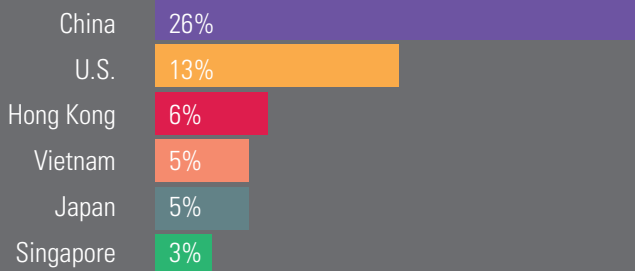


Main Exports

Machinery and transport equipment (59%); Road vehicles (13%), Telecommunications, Sound Recording/Reproducing Equipment (8%), Petroleum and petroleum products (6%); Iron and steel (4%); Plastic (4%)

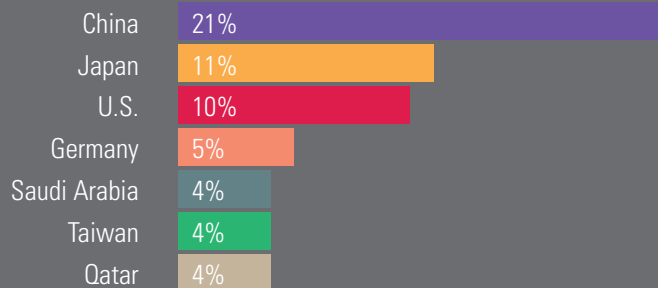
EXPORT PARTNERS



Main Imports

Petroleum, Petroleum products and related materials (16%), Electrical machinery, appliances, and electrical parts (13%); Food, Live Animals (5%), Natural Gas (5%)

IMPORT PARTNERS



OFFICES AND ORGANIZATIONS

9:00 a.m. - 6:00 p.m.
 Monday to Friday

BANKS

9:00 a.m. - 4:00 p.m.
 Monday to Friday

Closed on national holidays and usually for lunch between 12:00 p.m. and 1:00 p.m.



BUSINESS ATTIRE

The conservative conventions of dark suits, shirts and ties are still very much the norm in South Korea with smart business suits or dresses being favored by women. Trousers tend not to be worn by women in business situations but are acceptable in informal, social settings.



BUSINESS TIPS

Gift-giving is a common practice when doing business in South Korea. The gifts given at the first meeting are intended to acquire favors and to build relationships. Wait until your host has presented his gift and use both hands to accept it. The gifts exchanged should be of similar value, with that of greatest value going to the most senior person.

Business cards should be treated as an extension of the person. Therefore you should read it carefully and then place it on the table in front of you. To put someone's card in your pocket or to write on it, etc. is to show disrespect to the person.

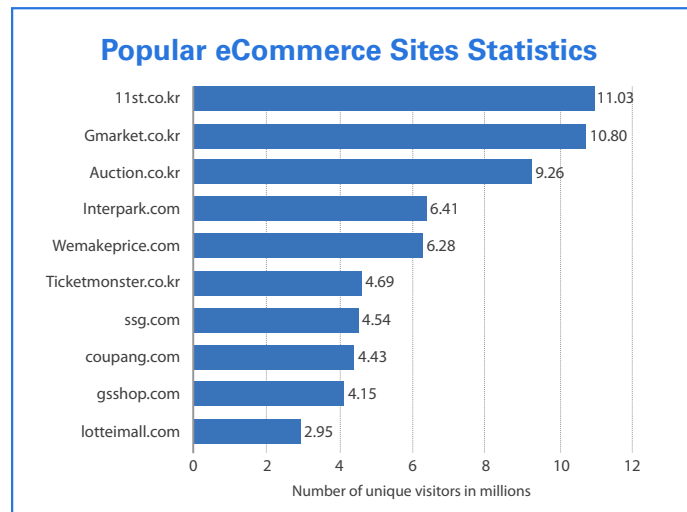
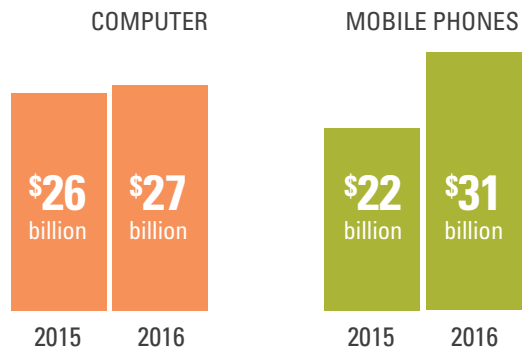


eCommerce

eCommerce is a key component of the overall consumer market in South Korea, a country with nearly 90% broadband internet and smartphone penetration. Characteristics of eCommerce in South Korea include:

- Domestic online purchases, including purchases on PCs and mobile phones, reached \$58 billion in 2016 up from \$48 billion in 2015. Domestic electronic commerce, in December 2016, comprised 17.9% of South Korea's total retail industry.
- High penetration of mobile phones is the main factor driving market growth.

ONLINE SHOPPING

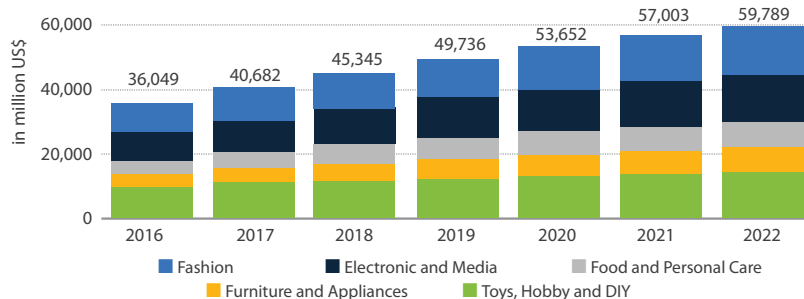


Average amount spent per purchase

Slow growth and high personal debt has made South Korean consumers cautious. Many are seeking better value when purchasing fundamental goods, and private brands that are relatively inexpensive.

This emphasis on spending money efficiently has also been beneficial for premium outlet stores. Their sales grew 41% from 2011 to 2012, while sales growth at department stores has remained relatively constant. Indeed, an anti-consumption movement has led many middle and lower-class consumers to shun department stores, opting for outlets and discount stores instead. On average, South Koreans make 68% of their purchases during sales periods, compared to 57% in the U.S. — yet another benefit of this heightened focus on getting the best bang for your buck.

ECOMMERCE REVENUE BY CATEGORIES



FUN FACTS

- South Korea has one of the fastest internet speeds in the developed world (5G)
- Large smartphone manufacturers are based in South Korea (LG and Samsung)
- 1% of South Korea's GDP is owed to Samsung