

## C. PROMOTIONAL ACTIVITIES

There does not appear to be any kind of trade show in Korea appropriate for participation by towel manufacturers. Direct contact with major department stores to test their interest in importing product is advised.

## D. SOURCES OF SUPPLY AND CHANNELS OF DISTRIBUTION

### *Major Korean Department Stores:*

1. Shinsegae Department Store Co. Ltd.  
25-5 1-ka, Chungmoo-ro, Chung-ku,  
Seoul, Korea.  
Tel: (02) 727-1001  
Fax: (02) 727-1190  
Contact: Mr. Han-Sup Ryu, president.

2. Galleria Department Store  
40, Jamsil 3-dong, Songpa-ku,  
Seoul, Korea.  
Tel: (02) 410-7114  
Fax: (02) 414-5424  
Contact: Mr. Kab-Son Ka, president.

3. Keumang Development Industrial Co. Ltd. (Hyundai Department Store)  
456 Apkujong0dong, Kangnam-ku,  
Seoul, Korea.  
Tel: (02) 544-9131/5  
Fax: (02) 752-6471  
Contact: Mr. So-Seung Ahn, president.

4. Lotte Shopping Co. Ltd.  
1 Sokong-dong, Chung-ku,  
Seoul, Korea.  
Tel: (02) 752-2500  
Fax: (02) 752-6471  
Contact: Mr. Jin-Woo Kang, president.

5. Midopa Co. Ltd.  
713 Sangkye 2-dong, Nowon-ku,  
Seoul, Korea.  
Tel: (02) 939-2222  
Fax: (02) 938-4454  
Contact: Mr. Chin-Ouk Kim, president.