

4. Year, month and date of manufacture
5. Effective period
6. Weight or number of pieces
7. Name and contents of materials
8. Caution for storage
9. Supplier's policy on the sales return and exchange
10. Standard for usage and storage

Most food importers usually use sticker labels on which the above requirements are clearly printed.

OTHER: BUSINESS PRACTICES AND PUBLIC HOLIDAYS:

Business etiquette: Song-Hyon Jang, a highly regarded Korean international business consultant has described what he considers to be the most important aspects of business etiquette for foreign firms in his recent book, *The Key to Successful Business in Korea*. The following is a summary of Mr. Jang's recommendations:

1. Always have a formal introduction. Meeting the right people in a Korean company almost always depends on having the right introduction. Whenever possible, firms should obtain introductions rather than making contacts directly or "cold calling" a Korean businessman. Use of the proper intermediary is desirable in business meetings. If the person whom you wish to meet has respect for your intermediary, chances are he will have equal respect for you.
2. Always carry business cards. In Korea, every person has a distinctive place in an organizational hierarchy. A Korean businessman will not be comfortable until he knows what company the person he has just met is from and his/her position within that company. For this reason, the exchange of business cards plays a very important role in the introduction process.
3. Do not assume that everything you say in English is completely understood. The real level of comprehension of many English-speaking Korean businessmen may not be as good as their courtesy implies. Cultural barriers may also distort their understanding of your overall presentation. Take pains to emphasize and repeat your key points. Audio/visual aids are also useful, as are brochures (preferably in Korean) which can be left after the meeting for further review.