



US-Korea Free Trade Agreement Environmental Technologies



New Opportunities

- Korea is a \$1 trillion economy and the 7th largest U.S. trading partner
- Nearly 95 percent of consumer and industrial products will become duty-free within the first three years
- Korea is a highly advanced, tech-oriented economy that can utilize and generate significant demand for state of the art technologies

Korea vastly improved upon its WTO commitments in services, providing meaningful market access commitments that extend across virtually all major service sectors including environment.

The FTA promotes a comprehensive approach to environmental protection. There are procedural guarantees that ensure fair, equitable, and transparent proceedings for the administration and enforcement of environmental laws that are complemented by provisions that promote voluntary, market-based mechanisms to protect the environment.

Industry Trends

As Korea's industrialization and urbanization raise new environmental concerns, the Korean government continually initiates national environmental projects and strengthens regulatory requirements for polluting industries. This policy enforcement is the key factor driving the pollution control equipment industry in Korea.

Local environmental equipment manufacturers in Korea have supplied a major portion of environmental projects with medium-level technology and medium-cost products. While they have significantly improved their technology prowess mostly through technology transfer and merger with non-Korean suppliers, they still lack the core

technologies to supply the products that meet the government's stringent regulatory requirements, and are seeking more advanced import products and technologies.

To enter the pollution control equipment market, U.S. suppliers are strongly recommended to partner with qualified and capable Korean companies who maintain their existing sales network to serve end-users, and are fully aware of regulatory changes that drive the market. Exhibiting at local environmental trade shows can be a good platform to explore the market as well as gain exposure to end-users.

Best Prospects

- Volatile organic compounds (VOCs) control in oil-refineries and petrochemicals
- Dioxin abatement in municipal and industrial incinerators
- Advanced sulfur oxides/nitrogen oxides abatement in power plants and steel mills
- Energy saving and waste-to-energy in steel mills and municipal landfills
- Pollution-free and low-emission vehicles in engineering technology, engine components and parts for Compressed Natural Gas (CNG); pollution abatement technologies for automobile and oil refinery industries
- Advanced water pollution control technology
- Environmentally friendly construction materials

Business Tools

The US Commercial Service is ready to help your company enter and expand in the dynamic Korean market.

We can help you:

- ✓ Research market potential
- ✓ Locate and arrange appointments with qualified buyers and distributors
- ✓ Advise on intellectual property rights, regulatory hurdles, and government contracts
- ✓ Provide you with essential company background information that will help you make more informed decisions
- ✓ Launch your product in Korea with a promotional or technical seminar

Key Contact

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