Korea's top trading partner, and American consumers played a large role in fueling Korea's export-led growth. More specifically, Korea's economy is closely linked to California and Los Angeles County.

¹*Economies of Scale*: refers to the cost advantages that a business obtains due to expansion. There are factors that cause a producer's average cost per unit to fall as the scale of output is increased. "Economies of scale" is a long run concept and refers to reductions in unit cost as the size of a facility and the usage levels of other inputs increase.



DYNAMIC KOREA - RECENT KEY ACCOMPLISHMENTS

- Korea's GDP of \$1.46 trillion (PPP) in 2011 was the 12th highest in the world.
- Korea's total trade surpassed the \$1 billion mark in 1967, the \$10 billion mark in 1974, and the \$100 billion mark in 1988 (as shown on the chart to the right). Trade continued to grow exponentially. By 2011, Korean trade surpassed the \$1 trillion mark for the first time in its history. Only eight other countries have accomplished this feat, only six other countries accomplished this feat last year.
- Port of Busan is the 5th busiest port in the world handling 16.2 million TEUs in 2011 and experienced the highest growth rate in 2011 of the top five global ports.
- Korea was ranked 3rd in Deloitte's 2010 Global Manufacturing Competitiveness Index.
- Korea is 8th in the World Bank's Doing Business rankings of 183 economies. In the same study, Korea is ranked #2 in Enforcing Contracts, #4 in Trading Across Borders, and #8 in Getting Credit.
- 61 Korean Companies made the Forbes Global 2000 Leading Companies list in 2011. Eight Korean companies made the Forbes Fab 50 list in 2011.
- Korea is ranked 1st in Global Innovation (BCG), Broadband Access, Displays, Semiconductors, Shipbuilding, Patent Productivity (IMD), e-GOV Development Index (UN DESA), Steel Plate Producer, (POSCO), and Stable & Cheap Power Supply (MKE), according to Invest Korea.
- Korea is ranked 3rd in Information Technology Skills (IMD), Scientific Infrastructure (IMD), and Production of Petrochemicals, according to Invest Korea.
- Korea is ranked 5th in automotive manufacturing and R&D Expenditures (IMD), according to Invest Korea.





Korean Global 500 Companies

Company	Revenues (\$ millions)
Samsung Electronics	\$133,781
Hyundai Motor	97,408
SK Holdings	78,435
POSCO	52,462
LG Electronics	48,236
Hyundai Heavy Industries	38,996
GS Holding	36,570
Korea Electric Power	34,110
Hanwha	30,041
Samsung Life Insurance	28,773
LG Display	22,072
Doosan	19,937
Samsung C&T	19,765
Korea Gas	19,563

Source: Forbes Global 500 List, 2011

LOS ANGELES COUNTY PROFILE

America’s most populous county, Los Angeles County encompasses approximately 27% of California’s population. Los Angeles County would be the eighth largest state in the U.S. if it were a separate state. With over \$544 billion in annual economic output in 2011, Los Angeles County ranks among the world’s largest economies. In fact, Los Angeles County had the 19th largest economy in the world as of 2010 (measured in nominal GDP, based on official exchange rates). Its GDP was larger than Switzerland, Poland, Belgium, Sweden, Saudi Arabia, Taiwan, and Norway utilizing this methodology.

Los Angeles County Ranked #1 in the U.S.:

- **County population** 9.8 million
- **Asian population** over 1.4 million
- **Labor force** over 4.9 million
- **Professional/scientific/tech services employees** nearly 254,000
- **Asian-owned businesses** nearly 40,000
- **Two busiest seaports** 14.0 million TEUs

The Los Angeles economy has evolved into a well-rounded, diverse marketplace with a number of core competencies including higher education, creativity and design, and technological innovation. Los Angeles County is often referred to as the world’s “Creative Capital”. It is home to the world’s leading movie studios, television networks, video game developers and publishers, the music industry, and large numbers of creative artists, producers and distributors. Indeed, L.A. County has more creative establishments and creative employment than any other county in the U.S.

L.A. Firsts: Some Things Born in the Los Angeles Area

- The Internet
- The Space Shuttle
- The Douglas DC-3, the first commercially viable passenger airplane
- Disney characters: Mickey Mouse and Donald Duck
- Barbie Doll
- The Modern T-shirt (for USC in 1932)
- The Fortune Cookie
- The Mars Exploration Rovers “Spirit” and “Opportunity”
- New VW Beetle
- Epogen/Neuprogen (Bio-Tech Blockbuster Drugs)
- The multi-channel recording process
- THX Sound System (for movie theaters)
- The Modern Theme Park - Disneyland
- Celebrity PR
- The Hula Hoop
- The Aeron Chair

L.A. County is home to the nation’s largest international trade sector based on two-way trade and employment as well as the nation’s leading manufacturing sector based on employment and establishments. As a direct result of globalization, L.A. County has become the international trade capital of the U.S. Los Angeles County’s seaports and airport are the lifelines of Southern California’s leading international trade community. The nation’s two largest seaports (Port of Los Angeles and Port of Long Beach first and second respectively) make up by far the largest port complex in the nation in both cargo tonnage and containers handled. In terms of total containers processed, the port complex ranks eighth among the world’s largest ports. Los Angeles International Airport (LAX) is the largest



origin and destination (non-connecting flights) airport in the world, and the sixth busiest in the world in terms of passengers.

As to education, the County has 121 institutions of higher learning including a University of California campus, five campuses of the California State University (CSU) system, and well respected private institutions like Caltech and the University of Southern California (“USC”). Caltech, the University of California at Los Angeles (“UCLA”), and USC are world-class research universities which have positioned Los Angeles County as a leader in technological innovation and biomedical research. These world renowned schools produce a continuous flow of creative talent that feeds the County’s dynamic workforce.

Los Angeles County has been a leader in advancing environmental innovation as well. As the foremost market for alternative fuel vehicles, energy efficiency and clean air initiatives, Los Angeles County offers abundant opportunities for “green” growth. California leads the nation in clean technology investments and is first in the nation in new energy patents. In addition, California leads the nation in green-tech venture capital funding and this trend is expected to continue in the coming years. Los Angeles County has the greenest ports in the world and has set the standard for other world ports to follow. In addition, Los Angeles County is a leader in “intelligent highways” technology.

L.A. County Growth Projections

- ▶ **Population** 11.5 million by 2025
- ▶ **Nonfarm employment** 4.4 million in 2025
- ▶ **Per capita income** \$75,000 in 2025
- ▶ **Gross Product** nearly \$1 trillion in 2025
- ▶ **Will become the North American/ Global Center for Green Technology**

L.A. County is America’s gateway to Asia and it has the largest Asian-American community of any county in the nation. No other county has deeper or stronger cultural, economic, and business ties with Asia than L.A. County. As a result, Los Angeles is increasingly being recognized as the “Capital of the Pacific Rim”. No other area of the U.S. has a stronger relationship with Korea.

For example, Korea is the third largest trading partner of the Los Angeles Customs District (LACD) and one of the largest sources of foreign direct investment into Los Angeles County. Also, there are more Korean-Americans living in L.A. County (nearly 225,000) than in any other county in the US.



Company	Revenues (\$ millions)
Walt Disney	\$38,063
DirecTV	24,102
Occidental Petroleum	19,857
Health Net	13,620
Edison International	12,409
Jacobs Engineering Group	9,916
Dole Foods	6,894
AECOM	6,559
Avery Dennison	6,513
Reliance Steel & Aluminum	6,313
Mattel	5,856
CB Richard Ellis Group	5,119
Live Nation Entertainment	5,064

Source: Forbes Global 500 List, 2011



LOS ANGELES COUNTY - KEY ACCOMPLISHMENTS

- Los Angeles County has the 19th largest economy in the world with a GDP of \$544 billion based on market exchange rates.
- There are 13 Fortune 500 companies headquartered in L.A. County.
- America's most diversified economic base, Los Angeles County has one of the world's leading consumer markets and the nation's largest skilled workforce of more than 4.9 million people.
- Two-way trade values at L.A. Customs District were \$387 billion in 2011.
- LAX is the world's busiest origin and destination airport.
- Port of Los Angeles and Port of Long Beach combined are ranked #8 in the world, handling 14.0 million TEUs in 2011. The two ports handled a value of \$368.3 billion in goods and 199.5 million tons in 2011.
- Los Angeles County has America's largest port complex and a world class multi-modal distribution center to all national markets. The ports of Los Angeles and Long Beach make up the world's greenest port complex.
- America's Creative and Entertainment Capital is home to major entertainment studios including Warner Brothers, Sony Pictures, Universal Studios, Paramount Pictures, Fox and the Walt Disney Company. It is dynamic sector employing more than 298,000 people.
- America's Manufacturing Capital has more than 13,400 establishments, it employs about 374,000 people and represents extensive distribution and partnership opportunities.
- America's Apparel Capital – the L.A. County's Fashion District spans 90 square blocks and is the hub of the apparel industry on the west coast, employing more than 87,000 employees.
- America's Car Design Capital, L.A. County is using its creative, research, and labor resources to emerge as the leading center for electric vehicles. The L.A. region is the proud home of more than 23 auto design studios.
- Los Angeles has a collection of the finest research and educational institutions. Caltech, USC, UCLA along with 118 other colleges and universities enrich the local community and economy. This strong education sector helps L.A. Country remain a leader in the creative industries, health services, research, and a center for aerospace and analytical instruments.



REPUBLIC OF KOREA





LOS ANGELES COUNTY





Key Cities and Provinces in the Republic of Korea:

(Based on Estimated Population, minimum of 700,000)

Republic of Korea	roughly 48.8 million
Seoul (Capital City)	10.4 million
Busan (Metropolitan City)	3.4 million
Incheon (Metropolitan City)	2.6 million
Daegu (Metropolitan City)	2.4 million
Daejeon (Metropolitan City)	1.5 million
Gwangju (Metropolitan City)	1.5 million
Ulsan (Metropolitan City)	1.1 million
Suwon (Gyeonggi Province)	1.1 million
Changwon (Gyeongsangnam Province)	1.1 million
Seongnam (Gyeonggi Province)	950,000
Goyang (Gyeonggi Province)	900,000
Yongin (Gyeonggi Province)	850,000
Bucheon (Gyeonggi Province)	850,000
Ansan (Gyeonggi Province)	725,000

Key Cities in Los Angeles County:

(Based on Estimated Population, minimum of 100,000)

Los Angeles County	9.8 million
City of Los Angeles	4.1 million
Long Beach	490,000
Glendale	210,000
Santa Clarita	180,000
Pomona	160,000
Pasadena	150,000
Torrance	150,000
Palmdale	150,000
Lancaster	145,000
West Covina	115,000
Burbank	110,000
Norwalk	110,000
Carson	100,000
South Gate	100,000



SECTION 1 • HISTORICAL TIES

KOREA AND THE U.S.

Prior to the 1880s, Korea and the United States had virtually no cultural or political interaction. In 1882, the United States and Korea signed the Treaty of Peace, Amity, Commerce and Navigation, which guaranteed mutual friendship and mutual assistance, and specified extraterritorial rights for American citizens on Korean soil. Further cultural exchanges occurred later in the 1880s when three American Protestant missionaries traveled to Korea. The work of the three missionaries proved prolific, as the number of Korean Protestants soon overtook Catholics, and the American-styled educational system in which the missionaries had encouraged, began to spread across the country. One of the American missionaries made use of the Christian converts in Korea to recruit laborers for the Hawaiian sugar plantations.

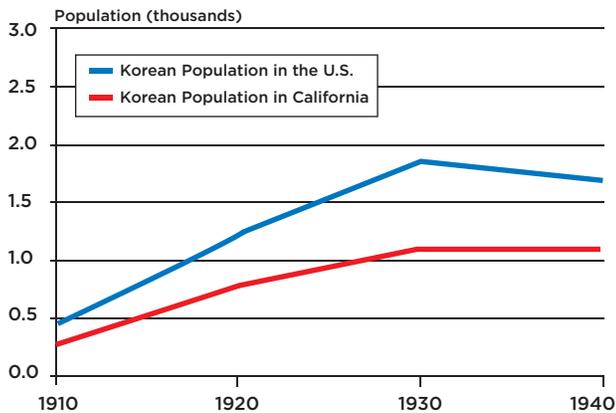
The first group of Korean immigrants to the U.S. arrived via the SS Gaelic in 1903. The U.S. Census data states that there were 462 Koreans in the United States in 1910, 304 of them lived in California. Many more Koreans worked in the Hawaiian plantations as contract laborers. However, the passage of the Johnson-Reed Immigration Act of 1924, including the National Origins Act and Asian Exclusion Act, reduced the number of immigrants admitted from any country based on the current amount living in the U.S., essentially stopping all migration from Asian countries. From the 1920s to the 1930s, the Korean population in the U.S. hovered between 1,200 and 1,900. A majority of this number lived in California. Many of the Koreans already living in America rallied the U.S. government to help free Korea from Japanese colonial rule. Nevertheless, Korea was not liberated from Japanese rule until the end of World War II.

The Korean War ignited American interest. In the early 1950s, the U.S. joined forces with Korea and the United Nations to help defend Korea from the communist movement in the north. The end of the Korean War led to the formation of the U.S.-Korea alliance, which was firmly anchored in shared values. In the meantime, the U.S. government passed the McCarran-Walter U.S. Immigration Act of 1952, abolishing racial restrictions and enacting a quota system for all nationalities and regions of the world. This act sparked new migration from all non-European nations including Korea. In 1965, the Hart-Celler Immigration and Nationality Act abolished the immigration quota system and replaced it with a preference system that favored skilled immigrants or those with familial relationships with citizens or residents of the U.S. Since the Hart-Celler Act, Koreans have been one of the fastest growing ethnic groups in the United States. In the 1990s, foreign born Koreans were the 9th largest group of foreign born people in the United States. In 2009, Koreans moved up to rank 7th with a population of over 1 million.

In the year 2000, the number of Korean-Americans was 1.1 million. In the past decade, the number of Korean-Brazilians and Korean-Mexicans immigrating to the US has also increased. In 2010, the number of Korean-Americans grew by 35% to 1.45 million. Eight metropolitan areas have established a Koreatown within their city limits: Annandale (Virginia), Bergen County (New Jersey), Chicago (Illinois), Dallas (Texas), Aurora (Colorado), Los Angeles (California), New York (New York), and Oakland (California).

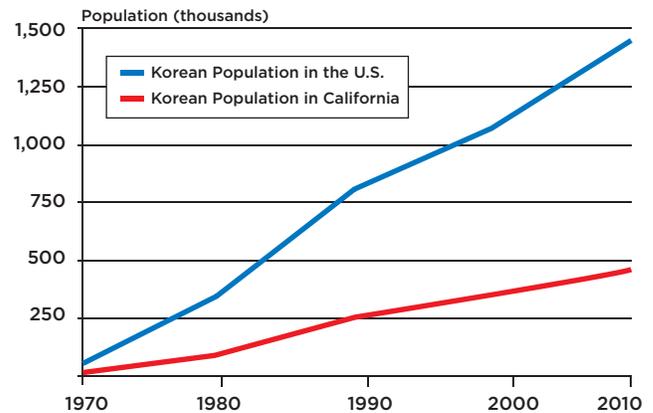


Korean Population in the U.S. and California 1910-1940



Source: American Community Survey (No data for 1950 and 1960)

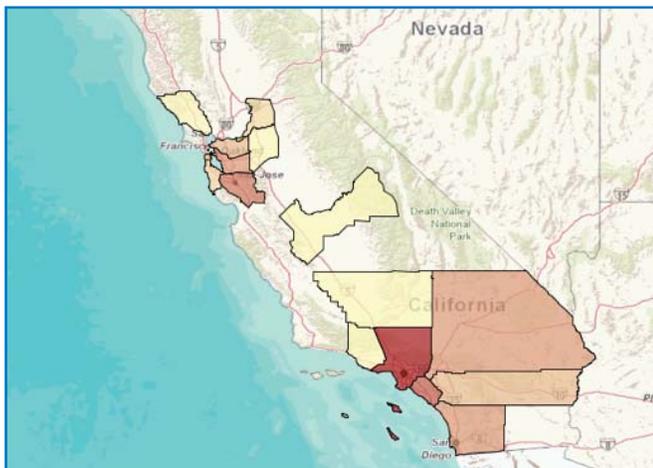
Korean Population in the U.S. and California 1970-2010



Source: American Community Survey (No data for 1950 and 1960)

KOREA AND CALIFORNIA

In 2010, 452,000 Korean Americans lived in California, roughly 30% of the U.S. total number of Korean-Americans. The Korean-American population in California has grown by 31% since 2000, when it was 346,000. According to the 1990 U.S. Census figure, the Korean-American population in California has grown 74% in the last 20 years, from 260,000 in 1990.



Concentration of California's Korean-American Population in 2010

Source: 2010 American Community Survey, 1-Year Estimates.

Los Angeles County

In the 1930s, Korean-Americans established a community in what is now known as South Central Los Angeles. Korean Immigration into the area was slow until the 1965 Immigration Act. Soon after the Act was passed, Los Angeles became a prime destination for a large percentage of Korean immigrants. Currently, Downtown

Los Angeles is home to Koreatown. Koreatown greatly expanded during the 1990s, and is now composed of many Korean banks, stores, restaurants, and corporations. Today Koreatown has become more ethnically diverse, yet Koreans still make up roughly 25% of the population of the area. Other heavily Korean populated cities within Los Angeles include Torrance, Diamond Bar, Cerritos and Glendale. Close to 226,000 (half of the Korean American population in California) Korean Americans now reside within the Los Angeles County limits.

North of Los Angeles County

The development of “Koreatown Northgate” in Oakland is symbolic of the community transitions resulting from Korean-Americans moving into the region. The area was filled with homelessness and crime until Korean-Americans began to establish businesses in the late 1980s and early 1990s. Nevertheless, Korean-Americans remained a minority within the neighborhood’s boundaries. In 2010, 18,500 Korean-Americans lived in Alameda County, 34,300 lived in Santa Clara County, and another 12,300 lived in San Francisco County.

South of Los Angeles County

Orange County is home to many more Korean-Americans than those areas north of Los Angeles County. According to the 2010 census, Orange County’s Korean-American population was 86,700. Numerous Korean-Americans moved to Orange County in the 1990s after leaving Los Angeles County. San Diego County’s total Korean-American population was 17,800. Many Korean immigrants from the 1950s established themselves near military bases in San Diego.



SECTION 2 • PERSONAL TIES

U.S.-KOREA EDUCATIONAL TIES

“Furthering academic exchange – in both directions – is one of the best investments that we can make to strengthen U.S. higher education and research activities and foster cross-border collaboration on shared global problems such as fighting disease, protecting the environment, and countering terrorism.”

– Allan E. Goodman, President and CEO of the Institute of International Education

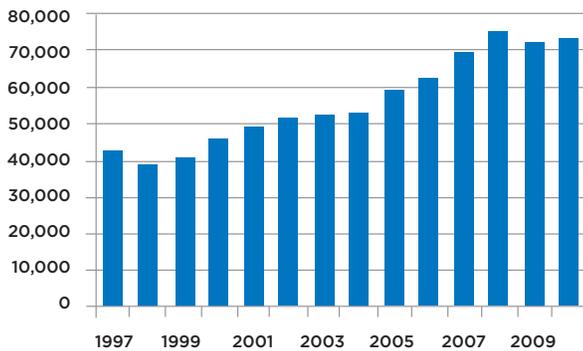
“I still get asked by many foreign leaders, how did a country with no natural resources, no technology, no capital, and no experience manage to achieve so much in just one generation? My answer to them is very simple: the power of education.”

– Lee Myung-bak, President of the Republic of Korea

Throughout its long-storied history Korea has placed a very strong emphasis on the importance of education. This strategy has played an instrumental role in Korea’s economic development. At higher education levels, Korea’s population over the age of 25 with a tertiary degree has increased from 2% in 1960 to 35.8% in 2010. Simultaneously, the country prospered economically. With the advent of globalization, many Korean students have taken advantage of the opportunity to study abroad. Besides Chinese and Indian students, more Korean students studied in the U.S. than any other country. Key factors were the opportunities economic growth created for Korean families and the U.S. trade and investment ties established over the years. In fact, as trade and investment surged in the late 1980s and 1990s, large numbers of Korean students came to the U.S. to study. This number has been increasing steadily throughout the last decade. In the 2010-2011 academic year, 73,351 Korean students enrolled in universities in the U.S.

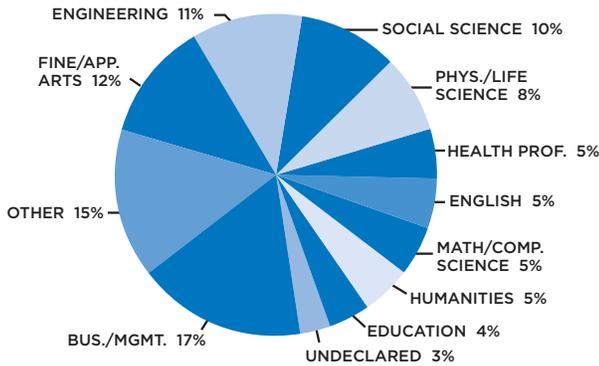


Number of Korean Students Studying in the U.S.



Source: Institute of International Education, Open Doors

Korean Students Studying in the U.S. by Field of Study



Source: Institute of International Education, Open Doors

Over the years, this has been extremely helpful for the U.S. economy and for U.S.-Korean relations. The Department of Commerce estimates that foreign students spend almost \$20 billion a year on higher education expenses in the United States. The current economic impact of students' spending includes tuition, fees and living expenses. Future benefits arise if alumni decide to work and live in the U.S.

LOCAL EDUCATIONAL TIES

Few places in the world offer as rich an academic climate as Los Angeles County. It is home to three world-class research universities, Caltech, USC and UCLA, as well as dozens of other outstanding institutions. Each year, these schools graduate tens of thousands of students. By providing the right combination of educational curriculum, experienced faculty, and a broad selection of universities, L.A. County is the number one choice for higher learning for international students (numbering over 20,000). In fact, more than 2,300 students from Korea are currently studying in Los Angeles County universities.

UNIVERSITY OF SOUTHERN CALIFORNIA (USC) A TRULY GLOBAL PRIVATE UNIVERSITY

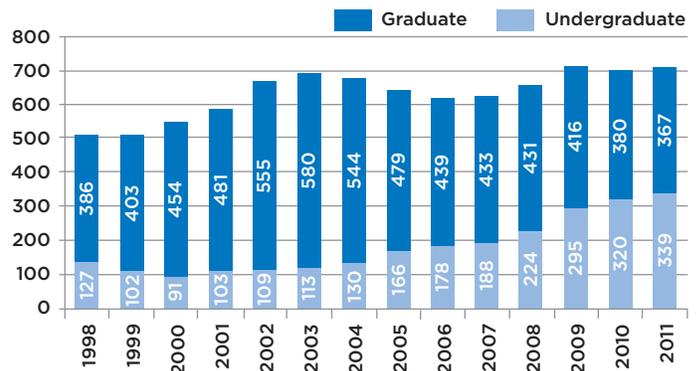
Of all the universities in the U.S., the University of Southern California (USC) has enrolled the most international students for ten consecutive years. In the AY 2010-2011, USC hosted 8,615 international students out of a total student body of over 33,000 students. The number of Korean students enrolled at USC for AY 2011-2012 was 706. USC has one of the highest number of Korean students of any university in the U.S. Here are the most recent figures:

Korean Students Enrolled at USC: AY 2011-2012

Undergraduate Students	339
Graduate Students	367
Total Number of Korean Students at USC	706

More Korean Students are attending USC now than in the late 1990s. An increased number of undergraduate students have carried this trend. Since 1994, USC has made a conscious effort to expand to the east, making USC the first global American university. Under former President Steven B. Sample's and current President/former Provost C.L. Max Nikias' leadership, USC has moved up faster and higher in the national rankings than any other research university in the U.S. In addition, USC has emphasized the geographical importance of Los Angeles within the Pacific Rim. In the 1990s, former President Sample spoke strongly on the emergence of the Pacific Rim and how it would be the most dominant economic region in the 21st Century and how Southern California is the American gateway to this region of the world. President Sample coined the phrase the "Capital of the Pacific Rim" in reference to Los Angeles.

Enrolled USC Korean Students



Source: USC Office of International Students



UNIVERSITY OF SOUTHERN CALIFORNIA (USC) - A TRULY GLOBAL PRIVATE UNIVERSITY

Association of Pacific Rim Universities (APRU)

In 1997, Dr. Sample's vision of a network of Pacific Rim universities was realized when the Association of Pacific Rim Universities (APRU) became a reality. The APRU is now a consortium of 42 universities from 16 countries on the Pacific Rim. The Association includes the following L.A. County and Korean universities:

Los Angeles County Member Universities

University of Southern California (USC)
University of California, Los Angeles (UCLA)
California Institute of Technology (Caltech)

Korean Member Universities

Korea University
Seoul National University

East Asian Studies Center (EASC)

The East Asian Studies Center (EASC) at USC was founded in 1975 within the College of Letters, Arts and Sciences. The EASC has been acknowledged as one of the country's leading centers for East Asian Studies. In fact, the EASC is a part of a small group that has been designated a National Resource Center for East Asian Studies by the U.S. Department of Education.

The EASC offers the following programs:

- East Asian Visual Cultures Visitors Program
- Explore East Asia: China, Japan and **Korea**
- Teaching East Asia Program (TEAP)
- Research Study Abroad
- Area Studies Abroad

The center is also the headquarters for the USC/UCLA Joint East Asian Studies Center, which is funded under Title VI of the U.S. Department of Education. (Title VI is funded under the Higher Education Act. Through various programs, it strives to strengthen international teaching and curricula for Kindergarten through 12th grade.)

East Asian Languages and Cultures Department (EALC)

The USC College of Letters, Arts and Sciences also has an East Asian Languages and Cultures Department (EALC). Students can choose to study Chinese, Japanese or **Korean** languages and culture in addition to an array of general courses on East Asia. USC currently offers eight levels of Korean language courses.

Korean Studies Institute

The Korean Studies Institute provides courses to students in Korean history, politics, business, culture, language, and society. There are six full-time faculty members and the program offers approximately 20 courses each year. In addition, students can earn a minor in Korean Studies.

Center for Strategic and International Studies (CSIS) & USC Korea Unification Project

A research project taken on by the CSIS and USC attempts to prepare for the issues involved with a theoretical unification of North and Korea. Researchers from various fields joined to discuss various possible scenarios. Victor Cha, a senior adviser at CSIS, and David Kang, professor of international relations at USC, recently wrote the second phase of the project titled "Challenges for Korean Unification Planning" which discusses the effect unification would have on institutions, governance, health, the economy, and the people.

OTHER USC RESOURCES RELATED TO KOREA:

- USC Office of Globalization in Seoul
- Korean Business Students Organization
- Korean American Pharmacy Student Association
- Korean Dental Association
- Korean InterVarsity Christian Fellowship
- Korean Student Association
- Korean Traditional Percussion - Haneulsori
- Korean-American Campus Mission
- Korean-American Scientists and Engineers Association - Young Generation
- Korean Graduate Student Association

USC KOREA STUDY ABROAD PROGRAMS:

Undergraduate Programs

- Overseas Studies in Busan (Dong-A University)
- Overseas Studies in Seoul (Yonsei University)

USC offers a wide range of Korea-related courses. Classes offered include Korean Art, Contemporary Korean Film and Literature, Korean Film, Korean Literature and Culture, Topics in Korean Visual and Cultural Studies, Korean Literature in English Translation, and various Korean Language courses.

Alumni Clubs

USC has a Korean alumni club based in Seoul. There are many alumni living in Korea and many of those individuals have obtained very important positions in both business and government. USC has a distinguished history of alumni from Korea including a former prime minister.

Prominent USC alumni include:

- Kang Young-hoon, Former Prime Minister of the Republic of Korea (1988-1990) (Korean);
- Cho Yangho, CEO and Chairman of Korean Air, Chairman of the Hanjin Group, and a founding member of SkyTeam alliance (Korean);
- Hyekyung “Shelly” Hwang, Co-founder of Pinkberry Yogurt (Korean-American);
- Dr. Samuel “Sammy” Lee, 1st Asian-American to win an Olympic Gold Medal for the United States (Korean-American)

UNIVERSITY OF CALIFORNIA, LOS ANGELES (UCLA) A TRULY GLOBAL PUBLIC UNIVERSITY

UCLA is another global academic institution located in the City of Los Angeles. In 2010, UCLA ranked #6 in the nation in international student enrollment, with a total of 6,249 in 2010-2011. The number of Korean students enrolled at UCLA for AY 2011-2012 was 694. UCLA has one of the highest number of Korean students of any university in the U.S. Here are the most recent figures:

Korean Students Enrolled at UCLA: AY 2011-2012

Undergraduate Students	500
Graduate Students	194
Total Number of Korean Students at UCLA	694
Total # of Korean-American Students at UCLA	1,790

Similarly to USC, UCLA has made a very deep commitment to Korea over the years and its overall programs, centers and institutes demonstrate that commitment.

Department of Asian Languages & Cultures (ALC)

UCLA has a department of Asian Languages and Cultures (ALC) which is dedicated to the study of Asian civilizations and cultures, including Korea. The department provides courses in language, religion, archaeology, thought and other areas.

Asian American Studies Center

The UCLA Asian American Studies Center was established in 1969. The founding committee’s goal was to “enrich the experience of the entire university by contributing to an understanding of the long neglected history, rich cultural heritage, and present position of Asian Americans in our society.” Over the past forty-two years, the Center has achieved the following milestones:

- Recruited the largest faculty in Asian American Studies in the nation, with 38 professors
- Has the largest Department of Asian American Studies, offering a B.A., M.A., and minor in Asian American Studies
- Since 1971, the Center has published the leading scholarly journal in Asian American Studies, *Amerasia Journal*, and over 200 books on Asian Americans. In 2003, the Center launched a second national journal, *AAPI*
- *Nexus: Asian Americans and Pacific Islanders Policy, Practice, and Community*
- Developed the most diverse library and archival resources on Asian Americans in the nation
- Established strong working relationships with hundreds of organizations and leaders in California, nationally, and globally

UCLA has one of the top Asian American Studies programs in the nation.

International Institute

The UCLA International Institute includes 25 multi-disciplinary centers and programs focusing on world regions and global issues. The Institute provides a forum for international research and teaching at UCLA. It provides student exchange and research collaboration between UCLA and universities from around the world. The Institute offers events and lecture series that bring foreign dignitaries, politicians and academic scholars to the campus. It has outreach programs, funds research projects, offers business and government training programs, and advises the media on global issues. In addition, the Institute plays a big role in keeping UCLA around the world connected and allows alumni to make



UNIVERSITY OF CALIFORNIA, LOS ANGELES (UCLA) - A TRULY GLOBAL PUBLIC UNIVERSITY

a contribution to the development of the Institute. The Institute is UCLA's bridge to the world as it maintains relationships with universities in over forty countries, as well as many international companies and foundations.

UCLA currently has 18 Memorandums of Understanding (MOU) with Korea. MOUs are documented agreements to intend to engage in a cooperative research project.

Asia Institute

The Asia Institute promotes Asian Studies at UCLA and fosters greater understanding of Asia through a wide variety of research support, public programs, and community outreach on East Asia, Southeast Asia, and South Asia. The Institute promotes collaboration with other institutions in Asia, Europe and North America to make the study of Asia even more interdisciplinary and truly international in its content, communication, and organization through international research exchanges and graduate and faculty fellowships.

Asia Institute Programs include workshops for K-12 educators, the program on Central Asia, and a number of collaborative research programs with universities in Asia.

The Asia Institute encompasses three different interdepartmental programs: East Asian Studies, South Asian Studies and Southeast Asian Studies. The East Asian Studies program is an interdisciplinary studies program divided into three specializations: China, Japan and Korea. There are 23 ladder faculty members and lectures of research and teaching interest on Korea.

Center for Korean Studies

The UCLA Korean Studies program was established in 1985 in order to educate students on the diverse culture of Korea. More than 2,500 students take Korea related courses each year. UCLA was the first and only university to offer a Korean Language and Culture undergraduate degree in the U.S. mainland.

Exchange Programs

Through the Center for Korean Studies, UCLA has hosted various exchange programs with the following campuses:

- Seoul National University
- Korea University
- Yonsei University - including an education abroad program
- Hankuk University of Foreign Studies

OTHER UCLA KOREA RELATED RESOURCES

Korean American Student Association

Established in 1972, the Korean American Student Association (KASA) at UCLA currently has 500 members. KASA is an on campus organization that is part of the Southern California Korean College Student Association.

Online Archive Korean Christianity (OAKC)

An online archive administered by UCLA Professor Sung-Deuk Oak provides various journal articles, online books, and book reviews on Korean Christianity.

UCLA Study Abroad Opportunities in Korea

University of California Programs in Korea

- International Summer School, Yonsei University
- Yonsei University
- Seoul National University

HANCOCK UNIVERSITY- HANSEO UNIVERSITY

Hancock University, based in Long Beach, has collaborated with their sister university, Hanseo University, to provide an English-as-Second-Language program for Koreans and other non-English speakers. Hancock University currently has about 80 students and offers 3-month, 6-month and one-year programs yearly for around 250 students. The university also offers dormitories for the students. Areas of academic concentration include aviation, arts and design, business, and language arts.

Hanseo University was founded in 1991, specializing in Aviation Study and Design & Arts. It has 50 undergraduate majors, 35 graduate and doctoral majors. Its campus is located in Seosan and Taean in Korea.



OTHER LOCAL UNIVERSITIES WITH EDUCATIONAL TIES TO KOREA

California State University, Long Beach

- **Total Number of Korean Students: 234**
- **Total Number of Korean-American Students: 431**
- Asian and Asian American Studies
- Korean Language Studies
- CSU International Program – Korea Study Abroad Program at Yonsei University in Seoul
- Korean American Students Association (KASA)
- Korean International Students Association

California State Polytechnic University (Cal Poly Pomona)

- **Total Number of Korean Students: 208**
- **Total Number of Korean-American Students: 1,513**
- Korea programs through Extended Education
- Study Abroad Teach and Learn in Korea (TaLK)
- CSU International Program – Korea Study Abroad Program at Yonsei University in Seoul

California State University, Northridge

- **Total Number of Korean Students: 187**
- **Total Number of Korean-American Students: 741**
- Asian American Studies
- Korean Language Studies
- CSU International Program – Korea Study Abroad Program at Yonsei University in Seoul
- Korean American Student Association (KASA)

Claremont Colleges

- **Total Number of Korean Students: 96**
- **Total Number of Korean-American Students: NA**
- Asian Studies Program
- Korean Language Courses
- Pacific-Basin Institute

California Institute of Technology (Caltech)

- **Total Number of Korean Students: 72**
- **Total Number of Korean-American Students: NA**
- Korean Language Classes

California State University, Los Angeles

- **Total Number of Korean Students: 33**
- **Total Number of Korean-American Students: 277**
- Korean Language Courses
- Center for Korean and Korean-American Studies
- CSU International Program – Korea Study Abroad Program at Yonsei University in Seoul

California State University, Dominguez Hills

- **Total Number of Korean Students: 32**
- **Total Number of Korean-American Students: 112**
- Asian-Pacific Studies Program
- CSU International Program – Korea Study Abroad Program at Yonsei University in Seoul

Pepperdine University (Seaver College)

- **Total Number of Korean Students: 28**
- **Total Number of Korean-American Students: NA**
- Asian Studies Program
- Korean Language Classes

Loyola Marymount University (LMU)

- **Total Number of Korean Students: 17**
- **Total Number of Korean-American Students: 223**
- Asian & Pacific Studies
- Asian Pacific American Studies
- Korean Language Courses
- Center for Asian Business
- Study Abroad in Korea
 - Seoul – Sogang University

Occidental College

- **Total Number of Korean Students: 4**
- **Total Number of Korean-American Students: NA**
- East Asian Studies



CULTURAL TIES

Korea and the Los Angeles region are linked in many remarkable ways. In addition to the educational ties, the personal connections between the two regions include many significant cultural ties. The six-county Southern California area is home to the largest Korean and Korean-American population in the entire U.S. In fact, Los Angeles County has the largest Korean and Korean-American community of any county in the U.S. (roughly 225,000). As a result, Los Angeles County has more Korean related resources and associations than any other location. The surrounding counties also contain a significant Korean-American population.

Some Prominent Korean-Americans from Los Angeles County:

- **Jay Kim (Diamond Bar)** – First Korean-American Member of Congress
- **Michelle Park Steel (Palos Verdes)** – Vice Chair of the California Board of Equalization
- **Angela E. Oh** – Attorney, Teacher, & Public Lecturer
- **Don Won Chang & Jin Sook (Highland Park)** – Founders of Forever 21 and currently Chief Executive & Head Buyer
- **Philip Ahn, Philson Ahn, Ralph Ahn & Lt. Susan Ahn Cuddy (siblings)** – Children of Dosan Ahn Chang Ho and Helen Ahn, the first Korean family that migrated to the U.S. Philip (1905-1978), an actor, Philson Ahn, second son and first Asian American to be allowed an executive position in a military industry at the outset of World War II. He was Head of Manufacturing for the Howard Hughes Aircraft Company, Ralph Ahn, youngest son, a former president of Korean-American Pioneer Council (KAPC). One of the most respectable leaders in the Korean American community and still very active by dedicating his service to the KAPC, an organization of descendants of the first pioneer Korean community that migrated to the U.S., and Susan, the first female gunnery officer appointed to the U.S. Navy, are heroes in the Korean community in Los Angeles
- **Alfred Song** – First Korean-American to hold political office in the U.S. having been elected State Senator in California
- **Eleanor Kim Chow** – First Korean-American woman to hold elected office, she was elected to the Board of Education of the Montebello School District
- **Colonel Young Oak Kim** – Military hero of the 442nd battalion, recipient of the Distinguished Service Cross during World War II
- **Nic Cha Kim** – Playwright, and founder of Gallery Row in Downtown Los Angeles
- **Joe Hahn (Glendale)** – Musician, first Korean-American to receive a Grammy Award as part of Linkin Park



SISTER CITIES

The following is a list of Korean Sister Cities with Los Angeles County Cities:

• City of Los Angeles	Busan, Sister City since April 5, 1971
• Culver City	Iksan (1983)
• Burbank	Incheon (1961)
• Pasadena	Paju, Friendship City since June 22, 2009
• Carson	Wanju-Gun (1997)
• La Habra	Eunpyeong-Gu (1979)
• Glendale	Goseong-Gun (2009)
• Glendale	Gimpo (2011)
• Monterey Park	Yeongdeungpo-Gu (2007)
• La Palma	Hanam (2009)
• Long Beach	Pohang (1985)
• Inglewood	Gyeongju (1990)

KOREAN NATIONAL ASSOCIATION

The Korean National Association was founded on February 1, 1909 in San Francisco as the first Korean American unification organization integrating the National Association (evolved from Korean Kong Lip Association) and the Hawaii Collaborative Association. The Korean National Association Central Congress was formed in 1911 to strengthen the independence movement worldwide, establishing branches in Hawaii, Manchuria, Russia, Mexico, and Cuba.

Following the Japanese annexation of Korea in 1910, the Korean National Association (KNA) represented the Korean independence movement until the Shanghai Provisional Government, which was established in 1919. KNA was officially registered as a California organization in April 1914. Recognized by the U.S. government as the official representative of Koreans, it carried out quasi-governmental functions such as protecting the rights of Koreans. KNA moved from San Francisco to 36th Street in Los Angeles in 1936. It continued to publish Shin-Han Minbo (New Korea), relayed news on independence movements throughout the world outside of Korea, and inspired the spirit of independence and nationalism. In 1938, the new Hall was built to house the Association at 1368 W. Jefferson Blvd., Los Angeles, California, where it remains today.

During WWII, the U.S. government instituted the internment of Japanese Americans. Korean Americans faced a danger of being classified as Japanese Americans. KNA issued the certificate of Korean national origin to Koreans, providing protection for them. By the 70s, Korean United Presbyterian Church purchased the general assembly hall when the Korean National Association dissolved. In 1991, the City of Los Angeles designated the KNA Building as a historical site.

Since then, the Korean American community of Los Angeles formed a “Korean National Association Heritage Preservation Committee” on November 12, 2002 and began restoring the site as the “Korean National Association Memorial Hall” in commemoration of the independence movement and Korean American immigration. Dedicated on December 9, 2003, the Hall stands to remind us of the KNA’s historical significance and to instill cultural pride and awareness in our Korean American roots for future generation to come.

KOREATOWN

Located three miles west of Downtown Los Angeles and four miles south-east of Hollywood, Koreatown is a central location of residence for those in business and entertainment.

Some historical notes:

- Koreans began to migrate to what is now Koreatown Los Angeles in the 1960s.
- In 1975, the community created the Koreatown Youth & Community Center.
- Koreatown is now one of the most densely populated areas in Los Angeles.

However, things have not always been completely peaceful in Koreatown. The haunting 1992 L.A. riots destroyed many buildings and ruined many lives as looting, murders, fires, and other crimes took place in Koreatown. While many Korean-Americans migrated to Orange County, the City of Los Angeles smart growth program has rewarded those who have stayed through the 2000s.

Smart growth includes:

- An urban planning and transportation concept that promotes walking and biking along with public transportation and a reduced dependency of automobiles
- Three stops on the Metro Purple Line subway system in Koreatown, including one of the end-points
- Koreatown is now constructing mid-high end residential apartments and condominiums



KOREATOWN (continued)

- Houses a wide variety of commerce
- Boasts a thriving nightlife scene

Development in Koreatown also includes:

- Seoul International Park
- Koreatown Youth & Community center
- Koreatown Galleria
- Koreatown Plaza

SUBURBAN KOREAN COMMUNITIES

The five most Korean American populated cities in Los Angeles County are Los Angeles (which includes almost half of the Korean American population), Torrance, Glendale, Cerritos, and Diamond Bar (from most populated to least). Each of these cities is located in a distinct area of Los Angeles County.

- **Los Angeles (center of L.A. County)** - includes Koreatown
- **Torrance** - a coastal community on the north end of the county
- **Diamond Bar** - located on the eastern side of the county
- **Cerritos** - this southern L.A. County city borders Orange County and is abundant with auto dealerships
- **Glendale** - a restaurant and shopping center rich city just west of downtown

City/CDP in Los Angeles County in 2010	Korean-American Population (000s)
Los Angeles	108.3
Torrance	12.1
Glendale	10.3
Cerritos	7.2
Diamond Bar	5.8
La Crescenta-Montrose	4.0
La Mirada	3.7
Rowland Heights	3.5
Gardena	3.5
La Canada Flintridge	2.9
Santa Clarita	2.9
Rancho Palos Verde	2.8
Pasadena	2.7
Norwalk	2.6
Downey	2.5
Total	224.5

Note: CDP = Census Designated Place Source: U.S. Census

KOREAN FOOD AND ENTERTAINMENT IN LOS ANGELES

From traditional Korean kimchi, *soondubuchigae* (spicy tofu stew) and *bibimbap* (rice and seasoned vegetables) to Americanized Korean tacos and Korean fried chicken, Los Angeles is home to countless Korean and Korean American restaurants and other food venues. There are over 600 Korean restaurants in Los Angeles County alone. In addition to restaurants, Los Angeles County also hosts a variety of Korean Bars and *noraebang* (karaoke) clubs.

ANNUAL KOREAN FESTIVAL

In 2011, the 38th Annual Korean Festival took place at the Seoul International Park and had over 400,000 attendees.

- The festival teaches Korean culture to those in the Los Angeles County community
- The festival is a celebration of the Harvest Moon, also known as “Chuseok” or “Hangawi”

KOREAN CULTURAL CENTER

Operated by Korea’s Ministry of Culture, Sports and Tourism, the Korean Cultural Center is located just west of Koreatown and includes a museum, art gallery, auditorium, library, and film archives and screening room.

Services also include:

- Monthly and special exhibitions, as well as annual juried exhibitions of modern art by aspiring Korean artists
- Monthly Korean Performing Arts Showcases
- Korean language courses, which include cultural teachings
- Monthly and special film screenings

KOREAN EDUCATION CENTER

Korea’s Ministry of Education, Science and Technology operates the Korean Education Center in Koreatown.

The Korean Education Center provides:

- Korean heritage programs such as Korean language classes, Korean traditional music, dance, art, calligraphy, storytelling, etc.
- Summer youth programs such as Korean history and leadership camp
- Grants and support for the operation of Korean language classes in public schools as well as weekend Korean language schools
- Recruitment of native English instructors for TALK and EPIK programs



KOLLABORATION

Since its first show in Los Angeles in 2000, Kollaboration has provided an opportunity for young Korean Americans to demonstrate their musical talents.

- The 2011 event was held at the Nokia Theater in downtown Los Angeles
- The event now travels to 13 cities attracting thousands of attendees, while millions more view Kollaboration online

KOREA AND THE LOS ANGELES DODGERS

Many Koreans have a passion for baseball. Former L.A. Dodgers' manager, Tommy Lasorda, began traveling to Korea in 1981, providing lectures and clinics.

- In 1990, the Dodgers were the first American team to have a game broadcast in the Korean language
- At least 13 players have come out of Korea to play in U.S. Major League Baseball (MLB). The first ever Chan Ho Park, played for the Dodgers, as did Hee Seop Choi and Jae Weong Seo.
- In 2009, the Dodgers played an exhibition game with the Korean national team in preparation for the World Baseball Classic (WBC)
- Korea put up a strong performance throughout the 16-team tournament and reached the WBC Championship, which was played in Dodger Stadium and watched throughout the world

THE KOREAN FRIENDSHIP BELL

Korea donated the Korean Friendship Bell to the City of Los Angeles in 1976 to commemorate the bicentennial of U.S. independence in 1776 and to honor American veterans of the Korean War. The Korean Friendship Bell sits in San Pedro near the Port of Los Angeles. The Korean Friendship Bell is styled similarly to the Bronze Bell of King Songdok, the largest extant bell in Korea, now stored at the National Museum of Gyeongju.

KOREAN CHURCHES

Of Korean Americans, 70% to 80% define themselves as Christian. For many, Korean churches are hubs for the Korean community's activities. There are around 2,800 Korean churches in the United States, which include many in Los Angeles County.

Los Angeles County has numerous large Korean Churches, including:

- All Nations Church (Onnuri) – Los Angeles
- Glory Church of Jesus Christ – Los Angeles
- Korean Good Shepherd Presbyterian Church – Rowland Heights
- Los Angeles Christian Presbyterian Church
- Young Nak Presbyterian Church of Los Angeles

MAJOR KOREAN NEWSPAPERS IN L.A.

The Korea Times (Hankook Ilbo)

- Korean language general daily newspaper
- Established in 1969
- Partnership with the Los Angeles Times

The Korea Daily (Joong Ang Ilbo)

- Korean language general daily

Korea Herald Business

- Established in 2005

KOREAN TV CHANNELS, RADIO STATIONS, MAGAZINES AND OTHER RESOURCES

TV

- **KBS America** – programs of the Korean Broadcasting System
- **MBC America** – programs of the Munhwa Broadcasting Corporation
- **KTN** – news and dramas, a sister company of the Korean Times
- **L.A. 18** – news in KSCI-TV
- **SBS International** – programs of the Seoul Broadcasting System
- **TVK24** – news, sports, and entertainment programs through Time Warner Cable Radio
- **Radio Seoul AM 1650**
- **Radio Korea AM 1540**
- **Radio K1230 AM 1230**

Magazines

- **KoreAM** – Korean-American monthly magazine and blog (Headquartered in Gardena, CA)
- **NETKOA** – English language quarterly general magazine about Korea

Correspondents in Los Angeles (HQ in Korea)

- **KBS** – Korean Broadcasting System
- **MBC** – Munwha Broadcasting Corporation
- **SBS** – Seoul Broadcasting System
- **YTN** – Yonhap Television News, a subsidiary of Yonhap News Agency
- **Yonhap News Agency** – Korean wire service

CALIFORNIA TRAVEL AND TOURISM COMMISSION

The California Travel and Tourism Commission, established in 1998, works together with the State Division of Tourism to promote California as a travel destination. The organization helps implement the state's annual Marketing Plan. The Commission has an office location in Seoul.

LA INC.

The Los Angeles Convention and Visitors Bureau is a non-profit business association with sales and marketing offices throughout the U.S. In addition, LA Inc. has international marketing offices in alliance with Los Angeles World Airports (LAWA), including an office in Korea. LA Inc. represents Los Angeles as a destination to the convention industry, domestic and international travelers, the cruise industry, and the worldwide travel media industry.

THE KOREAN WAVE



A wave of Korean popular culture has penetrated into the U.S. through online and mainstream media in recent years. According to *The Korean Wave: A New Pop Culture Phenomenon*, Korean dramas were the

first form of pop culture to reach audiences in the Middle East, Europe, Africa, and North America. Korean pop music soon followed more recently, with artists like BoA and Girls Generation. The U.S., California and Los Angeles County have taken notice.

Girls Generation is a nine-member K-Pop girl group that was formed in 2007 by S.M. Entertainment. The very popular girl group is also known as SoShi or SNSD. Girls Generation has released three full Korean albums and three mini-albums as well as one Japanese full album and multiple singles. One of the members of the singing group is actually from Los Angeles County. Tiffany, whose Korean name is Hwang Mi-Young and birth name is Stephanie Hwang, was raised in Diamond Bar. Most recently, Girls Generation made an appearance on the David Letterman Show.

The Neo-Korean wave began in 2010 with many K-Pop idol groups topping charts in Japan. The presence of the Neo-Korean wave has expanded through online social media, including Facebook and Twitter. Research by The Korean Daily found that for 923 music videos by Korean singers and idol groups, YouTube annual viewership in 2010 reached 566.7 million in Asia, 123.5 million in North America, and 55.4 million in Europe. Other English language K-Pop websites include Allkpop.com, Soompi.com, and PopSeoul.com.

“Copying” has contributed to K-Pop’s popularity throughout the world. Fortunately for record companies, copying refers to covering dance routines rather than pirating illegal copies of music. Fans enjoy memorizing dance sequences or reinterpreting dances on their own

and uploading videos of themselves to internet social media sites. Fans demonstrate their demand for world tours by coordinating flash mobs with K-Pop music. Popularity gained through all these online resources has made the cost of promotion to enter the U.S. market relatively inexpensive and rapid.

The internet also made another Korean pop-culture phenomenon into a global sensation, Korean dramas. Viewership in the United States is so diverse, capturing audiences of men and women of all races and ages. K-Drama sites like DramaFever.com and DramaCrazy.com deliver legal, good-quality videos with English subtitles. The rapid rise in demand for K-Dramas by viewers led to partnerships with big names in the online streaming business.

The global reach of Korea’s creative and entertainment industries also includes cinema. One of the first films in a long time to draw a huge domestic audience and overshadow foreign films was *Shiri* in 1999. It became a period of growth and development of Korean cinema by a new generation of talented Korean filmmakers. This blockbuster period produced domestically and internationally acclaimed favorites like *Oldboy* (2004) and *The Host* (2006), earning Korea the nickname “Hollywood of the East”. The positive response to Korean films in all genres from horror to romance inspired Hollywood studios to attempt remakes such as *The Lake House* (2006) and *My Sassy Girl* (2008). After only a decade, Korean films have distinguished themselves as exemplary among veteran film giants in the region, China and Hong Kong.

The rise of Korea’s popular culture around the world has reinvigorated the entertainment industry on every level. Breaking down language barriers and reaching massive distribution through the internet, K-Pop is also an important vehicle for intercultural exchange. Whether it is through radio, television, or the big screen K-Pop is here to stay.



NETWORK TIES

ASIA SOCIETY

The Asia Society is a global institution committed to bringing the people and institutions of Asia and the U.S. closer together. The international organization has been in existence for over 50 years and has focused on programs and events in the areas of economics, politics, arts, culture and international relations. Asia Society has offices in California, New York, Texas, Washington D.C., Hong Kong, Mumbai, Philippines, Shanghai, and Seoul. Asia Society has two branches in California including San Francisco and Los Angeles. Asia Society Southern California has grown substantially over the past years and continues to play a pivotal role in fortifying ties between Asia and the Western U.S. Asia Society Southern California offers programs and events in business, entertainment, education and public policy throughout Southern California. The organization plays a leading role in promoting Southern California as the center for Asian and U.S. innovation.

ASIA SOCIETY SOUTHERN CALIFORNIA KOREA RELATED PROGRAMS & INITIATIVES

Examples of Programs

- Pacific Cities Sustainability Initiative
- LAsia21

Education Initiatives

International Studies School Network

- First national network of urban secondary schools devoted to international studies and language
- Two schools in Los Angeles
- International Studies Learning Center and the Vaughn International Studies Academy

Other Korea Programs and Events

Film and food festivals, dinners, forums, lecture series, roundtable discussions, trade missions, language programs, book publishing, reports and catalogs.

U.S.-KOREA BUSINESS COUNCIL

The U.S.-Korea Business Council is a group of leading American businesses that promote trade and investment between the United States and Korea.

- Established in 1987
- Played a major role in establishing the Korea's Free Trade Agreement Industry Alliance, which promoted the U.S.-Korea Free Trade Agreement (KORAS FTA)

3M	Intel
ACE-INA, Inc.	Johnson & Johnson
Accuray, Inc.	JPMorgan Chase
Amway Corporation	The McGraw-Hill Co.
Bloomberg	McLarty Associates
The Boeing Company	Medtronics, Inc.
Boston Scientific	Merck & Co., Inc.
Cargill, Inc.	MetLife
Caterpillar, Inc.	Microsoft
CBOL Corporation	Monsanto
Chartis	Northrop Grumman Corp.
Chevron Corporation	Prtnrs for the Future Found.
The Chubb Corporation	Pfizer
Citi	Pharmaceutical Research & Manufacturers of America
ConocoPhillips	Prudential Financial
Covington & Burling, LLP	Qualcomm Korea Ltd.
C.V. Starr Co.	RGA Reinsurance Group of America
Dolby Laboratories	Steptoe & Johnson LLP
Educational Testing Services	Sybase
Eli Lilly and Co.	Time Warner
FedEx Express	United Airlines
Gale International	Visa
General Motors Corp.	White & Case LLP
Goldman Sachs	
IBM	



KOREAN CHAMBER OF COMMERCE AND INDUSTRY IN THE U.S. (KOCHAM)

This nation-wide chamber of commerce services over 300 large U.S. based Korean businesses. The organization publishes monthly newsletters to aid and inform members of policy issues pertaining to their businesses. The organization was founded in 1992 and headquartered in New York City. KOCHAM works with the Korea International Trade Association (KITA), the Korea Economic Institute of America (KEI), the Korea Trade-Investment Promotion Agency (KOTRA), the Korea Society, the US-Korea Business Council, and the American Chamber of Commerce in Korea (AMCHAM).

THE KOREAN AMERICAN CHAMBER OF COMMERCE OF LOS ANGELES (KACCLA)

The KACCLA was founded in 1971 by a progressive group of Korean business owners who saw the need for an organization to help our immigrant community adjust to a new business environment. The KACCLA exists for the purpose of increasing the business activities for our members as well as others in the greater Los Angeles area. This is accomplished through various programs and seminars held in the community. The involvement of the KACCLA is international as well, through its interactions with various chambers of commerce and businesses based in countries such as Korea, China, Brazil, and Vietnam, among others. The KACCLA is constantly seeking new business opportunities for its members. They also actively support other community based organizations that provide crucial services to the businesses in the Greater Los Angeles Area.

PACIFIC RIM CHAMBER OF COMMERCE

The Pacific Rim Chamber of Commerce membership includes entrepreneurs, executives and leaders active in Pacific Rim trade and business. The Chamber has offices in New York, Japan, **Korea**, Shanghai, Beijing, Shenyang, and **Beverly Hills**. The main mission of the Chamber is to promote and support business ties between the Pacific Rim nations and the rest of the world.

PACIFIC COUNCIL ON INTERNATIONAL POLICY (PCIP)

The Pacific Council on International Policy was established in 1995 as a partnership with USC and the Council on Foreign Relations in order to provide the West Coast with a voice in international affairs. The

organization is involved in resolving some of the world's most critical issues such as terrorism, globalization, and global warming. The Council's members participate actively in the global debate through a network of global leaders, hosted public exchanges, research, publications, and partnerships with key organizations from around the world.

ASIAN BUSINESS ASSOCIATION (ABA)

The Asian Business Association is an association that represents Asian American business owners' interests at the local, state, and federal levels. Its five main objectives are to - (1) present the views of the business owners to government officials to promote their agenda, (2) educate members on impacts of government policies, (3) provide an environment for members to create business opportunities amongst each other, (4) bring the business community together, and (5) provide training.

ASIAN BUSINESS LEAGUE OF SOUTHERN CALIFORNIA (ABL)

The Asian Business League was founded in 1984 in downtown Los Angeles. The main mission of the organization is to promote business opportunities for individuals throughout the Southland. The ABL provides educational programs to the Asian business community throughout Southern California. They educate the business community on the following issues - technology, e-commerce, real estate development, and the Pacific Rim business climate.

ASIAN-AMERICAN ECONOMIC DEVELOPMENT ENTERPRISES, INC. (AAEDE)

Asian American Economic Development Enterprises (AAEDE) was established in 1977 in order to provide financial assistance and to help Asian immigrants become better acquainted with their new home. The AAEDE is located in Monterey Park. It has developed into a non-profit organization which promotes economic development for Asian-Americans. The organization offers workshops, seminars, small business assistance programs and access to funding, information support, and an annual job fair. The major goals of the AAEDE are the Four E's: Employment, Education, Enterprise and Excellence.



ASIAN PACIFIC COMMUNITY FUND (APCF)

The Asian Pacific Community Fund is a group of community organizations that concentrate on improving the lives of Asians and Pacific Islanders throughout Los Angeles County. The organization was founded in 1980. Its main mission is to build healthy neighborhoods, develop leaders, create a stronger voice for the people, and provide a better future for all. The APCF meets these goals by providing health services, after-school programs, housing, counseling, training, and employment and legal services.

ASIAN PROFESSIONAL EXCHANGE (APEX)

The Asian Professional Exchange was founded in 1993 in order to advance professional development, community service, and cultural awareness amongst the Asian Pacific community in Southern California. The main objectives of the organization are to provide an opportunity for Asian Pacific Americans to develop their full potential as corporate leaders, address key business issues, act as a support system, and provide a forum for the exchange of ideas between Asian Pacific Americans.

LOS ANGELES COUNTY ASIAN AMERICAN EMPLOYEES ASSOCIATION (LACAAEA)

The Los Angeles County Asian American Employees Association is an employee organization established in the 1970s in order to empower the members of the association. The Association works to improve the employment conditions of its members by providing them with information related to employee rights and by providing a forum for members to network.

KOREAN SCHOOL ASSOCIATION OF AMERICA (KSAA)

The Korean School Association of America (KSAA) is a non-profit organization founded in 1982 by major Korean language schools in Southern California, Nevada, New Mexico, and Arizona. KSAA supports Korean language schools and their teachers to help second generations to speak and write Korean fluently in all educational ways.

KOREAN-AMERICAN BAR ASSOCIATION OF SOUTHERN CALIFORNIA

Established in 1981, the Korean-American BAR Association of Southern California is a non-profit organization made up of attorneys and law students that serve the Korean American community through events such as pro-bono clinics.

KOREAN-AMERICAN DENTAL ASSOCIATION-SOUTHERN CALIFORNIA

Since 1969, the Korean-American Dental Association has been an association committed to professional advancement of dentists. The organization holds biennial conferences to bring together Korean-American dentists practicing in Southern California.

ASIAN YOUTH CENTER (AYC)

The Asian Youth Center was established in 1989 as a United Way project in order to fill the void for Asian youth services. The AYC opened a center in San Gabriel in 1997 and an annex in 2003 that provides recreation areas for kids to play and learn.



SECTION 3 • TRADE TIES

KOREA IN THE WORLD ECONOMY

Over the past fifty years Korea has experienced remarkable economic growth. In fact, Korea had one of the world's fastest growing economies from the early 1960s to the 1990s. This economic miracle is referred to by Koreans as the "Miracle on the Han River". The Han River flows through the capital city of Seoul. Economically speaking, the nation is classified as a high-income developed nation. Today Korea boasts the 15th largest economy in the world based on nominal GDP (using market exchange rates) or the 12th largest economy in the world based on purchasing power parity (PPP) exchange rates. Korea is one of the G-20 major economies and a member of the Organization for Economic Co-operation and Development (OECD). In addition, Korea is one of the Asian Tigers, a grouping of fast growing developed Asian nations including Hong Kong, Singapore, and Taiwan.

The Korean economy has experienced only two years of real negative GDP growth over the last 40 years. The nation's GDP has grown from less than \$1 billion to \$1 trillion over a 50-year time period. Korea was one of the few economies in the world that actually expanded during the 2008-2009 global financial and economic crisis. This demonstrates very clearly that the Korean economy has become more dependent upon domestic consumption over recent years. In fact, consumption has become an instrumental part of Korean economic output.

Korea's economy has been one of the greatest beneficiaries of globalization and trade liberalization. The nation's economic growth model has been predicated upon exports. Over the years, the Korean economy has become ever more dependent upon exports. Nearly half of Korea's GDP depends on exports. As a result, Korea's economy is very much interconnected with the world economy and particularly with the developed economies of the U.S., Europe, and Japan. However, over the past decade, the Korean economy has become more intertwined with emerging and developing economies. Its economic relationship with China has become a significant determinant of Korea's economic performance in recent years.

Korea possesses some of the world's most innovative companies across multiple industries including electronics, automobiles, and shipbuilding. Korean companies account for more than 50% of the global market share in semiconductors and LCDs. Korean automakers have seen their global market shares rise to nearly 10% (*see the Introduction for more information*

on *Dynamic Korea*). Many of these companies have established a very significant presence in the New York/New Jersey metro area, Southern California, and Los Angeles County including *Samsung, LG, Hyundai, Lotte, POSCO, Hanjin, Hanwha, Shinhan, Hankook, and Kia* (see the “*Business Ties*” section).

RECENT ECONOMIC DEVELOPMENTS (SINCE THE GREAT RECESSION OF 2009)

The Korean economy surprised many observers in 2009. Most did not foresee the economy actually growing in the midst of the global financial and economic crisis because Korea heavily depends on exports. The first half of 2009 saw the Korean economy rescued by a massive fiscal stimulus package. The big story in the second half of 2009 was consumer spending. Private demand and a comeback in exports (mainly stemming from Chinese demand) over the second half of 2009 led to GDP growth of nearly 0.5% for 2009.

Korea’s economy (Asia’s fourth largest) was a stellar performer among the Asian economies in 2010. The nation was one of the leaders of the global recovery and a main beneficiary of China’s performance. Although not as robust as the Chinese or Indian economies, the Korean economy performed very well in 2010. Korea’s GDP in 2010 expanded by 6.1%, with exports and industrial production continuing their strong renewal. Exports surged in 2010, rising by nearly 30%. The key was the consistent strength of demand from Korea’s Asian neighbors. Demand from China, which takes 33% of Korean exports, was instrumental in propelling this growth. Electronics, autos, and shipbuilding were the most heavily demanded products.

Asia’s fourth largest economy performed well over the first six months of 2011. The nation continued to be one of the leaders of the global recovery as it benefitted from China’s persistent expansion. Korea’s GDP in the first quarter of 2011 expanded by 4.2% and by 3.5% in the second quarter when compared to a year earlier, with exports continuing their strong performance. Exports rose by nearly 24% in May compared to a year earlier. However, Korean exports began to face a more difficult environment as external demand from China, the U.S., Europe, and Japan decelerated beginning in the middle of 2011.

Economic growth in the second half of 2011 did decline a bit. As expected, the darkening global economic environment had a negative impact. Due to its overall exposure to the world economy, the Korean economy

experienced a slowdown in the second half of 2011 as global demand deteriorated. The debt crisis in Europe along with the slowdown in China had real repercussions for Korea. However, the Korean economy did manage to grow by 3.6% in 2011 mainly due to export strength (although relatively less than the previous year) and domestic consumption.

“The Korean economy is projected to grow at a rate of 3.5% in 2012.”

The Korean economic outlook for 2012 will depend on the global economic environment as well as the domestic situation. First, what happens in China will have the largest impact on Korea as China is by far Korea’s largest export market. Second, what happens in Europe will also have a large impact on the Korean economy as the global financial system could be greatly impacted by a financial contagion in Europe. A European recession should be problematic for Korean exports. The situation in Europe is particularly important due to its potential impact on trade financing. However, the Korea-U.S. Free Trade Agreement will provide a substantial boost to Korean exports. Overall, the combination of the global economic slowdown and the relative strength of the Korean currency (the Won) could be problematic for the Korean economy. In addition, the recent slowdown in domestic consumer demand in Korea poses another significant threat. It is very important to emphasize that consumption does play a vital role in the Korean economy as the nation has a very substantial middle class. Finally, South Korea will definitely be paying very close attention to what is happening in North Korea over coming months.

The Bank of Korea raised interest rates five times from the middle of 2010 to June 2011 in order to counter the inflationary environment. As expected, monetary policy has reversed course in early 2012 as growth concerns begin to supersede inflation concerns. In fact, the Bank of Korea has kept interest rates steady since June 2011. The Korean economy is projected to grow at a rate of 3.5% in 2012 revised down from the 4.5%, that was previously forecasted due to the slowdown in China and recession in Europe.

U.S. – KOREA TRADE

Korea's economic transformation has primarily been due to its focus on developing export industries. Beginning in the 1960's, Korea concentrated on building an industrial base. U.S.-Korea trade increased dramatically from the 1970's to the 1990's. Over these years, the U.S. became one of Korea's largest trading partners. In fact, the U.S. was Korea's largest or second largest trading partner behind Japan for many years before China surpassed both the U.S. and Japan. Korea is currently the U.S.'s seventh largest trading partner after Canada, China, Mexico, Japan, Germany, and the U.K.

In order to put things into perspective, in 1970 total two-way trade between the U.S. and Korea was less than \$1 billion; by 1980 it reached nearly \$10 billion. U.S.-Korea two-way trade reached over \$36 billion by 1990 and by 2000 it reached nearly \$67 billion. Two years after the 1997 Asian Financial Crisis, trade between the U.S. and Korea moved from \$43 billion to nearly \$67 billion.

Total two-way trade between the U.S. and Korea reached nearly \$85 billion in 2008. After the 2008 global financial crisis, trade between the U.S. and Korea plunged to its 2000 level of nearly \$67 billion. However, in 2011 total trade between the two nations reached an all-time high as two-way trade reached over \$100 billion. The future has become even brighter due to the recent passage and implementation of the Korea-U.S. Free Trade Agreement (KORUS FTA).

Since the 1980s, the U.S. has served as the main market for Korean manufacturers such as Samsung, Hyundai, and LG. The U.S. market played an instrumental role in Korea's export-led economy and was a major reason why Korea has been able to become an advanced economy.

Trade between the two nations escalated from less than \$1 billion in 1970 to over \$100 billion in 2011 (record high). U.S. exports to Korea grew from less than \$600 million to over \$44 billion in 2011. U.S. imports from Korea rose from less than \$400 million to nearly \$56 billion in 2011. Nearly 3% of all U.S. global trade is now with Korea.

The rapid increase in trade played a leading role in the stellar economic growth achieved by both the U.S. and Korea over the past four decades. As a result, both nations have some of the highest per capita incomes in the world. Both countries have a very large middle class with high consumption patterns.

CALIFORNIA – KOREA TRADE

California is the U.S. gateway to the Pacific Rim. Since the 1980s, the state has experienced significant export growth to Korea. For many years Korea was one of the top ten leading destinations for California exports. In the years to come, California's prosperity will become more closely tied to international trade with Korea and the entire Asia-Pacific Region. No other state in the U.S. will gain more from this relationship. This is now going to be even more apparent with the passage and implementation of the Korea-U.S. Free Trade Agreement (KORUS-FTA).

California has been uniquely positioned to take advantage of Korea's surging economic development. Korea was California's fifth largest export market in 2011, with exports of \$8.4 billion (see table below). The state will continue to benefit in the future as Korea continues to be one of the largest economies and one of the strongest marketplaces in the world. In addition, the state will be the main beneficiary of the recently passed KORUS FTA as the majority of trade between the U.S. and Korea passes through the Ports of Los Angeles, Long Beach, and Oakland (Los Angeles Customs District and the San Francisco Customs District).



CA Exports – Top 5 Destinations from 2006-2011

Billions of \$

Country	2006	2007	2008	2009	2010	2011
Mexico	19.6	18.3	20.5	17.5	20.9	26.0
China	14.8	15.5	16.8	15.6	19.3	21.9
Canada	14.2	16.3	17.9	14.3	16.2	14.2
Japan	13.9	13.5	13.1	10.9	12.2	13.0
Korea	7.0	7.4	7.7	5.9	8.0	8.4

Note: China includes Hong Kong and Macau
Source: U.S. Census Bureau, USA Trade Online



L.A. COUNTY IS THE INTERNATIONAL TRADE CAPITAL OF AMERICA

- America’s #1 Gateway to the Global Economy
- America’s #1 Gateway to Asia
- America’s #1 Gateway to Korea
- America’s #1 Customs District
- America’s #1 Port - The Port of Los Angeles (POLA)
- America’s #2 Port - The Port of Long Beach (POLB)
- Together the Ports of L.A. and Long Beach handle over 40% of all the waterborne containerized cargo coming into the U.S.
- Los Angeles International Airport (LAX) is the world’s busiest origin- and-destination airport in the world

TOP WORLD CONTAINER PORTS BY VOLUME IN 2011

- Shanghai 31.7 Million TEUs
- Singapore 29.9 Million TEUs
- Hong Kong 24.4 Million TEUs
- Shenzhen 22.6 Million TEUs
- **Busan 16.2 Million TEUs**
- Ningbo 14.7 Million TEUs
- Guangzhou 14.7 Million TEUs
- **Los Angeles-Long Beach (combined) 14.0 Million TEUs**

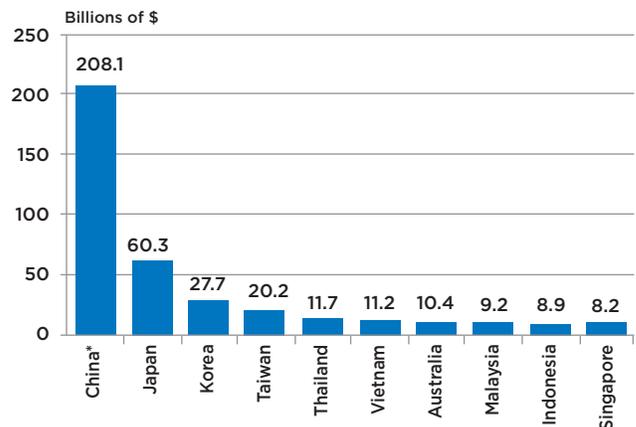
LOS ANGELES CUSTOMS DISTRICT (LACD) - KOREA TRADE

As it evolved into a leader in international commerce and investment, Los Angeles County has become the U.S. gateway to the Asian economies. Los Angeles has been referred to as the capital of the Pacific Rim due to its deep connections with the Asian continent. The San Pedro port complex, which includes the Ports of Los Angeles and Long Beach, is the busiest port complex in the U.S. (moving 14.0 million TEUs - one third of all container traffic in the U.S.) and the western hemisphere, and the eighth busiest in the world. As of 2011, only Shanghai, Singapore, Hong Kong, Shenzhen, Busan (Korea) Ningbo, and Guangzhou were ranked ahead of the San Pedro ports in total container traffic.

Like the personal ties between us, the economic ties between Los Angeles County and Korea are unmatched by any other region of the United States. The international trade links between the Los Angeles Customs District (LACD) and Korea have revolutionized our economic connections in a way that has created an unbreakable bond. The Los Angeles region is the primary beneficiary as the local ports are the focal point for U.S.-Asia/Korea trade. The Los Angeles Customs District handles over 50% of total volume and nearly 30% of trade between Korea and the U.S (based on total value). Together, the Ports of Los Angeles and Long Beach handle over 25% (based on total value) of trade between Korea and the U.S. Korea became the LACD’s third largest trading partner, surpassing Taiwan in 2002. In 2001, China joined the World Trade Organization (WTO) and became the LACD’s largest trading partner. Imports from China skyrocketed from 2002-2008. Since 2001, China, Japan and Korea have been the LACD’s largest trading partners. Korea’s total two-way trade (general imports and exports) were valued at \$24.3 billion in 2010.

The total two-way trade figures for 2011 were valued at \$27.7 billion (a new record high). Total Korean imports unloaded (general imports) in the LACD were \$16.7 billion (#3), while total U.S. exports to Korea through the LACD came to \$11.0 billion (again #3). This gave the LACD a trade deficit of \$5.7 billion with Korea. Korea’s import-to-export ratio of 1.52 is higher than the 2010 ratio of 1.36. However, the ratio is the lowest amongst the top five trading partners of the LACD. The Los Angeles Customs District handles roughly \$467 billion worth of two-way trade (general imports and exports) and Korea accounted for 6% of that total.

2011 LACD Top 10 Trading Partners



*Note: China includes Hong Kong and Macau
Source: U.S. Census Bureau, USA Trade Online

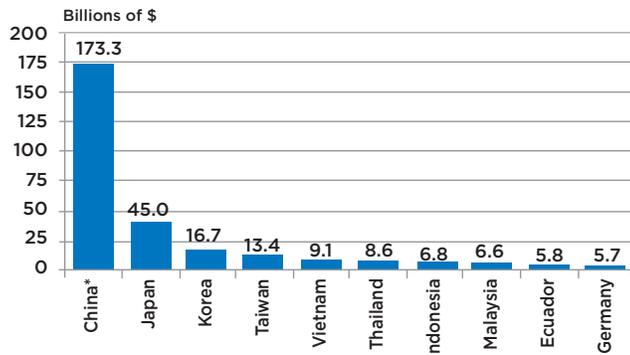


LOS ANGELES CUSTOMS DISTRICT (LACD) - KOREA TRADE (continued)

International trade has become one of the most significant economic drivers for Southern California, creating hundreds of thousands of jobs. There are over 240,000 workers who are employed in trade sensitive industries in the Los Angeles five-county region. This figure counts not only longshore workers at the ports but also a wide array of other occupations that pay good wages. These include vessel operations, services to vessels, cargo handling, surface transportation (rail and truck), air cargo, logistics services, trade finance, freight forwarding, customs brokers, distribution centers, insurance and law (the latter are necessary to interpret the growing roster of trade security regulations).

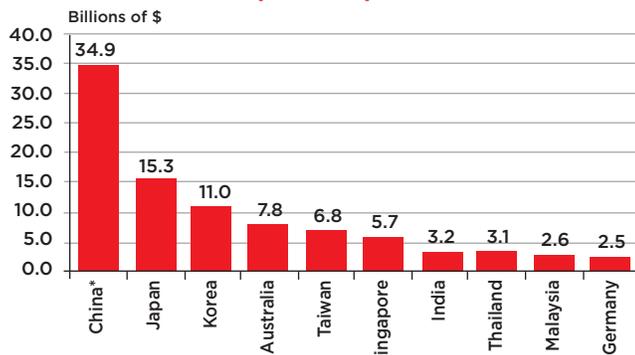
Southern California has transformed itself into a hub for global logistics/transportation stemming from its trade links with Asia and the world. For this reason and owing to its many other long ties to Korea and its people, the Los Angeles County region moved into an important strategic position with regards to U.S.-Korea relations beginning back in the post Korean War period.

2011 LACD Top 10 Import Sources



*Note: China includes Hong Kong and Macau
Source: U.S. Census Bureau, USA Trade Online

2011 LACD Top 10 Export Destinations



*Note: China includes Hong Kong and Macau
Source: U.S. Census Bureau, USA Trade Online

LACD IMPORTS FROM KOREA

The value of LACD imports from Korea increased by a significant 19.1% during 2011. Nearly all of the top 15 LACD imports experienced robust double-digit growth last year even without the implementation of the KORUS FTA. The largest jump came in copper and items made of copper, which surged by over 50%. In addition, miscellaneous metal products experienced the second highest increase in 2011, climbing by nearly 44%. Overall gains in industrial production and manufacturing associated with the U.S. economic expansion were the key reasons for this growth. Other notable increases were seen in imports of iron and steel (42%) and iron and steel products (30%). The continued recovery in consumer spending and business investment contributed to the overall gains seen in imports.

Only two of the top 15 LACD imports experienced declines in 2011. The most significant contraction was witnessed in refined oil products, dropping by a significant 17.3%. Korea imports all of its natural gas and crude oil requirements and then re-exports about a quarter of the oil as refined products like gasoline. The other LACD import that actually witnessed a drop in 2011 was aircraft and spacecraft parts, falling by 2.5%.

LACD Top 10 Imports from Korea

Commodity	2011 (millions \$)	% of Korea Total
Computers, Peripherals, Machinery, Appliances and Parts	5,040.7	30.2%
Electrical Equipment, TV's and Electronic Parts	2,872.2	17.2%
Motor Vehicles & Parts	2,776.7	16.6%
Rubber and Items Made of Rubber	1,091.4	6.5%
Plastics and Items Made of Plastic	586.3	3.5%
Refined Oil Products and Natural Gas	551.9	3.3%
Iron and Steel Products	474.8	2.8%
Optical, Photo and Medical/Surgical Instruments	354.2	2.1%
Iron and Steel Products	253.0	1.5%
Miscellaneous Metal Products	213.1	1.3%
Top Ten Total:	14,214.3	85.1%

Source: U.S. Census Bureau, USA Trade Online



LACD EXPORTS TO KOREA

LACD exports to Korea rose by 7.0% during 2011, after surging by 38.4% in 2010. The top three exports were computers, machinery, appliances and parts; electrical equipment and electronic parts; and meat and meat products. However, the top two export products experienced declines of 15.9% and 11.1%, respectively in 2011. Exports of meat and meat products out of the LACD increased by 50% last year. The largest dollar value expansion of the top 15 exports was seen in cotton (144.2%). Miscellaneous prepared foods (49.0%), iron and steel products (42.6%), and aluminum and items made of aluminum (21.6%) also experienced substantial export growth as Korean industrial production demand improved as well as overall consumer demand.

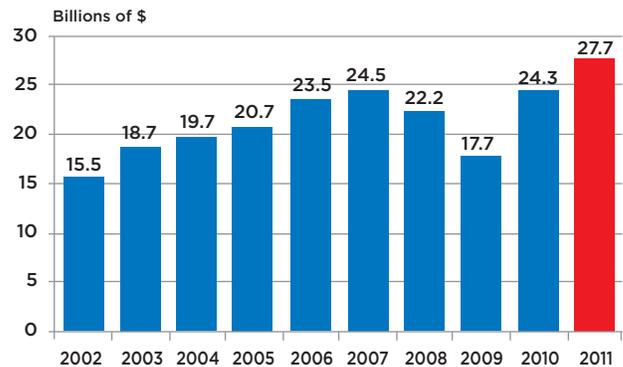
Korea's demand for LACD exports of computers, machinery, appliances and parts and electrical equipment and electronic parts took a significant dip in 2011 as Korea took advantage of other more attractive opportunities. Europe gained a competitive advantage over the U.S. due to the Korea-EU FTA that went into effect in July 2011. Korea has become a specialized producer of these types of finished goods, as seen by the increase of LACD imports and high profitability of Korean electronics companies such as Samsung and LG.

LACD Top 10 Exports to Korea

Commodity	2011 (millions \$)	% of Korea Total
Computers, Peripherals, Machinery, Appliances and Parts	1,423.7	13.0%
Electrical Equipment, TV's and Electronic Parts	1,094.2	10.0%
Meat and Meat Products	699.9	6.4%
Iron and Steel	614.8	5.6%
Optical, Photo and Medical/ Surgical Instruments	596.6	5.4%
Aircraft, Spacecraft and Parts	516.9	4.7%
Plastics and Items Made of Plastic	490.4	4.5%
Organic Chemicals	428.1	3.9%
Motor Vehicles and Parts	415.1	3.8%
Miscellaneous Chemical Products	375.0	3.4%
Top Ten Total:	6,654.8	60.6%

Source: U.S. Census Bureau, USA Trade Online

LACD 2-Way Trade with Korea 2002-2011



Source: U.S. Census Bureau, USA Trade Online.



THE LOS ANGELES CUSTOMS DISTRICT TOP 10 IMPORTS FROM KOREA 2011 DETAIL

- 1 Appliances, Machinery, and Computer Products**
 - Refrigerators and freezers
 - Washing machines
 - Machinery for dry cleaning
 - Printers

- 2 Electrical Equipment and Electronic Components**
 - Telephones including mobile
 - Television receivers and monitors
 - Electronic integrated circuits
 - Liquid dielectric transformers
 - Vacuum cleaners and parts

- 3 Autos and Auto Parts**
 - Auto parts
 - Vehicles for transporting persons

- 4 Rubber and Rubber Products**
 - Tires

- 5 Plastics and Plastic Products**
 - Plates and sheets
 - Polymers and resins
 - Containers (boxes)
 - Polyesters

- 6 Refined Oil Products and Natural Gas**
 - Oil (not crude) from bit petrol and bitum mineral

- 7 Iron and Steel Products**
 - Tubes and pipes
 - Screws, bolts, and nuts
 - Tube and pipe fittings
 - Wire rope

- 8 Optical, Medical & Surgical Instruments**
 - Medical, Dental, Surgical Instruments

- 9 Iron and Steel**
 - Angles and other shapes
 - Flat-rolled iron and non-alloy steel
 - Flat-rolled stainless steel

- 10 Miscellaneous Metal Products**
 - Articles made of base metal

THE LOS ANGELES CUSTOMS DISTRICT TOP 10 EXPORTS TO KOREA 2011 DETAIL

- 1 Machinery, Machinery Parts and Computer Products**
 - Machines to manufacture semiconductor devices
 - Parts for boring or sinking machinery
 - Centrifuges, water filtering machinery

- 2 Electrical Equipment & Electronic Components**
 - Electronic integrated circuits, memories, processors and controllers
 - Telephones including mobile
 - Television receiver and monitors

- 3 Meat and Meat Products**
 - Bovine (Beef)
 - Swine (Pork)

- 4 Iron & Steel**
 - Iron waste and scrap

- 5 Optical, Photo and Medical/Surgical Instruments**
 - Optical instruments for inspecting semiconductor wafers
 - Medical, dental, and surgical parts

- 6 Aircraft, Spacecraft and Parts**
 - Parts of balloons, aircraft, spacecraft
 - Civilian aircraft, engines and parts

- 7 Plastics and Items Made of Plastic**
 - Polyethers
 - Polyamides

- 8 Organic Chemicals**
 - Heterocyclic compounds
 - Phenol or phenol-alcohol derivatives
 - Organo-inorganic compounds

- 9 Motor Vehicles and Parts**
 - Parts and accessories for motor vehicles
 - Motor cars and vehicles
 - Tanks and armored vehicles

- 10 Miscellaneous Chemical Products**
 - Reaction initiators, catalysts, accelerators
 - Antiknock preps and additives for mineral oils
 - Binders for found molds and chemical products



SAN PEDRO BAY PORTS

(Combined Ports of Los Angeles and Long Beach) – TEU Container Volume Perspective

Measured by the number of containers in twenty foot equivalent units (TEUs), the top San Pedro Bay ports (meaning combined total for the Port of Los Angeles and Port of Long Beach) imports from Korea were auto parts, laundry machines, refrigerator equipment, and tires for autos and trucks.

SAN PEDRO BAY TOP TEN IMPORT COMMODITIES FROM KOREA

RANK	COMMODITY	2011 TEUs	% SHARE OF TOTAL
1	Auto Parts	55,102	13.2%
2	Laundry Machines	54,386	13.0%
3	Refrigeration Equipment	53,257	12.8%
4	Auto and Truck Tires and Tubes	38,520	9.2%
5	EDP, Number, Address Machinery	11,732	2.8%
6	Electronic and Electronic Products, Misc.	11,264	2.7%
7	Paper and Paperboard, Including Waste	11,017	2.6%
8	Synthetic Resins and Plastics	7,153	1.7%
9	General Cargo, Misc.	6,989	1.7%
10	Fabrics, Including Raw Cotton	6,326	1.5%
	Import Total from Korea	416,887	100.0%

SAN PEDRO BAY TOP TEN EXPORT COMMODITIES TO KOREA

RANK	COMMODITY	2011 TEUs	% SHARE OF TOTAL
1	Paper and Paperboard, Including Waste	38,138	12.9%
2	Mixed Metal Scrap	33,534	11.3%
3	Pet and Animal Feeds	27,290	9.2%
4	Meat, Chiefly Fresh and Frozen	16,223	5.5%
5	General Cargo, Misc.	14,077	4.7%
6	Metal Scrap, Ferrous, Pig Iron	11,697	3.9%
7	Fabrics, Including Raw Cotton	9,957	3.4%
8	Oranges	6,746	2.3%
9	Auto Parts	6,271	2.1%
10	Unclassifiable Chemicals	6,260	2.1%
	Export Total to Korea	296,510	100.0%

PORT OF LOS ANGELES (POLA)

The Port of Los Angeles (POLA) is located in San Pedro Bay and together with the Port of Long Beach makes up the San Pedro Bay port complex. POLA is located 20 miles south of downtown Los Angeles and is comprised of 7,500 acres, with 43 miles of waterfront and 25 passenger and cargo terminals, including dry and liquid bulk, container, break-bulk, automobiles and warehouse facilities. The Port is also home to the World Cruise Center. The Port of Los Angeles was the busiest port in the U.S. for the twelfth consecutive year in 2011 and should be the busiest port for the thirteenth consecutive year in 2012. Container volumes have more than doubled during the past decade. The POLA is the 16th busiest port in the world and is part of the 8th busiest port complex in the world when combined with the adjacent Port of Long Beach. The POLA handled 7.8 million Twenty-Foot Equivalent Units (TEUs) in Calendar Year (CY) 2010. The total cargo value of trade in CY 2010 was \$236.4 billion. The total cargo tonnage for CY 2010 was 157.8 million metric revenue tons. The port saw 2,182 vessel arrivals in CY 2010, and 150,233 automobiles were handled that year. **The CY 2011 figures for the POLA were encouraging as the port handled 7.9 million TEUs.**

Total loaded import TEUs were 4.1 million in CY 2011. Of this number, the most important products imported in containers were:

The Port of Los Angeles CY 2011 Top 5 Imports by TEUs

Product	TEUs
Furniture	392,278
Automobile Parts	376,117
Apparel	338,572
Electronic Products	237,807
Footwear	158,854

Total loaded export TEUs at the Port of Los Angeles were 2.1 million in CY 2011. Of this number, the most important products exported in containers were:

The Port of Los Angeles CY 2011 Top 5 Exports by TEUs

Product	TEUs
Wastepaper	295,783
Scrap Metal	233,035
Animal Feeds	196,073
Cotton	103,242
Resins	83,979

The Port of Los Angeles Top Trading Partners

• China	\$136 Billion
• Japan	\$ 41 Billion
• Korea	\$ 16 Billion
• Taiwan	\$ 13 Billion
• Vietnam	\$ 9 Billion

PORT OF LOS ANGELES TOP IMPORTS FROM KOREA

In 2011, the top import commodity from Korea was computer parts & machinery valued at \$3.5 billion, followed by electrical equipment and electronic components, motor vehicles and parts which together totaled \$2.6 billion. The next three top imports from Korea were rubber and rubber products (\$931 million), plastics and plastic products (\$450 million) and refined oil products (\$347 million). The most noteworthy change from 2010 has been in computer parts and machinery imports as they have climbed by more than 86%. Other notable increases in product group imports through the Port of Los Angeles were motor vehicles and parts and iron and steel products.

Port of Los Angeles (POLA) Top 10 Imports from Korea

Commodity	2011 (millions \$)	% of Korea Total
Computers, Peripherals, Machinery, Appliances and Parts	3,520.2	32.9%
Electrical Equipment, TV's and Electronic Parts	1,519.7	14.2%
Motor Vehicles and Parts	1,083.9	10.1%
Rubber and Items Made of Rubber	930.8	8.7%
Plastics and Items Made of Plastic	449.8	4.2%
Iron & Steel Products	380.6	3.6%
Refined Oil Products and Natural Gas	347.4	3.2%
Iron and Steel	212.6	2.0%
Optical, Photo and Medical/Surgical Instruments	199.4	1.9%
Paper, Paperboard and Related Products	161.6	1.5%
Top Ten Total:	8,806.2	82.3%

Source: U.S. Census Bureau, USA Trade Online

Measured by TEUs, the top Port of Los Angeles imports in 2011 from Korea were laundry machines, refrigerator equipment, auto parts, and tires for autos and trucks.



POLA TOP TEN IMPORT COMMODITIES FROM KOREA

RANK	COMMODITY	2011 TEUs	% SHARE OF TOTAL
1	Laundry Machines	35,369	14.0%
2	Refrigeration Equipment	35,190	13.9%
3	Auto Parts	35,028	13.9%
4	Auto and Truck Tires and Tubes	20,840	8.3%
5	Paper and Paperboard, Including Waste	8,129	3.2%
6	Electronics and Electronic Prods, Misc.	5,865	2.3%
7	EDP, Number, Address Machinery	5,319	2.1%
8	General Cargo, Misc.	4,948	2.0%
9	Doors and Parts	4,812	1.9%
10	Plastic Products, Misc.	3,534	1.4%
POLA Import Total from Korea		252,367	100.0%

PORT OF LOS ANGELES TOP EXPORTS TO KOREA

On the export side, the top commodities sent out of the Port of Los Angeles to Korea in 2011 were computer parts and machinery, followed by iron and steel. Computer parts and machinery were valued at roughly \$585 million while iron and steel were valued at nearly \$519 million. These two exports were followed in the rankings by meat and meat products and plastics and plastic products.

In 2011, the most significant change with regards to the top exports to Korea was motor vehicles and parts, as exports have increased more than four times 2010 amounts.

Northeast and Southeast Asia account for 95% of the trade routes served by the Port of Los Angeles (POLA). This explains why the POLA's top five trading partners are China, Japan, Korea, Taiwan and Vietnam. The overwhelming majority of the total trade comes in the form of imports, mainly from China. In fact, China was the POLA's most important trading partner in 2011 with a two-way trade total of \$135.9 billion, followed by Japan with a value of \$40.9 billion and Korea with a value of \$16.2 billion.

Port of Los Angeles (POLA)
Top 10 Exports to Korea

Commodity	2011 (millions \$)	% of Korea Total
Computers, Peripherals, Machinery, Appliances and Parts	584.5	10.7%
Iron and Steel	518.6	9.5%
Meat and Meat Products	484.0	8.9%
Plastics and Items Made of Plastic	348.1	6.4%
Organic Chemicals	327.2	6.0%
Motor Vehicles & Parts	284.5	5.2%
Raw Hides, Skin and Leather	281.9	5.2%
Cotton, Including Yarn and Woven Fabric Thereof	227.4	4.2%
Miscellaneous Chemical Products	196.4	3.6%
Electrical Equipment, TV's and Electronic Parts	192.1	3.5%
Top Ten Total:	3,444.8	63.1%

Source: U.S. Census Bureau, USA Trade Online

Measured by TEUs, the top Port of Los Angeles exports in 2011 to Korea were paper and paperboard, mixed scrap metal, and pet and animal feeds.



PORT OF LOS ANGELES TOP EXPORTS TO KOREA (continued)

POLA TOP TEN EXPORT COMMODITIES TO KOREA

RANK	COMMODITY	2011 TEUS	% SHARE OF TOTAL
1	Paper and Paperboard, Including Waste	29,862	13.5%
2	Mixed Metal Scrap	24,651	11.1%
3	Pet and Animal Feeds	21,136	9.5%
4	General Cargo, Misc.	12,333	5.6%
5	Meat, Chiefly Fresh and Frozen	11,601	5.2%
6	Metal Scrap, Ferrous, Pig Iron	10,123	4.6%
7	Fabrics, Including Raw Cotton	7,948	3.6%
8	Hides, Skins, Furs	5,456	2.5%
9	Auto Parts	5,032	2.3%
10	Oranges	4,566	2.1%
POLA Export Total to Korea		221,918	100.0%

PORT OF LONG BEACH (POLB)

The Port of Long Beach (POLB) is located in San Pedro Bay adjacent to the Port of Los Angeles. POLB is located 20 miles south of downtown Los Angeles and is comprised of 3,200 acres with 10 piers, 80 berths and 66 post-Panamex gantry cranes. The Port of Long Beach is the second busiest port in the U.S. It is the 18th busiest port in the world and part of the 8th busiest port complex when combined with the Port of Los Angeles. POLB handled 6.1 million Twenty-Foot Equivalent Units (TEUs) in 2011. The Port handled total cargo valued at \$155 billion in 2011. The port serviced 4,898 vessels in 2011 and 76.6 million metric tons of cargo. On average, the Port of Long Beach handled the equivalent of nearly 16,600 TEUs each day during CY 2011.

The Port of Long Beach top 5 Imports:

- Crude Oil
- Electronics
- Plastics
- Furniture
- Clothing

The Port of Long Beach top 5 Exports:

- Petroleum Coke
- Petroleum bulk
- Chemicals
- Waste Paper
- Foods

The Port of Long Beach top Trading Partners:

- **Top trading partners by value are:**
 - China 50.2% of Total
 - Japan 11.1%
 - **Korea 6.8%**
 - Australia 5.4%
 - Taiwan 3.4%
- **Top trading partners by tonnage are:**
 - China (#1)
 - **Korea (#2, surpassed Japan in 2010)**
 - Japan (#3)
 - Taiwan (#4)
 - Vietnam (#5)





PORT OF LONG BEACH TOP IMPORTS FROM KOREA

The top import commodity from Korea in 2011 was computer parts and machinery valued at \$1.3 billion, followed by electrical equipment and electronic parts which totaled \$508 million. The next three imports from Korea were vehicles and parts (\$462 million), refined oil products (\$203 million) and rubber and rubber products (\$160 million). The most noteworthy change from 2010 has been in railway or tramway stock and signal equipment. Other notable increases in product group imports through the Port of Long Beach have been miscellaneous metal products and optical and medical/surgical instruments.

Port of Long Beach (POLB) Top 10 Imports from Korea

Commodity	2011 (millions \$)	% of Korea Total
Computers, Peripherals, Machinery, Appliances and Parts	1,304.7	37.8%
Electrical Equipment, TV's and Electronic Parts	508.4	14.7%
Motor Vehicles and Parts	462.2	13.4%
Refined Oil Products and Natural Gas	202.8	5.9%
Rubber and Items Made of Rubber	160.1	4.6%
Plastics and Items Made of Plastic	129.4	3.7%
Iron and Steel Products	92.4	2.7%
Optical, Photo and Medical/Surgical Instruments	73.2	2.1%
Miscellaneous Metal Products	67.3	2.0%
Railway or Tramway Stock, Traffic Signal Equipment	59.2	1.7%
Top Ten Total:	3,059.8	88.7%

Source: U.S. Census Bureau, USA Trade Online

Measured by TEUs, the top Port of Long Beach imports in 2011 from Korea were auto parts, laundry machines, refrigerator equipment, and tires for autos and trucks.

POLB TOP TEN IMPORT COMMODITIES FROM KOREA

RANK	COMMODITY	2011 TEUs	% SHARE OF TOTAL
1	Auto Parts	20,075	12.2%
2	Laundry Machines	19,017	11.6%
3	Refrigeration Equip	18,066	11.0%
4	Auto and Truck Tires and Tubes	17,681	10.7%
5	EDP, Number, Address Machinery	6,413	3.9%
6	Elec. and Electronic Products, Misc.	5,399	3.3%
7	Synthetic Resins & Plastics	3,991	2.4%
8	Fabrics, Including Raw Cotton	3,116	1.9%
9	TV Equipment	2,975	1.8%
10	Paper and Paperboard, Including Waste	2,888	1.8%
	POLB Import Total from Korea	164,520	100.0%



PORT OF LONG BEACH TOP EXPORTS TO KOREA

On the export side, the top commodities sent out of the Port of Long Beach to Korea in 2011 were computer parts and machinery followed by electrical equipment and electronic parts. Computer parts and machinery were valued at \$357 million while electrical equipment and electronic parts were valued at \$288 million. These two exports were followed in the rankings by meat and meat products and miscellaneous chemical products. From 2010 to 2011, the top six export commodities aggregately decreased by more than 50%. The most significant export growth took place in the cotton and aircraft and spacecraft industries. There was a 119% increase in the export of cotton, yarn & fabric and a 21% increase in the export of aircraft, spacecraft and parts.

Port of Long Beach (POLB) Top 10 Exports to Korea

Commodity	2011 (millions \$)	% of Korea Total
Computers, Peripherals, Machinery, Appliances and Parts	356.5	11.9%
Electrical Equipment, TV's and Electronic Parts	287.6	9.6%
Meat and Meat Products	215.5	7.2%
Miscellaneous Chemical Products	137.5	4.6%
Cotton, Including Yarn and Woven Fabric	133.2	4.4%
Plastics and Items Made of Plastic	119.1	4.0%
Aircraft, Spacecraft and Parts	106.4	3.6%
Fruits and Nuts	103.3	3.5%
Iron and Steel	90.2	3.0%
Motor Vehicles and Parts	88.7	3.0%
Top Ten Total:	1,637.9	54.7%

Source: U.S. Census Bureau, USA Trade Online

Measured by TEUs, the top Port of Long Beach exports in 2011 to Korea were mixed scrap metal, paper and paperboard, and pet and animal feeds.

POLB TOP TEN EXPORT COMMODITIES TO KOREA

RANK	COMMODITY	2011 TEUs	% SHARE OF TOTAL
1	Mixed Metal Scrap	8,883	11.9%
2	Paper and Paperboard, Including Waste	8,275	11.1%
3	Pet and Animal Feeds	6,153	8.2%
4	Meat, Chiefly Fresh and Frozen	4,622	6.2%
5	Unclassifiable Chemicals	2,700	3.6%
6	Oranges	2,180	2.9%
7	Grocery Products, Misc.	2,041	2.7%
8	Fabrics, Including Raw Cotton	2,009	2.7%
9	Boric Acid, Hydrochloric Acid	1,929	2.6%
10	General Cargo, Misc	1,744	2.3%
	POLB Export Total To Korea	74,591	100.0%

LOS ANGELES INTERNATIONAL AIRPORT (LAX)

Los Angeles World Airports is the airport operations department for the City of Los Angeles which owns and operates Los Angeles International Airport (LAX). LAX is another key link in L.A. County's international trade, as it handles high-value products such as medical instruments, electronics, and perishables. The international airport is served by 43 international carriers and all major air freight lines including the two major Korean airlines (Korean Air and Asiana Airlines). LAX has become a pivotal distribution center for cargo from and to Korea and the rest of the Pacific Rim. LAX was the 13th busiest cargo airport in the world in 2011 as it handled 1.7 million metric tons of air cargo. In addition, it is the 6th busiest passenger airport in the world (maintaining its #6 position in 2011 and 2010 after falling to #7 in 2009) as it handled 61.8 million passengers in 2011 (3.8 million more than in 2010). LAX is the world's busiest origin-and-destination airport.

The top trading partner with LAX is the Asia-Pacific region, with 582,283 tons of cargo annually valued at over \$45 billion. More than 1,000 flights arrive and depart LAX daily carrying air cargo. Of these over 50% are international. Nearly 80% of the Los Angeles region's air cargo is handled at LAX. LAX is responsible for more than \$65 billion in exports and imports. The airport serves every Asian and Pacific Rim airline including Korean Air and Asiana Airlines.

Los Angeles International Airport Top 5 Imports:

- Computer Equipment
- Electronics
- Pearls and Precious Stones
- Optical Instruments
- Apparel

Los Angeles International Airport Top 5 Exports:

- Electronics
- Aircraft and Aircraft Parts
- Optical Instruments
- Computer Equipment
- Pharmaceutical Products

Los Angeles International Airport Top 5 Trading Partners by Two-Way Value included:

1. China 19.2% of Total
2. Japan 11.1%
3. Korea 6.0%
4. India 5.7%
5. Germany 5.2%

LAX TOP IMPORTS FROM KOREA

The top LAX import commodity from Korea in 2011 was electrical equipment & electronic components valued at \$801 million, followed by computer parts and machinery which totaled \$212 million. The next three imports from Korea were optical and medical instruments (over \$81 million), special classification provisions (such as returned exports, charity items and military apparel) (over \$75 million) and metal tools, cutlery & parts (nearly \$9 million).

Los Angeles International Airport (LAX) Top 10 Imports from Korea

Commodity	2011 (millions \$)	% of Korea Total
Electrical Equipment, TV's and Electronic Parts	801.1	63.2%
Computers, Peripherals, Machinery, Appliances and Parts	212.0	16.7%
Optical, Photo and Medical/ Surgical Instruments	81.3	6.4%
Special Classification Provisions	75.3	5.9%
Metal Tools, Cutlery and Parts	8.8	0.7%
Toys, Games and Sports Equipment	7.2	0.6%
Plastics and Items Made of Plastic	7.1	0.6%
Miscellaneous Chemical Products	6.7	0.5%
Fish, Crustaceans and Aquatic Invertebrates	6.6	0.5%
Silk, Including Yarns and Woven Fabric Thereof	5.5	0.4%
Top Ten Total:	1,211.6	95.7%

Source: U.S. Census Bureau, USA Trade Online



LAX TOP EXPORTS TO KOREA

On the export side, the top commodities sent out of LAX to Korea in 2011 were electrical equipment and electronic parts followed by computer parts and machinery. Electrical equipment and electronic parts were valued at nearly \$614 million while computer parts and machinery were valued at over \$482 million. These two exports were followed in the rankings by aircraft and parts, optical and medical instruments, and special classifications provisions.



Los Angeles International Airport (LAX) Top 10 Exports to Korea

Commodity	2011 (millions \$)	% of Korea Total
Electrical Equipment, TV's and Electronic Parts	613.9	24.9%
Computers, Peripherals, Machinery, Appliances and Parts	482.2	19.6%
Aircraft, Spacecraft, and Parts Thereof	388.5	15.8%
Optical, Photo and Medical/Surgical Instruments	345.3	14.0%
Special Classification Provisions	63.7	2.6%
Organic Chemicals	41.5	1.7%
Miscellaneous Chemical Products	41.1	1.7%
Miscellaneous Prepared Foods	40.6	1.7%
Arms and Ammunition	34.8	1.4%
Pharmaceutical Products	28.3	1.1%
Top Ten Total:	2,079.8	84.5%

Source: U.S. Census Bureau, USA Trade Online



INCHEON INTERNATIONAL AIRPORT (ICN)

Incheon International Airport is the largest airport in Korea and one of the largest in the world. The airport is located about 43 miles (or 70 km) west of Seoul and it is the main hub for Korean Air, Asiana Airlines, and Polar Air Cargo. It has been ranked the best airport worldwide by Airports Council International for seven consecutive years. The airport serves as a hub for international civilian air transportation and cargo traffic in East Asia.

The Airport has a Museum of Korean Culture, private sleeping rooms, a golf course, a spa, an ice skating rink, a casino and indoor gardens. Incheon International Airport as received a 5-star ranking by Skytrax, which is an honor only shared by two other airports including Hong Kong International and Singapore's Changi Airport. Other Impressive awards received include Best Airport Award from the IATA, ACI, Skytrax and it has been selected as the world's best airport at the Airport Service Quality Awards.

LAX AND KOREA (INCHEON INTERNATIONAL AIRPORT)

LAX and Incheon International Airport - Korean Air (KAL) and Asiana Airlines (AAR) have a total of four daily non-stop flights from LAX to Incheon International Airport. These two Korean airlines represented slightly over 6% of the total international passengers in 2011 and over 8.5% of the total international air freight. Over 1 million passengers departed and arrived via these two Korean airlines in 2011. Korean Air carried more passengers of the two Korean airlines serving LAX, followed by Asian Airlines. Also, Korean Air carried the most cargo tonnage of the two Korean airlines. Other airlines that provide daily flights between Los Angeles and Seoul Incheon include American, Delta, Singapore, and United.



KOREA-U.S. FREE TRADE AGREEMENT (KORUS FTA)

The United States and Korea originally signed the Korea-U.S. Free Trade Agreement on June 30, 2007. In 2009, the Obama administration ordered the Office of the U.S. Trade Representative to engage in bilateral negotiations with the Korean government in order to address the key contentious issues. The main opponents of the FTA were the auto and agricultural industries and the respective labor unions. They felt the accord did not go far enough to provide new market access for U.S. companies in Korea. However, in December 2010, a supplemental deal was reached in order to address the key concerns, which ultimately led to the agreement being passed as all sides were satisfied. Finally, on October 12, 2011 the U.S. Congress passed the free trade agreement and in November 2011 the Korean National Assembly also passed the accord allowing it to be signed by both President Obama and President Lee Myung-bak.

This new FTA will eliminate tariffs and duties on over 95 percent of consumer and industrial products within three to five years of the implementation date (March 15, 2012), with nearly 80% of consumer and industrial goods becoming duty free immediately. The majority of any additional tariffs would be eliminated within 10 years. Negotiators expect U.S. exports to Korea to grow by \$11 billion annually solely from the elimination of tariffs. Also, the Free Trade Agreement would eliminate existing non-tariff barriers and prevent the creation of future non-tariff barriers.

Next, the KORUS FTA would create multiple opportunities for both U.S. goods and services. On the goods side, the free trade agreement opens the 12th largest economy's large middle class of consumers to American made goods. On the services side, the free trade agreement opens up Korea's \$580 billion services market to American companies. Particularly, many industries and sectors (agriculture, aerospace, automotive, education, electronics, health care, medical, metals, transportation and telecommunications) have the most to gain from this trade agreement. All of these industries and sectors have a substantial presence in the Los Angeles region and should benefit greatly from the passage of this FTA in the coming years. The KORUS Free Trade Agreement creates many new opportunities for the U.S. manufacturing industry and the manufacturing capital of the U.S. is Los Angeles County.

Ultimately, the Los Angeles Customs District (LACD) benefit greatly from this trade agreement. A majority of the two-way trade container volume with Korea comes through the LACD (mainly at the Port of Los Angeles

and the Port of Long Beach). As far as total merchandise value, the LACD represents nearly 30% of total two-way trade value with Korea.

KEY REASONS WHY THE KORUS FTA IS SO IMPORTANT

1. It is the most commercially significant FTA since 1994 when NAFTA went into effect
2. Our economy needs to create jobs and exports are one of the keys to our economic future - especially to Asia - this FTA supports President Obama's National Export Initiative (NEI) goal of doubling U.S. exports by the end of 2014
3. Levels the Playing Field for Both Sides
4. Promotes Global U.S. and Korean Competitiveness
5. It promotes the further integration of the U.S. and Korean economies as well as strengthens our geo-strategic alliance at a very crucial time
6. It establishes a precedent which will increase the likelihood for other agreements in Asia potentially with Japan and China and others - this would dramatically change the course of our economic growth

TRADE AND THE U.S. ECONOMY

- Nearly 60 million American jobs are directly supported by international trade
- Exports represents roughly 11% of U.S. GDP and the objective is to grow this figure
- Exports have been the second largest contributor to economic growth since the Great Recession ended
- Importance of exports to the future of U.S. economic growth
- 95% of the world's consumers live outside the U.S.

WHY THIS FTA IS SO CRITICAL?

- Nearly 95% of all consumer and industrial goods will become duty-free within 5 years and almost all others within 10 years
- Tariffs on U.S. Exports to Korea were on average 11.2%
- Tariffs on U.S. Exports of Industrial Goods were on average 6.2%
- Tariffs on U.S. Exports of Agricultural Goods were on average 52%
- Also opens Korea's \$580 billion services market to American companies

A NEW ERA FOR KOREA-LOS ANGELES CUSTOMS DISTRICT (LACD) TRADE TIES

Impact of the Korea-U.S. Free Trade Agreement (KORUS FTA) on our Local Economy

The biggest beneficiaries of the free trade agreement with Korea will be the ports of Los Angeles and Long Beach as two-way trade volumes increase. The majority of all U.S.-Korea trade is handled by the ports of Los Angeles and Long Beach, and Korea is the ports' second largest trading partner based on TEUs volume. Total two-way trade on a value basis between the Los Angeles Customs District (LACD) and Korea represents almost 30% of total U.S./Korea trade, and Korea is the LACD's third largest trading partner, while the LACD is Korea's largest trading partner among U.S. customs districts. In addition to increased port activity, downstream local trade-related industries/sectors will benefit as well.

The FTA should boost most if not all of the LACD's top exports: IT machinery, electrical machinery, chemicals, beef, medical equipment, aircraft engines and parts, and cotton. Removal of trade barriers can lead to dramatic results for the local trade sector. For example, beef exports surged over the past few years as non-tariff barriers were reduced by the Korean government, and the LACD was a primary beneficiary with 60 percent of U.S. meat exports going through the local ports. In the same vein, the local entertainment industry will benefit from this FTA as it will provide greater intellectual property protections and enforcement for film, software, music, and videos. The agreement should also bode well for manufacturing exports (particularly machinery and equipment) as Los Angeles County is the manufacturing capital of America. The FTA will support our local professional and business services industry (including finance, accounting, and legal) as many non-tariff barriers will be lifted.

The KORUS FTA is the first free trade agreement between the U.S. and a large Asian economy. It sets the foundation and the framework for a larger prospective trade agreement called the Trans-Pacific Partnership (TPP) Agreement between the U.S. and potentially eleven other Pacific nations, including Japan (our second largest trading partner). The completion of the TPP would once again benefit the local economy more than any other area in the U.S. as it would include five of our top trading partners.

KEY PRODUCTS THAT WILL BENEFIT DUE TO THE KORUS FTA

Tariffs Eliminated Immediately on all the Products Below:

AUTO PARTS

- Brake Pads (were 2.5%)
- Cold Forging Parts (were 0-2.5%)
- Engine Block/Pistons (were 0-2.5%)
- Bolts/Nuts (were 5.75%-12.5%)

TEXTILES

- Polyester Fibers (were 4.3%)
- Car Mats (were 6.7%)

MACHINERY

- Ball Bearings (were 9.0%)
- Pumps (were 2.5%)

ELECTRONICS

- Touch Screen Monitors (were 2.7%)

PETROCHEMICALS

- Epoxy Resins (were 6.1%)

GOVERNMENT PROCUREMENT

- Lithium Batteries (were 2.7%)

What was at Stake for the LACD's Top Exports?

Product	Previous Tariff	KORUS FTA Tariff Elimination Schedule
Semiconductor Manufacturing Equipment	0-8%	Immediately
Electrical Equipment	0-13%	96% immediately, remainder over 3 years
Chemicals	0-50%	Over 50% immediately, remainder over 3 to 10 years
Agriculture (Beef)	0-40%	66% immediately, remainder over 10 years
Medical Equipment	0-50%	43% immediately, remainder over 3 years
Aerospace	0-8%	Over 92% immediately, remainder over 3 years



The European Union had a Significant Competitive Advantage from July 1, 2011 to March 15, 2012 – but no longer the case

Product	Previous U.S. Tariff	EU Average Tariff (Started July 1)
Electrical Equipment	7.4%	0.2%, more than a 7% advantage
Chemicals	6.1%	0.7%, more than a 5% advantage
Medical Equipment	5.4%	1.0%, more than a 4% advantage
Aerospace	3.5%	0.3%, more than a 3% advantage

KOREA TRADE AND INVESTMENT PROMOTION AGENCY (KOTRA) KORUS FTA HELP DESK AND INTELLECTUAL PROPERTY (IP) DESK

The KORUS FTA Help Desk at KOTRA Los Angeles provides the latest information about the free trade agreement and the benefits of the FTA with further in-depth business consulting. Industry experts at KOTRA and external expert advisors are available to help you with all types of related questions, including overall information on the KORUS FTA, anti-dumping duties, rules of origin and certificate of origin, informative seminars, workshops, government registration and regulation, industry standards, certification, tariffs, customs, legal counseling, accounting, financial markets, international trade, apparel & textiles, auto parts, IT, science and technology, green industries, and media.

KOTRA L.A. IP Desk will provide legal information regarding intellectual property and the procedures for filing or registering intellectual property rights and will also provide legal information on how to cope with infringement, if it occurs, and the damage relief thereof. KOTRA may also support part of the filing fees for registrations of intellectual property rights for those applicants who meet our criteria.

HELPFUL WEBSITES RELATED TO MAKING THE KORUS FTA WORK FOR YOU

Office of the U.S. Trade Representative:

<http://www.ustr.gov/trade-agreements/free-trade-agreements/korus-fta>

FTA Tariff Tool:

<http://export.gov/fta/ftatarifftool/ftamain.aspx>

U.S. Korea Connect:

www.uskoreaconnect.org

How to Trade with Korea Under the FTA – A Step-by-Step Guide:

<http://www.uskoreaconnect.org/facts-figures/issues-answers/trade-with-korea-under.html>

Korea Trade-Investment Promotion Agency (KOTRA):

www.kotrala.com



SECTION 4 • INVESTMENT TIES

FOREIGN DIRECT INVESTMENT (FDI)

The U.S. Bureau of Economic Analysis (BEA) defines foreign direct investment (FDI) as “ownership or control, directly or indirectly, by one foreign person, or entity, of 10 percent or more of the voting securities of an incorporated U.S. business enterprise or an equivalent interest in an unincorporated U.S. business enterprise.” FDI is normally divided into two categories: 1) greenfield investment and 2) mergers and acquisitions. Greenfield investment involves the creation of new businesses and the development or expansion of production facilities. Mergers and acquisitions involve the purchase of existing enterprises.

Economic history has demonstrated that as nations develop and trade grows so does outward investment. Strong economic growth generates higher savings which allows nations

to eventually become net outward investors. Korea has been a good example of this, scenario, as its successful export-led strategy was then followed by significant outward investment (mainly after the Asian Financial Crisis of 1997). The U.S. and Korea first established close trade ties and then the two nations began to invest in each other’s countries. Korea began to send its goods into the U.S. market in the 1970s and 1980s (mainly automobiles) and this has accelerated over the past twenty to thirty years. Korean FDI into the U.S. began in the 1980s and then grew substantially after the 1997 financial crisis. Korea has been a sizeable investor in the U.S., California, and particularly in Los Angeles County.

KOREA AND THE EMBRACEMENT OF FDI

FDI into Korea

The Korean economy restricted inward foreign direct investment for years up until the Asian financial crisis of 1997. The nation was heavily reliant upon foreign borrowing to finance its investment requirements during its economic development from the 1960's to the late 1980's and early 1990's. In fact, the nation's rapid industrialization process was financed by the utilization of foreign borrowing and not relying upon foreign direct investment. From 1962 until 1986 FDI accounted for less than 4% of total foreign capital accumulation.

This all changed dramatically following the financial crisis of 1997 as the nation transformed its outlook on globalization and how to become further integrated into the world economy. Foreign investment began to come into Korea once the government had stabilized the financial markets and once it began to maintain a period of strong export growth (allowing for the accumulation of foreign reserves). The country began to move away from an export-led growth model to one that also incorporated FDI-led growth. The recent passage of the Korea-US (KORUS) Free Trade Agreement (FTA) by the National Assembly further demonstrates the effort that is being made to transform the nation economically. Korea has overcome many obstacles to become an open, market-driven economy. With the passage of the KORUS FTA the nation has moved closer to achieving this objective.

“The recent passage of the Korea-U.S. (KORUS) Free Trade Agreement (FTA) by the National Assembly further demonstrates the effort that is being made to transform the nation economically.”

In 1990, Korea's FDI stock as a percentage of GDP was only 2%. This was one of the lowest ratios in the world and well below the world average and average for developing economies. It moved from 2% to 8% from 1990 to 2006 and the total amount climbed from \$5 billion to over \$70 billion. The government has undertaken a comprehensive strategy to attract FDI into the nation by offering significant incentives and implementing regulatory reforms.

In the four year period after the financial crisis (1998-2002) Korea attracted almost \$52 billion in FDI. This was nearly double the amount attracted in the previous four decades. Then in 2002, the Korean government announced a very monumental strategy to transform the nation into a knowledge based economy and an international business center within Northeast Asia. Korea established itself as one of the leaders in technological innovation which allowed it to maximize its comparative advantages in world trade.

The manufacturing industry has attracted the largest sums of investment with the electronics and chemicals sectors leading the way during the period of growth that occurred after the late 1990s.

Korea has pursued a very aggressive strategy in order to attract additional FDI by promoting Free Economic Zones (FEZs).

There are six FEZs including the following:

1. **Incheon** (to be completed in 2020)
2. **Busan/Jinhae** (to be completed in 2020)
3. **Gwangyang Bay** (to be completed in 2020)
4. **Yellow Sea** (to be completed in 2020)
5. **Daegu/Gyeongbuk** (to be completed in 2020)
6. **Saemangeum/Gunsan** (to be completed in 2020)

Free Economic Zones are unique as they focus on creating a living and working environment with manufacturing, biotechnology, aviation, logistics, service, and other industrial clusters as well as international schools, recreation, and international hospitals. Over the past couple of years the Korean government has made a concentrated effort to pass significant legislation that would create further incentives in order to create a more friendly investment environment. In addition, Korea offers other types of programs and resources to attract FDI into the country. This includes six foreign-exclusive industrial complexes, four free trade zones and seven foreign investment zones. **Please refer to the *Doing Business in Korea* section and document on the Invest Korea website for very valuable in-depth information on investing into Korea.**

FDI outflows from Korea

Beginning in the 1980s, Korea started to invest in projects overseas. The first time annual FDI passed \$1 billion was in 1990 and since that point FDI outflows have continued to grow. By 2006, Korea's FDI rose to over \$10 billion. Initially, Korea invested in projects mainly in the advanced economies. The U.S. was the largest recipient of this investment particularly in the 1980s and early 1990s. In particular, the Los Angeles region was one of the key destinations for Korean investment. However, starting in the 1990s, Korean FDI began to move to countries in Southeast Asia and mainly China. The amount of Korean FDI into China has changed dramatically over the past twenty years as China surpassed the U.S. as the top recipient of FDI in 2002. *In just fourteen years (from 1988 to 2002), Korean FDI into China moved from \$10,000 to nearly \$1 billion.*

Two-thirds of FDI outflows from Korea are in manufacturing. From 2008-2010, China was the dominant recipient of Korean FDI. However, over the past year China has moved out of the dominant spot. Other areas in the region (such as Vietnam, Thailand, Indonesia, and Malaysia) have become more attractive as China has reduced tax incentives and labor costs have increased.

FDI outflows in 2010

Korea became the sixth largest (moving up from number eleven) global investor in 2010 in capital investment and the fifth largest creator of overseas jobs. Also, Korean projects overseas grew by 12.5%. Meanwhile, capital investment climbed by 36% and job creation surged upwards by 50%. The most rapid growth was experienced in electronics, automotives and plastics. Korean companies created over 106,000 jobs overseas in 2010. *In fact, Seoul-based companies created more jobs overseas than any other city in the world.* They were the result of 171 projects and roughly \$32 billion in capital investment (which ranked #3 in the world).

U.S.-Korea FDI

The U.S. is the biggest investor in Korea as it accounts for over 15% of FDI into Korea. From 2006-2010, U.S. FDI into Korea grew from \$1.7 billion to \$1.9 billion. The majority of U.S. investment into Korea falls into wholesale trade, retail trade, financial services, and electronics.

Korean FDI into the U.S. has grown substantially from 2006 to 2008. In fact, total FDI into the U.S. rose from \$2.2 billion in 2006 to \$6.26 billion in 2008. However, in 2009 Korean FDI into the U.S. plunged as global FDI

flows plunged as a direct result of the financial and economic crisis. FDI into the U.S. and Korea plummeted by nearly 40%. In 2010, Korean FDI into the U.S. dropped again as it total over \$3.5 billion. The U.S. is the largest recipient of Korean FDI. This investment mostly focuses on mining, manufacturing, wholesale trade, retail trade, and financial services. From 2003-2009 there were over 150 greenfield projects from Korea including significant investments from Samsung, LG, and Hyundai.

Korean direct foreign investment into the U.S. has and will continue to come in the form of both greenfield investment and mergers and acquisitions. Over the past twenty years, the majority of Korean outward investment came in the form of greenfield investment. LAEDC research suggests that Korea ranks as one of the leading sources of foreign direct investment into Los Angeles County. Most recently, Korea has established a larger presence in Southern California and this trend should likely continue in the coming years.

Majority of Korean Investment Originated/ Originates from these Areas:

- **Seoul** – capital and largest economy in Korea – comprises over 20% of GDP – the core of Korea's commerce and industry – headquarters of most Korean conglomerates
- **Gyeonggi Province** – No. 1 in Korea regarding economically active population, factories, and international trade volume and No. 2 in major companies – global IT hub, center of the auto industry, and center of green industries
- **Busan** – 2nd largest city in Korea – home of the largest port in Korea and includes the Busan-Jinhae Free Economic Zone
- **Gyeongnam Province** – 3rd largest economy in Korea
- **Gyeongbuk Province** – 4th largest economy in Korea – includes largest electronic industry complex

FDI INTO THE U.S. AND CALIFORNIA

The United States and California have generally been very successful in attracting FDI. However, the global competition for FDI is becoming more intense. In terms of FDI stock, foreign companies' share of their overseas affiliates' net worth plus debt owed to them by their affiliates, the United States led the world in

2009-2010, with \$2.4 trillion (e.g., inward FDI stock in U.S. companies), followed by China (including Hong Kong, \$1.4 trillion), France (\$1.2 trillion) and the United Kingdom (\$1.0 trillion).

Recent reports identify emerging countries like the BRIC group (Brazil, Russia, India, and China) plus Vietnam on par with North America and Europe for new foreign direct investment. Many developing countries have recorded impressive growth rates in inward FDI stock in recent years (e.g., a 100% plus increase for the BRIC countries since 2001). Still, the advanced industrial nations account for the largest increases in world inward FDI stocks (especially the European Union) as a result of their sizable populations of affluent consumers and first-world legal and investment protections.

Many countries are developing explicit strategies to attract new FDI. The advanced industrial nations (and regions within developed countries) should not become complacent with their currently favorable positions.

In the United States, California remains the largest recipient of foreign direct investment (FDI) by all measures. However, faster growth in FDI is occurring elsewhere in the country. During the same period that the level of gross property, plant, and equipment of all non-bank affiliates in California grew by 10.7% to \$124 billion between 1999 and 2005, the nationwide rate of growth was 20.6%.

THE ROLE OF U.S. SUBSIDIARIES OF GLOBAL COMPANIES ON THE U.S. ECONOMY

- **Jobs & Annual Payroll**
 - Employ 5.6 million Americans
 - Annual payroll of nearly \$410 billion
- **Average salary of over \$73,000 (33% higher than U.S. Companies)**
- **Manufacturing**
 - Roughly 40% of all the jobs are in Manufacturing
 - Representing 13% of all Manufacturing jobs in the U.S.
- **Exports**
 - Account for nearly 20% of U.S. exports
- **Research and Development (R&D)**
 - Spend over \$40 billion on R&D
- **Taxes**
 - Pay nearly \$40 billion in corporate taxes (almost 20% of all corporate taxes)
- **98% of total U.S. FDI is from Private Sector Global Companies**

FDI INTO LOS ANGELES COUNTY

Throughout its history, Los Angeles has been a key destination for foreign direct investment. FDI strengthens the regional economy by bringing new technology, capital, skills, and international connections and by creating new jobs. While much is known about FDI at the national and state levels, there are no official government data publicly reported concerning FDI in Los Angeles County.

Los Angeles County receives investment capital from countries all over the world. The LAEDC's FDI database includes 4,521 foreign-owned and -affiliated business establishments in total, of which 2,130 (or 47.1%) are primary locations and 2,391 (52.9%) are secondary locations. The County's 4,521 foreign-owned and -affiliated establishments represent slightly less than a third (32.4%) of the state's 13,969 foreign-owned establishments.

Almost half (or 48.5%) of the County's foreign-owned or -affiliated establishments have a parent company based in Europe. Another 1,948 establishments (43.1%) have an Asian parent company. Meanwhile, 335 establishments (7.4%) have a parent company in Canada or Mexico, 27 (0.6%) have a Middle Eastern or African parent company, and 17 (0.4%) have a parent company in Latin America or the Caribbean.



Industries Korean Companies are Investing in Overseas

- Manufacturing
- Wholesale/Retail Trade
- Financial Services

Japan is the leading single source of FDI in Los Angeles County, as measured by number of businesses, with 1,413 total establishments or 31.3% of total foreign-owned and -affiliated companies. The United Kingdom ranks second, with a total of 794 local establishments. They are followed at some distance by France and Germany, which have 360 and 334 local establishments respectively. Canada rounds out the top five, with 278 establishments in the County. The "second five" group of countries includes three from Europe—Switzerland, Italy, and the Netherlands, with a combined total of 515 establishments—and two from Asia (Taiwan and Australia, with 236 more establishments).

FDI INTO LOS ANGELES COUNTY (continued)

Los Angeles County's foreign-owned and -affiliated businesses are spread across several industry sectors. The largest concentration of FDI establishments is in retail trade (981 total establishments, or 21.7% of the all foreign-owned and affiliated establishments) followed by wholesale trade (930 total establishments or 20.6%). The figures for wholesale trade category include import and export activities and reflect the fact that the County is home to the important Ports of Long Beach and

Los Angeles. Manufacturing ranks number three, with 608 total establishments or 13.4% of the total. Many foreign-owned banking and insurance companies (481 establishments or 10.6% of the total) also are in Los Angeles County, attracted by its large ethnic population and business base and the opportunity to finance a huge volume of internationally oriented transactions.

The City of Los Angeles has the largest number of foreign-owned and -affiliated businesses, with 1,591 total establishments, followed by Torrance (310 total establishments), Long Beach (212 total establishments), Santa Monica (134 total establishments), Pasadena (127 total establishments), and City of Industry (118 total establishments).

In terms of foreign-owned and -affiliated establishments as a percentage of all establishments (domestic and foreign-owned) in a particular city, Carson and El Segundo are tied for the top spot (6.6%) followed by the City of Industry (5.2%), Compton (4.8%), Torrance

(4.7%), and Santa Fe Springs (4.5%). The county-wide ratio is 1.8%.

Foreign-owned and -affiliated establishments account for an estimated 136,000 jobs and \$7.6 billion in wages in Los Angeles County. The average wage for employees of foreign-owned and -affiliated businesses (\$56,000) exceeds the County average wage for employees of all businesses (\$47,700).

In terms of both employment and wages in Los Angeles County, Europe is the largest contributor of foreign direct investment with 63,500 employees and \$3.7 billion in wages. Asia-Oceania is the second largest source with 62,000 employees and \$3.3 billion in wages in the County.

The industry with the largest number of foreign-owned and -affiliated businesses in the City of Los Angeles is retail trade (369 total establishments), followed by wholesale trade (226 total establishments), finance and insurance (223 total establishments), and manufacturing (178 total establishments). The make-up of retailing is quite eclectic, ranging from food stores to clothing and gas stations.

Foreign-owned and -affiliated businesses in the City of Los Angeles account for 51,900 jobs and \$2.8 billion in wages. Japan is the largest source for jobs and wages (16,200 jobs and \$792 million respectively) followed by France (10,000 jobs and \$583 million) and the United Kingdom (7,200 jobs and \$422 million).

FDI INTO LOS ANGELES COUNTY FROM KOREA

Korea is one of the largest sources of foreign-owned and -affiliated businesses in Los Angeles County, with 73 primary locations and 16 secondary locations, for a total of 89 establishments. The largest industry area for Korean-owned companies is wholesale trade with 50 total establishments, followed by transportation and warehousing (16 total establishments).

KOREAN-OWNED ESTABLISHMENTS BY MAJOR INDUSTRY SECTOR

Sector	Primary Locations	Secondary Locations	Total Establishments	% of Total
Wholesale Trade	41	9	50	56.2%
Transportation & Warehousing	12	4	16	16.4%
Other Sectors	20	3	23	27.4%
Total	73	16	89	100.0%



KOREAN-OWNED ESTABLISHMENTS BY DETAILED INDUSTRY

Industry	Total Establishments	% of Total
Merchant Wholesalers, Durable Goods	38	42.7%
Merchant Wholesalers, Nondurable Goods	12	13.5%
Other Industries	39	43.8%
Total	89	100.0%

Source: Los Angeles County Economic Development Corporation (LAEDC) FDI Report

In wholesale trade, the major sub-sectors are merchant wholesalers (durable goods, especially autos and consumer electronics) and merchant wholesalers (nondurable goods).

Major Korean names operating in Los Angeles County include electronics company Samsung and transportation companies Hanjin Shipping and Korean Airlines (which are both part of the Hanjin Group).

The City of Los Angeles is host to the largest number of Korean-owned and -affiliated businesses, with 45 total establishments, followed by other key cities like Torrance. The Los Angeles area (including Koreatown) has become one of the key commercial centers for several Korean companies entering into the U.S. market. This provides a high “comfort factor” for Korean firms and their key employees.

KOREAN-OWNED ESTABLISHMENTS BY CITY

City	Total Establishments	% of Total
Los Angeles	45	50.6%
Other Cities	44	49.4%
Total	89	100.0%

Source: Los Angeles County Economic Development Corporation (LAEDC) FDI Report

Korean-owned and -affiliated companies in Los Angeles County account for 2,200 employees and \$126 million in wages. Transportation and warehousing is the largest major industry sector in terms of employment (900 employees and \$54 million in wages). Wholesale trade is the second largest industry sector in terms of employment (600 employees and \$34 million in wages).

EMPLOYMENT AND WAGES OF KOREAN-OWNED ESTABLISHMENTS BY MAJOR INDUSTRY SECTOR

Sector	Employment	Wages (\$1,000s)	% of Total Employment	% of Total Wages
Transportation & Warehousing	900	\$54,000	40.9%	42.9%
Wholesale Trade	600	\$34,000	27.3%	27.0%
Other Sectors	700	\$38,000	31.8%	30.2%
Total	2,200	\$126,000	100.0%	100.0%

Source: Los Angeles County Economic Development Corporation (LAEDC) FDI Report

The City of Los Angeles is the largest location for employment and wages by Korean-owned and -affiliated companies (1,500 employees and \$85 million in wages). Torrance is also a top location for employment and wages of Korean-owned companies.

EMPLOYMENT AND WAGES OF KOREAN-OWNED ESTABLISHMENTS BY CITIES IN LOS ANGELES COUNTY

City	Employment	Wages (\$1,000s)	% of Total Employment	% of Total Wages
Los Angeles	1,500	\$85,000	68.2%	67.5%
Other Cities	700	\$41,000	31.8%	32.5%
Total	2,200	\$126,000	100.0%	100.0%

Source: Los Angeles County Economic Development Corporation (LAEDC) FDI Report



WHERE WILL KOREA INVEST?

Korean companies invested predominantly in the advanced economies of North America and Europe starting in the late 1980s and early 1990s. Over the past decade, Korean outward FDI has moved more into developing Asia and less into the developed world. Korean companies have focused on investing into China and India over the past decade as both countries have witnessed very strong economic growth. In addition, Korean companies have moved into Indonesia, Vietnam, Thailand and other Southeast Asian economies in order to take advantage of robust economic growth and lower average costs.

Over the last few years, some Korean firms have started to send more production abroad as the Won has appreciated vis-à-vis other currencies including the U.S. dollar. Auto companies such as Hyundai and Kia and electronics companies like Samsung and LG have begun to move more production overseas. The U.S. has been a beneficiary of this trend, particularly in the auto industry.

The U.S. is an attractive area for Korean investment for many reasons. First, the U.S. has the largest domestic market in the world. Second, the U.S. market presents few challenges that are major issues in other worldwide markets. Third, setting up abroad allows Korean companies to avoid the obstacles associated with commercial disputes.

No other county in the U.S. has a larger consumer market than Los Angeles County, which is obviously very good news for potential investment prospects. In addition, Los Angeles County possesses some undeniable assets that will attract more Korean investment into the County. The first relates to the transportation infrastructure, which includes the ports, rails, intermodal resources, established logistics and Los Angeles International Airport. The second reason why investment will continue to be attracted to L.A. County is the world class university and R&D talent pool populated by thousands of Asian and Korean students. Other factors that should continue to entice Korean investors to L.A. County include the largest established Korean community in the U.S., the local Korean language capabilities and the strong cultural ties documented earlier in this report. These should provide important comfort for leery investors. The key is to identify industry clusters in L.A. County that will attract future Korean investment.

Investments will likely be made in the green/clean technology industries like electric vehicles, and renewable energy like solar & wind energy. Entertainment, apparel, digital media, animation, and high-tech consumer electronics also will be core areas, as these industries have been targeted by the private sector in Korea. Other key industries likely to attract Korean investment include the auto industry, aerospace, health care, pharmaceuticals, food, and educational technology. Still other FDI Prospects from Korea in L.A. County include: biotech/biomedical and logistics.

Prominent Korean Companies with a Presence in the U.S.

Company	
Samsung	Hanjin Group
Hyundai	Kumho-Asiana Group
LG	Korean Air
SK Group	Woori
POSCO	CJ
Lotte	Hankook Tire
Hanwha	Shinhan

Korean investment will come in the form of technology and not in the form of manufacturing. Technology will complement the concentration of manufacturing facilities that already exists in Los Angeles County. In fact, the key reason why this type of investment should come to Los Angeles County is that the region is the capital of American manufacturing. Distribution centers also are expected to draw much attention by Korean companies looking to expand into the U.S. Such investment will have to include sales and service offices in order to provide critical customer service. FDI will come in the shape of research and development facilities in order to promote crucial innovation to remain competitive. Also, the FDI could come in the form of regional headquarters (HQ) (U.S. and/or North America), which we have seen occur in the New York Metro area over the past 20 years. Los Angeles County should make a concentrated effort to attract some of the larger Korean conglomerates to re-locate their HQ to the L.A. region. In addition, critical emphasis will be placed on maintaining the HQ of those small & medium sized Korean companies already located in L.A. County as well as attracting new companies in the industry areas mentioned above.



FOREIGN DIRECT INVESTMENT (FDI)

According to economic theory, the key reasons why companies attempt to invest overseas are related to markets, efficiency, and resources. First, firms participate in foreign direct investment in order to gain access to foreign markets. A perfect example of this occurs when a company tries to reduce costs by producing or assembling products inside a particular market or in close proximity to that target market. A relevant example for this report relates to the Korean companies Hyundai and Kia, which built assembly plants across the U.S. in order to be close to the American target market.

Secondly, corporations around the world are always looking to find ways to become more efficient. Placing production sites near the inputs to production (labor or capital) is often the most cost-efficient. There are many examples of companies moving production sites to parts of the world where labor costs or factory costs are very low relative to the home country. This phenomenon has been very common since the late 1980s and early 1990s.

Finally, companies invest in basic natural resources all over the world. Acquiring sources of energy and other essential commodities has always been one of the most critical objectives of nations attempting to develop economically. Throughout history all of the world's great economic powers (Britain and the U.S.) have been sustained by gaining access to resource-rich areas. Today we see this occurring all over again as the next emerging economic superpower, China, looks to secure its economic future by investing in the Middle East, Africa, Australia and South America. In fact, even Korea has attempted to secure access to certain resource-rich areas as well, particularly in mining, oil, and natural gas.

Economic growth is one of the fundamental goals of macroeconomic policy. Similar to trade, FDI plays a vital role in achieving strong economic growth throughout the world. Economic studies have demonstrated that FDI stimulates new employment and boosts productivity. Productivity has been raised due to the introduction of new business models that accompany FDI. In addition, FDI brings in new capital, technology, business models, international connections, tax revenues, and has been shown to improve returns on capital.

Countries around the world are always competing to become more attractive destinations to foreign investors. Nations can become more attractive by advocating for less regulation, lower operating costs, lower tax rates, higher rates of labor mobility, the creation of opportunities for mergers and acquisitions, and the creation of incentives for investment into the country.

Over the past twenty years, outward FDI from Korea has mainly been to the U.S. Recent outward FDI from Korea has focused on the areas of manufacturing, mining, wholesale trade, retail trade, and finance & insurance (banks and holding companies). Inward FDI investment to Korea has predominantly been from the U.S. in the form of wholesale trade, retail trade, finance & insurance, and electronics.

LOS ANGELES COUNTY FDI - GREEN/CLEAN TECHNOLOGY STRATEGY

The World Trade Center Association Los Angeles-Long Beach (WTCA), a subsidiary of the LAEDC, has a very strong interest in attracting investment in the area of green/clean technology. Part of the WTCA's Los Angeles-Long Beach "green strategy" includes targeting and attracting Korean investment in the clean technology automotive industry and the alternative/renewable energy industry. The focus in the renewable energy industry lies with solar, fuel cells and wind.

Some leading companies in Korea that are in these industries include:

- **Hyundai Motor** - Automotive (plug-in hybrid electric vehicles)
- **Kia Motors** - Automotive (plug-in hybrid electric vehicles)
- **Hyundai Heavy Industries** - Automotive (solar energy)
- **LG** - Electronics (solar energy)
- **Samsung** - Electronics (solar energy)
- **POSCO** - Steel (solar energy)
- **Hanwha Chemicals** - Chemicals (solar energy)
- **OCI Chemical** - Chemicals (solar energy)
- **Nexolon** - Associated with OCI Chemical (solar energy)
- **MiniSolar** - Solar Panels

Other smaller to medium sized companies include:

- **S-energy** - Solar Panels
- **Topsun** - Solar Panels
- **K-Solar** - Solar Panels
- **Osung LST** - Solar Ingot/Wafer
- **Youil Solar** - Solar Tracker
- **D-Solartech** - Solar Inverter
- **DeWind** - Wind Turbine
- **Econity** - Water Membrane System
- **Filmax** - Water Membrane System
- **Neotec UV** - Waste Water Treatment

The state and county efforts to attract this type of investment are proceeding on many fronts including state and federal legislation, incentives, access to various funding sources and valuable resources that will facilitate the overall process. Examples are:

STATE LEGISLATION

- **California Assembly Bill (AB) 32** - California Global Warming Solutions Act
- **California Assembly Bill (AB) 811 and (AB) 474** - Energy Efficiency and Renewable Energy Financing Program
- **The Green Building Initiative and the accompanying Green Building Action Plan California Assembly Bill (AB) 939** - The Integrated Waste Management Act
- **Renewable Portfolio Standard (RPS) and Senate Bill X12** - Requiring utilities to provide power from renewable sources
- **California Air Resources Board's (CARB's) Low Emission Vehicle (LEV) Program** - Sets emission reduction standards for automobiles

STATE INCENTIVES

- **California Solar Initiative**
- **California Assembly Bill (AB) 118** - Clean Vehicle Rebate Program
- **Sales Tax Credit for Green Manufacturing Equipment**
- **On-Bill Financing (OBF)** - Several utilities offering energy efficiency financing

GREEN OPPORTUNITIES

- **California ranks as the 10th largest consumer of energy in the world**
- **The San Pedro Bay Ports Clean Air Action Plan (CAAP)** - sets standards and aims to reduce air pollution of ships, trains, trucks, and other heavy machinery that are used in moving goods
- **City of Los Angeles** - Green L.A. Initiatives
- **The Antelope Valley** - centrally located to 95% of the state's wind-generating capacity and output

FEDERAL FUNDING FOR RENEWABLE ENERGY

- **\$2.5 Billion** for applied research, development, demonstration and deployment of energy efficiency and renewable energy technologies
- **\$1.25 Billion** for wind, solar, water power, hydrogen, vehicles, industrial and building technologies
- **\$1.25 Billion** for competitive solicitation for a range of industrial and energy efficiency improvement projects
- **\$4.5 Billion** for developing the smart electricity grid
- **\$30 Billion** for investments in applied research, loan guarantees and grants to develop new technologies in partnership with industry, energy efficiency and conservation activities
- **\$4.2 Billion** to make Department of Defense facilities more energy efficient

BILLIONS FOR LOS ANGELES COUNTY INFRASTRUCTURE PROJECTS

- **\$35 Billion** – Measure R: Funding L.A. County Transportation Projects
- **\$4.1 Billion** – Modernizing LAX
- **\$5.5 Billion** – To Upgrade and Green the Ports of L.A. and Long Beach

The federal government along with the state and county governments are trying to facilitate the investment process by providing access to funding sources. The private sector also plays a key role as private equity and venture capital firms provide substantial opportunities. Other critical sources are federal stimulus funds, grants and guaranteed loans.

PROFILE



SoCal Edison's Electric Vehicle ("EV") Technical Center - Pomona

The Southern California Edison's ("SCE") EV Technical Center is one of only two U.S. Department of Energy test sites approved to test electric vehicle performance in fleet operations. The Center was established in 1993, and it provides an array of electric transportation services centering on solutions for automakers, battery manufacturers, government agencies, business and industrial fleet customers and residential customers.

The SCE EV Tech Center serves the following purposes:

- To help the SCE's Transportation Services Department manage the nation's largest and most successful fleet of pure battery-electric vehicles. To date, the EV fleet has logged more than 17 million tailpipe-emission-free miles;
- To evaluate various electric-drive technologies for uses in SCE's own fleet applications to meet federal and state regulations;
- To understand and help minimize potential impacts of large increases in the numbers of vehicles connecting to the grid. This includes helping customers shift charging to off-peak (low-energy-use) periods;
- To provide education and outreach on the safe, reliable and energy-efficient use of electric-drive technologies

The EV Center includes the following state-of-the-art Equipment:

- Electric vehicle testing and maintenance facilities
- "Garage of the Future" – capable of simulating volt charging, energy flow, energy storage, energy generation and meter control
- Charge testing and fast charge testing facilities
- Maintenance bay for hydrogen Internal Combustion Engine (ICE) and fuel cell EV prototypes
- Battery testing laboratory

LOS ANGELES COUNTY FDI GREEN/CLEAN TECHNOLOGY STRATEGY (continued)

PROFILE



Korean Renewable Energy Industry

The solar/renewable energy industry in Korea has become one of the global leaders over the past few years as Korean investors have been acutely aware of the growth opportunities within this industry. Korea has been one of the top investors in clean energy investment and is one of the world's largest markets for solar energy. The solar market is projected to grow significantly over the next decade. Korean companies have been amongst the industry leaders over recent years and are facing increased competition from Japanese, Chinese, and Taiwanese firms. However, many Korean industry leaders still hold superior technology and a competitive advantage. The Korean government also increased its investment in R&D for green technology from 2 trillion won in 2009 to 2.3 trillion won in 2010-2011. Also, the government has established a list of 27 significant green technologies and a green certification system. In addition, Korea began a feed-in tariff (FIT) scheme in 2009 which allowed residential solar users to sell excess power back to the grid. From 2012 these FITs will be replaced by a Renewable Portfolio Standard (RPS). The RPS will require 14 state run and private power utilities with capacity in excess of 500MW to generate 4% of energy from renewable sources by 2015, increasing to 10% by 2022. Korea is expected to remain one of the strongest markets for photovoltaic (PV) systems over the coming years.

KOREA AND LOS ANGELES GLOBAL ENVIRONMENTAL LEADERS

KOREA - COMMITTED TO GOING GREEN

National Strategy for Green Growth

Vision and Mission – Three Objectives

1. Mitigation of climate change and energy independence
2. Creation of new engines for economic growth
3. Improvement in quality of life and enhancement of international standing

Ten Policy Directions

1. Effective mitigation of greenhouse gas emissions
2. Reduction of fossil fuel use and enhancement of energy independence
3. Strengthened capacity to adapt to climate change
4. Development of green technologies
5. Greening of existing industries, promotion of green industry
6. Advancement of industrial structure
7. Development of structural foundation of green economy
8. Greening the land and water, creation of green transport infrastructure
9. Bringing the green revolution into daily life
10. Becoming an international green growth role model

KOREA - GREEN INDUSTRY PROFILE

Korea is the world's #5 crude importer and #2 liquefied natural gas buyer

- 97% of its energy needs are imported
- The country is heavily dependent on energy imports and attempts to achieve exports of \$40 billion in renewables by 2015
- The goal become one of the global leaders in renewable energy
- Renewables in 2009 accounted for less than 3% of Korea's energy supply and it is forecasted to rise to 4% in 2013, 6% in 2020, and 13% by 2030



- Goal: to become one of the world's top ten (#7) green energy powerhouses by 2020 and #5 by 2050
- Korea has pledged that 11% of its total energy will come from renewables by 2030 – it currently makes up just over 2%
- Korean government plans to double its budget for energy R&D between now and 2020
- In November 2011, a plan was announced that will strengthen its technology in the area of green energy and secure 10% of the global market
- Technology development and R&D carried out under the plan will effect a 12% rise in energy efficiency and it will account for half the reduction in emissions needed for Korea to meet its 2020 target of 30% below the business-as-usual-level
- Implementation of the PLAN: will cost 35.5 trillion Won from the government and private sectors combined
- Expected to increase exports by 202 trillion Won and domestic demand by 59 trillion Won and to create over 900,000 jobs
- Samsung, POSCO, and Hyundai are all committed to becoming greener
- In 2011, almost 500 companies began to attempt to reach their reduction goals
- The government also increased its investment in R&D for green technology from 2 trillion won in 2009 to 2.3 trillion won in 2010-2011 and established a list of 27 significant green technologies and established a green certification system
 - The government is really supporting small and medium sized companies in the green industries
 - Korea has become a global leader in green growth
 - It has established the Global Green Growth Institute (GGGI), which is a global think tank for green growth and the East Asia Climate Partnership in order to promote green growth in developing nations

According to the Clean Energy Patent Growth Index's (CEPGI) 2011 third quarter results (most recent data), Korea ranked #4 among non-U.S. holders of U.S. clean energy patents. Korea had 46 clean energy patents after having 35 in Q3 2010. Only Japan, Germany, and Canada had more in the third quarter. Samsung ranked #4 among companies with 29 patents. Only GE, GM, and Toyota had more patents. Samsung's patents included fuel cell patents along with solar and hybrid/electric vehicle patents.

GREEN GROWTH STRATEGY - RECENT KEY DEVELOPMENTS

- In 2008, Korea's President Lee Myung-bak proposed a low carbon, green growth development strategy
 - Ever since the country has adopted this development strategy
- In 2009, the government established the Presidential Committee on Green Growth and also set up 5 year plans for green growth laws
- In 2010, the government moved forward with the development of green industries and technologies including solar, wind, and light-emitting diodes (LED)
- In 2011, the government focused on implementing laws that would limit greenhouse gas emissions in order to improve the country's national greenhouse and energy management systems
- The goal is to reduce greenhouse gas emissions by 30% by 2020

LOS ANGELES - GREEN L.A.: AN ACTION PLAN TO LEAD THE NATION IN FIGHTING GLOBAL WARMING

In May 2007, Mayor Villaraigosa in partnership with the Los Angeles City Council and environmental leaders unveiled GREEN L.A. – An Action Plan to Lead the Nation in Fighting Global Warming. The long-term goal is to reduce the City of Los Angeles' greenhouse gas emissions by 35% below 1990 levels by 2030. This goal goes beyond the targets set in the Kyoto Protocol and is the greatest reduction target of any large U.S. city.

The plan outlines the actions that the public and private sectors need to take to reduce greenhouse gas emissions: promoting green energy, conserving water, building a world-class transportation system, reducing waste, greening the port and airports, creating more open space and park land, and adapting Los Angeles' economy to the realities of global climate change.

KOREA AND LOS ANGELES - GLOBAL ENVIRONMENTAL LEADERS (continued)

Green L.A. offers a blueprint for reducing the city's carbon footprint and addressing climate change.

Ownership of the largest municipal utility in the country, the Los Angeles Department of Water and Power, allows the City to directly affect a major source of green house gases from electricity production. Overall, one-third of CO² emissions are from the City operations. Today, Los Angeles is more than halfway toward meeting the U.S. emissions target outlined by the Kyoto Protocol.

“THE GREENING OF THE LOS ANGELES ECONOMY” - 2011 REPORT PREPARED BY THE LAEDC

Why L.A. County should be at the forefront of the greening of the global economy:

- With a population close to than 10 million, Los Angeles County presents a large market for green goods and services and, by itself, can create enough demand to influence greening trends.
- The L.A. region's general prosperity means that it is better positioned than many emerging economies to afford the often more expensive up-front costs associated with greening.
- The state of California places a high priority on “greening” relative to other regions. Several pieces of legislation, executive orders, and administrative rules from the past six years convey the State's commitment to greening the economy (e.g., Assembly Bill 32/AB 32, Senate Bill 375/SB375, Renewables Portfolio Standard, etc.).
- There is a broad commitment to green policies in the state as Californians have consistently supported efforts to clean up and protect the environment. Likewise, business leaders have typically shared those commitments and/or pursued greening for the potential cost savings.
- Key public and private sector leaders have identified the greening of the economy as a source of current and future employment.
- The breadth of Los Angeles County's economy and its established role as an international trade hub ensures that just about every developing green trend will be relevant here.

TRADE AND INVESTMENT MISSION TRIPS TO KOREA

The LAEDC and the WTCA Los Angeles-Long Beach went on a trade and investment mission trip to Seoul, Korea in September 2011. It worked in partnership with the Korean Consulate and the Korea Trade-Investment Promotion Agency (KOTRA) in organizing the trip. In addition, the LAEDC and the WTCA will continue to participate in inbound and outbound missions in cooperation with the Korean Consulate and KOTRA in the future in order to attract further Korean foreign direct investment. Also, the WTCA will be working on attracting companies into technology incubators throughout Los Angeles County for 2012 and beyond.

LAEDC AND THE WORLD TRADE CENTER LOS ANGELES-LONG BEACH (WTCA LA-LB)

Los Angeles County Trade and Investment Mission

Delegation included:

- **Robert Hertzberg**
Chair of the LAEDC
- **Bill Allen**
President and CEO of the LAEDC
- **Vance Baugham** - WTCA President
- **Lianne Chua** - WTCA Director of Asia Operations
- **K.Y. Cheng** - Executive Vice President & Director of International Trade Banking at East West Bank
- **Matthew Toledo** - CEO and Publisher of the Los Angeles County Business Journal
- **Thomas Calabro** - Executive Director, Local Public Affairs & Customer Service Business Unit at Southern California Edison
- **Christopher Martin** - CEO and Co-Chairman of AC Martin Partners, Inc.
- **Lessing Gold (Partner) and James Bang (Of Counsel)** - Mitchell Silberberg & Knupp, LLP
- **Kiho Choi** - Managing Partner at Choi, Kim & Park, LLP
- **Tracy Williams** - President of Olmstead Williams Communications
- **Charlie Forrest** - Senior Vice President of Stern Brothers

CITY OF LOS ANGELES MAYOR ANTONIO VILLARAIGOSA

City of Los Angeles Trade and Investment Mission

Delegation included:

- **Mayor Antonio Villaraigosa**
- **Matt Karatz** – Deputy Mayor, Office of Economic and Business Policy
- **Elga Sharpe** – Chief of Protocol for the City of L.A.
- **Casey Hernandez** – Press Secretary
- **Stephen Cheung** – Managing Director, Office of Economic & Business Policy, International Trade
- **Nicole Legacki** – Director, Office of Business and Economic Policy, International Trade
- **Gabby Ortiz** – Special Assistant to the Mayor
- **David Fisher** – Chairman of the Capital Group
- **Do Won Chang** – CEO of Forever 21
- **Dr. Sung Won Sohn** – Vice Chairman of Forever 21
- **Michael Lawson** – President of the Board of Commissioners at Los Angeles World Airports
- **Kathryn McDermott** – Deputy Executive Director of the Port of Los Angeles
- **Patti MacJennett** – Senior Vice President of Marketing at LA INC, Los Angeles Convention & Visitors Bureau)

FDI INTO KOREA

Foreign direct investment (FDI) into Korea has grown substantially since the end of Asian Financial Crisis of 1997 and has played a limited role, unlike international trade (which has been the main source of growth), in propelling Korea's economy into one of the largest in the world. Indeed, economic development has been stronger in regions that have had high proportions of FDI.

“Over recent years and in 2010, the U.S. was the largest source of FDI into Korea, making up over 15% of total FDI into Korea.”

Korea attracted FDI mainly from the advanced economies through the last 10-20 years. However, this trend has changed dramatically in recent years due to the dramatic economic growth that has taken place in developing Asia (China, India, etc.) and other emerging markets. Over recent years and in 2010, the U.S. was the largest source of FDI into Korea, making up over 15% of total FDI into Korea. From a sector perspective, the highest percentage of net investments was in wholesale/retail trade, finance and insurance, and electronics.

KEY ADVANTAGES TO INVESTING IN KOREA

- **One of the Largest Economies and Markets in the World**
Korea has the 15th largest economy in the world (based on market exchange rates) and 12th in the world (based on purchasing power parity). From 1970 to 2010 GDP increased from \$2 billion to \$1 trillion. It ranks 9th in the world in imports and 7th in exports. From 1970 to 2010 trade volume increased from \$3 billion to \$900 billion. In 2011, it established a record reaching \$1 trillion in trade. From 2000 to 2010 over 610,000 companies were founded and an average of 56,000 companies were set up every year for the past 11 years (200-300 companies were established every day).
- **High Purchasing Power**
Korea has a large middle class and one of the highest per capita household consumption expenditures of any country. In addition, Korea has long had the reputation for being the best test market for new goods and services.
- **World Class Companies to Form Partnerships With** – Korea is the home to some of the most successful companies in the world including small & medium sized enterprises that produce technologically advanced products and innovative services. Foreign firms have excellent opportunities to partner with these companies. Many companies have benefitted from these arrangements over the years, and Korean firms have proven to be extremely loyal.
- **World Class Industries with Bright Futures**
The information technology (IT) and communications sectors in Korea have an extremely bright future due to its world-class cutting edge technology. Other key areas poised to experience significant growth in the coming years are renewable energy,

KEY ADVANTAGES TO INVESTING IN KOREA (continued)

semiconductors, parts and materials, auto parts, displays, and tourism and leisure.

- **Highly Educated Workforce**
One of the major keys to success for Korea has been the emphasis placed on education. Korea has one of the most educated populations in the world and it has a very productive labor force (ranks far ahead of other OECD nations).
- **The Center of Technological Advances**
Korea has been one of the leaders in R&D investment as a percentage of GDP. Korean firms have been on the cutting edge of new technologies for over three decades, and many firms possess unique technologies.
- **Superior Infrastructure**
Korea possesses an excellent logistics infrastructure. Korea's main airport Incheon International Airport has been voted the world's best for six straight years. The Port of Busan is the world's 5th busiest port (ahead of the combined Ports of L.A. and Long Beach). Also, Korea has a very advanced rail and subway system.
- **Access to Growing Asian Markets**
Korea has a very strong presence in the East Asian region where economic growth has been surging. The region continues to integrate economically, and the economies are becoming more service oriented. Korea is an excellent location for companies to establish regional headquarters for the same reasons that Los Angeles County is the optimal place for North American or U.S. headquarters.
- **Very Favorable Business Environment**
The Korean government has worked very hard to create a more favorable business climate in Korea. Since the end of the Asian Financial Crisis of 1997 it has made significant changes to its accounting standards and corporate legal framework. Korea was ranked #8 in the world according to the World Bank Ease of Doing Business rankings for 2012 (moving from #15 in 2011).
- **Fast Growing Broadband Capabilities**
Korea has one of the most cost-effective broadband networks in the world. Also, Korea has some of the most technologically advanced broadband products and services in the world.

- **A Global Leader on the Environment**
Korea has become a key global leader in the movement towards going green. The government has been committed to this goal since 2008. Korean companies and consumers have demonstrated that they are just as committed.
- **Great Prospects in the Health Care Industry**
Korea has one of the fastest aging populations in the world. The growth of senior consumers will lead to increased demand for medical products and health care services.
- **Excellent Living Environment**
Korea has one of the highest standards of living in the world. It possesses first-rate infrastructure, and clean and safe cities. It provides outstanding health care and education along with a multitude of leisure options. Also, it was voted one of the best countries in the world by Newsweek Korea based on five quality of life indicators.

RECENT FDI INTO KOREA

FDI flows into Korea grew from \$2 billion to \$13 billion from 2002 to 2010. In 2010, Korea reached its highest amount of FDI since the Asian Financial Crisis of 1997. FDI inflows grew by nearly +14% from 2009 as foreign investors realized the overall benefits of investing into Korea as they weathered the global recession so well in 2009. The key industry areas that experienced growth were in biotechnology, pharmaceuticals, renewable energy, and software. FDI from emerging economies increased relative to advanced economies with China and India leading the way. The U.S. remained the second leading investor in Korea (after Japan) representing roughly 15% of total FDI into Korea. The U.S. invested in the areas of wholesale/retail trade, financial services, and electronics.



LOS ANGELES AREA EVENTS AND CONFERENCES PROMOTING TRADE AND INVESTMENT WITH KOREA

2011 KOTRA Events

- **KORUS FTA Conference (November 30, 2011)**
 - Conference focused on the details of the KORUS FTA including customs clearance, regulation changes, compliance issues, and other useful information for local businesses.
- **AAPEX 2011 – Korea Pavilion (November 1-3, 2011)**
- **Korea Media & Content Market – KMCM USA (September 22, 2011)**
- **Textile Week – Korea Pavilion (September 2011)**
- **Global Partnering (August 2011)**
- **JCK Jewelry Show – Korea Pavilion (July 2011)**
- **Corporate Job Fair for Professionals (June 17, 2011)**
- **Daegu Kyeongbuk Trade Delegation (June 2011)**
- **Wind Power – Korea Pavilion (May 22-25, 2011)**
- **Kwangju Trade Delegation (March 2011)**
- **Magic Show – Korea Pavilion (February 13-16, 2011)**
- **Opportunities in the Korean Financial Market (February 8, 2011)**
- **CES 2011 – Korea Pavilion (January 6-9, 2011)**

2012 KOTRA Events

- **VerdeXchange Conference/Business Matchmaking Event (January 22-24, 2012)**
- **EV Roadshow from Honam Cluster (February 22-24, 2012)**
- **Saemanguem Investment Delegation (February 29-March 3, 2012)**
- **Busan Port Authority Investment Delegation (March 14-16, 2012)**
- **World Trade Week (May 2012)**
- **E3 Expo – Korea Pavilion (June 5-7, 2012)**
- **Textile Week – Korea Pavilion (October 15-18, 2012)**
- **KMCM USA 2012 – Conference/Business Matchmaking Event (December 5, 2012)**

SOUTHERN CALIFORNIA BIOMEDICAL COUNCIL (SOCALBIO) CONFERENCE

This is a one-day annual conference organized by SoCalBio to showcase emerging bioscience firms and technologies (including Korean firms and technologies). It offers presentations and panel discussions to help entrepreneurs and it highlights the role of public/private partnerships in sustaining a regional culture of

innovation. Also, it allows participants to explore new business models and to create new networks.

MEDICAL DESIGN AND MANUFACTURING WEST 2011 – KOREA PAVILION

The Medical Design and Manufacturing West Conference is the industry's original medical device conference and it is dedicated to offering the West Coast's premier program for R&D, design, engineering, manufacturing, and regulatory affairs information for medical manufacturing industry professionals. The medical devices industry demands the highest quality manufacturing and Korean manufacturing technology is one of the world leaders.

NATURAL PRODUCTS EXPO WEST 2011 – KOREA PAVILION

The Natural Products Expo West is one of the top events of the natural, organic, and healthy products industry. It is ranked as one of the top 100 shows in the U.S. and one of the 50 fastest growing tradeshows in the U.S. and Canada. The conference includes over 3,000 exhibits from 1,900 companies showcasing the latest products in natural and specialty foods, organic, health and beauty, natural living, supplements and pet products.

ASIA-PACIFIC BUSINESS OUTLOOK CONFERENCE (APBO)

For the past twenty-five years, the USC Marshall School's Center for International Business and Research (CIBER) and the U.S. Commercial Service have held this conference to provide U.S. companies with the latest information on opportunities in Asian markets. The event discusses the business opportunities and challenges facing U.S. companies in the Asia-Pacific region. It allows companies to have direct access to U.S. Commercial Officers from embassies around the Pacific Rim and to business experts who can provide current details about the shifting business and economic landscape occurring within the region.

AMERICAN FILM MARKET 2011 – KOREA PAVILION

The American Film Market takes place twice yearly in Santa Monica. This event allowed Korean film distributors to promote their respective films.



LOS ANGELES COUNTY TRADE AND INVESTMENT ORGANIZATIONS

(PLEASE SEE APPENDIX FOR U.S. GOVERNMENT RESOURCES)

WORLD TRADE CENTER ASSOCIATION LOS ANGELES-LONG BEACH (WTCA LA-LB)

The World Trade Center Association Los Angeles-Long Beach (WTCA LA-LB) pursues trade facilitation and investment attraction for the Los Angeles region. The WTCA LA-LB works to support the development of international trade and business opportunities for Southern California companies. It is the leading international trade association, trade service organization and trade resource in the Los Angeles region. The WTCA LA-LB also promotes the Los Angeles region as a destination for foreign investment to a targeted international audience in order to attract a significant flow of investment into the region, thereby enhancing the region's economy, employment and business opportunities for local firms.

The WTCA participates in outbound trade and FDI missions and hosts dozens of trade and FDI delegations each year. The WTCA can help local companies identify new market opportunities, offer guidance in dealing with overseas trading partners and help arrange direct foreign investments to help fund growth. The WTCA LA-LB is a subsidiary of the LAEDC and together they host regular briefings and receptions for the 90+ consular offices in Los Angeles (America's second largest consular corp concentration behind only Washington D.C.)

LOS ANGELES COUNTY ECONOMIC DEVELOPMENT CORPORATION (LAEDC)

Founded in 1981, the LAEDC was created by the Los Angeles County Board of Supervisors to implement L.A. County's economic development program through land development, project financing and marketing activities. During its history, the LAEDC has evolved from being a facilitator of the County's industrial bond development program to being Southern California's premier economic development organization. *"The mission of the LAEDC is to attract, retain and grow businesses and jobs for the regions of L.A. County"*.

The LAEDC's Business Assistance Program (BAP) offers free, confidential assistance to business owners, decision makers and their advisors. Through local offices across the County, the BAP team can provide comprehensive analysis of business opportunities starting with initial site selection. The LAEDC's Business Assistance Program (BAP) has helped create or retain

over 175,000 jobs, with a direct economic impact of \$8.5 billion and more than \$144 million in annual tax revenue benefit to Los Angeles County.

U.S. DEPARTMENT OF COMMERCE - U.S. COMMERCIAL SERVICE - DOWNTOWN & WEST LOS ANGELES U.S. EXPORT ASSISTANCE CENTERS

The U.S. Commercial Service of the U.S. Department of Commerce is a federal government agency whose main mission is to help small-to-medium sized Los Angeles manufacturing and service companies develop international markets. The experienced staff of International Trade Specialists focuses on identifying and evaluating international partners, developing market entry strategies, overcoming exporting challenges and navigating other export-related issues. The Downtown (co-located with the LAEDC) AND West Los Angeles U.S Commercial Service/Export Assistance Centers are part of an international network of 1,700 international trade specialists throughout the world, with 165 offices in 82 countries.

LOS ANGELES CHAMBER OF COMMERCE - GLOBAL INITIATIVES

The Los Angeles Chamber of Commerce through its Global Initiatives programs works to move global trade forward in the L.A. region, assisting local businesses to increase their global reach by establishing relationships abroad. The Chamber's key global initiatives related to world trade are World Trade Week, the Americas Business Forum, Global Initiatives Council, Roundtable Discussions, Business Matchmaking & Trade Missions, Trade Briefings, Trade Commissioners Networking Group, Global Partnerships, Export Seminar Series and Certificates of Origin, Free Sale and Letters of Invitation.

MAYOR ANTONIO VILLARAIGOSA - OFFICE OF ECONOMIC AND BUSINESS POLICY (OEBP) - INTERNATIONAL TRADE

Mayor Antonio Villaraigosa's Office of Economic and Business Policy was created in order to increase the likelihood of retaining, growing, and attracting companies and jobs to the City of Los Angeles. The OEBP is a critical part of the Mayor's economic development strategy. One of the main objectives of this strategy is to strengthen Los Angeles's role as a world-class region

of creativity and innovation. One of the key areas that the OEBP focuses on is international trade as the City of Los Angeles works towards maintaining its position as the International Trade Capital of America by promoting all of the advantages that the Port of Los Angeles has to offer. The OEBP also embarks on trade and investment mission trips to such countries like Korea.

LOS ANGELES REGIONAL EXPORT COUNCIL (LAREXC)

In October 2011, Mayor Antonio Villaraigosa launched the Los Angeles Regional Export Council. The Regional Export Council is a public-private partnership that includes government, business, and academic institutions. The Council will include the following seven key partners: Mayor's Office, L.A. Area Chamber of Commerce, Centers for International Trade Development, the USC Center for International Business Education and Research (CIBER), the UCLA Center for International Business Education and Research (CIBER), the Port of Los Angeles, and Los Angeles World Airports. The Regional Export Council will help local businesses reach global markets by creating a single entry point for companies and will create a one-stop export web resource. The L.A. Regional Export Council works with the Korea Trade-Investment Promotion Agency (KOTRA) to train local firms on how to take advantage of the Korea-US Free Trade Agreement (KORUS).

DISTRICT EXPORT COUNCIL OF SOUTHERN CALIFORNIA (DES-SOCAL)

The District Export Council of Southern California provides assistance to local companies on how to export. The DES-SOCAL organizes and sponsors export-related events and workshops throughout Southern California so local companies can gain the necessary knowledge on how to export their products and services. Along with the U.S. Department of Commerce's U.S. Commercial Service, the DES-SOCAL focuses on four main ways to expand your business overseas by providing:

- Market research
- Trade events
- Introductions to qualified buyers and distributors
- Counseling

FOREIGN TRADE ASSOCIATION OF SOUTHERN CALIFORNIA (FTA)

The Foreign Trade Association of Southern California (FTA) was established in 1919 in order to promote international business and support economic growth in Southern California and worldwide. The main objectives

of the FTA are: to encourage interest in international trade and business; conduct high quality and timely meetings, provide educational courses, seminars and conferences for the purpose of encouraging and developing international trade; cooperate with its members in matters relating to the growth and development of international trade; provide informational trade updates and services, programs, and newsletters to its members; and to publish and distribute worldwide an annual roster and directory, listing all firms and individuals who are members of the FTA.

LONG BEACH INTERNATIONAL TRADE OFFICE (LBITO)

The Long Beach International Trade Office provides international trade services and support to Long Beach companies. The services provided by the LBITO are subsidized by the Port of Long Beach and the City of Long Beach, which translates into very little or no cost for participating firms. The Trade Office is supported by the World Trade Center Los Angeles-Long Beach and the Center for International Trade Development which is hosted by Long Beach City College. The LBITO offers the following services and programs:

- Trade Consultations
- Trade show assistance and facilitation
- Industry luncheons
- Trade seminars
- Customized research reports
- Customized assistance

CALIFORNIA CENTERS FOR INTERNATIONAL TRADE DEVELOPMENT (CITD)

The California Centers for International Trade Development have locations across the state in order to help companies learn how to expand internationally. The centers provide an opportunity for companies to learn about matchmaking events, exporter & importer assistance, education, consulting, market research, and training. The CITD has three centers servicing Los Angeles County with offices in Santa Ana, Hawthorne, and Long Beach. The CITD offers the following services to companies:

- Deliver - Export and Import Programs
- Inform - Transaction & Regulatory Assistance
- Expand - International Marketing Opportunities & Resources

LOS ANGELES COUNTY TRADE AND INVESTMENT ORGANIZATIONS (continued)

SAN FERNANDO VALLEY ECONOMIC ALLIANCE

The San Fernando Valley Economic Alliance is a private, non-profit economic development and marketing corporation. The Economic Alliance main mission is to improve the quality of life in the five-city region (which includes Burbank, Calabasas, Glendale, Los Angeles, and San Fernando) by growing the local economy. The Valley International Trade Association (VITA) has a contract with Alibaba.com which allows buyers and sellers to come together to facilitate trade. The Alliance has four major initiatives including:

- Economic Development
- Workforce Investment
- Livable Communities
- Marketing

SAN GABRIEL VALLEY ECONOMIC PARTNERSHIP

The San Gabriel Valley Economic Partnership is a non-profit corporation that concentrates on the economic development of the San Gabriel Valley region of Los Angeles County. The Economic Partnership is comprised of local businesses, local government, educational institutions, and other non-profits. The mission of the Partnership focuses on three main areas including:

- Advocating public policy
- Marketing the San Gabriel Valley
- Providing professional business assistance

International trade promotion is something the Partnership also greatly emphasizes through its mission as the San Gabriel Valley is completely connected to the outstanding transportation infrastructure that exists in Los Angeles County. The San Gabriel Valley is connected to the nation's two busiest container ports via the Alameda Corridor and LAX Airport.

KOREAN GOVERNMENT, TRADE, AND INVESTMENT ORGANIZATIONS

THE CONSULATE GENERAL OF THE REPUBLIC OF KOREA IN LOS ANGELES

The Korean Consulate in Los Angeles promotes cooperation and exchange between Korea and the Southern California region in the areas of commerce, culture, education and science & technology in addition to handling all official visa and passport responsibilities. The Consulate General plays a key role in all trade and investment developments between Korea and Los Angeles County. The Consulate General website offers information regarding visiting Korea, culture & education, business & investment, bilateral relations, Korea's foreign policy and general information on Korea. The Consul General is Yeon-sung Shin.

KOREA TRADE-INVESTMENT PROMOTION AGENCY (KOTRA) - ALSO KNOWN AS THE KOREA BUSINESS CENTER (KBC)

The Korea Trade-Investment Promotion Agency (KOTRA) is a non-profit government related organization that promotes trade and investment between Korea and the rest of the world. KOTRA has eight offices in the U.S. The Los Angeles office is responsible for the Southwestern U.S. (includes Southern California, Arizona, Utah, Nevada, New Mexico, Colorado, and Hawaii). The Los Angeles office attempts to connect Southwestern U.S. businesses with opportunities in Korea and Korean companies with connections to the Southwestern U.S. market. The KOTRA L.A. office plays a vital role in the overall mission of the organization as it is one of the four major offices of KOTRA. KOTRA L.A. was the second office established in the U.S. and one of the pioneer offices. In fact, its strategic importance has grown significantly over the past few decades as Los Angeles has become the epicenter of the Korea-U.S. relationship.

The KOTRA Los Angeles office has five main sections including:

Trade Development

- Exhibitions and Conventions
- Overseas Branch Program
- Global Sourcing
- Green/IT/Entertainment/Fashion/Food/ Medical & Bio Tech/Aerospace/Auto parts

Investment Consulting

- Deal Sourcing
- Joint Venture/R&D
- Investor Relations
- One stop consulting
- M&A, Equity Investment

Global Partnership Program

- Technology Alliance
- Joint Venture
- Marketing Alliance
- Strategic Investment
- Joint R&D
- R&D Outsourcing
- Technology Commercialization
- Technology Licensing

Business Incubation (Korea Business Development Center)

- Marketing and localization support
- Market research and analysis
- Business planning and development
- Marketing consulting and sales channel development
- Seminars and workshops
- Administrative assistance
- Legal and immigration assistance
- Secretarial services

The Korea Business Development Center (KBDC) assists small and medium sized Korean companies develop locally. In addition, the KBDC establishes investment and marketing opportunities for these companies. The KBDC also provides office accommodations for over 20 companies on-site. The current tenants include:

- Jin Young I&C, G-1 Contents, Kyung Won, VC Tech, SJE Corporation, OKF, Marine Products Tech, Zeropack, Natura Media, Inc., Ant21, Kumah Appliances, Lutronic, Eco-Frontier, CNC Tech, Cheil Grinding Wheel Ind., RD-TEK, Aprocon, Inc., CosmoswayUSA, IncomeKorea, Digital Multimedia Tech, and Good Feel Korea.

Recruitment Consulting

- Match recruits with Korean companies

MAIN OBJECTIVES OF KOTRA:

- Showcase premium Korean products
- Help U.S. companies establish an office in Korea
- Help U.S. companies find Korean business partners
- Connect U.S. investors with cutting edge Korean innovation

KOTRA KORUS FTA Help Desk and Intellectual Property (IP) Desk

The KORUS FTA Help Desk at KOTRA Los Angeles provides the latest information about the free trade agreement and the benefits of the FTA with further in-depth business consulting. Industry experts at KOTRA and external expert advisors are available to help you with all types of related questions, including overall information on the KORUS FTA, anti-dumping duties, rules of origin and certificate of origin, informative seminars, workshops, government registration and regulation, industry standards, certification, tariffs, customs, legal counseling, accounting, financial markets, international trade, apparel & textiles, auto parts, IT, science & technology, green industries, and media.

KOTRA L.A. IP Desk will provide legal information regarding intellectual property and the procedures for filing or registering intellectual property rights and will also provide legal information on how to cope with infringement, if it occurs, and the damage relief thereof. KOTRA may also support part of the filing fees for registrations of intellectual property rights for those applicants who meet our criteria.

KOTRA AND THE LOS ANGELES COUNTY ECONOMIC DEVELOPMENT CORPORATION (LAEDC)

KOTRA and the LAEDC have been working together for many years in order to promote economic development in both Korea and in the Los Angeles region. In fact, both organizations have played an instrumental role in the development of the relationship between Korea and Los Angeles County. Numerous benefits and growth have resulted from this partnership particularly related to trade and investment. Increased trade and investment into both regions has led to job creation and has promoted global competitiveness and innovation for both regions. Both economies rank in the top 20 in the world and both organizations have made a significant contribution in that achievement.

In September 2011, KOTRA and the LAEDC signed (in Seoul) the first region-to-region memorandum of understanding (MOU) of its kind. The agreed cooperation will help facilitate the promotion of international trade, foreign direct investment, and a 21st Century infrastructure in both regions. With the backing of prominent businesses in their respective regions and local government support, both organizations advocate strong economic development, vibrant business environments and better qualities of life for community members. The



KOREAN GOVERNMENT, TRADE, AND INVESTMENT ORGANIZATIONS (continued)

MOU acknowledges both regions (Los Angeles County and Seoul) serve as gateways to the economies of their respective countries while citing valuable benefits in shared technology development, corporate growth and capital injection, job creation in an expanding economy, and budding market opportunities through the regions' planned cooperation and collaboration.

In addition, KOTRA has partnered with the LAEDC to sponsor this *Growing Together: Korea and Los Angeles County* publication and the May 2012 LAEDC/WTCA LA-Long Beach International Trade event in Long Beach. Between the MOU and the KORUS FTA, the KOTRA and LAEDC partnership is sure to flourish in the coming years.

INVEST KOREA (OPERATED BY KOTRA)

Invest KOREA is the national investment promotion agency of Korea. Invest KOREA was initially established as the Korea Investment Service Center (KISC) in 1998 after the Asian/Korean Financial Crisis. In 2003, the agency was re-established as Invest KOREA to assist foreign investors by offering a wide range of services.

These services include:

- Investment consultation
- Market research
- Partner search
- Administrative support
- Legal and accounting advice
- Settling in assistance
- Follow-up services

OFFICE OF THE FOREIGN INVESTMENT OMBUDSMAN (PART OF KOTRA AND INVEST KOREA)

The Office of the Foreign Investment Ombudsman (OFIO) or the Office of the Investment Ombudsman (OIO) was established by KOTRA and Invest KOREA in order to provide assistance to foreign-invested companies in Korea. Foreign companies confront many different issues when operating in a foreign land and the OFIO or OIO resolve problems related to business management or daily living for these companies. The OFIO provides companies one-on-one specialized services ("Home Doctor" system) in different areas including labor, taxation, finance, and construction. The OFIO or OIO plays a vital role in attracting foreign direct investment into Korea as it ensures foreign companies that their concerns will be heard and addressed sufficiently. The

current Foreign Investment Ombudsman is Dr. Choong-Yong Ahn who was appointed in 2006.

KOREA EXPORT INSURANCE CORPORATION (KEIC)

Korea Export Insurance Corporation or KEIC was renamed Korea Trade Insurance Corporation or K-sure in July 2010 by amending the Export Insurance Act of Korea which was adopted in 1968. K-sure was granted an increased scope of business to cover import transactions on top of export and overseas investment transactions. Korea Export Insurance Corporation's import insurance scheme will facilitate Korea to better secure commodities and natural resources that are vital to the national economy and will boost future growth engines that will lead the global market including in the green and cultural contents fields. K-sure has an overseas representative office in Los Angeles.

KOREA AGRO-FISHERIES & FOOD TRADE CORPORATION (AT CENTER)

The AT Center was originally established in 1960 as the Agriculture and Fishery Development Corporation (AFDC). It was then renamed in 1986 as the Agricultural and Fishery Marketing Corporation (AFMC) for the settlement of marketing and promotional functions. Then in 2005, the company was named the Korea Agro-Fisheries & Food Trade Corporation (AT Center). The overall main mission of the organization is to improve Korean farmers profits and to develop a more balanced national economy. The four main objectives of the corporation are to promote Korean food exports, provide marketing and food industry support and to provide a price stabilization program. The Korea Agro-Fisheries & Food Trade Corporation has an overseas branch office in Los Angeles.

KOREA TOURISM ORGANIZATION (KTO)

The Korea Tourism Organization's main objective is to promote Korea as a travel destination. The KTO has an overseas office in Los Angeles that is responsible for 13 states (Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington and Wyoming) in the Western region. The primary focus of the Los Angeles office is to work with the media, tour operators, travel agents, meeting planners, and the Korean community.



KOREAN INTERNATIONAL TRADE ASSOCIATION (KITA)

The Korean International Trade Association (KITA) was established in 1946 and is Korea's largest business association with 65,000 firms. KITA has become Korea's leading trade promotion organization and has played an instrumental role in transforming Korea into one of the world's leading trading nations. International trade has propelled Korea into becoming one of the world's premier economies. Korea has been one of the most successful export-led growth stories of our time and KITA has been front and center in that economic development process. KITA has led Korea's efforts on trade liberalization by advocating strongly for free trade agreements including the Korea-US Free Trade Agreement.

KITA's Strategies:

- International Collaboration
- Research & Education
- Access to Korean Markets

OVERSEAS KOREAN TRADERS ASSOCIATION OF LOS ANGELES (OKTA L.A.)

Korean American traders play a significant role in the importation and distribution of Korean goods in the American marketplace. OKTA L.A. is an influential business organization that allows members to have access to a global business network of professionals. The main objectives of the organization are:

- To provide access to both local and international networking opportunities
- To help members take full advantage of the resources and programs that OKTA has to offer
- To develop and support members through programs such as the Trade School and Trade Academy
- To promote proactive approaches on economic, political, cultural, and social issues that impact the Korean American business environment

KOREAN AMERICAN ECONOMIC DEVELOPMENT CENTER (KAEDC)

The Korean American Economic Development Center was established in 2002 in Los Angeles as an economic research center. The KAEDC organizes and collects data through research, conferences, seminars, and educational projects on business, economics, and society. The main objectives of the KAEDC are to:

- Create an informational powerhouse for Korean American economy and society
- Promote an understanding of Korean America's socio-economic contributions

- Advance the welfare of Korean American and other communities

THE KOREAN AMERICAN CHAMBER OF COMMERCE OF LOS ANGELES (KACCLA)

The KACCLA was founded in 1971 by a progressive group of Korean business owners who saw the need for an organization to help our immigrant community adjust to a new business environment. The KACCLA exists for the purpose of increasing the business activities for our members as well as others in the greater Los Angeles area. This is accomplished through various programs and seminars held in the community. The involvement of the KACCLA is international as well, through our interactions with various chambers of commerce and businesses based in countries such as Korea, China, Brazil, and Vietnam, among others. The KACCLA is constantly seeking new business opportunities for our members. We also actively support other community based organizations that provide crucial services to the businesses in the Greater Los Angeles Area.

KOREAN REGIONAL REPRESENTATIVE OFFICES LOCATED WITHIN THE KOTRA OFFICES IN LOS ANGELES

BUSAN METROPOLITAN CITY

Busan is the second largest city in Korea after Seoul, and the nation's maritime capital. The Port of Busan is Korea's primary port, and the world's fifth largest container port, thus making the city a strategic gateway to the entire country. Busan is also the sister city of Los Angeles since December 1967. There are many cultural and business ties between Los Angeles and Busan. The city of Busan even supports a float in Los Angeles' annual Korean Day. There is a Busan trade office located in the Los Angeles KOTRA Office.

Economy

The city's largest industry is port logistics, as the Busan port is the world's 5th largest container port. However, the city is also part of Korea's southeastern economic belt, and houses strong auto parts and materials, film, IT, and finance industries. Busan is a popular destination for foreign business, as 624 foreign companies are based in the city, including Renault Samsung Motors, Rolls Royce, Fraunhofer, and Bosch Korea.

KOREAN REGIONAL REPRESENTATIVE OFFICES LOCATED WITHIN THE KOTRA OFFICES IN LOS ANGELES (continued)

Busan At A Glance

Location within Korea	Southeast Korea
Population	3.7 million
Total Exports	\$54.6 billion
Total Imports	\$26.5 billion
Major Industries	Maritime, tourism, film, IT, and auto parts manufacturing
Special Economic Zones	Busan-Jinhae Free Economic Zone
Industrial Infrastructure	Gimhae International Airport, Busan Port

Busan is home to:

- 24 institutes of higher learning
- Over 20 temples and other religious or historical sites
- 12 major medical centers
- Gangseo International Industrial and Logistical City and Busan International Financial Center

The Busan Port - Korea's Maritime Capital

- Opened in 1876
- 5th largest container port in the world
- Handled over 16 million TEUs in 2011
- Experienced highest growth rate of the busiest ports in the world in 2011
- About 130 vessels use the port daily

Culture and Tourism

Busan is also a popular tourism destination, especially committed to hosting international conventions. Busan was even ranked one of the "Top 10 Asian International Convention Cities by the Union of International Associations. Busan has hosted the 2002 Asian Games, the 2002 FIFA World Cup, and the 2005 APEC Summit Meeting, amongst other major events. It also hosts a popular annual film festival. The East Busan Tourist Complex also hosts about 2 million foreign and 26 million domestic visitors a year. Facilities include a golf course, theme parks, shopping malls, and a wellness resort.

BUSAN TRADE OFFICE (located in KOTRA L.A. Office)

The Busan Trade Office was established in 1996 in Miami, Florida. In 2006, the Busan Trade Office was relocated to the KOTRA/Korea Business Center offices in Los Angeles. The Busan Trade Office acts as the main trading office for buyers all over North and South America and is the official U.S. representative office of the city government of Busan, Korea. The main objectives and responsibilities of the Busan Trade Office are the following:

- Provide information on products and Busan companies for buyers
- Support Busan companies to better communicate with buyers
- Aid Busan firms that participate at conventions and trade shows in North and South America
- Promote Trade Mission Event that provides support for business exchange between buyers and Busan companies
- Attract FDI and tourism into Busan
- Strengthen the relationship with Sister Cities in the U.S.
- Support public relationship of the City government of Busan in North and South America

GWANGJU METROPOLITAN CITY

Gwangju City is committed to emerging as an environmentally-friendly city that quickly adapts to the rapidly globalizing era. Gwangju's city characters are named "greeny" and "cleany," reflecting the desire of the city to be an example of green-technology, and clean rural-urban composite atmosphere. Gwangju is Korea's sixth largest city. There is a Gwangju City representative office within the Los Angeles KOTRA office.

Gwangju At A Glance

Location within Korea	Southwestern Korea
Total Exports	Almost 1.5 million
Total Imports	\$59.8 billion
Major Industries	Renewable energy, photonics, high tech materials and components, agriculture
Industrial Infrastructure	Muan International Airport, Gwangyang Sea Port

Economy

Gwangju City has implemented an economic and industrial policy that keeps the next century in mind. It has attracted major Korean companies such as KIA Motors and Samsung Electronics, succeeding in exports worth as much as \$10 billion and has strengthened its status as a production and export city as well as nurturing future key cutting-edge industry faster than others. In the years ahead, Gwangju will go beyond the production of goods and sales, developing into a productive city of creative ideas and globally-competitive prowess.

- Strengthening the competitive edge of Gwangju's three leading industries
- Promoting the strengthening of the foundation for nurturing four strategic industries
- Focusing on nurturing five new technological application industries
- Building the foundation to foster new growth engine industries
- Making Gwangju business-friendly

To Select and Focus on LED, Autos, and Electronics

- With the decision to expand the KIA motors production line and the completion of digital electronics promotional projects, technology, human resources, and infrastructure have become abundant.
- Gwangju has been continuing seamless growth as one of five major LED industrial cities, among other areas.

New Growth Engine to Prepare for the Future

- Cutting-edge component materials, the design industry, new and renewable energy, and cultural content have paved the way for the future industry.

To make Gwangju Business-Friendly

- By continuing to expand the industrial infrastructure, Gwangju plans to create a business-friendly environment to attract more domestic and foreign companies including SMEs.
- This is expected to be a key in making Gwangju a favorable to do business.

Culture and Tourism

Gwangju is a city of the arts and has given birth to many artists including masters of pansori, a traditional Korean song, Lim Bangul, Oriental painter Uijae Huh Baekryun, Chinese modern musician, Chung Uelsung,

and poet Park Youngchul. On top of this, Gwangju hosts the Gwangju Biennale and the Design Biennale, which are international festivals of modern art and design, transforming itself as a cultural hub of Asia. Gwangju, with this cultural competitiveness, has tried to renew itself as a hub of Asian culture through a long-term project (from 2003 to 2023). If the National Asian Culture Hall opens to the level of Pompidou in 2012, Gwangju will move toward being the cultural hub of the world. *Five major festivals of Gwangju are: Gwangju Biennale, Gwangju Design Biennale, Gwangju Kimchi Festival, Im Bangul Korean Traditional Music Festival, and Gwangju Jeong Yul-seong International Music Festival.

The history of this virtuous village continued from the honorable troops movement in the late Korean Kingdom to the Gwangju Student Independence Movement and the May 18th Gwangju Democratization Movement. As a result, Gwangju has been recognized as a city of democracy, human rights, and peace. In particular, the May 18th Democratization Movement, in resistance against military rule, set an example for many Asian countries who are aspiring freedom and justice. The Nobel Peace Prize Laureate Summit and a Women's Forum in 2006 and 2007, respectively, offered opportunities to raise awareness about the spirit of Gwangju, democracy, human rights, and peace around the world.

GWANGJU IS BLOOMING AS A HUB OF NORTHEAST ASIAN CULTURE

Gwangju has been a representative city of culture and the arts for a long time. Based on this cultural tradition, Gwangju has held the Gwangju Biennale and the Design Biennale, both of which are international arts festivals. The global community will witness the cultural power of Gwangju, which will continuously stay on the leading edge of innovation and transformation for the future with the opening of the Asian Culture Complex by the year 2012. Through efforts to enhance the city capacity as a culture capital, Gwangju is expected to play a role of a cultural window to Asia and an international hub of culture.

- To build a foundation to make Gwangju a culture capital
- To enhance cultural facilities commensurate with culture capital
- To increase international cultural exchange and citizen cultural capacity
- To nurture cultural industry with competitiveness
- To establish the foundation to promote regional sports



KOREAN REGIONAL REPRESENTATIVE OFFICES LOCATED WITHIN THE KOTRA OFFICES IN LOS ANGELES (continued)

- To establish the foundation to make Gwangju a hub of Asian culture by changing its map
 - After the groundbreaking ceremony for the Asian Culture Complex building, Gwangju has created more cultural facilities befitting a culture capital as well. It will culturally remodel the center of the city by creating the Chungjangno designated street and creating Sajik Culture and Arts Park.
- To industrialize culture, which repeats creativity and evolution
 - By establishing various infrastructures that can industrialize culture such as creating a Film Culture Complex and Cultural Industry Complex, Gwangju plans to facilitate the discovery and production of creative cultural content
- To hold international events to promote Gwangju, a light of the world

The drive to make Gwangju a brand to highlight the identity of Gwangju, a light of city, will be implemented strategically. Based on the infrastructure to make it possible to host international events, Gwangju will hold various events including the 2009 Photonics Expo and the 2014 World Hydrogen Energy Conference. In addition, hosting the 2015 Summer Universiade will promote Gwangju as a city of international culture, tourism, and sports, and enhance its brand value.

Gwangju is home to:

- 11 industrial parks (2 are national industrial parks)
- 16 major research institutes

THE GYEONGGI PROVINCE (Gyeonggi)

The Gyeonggi Province is Korea's most populous province, containing 48% of the country's population. The province includes Korea's first and third most populous cities, Seoul and Incheon. The region is rich in mountains, forests, and national parks, as well as other historical landmarks. The Gyeonggi Province is also strategically important in terms of international relations because it borders North Korea. There is a Gyeonggi Provincial office located in the Los Angeles KOTRA Office.

Gyeonggi At A Glance

Location within Korea	Northwestern Korea
Total Exports	\$63.2 billion
Total Imports	\$59.8 billion
Major Industries	IT, bio-pharmaceutical, chemicals, renewable energy, tourism, and automobiles
Industrial Infrastructure	Incheon International Airport, Pyeongtaek Harbor

Economy

One of Korea's major industries is information technology. Many IT firms are located in the Gyeonggi Province, as well as much of Korea's IT consumer base. In addition, much of the country's heavy industry manufacturing takes place in Gyeonggi. Suwon Samsung Semi-Conductors, Paju LG LCD Complex, Merck, and Icheon Hynix are all based in Gyeonggi. In fact, 44% of Korea's display industry and 83% of the country's semiconductor industry originates in Gyeonggi. The Gyeonggi province also has a robust automotive industry, housing Korea's four major carmakers and producing about 1.8 million vehicles a year. In addition, 46.9% of the nation's biology industry is located in Gyeonggi, as well as a major portion of Korea's renewable energy industry.

The Gyeonggi Province is home to:

- 4 counties and 27 cities
- The Incheon International Airport, Korea's major airport, known as the "Gateway to Korea"
- 32 national and private universities

Culture and Tourism

The Gyeonggi Province has an extensive list of historic sites, natural wonders and other cultural attractions. In addition to the countless amenities Seoul has to offer, the outer-lying areas are full of mountains and temples. The demilitarized zone (DMZ) also stretches along the northern border of the Gyeonggi Province. Tourists interested in the politics of the area frequent the DMZ and visit the museums and festivals commemorating past soldiers and encouraging peace.



THE GYEONGNAM PROVINCE (Gyeongsangnam-do)

The GyeongNam Province is one of the most industrialized regions in Korea. Its output in the areas of machinery, shipbuilding, automobile and aerospace occupies a significant portion in Korea's National Index. The GyeongNam Province's vision for economic development focuses on developing the region's free economic zones. The Busan-Jinhae FEZ desires to set high standards for global business and logistics. The Gwangyang Bay FEZ is a business friendly area dedicated to distribution and new industry as well as the development of marine tourism. There is a GyeongNam Representative office within the Los Angeles KOTRA office.

GyeongNam At A Glance

Location within Korea	Southeast Korea
Total Exports	\$54.6 billion
Total Imports	\$26.5 billion
Major Industries	Shipbuilding, machinery, aviation, auto parts, agriculture, marine
Special Economic Zones	Busan-Jinhae Free Economic Zone, Gwangyang Bay are Free Economic Zone
Foreign Investment Zones	Sacheon Foreign Investment Zone, Changwon Nammun Foreign Investment Zone
Industrial Infrastructure	Busan New Port, Samcheonpo Port, Gwangyang Port, Gimhae International Airport, Sacheon Airport

Economy

The gross domestic regional product of the GyeongNam Province in 2009 was \$65.1 billion. GyeongNam is one of the largest economies of the municipalities. Their largest industry, by far, is the aviation industry, dominating 86% of Korea's aviation business. Four of the World Top 10 shipbuilding companies are located in the region, which makes up 57% of Korea's shipbuilding industry. In addition, GyeongNam is home to the Korea's largest machine and industrial belt. Gyeongnam has a prolific machinery industry, as 26% of Korean machinery production takes place in the province.

GyeongNam is home to:

- 14 industrial complexes

Culture and Tourism

GyeongNam is advantageously located on the southern coast of Korea, providing an excellent environment for nature and marine tourism. The province is deeply dedicated to developing its tourism industry, investing billions into setting up a world-class resort and tourism complex. Plans are in the works to build marine parks, seawalls, convention centers, golf courses, etc. throughout the coastal area. GyeongNam also boasts four national parks, six temples, and countless other historical and cultural sites.

THE GYEONGBUK PROVINCE (Gyeongsangbuk-do)

The GyeongBuk Province avidly promotes globalization of the region by seeking global markets in which to export. The province therefore dispatches representatives to export-desirable countries around the world. There is a GyeongBuk provincial office and two representative officials within the Los Angeles KOTRA office. The U.S. is GyeongBuk-do's second greatest importer after China. The US imports 17.2% of GyeongBuk's exports.

GyeongBuk At A Glance

Location within Korea	Southeastern Korea
Total Exports	\$40 billion
Total Imports	\$25 billion
Major Industries	Telecommunications, information related machinery, agriculture, fishery
Special Economic Zones	Daegu-Gyeongbuk Free Economic Zone
Industrial Infrastructure	Daegu International Airport (also accessible from Gimhae International Airport), Pohang Airport, Ulsan Airport, Pohang Port, Guryoungpo Port, Wolpo Port, Hupo Port, Ulleung Port

Economy

The province's gross domestic regional product was more than \$60.3 billion in 2009. GyeongBuk is the fourth strongest region in Korea. The service sector makes up 60.0% of GyeongBuk's economy. Electronics exports totaled \$126.5 billion in 2010. The next biggest industries include agricultural, forestry, and fishery industries at 22.1% and the mining and manufacturing industry at 17.9%.



KOREAN REGIONAL REPRESENTATIVE OFFICES LOCATED WITHIN THE KOTRA OFFICES IN LOS ANGELES (continued)

Of the service-based sector, IT is one of the largest industries. The southwestern area of GyeongBuk is known for containing the largest electronic industry complex in Korea. Most IT in the southwestern region deals with appliances, electronics, and information-related machinery. The eastern seacoast area has a robust steel and new materials industry. The northern area of GyeongBuk is well known for traditional oriental medicine and marine research. Rice, apples, melons, and grapes are the major crops farmed in the agricultural areas of GyeongBuk. The fishery industry employs more than 12,000 people and exports almost 5000 boats per year. The region also specializes in researching and developing fish resources in order to sustain the supply of freshwater fish.

GyeongBuk is home to:

- 16 industrial parks (2 are national industrial parks)
- 38 universities (250,000 college students)
- 349 research institutes

Culture and Tourism

The former Silla kingdom originated in the GyeongBuk province. The Gyeongju Historic Areas, which contain remains of the former kingdom, are a UNESCO World Heritage Site. The province has six national parks, four provincial parks, five county parks and 782 tourist businesses.

THE CHUNGNAM PROVINCE (Chungcheongnam-do)

Located in the heart of Korea, Chungnam, plays a role as a transportation-logistical-economic hub where the nation's most dynamic industrial activities are taking place and where economic development is in full swing. Furthermore, Chungnam offers competitive land prices, abundant human resources, stable electric power and industrial water supply, and is well equipped with social infrastructures, making it the most business business-friendly location. Chungnam builds hope for a greater future with its hopeful and new change.

Chungnam At A Glance

Location within Korea	Heart of Korea
Total Exports	\$54 billion
Total Imports	\$24.9 billion
Major Industries	Display, Steel, Automobiles, Petrochemicals
Special Economic Zones	Yellow Sea Free Economic Zone
Industrial Infrastructure	<ul style="list-style-type: none"> • Trade Ports: Pyeongtaek Dangjin Port, Daesan Port, Taean Port, Borteong New Port, and Janghang Port • Expressways: Gyeongbu, Honam, Seohaean, Dangjin-dangjin, Gongju-Seocheont

Business Environment

Chungnam offers a convenient residential environment including diverse financial, leisure, shopping and cultural facilities. It also offers ample human resources and perfect social infrastructure, creating an optimal business environment.

- Highly skilled manpower (35 universities, 33 vocational high schools)
- Outstanding Educational Institutions (522 Preschools, 1 Foreign Language High School)
- Medical Facilities (13 General Hospitals, 958 Clinics)
- Leisure Facilities (20 Golf Courses, 9 Horse Riding Courses, 12 Sports Complexes)
- World-class Hospitality Facilities (18 Hotels, 10 Condominiums)

Culture and Tourism

Chungnam is the treasure chest of the rich history and culture of Baekje, and it is surrounded by the beautiful natural environment. Its location at the center of Korea makes the area easily accessible from all across the country, and its proximity to the West Sea Tourist Belt also makes it an attractive destination for the tourism industry.



L.A. COUNTY BASED PRIVATE EQUITY FIRMS PRESENT IN KOREA

OAKTREE CAPITAL MANAGEMENT

Oaktree Capital Management is a private equity firm that was established in 1995 and is headquartered in downtown Los Angeles. Oaktree has over 580 employees in 13 offices in nine countries including Korea. The company has approximately \$73 billion in assets under management and its preferred financing strategies are distress for control and buyouts. The firm specializes in less efficient markets and alternative investments.

Oaktree focuses on the following investment strategies: high yield debt, convertibles, distressed debt, private equity, real estate and listed equities.

Oaktree Korea, Inc. has one office in Seoul and focuses on four main investment strategies within Korea including:

- **Convertibles** - International Convertibles
- **Private Equity** - Asia Principal
- **Real Estate** - Asia Special Situations
- **Listed Equities** - Emerging Markets



SECTION 5 • BUSINESS TIES

FORTUNE 500 COMPANIES BASED IN LOS ANGELES COUNTY & PRESENT IN KOREA

WALT DISNEY

FY 2011 REVENUES: \$40.9 BILLION

The Walt Disney Company was founded in 1923 in Los Angeles. It is headquartered in Burbank and is the largest international family entertainment and media enterprise in the world. The company has four business segments: studio entertainment, parks and resorts, consumer products, and media networks. The Walt Disney Studios in Burbank released its first full length animated feature, “Snow White and the Seven Dwarfs,” in 1937. Disneyland opened in 1955 in nearby Anaheim.

Since 1992, Disney’s business in Korea has expanded to include media networks (consisting of Disney Channel, Playhouse Disney, Disney Media Distribution and ESPN), consumer products, publishing, interactive media, and home and studio entertainment. In May 2010, the Walt Disney Company, through its subsidiary Disney Channel International and SK Telecom, finalized a joint venture to launch Korean-language Disney-branded channels in Korea.

DIRECTV

FY 2011 REVENUES: \$27.2 BILLION

DirectTV is one of the world’s leading providers of digital television entertainment services with more than 30 million subscribers in North and South America. More than 16,000 employees operate broadcast centers on

the ground, monitor satellites in space, and deliver services. DirectTV provides access to its customers to over 285 channels.

Even though DirectTV is not present in Korea it does offer a Korean language package to its customers which includes ten television channels such as SBS (formerly Seoul Broadcasting Station), MBC (Munhwa Broadcasting Corporation), and the 24 hour news channel YTN (formerly Yonhap Television News). Access to Korean television channels allows native Korean and Korean-Americans to stay in touch with events in Korea. Meanwhile, these channels give Korean advertisers an audience in North and South America.

RELIANCE STEEL AND ALUMINUM

FY 2011 REVENUES: \$8.1 BILLION

Reliance Steel and Aluminum, headquartered in Los Angeles, is the largest metals service center company in North America. The company has a network of more than 200 locations in 38 states, Korea, Belgium, Canada, China, Malaysia, Mexico, Singapore, and the United Kingdom. The Company provides value-added metals processing services and distributes a full line of more than 100,000 metal products. These products include galvanized, hot-rolled and cold-finished steel, stainless steel, aluminum, brass, copper, titanium and alloy steel.

Valex Korea Co., Ltd and Yarde Metals are subsidiaries of Reliance Steel and Aluminum, which operates in Korea.



Valex specializes in stainless steel tubing, fittings, and total containment components used in today's ultra high-purity gas delivery systems as well as high purity ball valves.

AECOM

FY 2011 REVENUES: \$8.0 BILLION

AECOM, one of the largest engineering design firms in the world, serves the transportation, facilities, environmental, energy, water and government markets. AECOM was established by the merger of six separate firms in 1990. The company has acquired more than 30 companies and has become one of the biggest professional, technical, and management support services firms in the world. The company is based in downtown Los Angeles and operates in approximately 125 countries. AECOM has 45,000 employees worldwide including 4,800 in Asia. AECOM provides the following services: architecture, building engineering, design & planning, economics, energy, environment, geotechnical, government services, project and program management, transportation, urban development, and water.

AECOM designed the Samsung Cancer Center in Seoul (the largest cancer center in Asia), the Korea Development Bank Headquarters in Seoul, and the New Severance Hospital in the Yonsei University Medical Center in Seoul.

DOLE FOOD COMPANY

FY 2011 REVENUES: \$7.2 BILLION

Dole's world headquarters are located in Westlake Village. Dole Food Company is a producer and marketer of fresh fruit and fresh vegetables, including organic bananas and pineapples and packaged and frozen fruit. Dole has 36,000 employees and operates in more than 90 countries including Korea.

Dole operations in Korea include two farms, two ripening and distribution centers, one regional office, and one plant (mainly in the Gyeonggi Province).

AVERY DENNISON

FY 2011 REVENUES: \$6.8 BILLION

Avery Dennison Corporation was founded in 1935 and is headquartered in Pasadena. The company specializes in labeling solutions for all industries. The company makes self-adhesive materials, labels and tapes, office products, tags, retail systems and specialty chemicals. Avery Dennison has over 30,000 employees in nearly 50 countries.

Operations in Korea include:

- Avery Dennison Main Office/Distribution Center/Other (Located in Anyang, Daegu, and Busan)
- Avery Dennison Materials (Located in Daegu, Chungju, Seoul, and Busan)
- Avery Dennison Sales Office (Located in Busan)
- Asia Pacific Group [Subsidiary] (Located in Gyeonggi Province)
- Worldwide Ticketing Services Asia (Located in Seoul)
- ICE Korea (Located in Seoul)
- RIS Paxar (Located in Seoul)
- RVL Packaging Korea Ltd. (Located in Seoul)

MATTEL

FY 2011 REVENUES: \$6.3 BILLION

Mattel, headquartered in El Segundo, is the world's biggest toy importing company and the largest toymaker in the U.S. The company, founded in 1945, is most famous for its Barbie product line. Other globally recognized products include Polly Pocket, Little Mommy, Disney Classics, Hot Wheels, Matchbox, Tyco R/C, and many more through its subsidiary Fisher-Price.

As of 2008, Mattel employs approximately 29,000 in 43 countries (including Korea) and territories. The Asia-Pacific region is home to 65% of Mattel employment. North America employs another 30%. California consists of 43% of Mattel's U.S. employment. Mattel has offices and warehouse space in Korea.

CB RICHARD ELLIS GROUP

FY 2011 REVENUES: \$5.9 BILLION

CB Richard Ellis Group is the world's largest commercial real estate services company and has more than 30,000 employees in over 300 offices worldwide. CB Richard Ellis is headquartered in Los Angeles, near Santa Monica.

The company offers the following services: strategic advice and execution for property sales and leasing, corporate services, property, facilities and project management, mortgage banking, appraisal and valuation, development services, investment management and research and consulting.

CB Richard Ellis was established in Korea in 1999 in Seoul. The branch office of CB Richard Ellis Asia-Pacific has more than 130 real estate professionals. CB Richard Ellis Korea provides leasing, sales, valuation, investment, asset management, research, and consulting services to its clients.



LOS ANGELES COUNTY COMPANIES PRESENT IN KOREA

FINANCIAL SERVICES

(Korean-American Banks that are headquartered in L.A. County but not present in Korea)

BBCN BANK

Nara Bancorp and Center Financial merged in November 2011 to form BBCN Bank. Currently, BBCN Bank is the largest Korean American bank in the U.S., now with more than 40 branches in California, New York, New Jersey, Seattle and Chicago. BBCN is also the seventh-largest bank in Los Angeles County.

- The first BBCN Bank, then called Miju Bank, was founded in Los Angeles in 1989
- Has the largest share of deposits among all Korean American banks in all of California
- 15 locations in Los Angeles County

HANMI BANK

Hanmi Bank is the second largest Korean American bank in the United States, providing the Korean American community with a full-range of financial services.

- Founded in Los Angeles in 1982
- Hanmi has 27 Branches, 19 are located in Los Angeles County
- The parent corporation, Hanmi Financial Corporation, was founded in 2000 and is headquartered in Downtown Los Angeles

WILSHIRE STATE BANK

Wilshire State Bank is a Korean-American bank serving a diverse community across California with 24 branch offices. The Wilshire State bank offers multilingual services in business and personal banking, trade finance, and home mortgages.

- Operates 34 branch offices across California, Texas, New Jersey and New York
- Corporate headquarters is located on Wilshire Boulevard in Los Angeles

SAEHAN BANK

Saehan Bank is a Korean-American bank and a subsidiary of Saehan Bancorp. It has rapidly multiplied its presence in Los Angeles with ten regional branches since becoming incorporated in California in 1990.

- Office on Wilshire Boulevard since 2001 and branch on Olympic Boulevard since 2008
- Offers a comprehensive range of financial solutions to Los Angeles and Orange County

PACIFIC CITY BANK

Pacific City Bank is a Korean American bank also known as “Pac City” in its various Los Angeles branches since commencing operations in 2003. Pac City is a California State-chartered full-service bank that prides itself in delivering financial solutions using personalized services.

- Headquarters located on Wilshire Boulevard
- Seven locations in southern California, but primarily across Los Angeles

COMMONWEALTH BUSINESS BANK

Commonwealth Business Bank, popularly called “CBB” is a traditional full-service Korean-American bank. CBB’s banking solution teams design customized financial solutions to meet individual business and personal banking needs.

- Has been in Los Angeles since early 2005
- Two Centers, one on Wilshire Boulevard and one on Towne Avenue
- Offers business and personal deposits and loan products



BUSINESS SERVICES

The Big Four Accounting Firms (Offer a significant percentage of Korean Services from Downtown Los Angeles office although firms and respective Korean services divisions are headquartered elsewhere).

PRICE WATERHOUSE COOPERS (SAMIL LLC)

Samil LLC is the name for the Price Waterhouse Coopers' Korean branches. The firm specializes in providing services in audit and assurance, consulting, deals, human resources, international financial reporting standards (IFRS), legal, middle markets and private companies, and tax sectors. Samil PwC holds the highest market share of any audit service in Korea. In addition, Samil PwC's IFRS is particularly active, publishing documents and aiding Korean companies to adjust to international financial reporting standards.

- Offices located in Seoul, Busan, Daegu and Gwangju
- Publishes a monthly Korean tax newsletter
- Biannually publishes the Samil View, highlighting a range of topics such as corporate governance, Chinese economic trends, and workplace efficiency

DELOITTE & TOUCHE (DELOITTE ANJIN LLC)

The Korea Desk and Korean Services Group (KSG) at Deloitte Anjin LLC assist Korean multinational corporations with establishing new branches and subsidiaries, tax services, accounting, and auditing services. In addition, there is a Deloitte Consulting office located in Seoul. The consulting office specializes in providing world-class strategy and operations, human capital, technology and risk services for clients.

- Deloitte Anjin has a Korea Desk in 19 U.S. cities (one office in Downtown Los Angeles) and 14 countries
- Employing approximately 2000 people, Deloitte Anjin's industry teams include Financial Services, Manufacturing, Technology, Media and Telecommunications, Consumer Business & Transportation, Energy and Resources, Life Science & Health Care and Public Sector

- Korea office locations include Seoul, Busan, Cheongnam Province, Daegu, Gyeongnam Province, and a Deloitte Consulting office in Seoul

ERNST AND YOUNG (HANYOUNG LLC)

Ernst and Young's Korea Business Service Group (KBS) was created in order to reduce geographic obstacles facing subsidiaries and their parent companies. Ernst and Young focuses on providing quality services in advisory, assurance, transactions, strategic growth markets, and a variety of specialty services.

- Offices located in Busan and Seoul
- Ernst and Young works in: automotive, cleantech, consumer products, financial services, government and public sector, life sciences, media and entertainment, mining and metals, oil and gas, power and utilities, private equity, real estate, technology, and telecommunications industries

KPMG (SAMJONG KPMG)

KPMG's U.S. Korean Desk is located in Los Angeles and specifically aims to provide accounting and management advice to Korean Corporations. Samjong KPMG, the Korean subsidiary of KPMG, provides audit, tax, financial advisory, and management consulting services, encouraging the growth of many companies located in Korea. In addition, the Economic Research Institute, encompassed by Samjong KPMG, strives to provide high quality knowledge and information on the domestic and international economy and industry trends.

- The U.S.-Korean Desk publishes a newsletter and offers courses regarding the changing management environment and U.S. flow of the economy for Korean companies
- Samjong KPMG was established in Korea in 1991, offices located in Seoul and Daegu

KORN / FERRY INTERNATIONAL

Headquartered in Los Angeles, Korn/Ferry has become the worldwide leader in executive recruitment and talent management. The company has established 90 offices in 40 countries, including Korea.

- First opened in Korea in 1998
- One regional office in Seoul
- In 2001, the Economist Intelligence Unit (EIU) recognized Korn/Ferry as the leading executive firm in Asia



LOS ANGELES COUNTY COMPANIES PRESENT IN KOREA (continued)

LAW FIRMS

PAUL HASTINGS

Founded in 1951, Paul Hastings has 160 attorneys and 52 partners at their Los Angeles office alone. The Los Angeles office, the headquarters of the firm, specializes in a full range of legal areas. The employment law department was named the “Global Labor and Employment Firm of the Year” for the sixth year in a row, and won the “Pro Bono Award” for their Homelessness Prevention Project.

Paul Hastings was one of the first American law firms to establish a presence in Asia. The firm has dedicated a large portion of its efforts to serving the Asian market. Paul Hastings also declared its intent to open an office in Seoul in 2012. Paul Hastings attorneys specialize in a variety of sectors relevant to Korea, including mergers and acquisitions, energy generations, investments, financial institutions, etc.

- The firm has represented Samsung Electronics Co. and Hanwha Chemicals, amongst other Korean companies

O'MELVENY & MYERS

The Los Angeles branch of O'Melveny & Myers was founded in 1885. The firm has the most litigators of any firm in the downtown Los Angeles area. The Los Angeles office's areas of specialization include: antitrust and competition, business tax, corporate finance, intellectual property and technology, labor and employment, mergers and acquisitions, products liability and mass torts, restructuring, securities litigation, and white collar defense and corporate investigations.

O'Melveny & Myers is one of the most active international law firms in Korea. Currently, there are attorneys specialized in Korean international transactions and disputes residing in Los Angeles, Shanghai, Singapore, and Brussels.

- Legal team includes native Korean attorneys as well as U.S., U.K., and Hong-Kong qualified lawyers
- Past Korean company clients include such companies as Asiana Airlines and Hynix Semiconductors

LATHAM & WATKINS

The Latham & Watkins Los Angeles office was established in 1934 and today has 266 attorneys and 84 partners. The Los Angeles office caters to the major industries of Southern California, such as sports, energy, and entertainment. The office also specializes in bankruptcy, corporate, tax, real estate, and other areas of law.

Latham & Watkins provides extensive legal services in Korea. Though there are not currently any offices in Seoul, Latham & Watkins has over 100 attorneys located in Asia. The firm has handled many cases involving many Korean companies.

- Latham & Watkins advised during the acquisition of Korea First Bank as well as Monster World wide Inc.'s acquisition of JobKorea, Co.

LEWIS BRISBOIS BISGAARD & SMITH

Headquartered in Los Angeles, Lewis Brisbois Bisgaard & Smith has 19 offices worldwide. The Los Angeles office has 255 attorneys and 180 partners specializing in a variety of fields of law including antitrust, bankruptcy, corporate, and intellectual property. In order to serve the needs of their many Korean and Korean-American clients, the firm created the Korean Business and Litigation group.

- Has tight relationships with many Korean law firms
- Has an extensive network of Korean law specialists
- Has represented many of the Asian Fortune 500 companies

MITCHELL SILBERBERG & KNUPP

Founded in Los Angeles, Mitchell Silberberg & Knupp has offices in Los Angeles, New York, and Washington D.C. with 125 attorneys. The firm and various attorneys are recognized for their work related to tax laws, labor laws, intellectual property law, trademark litigation and copyright expertise.

- The firm has worked on copyright issues in Korea
- The firm assists in international trade and matters involving customs, including trade between the U.S. and Korea



HOSPITALITY AND TOURISM

PRINCESS CRUISES

Princess Cruises is the third largest cruise line in the world. Headquartered in Santa Clarita, the company began operating in 1965 with a cruise to Mexico. Princess Cruises serves over 1.3 million passengers each year and owns 17 vessels. It offers 100 different itineraries, sails to all seven continents, and goes to 350 ports. There are many available cruise destinations in Asia, including Korea.

- Cruises to and from Korea: the Southeast Asia & China Cruise (stops in Busan, Korea) and the Japan & Far East Korea Cruise (stops in Busan, Korea)

FASHION DESIGN & PRODUCTION

Los Angeles County is the apparel manufacturing capital of America and is home to many well-recognized designer labels including American Apparel, BCBGMAXAZRIA, Forever 21, Guess, Karen Kane, Seven for all Mankind, and True Religion.

AMERICAN APPAREL

American Apparel is a clothing designer, manufacturer, distributor and retailer located in downtown Los Angeles. The company primarily offers t-shirts, denim, sweaters, jackets and other casual wear. All operations are located in the downtown Los Angeles headquarters including design, knitting, dyeing, cutting, sewing, marketing and distribution.

- American Apparel has the largest garment factory in the U.S. The company has over 10,000 employees with 5,000 in Los Angeles and operates more than 260 retail stores in 19 countries
- The first American Apparel store in Korea opened in 2005
- Stores in Korea: Busan, Daegu, Seoul (Kangnam, DaeHakRo, Myungdong, Chungdam, and Hongda)

BCBGMAXAZRIA

BCBG is a high-quality clothing company founded in 1989 by Max Azria and based in Los Angeles. BCBG are the letters representing the French phrase “bon chic, bon genre” meaning good style, good attitude. The first BCBG boutique was opened in Los Angeles in 1992.

- Korea now has BCBG stores in Seoul, Busan, Daegu, Ulsan, Gyeonggi Province, Daejeon, Gwangju, Incheon, Jukjeon, Kyung Ki Do, Seongnam

7 FOR ALL MANKIND

7 for All Mankind launched in 2000 in Los Angeles as a premium denim jean company and has recently expanded into other product lines. The company was extremely successful in its first year. Its “Sevens” have become a favorite for Hollywood’s leading celebrities. 7 for All Mankind has branched out into women’s, men’s, kids, sportswear and handbag and footwear collections.

- 7 for All Mankind products are sold in its stores, department stores and boutiques in over 80 countries around the world including Korea

TRUE RELIGION

Founded in Vernon in 2002, True Religion is a premium denim jeans company, and has recently added a sportswear line. The company is known throughout the world for its denim, knit and woven sportswear. True Religion’s sportswear includes t-shirts, western shirts, sweatshirts and sweatpants. In addition, True Religion has branched out into licensed products including footwear, headwear, handbags, swimwear, eyewear, hosiery, socks and fragrance.

- True Religion launched its own retail stores across the U.S. and offers products in a handful of retail locations throughout Korea

KAREN KANE

In 1979, Karen and Lonnie Kane established a specialty clothing company in the garage of their home. Karen and Kane has grown into a 150,000 square foot facility in Los Angeles. The company distributes clothing all over the world, mostly to major department stores. Karen Kane manufactures its clothing in both Los Angeles and China.

- The company sells its clothing in Korea



LOS ANGELES COUNTY COMPANIES PRESENT IN KOREA (continued)

PROFILE



Forever 21

Korean-American Do Won Chang founded Forever 21 in 1984. At its inception, Fashion 21 was a small clothing boutique in Highland Park. Sales grew rapidly and expansion into shopping malls across the U.S. carried the new name - Forever 21. The Forever 21 product line includes tops, dresses, sweaters, outerwear, jeans, pants, intimates, shoes and accessories. The Forever 21 business model has been branded “fast fashion” as the company can design, manufacture, and sell clothing before fashion trends fade away by producing garments within California. Forever 21 now has eight types of lines within their stores:

- FOREVER21
- XXI (FOREVER)
- 21Men
- LOVE21
- LOVE21 MATERNITY
- FOREVER 21+
- HERITAGE 1981
- FOREVER21 GIRLS

There are currently more than 480 locations. 101 of the stores are located in California, 26 of which are in Los Angeles County. There are two locations in Korea, Myeong-dong and Sinsa-dong.

Do Won Chang

Before immigrating to Los Angeles in 1981 with his wife Jin Sook, Do Won Chang worked in coffee shops in Korea. Upon arrival, Chang worked three jobs at once, including at a coffee shop, before opening the first clothing store in 1984. Chang's persistence in expanding Forever 21 placed him on Forbes richest 400 people in America list and estimated that Chang's net worth is near \$3.6 billion (September 2011).

Dr. Sung Won Sohn

As Vice Chairman of Forever 21, and a Port of Los Angeles Commissioner, Dr. Sung Won Sohn's path to success incorporated formal education. Dr. Sohn immigrated to the U.S. in 1962 after graduating from Gwangju No. 1 High School. Dr. Sohn soon earned his BA, MA, and Ph.D. in economic related fields in addition to an M.B.A. Dr. Sohn was recruited to work for President Nixon's Council of Economic Advisors. Dr. Sohn has also held positions as Chief Economist for Wells Fargo Bank and as President and Chief Executive Officer of Hanmi Bank.

INDUSTRY PROFILE

THE IMPACT OF KOREAN-AMERICANS ON THE LOS ANGELES APPAREL INDUSTRY

The Korean-American community has had the greatest impact of any ethnic group on the apparel industry in Los Angeles. In fact, Korean-Americans have played a substantial role in all apparel-related industries for over forty years. Since the early 1970's Korean-Americans have owned small scale apparel shops and then began to open fabric dyeing, thread knitting, textile printing, and other apparel-related business establishments in the Los Angeles area. Over the years many Korean-American business owners have expanded their businesses to include textile production, and import and export facilities. Most apparel industry experts would agree that Korean-Americans are one of the dominant players in the local apparel business.

The key reasons why Korean-Americans have had such a formidable presence in the Los Angeles apparel industry really breaks down to few fundamental ones. Firstly, Los Angeles is the epicenter of fashion design and America's apparel capital. The California and Hollywood names are recognized globally by consumers and this makes Los Angeles the place to be for the clothing industry. Secondly, Los Angeles has the largest number of Korean-Americans outside of Korea. Thirdly, many Koreans already had some experience in the apparel industry at home in Korea or in South America before coming to America. Fourthly, Korea was globally competitive in the apparel industry going back to the 1970's and this created an apparel awareness amongst many Korean immigrants. Finally, Korean-Americans have demonstrated similarly to other immigrants that they tend to focus on becoming business owners and tend to concentrate on a very small number of industries including the clothing business.



ENTERTAINMENT

Los Angeles County is the entertainment capital of the world. It is home to major studios such as Disney, Fox, Paramount, DreamWorks, Sony/Columbia, NBC/Universal, Warner Brothers and Lionsgate. Los Angeles County leads the world in producing and distributing popular movies, television programs, video games and recorded music and is home to the Oscars, Emmy and Grammy award shows. In addition to Disney (profiled within the Fortune 500 section), DreamWorks, Lionsgate, NBC/Universal, Paramount, Sony/Columbia and Warner Brothers have operations in Korea.

DREAMWORKS

DreamWorks is a film studio that develops, produces and distributes films, video games and television programs and is headquartered in Universal City. The company was founded in 1994 by Steven Spielberg, Jeffrey Katzenberg and David Geffen.

- The animation arm of DreamWorks was spun-off into DreamWorks Animation SKG and its films are distributed worldwide (including Korea) by CJ Entertainment

20TH CENTURY FOX

Twentieth Century Fox is one of the six major American film studios and it is located in Century City, CA. Their most popular film franchises include Avatar, The Simpsons, and Star Wars. TvN operates as a subsidiary of Fox Entertainment Group Inc. FOX International Channels (FIC) is News Corporation's international multi-media business. FOX International Channels operates seven active channel brands, including FX, FOXCRIME, National Geographic Channel, National Geographic Channel HD, Nat Geo Adventure, Nat Geo Wild and BabyTV broadcasting in local language and programmed independently for each market.

LIONSGATE

Lionsgate Entertainment Corporation is one of the leading independent filmed entertainment studios. The company has established a presence in motion pictures, television programming, home entertainment, family entertainment, video-on demand and digital distribution of content. Lionsgate includes Tiger Gate Entertainment, which is headquartered in Hong Kong. Tiger Gate Entertainment is a partnership between Lionsgate and Saban Capital Group.

- Tiger Gate Entertainment operates pay television channels THRILL and KIX to serve the Asian market in Indonesia, Hong Kong, Singapore, and the Philippines; however, they are planning to enter the Korean market soon
- Tiger Gate recently purchased the rights to "A Yaksa" from CJ Entertainment for viewing outside Korea and Japan

UNIVERSAL PICTURES (NBC/UNIVERSAL)

Universal Pictures is a subsidiary of NBC/Universal. Founded in 1912, Universal Pictures is one of the oldest American movie studios still in continuous production. Its production studios are located in Universal City. Distribution and other corporate offices are located in New York City.

- The building of Universal Studios theme park in Hwaseong City, Korea was announced in May 2007, but is being delayed until after 2014 due to the global financial crisis
- CJ entertainment is also the distributor of Universal Pictures in Korea

PARAMOUNT PICTURES

Paramount Pictures is one of the original major motion picture studios with a library of 2,500 titles. Several of the most successful franchises include Star Trek, The Godfather, and Indiana Jones. The company has an extensive network for domestic theatrical distribution of its motion pictures.

- CJ entertainment also distributes films by Paramount Pictures in Korea

SONY/COLUMBIA

Sony Pictures Entertainment's global operations include motion picture production and distribution, television production and distribution, digital content creation and distribution, worldwide channel investments, home entertainment acquisition and distribution, operation of studio facilities, development of new entertainment products, services and technologies, and distribution of filmed entertainment. Sony Pictures is headquartered in Culver City.

- Sony Pictures Entertainment's international motion picture operations include Columbia Film Production Asia in Korea
- Sony Pictures Television includes the branded distribution channels AXN, Animax, and AXN Mystery



LOS ANGELES COUNTY COMPANIES PRESENT IN KOREA (continued)

WARNER BROTHERS

Warner Brothers Entertainment Inc. also known as Warner Brothers is a film and television entertainment company based in Burbank. The company is a subsidiary of Time Warner and owns multiple subsidiaries including Interactive, New Line Cinema, The WB, and DC Comics.

- WarnerTV is now available in Korea as a video-on-demand service within Qook TV

- Heraeus Precious Metals (Heraeus Materials Korea Corporation) is located in Seoul
- Heraeus Material Technology (Heraeus Oriental HiTec Co., Ltd.) is located in Incheon
- Heraeus Electro-Nite (Woojin Electro-Nite) is located in Gyeonggi Province
- Heraeus Dental (Hiden Co. Ltd.) is located in Seoul

TECHNOLOGY

ROBINSON HELICOPTER

Robinson Helicopter Company was founded in 1973 by Frank Robinson, based in Torrance. The company has 1,200 employees and is a leading producer of helicopters in North America. Its Torrance airport factory performs all operations including welding, machining, assembly, painting, and flight-testing. Robinson Helicopter also repairs older aircraft and provides training to flight instructors and technicians.

- The company has 110 factory-authorized dealers and 290 service centers in 50 countries including Korea
- Sejin Aviation is the dealer and service center in Korea and is located in Seoul

TROJAN BATTERY

Trojan Battery Company was established in 1925 in the Los Angeles area and moved to its current headquarters in Santa Fe Springs in the 1960s. The company is the world's leading manufacturer of deep cycle battery technology. Trojan batteries are used to power golf carts, utility vehicles, aerial work platforms, floor machines, heavy duty and commercial trucks, marine/recreational vehicles and for renewable energy.

- The company has a distributor network in Korea called TBK Corporation

HERAEUS METAL PROCESSING

Heraeus Group is a global precious metals and technology company based in Germany with offices worldwide. The main business segments of Heraeus are precious metals, sensors, dental and medical products, quartz glass and specialty lighting sources. Heraeus has eleven locations in the U.S. including one in Santa Fe Springs.

BIOMEDICAL

OBAGI MEDICAL PRODUCTS

Obagi Medical Products is involved in the development, manufacturing and marketing of prescription skin care products. The company is based in Long Beach and is the top provider of topical aesthetic and skin care systems in the physician-dispensed market. Obagi products are used to prevent skin problems in adults. The markets served by Obagi include dermatology, plastic surgery, and aesthetic markets.

- Obagi has greatly expanded its operations across the globe and now has distribution partners in more than 42 countries, including Korea
- The international distributor for Korea is Dongkook Pharmaceuticals and is located in Kangnam-gu, Seoul

SUNRIDER

Sunrider is a wholesale distributor/franchiser and commercial real estate company with thousands of franchise stores worldwide and with hotels in Beijing. The company is headquartered in Torrance. Sunrider was founded by Dr. Tei-Fu Chen and Dr. Oi-Lin Chen, who immigrated to the U.S. in the 1970s. The firm manufactures health, beauty, food, and household products at four manufacturing facilities located around the world.

- Sunrider conducts business in over 40 countries with over 7,000 retail stores
- The firm has offices in over 20 countries including one office in Seoul
- In Korea, Sunrider has retail locations and one flagship store, which opened in March 2011



OTHER LOS ANGELES COUNTY BASED FIRMS PRESENT IN KOREA

NESTLÉ U.S.A

Nestlé U.S.A is part of Nestlé S.A. of Switzerland, the world's largest food company. Nestlé U.S.A is headquartered in Glendale. The company has 26 manufacturing facilities, 22 distribution centers and more than 21,000 employees in California, Connecticut, New Jersey, and Missouri.

- Nestlé Korea, Ltd. is headquartered in Seoul
- Nestlé's most popular products in Korea include Nescafe Dolce Gusto, Nespresso, Nestlé Purina, Water Line, and Taster's Choice

PELICAN PRODUCTS

Pelican Products is a manufacturing firm located in Torrance. It was founded in 1978 by Dave Parker. The firm manufactures advanced lighting systems, rugged protector cases, and shipping containers.

- Pelican has six manufacturing plants, six distribution centers and sales offices around the globe, including Korea
- The company distributes its products in over 50 countries and provides:
 - Multilingual product packaging and sales staff
 - International power supplies
 - Specification data in English and metric measurements
 - Strong packaging for export shipping
- Pelican Products Korea, Ltd., the Pelican Products Korean office opened in October 2011 and is located in Seoul

INTERNATIONAL LEASE FINANCE CORPORATION

International Lease Finance Corporation (ILFC) began operating in 1973 and focuses on the leasing and sales of aircraft to airlines around the world. The firm offers fleet planning and rationalization, revenue and route analysis, and product support programs. ILFC works on all aspects of traditional leases including structured financings. The company has a fleet numbering close to 1000 aircraft.

- ILFC has leased or sold aircraft to several airlines/customers in Korea: Asiana Air, Jeju Air, Korean Air and T'way Air

PROFILE



Jamison Services, Inc.

(Korean-American Company headquartered in L.A. County but not present in Korea)

Jamison Services is a real estate investment and management and leasing services. The company has over 100 properties primarily made-up of office buildings and has become one of the top three landlords of commercial office space in all of Southern California. Jamison Services also does have medical buildings, shopping centers and residential developments. It has been able to achieve a high occupancy rate with a market capitalization of over \$3 billion. The company's goal is to be the leader in commercial real estate in the greater Los Angeles region.

Jamison Services owns and operates the California Market Center (CMC) in downtown, Los Angeles. The CMC is the center of the Los Angeles fashion industry. The CMC is located on the 9th & Main in downtown's Fashion District and is home to hundreds of wholesale showrooms for fashion, textiles, gifts and home decor, in addition to a range of offices, studio spaces, fashion design schools, restaurants, cafes, shops and special event venues.

- Jamison Services, Inc. is located on Wilshire Boulevard in just west of downtown L.A.

SOME KEY KOREAN COMPANIES PRESENT IN LOS ANGELES COUNTY

WOORI BANK

Woori American Bank is the American branch of Woori Bank, one of Korea's major banking establishments. The bank offers financial services including banking, asset management, insurance, customer credit, securities and an investment fund.

- Woori Financial Group was established in 2001
- Woori Bank-L.A. Agency, created in 1978, supports and supervises the Bank's U.S. operations



SOME KEY KOREAN COMPANIES PRESENT IN LOS ANGELES COUNTY (continued)

SHINHAN BANK

Shinhan Bank America is the American subsidiary of Shinhan Bank in Korea. Spanning across five states, it currently serves California through four branches. Established in the United States in 1990, Shinhan Bank is a leading financial institution (part of the Shinhan Financial Group) in Korea.

- Established in the United States in 1990
- Operating in California, Georgia, Texas, New Jersey, New York
- Subsidiary of Shinhan Bank in Korea
- CA Regional Office Located on Olympic Boulevard in Los Angeles

KOREA EXCHANGE BANK

The Korea Exchange Bank (KEB) boasts a global network of more than ten parent companies including the KEB L.A. Financial Corp, a non-banking financial institution operating in California since early 2004. The bank has been operating in North American for 30 years (KEB Canada celebrated its 30th anniversary in Canada).

- California headquarters on South Figueroa Street in Los Angeles
- Corporate customers include branches of Korean companies and Korean-owned companies

ASIANA AIRLINES (KUMHO-ASIANA GROUP)

Established in 1988, Asiana Airlines is based in Korea. With 72 aircraft operating in 22 countries and 68 cities, Asiana airlines continues to expand its services throughout the world. Asiana Airlines is the second largest airline in Korea.

- Asiana Airlines has a sales office in Los Angeles and offers two daily flights from LAX to Seoul

LOTTE INTERNATIONAL AMERICA

Lotte International's founder, Chairman Shin Kyuk-ho created the company in 1965, primarily to serve the Japanese market. In the 1970s, Lotte International diversified its products to include many areas of the food industry, such as beverages, ham, and milk. Today their specializations span from food and tourism to finance and construction.

- A Lotte International America office is located in Los Angeles

CJ AMERICA

Global Lifestyle & Culture company CJ continues to make strides in the US with the development of its key business areas since 1979. Through careful selection and focused management, CJ works to grow and expand its leading presence in four core businesses: Foods and Food Service, Entertainment and Media, Bio Pharma, and Home Shopping and Logistics.

- In 2003, CJ Foods started food distribution; acquired Annie Chun's and Omni in 2007
- In 2004, Bakery café Tous Les Jours launched in US; as of 2012, expanded to 18 stores
- In 2007, started CJ GLS (Logistics) in North America and Mexico; acquired Korea Express in 2011
- In 2010, opened Bibigo restaurant; operates three restaurants as of 2012
- In 2005, CJ E&M started film distribution; opened CGV Cinemas in 2009

KBS

Korean Broadcasting System is Korea's principal broadcasting and media service. KBS broadcasts their services in 11 counties in North America, one of which is Los Angeles County.

- KBS World was officially launched in 2003
- KBS America launched in 2005, and runs a separate schedule than KBS in Korea

MBC

MBC America is a subsidiary of Munhwa Broadcasting Corporation (MBC) of Korea. MBC America was established in Los Angeles in 1991 and broadcasts, distributes and sells MBC programs to North, Central, and South America.

- The office is located on 6th Street in Los Angeles

NETWORK CABLE U.S.A. CO. LTD.

Korean company, Network Cable produces networking cables (quick assembly connectors, attenuators, connectors). Founded in 1999, Network Cable Co. has focused on developing the global technological industry through its development and production of cables, passive components, distribution systems, and other optics products.

- Established Los Angeles office in March 2009
- Offices in Korea, China, Vietnam, and the U.S.
- North American headquarters is in Los Angeles (on Wilshire Boulevard)



JEI LEARNING CENTERS

JEI Learning Centers empower children to acquire academic skills and concepts on their own. Chairman Sung Hoon Park formed the company focusing on children's Math, English, and creative thinking skills, and catering to the individual needs of each student.

- Founded in 1977
- 16 centers in California, two in Los Angeles

HANIL COMMERCIAL TRADING, INC.

Hanil Commercial Trading represents the U.S. distribution center of Hayashi Company, a Korean manufacturer of aluminum and steel pressed table bases. The company produces for hospitality, contract furniture, office furniture and store fixture industries.

- Located in Commerce
- Founded in 2001

HANKOOK TIRE

Hankook Tire produces high performance and ultra-high performance passenger tires, light/medium/heavy duty truck tires, SUV tires and bus tires. Hankook first established a North American office in 1981 in New Jersey.

- A distribution center and regional office located in the Greater L.A. area (Rancho Cucamonga)

KUMHO TIRES

Kumho Tires was founded in Yang-dong, Kwangju City in 1960, when Korean automobile production was in its developing stages. In 1965, Kumho Tires began shipping to Thailand. The head office was moved to the Songjung plant in 1974 after technological ties settled with UNI Royal of the USA. Kumho Tires is now one of the largest 15 tire manufacturers in the world and exports to more than 160 countries.

- The U.S. Headquarters and sales, marketing, and general office is located in the Greater L.A. area. (Rancho Cucamonga)

HANWHA INTERNATIONAL LLC

Hanwha international was founded in 1952 under the name Korean Explosives. Presently Hanwha specializes in petroleum, metals, solar power, finance, in addition to explosives.

- Hanwha Solar America Holdings Corp, in the Greater L.A. area (Irvine)

KOREA AEROSPACE INDUSTRIES LTD.

Korea Aerospace Industries was founded with the goal of advancing the Korean airline industry and manufacturing quality parts for airlines and satellites. President and CEO of Korea Aerospace Industries, Hong Kyung Kim united Samsung, Daewoo and Hyundai in efforts to best develop the airline industry. Presently, Korea Aerospace works out of four different countries.

- Founded in 1999
- Three offices in the U.S., one in La Mirada

DAESUNG GROUP

The Daesung Group develops and supplies energy with a focus on the environment. Since the 1970s, the company has diversified into basic materials, electronics, machinery, construction, environmental sector and IT.

- Established in 1947 as the Daesung Industrial Corporation
- Affiliated companies include Daesung C&S Co., Daesung NACHI Hydraulics, Cambridge Filter Korea, Daesung Information Systems, Shinho Environment, Daesung Measuring Co., Celtic Co., and Daesung Industrial Gases
- Office in Cerritos focused on solar energy market

SBS INTERNATIONAL

SBS International is a Korean private broadcaster. SBS is the largest representative private broadcaster in Korea, popular for many Korean dramas as well as live broadcasts of golf tournaments and soccer games.

- SBS International has an office located in downtown Los Angeles
- SBS became the first Korean company to sponsor the LPGA (Ladies Professional Golf Association)

GOOD FEEL KOREA

Good Feel Korea manufactures environmentally friendly stationery, ballpoint pens and pencils. Dongyang Corporation first founded the company in 1977. Good Feel sells its products in Korea, the U.S., Japan, and Australia.

- Won awards environmental award from the Prime Minister of Korea and the Ministry of Knowledge Economy



SOME KEY KOREAN COMPANIES PRESENT IN LOS ANGELES COUNTY (continued)

- North American headquarters is in Torrance
- DANU U.S.A. INC.**

Danu U.S.A. Inc. manufactures plush stuffed animals, frames, pillows, home décor items and other such items. The Walt Disney Corporation, Starbucks Coffee Company and Build-A-Bear are among Danu's long list of clients.

- The U.S. corporate office and showroom is located in Azusa

DAEKYO AMERICA, INC.

Daekyo is a provider of supplementary educational services. They currently provide services to the Los Angeles, Anaheim City, Downey, Garden Grove, and Montebello Unified School Districts. Daekyo is a part of the Enopi Learning Centers of America.

- Office located in Los Angeles

JINRO AMERICA, INC.

Founded in 1924, Jinro is a Korean distiller of beer and soju (clearless liquor made from rice). Jinro also markets red wine, whiskey, and bottled water. The company produces the most popular beer and soju in Korea. Jinro's American distributor is based in Los Angeles.

- Established in Los Angeles in 1986
- Has been one of the fastest growing spirit brands, outselling Johnnie Walkers, Stolichnaya, and Bacardi for the past five years

KT AMERICA

KT Corporation is a Korean integrated wired/wireless telecommunication service provider that was established in 1981 in Seongnam, Korea. In 2009, KT merged with its mobile subsidiary KTF. KT Corporation opened an office in New York in 1990. However, KT America was officially started in 1993 to handle all North America business. It mainly catered to the Korean-American communities. In addition to making high-quality telecommunications

services possible domestically, Korea Telecom and its employees are working strenuously to be poised as a leading telecommunications company in the world with emphasis put on building intelligent information network, including high-speed wireless and satellite telecommunications network. KT America is preparing itself to get in the internet and corporate communication service market, the fastest growing sector in telecommunications market.

- In 2003, KT America moved its North American headquarters to Los Angeles

OTTOGI AMERICA, INC.

Ottogi Co., Ltd. is a Korean food company headquartered in Seoul. The company was established in 1969 and has four mega plants, seven overseas corporations, and 14 affiliates worldwide. The food company produces nearly three thousand products including soups, instant noodles, ketchup, mayonnaise, vinegar, oil, tuna, snacks, and curry. It was the first food company to commercialize Japanese curry in Korea. Ottogi has become one of the most successful food firms in Korea and is a component of the Korean Stock Market (KOSPI 200). Since 2005, Ottogi America, Inc. has been a fast growing corporation in the North American food industry introducing distinguished tastes and modern serving styles.

- Ottogi America is headquartered in Los Angeles County in the City of Gardena



PROFILE



Hanjin Group

Hanjin Group is one of Korea's largest conglomerates. Hanjin's foundations began in 1945 and first focused on serving the transportation needs of the U.S. armed forces in Korea. Today Hanjin's largest subsidiaries include Hanjin Transportation, Hanjin Shipping, and Korean Air. ***Hanjin plays a large part in the L.A. County economy, directly or indirectly providing 1,900 jobs, generating \$1.35 billion in total economic output, and creating \$53.6 million in annual employee earnings per year.*** Of the Hanjin Group's U.S. subsidiaries, Los Angeles is home to Hanjin Shipping Corp., Hanjin Transportation, Hanjin Heavy Industries & Construction, and Korean Air.

HANJIN SHIPPING

Hanjin Shipping, a subsidiary of Hanjin Group, is Korea's largest and one of the world's top ten shipping companies. The company transports over 100 billion tons of cargo per year and owns over 200 containerships and containers. Currently, the corporation focuses on expanding their services to 3PL, ship management (Hanjin SM), logistics IT solutions (Cyber logitec), and ship repair (ZESCO). There are 20 Hanjin Shipping offices in the U.S., including one office in Long Beach. The Port of Long Beach is one of Hanjin Shipping's dedicated 13 terminals. The Hanjin Group is responsible for 5.6% of all containerized traffic moving through the Ports of Los Angeles and Long Beach, and responsible for 10% of all the containerized traffic between local California ports and Korea. In Los Angeles County, Hanjin port related activities directly or indirectly provide 35,000 jobs.

HANJIN TRANSPORTATION

Hanjin Transportation, also a subsidiary of the Hanjin group, was founded in 1949 by Chairman Cho Chung-hoon. The subsidiary greatly expanded in the 1950s as they began to transport military supplies, transport, and cargo for the U.S. in Korea. In the 1970s, Hanjin Transportation extended its services to inland, air, and marine transportation. In the 1990s, a door-to-door delivery service brought Hanjin to the general consumer. In 2001, Hanjin added a third-party logistics (TPL) industry, which connects logistics to information technology, to their list of services. Today Hanjin is one of the world's most prominent transportation and logistics companies, and is the largest transportation and logistics company in Korea.

KOREAN AIR

Initially founded as Korean National Airlines in 1948, Korean Air was renamed in 1962. Hanjin Group officially took control of Korean Air in 1969, and added a passenger service to LAX in 1971. The company also has a lower cost subsidiary called Jin Air, which provides budget routes domestically and throughout Asia. Today Korean Air employs around 19,500 people and serves almost 3 million passengers a year. In 2010, Korean Air shipped 1.66 million tons of cargo internationally and 140,000 tons domestically. Korean Air's fleet boasts five A380 planes, one of the largest commercial planes in production, especially operated for luxury flights. In August of 2011, Korean Air became the first airline company to offer a New York to Pacific flight on an A380. There are only three airlines with A380 flights out of LAX: Korean Air, Singapore Airlines, and Qantas Airways.

Korean Air's U.S. headquarters is located in downtown Los Angeles. In Los Angeles County alone, Korean Air is responsible for sustaining 6,250 permanent jobs, contributing \$1.25 billion in annual economic output and providing employees with \$310 million in annual earnings.

Key Facts:

- Hanjin Shipping was rated one of Forbes' "Asia Fab 50 companies"
- Hanjin Shipping and Transportation ships and transports to 70 countries worldwide
- Hanjin Shipping's revenue in 2010 was just over \$8 billion
- Hanjin Transportation's 2010 revenue was just under \$1 billion
- Korean Air was ranked number one global cargo airline by the IATA from 2004 to 2009
- Korean Air is a founding member of SkyTeam, an airlines alliance program including Aeroflot, AeroMexico, Air France, Alitalia, CSA Czech Airlines, China Southern Airlines, Continental Airlines, Delta Air Lines, KLM and Northwest Airlines.
- There are at least two Korean Air transoceanic flights through LAX per day



PROFILE

Samsung

Samsung Trading Co. formed in 1938 when Lee Byung-chull established a trucking company in Daegu, Korea. Since its early stages, the Samsung name exemplified a company willing to innovate and transform itself aside up-and-coming technological trends. The Samsung group formed as Lee diversified his company to offer services in insurance, securities, and retail. A major turning point in the company's history occurred in the 1960s when the Samsung group ventured into the electronics field.

The Samsung Group is now led by Samsung Electronics, followed by 33 other major affiliates. The market values and employee numbers of the Samsung Group's top eight affiliates are listed below:

1. Samsung Electronics

- **Industry:** Semiconductors
- **Market Value:** \$112.9 Billion
- **Employees:** 89,741

2. Samsung Life Insurance

- **Industry:** Life & Health Ins.
- **Market Value:** \$18.9 Billion
- **Employees:** 6,221

3. Samsung Fire and Marine Insurance

- **Industry:** Prop & Casual Ins.
- **Market Value:** \$9.9 Billion
- **Employees:** 5,173

4. Samsung C&T

- **Industry:** Trading Companies
- **Market Value:** \$9.1 Billion
- **Employees:** 4,665

5. Samsung Electro-Mechanics

- **Industry:** Electronics
- **Market Value:** \$7.8 Billion
- **Employees:** 10,100

6. Samsung Heavy Industries

- **Industry:** Heavy Equipment
- **Market Value:** \$7.1 Billion
- **Employees:** 12,623

7. Samsung SDI

- **Industry:** Electronics
- **Market Value:** \$6.4 Billion
- **Employees:** 6,530

8. Samsung Card

- **Industry:** Consumer Fin. Svc.
- **Market Value:** \$6.0 Billion
- **Employees:** 3,524

Others

- Samsung Corning Precision Materials
- Samsung SDS
- Samsung Techwin
- Samsung Mobile Display
- Samsung Digital Imaging
- Samsung Securities
- Samsung Investment Trust Management
- Samsung Venture Investment
- Samsung Fine and BP Chemicals
- Samsung Engineering
- Cheil Industries
- Samsung Everland
- The Shilla Hotels and Resorts
- Cheil Worldwide
- S1 Corporation
- Samsung Medical Center
- Samsung Human Resources Development Center
- Samsung Economic Research Institute
- Samsung Lions
- The Ho-Am Foundation
- Samsung Foundation of Culture
- Samsung Welfare Foundation
- Samsung Life Public Welfare Foundation
- Samsung Total Petrochemicals
- Samsung Petrochemicals

In the U.S., Samsung Electronics America (SEA) is the wholly owned subsidiary of Samsung Electronics. Formed in 1977, SEA now includes the following divisions:

- Samsung Consumer Business Division (CBD)
- Samsung Enterprise Business Division (ECBD)
- Samsung Telecommunications America (STA)
- Samsung Semiconductor, Inc. (SSI)
- Samsung Information Systems America (SISA)
- Samsung Austin Semiconductor (SAS)

Samsung locations in Los Angeles County:

- Samsung Techwin Co. – Carson
- Samsung Fire and Marine Insurance – La Mirada



PROFILE

Hyundai Group

Founded in 1947, the construction company Hyundai Togun became the first company of the Hyundai Group established by Chung Ju-Yung. Changing its name to Hyundai Construction after the Korean War, the company became Korea's first construction company to spread its business overseas. In 1967, the Hyundai Group ventured into automobile manufacturing thus creating Hyundai Motors. The ambitious Chung Ju-Yung set out to seek investors for the building of oil tankers in Korea. In 1972, he found such investors at London Barclay's Bank.

From then on, Hyundai Motors and Hyundai Heavy Industries led the Hyundai Group expansion. However, following Chung Ju-Yung's death in 2001, the chaebol was divided into independent corporations. Chung's heirs currently manage many of these companies, which are listed below by market value and the number of employees.

1. Hyundai Motor

- **Industry:** Auto & Truck Mfg.
- **Market Value:** \$35.8 Billion
- **Employees:** 55,984

2. Hyundai Heavy Industries

- **Industry:** Heavy Equipment
- **Market Value:** \$29.4 Billion
- **Employees:** 24,982

3. Hyundai Mobis

- **Industry:** Auto & Truck Parts
- **Market Value:** \$23.5 Billion
- **Employees:** 6,107

4. Hyundai Steel

- **Industry:** Iron & Steel
- **Market Value:** \$9.2 Billion
- **Employees:** 8,144

5. Hyundai Eng & Const (est. 1950)

- **Industry:** Construction Svcs.
- **Market Value:** \$7.6 Billion
- **Employees:** 3,927

6. Hyundai Marine & Fire Insurance

- **Industry:** Life & Health Ins.
- **Market Value:** \$2.1 Billion
- **Employees:** 2,815

Hyundai Group

- Hyundai Merchant Marine (HMM)
- Hyundai Securities
- Hyundai Elevator
- Hyundai WIA
- Hyundai Logiem
- Hyundai Asan
- Hyundai U&I
- Hyundai Research Institute
- Hyundai Investment Network
- Hyundai Rotem

Office locations in Los Angeles County:

- Hyundai Merchant Marine - Long Beach
- Hyundai Logiem - overseas branch in Los Angeles
- Hyundai WIA - western regional technical center in greater Los Angeles Area (Cypress)

Hyundai Motor and the Hyundai Group have a major presence in the U.S. and in Los Angeles County. In 2010, Hyundai Motors sold 538,000 automobiles to the U.S., giving Hyundai Motors 4.6% of the U.S. automobile market share. Hyundai has 11 dealerships serving Los Angeles County. Edmonds.com recently reported that Kia, owned by Hyundai, witnessed sales increase in the L.A.-area by 105%. California United Terminals, a subsidiary of Hyundai Merchant Marine that operates out of the Port of Los Angeles, and will invest in the Port's Pier 500 project.

North American Headquarters:

- Greater Los Angeles Area (Fountain Valley)

HYUNDAI ROTEM PASSENGER CARS ON LOS ANGELES METROLINK

Metrolink commissioned Hyundai Rotem, subsidiary of the Hyundai Group, to build 137 rail cars for the commuter train system. The cars were officially launched in the fall of 2010. Among the safest rail cars in the U.S., the non-passenger areas of the cars are designed to absorb all the impact in the event of a collision. The cars have a stainless-steel exterior and higher backs and stronger bumpers than the older Metrolink cars. Each car cost about \$1.7 million.

Company Profile - Hyundai Rotem

- Member of Hyundai Motor Group
- Specializes in Railway Systems, Defense Systems, and Plant & Machinery
- Operates in 48 countries around the world



PROFILE

LG

Koo In-Hwoi created Lak-Hui (Lucky) Industrial Corporation in 1947 and later Goldstar in 1958. Upon the merger, Lucky-Goldstar (LG) became a leading producer of plastics, radios, televisions, refrigerators, washing machines, and air conditioners.

LG expanded globally in the 1990s, establishing joint corporations or joint ventures in Malaysia, Thailand, China, and Vietnam. A major milestone was reached for the company in 1995 when LG acquired a majority share of Zenith, then the largest U.S. electronics company (in 1999 LG purchased the remaining share). LG now has seven electronic subsidiaries, four chemical subsidiaries, and fourteen telecommunications services subsidiaries (listed below).

1. LG Chem

- **Industry:** Specialty chemicals
- **Market Value:** \$22.8 Billion
- **Employees:** 8,194

2. LG Electronics

- **Industry:** Consumer Electronics
- **Market Value:** \$13.6 Billion
- **Employees:** 29,554

3. LG Corp

- **Industry:** Conglomerates
- **Market Value:** \$11.2 Billion
- **Employees:** 72

4. LG Display

- **Industry:** Electronics
- **Market Value:** \$11.1 Billion
- **Employees:** 28,874

5. LG Uplus

- **Industry:** Telecom. Services
- **Market Value:** \$2.1 Billion
- **Employees:** 5,235

6. LG International

- **Industry:** Trading Companies
- **Market Value:** \$1.3 Billion
- **Employees:** 12,623

Others

- LG Innotek
- Hiplaza
- Hi Logistics
- LGSiltron
- Lusem
- SEETEC
- LG Household & Health Care
- LG Life Sciences
- CS Leader
- AIN Teleservice
- DACOM Crossing
- DACOM Multimedia Internet
- LG CNS
- LG N-Sys
- BIZTECH & EKTIMO
- Ucess Partners
- SERVEONE
- G2R
- L. Best
- LG Management Development Institute:
Economic Research Institute
- LG Sports

In Los Angeles County, LG has:

- LG Chem office in Cerritos (LGCAI)
- LG Household and Health Care office in Cerritos (LG Household & Health Care America Inc)
- LG International office in Cerritos (LG International American Inc)



PROFILE

SK Energy, Inc.

SK Energy, a spin-off of SK Innovation, was created in January 2011. Founded in 1962, SK Energy was the first domestic oil refinery established in Korea. SK was a monumental part of the rapid rise of Korea. Incorporated into the second five-year plan, SK grew into a petrochemical business during the 1970s. During the 1980s, SK Innovation became a member of the SunKyoung group and has since added its gas, coal, and chemical divisions. In 2007, the holding company, SK Group was created in order to encourage transparency and good governance, and to lead the company into the global market. Although SK Energy focuses on chemical, petroleum, and energy industries, the SK Group provides services in construction, shipping, marketing, local telephone, mobile phone, high-speed internet, and wireless broadband service. Today the SK Group has three domestic offices, and 13 offices overseas.

Key Facts:

- SK Energy's only American office is located in Los Angeles
- SK Energy is Korea's largest refiner, and Asia's fourth largest refiner
- In 2009 SK holdings was #72 on the Fortune 500's largest global corporations and #104 for the 2010 rankings
- Employed nearly 32,000 people in 2010



THE WILSHIRE GRAND REDEVELOPMENT PROJECT

In March 2011, the Los Angeles City Council approved the redevelopment of the Wilshire Grand hotel, a \$1.2 billion project. The hotel officially closed on December 23, 2011. The hotel's owner, Korean Air, as well as Thomas Properties Group, plan to construct two buildings: one a 65-story office

building, and the other, a 45-story hotel and condominium building. The design of the architecture is inspired from Yosemite National Park's Half Dome and aims to be an archetype of green design and engineering.

- Construction of the hotel will provide over 7,000 jobs in Downtown Los Angeles
- The completed site will create 5,500 permanent new jobs
- Expected tax revenue from the development is greater than \$20 million per year for Los Angeles County

AC MARTIN

AC Martin is an architectural firm based in Los Angeles that designs state of the art commercial/corporate offices, education facilities, government buildings, and more. AC Martin has collaborated with Korean Airlines to design the Wilshire Grand Project in downtown Los Angeles.



SECTION 6 • WHAT LIES AHEAD

KEY CHALLENGES

GLOBAL ECONOMY

The global economy will continue to be a significant concern facing both Korea and Los Angeles County in the years to come. In the medium to long term, macroeconomic growth trends and financial stability will also influence the amount of trade and investment between the U.S. (including Los Angeles County) and Korea. As to the immediate outlook, the Korean economy is expected to slightly decelerate when compared to 2011. The continuing sovereign debt crisis in Europe (and the pending European recession), the Chinese economic slowdown and the overall global slowdown will ultimately reduce Korean exports this year. However, the good news this year for the Korean economy will be the continued expansion of the U.S. economy and the continuation of domestic consumption growth.

One of the questions going forward remains whether or not some emerging economies will turn to boosting domestic consumption spending as a force for growth instead of relying solely on exports. This would directly translate into a higher demand for both U.S. and Korean goods. As these nations transform their economies and resolve their imbalances in the coming years, both Korean and Los Angeles County exporters will greatly benefit. It is important to point out that another critical factor that will impact Korean and U.S. trade flows will be the value of both the U.S. Dollar and the Korean Won.

The lack of domestic consumption spending in these emerging markets, particularly for U.S. and Korean made products, will be a fundamental challenge going forward. In addition, exports from Los Angeles County and Korea could ultimately be the prime beneficiaries of a renewed surge in U.S. and Korean consumer spending. The Los Angeles County and Korean economies should also benefit as key growth industries gain a solid foothold in the Los Angeles area and in Korea (such as green/ clean technology, renewable energy and biotechnology).

In addition, the existing diversified economy in Los Angeles County and Korea should continue to reap the benefits of increasing globalization and the implementation of the Korea-U.S. Free Trade Agreement (FTA). As demonstrated in this report, Los Angeles County has a very large market, a well-trained workforce, the busiest port complex in the U.S., an excellent higher education base and is technology rich.

All of these elements should add up to a very strong economy in the years ahead and allow Los Angeles County to further solidify its overall ties with Korea.

TRADE ISSUES

The big story this year and in the years ahead will be the impact of the KORUS Free Trade Agreement on two-way trade between the U.S./Los Angeles Customs District and Korea. This agreement will eliminate the key trade disputes/issues that would have possibly been evident without a free trade agreement.

Trade volumes collapsed in 2009 as the global financial crisis and the resulting “Great Recession” led to a dramatic decline in global demand. However, world trade recovered significantly in 2010 and 2011 as both the U.S. & Korea experienced strong growth in exports.

Expectations are for trade volumes to continue to improve in 2012, but the local ports still face many challenges ahead including increased competition from East Coast ports (which could become even more problematic after the widening of the Panama Canal is completed in 2014).

All of these trade issues can be managed by federal, state, and local officials supporting sensible policies that promote free trade, infrastructure development and economic development. Many of these issues are in the hands of the federal government. However, state and local officials could play an instrumental role in increasing trade between the U.S. and Korea by pursuing the following policies:

- **Tax Incentives**
- **Enterprise Zones**
- **Trade Infrastructure Spending – Ports, Airport, Railways, Intermodal**
- **Trade Financing Support**
- **Port Marketing**

RETAINING AND INCREASING FOREIGN DIRECT INVESTMENT FROM KOREA

One of the key challenges going forward for Los Angeles County will be retaining its existing base of Korean companies as other areas are always trying to attract Los Angeles companies to move operations. The main objective has to be to deepen the existing relationships with companies and encourage them to stay in Los Angeles County. Los Angeles County has benefitted economically and culturally as many Korean companies established offices or headquarters in the area. Korean FDI has been a driver in the Los Angeles

County economy for over 30 years now and will continue to play an instrumental role in the county’s economy. It is absolutely essential to realize the importance of keeping these high-wage jobs in Los Angeles County.

Another challenge related to investment involves attracting new foreign direct investment from Korea in the coming years in order to enhance economic development in Los Angeles County. Los Angeles County will be competing for this new investment with new markets in Asia, Latin America and Africa as well as with other regions of the U.S. (particularly with the New York-New Jersey area). However, Korea should begin to increase investments in California due to its strong economic ties with the state and the state’s leadership and focus on the green industries of the future. The good news is that Los Angeles County should capture much of that investment due to its strong trade and personal ties with Korea. In addition, Los Angeles County is a high-tech and innovative area with a very talented workforce.

KEY OPPORTUNITIES

TRADE AND THE KOREA-U.S. FREE TRADE AGREEMENT (KORUS FTA)

The outlook for international trade calls for increased volumes between California and Korea as the KORUS FTA went into full effect on March 15, 2012. The Korean government is pursuing macroeconomic policies that will encourage domestic consumption as it looks to resolve existing economic imbalances. On the other hand, the government also has announced that it will continue to pursue policies that allow it to expand its export markets by passing new free trade agreements. As a result, trade patterns should improve in the short and long term. The greatest opportunities in Los Angeles County-Korea trade will be the growth potential for the Los Angeles Customs District exports to Korea as a result of continued economic growth in Korea and as a direct result of the KORUS FTA. Overall two-way trade will significantly increase between the U.S./LACD and Korea as a direct result of the removal of tariff and non-tariff barriers presently and in the coming years. Also, it is important to understand that Korea seems to be serious about creating stronger domestic spending within the economy in order to move away from such strong dependence upon export-led growth. The experience of the global recession of 2009 created a sense of urgency within economic circles in Korea to move towards a more aggressive economic approach.



KEY OPPORTUNITIES (continued)

FOREIGN DIRECT INVESTMENT

The outlook for foreign direct investment from Korea into Los Angeles County is brighter than it has been in recent years. In fact, one of the greatest opportunities for Los Angeles County could be the significant flows of green tech investment arriving from Korea in the coming years. Most importantly, Korean companies are especially attracted to the Los Angeles area as the County has the highest population of Korean-Americans in the U.S. along with the broad economic base and necessary business infrastructure to enable profitable returns on Korean investment.

In particular, Los Angeles County offers Korean companies the following:

- A huge market (highest population of any County in the U.S.)
- A well-educated and trained workforce (excellent higher education institutions)
- Outstanding trade infrastructure (ports, railways, freeways and airport)
- Excellent access to national and international markets
- Technology rich area
- First-rate apparel, auto and engineering design, and creative industries
- Nation's largest manufacturing base
- Competitive costs and favorable investment climate due to exchange rate
- Great weather all year round

As previously mentioned in the Investment Ties Section of this report, the greatest opportunities are in the green/clean tech, entertainment, digital media, healthcare and bio-tech, aerospace, electronics, education, and food industries. Near term, investment will most likely occur within electric automobiles, solar energy, entertainment, digital media, aerospace, hi-tech electronics, and healthcare bio-tech.

Also, another recent development that has evolved over the past couple of years has been the appreciation of the Korean Won and the opportunities that presents for attracting new Korean investment into Los Angeles County. The rise of the Won has created a greater incentive for Korean companies to move a higher percentage of production out of Korea as it has

become more expensive to manufacture domestically. As a result, this has created an excellent chance for Los Angeles County to further attract Korean investment.

WTCA LA-LB KOREA TRADE AND FDI STRATEGY

Industry Focus:

- Green Transportation
- Renewable Energy/Green Technology
- Entertainment
- Health Care/Bio Tech
- Food Industry

Partners:

- Consulate General of the Republic of Korea
- KOTRA
- KITA

Program:

- L.A. County Trade and Investment Mission
- Consult with established Korean investors - L.A. County and Korea
- Provide local outreach seminars in support of established investors
- Coordinate program with above partners

HEALTHCARE & BIOTECHNOLOGY INDUSTRIES AND FDI

The opportunities for investment within the healthcare and biotech areas are very significant as Korea has a fast-ageing nation. By 2025 nearly 30 percent of the population will be over the age of 65 and by 2050 that figure will rise to forty percent.

The biotech industry has been one of the key sectors attracting Korean FDI over the past few years. The majority of that investment has taken place in California. The golden state's appeal includes being the birthplace of the industry and it is home to many of the largest biotech firms. California biotech firms are the global leaders as they have scientific innovation, commercial vision and the financial support. In fact, Southern California has been very active in attracting Korean pharmaceutical companies. Los Angeles County biotech firms should be focusing on attracting some of this Korean investment, as Korean companies have been some of the most aggressive multinational firms.



LIKELY NATURE OF KOREAN INVESTMENT TO BE COMPRISED OF THE FOLLOWING FUNCTIONS:

- Distribution
- Sales & Service
- Research & Development
- Regional Headquarters (already the case for some small to medium sized Korean companies, mostly U.S. headquarters)

OTHER SIGNIFICANT OPPORTUNITIES

- **Climate Change/Global Warming**
Los Angeles County can provide valuable leadership on this subject, leveraging the landmark California Global Warming Solutions Act (AB 32) (the first-in-the-world comprehensive program of regulatory and market mechanisms to achieve real, quantifiable, cost-effective reductions of greenhouse gases). The State of California and Korea have forged partnerships to deal with climate change.
- **Banking and Financial Services**
As trade continues to flourish between Korea and the U.S. (especially now due to the KORUS FTA), Korea and Los Angeles County both will experience strong growth in the demand for trade financing.
- **Professional and Business Services**
More investment will come to Los Angeles County from Korea and investment will continue to flow to Korea. International trade (especially due to the KORUS FTA) and foreign direct investment flows will continue to experience high growth rates. Therefore it is logical to expect more Korean law firms will move into the U.S. and particularly into the Los Angeles area. Korean firms and Los Angeles County businesses both will require more international legal services, international trade practices, consulting and accounting.
- **Materials & Machinery**
Los Angeles County is the number one manufacturing center in the U.S. Korea's machinery manufacturers are leaders in their field. Investing in Los Angeles facilities seems advantageous in some specific sectors.
- **Construction & Engineering**
Korea has a highly developed transportation network, including high speed rail, highways, and bridges. All of this infrastructure was built to withstand severe earthquakes. A number of large infrastructure projects are just getting underway in Los Angeles County and across California, with similar earthquake hazards. Korean construction & engineering firms will want to participate in this market and basing operations in Los Angeles County would be a wise option.
- **Apparel and Creative Design**
Korea's affluent consumers have become more style conscious. The "L.A. Brand" is already part of the Korean fashion scene. Korean consumer goods manufacturers will want to engage other L.A. designers for other types of products like house wares and home furnishings.



SECTION 7 • CONCLUSION

SPECIAL RELATIONSHIP

This report has demonstrated that Los Angeles County has become the nation's leading gateway with Korea due to its unique historical, educational, cultural, economic and business ties. Los Angeles County's ties with Korea have flourished since the early 1900s and reached new heights when Korea began its journey to becoming an advanced economy in the 1960s. Korea's economic rise transformed the global economic landscape, and Korea's economic development created enormous opportunities for both countries. The key development that solidified the unbreakable bond between Korea and Los Angeles County was globalization – the spread of trade, capital flows and people around the world – which has brought the world closer together. This is clearly evident in the growing numbers of students studying abroad. The U.S. is one of the leading destinations for Korean students, and of all the states in the U.S., no other has attracted

more international and Korean students than California. As the leading gateway to the Pacific Rim, Los Angeles has emerged as the natural center of Korean-American educational and cultural exchanges. Two of L.A. County's world renowned universities (USC and UCLA) have the highest combined number of Korean students in the nation.

The emergence of Korea as one of the largest economies in the world in the 1990s strengthened the economic and trade ties between the two areas. The Ports of Los Angeles and Long Beach have become the busiest ports in the U.S. and are still North America's largest recipients of Korean exports (and this will only continue into the future as a direct result of the KORUS FTA). In fact, as a direct result of huge trade flows from Korea and the rest of Asia, the San Pedro Bay Port Complex has become the eighth busiest in the world. Los Angeles County is truly the international trade capital of the U.S. and the gateway to the Pacific Rim, and Korea remains a major force among the Pacific Rim nations.

Direct investment from the U.S. into Korea has grown over the past thirty years. Many firms in the Los Angeles County area have profited from these investments and are keeping a close eye out for new opportunities. In

turn, over the past thirty years, Los Angeles County has been very active as it worked to bring new foreign direct investment from Korea in order to create new jobs and new revenue sources in Los Angeles County. Since the 1980s and 1990s Korean companies have established some of the most reputable global name brands in the world. In fact, Korean FDI has benefited Los Angeles County more than any other area in the U.S. with the exception of the New York/New Jersey tri-state area. Some of the most prominent Korean companies such as Samsung, Hyundai Group, LG, Hanjin Group, Lotte International, CJ America, KBS, MBC, Networkcable USA, Korea Aerospace Industries, SBS International, and others have chosen to locate an office or their U.S./and or North American headquarters in Los Angeles County.

Business ties between Los Angeles County and Korea have benefited greatly from Korea's economic miracle and ever growing financial globalization. In addition, multinational corporations have altered international business patterns along with international relations. Fortune 500 companies have expanded their global operations since the late 1980's/early 1990's as globalization has evolved. The opportunities seem to be boundless in Asia for American businesses with Asia's huge population, growing income and purchasing power. L.A. County based Fortune 500 companies such as *Walt Disney, Dole Food, Avery Dennison, Reliance Steel and Aluminum, Mattel, AECOM* and *CB Richard Ellis* are reaping the benefits and will continue to do so as the emerging Asian middle class expands. Local companies representing many of Los Angeles County's key industry clusters already have a strong presence in Korea. Others will want to tap into Korea and the rest of Asia in the coming years.

STORIED HISTORY & A WEALTH OF POTENTIAL

Los Angeles County and Korea have developed a dynamic and mutually beneficial relationship that still has great potential. The sky is truly the limit when discussing Los Angeles County-Korea relations given the strong personal and economic ties that bind the two areas. Los Angeles County is home to more Korean-Americans than any other area in the U.S., and the local universities are home to more Korean students than any other region in the U.S. As more Koreans decide to pursue studies, they too will immigrate into the L.A. basin and open more businesses making the trans-Pacific bond even more unbreakable. The benefit of having so many Korean students studying locally is that they will become alumni.

As future business and government leaders, they will either remain in the Los Angeles area or go back to Korea. Either way the local community will benefit greatly, as future cross-border business opportunities will flourish.

The Los Angeles Customs District (LACD) has established itself as the entry point for Korean goods into the U.S. Korea is the third leading trading partner of the LACD and a major source of foreign direct investment into Los Angeles County. The investment ties between Los Angeles and Korea are very well known and long established. The most immediate and long-term potential lies in the area of increased trade and foreign direct investment from Korea, especially in the L.A. County industry clusters. The key industries expected to draw the most attention are renewable energy, entertainment, hi-tech electronics, aerospace, and bio-technology. Solar energy should attract a significant amount of investment from Korean solar companies. As they seek sites for manufacturing plants in the U.S., they will find value in the talented workforce that has made Los Angeles County the manufacturing capital of America. ***The LACD and Korea have now entered into a new era for two-way trade ties as the KORUS FTA went into effect on March 15, 2012.*** The biggest beneficiaries of the free trade agreement will be our local ports and all trade-related industries/sectors. In fact, two-way trade broke a new record level in 2011 even without the KORUS FTA in place. This record should be broken in 2012 and we are very optimistic about the potential for future growth as a direct result of the KORUS FTA.

In conclusion, the future is extremely bright for the Los Angeles County-Korea relationship. Los Angeles County will continue to play a vital role in the California economy and for that matter in the U.S. and global economies. As Time magazine pointed out in a recent cover story, the future of the American economy is in California as the key green industries of the future are all extremely well positioned in the Golden State. In addition, California and particularly Los Angeles County will undoubtedly lead the nation in its efforts to establish a more export-led driven economy (*please refer to the Brookings Institution Exports and the Next Economy as well as the Global Cities Initiative*). The world will continue to look to Korean companies to provide innovative leading-edge technology to propel the global economy forward as Korea is one of the key world leaders in innovation. Together Los Angeles County and Korea can take the lead on the most pressing global issues such as renewable energy and climate change. Innovation and new technologies will come out of Los Angeles area research universities and Korean universities & research

STORIED HISTORY & A WEALTH OF POTENTIAL (continued)

institutes as both places continue to produce some of the brightest talent. Los Angeles County has been in a position to benefit from Korea's economic rise over the years and continues to be in a good position with regards to specific growth industries of the future.

However, as important as it is to highlight the future prospects of the relationship, it is also of value to note some improvements that could be made in order to ensure the relationship moves in the right direction. Los Angeles County's future prosperity will surely be impacted by how well it manages its relations with Korea and the rest of Asia. Here are some recommendations for nurturing the existing Los Angeles County-Korea relationship in order to ensure that future ties become even stronger:

- Promote and market Los Angeles County as an extremely attractive location for Korean foreign direct investment. Emphasize all the elements highlighted within this report to make it very clear why L.A. County provides significant overall value and return on investment. Focus on attracting Korean companies that are looking to locate their North America and/or U.S. headquarters, manufacturing plants, distribution centers, etc.
- Invest in improving the existing trade infrastructure (Alameda Corridor, local ports, freeways, intermodal rail capacity to distribution centers, other rail capacity and LAX). Implement strategies to ensure that the local ports do not lose market share to other North American ports due to lower costs or in anticipation of the Panama Canal 2014 expansion. The local ports need to dispel all congestion myths, bottleneck issues and business unfriendly perceptions. Apply pressure at the local, state and federal levels to adopt policies that support free trade and funding for trade promotion programs via the U.S. Commerce Department.
- Attempt to better leverage the resources of the World Trade Center Association Los Angeles-Long Beach (WTCA LA-LB), the Consulate General of the Republic of Korea, Korea Trade-Investment Promotion Agency (KOTRA), Korean International Trade Association (KITA), and other Korean related organizations to increase the level of interaction between U.S. and Korean companies. Focus on business development exchanges and foreign direct investment prospects.
- Focus on increasing the number of Korean language programs within Los Angeles County primary and secondary schools, community colleges and universities as well as other Los Angeles County organizations and associations such as those mentioned within this report (*please see the Personal Ties section*).
- Promote Los Angeles County to Korean tourists and students. Attempt to attract Korean high school students via exchange programs; also college students, graduate students and those looking to learn English at various institutions. Develop a marketing campaign to attract more Korean tourists to Los Angeles County emphasizing all the region has to offer to them (*as mentioned in the "Personal Ties" section*). Create cultural activities to strengthen the longstanding ties between Korea and the people of Los Angeles County.
- Establish a presence in Korea for L.A. County through a representative office that will support trade and investment opportunities as well as market L.A. County and its competitive advantages over other North American regions.
- Establish some channels between both countries' companies which are interested in utilizing the KORUS FTA and a review group, which consists of both governments and the private sectors to find room for improvement in the FTA.



SOURCES

INTRODUCTION

- KOREAUS FTA: New Logistics Business Opportunities with Busan Port
- Korea Trade and Investment Promotion Agency (KOTRA)
- Invest Korea
- Korean Ministry of Foreign Affairs and Trade (MOFAT)
- Korean Ministry of Knowledge Economy (MKE)
- Consulate General of the Republic of Korea in Los Angeles
- *Global California, Rising to the Cosmopolitan Challenge*, by Abraham F. Lowenthal
- IHS Global Insight
- The Economist, Economist Intelligence Unit (EIU)
- California Department of Finance (DOF)

SECTION 1: HISTORICAL TIES

- National Association of Korean Americans
- U.S. Census Bureau
- Korean National Association
- Migration Policy Institute
- Korea Journal of Population and Development: International Migration of Koreans and the Korean Community in China

SECTION 2: PERSONAL TIES

EDUCATIONAL TIES

- Institute of International Education, 2011 Open Doors Report
- U.S. Department of Education
- Association of Pacific Rim Universities (APRU)
- University of Southern California (USC)
 - Vice Provost's Office for Globalization
 - Center for International Studies
 - Marshall School of Business
- University of California, Los Angeles (UCLA)
 - Office of Analysis and Information Management
 - International Institute
 - International Education Office
 - Office of Media Relations
 - University of California Education Abroad
- Loyola Marymount University
 - Institutional Research
 - Communications & Government Relations
- California State University (CSU), Dominguez Hills
 - Advancement Services
- Occidental College
 - Office of Alumni Relations
- California State University (CSU), Long Beach
 - Institutional Research and Assessment



SOURCES

SECTION 2: PERSONAL TIES

EDUCATIONAL TIES

- Caltech
 - International Student Programs
 - Caltech Alumni Association
- California State University (CSU), Pomona
 - International Center
 - Office of Alumni Affairs
- California State University (CSU), Los Angeles
 - Office of Institutional Research
 - ERSS
 - Asian Pacific Business Institute
- California State University (CSU), Northridge
 - Office of Institutional Research
- The Claremont Colleges
 - International Placement Office
- Pepperdine University
 - International Placement Office

CULTURAL AND NETWORK TIES

- Consulate General of the Republic of Korea in Los Angeles
- U.S. Census Bureau, *2009 American Community Survey*
- City of Los Angeles, *Sister Cities of Los Angeles*
- Sister Cities in the United States
- California Travel and Tourism Commission
- *The Korean Wave, A New Pop Culture Phenomenon* by the Korean Culture and Information Service
- Korean National Association
- Korean Education Center in Los Angeles
- Korean American Bar Association
- Korean American Historical Society
- National Association of Korean Americans
- Koreatown Youth & Community Center
- Los Angeles Korean Festival Foundation
- Korea Ministry of Culture
- Korea Ministry of Education
- Kollaboration
- Los Angeles Dodgers, Major League Baseball
- California Travel and Tourism Commission
- L.A. Inc.



SOURCES

SECTION 3: TRADE TIES

- Korean Ministry of Foreign Affairs and Trade (MOFAT)
- Korean Ministry of Knowledge Economy (MKE)
- Korea Trade and Investment Promotion Agency (KOTRA)
- Korean International Trade Association (KITA)
- U.S. Department of Commerce, Bureau of the Census, USATrade Online
- U.S. Census Bureau, Foreign Trade Division
- Peterson Institute for International Economics
- Los Angeles Chamber of Commerce, Global Initiatives
- California Chamber of Commerce, Trade Statistics
- California Department of Finance, California Trade Data
- U.S. Department of Commerce, International Trade Administration (ITA)
- U.S. Department of Commerce, U.S. Commercial Service
- World Trade Organization (WTO), Tariff and Trade Statistics
- Journal of Commerce
- PIERS Global Intelligence Solutions
- Central Intelligence Agency (CIA) *World Fact Book 2011*
- Port of Los Angeles (POLA)
- Port of Long Beach (POLB)
- Los Angeles World Airports, Los Angeles International Airport (LAX)
- Airports Council International (ACI)
- Los Angeles Times
- E-Cargonews Asia

SECTION 4: INVESTMENT TIES

- Bureau of Economic Analysis (BEA), *Foreign Direct Investment in the U.S.*
- LAEDC Foreign Direct Investment Study
- World Trade Center Association Los Angeles-Long Beach (WTCA-LALB) - www.wtca-lalb.org
- Peterson Institute for International Economics
- ACG Los Angeles Capital Connection
- Deloitte, Korean Services Group
- Deloitte Consulting
- Asia-Pacific Business Outlook (APBO)
- OECD Investment Policy Reviews
- Korean Ministry of Knowledge Economy (MKE)
- Consulate General of the Republic of Korea
<http://usa-losangeles.mofat.go.kr/english/am/usa-losangeles/main/index.jsp>
- Korea Trade and Investment Promotion Agency (KOTRA) - www.kotrakorea.com
- Oaktree Capital Management - www.oaktreecapital.com
- Bank of Korea
- World Economic Forum
- Fortune Korea
- Business Week
- The Economist Magazine
- Time Magazine
- The New York Times
- The Financial Times
- Boston Consulting Group
- McKinsey Global Institute



SOURCES

SECTION 5: BUSINESS TIES

- Los Angeles Business Journal, *Book of Lists 2011*
- Fortune Magazine, *Top 500 Companies*
- LAEDC, *Foreign Direct Investment in Los Angeles County*
- World Trade Center Association (WTCA-LALB)
- Consulate General of the Republic of Korea in Los Angeles
- Korea Trade and Investment Promotion Agency (KOTRA)

FORTUNE 500 COMPANIES BASED IN LOS ANGELES COUNTY:

- Walt Disney Company, www.disney.com
- DirectTV, www.directv.com
- Reliance Steel and Aluminum, www.rsac.com
- AECOM, www.aecom.com
- Dole Food Company, www.dole.com
- Avery Dennison, www.averydennison.com
- Mattel, www.mattel.com
- CB Richard Ellis, www.cbre.com

LOS ANGELES COUNTY COMPANIES PRESENT IN KOREA:

- BBCN Bank, www.bbcnbank.com
- Hanmi Bank, www.hanmi.com/
- Wilshire State Bank, www.wilshirebank.com/
- Saehan Bank, www.saehanbank.com
- Pacific City Bank, www.paccity.net/
- Commonwealth Business Bank, www.thecommonwealthbusinessbank.com
- Pricewaterhouse Coopers, www.pwc.com/us/en/index.jhtml
- Deloitte & Touche, www.deloitte.com/view/en_US/us/index.htm
- Ernst and Young, www.ey.com/
- KPMG, www.kpmg.com/us/en/pages/default.aspx
- Korn / Ferry International, www.kornferry.com/
- Paul Hastings, www.paulhastings.com/
- O'Melveny & Myers, www.omm.com/
- Latham & Watkins, www.lw.com/
- Lewis Brisbois Bisgaard & Smith, www.lbbslaw.com/
- Mitchell Silberberg & Knupp, www.msk.com/
- Princess Cruises, www.princess.com/
- American Apparel, www.americanapparel.net/
- BCBGMAXAZRIA, www.bcbg.com/
- 7 for All Mankind, www.7forallmankind.com/
- True Religion, www.truereligionbrandjeans.com/
- Karen Kane, www.karenkane.com/
- Forever 21, www.forever21.com/
- DreamWorks, www.dreamworksanimation.com/
- 20th Century Fox, www.foxmovies.com/
- Lionsgate, www.lionsgate.com/
- Universal Pictures, www.universalpictures.com/
- Paramount Pictures, www.paramount.com/

Company websites are listed in order of appearance.



SOURCES

- Sony/Columbia, www.sonypictures.com/
- Warner Brothers, www.warnerbros.com/
- Robinson Helicopter, www.robinsonheli.com/
- Trojan Battery, www.trojanbattery.com/
- Heraeus Metal Processing, www.heraeus.com/
- Obagi Medical Products, www.obagi.com/
- Sunrider, www.sunrider.com/
- Nestlé U.S.A, www.nestleusa.com/
- Pelican Products, www.pelicanproducts.us/
- International Lease Finance Corporation, www.ilfc.com/
- Jamison Services, Inc., www.jamisonservices.com/

SOME KEY KOREAN COMPANIES PRESENT IN LOS ANGELES COUNTY:

- Woori Bank, eng.wooribank.com
- Shinhan Bank, www.shbamerica.com/
- Korea Exchange Bank, www.keb.co.kr/main/en/
- Asiana Airlines, <http://flyasiana.com>
- Lotte International, America, www.lottetrading.com/
- CJ America, Inc., www.cjamerica.com/
- KBS, <http://world.kbs.co.kr/english/>
- MBC, <http://mbc-america.com/xen/home>
- Network Cable U.S.A, Inc., http://networkcable.co.kr/en/network_03.htm
- JEI Learning Centers, www.jeilearning.com/
- Hanil Commercial Trading, Inc.
- Hankook Tire, www.hankooktireusa.com/
- Kumho Tires, www.kumhotireusa.com/
- Hanwha International LLC, www.hanwha-solarone.com/en/company
- Korea Aerospace Industries, America, www.koreaaero.com/english/main.asp
- Daesung Group, www.daesung.co.kr/eng/main.aspx
- SBS International, Inc. www.sbs-int.com/eng/
- Good Feel Korea, www.greenfeel.co.kr/en/
- Danu U.S.A Inc., www.danuusa.com/
- Daekyo America, Inc, www.daekyoses.net/
- Jinro America, Inc., www.jinrousa.com/
- KT America, www.ktamerica.com/
- Ottogi America, Inc., <http://www.ottogi.co.kr/otgr/english/Main.jsp>
- Hanjin Group, www.hanjin.co.kr/English_html/index.jsp
- Korean Air, www.koreanair.com/
- BizFed, www.bizfed.org
- AC Martin, www.acmartin.com/
- Forbes, www.forbes.com/global2000/
- Samsung, www.samsung.com/
- Hyundai Group, www.hyundaigroup.com/eng/
- Hyundai Motor, www.hyundaiusa.com/
- LG, www.lg.com/
- SK Energy, Inc., eng.skenergy.com/

Company websites are listed in order of appearance.



APPENDIX

SOME U.S. GOVERNMENT RESOURCES

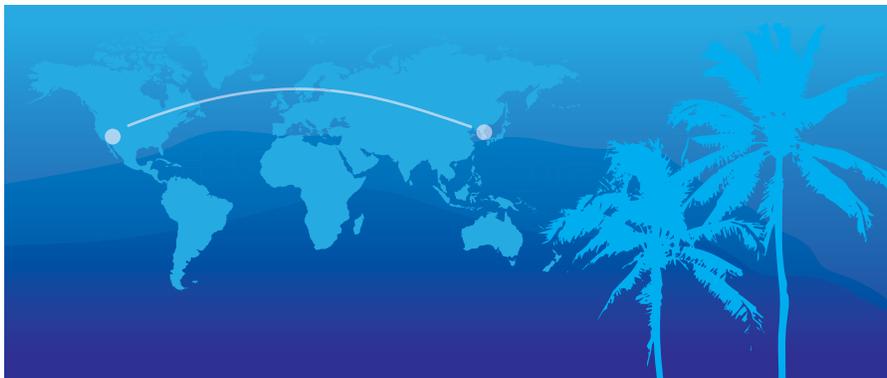
GENERAL INFORMATION

- **The State Department** - www.state.gov
- **The Library of Congress Guide** - Online access to past bills, treaties, and resolutions, www.thomas.loc.gov
- **U.S. Government Printing Office** - Directory of Government documents, www.access.gpo.gov
- **U.S. Patent and Trademark Office** - Patents, Trademarks, Forms, order copies, www.uspto.gov
- **Public Diplomacy Calendar** - International Events Calendar, www.iec.state.gov
- **U.S. Customs and Border Protection** - Import/Export, Travel Info, Enforcement Activities, www.customs.ustreas.gov
- **Websites of U.S. Embassies, Consulates, and Diplomatic Missions**, www.usembassy.state.gov
- **International Chamber of Commerce**, www.iccwbo.org

GENERAL EXPORT COUNSELING

- **Office of the U.S. Trade Representative** - Office of the United States Trade Representative, www.ustr.gov
- **U.S. Trade & Development Agency (USTDA)** - USTDA's mission is to advance economic development and U.S. commercial interests in developing and middle-income countries, www.tda.gov
- **U.S. Agency for International Development**, www.usaid.gov
- **U.S. Department of Commerce**, www.commerce.gov
- **U.S. Commercial Service** - Specialized services for exporting U.S. products or importing from U.S., www.buyusa.gov
- **Export.gov** - Comprehensive federal export assistance program, Helping U.S. companies export, www.export.gov
- **International Trade Administration** - Monitors, analyzes and provides information on industries, www.trade.gov
- **Small Business Administration (SBA)** - Finance counseling and information for small businesses, www.sba.gov
- **Manufacturing and Services Division** - U.S. industry's global competitiveness through critical analysis of domestic regulations, legislation, trade policy development, and negotiation, www.trade.gov/mas/index
- **Overseas Private Investment Corporation** - Supports U.S. businesses that invest in developing countries and emerging market economies, www.opic.gov





LOS ANGELES COUNTY
ECONOMIC DEVELOPMENT CORPORATION

444 S. Flower St., 37th Floor, Los Angeles, CA 90071
www.LAEDC.org • www.ChooseLACounty.com

