

Study on the Korean Dried Vegetables Market

HS 0712

This study on the Korean dried vegetables market is intended to provide information on the state of the Korean dried vegetables industry and provide suggestions of possible areas of opportunity for Canadian dried vegetable marketers. While every attempt has been made to ensure accuracy in this study, no responsibility can be accepted for errors or omissions.

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1. Introduction

1.1 Import Growth Compared To Canadian Import Growth

Import of dried vegetables grew slightly in the 1990s from approximately US\$23 million to US\$30 million in 1992. It remained approximately at this level until 1995 when it increased to \$34 million. No imports of dried vegetables from Canada have been recorded

1.2 Import Liberalization

Korea is famous for its "Confucian" regulatory environment. Similar to Japan, Koreans expect officials to interfere in a wide range of areas not normally closely regulated in the west. This regulatory situation is compounded by the protection of the vested interest of existing producers and the existence of double standards for local and international producers.

The Korean government has a long history of what might be called semi liberalization of the food and drink market. This may be described as officially liberalizing an import, but actually surrounding the newly liberalized product with petty regulations which the importing companies take five years to lobby and fight to get reasonable market access.

This reflects the extremely conservative thinking in the Ministry of Health and Welfare which controls foods, beverages, cosmetics and pharmaceuticals.

Korea under President Kim Young-sam, is actively pursuing globalisation and rapidly liberalizing its markets in a bid to join the OECD in the later part of 1996. Significant progress has been made in the last few years in terms of liberalization, although the area of food and drink is one of the areas where regulatory irregularities and sudden changes with an adverse impact to a foreign importer still exist. Exporters to Korea must expect a degree of regulatory frustration and be prepared for regulatory changes which may result in short term problems in the market.

Despite reduced import barriers the Korean market is still difficult to access for foreign companies due to obstructive bureaucrats, non transparent regulations and the dominance of the Korean business environment by large conglomerates, called the chaebol, which complicate market access procedures.

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2. Regulations and Procedures

2.1 Trade Regulations

Trade Regulations

Dry vegetables imported under HS 0712.90.90 (Others), are governed by the major crop seed law.

Sweet corn for seed, HS 0712.90.20 can only be imported if it is reported to the Ministry of Agriculture and Fishery.

The import of products under HS 0712.90.20 (Sweet Corn for Seed), HS 0712.90.90 (Vegetable Mix) is governed by Article 7 of the Plant Quarantine Law, which restricts import from certain areas.

2.2 Tariff Rates

The tariff for dried vegetable imports under HS 0712 in 1996 is 30%.

Except for:

HS 0712.90.1000 Dried Garlic imports tariff Basic 50%, Standard 400% Allowable 360%

HS0712.20.180 Dried Onion imports tariff Basic 50%, Standard 200%, Allowable 180%

Tariff rates on most commodities have been reduced to the standard international levels. All import restrictions are scheduled to be phased out by July 1, 1997 in accordance with the General Agreement on Tariffs and Trade (GATT).

The dutiable value of imported goods is the normal CIF price at the time when the import was declared.

Tariffs must be paid in Korean won before goods can clear customs.

2.3 Customs Classification

Tariff classification is based on the internationally recognised Harmonized Commodity Description and Coding System. Appendix 2 details customs classification for dried vegetable imports.

2.4 Taxes Applicable to Imports

A value added tax of 10% is levied on the CIF value of the import plus the amount of customs duty paid.

2.5 Quarantine Inspection

The following documents need to be submitted to the Quarantine Office for quarantine inspection:

- 1) Application Form
- 2) Import License (I/L)

- 3) B/L copy
- 4) Invoice and Packing List
- 5) Self Specification Certificate
- 6) Product Information

2.6 Customs Clearance

After passing through quarantine inspection, customs clearance procedure is required, for which the following documents must be submitted:

- 1) B/L copy
- 2) I/L
- 3) Invoice & Packing List
- 4) Offer sheet
- 5) Certificate of Origin
- 6) Insurance copy

2.7 Customs Clearance Procedures for Imports May be Simplified

It has been proposed that importers may be able to file import reports from the time the ship enters a local port, which will allow them to ship the goods to other places without storing them in bonded warehouses.

Customs officials believe the proposed revisions to the reporting system will contribute significantly to alleviating the logistics problems at the ports.

In 1993, the combined physical distribution cost of local manufacturers surged 18% to 3.1 trillion from 2.6 trillion won in 1992.

The government has also proposed that revisions may be made to enable importers to pay customs taxes after imported goods are taken away. At present, importers are issued import licenses only after customs taxes are paid.

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3. Non Transparent Barriers

"Food regulations and shelf life are the greatest obstacles to importers of agri - food products" - most common response from foreign food importers in Korea.

Despite increased import liberalisation exporting to Korea is still very difficult due to non-transparent barriers such as food and shelf life regulations.

3.1 Food Regulations

All food and additive imports need to be approved through a process of self specification, according to Article 7 and 9 of Food Sanitary Law.

Self Specification Process

1. Before an application can be made to pass self specification the product must be tested by the "

Korea Advanced Food Research Institute" (KAFRI)

An application for testing of products requires the submission of the following documents/samples listed below to KAFRI:

1. Application Form :1 copy
 2. Sample of Product :3 or 4 ea
 3. Product information
- Ingredient information:1 copy
 - Result of testing: 1 copy
 - Manufacturing Process: 1 copy

A Testing Certificate is issued by KAFRI, if the products are passed.

2. Application for Self-Specification

After a Testing Certificate is acquired from KAFRI a Self Specification Approval Certificate can be applied for from the National Institute of Health (NIH).

Application for testing of products requires the submission of the following documents listed below to "National Institute of Health " (NIH):

- 1) Application form : 3 copies
 - 2) Testing Certificate : 3 copies
 - 3) Product information
- Ingredient Information : 1 copy
 - Result of Testing: 1 copy
 - Manufacturing Process: 1 copy

4) Self-Specification Approval Certificate is issued by NIH, if passed.

3.1.1 Korean Version of the US Food & Drug Administration

In April 1996 a Korean version of the US Food & Drug Administration will be established under the authority of the Ministry of Health and Welfare. However, the office will assume independence after a relevant law is enacted early next year. The Korean version of the US Food & Drug Agency will be authorized to examine, verify and estimate the safety of food, food additives, medicines and medical instruments. It will take charge of tests and evaluations of foods and drugs and the inspection of imported foods and drugs.

The Agency will have offices in Pusan, Incheon and Seoul.

The Food & Drug Authority is being established to create an independent body to reduce unfounded allegations damaging industries. The recent controversy over Soy Sauce, which civil groups alleged contained cancer or infertility causing substances, resulted in serious damage to the industry, despite WHO and the Ministry of Health advising otherwise.

3.2 Shelf Life

A common non tariff barrier used by the Korean authorities has been a short shelf life with long quarantine periods which result in inadequate time for distribution and sale by the time the product has completed transit and passed quarantine.

However, Korea is slowly bringing shelf life periods in line with Western countries as a result of persistent lobbying by countries supplying the products, particular the USA. As of March 1996, the shelf life rules on three food stuffs imported from the USA; namely butter, cheese and baby food were lifted. In July 1995, Korea agreed with the US to ease the shelf life rules on canned food, vacuum packed meat and other food stuffs. Under the accord Seoul is also to exempt vacuum packed beef and pork imported from the USA from the expiration requirements, starting in July 1996.

Korea removed shelf life regulations on 207 food items in October, last year, but 139 kinds of food remain subject to the rule.

3.3 Labelling Requirements

A label of Korean Indications should be attached to each of the products in accordance with Article 10 of Korea Food Sanitary Law and Article 5 of its Enforcement Regulation.

Korean Indications required:

- 1) Product Name
- 2) Type of Product
- 3) Manufacturer
- 4) Importer
- 5) Business registration number
- 6) Manufacturing date
- 7) Weight or measurement
- 8) Shelf life
- 9) Ingredients
- 10) Storage conditions
- 11) Using Instruction

Labelling should be completed before Quarantine Inspection at Arrival Port, however labelling can be put on in the bonded warehouse.

Around 80% of packaged food items and some 10% of non food items have adopted the bar coding system, but only 7.6% of retail outlets have installed the POS system.

3.4 Effect of Political Factors, Bilateral or Multi lateral Agreements on Choice of Supplier

None of the respondents had experience or knowledge of political factors or any other agreements affecting their choice of supplier.

3.5 Imported Goods are a Taboo for Korean Consumers

Another obstacle many imported food products have had to tackle in the past has been an anti-foreign sentiment by the government and Korean civil groups. Most Koreans have been taught in the past that imports are luxury goods and therefore their consumption was not good for the well being of Korea. Government funded consumer groups routinely conduct "frugality campaigns" against overconsumption. Such campaigns are particularly detrimental to the sale of imported goods. Another tactic is to have consumer groups claim, usually without foundation that imported goods are unsafe, or that they cause mysterious illnesses or have unpleasant side effects.

Despite the government's xenophobic reaction in the past, to consumption of foreign goods the increasing wealth of Koreans is increasing consumer demand for improved quality and greater variety, thus reducing the effect of such campaigns and increasing the acceptance of foreign food products.

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4. The Changing South Korean Consumption Pattern

4.1 Income and Expenditure

Korea combines a large population with a high standard of living. Korea, in consideration of the size and wealth of this group, is the second largest of the Asian tigers, after Japan. The population of Korea is forecast to exceed 45 mill by early 1996. These statistics combined with the rapid economic growth rates of the past several decades has produced an economy large in size with substantial consumer potential in the late 1990.

By the end of 1995 per capita income reached \$10,000 per annum. Total average household spending rose 14.3% in 1994 to 1.3 million won. Meanwhile surplus disposable income (disposable income minus consumption expenditure) rose by 17.4%. Similar to many other Asian nations, South Korea has a high savings rate of around 30%.

Korea is becoming a more consumer orientated society. As a percentage of total imports, the significance of consumer goods has increased steadily in recent years.

Purchasing power in Korea is not confined to a small middle class, in 1994, average income levels of the top 20% of wage earners were only 4.42 times greater than those of the bottom 20%. Compared to a ratio of 5.13 in 1985. Around 60% of Korean households believe they are part of the middle class.

4.2 Main Trends

The South Korean consumer market is characterized by seven main trends:

- three and a half decades of rapidly rising household incomes
- rapid urbanisation
- very rapid generational shifts
- strong nationalism supported by the Korean script and language
- excessive government interference
- lasting anti Japanese feeling (dating from colonial days 1910-1945) and latent anti Americanism
- desire for group activities and displays of conspicuous consumption

4.3 Consumer Characteristics

The average Korean is 30 years old and the average population gets approximately one year older each year. An important feature is a growing ageing segment of the population as approximately 3 million people were born just after the Korean war and are now aged between 35 and 45. The average Korean is well educated and enjoys a rapidly growing income.

4.3.1 Main Consumer Trends

1. An increased number of dual income households

The percentage of the working population in employment has increased steadily reaching 20 million in 1994. Female participation rate rose significantly in the 1980s and has stabilised in the 1990s at 47%. This has resulted in an increased number of dual income households who have a shortage of time and thus demand greater convenience.

2. Increasing retired population

The dependency ratio is currently at 41.5% however, it will dramatically increase over the next 5 to 10 years as the size of the retired population increases. This will result in the creation of an increasing number of aged people with substantial purchasing power.

3. Increased tourism

Since the late 1980s Koreans have been allowed to travel abroad without any restrictions resulting in huge growth in Korean tourism. The growth of tourism is increasing Koreans exposure to Western products, fashions and consumption habits. Koreans are increasing their knowledge and experience about the different varieties of shopping and products.

4. Leisure will be more important

Leisure is becoming increasingly important to South Koreans. The South Korean consumer will spend an increasing proportion of their time away from the workplace.

5. Increased urban concentration

More than 80% of Koreans live in urban areas. Almost 45% of the population live in the Greater Seoul area, Seoul and the cities of Kyonggi-do. Another 10 million (25%) live in the four major cities of Pusan, Daegu, Daejon and Kwangju. Thus good distribution in 5 cities and the urban areas of Kyonggi-do access about 70% of the market.

4.4 A Shift in Purchasing Power

In the past, the housewives in the 35 to 50 year old age group enjoyed the dominant portion of buying power. However, Korea is no longer a mass market. Distinct groups are emerging with significant purchasing power. Such segments are referred to as Generation X, Generation Y, and Missies. These groups have become extremely important buyer groups.

The generation X has become a major force in the market place in the 1990s. Its emergence has affected a variety of product markets such as automobiles, consumer electronics, apparel, cosmetics, foods, eating out, and cigarettes.

The new generation of housewives aged between 25 and 35 are also establishing their own identity, known as the Missy group. The Missy group can be categorised as individualistic, proactive and trendy. An increasing number of housewives tend to identify themselves as a missy.

These younger generations are illustrating a strong value of uniqueness, individuality, newness, fashion and design, brand and convenience. Young Koreans are health conscious and demand greater variety and better quality in food, apparel and consumer products. There is an increasing desire to purchase Western products by the younger generation of whom an increasing proportion have studied or at least travelled overseas.

4.5 Expenditure on Food.

In a recent survey conducted by eight leading advertising agencies it was determined that Korean consumers do not mind spending money on food.

In a survey of 6,000 people aged 13 to 59 across the nation, 52.7% replied that they did not regret spending money on food.

- 52% preferred food manufactured using pollution free methods even at higher prices.
- 80% checked the shelf life of a product before purchasing it and half of them were wary of additives found in processed foods.
- More than half of them preferred vegetables to meat
- 42% of respondents in their teens and 22.4% of all female respondents preferred Western cuisine to Korean compared to 7.7% of respondents aged 50 or over and 16.5% of all males.
- 39% prefer to patronise restaurants recommended by word of mouth, while 39% prefer restaurants with a good atmosphere despite higher prices.
- Koreans expect imported products to command a premium price
- Expenditure on eating out in 1994 rose by 25%, comprising about 30% of all expenditure on food.
- On the frequency of eating kimchi 85.8% of subjects in their 40s said it should be eaten at every meal, but only 58.6% of teenage respondents agreed.

4.6 Imported Foods Being Consumed and Where?

A survey conducted of importers of dried vegetables in early 1996 found that dried vegetables of the Asian variety were mainly imported; e.g. Lotus Root, Salt Mushroom and Berdock, as illustrated in Table 1.

China is recognised by Korean consumers to have the best quality garlic and other dried vegetables of the Oriental variety.

Dried vegetables are mainly being consumed at hotels, as illustrated in Table 2.

Table 1. Product, Price and Amount Imported

Co. Nos.	Company Name	Product	Price	Amount Imported
24	Hye Sung	<i>Codonopsis Lanceolata</i>	Salesprice \$52/25 kg (US\$1 = 770 won)	10 tonnes/year
		Berdock (Weed)	N/A	Sample/Testing
		Lotus Root,	1 000 won/kg	20-30 tonnes/year
		Salt Mushroom	2 500 won/kg	10-15 tonnes/year

Table 2. Packaging, Quantity and End Consumer

Co. Nos	Company Name	Type of Co.	Product	Packaging	Quantity	Customer
24	Hye Sung	Importer	Codonopsis Lanseolata	Bulk Sealed	10/25 kg	Wholesalers/ Dealers

			Hard Plastic Bag		• Hotels
		Berdock (Weed)			
		Lotus Root	Bulk Sealed Plastic Bag	16/32kg	Wholesalers/ Dealers • Hotels
		Salt Mushroom	Box	14 kg	Wholesalers/ Dealers • Hotels

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5. Distribution

The most critical problem for imported products in the past has been in achieving adequate market distribution. However, this may lessen due to the revolutionary changes occurring in the distribution and retail market in the late 1990s.

5.1 Traditional Distribution Methods

Historically, the distribution industry in Korea has been characterised by:

- A high level of industry wide fragmentation as expressed by too many undercapitalised small players and their low productivity.
- A vast difference between traditional types of retailing and modern types such as department stores, supermarkets and convenience stores; and traditional retailers having a large percentage of total retail turnover.
- A high degree of vertical integration led by manufacturers in the form of a franchised retailing and wholesaling; and wholesalers weaker role in the distribution system and their lack of national coverage capability
- Outdated and complex channel structure and high distribution costs, especially for farm produce and seafoods; and
- Restrictive and complicated regulations and the government's lack of policies to boost the distribution sector.

This has made it extremely difficult for foreign food suppliers to gain adequate market coverage.

5.2 Past and Current Distribution Strategy

To achieve a 70 or 80% distribution rate, a company must cover:

100 Department stores
 2,000 Large supermarkets
 3,000 Convenience outlets
 12,000 Small and Medium Supermarkets
 120,000 Corner stores

Since most of these are not organised in chains and not served by distribution companies, small foreign companies and small Korean companies are unable to access the majority of the market. To gain access to the market these companies have four options:-

- Piggy back on a large company with an existing distribution system
- Use one of the select number of distribution companies
- Create a distribution system based on agencies
- Assume that 50-60% of the market can be covered if the first 5 to 10 outlets are covered.

This has the advantage that the convenience stores (CVS) outlets are served by central distribution, and 450 of the 2,000 large supermarkets are organised in chains.

Table 3. Type of Company, Marketing Channel Relationship, Exporting Company

Co. Nos	Company Name	Type of Company	Marketing Channel	Exporting Company (Country)
24	Hye Sung	Importer	Direct	(China)

5.2.1 Agents

The traditional way to organize distribution was to create a small sales force to service department stores, CVS stores and large supermarkets and create a franchised system of agents throughout the rest of the country. This can be effective even with a low volume of goods. One import company created massive sales for a premium food product through seven agents located outside Seoul.

However, managing agents is a major problem. These agents submit cash, bonds or property as a mortgage, but frequently run into financial difficulties which often leaves the companies with uncollected debt. It is customary to advertise for agents in the newspapers. Agents must provide their own capital and security and are given an exclusive area franchise in return.

5.2.2 Distributors

The emergence of some professional distribution companies in Korea is a recent phenomenon. Examples of such companies which are, with the exception of EAC recently established are:

- East Asiatic Company (EAC)
- Columbus
- Kelex
- Yu one

5.3 Marketing Channel Relationships.

A survey conducted of importers of dried vegetables in early 1996 found all the candidates had a

direct relationship with their suppliers but it was at arms length.

Table 3 lists the types of marketing channel relationships particular Korean companies importing have with their foreign suppliers.

5.4 Marketing Strategy Used by Companies to Enter or Maintain

Market Share.

None of the respondents had experience or knowledge of pricing strategies being employed. Usually price is negotiated according to quantity, terms and conditions. None of the respondents had experience or knowledge of pricing strategies being employed.

5.5 Five Ways to Help Your Local Agents

1. Make frequent visits

It is important to productively support your agents efforts as building a market for foreign products in Korea is not easy, even for Korean agents. It is very important that exporters to Korea build a close relationship with their agent as Korean commercial environment is heavily built on close personal relationship. A close relationship with your agent will also improve communications.

2. Hold many demonstrations

Participation in exhibitions and trade fairs will assist in building awareness of your product in the market. Participation in exhibitions and trade fairs in Korea will also increase your knowledge of your competitors and what your prospective customers are interested in buying. Table 5 lists recent participants at a food fair in Seoul. Participation in exhibitions will also help develop your relationship with your agent.

3. Increase the distribution of promotional brochures

Promotional brochures are an essential selling tool in Korea. Promotional brochures should be in Korean for maximum benefit.

4. Improve follow up on initial sales leads

Exporters to Korea should make it clear that they are open to suggestions and requests from their agents in methods and tactics in following up leads. Korean agents need to know that you are supportive of time spent in following leads.

5. Deliver on time

Failure to deliver on time not only results in your agent losing face and thereby undermines your relationship, but it also jeopardises your sales. To avoid failing to deliver on time you may need to stockpile your products in Korea to ensure that your agent has a steady supply.

Korea Tourist Supply Centre

The Korea Tourist Supply Centre is an important importer of foreign food products. As illustrated in Table 6 The Korea Tourist Supply Centre imports a wide variety of foreign food products and expects demand to increase. Many foreign food products are introduced to the Korean consumer through the hotels, their restaurants, other restaurants and the fast food chains which the Korea

Tourist Supply Centre supplies, as listed in Table 7.

The Korea Tourist Supply Centre is an organisation established by the major hotels in Korea who are shareholders in the organisation. The Korea Tourist Supply Centre acts as a central purchasing unit of foreign products and applies only a minimal margin of between 3 - 5.5%.

However, hotels and restaurants are allowed to purchase from other wholesalers. Further details are provided in Appendix 2.

5.6 Korea's Retail and Distribution Revolution

However, Korea is currently in the middle of a distribution, retailing revolution. Companies considering, planning or exporting to Korea now, should plan in consideration of a more concentrated and sophisticated distribution system and retail market.

Table 4. Great American Food Show Exhibitors Organised by USATO (3 days)

A&J Cheese Company	Little Lady Foods
Agrifoods International, Inc.	Longbottom Coffee & Tea Inc
Alaska Seafood Marketing Institute	Maple Leaf Farms
Alpha Star International,	Menhune/Hawaii Water Co
American Indian Honey Co.	Maine Lobster Promotion Council
American Foods Group	Mid-America International Agri-trade
American Sales International, Inc.	Council(MIATCO),
American Seafood Institute	Missouri Department of Agriculture
Arosi Enterprises, Inc.	Nalley's Fine Foods
Atlantic Coast Fisheries Corp	New Mexico Department of Agriculture
Avanmore Ingredients Corp.	North Carolina Department of
Bard Valley Medjool Date Growers	Agriculture
Beatrice Cheese Inc.	North Pacific Cannery & Packers
Bil-Mar Foods, Inc	(NORPAC)
B&M Lawrence & Co./US Cola Inc.	Oregon Department of Agriculture
CA Department of Food & Agriculture	Quest International
California Seafood Council	Rakingham Poultry
California Table Grape Commission	Sabroso Company
Cherry Marketing Institute, Inc.	Schwan's Food Asia
City of Vernon.	Sargento Foods, Inc
Crystal Lake Cheese Factory	Seafood Exchange Seoul, Inc
Dean Foods, Co.	Smithfield International
DXR International, Inc.,	Stokely USA
Eastern Imports/Exports Inc,	Supervalu International
Flos-Aquae LLC	The Brice Group
Florida Dept of Citrus	The Chocolate House

Friday Canning Corporation	US Dairy Export Council
Gerber Agri, Inc.	US Meat Export Federation
GF Exports Inc	USA Poultry and Egg Export Council
I.B. Yoke Korea Co., Ltd	Very Fine Products Inc
I can't believe its Yogurt, Ltd	Western American Foods, Inc
Idaho Potato Commission	Wild Blueberry Association of North
Illinois Department of Agriculture	America
International Basics, Ltd.	Wisconsin Department of Agriculture
Interstate Gourmet Coffee Roasters	
John Morrell and Company.	
J.R. Simplot Company	
Johnsonville Foods	
Kee International Corp	
Klamath Blue Green Algae	
Lee Enterprises Inc.	

Tableau 5. Hotel Supply Centre Current Status of Import

(Unit US\$ 1,000)

Category	Record 1994	Forecast for 1995	Forecast for 1996	Forecast for 1997	Forecast for 1998	Forecast for 1999
Juice	1747	2445	2934	3374	3880	4462
Coffee & Tea	398	557	668	768	883	1015
Fruit & Vegetable	2818	3945	4734	5444	6261	7200
Butter & Cheese	4582	6414	7696	8850	10178	11704
Seafood	9766	13672	16406	18867	21697	24952
Other Food	12773	17882	21458	24677	28379	32636
Beef	53177	74448	89337	102738	118149	135871
Lamb & Poultry Meats	1411	1975	2370	2726	3135	3605
Equipments	1373	1922	2306	2652	3050	3508
Total	88045	123260	147909	170096	195612	224953

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Seoul
Seoul Renaissance Hotel, Seoul Hilton International, Grand Hyatt Seoul, Swissotel Seoul, The Swiss Grand Hotel, Sheraton Walker Hill Hotel & Towers, The Westin Chosun Seoul, Seoul Plaza

Hotel, Hotel Inter-Continental Seoul, Hotel Lotte Co. Ltd, Hotel Lotte World, Hotel Shilla Co., Ltd, The Ritz Carlton Seoul, Sejong Hotel, Hotel New World, Seoul Royal Hotel, Hotel President, Seoul Garden Hotel, Seoul Palace Hotel, Hotel Sofitel Ambassador, Novotel Ambassador Seoul, Hotel Riveria Seoul, Emerald Tourist Hotel, Koreana Hotel, Tower Hotel, Ramada Olympia Hotel Seoul, Hotel Capital, Hotel Riverside, Kyungnam Tourist Hotel, Green Grass Tourist Hotel, New Kookje Hotel, Hotel New Seoul, Chamsil New Star Tourist Hotel, Hotel Dong Seoul, Mommoth Tourist Hotel, Hotel Victoria, Hotel Samjung, Seoul Tourist Hotel, Hotel Green World, Seoul Rex Tourist Hotel, Hotel Seokyo, Poongjun Hotel, Young Dong Tourist Hotel, Hotel Amiga, Yoido Tourist Hotel, Hotel Marguerite, Hotel Moksan, Crown Tourist Hotel, Pacific Hotel, Prima Tourist Hotel, Hamilton Tourist Hotel, Hotel Manhattan, Holiday Itaewon Hotel, Kimpo New Star Hotel, Bukak Park Tourist Hotel, New Oriental Tourist Hotel, Dynasty Tourist Hotel, Metro Hotel, Hotel Green Park, Brown Tourist Hotel

Savoy Hotel Seoul, Seoul Hilltop Tourist Hotel, New Hilltop Tourist Hotel, Hotel Regent, River Park Hotel, Seoul Prince Hotel, Hotel Sunshine, City Palace Tourist Hotel, Seoul Tourist Hotel, Universal Tourist Hotel, Jamsil Tourist Hotel, The Kims Tourist Hotel, Clover Tourist Hotel, Hankang Tourist Hotel, Hanyang Tourist Hotel, Hotel Mirabeau, Niagara Tourist Hotel, Karak Tourist Hotel, Kaya Tourist Hotel, Dae Hwa Tourist Hotel, Rio Tourist Hotel, Boolim Tourist Hotel, Hotel Sam Ho, Samwha Tourist Hotel, Sangbong New Star Hotel, Sangwon Tourist Hotel, Hotel Giant, Centural Tourist Hotel, Eastern Tourist Hotel, Astoria Tourist Hotel, Alps Tourist Hotel, Air Port Tourist Hotel, L.A. Tourist Hotel, Tourist Hotel Yongdungpo, Seoul Y.M.C.A. Tourist Hotel, Tourist Hotel Sofia, Hotel Ruby, Jeon Poong Tourist Hotel, Hotel Cheon Ji, Hyejeon Tourist Hotel, Tiffany Tourist Hotel.

Pusan

Hyatt Regency Pusan, Paradise Beach, Westin Chosun Beach, Sorabol Commodore, Kukje Tourist Hotel, Grand Tourist Hotel, Nam Tae Pyung Yang Tourist Hotel, Tongnae Tourist Hotel, Mirabo Tourist Hotel, Royal Tourist Hotel, Pusan Tourist Hotel, Sapphire Tourist Hotel, Crown Tourist Hotel, Phoenix Tourist Hotel, Gwangajung Tourist Hotel, Empire Tourist Hotel, Neul Bom Hotel, Pusan Arirang Hotel, Paragon Hotel, Hotel Riveria, Dongil Tourist Hotel, Moon Hwa Tourist Hotel, Shin Tourist Hotel, Utopia Tourist Hotel, Dong Bang Tourist Hotel, Bando Tourist Hotel, Victoria Tourist Hotel, South Palace Tourist Hotel, Prima Tourist Hotel, Pusan Plaza Hotel, Silver Hotel, Kaya Tourist Hotel, Kwangjang Tourist Hotel, Green Beach Tourist Hotel, New Life Tourist Hotel, New Sungnam Tourist Hotel, Dae-A Tourist Hotel, Dong Hwa Tourist Hotel, Rio Rio Tourist Hotel, More Tourist Hotel, Mokhwa Tourist Hotel, Moonhwa Onchun Tourist Hotel, Sam Hwa Tourist Hotel, Sea Side Tourist Hotel, Yong Jin Tourist Hotel, Woojeong Tourist Hotel, UN Tourist Hotel, Korea Tourist Hotel, Tourist Hotel Korea City, Clover Tourist Hotel, Tower Tourist Hotel, Tae Yang Tourist Hotel, Tae Jong Dae Tourist Hotel, Prince Tourist Hotel, Hill Side Tourist Hotel.

Taegu

Taegu Prince Hotel, Taegu Grand Hotel, Taegu Park Hotel, Hotel Kumho, Garden Tourist Hotel, New Samil Tourist Hotel, New Young Nam Tourist Hotel, Taegu Soosung Hotel, Taegu Crown Tourist Hotel, Hotel Ariana Taegu, Dongin Tourist Hotel, Dong Taegu Tourist Hotel, Crystal Tourist Hotel, Hotel Taegu, Hill Side Tourist Hotel, Hwang Kum Tourist Hotel, Hwang Sil Tourist, Kukje Tourist Hotel, Taegu Hill Top Tourist Hotel, Dongsan Tourist Hotel, Apsan Tourist Hotel, Union Tourist Hotel, Palkong Tourist Hotel, New Jongro Tourist Hotel, Royal Tourist Hotel, Emerald Tourist Hotel, Empire Tourist Hotel, Arirang Tourist Hotel, Dong Bang Tourist Hotel, Palkong Tourist Hotel.

Incheon

Hotel Songdo Beach, Hotel Galaxy, Royal Tourist Hotel, Olympus Tourist Hotel, New Star Tourist Hotel, Bosung Tourist Hotel, Bu Pyung Tourist Hotel, Tourist Hotel Seohae Paegun Tourist Hotel, Soo Bong Tourist Hotel.

Kwangju

Mudeung San Spa Resort Hotel, Kwangju Grand Hotel, Kwangju Palace Hotel, Kukje Tourist Hotel, Shinyang Park Hotel, Mudeung New World Tourist Hotel, City Hall Tourist Hotel, Koreana Tourist Hotel, Riverside Tourist Hotel, Tourist Hotel Grand Prix, Taedok Hotel lotte, Hotel Riverai Yousong, Yousong Hotel.

Taejon

Tourist Hotel Picasso, Hotel Hongin, Kyong Won Tourist Hotel, Hotel Chateau, Hotel Expo, Hotel Adria, Tourist Hotel Kye Ryong San Maek, Daelim Tourist Hotel, Taejon Tourist Hotel, Dong Yang Tourist Hotel, Life Tourist Hotel, Lucky Tourist Hotel, Mugungwha Tourist Hotel, Sae Seoul Tourist Hotel, Princess Tourist Hotel, Prince Tourist Hotel, Family Tourist Hotel, Hot Spring Tourist Hotel, You Soung Royal Tourist Hotel, Hanil Tourist Hotel, Hotel Miranda, Ichon Tourist Hotel, Seoul Hof Tourist Hotel, Rasung Tourist Hotel, Puchon Grand Tourist Hotel, Kissan Ihwa Tourist Hotel, Dongsuwon Tourist Hotel, Spring Tourist Hotel, Seolbong, Kwachon Tourist Hotel, New Korea Tourist Hotel, SungNam Tourist Hotel, Brown Tourist Hotel, Diana Tourist Hotel, Grand Tourist Hotel, Sucksan Tourist Hotel, Songtan Tourist Hotel, Evergreen Tourist Hotel, Young Chon Tourist Hotel, Oasis Tourist Hotel, Youlim Tourist Hotel, New Prince Tourist Hotel, Hangju Tourist Hotel, Pyongtaek Tourist Hotel, Greenpia Tourist Hotel, Rivage Tourist Hotel.

Kyunggi-do

Kapyong Tourist Hotel, New Garden Tourist Hotel, Yakam Tourist Hotel, Saila Park Tourist Hotel, Koam Tourist Hotel.

Kangwon-do

Hotel Sorak Park, Yongpyong Resort Dragon, Valley Tourist Hotel, Kang Nung Tourist Hotel, Nagsan Tourist Hotel, Hotel Newsorak, Chunchon Sejong Tourist Hotel, Donghae Sun Beach Tourist Resort, Hongchun Tourist Hotel, New Donghae Tourist Hotel, Rio Tourist Resort, Kyongpo Beach Tourist Hotel, Donghae Tourist Resort, Sokcho Beach Tourist Hotel, Chunchon Tourist Hotel, Taebaek Tourist Hotel, Royal Tourist Hotel, Sambuyeon Tourist Hotel, Sorak Tourist Hotel, Royal Tourist Hotel, Koreana Tourist Hotel, Imperial Tourist Hotel.

Chungchonbuk -do

Soknisan Tourist Hotel, Suanbo Sang Nok Hotel, Suanbo Park Hotel, Waikiki Suanbo Tourist Hotel, Chung ju Myong Am Park Hotel, Jeung Pyong Park Tourist Hotel, Chungju Tourist Hotel, Chunju Imperial Tourist Hotel, Suanbo Tourist Hotel, Chung Ju Royal Tourist Hotel, Pastel Tourist Hotel, Lee Ho Tourist Hotel, Chin Chun Tourist Hotel, Tanyang Parl Tourist Hotel, Dae Ho Tourist Hotel, Eum Sung Tourist Hotel, Chechon Tourist Hotel, Jinyang Tourist Hotel.

Chungchonnam-do

On-yang Grand Park Hotel, Jeil Tourist Hotel, Paradise Dogo Hotel, On-Yang Tourist Hotel, New Korea Tourist Hotel, Dogo Neulbom Tourist Hotel, Westin Hotel, Hoseo Tourist Hotel, New Gaya Tourist Hotel, Togo Royal Tourist Hotel, Kongju Tourist Hotel, Kongju Riverside Tourist Hotel.

Chollabuk-do

Naejangsan Tourist Hotel, Chonju Tourist Hotel, Dae Doon San Tourist Hotel, Victory Tourist Hotel, Hanover Tourist Hotel.

Chollanam-do

Yosu Beach Hotel, Shinan Beach Tourist Hotel, Chowon Tourist Hotel, Chirian Plaza Hotel, Yosu Park Tourist Hotel, Keum Gang Tourist Hotel, Daihwa Tourist Hotel, Yosu Sejong Tourist Hotel, Sunchon Royal Tourist Hotel, Yosu Tourist Hotel, Baek je Tourist Hotel.

Kyungsangbuk-do

Kyong ju Chosun Hotel & Chosun Country Club, Hotel Concorde, Kolon Hotel, Hotel Hyundae (Kyonju), Kyongju Hilton Hotel, Sygnus Hotel, Choyang Kyongju Spa Tourist Hotel, Ocean Park Tourist Hotel, Rio Tourist Hotel, Kimchon Grand Hotel, Baek Am Resort, Sae Jae Tourist Hotel, Kumi Tourist Hotel, Andong Park Tourist Hotel, Sobaksan Tourist Hotel, Kumi Prince Tourist Hotel, Mandarin Tourist Hotel, Sun Prince Tourist Hotel, Sungryu Park Tourist Hotel, Pulguksa

Tourist Hotel, Olympus Tourist Hotel, Chun Woo Hwang Shill Tourist Hotel, Pohang Beach Tourist Resort, Kyongju Tourist Hotel, Grand Royal Tourist Hotel, Kim Chon Tourist Hotel, New Riverside Tourist Hotel, Kyongju Park Tourist Hotel, Donghae Beach Tourist Hotel, Sang Dae Hot Spring Tourist Hotel, Juwangsan Tourist Hotel, Hyupsung Tourist Hotel, Palace Tourist Hotel, Ullung Marina Tourist Hotel.

Kyungsangnam-do

Ulsan Koreana Tourist Hotel, Diamond Tourist Hotel, Pugok Royal Tourist Hotel, Dong Bang Tourist Hotel, Kimhae Tourist Hotel, Lotte Crystal Hotel, Pugok Tourist Hotel, Masan Royal Tourist Hotel, Savoy Tourist Hotel, Pugok Hawaii Tourist Hotel, Changwon Tourist Hotel, Chung Mu Tourist Hotel, Haeinsa Tourist Hotel, Okpo Tourist Hotel, Ulsan Tourist Hotel, Olympic Tourist Hotel, Riverside Tourist Hotel, Masan Arirang Tourist Hotel, Pugok Garden Tourist Hotel, Chungmu Hanryeo Tourist Hotel, Crown Tourist Hotel, Samchonpo Beach Tourist Hotel, Tae Hwa Tourist Hotel, Tongdosa Tourist Hotel, Olympia Tourist Hotel, New Sam Hwa Tourist Hotel, Canberra Tourist Hotel, Jungang Tourist Hotel, Park Tourist Hotel.

Cheju-do

Hyatt Regency Cheju, Cheju Grand Hotel, Cheju Silla, Cheju Namseoul Hotel, Seogwipo KAL Tourist Hotel, Hotel Lagonda, Cheju Prince Hotel, Cheju Oriental Hotel, Cheju KAL Tourist Hotel, Mosu Tourist Hotel, Hotel Cheju Royal, Cheju Pearl Tourist Hotel, Cheju Seoul Tourist Hotel, Island Tourist Hotel, Sun Beach Hotel, Paradise Hotel Sogwipo, Cheju Palace Hotel, Green Tourist Hotel, Raja Tourist Hotel, New Kyung Nam Tourist Hotel, Hawaii Tourist Hotel, Simong Tourist Hotel, Cheju Mariana Tourist Hotel, Cheju Continental Tourist Hotel, Cheju Honey Tourist Hotel, Tamra Tourist Hotel, Cheju Grace Hotel, Cheju Milano Tourist Hotel, Seogwipi Lions Tourist Hotel, Seogwipo Park Tourist Hotel, Sea Side Tourist Hotel, VIP Park Tourist Hotel.

Tourists Special Restaurants

Guest Restaurants, Gomiyo, Gold Rush, Business Hall, In My Memory, Naijawon, Dae Lim Jung, L'abri, Denny's, Dong Shin Food, La Cantina, La Cucina, Rapalroma, Rai Pang Garden, London Pub, Myung-Moon House, Muse, Midopa Coco's Kunja, Midopa Coco's Dong Gyo, Midopa Coco's Dae Chi, Midopa Coco's Dae hak Ro, Midopa Coco's Myeong il, Midopa Coco's Mia, Midopa Coco's Bang Bae, Midopa Coco's Sang gye, Midopa Coco's Seoul Univ., Midopa Coco's Seo Cho, Midopa Coco's Seok Chon, Midopa Coco's Seong Nae, Midopa's Coco's Shing Sa, Midopa Coco's Yang Jae, Midopa Coco's Yeok Sam, Midopa Coco's Isoo, Midopa Coco's Cheong Dam, Sambo Hanwooli Co., Ltd, Chalet Swiss, Campaign, Seok Chon SeokParang, Sa Im Dang, Sky Lark Non Hyun, Seung Woo McDonald, Shin McKang Nam, Shin Mc Noryangjin, Shin Mc Dae Chi, Shin Mc Dae Chon, Shin Mc Myung Dong, Shin Mc Mia, Shin McYangjae, Shin Mc Itaewon, Shin Mc Jam Shil, Shin Mc Jong ro, Shin Mc, Shin Mc Hanyang, Seagrams, Sea Horse, Athen, Asado, A.-Won Plaza Laconia, L.A. Palms, Woo Jung, Rose Garden, Burger King Kukje, Burger King Itaewon, Junmangdae Restaurant, Jung il Poom, Jeonju Central Hall, Karise, Crystal Palace, Tower Gourmet, T.G.I. Fridays Nonhyun, T.G.I. Fridays Daechi, T.G.I. Fridays Dongkyo, Patio Ponderosa, Pallse, Hardees Namyeong, Hardee's Myeongdong, Hardees Myeongdong 2GA, Hardee's Myeongdong Jungang, Hardee's Banpo, Hardees Aekyung, Hardees Jongro, Asohoka Korea, Myeongbo Plaza, Hyung Je, Ocean Tower, McKim Kwang an ri, McKim Dong Rea Onchun, McKim Pusan Theater, McKim Onchun Jang, McKim Jungang, McKim Haewoondae, Lanave Restaurant, My House, Encore, Midopa Coco's Joan, Shin McDong Inchon, Hardees Pupyung, La Rosa, Venecia, JJ Mahoneey, Melrose Restaurant, Seong Woong Manna, Hardees Taejon Kyo Bo, Hong Myung Garden, Midopa Coco's Kwang Myung, Midopa Coco's Puchun, Midopa's Coco's Suwon, Midopa Coco's Anyang, Midopa Coco's Pyung Chon, Athen, Walker Hill Myung Wolkwan Puchun, Joongang Development Co., Ltd., Cafe Tomorrow, Hongik Restaurant, Dong Wha House, McKim Ulsan Modeney.

Five Main Trends are Forcing Change in the Distribution and Retail Market

1. Consumers are more sophisticated and have greater needs

Greater fragmentation of consumers in terms of socio culture and economic factors; and thus a rapid transformation to "micro markets" from the past "mass market". Korean consumers are no longer satisfied with retailers offerings which lack variety, good quality and value nor are they happy with the limited selections of shopping places available.

2. Retail and distribution market liberalisation

In the late 1980s licensing for foreign organisations was liberalised resulting in several leading department stores and general merchandising stores developing professional managerial and merchandising techniques and skills from the Japanese. American and Japanese convenience store operators (CVS) also moved into the market through licensing agreements with a Korean partner. The larger department stores and CVSs have continued to achieve growth rates of 20% per year however, the small department stores and supermarket chains have begun to struggle.

The mid 1990s is being marked by the emergence of discount stores, price clubs and a variety of membership warehouses for all types of products including computers and apparel as well as groceries and household goods. Kims club, managed by New Core Department Store, sells daily commodities at cheaper than wholesale prices to both consumers and retailers who are members. In addition, Kim's club is open 24 hours a day.

As of the 1 January 1996 the domestic market was opened to foreign retailers and wholesalers. This will cause the market to become increasingly competitive resulting in more efficient methods of distribution and merchandising being adopted as the wave of foreign retailer and wholesalers enter the market. WalMart, KMart, Fleming and Jetro are seriously considering entering the market and Makro has already opened its first cash and carry store in Inchon.

3. Failure of traditional distribution, wholesaling methods to keep up with growth

Convenience stores have grown rapidly over the recent decade reaching 1,741 outlets by the end of 1994. This has resulted in the need to establish a new system of wholesaling as their distribution systems have failed to keep up with the growth.

The traditional "daerijom" exclusively distributed a single manufacturer's products in a region however, newly emerging wholesalers carry multiple brands. For example Columbus, a vendor to convenience stores offering a range of products, has recently established itself.

Apparently 14,000 small and medium wholesalers and manufacturers have already formed 37 cooperative associations to build their own distribution complexes.

4. Large conglomerates see profitability in distribution, retail

During the 1980s many chaebols such as LG., Hanyang, Hyundai, Sunkyong, Haitai and Jinro began to diversify into distribution business. Sixteen of the top thirty conglomerates have selected distribution as one of their core businesses. Many have or are still investigating the opportunities of partnering a foreign retailer, distributor.

5. Continued growth of Korea needs improved logistics

Korea Land Development Corporation recently initiated five large scale projects for distribution complexes in five major regions including Seoul, Pusan, Taegu, and Kwanju. These complexes will accommodate wholesale markets for agricultural and fishery products, distribution centres for manufactured goods, truck terminals, and warehouses.

Around 80% of packaged food items and some 10% of non food items have adopted the bar coding

system, however only 7.6% percent of retail outlets have installed the POS system

5.7 Forecast

By the year 2000, sales of discount stores, warehouse clubs, and hypermarkets will reach US\$10.4 million, accounting for 6% of national retail turnover in 2000.

The growth of department stores will slow towards the year 2000 however, their aggregate sales will reach \$38.9 million. The success of the department stores will depend on their ability to capture a niche target market and move away from competing directly with the price clubs.

It will become increasingly difficult for the smaller supermarket chains and traditional Ma & Pa stores to compete.

Wholesale trade will become more modernized. Co operative or voluntary types of vertical marketing systems will increase amongst small and medium size wholesalers and retailers. More large scale wholesale firms will be formed through mergers and acquisition as well as internal development with licensing.

Korea's distribution channels will rapidly change over the next 10 years requiring foreign suppliers to formulate and implement a new set of marketing and distribution strategies.

Strategies need to be market driven, and customer orientated as competition becomes more intensified and develops in a global direction.

Table 7 - Prospects of Korea's Retail Turnover by Type

(Unit: Trillion Won)

	1990	1993	1996	2000*
Convenience store	-	0.2	1.0	4.0
Supermarket	1.4	2.2	3.0	4.4
Department store	3.0	7.0	15.0	30.0
Total retail sales	41.0	5.0	82.0	123.0

Source: The Korea Economic Daily, October 18, 1994.

*Sales of discount stores in 2000 is forecast to reach 8 trillion won.

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6. Imports by Country 1990-1995

The imported legumes market of Korea has been dominated by the PRC, who have held over 90% of the market. Thailand, the USA, , Taiwan and Japan are significant exporters, as illustrated in Diagram 2 to 7.

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Diagram 1. Dried Vegetable (HS 0712) Imports 1990-1995

 Undisplayed Graphic

(Unit: US\$ 1,000)

	1990	1991	1992	1993	1994	1995
Total	22,735	26,636	29,617	28,391	29,787	34,45
Canada	0	0	0	0	0	0

Source : Statistical Yearbook of Foreign Trade.

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Diagram 2. Dried Vegetable (HS 0712) Imports by Country 1990

 Undisplayed Graphic

(Unit: US\$ 1,000)

Country	Thailand	R. China	Japan	Others*	Others	Total
Value	1,069	955	91	17,051	3,569	22,735
%	4,7 %	4,2 %	0,4 %	75,0 %	15,7 %	100,0 %

* Others : 75% of Dried Vegetable Imports were classified as being from "others" across all the Subsections.

Source : Statistical Yearbook of Foreign Trade.

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Diagram 3. Dried Vegetable (HS 0712) Imports by Country 1991

 Undisplayed Graphic

(Unit: US\$ 1,000)

Country	R. China	Others	Total
Value	24,505	2,131	26,636
%	92,0 %	8,0 %	100,0 %

* 47% of the value of Dried Vegetable imports accounted for by bracken from P.R. China.

Source : Statistical Yearbook of Foreign Trade.

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Diagram 4. Dried Vegetable (HS 0712) Imports by Country 1992

 Undisplayed Graphic

(Unit: US\$ 1,000)


Country	R. China	Others	Total
Value	27,84	1,777	29,617
%	94,0 %	6,0 %	100,0 %

* 38% of the value of Dried Vegetable imports accounted for by bracken from P.R. China.

Source : Statistical Yearbook of Foreign Trade.

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Diagram 5. Dried Vegetable (HS 0712) Imports by Country 1993

 Undisplayed Graphic

(Unit: US\$ 1,000)

Country	P.R. China	USA	Thailand	Others	Total
Valeur	25,552	1,42	1,136	284	28,391
%	90,0 %	5,0 %	4,0 %	1,0 %	100,0 %

Source : Statistical Yearbook of Foreign Trade.

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Diagram 6. Dried Vegetable (HS 0712) Imports by Country 1994

 Undisplayed Graphic

(Unit: US\$ 1,000)

Country	P.R. China	Thailand	USA	Others	Total
Value	27,635	824	655	673	29,787
%	92,8 %	2,8 %	2,2 %	2,3 %	100,0 %

Source : Statistical Yearbook of Foreign Trade.

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Diagram 7. Dried Vegetable (HS 0712) Imports by Country 1995

 Undisplayed Graphic

(Unit: US\$ 1,000)

Country	P.R. China	Thailand	USA	Others	Total
Value	31,024	1,417	1,279	730	34,45
%	90,1 %	4,1 %	3,7 %	2,1 %	100,0 %

Source : Statistical Yearbook of Foreign Trade.

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Table 8. Dried Vegetable

Co. Nos	Company Name	Source	Government Trade Pomotion
24	Hye Sung	China	China Trade Association sends them a lot of information. If they need information regarding products available in Thailand, Vietnam, Hong Kong, they go to the respective Embassy.

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7. Government Trade Promotional Activities in Korea

Embassy's actively marketing in Seoul :

- Chinese Trade Association

Main marketing activities undertaken :

- Send information, including brochures and catalogues about manufacturers / products to importers and distributors

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8. Transportation**Air**

Korea has 3 international airports, Kimpo (near Seoul), Kimhae (near Pusan), and Cheju (on the resort island), plus 9 domestic airports. Kimpo, located 25km west of downtown Seoul, handles 95% of international cargo, and 85% of the international passenger tariff and 37% of domestic traffic.

Korea is currently constructing a new international airport, which is expected to be partially completed by 1997 and provide a hub for NE Asia air traffic. The new airport will be twice as far from the city (56km). However, it will not be subject to the curfews which currently restrict traffic into Kimpo from 11pm to 6am, and it will be serviced from Seoul by both expressway and railway. Its closer proximity to Incheon port will also improve co-ordination between air and sea freight shipments.

Air cargo can be co ordinated through Kimhae airport located only 17km from Pusan port or through Kimpo International airport which is located 32km from Incheon seaport.

Over 30 air cargo carriers including national carriers Korean airlines and Asiana Airlines as well as North American carriers Air Canada, Continental, Delta , Northwest and United. European carriers include Air France, Alitalia, British Airways, KLM and Swissair as well as several Asian carriers. All major cargo carriers Federal Express, United Parcel Service and Nippon cargo service Kimpo.

Ports

Nearly all of Korea's international container traffic goes through Pusan, as well as half of its domestic shipping. Containerized, bulk and general cargo can all be handled at Pusan, the major port of South Korea. Tanker, ore bulk, container and ro-ro berths are available for specialized connections.

Pusan port is notorious for delays and waiting periods. Delays and the resultant increases in logistics costs have resulted in importers demanding the government address the problem. A survey from the Bank of Korea estimated logistics had increased 11.5% from 1985 to 1995 compared with GNP growth of 8.8%. As a result, the government enacted the Private Capital Inducement Act in 1995 in order to facilitate infrastructure building by inviting private enterprises for investment in distribution complexes, truck terminals, public warehouses and ports. The full affect of this has not been felt yet. However, for Korea to continue its export growth infrastructure and logistic and distribution facilities will have to addressed.

Importers can minimise the delays and logistic difficulties through prior bookings and detailed organisation of shipment and documentation. Customs and quarantine in Pusan has a higher incidence of damage to stock than Incheon due to the huge volume of imports through this point of entry.

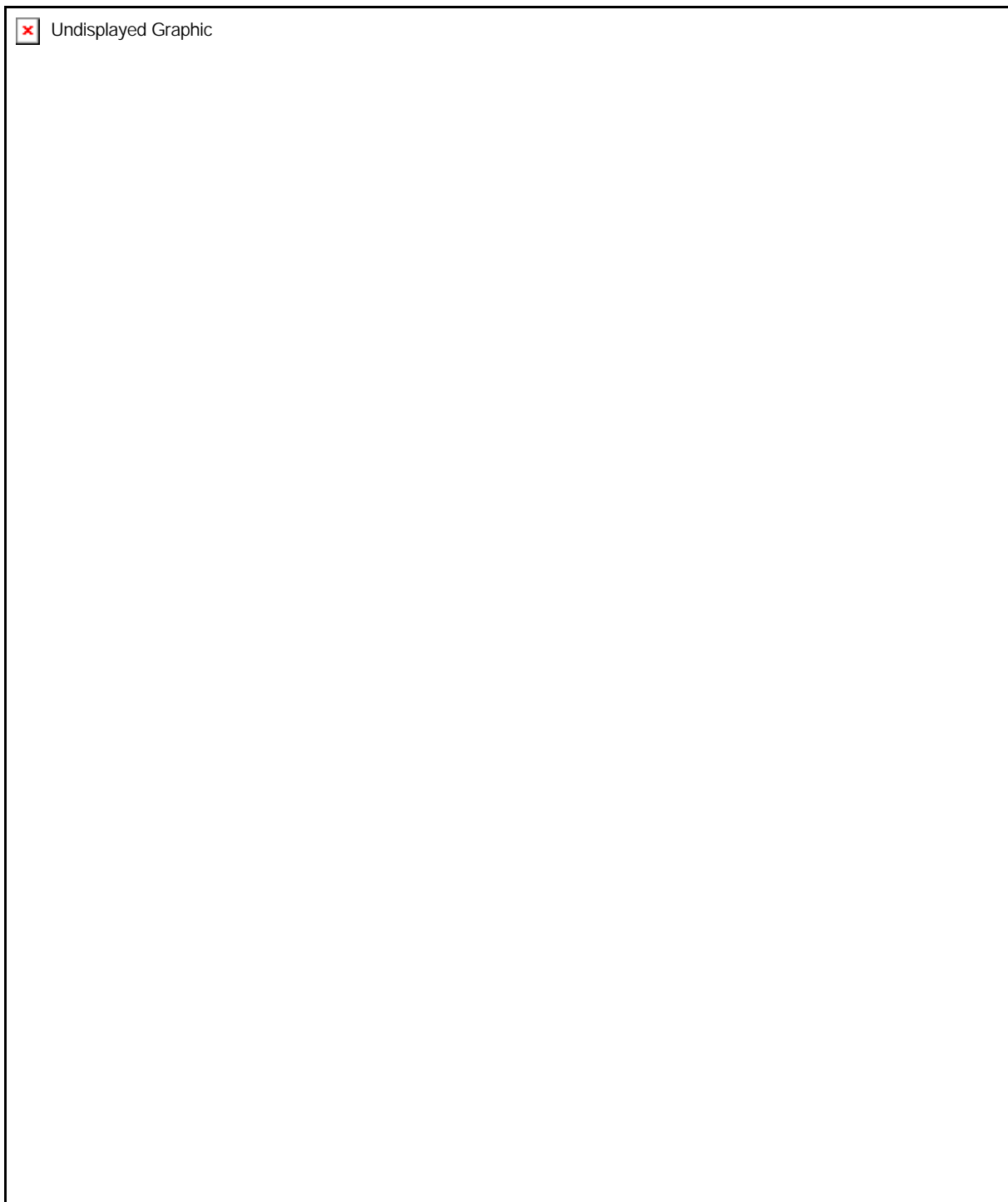
Typhoons can occur between June to September in the Pusan region.

Incheon, located approximately 40km west of Seoul, is Korea's second major port. Although it is near the country's capital and main trade and business centre Incheon is far smaller than Pusan. The Incheon harbour, where six of the eight piers are used for international cargo, are accessible only through locks. The larger of the two locks accommodates a 50,000 dwt ship, while the smaller accommodates a 10,000 dwt ship. Containerized, bulk, and general cargo can all be adequately handled by existing port equipment. Ore, bulk, tanker, liquefied gas, specialised goods and ro-ro terminals are available.

Typhoons can be expected from late July to September during the raining season in the Incheon region.

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Diagram 8: National Transportation



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Diagram 9. Comparative Evaluation of Transportation Costs to Korea

FROM U.S.A.		FROM EUROPE		FROM AUSTRALIA	
Los Angeles		Hamburg		Melbourne	
45000	7000	45000	60000	45000	60000
Dry (20 ft)	Reefer	Dry (20 ft)	Reefer	Dry (20 ft)	Reefer

	(40 ft)		(20 ft)		(20 ft)
25 cbm	50 cbm	25 cbm	20 cbm	25 cbm	20 cbm
20000	30000	20000	18000	20000	18000
INCHON	BUSAN	INCHON	BUSAN	INCHON	BUSAN

Presumption for Calculation

Import

Loading Port

CIF/CNTR (US\$)

Container

Volume

Labeling Qty (EA)

Bonded W/H (Hyonik)

BEFORE CUSTOMS CLEARANCE - (Unit: Korea won) (Ex-rate: US\$1=K.W783)

INVOICE AMOUNT	35,235,000	54,810,000	35,235,000	46,980,000	32,235,000	46,980,000
OCEAN FREIGHT	1,174,500	2,959,740	783,000	2,818,800	1,135,350	2,818,800
CARGO INSURANCE	34,530	53,714	34,530	46,040,340	530	46,040,340
I/L AND BANK RELATED CHG	139,229	199,911	139,229	175,638	139,229	175,638
KOTRA	49,329	76,734	49,329	65,772	49,329	65,772
CABLE CHARGE	20,000	20,000	20,000	20,000	20,000	20,000
L/G FEE	10,000	10,000	10,000	10,000	10,000	10,000
OPENING COMMISSION	59,900	93,177	59,900	79,866	59,900	79,866
PUSAN PORT CHARGES	110,650	170,500	115,850	147,700	87,850	147,700
- THC	82,800	118,800	88,000	116,000	60,000	116,000
- CONT. TAX	20,000	40,000	20,000	20,000	20,000	20,000
- WHARFAGE	3,850	7,700	3,850	7,700	3,850	7,700
- DOCU FEE	4,000	4,000	4,000	4,000	4,000	4,000
BONDED TRANSPORT	343,000	113,000	343,000	113,000	343,000	113,000
CNTR DEVANNING/LIFTOFF	150,648	281,700	150,648	155,880	150,648	155,880
CUSTOMS DUTY(8 %)	2,818,800	4,384,800	2,818,800	3,758,400	2,818,800	3,758,400
CUSTOMS VAT	3,805,380	5,919,480	3,805,380	5,073,840	3,805,380	5,073,840

CUSTOMS RELATED CHG	95,470	134,620	95,470	118,960	95,470	118,960
BONDED STORAGE (1 MTH)	245,000	910,000	245,000	455,000	245,000	455,000
LABEL/PRINTINGS	80,000	120,000	80,000	72,000	80,000	72,000
LABOR COST FOR LABELING	800,000	1,200,000	800,000	720,000	800,000	720,000
GENERAL VAT	161,865	262,470	161,865	151,588	161,865	151,588
OTHER CHARGES	100,000	100,000	100,000	100,000	100,000	100,000
SUB-TOTAL (a)	45,543,951	71,990,346	45,162,851	61,210,184	42,459,201	61,210,184

AFTER CUSTOMS CLEARANCE

LIFT-ON FOR DELIVERY	80,900	209,700	80,900	209,700	80,900	209,700
STORAGE (1 MONTH)	245,000	910,000	245,000	455,000	245,000	455,000
GENERAL VAT	32,590	111,970	32,590	66,470	32,590	66,470
SUB-TOTAL (b)	358,490	1,231,670	358,490	731,170	358,490	731,170
TOTAL (a + b)	45,902,441	73,222,016	45,521,341	61,941,354	42,817,691	61,941,354

* Notes :

- 1) Import from USA: no service for 20' reefer container and only 40ft.
- 2) Deposit of Waste Disposal: exclude (if applied)
- 3) Storage :

7 pyong x W35 000, for 20' Dry & Cold
 14 pyong x W65 000, for 40' reefer

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APPENDIX 1**FORECAST SUMMARY SOUTH KOREA (1)**

	1994	1995	1996	1997	1998	1999
Real % change						
GDP	8,4	9,0	7,7	7,7	7,5	7,3
Private Consumption	7,4	7,4	6,6	6,5	6,0	6,0
Government Consumption	4,4	4,7	5,5	6,0	6,0	6,0
Gross Fixed Investment	11,7	13,5	8,0	7,6	8,5	7,5
Exports of goods & services	16,2	18,0	14,0	13,0	12,0	11,0

Imports of goods & services	21,8	19,7	12,0	10,9	10,9	10,0
Change in stocks (% of GDP)	0,4	0,7	0,6	0,6	0,7	0,9
Population and income						
GDP (\$ bn)	379,6	455,3	525,5	603,5	688,8	779,4
Population (million)	44,5	44,8	45,2	45,6	46,0	46,4
GDP per head (\$)	8 540	10 150	11 620	13 220	14 960	16 780
Real GDP per head (% of change)	7,4	8,1	6,7	6,8	6,6	6,4
Inflation (%)						
Consumer prices	6,2	5,2	5,0	4,8	4,5	4,5
Average earnings in manufacturing	12,5	11,5	11,0	11,0	10,5	11,0
Financial Indicators						
Exchange rates						
W : \$	803,5	767,0	750,0	735,0	720,0	710,0
W : 100 Ø	787,7	842,9	862,1	875,0	878,0	887,5
Corporate bond yields (%)	13,0	14,0	13,0	13,0	13,5	14,0
External Trade (\$ bn) (1)						
Merchandise exports	93,7	118,9	141,9	167,4	195,1	226,9
Merchandise imports	-96,8	-125,9	-144,1	-165,2	-190,3	-218,1
Trade Balance	-3,1	-6,9	-2,2	2,2	4,8	8,8
Invisible, credits	22,2	28,5	33,2	38,0	43,1	49,0
Invisible debits	-24,5	-30,7	-35,5	-40,7	-46,4	-52,8
Invisible, balance	-2,3	-2,2	-2,3	-2,7	-3,3	-3,9
Net transfer payments	0,6	0,6	0,7	0,7	0,7	0,7
Current-account balance	-4,8	-8,5	-3,8	0,2	2,2	5,7
as % of GDP	-1,3	-1,9	-0,7	0,0	0,3	0,7
Foreign indebtedness						
Total debt (\$ bn)	56,5	69,0	76,4	79,3	80,4	81,2
as % of GDP	13,0	15,1	14,5	13,1	11,7	10,4
Total debt-service ratio (%)	8,5	8,4	8,9	8,5	7,6	6,6

1) Total may not add due to rounding.

Source : Korea Associates

FORECAST SUMMARY SOUTH KOREA (2)

	1994	1995	1996	1997	1998	1999
Real % change						
GDP	8,4	9,5	8,4	7,7	8,4	8,4
Private Consumption	7,4	8,4	7,4	6,5	7,4	7,4
Government Consumption	4,4	5,0	5,0	6,0	5,0	4,5
Gross Fixed Investment	11,7	15,0	9,0	7,6	11,0	11,0

Exports of goods and services	16,2	18,0	14,0	13,0	12,0	11,0
Imports of goods and services	21,8	19,7	15,0	13,0	12,0	11,0
Change in stocks (% of GDP)	0,4	0,7	0,6	0,6	0,7	0,9
Population and income						
GDP (\$ bn)	379,6	455,3	525,5	603,5	688,8	779,4
Population (million)	44,5	44,8	45,2	45,6	46,0	46,4
GDP per head (\$)	8 540	10 150	11 620	13 220	14 960	16 780
Real GDP per head (% change)	7,4	8,1	6,7	6,8	6,6	6,4
Inflation (%)						
Consumer prices	6,2	5,2	5,0	6,0	5,0	4,5
Average earnings in manufacturing	12,5	11,5	11,0	11,0	10,5	11,0
Financial Indicators						
Exchange rates						
W : \$	803,5	775,0	760,0	760,0	760,0	735,0
W : 100 Ø	787,7	800,9	820,1	820,0	820,0	887,5
Corporate bond yields (%)	13,0	14,0	14,0	13,0	13,5	14,0
External trade (\$ bn) (1)						
Merchandise exports	93,7	118,9	141,9	167,4	195,1	226,9
Merchandise imports	-96,8	-125,9	-145,1	-167,2	-197,3	-228,1
Trade Balance	-3,1	-6,9	-3,2	0,2	-2,2	-2,7
Invisible credits	22,2	28,5	33,2	38,0	43,1	49,0
Invisible debits	-24,5	-30,7	-35,5	-40,7	-46,4	-52,8
Invisible balance	-2,3	-2,2	-2,3	-2,7	-3,3	-3,9
Net transfer payments	0,6	0,6	0,7	0,7	0,7	0,7
Current-account balance	-4,8	-8,5	-4,8	-1,8	-4,8	-5,9
as % of GDP	-1,3	-1,9	-0,7	0,0	0,3	0,7
Foreign indebtedness						
Total Debt (\$ bn)	56,5	69,0	78,0	82,0	89,0	97,0
as % of GDP	13,0	15,1	14,5	13,1	11,7	10,4
Total debt-service ratio (%)	8,5	8,4	8,9	8,5	7,6	6,6

1) Total may not add due to rounding

Source : Korea Associates

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APPENDIX 2

Product	Specific	Country	Value	
			1994	1995

Dried Vegetables (0712-)	Reimport	USA.	76479	-
	0712-00-0001)	Others	22848	48668
	Repair Trade (Domestic Goods) (0712-00-0002)	Japan	-	7159
	Potatoes Whether or not cut Sliced but not further prepared (0712-10-0000)	Australia	9568	-
		Pr. China	86405	85280
		Germany	3231	-
		Netherland	117877	12199
		USA	47688	44697
	Onions (0712-20-0000)	France	-	235924
		USA	-	1e+06
	Pine Mushrooms (0712-30-1010)	Pr. China	-	12638
	Western Mushrooms (0712-30-1020)	Pr. China	136684	32534
		Germany	78362	27906
		India	-	21242
	Oak Mushrooms (0712-30-1030)	Pr. China	1538129	867274
	Ling Chiu Mushrooms (0712-30-1040)	Pr. China	1676510	438536
		Indonesia	8566	23027
	Other (0712-30-1090)	Australia	7280	10256
		Brazil	61991	-
		Swiss	1509	10596
		Pr. China	2013149	2e+06
		Germany	-	1612
		Hong Kong	-	4486
		France	5047	18792
	Truffles (0712-30-2000)	France	-	1412
	Garlic (0712-90-1000)	Pr. China	-	6599
	Bracken (0712-90-2010)	Pr. China	11512241	2e+07
		Hong Kong	35363	22750
		Japan	57200	-
	Radishes (0712-90-2020)	Pr. China	839520	649375
	Welsh Onions (0712-90-2030)	PR. China	3607832	5e+06
	Carots (0712-90-2040)	Swiss	99638	111019
		Pr. China	751272	1e+06
		Hong Kong	-	18870
	Pumpkins (0712-90-2050)	Pr. China	169721	-
		Newzealand	3109	13282
		Phil. R.	2985	-

	USA.	224139	94248
Specific	Country	Value	
		1994	1995
Cabbages (0712-90-2060)	Pr. China	316219	615344
	Egypt	-	1056
	Viet Nam	-	47588
	USA	7821	-
Taro Stems (0712-90-2070)	Pr. China	-	6000
	Myanmar	13290	4132
	Thailand	744808	1e+06
Sweet Potato Stems (0712-90-2080)	Pr. China	630364	295308
Other (0712-90-2090)	Swiss	47957	-
	Pr. China	4276114	311528
	France	7499	-
	Japan	55929	-
	Morocco	2379	-
	Netherland	11430	-
	Phil. R.	20858	-
	Thailand	78331	-
	USA	299442	-
Other Vegetables, Dried (0712-90-2099)	Pr. China	-	5e+06
	France	-	34374
	Japan	-	43687
	Morocco	-	1841
	Thailand	-	10358
	USA	-	24922
	Other	-	8063
Mixtures of Vegetables (0712-90-9000)	Pr. China	81242	-

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APPENDIX 3

Importer by Products

(Dry Vegetables)

Code: (H S) 0712-10 IMPORTS

Products: Potatoes (whether of Not Cut or Sliced But not Further Prepared)

Code	Company Name	Phone Number	Fax Number
11071248	Tae Sung Trading	(02)969-0858/9	(02)969-0857
11034896	Hwa San Materials Co., Ltd.	(02)540-5521	(02)545-1810
534624	Nong Woo Trading	(02)443-1637	(02)443-1639
397270	Won Hee Trading Co., Ltd.	(02)579-2057/8	(02)574-8720
11137193	Yang Rim Industrial Co., Ltd.	(0417)582-0639	(0417)582-0639
680183	Ehwa Industrial Co., Ltd.	(02)636-5000	(02)677-2678/
67989097	Woo Yeon Trading Co., Ltd.	(02)533-7674	(02)533-7665
539588	Il Jin Trading	(02)575-4077	(02)576-6708
11140449	Dae Won International Corp., Ltd.	(02)702-7757/8	(02)717-8843
21015395	Sun Yang Co., Ltd.	(0335)36-0146/8	(0335)36-5655
290195	Won Kwang Marine Products Co., Ltd.	(02)322-0121/4	(02)322-0125
871002	Agricultural & Fishery Marketing Corporation	(02)795-8201/5	(02)798-7513
900928	Sam Il Agri-marine Products Co., Ltd.	(051)261-7656	(051)263-9130
195111	Jung Poong Trading	(02)421-1927/8	(02)419-7659
989097	Woo Yeon Trading Co., Ltd.	(02)533-7674	(02)533-7665
Products: Mushrooms (Whether of not Cut or Sliced, Dried)			
191768	Sein FM	(02)522-2351	(02)522-2355
870072	Young Heung Foods Co., Ltd.	(0342)759-5900	(0342)759-5700/
011184676	Jin Sung Trading	(02)968-2833	(02)964-1469
11136435	Sun Woo Distributon Co., Ltd.	(0441)43-7045	(0441)43-7045
21010600	Shin Woo Agri-marine Products Co., Ltd.	(0342)731-4051	(0342)731-4055
11025056	Han Joong Pharm. Ind. Co., Ltd.	(02)741-4724/5	(02)763-1932
11136211	Chang Jee Moolsan	(02)202-8595	(02)202-8594
792624	Ewang Trading Co., Ltd.	(0431)232-5451	(0431)232-5455
11105046	Sam-A Trading	(02)572-5243	(02)572-5245
12005664	Doragi Trading Co., Ltd.	(051)441-6691/2	(051)441-6690
11137049	Hab Jeong Trading Co., Ltd.	(02)323-0697	(02)323-0695
598615	Cheon Ji Trading Co., Ltd.	(051)468-0937	(051)468-0939
192774	Kuk Il Mooyak Co., Ltd.	(02)584-5169	(02)872-9233
11211334	Shin Young Corporation	(02)967-0754	(02)963-4261
545077	Dae Bo Industry	(02)924-3814/92	(02)925-0589
11023193	Dong Jin Trading Co.	(02)960-1257/8	(02)960-1259
973144	Tae Poong Trading Co., Ltd.	(02)960-1806/7	(02)964-6653
710235	KOHAP Ltd.	(0343)52-0101	(0343)52-4022
12005619	Hawoo Trading Co., Ltd.	(051)464-7667/8	(051)464-7669
11037334	A-Joon Industrial Co., Ltd.	(02)551-1477	(02)551-1480
598866	Dong Seo Trading	(051)464-5658	(051)464-5659

809067	Korea Tourist Hotel Supply Center	(02)458-3291-8	(02)452-7294
45428888	Bo Saeng Pharm. Industry Co., Ltd	(02)961-8800/2	(02)963-0148
11159557	Bo Ree Fashion	(02)322-2720-3	(02)325-3572
596112	Hodori Trading Co., Ltd.	(051)246-9682	(051)247-7335
890526	Sam il Trading Co., Ltd.	(051)861-3234	(051)862-7993
11078065	Soo Ra Trading Co., Ltd.	(02)960-3068/9	(02)959-6239
546980	Seda Co., Ltd.	(02)786-1231	(02)786-1233
11170237	Shin Mee Moolsan	(02)966-4416	(02)969-1852
673224	HS Corporation	(051)868-0711	(051)867-3463
814461	Shinyoung Trading	(0525)42-2893	(0525)42-0847
672098	Koo Duck Trading Co., Ltd.	(051)462-5721/5	(051)462-9741
223739	Seong Han Trading Co., Ltd.	(02)957-0077/8	(02)957-0079
671006	Kukje Corporation	(0525)30-7111	(0525)36-4797
11128171	Ilcho Agir-marine Products Co., Ltd.	(02)587-5631/4	(02)587-3304
710321	Sam Jin Trading Co., Ltd.	(02)968-5501/9	(02)961-5110/9
751469	Nong Shim Co., Ltd.	(02)716-1211	(02)716-5901
12001851	Keum Jung Trading Co., Ltd.	(051)462-4885	(051)462-5012
11210887	Nok Ya Cheong Co., Ltd.	(02)742-9149	(02)763-1932
11017987	Hankook O.J Co., Ltd.	(02)511-7726	(02)516-7967
730246	Kyung Nam Trade Promotion Co., Ltd.	(051)463-6611/5	(051)463-6616
11154411	Sang Rim Trading	(02)420-4933	(02)420-4934
11009863	Hyobin Co., Ltd.	(02)921-1657/8	(02)925-4234
11196037	Atae Trading Co., Ltd.	(02)796-6565/6	(02)796-6567
190594	Hyungje Herbes Materials Co., Ltd.	(02)966-2442	(02)966-1521
13012704	Dae Sung Trading Co., Ltd.	(053)636-2061	(051)441-4038
550529	Hyub Shin Distribution Co., Ltd.	(02)962-0033	(02)968-2213
12005635	Seok Jee Industrial Co., Ltd.	(051)253-1711/2	(051)253-1713
12024283	Dong Rae Trading	(051)525-3335	(051)523-3711
751658	Sung Woo Trading Co., Ltd.	(02)752-4642	(02)755-2559
933232	Se Joon Moolsan Co., Ltd.	(02)825-3855/9	(02)824-3492
14007787	A-Sang Industrial Co., Ltd.	(032)582-0257	(032)582-3335
11158761	Seoul Trading	(02)579-5458/9	(02)578-0579
11188731	Sam Heon Moolsan	(02)965-0672	(02)965-0674
11189316	Ree Corporation	(02)959-4262/3	(02)959-1377
12009167	Won Chang Trading Co., Ltd.	(051)416-3812	(051)412-3814
11055592	Choong San Trading Co., Ltd.	(02)959-4727/8	(02)959-4729
392488	Ma Rim Co., Ltd.	(02)443-7394	(02)443-7395
11212133	Heung Il Saeng Yak Co., Ltd.	(02)967-8077	(02)960-0234
892926	Sam Ho Trading Co., Ltd.	(0572)32-5177	(0572)32-8559
392897	E-Re Chemical Co., Ltd.	(02)402-0345/6	
397225	Whee Myung Moolsan Co., Ltd.	(02)775-1616	(02)775-4625

397342	Jin Wook Moolsan	(02)778-4820/1	(02)756-4662
164238	Bok Jee Trading Co., Ltd.	(0662)41-8881	(0662)43-2377
399302	Han Hwa Farm Co., Ltd.	(02)738-7602	(02)736-6957
423278	Tae Han Special Wood Co., Ltd.	(032)575-6667	(032)576-4220
945677	U & I Trading Co., Ltd.	(02)562-1997/8	(02)553-2970
553368	Hankook Magnette Aloe Co., Ltd.	(053)853-5656/8	(053)853-5659
973498	Poong Yang Ind. Co., Ltd.	(02)702-0746	(02)702-0749
673372	LG International Corp	(02)785-1501	(02)785-7762/3
169721	Sae Bak Trading	(02)551-5688	(02)551-5690
14001347	Young Jin Moolsan Co., Ltd.	(032)465-7799	(032)465-3260
12009802	Sam Kyung Trading Co., Ltd.	(051)464-2255	(051)462-0262
12015159	Seong Hwa Trading Co., Ltd.	(051)248-2387	(051)243-8461
12015782	Seong Shim Trading	(051)529-2272	(051)527-5324
12015919	Dong Kwang Industry	(051)529-5907/8	(051)529-5908
12027862	Bomyung International Co., Ltd.	(051)469-0422	(051)469-0425
13005182	Dong Joo Trading	(053)255-1140/2	(053)253-7975
21010936	Dong In Dang Pharm. Co., Ltd.	(0345)499-0847	
25002670	Yoo Young Co., Ltd.	(053)812-3201	(053)812-3203
293020	Mee Hwa Moolsan Co., Ltd.	(02)706-5701	(02)706-5703
294218	Chin Heung Nong Rim Co., Ltd.	(02)962-4630	(02)964-8027
12004539	Hae Won Trading Co., Ltd.	(051)441-5423/4	(051)441-5425
21000102	Dae Shin Food Co., Ltd.	(0334)74-0084	(0334)74-0086
391874	Sam Jin Corporation Co., Ltd.	(02)754-4906	(02)773-0173
980199	Star Max International Co., Ltd.	(02)699-5801	(02)690-1997
780519	Wha Sung Co., Ltd.	(02)777-4661/4	(02)755-3220
792435	Dae Joo Trading Co., Ltd.	(02)752-1582	(02)756-5733
981325	Se An Co.,Ltd	(0347)62-0736/7	
982317	Sejong Enterprise Co., Ltd.	(02)777-1886	(02)757-4707
984009	Soo Sung Trading Co., Ltd.	(02)777-7445	(02)777-7446
984638	Heung Il Pharm. Industry Co., Ltd.	(02)961-8933/4	(02)960-0234
987178	Seong Rim Sang Kong Co., Ltd.	(02)318-6371	(02)318-3963
498337	Bo Rim Trading Co., Ltd.	(02)326-2637/9	(02)335-5077
543086	Duck Song Trading Co., Ltd.	(02)968-1413	(02)969-3240
11071545	Wolsung Pharm. Co., Ltd.	(02)959-3033/4	(02)959-3035
11077307	Chin Sung Trading	(02)968-2833	(02)969-4176
544504	Seosan General Trading Co., Ltd.	(02)586-9266/7	(02)586-9268
598732	Dae Sung International Co., Ltd.	(051)441-4036	(051)441-4036
870175	Cheong Hak Food Cold Stroe Co., Ltd	(0334)74-5631	(0334)74-5633
871394	Dong Kwang Yang Haeng Co., Ltd.	(02)578-2691/3	(02)578-2694
11002640	Ever Star Co., Ltd.	(02)564-9181/4	(02)564-9185
11041124	Young Jin Noevia Co., Ltd.	(02)517-8131	(02)517-2461

11042837	Chong Seok Information System Co., Ltd.	(02)595-3291/5	(02)595-3296
11043298	Dae Myung Enterprise	(02)374-7172	(02)374-7174
11045531	Poong Won Im San Co., Ltd.	(02)966-5336	(02)964-3098
11053204	Han Mwoi Trading Co., Ltd.	(02)959-1108/9	(02)969-9429
11031639	Dam Ra Jae Co., Ltd.	(02)964-2514	(02)969-6481
11012669	In Bo Trading Co., Ltd.	(02)969-9835	(02)969-9836
11016287	Bora Moolsan	(02)473-0021	(02)485-1270
11113834	San Kyung Life	(02)296-9596	(02)296-9597
11117791	Han Sol Trading Co., Ltd.	(02)957-0127/8	(02)957-0129
11081197	Han Sung Korea Co., Ltd.	(02)777-6333	(02)777-6332
11083612	Han Jong Technical Industry	(02)701-2670	(02)706-2074
11085629	Oksan Corporation Co., Ltd.	(02)567-3631/2	(02)538-5576
11018476	Chaico Trading Co., Ltd.	(02)561-8703	(02)561-8705
11021313	Cheong Ho International	(02)454-8431	(02)458-0410
Products: Others Vegetables, Mixed Vegetables (Whether not Cut or Sliced, Dried)			
21010600	Shin Woo Agri-Marine Products	(0342)731-4051	(0342)731-4055
11017987	Hankook O.J Co., Ltd.	(02)511-7726	(02)516-7967
12035407	Shin Hwan Co., Ltd.	(051)256-3560	(051)256-3563
891044	Dae Jin Fishery Co., Ltd.	(051)465-2697	(051)464-2698
11089599	Il Seung Trading Co., Ltd.	(02)964-3143/4	(02)964-3142
12005664	Doraji Trading Co., Ltd.	(051)441-6691/2	(051)441-6690
11014928	Dae Rim To San Co., Ltd.	(02)517-0431	(02)517-0435
671006	Kukje Corporation	(0525)30-7111	(0525)36-4797
12036871	Poo Cheon Trading Co., Ltd.	(051)466-8929	(051)466-8927
12001851	Kum Jung Trading Co., Ltd.	(051)462-4885	(051)462-5012
11222392	Dae Song Farm Co., Ltd.	(02)400-6940/1	(02)400-6942
199052	Kwang Myung Pharm. Ind. Co., Ltd.	(02)966-6700	(02)969-3500
550529	Hyub Shin Dstribution Co., Ltd.	(02)962-0033	(02)968-2213
12027862	Bomyung International Co., Ltd.	(051)469-0422	(051)469-0425
982317	Sejong Enterprise Co., Ltd.	(02)777-1886	(02)757-4707
891989	Shin-A Trading Co., Ltd.	(051)465-7451/2	(051)465-7453
598615	Cheon Jee Trading Co., Ltd.	(051)468-0937	(051)468-0939
13012168	Dae Hwa Trading	(053)357-7701	
11196800	Yoon Bae Industrila Co., Ltd.	(02)597-7092	(02)597-7095
522681	Hyun Jun Trading Co., Ltd.	(02)774-4051	(02)774-4053
710235	KOHAP Inc	(0343)52-0101	(0343)52-4022
11009201	Daesung IC Co., Ltd.	(02)779-1361/5	(02)753-1055
14010806	Won Il Foods Co., Ltd.	(032)575-9994	(032)576-2429
120038 39	D.S.K Trading Co., Ltd.	(051)467-6421/3	(051)467-6424
690290	Korea Trading Internatinal Inc.	(02)551-3114	(02)551-3100
12003181	Joong Hwa Trading Co., Ltd.	(051)441-3672/4	(051)464-3955

12027127	Kamin Trading	(051)636-6986	(051)636-6988
13007230	Jung Poong Trading Co., Ltd.	(053)564-1626	(053)562-5489
596387	Busung Trading	(051)464-6081/3	(051)464-6083
11128171	Il Cho Agri-marine Products Co., Ltd.	(02)587-5631/4	(02)587-3304
12000614	Ka Young Trading	(051)465-6671	(051)465-6673
11062073	Cheong Poong Trading Co., Ltd.	(02)407-4866	(02)406-3950
553368	Hankook Magnette Aloe Co., Ltd.	(053)853-5656/8	(053)853-5659
11159557	Bori Fashion	(02)322-2720-3	(02)325-3572
11136435	Seon Woo Distribution Co., Ltd.	(0441)43-7045	(0441)43-7045
392488	Marim Co., Ltd.	(02)443-7394	(02)443-7395
740944	Poong Rim Muyak Co., Ltd.	(02)778-2351	(02)756-5402
12032464	Han Ra Trading	(051)758-2922	(051)758-2924
223739	Seong Han Trading Co., Ltd.	(02)957-0077/8	(02)957-0079
545077	Dae Bo Industrial	(02)924-3814/92	(02)925-0589
12018077	Dae Kyung Trading	(051)441-4046/8	(051)441-5778
13012704	Dae Kyung Trading Co., Ltd.	(053)636-2061	(051)441-4038
12010774	Il Jin Trading Co., Ltd.	(051)465-6681/2	(051)465-6683
596112	Hodori Trading Co., Ltd.	(051)246-9682	(051)247-7335
197308	Jinro International Co., Ltd.	(02)587-0943	(02)584-6868
11109424	Chang Hae Co., Ltd.	(051)414-5148	
238834	Bijoo Yang Haeng	(02)875-1222/3	(02)877-4122
12019256	Secheon trading	(051)632-3600	(051)632-8480
986337	Maeil Dairy Industrial Co., Ltd.	(02)276-1551	(02)276-1550
11199661	Insan Trading Co., Ltd.	(02)595-8894/5	(02)596-0508
730246	Kyung Nam Trade Promotion Co., Ltd.	(051)463-6611/5	(051)463-6616
892926	Sam Ho Trading Co., Ltd.	(0572)32-5177	(0572)32-8559
984418	Kiltae Co., Ltd.	(02)597-4444	(02)597-4447
11222433	Sam Boo Trading	(02)679-7035/6	(02)679-7037
12009802	Sam Kyung Trading Co., Ltd.	(051)464-2255	(051)462-0262
399302	Han Hwa Farm Co., Ltd.	(02)738-7602	(02)736-6957
191768	Sein FM Co., Ltd.	(02)522-2351	(02)522-2355
162003	B & K Co., Ltd.	(02)752-1199	(02)753-8714
11210887	Nok Ya Cheong Co., Ltd.	(02)742-9149	(02)763-1932
566025	Pulmuwon Co., Ltd.	(0445)36-8666	(0445)36-8668
293422	Shin Seung Internatinal Co., Ltd.	(02)607-6252/5	(02)607-6256
12005635	Seok Ji Ind. Co., Ltd.	(051)253-1711/2	(051)253-1713
11238272	Boo Bong Trading Co., LTd	(02)516-8636/8	(02)516-8639
961486	G.B.I Co., Ltd.	(02)555-7491/2	(02)553-9639
12020326	Bukwang Trading	(051)529-7071	
597733	Dong Bo Moolsan Co., Ltd.	(051)466-9693	(051)465-2402
11090531	Dae Joo Trading	(02)529-4974/5	(02)529-4976

870175	Cheong Hak Foods Cold Co., Ltd.	(0334)74-5631	(0334)74-5633
431930	Dong Myung Food Ind. Co., Ltd.	(02)365-0037,73	(02)733-6568
11026868	Ho Rae Trading Co., Ltd.	(02)959-5736/7	(02)959-3440
299701	Song Won Agri-Marine Co., Ltd.	(02)966-6928/9	(02)959-0201
11184676	Jin Seong Trading	(02)968-2833	(02)964-1469
841771	Ampaco Co., Ltd.	(02)752-2231	(02)757-5457
298582	Doo Ol Trading Co., Ltd.	(02)538-1471	(02)538-1475
12016888	O-Ma Trading Co., Ltd.	(051)645-5430.6	(051)647-8809
559513	Cheil Special Products Co., Ltd.	(0525)36-3588/9	(0525)33-6290
12005619	Ha Woo Trading Co., Ltd.	(051)464-7667/8	(051)464-7669
598866	Dong Seo Tradign	(051)464-5658	(051)464-5659
12036743	Tae Rim Moolsan Co., Ltd.	(051)466-7678	(051)463-2936
12029147	J Trading	(051)463-9406	(051)463-9408
13015776	Kyung Book Trading Co., Ltd.	(053)959-4340	(053)959-4342
11055691	Conti Moolsan Co., Ltd.	(02)562-2270	(02)562-5721
11232618	Dong Jin Trading	(02)957-0356	(02)957-0357
11225939	Haeng Jin Trading Co., Ltd.	(02)725-3233	(02)725-3239
881047	Heung Saeng Trading Co., Ltd.	(051)464-4716/9	(051)464-5827
11025324	Bosung Special Trading Co., Ltd.	(02)404-2581/2	(02)408-4071
12025686	Cheon Kyo Trading Co., Ltd.	(051)525-5250	(051)525-1985
423278	Tae Han Special Wood Co., Ltd.	(032)575-6667	(032)576-4220
21020096	Ko Eun Industrial	(0343)87-7681	(0343)88-2988
12004539	Hae Won Trading Co., Ltd.	(051)441-5423/4	(051)441-5425
15001360	Tae Young Trading Co., Ltd.	(0662)83-0151	(0662)83-0153
870072	Young Heung Food Co., Ltd.	(0342)759-5900	(0342)759-5700 /01
1136365	Se Hyun Trading Co., Ltd.	(02)3461-2326-8	(02)3461-2329
863247	Eun Sung Trading Co., Ltd.	(02)757-1371/5	(02)757-1376
11154411	Sang Rim Trading Co., Ltd.	(02)420-4933	(02)420-4934
11022589	Sepoong Special Products Co., Ltd.	(02)631-3538/9	(02)631-3537
12039591	Ha Woo Trading	(051)464-7667	(051)464-7669
242765	A-Joo Trading	(051)644-5256	(051)645-3338
11068624	Han Mi Distribution Co., Ltd.	(02)527-0442/6	(02)527-0452
11178642	Han Yang Agri-Marine Co., Ltd.	(02)386-4287	(02)386-4288
16001958	Cheong Ji Ki Distribution	(042)625-6040	(042)624-9173
12009295	Seong Shin Trading Co., Ltd.	(051)441-2192	(051)441-2193
13004718	Dae Young Trading	(053)256-6301/6	(053)256-6302
11047593	Yurimwon Co., Ltd.	(02)407-4200	
12024270	Kyung Il Trading Co., Ltd.	(051)467-0496	(051)464-0953
11199562	Dong Whee Ind. Co., Ltd.	(02)892-5000	(02)807-9562

12027776	Yoo Jin Trading	(051)317-2431	(051)312-4996
949051	O-Cheong Trading Co., Ltd.	(02)293-7883	(02)294-4389
164238	Bok Jee Trading Co., Ltd.	(0662)41-8881	(0662)43-2377
299907	Seo Am Development	(02)333-6188	(02)333-6188
16004920	Sekwang Trading Co., Ltd.	(042)625-0747/8	(042)625-0749
541710	Jusan Moolsan Co., Ltd.	(02)578-2858/9	(02)578-3643
399780	Yeyoung Trading Co., Ltd.	(02)771-1071/4	(02)771-1075
11218289	Sun Rise International Co., Ltd.	(02)416-3140/1	(02)423-7919
11056388	Coram Development Co., Ltd.	(02)539-1616	(02)539-1125
11000589	Chang Shin Farm Co., Ltd.	(02)448-8567	(02)408-5185
792624	Ewang Trading Co., Ltd.	(0431)232-5451/	(0431)232-5455
989097	Woo Yeon Trading Co., Ltd.	(02)533-7674	(02)533-7665
11133041	Hae Chang Yang Haeng Co., Ltd.	(02)404-1341/2	(02)404-1343
14018097	Hwa Shin Trading	(032) 761-6161	
14007787	A-Sang Industrial Co., Ltd.	(032)582-0257	(032)582-3335
981325	Se An Co., Ltd.	(0347)62-0736/7	
11205649	Saechbyeol Trading Co., Ltd.	(02)747-5505	(02)747-3303
874944	Sejin Trading Co.	(0551)41-4070	(0551)41-3071
11162957	Sam Jin Cocom Co., Ltd.	(02)551-5644	(02)551-5645
771470	Sam Ho Moolsan Co., Ltd.	(02)589-1114	(02)589-1006
891518	Han Mi Trading Kong Sa Co., Ltd.	(051)466-6600/1	(051)466-6602
11261706	Doo Ol Moolsan	(02)493-1286	(02)493-1287
12040504	Seong Woo Trading	(051)464-4487	(051)468-3968
394486	Dong Seo Trading Co.	(02)960-7166	(02)960-0347
199045	Kil Sung Trading Co., Ltd.	(02)786-3056	(02)786-3057
670382	Hyosung Corporation	(02)771-1100	(02)754-9983
11240211	Woo Won Oriental Co., Ltd.	(02)769-1627	(02)769-1629
11090122	Choong Han Moolsan Co., Ltd.	(02)424-9727/8	(02)424-9729
934468	Hae Yang Co., Ltd.	(02)982-9960	(02)984-7845
12025925	Seo Kyung Trading	(051)861-5344	(051)851-4961
429722	Nam Sung Trading Co., Ltd.	(02)573-0140	(02)575-8465
16004904	Mi Joo Trading	(042)632-7590	(042)627-2509
12004261	Han Ra Trading	(051)758-2922/3	(051)758-2924
11095945	Kim & Lee Co., Ltd.	(02)951-6782/3	(02)951-6784
11037334	A-Jun Ind. Co., Ltd.	(02)551-1477	(02)551-1480
11071248	Tae Seung Trading	(02)969-0858/9	(02)969-0857
932408	Tong Nam International Co., Ltd.	(02)718-0184	(02)718-5789
11204233	Sein Agency Co., Ltd.	(02)452-8292	(02)457-7329
12001736	Cheong Woo Moolsan	(051)466-2190	(051)892-2313
13000004	Se-A Trading	(053)742-0801/2	(053)742-0803

12019904	Pusan Trading	(051)468-8998	(051)441-3200
11150369	Poobong Trading	(02)594-1557	(02)536-3684
11026293	Yoo Sung San Yeok	(02)790-4035/6	(02)790-9050
11199182	Green Cource Co., Ltd.	(02)4600-741	(02)4600-700
860453	Woon Jin Ginseng Co., Ltd.	(0357)535-2863	(0357)33-7746
598189	Young Woong Trading	(051)464-7684	(051)464-7688
598880	Han A Reum Trading	(051)464-0245/6	(051)464-3843
931588	Choong Dong Indutrial Co., ltd	(02)425-0660	(02)421-4502
900928	Sam Il Agri-Marine Co., Ltd.	(051)261-7656	(051)263-9130
11023784	Chandra Inter Corp. Ltd.	(02)575-7950	(02)578-1051
321332	Dong Bang Trading	(0446)877-2075	(02)774-0779
11136211	Chang Jee Moolsan	(02)202-8595	(02)202-8594
933720	I.L Moolsan Co., Ltd.	(02)549-1651-2	(02)547-7650
292739	S.W International Co., Ltd.	(02)723-0257/9	(02)722-7113
771793	Hong Sung Trading Co., Ltd.	(02)717-7266	(02)717-1127
490304	Dae Shin Trading	(02)543-1535	(02)543-1537
11190684	Se Mo Foods Co., Ltd.	(0348)958-7441	(0348)959-7690
11184436	Chong Won Trading	(02)529-9051/2	(02)529-9053
720627	Pacific Moolsan Co., ltd	(0345)494-2670	(0345)494-1741
809067	Korea Tourist Hotel Supply Center	(02)458-3291-8	(02)452-7294
45830775	C & S Sports Co., Ltd.	(02)707-2491	(02)707-3824
880921	Union Tradign Co., Ltd.	(051)463-4480/2	(051)463-4483
394826	Hak Ku Trading Co., ltd	(02)578-8657/8	(02)578-8658
432757	Columbus Corp	(0336)636-3181	(0336)636-3930
590967	Tae Won Food Ind. Co., Ltd.	(0345)491-7912	(0345)491-7909
941327	Kook To Ind. Co., Ltd.	(02)744-3351/2	(02)744-0364
46205	Golden Bell Yang Haeng Co., Ltd.	(02)588-6831/3	(02)588-6834
528465	Nam Yang Industry Co., Ltd.	(0331)283-4161	(0331)284-1572
529158	Sam Won Art Trading Co., Ltd.	(02)521-8857	(02)588-2336
534624	Nong Woo Trading	(02)443-1637	(02)443-1639
537968	Soo Rim Trading	(02)780-2688/9	(02)780-1950
427676	Jeyang Trading Co., ltd	(02)562-9837/8	(02)552-9832
543842	Han Joong Economy Trading Co., Ltd.	(02)514-6852	(02)514-6855
598732	Dae Sung International Co., Ltd.	(051)441-4036	(051)441-4036
431019	Tae Young Trading Co.	(02)567-9991/3	(02)567-9994
547006	Seon Bong	(02)545-6481	(02)515-5933
673176	Dong Ryang Moolsan Co., Ltd.	(02)776-8215	(02)774-6915
673224	Hwa Seung Co., Ltd.	(051)868-0711	(051)867-3463
690056	Kuil Ind. Co., Ltd.	(02)735-7584/7	(02)737-0178
780667	Young In Trading Co., Ltd.	(02)267-7508	(02)277-7059
792435	Dae Joo Trading Co., Ltd.	(02)752-1582	(02)756-5733

901570	Il Shim Trading Co., Ltd.	(051)246-4779	(051)245-0794
911993	Mee Sung Trading Co., Ltd.	(053)476-1521/2	(053)476-1523
914880	Dae Jin Co., Ltd.	(0557)42-0028.4	(0557)44-3308
866660	Woon Hak Ind. Co., Ltd.	(02)776-3284	(02)756-0061
900588	Nam Mi Trading Co., Ltd.	(051)412-2454	(051)413-3492
802411	Dae-A Co., Ltd.	(0653)833-1035	(0653)834-1035
892634	Hyochang Trading	(053)951-3857	(053)951-3858
853628	Dong Yang Trading Corp. Ltd.	(051)466-7111/2	(051)463-8877
4982551	Chang Hwa Trading Co., Ltd.	(02)752-5033	(02)756-8526
751036	Myung Shin Hwa Sung Industrial Co., Ltd.	(0523)389-1001/	(0523)83-0478
978163	Dong Suh Foods Corp	(032)526-3111/9	(032)5261715
11075093	K.J Enterprise Co., Ltd.	(02)3141-4131/4	(02)3141-4135
292784	Cho Seok Ind. Co., Ltd.	(02)594-7652/4	(02)535-1250
290834	Song Nam Trading Co., Ltd.	(02)594-6900	(02)595-5585
198022	Sang Won Trading Co., Ltd.	(02)815-0083/4	(02)814-9915
16003022	Cheon Il Store	(0461)735-2407	(0461)735-8600
22000729	Dae Sung Store	(0417)551-4794	(0417)61-2134
391874	Sam Jin Corporation Ltd.	(02)754-4906	(02)773-0173
11075684	Dong Sung Industry	(02)838-4478	(02)838-3996
11078065	Soo Ra Trading Co., Ltd.	(02)960-3068/9	(02)959-6239
11078656	Dae Ho Trading Co.	(02)395-0107	(02)395-0108
110859	Yang Ji Electric Ind. Co., Ltd.	(02)823-1414	(02)824-7486
11132578	Jain Enterprise Co., Ltd.	(02)566-5048/9	(02)568-7050
11098566	Dong Nam Trading Co., Ltd.	(02)552-6174/5	(02)539-0349
11102029	Seo Nong International Co., Ltd.	(02)597-7092	(02)597-7095
11105046	Sam-A Trading	(02)572-5243	(02)572-5245
143895	Sam Young Foods Materials Ind. Co .Ltd	(0341)988-5435	(0341)988-5434
193649	Cobe Trading Co., Ltd.	(02)969-5507	(02)969-5509
299275	Woo Yang Pharm. Ind. Co., Ltd.	(0331)48-1612	(0331)48-1612
14001347	Young Jin Moolsan Co., Ltd.	(032)465-7799	(032)465-3260
297198	Young Jee Trading Co., Ltd.	(02)543-8933/4	(02)543-8935
13003539	Dae Hwa Trading	(051)441-6251	(051)441-6252
984638	Heung Il Pharm. Ind. Co., Ltd.	(02)961-8933/4	(02)960-0234
12000487	Doo Ree Trading Co., Ltd.	(051)243-3682	(051)248-6268
12015175	Seo Han Trading	(051)506-2398	(051)506-2399
12021381	Neco Trading Corp. Ltd.	(051)254-8224	(051)254-0626
12021534	Keon-A Sang Kong Co., Ltd.	(051)441-3896	(051)441-3897
12001455	Bu Jeon Trading Co., Ltd.	(051)464-8133-4	(051)464-8132
12006207	Dae Shin Trading Co., Ltd.	(0341)988-5435	(0341)988-5434
12009167	Won Chang Trading Co., Ltd.	(051)416-3812	(051)412-3814
12003813	Se Yang Trading Co., Ltd.	(051)441-4007	(051)463-4134

11012812	Mee Rae Textile Co., Ltd.	(02)237-7781	(02)233-1991
11034870	Seol Ak Trading Co., Ltd.	(02)964-0666	(02)962-5582
11036072	Keum Jin Sang Kong	(02)706-5335	(02)706-5333
11018814	Hae Chang Farm	(02)404-1341	(02)404-1343
11070098	Dae Sung Mandarin Co., Ltd.	(02)928-4571	(02)929-7842
11049258	Tae Am Moolsan Co., Ltd.	(02)584-8461	(02)521-6089

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APPENDIX 4

Dried Vegetables

Co. Number	Product Imported	Packaging	Size Quantity	Other Details	Source	Quantity Imported		End-User
						kg	\$ US	
56	Dried Vegetable	Gunny pag	20-30 kg	None	China	200-300 kg	400,000-500,000	Manufacturers
57	DriedVegetables Fern brake Taro	Gunny pag Box	10 kg	None	China			Wholesales market
58	Mushroom Royal Jelly	Box Box			China	0 (1995) 2 ton		Wholesaler
59	Dried Vegetable	Box			China	30 ton		Wholesaler
60	Dried Vegetable	Bag			China	N/A	N/A	

Dried Vegetables

Co. No.	Co. Name	Business Type	Tel.	Fax	Address
56	Korea O.J.	Importer	511-7726		Banpo-dong, Seocho-ku
57	Songwon Agri-Marine Products	Importer	966-6928/9		Jeki-dong, Dongdaemoon-ku
58	Dae Myung Enterprise	Agent, importer, wholesaler	374-7172	374-7174	Pukgacha-dong, Seodaemoon-ku
59	Dae Bo Industry	Importer	924-3814	925-0589	Bomoon-dong, Sungbuk-ku
60	B&K	Importer/	752-1199	753-8714	Puckchang-dong, Yongsan-ku

		export			
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