



British Lifestyle Showcase Trade Mission to South Korea

Seoul, South Korea, 7 – 11 March 2018

The Department for International Trade (formerly UK Trade & Investment) invites British home and kitchen brands to join a trade mission to South Korea for our Lifestyle Showcase event at Seoul Living Design Fair 2018. This will be a unique platform to showcase the excellence of British design to the local retailers and buyers, and for British brands to develop their exports to Korea.

Contacts

To register, please contact:

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Why South Korea?

South Korea, home to 50 million consumers in its own right, has also developed into one of Asia's premier shopping destinations. Korea has a vibrant and sophisticated retail market, offering extensive exporting opportunities for British consumer goods. The UK is now Korea's second largest EU trading partner. Koreans have strong purchasing power and are driven by their desire for high quality lifestyle products and world-class design. British design brands have a high profile in South Korea and demands for British lifestyle brands continued to grow.

The creation of additional shopping locations and approved development projects to build new department stores, shopping malls, duty-free shops across the nation is opening the Korean import market more widely. In addition to growing offline distribution opportunity, Korea's highly advanced internet infrastructure is boosting the rapid growth of e-commerce market. This is generating more opportunities for British consumer & retail brands. Korean e-commerce market was worth approximately GBP41.5bn in 2016 and lifestyle is now one of the primary importing categories for Korean consumers. Competitive British lifestyle brands can engage in both e-exporting and in a separate in-country offline distribution at the same time. Now is an excellent time for British brands to enter the market.

Who should participate?

The Showcase and Trade Mission is open to British lifestyle brands from the following categories;

- Tableware, dinnerware, pottery, porcelain
- Home furnishing & accessories, lightings
- Kitchen textiles, cookware, coffee ware, crockery & cutlery, kitchen accessories

Core Activity

The Department for International Trade (DIT) offers a unique opportunity for UK companies to present their products in a lifestyle setting to key South Korean retailers, buyers, shops, open market and press at a high profile showcase in Seoul. The key mission programme includes;

- British Lifestyle Showcase at Seoul Living Design Fair (SLDF) 2018 (www.livingdesignfair.co.kr)
The exhibition space for the British Lifestyle Showcase will be built at the venue of Seoul Living Design Fair, the largest and most well-known trade show for home & kitchen design brands in Korea. UK trade mission attendees will be provided with support for building individual stands to showcase their products and B2B meetings with local companies. The showcase will have an audience of potential clients, buyers and business partners including retailers, distributors, duty-free shops, outlets, independent retail shops, online shopping malls, and other buyers, as well as the general public. Local media will also be invited to report on the showcase and the brands. DIT Seoul may be able to arrange individual media interview with UK delegates if requested.
- Pre-arranged one on one meetings with local retailers & buyers at the showcase
DIT Seoul is promoting participating British brands to local retailers and buyers and trying to arrange one on one meetings with interested local companies in advance, as well as bookings made on the day.

Costs & Travel

All participants are responsible for own flights, accommodation and subsistence. DIT will be supporting 50% (approximately £1,000) of costs to hire a standard booth (3mx3mx2.4m) for each participating UK company. UK mission members will be required to pay for the remaining 50%. Standard booth for UK participants will be equipped with walls, lightings, pytex floor and a company logo. DIT will also be providing the followings to support participating UK exhibitors.

- Furniture rental to display UK products at individual stand
- Provision of required electricity
- Designated interpreter to support meetings with local companies during the showcase period (5 days)
- Production of exhibitor directory and other event marketing materials.

Please do not make any travel arrangements prior to confirmation of your place on the mission.

Registration

If you would like to discuss the mission further please contact Ms Mikyung (Mikie) Park, Trade Manager, DIT Seoul, Mikyung.Park@fco.gov.uk.

To apply for your interest in the mission please complete the attached application form and send it to Mikyung.Park@fco.gov.uk no later than 8 December 2017.
