



CAMERA DI COMMERCIO
DELLA ROMAGNA
FORLÌ-CESENA E RIMINI



WE MAKE
YOUR BUSINESS
EXPAND IN
OTHER
COUNTRIES.

GOING TO SOUTH KOREA BUSINESS OPPORTUNITIES 2025



25.09.2025

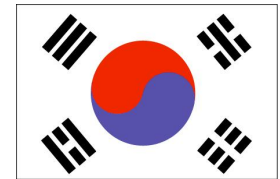


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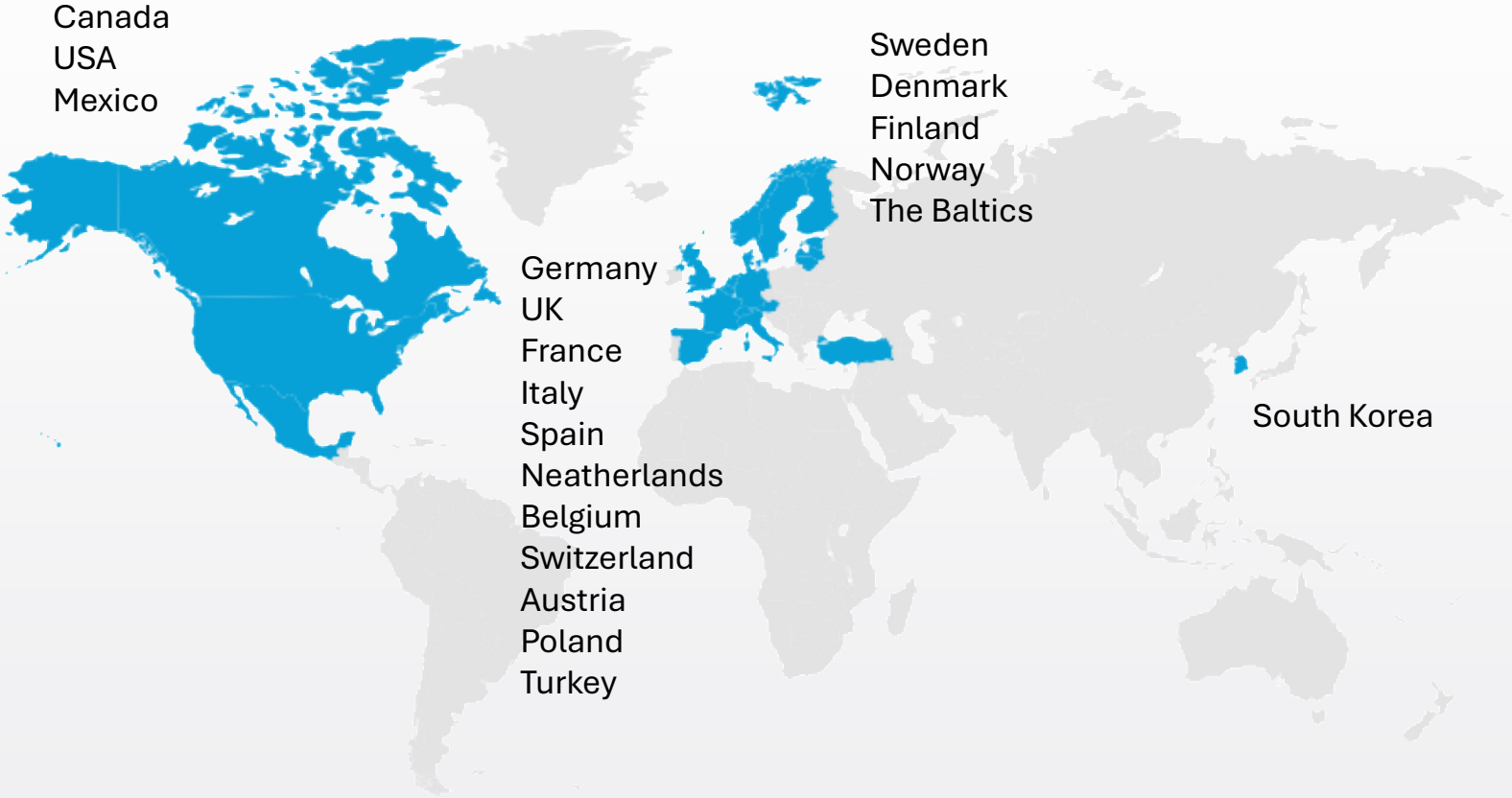
Summary



- ✓ WHO WE ARE - COLUMDAE ApS
- ✓ BUSINESS OUTLOOK – MACRODATA
- ✓ KEY & STRATEGIC TRENDS IN SOUTH KOREA
- ✓ BUSINESS OPPORTUNITIES IN THE MARKET AND NEW KEY TRENDS
- ✓ BUSINESS CULTURE & NEGOTIATION – a Key Factor
- ✓ WHY ITALY – Sectors
- ✓ QUESTIONS & ANSWERS
- ✓ THANKS AND GOOD BYE



Our Markets



Canada
USA
Mexico

Sweden
Denmark
Finland
Norway
The Baltics

Germany
UK
France
Italy
Spain
Netherlands
Belgium
Switzerland
Austria
Poland
Turkey

South Korea



Looking for the best way to export and expand abroad?

Why Columdae is indispensable when you want to expand into new markets abroad:

- **We are Locals**
- We are Experts
- **We are Result Oriented**
- We save Your Time and Money
- **We optimize and capitalize your opportunities**

How we implement projects?

- 1) **Free Preliminary Check** 3-5 working days
Local Export Specialist
- 2) Feedback from our Local Export Specialist
Project Potentiality to proceed or not
- 3) Proposal: - 50 % + 50% **Success Fee**
- 4) Start – **90 working days**
Conference Call with local Export Specialist
- 5) **Mid Report** – 45 working days
- 6) **FINAL REPORT + Short List**
Conference call Country Project Account

COMPANY NAME:

Project Summary: <small>*to be filled in by Columdae ApS</small>	Client	Project n°
COMPANY PROFILE		
Established year:	Employees:	
Turnover:	Webpage:	
1. Product / Solutions		
2. Markets to develop		
3. Type of Research	<input type="checkbox"/> Clients <input type="checkbox"/> Distributors / Partners <input type="checkbox"/> Account Export Service <input type="checkbox"/> Market Analysis	
4. Target		
OWN PRODUCT DESCRIPTION		
Competitive strength		
Key Distributors/Clients References		
Key products / solutions characteristics		
Price range		
Certifications		
TARGET MISSION DESCRIPTION		
Target size potential Clients/Distributors		
Market/customer segment		
Existing contacts in the target market (companies contacted or existing cooperation partners)		
Main competitors in the area		
Present key example of clients/distributors/buyers		
ADDITIONAL KEY INFORMATION:		



Our Main Experties

Partner Search
Finding new
Distributors and
Partners

**Client / Buyer
Search**
Finding new
Clients, Rapid
Export Growth

**Account Export
Services**
Managing &
Developing your
Export abroad

**Market
Information**
Competitor and
market analysis

**Trade
Delegation**
Business
mission in
Strategic Market

Tax & Legal
Tax, legal stand-
point & support
Procurement
Tenders



ANDERSEN



Hyeo Jin MOON

Head of Korean and East Asian Unit

- **COLUMDAE ApS**
Export Director EAST ASIA - Seoul
- **KOTRA, Seoul-Paris**
Marketing Project Manager at KOTRA
- **LG Electronics, Seoul**
Export Manager
- **INAsup – Paris**
D2A Master Droit, économie et Marketing
- Seoul National University – Pharmacy
bachelor



AI acquisition
international
the voice of modern business - est. 2010

Business Excellence awards

COLUMDAE ApS

Best Business Export Support Services Provider - Scandinavia

2022



Finding Business Opportunities in **KOREA**

Target Market Business Outlook



SOUTH KOREA: South Korea's central bank said its economic growth projection for 2025 was estimated between 1.6% and 1.7%, The South Korean government, along with international bodies like the Bank of Korea and the OECD, has revised its GDP growth forecast for 2025 to around 0.9%.

Exports will strengthen as semiconductor sales recover. Energy and food prices have pushed up consumer prices, but inflation will gradually moderate and reach the target in 2025.

This scenario would cause real GDP to grow by just 1.6% in 2025 and contract by 2.1% in 2026. Aside from the uncertain policy environment, the US economic outlook remains bright. The economy is gradually slowing toward its potential rate of growth. Unemployment remains low, and inflation is nearing 2%

South Korea's real GDP grew by 2.0% in 2024, according to the Bank of Korea's advance estimate. The total nominal GDP for the country in 2024 was reported as approximately \$1.87 trillion USD



Target Market Business Outlook



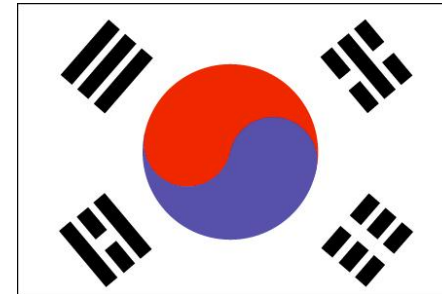
GDP Figures for 2025:

- Nominal GDP: \$1.79 trillion
- GDP (Purchasing Power Parity): \$3.37 trillion
- Growth Forecasts for 2025
- South Korean Government: 0.9%
- Bank of Korea: 0.9%
- OECD: 1%

Factors influencing the forecast

- Domestic Demand: A modest recovery in domestic demand is expected, partly due to government stimulus measures.
- Trade Headwinds: The economy faces challenges from trade tensions, including potential US tariffs, which are expected to slow growth.
- AI-driven Growth: The government is banking on artificial intelligence (AI) to help reignite the economy.
- Construction Slump: A slump in the construction sector is also contributing to the weaker growth outlook.

SOUTH KOREA



President of Republic	Lee Jae-myung
Political Regime	Parliamentary Republic
Capital	Seoul
GDP/Cap	>20 000 \$
Main cities	Pusan, Daejeon, Daegu, Incheon, Gwangju



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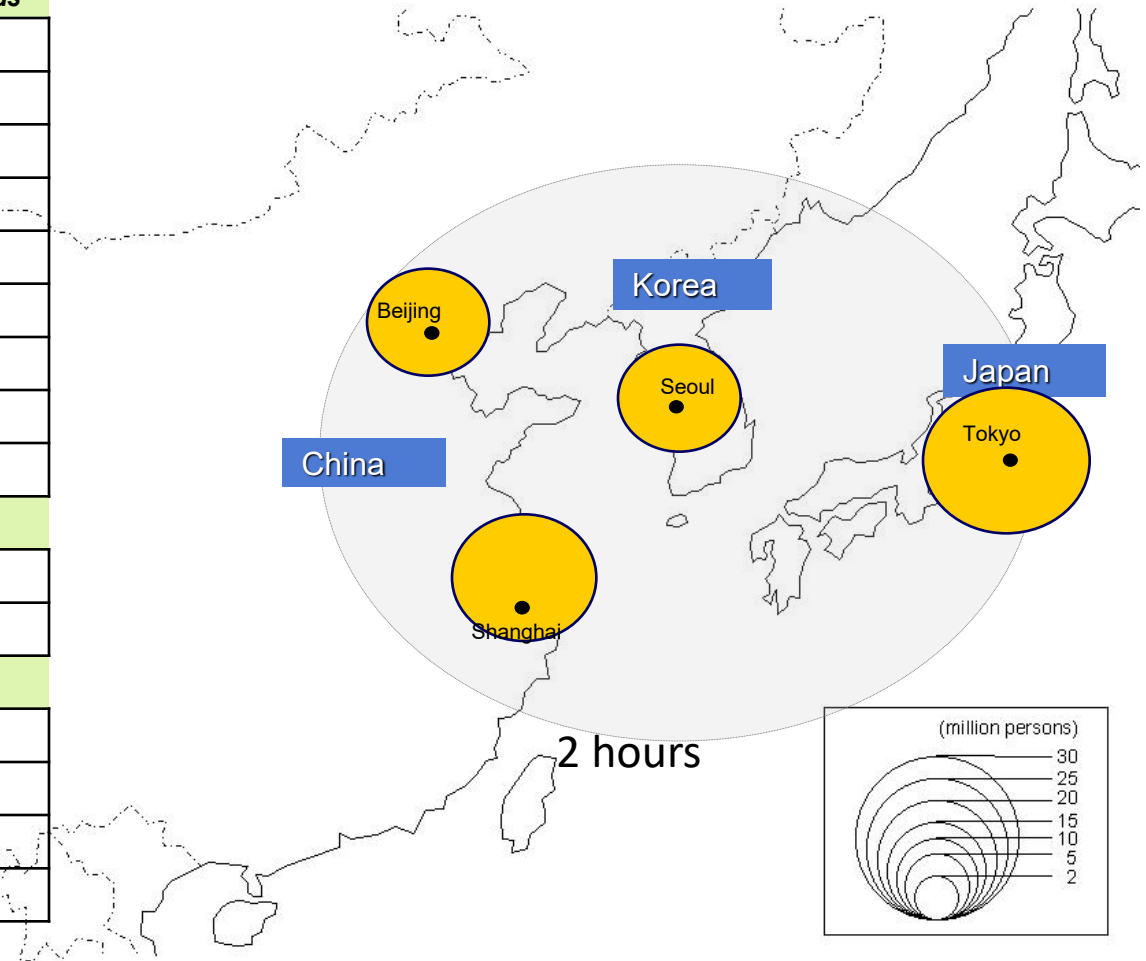
KOREAN ECONOMY



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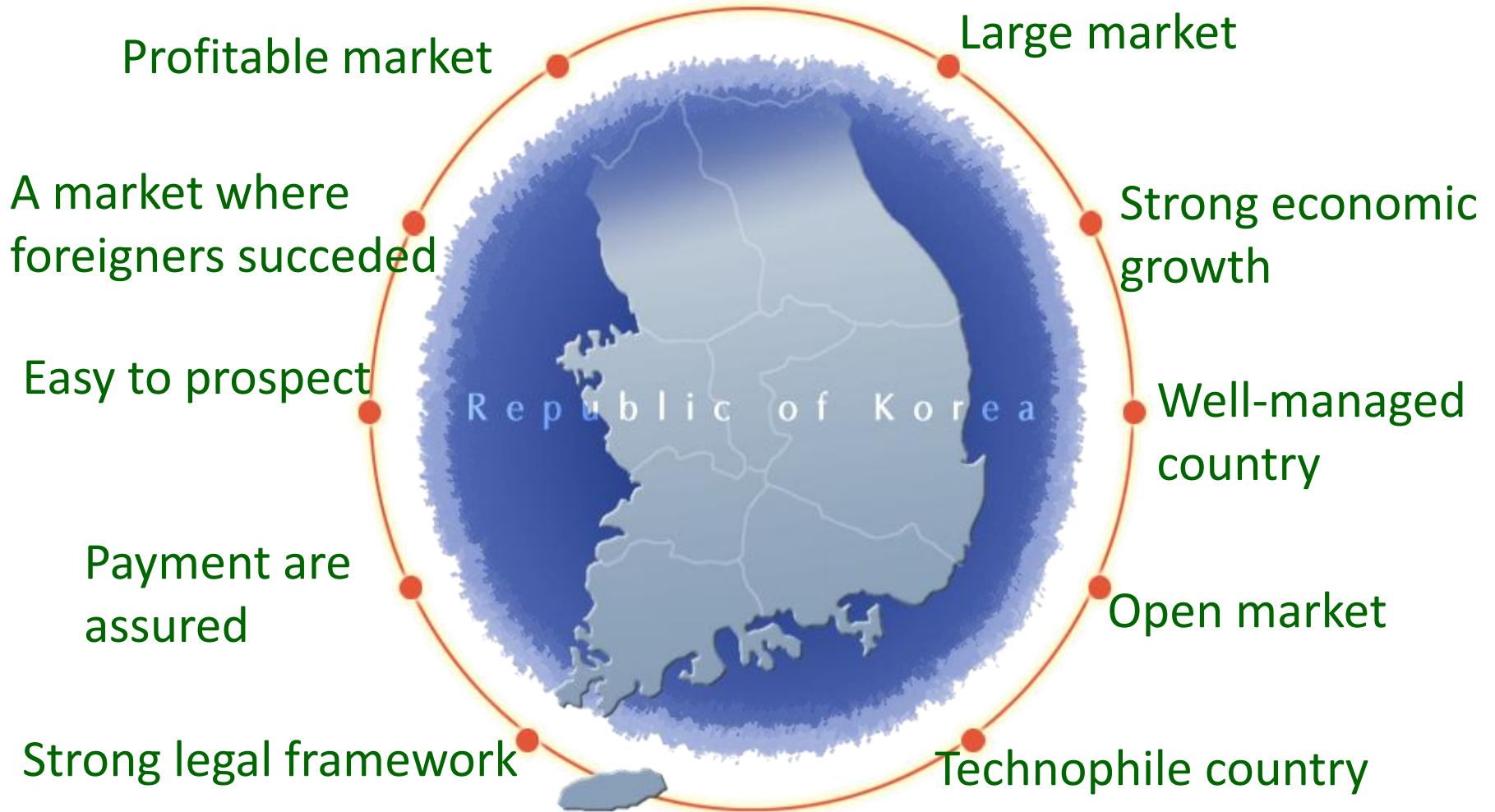
MAIN ECONOMICAL INDICATORS

Statistics	Korea	trends
Population (millions)	51.75 M	
Superficy (km ²)	99 000	
Density(hab/km ²)	495	
GDP billion\$	990	
Growth	1.4%	↗
PIB/hab	34 000\$	↘
Pop active	30 million	
Unemployment rate	4.0%	↘
Inflation rate	1.9%	↘
Exchanges		
Exports billion\$	422.4	↗
Imports billion \$	435.4	↗
Finance		
Investment rate	28.8% GDP	
Public debt	33.4% GDP	↘
Change won/\$	1400	↘
Change won/€	1500	↘



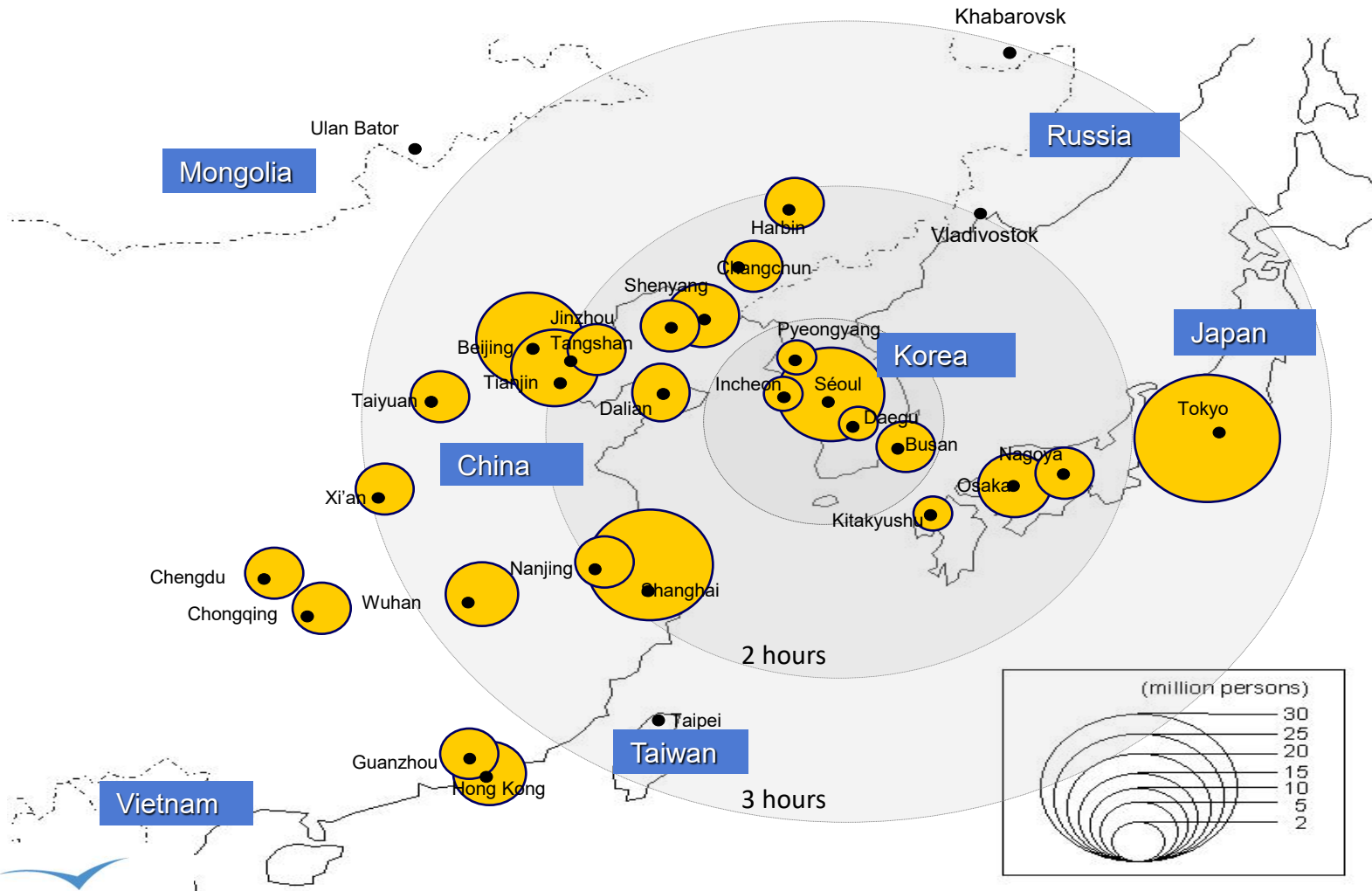
Source : OECD, IMF

10 REASONS TO GO TO KOREA



STRATEGIC LOCATION

- 51 cities over 1 million inhabitants within 3 hours
- At the heart of North-East Asia (between Shanghai and Tokyo, Beijing and Vladivostok)



KOREA, GIANTS COUNTRY

Automotive, 5th globally

- Automotives: 5.3% global market share
With about 4 millions car
(Hyundai-Kia, GM-Daewoo, RSM, Ssangyong)
- Car part equipment: 7.3% global market share
US\$ 34.4 billion

Semiconductors, 10% market share

- Global leaders
 - Samsung Electronics (no.2)
 - Hynix (no.9)
- D-Ram leaders (2010 est.)
 - DRAM 45%
 - NAND Flash 50%

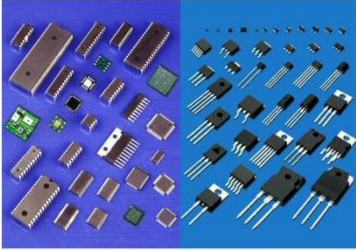
Display, n°1 worldwide

- Market share
 - CRT 59%
 - PDP 56%
 - LCD 39%
 - OLED 42%
- Main actors
Samsung Electronics, Samsung SDI,
LG Philips LCD, LG Electronics

Mobile phones, 23% market share

- Market share of Korea, 23%
 - Samsung Electronics 13% (no.3)
 - LG Electronics 7% (no.4)
 - Pantech Group & others 3%

KOREA, MAIN SECTORS



Semiconductors



Shipyards



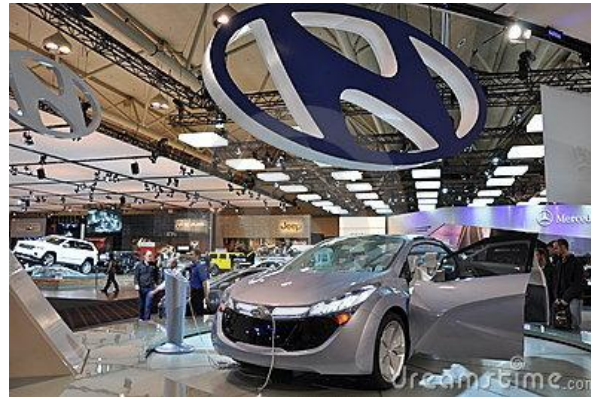
Telephones



Displays



Steel



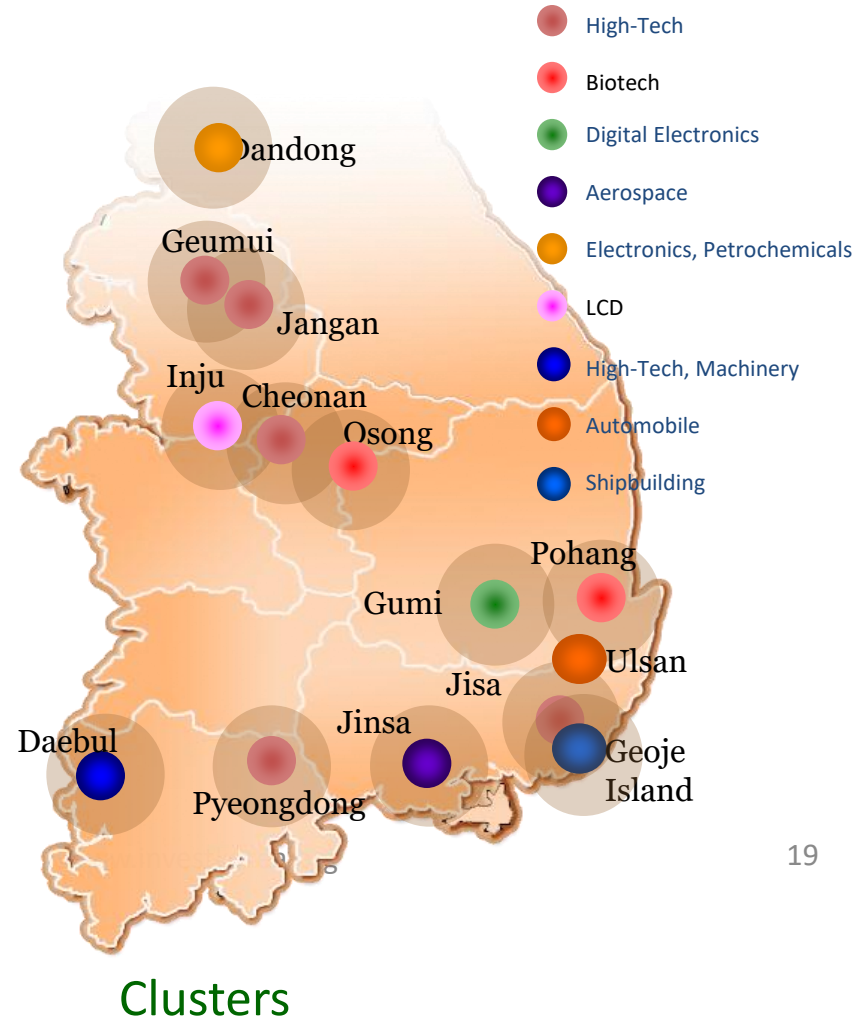
Automobile



Building

CLUSTERS & SPECIAL ZONES


Free Economic Zones



KOREAN FIRMS IN FORTUNE 500

40 → 38

Samsung Electronics



EC

69 → 67

LG



EC


72 → 86

SK Holdings



87 → 82

Hyundai Motors



199 → 224

POSCO



213 → 267

GS Holdings



305 → 245

KEPCO



355 → 378

Hyundai Heavy Industry



EC

362 → 329

Hanwha



367 → 247

Samsung Life Insurance



438 → N.A.

KoGas



441 → N.A.

S-Oil



471 → N.A.

Doosan



EC

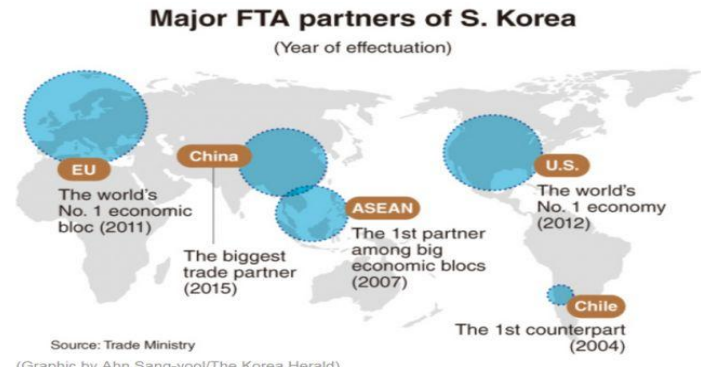
495 → 475

Samsung C&T



EU-KOREA FTA BENEFITS

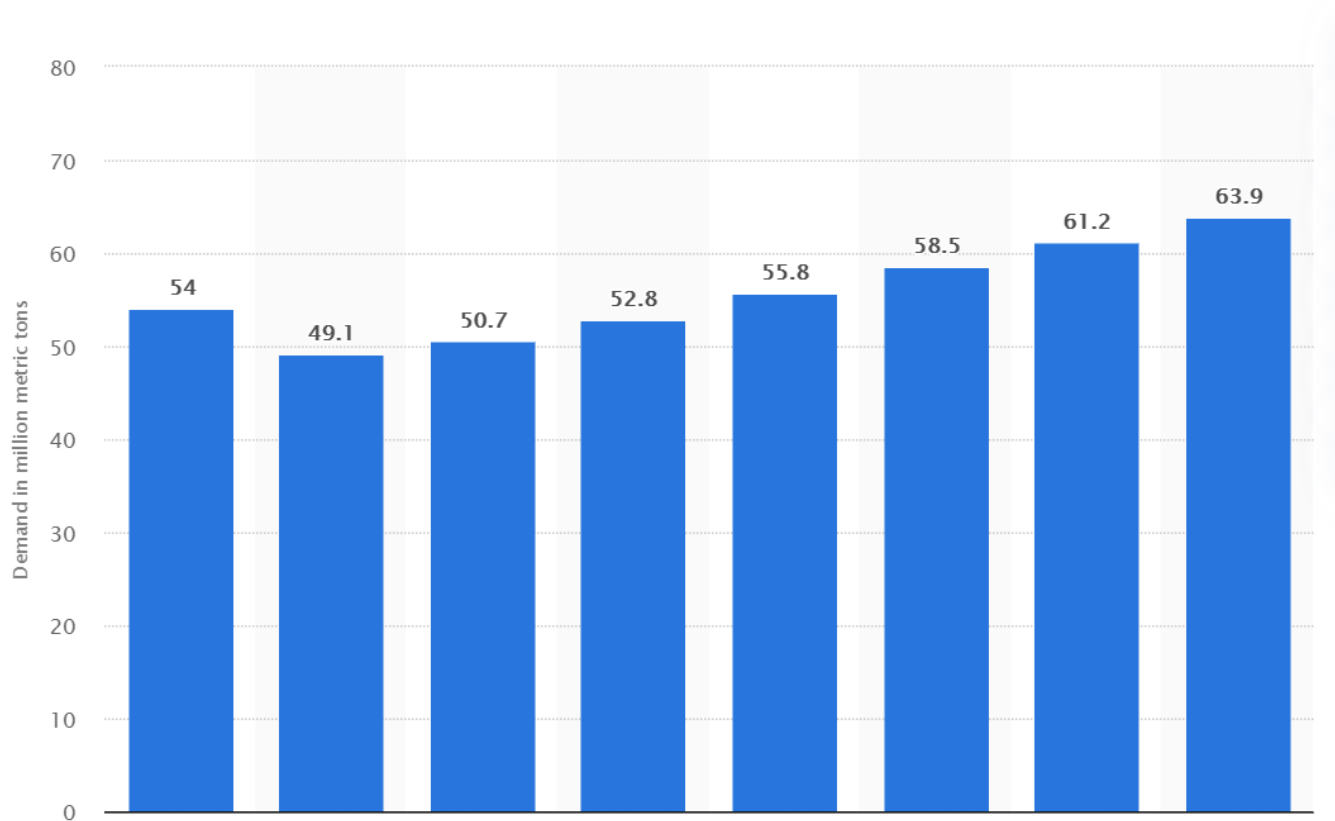
Industry	Trade Country	Duty Percentage	
		Before FTA	After FTA
Cosmetics	EU → Korea	8%	0% in 5 years
	Korea → EU	0%	0%
Pharmaceuticals	EU → Korea	6,2%	0% in 3 years
	Korea → EU	0%	0%
Medical Devices	EU → Korea	5%	0% in 7 years
	Korea → EU	0%	0%
Chemicals	EU → Korea	6,2%	0% in 7 years
	Korea → EU	4,8%	0% in 7 years
Machineries & Electronic Appliances	EU → Korea	7,2%	0% in 7 years
	Korea → EU	3%	0% in 5 years
Alcohol Beverages - Wine, Champagne - Cognac	EU → Korea	15%	0% Immediately
	EU → Korea	15%	0% in 5 years
Textile products (for 99% of products)	EU → Korea	10%	0% Immediately
	Korea → EU	8,2%	0% Immediately
Iron & Steel products	EU → Korea	7,2%	0% in 3 years
	Korea → EU	3,1%	0% in 3 years



**WHY SOUTH KOREA:
Business opportunities**



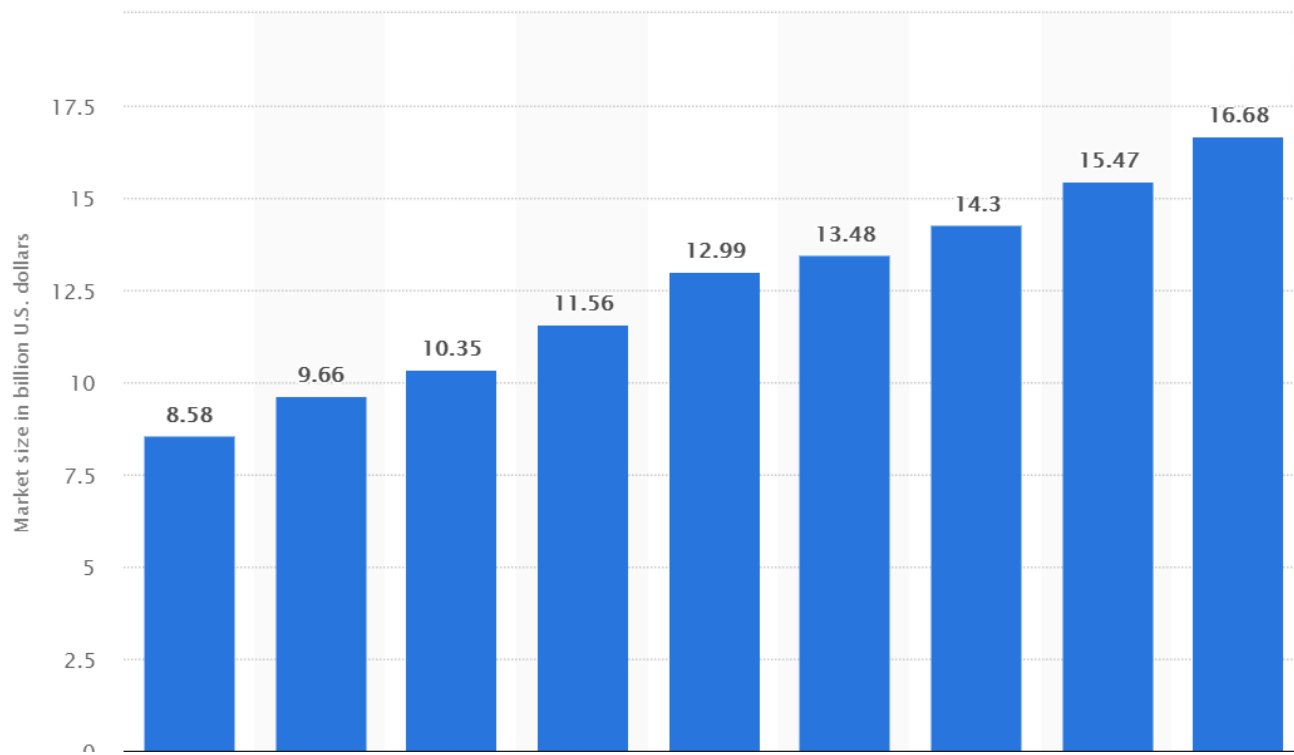
KOREAN STEEL INDUSTRY - MACHINERY



Source: Statista

The demand of steel in South Korea is increasing every year, And the forecast for is **53,200,000 tons** of demand for the local market and **9,900,000 tons of imports** from overseas were reported

KOREAN COSMETICS & PHARMA INDUSTRY

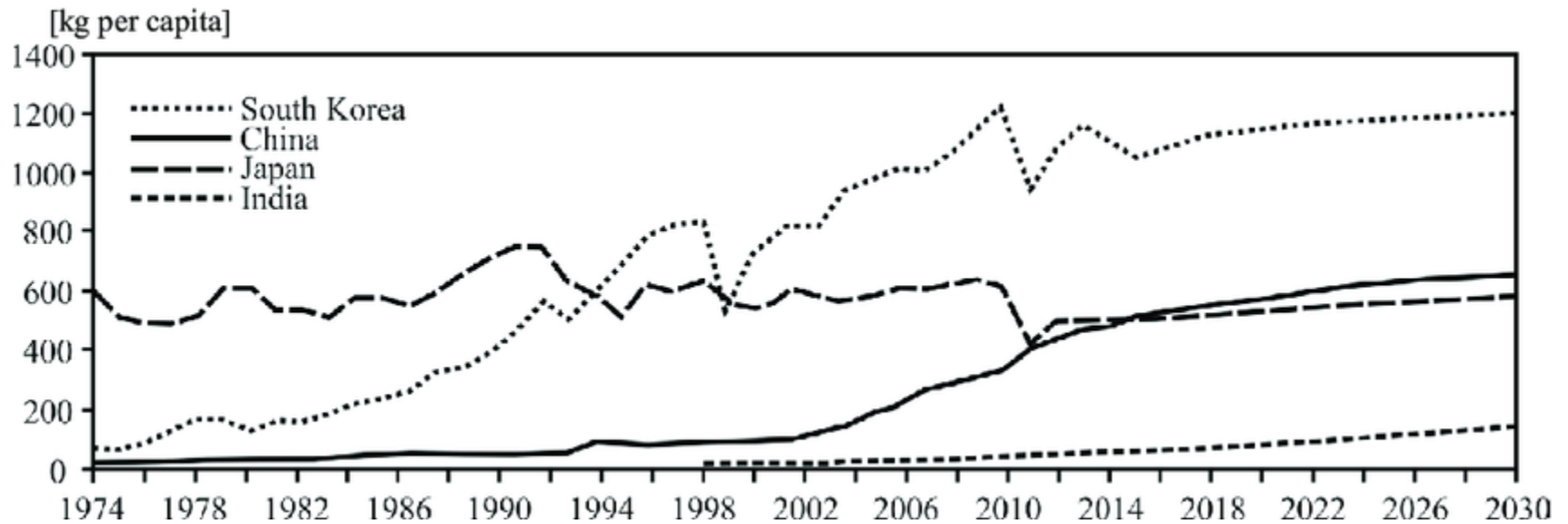


Source: Statista. Beauty and personal care (BPC) market size in South Korea (in billion U.S. dollars)

The cosmetics and pharma industry is increasing every year,
market size was **17 billion USD**

KOREAN STEEL INDUSTRY

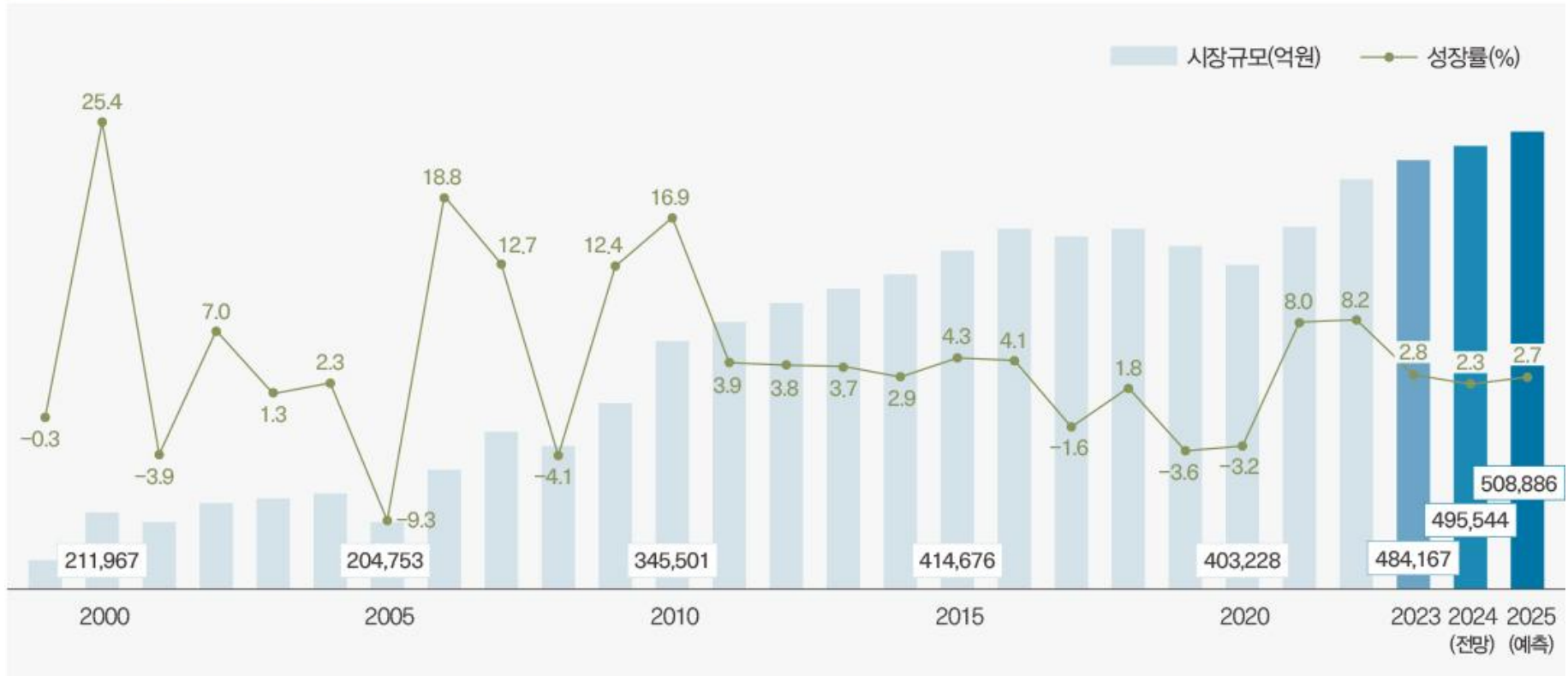
Forecast of increase in demand for steel
in leading Asian countries until 2030



Source: WSA, www.uk.amegroup.com, reserchgate

KOREAN FASHION INDUSTRY

한국패션시장 규모 및 성장률 추이



The fashion industry is increasing every year, last year's growth was **2.3%**, with **45 billion USD**

KOREAN FOOD INDUSTRY



안심하고 먹는 유기농 스위트콘

이탈리아에서 만든 건강하고 맛있는 스위트콘으로 까다로운 EU기준을 통과한 유기농 인증 마크 (Euro Leaf)를 확인하세요!



자연과 건강을 생각하는 간식



이탈리아 유기농 마요네즈

마요네즈도 유기농? 비비베르데는 이탈리아에서 만든 건강하고 고소한 마요네즈입니다.



까다로운 EU 기준을 통과한 유기농 인증 마크 (Euro Leaf)를 확인하세요.

믿고 먹는 식물성 마요네즈



Food Market Outlook

It is expected that the sales of the food manufacturing industry this year will increase by **2.1% to 83 BILLION USD**, and beverages will increase by **4.2% to 11 BILLION USD**.

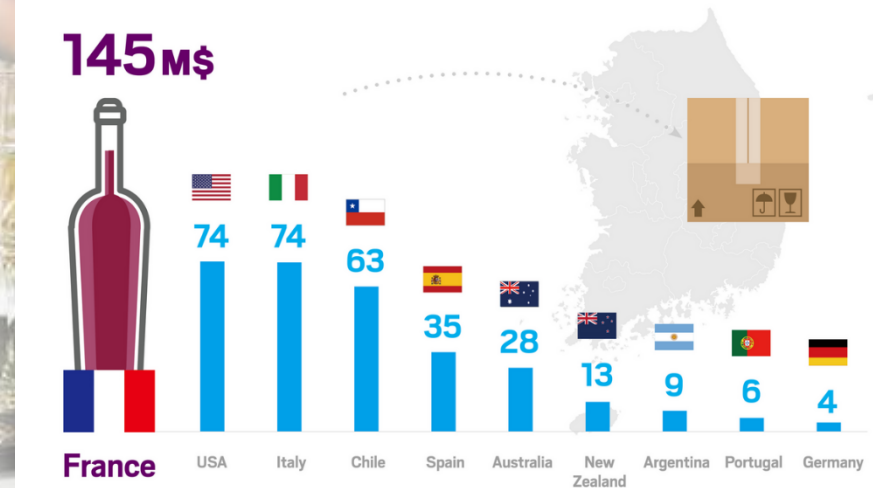
KOREAN WINE INDUSTRY

Wine import in Korea

- In M\$, from Jan. to Oct. 2021



*Source : Korea Customs Service



Sparkling Wine Boom Prosecco, Champagne, and other sparkling wines are becoming increasingly popular, especially among younger consumers. Still wines The South Korean wine market has experienced notable fluctuations in recent years.

In 2023, wine imports totaled **506 MILLION USD** and sparkling wines accounted for **105 MILLION USD**.

South Korean wine market is projected to grow at a compound annual growth rate (CAGR) of 3.70% from 2024 to 2032. Additionally, the fortified wine segment is expected to see substantial growth, with revenues anticipated to rise from \$382.3 million in 2024 to \$697.9 million by 2030, reflecting a CAGR of 10.6% between 2025 and 2030

85% of wine are IMPORTED

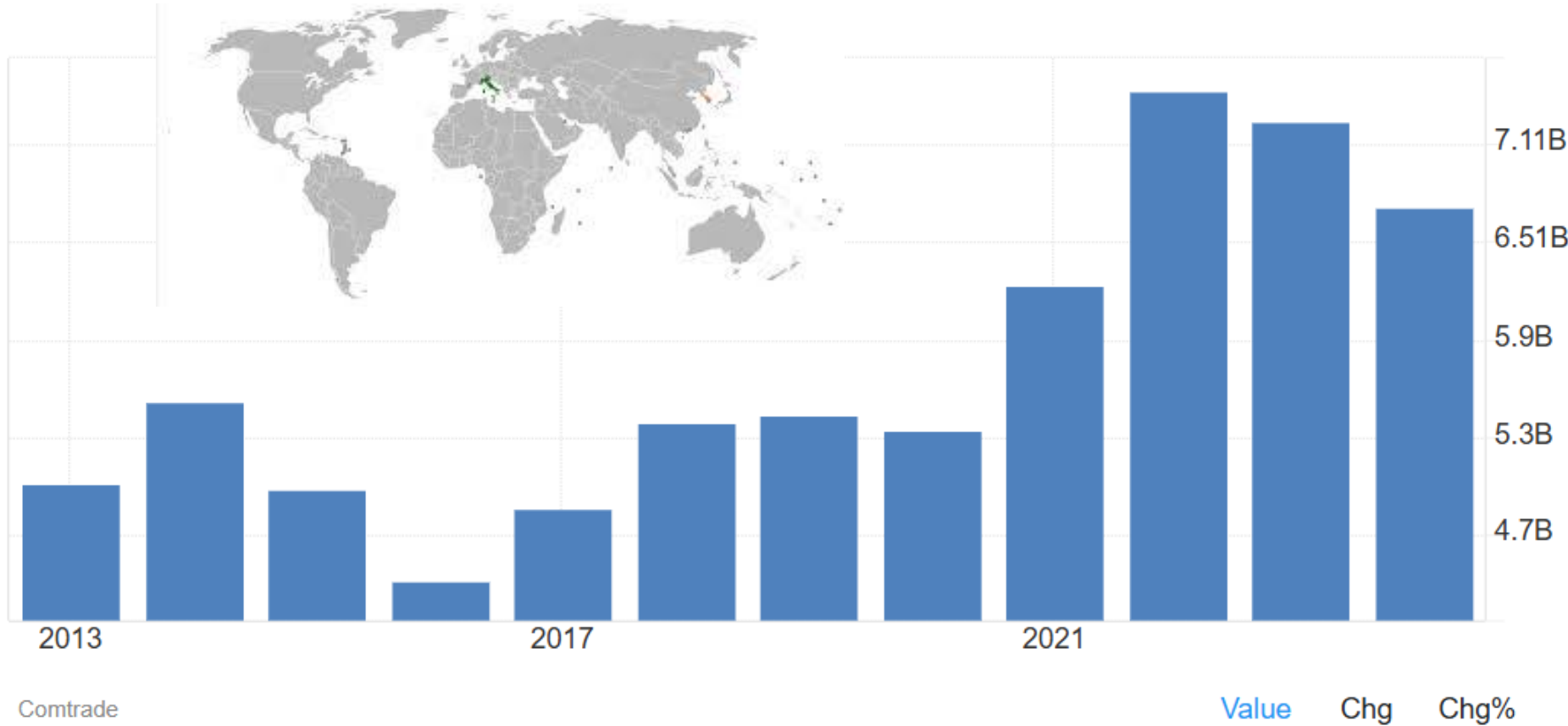
ITALY – A Strategic Partner



Italy is the third largest trading Partner from Europe, after Germany and the United Kingdom, by number of investments in **South Korea**. Italy has gone from 26th place in the South Korean supplier ranking) to **19th place** in three years later

- I) **Machinery** II) **Leather goods** III) **Clothing**
- IV) **Automotive** V) **Chemical products** VI) **Agrifood & beverages**
- VII) **Pharmaceutical** VIII) **Textile** IX) **Electronics and computers**

ITALIAN EXPORT 2024



ITALIAN EXPORT 2024 TOP 14

Italy Exports to South Korea	Value	Year
Machinery, nuclear reactors, boilers	\$966.06M	2024
Articles of leather, animal gut, harness, travel good	\$926.19M	2024
Articles of apparel, not knit or crocheted	\$647.29M	2024
Pharmaceutical products	\$451.28M	2024
Vehicles other than railway, tramway	\$388.88M	2024
Articles of apparel, knit or crocheted	\$356.00M	2024
Electrical, electronic equipment	\$277.92M	2024
Footwear, gaiters and the like,	\$242.64M	2024
Optical, photo, technical, medical apparatus	\$238.61M	2024
Pearls, precious stones, metals, coins	\$162.24M	2024
Furniture, lighting signs, prefabricated buildings	\$151.14M	2024
Ceramic products	\$135.96M	2024
Plastics	\$133.63M	2024

ITALIAN EXPORT 2024 TOP 30

Organic chemicals	\$129.99M	2024
Dairy products, eggs, honey, edible products	\$103.63M	2024
Animal, vegetable fats and oils, cleavage products	\$103.15M	2024
Beverages, spirits and vinegar	\$97.84M	2024
Miscellaneous chemical products	\$96.53M	2024
Cereal, flour, starch, milk preparations and products	\$70.92M	2024
Wool, animal hair, horsehair yarn and fabric	\$69.20M	2024
Articles of iron or steel	\$68.90M	2024
Essential oils, perfumes, cosmetics, toileteries	\$65.23M	2024
Raw hides and skins (other than furskins) and leather	\$55.66M	2024
Coffee, tea, mate and spices	\$54.56M	2024
Miscellaneous edible preparations	\$52.69M	2024
Vegetable, fruit, nut food preparations	\$52.33M	2024
Arms and ammunition, parts and accessories	\$41.57M	2024
Paper and paperboard, articles of pulp, paper and board	\$37.36M	2024

**BUSINESS CULTURE:
A KEY FACTOR**



Columdae

The logo for Columdae features a stylized, grey, wing-like shape above the word "Columdae" in a bold, blue, sans-serif font.

Korean business culture and etiquette

- ✓ **Age and status:** Respect for age and status are very important in Korean culture, with hierarchy affecting all aspects of social interactions.
- ✓ **Business cards :** The exchange of business cards is an essential ritual of initial meetings. It is always better to give it with two hands, a way to show respect towards others.
- ✓ **Bowing and greeting :** Koreans bow to those senior and higher hierarchy as a greeting and a show of respect. And for the handshake, also with two hands to show respect.
- ✓ **Korean names :** Korean family names are mostly of one syllable, while given names tend to have two. Ex: Ji Sung, PARK
- ✓ **Dress code :** Appearance is very important, and business attire is conservative, with an emphasis on conformity rather than individual expression.
- ✓ **Don't be too pushy :** Korean business people are good negotiators so be patient and gentle, but firm.
- ✓ **Geopolitical sensitivities :** To maintain good business relationships with Korean stakeholders, it is wise to respect local cultures and preferences. It is always to be well aware of the economical and geopolitical issues, like with Japan for example.
- ✓ **Building relationships :** Relationships are an essential part of doing business in Korea, developed through informal social gatherings and generally involve a considerable amount of eating and drinking.
- ✓ **Dining :** A great deal of relationship building takes place in bars and restaurants. Always accept dinner invitations as this is the Korean's opportunity to assess your trustworthiness and whether they wish to conduct business with you.



Hyeo Jin MOON

Head of Korean and East Asian Unit

- **COLUMDAE ApS**
Export Director EAST ASIA - Seoul
- **KOTRA, Seoul-Paris**
Marketing Project Manager at KOTRA
- **LG Electronics, Seoul**
Export Manager
- **INAsup – Paris**
D2A Master Droit, économie et Marketing
- Seoul National University – Pharmacy
bachelor

Why ITALY?



- ✓ QUALITY
- ✓ FLEXIBILITY
- ✓ ITALIAN BRAND
- ✓ *PRICE*



Follow us on





Columdae

WORK LOCAL, TRADE GLOBAL!

Follow us on



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COMPANY PROFILE			
Established year:		Employees:	
Turnover:		Webpage:	
1. Product / Solutions			
2. Markets to develop			
3. Type of Research		<input type="checkbox"/> Clients <input type="checkbox"/> Distributors / Partners <input type="checkbox"/> Account Export Service <input type="checkbox"/> Market Analysis	
4. Target			
OWN PRODUCT DESCRIPTION			
Competitive strength			
Key Distributors/Clients References			
Key products / solutions characteristics			
Price range			
Certifications			
TARGET MISSION DESCRIPTION			
Target size potential Clients/Distributors			
Market/customer segment			
Existing contacts in the target market (companies contacted or existing cooperation partners)			
Main competitors in the area			
Present key example of clients/distributors/buyers			
ADDITIONAL KEY INFORMATION:			



THANKS FOR YOUR TIME!



COLUMDAE ApS
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Account Executive - ITALY



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