



**KOREA**

INTRODUCTION TO  
**eCommerce  
in Korea**



# Introduction to eCommerce in Korea

South Korea is one of the world's largest eCommerce marketplaces. As a consumer society where 93% of the population uses the internet, eCommerce in South Korea occupies a prominent role. Industry data indicates that the volume of retail eCommerce will continue to expand by an average of 20% each year, with COVID-19 accelerating the shift to eCommerce.

There is a growing interest in foreign suppliers, which presents a lucrative opportunity for well-prepared and savvy businesses.

This program is for businesses interested in understanding the eCommerce ecosystem in Korea and what it takes to establish an eCommerce presence there.

## Who should attend?

- Exporters
- ASX Listed organisations
- SMEs
- Professional services organisations
- Federal, state or local governments

## Program Details

### DURATION



2 hours

### FORMAT



This program is designed for the busy professional and is available as a facilitator-led online program.

### PRICE



Programs are designed for groups. Please contact us for program price.

## Key takeaways



**Raise your level of understanding** of the rapidly evolving eCommerce ecosystem and platforms in Korea.



**Understand what it means to navigate and stand out** in this fast-paced digital landscape.



**Gain practical insights and tips** to inform your eCommerce strategy for Korea.

## Topics covered

1. Navigate the Korean eCommerce ecosystem.
2. Understand the state of play of eCommerce in Korea.
3. Compare and contrast the major eCommerce platforms in Korea.
4. Understand the digital landscape and mobile consumers in Korea.

The Asialink Business Academy offers a comprehensive series of programs that build practical skills and connections to grow your business in Asia.

To view our more in-depth programs please visit:

 [academy.asialinkbusiness.com.au](https://academy.asialinkbusiness.com.au)

## Learning methods

- **Expert speakers** with deep market experience and expertise.
- **Business case studies** sharing examples of successful strategies for Korea.
- **Practical application** of engaging content and frameworks relevant to your context.
- **Interactive & peer-learning activities** encouraging networking, insight sharing, and mentoring to build a community with a collective and ongoing interest.

*This is a Credly certified Asialink Business Academy Program*

## About the Asialink Business Academy

The Asialink Business Academy offers programs that transform skillsets and mindsets, building practical skills and connections to grow your business in Asia.

The Academy is part of Asialink Business, Australia's National Centre for Asia Capability.

## Contact us



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