

2026 Demand Survey for Online Korean Food Pavilions

▶ Please submit the form to minyeong@at.or.kr by January 26th, 18:00
Appendix 1. Demand Submission Form for Online Korean Food Store

1. Project Overview

- Project Governance/Execution : aT Headquarters (Consumer Business Department) / aT Overseas Branches
- Project Period : January - December 2026
- Project Scale : Approximately 11 locations (Subject to change based on conditions)
- Project Content : Opening and operating Online Korean Food Stores(special exhibitions) within major global e-commerce platforms in cooperation with local buyers

2. Implementation Status and Expansion Plans

Category	Online Korean Food Store Locations	Remarks
Existing	China (JD.com, JD Daojia), Japan (Qoo10), Taiwan (Momo), UK (Ocado)	5 locations
New (Planned)	Taiwan (PChome), Indonesia (Shopee), Malaysia (Grab), UAE (Instashop), Russia (Ozon, Wildberries)	6 locations

3. Support Details

Category	Support Content	Target	Support Ratio
Common	- (Operation) Opening fees, banner/menu creation fees, etc. - (Marketing) Promotions for the Online Store, internal/external mall advertising	- Domestic (Korean) agri-food products * Products from exporting / manufacturing companies (Large/Medium/Small)	80% *Settlement to platforms or buyers

4. Selection and Evaluation Criteria

- Projects scoring an average of 80 points or higher in a non-quantitative evaluation (100 points total) will be selected in order of the highest score

Evaluation	Score	Description
Event Planning	25	Adequacy of store opening/operation direction and overall planning
Event Platform,	30	Suitability of the selected online platform and its local brand awareness
Product Lineup	25	Diversity of product composition and plans for listing new products
Promotion	20	Use of promotional tools considering local trends and potential impact

Appendix Demand Submission Form for Online Korean Food Store

Business Purpose

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Promotion Plan

○ Form of Online Korean Food Store : *Store / Special Exhibition*

○ Event Overview

- Period: 2026.00.00 ~ 2026.00.00 (000 days)

* Special notes regarding the period: Linked to major local consumption seasons, linked to the shipping period of exported products, etc.

- E-commerce Platform :

* Special notes regarding the platform: Introduction of the platform, local market share, MOU signing, popular items, etc

- Name of Linked Company (Buyer) :

○ Major Items

품목Item	SME	Manufacturer Name	Sales (Planned) Quantity
<i>Honey Citron Tea</i>	<i>o</i>	<i>Koryo Natural Food</i>	<i>300</i>
<i>Red Ginseng Extract</i>	<i>o</i>	<i>Geumsan Mall</i>	<i>200</i>
<i>Ramen</i>	<i>-</i>	<i>Nongshim, Ottogi, etc.</i>	<i>500</i>
Total			1,000
Proportion of SME Products (%)			50.0%

* Verification of SME status: NICE Biz Info (<https://www.nicebizinfo.com/cm/CMD100M001GE.nice>)

Marketing Implementation Method

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Expected Effects

- *Effects related to increasing the brand awareness of Korean agri-food products, etc.*
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Required Budget: 00 Million KRW

- Support Ratio : (Buyer-linked) 80% / (Platform direct link) 100%

Category		Required Budget Amount	
		금액(천원)	Calculation Basis
Project Cost	PR	80,000	- Banner production & promotion: - SNS promotio :
	MARKETING	20,000	- Points : - Coupons : - Shipping Fees : - Giveaways : - Samples :
	Execution Amount (A)	100,000	
	Settlement Amount (B)	80,000	* B = A x 지원비율
Tota(A+B)		81,500	

* Marketing Cost: Within 20% limit of the total allocated and approved budget

<Attachment1> Overview of Online Korean Food Store E-commerce Platform

Company Name	<i>MOMO / PC HOME</i>	Representative	
Website			
Address			
Date of Establishment:		Number of Employees	
Sales Amount (2025)			
Person in Charge		E-mail of Person in Charge	
Phone of Person in Charge		FAX	
Status of Korean Food Handling	<input type="checkbox"/> Quantities / Amounts (2025, USD) : <input type="checkbox"/> ITEMS :		
Special Remarks			

<Attachment 2> Overview of Online Promotion/Sales Importer

Company Name		Representative	
Website			
Address			
Date of Establishment		Number of Employees	
Sales Amount (2025)			
Person in Charge		E-mail of Person in Charge	
Phone of Person in Charge		FAX	
Status of Korean Food Handling	<input type="checkbox"/> Quantities / Amounts (2025, USD) : <input type="checkbox"/> ITEMS :		
Special Remarks			