

Korea Business Highway Company Profile

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Content



WHAT WE DO

WHAT WE DID

WHO WE ARE

WHERE WE ARE

**BUSINESS
FINLAND**

 **ENTERPRISE
IRELAND**
where innovation means business

Canada^{🇨🇦}

 **SWITZERLAND
GLOBAL
ENTERPRISE**



We offer consulting services necessary for European/North American/Asia Pacific/Japanese companies to enter the Korean market step by step in cooperation with the embassy of each country. In addition, we support Korean companies to develop into the Japanese market.

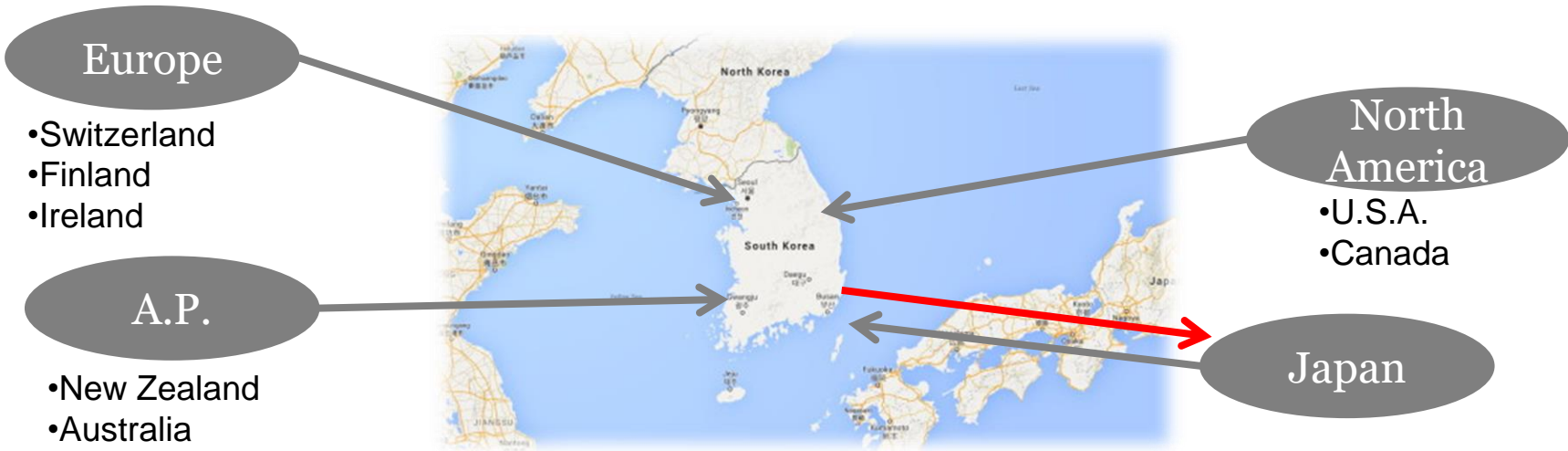
Service Offerings

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





We have provided more than 100 consulting services so that clients from various countries can successfully enter the Korean market.





Reference Projects

Services	Projects
Market Research	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Swiss sensor company (since 2016) • Japanese sensor device company (since 2019)



Domestic and foreign experts with outstanding capabilities and more than 20 years of experience provide professional services in each business domain.

Consultants

President CHANG-HEE LEE	Head of Brain Partners Div. TOMOJI KAWAI	Partner M.S. YOO	Partner J.J. KIM
			
Market Research / Defense & ICT	Tech. Trade / Nano & Bio	Market Research / ICT & Cleantech	Market Research / Mat. & Components
<ul style="list-style-type: none"> • Ph.D. at Univ. of Tokyo • MS & BS at Seoul National Univ.(SNU) 	<ul style="list-style-type: none"> • Ph.D. at Univ. of Tokyo • MS & BS at Univ. of Tokyo 	<ul style="list-style-type: none"> • Ph.D. at Univ. of Texas • MS & BS at SNU 	<ul style="list-style-type: none"> • Ph.D. at Univ. of Tokyo • MS at RWTH Aachen • BS at SNU
<ul style="list-style-type: none"> • COESIA Korea • Business Finland Korea • KOICA • SAMSUNG SDS • Univ. of Tokyo 	<ul style="list-style-type: none"> • NEDO, Japan • Osaka Univ., Japan • Inst. of Scientific & Industrial Research • Inst. for Molecular Science 	<ul style="list-style-type: none"> • StoneKey C&C • Sungkyunkwan Univ. • SB LiMotive • SAMSUNG SDI 	<ul style="list-style-type: none"> • OSP, Ministry of Trade, Industry and Energy • SAMSUNG SDI • LG Electronics • Univ. of Tokyo



We provide a result that satisfies our customers by properly understanding their products and services and promptly resolving their needs.

Consultants

Partner
W.P. LEE



Market Research
/ ICT

- Ph.D. at SNU
- MS & BS at SNU

- SAMSUNG Display
- SAMSUNG Mobile Display
- SAMSUNG SDI

Partner
J.K. LEE



Market Research
/ Patent

- Ph.D. at Univ. of Tokyo
- MS at Univ. of Tokyo

- LOWE HAUPTMAN
- FURUKAWA Elec. Co.
- SAKAI Intl. Patent
- GENOA Co.

Partner
JOSHUA LEE



Market Research
/ Healthcare

- MBA at Univ. of California, LA
- BA at California State Univ.

- APEX MEDICAL Inc.
- CMI Inc.

Partner
J.H. KANG



Market Research
/ Defense

- Ph.D. at SNU
- MS & BS at SNU

- Defense Acquisition Program Administration
- Ministry of National Defense
- Korea Aerospace Industries



Located near Gangnam Station in Seoul, the business heart of Korea, our office is adjacent to highways and terminals, allowing for quick meetings with various local customers and partner companies across the country.

Contacts

