

Korea Premium Eyewear Distribution Base Support Project



Ministry of Trade, Industry and Energy DAEGU



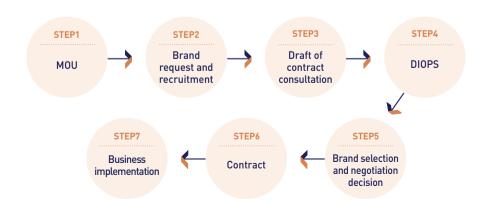


# Introduction of the Korea Optical Industry Agency (KOIA) A non-profit organization founded by the Korean government to promote the Korean optical industry Hosting the Daegu International Optical Show (DIOPS)

Introduction of **Korea Premium Eyewear Distribution Base Support Project** 



#### **Procedure**



#### **Details**

#### Role/Obligation of the Korea Optical Industry Agency

#### Support expenses

- Support marketing promotion expenses
- ·Support expenses for installation of separate booths

#### Quality inspection

An acting KOLAS International certification test

#### Role/Obligation of Your company

### **Shop Operations**

 Marketing promotion activities in the local market

Marketing activities

- ·Install separate booths & outdoor signboards
- •Operate more than one Korean premium eyewear shop (shop in shop or exclusive shop)
- ·Wholesale and retail sale of korean brand products

#### Role/Obligation of Korean brand companies



**Supply products** 

Supply Korean brand products

#### **Benefit of the Korean Premium Eyewear Distribution Base Support Project**

#### **Differentiated Support**

Support maximum funds of marketing and separate booth installation expenses

#### **Business Stabili**

Korean central institutions

#### **Product Diversity**

Project supported by the and local governments, and implemented by public

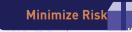
#### Provide the most brand pool of Korean eyewear

# **Product Reliability**

KOLAS International **Cerelification Test** 

## Diversity Of Selection

Select DIOPS Daegu International Optical Show



Minimum MOQ transaction