

TRADE MISSION SUPPORT

OVERVIEW

The BCKK's Trade Mission Support provides trade associations, local governments or other organising bodies with comprehensive assistance to organise and execute a trade mission in Korea. Our support is provided throughout all stages of the mission. The BCKK arranges meetings with stakeholders, partners and customers, organises seminars and exhibitions, markets the mission itself through local media and leads on all technical aspects of the visit, enabling the companies on the mission to focus on finding opportunities in the market.

PROCESS

Pre-Mission

The BCKK team holds a 'kick-off' call with the organising parties in order to understand the objectives of the mission, the companies which are partaking in it and agree the actions required, from those of organising logistics, arranging B2B and/or stakeholder meetings on behalf of the companies to promoting the mission through local media.

The BCKK team contacts all the agreed companies and draws up a visit schedule for one-on-one meetings and/or a seminar, which includes practical details of meeting venues, dates, times and attendees. Furthermore, we can also help to arrange transportation within the market and discounted hotel rates if needed. The team then provides briefing notes, which include key information about each meeting: a brief company introduction; significant information ascertained during the organising of the meeting; areas of concern to be noted; as well as an agenda and objectives. Where relevant, the BCKK team can also arrange and support a market research tour that, for example, involves visiting major retail areas or business districts.

In-Mission

During the visit, BCKK staff members will be assigned to the mission. These staff will facilitate all the logistical aspects of meetings and attend together with you to provide interpretation and translation services in meetings or during an organised event, if needed. A senior member of the BCKK management team will also meet with you for a debriefing session at the end of the mission to discuss the outcomes of the meetings conducted as well as possible next steps.

Post-Mission

Within 72 hours of completing the mission, the BCKK will generate a series of meeting memorandum or a report summarising discussions and/or event held and actions agreed during each meeting. Each includes key takeaways and our strategy recommendation going forward. The BCKK also helps you to follow up with any actions agreed during meetings for a certain period of time, ensuring a smooth transition from our supported activity to your direct contact with the Korean companies you met during your mission in Korea.

Enquire more about our services by contacting us at trade@bckk.or.kr.