



Korea on the rise

► In Europe, the upcoming Expo 2012 (<http://eng.expo2012.kr/main.html>) "The Living Ocean and Coast" in South Korea's Yeosu is less present in the media (than the larger Shanghai World Exposition two years ago). However, all of us which are aware of the tremendous economic impact Korea is already playing on the global battlefield, understand that Korea has earned its right to be named quickly when talking about the developments in the Far East. Less popular as long haul travel destination, maybe, but Korea (with its 50 million inhabitants) has become the 10th largest import nation (and 7th in exports) with over 515 billion US\$ imports last year.



► The 2012 Expo in the coastal town of Yeosu might therefore feature less tourism-related issues, but is indeed a showcase of what the country has achieved, mainly since 1998, and what it will be capable to do in the future. In view of the ongoing conflicts with its divided brother state in the north and the subsequent daily worries and inconveniences, South Korea's performance is admirable. Samsung, Hyundai, Kia and LG are the known global Korean players in their respective industries and synonym for Korea's ability to be flexible, work fast, and be successful. After the 2008/2009 crisis, Korea was the first of all OECD-states to recover, and their economy rose 2010 by 6.1 percent (last year, however, growth was at 3.4% only and the predictions indicate further tight periods, but still with growth performances).

► Some 500'000 foreign visitors are expected to travel to Yeosu this summer (the Expo will be held from May 12 until August 12) and they will see an impressive country, which has finally found its own rhythm and is no longer conditioned by China or Japan (except politically, that is).

So, go and visit KOREA ... more on k-mice.visitkorea.or.kr.

(March 2012)