

MEDIA INFORMATION
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VFS Global and Korea Association of Travel Agents collaborate to promote inbound tourism to South Korea

VFS Global, the global leader in trusted technology services, empowering secure mobility for governments and citizens, and the Korea Association of Travel Agents (KATA) has agreed to mutually cooperate to support inbound tourism to the Republic of Korea and facilitate seamless international travel to the country.

The meeting to explore cooperation measures was organised at the KATA office Seoul on 9 January 2026. It was attended by Mr. Lee Jin-seok, Chairman, KATA; Mr. Choo Shin-kang, Chair of the International Cooperation Committee; Ms. Kim Sung-soo, Director and CEO of KCCT Company; and Mr. Wang Deok-shin, Director and CEO of Hoin Travel; and representatives from VFS Global - Mr. Dilliprasad Joshi, Deputy CFO; Mr. Kishen Singh, COO - China; Mr. Atul Lall, Regional Head for the North Asia region; and Ms. Kim Eun-hye, Country Manager for South Korea. At the meeting, both organisations exchanged insights on visa facilitation and agreed to leverage their respective networks to support Korea's inbound tourism growth, while continuing close collaboration going forward.

Speaking on the collaboration, **Mr. Lee Jin-seok, Chairman, KATA**, said, "We welcome this collaboration with VFS Global as an important step towards strengthening inbound tourism to the Republic of Korea. By working together and leveraging our respective networks, we aim to enhance accessibility, support travel partners globally, and further position Korea as a preferred destination for international travellers."

Mr. Zubin Karkaria, Founder and Chief Executive Officer, VFS Global Group, said, "This collaboration with KATA reflects our shared commitment to strengthening inbound tourism to the Republic of Korea, an attractive destination for travellers worldwide. Through closer cooperation, we aim to leverage our extensive global network of Visa Application Centres to support and promote inbound tourism to South Korea."

VFS Global has been a trusted partner for the Government of the Republic of Korea for visa processing services since 2007. The company offers visa services on behalf of South Korea across 4 countries through a network of 7 dedicated visa application centres globally. VFS Global has processed over 250,000 Korean visas.

In the space of tourism services, VFS Global has established its regional and global footprints, complementing its core visa services business. With 16 years of experience, the Tourism Services Unit has served more than 25 destinations.

Korea aims to attract 30 million foreign tourists by 2030. [The country welcomed a record 18.7 million visitors by the end of 2025](#), surpassing the previous high of 17.5 million set in 2019, according to the Ministry of Culture, Sports and Tourism.



PHOTO CAPTION: (LEFT TO RIGHT) Ms. Eunhey Kim, Country Manager- South Korea, VFS Global; Mr. Atul Lall, Regional Head - North Asia, VFS Global; Mr. Dilliprashad Joshi, Deputy CFO, VFS Global; Mr. Lee Jinseok, Chairman, KATA; Mr. Kishen Singh, COO – China, VFS Global; Mr. Tsou Hsin Chiang, Chairman of the International Cooperation Committee, KATA; Mr. Wang The Shin, Director, KATA (CEO, Hoin Tour) and Mr. Jin Cheng Xiu, Director, KATA (CEO, KCCT)

About VFS Global

As the global leader in trusted technology services, empowering secure mobility for governments and citizens, VFS Global embraces technological innovation including Generative AI to support governments and diplomatic missions worldwide. The company manages non-judgmental and administrative tasks related to applications for visa, passport, and consular services for its client governments, increasing productivity and enabling them to focus entirely on the critical task of assessment.

With a responsible approach to technology development, adoption and integration, the company prioritizes ethical practices and sustainability while serving as the trusted partner to 70 client governments. Operating over 4,000 Application Centres in 165 countries, VFS Global has efficiently processed more than 523 million transactions* since 2001.

Headquartered in Zurich and Dubai and majority owned through investment funds managed by Blackstone Inc, along with minority stakeholders including Swiss-based Kuoni and Huentobler Foundation.

**Comprised of 329 million transactions by VFS Global and 194 million transactions by CiX Citizen Experience*

About VFS Global Tourism Services

VFS Global has established its regional and global footprints in the space of tourism services, complementing its core visa services business. With 16 years of experience, the Tourism Services Unit has served more than 25 destinations. The team partners client destinations, across different countries, to enable the achievement of their travel and tourism promotional objectives and business targets. We specialize in destination representation, outsourced tourism office management and trade support services for national tourism authorities from client governments. We facilitate them in a wide range of destination promotional activities.

Some of the key services include dedicated tourism support offices, destination training, product development, B2B roadshows & workshops, consumer events, digital campaigns, MICE engagement program, public relations and e-learning modules. The team is able to partner client destinations across different countries to deliver the desired tourist arrival and spend targets.

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