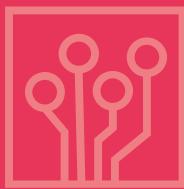


Market Development and Expansion Services

Service Overview

PwC Korea's Market Development and Expansion Team support foreign companies seeking to enter or build their business in the Korean market. We have bilingual, experienced, and connected consultants who have worked for multiple companies across a variety of sectors as their so called 'feet on the ground,' to develop and execute their market entry strategy. We support everything from reports to determine the feasibility, synergy or potential of opportunities, the setup of an office, establishment of a call centre, sale or license of a technology or service, as well as helping to secure a partner, investor, or acquisition target.

The Korean market has many opportunities for foreign companies in a variety of sectors such as energy, consumer electronics, biotech, retail, digital and more. Like any market, there are challenges to overcome which include its unique local business culture, local regulations, and language and whilst there are great partners in the market, it is not easy to understand and navigate these challenges, so our team is here to support you.



What we offer



Example Process

Lead Generation

1 Understand Product/Service

- Agree objectives
- Undertake training
- Prepare and localise materials

2 Identify Opportunity

- Map market
- Determine and prioritise opportunities and challenges
- Explain reach-out approach

3 Generate Leads

- Research market, industry, and trends
- Identify key companies to target and specific teams within them
- Approach key decision makers to determine interest

4 Validation of Interest

- Hold meetings to understand customer needs
- Better understand target's pain points and propose solutions
- Create interest to progress leads
- Manage sales process and technical or engineering support

5 Progress to Sale

- Discuss results of any testing or internal evaluation
- Progress discussions to confirm commercial intention to purchase
- Support commercial process to point of sale

Points of Contact



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Sean Blakeley is a Partner within PwC Korea's Global Services team leading their Market Development and Expansion service. Sean has extensive experience working on large market entry, development and expansion projects and has supported many company's entrance to the Korean market. For over ten years, he has helped to promote business in the country and supported multiple western firms to partner with and sell into major Korean conglomerates - particularly in the technology space. A 18-year resident of Korea, Sean was the director of business development with a Korean publishing company, a managing director of an international management consulting company and Chief Executive Officer of the British Chamber of Commerce in Korea where he now serves as Chairman. Sean has worked with international companies across a broad range of sectors including electronics, sports, retail, education, telecoms, gaming, and others. Sean completed a master's program at Seoul National University and speaks Korean fluently.



Sungji Moon

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Sungji Moon is a Senior Associate in PwC Korea's Global Services Team, managing its Market Development and Expansion projects. Sungji focuses on research, strategy building and execution. He has helped an extensive portfolio of clients to successfully setup legal entities, select manufacturing sites, license technologies, partner with local distributors or resellers and run lead generation campaigns as they enter the market. He has also worked closely with various governmental departments and affiliated agencies within both foreign and Korean governments to provide market research and industry sector analysis reports. Sungji has conducted projects in the artificial intelligence, display and automotive space, among many others.

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S/N: 2308A-BR-029

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