

KOTRA Jisahwa service

Promising Enterprise Team



kotra
JISAHWA
Overseas Marketing Service for SMEs

CONTENTS



1 Jisahwa Service

2 Business process of Jisahwa specialist

3 Selection process

4 How to apply

5 Best Practice

1. Jisahwa service

Purpose of the service

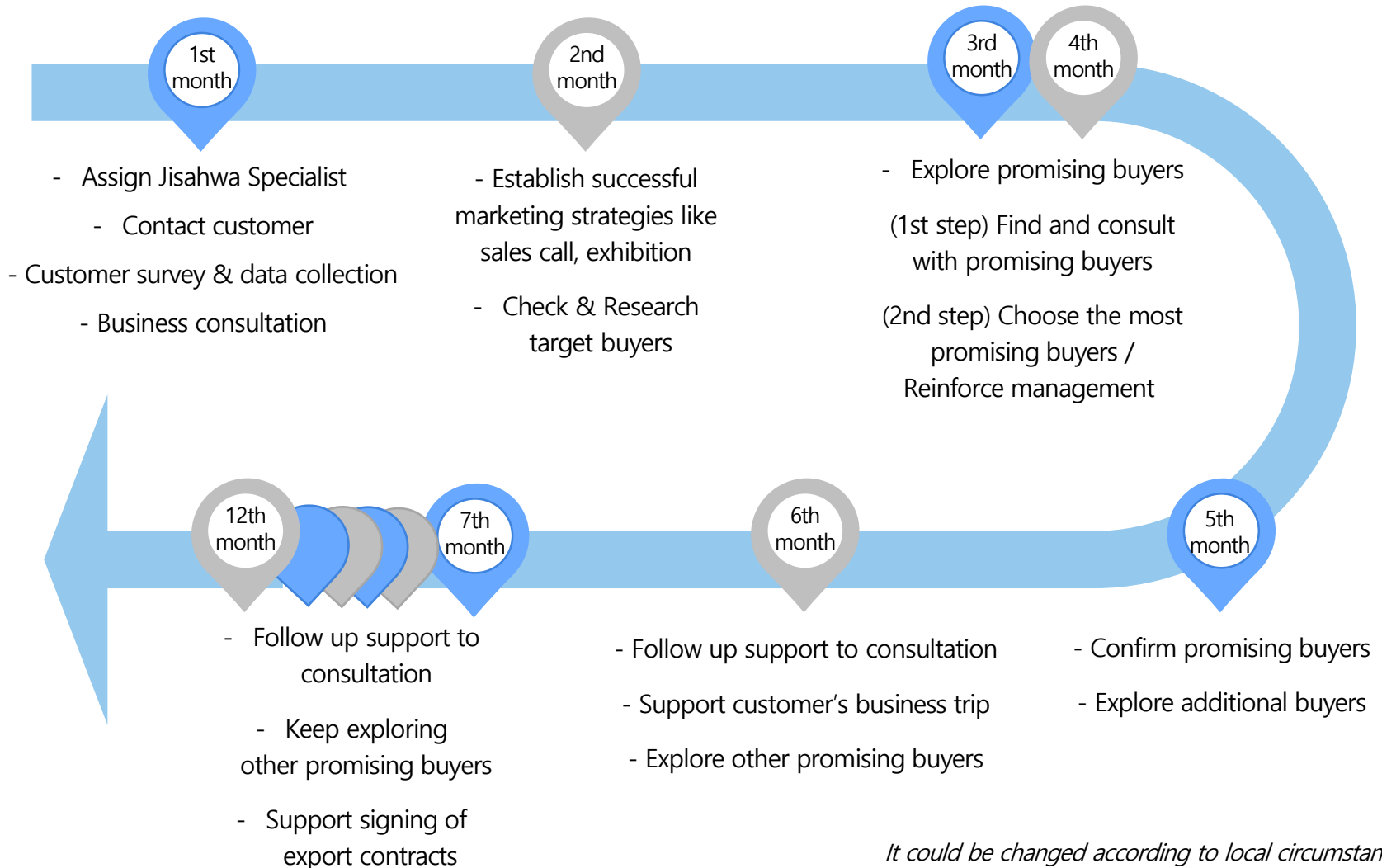
- On behalf of small and mid-sized companies which cannot afford to establish their own branches, KOTRA's worldwide KBCs work as their local branches.
- 3 organizations' (KOTRA, SBC, OKTA) services are integrated into 1 to provide companies with wider range of choices.

Intensive Support for One to Three Item(s)

Step	Main Supports	Amount Paid by Company
Advance	<p>[Support for Marketing and Export]</p> <ul style="list-style-type: none">• Support for export contract and participation to exhibition and consultation meeting• Consulting on logistics and customs• Support for business trip• Management of traditional customers• Entry of local distribution network• Support for licensing, brand promotion• Participation in project• IP registration and Support for founding a local corporation	2.5 Million Won ~ 3.5 Million Won

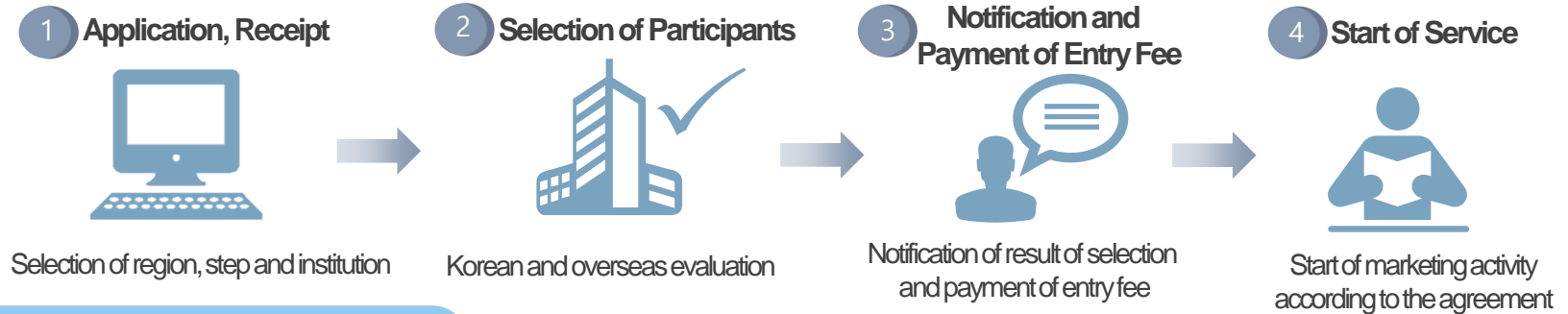
2. Business process of Jisahwa specialist

• Jisahwa, 1 year



3. Selection process

Selection Process of Participants for Jisahwa



Monthly Schedule

January	February	March	April
	2.1 Starting the first service	3.1 Starting the second service	
May	June	July	August
5.1 Starting the third service		7.1 Starting the fourth service	
September	October	November	December
9.1 Starting the fifth service		11.1 Starting the sixth service	12.1 Starting the seventh service

4. How to Apply

How to Become a Member and to Apply

- www.exportvoucher.com

Website > **Jisahwa** > Applying Online after Becoming a Member



공지사항	자주하는 질문
2023년도 해외지사화 신청서 접수 및 접수 고지	2023-03-28
해외지사화사업 자주 묻는 질문 TOP10	2023-04-03
2023년도 해외지사화신청서 접수 안내 신청서 작성	2023-03-28

Guide

- Date of Application : Customer can apply for Jisahwa service frequently throughout the year
- Item for Application : One item based on business unit (six-digit HS code)

5. Best Practices

Amsterdam

Successful Point of Export

- ✓ *Company* **Lui Technology**
- ✓ *Item* **Smart Live Audio Streaming Solution**



Suitable Buyer Matching for Company

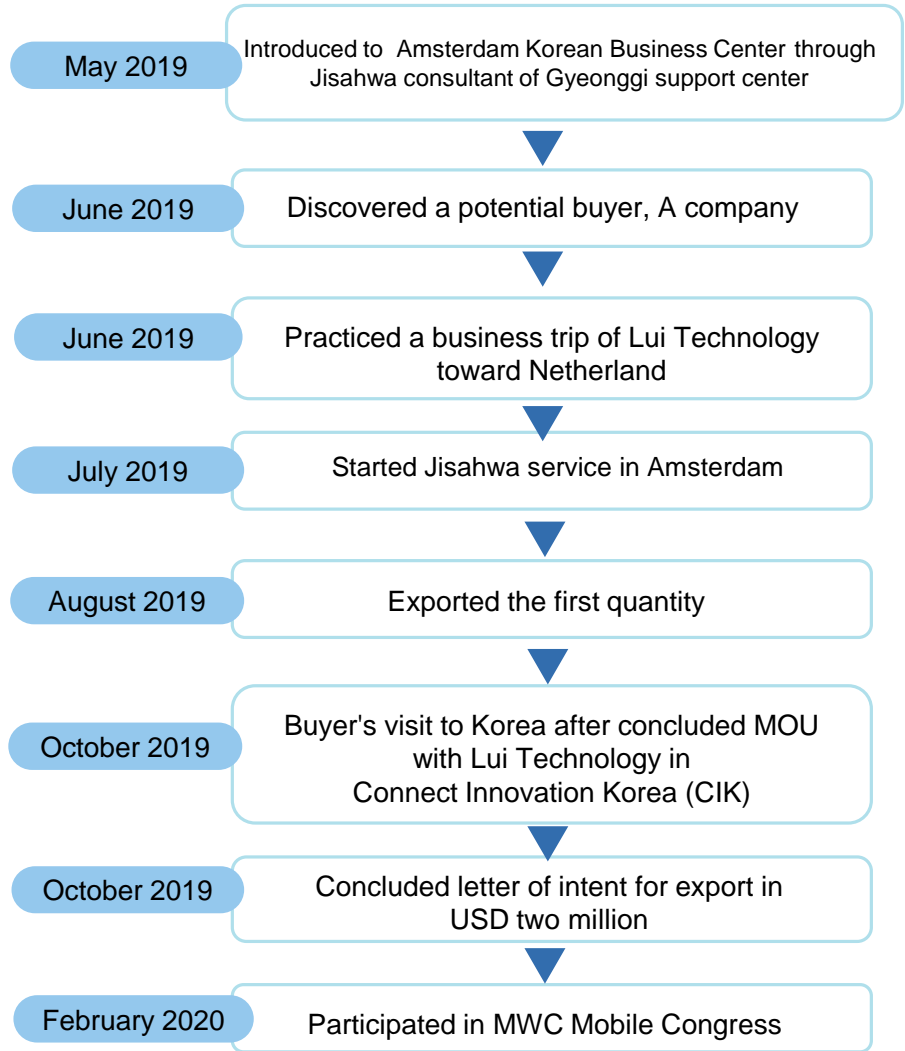


Through the service by KBC (Korean Business Center) in Amsterdam, Lui Technology could have the immediate response from the promising buyer who took an interest in products of it, and the company had succeeded in signing a letter of intent with active support (such as assigning a specialized staff) from KBC in Amsterdam.



Bonding with Buyer

When a buyer who took an interest in products supported the business trip fee, the buyer and Lui Technology had a passion for forming a relation through their meeting after a staff of Lui Technology arrived Netherland. After that, they have had a win-win relationship so far to the extent that they develop products through the video conference.



5. Best Practices

London

Successful Point of Export

✓ *Company* **Sungil**

✓ *Item* Production of GRP(Glass fiber Reinforced Plastic) product



November 2015

Started Jisahwa service of trade agency in London

2016

Discovered B company and concluded an agreement with it at roadshow for branch office service

2017

Increased the quantity of exports and error rate of A company, the existing customer

March 2018

Supported an agreement in relation to error in A company

2018-19

Regularly visited and proceeded the conference call to reduce the error rate

December 2019

Reduced 1/10 of error rate and GBP one million of cost

October 2019

Made a new agreement with C company that is related to A company



Played a Role as a Communication Arbitrator

The KBC arbitrated the communication according to British buyers' tendency by rapidly finding out human structure of negotiating table and the personal characteristics of negotiators based on the high intelligibility about the different negotiation method between UK and Korea. Especially, The Jisahwa specialist took an action after clearly finding out their real intentions because British buyers didn't express their direct intentions.

Specialized Knowledge of Staff

A Jisahwa specialist of London had been educated about products and the entire production in Sungil factory, and practiced the business communication and exchanged various technique information via real-time social messenger. And the educated staff supported the negotiation in relation to product quality through knowledge of technique and products equivalent to experts by supporting Sungil, and participated in the examination instead of Sungil.



5. Best Practices

Melbourne

Successful Point of Export

- ✓ *Company* Shinsung Control
- ✓ *Item* Production of road and safety facilities



July 2018

Restarted Jisahwa service of Melbourne KBC



November 2018

Discovered Holesglenn TAFE, an education institution that is a subject of Corporate Social Responsibility (CSR)



November 2018

Participated in CSR event of A company, a potential buyer



March 2019

Exported \$12,000 to A company for the first time



March 08, 2019

Exported \$80,000 to B company



2020

Ongoing discussion to expand a market



Changed of Marketing strategies

The Melbourne KBC ensured a trust from a local buyer through Corporate Social Responsibility (CSR) event providing the silver welding rod from a school without difficult request of certification beyond the existing marketing method to reach buyers who didn't take an interest in products without WaterMark Certification.

Strong Will and Proper Support to Enter Into a Market

The Melbourne KBC responded to buyer's request actively through close business cooperation with Jisahwa specialist with the will to export of new metalworking industry keeping its business with overcoming the first failure by esteeming the potential in Australian market.



5. Best Practices

Vientiane

Successful Point of Export

✓ *Company* **Bogo Shinyak**



✓ *Item* **Functional Drinks**

Continuous Buyer Care



By establishing a condition for not only building trust but also expanding items through continuous efforts to meet buyers' needs, Vientiane KBC maintained a continuous business relationship away from the one-off business relationship.



Utilizing various KOTRA's business linkage functions

The Vientiane KBC cut the marketing expenses utilizing KOTRA's variety of free export supporting service such as video conference, trade mission and sales promotion event of Korean products in relation to K-POP FESTIVAL.

November 2015

Matched A company and Vientiane KBC at a trade mission in Songpa-gu

January 2013

Concluded the first contract about 'Hangover cures'

March 2015

Started Jisahwa service in Vientiane

June 2015

Concluded the second and third contract about hangover cures with existing customers (A company)

May 2017

June 2017

Video conference, participated and supported Southeast Asian trade mission in Nonsan-si

June 2018

Sales promotion event in relation to K-POP FESTIVAL

July 2018

Restarted Jisahwa service in Vientiane

November 2019

New contract with B company(new buyer) about 2nd generation hangover pills

May 2020

Concluded the fourth agreement about hangover cures with existing customers (A company)

END

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