

- TABLE OF CONTENTS -

|  |    |
|--|----|
| III. PROMOTION .....   | 89 |
| III.1. Trade Fairs .....   | 90 |
| III.3. Related Economic Organizations .....                                      | 93 |
| EXECUTIVE SUMMARY AND RECOMMENDATIONS .....                                      | 1  |
| I. BACKGROUND .....  | 7  |
| I.1. The Trend and Prospect of Construction Industry in the Korean Economy ..... | 8  |
| 1. Economic and Demographic Profile  |    |
| 2. Future Economic Trends  |    |
| 3. Construction Industry in the National Economy                                 |    |
| 4. Overseas Construction   |    |
| I.2. Demand and Supply of Housing .....  | 15 |
| 1. Changes in Living Pattern by Economic Growth                                  |    |
| 2. Current Situation and Future Trends for the Demand and Supply of Housing      |    |
| 3. Public Construction Projects  |    |
| - New Town Development Plans   |    |
| II. MARKET ANALYSIS BY SEGMENT .....   | 21 |
| II.1. Exterior Structural Components .....                                       | 25 |
| 1. Granite   |    |
| 2. Doors, Windows and their Frames   |    |
| 3. Fiber Glass   |    |
| 4. Roofing Materials   |    |
| II.2. Building Engineering and Equipment .....                                   | 48 |
| 1. Heating Equipment   |    |
| 2. Smart Home System   |    |
| II.3. Interior Fittings .....  | 59 |
| 1. Tiles   |    |
| 2. Sanitary Fixtures and Bathroom Kits   |    |
| 3. Gypsum Board  |    |
| 4. Carpets and Flooring Materials  |    |