

2025 Hong Kong Taekwondo Competition-linked K-Ginseng Consumer Experience Promotion Project

1 Project Objectives

- ☐ **(Background)** Covid-19 has served as an opportunity to demonstrate the high level of trust in the efficacy of K-Ginseng among Hong Kong local consumers. However, the exports of K-Ginseng has decreased significantly after the pandemic, which shows the need to expand the target consumer base to increase export

* K-Ginseng exports to Hong Kong over the past three years (USD thousand) : ('22) 17,266 → ('23) 33,902 → ('24) 19,071(year-on-year decrease △43.7) / KATI

- ☐ **(Purpose)** Taekwondo has become a popular sports among parents in the private education market in Hong Kong. Thus, through promotional project linked to the positive image of Taekwondo, such as energy and health, the awareness of K-Ginseng will be able to expand from the middle-aged consumers to teenage population

2 Direction of Project

- ☐ A family-friendly event combining Korea's traditional martial art, Taekwondo, with premium Korean ginseng
 - Build a trust in K-Ginseng by linking it to the positive image of Taekwondo and in the same time, provide an accurate information about ginseng intake by age group during growth period and promote products to parents who participated as audience by product exhibitions
 - Promote various ginseng products by operating a ginseng promotion booth at Taekwondo event (hosted by Consulate General of the Republic of Korea in Hong Kong and organized by Hong Kong Korean Sports

Association) and presenting Korean ginseng products to competition winners and participants to create a positive synergy effects

- Event : 1st Korean Consul General Cup Taekwondo Championship
- Date/Venue : 2025.10.7.(Tuesday) 11am~17pm / Southorn Indoor Stadium, Wanchai
- Host/Organizer : Consulate General of the Republic of Korea in Hong Kong/
Hong Kong Korean Sports Association
- Sponsored by : World Taekwondo Headquarters
Hong Kong Taekwondo Association (HKTkDA)

3 | Project Overview

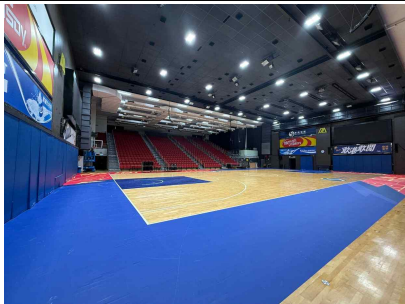
- ☐ Title : 2025 Hong Kong Taekwondo Competition-linked K-Ginseng Consumer Experience Promotion Project
- ☐ Type : Market-Test Consumer Experience Promotion Type
- ☐ Period : 2025. 10. 7. / One-day event (11:00~17:00)
- ☐ Place : Southorn Indoor Stadium (Taekwondo Competition)
- ☐ Promotion Item : Korean Ginseng Products
- ☐ Target group : Taekwondo competition participants and visitors (around 2,000 people)
- ☐ Contents : Introduction and promotion of Korean Ginseng products
- ☐ Business Method : Agency consignment

4 | Main Project Contents

- ☐ (Event Details) Organize a consumer experience promotion project

targeting at people visiting the event venue to give an opportunity to experience K-ginseng directly

- Installation of an tasting area and exhibition area displaying ginseng products categorized by age group
- Strengthen the awareness by providing accurate information about Korea and tasting opportunities
- Organize a give away event linked with aT Hong Kong SNS to encourage people' s participation

		
Event venue	Booth design example	Photo booth example

□ (Promotional Method) Before the event use local news channels and SNS to promote the contents of the event, give away event, and reservation methods relating to the give away event

- **Media Promotion** : Advertise the event details on major Hong Kong news channels
- **SNS Promotion** : Use aT Hong Kong Instagram to promote the information related to event details and give away event
- **Mini Games and Souvenir Giveaway Event** : To encourage people' s participation, giveaway souvenirs to people if the participate in a SNS pre-reservation events and mini games, such as dart game, during the event

		
Mini game example	aT Hong Kogn Instagram	Souvenir example

☐ Publicity Performance Measurement

- Quantification : Number of event participants, SNS promotion spreads, and mass media advertisement spreads
- Non-quantitative : Survey and results of participants analysis
 - Participants numbers : around 100 people
 - Survey Period : During the event
 - Key Survey Contents : pre- and post-promotion favorability changes, Intention to purchase changes, Intention to recommend to others changes 00%
- * Organize the tasting event, photo booth, and family-friendly games (ex. dart) during the event
- * Conduct a pre-event promotion and pre-reservation of souvenirs through aT Hong Kong Instagram account to increase event participation
- * Giveaway souvenirs through SNS reservations and on-site game participation
- * Photo booth and tasting event will be held continuously, but games are operated by set times
- * SNS reserved souvenirs: 1,000 people / On-site souvenirs: 500 people
(Prepare with Korean ginseng products for children/teenagers, but it will depend on circumstances)
- * Competition winners (around 40 people): premium Korean ginseng products

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Final Result Reports

- ☐ Submit relevant documents and final content files (USB) within the contract period

* File of the contents : MP4 format both in high/low resolution and all Text and image files

6 | **Cost of Service**

☐ KRW 48,000,000

- * KRW remittance is applied in principle, but if other currencies such as HKD, USD, or else are requested, the exchange rate on the day of remittance will be applied
- * All project-related expenses are already included in the above cost, which includes promotional expenses, production expenses, travel expenses, parts purchase expenses, transportation expenses, survey expenses, etc.

7 | **Agency Fee Payment Method**

- ☐ **Advance Payment (by Agency' s request)** : Advance payment is not paid in in principle, but the advance payments can be made only when an agency submits documents like Completed Operations Insurance which can guarantee payments from banks, insurance companies, or any financial institutions
 - Payment with in three weeks from the date of receipt of the claim after the conclusion of the service contract (50% of the contract amount)
- ☐ **Rest of the Agency Fee** : If the service provider submits the result report and related documents within the contract period (within one month after the end of the event), the aT Center Hong Kong will inspect them within 14days and pays rest of the agency fee within 30 days

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Proposal Submission

☐ **Deadline** : Submit within the notice period

- Pre-notice : 2025.07.29.(Tues) ~ 2025.08.02.(Sat)
- Main Notice Date : 2025.08.03.(Sun)
- Due date : 2025.08.12.(Tues)

* The period of pre-notice and main notice may change depending on the date of approval of the document

☐ **How to Submit** : Mail to Marketing Assistant Manager (bhay20@at.or.kr)

☐ **Required Documents** : Business Proposal and Company Introduction (including the general status of the company, the plan for carrying out the project with necessary performance, results that prove the last three years, performance certificates, etc.)

* The Quotation should not be included in the proposal document. Please send it separately by post mail to the Hong Kong branch office (Rm 1003, 10/F, Jubilee Centre, 18 Fenwick St., 46 Gloucester Rd., Wanchai) within the deadline

[Reference 1] Survey Form

Required questions for promotional event surveys

* Event related surveys are conducted as needed, and when conducted, the questions are free to edit depending on the characteristics of the promotional contents but the following five questions need to be investigated

1. (Satisfaction) How satisfied are you with the promotion?

Very dissatisfied	Slightly dissatisfied	Normal	Slightly satisfied	Very satisfied
①	②	③	④	⑤

2. (K-FOOD Awareness) Were you aware of the promotional item in advance?

I don' t know at all	I don' t know	Normal	I know little bit	I know very well
①	②	③	④	⑤

3. (Favorability change) How favorably do you feel about K-FOOD (promotional item)?

Evaluation	Not at all	Not very much	Normal	Some what	Very much
Before	①	②	③	④	⑤
After	①	②	③	④	⑤

4. (Change in purchasing intention) How willing are you to purchase Korean food?

Evaluation	Not at all	Not very much	Normal	Some what	Very much
Before	①	②	③	④	⑤
After	①	②	③	④	⑤

5. (Change in willingness to recommend) To what extent are you willing to recommend Korean food to people around you?

Evaluation	Not at all	Not very much	Normal	Some what	Very much
Before	①	②	③	④	⑤
After	①	②	③	④	⑤