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# Public Notice

## Overseas Korean Food Promotion Support for the Second Half of 2023 (On•Offline Event)

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### 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.

- **Duration of Event : July–November 2023**

### 3. Applicable items

- Agricultural exports on an upward trend or will likely expand in the future
  - \* **Excluding seafood and forest products**
- Agricultural producers in need of marketing support to diversify food items and markets for export, following eased quarantine standards, etc.

### 4. Support contents

- Support limit: Up to KRW 200million
- 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.

o 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 <u>at least twice-third(depends on item)</u> the target import amount of the budget requested by the company, and support the budget according to the achievement rate of the target import amount after the completion of the project</b>
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.

\* In case of exclusive promotion of quarantine negotiations concluded items for each country (paprika – China, pear - Thailand, sweet persimmon - Vietnam etc.), export strategy countries (Mexico, Kazakhstan, Germany, United Kingdom, Saudi Arabia, Qatar, Australia, Canada, Philippines, India, Turkiye, Argentine Republic, Republic of South Africa, Guatemala, New Zealand, Israel, Spain, Belgium, Netherlands, Cambodia, Mongolia), northern countries (Ukraine, Kyrgyzstan, Tajikistan, Turkmenistan, Georgia, Azerbaijan, Armenia, Moldova, Belarus), **submit the target**

import amount at least one time more than the requested budget.

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

◦ Period of application: **June 15 (Thr) – June 25 2023 (Sun)** \* 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: 吉林, 辽宁, 黑龙江), 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
Hong Kong · 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	KOREA AGRO-TRADE CENTER, HANOI	hanoi@at.or.kr 84-24-6282-2987
South Vietnam · Philippines · 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	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

# Application Form

## Overseas Korean Food Promotion Support for the Second Half of 2023 (On•Offline Event)

◎ Applicant information

Company Name (Buyer)		Person in Charge	
Address			
Telephone		E-Mail	
Korean Food for Sale('22)	(USD)	Main Product	

◎ Event plan

Type of Funding (tick off the applicable item <input checked="" type="checkbox"/>	Rate of Reimbursement 50%	<input type="checkbox"/> Exclusive promotion for products by Korea's large enterprises (CJ, Lotte, Shinsegae, Harim, KGC, Dongwon, Hitejinro)			
	Rate of Reimbursement 80%	<input type="checkbox"/> Promotion for a single item of processed food e.g., marketing for ramyeon (instant noodles) <input type="checkbox"/> Promotion for multiple items of processed food e.g., ramyeon (instant noodles) + dairy products			
	Rate of Reimbursement 90%	<input type="checkbox"/> Promotion for fresh agricultural products, kimchi, citrus tea, ginseng, and ginseng chicken soup			
Country of Event		City of Event			
Duration of Event		Event Days		(Days)	
Store of Event		No. of Stores		(Stores)	
Main Event Item 1	<i>Kimchi</i> * Please write the name of the item accurately and submit an attached list if there are many items.				<i>Manufacturer</i>
Main Event Item 2	<i>Product</i>	<i>Manufacturer</i>	Main Event Item 3	<i>Product</i>	<i>Manufacturer</i>
Main Event Item 4	<i>Product</i>	<i>Manufacturer</i>	Main Event Item 5	<i>Product</i>	<i>Manufacturer</i>

Amount of Requested Fund	(KRW)	(USD)	<b>Import Target Amount (Mandatory Amount to Achieve)</b>	(KRW) * at least twice the amount of funding
Main Execution Direction of Event	-			

\* The import target amount (KRW) suggested by the company will be reflected in the evaluation of business operator selection, and the import target amount will be substituted as existing mandatory amount to achieve. 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.

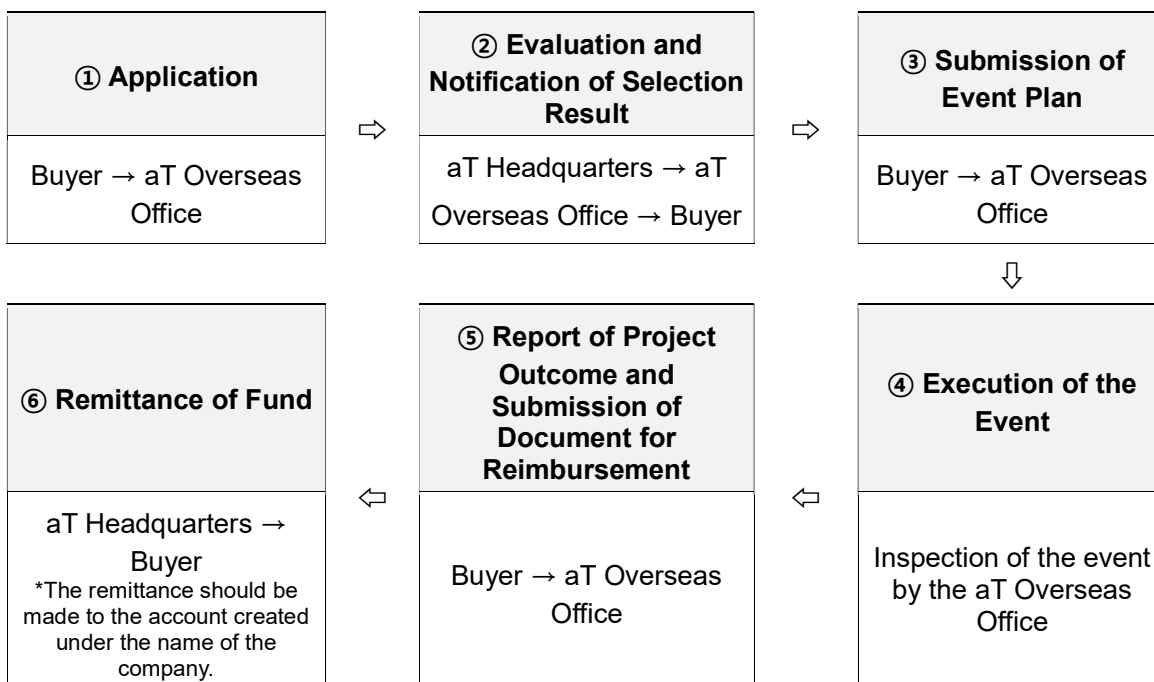
\* During the selection of overseas promotion project for 2023, the actual allocated budget may be reduced than the company's application budget. The import target amount (mandatory amount to achieve) will be reduced according to the reduced ratio of budget.

◎ Information on store of event

Store of Event		No. of Stores	
Address (Main Store)			
Home Page		Sales ('22)	(USD)
Korean Food for Sale	<input type="checkbox"/> Main Product: <input type="checkbox"/> Remarks:		

# Guide for Overseas Korean Food Promotion Support for the First Half of 2023 (On•Offline Event)

## 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

- All expenses will be reimbursed if the mandatory amount is at least twice~third(depends on items) the amount of funding.

- The required amount to be achieved covers the amount of import for the promoted items, which was achieved 30 days before and after the promotion event. The final amount of the reimbursement will be reduced according to the rate of achievement (%) if the requirement is not fully achieved.

- 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).

- 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.

- 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.

## 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.