



삼일회계법인

Market Development and Expansion Services





Service Overview

PwC Korea's Market Development and Expansion Team specializes in supporting foreign companies seeking to enter or expand within the Korean market. Our team comprises bilingual, experienced, and well-connected consultants who have worked across various sectors, serving as your 'feet on the ground' to develop and execute effective market entry strategies.

We offer comprehensive support, including feasibility reports to assess opportunities' potential and synergy, assistance with establishing offices or call centers, technology licensing, sales strategies, and securing partnerships, investors, or acquisition targets.

The Korean market presents numerous opportunities across industries such as energy, consumer electronics, biotech, retail, and digital technology. However, navigating this market comes with unique challenges — including local business culture, regulations, language barriers, and market complexity. While there are strong local partners available, understanding and overcoming these challenges requires expertise. That's where our team is here to help.

What we offer

Lead Generation

We lead the process of identifying and attracting potential customers or clients who are interested in your products or services, often through targeted marketing campaigns and outreach efforts to build a strong sales pipeline.

Licensing and Sales

Facilitating the licensing of technology, brands, or products to local partners and supporting direct sales strategies to grow revenue streams within the target market.

Partner Search

Identifying and connecting with suitable local partners, distributors, or resellers who can help distribute, promote, or co-develop your offerings to accelerate market entry and expansion.

Investor Search

Supporting clients in attracting local investors by developing tailored investment strategies, conducting outreach campaigns, and facilitating meetings with venture capitalists, private equity firms and/or strategic investors.

Office or Call Center Setup

Assisting in establishing physical office locations or call centers, including site selection, legal registration, staffing, and operational setup to ensure smooth business operations in Korea.

Research, Market Analysis, Synergy, and Feasibility Reports

Providing detailed industry and market research, analyzing potential opportunities and risks, and assessing the strategic fit and viability of expansion plans to inform decision-making.

M&A Target Identification and Due Diligence

Supporting clients in identifying suitable acquisition targets, conducting thorough due diligence, and evaluating potential mergers or acquisitions to ensure strategic alignment and successful integration.

Case Study

Supporting a European Tech Company in the Display Space for Market Entry in Korea



Client Overview

A European technology firm specializing in innovative display solutions aimed at consumer electronics, automotive, and industrial applications.



Challenge

The client sought to establish a foothold in the Korean market to demonstrate their technology's potential to leading OEMs and consumer electronics companies, with plans for a commercial launch in 2026. They needed to secure proof of concept (PoC) projects with major Korean manufacturers and explore investment opportunities to support their growth.



Our Approach and Services

1. Licensing and Sales Support:

We facilitated licensing negotiations with Korean industry leaders, enabling the client to conduct multiple PoC projects with prominent display, consumer electronics, and automotive OEMs. Our team provided strategic guidance, market insights, and local support to help secure these partnerships.

2. Partner and Customer Engagement:

We identified and connected the client with key industry players, orchestrating meetings and demonstrations that showcased their technology's unique value, resulting in several successful PoC collaborations.

3. Investment Search:

Alongside our licensing and partnership efforts, we assisted the client in reaching out to local investors and funding agencies. We conducted investor outreach, prepared investment materials, and facilitated discussions, positioning the client for potential funding to scale their operations.



Results

- Successfully secured multiple proof of concept projects with leading display, consumer electronics, and automotive companies in Korea.
- These collaborations are set to pave the way for a full commercial launch planned for 2026.
- Established a strong network of local industry partners and investors, increasing the client's visibility and credibility within Korea's tech ecosystem.



Conclusion:

Our integrated licensing, partnership, and investor support services enabled the European client to validate their technology in Korea's competitive market, build key relationships, and position themselves for a successful market launch in the near future.

Contact



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Sean Blakeley is a Partner in PwC Korea's Global Services team, specializing in Market Development and Expansion. With extensive experience leading large-scale market entry, development, and growth projects, Sean has supported numerous companies in successfully establishing and expanding their operations in Korea. His expertise includes devising tailored market entry strategies, facilitating partnerships with local conglomerates, and enabling sales and distribution channels—particularly within the technology sector.

A resident of Korea for over 18 years, Sean has held senior roles such as Director of Business Development at a Korean publishing company, Managing Director at an international management consulting firm, and served as CEO of the British Chamber of Commerce in Korea, where he currently serves as Chairman. He is also a Global Foreign Direct Investment Ambassador for the Korean Government. His deep understanding of Korea's business landscape and cultural nuances helps international clients navigate complex market dynamics.

Sean has worked across multiple sectors, including electronics, sports, retail, education, telecommunications, and gaming. Fluent in Korean and with a master's degree from Seoul National University, his strategic insight and local expertise enable clients to successfully enter and expand in the Korean market.



Sungji Moon
Manager

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Sungji Moon is a Manager in PwC Korea's Global Services Team, leading Market Development and Expansion projects. With expertise in research, strategic planning, and execution, Sungji has supported a diverse range of clients in successfully establishing their presence in Korea. His skills include conducting in-depth market research, building tailored market entry strategies, and executing operational setups such as legal entity establishment, manufacturing site selection, licensing, and partner identification.

Sungji has extensive experience managing lead generation campaigns, facilitating partnerships with local distributors and resellers, and coordinating with government agencies to gather industry insights and regulatory guidance. He has successfully driven projects across sectors including artificial intelligence, healthcare, display technology, and automotive, leveraging his strong analytical capabilities and local industry knowledge to help clients navigate Korea's complex market environment.



삼일회계법인

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