

Korea Business Partnership Online Expo, a New Contactless Marketing Channel in the COVID-19 Era

In order to promote the exports of Korea’s small and medium enterprises which have been sluggish for some time due to the prolonged COVID-19 pandemic, KOTRA is strengthening its online marketing efforts focused on contactless channels. As a government agency, KOTRA has been holding economy-themed events involving overseas trips and official visits of high-ranking government officials, but this year, it has established and is operating the “Korea Business Partnership Online Expo” instead of the economic diplomacy programs that were suspended or delayed due to the pandemic.

The Business Partnership Online Expo is an online virtual exhibition hall where foreign buyers can browse and trade products registered by Korean sellers. The channel is provided through Buy Korea, KOTRA’s online B2B platform. Korean companies can post comprehensive product information such as product photos, videos, product descriptions, catalogs, certifications, and patent information on the online exhibition hall, and the platform allows potential buyers send purchase offers and request video meetings. The Buy Korea platform supports a one-stop transaction process, so if a buyer wants to purchase any displayed product, it can make a payment at the exhibition hall directly and receive the product.

At present, a total of 706 products from 150 companies that participated in KOTRA’s economic events involving trips and

visits are registered on the Business Partnership Online Expo, and their categories range widely from beauty and personal care, to health and medical services, and to machinery and heavy equipment. KOTRA has provided support for 100 applying companies among those registered with the Business Partnership Online Expo for the production of a one-minute promotional video, and these videos are available at the Business Partnership Online Expo. KOTRA plans to expand its support and promotion so that more companies can easily use the Business Partnership Online Expo.

The online exhibition hall program is one of the representative contactless marketing programs of KOTRA amid the COVID-19 pandemic, and there are other online exhibition hall programs currently in service aside from the Business Partnership Online Expo, including those for Consumer Goods and Anti COVID-19 Products. The participating companies are expected to benefit from the “Team Korea” brand, with increased credibility and awareness, thanks to Korea’s brand power which has recently been strengthened by the Korean government’s successful efforts to prevent the spread of the COVID-19 pandemic, including “K-Prevention.” It is hoped that that the online exhibition hall programs will help both foreign and domestic companies find successful business opportunities and eventually overcome the COVID-19 crisis.

Business Partnership Online Expo
Explore a full range of premium products

Categories

- All
- Beauty & Personal Care
- Health & Medical devices
- Food & Beverage
- Machinery & Heavy equipment
- Electrical Equipment & Components
- Construction & Equipments
- Vehicles & Parts
- Chemicals & Rubber, Plastics
- Computer Hardware & Software
- Etc

317 for “Beauty & Personal Care”

Featured Price : High to Low Price : Low to High Newest Arrivals Popularity View : 20

<p>NSL Co Ltd varuza Aloe Vera 95 20 FREE SYSTEM 500ml / EWG VERIFIED</p>	<p>WANNABE COSMETIC CO.,LTD. ORJENA Intensive Serum Ampoule - Hydra</p>	<p>CORINGCO CO.,LTD. Coringco Mashmallow velvet tint 6colors matte lipstick Long.</p>	<p>THE SKIN FACTORY CO.,LTD. pure moist body mist</p>
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Website image: <https://www.buykorea.org/onlineshowcase/partnership.do#none>

KOREA's Promising Startups to Invest in

Thirteenth Floor

THIRTEENTH FLOOR provides 'XR SQUARE', a virtual event platform



Main Products and Services	Website
XR SQUARE	www.thirteenthfloorcorp.com www.xrsquare.co
<p>Thirteenth Floor is a company that is leading the Korean VR market. The company develops and produces content based on extended reality (XR) technology, going beyond virtual reality (VR). It won the Best VR Narrative Film award at VR FEST 2019, the world's largest VR content awards.</p> <p>Thirteenth Floor has produced over 100 original VR contents in various areas, ranging from games (STUMPER) to movies (The Whale) and from mental care applications (Calm&Immerse) to medical service applications (MATRIX MEDICAL, CPR EDUCATION, Dementia Prevention Exercise). Thirteenth Floor recently drew much attention with XR SQUARE, its software program based on online XR technology that can be used for remote classes, meetings, and conferences. XR SQUARE is known for its highly immersive environment compared to other general video conferencing tools as it supports various and unique immersive tools such as real-time VOIP voice chat, custom avatars, and simultaneous access of up to 40 people.</p> <p>Thirteenth Floor is already providing its contents and applications to a number of multinational corporations, entertainment companies, universities in Korea and has demonstrated its technical stability by completing global connectivity tests at the ATEP conference. Based on such technical stability, it is planning to make its software support mobile, PC and MAC. The market for XR technology is expected to grow significantly with the arrival of the Fourth Industrial Revolution.</p>	

Philophos

Developing a portable and affordable OCT device for retina imaging



Main Products and Services	Website
Optical Coherence Tomography	www.philophos.com
<p>The Optical Coherence Tomography (OCT) ophthalmic diagnostic device is capable of most accurately diagnosing major retinal diseases that cause blindness. The device has drawn much attention as it can carry out early and accurate detection of major retinal diseases that are on the rise due to aging trends and environmental problems.</p> <p>Philophos is a relatively new company, established in 2018, but it is distinctly competitive compared to other companies in the industry. Existing OCT devices are generally large and expensive and so have been used almost exclusively for research purpose or in large hospitals. Philophos has overcome such limits, by successfully developing an OCT device in the form of a VR goggle with similar performance but at only 1/3 of the market price of existing OCT equipment through the combination of precision optical design and implementation capabilities, electronic product packaging know-how, and the application for and registration of essential patents for size reduction and cost-saving.</p> <p>Given the small size and low price of Philophos' OCT device, it can certainly be used by more ophthalmologists at small facilities and may even allow for point-of-care diagnostics. Furthermore, Philophos is targeting the remote diagnostic market beyond the eye clinic market with its extensive technology scalability, enabling self-diagnosis with the support of AI analysis. It is planning to first obtain a medical device approval in Korea and then promptly make inroads into the global medical device market to gain a first-mover's advantage.</p>	