

# **EXPLORING BUSINESS OPPORTUNITIES**

## **KITA AND FLOR/KOR ECONOMIC COMMITTEE**

**March 17, 2017**

**at the 2017 Florida-Korea Summit  
Miami, Florida**

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# ic Relationship n Korea and the U.S.



# 1. Top 7 U.S. Trading Partners

- Top Export Country : Canada (\$266,827 Million)
- Top Import Country : China (\$462,813 Million)
- Korea is **# 7** export destination for U.S. goods

-Top U.S. Trading Partners (2016)-

Unit: Mil US\$

Rank	Country	Export	Import
1	Canada	266,827	278,067
2	Mexico	230,959	294,151
3	China	115,775	462,813
4	Japan	63,264	132,202
5	United Kingdom	55,396	54,326
6	Germany	49,362	114,227
7	<b>Korea</b>	<b>42,266</b>	<b>69,932</b>

Source: Department of Commerce

## 2. Korea – U.S. Trade in Goods

- U.S. Export to Korea : \$42,266 Million
- U.S. Import from Korea : \$69,932 Million
- Total Trade in Goods : \$112,198 Million

-Top Trading Products with Korea (2016)-

Unit: Mil US\$

Rank	Commodities (Export)	Amount	Commodities (Import)	Amount
1	Semiconductor	3,480	Automobile	15,490
2	Aircraft parts	2,440	Auto Parts	6,750
3	Semiconductor related device	2,080	Mobile Devices	6,470
4	Automobile	1,680	Semiconductor	1,870
5	Meat and Cattle	1,430	Kerosene	1,820

Source: KITA (K-Stat)

### 3. Korea – U.S. Trade in Services

- U.S. Export to Korea : \$20,510 Million
- U.S. Import from Korea : \$11,130 Million
- Total Trade in Services : \$31,640 Million

-Service Trade by Major Industry with Korea (2015)-

Unit: Mil US\$

Industries	Export	Import
Transportation	2,320	5,850
Intellectual Properties	6,020	290
Travel	7,970	1,250

Source: Bank of Korea / Dept.Commerce

## 4. Korea – U.S. Investment

- Korea → U.S. FDI : \$5,070 Million (2010)  
\$18,000 Million (2016)
- U.S. → Korea FDI : \$1,970 Million (2010)  
\$3,880 Million (2016)

Korea FDI to U.S.



U.S. FDI to Korea



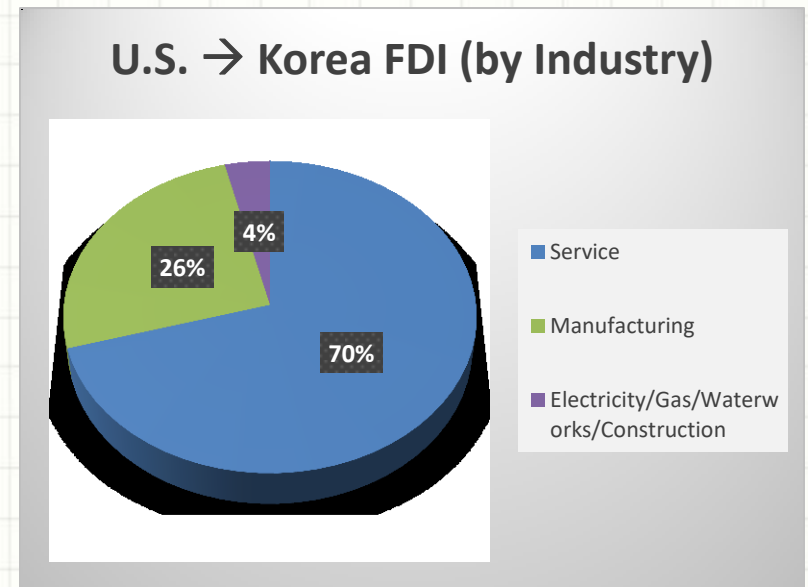
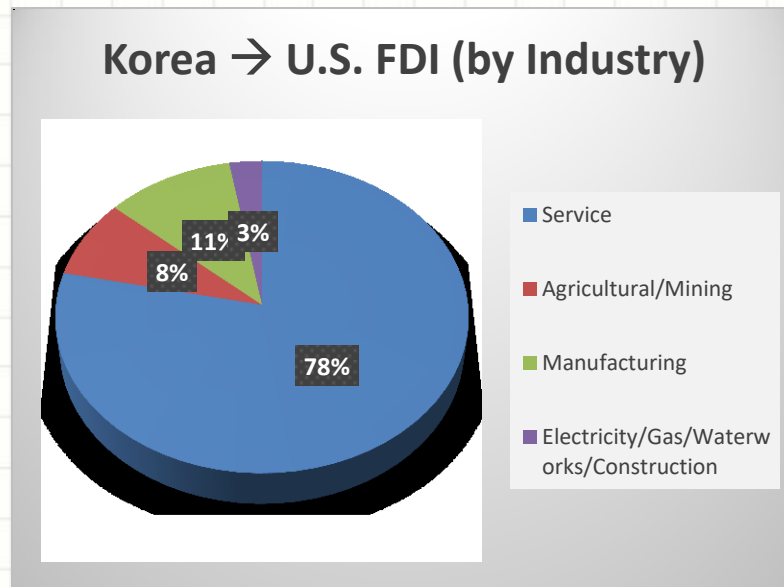
Units : Million US\$

Source: OECD



## 4. Korea – U.S. Investment (cont.)

- Korea → U.S. FDI : Service(78%), Mfg(11%), Agri(8%), Electricity/gas(3%)
- U.S. → Korea FDI : Service(70%), Mfg(26%), Electricity/gas(4%)



Source: KEXIM



# Business Ties Between Korea and Florida



# 1. Korea – Florida Trade in Goods

- Florida Export to Korea : \$772 Million
- Florida Import from Korea : \$1,877 Million
- Total Trade Amount : \$2,649 Million

-Top Trading Products with Korea-

Export		Import
1	Fruit & Vegetable Juices	Oil(not crude) from Petrol
2	Electrical Machinery	Motor Cars & Vehicles
3	Civilian Aircraft, Engine parts	Electric Apparatus
4	Polyamides in Primary Forms	Refrigerators, Freezers
5	Liquid Crystal Devices Nesoi	Motor Vehicle Parts

Source : FLOR/KOR

## 2. Top Beneficiary Items for Florida

Commodities	Tariff	Duty Free
<u>Orange juice (frozen)</u>	54%	Immediately
Contact lenses	8%	In 3 years
Medical, dental and surgical instruments	8%	Immediately or over 10 years
Antisera, blood fractions and immunological products	6,5%	Immediately
Engine and motor parts	5% or 8%	Immediately
Gas turbine parts	3% or 8%	Immediately or in 3 years
Grapefruits (fresh or dried)	30%	In 5 years

Source : [USKoreaconnect.org](http://USKoreaconnect.org)



### 3. Success Stories ❖Correct Craft, Orlando

- Manufactured boats designed for waterskiing and other tow-oriented water sports
- KORUS FTA Eliminates 8% tariff on Nautique Powerboat
  - Can be more cost competitive in doing business with local distributors
  - KORUS FTA raises awareness of U.S. products in Korea, making them a more attractive option



### 3. Success Stories (cont.)

- Ocala Breeders' Sales Company (Ocala)
- Associated Aircraft Manufacturing (Fort Lauderdale)
- Optimum Spring Solutions (Ponte Vedra)
- DiSTI Corporation (Orlando)
- More success stories in “[USKoreaconnect.org](http://USKoreaconnect.org)”

## 4. Korea-Florida Investment

- Two Major Korean Companies invested in Florida
  - JMP Corp (Miami), GS Engineering (Miami)

	JMP Corp	GS Engineering
Month/Year	March, 2010	November, 2013
Type	Greenfield	Expansion
Sector	Industrial Machinery	Business Service
Invested	\$11.40 Million	\$10 Million
Jobs Created	58	30

## 4. Korea-Florida Investment (cont.)

Korean Companies in FL	FL Origin Companies in Korea
Brentwood, Inc.	Citrix Systems
Daewoo Electronics Central America	Office Depots
Doosan Hydro Technology	Harris Airport Systems
Hanjin Shipping Corp.	Outback Steakhouse
Hyundai Motors	Paradyne Corp
Hyundai Engineering	Tupperware
Hyundai Mobis	Walt Disney Company
Inko Headwear	Relli Technology
LG Electronics	Burger King
Samsung Electronics	Royal Caribbean

Source: FLOR/KOR





**Business Partner : KITA**



# 1. Introduction of KITA

## Foundation

Established in 1946

## Status

Korea's largest and most influential business association with 70,000 members

## Goals

Supporting member companies to expand their business on a global scale

Fostering partnerships between domestic and global enterprises

## Employees

350 (domestic and overseas)

## Homepage

[www.kita.org](http://www.kita.org) / [www.kita.net](http://www.kita.net)



*View of the World Trade Center Seoul*





- **OFFICE SPACE** : Trade Tower, ASEM Tower, CALT Tower
- **BUSINESS FACILITIES** : COEX Convention Facilities, COEX Exhibition Halls
- **TRANSPORTATION** : CALT (City Airport, Logis & Travel)
- **LODGING** : Grand & COEX InterContinental Hotel, Oakwood Premier COEX Center
- **SHOPPING** : COEX Mall, Hyundai Department Store
- **LEISURE** : COEX Artium Performance Center, Movie Theater, Aquarium, Seven Luck Casino

# 3. KITA's Main Activities

## 1. Improvement of the Global Trade Environment

- Trade development strategy research, FTA promotion, and trade cooperation
- Onsite information gathering and policy proposals
- Customized trade consulting

## 2. Global Buyer-Seller Matching Services

- Online business matching
- Business meeting and exhibitions

## 3. One-Stop Center for Trade Information

- In-depth analysis on current economic and trade affairs
- Comprehensive trade services on KITA.NET
- Overseas marketing information

### **3. KITA's Main Activities (cont.)**

#### **4. Trade Diplomacy & Economic Cooperation in Private Sector**

- Trade Diplomacy
- Development of economic cooperation model with emerging markets
- Communication channels with global business community

#### **5. Training Programs for Trade Professionals & Career Assistance**

- Training programs for global trade professionals
- Solutions for imbalanced supply-demand of human resources

#### **6. Establishment of Trade Infrastructure**

- International trade fairs and exhibitions
- uTradeHub for paperless trade
- Industrial/academic cooperation and dispute settlements



# 4. KITA HQ & Branches

## Headquarters

- World Trade Center(WTC) Seoul

## Overseas Centers (11)

- Washington D.C, New York, Beijing, Shanghai, Chengdu, Tokyo, Brussels, Singapore, Ho Chi Minh, New Deli, Jakarta

## Domestic Centers (13)

- Busan, Daegu & Kyungbuk, Gwangju & Jeonnam, Daejeon & Chungnam, Incheon, Gangwon, Chungbuk, Jeonbuk, Gyeongnam, Southern Gyeonggi, Northern Gyeonggi, Ulsan, Jeju Island

## Subsidiaries (3)

- COEX, KT-Net, CALT

## 2. Introduction of KITA Washington Center

### ❖ Relationship Building

- KITA Washington Center develops cooperative activities with various business organizations, international bodies and think tanks in Washington, DC.
- KITA Washington Center maintains close relationship with U.S. federal government, Congress as well as state governments for the mutual interest of both Korean and U.S. enterprises

### ❖ Trade Service Providing

- We are assisting U.S. and Korean companies who have been doing or seeking business opportunities in trade and investment in Korea and the U.S. by providing trade related information and data

### ❖ Trade Policy Analyzing





# Thank You !

**Korea International Trade Association**



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