

Every month, KOTRA Express introduces a Korean SME that seeks to expand its network by working with foreign partners. In the January issue, we take a look at one of Korea's most promising companies in the cosmetics consulting sector.



In 1998, designers from AmorePacific and Coreana Cosmetics established Design Planet with the goal of becoming Korea's top design company for cosmetics containers and packaging.



Design Planet does more than simply design containers for cosmetics products. It provides a one-stop total solution consisting of the initial planning, product branding, package design, and consultations. As a result, major Korean brands such as Coreana Cosmetics, MISSHA, TONYMOLY, the SAEM and CLIO are

a part of the company's clientele. Design Planet has also worked on brand-naming and design projects with Chinese cosmetics brands such as PROYA, JALA and CARSLAN.



The company is capable of providing a tailored solution to the needs of each company. Its customized business solution enhances the business experience for the client as well as the company's work efficiency.

In April 2005, it launched an online shopping mall (freemold.net) related to cosmetics containers and subsidiary materials. Since then, the mall has not only helped Design Planet's sales revenues but also contributed to Korea's domestic cosmetics containers and subsidiary materials industry.



Furthermore, Design Planet provides a multilingual business platform that makes the company and its quality products easily accessible for foreign firms, leading to more business opportunities with multinational companies such as Pfizer Inc. and GSK.

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Operated by KOTRA, buyKOREA is Korea's premier e-marketplace. If you want to find out more about the products mentioned above, please visit www.buyKOREA.org



WEB VER.



IOS VER.



ANDROID VER.



Economic Indicators

(Unit: USD million)

GDP	2013	2014	2015	2016	2017
Nominal	1,305,400	1,411,000	1,382,400	1,414,700	1,530,200
PPP	1,644,777	1,704,458	1,795,917	1,877,123	1,972,971
GDP Growth Rate (Y-o-Y) (%)	2.9	3.3	2.8	2.9	3.1

Source: The Bank of Korea, November 2018

(Unit: USD)

GDP Per Capita	2015	2016	2017	2018 (Estimate)
Nominal	27,105	27,608	29,938	32,046
PPP	36,501	37,810	39,548	41,416

Source: International Monetary Fund, October 2018

(Unit: USD million)

Foreign Trade	2013	2014	2015	2016	2017	Jan.-Dec 2018
Exports	559,632	572,665	526,757	495,426	573,694	505,244
Imports	515,586	525,515	436,499	406,193	478,478	444,247
Trade Balance	44,046	47,150	90,258	89,233	95,216	60,997

Source: Korea International Trade Association, November 2018

(Unit: KRW)

KRW-USD Foreign Exchange Rate	2012	2013	2014	2015	2016	2017
	1,126.9	1,095.0	1,053.2	1,131.5	1,160.5	1,130.8

Source: The Bank of Korea, November 2018

(Unit: USD million)

Balance of Current Account	2012	2013	2014	2015	2016	2017
	50,835.0	81,148.2	84,373.0	105,939.6	99,243.0	78,460.2

Source: The Bank of Korea, November 2018