

POST COMMENTS

It is not necessary to retain a South Korean agent in the lobster trade. Canadian suppliers should deal directly with importers and distributors, as each importer will be concerned with the need to develop the Korean lobster market. Canadian exporters should approach several Korean firms initially, with a view to making some trial shipments before considering entering into an exclusive distribution arrangement.

The growth of an affluent middle class in South Korea has recently led to a burgeoning market for some seafood products, including lobsters. The Korean market can support high prices for products that are perceived as being of premium quality. This market would be worth exploring for Canadian lobster exporters that are willing to commit at least modest resources to market development in cooperation with South Korean importers and distributors.

IMPORTERS/USERS

Bohae Foods Company Ltd.

Contact: Jung Kyung-Hoon
Seoul
Tel:(822) 585-3131
Fax:(822) 585-3120

Hwa Ryoon Moolsan Company

#649-13 Dunchondong
Namchong Building 3th
Kangsoku, Seoul
Contact: Lim Jae-Hyung
Tel:(822) 601-4783
Fax:(822) 601-4785

For Further Information Contact:

Canadian Embassy
Officer: J.H. Kim
P.O. Box 6299
Seoul 100-662, Republic of Korea
Tel:(011-82-2) 753-2605/8
Fax:(011-82-2) 755-0686

Chiwoo Trading Company

Contact: Kwon Byung-Hee
Seoul
Tel:(822) 542-8033
Fax:(822) 542-8034

Kaja Trading Company Ltd.

Contact: Kim Yoon Dong
Seoul
Tel:(822) 553-3131
Fax:(822) 557-3131

Chung Jigi Trading Co. Ltd.

#517-4 Shinsadong
Kangnamku, Seoul
Contact: Kim Gun Cheol
Tel:(822) 549-1586
Fax:(822) 542-0546