

New Opportunities

- Nearly 95% of consumer and industrial products will become duty-free within the first three years after implementation
- Korea is a highly advanced, tech-oriented economy that can utilize and generate significant demand for state of the art technologies
- Korea has a steady and diversified growth of 4.6%, with small and medium size businesses taking on stronger and more dynamic roles within the economy.
- Ensures non-discriminatory and duty-free treatment of all digital products (e.g., software, audio-visual products, etc.), whether imported in physical form or over the Internet.

Improved intellectual property rights protection includes state-of-the-art protections for digital products such as U.S. software, music, text, and videos. Additionally, the agreement provides for stronger, more comprehensive protection for patents, trademarks and test data, as well as rules on civil, criminal and customs enforcement.

Industry Trends

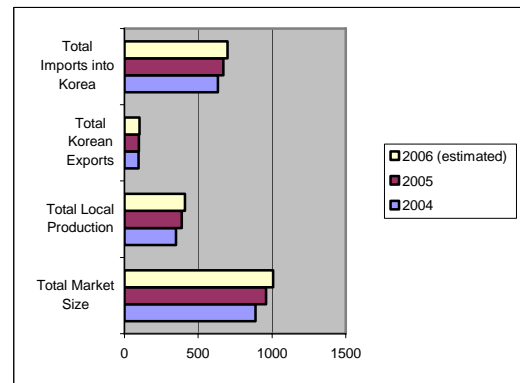
Information technology products accounted for 35 percent of total U.S. industrial exports to Korea in 2006, totaling \$10.7 billion. The top U.S. exports in this sector included digital integrated circuitry, particle accelerators, and machinery for semiconductor.

The overall market demand for packaged software has been growing in relation to the development of Korea's advanced IT infrastructure and related services in the e-commerce and telecom segments and will continue to grow at an average annual rate of 9% for the next three years.

Korea's global leadership in wireless communications and

broadband Internet access services has spawned tremendous demand for all

types of software, especially for specialized and innovative technologies, providing opportunities for sales of advanced and highly specialized U.S. software solutions. U.S. suppliers' willingness to customize their software to meet specific user needs is a critical factor in end-user purchase decisions



PACKAGED COMPUTER SOFTWARE (Unit: USD million)

The above statistics are unofficial estimates by Commercial Service Korea for the packaged software market.

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

(Mr.) Chris Ahn
Senior Commercial Specialist
Commercial Service Korea
Tel: 82-2-397-4186 * Fax: 82-2-739-1628
E-mail: chris.ahn@mail.doc.gov