

Global Public Procurement Marketplace 2024 the Largest-ever of its Kind

- Supporting Business Entry into Global Procurement Markets

- Attended by 97 overseas buyers and 260 Korean companies, marking a record turnout
- Providing various programs focused mainly on agriculture, food, and Asia-Pacific markets

The Public Procurement Service(PPS) will host the Global Public Procurement Marketplace 2024(GPPM2024) from November 6th to 7th at the Ambassador Seoul Hotel. This event is co-organized with Korea's Ministry of Foreign Affairs(MOFA), Korea Trade-Investment Promotion Agency(KOTRA), and KEPCO KPS.

Record-Breaking Overseas Procurement Consultation Fair through Expanded Partnerships

As the nation's largest overseas procurement consultation fair, GPPM2024 has been held annually since 2016, inviting international organizations, foreign procurement agencies, and overseas buyers to support Korean businesses in joining global procurement markets.

This year, in particular, the milestone event is the most sizable to date with new partnerships, including KEPCO KPS. With 97 overseas buyers and over 260 domestic companies, approximately 750 business consultations—1.8 times more than last year—are expected to take place.

PPS has been building collaborative ties with KOTRA since 2018 and MOFA since 2019, leveraging each organization's expertise and global networks to provide export support. The addition of KEPCO KPS is anticipated to further boost synergies, particularly in expanding Korean firms' reach in overseas procurement markets within the power and energy sectors.

Enhanced Programs Including One-on-One Business Meetings with Procurement Officials of International Organizations

In addition to consultations, this event offers a range of tailored programs based on

strategic areas and corporate needs, enhancing the overall experience for participating suppliers.

The programs feature overseas procurement information sessions, with speakers from major organizations such as the Asian Development Bank(ADB), the United Nations World Food Programme(WFP), Colombia's National Public Procurement Agency(Colombia Compra Eficiente), Chile's Central Supply Center of the National Health Services System(CENABAST), and the U.S. General Services Administration(GSA). These sessions aim to provide insights into government procurement opportunities across diverse regions and sectors.

Especially, given the strong interest from businesses in the Asia-Pacific region, a senior ADB official has been invited to discuss procurement trends, paving the way for broader export opportunities for Korean companies in this area.

Additional programs include one-on-one consultations with international organization officials, where Korean procurement companies can interact directly. Promotional booths will also be set up, allowing international buyers and procurement agencies to experience and appreciate government-designated Excellent and Innovative products from Korean businesses in key trade areas, including safety and disaster management, bio-health, eco-friendly materials, and machinery and equipment.

Expanding Support for Agricultural and Food Suppliers

This year, the agriculture and food sector, designated as part of the five promising areas for overseas procurement in April, will receive focused support.

Following the designation of 15 food companies, including the newly selected G-PASS(Government Performance ASSured) businesses as viable candidates for the overseas procurement market in September, these suppliers will engage in business consultations, presentations and exchange opportunities with international buyers and representatives of international organizations at this year's event.

For the first time, a WFP official will attend to provide information on UN procurement markets, with opportunities for in-depth, one-on-one business meetings, creating valuable networking avenues for Korean companies.

Additionally, the group meeting involving government agencies, export support organizations, the WFP, and agricultural and food companies will facilitate the

sharing of critical insights needed for entry into international markets, as well as address export challenges.

PPS Administrator Lim Ki-keun emphasized that “The ultimate goal of public procurement companies is export and global expansion.” He added, “Despite challenging external conditions, our companies’ strong export drive has enabled us to host this record-breaking GPPM2024. We are committed to supporting and fostering this bold ambition, helping it translate into tangible business success.”

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