



K o r e a I n t e r n a t i o n a l T r a d e A s s o c i a t i o n

Trade Tower, World Center, 159-1, Samsung-dong, Gangnam-gu, Seoul 135-729, Korea

Tel : 82-2-6000-5268 Fax : 82-2-6000-5191 e-mail : inquiry@kita.net

www.kita.org

International Trade Network

Let's shrink the huge earth together!



A nighttime photograph of a modern architectural complex. On the left, a tall, dark skyscraper with a grid-like facade is illuminated from within, showing a pattern of lit windows. To the right, a large, curved glass building is brightly lit from the interior, reflecting the surrounding environment. The sky is dark, and some trees are visible in the foreground.

**KITA-Your Reliable
Trade Partner!**

KITA-Your Reliable Trade Partner!

Korean economy has developed into the world's 12th largest economy with trade volume of \$600 billion in 2006, from the periphery of the world economy in the mid-1900s. The astonishing achievement is attributable to the earnest and persistent endeavor of Korean businesses, which now take top positions in various industries including semiconductor, shipbuilding, steel, mobile phone and auto.

A great number of Korean companies, wanting to be integrated with the world economy, are currently in search for business partners overseas, and KITA(Korea International Trade Association), representing 60,000 traders in Korea, is building an international trade network to support them.

Our international trade network will be built on partnerships. KITA and trade promotion institutions around the world will share information and provide it to their member companies. In addition, we, at KITA, will listen to our partners to better meet their wants such as protection of information.

We hope you to participate in our trade network project, thereby improving mutual understanding and access to each other's market. The international trade network is a win-win strategy that will promote trade and cooperative relationship between Korea and your country.

An aerial photograph of a large container ship sailing on the ocean. The ship is viewed from an elevated angle, showing its deck covered with numerous red shipping containers. The ship's white superstructure and bridge are visible at the rear. The ocean is a deep blue, and the ship's wake is visible in the water.

KITA,
Making Globalization a reality

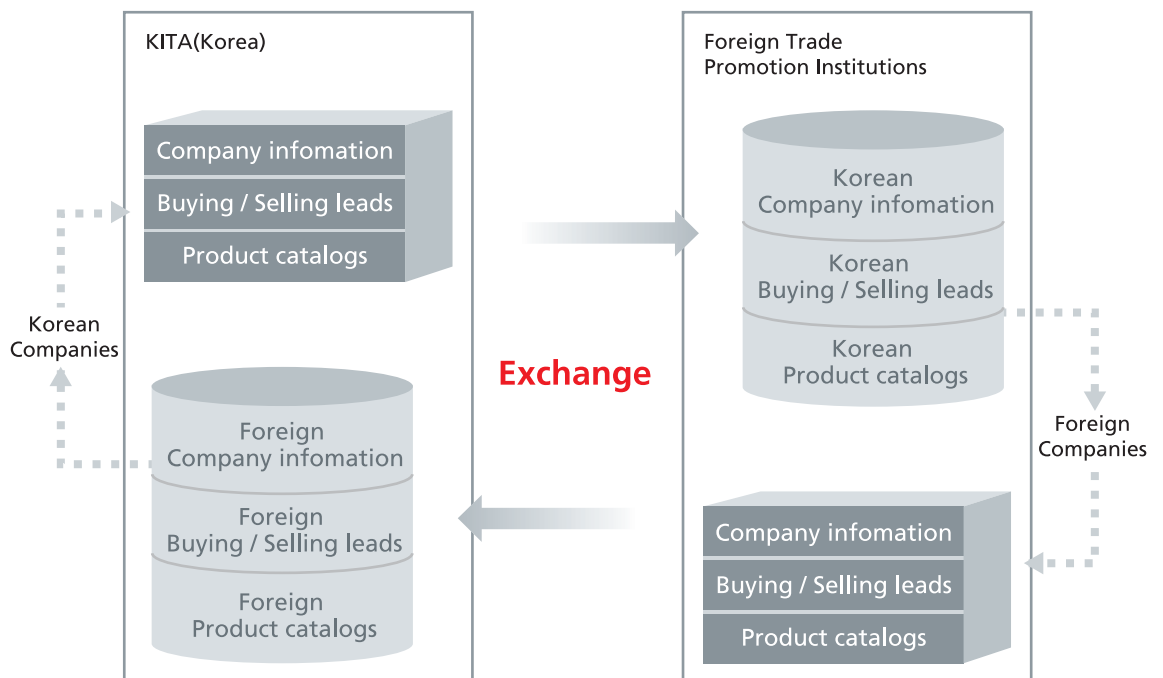
This is How KITA Helps Your Member Companies

The partnership will contribute in creating new business opportunities not only for the Korean companies but also for the member companies of international trade promotion institutions in other countries.



KITA expects that online exchange of information between KITA and its partner trade promotion institutions will facilitate international business transactions between Korean and foreign companies; and provide them a good opportunity to build friendly and successful business relationship.

KITA is equipped with information about more than 60,000 exporters and importers in Korea including their company information, product details and buying/selling leads.



Working Together with **KITA** for Success



Exchange of Company Information

Get Company information about more than 60,000 exporters and importers in Korea

KITA will provide you detailed information about 60,000 exporters and importers in Korea.

Details of company information includes

- Administration No.
- Company name
- Representative
- Address
- Telephone No.
- Web site
- Items
- Contact point
- e-mail

As a result of this joint partnership, foreign exporters interested to advance in the Korean market will get updated and reliable information about Korean buyers; and foreign importers who are interested to purchase products from the Korean companies will get useful information about Korean sellers.

Please visit Company Directory in www.kita.org to see more information about Korean company information.

Let KITA promote your member companies in Korea

Similarly, we request you to provide information about your member companies and we will try to create good visibility and market awareness about your companies in the Korean market. KITA will promote your companies very efficiently and effectively in the Korean market through KITA's web site and will help them to get new business opportunities from the Korean market.

Method of Information exchange and data format

The company information will be exchanged in Microsoft Excel format through CD-ROMs or e-mail.

KITA propose to exchange company information once or twice a year, but if required, method of exchange and time period can be changed and decided through mutual consultations.

Exchange of Buying and Selling Leads

Get latest Buying and Selling Leads from the Korean companies

KITA will provide you detailed information about Buying and Selling Leads of the Korean companies. KITA will provide you details of the Korean companies who are interested to buy and sell products in the global market and your member companies can directly interact with Korean companies and arrange business transactions

Details of Buying/Selling Leads includes

- Administration No.
- Buy/Sell classification
- Product name
- Registration(Update) date
- Product description
- Trade terms
- Contact point
- e-mail
- Target nations

Let KITA create a market for your companies in Korea

Similarly, when you will provide Buying and selling leads of your member companies to KITA, we will promote that information very effectively to the target Korean companies through KITA's user-friendly and powerful web site.

Method of Information exchange and data format

Buying and Selling Leads will be exchanged in the form of a text file as per pre-defined format.

Buying and Selling Leads needs to be exchanged frequently to provide latest and up-to-date information. New methods of information exchange including XML can also be discussed. (XML- Extensible Markup Language is a flexible and convenient way to share format and the data on the Internet)

KITA trust that exchange of buying and Selling Leads will greatly help member companies of both countries to know about latest buy/sell opportunities and they will be able to conduct more business transactions with each other.

Exchange of Product Catalogs

Get details of 60,000+ Product Catalogs from Korean Sellers

KITA is equipped with information about more than 60,000 products manufactured by 10,000 member companies, and the information includes detailed product specifications along with product images.

Please visit Product Catalogs in www.kita.org to see more information about product catalogs posted by more than 10,000 Korean sellers.

The catalog information will be very useful for your member companies who are interested to purchase quality products from the Korean suppliers.


Let your sellers reach Korean buyers easily with KITA KITA will help your sellers to reach Korean buyers more easily & effectively

Similarly, as a mutual trust, we request you to provide product catalog details of your companies to KITA, and we will do our best to promote and make it highly visible to various Korean buyers through KITA's user-friendly and powerful website.

Method of Information exchange and data format

Product catalog information includes product specifications and product images.

Product catalog information will be exchanged on a monthly basis, but if required, method of exchange and frequency and can be changed as per mutually agreed terms.



Information usage policy and protection of information

All the exchange of information will be done online through individual websites of KITA and the partner trade promotion institutions.

With the exchange of information, member companies of both the sides will be able to send inquiries to each other by clicking on "Send an inquiry" button. Provision shall be made by both the sides to ensure that email address of the individual companies shall not be disclosed on their websites and actual mail delivery happens at the backend.

More details on the usage policy can be discussed before signing an MOU.

Project Flow

Request for Partnership	Defining Project Specifications	MOU Signing	Exchange of Information	Go-Live
<ul style="list-style-type: none"> Request to join KITA's partnership program Sending Proposal/ Brochure about partnership program Seeking your Acceptance 	<ul style="list-style-type: none"> Clarification of information to be exchanged <ul style="list-style-type: none"> - Company Information - Buying/Selling Leads - Product Catalogue Method of exchange and frequency of exchange Data format and other considerations 	<ul style="list-style-type: none"> Deciding about Signing Authorities Defining change control details in MOU to ensure all changes to scope are documented Information usage policy and protection of information 	<ul style="list-style-type: none"> Build Deliverables Exchange of Agreed Information Making digital files in pre-defined formats Sending data files by e-mail or CD-ROM 	<ul style="list-style-type: none"> Database set-up and Implementation Testing & Quality Assurance Go- Live with new Online services MIS Reports and feedback Post Implementation review
<p>Contact Point Tel : 82-2-6000-5268 E-mail : inquiry@kita.net</p>			<p>Contact Point Tel : 82-2-6000-5425 E-mail : tradeorg@kita.net</p>	

With regard to the proposed three types of information exchange, selective exchange of information can also be implemented according to the information that you have, and consecutive exchange of information is also possible.