

MARKET GUIDE KOREA



NEW ZEALAND
TRADE & ENTERPRISE
Te Taurapa Tūhono

**KNOW
HOW**

About Korea

South Korea is the world's 13th-largest economy, boasting some of the biggest technology and manufacturing brands in the world. It's now focused on 'economic democratisation' and 'green growth', which presents opportunities to New Zealand exporters.

With brand names like Samsung, Hyundai, LG and Daewoo to its name, the Korean economy is dominated by high-tech, family-run conglomerates. This situation is not beneficial to the wider economy and is being addressed by policymakers. The aim is to restore the middle class and correct some of the unfair business practices of the dominant companies.

Korea is embracing the age of globalisation by welcoming greenfield investment, and through

mergers and acquisitions. In this way, it's hoping to develop a more competitive economy.

Historically, the country has focused on high-tech industries including electronics, semiconductors, shipbuilding and automobiles. However, in recent years, through national policy, South Korea has a huge interest in so-called green growth also, developing a range of technology applications to improve environmental efficiency, sustainability and quality of life.

South Korea's economic success is founded on access to world markets, and the country is a supporter of Free Trade Agreements (FTAs). In 2015, it signed an FTA with New Zealand and has agreements in place with Colombia, Turkey, Chile, Singapore, India, ASEAN and the European Free Trade Association (Iceland, Norway, Liechtenstein, Switzerland), the European Union, Peru and the USA. South Korea and its FTA partners account for almost half of the world's economic output.

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Quick facts

Korea is:

- an economy that's dominated by family-run conglomerates
- an avid supporter of free trade and globalisation
- focusing on 'green growth', i.e. technology related to the environment or wellbeing
- a country of records - Seoul has one of the world's largest subway networks, the OECD's tallest skyscraper, the world's largest tech company (Samsung), one of the world's biggest cinema screens and the world's biggest underground shopping mall
- a country where a massive 95 percent of households have broadband.

GDP:

NZ\$2.2 trillion (2017)

GDP per capita (PPP):

NZ\$44,185 (2017)

Currency:

South Korean Won (KRW)

Official languages:

Korean

World Bank Ease of Doing Business ranking (2018):

4 of 190 (NZ ranked 1 of 190)

Corruption Perceptions Index ranking (2017):

51 of 180 (NZ ranked 1 of 180)

Value of NZ exports:

NZ\$2 billion

New Zealand's 5th largest market in 2017.

Land area:

96,920 sq km

Population:

51.6 million (2017)

Density:

515 people/km²

Trade Agreements

If you are a goods exporter, use the Ministry of Foreign Affairs and Trade's [tariff finder](#) to find out the applicable tariff rates for Korea, as well as HS codes, document and shipping requirements. For more details on Free Trade Agreements in force, go to the [Free Trade Agreements](#) section of the Ministry of Foreign Affairs and Trade's website.

The New Zealand–Korea Free Trade Agreement (FTA) was signed on 23 March 2015.

This FTA achieved positive outcomes across a range of sectors, allowing New Zealand exporters to grow their presence in the Korean market. The industries where the FTA will have a significant impact include dairy, meat and kiwifruit.

Opportunities for New Zealand businesses

Food and beverage

South Korea imports around 70 percent of its food and agricultural products. New Zealand had approximately NZ\$600 million of food and beverage exports to Korea in the year ending 2014, dairy products (NZ\$114 million) and meat (NZ\$166 million) were the largest contributors.

South Korea is an important market for kiwifruit and Greenshell Mussels. New Zealand wine exports to Korea are very small, but demand is growing as consumers become more aware of, and curious to try, white wine.

Information and communications technology (ICT)

South Korea is one of the world's largest and most innovative centres of ICT development. Fast broadband and mobile powerhouses, coupled with substantial government and big-business investment, create a strong ecosystem for new service development and deployment. Financial tech, the 'Internet of Things', wearables, health tech, augmented reality and digital content development, including in the area of film production, are areas of significant Korean interest.

Natural products

South Korea offers one of the world's most advanced cosmetics markets. A cluster of New Zealand companies is working to secure a position in the market, selling themselves on our reputation for high-quality natural skincare products. Korea is also the largest market for New Zealand deer velvet, which is a key ingredient in many traditional medicines.

Forestry

Timber exports are expected to grow under the New Zealand-Korea FTA, which will eliminate tariffs over seven years. To secure supply, Korean companies have been investing in New Zealand forestry assets.

Specialised manufacturing

Korea is a globally renowned exporter of manufactured products. Its large manufacturers offer opportunities for New Zealand companies to enter global supply chains.

Business culture and etiquette

- The personal ties you form with your Korean business partners may often be far more important than the legalities of contracts. Always work hard on relationships with your Korean business partners.
- Splitting meal bills is considered impolite amongst Korean business people. You should be prepared to be either host or guest.
- A face-to-face meeting is more effective than communicating via phone or email, especially if you want to discuss serious business.
- Scheduled appointments are important, but it's best not to make them more than two weeks in advance. Any longer and Korean partners seem to not pay attention to the date or, more often, their schedules change.
- A suit is more appropriate than casual clothing at business meetings and social gatherings.
- Koreans normally bow when they greet each other. When they bow they also usually shake hands.
- Never be without business cards as it is common to exchange them. Keep your card handy when you expect to meet people. It's ideal to have them printed in Korean on one side.
- Koreans say their family name first and their first name last. Kim is the most popular family name, followed by Lee. At business meetings, first names are not generally used; addressing people as Mr Kim or Mrs Kim or Miss Lee is most common.
- Although many Koreans understand written English reasonably well, their listening and speaking ability varies. Don't assume everything you say in English is completely understood. On some occasions, Koreans may pretend to understand, although they actually don't.
- Try to avoid jumping right into business matters. Be patient and use a softly-softly approach. Definitely don't expect an immediate 'yes' or 'no' in response.

- Koreans avoid making direct eye-to-eye contact when in conversation, as it is considered impolite.
- When Koreans buy something, they tend to ask for a discount from any price quoted originally; and when they sell something, they initially tend to quote a price higher than they actually expect to be paid. This should be considered in pricing.
- Koreans respect authority and age.
- When receiving or passing gifts, business cards or other articles, Koreans tend to use both hands as a sign of politeness.
- When receiving a gift, Koreans do not usually open it in front of the giver. It is considered more courteous to open it later.
- For smokers, it is common practice to offer cigarettes to one another, but the refusal by a non-smoker will not cause any problem.
- Never write a Korean's name in red ink.
- Koreans traditionally sit, eat and sleep on the floor, so visitors to a Korean home are very often asked to take off their shoes when they go into the house.
- Do not blow your nose at the dinner table (a very discreet wipe is OK).

Travel and visiting Seoul

Visas and immigration

Visitors who plan to stay in Korea for longer than 90 days must get a visa before entering the country.

Nationals of those countries or regions with which Korea has signed a visa waiver agreement can enter without a visa, on the condition that they do not engage in business activities during their stay. Canadians can enter the Republic of Korea without a visa for a stay of up to six months.

Visit the [*Ministry of Foreign Affairs'* website](#) for more information.

Accommodation

Hotel	Address	Telephone	Website
Orakai Suites	18, Insadong 4-Gil, Jongno-gu, Seoul, Korea 03163	+82 2 6262 8888 Reservations: +82 2 6262 8282	www.orakaihotels.com rsvn.insadong@orakaihotels.com
Grand Hyatt	747-7 Hannam-dong Yongsan-ku, Seoul	+82 2 797 1234	www.hyatt.com rachel.kim1@hyatt.com
Four Points by Sheraton	Twin City Namsan 366 Hangangdaero Yongsan-gu, Seoul	+82 2 6070 7000	www.fourpointsseoulnamsan.com erica@fourpointsseoulnamsan.com
Seoul Plaza Hotel	119 Sogong-ro, Jung-gu Seoul	+82 2 771-2200	www.hoteltheplaza.com/eng/index.jsp alberto@hanwha.com
Fraser Place Central Seoul	No. 78 Tongil-Ro, Jung-gu Seoul, Korea	+82 2 2220 8201	www.frasershospitality.com yuna.lee@frasershospitality.com

Transport

Airports

The three major international airports are Incheon International Airport (Seoul), Kimhae International Airport (Pusan) and Jeju International Airport. Incheon International Airport is 52 kilometres west of the heart of Seoul and approximately 15 kilometres off the coast of Incheon. It is the new gateway to Korea, replacing the old international airport located at Gimpo. Gimpo Airport is now mainly a domestic airport except for shuttle flights to Haneda (Tokyo), Japan and Hongchao (Shanghai).

Korea City Air Terminal

The Korea City Air Terminal (KCAT), located at the World Trade Center Seoul (WTCS) complex, provides a check-in service and passport inspection for passengers departing from Incheon International Airport who are flying Asiana Airlines, Qantas or Korean Air. A limousine bus service operates between KCAT and Gimpo or Incheon Airport. For further information, contact KCAT.

Address:

159-6 Samsung-dong Kangnam-ku

Seoul

Telephone: +82 2 551 0790

Getting to Airport Rail Station

The *Incheon International Airport Station* is on the B1 fl in the Transportation Center. The Express Train to Seoul Station costs KRW9,000.

Stations

Incheon International Airport to Seoul Central City stations with fares can be found [here](#).

Airport limousine buses

The non-stop limousine bus service to the Korea City Air Terminal (KCAT) is the most convenient transportation for travellers to southern Seoul. These buses run every 10 to 15 minutes between the hours of 5.25am and 11.30pm from the airport and from 4.15am to 9.30pm from *KCLT*. The fare is KRW15,000 one way, to be paid in advance at the ticket counters located on the first floor of the airport and on the second floor of KCAT.

Telephone: +82 2 551 0792

Domestic flights

Domestic flights arrive and depart from the domestic airport at Gimpo. It takes about one hour to get to Gimpo from the centre of the city. Korean Air and Asiana Airlines provide a domestic flight network linking Seoul to Korea's major cities. Flight times to any of these destinations are approximately one hour.

English-speaking travel agents

Korea Tourism Association

Telephone: +82 2 757 7485

Korea Association of General Travel Agents

Telephone: +82 2 752 8692

Rail

One of the most convenient ways to travel between cities in Korea is by rail. Bus schedules can vary depending on the traffic, but it is never the case for the rail network. Trains operate on fixed schedules.

Korea classifies trains based on their speed and the amenities offered on board. There are three classifications:

KTX express trains, and the non-express Saemaeul and Mugunghwa trains. Ticket prices depend on the classification of the train.

There are two main railways in Korea: the Gyeongbu Line connecting Seoul to Busan, and the Honam Line from Yongsan Station in Seoul to Mokpo. Other railroads include the Jeolla and Gyeongjeon lines, which reach areas such as Yeosu or Changwon.

The KR Pass (an exclusive railway pass for foreigners which allows unlimited use of trains, including KTX express trains for a certain number of days), is now available at an affordable price.

Taxis

Taxis are a popular form of transportation in Korea. There are many taxi stands in most busy city areas and they can also be hailed on the streets. An increasing number of taxi drivers speak English and some taxis offer a free interpretation service for English, Japanese and Chinese via mobile phone.

Regular taxis are usually grey in colour. Available taxis can be distinguished by a red light on the windscreen or by the light on the top of the taxi.

Black taxis with yellow lights on their roof are called Best Deluxe taxis. They provide a number of services including free car phones. Credit card payment is also available in these taxis, and they will give you a receipt. You can find these taxis at general taxi stops as well as at airports, main hotels, attractions and at travel terminals. The fare is higher than regular taxis.

Regular taxis

Regular taxis are usually grey in colour and you can tell if one is available by a red light on the windscreen, or if the light on the top of the taxi is lit.

The fare is calculated by both the distance travelled and the time taken.

Charges:

KRW3,000 for the first 2 kilometres
KRW100 for each 144 metres

An additional KRW100 per 35 seconds is payable when the taxi is running at less than 15 kilometres per hour due to traffic congestion. Fares increase 20 percent between midnight and 4am.

Between Incheon International Airport and Seoul the fare is usually around KRW100,000 — which includes a highway toll fee.

Deluxe taxis

Black taxis with yellow lights on their roof are called *Best Deluxe Taxis*. They provide a number of services including free car phones. Credit card payment is also available in these taxis, and they will provide you with a receipt. You can find these taxis at general taxi stops. Best Deluxe taxis are also easily found at airports, main hotels, attractions and terminals.

Charges:

KRW 5000 for the first 3 kilometres. KRW 200 for each 164 meters.

An additional KRW 200 per 39 seconds is payable when the taxi is running less than 15 kilometres per hour due to traffic congestion. Fares increase 20 percent between midnight and 4am.

Car Hire

Rental cars are available for the visitors who want to drive in Korea. Charges range from KRW70,000 to KRW250,000 per day, depending on the grade of car.

Driving in and around Seoul

To rent a car, foreigners should:

- have more than one year's driving experience
- have an international or a Korean Driver's Licence
- be over 21 years of age
- have a valid passport

Remember that cars are driven on the right-hand side of the road.

Although most road signs are written in both Korean and English, driving is not easy for foreign visitors, so it is recommended to rent a car with a driver.

Buses

Blue buses and green buses offer almost total coverage of Seoul. Green buses operate within certain districts, connecting passengers to subway stations. Blue buses run longer distances across the districts. Red buses run between Seoul and its satellite cities. Since the bus signs are written only in Korean, it can be quite confusing

trying to find the right bus. Cash fares for Seoul area are KRW1,300. Bus cards are available at booths near bus stops. 'Empty' cards (KRW2,500 - 8,000) can be purchased and topped up at token booths, subway stations or major convenience stores.

Underground/Metro

Nine subway lines and a surface line keep Seoul's population moving. Station names, ticket counters and transfer signs are all clearly marked in English as well as Korean. The different lines are colour-coded and all trains make announcements in English and Korean. The subways themselves are clean and efficient, air conditioned and have automatic ticket dispensers and convenient bus connections.

Tickets and fares:

Standard tickets

Basic fare: KRW1,250 (a one-time pass card can be purchased at KRW1,750 and the card cost KRW500 will be refunded at the ticket vending machine)

10 - 50 kilometres: an additional KRW100 every 5 kilometres

50 kilometres plus: an additional KRW100 every 8 kilometres

Service hours

All public transport, except for cabs, shuts down around midnight. If you have to meet with contacts late in the evening, it's better to choose pubs and restaurants near your hotel. Major hotels are located in the core business areas of Seoul.

IT, internet and communications

Pay phones

KRW70 for 3 minutes for local calls.

KRW70 per 43 seconds for long-distance calls in Korea. Costs for international calls depend on distance. KRW70 per 38 seconds for calls to a mobile phone.

For international calls, insert the phone card or coins and then enter '001', '002', or '00700' + country code + phone number. For long-distance calls in Korea, insert the phone card or coins and then enter area code + phone number.

Phone cards can be purchased at the kiosks along the street.

Making an international call

You can make a direct international call by dialling prefix '001' or '002' followed by the country code and phone number.

Mobile phones

Rental services are available at the airport.

Internet

There are many internet cafés throughout the city. They are usually called 'PC Bang' in Korea. Most of them are connected to the Internet through dedicated lines faster than 100Mbps. Hourly rates are around KRW1,000 to KRW1,500.

Electronics

In Korea, most outlets supply at a rate of 220 volts. Always check the power supply before using any equipment. For plugging electrical appliances into a local outlet, you will need a round two-pin adapter plug. Video is NTSC and the DVD regional code is 3.

Currency, credit cards and ATMs

The monetary unit of Korea is the 'won (KRW)'. There are four denominations of coins (10, 50, 100 and 500 won) and banknotes come in denominations of KRW1,000, 5,000, 10,000 and 50,000.

International money exchange

You can exchange foreign currency (including New Zealand dollars) or traveller's cheques for Korean won at a bank, a money changer or a hotel counter. Korea uses a foreign exchange system by which exchange rates fluctuate with 'market average rate'.

Credit cards

Credit cards such as Visa, American Express, Diners Card, MasterCard and JCB can be used at most shops and taxis. Even though credit cards are widely used, there are some shops that do not accept them, so you should carry some cash for purchasing smaller items.

ATMs

You can get money from ATMs showing the Plus or Cirrus signs, using your credit card with your own PIN. Some ATMs do not offer instructions in English. It is not difficult to find an ATM, but ATMs attached to banks are mostly closed after 10pm.

Lost/stolen credit cards

Report lost and stolen cards immediately to your card company using the following phone numbers:

Visa International: 00 308 44 0050

MasterCard International: 0079 811 887 0823

Diners Club International: 1577 6200

Public holidays

The Ministry of Labour in Korea has implemented a holiday scheme that incentivises employees to not miss work (e.g. one day's paid holiday is awarded for each week of uninterrupted attendance).

Here is a list of statutory holidays:

New Year's Day - 1 January

Seollal - 7-9 February, (10 February is a substitute holiday)

Independence Movement Day - 1 March

Children's Day - 5 May

Buddha's Birthday - 18 April by Lunar calendar.

Usually falls on May each year.

Memorial Day - 6 June

Liberation Day - 15 August

Chuseok - 15 August by Lunar calendar.

Usually falls on September-October each year.

National Foundation Day - 3 October

Hangeul Day - 9 October

Christmas - 25 December

Working hours

Banks

Banking hours are 9am to 4pm, Monday to Friday. Banks are closed Saturdays, Sundays and public holidays.

Government offices and organisations

Weekdays: 9am - 6pm

Weekends and public holidays: closed

Post Offices

Weekdays: 9am - 6pm

Weekends and public holidays: closed

Department stores

Weekdays: 10.30am - 8pm

Friday to Sunday: open until 8.30am

Typically, department stores are closed one day a month (usually Mondays). However, this varies between stores.

Useful phrases

English	Korean
Good morning	An-nyong-ha-se-yo
Good afternoon	An-nyong-ha-se-yo
Pleased to meet you	Man-na-seo-Ban-kap-sum-ni-da
Goodbye (to a goer from a stayer)	An-nyong-hi-gaseyo
Goodbye (to a stayer from a goer)	An-nyong-hi-geseyo
I need a taxi	Taxi-ga Piryo-ham-ni-da
The bill please	Young-soo-jeung Joo-se-yo
Please	Boo-tak-ham-ni-da
Thank you	Kam-sa-ham-ni-da
I do not understand	I-hae-ga Jal An-dwem-ni-da
I am unwell and need a doctor	a-pa-seo Eui-sa-ga, Piryo-ham-ni-da

Safety and security

Visit the [Safe Travel](#) website for the latest travel advisory updates. New Zealanders in Korea are strongly encouraged to register their details on Safe Travel.

Emergencies

Police 112

Fire 119

Ambulance 119

For foreigner visitors +82 2 3140 1700

Airport information 1577 2600

Medical services and hospitals

The Seoul Global Center (SGC), launched by the Seoul Metropolitan Government, operates a 24-hour Medical Referral Service (MRS) for foreign nationals. Medically trained, English-speaking staff provide information and recommendations on medical facilities and services. The MRS team can provide information, as they regularly visit medical facilities that offer medical services to foreigners. They also make improvements by collecting and delivering feedback from foreign nationals.

Seoul Call Center

Telephone: +82 2 731 6800 or
Seoul Call Center Dasan 120 (#9)

You'll find a list of hospitals on the [Seoul Metropolitan Government's website](#).

Tourist information

If you need travel information for your trip to Korea, please contact an overseas branch office of the [Korea National Tourism Organization](#) (KNTO). In Korea, you can stop by information desks at international airports or major tourist sites for maps, tour brochures, and general information about accommodation, shopping and restaurants, tourist attractions and local cultures. They are open every day from 9am to 6pm, and KNTO's Tourist Information Centre is open from 9am to 8pm.

Entertainment

Much of Seoul's nightlife is centred around drinking and there are numerous bars scattered across the city. It is worth noting that tipping is not common.

The best area, although slightly touristy, is probably Itaewon, where the establishments are open late - later than the subway in fact, so you may be taking a taxi home. Slightly more authentic spots can be found in Hongdae, where a fairly youthful crowd tends to congregate in Sinchon and Taehangro. Nightclubs are located in hotels and are quite expensive, but there are many discotheques, particularly in the Yongdong and Itaewon areas. The special feature of these Korean nightclubs is that visitors can combine dancing with watching colourful floor shows and cabaret acts.

For locals at least, noraebangs (singing rooms) are very popular. Noraebangs allow would-be singers to rent out small private rooms with karaoke machines.

Trade shows and industry exhibitions

Coex is Korea's biggest exhibition organiser, arranging more than 20 international annual trade shows, including 11 officially approved by UFI (the global organisation of the exhibition industry).

You'll find a comprehensive list of major trade shows on the Kintex's and [Koex's website](#).

Product registration

You'll find information on product registration in Korea here:

[Ministry of Food and Drug Safety](#)

[Overview of Medical Device Regulations](#)

[Overview of Drugs Regulations](#)

[Overview of Bio & Cosmetics Regulations](#)

Setting up operations and establishing a business

A taxpayer who starts a business must register each of their operations within 20 days of starting the company. These details may be registered before the business start date.

The tax office with jurisdiction over the business place of the taxpayer shall issue a business registration certificate to the taxpayer concerned. When foreign investors establish a business in Korea, they should choose to establish an entity in the form of a subsidiary company, branch office, or liaison office. The key registration procedures in Korea are:

1. Setting up a subsidiary – register with the commercial court and tax office and designate a foreign exchange bank. This should take around two months.
2. Setting up a branch office has similar procedures to setting up a subsidiary
3. Setting up a liaison office – register with a tax office, which should take around one week.

Choosing the right business entity

When establishing a business in Korea, it is important to choose the most appropriate and effective business entity. The three most common types of entity are:

1. Korean incorporated subsidiary company

Established as a local company, a subsidiary company has a closer relationship with the local business community and the opportunity for incentives depending on the type of business, based on the Special Tax Treatment Law. The minimum capital requirement to be established as a foreign invested company is KRW100 million.

2. Registered foreign company (or branch office)

A branch office is treated as a separate taxable entity and able to operate as a revenue-generating entity. Sales and manufacturing activities are allowed. There is no minimum capital requirement at establishment. Tax incentives are not available to branch offices.

3. Representative company (or liaison office)

A liaison office, which is not a legal entity and is deemed as a non-income-generating entity, can only conduct preliminary or auxiliary activities such as marketing and support for its head office. There is no minimum capital requirement to establish these.

EY (Ernst and Young) has more information on doing business in Korea.

Customs and import regulations

The [Korea Customs Service](#) has information on Customs, including [downloadable Customs Declaration forms](#), as well as information about regulations for importing goods into Korea.

Declaring your goods

You can either use a licensed Customs broker, or as the owner of the goods being imported, you can make the declaration. More information about being the 'declarant of import' can be found on the [elaw website](#).

Required documents

You will need to produce an invoice, a bill of lading, a packing list, and a certificate of origin at the very least.

For companies exporting to the Republic of Korea, the following shipping documents are required to clear Korean Customs:

- **Commercial invoice:** An original invoice and two copies must be presented with the shipping documents and must include total value, unit value, quantity, marks, product description and shipping from/to information.
- **Certificate of origin**
- **Packing lists:** Two copies are required.

- **Bill of Lading:** A clean bill of lading identifying the name of the shipper, the name and address of the consignee, the name of the port of destination, description of the cargo, a price list of freight and insurance charges (CIF), and attestation of carrier's acceptance on board for the goods is sufficient. There are no regulations around the form of the bill of lading or the number of bills of lading required to clear Customs. As bills of lading are for ocean and overland cargos, the airway bill of lading replaces the bill of lading for air cargo shipments.
- **Special documentation:** For certain items, special documentation is required. Exporters are encouraged to discuss shipping document requirements with their respective importer. Examples of special documentation include:
 - a value declaration form
 - inspection, quarantine, permit and recommendation documents issued by relevant institutions
 - an application form for exemption from customs duty
 - an application form for applying the agreed tariff

- a confirmation of security for local tax payment
- a Kimberley Process Certificate for diamonds
- a tariff recommendation certificate.

For more information, visit the [Korea Customs Service](#) website.

Taxation

The [National Tax Service](#) has comprehensive information on Korea's local tax laws.

Opening a bank account

To open a bank account, you'll need proof of identification and of residency. Usually, a valid passport and an alien registration card will be enough to satisfy commercial banks.

Once a bank account is open, the bank will issue a bank card. The time taken to issue a card may vary by bank. Every bank card is protected by a four-digit password. Withdrawals and deposits can be made only in Korean Won (KRW).

You'll find plenty of information on bank accounts at [Tourism Korea's](#) website about moving to Korea.

Resources and contacts

Local government directory

You can find a comprehensive contact list for Korea's central and local government on the [*Korea.net*](#) website.

Business/industry associations

The following organisations may be helpful if you're looking to set up a business in Korea:

Service Provider	Address	Telephone	Website / Email
Invest Korea	13 Heolleung-ro, Seocho-gu, Seoul	+82 1600 7119	www.investkorea.org ikonline@korea.or.kr
Korea Beauty Industry Development Institute	506 A-il Building, 25, Sogongro3-gil, Jung-gu, Seoul	+82 2 541 2663	www.kobidi.or.kr net719@daum.net
Korea Bio	1F, #C, Korea BIO Park , 700, Daewangpangyo-ro, Bundang-gu, Seongnam-si, Gyeonggi-do, Korea 13488	+82 31 628 0037	www.koreabio.org
Korea Cosmetics Association	Youngdeungpo-gu, Gookhui-daero 750 No. 907, Seoul	+82 2 785 7984 or +82 2 785 7985	www.kcia.or.kr
Korea Film Commission	13/14F 55, Centum jungang-ro, Haeundae-gu, Busan, 48058	+82 51 720 4877	www.kobiz.or.kr kobiz@kofic.or.kr
Korea Health Supplements Association	B-102, Korea Bio Park, 700, Daewangpangyo-ro, Bundang-gu, Seongnam-si, Gyeonggi-do, 13488 Rep. of Korea	+82 31 628 2300	www.khsa.or.kr
Korea Importers Association	169, Bangbae-ro, Seocho-gu Seoul, Korea	+82 2 583 1234	www.koima.net koima@koima.or.kr
Korea Meat Importers Association	5 Floor Daeyoung Building, 470-4 Majang-dong, Sungdong-gu, Seoul, Korea	+82 2 2281 4995	www.komia.co.kr
Korea Wines and Spirits Importers Association	#1811, Seongji Heights 1cha. 313 Teheran-ro, Gangnam-gu, Seoul	+82 2 422 6833	www.kwsia.or.kr jhbopa@unitel.co.kr
Korea Wood Association	Room 511, Building B-23, Pyun-ik Centre, 129 83-gil, Bangchuk-ro, Dong-gu, Incheon 22530	+82 32 589 7756-7	www.dmh.or.kr ddmh@hanmail.net

NZTE/Embassy contact details

Both NZTE and the New Zealand Embassy have a presence in Seoul, Korea.

Organisation	Address	Telephone	Website / Email
New Zealand Trade and Enterprise (Seoul) 9am - 5.30pm	8th Floor, Jeong Dong Building 21-15 Jeongdong-gil, Joong-gu, Seoul Korea	+82 2 3707 7900	www.nzte.govt.nz exporthelp@nzte.govt.nz
New Zealand Embassy 9am - 5.30pm	8th Floor, Jeong Dong Building, 21-15 Jeongdong-gil, Joong-gu, Seoul Korea	+82 2 3701 7770	nzembse1@mfat.net



New Zealand Trade and Enterprise (NZTE) is the Government agency charged with a single purpose: growing companies internationally, bigger, better and faster, for the good of New Zealand.

We employ 600 people, have over 200 private sector partners and draw on a global network of thousands more. We have people based in 50 offices, working across 24 time zones and 40 languages to support New Zealand businesses in over 100 countries. Our global presence lets us deliver value to the businesses we support, through our unique know-how (knowledge and experience) and know-who (networks and connections).

Our know-how and know-who is expressed in our Māori name: Te Taurapa Tūhono. Te Taurapa is the stern post of a traditional Māori waka, which records valuable knowledge, and stabilises and guides

the craft forward. Tūhono represents connections to people and an ability to build relationships.

We provide customised services and support to ambitious businesses looking to go global. We help them build their capability, boost their global reach, connect to other businesses and invest in their growth. We also connect international investors with opportunities in New Zealand through a global network of investment advisors.

We call on our Government network and work closely with our NZ Inc partners and the business community, to grow our national brand and help businesses to open doors in global markets.

nzte.govt.nz

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