
Public Notice

Korean agricultural products overseas promotional events (Online & Offline)

1. Purpose

- To expand the export and launch of Korean agricultural products by supporting overseas marketing (food or drink sampling)

2. Target audience

- **Korean food importers, buyers, and distributors**

- * The subject of the project support was changed from local exporters in Korea to overseas buyers who conduct promotion activities in their countries or retail companies in 2023. Therefore, the exporters should be well notified of the change and must guide their overseas buyers to apply for the project directly.

- * In case of China, USA and Japan, it is recommended to apply to local office of aT in your country.

- **Period of Event : July 2025.7 – November 2025.11**

3. Applicable items

- As the top export item by country, agricultural exports on upward trend or will likely expand in the future
- * **Excluding seafood and forest products**

4. Support contents

- Support limit: Up to KRW 100million(Offline event), Up to KRW 50million(Online event)
- Support items: Expenses related to promotional marketing for expanding overseas distribution channels (rent, installation, marketing, sampling expenses, etc.)

(1) Rent/installation/slotting: Rent and installation costs related to the establishment and execution of an event (rent, slotting fees, intermediary fee from first slotting, and etc.) * The accumulated allowance for intermediary fee is limited to 20% of the budget.

(2) Marketing: Services related to a marketing event, such as media advertising, banners, leaflets, web banners, social networking service (SNS) campaigns, online sampling experiences, giveaways, promotional goods, point saving, coupons, expenses related to food broker planning and store slotting, etc.

- * The accumulated allowance for giveaways, promotional gifts, points, coupons is limited to 25% of the budget.

(3) Sampling event : Expenses related to hiring marketing staff, food samples, other consumable goods, etc.

- * The accumulated allowance for food samples is limited to 10% of the budget.

◦ Support amount

| Classification | Ratio in Budget | Mandatory Amount to Achieve (Import Target Amount) |
|--|---|---|
| General item | 80% of the actual execution amount within the limit of support (but 50% for the exclusive marketing for large-enterprise products*) | Set and submit a target income of at least 2 to 3 times (depends on the item) buyers targeted import amount. * only import amount within 60 days before events and within events period will be included in the import target amount. (Fresh agricultural products, refrigerated transportation agricultural products exclusive events are within 30 days before and after events, within the events period) |
| Fresh agricultural products, Ginseng, Kimchi, Citrus tea, Ginseng Chicken Soup | 90% of the actual execution amount within the limit of support (but 50% for the exclusive marketing for large-enterprise products) | |

*** The import target amount (KRW) suggested by the company will be reflected in the evaluation of business operator selection (relative evaluation of the same location), and the amount of final fund will be settled and remitted after deducting the amount from the allocated budget according to the ratio of actual amount achieved to the import target amount (mandatory amount to achieve), so please set your import target amount carefully.**

* The limit of support for each company may be adjusted according to the size of the event and budget conditions through the aT Selection Committee. The import target amount will be reduced according to the reduced ratio of budget.

* Large-enterprise: cross-shareholding prohibited business group / public disclosure target business group (CJ, Lotte, Shinsegae, Harim, KGC, Dongwon, Hitejinro, Nongshim etc.)

5. Application

- **How to apply: Apply via email to the local office of aT in your country**

- * Required to confirm by telephone after application

- Required document: Application form (refer to the attachment)

- Application Deadline: **May 23, 2025**

6. Where to apply and inquire

| Region | Office in Charge | Contact |
|---|--|--|
| China(华北, 河南省, 西北, 西南) | KOREA AGRO-TRADE CENTER, BEIJING | beijingat@at.or.kr 86-10-6410-6120 86-138-8016-1031 |
| China(华东, 华中, 华南) | KOREA AGRO-TRADE CENTER, SHANGHAI | shanghaiat@at.or.kr 86-21-3256-6325 |
| China(东北3省), Mongolia | KOREA AGRO-TRADE CENTER, DALIAN | dalianat@at.or.kr 86-411-3960-3361 |
| China(山东省) | KOREA AGRO-TRADE CENTER, QINGDAO | qingdao_logistics@at.or.kr 86-532-6696-2229 |
| HongKong · Macao · Taiwan · China(广东省) | KOREA AGRO-TRADE CENTER, HONGKONG | hkatcenter@at.or.kr 852-2588-1614 |
| East Japan | KOREA AGRO-TRADE CENTER, TOKYO | tokyo@at.or.kr 81-3-5367-6656 |
| West Japan | KOREA AGRO-TRADE CENTER, OSAKA | osaka@at.or.kr 81-6-6260-7661 |
| East Coast (USA) · Canada | KOREA AGRO-TRADE CENTER, NEW YORK | newyork@at.or.kr 1-212-889-2561 |
| West Coast (USA) · Central America | KOREA AGRO-TRADE CENTER, LOS ANGELES | losangeles@at.or.kr 1-562-809-8810 |
| South America | KOREA AGRO-TRADE CENTER, SAO PAULO | saopaulo@at.or.kr 55-11-91045-4577 |
| North Vietnam · Laos · Philippines | KOREA AGRO-TRADE CENTER, HANOI | hanoi@at.or.kr 84-24-6282-2987 |
| South Vietnam · Cambodia | KOREA AGRO-TRADE CENTER, HO CHI MINH | atcenterhcmc@at.or.kr 84-28-3822-7504 |
| Thailand · Myanmar · India | KOREA AGRO-TRADE CENTER, BANGKOK | bangkok@at.or.kr 66-2-611-2627 |
| Indonesia · Oceania | KOREA AGRO-TRADE CENTER, JAKARTA | jakarta@at.or.kr 62-21-2995-9032 |
| Malaysia · Singapore · Brunei | KOREA AGRO-TRADE CENTER, KUALA LUMPUR | atcenterkl@at.or.kr 60-3-2706-4299 65-6403-4041(Singapore) |
| The Middle East · Africa | KOREA AGRO-TRADE CENTER, DUBAI | dubai@at.or.kr 971-4-339-2213 |
| Russia(Northern) | KOREA AGRO-TRADE CENTER, MOSCOW | atmoscow@at.or.kr +7-914-714-9461 |
| Western Europe(France, Monaco, United Kingdom, Ireland, Belgium), Northern Europe(Sweden, Norway, Denmark, Iceland), Southern Europe | KOREA AGRO-TRADE CENTER, PARIS | paris@at.or.kr 33-1-4108-6076 |
| Western Europe (Germany, Netherlands, Luxembourg, Austria, Switzerland, Liechtenstein) Northern Europe (Finland, Latvia, Estonia), Eastern Europe, Israel | KOREA AGRO-TRADE CENTER, FRANKFURT | atgermany@at.or.kr 49-069-3660-6674-3 |

* **Place of inquiry in Korea: aT Food Trade Department 061-931-0973, 0971**

Application Form

Korean agricultural products overseas promotional events (Online & Offline)

◎ Applicant information

| | | | |
|-------------------------|--|------------------|--|
| Company Name (Buyer) | | Person in Charge | |
| Address | | | |
| Telephone / E-Mail | | Main Product | |

◎ Event plan

| | | | |
|--|---------------------------|--|---------------------|
| Type of Funding (tick off the applicable item <input checked="" type="checkbox"/>) | Rate of Reimbursement 50% | <input type="checkbox"/> Exclusive promotion for products by Korea's large enterprises (CJ, Lotte, Shinsegae, Harim, KGC, Dongwon, Hitejinro) | |
| | Rate of Reimbursement 80% | <input type="checkbox"/> Promotion for a single item of processed food e.g., marketing for ramyeon (instant noodles) <input type="checkbox"/> Promotion for multiple items of processed food e.g., ramyeon (instant noodles) + dairy products | |
| | Rate of Reimbursement 90% | <input type="checkbox"/> Promotion for fresh agricultural products, kimchi, citrus tea, ginseng, and ginseng chicken soup | |
| Country of Event | | City of Event | |
| Duration of Event | | Event Days | (Days) |
| Store of Event | | No. of Stores | (Stores) |
| Main Event Item 1 | <i>Kimchi</i> | | <i>Manufacturer</i> |
| Recent Import Performance of Korea Food Products(US\$) | (`22) | (`23) | (`24) |

| | | | | |
|-----------------------------------|-------|-------|---|---|
| Amount of Requested Fund | (KRW) | (USD) | Import Target Amount (Mandatory Amount to Achieve) | (KRW) * at least twice the amount of funding |
| Main Execution Direction of Event | - | | | |
| Expected Achievements | - | | | |

* The import target amount (KRW) suggested by the company will be reflected in the evaluation of business operator selection, and the import target amount will be substituted as existing mandatory amount to achieve. The amount of final fund will be settled and remitted after deducting the amount from the allocated budget according to the ratio of actual amount achieved to the import target amount (mandatory amount to achieve), so please set your import target amount carefully.

* During the selection of overseas promotion project for 2025, the actual allocated budget may be reduced than the company's application budget. The import target amount (mandatory amount to achieve) will be reduced according to the reduced ratio of budget.

* The Korean food import performance of the past three years will be reflected in the selection evaluation.

◎ Information on store of event

| | | | |
|----------------------|---|---------------|-------|
| Store of Event | | No. of Stores | |
| Address (Main Store) | | | |
| Home Page | | Sales ('24) | (USD) |
| Korean Food for Sale | <input type="checkbox"/> Main Product: <input type="checkbox"/> Remarks: | | |

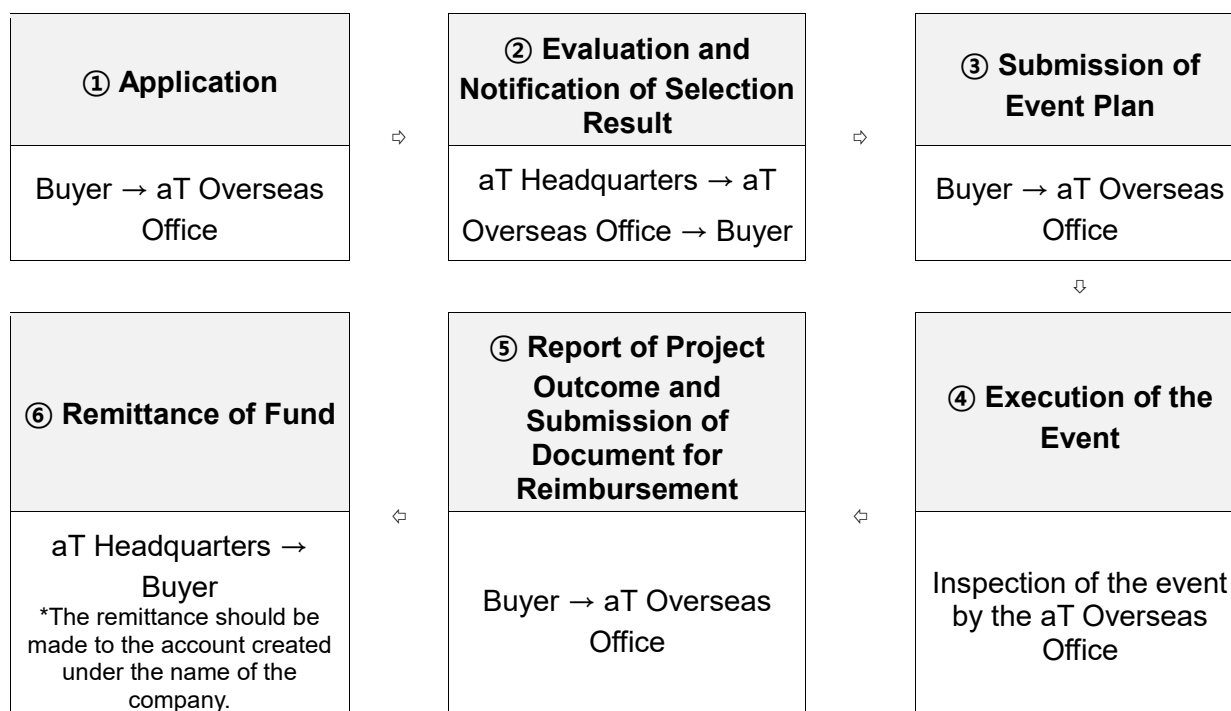
Promotion Plan

| 구 분 | 주요 내용 |
|-----------------------|-------|
| Period | |
| Products | |
| Channel | |
| Marketing Contents | |
| Expected Achievements | |

| | |
|----------|----------|
| | |
| Pictures | Pictures |
| | |
| Pictures | Pictures |

Guideline for Korean agricultural products overseas promotional events (Online & Offline)

1 . Process of the project



2. Support requirements

1) Type of promotion

- Promotion **should be conducted for products available within local distribution channels. Moreover, food or drink samples should be included.**
- If including samples is not possible, **promotional materials or installations** (poster, banners, panels, display stands, etc.) **should be put in place at the applicable stores.**
- In principle, marketing should be conducted at off-line stores. However, contactless platforms (online samplings, SNS campaigns, etc.) can also be utilized.

< Example > * Advance consultation with aT is required when further clarifications are needed on an item's support requirements.

① Production of content for the introduction of products, recipes, marketing campaigns, and events on Social media such as YouTube, Facebook, etc. / end cap, KIOSK, and e-pop screens / installation of unmanned display stands / food trucks for samplings / online samplings, etc.

② Production of website main pages ads, banner ads / shopping tags and links on Social media,

such as YouTube, etc. / other matters related to online-to-off-line (O2O) events

* An online mall is allowed for the project if it is directly related to an off-line store or if there is an exclusive section for an off-line store.

(e.g., Marketing on the Hema Xiansheng app is allowed if it is in conjunction with off-line promotion activities in Hema grocery stores. / Marketing on The Mall of the Thai HappyFresh delivery app is allowed if in conjunction with off-line promotion activities for The Mall.)

- Simple product demonstration events, home shopping marketing, catalog production, etc. are not allowed unless marketing at an off-line store is carried out.

2) Mandatory amount to achieve

- **For Fresh products, you must present at least twice the approved budget, and for processed items, you must present at least three times the approved budget to meet 100% reimbursement**
- Obligatory import amount for promotional event items is determined based on the import performance for 60 days before and during the event period. If not achieved, the final reimbursement amount is reduced according to the achievement ratio (%).

- The official Letter of Import Declaration should be submitted. The bill of lading (B/L) should be attached in cases where an invoice is submitted (if not possible, a Letter of Justification and Export Declaration Certificate should be submitted).

- In the case of a vendor, both documentary evidence of the business relationship (signed agreements, etc.) and the Receipt of Purchase (more than twice) issued by the importer should be submitted. A Certificate of Import Agent Service issued by the importer of your trade should be attached for promotion activities done in connection with a vendor in China and this documents will be determined based on import performance for 90 days.

3. Others

- In principle, the country, store, and item of the event are not subject to change. However, in cases where a change is inevitable because of force majeure, prior approval should be obtained from the local aT office in charge.
- The project costs will be "reimbursed after spending," and documentary evidence should be submitted along with the Outcome Report of the reimbursement.

* Contact the local aT office in your country for the documentary evidence required for reimbursement.