

Great Lakes St. Lawrence Governors & Premiers

GROW YOUR EXPORTS TO SOUTH KOREA

KBSI *Korea
Business
Services, Inc.*

GREAT LAKES
ST. LAWRENCE
GOVERNORS
& PREMIERS





Great Lakes St. Lawrence Governors & Premiers

- 40 years of collaboration among the region's chief executives:



- Growing the region's economy and protecting the world's greatest freshwater system
 - Chair: Michigan Governor Gretchen Whitmer
 - Vice Chair: Ohio Governor Mike DeWine





Great Lakes St. Lawrence Governors & Premiers

Award-Winning Project Portfolio

Economy

- Promoting SME Exports
- Growing Strong Clusters
 - **Maritime**
 - **Transportation**
 - **Tourism**
 - **Cruising**
- Attracting Foreign Investment

• **Environment**

- Managing Sustainable Water Use
- Restoring and Protecting the Great Lakes St. Lawrence

16 Trade Offices



GSGP TRADE OFFICES

The last 10 years of accomplishments for GSGP include

180 Trade missions



1,500 Companies hosted in market

5,900 Great Lakes companies assisted



1,000 B2B meetings scheduled each year



\$2.45 billion in facilitated export sales 2016-2024



41 GSGP Led Trade Missions

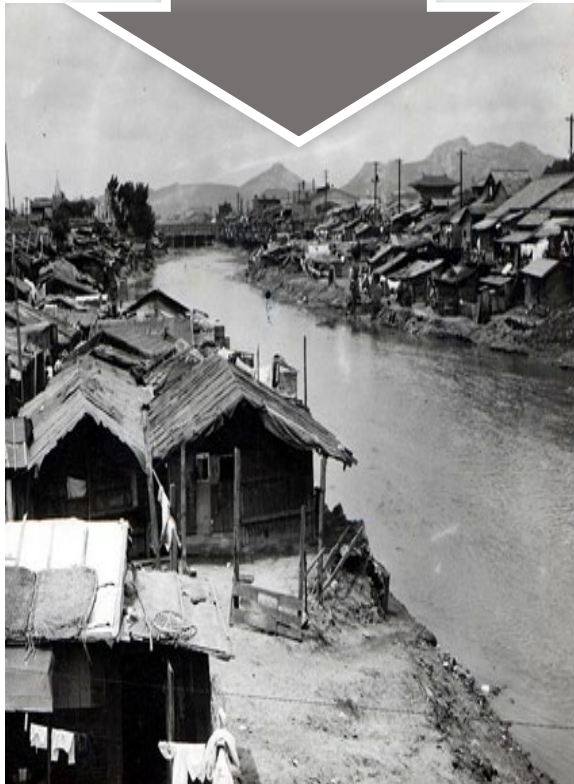


I. SOUTH KOREA COUNTRY OVERVIEW

1. Development of Modern South Korea

Modern South Korea experienced a century of development within a decade

1960's



1980's



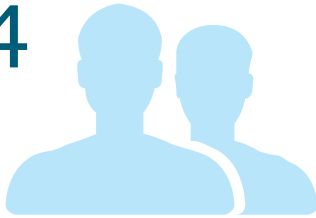
2010-2020's



2. Key Facts and Figures

Population

51.74 million



Capital

SEOUL

10 million in Seoul population



Land Size

38,750 sq mi



Currency

\$1 = 1,399.30won

As of November 26, 2024



GDP (PPP)

\$3.06 trillion

Per Capita

\$59,330



GDP (Nominal)

\$1.76 trillion

Per Capita

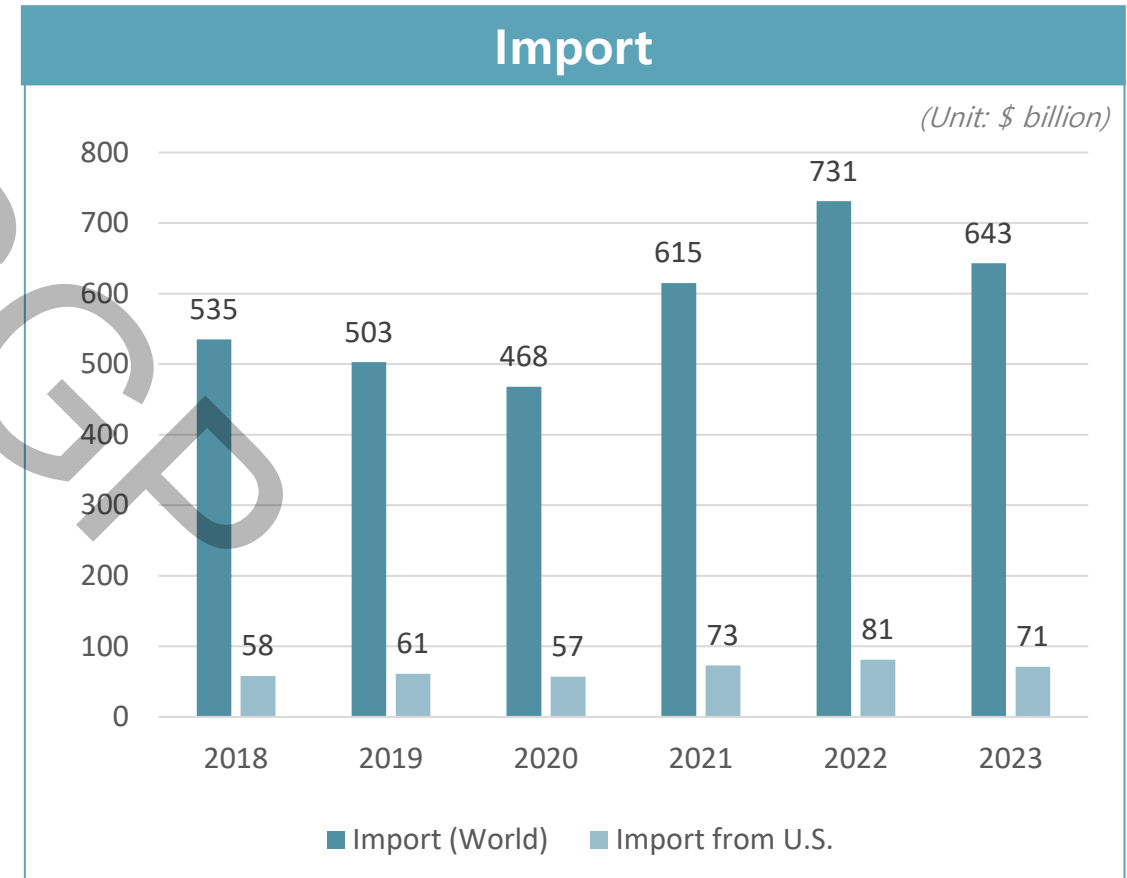
\$34,165

3. Trade Dynamics of South Korea

SOUTH KOREA ANNUAL TRADE VOLUME TO THE U.S. AND WORLD



Source: Korea International Trade Association



Source: Korea International Trade Association

4. Top Imports of 2023

Top 10 Products Imported from the World

Rank	Product Name	Value (US\$, Billion)	Market Share
1	Oil & Gas	171.4	26.7%
2	Electrical Machinery and Equipment	119.5	18.6%
3	Chemicals	63.1	9.8%
4	Transportation Equipment	22.1	3.4%
5	Medical Equipment and Devices	22.0	3.4%
6	Inorganic Chemicals	21.5	3.3%
7	Ores, Slag, Ash	19.7	3.1%
8	Iron, Steel	16.5	2.6%
9	Organic Chemicals	13.6	2.1%
10	Plastics	12.7	2.0%

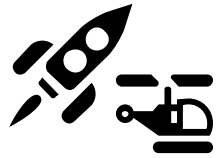
Top 10 Products Imported from the USA

Rank	Product Name	Value (US\$, Billion)	Market Share
1	Oil & Gas	22.3	31.3%
2	Chemicals	9.6	13.5%
3	Electrical Machinery and Equipment	6.1	8.5%
4	Medical Equipment and Devices	4.6	6.5%
5	Transportation Equipment	3.6	5.0%
6	Meat, Edible meat offal	2.8	3.9%
7	Pharmaceutical Products	2.0	2.8%
8	Miscellaneous Chemical Products	1.7	2.4%
9	Plastics	1.7	2.3%
10	Organic Chemicals	1.5	2.2%

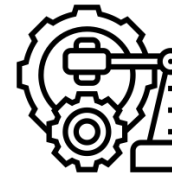
Source: Korea International Trade Association

II. EXPORT OPPORTUNITIES FOR GSGP

Best Prospect Sectors for GSGP to Export to Korea



Aerospace/Defense



Advanced Manufacturing



Medical Devices



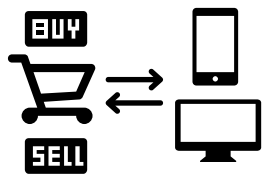
Food & Beverage



Bio-Pharmaceutical



Education Technology



E-Commerce

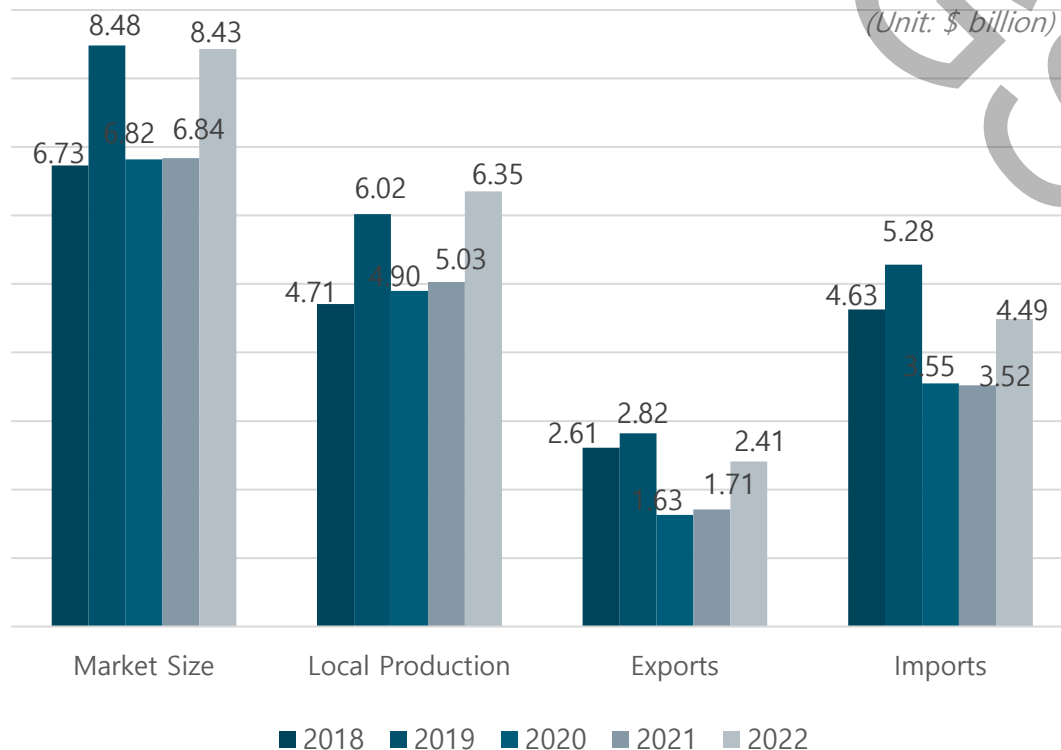


ICT (Information and Communication Technology)

1-1. Aerospace

According to the U.S. Department of Commerce data as of May 2023, the U.S' aerospace export to South Korea recorded a total of \$2.2 billion in 2022.

South Korea Aerospace Market



Source: Korea Aerospace Industries Association (KAIA)

U.S. Export to South Korea in 2022

- Civilian aircraft, engines and parts made up nearly 80% of the export valued at \$1.7 billion
- Aircraft launch gear, spacecraft parts, parachutes, unmanned aircraft and others accounted for about 20%
- 72% of South Korea's total volume of aerospace imports were from the United States.

Best Products/Services



Aircrafts and aircraft upgrades

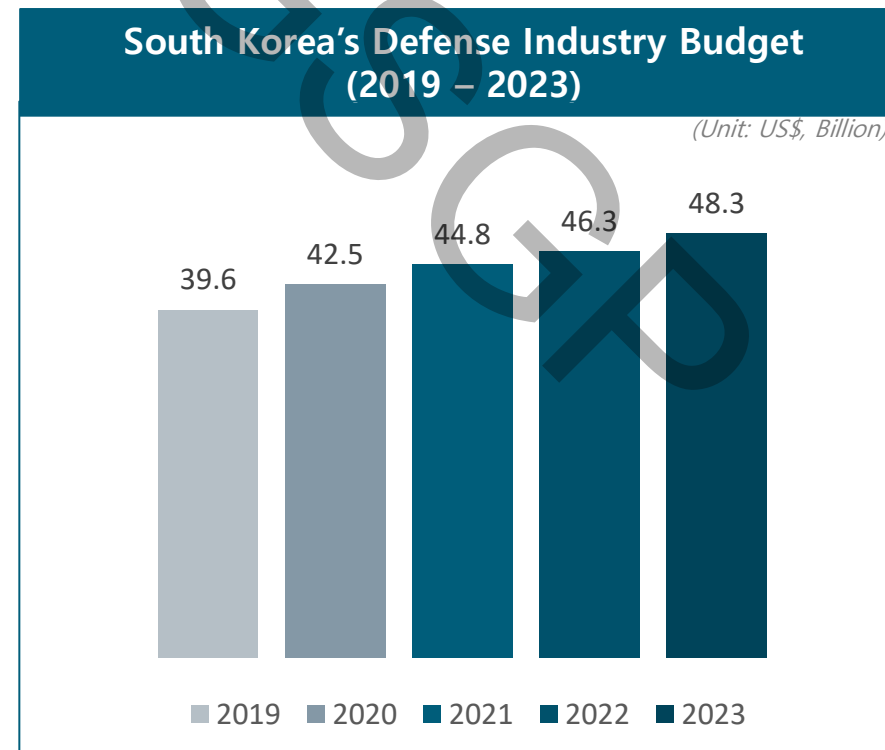
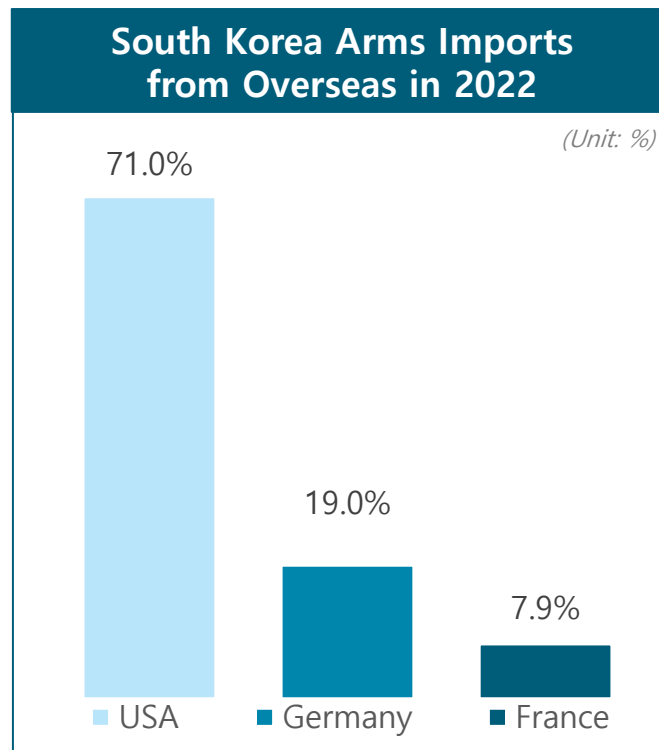
Radar and surveillance devices

Avionics

High-tech mission equipment, components, sensors, optical devices for aircraft and UAVs

1-2. Defense

- For 2023, South Korea allocated \$48.3 billion or 8.9 percent of its total government expenditure to its defense budget.
- August 2024, the U.S. approves \$3.5 billion sale of Apache helicopters to South Korea



Best Prospects & Opportunities

- Command, Control, Communications, Computer, Intelligence, Surveillance, and Reconnaissance (C4ISR)
- Aircraft Upgrades
- Avionics, high-tech sensors, radars, and missile system
- Support for combat equipment
- Anti-terrorism products

Source: Stockholm International Peace Research Institute (SIPRI), International Trade Administration U.S. Department of Commerce

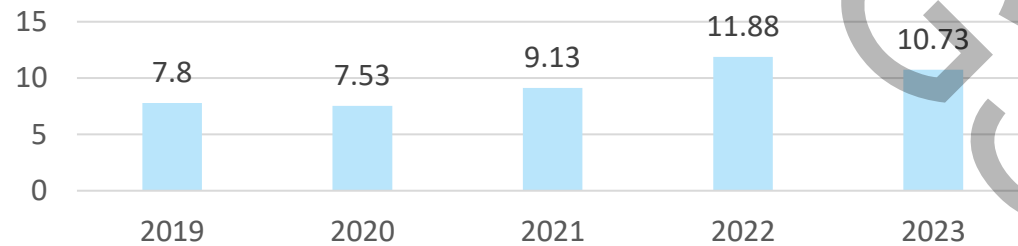
Image Source: Aug 20, 2024; DefenseNews

2. Medical Device

- Since the outbreak of COVID-19 in 2020, there have been substantial changes in the Korean medical device market.
- U.S. medical devices are ranked first in the Korean import market, with market share steadily maintained between 40 to 50 percent.

Medical Device Market Size in South Korea

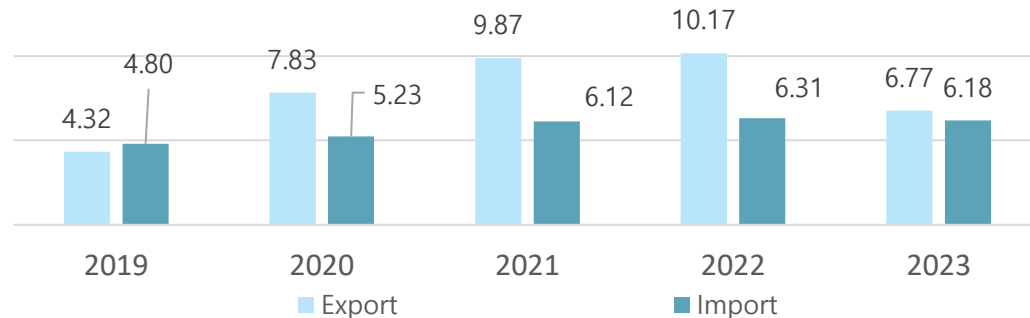
(US: Billion)



Source: Ministry of Food and Drug Safety

Medical Device Export and Import in Korea

(US: Billion)



Source: Ministry of Food and Drug Safety

Korean companies make comparatively lower-end or mid-range medical devices, therefore depend on the United States to supply high-end medical devices.

Leading Import Items

Multifocal Intraocular Lens

Coronary Artery Stent

Charged-particle Accelerator for Therapy

CT Systems

Soft Contact Lenses

MRI Devices

Hemofilter for Artificial Kidney

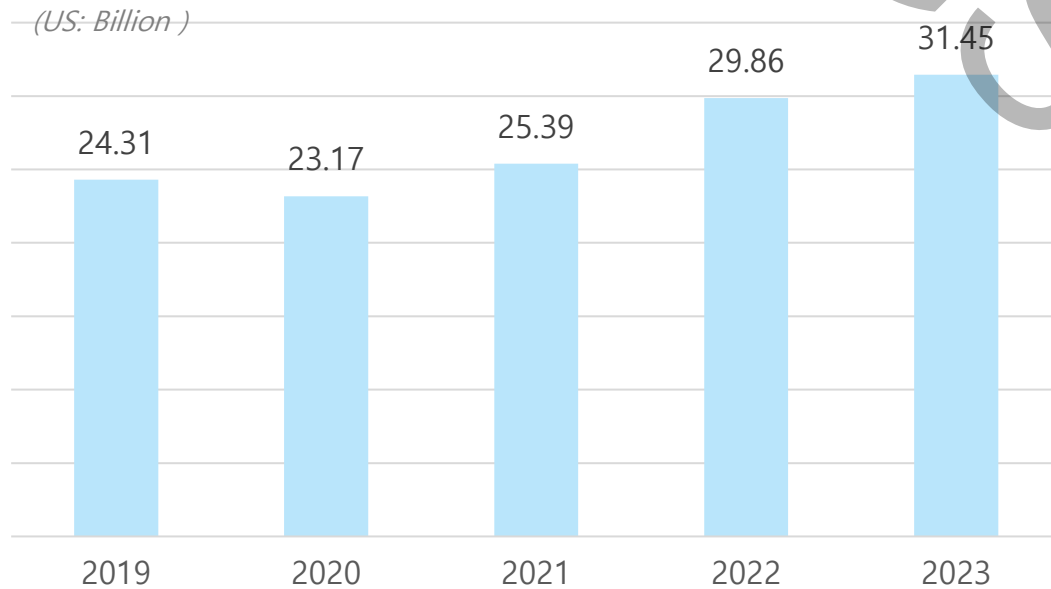
Disposable Dialyzer

3. Pharmaceutical

The pharmaceutical market rose by 5.3 percent in 2023 compared to the previous year, reaching an all-time high of \$31.34 billion.

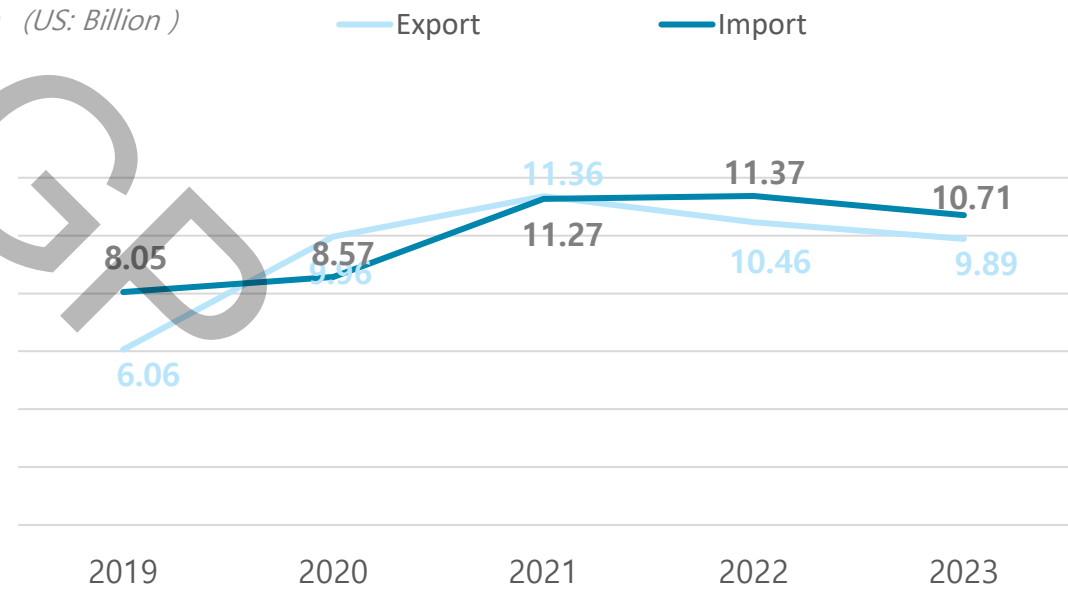
Korea has emerged as a global hub for Pharmaceutical CDMO. Notably, Songdo stands out as the Rank #1 city with the highest pharmaceutical production capacity in the world, surpassing San Francisco, Singapore, and Ireland.

Market Size of Korea Pharmaceutical Industry



Source: Ministry of Food and Drug Safety

Korean Pharmaceutical Export & Import



Source: Ministry of Food and Drug Safety

4. E-commerce

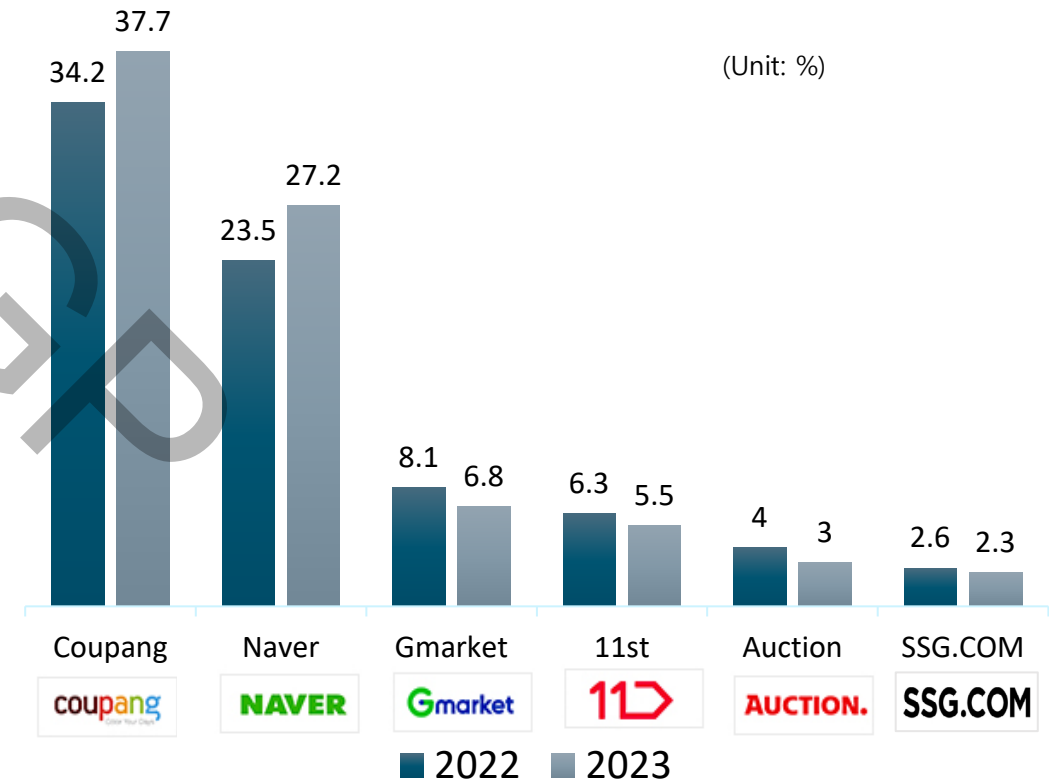
E-Commerce is the biggest retail channel in Korea.

Online Shopping Transaction Value

Total: \$170.9 billion in 2023

Rank	Popular Products From The Online Shopping	Value (US\$, billion)	Market Share (%)
1	Food & Beverage	22.3	13.0
2	Food Service	19.7	11.5
3	Travel arrangement & Transportation services	18.0	10.6
4	Clothing	16.0	9.4
5	Household Goods	12.9	7.6
6	Home Appliance & Electronics	11.3	6.6
7	Cosmetics	8.9	5.2
8	Agriculture, livestock and fishery products	8.1	4.8
9	E-coupon services	7.5	4.4
10	Computer and computer-related appliances	6.5	4.3

Online Shopping Platform Market Share



Source: Online Shopping Trend Report 2024, Opensurvey

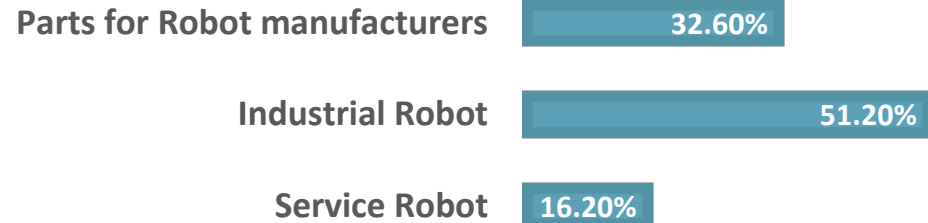
5. Advanced Manufacturing – Robot, AI

According to Research and Markets report, South Korea’s advanced manufacturing market size was valued at \$192.8 billion in 2022 and is projected to reach \$445.7 billion by 2027.

Market opportunities exist for the U.S. companies to be major suppliers of such manufacturing technology, including advancing sectors like high-end automation equipment, industrial robotics, and industrial additive manufacturing.

South Korea’s Robot Market Size in 2022

■ Service Robot ■ Industrial Robot ■ Parts for Robot manufacturers



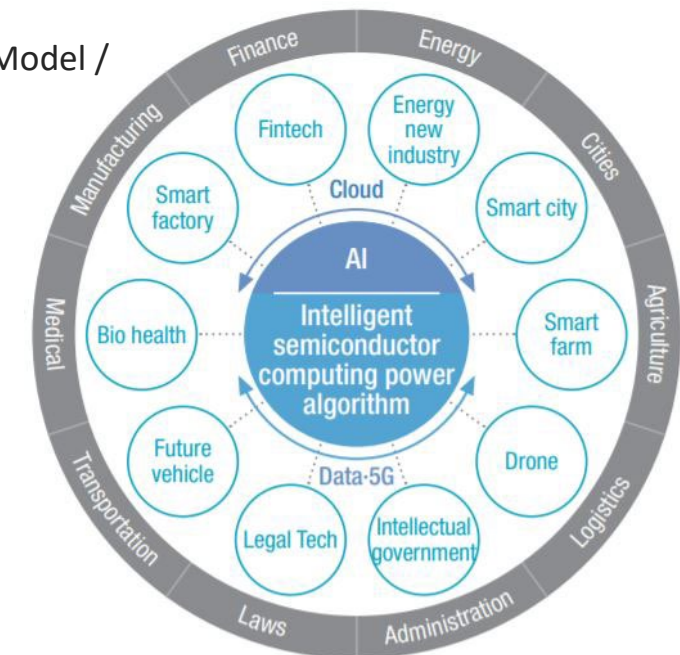
• Commercial Cleaning



• Servicing Robot Market is increasing

Sub-Sector Best Prospects of AI Industry

- AI Chip
- Large Language Model / Generative AI
- Explainable AI



Source: Korea Association of Robot Industry in 2022 report, Ministry of Science and ICT, ZDNET Korea

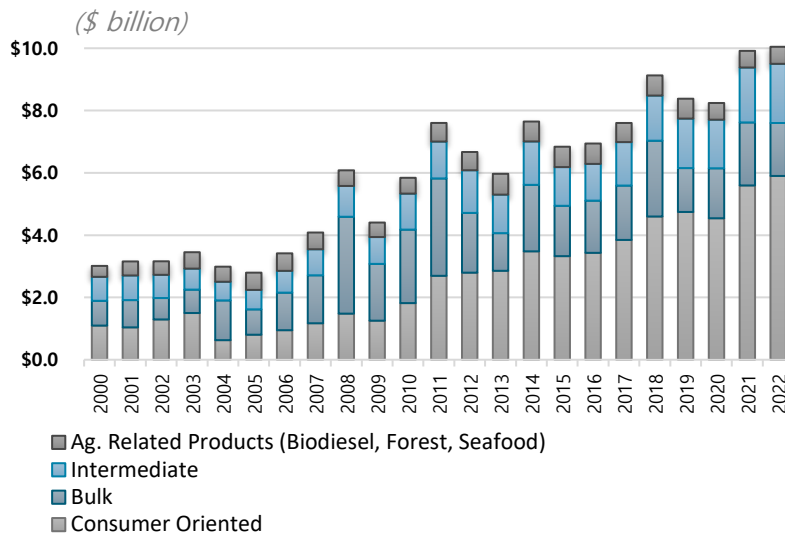
6. Food & Beverage

South Korea is the 5th largest export market for the U.S. South Korea imported about \$43 billion agricultural & food products from all over the world and the U.S. exported \$10.5 billion in agricultural products to Korea.

Food Consumption Trends

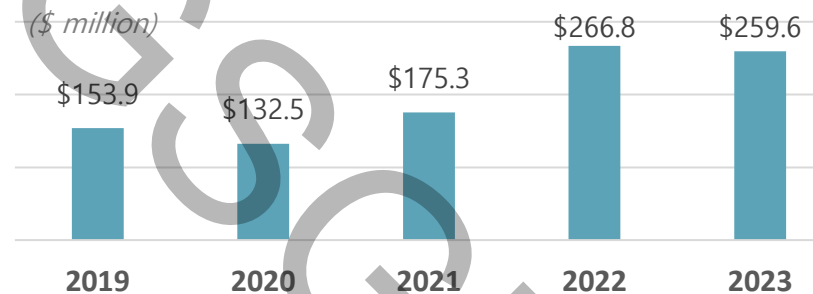
- Care Foods
- Plant-Based Meals
- Health & Wellness
- Health Functional Foods

U.S. Ag. & Related Products Exports to South Korea 2002 - 2022



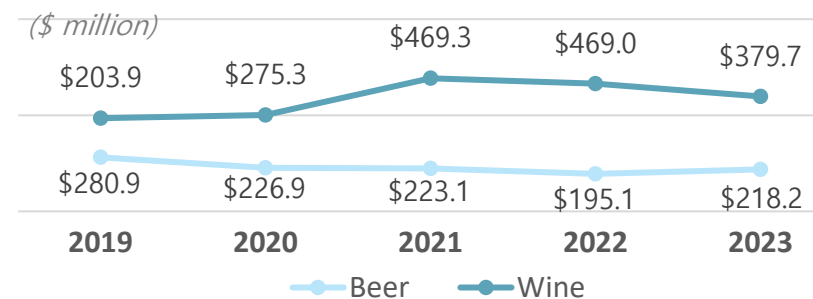
Source: BICO, FOB Value Basis, ATO Korea

South Korea Imports Whiskey from 2019 to 2023



Source: Korea Customs Service

South Korea Imports Beer and Wine from 2019 to 2023



Source: KOTIS – Korea International Trade Association

Alcoholic beverage market in South Korea experienced a notable increase of \$9.1 billion in 2022.

Imports of scotch, bourbon, and whiskey surged by 16,884 tons, a substantial increase of nearly 51% compared to the same period last year

Total imported alcoholic beverages amounted to \$1.6 billion. Notably, fruit wines and other wine varieties maintained the highest market share at 42.1%.

7. Education Technology

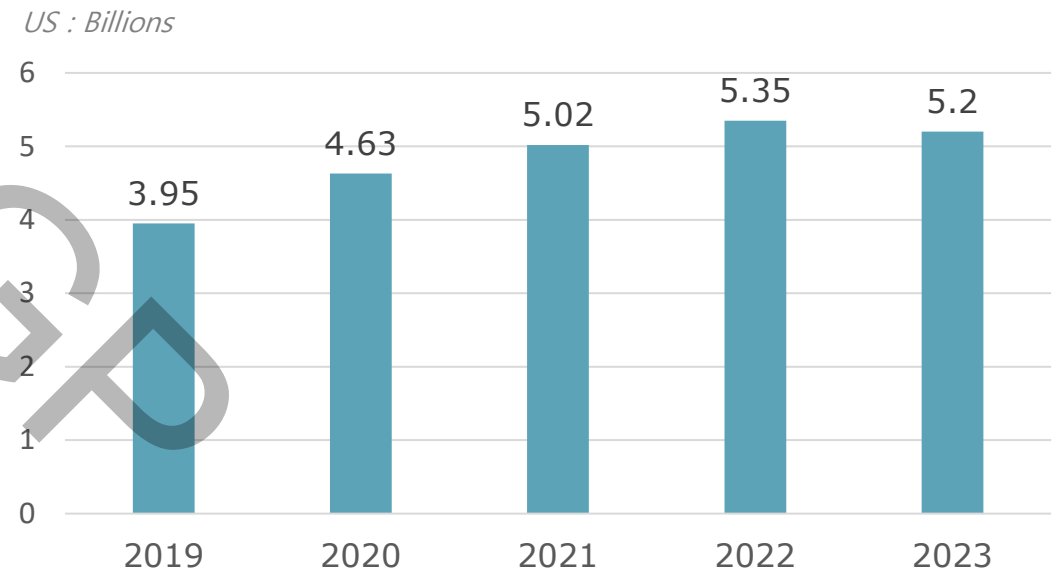
The education technology industry in Korea is advancing and presents potential growth areas for education technology suppliers. Developments are progressing in mobile learning environments, online learning analytics for instructional design, and artificial intelligence for science research.



■ Top Sectors for EdTech

- Artificial Intelligence
- Robotics
- Coding
- ICT

Market Size of E-Learning Industry in South Korea



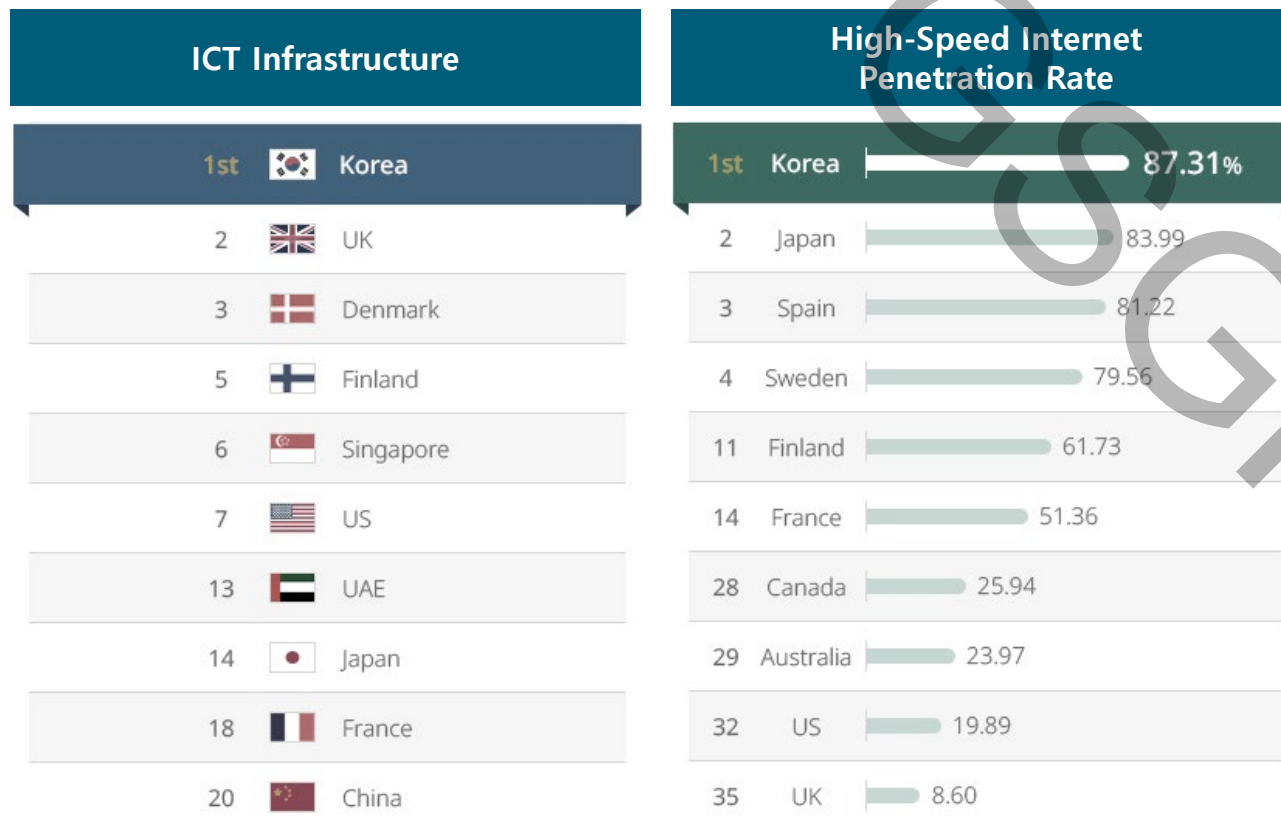
Source: Statista Korea

■ Market Size

The Korean EdTech industry size was \$5.2 billion in 2023 and is projected to reach \$7.7 billion in 2025 at an 8.5 percent growth rate. This is, in part, driven by government initiatives, including the Korean Ministry of Social Affairs and Education’s plan to introduce digital textbooks and artificial intelligence (AI) tutors by 2025.

8. ICT – Cyber Security

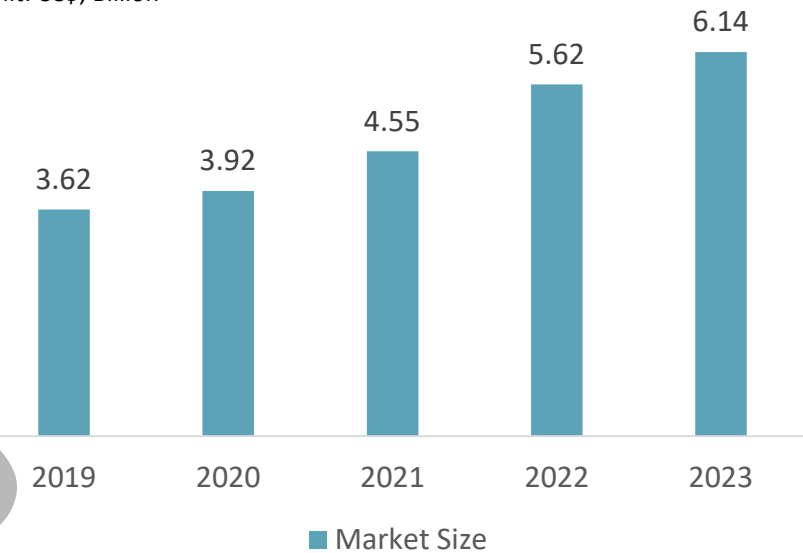
S. Korea ranked the 1st in excellent ICT infrastructure and boasts one of the world’s highest percentage of households with access to the Internet. Also, leading the world in terms of high-speed internet penetration rate.



Source: Invest Korea, Korea Information Security Industry Association (KISIA)

Market Size of Cyber Security

Unit: US\$, Billion



- Many U.S. companies providing cybersecurity services in S. Korea are partnering with small and medium sized partners.
- S. Korea is an attractive market for U.S. firms seeking to test cybersecurity solutions before deployment in other markets in Asia.

GSGP Trade Mission to S. Korea 2025

GSGP Trade Mission to South April 6-11, 2025



CONTENTS

- Customized schedule of B2B meetings with potential customers and business partners
- Networking opportunities with key industry stakeholders
- Logistical support provided

COSTS

In-Person Participation Fee: US \$1,800 per company (additional company participant \$800)
Includes group ground transport, networking events, briefing, and logistical assistance.

Market Research & Customized Appointment Setting Fee*: \$4,600

* Grant funding is available in many States to offset 50% of mission costs.

REGISTRATION

Deadline: January 22, 2025

► **Contact:**

Zoë Munro, Program Director
(zmunro@gsgp.org)

Draft Itinerary	
Thursday, April 3, or Friday, April 4, 2025	Depart for South Korea
Saturday, April 5, 2025	Arrive South Korea
Sunday, April 6, 2025	City Tour, Networking Dinner
Monday, April 7, 2025	Market & Country Briefing; Business Meetings in Seoul
Tuesday, April 8, 2025	Business Meetings in Seoul
Wednesday, April 9, 2025	Business Meetings in Seoul
Thursday, April 10, 2025	Business Meetings in Seoul
Friday, April 11, 2025	Follow-Up Business Meetings in Seoul; late PM departures for US/Canada

UPCOMING GSGP TRADE MISSIONS

SOUTH KOREA April 6-11, 2025

QUÉBEC October 6-9, 2025

SAUDI ARABIA December 8-12, 2025

<http://www.gsgp.org/projects/international-trade/trade-missions/>





Questions?

Zoë Munro

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