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KOCCA opens office in Viet Nam



With the establishment of the representative office of the Korean Creative Content Agency (KOCCA) in Vietnam, Korea will promote the development of creative content production and cooperation between the two countries. An MOU has been signed between KOCCA and larger cultural and creative content organisations in Viet Nam, which will lead to a series of projects in 2020.

The Korean Content Creative Agency's representative office in Vietnam opened on October 8 in Hanoi. Attending and cutting the ribbon of the KOCCA Opening were Deputy Minister of Culture, Sports and Tourism Ta Quang Dong, Korean Ambassador to Vietnam Park Noh Wan.

KOCCA is responsible for promoting the development of production and cooperation with a variety of services such as: investigating and providing information on the Vietnamese market, assisting Korean businesses that intend to enter the Vietnamese market, supporting Korean-Vietnamese content exchange and production cooperation, supporting international market participation and searching for new markets.

Before Vietnam, KOCCA had 8 offices in 7 countries around the world.

Speaking at the opening ceremony, Korean Ambassador to Vietnam Park Noh Wan said: Based on the perception "Culture will become an industry". KOCCA was established with the aim of building the foundation and enhancing the competitiveness of Korea's cultural industry; bring a rich and colorful life to all people and contribute to the development of the national economy.

"Korea and Vietnam develop and deepen cooperation in many fields such as diplomacy, investment, ODA, human exchange to the highest level of cooperation today. I firmly believe in this. that Vietnam will also become a key strategic partner that Korea cannot ignore in the field of cultural content. The focus of that cultural industry is "Content". "Content" As an area with infinite potential, it is considered as an "ocean of creativity and innovation." This is the field that can maximize the creative capacity of the people of the two countries. This is also an area where the young generation of the two countries can develop their own potentials and explore their own present and future.also contributes to reinforcing the strong sentiment between the two countries on the basis of cultural and historical similarity - similarities that only Vietnam and Korea have ", Korean Ambassador to Vietnam Nam stressed.

To promote cultural and content cooperation between the two countries, on the opening day, **KOCCA Vietnam also held a signing ceremony of memorandum of understanding with large organizations and enterprises in Vietnam in many other fields.** each other such as: Center for performing arts and cultural events; TV channel VTV7 - Vietnam Television; Vietnam Electronic Sports and Entertainment Association ...

It is known that from September to December 2020, KOCCA Vietnam will conduct a variety of projects such as opening promotional channels, holding the premiere of Korean animation in Vietnam, and organizing events. B2B Matching in the online form, investigating Hallyu trends during the covid-19 epidemic season, holding online Vietnamese-Korean music performances ... as a stepping stone for the official boom in 2021.

"We have spent a lot of effort and effort to create and develop a representative office of KOCCA in Vietnam. KOCCA's representative office in Vietnam is a key office in the new South Policy, has role in promoting Hallyu expansion and supporting Korean businesses to penetrate the Vietnamese market We hope that KOCCA Vietnam will contribute to nurturing the strong cooperation between the two countries in Vietnam - Korea, "said Kim Yeong Jun, General Manager of Korean creative content agency.

Read more about [KOCCA](#)

The Korea Creative Content Agency (KOCCA), a governmental agency that oversees and coordinates the promotion of the Korean content industry, was established in May 2009 by integrating five related organizations, including the Korean Broadcasting Institute, the Korea Culture & Content Agency, and the Korea Game Agency.

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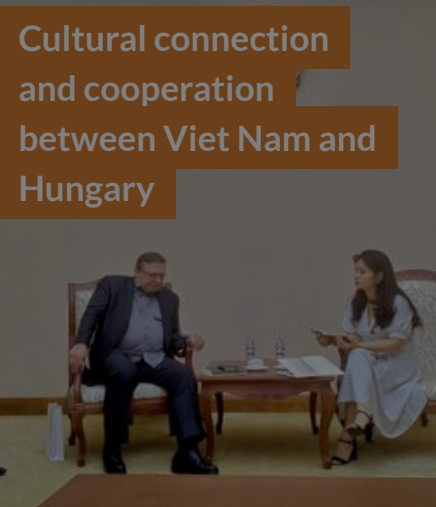
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