

6.-8. November 2024, Seoul, Republic of Korea

# Swiss Wine Mission to Korea



A unique opportunity for **Swiss wine producers** to showcase their exceptional wines to potential **Korean importers / buyers & learn more about the local demand & trends in South Korea.**

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## WHY KOREA?

In 2022, the import value for wines in South Korea reached USD 581 million, reflecting a 4% increase compared to the previous year. This growth mirrors the overall positive trend in South Korea's wine industry, marked by a noticeable surge in younger wine enthusiasts and a general uptick in wine appreciation. Notably, the challenges faced by local wine production in Korea, stemming from unfavorable weather conditions and limited cultivating experience, have contributed to a consistent demand for imports. Against this backdrop, there exists a valuable opportunity for Swiss wines to cater to the growing interest and address the supply gap in the Korean market.



**Goal of this Mission:** Offer you, a Swiss wine exporter, the opportunity to connect & establish partnerships with potential buyers in Korea.

## OUR OFFER

An opportunity to experience and learn about Korea's growing wine drinking culture, local demand, competition, & trends through a **tailored 3 day program** including:

- (1) the **participation** at the exclusive **Swiss wine tasting event** held at the **Embassy of Switzerland in Korea** which will allow you to showcase your wine to Korean buyers and hold meetings with them
- (2) **a tour of potential sales channels in Seoul**
- (3) exchanges with **Korean wine experts / sommeliers**
- (4) an immersive & diverse **cultural program**

### What is Included / deliverables:

- **Hotel Costs (4 nights):** We organize your stay; all you need to do is check-in.
- **Shipment of wine to Korea:** We will help you transport a selection of your wines securely to Korea.
- **Wine tasting event at the Embassy of Switzerland in Korea:** You will get the chance to present your wine to Korean buyers at wine tasting event which will be specifically organized for you.
- **Connection to buyers/importers:** We facilitate introductions and connections to local buyers / importers for you, thereby paving the way for potential partnerships.
- **Tasteful presentation:** Your wines will be tastefully presented at the event with the support of a sommelier, ensuring they stand out and make a lasting impression on the Korean wine community.
- **Feedback Collection:** Our team will gather valuable feedback from Korean buyers about your wines at the wine tasting event, helping you understand the local market needs and potentially help you tailor your offerings. This feedback will be provided to you in form of a filled-out questionnaire.
- **Store / Sales Channel visits:** We grant access to carefully chosen sales channels, allowing you to immerse in diverse environments, grasp consumer trends firsthand, and envision your wine on local shelves. This equips you with insights for strategic positioning and market success.
- **Visit of a selection of cultural sites:** Our team will guide you through Seoul's historical and culinary hotspots, providing an immersive experience of Korea's unique culture. This firsthand encounter will enable you to tailor your offerings to the preferences of the local consumers.



Kindly note that:

- The **maximum number of wines** per exhibitor is **4 standard (750 ml) bottles**.
- The expenses for the flight ticket and **are not included** in this offer and are the responsibility of the participants.

# THE PROGRAM\*

\*the final schedule will be communicated once the minimum number of participants required to execute this mission (6) has been confirmed. Some parts of the below outlined program may thus be subject to change.

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## DAY 0 – INDIVIDUAL ARRIVAL IN SEOUL (November 5th)

## DAY 1 – SEMINAR & STORE CHECK (November 6<sup>th</sup>, 8:30-17:00 o'clock)

- Seminar at [Embassy of Switzerland in the Republic of Korea](#) - held by Swiss Business Hub Korea & Local Wine Expert
- Welcome Lunch & Networking
- 3 Store Checks – Bottle Bunker, WineWorks, CU Convenience Store

## DAY 2 – WINE TASTING EVENT (November 7<sup>th</sup>, 8:30-16:00 o'clock)

Held at Embassy of Switzerland in the Republic of Korea  
(Official Event starts at 11:00 o'clock)

### Presentation about the Swiss wine market

- Welcome remarks by Swiss Ambassador to Korea
- General overview of Switzerland as a wine country
- Presentation of Swiss wine producers

### Wine Tasting

- Guided by a sommelier
- Accompanied by a lunch

### Networking

- The venue allows you to network with your potential buyers



## Day 3 – CULTURE DEEP DIVE (November 8<sup>th</sup>, 9:30-21:00)

- Korea Furniture Museum
- Gilsangsa Temple
- Gyeongbokgung Palace
- Samcheong-dong/ Bukchon
- Korean Tea Drinking experience
- Korean traditional food making or Traditional Alcohol Gallery
- Closing Dinner

# PARTICIPATION FEE

**Non-Member: CHF 4'000**

**Silver-Member: CHF 3'800**

**Gold-Member: CHF 3'500**

To ensure the successful execution of this mission and provide you with a premium experience, a participation fee is necessary. This fee covers various aspects, including:

- Hotel costs (4 nights – November 5<sup>th</sup>-9<sup>th</sup>)
- Lunch (3x) & Dinner (1x)
- Support in shipment of your wine to Korea
- Wine tasting Event organization & invitation management of the wine tasting event
- Transport during site visits
- Entry tickets to cultural hotspots
- General coordination Support / Accompaniment of the Swiss Business Hub Korea / Embassy staff

[REGISTER HERE](#)

By registering, the customer accepts the conditions described in this document. The [general terms and conditions](#) of Switzerland Global Enterprise are an integral part of this project.

Or get in touch with our Consultants:

## CONTACT



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