

Korea's Gyeonggi Trade Corporation ready to export agricultural products

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The Gyeonggi Government Trade Corporation completed the Rural Development Administration research and development project, Technology Development and Demonstration of Premiumization of Exported Agricultural Products from 2021 to 2023. This project aimed to establish a premium image for Korean agricultural products by exporting 12 items, including fruits and vegetables, from about 65 agricultural technology experts selected by the Rural Development Administration to overseas markets.

As the organising agency, the Rural Development Administration focused on developing and improving the packaging design and containers for the export of fresh agricultural products, enhancing the quality of export packaging. Gyeonggi Government Trade, on the other hand, took charge of the pilot exports of these agricultural products to overseas markets. The exported products underwent surveys from local consumers and monitoring throughout the export process, providing valuable insights into export potential and areas for improvement.

The main export country is Hong Kong. Hong Kong depends on imports for over 90 per cent of the domestically consumed agricultural and food products, and there is intense competition among various countries, including Korea, Japan, and China, to export agricultural and food products to this country. Efforts are being made to establish the premium image of Korean masterpieces in agricultural and food products in that country.

Although the research and development project has a total duration of 3 years, starting from 2021 and ending in 2023, the Rural Development Administration and the Gyeonggi Government Trade Corporation plan to continue exporting high-quality Korean agricultural products from masters and further establish a premium image overseas. The export of Korean master grape products to Hong Kong has been conducted on a scale of about six 20ft containers from October to December 2023.