

---

# Korean agricultural products overseas promotional events (Online & Offline)

---

## 1. Purpose

- To expand the export and launch of Korean agricultural products by supporting overseas marketing (food or drink sampling)

## 2. Target audience

- **Korean food importers, buyers, and distributors**

\* The subject of the project support was changed from local exporters in Korea to overseas **buyers who conduct promotion activities in their countries or retail companies** in 2023. Therefore, the exporters should be well notified of the change and must guide their overseas buyers to apply for the project directly.

\* In case of China, USA and Japan, it is recommended to apply to local office of aT in your country.

- **Period of Event : March 2024.3 – June 2024.6**

## 3. Applicable items

- As the top export item by country, agricultural exports on upward trend or will likely expand in the future

\* **Excluding seafood and forest products**

## 4. Support contents

- Support limit: Up to KRW 100million(Offline event), Up to KRW 50million(Online event)
- Support items: Expenses related to promotional marketing for expanding overseas distribution channels (rent, installation, marketing, sampling expenses, etc.)

(1) Rent/installation/slotting: Rent and installation costs related to the establishment and execution of an event (rent, slotting fees, intermediary fee from first slotting, and etc.) \* The accumulated allowance for intermediary fee is limited to 20% of the budget.

(2) Marketing: Services related to a marketing event, such as media advertising, banners, leaflets, web banners, social networking service (SNS) campaigns, online sampling experiences, giveaways, promotional goods, point saving, coupons, expenses related to food broker planning and store slotting, etc.

\* The accumulated allowance for giveaways, promotional gifts, points, coupons is limited to 25% of the budget.

(3) Sampling event : Expenses related to hiring marketing staff, food samples, other consumable goods, etc.

\* The accumulated allowance for food samples is limited to 10% of the budget.

- Support amount

Classification	Ratio in Budget	Mandatory Amount to Achieve (Import Target Amount)
General item	<b>80% of the actual execution amount within the limit of support</b> (but 50% for the exclusive marketing for large-enterprise products*)	<b>Set and submit a target income of at least 2 to 3 times (depends on the item) buyers targeted import amount.</b>  * only import amount within 30 days before and after events, within the events period will be included in the import target amount.
Fresh agricultural products, Ginseng, Kimchi, Citrus tea, Ginseng Chicken Soup	<b>90% of the actual execution amount within the limit of support</b> (but 50% for the exclusive marketing for large-enterprise products)	

\* **The import target amount (KRW) suggested by the company will be reflected in the evaluation of business operator selection (relative evaluation of the same location), and the amount of final fund will be settled and remitted after deducting the amount from the allocated budget according to the ratio of actual amount achieved to the import target amount (mandatory amount to achieve), so please set your import target amount carefully.**

\* The limit of support for each company may be adjusted according to the size of the event and budget conditions through the aT Selection Committee. The import target amount will be reduced according to the reduced ratio of budget.

\* Large-enterprise: cross-shareholding prohibited business group / public disclosure target business group (CJ, Lotte, Shinsegae, Harim, KGC, Dongwon, Hitejinro, Nongshim etc.)

## 5. Application

- **How to apply: Apply via email to the local office of aT in your country**

\* Required to confirm by telephone after application

- Required document: Application form (refer to the attachment)

◦ Application Deadline: **16:00 p.m. February 21, 2024** \* KOREA standard time

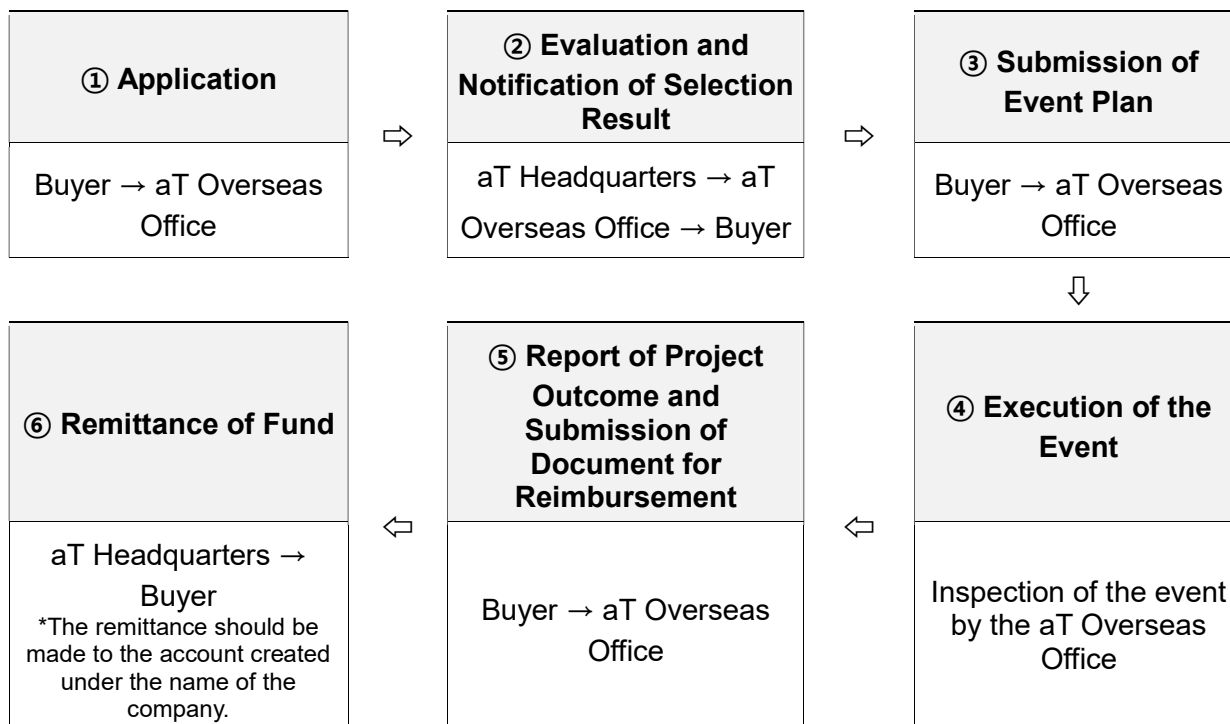
## 6. Where to apply and inquire

Region	Office in Charge	Contact
China(华北, 河南省, 西北, 西南)	KOREA AGRO-TRADE CENTER, BEIJING	beijingat@at.or.kr 86-10-6410-6120 86-138-8016-1031
China(华东, 华中, 华南)	KOREA AGRO-TRADE CENTER, SHANGHAI	shanghaiat@at.or.kr 86-21-3256-6325
China(东北3省), Mongolia	KOREA AGRO-TRADE CENTER, DALIAN	dalianat@at.or.kr 86-411-3960-3361
China(山东省)	KOREA AGRO-TRADE CENTER, QINGDAO	qingdao_logistics@at.or.kr 86-532-6696-2229
HongKong · Macao · Taiwan · China(广东省)	KOREA AGRO-TRADE CENTER, HONGKONG	hkatcenter@at.or.kr 852-2588-1614
East Japan	KOREA AGRO-TRADE CENTER, TOKYO	tokyo@at.or.kr 81-3-5367-6656
West Japan	KOREA AGRO-TRADE CENTER, OSAKA	osaka@at.or.kr 81-6-6260-7661
East Coast (USA) · Canada	KOREA AGRO-TRADE CENTER, NEW YORK	newyork@at.or.kr 1-212-889-2561
West Coast (USA) · Central America	KOREA AGRO-TRADE CENTER, LOS ANGELES	losangeles@at.or.kr 1-562-809-8810
South America	KOREA AGRO-TRADE CENTER, SAO PAULO	saopaulo@at.or.kr 55-11-91045-4577
North Vietnam · Laos · Philippines	KOREA AGRO-TRADE CENTER, HANOI	hanoi@at.or.kr 84-24-6282-2987
South Vietnam · Cambodia	KOREA AGRO-TRADE CENTER, HO CHI MINH	atcenterhcmc@at.or.kr 84-28-3822-7504
Thailand · Myanmar · India	KOREA AGRO-TRADE CENTER, BANGKOK	bangkok@at.or.kr 66-2-611-2627
Indonesia · Oceania	KOREA AGRO-TRADE CENTER, JAKARTA	jakarta@at.or.kr 62-21-2995-9032
Malaysia · Singapore · Brunei	KOREA AGRO-TRADE CENTER, KUALA LUMPUR	atcenterkl@at.or.kr 60-3-2706-4299 65-6403-4041(Singapore)
The Middle East · Africa	KOREA AGRO-TRADE CENTER, DUBAI	dubai@at.or.kr 971-4-339-2213
Russia(Northern)	KOREA AGRO-TRADE CENTER, MOSCOW	atmoscow@at.or.kr +7-914-714-9461
Europe · Israel	KOREA AGRO-TRADE CENTER, PARIS	paris@at.or.kr 33-1-4108-6076

\* Place of inquiry in Korea: aT Food Trade Department 061-931-0744, 0746

# Guideline for Korean agricultural products overseas promotional events (Online & Offline)

## 1 . Process of the project



## 2. Support requirements

### 1) Type of promotion

- Promotion **should be conducted for products available within local distribution channels. Moreover, food or drink samples should be included.**
- If including samples is not possible, **promotional materials or installations** (poster, banners, panels, display stands, etc.) **should be put in place at the applicable stores.**
- In principle, marketing should be conducted at off-line stores. However, contactless platforms (online samplings, SNS campaigns, etc.) can also be utilized.

**< Example >** \* Advance consultation with aT is required when further clarifications are needed on an item's support requirements.

① Production of content for the introduction of products, recipes, marketing campaigns, and events on Social media such as YouTube, Facebook, etc. / end cap, KIOSK, and e-pop screens / installation of unmanned display stands / food trucks for samplings / online samplings, etc.

② Production of website main pages ads, banner ads / shopping tags and links on Social media, such as YouTube, etc. / other matters related to online-to-off-line (O2O) events

\* An online mall is allowed for the project if it is directly related to an off-line store or if there is an exclusive section for an off-line store.

(e.g., Marketing on the Hema Xiansheng app is allowed if it is in conjunction with off-line promotion activities in Hema grocery stores. / Marketing on The Mall of the Thai HappyFresh delivery app is allowed if in conjunction with off-line promotion activities for The Mall.)

- Simple product demonstration events, home shopping marketing, catalog production, etc. are not allowed unless marketing at an off-line store is carried out.

## 2) Mandatory amount to achieve

◦ **For Fresh products, you must present at least twice the approved budget, and for processed items, you must present at least three times the approved budget to meet 100% reimbursement**

- Obligatory import amount for promotional event items is determined based on the import performance for 60 days before and during the event period. If not achieved, the final reimbursement amount is reduced according to the achievement ratio (%).

- The official Letter of Import Declaration should be submitted. The bill of lading (B/L) should be attached in cases where an invoice is submitted (if not possible, a Letter of Justification and Export Declaration Certificate should be submitted).

- In the case of a vendor, both documentary evidence of the business relationship (signed agreements, etc.) and the Receipt of Purchase (more than twice) issued by the importer should be submitted. A Certificate of Import Agent Service issued by the importer of your trade should be attached for promotion activities done in connection with a vendor in China and this documents will be determined based on import performance for 90 days.

## 3. Others

◦ In principle, the country, store, and item of the event are not subject to change. However, in cases where a change is inevitable because of force majeure, prior approval should be obtained from the local aT office in charge.

◦ The project costs will be "reimbursed after spending," and documentary evidence should be submitted along with the Outcome Report of the reimbursement.

\* Contact the local aT office in your country for the documentary evidence required for reimbursement.