

Korea Business Highway Company Profile

2016-09-15



Korea
Business
Highway

Bridging world to your business

Content



CERTIFIED EXPERT
SWITZERLAND
GLOBAL ENTERPRISE

WHAT WE DO

**BUSINESS
FINLAND**

WHAT WE DID

 **ENTERPRISE
IRELAND**
where innovation means business

WHO WE ARE

Canada 

WHERE WE ARE

 **SWITZERLAND
GLOBAL
ENTERPRISE**



WHAT WE DO



In cooperation with respective embassies, we provide step-by-step consulting services to help European, North American, Asia-Pacific, and Japanese companies successfully enter the Korean market. Additionally, we support Korean companies in expanding into the Japanese market.

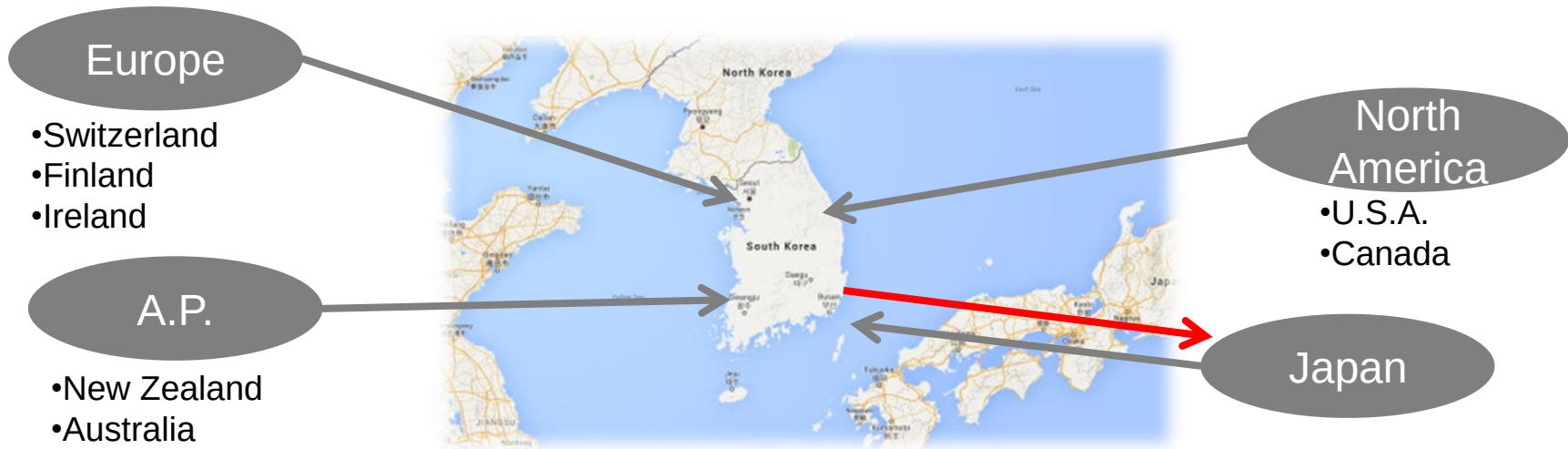
Service Offerings

Services

- Market Research
- Business & Distribution Partner Search
- Coordination of Fact Finding Meeting
- Strategy / Implementation Plan
- Liaison office
- Technology Trade (Brain Partners Div.)

Client Industries

- ICT (Software / Devices)
- Machinery
- Defense
- Environment / Energy
- Bio technology
- Public Sector





WHAT WE DID



We have successfully completed over 100 consulting projects, enabling clients worldwide to enter the Korean market with confidence.

Reference Projects

Services	Projects
Market Research	• Market Flash Check on Battery Packs in Defense Industry 2024 • Inspection Equipment Status in Display Production Process 2020 • Machine Tool Market in South Korea 2018, 2019 for Switzerland Global Enterprise • Indoor Air Quality Market in South Korea 2017 for Business Finland
Business Partner Search	• Team Canada Trade Mission to South Korea 2024 (128 meetings) • Sales Partner Search for European digital microscope manufacturers • Sales Partner Search for European fire alarm manufacturers • Sales Partner Search for European sensor manufacturers • Sales Partner Search for European laser module manufacturers
Fact Finding Meeting	• Meetings with partner candidates for European packaging equipment manufacturer • Meetings with partner candidates for European Micro Electrode Array manufacturer • Meetings with partner candidates for European duct cleaning system manufacturer • Meetings with partner candidates for European auto-darkening helmet manufacturer • Meetings with key institutes for European energy & environment institute
Strategy	• Market entry strategy for European packaging machinery manufacturers • Market entry strategy for European waste collection system integrators • Business strategy for Japanese confectionery company
Liaison Office	• Swiss sensor company (since 2016) • Japanese sensor device company (since 2019)



Our domestic and international experts, equipped with exceptional capabilities and over 20 years of experience, provide professional services tailored to each field.

Consultants

President SPARKY LEE	Senior Partner TOMOJI KAWAI	Partner J.H. KANG	Senior Consultant Y.H. KIM
			
Market Strategy / Aerospace & SW	Market Strategy / Nano & Bio	Market Development / Defense	Coordination / Human Resources
• Ph.D. at Univ. of Tokyo • MS & BS at Seoul National Univ.(SNU)	• Ph.D. at Univ. of Tokyo • MS & BS at Univ. of Tokyo	• Ph.D. at SNU • MS & BS at SNU	• BS at SNU
• COESIA Korea • Business Finland Korea • KOICA • SAMSUNG SDS • Univ. of Tokyo	• NEDO, Japan • Osaka Univ., Japan • Inst. of Scientific & Industrial Research • Inst. for Molecular Science	• Defense Acquisition Program Administration • Ministry of National Defense • Korea Aerospace Industries	• Heidrick&Struggles • SK BROADBAND • QAD Korea • SAMSUNG SDS



By gaining an accurate understanding of our clients' offerings and swiftly resolving their requirements, we deliver outcomes that guarantee customer satisfaction.

Consultants

Senior Consultant M.S. YOO	Consultant Y.M. KIM	Consultant J.H. PAECK	Consultant J.J. KIM
			
Market Development / ICT & Cleantech	Market Development / Patent	Business Operation / Corporate Event	Market Development / Mat. & Components
• Ph.D. at Univ. of Texas • MS & BS at SNU	• Ph.D. at Aachen • MS & BS at SNU	• MA at Yonsei Univ. • BA at Dongguk Univ.	• Ph.D. at Univ. of Tokyo • MS at RWTH Aachen • BS at SNU
• StoneKey C&C • Sungkyunkwan Univ. • SB LiMotive • SAMSUNG SDI	• Technovalue • SAMSUNG Advanced Inst. of Technology	• KOCHAM • PECB Inc.	• OSP, Ministry of Trade, Industry and Energy • SAMSUNG SDI • LG Electronics • Univ. of Tokyo



We are committed to helping our clients get a swift and stable start in Korea.

Consultants

Consultant W.P. LEE	Consultant J.K. LEE	Consultant JOSHUA LEE	Consultant K. KOYAMA
			
Market Research / ICT	Market Research / Patent	Market Research / Healthcare	Market Research / Engineering
• Ph.D. at SNU • MS & BS at SNU	• Ph.D. at Univ. of Tokyo • MS at Univ. of Tokyo	• MBA at Univ. of California, LA • BA at California State Univ.	• BA at YCC in Japan
• SAMSUNG Display • SAMSUNG Mobile Display • SAMSUNG SDI	• LOWE HAUPTMAN • FURUKAWA Elec. Co. • SAKAI Intl. Patent • GENOA Co.	• APEX MEDICAL Inc. • CMI Inc.	• KY Planning • JOUHOKU KOGYO Co.



WHERE WE ARE



Located near Gangnam Station—the vibrant business hub of Seoul—our office offers excellent accessibility via major expressways and terminals. This strategic location enables prompt and efficient meetings with clients and partners nationwide.

Contacts

