



US-Korea Free Trade Agreement Telecommunications



New Opportunities

- Korea is a \$1 trillion economy and the 7th largest U.S. trading partner
- Korea is a highly advanced, tech-oriented economy that can utilize and generate significant demand for state of the art technologies
- Protection and enforcement of a broad range of intellectual property rights, including trademarks, copyrights and patents, which are consistent with U.S. standards and will provide effective protection and enforcement for emerging technologies.

The agreement ensures U.S. operators cost-based access to the services and facilities of dominant Korean phone companies, including their submarine cable stations, facilitating U.S. companies' ability to build competing networks to serve customers in Korea. It also establishes groundbreaking provisions to safeguard operators' technology choices, particularly in wireless technologies, where U.S. service and equipment suppliers have strong competitive advantages.

Industry Trends

Korea's global leadership in wireless communications and broadband Internet access services has spawned tremendous demand for all types of equipment, contents and solutions, especially for specialized and innovative technologies, providing opportunities for sales of advanced and highly specialized U.S. telecommunications equipment, solutions and contents.

Korea ranks among the top countries in the world for internet usage and broadband penetration and has one of the highest number of broadband subscribers among all OECD countries.

Wireless Internet access service in Korea can be categorized into two major services; fixed wireless Internet (WLAN) based on WiFi technology, and mobile internet based on Code Division Multiple Access (CDMA) technology. However, in order to satisfy demand for higher bandwidth and mobility over the existing wireless Internet, new "mobile Wimax", or "Wireless Broadband" (WiBro) service was commercialized in early 2006. WiBro will become the foundation of "Ubiquitous-Korea", a seamless Internet access/ communication environment planned by the Korean government in cooperation with industry.

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

According to the Ministry of Information and Communication (MIC), the market demand for WiBro service is expected to reach USD 3.7 billion by 2011 with nine million subscribers and eventually transition to 4th Generation Next Generation Network (NGN) telecom network. The total market demand for mobile WiMax equipment and solutions is expected to reach a total of USD 2 billion over the next three years.

Key Contact

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