

Notice of offering new business

[For promotion and market development of Korean seafood products]

Recruitment operation body for Korean seafood anchor shop in 2018

The ministry of maritime affairs and fisheries and aT (Korea Agro-Fisheries Food & Trade Corporation) would like to recruit an operation body(or importers) to run anchor shops(stores) to increase awareness and preferences of K-Fish (Korean Seafood) and expand export infrastructure.

1. Purpose of business

- ◆ To increase awareness and preferences of K-Fish (Korean seafood) and expand export infrastructure, the applicant should run anchor shop (or shop in shop) in retailer' s appropriate for the HK local market.

2. Business Periods : Signed date till mid of November in 2018(at least over 3 months)

3. Business Contents : Establishment of anchor shop only for K-Fish (Korean Seafood) and operation duties

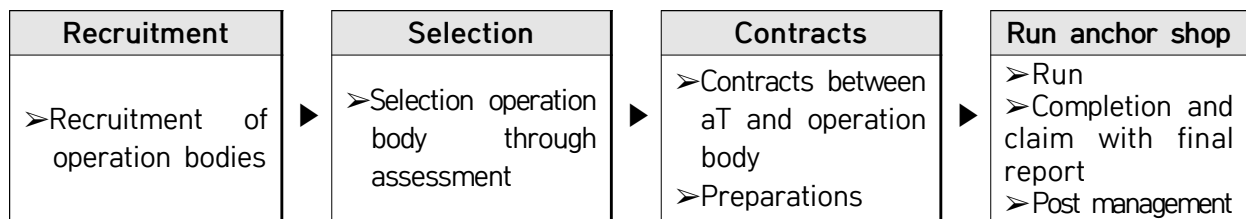
- ◆ Place · Rental · Equipment · Supply(distribution) and sales of Korean seafood (Import · Custom clearance)
 - * The applicant who is exporters in Korea or the sole agent of exporter in HK can carry exporter company's brand products with limit of 20% in total product numbers. (By the way, in regards to local situation, the applicant can carry their brand products upto 50% on subject of submission of product lists to aT.
 - ** The place may not be considered targeting for Korean people and society.
 - *** A various type of anchor shops(stores) can be considered to run like shop in shop, roadshop, pop-up store, etc.
- ◆ Regular promotion and event like free tasting for beverages, drinks and food, market testing for new food, consumers' feedback for new foods, market research project
- ◆ Places country : Hong Kong, Macau

4. **Contents to support** : Rental · Equipment, Advertisement, Tasting related expenses, Marketing cost, etc. The cost details should be re-confirmed by aT Korea to claim or not. If details are confirmed to claim, 80% of spent amount can be supported after the completion of this business upon submission of related documentation.

* **If the applicant is retailer, aT can support 100% of related expenses, except rental cost.**

5. **Duties** : Contract agreement between aT and operation body, Cooperation of listing new recommended products at retailers, Monthly report and other reports in format requested by aT, Cooperation of market test for new product, etc

6. Business Procedure



7. (Eligible) Applicants and contact point

- ◆ Importers (vendors) or Korean exporters having HK importers (or partners)
- ◆ Contact Point : Mr. Charles Kim (charles.kim@at.or.kr)
- ◆ Tel : +852.2588.1614~6

8. How to apply

- ◆ Contact Point : Please contact or e-mail Mr. Max Kim or Mr. Charles Kim
- ◆ Application period : Mar. 29(Thursday) ~ April. 9(Monday)

2017. 3.

aT Hong Kong Center