

How to export Longan to Korea



ASEAN Business Center

Speaker



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■ **Career**

- **Samsung Corporation**

- Global Business, Trade arm of Samsung group

- **ASEAN Korea Center**

- Economic cooperation between ASEAN and Korea

■ **Current**

- **ASEAN Business Consulting Center**

- Business & Market development between ASEAN and Korea

- **President committee on New Southern Policy**

- Advisor for economic affairs

Content

1. Definition of product
2. Product type
3. Key market in Korea
4. Key buyers
5. Way to increase market
6. Way to increase value

1. Definition



Fruit

龍眼

Dragon Eye

Medicinal herbs

Good for

Skin, Nerve function, Brain, Memory,
Insomnia, and Anticancer

2. Product Type

Fresh	Frozen	Dried
		
<p>The import of fresh Long An is Prohibited by the Plant Protection Act.</p>	<p>Retail price 500g / USD 4.10</p>	<p>Retail price 300g / USD 6.40</p>
	<p>Dessert</p>	<p>Snack Tea (Boil and drink)</p>

3. Key Market

Online

 Gmarket

<https://www.gmarket.co.kr/>

 11st

<https://www.11st.co.kr/>

 coupang

<https://www.coupang.com/>

Offline

 emart

<http://emart.ssg.com/?ckwhere=emart>

 LOTTE Mart

<https://www.lotteon.com/>

 Homeplus

<http://corporate.homeplus.co.kr/index.aspx>

4. Buyers

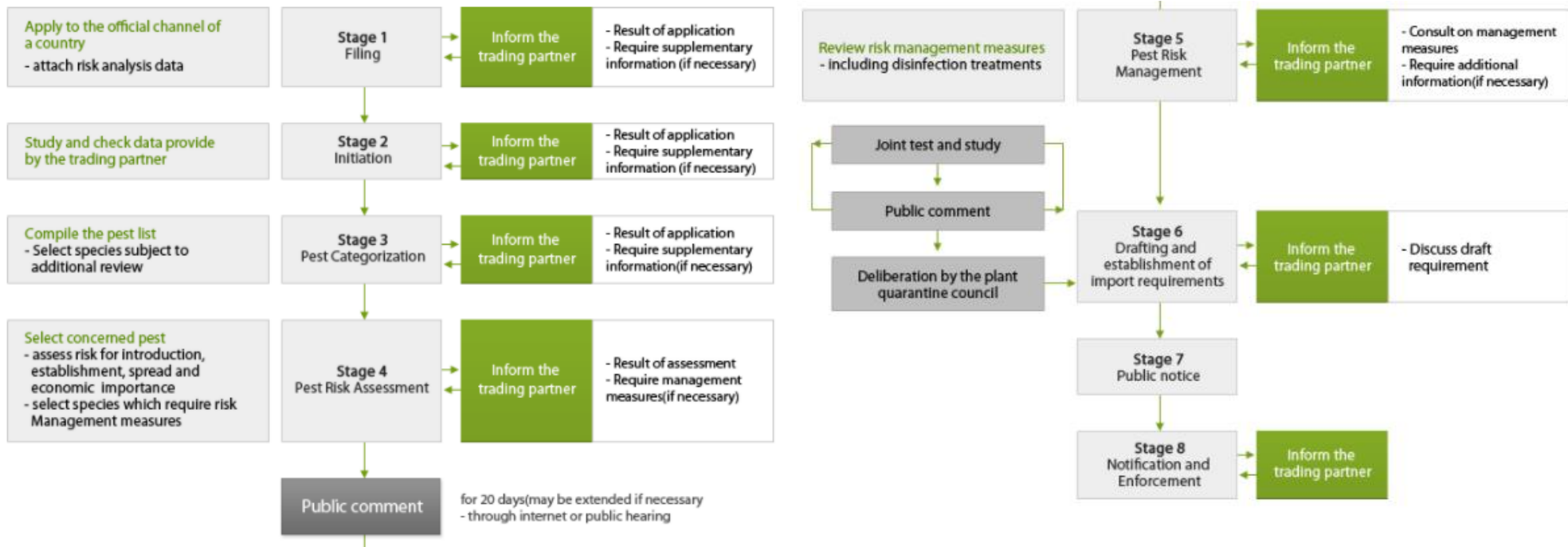
Company	Website	E-mail	Telephone
Hanseung international	http://hanseungintl.com/eng/	kty37@hanmail.net	+82-31-791-2168
CJ Freshway	http://www.cjfreshway.com/index.jsp	cjfreshway@cj.net	+82-2-2149-6114
Sebang	http://frescok.d-4.co.kr/	marketing@fresco.co.kr	+82-31-323-1381
Ourhome	https://www.ourhome.co.kr/about/route.do?glo=VN	https://www.ourhome.co.kr/about/route.do?glo=ENG	+82-2-6966-9660

5. Way to increase market

1. Government to government cooperation

Request for permission to import **fresh Longan** from the Korean quarantine agency

Process of Import Risk Analysis



5. Way to increase market

2. Government to Business cooperation

Promotion with retailers



6. Way to increase value

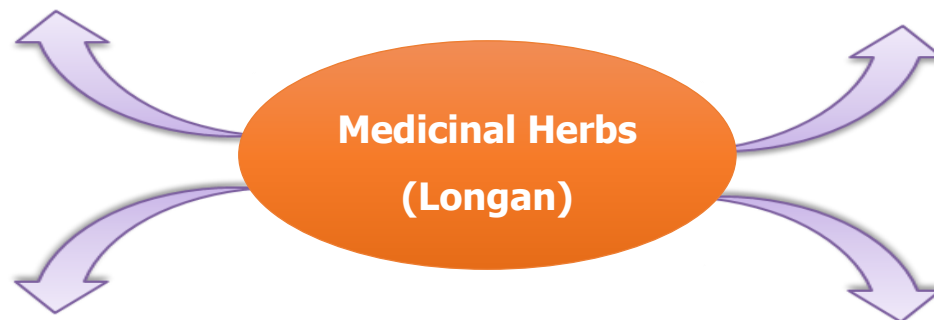
Increase the value of Longan through biotechnology.



Functional Cosmetics



Functional Foods



Natural Medicine

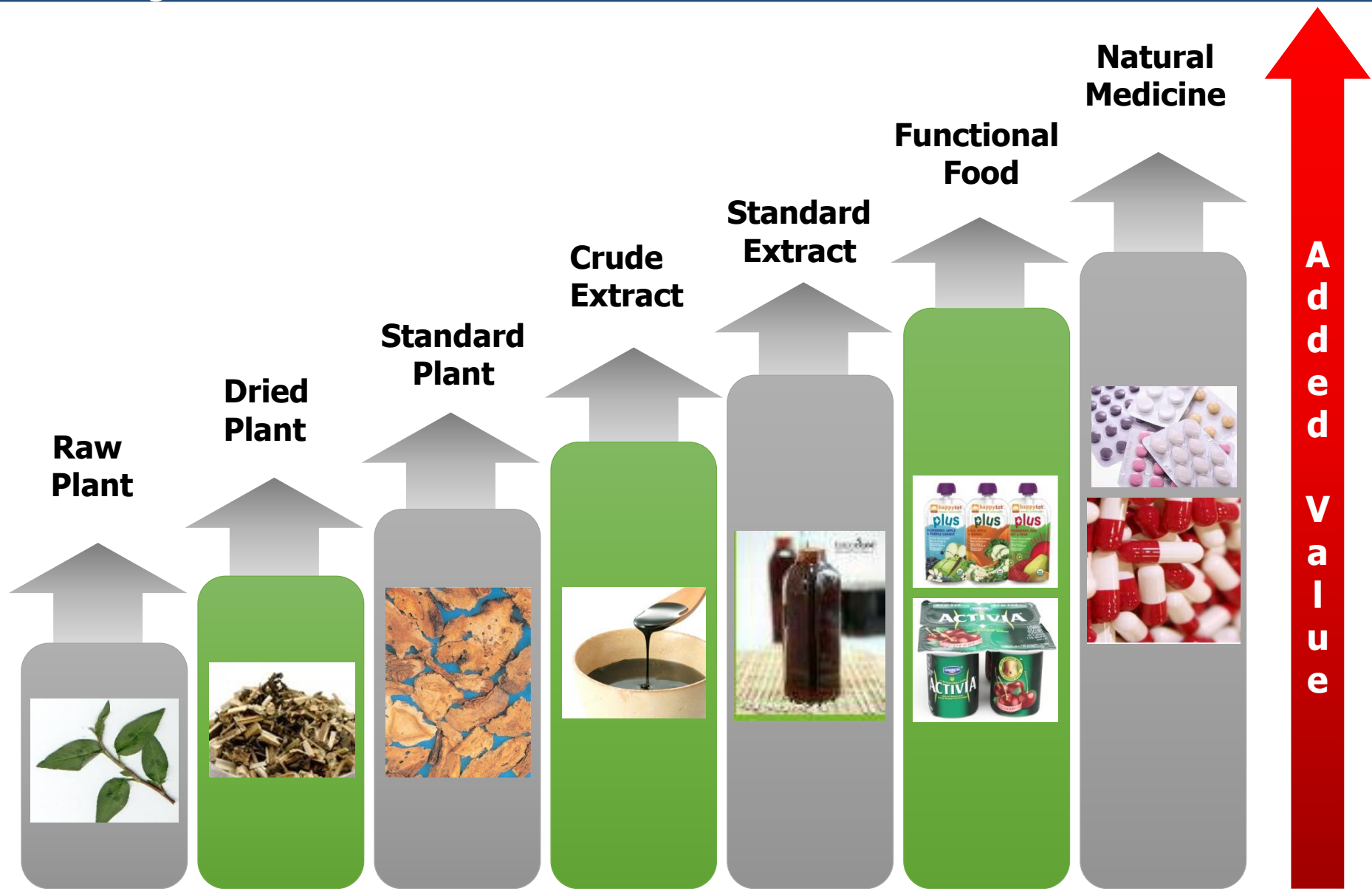


Personal Care Products



Source: Professor Hwang Jae Kwan

6. Way to increase value



Source: Professor Hwang Jae Kwan