

Establishment of Invest Seoul

Direction

- **Boosting foreign investment and the Seoul economy by maximizing the attraction of overseas capital and corporate investments through Invest Seoul**

□ **Operation and Expansion of Invest Seoul to Encourage Foreign Engagement in the Capital Market**

○ **Background for Indicator-related Policy**

- Since the opening of the capital market in 1992, there has been a gradual relaxation of restrictions on foreign investors to enhance their accessibility to the Korean capital market, resulting in an increased influence of foreign investors in the market.
- In 2022, the Seoul Metropolitan Government established Invest Seoul under the Seoul Business Agency to consistently promote foreign investment by attracting global companies and capital to Seoul.

○ **Achievements to Date**

1 Attracting Global Capital

- Selection of enterprises with high investment potential through CORE100 (Total of 282 Companies): Invest Seoul identifies promising Seoul-based enterprises in strategic sectors like creative, bio, and fintech and offers tailored programs to enhance their capacity to attract global investment. These programs include company profiling, investment consulting, and investor relations (IR) events.

<CORE100 Selection Status>

■ **By Industry**

* Others: AI solutions, SaaS, aerospace, extended reality, etc.

Category	Total	Cont ent/G ame	Bio/ Health care	Comm unicati ons/Se curity/ Data	Finan ce/Ins uranc e/Fint ech	Com merce /Lifes tyle	Mobil ity/Tr anspo rtatio n	Envir onme nt/En ergy	Fashi on/B eauty	Food /Agri cultu re	Educ ation	Othe rs
Numbe r of Compa nies	282	36	73	41	27	17	17	14	7	10	6	32

- A total of 15 investment relations (IR) events in 2023: Domestic and international IR events were organized to attract global capital to Seoul-based enterprises, resulting in 1,191 successful matches between investors and companies.

2 Attraction of Global Enterprises

- All-in-one FDI support package for companies entering Seoul: We provide comprehensive support, from investment consultation to declaration and post-entry management, for companies declaring foreign direct investment (FDI) in Seoul. This program aims to facilitate entry into Seoul, business expansion after entry, and stable settlement in Seoul.

< All-in-One FDI Support Package >

Investment Stage	Support Items	Support Details
Preliminary Research	Preliminary Support	·Support for preliminary market research consulting fees
Completion of Entry	Investment Support	·Support for registration fees during corporation establishment and capital increase
	Management Support	·Support for consulting fees in labor, recruitment, legal, tax, and accounting
	Settlement Support	·Support for office rent ·Support for relocation service fees
	Foundation Support	·Support for licensing/marketing expenses

- Attraction of global enterprises to elevate Seoul as Asia's economic hub: In 2023, Vestas, the world's top wind turbine manufacturer, established its Asia-Pacific headquarters in Seoul, while Netflix's Eyeline Studios, a leading player in the creative industry (content sector), signed an investment agreement with Seoul. These developments contribute to the establishment of related industry infrastructure and ecosystems.

○ Future Plans

- To maximize the operational performance of Invest Seoul, preparations are underway to establish it as a specialized and sustainable foundation. The aim is to position Seoul as an independent partner in the global market, thereby enhancing investment attraction.