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## 한국경제

"QVC 가 찾던 그 제품이네요"...美 바이어 사로잡은 한국 중소기업

“It’s the kind of thing that QVC is looking for!”

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Lee gilsoon, Air Vita representative (left), watches for the reaction of TV Sales Directs' Douglas Dunne (right) and Advent Internationals' David Kim after introducing small air purifier products.

The Korea-United States Free Trade Agreement was revised and enacted in November 2011, enabling small and medium size Korean business to target the US B2C (business-to-consumer) market. As a result, the Korean Small and Medium Business Administration (SMBA) held a summit to promote business cooperation between South Korea and the U.S. on April 30th 2012 in Washington DC.

The summit which was comprised of two tracks, included introductions between Korean Government Administrators, the U.S. GSA and representatives from CSC, 3M, Northrop Grumman and Pantech.

The second track, which focused on QVC, consisted of executives from 14 small and medium enterprises (called Market Pioneers), including Air Vita and Rollpak, Hyubidik.

The Market Pioneers were exploring the possibility of entering U.S. market by having consultation about QVC and utilization of the FTA by Mr. Song Jongho, head of the SMBA. This is the first time such consultation was offered to Korean small and medium enterprises in the U.S.

Douglas Dunne, President of TV Sales Direct and vendor representative to QVC (America's largest home shopping company) gave round praise when having a one-on-one consultation with several small and medium enterprises from Korea. Mr. Dunne represented that "It was meaningful to meet with companies which have no American base, as QVC offers an opportunity to enter the U.S. market in a broad-based but reasonable approach. We're planning additional meetings with Korean companies to discuss the fit of working with QVC." Mr. Dunne added, "To sell well with QVC a company must make quality product based on a unique story that makes life easier and comes at a good price. Many of the products we've seen so far are high quality and innovative products that we'll take to QVC."

On May 1st, Administrator Song led executives from 25 companies to QVC Headquarters in West Chester, PA where they enjoyed a VIP tour of the facility and engaged in a private question and answer session with a QVC Senior Buyer.

The meetings mark the second phase in the effort to establish a channel of business from Korea to QVC. The Korean Trade Promotion Agency (KOTRA) hosted a seminar in December in Seoul South Korea in which TV Sales Direct, Advent International and QVC presented to 130 companies the merit and guidelines of working with QVC and then attended two days of face-to-face meetings.

In related news, the SMBA decided to make the maximum size contribution of \$50 million to the co-investment fund (provisional name: KORUS Fund) with the U.S. Small and Medium Business Administration (SBA). The fund is intended to assist domestic small and medium enterprises enter U.S market. Song Jongho (Administrator of Korea) and Commissioner Karen G Mills had bilateral talks and agreed about co-investment fund.

The KORUS Fund is expected to be formed like Korea Venture Investment (KVIC) or Private Venture Capital (VC) fund and is involved in the 'Early Stage SBIC' program sponsored by the U.S. SBA's entrepreneurship policy. Administrator Song explained the fund is expected to invest up to 50% on the Korean start-up companies to advance and remains will be invested to U.S. companies recommended from the U.S.