

2) Personal contact: In selling to Korea, personal contact is important not only because of the value placed on personal relationships as a key component of the business relationship, but also because such discussions serve to bring the end-user in touch with new products and processes.

Suppliers should consider: (1) making visits to Korea to augment the efforts of the local representative; (2) holding demonstrations, seminars, and exhibitions of their products in Korea, utilizing such facilities as the Canadian Embassy in Seoul; (3) increasing the distribution of company brochures to potential buyers and industry associations; and (4) improving follow-up on initial sales leads.

3) Delivery: The ability to supply goods in a prompt and timely manner is of great importance to Korean firms.

SOURCES OF INFORMATION:

The Canadian Embassy in Seoul and the appropriate desks at External Affairs can provide assistance to interested exporters.

The Embassy of Korea in Ottawa, the Consulates of Korea in Montreal, Toronto and Vancouver, the Canada-Korea Business Council in Ottawa and the Korean Trade Centres in Toronto and Vancouver also may be useful sources of assistance. Other sources of assistance are the Korean Traders Association (KTA) to which all licensed traders belong, the Association of Foreign Trading Agents of Korea (AFTAK) to which all registered offer agents belong, the Korean Chamber of Commerce and Industry and Canadian branch banks in Seoul.

The Korea Marketing Association was established in Seoul in 1970 under the administration of the Ministry of Trade and Industry. It provides information on such related topics as market development planning, marketing of various products, and export marketing. The Center is also a repository for statistical data for use in market research and development. In addition, there are a number of privately owned research firms engaged in contract research work, including Korea Management Development Institute, Hankook Research Co., Korea Industrial Development Institute, International Management Institute of Korea University, and Industrial Management Research Center of Yonsei University. Several U.S. market research firms also maintain offices in Seoul.