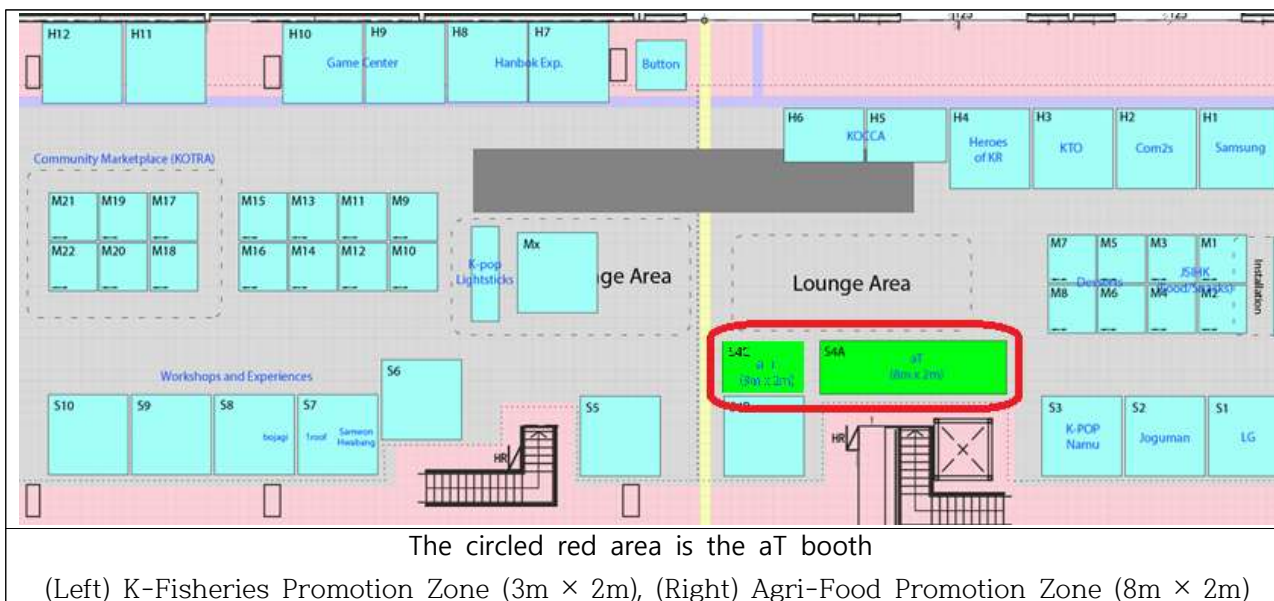


Request for Proposals for the 2026 K-Food Promotional Pavilion Operation Service with Korea Plaza

I Project Overview

☐ Executive Summary

- Project Title : Agency Services for Operating the 2026 K-Food Promotion Pavilion with Korea Square
- Event Period : Oct 31 (Sat) – Nov 1 (Sun), 2026 (11:00–20:00/2 Days)
- Event Venue : PMQ, Central, Hong Kong
 - * Address : PMQ, 35 Aberdeen Street, Central, Hong Kong
- Operating Scale : K-Food Promotion Booth (Approx. 11m Width × 2m Depth)



☐ Strategic Direction

- (Establish K-Initiative) Maximize national brand synergy by operating a comprehensive K-Food promotion booth in "Korea Square," the largest Korean cultural festival in Hong Kong
- (K-Food Differentiation) Capitalizing on the rising trend of Korean cuisine, we promote traditional liquor, K-sauces, and grapes as F&B ingredients, and uncovered differentiation points based on survey results

☐ **Implementation method**

- Selection of a specialized agency through open competitive bidding
- To enhance budgetary and administrative efficiency, three projects with similar characteristics* will be collectively commissioned under a single contract to execute the event, while maintaining separate accounting according to the execution items of each project

☐ **II Task Overview**

☐ **Task Overview**

- Service Title : Agency Services for Operating the 2026 K-Food Promotion Pavilion with Korea Square
- Contract Method : Open Competitive Bidding (Negotiation-based Contract)
- Contract Amount (Budget) : KRW 100,000,000
 - * KRW-based, VAT, and all administrative expenses included
- Project period : From the contract signing date to November 30, 2026 (approximately 2 months)
- Settlement Method : Total Contract (Settlement Separated by Funding Source)
 - * Funding Sources : Consumer Experience Promotion 44 million KRW, Diplomatic expenses 15 million KRW, Fisheries consumer experience event 41 million KRW

☐ **Proposal requirements**

- Overall planning, operation, and integrated promotion of the K-Food Booth
- Booth operation concept and spatial layout design
 - Consumer tasting/experience program management (including advance acquisition of local food licenses).
 - Daily and hourly event schedule planning and advance marketing campaign
 - Manpower operation plan for consumer response and tenant support

☐ **Bid Announcement and Proposal Submission**

- Announcement Platform : aT Hong Kong Branch Official Website (www.athongkong.com)

- Announcement Period : Sep 8 (Tue) – Sep 21 (Mon), 2026 (17:00 HKT)
 - Pre-announcement : Sep 8 (Tue) – Sep 11 (Fri), 2026, 3 business days (excluding the posting date)
 - Main Announcement : Sep 11 (Fri) – Sep 21 (Mon), 2026, 10 business days (excluding the posting date)
- Required Documents : Bid Application Form, Project Proposal (Company Profile, General Status, Staffing Plan), Price Bid Form, and Itemized Budget Breakdown by Financial Source
- ※ To ensure a fair evaluation, do not display company names within the proposal
- Submission Email : minyeong@at.or.kr
- Inquiries : Min-yeong Gwon, aT Hong Kong Branch ☎+852-3704-6902
- Proposal evaluation for the service agency : September 23, 2026 (Wed)

III Detailed Task Overview

※ Proposals and discussions available by the service provider

1. Detailed Tasks

- 1) **[Booth Design]** Integrated booth space planning and installation (equivalent to approx. 11m width x 2m depth)
 - Design Concept : A refined, cohesive, and premium space harmonizing with the Korea Square Cultural Festival.
 - Agri-Food Promotion Pavilion (8m × 2m): Integrated spatial layout design for consumer experiences and participating sections (Diplomatic mission, Korea Grape Export Association, YO-AJUNG)
 - Fisheries Promotion Pavilion (3m x 2m): Configuration of a consumer experience activity space within the booth

Seafood Pavilion (3m×2m)	Agri-Food Pavilion (8m×2m)			
Booth Activity	K-Grapes (Korea Grape Export Association)	K-Dessert (YOAJUNG)	K-Sauces & Traditional Liquor (Consulate General of the Republic of Korea in Hong Kong)	Booth Activity

<2026 Spatial Configuration> (Example)

- Hardware Setup
 - Integrated top title and back wall construction
 - Installation and operation of a large LED media screen for broadcasting promotional videos
 - Setting up refrigerated facilities for fresh grapes, desserts, and Fisheries, along with tasting tables and fixtures
 - Securing necessary cooking spaces and facilities for other F&B tenant companies, and configuring the exhibition space



<2025 Korea Square Spatial Configuration (8m × 2m) (Example)>

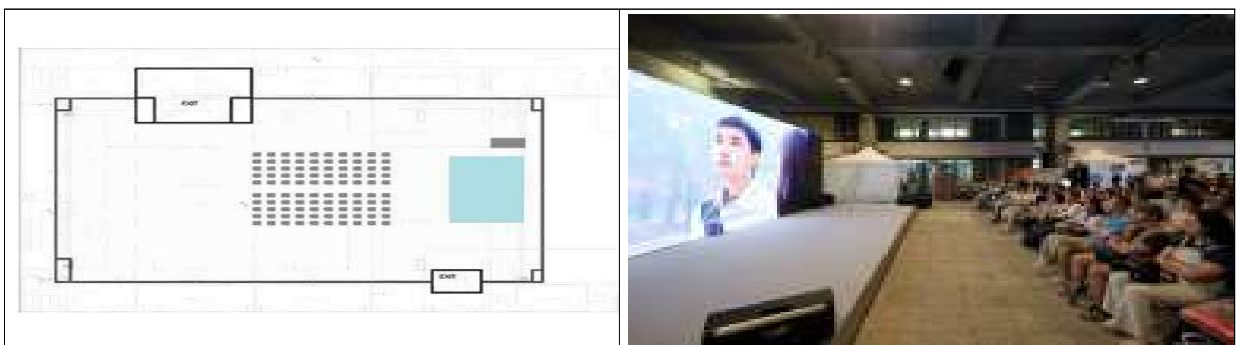
- 2) **[Agri-Food Booth]** Planning and operation of consumer experience activities, exhibitions, and tasting programs
 - (Grape) Display of fresh Shine Muscat and five next-generation new varieties (Hongju Seedless, Cocoball, Shooting Star, Glory star, Gold Sweet) and public tasting sessions by time slot
 - (F&B Collaboration) Exhibition and tasting operations utilizing grapes, traditional liquor, and K-sauces in collaboration with tenant companies
 - ①(Diplomatic mission Booth) Operation of finger food cooking demonstrations utilizing K-sauces and traditional liquor pairing tastings using a professional Korean chef (1 person)
 - ② (Dessert Booth) Operation of menu tastings featuring locally popular K-dessert "Yoajung" yogurt ice cream topped with grapes
 - Mandatory proposal of consumer experience activities to enhance booth visitor engagement



< 2025 Consumer Experience Event Program (Example)>

3) **[Fisheries Booth]** Operation of fisheries product exhibitions and consumer experience activities with the Korean Plaza

- Exhibition of premium Korean fishery products that currently distributed locally
 - * Example: Seaweed-gamtae-kelp snacks, dried squid, seasoned dried pollack chips, etc. that falling under the Fisheries classification of HS Codes
- (Seaweed Snack) Free distribution of "seaweed snacks" to attendees of the "K-MOVIE NIGHT" program hosted by the Korean Cultural Center in HK, alongside a survey on alternative entertainment snack options
- (Cooking Class) Operating a hands-on kimchi-making class (at least once) using Korean abalone, led by a professional chef (1 person) for locals, followed by a survey
- Mandatory proposal of consumer experience activities to enhance booth visitor engagement



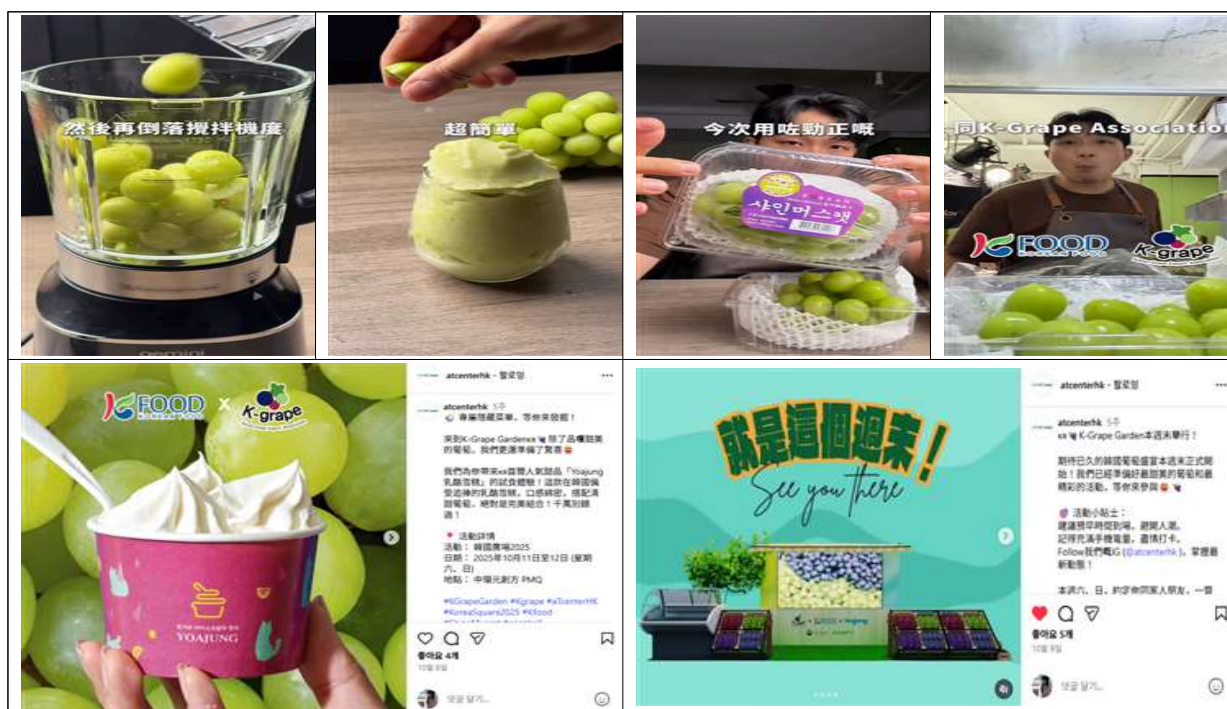
< (Left) 2026 K-Movie Night Space, (Right) 2025 Event Photo >

- 4) **[Survey]** Conducting awareness surveys on Korean agri-food and fisheries products by category
- Implementation of a mobile QR-based survey targeting booth visitors
 - Types : ① Awareness survey (Agri-food & Fisheries), ② Product-specific survey

Sortation	Agri-Food	Diplomatic mission	Fisheries	Note
Collective	Awareness of Korean Agri-Food		Awareness of Korean Fisheries	Target Quota: 100 responses each
By Product Category	Grapes	K-Sauce/ Traditional Liquor	Seaweed Snack/ Abalone	Target Quota: 30 responses per product, Total 150

※ Collect feedback from K-Booth partner tenants (such as the Korea Grape Export Association and F&B vendors) to design and submit additional questions for the product-specific surveys in advance.

- 5) **[Online & Offline Promotion]** Establish pre-event and on-site promotional plans to maximize visitor
- Pre-Event Promotion: Collaborate with well-known local influencers in Hong Kong to produce and distribute Instagram Reels (at least 2 posts in total, targeting over 100,000 views each for reach, for a total of 200,000+ views)



<2025 Korea Square Online (Instagram) Pre-Promotion (Example)>

- Media Promotion: Pre-event media coverage in major Hong Kong daily newspapers and distribution of press releases (at least 2 occurrence)



< 2025 Korea Square Offline Promotion (Example) >

- Souvenir Distribution: Production and distribution of agri-food and fisheries souvenirs engraved with the K-Food logo



<Souvenirs (Example)>

- Over 2,000 balloons reminiscent of grapes (purple, shine muscat colors)
 - * High-gloss or special PVC bubble materials are used to create the realistic texture of grapes
- Cooking Class Souvenir: Approximately 100 high-end traditional wrapping cloths (bojagi) for packaging abalone kimchi, designated for cooking class participants
- Visitor Engagement Souvenir: Over 1,000 wet wipes engraved with the K-Food logo, intended for distribution to booth visitors

- Design and production of 1,000+ eco-friendly trays to stably store tasting products at the K-Promotion Booth, while encouraging the tasting of all items and participation in surveys
 - * Manufactured as an integrated-handle paper tray custom-fitted to tasting containers such as cup holders (for traditional liquor) and snacks (seaweed)
- Online and off-line promotional activities and promotional items to further boost booth traffic can be discussed and adjusted

6) **[On-site Operations]** Overall on-site safety management and support for visitor and tenant assistance

- Staff Management
 - General Manager: 1 person
 - Agri-Food Promotional Pavilion: 8 or more event operation staff and 1 professional chef
 - Fisheries Promotional Pavilion: 4 or more event operation staff and 1 professional chef
- Safety and Civil Complaints Management
 - Thorough preliminary explanation is required before tasting (pay attention to consumption precautions for products such as dried seaweed, spicy sauce, etc.)
 - Receiving civil complaints and handling on-site issues from K-Food promotion pavilion tenant companies, partners, and visitors

2. Performance Goals and Deliverable Submission

1) Performance Goals

- (Quantitative) At least 100 brand awareness surveys per promotional booth (totaling 200+), 150 surveys across 5 products categories, and a total of 200,000+ views/impressions via influencer reels
- (Qualitative) Analysis of F&B menu pairing suitability, purchase intent, and recommendation likelihood

Sortation	Key Performance Objectives	Required Outputs
Quantitative	- At least 100 brand awareness surveys per promotional booth - Agricultural products: 100 cases, Fishery products: 100 cases - Total of 150 surveys across 5 product categories	Survey Analysis Results Report
	2 influencer Reels (at least 100,000 views each)	Influencer Posting link and View Counts
Qualitative	Analysis of F&B menu pairing suitability, purchase intent, and recommendation likelihood based on consumer surveys for each product category.	Survey Analysis Results Report

2) The agency's result report and settlement proofs must be submitted separately by project/category (duplicate settlements are not permitted)

❶ Agri-food promotion booth

Sortation	Details	Proof Examples
Exhibition booth construction cost	Design: Venue and booth installation design Rental Costs: Equipment such as audio, lighting, and electrical installations Construction Costs: Venue configuration, booth structure production and installation	[Result report] Implementation Results and Photos - Indicate basic details such as the number, size/area, and type of booths and structures
Ingredient cost	Ingredient Costs: Purchase costs for cooking shows, tastings/samplings, and exhibition ingredients Equipment and Supplies Costs: Costs for renting and purchasing items * Asset purchases not permitted	[Result report] Implementation Results and Photos - List of tasting and exhibition items
Event Expenses Costs	Event Program Appearance Fees (B2B) MC, simultaneous interpretation, consulting, instructors, etc. (B2C) **Singers, performance troupes, professional chefs, etc.** * Submission of cost verification required for high-amount items	[Result report] Profile, input details, and results -Background/Resume, schedule, event details, photos, etc.

Labor Costs	○ Full-time Staff: Labor costs for pre-event preparation and on-site operations * Agency-affiliated or contract workers	○ [Result report] Personnel Deployment Details * Calculated independently by referring to the unit price table when determining personnel expenses
	○ Support staff - Information and operation staff, interpretation staff, simple culinary staff, etc.	
Survey	○ General survey and additional questionnaire design and analysis	○ [Result report] Implementation Results and Photos
Advertising expenses	○ Promotional material planning, design, and production - Souvenirs, printed materials, promotional items, name tags, shopping bags, etc. - On-site event sketch photography, video production, etc.	○ [Result report] Production Details - Purchased items, production goods, quantities, and usage details, etc. ○ Outputs (photos, videos, etc.)
	○ Online and offline media promotion - Media promotion expenses (TV, newspapers, outdoor advertising, SNS, etc.)	○ [Result report] Promotional Results - Media, promotional period, method, and promotional effect ○ Outputs (photos, videos, etc.)
Fee	○ All-inclusive result report (within 10%)	○ [Result report] Implementation Results and Photos

② Diplomatic mission

구 분	세부내역	증빙 예시
Exhibition booth construction cost	○ Design: Venue and booth installation design ○ Rental Costs: Equipment such as audio, lighting, and electrical installations ○ Construction Costs: Venue configuration, booth structure production and installation	○ [Result report] Implementation Results and Photos - Indicate basic details such as the number, size/area, and type of booths and structures
Ingredient cost	○ Ingredient Costs: Purchase costs for cooking shows, tastings/samplings, and exhibition ingredients ○ Equipment and Supplies Costs: Costs for renting and purchasing items * Asset purchases not permitted	○ [Result report] Implementation Results and Photos - List of tasting and exhibition items

Labor Costs	○ Full-time Staff: Labor costs for pre-event preparation and on-site operations * Agency-affiliated or contract workers	○ [Result report] Personnel Deployment Details * Calculated independently by referring to the unit price table when determining personnel expenses
	○ Support staff - Information and operation staff, interpretation staff, simple culinary staff, etc.	
Survey	○ General survey and additional questionnaire design and analysis	○ [Result report] Implementation Results and Photos
Expert Invitation	○ Event Program Appearance Fees - (B2B) MC, simultaneous interpretation, consulting, instructors, etc. - (B2C) **Singers, performance troupes, professional chefs, etc.** * Submission of cost verification required for high-amount items	○ [Result report] Profile, input details, and results -Background/Resume, schedule, event details, photos, etc.

③ Fisheries promotion booth

Sortation	Details	Proof Examples
Exhibition booth construction cost	○ Design: Venue and booth installation design ○ Rental Costs: Equipment such as audio, lighting, and electrical installations ○ Construction Costs: Venue configuration, booth structure production and installation	○ [Result report] Implementation Results and Photos - Indicate basic details such as the number, size/area, and type of booths and structures
Ingredient cost	○ Ingredient Costs: Purchase costs for cooking shows, tastings/samplings, and exhibition ingredients ○ Equipment and Supplies Costs: Costs for renting and purchasing items * Asset purchases not permitted	○ [Result report] Implementation Results and Photos - List of tasting and exhibition items
Event Expenses Costs	○ Event Program Appearance Fees - (B2B) MC, simultaneous interpretation, consulting, instructors, etc. - (B2C) **Singers, performance troupes, professional chefs, etc.** * Submission of cost verification required for high-amount items	○ [Result report] Profile, input details, and results -Background/Resume, schedule, event details, photos, etc.

Labor Costs	○ Full-time Staff: Labor costs for pre-event preparation and on-site operations * Agency-affiliated or contract workers ○ Support staff - Information and operation staff, interpretation staff, simple culinary staff, etc.	○ [Result report] Personnel Deployment Details * Calculated independently by referring to the unit price table when determining personnel expenses
Survey	○ General survey and additional questionnaire design and analysis	○ [Result report] Implementation Results and Photos
Advertising expenses	○ Promotional material planning, design, and production - Souvenirs, printed materials, promotional items, name tags, shopping bags, etc. - On-site event sketch photography, video production, etc. ○ Online and offline media promotion - Media promotion expenses (TV, newspapers, outdoor advertising, SNS, etc.)	○ [Result report] Production Details - Purchased items, production goods, quantities, and usage details, etc. ○ Outputs (photos, videos, etc.) ○ [Result report] Promotional Results - Media, promotional period, method, and promotional effect ○ Outputs (photos, videos, etc.)
Fee	○ All-inclusive result report (within 10%)	○ [Result report] Implementation Results and Photos

IV Details regarding the bid

- **Method of selecting the bidder** : Negotiation-based contract (Technical evaluation 70%, Price evaluation 30%)
 - When summing the scores from the proposal (technical evaluation and price (price evaluations), the highest-scoring bidder is selected as the qualified negotiator to proceed with negotiations
 - * In the event of a breakdown in negotiations with the highest-scoring bidder, negotiations will proceed with the next highest-scoring bidder
 - If the technical evaluation score of the proposal is less than 85% of the total allotted score, the bidder will be excluded from the negotiation process
 - * Target for negotiation: Technical evaluation score of 70 points $\times$ 85% = 59.5 points or higher

- Evaluation committee: 5 internal and external experts (2 internal, 3 external)
- Evaluation items: Project execution plan, technical and knowledge capability, supporting technology and after-sales management, expertise
- Technical score : Applying the average score excluding the highest and lowest scores among the total scores given by each evaluation committee member
 - * However, if there are two or more identical lowest or highest scores, only one of them shall be excluded
 - * When calculating the average evaluation score, round off at the fifth decimal place
- Price score : Applying the bidding price evaluation formula stipulated in the "Standards for Concluding Contracts by Negotiation"
 - * In the event of a tie in the total score, priority shall be given to the bidder with the higher technical capability evaluation score. If the technical evaluation scores are also tied, priority shall be given to the bidder who scored higher on the item with the highest point allocation.
- Scoring Criteria by Evaluation Item

Sorta -tion	Evaluation Items	Scoring					Detailed Evaluation Items
		A	B	C	D	E	
Tech nical Evalu ation (70)	Project execution plan (20)	20	18	16	14	12	○ Production planning and concept establishment - Creativity and originality of planning and content composition ○ Differentiation of operation and promotion methods
	Business Operation Capability and business understanding (20)	20	18	16	14	12	○ Adequacy of event planning, personnel, and operational management - Management plans for participating entities, on-site personnel supply and demand plans, and management strategies, etc. ○ Suitability for the project objectives ○ Specificity of the proposal contents ○ Fulfillment of the Proposal Content
	Technical/Knowled ge Competency (20)	20	18	16	14	12	○ Expertise including human resources, organization, and management technology ○ Task execution capability (expertise and know-how accumulated through past performance)

Supporting technology and safety management (10)	10	9	8	7	6	○ Safety and disaster management, establishment of emergency measures, etc - Dedicated safety management organization and personnel deployment, disaster management measures, possession of emergency response procedures and manuals, etc.
Price evaluation(30)						○ Evaluated by applying the bidding price scoring formula - $30 \times (\text{Lowest Bidding Price} \div \text{Current Bidding Price})$
Total(100)						

V Contract Price and Payment Plan

□ Contract Price and Payment Plan

- Contract amount (agency service fee) : KRW 100,000,000
 - * Remittance in KRW shall be the standard; if other currencies such as HKD or USD are requested, the exchange rate on the date of remittance shall apply.
 - * Inclusive of all project-related expenses, such as promotion costs, production costs, travel expenses, part purchase costs, transportation costs, and survey costs
- Payment method
 - (Advance Payment) Advance payments shall not be made in principle; however, an advance payment of up to 50% of the contract amount may be paid only if the agency submits documents guaranteeing the advance payment, such as a guarantee insurance policy issued by a financial institution such as a bank or an insurance company.
 - * Paid within 3 weeks from the date of receiving the invoice after concluding the agency service contract (50% of the contract amount)
 - Agency Fee (Balance): Upon submission of the final task results report and related documents within the contract period, the Corporation shall complete inspection and acceptance within 14 days, and pay the balance within 7 days thereafter

VI Task Performance Guidelines

1. General Matters

- For the efficient execution of this task, the "Task Performer" shall frequently consult with the "aT Korea Argo-Fisheries & Food Trade Corporation, Hong Kong Center(hereinafter referred to as aT)" regarding implementation progress, key details, etc., and the consulted contents must be reflected in the plan
- Even for matters not explicitly specified in these task specifications, important matters deemed necessary for the promotion of the event shall be determined in consultation with aT, and necessary documents must be prepared and submitted

2. Commencement Report

- The "Task Performer" shall submit the project implementation plan within 2 weeks from the contract date (and visit and explain if necessary)
- Regarding the detailed implementation schedule during the execution of the task, the "Task Performer" shall consult with aT in advance before carrying out the task, and the matters agreed upon during the commencement plan report must be reflected in the service details

3. Final Reporting and Delivery of Results

- The "Task Performer" shall submit the implementation results report related to the task to the aT Hong Kong Center within the contract period to undergo inspection; provided, however, if there are unavoidable reasons, the submission deadline may be changed through mutual consultation.

4. Obligations of the Task Performer

- Regarding matters not mentioned in this proposal, general issues arising

from the execution of the task, interpretation of phrases, and application of related regulations, the "Task Performer" shall consult with aT in advance and follow aT's decision

- The participating personnel shall be composed of professionals with rich experience in related fields and shall be selected as suitable individuals to efficiently complete the task within the task period
- The "Task Performer" shall prepare all deliverables based on reasonable and valid calculation grounds in the performance of this task, and shall immediately respond to any requests (for explanation or submission of data) by aT

5. Security Measures

- All materials related to the performance of this task shall not be used for other purposes, disclosed, or leaked to the outside without prior approval from aT

6. Intellectual Property Rights

- The "Contractor" shall recognize that all intellectual property rights arising from this project are jointly owned by "aT" and the "Contractor" shall carry out the project to ensure no issues arise.
- The "Contractor" shall ensure that it does not infringe upon the intellectual property rights of the original owner during the execution of the project, and shall bear all responsibilities in the event of any issues arising from the infringement of a third party's intellectual property rights due to reasons attributable to the "Contractor"

7. Compensation for Damages

- The "Contractor" shall bear all civil and criminal liabilities for any incidents or accidents arising in connection with this service provided, however, that this shall not apply if the "Contractor" proves that there is no reason attributable to it.
- If "aT" compensates a third party for damages due to reasons attributable to the "Contractor" the "Contractor" shall immediately compensate "aT"

8. Project Budget Execution

- Project budget execution shall be carried out within the amount by expense item in the detailed calculation statement approved at the time of contract execution, however, that prior approval from aT is required in the event of any fluctuations
- The "Contractor" shall execute the project budget in accordance with the purpose and use agreed upon with "aT"
- As this service is a consolidated procurement of three projects under a single contract, separate result reports and separate settlement documents must be submitted according to the execution items of each project, and duplicate settlements for items not agreed upon in advance are prohibited.

9. Others

- All matters related to event and operation, such as the installation and dismantling of equipment and the installation of advertisements, shall be carried out in compliance with the regulations of the leased building's owner
- All consumables necessary for operation shall be purchased or rented, and rented equipment shall be returned after the event (purchasing capital-like equipment is non-settleable)
- Even if matters are not explicitly specified in the proposal , matters that are inevitable or naturally required for the execution of this project shall be deemed included in this service
- Matters not specified in the proposal, the bidding announcement, and attachments based thereon shall be governed by national contract-related statutes and regulations, such as the Act on Contracts to which the State is a Party and standards for concluding contracts by negotiation
- Other matters not explicitly specified herein shall be determined through consultation between "aT" and the "Contractor"

Bidding Announcement

1. Bidding Details

Project Name	○ Agency Services for Operating the 2026 K-Food Promotion Pavilion with Korea Square
Service Details	○ Space Planning and Construction for the K-Food Promotional Pavilion ○ Program Planning and Operation of the K-Food Promotional Pavilion and Overall management ○ Promotion of online and offline publicity to enhance the performance of the K-Food Promotional Pavilion, etc. * For detailed information, refer to the attached Request for Proposals
Project Budget	○ KRW 100,000,000 * Inclusive of Value Added Tax etc.
Service Period	○ From the date of contract conclusion to November 30, 2026
Bidding Method	○ Competitive Bidding (Negotiated Contract)
Settlement Method	○ Lump-Sum Contract

2. Bid Schedule

Proposal Submission	○ Submission Deadline : Arrival by 17:00 on Monday, September 21, 2026 (Hong Kong Time) ○ Submission Method: Email Submission ○ Submission Email: minyeong@at.or.kr ○ Required Documents: Proposal (including presentation materials, general company overview of the bidding firm, and deployment plan for project personnel), Price Proposal
Proposal Evaluation	○ Tentative Evaluation Date : Wednesday, September 23, 2026 / Individual notice to be provided to each bidder - echnical Evaluation (70%), Price Evaluation (30%)
Contract Execution	○ Negotiation with the top-ranked bidder based on evaluation results, followed by contract conclusion

2026. . .

Branch Director, Korea Agro-Fisheries & Food Trade Corporation

Attachment 1 [Agri-Food] Consumer Awareness & Product-Specific Survey Forms

[Korean Agri-Food Awareness Survey Form]

Gender	① Male	② Female				
Age Group	① 10' s	② 20' s	③ 30' s	④ 40' s	⑤ 50' s	⑥ over 60' s
Occupation	① Employee	② Student	③ House Wife	④ Other ()		

1. Have you ever heard or tried Korean food products before visiting this event?

- ① Have purchased ② Never purchased but have tried before
 ③ Never tried but have heard ④ Never (☞ Please go to Question 5)

2-1. What type of Korean food do you prefer? (Please answer 1st and 2nd place)

1st place _____ / 2nd place _____

- ① Fresh Food(Agrofood, Seafood etc) ② Processed Food(Noodles, Snack etc)
 ③ Traditional Food(Kimchi, Makgeoli etc) ④ Health Food(Ginseng etc)
 ⑤ Dairy(Milk, Cheese etc) ⑥ Tea, Beverage
 ⑦ Liquor ⑧ Other ()

2-2. What Korean food or product are you most interested in? (Please answer 1st and 2nd place)

1st place _____ / 2nd place _____

3. Where do you mainly buy Korean food products? (Please answer 1st and 2nd place)

1st place _____ / 2nd place _____

- ① Supermarket ② Retailer ③ Convenience Store ④ Online ⑤ Other ()

4. What is your impression of Korean food products compared to local food products that you usually buy?

		Excellent	Good	Neutral	Not desirable	Not acceptable
4-1	Quality	①	②	③	④	⑤
4-2	Safety	①	②	③	④	⑤
4-3	Healthy	①	②	③	④	⑤
4-4	Newness	①	②	③	④	⑤

5. How is your interest level about Korean food products?

		Very High	High	Neutral	Low	Very low
5-1	Before visit	①	②	③	④	⑤
5-2	After visit	①	②	③	④	⑤

6. How much do you intend to purchase Korean food products?

		Very High	High	Neutral	Low	Very low
6-1	Before visit	①	②	③	④	⑤
6-2	After visit	①	②	③	④	⑤

– Thank you for your sincere responses –

[Product-Specific Survey Form (Grapes, Sauces, Traditional Liquor)]

성별(Gender)	① 남성 Male	② 여성 Female
연령(Age)	① 10's ② 20's ③ 30's ④ 40's ⑤ 50's ⑥ over 60's	
직업(Job)	① 회사원(Employee) ② 학생(Student) ③ 주부(Housewife) ④ 자영업(Self-employment) ⑤ 기타(Others)	

1. 패키지 평가 / Package evaluation	매우 그렇다 Strongly agree	그렇다 Agree	보통 이다 Neutral	그렇지 않다 Disagree	전혀 그렇지 않다 Strongly disagree
(1) 포장 패키지의 재질이 마음에 든다 (1) I like the material of the package.	①	②	③	④	⑤
(2) 포장 디자인이 고급스러워 보인다 (2) The packaging design looks luxurious.	①	②	③	④	⑤
(3) 포장을 보니 저 제품을 먹어보고 싶어졌다 (3) The packaging made me want to try the product.	①	②	③	④	⑤
(4) 포장 규격/용량이 적당하다 (4) Packaging specification/capacity is appropriate.	①	②	③	④	⑤
(5) 현지 트렌드에 적합한 제품이다 (5) This product is suitable for the local trends.	①	②	③	④	⑤

2. 시식 후 평가 / Evaluation after eating	매우 그렇다 Strongly agree	그렇다 Agree	보통 이다 Neutral	그렇지 않다 Disagree	전혀 그렇지 않다 Strongly disagree
(1) 먹는 도중 느껴지는 맛이 좋다 (1) It tastes good while eating.	①	②	③	④	⑤
(2) 삼키고 나서 느껴지는 맛이 좋다 (2) It tastes good after swallowing.	①	②	③	④	⑤
(3) 전반적으로 입에서 느껴지는 맛이 좋다 (3) Overall, the taste of the mouth is good.	①	②	③	④	⑤

3. 상품성 평가 / Productivity evaluation	매우 그렇다 Strongly agree	그렇다 Agree	보통 이다 Neutral	그렇지 않다 Disagree	전혀 그렇지 않다 Strongly disagree
(1) 시중에서 판매한다면 구매할 의향이 있다 (1) If it is sold on the market, I am willing to purchase it.	①	②	③	④	⑤
(2) 우리나라 사람들이 좋아할 음식이다 (2) People in my country would like the food.	①	②	③	④	⑤
(3) 우리나라에서 판매한다면, 잘 팔릴 것 같다 (3) If it is sold in my country, it would be big hit.	①	②	③	④	⑤
(4) 상품이 우리나라에서 인지도가 있는 편이다 (4) Products are well known in my country.	①	②	③	④	⑤

4. 가격 평가 / Price evaluation

☞ 제품의 제시된 가격을 참고하여 답변 부탁드립니다.

☞ Please answer by referring to the suggested price of the produce.

*(설문지 인쇄 시 삭제)마켓테스트 시 제품사진/제품명/제시가격 안내 판넬 잘 보이도록 설치

(1) 본 제품의 가격이 적당하다.

(1) The price of the product is reasonable.

매우 그렇다 Strongly agree	그렇다 Agree	보통이다 Neutral	그렇지 않다 Disagree	전혀 그렇지 않다 Strongly disagree
①	②	③	④	⑤

(2) 나는 이 제품을 (희망가격)에 구매할 의향이 있다.

(2) I would be willing to pay for this product (*desired price range*).

\$0-\$5 *가격 범위 수정	\$5-\$10	\$10-\$15	\$15-\$20	\$25-\$30
①	②	③	④	⑤

(선택문항) *희망가격을 선택하신 이유를 설명해주세요.*

(Optional) *Please explain why you selected your desired price range.*

5. 호감도 평가 / Interest Level evaluation

Before

매우 많다 Very High	많다 High	보통이다 Neutral	별로 없다 Low	전혀 없다 Very Low
①	②	③	④	⑤

After

매우 많다 Very High	많다 High	보통이다 Neutral	별로 없다 Low	전혀 없다 Very Low
①	②	③	④	⑤

6. 구매 의향도 평가 / Purchase Intention evaluation

Before

매우 많다 Very High	많다 High	보통이다 Neutral	별로 없다 Low	전혀 없다 Very Low
①	②	③	④	⑤

After

매우 많다 Very High	많다 High	보통이다 Neutral	별로 없다 Low	전혀 없다 Very Low
①	②	③	④	⑤

Attachment 2 [Seafood] Consumer Awareness & Product-Specific Survey Forms

[Korean Seafood Awareness Survey Form]

Gender	① Male		② Female			
Age Group	① 10' s	② 20' s	③ 30' s	④ 40' s	⑤ 50' s	⑥ over 60' s
Occupation	① Cook(Chef)		② Retail employee	③ Restaurant employee		④ Other ()

1. Have you ever heard or tried Korean seafood products before visiting this event?

- ① Have purchased ② Never purchased but have tried before
 ③ Never tried but have heard ④ Never (👉 Please go to Question 5)

2. What is your favorite Korean seafood products? (Please answer 1st and 2nd place)

1st place _____ / 2nd place _____

- ① Seaweed(laver) ② Abalone
 ③ Oyster ④ Flatfish(Flounder)
 ⑤ Fish cake ⑥ Tuna
 ⑦ Sea cucumber ⑧ Other ()

3. Where do you mainly buy Korean seafood products? (Please answer 1st and 2nd place)

1st place _____ / 2nd place _____

- ① Supermarket(Modern Retail) ② Wet markets ③ Restaurant ④ Online ⑤ Other ()

4. What is your impression of Korean seafood products compared to local seafood products that you usually buy?

		Not acceptable	Not desirable	Neutral	Good	Excellent
4-1	Quality	①	②	③	④	⑤
4-2	Safety	①	②	③	④	⑤
4-3	Healthy	①	②	③	④	⑤
4-4	Brand-Newness	①	②	③	④	⑤

5. How is your interest level about Korean seafood products?

		Not acceptable	Not desirable	Neutral	Good	Excellent
5-1	Before visit	①	②	③	④	⑤
5-2	After visit	①	②	③	④	⑤

6. How much do you intend to purchase Korean seafood products?

		Very low	Low	Neutral	High	Very High
6-1	Before visit	①	②	③	④	⑤
6-2	After visit	①	②	③	④	⑤

[Product-Specific Survey Form(Seaweed Snack, Abalone)]

성별(Gender)	① 남성 Male	② 여성 Female
연령(Age)	① 10's ② 20's ③ 30's ④ 40's ⑤ 50's ⑥ over 60's	
직업(Job)	① 회사원(Employee) ② 학생(Student) ③ 주부(Housewife) ④ 자영업(Self-employment) ⑤ 기타(Others)	

1. 패키지 평가 / Package evaluation	매우 그렇다 Strongly agree	그렇다 Agree	보통 이다 Neutral	그렇지 않다 Disagree	전혀 그렇지 않다 Strongly disagree
(1) 포장 패키지의 재질이 마음에 든다 (1) I like the material of the package.	①	②	③	④	⑤
(2) 포장 디자인이 고급스러워 보인다 (2) The packaging design looks luxurious.	①	②	③	④	⑤
(3) 포장을 보니 저 제품을 먹어보고 싶어졌다 (3) The packaging made me want to try the product.	①	②	③	④	⑤
(4) 포장 규격/용량이 적당하다 (4) Packaging specification/capacity is appropriate.	①	②	③	④	⑤
(5) 현지 트렌드에 적합한 제품이다 (5) This product is suitable for the local trends.	①	②	③	④	⑤

2. 시식 후 평가 / Evaluation after eating	매우 그렇다 Strongly agree	그렇다 Agree	보통 이다 Neutral	그렇지 않다 Disagree	전혀 그렇지 않다 Strongly disagree
(1) 먹는 도중 느껴지는 맛이 좋다 (1) It tastes good while eating.	①	②	③	④	⑤
(2) 삼키고 나서 느껴지는 맛이 좋다 (2) It tastes good after swallowing.	①	②	③	④	⑤
(3) 전반적으로 입에서 느껴지는 맛이 좋다 (3) Overall, the taste of the mouth is good.	①	②	③	④	⑤

3. 상품성 평가 / Productivity evaluation	매우 그렇다 Strongly agree	그렇다 Agree	보통 이다 Neutral	그렇지 않다 Disagree	전혀 그렇지 않다 Strongly disagree
(1) 시중에서 판매한다면 구매할 의향이 있다 (1) If it is sold on the market, I am willing to purchase it.	①	②	③	④	⑤
(2) 우리나라 사람들이 좋아할 음식이다 (2) People in my country would like the food.	①	②	③	④	⑤
(3) 우리나라에서 판매한다면, 잘 팔릴 것 같다 (3) If it is sold in my country, it would be big hit.	①	②	③	④	⑤
(4) 상품이 우리나라에서 인지도가 있는 편이다 (4) Products are well known in my country.	①	②	③	④	⑤

4. 가격 평가 / Price evaluation

☞ 제품의 제시된 가격을 참고하여 답변 부탁드립니다.

☞ Please answer by referring to the suggested price of the produce.

*(설문지 인쇄 시 삭제)마켓테스트 시 제품사진/제품명/제시가격 안내 판넬 잘 보이도록 설치

(1) 본 제품의 가격이 적당하다.

(1) The price of the product is reasonable.

매우 그렇다 Strongly agree	그렇다 Agree	보통이다 Neutral	그렇지 않다 Disagree	전혀 그렇지 않다 Strongly disagree
①	②	③	④	⑤

(2) 나는 이 제품을 (희망가격)에 구매할 의향이 있다.

(2) I would be willing to pay for this product (*desired price range*).

\$0-\$5 *가격 범위 수정	\$5-\$10	\$10-\$15	\$15-\$20	\$25-\$30
①	②	③	④	⑤

(선택문항) *희망가격을 선택하신 이유를 설명해주세요.*

(Optional) *Please explain why you selected your desired price range.*

5. 호감도 평가 / Interest Level evaluation

Before

매우 많다 Very High	많다 High	보통이다 Neutral	별로 없다 Low	전혀 없다 Very Low
①	②	③	④	⑤

After

매우 많다 Very High	많다 High	보통이다 Neutral	별로 없다 Low	전혀 없다 Very Low
①	②	③	④	⑤

6. 구매 의향도 평가 / Purchase Intention evaluation

Before

매우 많다 Very High	많다 High	보통이다 Neutral	별로 없다 Low	전혀 없다 Very Low
①	②	③	④	⑤

After

매우 많다 Very High	많다 High	보통이다 Neutral	별로 없다 Low	전혀 없다 Very Low
①	②	③	④	⑤