

EXPORT
RÅDDET

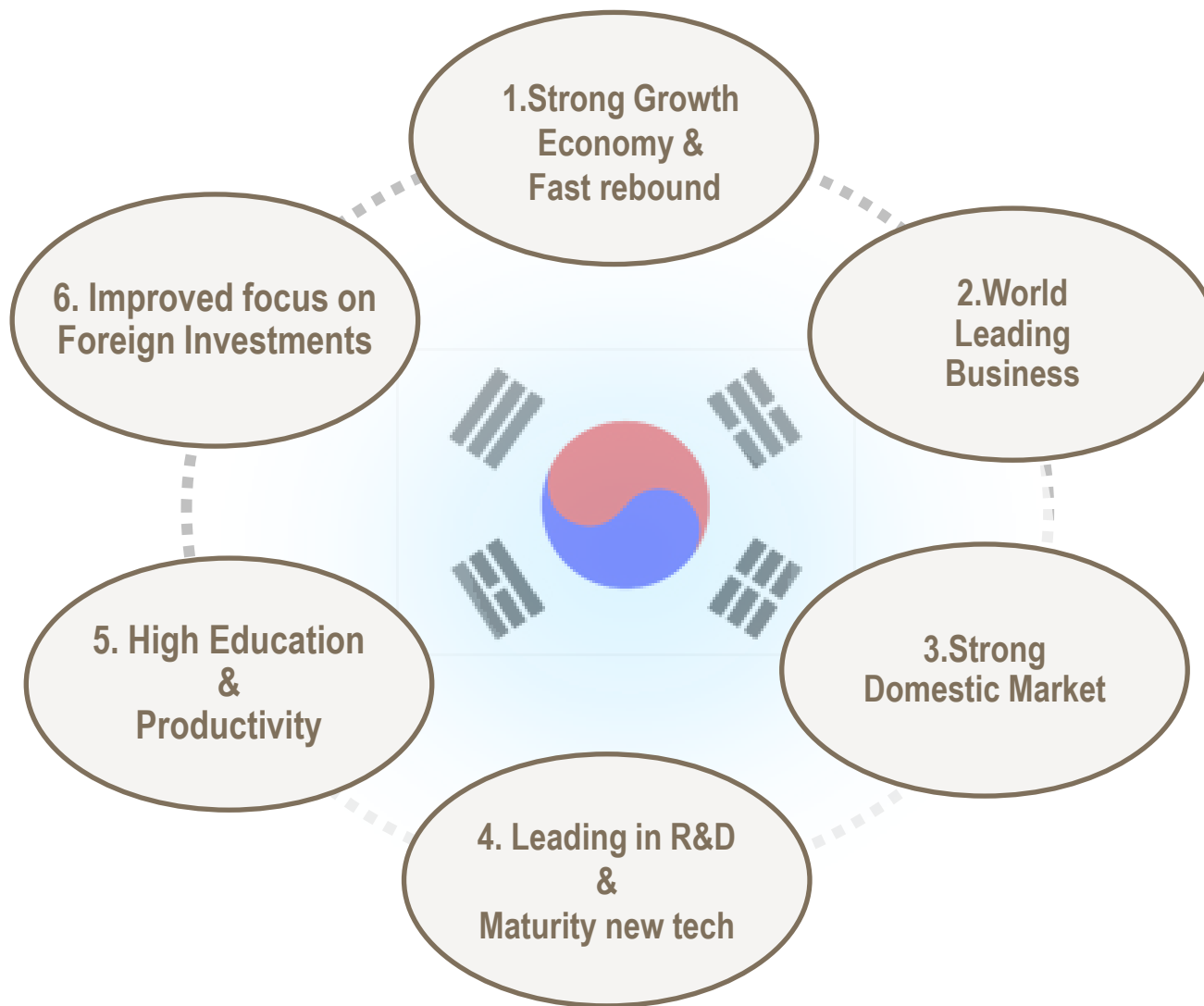
SWEDISH TRADE COUNCIL



Korea - one of the best kept business secrets in the world

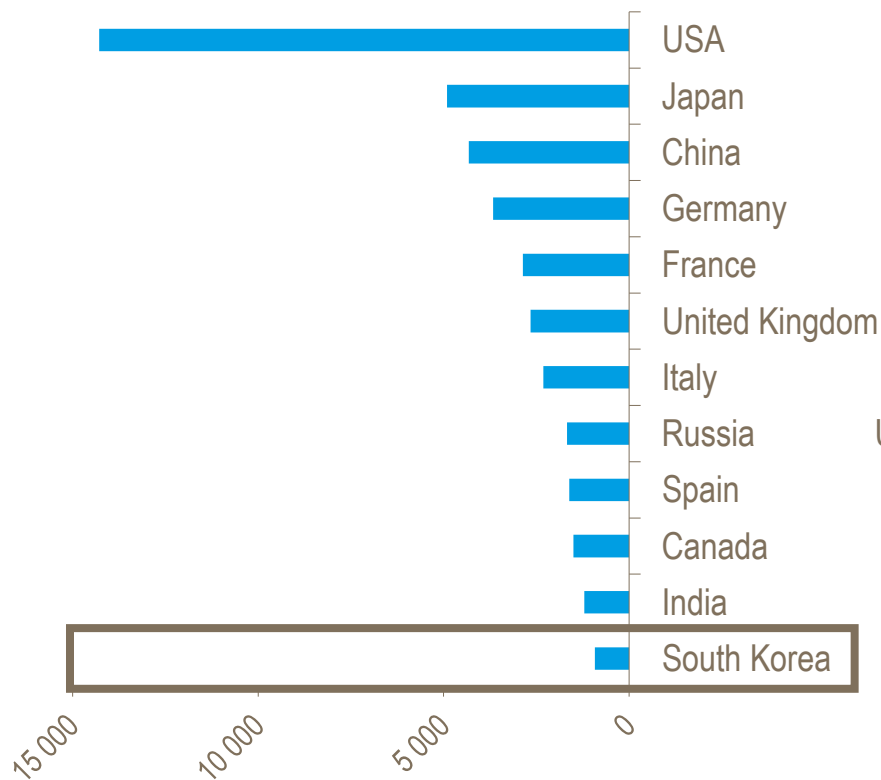


SIX REASONS FOR WHY KOREA IS AN ATTRACTIVE MARKET

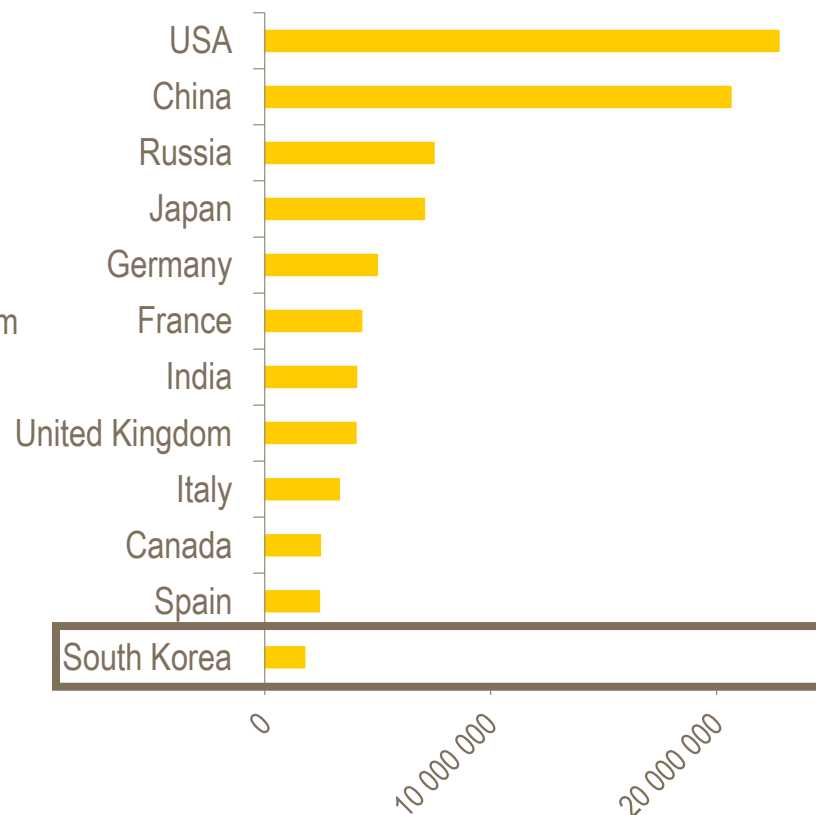


KOREA IS RANKED AMONG THE WORLD TOP ECONOMIES

Total GDP per country 2008
Billion USD

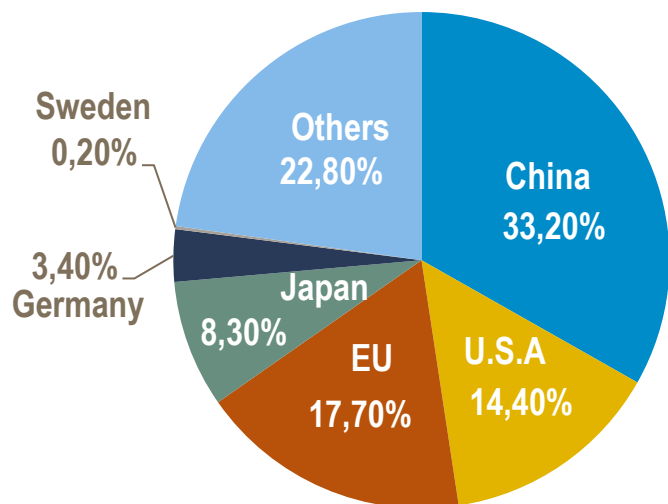


Total GDP per country 2020 - forecast
Billion USD

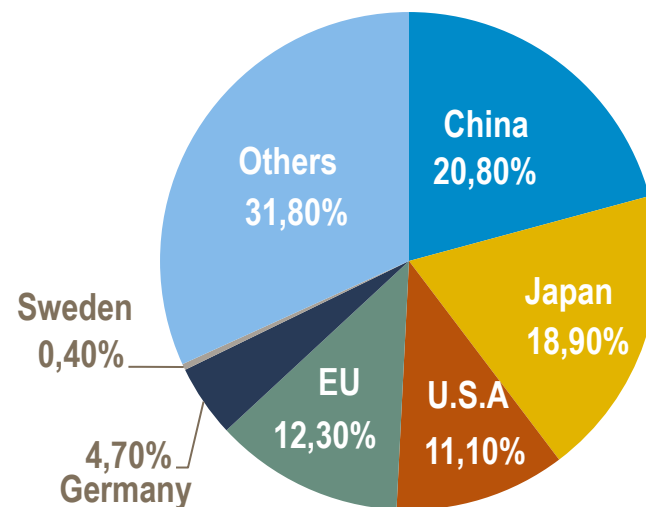


KOREA IS RAPIDLY BECOMING MORE INTEGRATED WITH THE REST OF THE WORLD

Top exports of goods by country
100%=422,003 MUSD



Top Imports of goods by country
100%=435,271 MUSD



NEW GREEN DEAL-KOREA'S GROWTH ENGINE

One of the worlds largest environment initiatives

"Green New Deal is about promoting green growth and overcome economic slowdown at the right time and in an aggressive manner" (President Lee Myung-bak)

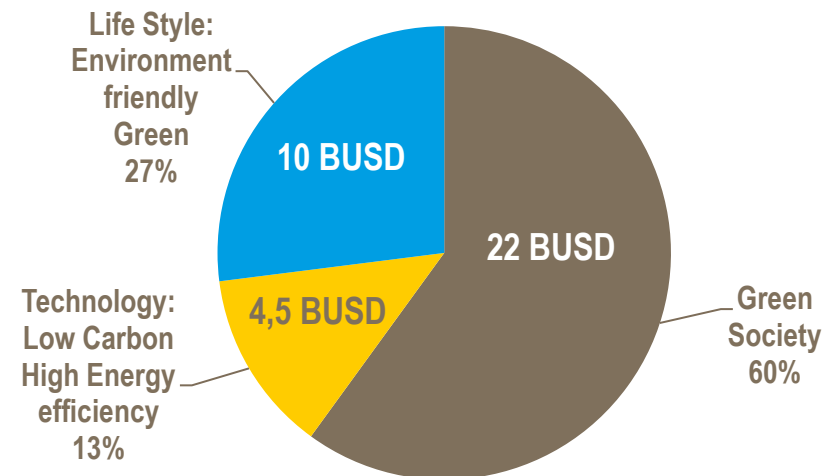


Green growth
Theme Park







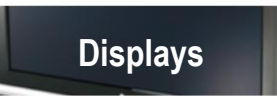

Zero Energy Town
Korea Institute of Energy Research

Total budget of 36,5 Billion USD allocated
on 3 main initiatives



KOREA - A WORLD LEADER IN MANY SECTORS

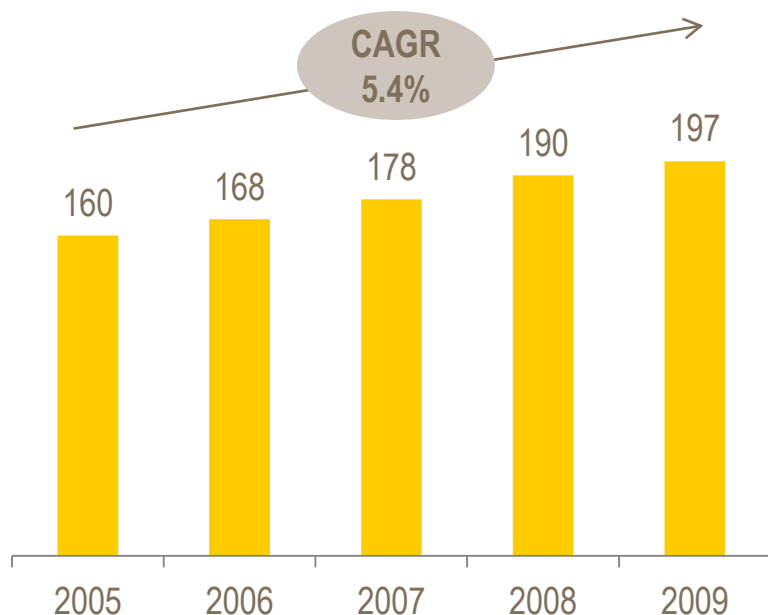
14 Fortune 500 companies

Sector	Global Ranking	Global Market Share	Share of Export	Company listed on Fortune 500
 Ship Building	1	34.4%(2009)	41.4%(2009)	Hyundai Heavy Industries(355)
 Automotives	5	5.5%	9%	Hyundai Motor(87)
 Steel	5	3.8%	2.6%	POSCO(199)
 Mobile Handsets	2	23%	8.4%	Samsung Electronics(40) LG(69)
 Displays	1	47%	1.5%	Samsung Electronics(40) LG(69)
 Semi Conductors	3	13%	9.2%	Samsung Electronics(40)

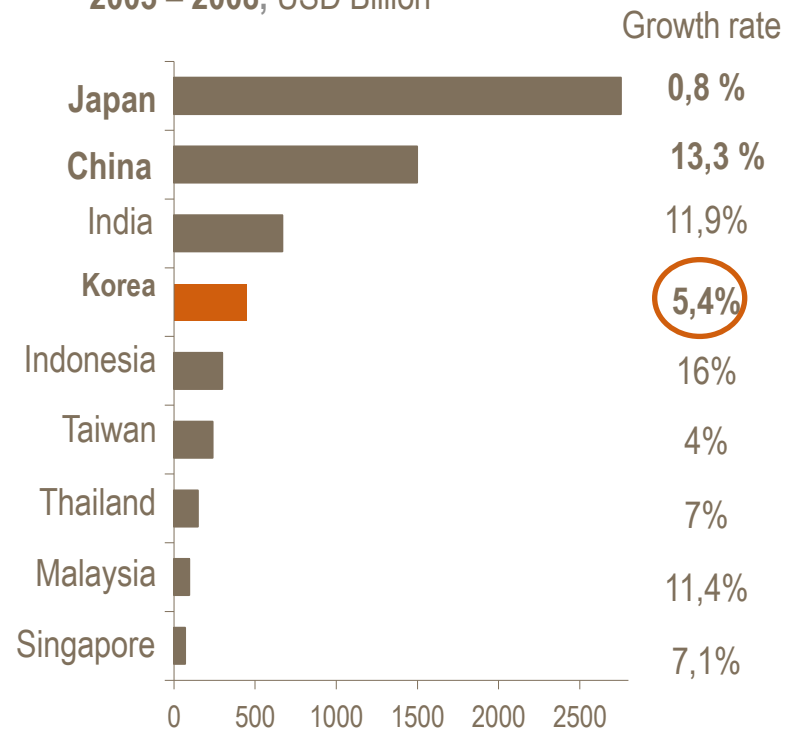
STRONG CONSUMER MARKET

The 4th largest in Asia

Korean retail market development
Billion USD*



Total consumer expenditure 2008 & growth
2003 – 2008, USD Billion



* Average exchange rate of 2009: 1 USD = 1,275 KRW

Source: Korea Statistics , OECD 2010

KOREAN CONSUMER HAS STRONG CULTURAL INFLUENCE IN ASIA

'Korean wave' refer to the popularity of South Korean popular culture in other Asian countries.

Pop "Rain"



Soap opera "Winter sonata"



Soap opera
"Dae-jang-geum"



Movie "Old boy"

Korean wave is now
a tsunami!!

The Sunday Times

"The popularity of Korean cultural products has led to widespread imitation of Korean dress style, fashion, food habits, language, and even way of life in Asia."

Sandip Kumar Mishra
at Department of East Asian Studies,
University of Delhi, India

APPROXIMATELY 337 SWEDISH COMPANIES ARE TODAY ESTABLISHED IN KOREA

“Chaebol supplier”



“Consumer market”



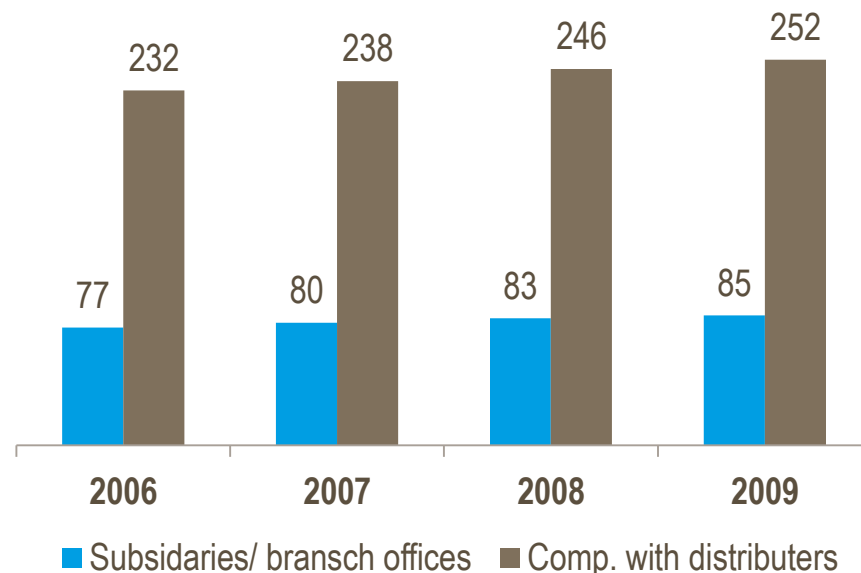
“Momentum for change”



“Build on Swe success”



Established companies in Korea Development, 2006-2009



H&M-ONE OF THE LATEST SWEDISH SUCCESS ENTRIES



Company: H&M Korea

First store: February 27, 2010

- First store in the fashion center, Myoungdong in Seoul
- Extreme media attention
- H&M shares went up by 1.2% when they announced the launch in South Korea.
- 20,000 visitors & 12,000 paying customers on the 1st day!



**No 2 in mobile
handsets**



**Hosted G20
summit 2010**

**No 1 in
displays**



**4th largest
consumer
market in Asia**



**One of the
worlds largest
environment
initiatives**




**3,2% of GDP
spent on R&D**



**No 5 in
automotive**

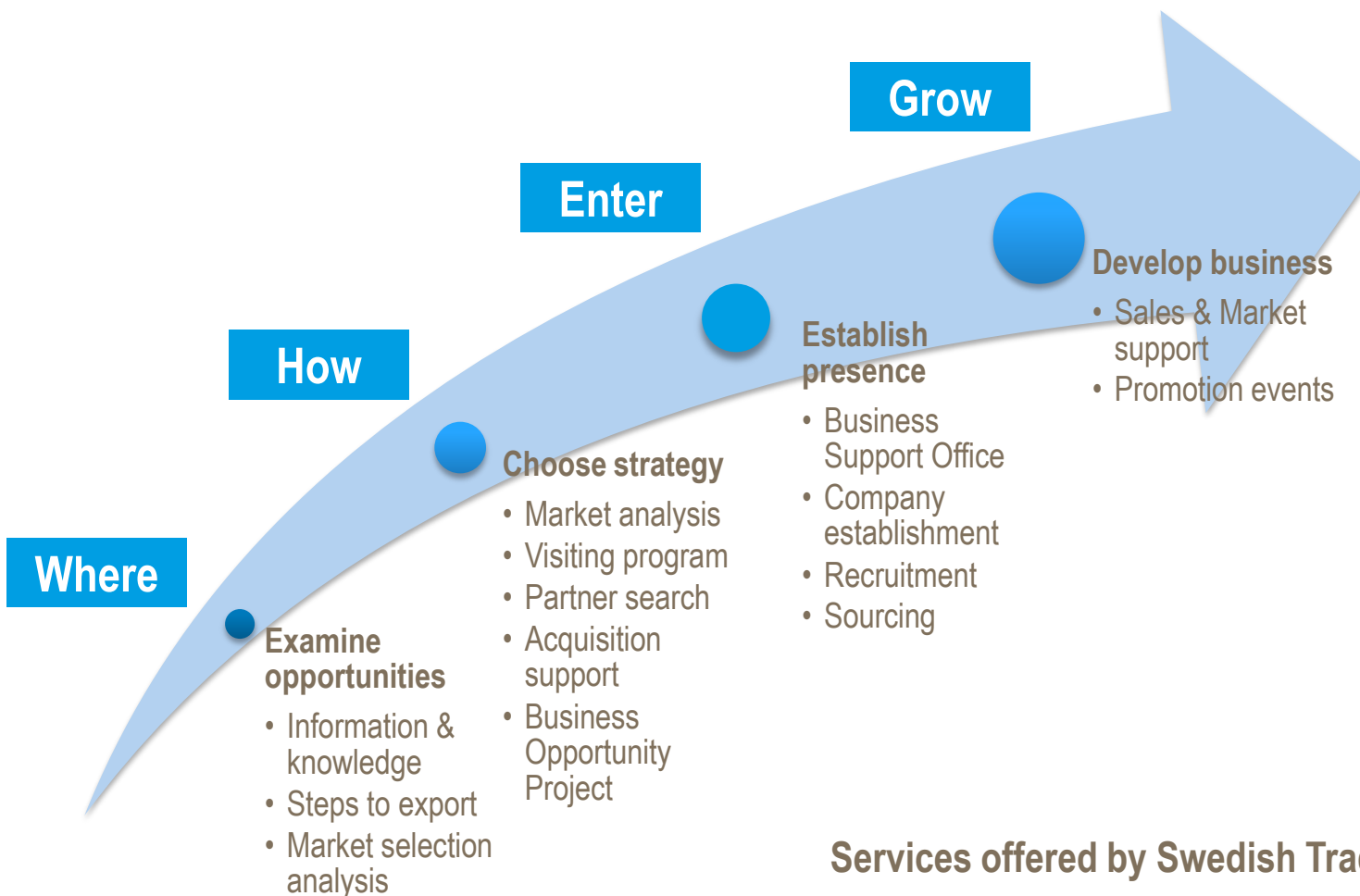


**No 1 in
shipping**



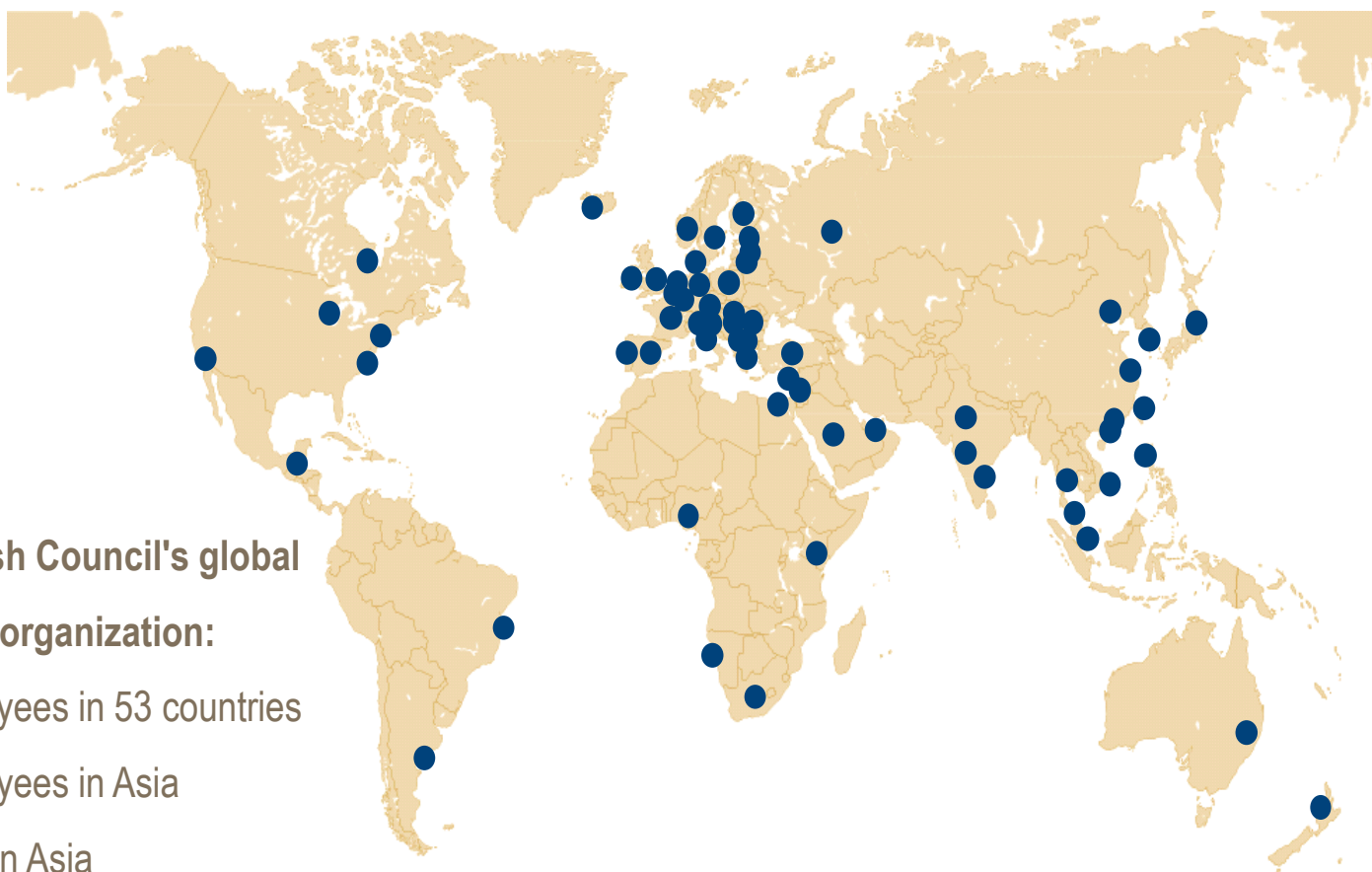
**Seoul – 2nd
largest
metropolitan
in the world**

WE KNOW INTERNATIONAL BUSINESS AND STRATEGY, PROVIDE HANDS ON ASSISTANCE IN ALL PHASES



SWEDISH TRADE COUNCIL – A GLOBAL CONSULTING ORGANISATION

Swedish Trade Council Japan & Korea combines 25 years of experience helping Swedish firms establish themselves and grow with a unique local market know-how



The Swedish Council's global consulting organization:

- 530 employees in 53 countries
- 125 employees in Asia
- 15 offices in Asia