

Session 1: Digital platforms for trade promotion

Experience on digital platforms in Korean TPOs

CORPYME:

Towards a digital infrastructure to promote the internationalization of SMEs

September 24 and 29, 2020

PROCIMER-REDIBERO-ECLAC-CELAC-REDVUCE

Joon-Ho LEE

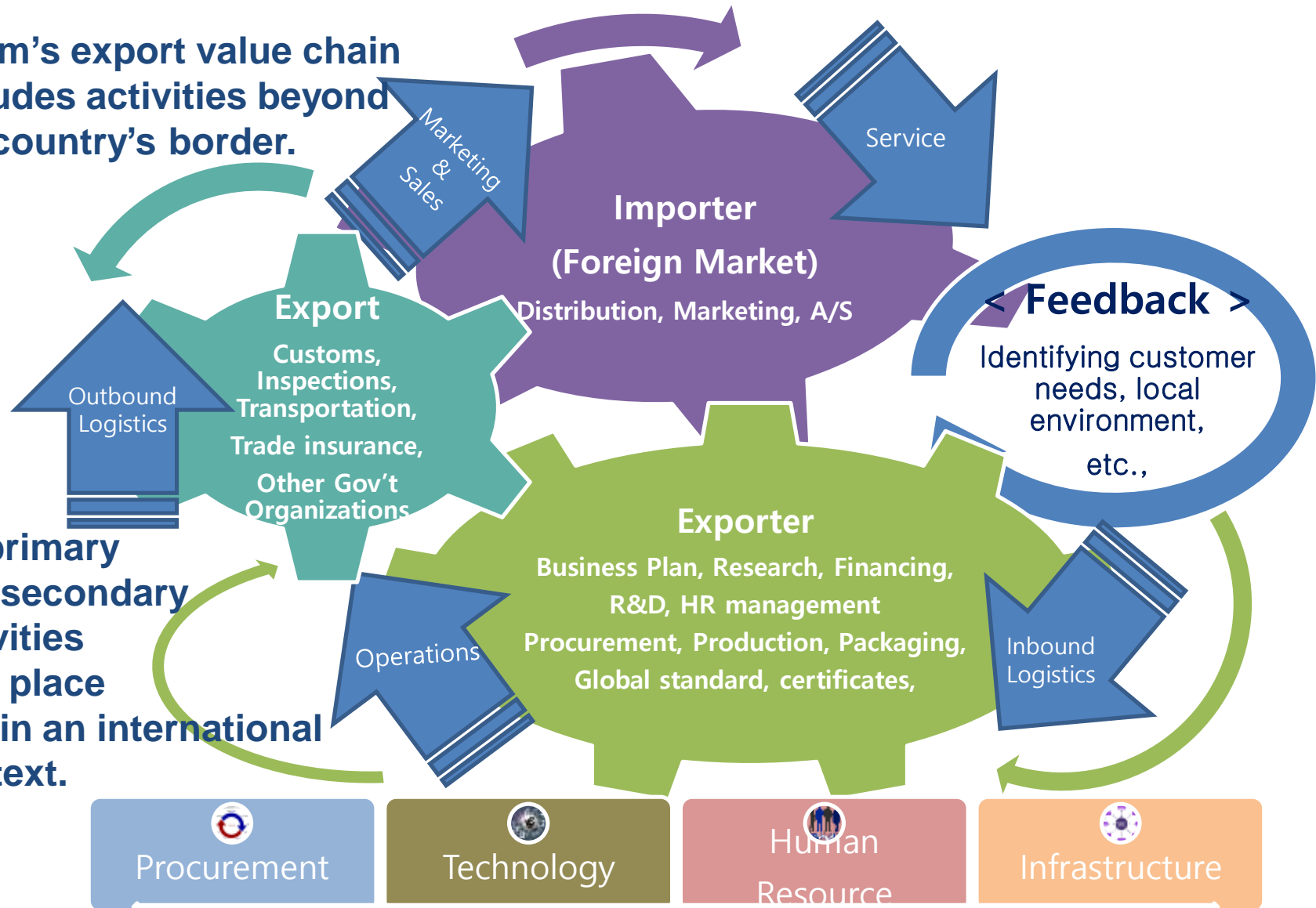
Korea Small Business Research Institute

(johlee@kosbi.re.kr)

A Firm's Value Chain and Export

A firm's export value chain includes activities beyond the country's border.

All primary and secondary activities take place within an international context.



Barriers of Export and SMEs

Korean SMEs: Major Obstacles to Exports (2018)

(Unit: %)

Finding foreign buyers, and business partners (34.6)	(1) Limited capacity to find foreign buyers and/or foreign distributors	23.6
	(3) Inability to find foreign partners for the strategic alliance, joint investment, etc.	11.0
Lack of information on foreign markets (33.4)	(2) Lack of information on foreign markets , such as consumption trends, size of the market, consumer preference, etc.	16.3
	(4) Lack of information on local laws, regulations, business customs, business practices, etc.	10.1
	(8) Lack of information on competitors and their products in the market , local logistics, customs clearance, etc.,	7.0
Lack of capacity to conduct international business (19.6)	(5) Lack of production capacity (access to production financing, securing production facilities, compliance with the delivery date, etc.)	8.3
	(7) Lack of human resource (incapable of hiring experienced personnel in international businesses – international contract, customs clearance, opening L/C , etc.)	8.1
	(10) Lack of resources for acquiring international standards, foreign certificates	3.2
Miscellaneous (12.4)	(6) Limited access to trade financing	8.2
	(9) Insufficient (integrated) consulting system for international business	4.2

Source: Center for Large and Small Business Cooperation (2018).

Export-related Organizations and Digital Systems

❖ KITA : Korea International Trade Association (1954)



❖ KOTRA : Korea Trade and Investment Promotion Agency (1962)



❖ K-Sure : Korea Trade Insurance Corporation (1969)



❖ KEXIM bank: Korea Export and Import Bank (1976)



❖ KOSME : Korea SMEs and Startups Agency (1979)



❖ SME Export Support Center (2014 -)



❖ UtradeHub (KTNET) launched in 2007



❖ UNIPASS (KCS) launched in 2006

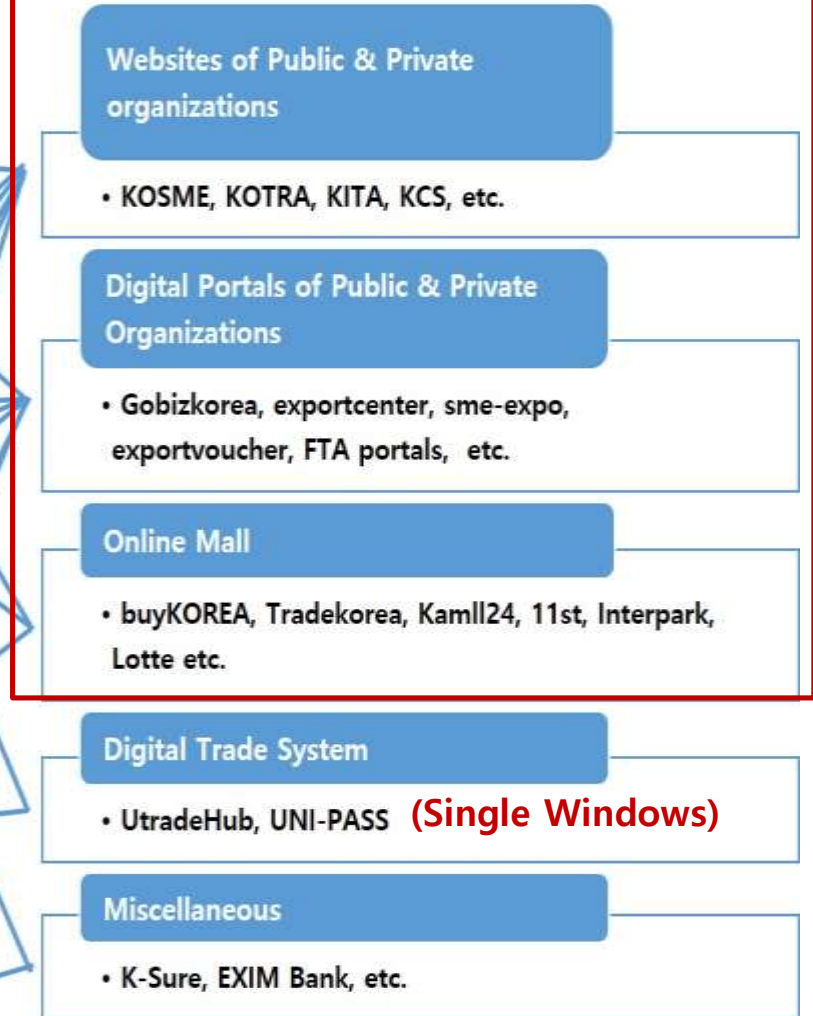


Digital Platforms for Export Support

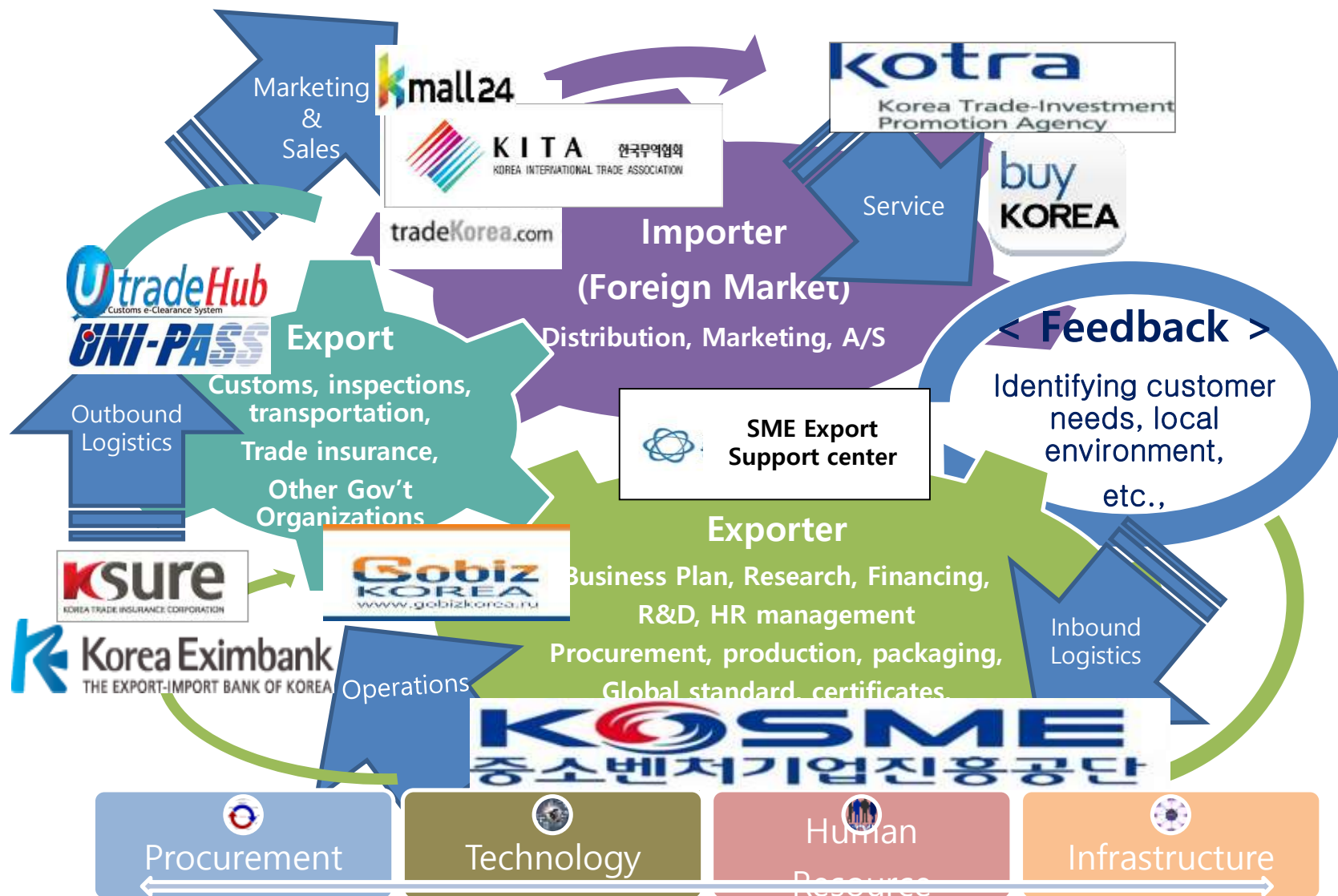
(Area of Supports)



(TPOs and other Instruments)



Export Value Chain and SME Export Supporting Organizations



KITA, tradeKorea.com, and Kmall24.com

❖ KITA is a private organization operates on 70,000 membership basis

- 13 offices in Korea, 11 overseas branches in major cities
- KITA offers 5 categories of services: 1) online and offline counseling on trade , 2) information on overseas markets, 3) research on trade-related issues, 4) trade-oriented education and training programs, 5) Global Buyer-Seller Matching Service.

Webpage of KITA (Trade Statistics)

The screenshot displays the KITA website interface. At the top, the navigation bar includes the KITA.NET logo, links for Big data, Trade and trade information, Member/Business Support, Trade statistics, and a login/sign up section. Below the navigation bar, a 'Representative' section highlights 'My Trade' and 'Association Information'. A central banner prompts users to 'Check out the type of association business you are interested in.' Below this, a grid of eight categories is shown, each with an icon and a count: Seminar/Information Provision (1626), Overseas marketing (455), Education/Job (509), Consultation/Consulting (98), Reward/Fund support (78), Meeting/Event (35), Facility/Service (29), and Startup support (8). To the right, a 'Business view' section lists four business opportunities with their respective business and recruitment periods. At the bottom, a 'Member/Business Support' section lists six support services: Application for business participation, Trade Counseling/Consulting, Certificate issuance and trade award, Funding and expense support, Member-only facilities and services, and Trade practice support. On the far right, a vertical sidebar contains links for KITA service usage guide, Exclusive benefits for member companies, KITA business schedule, and KITA TV.

Representative

My Trade Association Information

TradeSOS Export Tower and Trade Promotion Export support Online certificate Discount service Trade talent

Check out the type of association business you are interested in.

Category	Count
Seminar/Information Provision	1626
Overseas marketing	455
Education/Job	509
Consultation/Consulting	98
Reward/Fund support	78
Meeting/Event	35
Facility/Service	29
Startup support	8

Business view

- Korea-Russia Business Dialogue Celebrating the ...**
Business period: 2020-09-22 ~ 2020-09-22
Recruitment Period: 2020-09-10 ~ 2020-09-21
- GVC change after Corona 19 and stabilization of...**
Business period: 2020-09-23 ~ 2020-09-23
Recruitment Period: 2020-08-17 ~ 2020-09-22
- September FTA Trade, Export Education Course I...**
Business period: 2020-09-09 ~ 2020-09-24
Recruitment Period: 2020-08-31 ~ 2020-09-23
- Post Corona Vietnam Market Entry Strategy Onli...**
Business period: 2020-09-23 ~ 2020-09-23
Recruitment Period: 2020-09-09 ~ 2020-09-23

Member/Business Support

- Application for business participation
- Trade Counseling/Consulting
- Certificate issuance and trade award
- Funding and expense support
- Member-only facilities and services
- Trade practice support

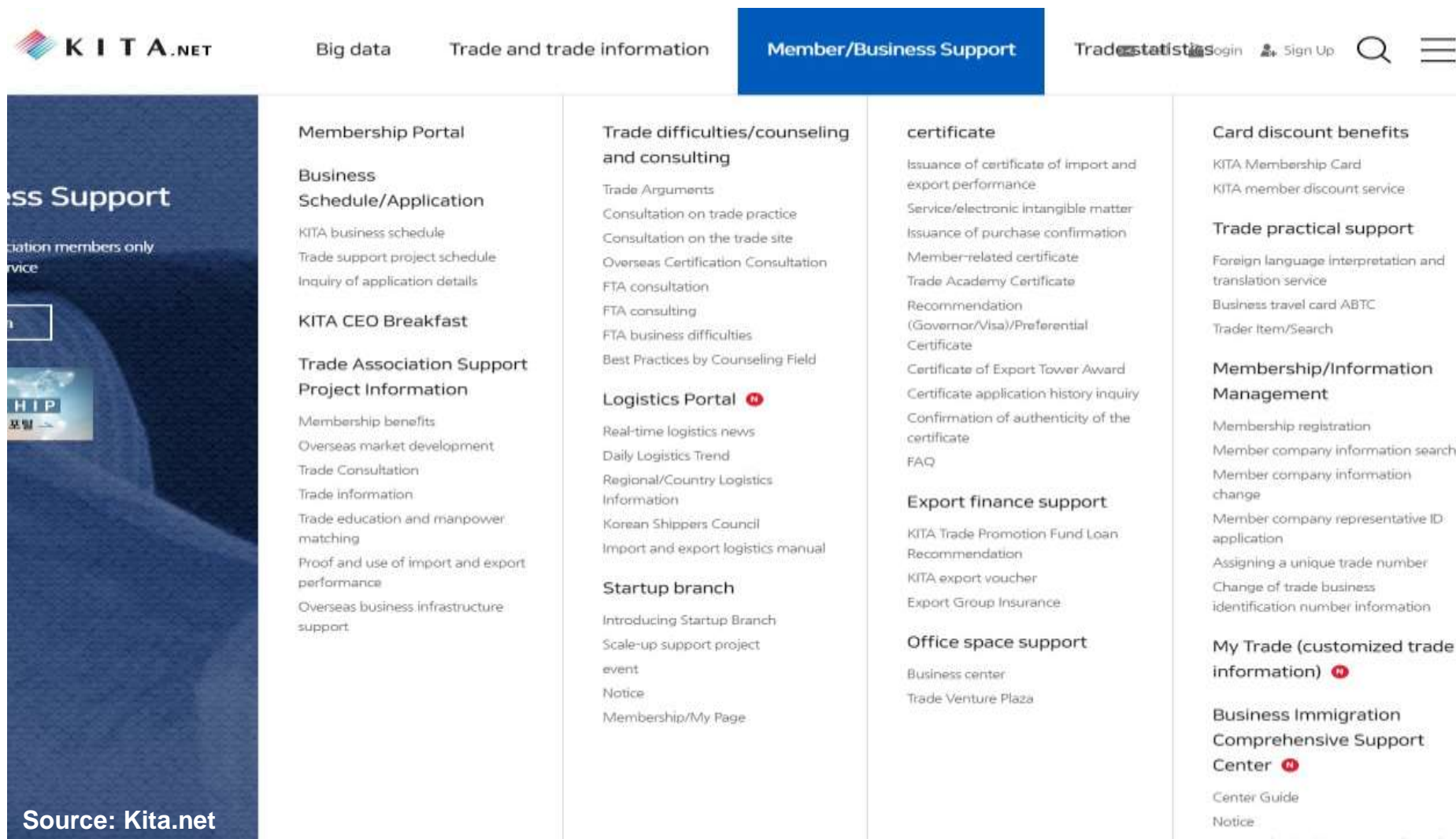
Exclusive benefits for member companies

- KITA business schedule
- KITA TV

Source: Kita.net

KITA, tradeKorea.com, and Kmall24.com

Programs and services provided by KITA



The screenshot displays the KITA.NET website interface. The top navigation bar includes the KITA.NET logo, a search bar, and links for 'Big data', 'Trade and trade information', 'Member/Business Support' (highlighted in blue), and 'Trade statistics'. On the right side of the navigation bar, there are links for 'Login' and 'Sign Up', along with a magnifying glass icon and a hamburger menu icon.

The main content area is divided into several columns, each listing various programs and services:

- Membership Portal**
 - Business Schedule/Application**
 - KITA business schedule
 - Trade support project schedule
 - Inquiry of application details
 - KITA CEO Breakfast**
 - Trade Association Support Project Information**
 - Membership benefits
 - Overseas market development
 - Trade Consultation
 - Trade information
 - Trade education and manpower matching
 - Proof and use of import and export performance
 - Overseas business infrastructure support
- Trade difficulties/counseling and consulting**
 - Trade Arguments
 - Consultation on trade practice
 - Consultation on the trade site
 - Overseas Certification Consultation
 - FTA consultation
 - FTA consulting
 - FTA business difficulties
 - Best Practices by Counseling Field
- Logistics Portal** (marked with a red 'N' icon)
 - Real-time logistics news
 - Daily Logistics Trend
 - Regional/Country Logistics Information
 - Korean Shippers Council
 - Import and export logistics manual
- Startup branch**
 - Introducing Startup Branch
 - Scale-up support project event
 - Notice
 - Membership/My Page
- certificate**
 - Issuance of certificate of import and export performance
 - Service/electronic intangible matter
 - Issuance of purchase confirmation
 - Member-related certificate
 - Trade Academy Certificate
 - Recommendation (Governor/Visa)/Preferential Certificate
 - Certificate of Export Tower Award
 - Certificate application history inquiry
 - Confirmation of authenticity of the certificate
 - FAQ
- Export finance support**
 - KITA Trade Promotion Fund Loan Recommendation
 - KITA export voucher
 - Export Group Insurance
- Office space support**
 - Business center
 - Trade Venture Plaza
- Card discount benefits**
 - KITA Membership Card
 - KITA member discount service
- Trade practical support**
 - Foreign language interpretation and translation service
 - Business travel card ABTC
 - Trader Item/Search
- Membership/Information Management**
 - Membership registration
 - Member company information search
 - Member company information change
 - Member company representative ID application
 - Assigning a unique trade number
 - Change of trade business identification number information
- My Trade (customized trade information)** (marked with a red 'N' icon)
 - Business Immigration Comprehensive Support Center** (marked with a red 'N' icon)
 - Center Guide
 - Notice

Source: Kita.net

KITA, TradeNAVI, tradeKorea.com, and Kmall24.com

❖ TradeNAVI is an integrated information portal (KITA & MOTIE, 2012)

Homepage of 'TradeNAVI'



Country selection ▼



Notice

Service Introduction

Login | Membership Registration | my page



news <ul style="list-style-type: none"> -Market trend -Regulatory trends -Tariff Trend -FTA trend -Good Morning KITA Newsletter 	FTA/tariff <ul style="list-style-type: none"> -Customs/Customs Guide -Information search by item -Integrated tariff comparison (Korea FTA standard) -Integrated tariff comparison (overseas FTA standard) -Tax rate/non-tariff barriers World MAP -FTA status -FTA origin -FTA post-verification response 	Trade regulation <ul style="list-style-type: none"> -Non-tariff measures -Technical Barrier (TBT) -Environmental regulation -Overseas certification -Overseas standard -Import requirements -Strategic material -Barriers to export -Import regulation -Intellectual Property Management Card -Regulation Guide 	Overseas marketing <ul style="list-style-type: none"> -Overseas offer information -Overseas Exhibition Information -Overseas procurement information -Overseas Report -Country information -Customized information by country 	Overseas Company Information <ul style="list-style-type: none"> -General Search -Trade association -KOTRA -Trade Insurance Corporation -Small and Medium Business Corporation -KOMPASS -Premium corporate information 	Export support <ul style="list-style-type: none"> -Customized trade support business N -Trade and Trade Promotion Policy -Information by export stage -Export voucher business -Trade Information Guide Map -Trade Practice Manual -Insurance/guarantee/legal -Trade term/format -Trade video -Related Organization News -Ship-Air Logistics Information N
Trade difficulties <ul style="list-style-type: none"> -Trade SOS -Trade Doctor -FTA consultation -Collection of difficult cases -Expert consultation guide -Customs, HS code consultation 	Trade statistics <ul style="list-style-type: none"> -Korea -China -Hong Kong -Taiwan -Mexico -Saudi Arabia -Canada -EU -USA -Japan -India -Australia -Turkey -Russia 	Service Introduction <ul style="list-style-type: none"> -About Trade Navi -Service Guide -Full service 	Customer Support <ul style="list-style-type: none"> -Notice -login -Sign Up -Profile -FAQ -Information for each step of export business 	my page <ul style="list-style-type: none"> -My HS Code List -My related site information list -My opinion list 	

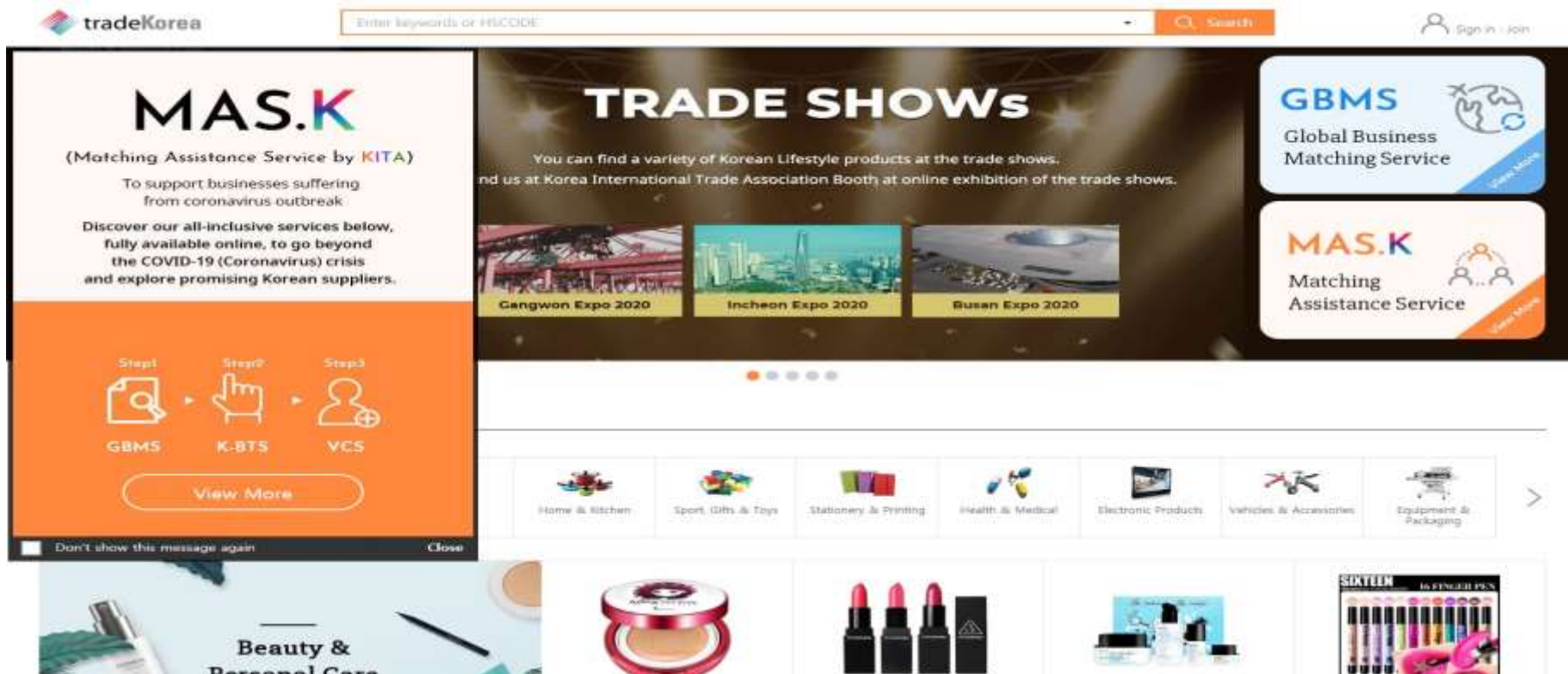
Source: www.tradenavi.or.kr

KITA, tradeKorea.com, and Kmall24.com

❖ 'tradeKorea.com' is a B2B e-market place

- Operates 'kr.tradekorea.com' for sellers
- English website (www.tradekorea.com) for international buyers, and Chinese website (cn.tradekorea.com) for Chinese buyers

English website of tradekorea.com for buyers



Source: www.tradekorea.com

KITA, tradeKorea.com, and Kmall24.com

Services Provided by tradeKorea.com

Global business matching services	<ul style="list-style-type: none">- Sellers can search for buyers on KITA's buyer database and send proposal- Match global buyers with sellers, arrange online meeting, identify overseas buyers' purchase offer
Information	<ul style="list-style-type: none">- Provide newsletters on the latest trade trends, events, and updates on areas of interest by e-mail- Hold online exhibitions in different product groups.
Transaction and payments	<ul style="list-style-type: none">- Simplified payment service for ordering product samples- Hana Bank gives a discount on foreign exchange fees for both importing and exporting contacts.
Minisite	Create individual minisite in English, using the tradeKorea domain
Inquiry	buyers and sellers can communicate bilaterally

Source: www.tradekorea.com

KITA, tradeKorea.com, and Kmall24.com

- ❖ 'Kmall24.com' is a B2C online shopping with more than 30,000 products
 - No entrance fees or operating costs for companies in Korea
 - Operates 'Kmall24 store' at Amazon, eBay, Tmall, and other e-shopping malls of U.S and China

Homepage of Kmall24.com

The Best Online Store for Fans of Korea

My Account | Login | Register | Checkout | My Wishlist | FAQ | Reward Point

Kmall24 [Kmall24] SPECIAL KBOOK

ON SALE - EVENT NOW - K-BEAUTY - K-POP - K-FOOD - K-FASHION - K-LIFESTYLE - EXPERIENCE KOREA - BEAUTY PREMIUM OUTLET

FREE SHIPPING
Everyday Free Shipping!

WHAT A BIG DEAL!
1+1 DEAL / DOWN TO 50% DEAL

20 BRILLIANT PRODUCTS K-IDEA STORE
Free Shipping on Orders Over \$48

Beautiful Enough

BEST SELLERS

Product Image	Product Name	Price
[STERLINGNORTH] Crescent Right: ST Barring (NCT / SuperM)	\$81.40	
[SkyMilk] Millennial Cream (180ml)	\$35.20	
[Yellowangle] Sebeuv Nail Baby nail file/nail trimmer	\$14.30	
[Juice to Cleanse] Mini Wash Balm(Gel) + Powder Wash...	\$28.60	
[MEALITE] Experience package (1 ver.)	\$99.58	

Source: www.kmall24.com

KOTRA and buyKOREA

- ❖ A quasi-government organization under the umbrella of MOTIE
- ❖ One of the largest TPOs in the world with 129 offices in 84 countries
 - Provides both online/offline counseling services on exports, foreign direct investment (to and from Korea) and overseas market entry
 - Provide services for companies of all sizes

Homepage of KOTRA

kotra
Korea Trade-Investment
Promotion Agency

About

Services

Overseas Offices

Contact

DIRECTIONS

KOR

JPN



Global Networks

10 local head offices,
129 Korea Business Centers
(KBCs) in 84 countries



Source: <https://www.kotra.or.kr/foreign/main/>

KOTRA and buyKOREA

Export Promotion Programs of KOTRA (selected)

Promoting early exporters	<ul style="list-style-type: none"> - Conduct Global Competency Level Test (GCL) - Provide consulting services for export beginners
Finding overseas partner/buyer	<ul style="list-style-type: none"> - Discover potential partners - Match and arrange business meetings, etc.
Facilitating business meeting	Promote (local, overseas, online) business meetings with foreign buyers
One-on-one customized service	Share overseas public institutions as a branch office of SMEs
	Export Incubator: provide office facilities, counseling, information, and other services
	Overseas Logistics Network: share warehouses of KOTRA's local partner logistics companies
	Support for middle-standing enterprises, Promote to become the world's first-class product, KOTRA's overseas trade center provides free office
KOTRA academy	Operate various training courses to deliver/share KOTRA's know-hows.
Export voucher	<ul style="list-style-type: none"> - KOTRA operates the program in collaboration with MSS and MOTIE - SMEs with a voucher can apply for various export support programs, such as technology development, consulting and counseling, human resource development, and information provision, etc.

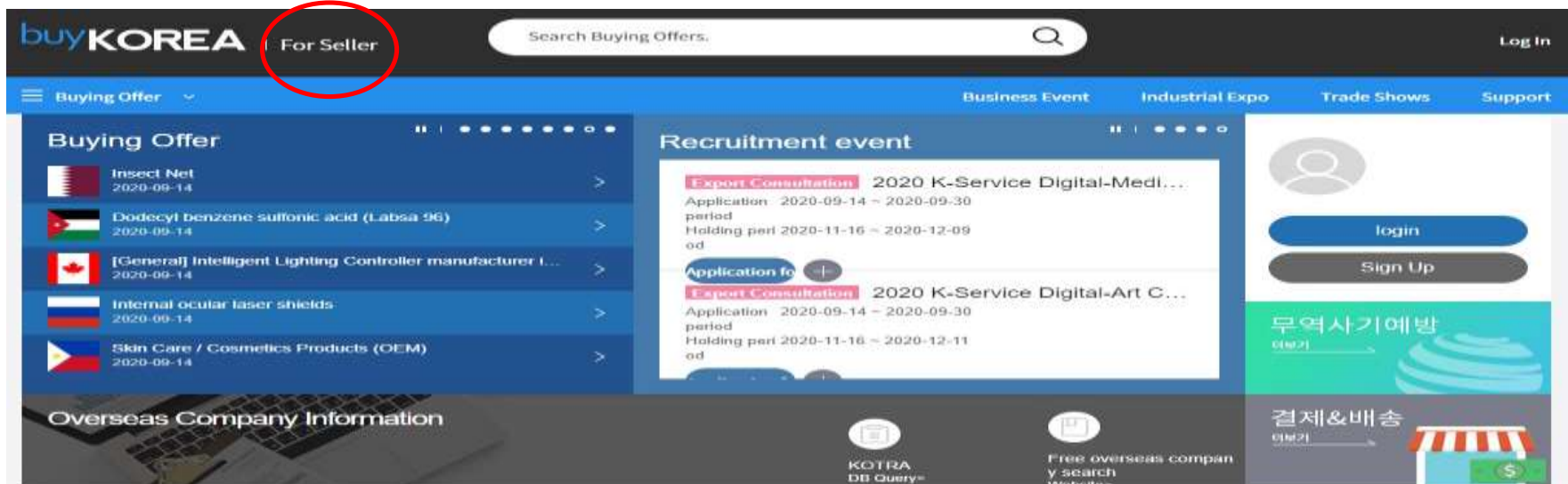
Source: <https://www.kotra.or.kr/>

KOTRA and buyKOREA

❖ 'buyKOREA' is an online B2B marketplace

- Enables 1) product registration, 2) real-time search on buying offers, 3) interactive inquiries & make orders, 4) payments (KOTRA Online Payment Service), 5) logistics (discount with EMS)
- 9.9 million products were registered (2020), 180,000 overseas buyers used (2017)

Homepage of 'buyKOREA'



Notice

<p>[Notice]</p> <p>Buy Korea KOPS payment service temporarily unavailable...</p> <p>Hello? This is KOTRA Buy Korea. Please note that the current buyKOREA system's KOPS payment service is temporarily unavailable.</p>	<p>[Notice]</p> <p>Buy Korea product information batch update notice</p> <p>In accordance with the guidelines of the Ministry of Commerce, Industry and Energy, KOTRA plans to collectively update the</p>	<p>[Notice]</p> <p>Product information registration guide</p> <p>You can download the new registration and update guide for Buy Korea product information from the attached link below. Pl</p>	<p>[Notice]</p> <p>Product Image Registration Guide</p> <p>You can download the product image registration guide from the attached link at the bottom of the post for new registration</p>
---	--	--	--

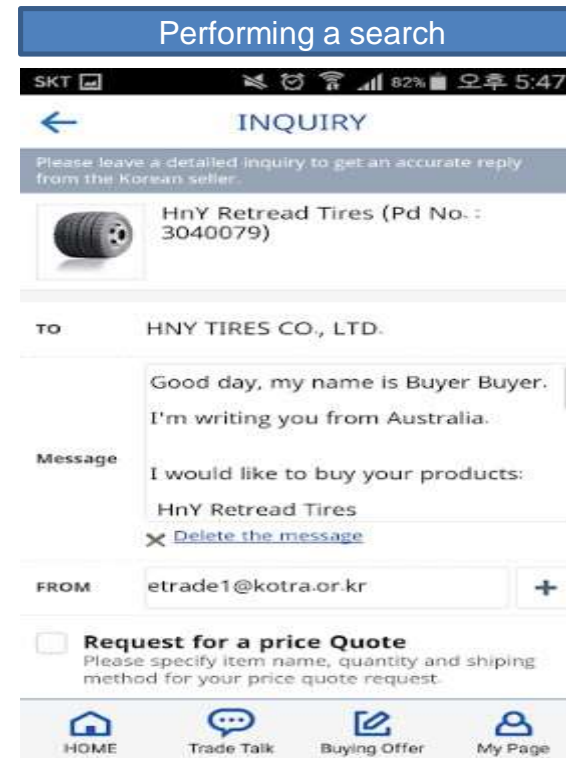
Source: <https://www.kotra.or.kr/foreign/main/>

KOTRA and buyKOREA

❖ buyKOREA” application

- Search products using specific keywords
- Establish communication between buyers and sellers using the option Trade Talk
- Receive inquiries from buyers, send a reply or a quote and process transactions.

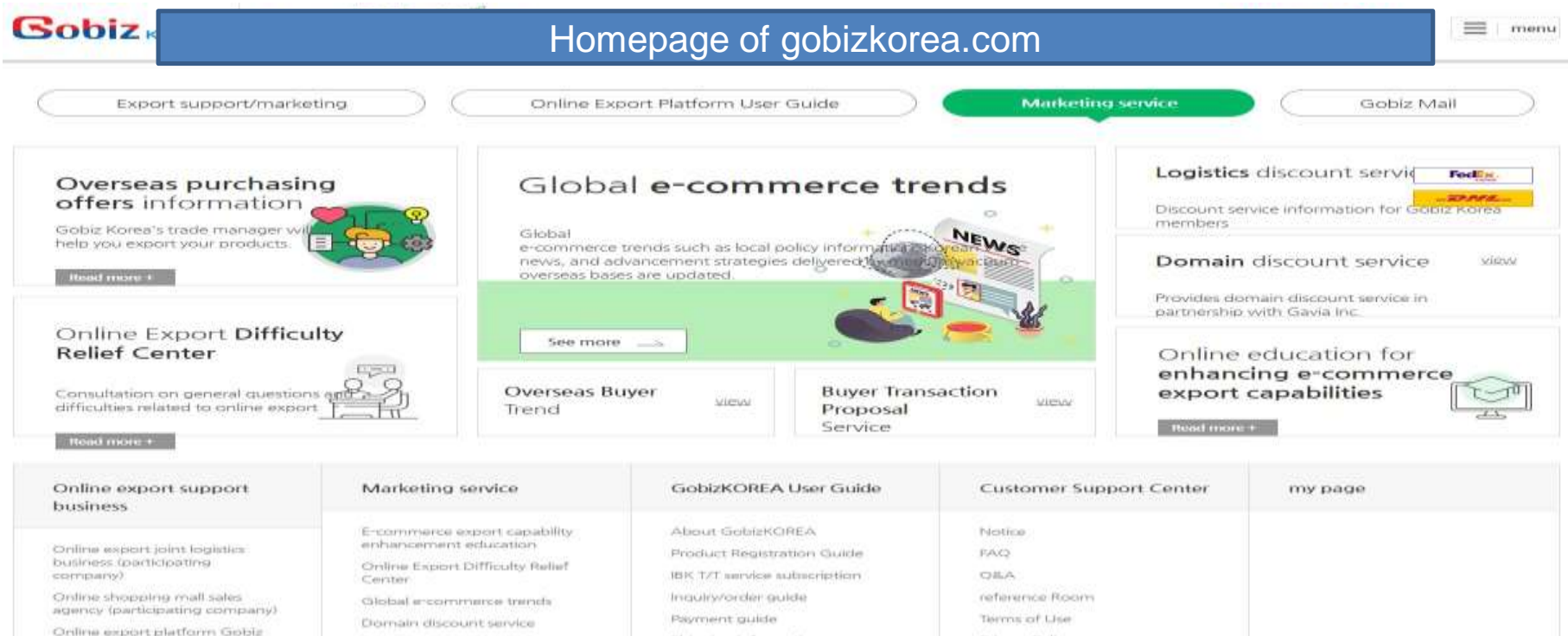
Application of ‘buyKOREA’



Source: <https://play.google.com/store/apps>

KOSME, GobizKOREA, and gobizkorea.com

- ❖ KOSME is a quasi-government organization (under the umbrella of MSS)
 - Provides support in 3 domains: finance, human resources, export
- ❖ Export support programs focus on 2 categories
 - 1) Supports non-exporting SMEs that want to become exporters
 - 2) Supports online exports of SMEs: operates a website 'GobizKOREA' which functions as an online export support center



Source: kr.gobizkorea.com

KOSME, GobizKOREA, and gobizkorea.com

Services provided by gobizkorea.com

Common logistics	<ul style="list-style-type: none"> - The system collects all goods at a common distribution center for lump-sum delivery - Offers discounts on logistics costs.
Online sales agency	<ul style="list-style-type: none"> - Designate online agencies to support SME exports on foreign shopping platforms (eg., Mercado Libre) - Agencies provide assistance for registration, marketing, and overseas delivery.
Export through gobizkorea.com	<ul style="list-style-type: none"> - Package: supports making promotional video content, websites, marketing through linkage with search engines/Multi-Channel Networks (MCN) as a package - Individual: a group of experts assists an SME from the identification of foreign demand to all steps after signing an export contract.
Online purchase offer Follow-up Management	Experts provide free support on: Verification of the validity of inquiries, Negotiation with overseas buyers, Preparation for signing export contracts, Implementation of trade procedures including trade mentoring and promotional marketing, etc.
Online Exhibitions	Support producing promotional video content, registration for online exhibitions on gobizkorea.com, online to offline (O2O) related marketing, and follow-up processes.
Developing company-owned online shopping mall	<ul style="list-style-type: none"> - Support for the creation of local online shopping mall - Covers up to 70% of the cost of promotion, marketing, and renewal of online shopping mall.
Commercialization of online export	<ul style="list-style-type: none"> - For both domestic and export start-ups, this program covers up to 70% of the cost of entering the online shopping mall of the selected platform (Alibaba, Amazon, eBay, etc.,) - Develop and train a “1-person creator” who can use social network sites (SNS) and social media marketing.
Business Matching Service (BMS)	Mediation services between foreign buyers and Korean SMEs
Visitor Assistance Program (VAP)	Provide translation, trade counseling, and review of export contracts free of charge for domestic SMEs that meet foreign buyers visiting Korea.

Source: kr.gobizkorea.com

KOSME, GobizKOREA, and gobizkorea.com

- ❖ Gobizkorea.com is a global B2B marketplace
- ❖ The Korean website (kr.gobizkorea.com) offers 6 types of services;
 - 1) product registration, 2) Industrial Bank of Korea (IBK) telegraph transfer (T/T) service, 3) inquiries/orders, 4) payments, 5) deliveries, 6) export report

Homepage of 'www.gobizkorea.com' (for buyers)

The screenshot shows the homepage of GobizKOREA. At the top, there's a navigation bar with links like 'Top Selected Suppliers', 'How to Use', 'Contact Us', 'FAQ', and 'Q&A'. The main header features the 'Gobiz KOREA' logo, a search bar with the placeholder 'Search for Korea product...', and icons for 'TOP 500 SHOWCASE', user login, and other services. Below the header, there's a large red banner for 'Mobile app Launch' with the text 'Feel free to meet excellent Korean products on your mobile phone' and QR codes for iOS and Android apps. Underneath the banner is a horizontal menu with categories: 'Mobile app Launch', 'ONLINE EXHIBITION', 'Compromise Trading', 'The Brand K', and 'SMART FACTORY PAVILION'. The main content area is titled 'What product are you interested in?' with a 'Choice' dropdown. It displays a grid of product categories and specific items: 'Health & Beauty' (with a 'View more' button), 'I'M IN LOVE Roseheart I'M IN LOVE Roseheart daily brightening pink mask', 'MIDM Co. Jen'y 3D Motion - WHITE', 'KUNDAL KUNDAL HONEY AND MACADAMIA SHAMPOO', 'Healthy Air Virus Barrier +', 'Gourmetful Rice bran peeling gel', and 'Ecomine HA'SOL HASOL Anagen Shampoo Anti-hair loss'.

Source: www.gobizkorea.com

SME Export Support Center (MSS)

❖ Quasi-government organization for supporting SME export

- 13 offline centers nationwide under the umbrella of Regional SME Administrations
- Most policy support measures for SME exports provided by MSS are concentrated in the Center

Services facilitated by the SME Export Support Center

Discount on international call rates	Korea Telecom
Discount on logistics fees (FedEx)	FedEx
Support for SMEs' participation in international exhibitions	K-BIZ (www.sme-expo.go.kr)
Provide office space, facilities, information, and legal consulting in overseas markets (Export Incubator Program)	KOSME
Translation and interpretation services	KITA
Information on international economy and foreign direct investment	EXIM Bank
Consulting on money exchange	EXIM Bank
Legal consulting on international contracts and deals	EXIM Bank
Credit evaluation of foreign buyers	K-sure
Export consulting service for local SMEs	KOTRA

Source: www.exportcenter.go.kr

SME Export Support Center (MSS)

Programs of the SME Export Support Center

Diagnosis of global business capacity	Conduct diagnosis on the internationalization capacity of the firm to match appropriate support measures
Global Market Developer (GMD)	Designate successful exporter as global market developer (GMD) → match GMD with SMEs → GMD supports SMEs to export
Designating SMEs with export potential	Find high-tech SMEs that do not export → provide support to become exporters
Foreign Private Networking	Designate successful Korean companies located abroad as Networks and match local Korean SMEs to export
International Distribution Network	Designate Korean distributors abroad and match them with Korean exporting SMEs
Export Capacity Building	Focus on startups and SMEs with no export record and provide them with comprehensive support to become exporting firms
Export Voucher Program	SMEs with a voucher can apply for various export support programs; technology & human resource development, consulting and counseling, etc. (www.exportvoucher.com)
Commercialization of Technology	Provide support for SMEs that plan to develop new products or technologies for export
Online Global Marketing	Provide foreign buyer match-making, foreign visitor assistance service, etc., through " GobizKOREA.com "

Source: www.exportcenter.go.kr

SME Export Support Center (MSS)

Information provided by the SME Export Support Center

Information on foreign markets and overseas entry	Guide for overseas market entry, Export and import processes, Guidelines to establish a foreign subsidiary, etc.	
	Trade guide	Dictionary for trade terminology, Trade laws, Export processes, Customs refund etc.
	Cyber education	Video clips on trade procedure etc.
	Information on tariffs	Direct link to KCS's FTA website (https://www.customs.go.kr/ftawebsitekor/main.do)
	International Exhibitions	Direct connection to SME Overseas Expo Website (www.sme-expo.go.kr)
	Credit evaluation	Direct connection to KSUREcyber Office (cyber.ksure.or.kr)
	Online consulting, Trade statistics	
International standards and Certifications	Introduction to international certificates	North and South America, Asia Oceania and Africa, Europe Russia & Eastern Europe Common standard & certification
	Online search system	Search by Country, HS Code, Name of certificate, Name of product
Foreign Procurement	North American Market, EU market, Asia and other regions, and International organizations	
	Information on procurement (process manuals, information on bid, etc.)	

Source: www.exportcenter.go.kr

Digital Portals to Support Utilization of FTA

❖ More than 15 public and private organizations operate FTA portals

FTA portal operated by KCS

General FTA Status	FTA utilization	FTA utilization	FTA company	Country of origin	FTA Archives	CO-PASS	Participation Zone
What is an FTA?	FTA utilization information	Issuance of certificate of origin	FTA counseling center to visit	Country of origin verification	Archives by Agreement	CO-PASS progress information	FTA Customer Consultation Center
FTA signing status	FTA utilization rate	Certified Exporter System	YES FTA consulting + business	Document storage + guidelines	Executive Guidelines by Agreement	C/O issuance information by country	Notice
FTA at a glance	FTA laws/statistics information	Quantity management by agreement	YES FTA professional training	Verification Case	FTA Form Collection	C/O issuance statistical information	Examples of major complaints and answers
FTA agreement	FTA business model	Domestic manufacturing confirmation	Public Customs Service System	Tax rate information by agreement	Company C/O issuance history	Customs clearance +	
FTA glossary	Tax rate information	Certificate of origin	Education for country of origin management	Criteria for determining origin by agreement	Report of CO-PASS disability	Related sites	
Korea-US/Korea-EU+FTA comparison	HS linkage table	Confirmation of origin in advance	FTA-PASS	Customs clearance information for FTA partner countries	EODES		
APTA		Goods of origin confirmation	References	e-book			

Source: www.customs.go.kr/ftawebsitekor

FTA portal operated by KITA & MOTIE

Center Introduction	FTA consulting	FTA company difficulties	FTA utilization	Support Project Information
greetings	FTA Call Center 1380	service information	FTA signing status	FTA news
History and main tasks	Online Consultation	Difficulties/Institutional Improvement Suggestion	FTA Flow	Support Project Information
FTA Comprehensive Support Center	Non-tariff barrier consulting	Corporate Meeting Results	FTA utilization procedure	Domestic and foreign related organizations
Regional FTA Utilization Support Center	FTA consulting on the go	Problem handling procedure	FTA term	
FTA Overseas Utilization Support	OK FTA consulting	FTA expert	FTA forms and laws	

FTA Consulting / Suggestions for corporate difficulties

You can check the processing steps for suggestions and consulting requests.

Country	Agency	Service
Korea-Vietnam	Agency issuance	Inquiry about the procedure for issuing a certificate of origin
ASEAN-Korea	Criteria for determining origin	Inquiry about issuance of certificate of origin
Korea-EU	Voluntary issuance	Procedures for issuing comprehensive confirmation of origin

Source: okfta.kita.net

SME Overseas Expo Portal

❖ Operated by K-biz and MSS to support SMEs

- Support SMEs' formation of export consortium, conduct overseas exhibition, post contract management, etc.
- Provide online counselling on domestic and overseas exhibitions, finding and matching global buyers, post contract management, etc.

Homepage of 'SME Overseas Expo Portal'

SOEP 중소기업 해외전시포탈
SME Overseas Expo Portal

For the first time | login | Sign Up | site map | Font size adjustment | 기본

Business application | Support business | Information | Business Introduction | 전체메뉴보기

HOME > Business > Export Consortium

수출컨소시엄

Export Consortium

This is a project to support joint overseas market development activities by forming an export consortium composed of global strategic item producers to foster global strategic items for SMEs.

Configuration

- Composed of at least 10 participating companies according to the characteristics of each global strategic item
- Participating companies are strategic item producers, and companies that produce related items with high similarity depending on the characteristics of each strategic item can also participate.

Target of support

- Small and medium-sized enterprises producing and exporting global strategic items

Notice

- 2020/09/14
2021 Export Consortium ...
- 2020/09/14
Information on applicatio...
- 2020/09/10
Request to attend the onl...

Source: www.sme-expo.go.kr

Thank You.
Gracias.
Obrigado.