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South Korea appoints Interface MICE for its promotion on the French market



Since March 1st, the Korea Tourism Organization, through the Interface MICE agency, is organizing promotional activities targeting the French market in order to position South Korea as an original destination for international business events.

Promotional actions will take place in order to train event organizers on the destination. For example, training sessions, events and fam trips will offer the possibility to discover the numerous assets of South Korea, which makes the country an ideal hosting destination for MICE events.