

Korean govt and CUCKOO collaborate to introduce 'K-FISH' to Malaysia

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The South Korean government agency, the Ministry of Oceans and Fisheries, and the KOREA FISHERIES ASSOCIATION have announced a collaboration with CUCKOO INTERNATIONAL to launch the 'K-FISH POP UP' event at the CUCKOO Brand Gallery in Kuching, Malaysia,

The CUCKOO Brand Gallery was established in Kuching, Malaysia, to strengthen relationships with local consumers and offer brand experiences and sales. In partnership with HWC Coffee, a speciality coffee brand from Taiwan, they've created a relaxation space called CUCKOO Cafe. The Ministry of Oceans and Fisheries and the KOREA FISHERIES ASSOCIATION will set up a booth adjacent to CUCKOO Cafe to promote K-FISH.

This pop-up store is designed to introduce South Korean seafood products certified by the South Korean government as "K-FISH - Safe and Healthy South Korean Seafood" to local consumers in Malaysia and to expand exports.

With the concept 'K-Fresh Journey of Taste,' this pop-up event plans to reach consumers in 15 countries worldwide and promote South Korea's seafood brand, K-FISH. It has been organized in collaboration with CUCKOO, a well-known home appliance brand with a high growth rate in Malaysia. CUCKOO's signature product, freshly cooked rice in their rice cooker, pairs perfectly with popular Korean seafood items like gim(laver) and tuna.