



**Asia-Pacific
Economic Cooperation**

2016/SMEWG43/010

Agenda Item: 19.3

A Successful Case of Korean Government Policies Contributing to the Success of a Female Entrepreneur in the Chinese Market

Purpose: Information

Submitted by: Korea



APEC PERU
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**43rd Small and Medium Enterprises Working Group
Meeting
Lima, Peru
7-8 September 2016**




A successful case of Korean govt policies
contributing to the success of a female
entrepreneur in the Chinese market

2016.09
Republic of Korea




1. Introduction of company A

Company profile

CEO

Kim ○○

Foundation

2009. 11. 13

Capital

1.5 billion
KRW

Sector

Manufacturing
wholesale

Main items

Kids underwear, socks

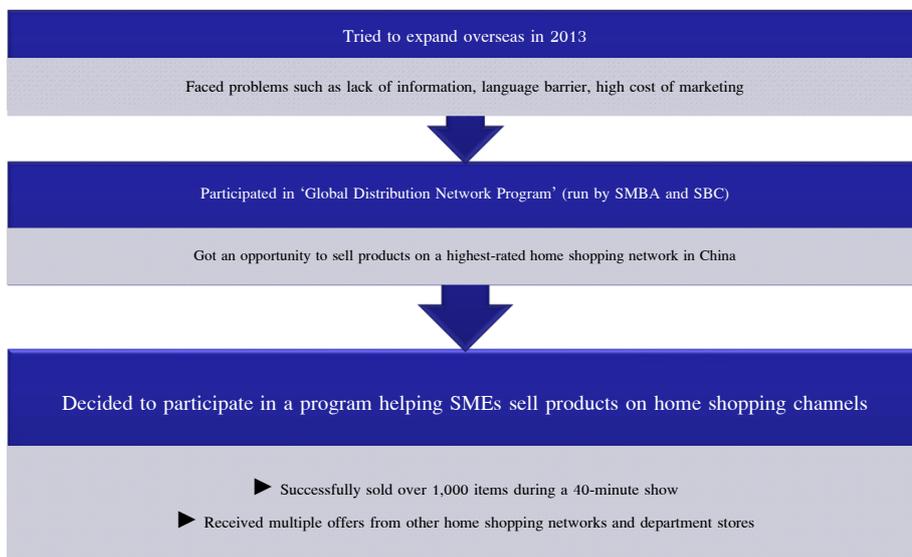
Revenue('15)

10.1 billion KRW

Major challenges

- ✓ Saturated market
- ✓ Growing competition
- ✓ Shortage in finance and workforce
- ✓ Juggling work and family as a woman

2. Company A's success story



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2. Company A's success story

Changes 'Global Distribution Network Program' brought about

- ✓ Exports increased by 38%
(USD 1.1mil in 2014 → USD 1.52 mil in 2015)
- ✓ Opened a sales store in three large department stores in China,
- ✓ Plans to produce a show on home shopping channels
- ✓ Export strategies in 2016: Stabilization, a gradual increase in brand recognition and market share



▶ Retail store of the company in a department store in the city of Shenyang in China



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3. Future plans and implications

Problem-solving strategies

- ✓ Women's sensitivity and reasonable way of thinking, motherly love for products
- ✓ Passion for excellent products, investment in R&D
- ✓ Utilizing govt support programs at each stage of export
- ✓ Utilizing external environment (the Korean Wave)

Govt programs that benefited the company

- ✓ Chinese Home shopping Network Program
- ✓ Chinese Distributors Matching Program
- ✓ China Highway Program
- ✓ Overseas Private Network Program



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3. Future plans and implications

Future plans

- ✓ Produce excellent products and diversify products through continuous research efforts
- ✓ Promote overseas marketing for glocalization
- ✓ Secure loyal customers in China and segment the market

Implication

Despite the difficulty balancing work and family as a woman, properly utilizing government support programs coupled with women's sensitivity, reasonable thinking, and tenacity could lead to success.



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Thank you

