



**FLORIDA / KOREA
ECONOMIC COOPERATION COMMITTEE, INC.
"FLOR/KOR"
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FOR IMMEDIATE RELEASE

FLOR/KOR ANNOUNCES SUCCESSFUL MISSION TO KOREA

Official Florida delegation returns from Economic Development Mission to Korea
(photos available upon request)

Miami, FL - June 23, 2010. The Florida-Korea Economic Cooperation Committee (FLOR/KOR) successfully planned, organized and carried out its most recent business development mission to Korea this past May 23-26. An official statewide delegation of high ranking economic development leaders represented Florida in meetings with senior Korean government officials and business leaders in Seoul and Gyeonggi Province.

“This year’s mission to Korea was a tremendous success,” said Kimi Springsteen, FLOR/KOR Chairperson and this year's delegation leader. “Delegates had productive meetings with Korea’s top economic and business leadership, and FLOR/KOR furthered its goals of promoting trade, investment, tourism, education and friendship ties between Florida and Korea.” Ms. Springsteen, a native of Korea, lives in Tampa and serves as the Asian America Liaison for Hillsborough County Government.

The seventeen-member delegation consisted of leadership from diverse industry sectors, with representation from the Florida Chamber Foundation, Enterprise Florida, the Hillsborough Economic Development Corporation, Fowler White Boggs, Outback Steakhouse Korea, the Jacksonville Port Authority and other key FLOR/KOR members. Delegates from Miami, Orlando, Tampa, Jacksonville, Tallahassee and Ft. Lauderdale made up the statewide delegation. Highlights of the mission included a joint conference and business networking program with the Korea International Trade Association (KITA), a visit to the Korea Trade Promotion Agency (KOTRA) headquarters in Seoul and a visit to Gyeonggi Province, Florida’s sister state in Korea.

Delegates also had the option of participating in a mission to China organized by FLOR/KOR’s sister organization, Florida-China Association (FCA), immediately following the FLOR/KOR mission this past May 26-29. The China mission included meetings with the China Council for the Promotion of International Trade (CCPIT) in Beijing and an excursion to the 2010 World Expo in Shanghai.

Facts and Statistics

Korea is currently Asia's fourth largest and the world’s fifteenth largest economy. It has a GDP of over \$1.36 trillion USD with an annual growth rate of 4.6%. Korea is also one of Florida’s top Asian trading partners with over \$806 million in bilateral trade in 2009. According to data collected by FLOR/KOR, some 20+ major Korean multinational corporations and organizations have chosen to invest in Florida’s economy, and the recent Hanjin Shipping investment in the Port of Jacksonville is one of the largest FDI projects from Asia in our state's history.

About FLOR/KOR

The Florida/Korea Economic Cooperation Committee, Inc. (FLOR/KOR) is dedicated to promoting trade, investment, education, tourism and friendship ties between Florida and Korea. Created in 1982, FLOR/KOR is a statewide public-private partnership that serves as a point of contact and facilitator for Florida traders, investors and professionals seeking business opportunities in Korea with Korean companies and organizations. To accomplish its mission, FLOR/KOR works in close cooperation with the Korea-U.S. Economic Council (KUSEC) and the Korea International Trade Association (KITA) in Seoul, and partners with the Office of Florida’s Governor and economic development organizations throughout the state. Individual, Non-Profit and Corporate membership programs are open to those interested in supporting FLOR/KOR’s mission. For more information, visit www.florkor.org.

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