



삼일회계법인

Investment and Trade Promotion Services



Boost Your Economic Growth



PwC Korea's Market Development and Expansion Team specializes in providing Investment and Trade Services to attract Korean inward investment and expand your outbound trade through tailored, strategic activities which include promoting your value proposition to key decision-makers in top-tier Korean investors. Through your own dedicated bilingual, experienced, and well-networked consultants who have worked in the high-technology, semiconductor, electric vehicle, bio-technology and other sectors we can act as 'feet on the ground' on behalf of your region to be at the forefront of driving your economic growth

Our Key Services

In-market Representation

Extend your reach by establishing a physical presence through us. Our team acts as your in-market representative – continuously promoting investment opportunities and generating quality leads

Trade Show & Event Lead Generation

Maximize your presence at major trade shows by securing high-value meetings with targeted investors. Our team handles invitation outreach, scheduling, and intelligence gathering—transforming event participation into tangible investment leads

Lead Generation & Nurturing

Compile a list of specific priority investors through our in-market knowledge and research and approach decision makers to validate interest and nurture to the point of commitment

Regional Promotion

Utilize media channels, memberships of multiplier organizations and localized content distribution to our database of investors to promote investment opportunities

Strategy Development

Benefit from decades of expertise in investor engagement. We support your team with lead follow-up training, sector benchmarking, and crafting customized investment attraction strategies aligned with your regional goals

Content & Thought Leadership

Position your region as an industry leader. We develop compelling content, facilitate conference participation, and run marketing campaigns to enhance visibility and attract international investors

Partner with PwC Korea

Korea is the largest foreign direct investor in the United States having invested over 110B USD in the country since 2020 in high tech, high growth sectors such as automotive, electric vehicles, batteries, semiconductor and others. With a further 350B USD committed by the Korean government to be invested by 2030, your region is competing to secure as much of this investment as possible.

Work with us to be in the best position to be able to win the next big Hyundai, Samsung, LG, SK and other companies' projects.



Contact us today
to learn more about
how we can support
your investment and
trade objectives.

Why Us?



Day-one Readiness

We are a turn-key solution which provides a full-suite of investment and trade services – you choose what you need



Market Trust

As the largest and most established professional services firm in the market, we have people that trust us and now you too



Vast Experience

We have been working in this area for more than 20 years



Senior Leadership

Teams are led by a Partner who provides guidance, insight and quality assurance



Proven Record

We have secured deals across multiple sectors



Dedicated Team

We give you your own team which will focus on your tailored support



Extensive Decision-maker Network

We have access to a database of 100,000+ contacts including many key decision makers



Results Focused

We will provide a return on investment quickly and impactfully

About Us

Sean Blakeley Partner

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Sean Blakeley is a Partner in PwC Korea's Global Services team and leads the Investment and Trade Services for the firm. Sean has extensive experience working on large market entry, development and expansion projects and has supported many governments, states, regions and municipalities in Trade and Investment. He has worked with companies seeking to invest in the overseas in the Semiconductor, Electric Vehicle, High-tech manufacturing, Materials and Biotech space.

Sean, a 20-year resident of Korea, serves as the Global Ambassador for the Korean government for Foreign Direct Investment and is the Chairman of the British Chamber of Commerce. Sean completed a master's program at Seoul National University and speaks Korean fluently.

Sean has supported the State of Missouri, the State of Michigan, the City of Temple in Texas, the Foreign and Commonwealth and Development Office of the United Kingdom and others.

Sungji Moon Manager

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Sungji Moon is a Manager in PwC Korea's Global Services Team, who manages its Trade and Investment projects. Sungji focuses on research, strategy building and day-to-day execution of trade and investment promotion activities for governmental, state, regional and municipal level economic development organizations' and export promotion agencies to help identify and attract foreign direct investment and export opportunities. He has helped an extensive portfolio of organizations to successfully attract and work with companies to set up legal entities, select manufacturing sites, find local customers, partners, vendors, distributors and help them successfully setup in new markets.

Sungji has worked with the State of Michigan, the Foreign and Commonwealth and Development Office of the United Kingdom, the Department for Business and Trade and Tees Valley Combined Authority.

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S/N: 2507A-BR-041

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