

Seamless KITA e-Global Business Services

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Korea International Trade Association (KITA)

Timeline of KITA e-Global Business Services

A. 1970~2000

As a Korea's leading trade organization, Korea International Trade Association (KITA) supported building infrastructure that connects customs data in 1978 and launched the Korea Trade Information Service (KOTIS) in May 1990. KOTIS provided not only trade statistics but also information on trade regulations and foreign buyers. KOTIS played an important role in reducing the time and cost in seeking trade information, thus helping advance Korea's trade environment.

B. 2000~2017

Since KOTIS was only exclusively available to KITA's member companies, KOTIS was subsequently upgraded in 2003 to KITA.net(www.kita.net), an open, user-friendly website that features new contents such as education programs and overseas marketing reports.

In May 2007, UtradeHub(www.utradehub.or.kr) was established to foster paperless trade by implementing an e-document system to ease financial, logistics, and customs processes. An earlier model of UtradeHub was based on VAN-EDI and is now served on the Internet-based, operated by KITA's 100% subsidiary, Korea Trade Network (KTNET).

A year after, KITA introduced tradeKorea(www.tradekorea.com). SMEs often found a trade to be difficult due to complex procedures and language barriers and tradeKorea was developed to support the overseas marketing activities of SMEs, mainly in matching buyers and sellers.

In the more recent years, the demand for information on import/export regulations skyrocketed due to the rapid increase of bilateral and multilateral free trade agreements. KITA launched TradeNAVI(www.tradenavi.com) in 2012 to provide comprehensive data on customs, trade regulations, overseas marketing information and export support programs with the cooperation of 34 trade-related organization. TradeNAVI has lowered obstacles in accessing market research information, especially for SMEs that lack resources.

KITA's latest website launch was Kmall24(www.kmall24.com), which opened its doors in 2014. It was formerly a B2C shopping mall for foreigners but has successfully transformed into a B2BC marketplace.

C. 2018~2020

As the next step, KITA is gearing up to create an even more favorable environment for businesses. Trade is no longer restricted to business-to-business deals and transactions are increasingly taking place via cross-border e-commerce. From 2018, KITA and KTNET are planning to upgrade UtradeHub that contains full support for global scale e-commerce transaction.

Seamless KITA e-Global Business Services

Companies in both Korea and overseas can conveniently utilize KITA's e-Global Business Services, which cover all aspects of the trade. KITA.net and TradeNAVI are helpful for analyzing markets and gaining trade-related information. Buyers and sellers can use tradeKorea and Kmall24 to search for potential partners and new business opportunities. UtradeHub serves as a one-stop window for documentation procedures required for various trade activities. These services have been developed with the primary focus on improving cost-effectiveness and simplifying international trade procedures for SMEs. KITA is open to sharing know-how of these websites and collaborating with other countries to foster more business-friendly trade conditions.

Information on KITA e-Global Business Services

A. KITA.net

More than 61,000 users visit KITA.net every day. KITA.net offers comprehensive trade statistics on 60 countries and 71 types, which are used by private stakeholders, media outlets, and government departments to conduct market analysis and understand the macroeconomy. In addition, companies can check on its own trade status and issue online certifications for export/import, as well as read up on daily trade news and in-depth market reports. (See media cover based on KITA.NET trade statistics: [“\[FACT CHECK\] Trade Balance of KOREA-US FTA based on trade statistics,” JTBC Newsroom on April 18, 2017](#))

B. TradeNAVI

TradeNAVI is Korea’s biggest global trade information portal. It integrates information from 50 trade-related organizations in Korea and provides customized information on tariffs, rules of origin, import regulations, and non-tariff barriers of 58 countries by HS codes. In 2014, TradeNAVI won the Excellent Award at the 3.0 Best Practice Competition held by the Korean government. The portal has been introduced in the media on multiple occasions and is well-known as an easy-to-use, innovative search engine. (See an article refers to TradeNAVI: [“Korean government to exert all-out efforts to cope with non-tariff barriers,” Maeil Business News Korea on July 28th, 2016](#))

C. tradeKorea

With over 260,000 registered members and 660,000 products, tradeKorea is Korea’s leading B2B platform for global trade. Every year, 8.12 million users visit this website, and 57,000 business inquiries are submitted via tradeKorea. tradeKorea is truly a global platform with 87% of users accessing its services from abroad. The website provides DUNS numbers of companies, which ensures data accuracy and reliability for international users.

Global Business Matching Service (GBMS)

Buyers can apply for GBMS to seek a recommendation from tradeKorea's GBMS Trade Experts, whose expertise range from cosmetics, food & beverage and electronics, to chemicals, medical devices, and automobile parts. Business contracts made through GBMS have reached over 40 million dollars in 2016, and numerous buyers and sellers from overseas have praised GBMS experts for their work. (See tradeKorea Members' Trade Success Stories: ["First export to Bangladesh through tradeKorea!"](#))

A Phillippine buyer wrote to one of the GBMS Trade Experts in her e-mail saying:

"Thank you so much for all the help as always! I do feel that I should send a letter.... to ensure how fast you are and the support you keep on giving to both ends."(May 23, 2017)

Online Exhibitions for Competitive Products

tradeKorea regularly hosts online exhibitions to introduce high-quality items that are showcased at international exhibitions. Visitors can obtain detailed information on the participants prior to the exhibition, and the participants can schedule meetings with potential business partners. (see tradeKorea Online Exhibition: [Korea Pavilion at ASD MARKET WEEK 2017](#))

D. Kmall24

Kmall24 is an export-oriented online store for international customers. As an ideal model of B2BC trade, Kmall24 is also linked with tradeKorea's GBMS. Wholesale inquiries from Kmall24 customers are sent on to GBMS Trade Experts for further business matching.

While Korean e-commerce payment system is widely known for its complexity and inconvenience, Kmall24 accepts simple global payment such as Paypal, Alipay, and international credit card. Moreover, by providing 3PL(third party logistics), global shipping, and customer services in English, Chinese, and Japanese, Kmall24 aims to expand Korean SMEs' business scope internationally.

In contrast to other e-commerce platforms, Kmall24 promotes its products by integrating them with "Hallyu," or Korean Wave. Kmall24 cooperates with Korean TV dramas for PPL and K-

pop stars for international marketing. Furthermore, KITA works closely with retail giants including Amazon, Tmall Global, and Ebay to expand global channels for access to Kmall24.(See an article refers to Kmall24: “[Korean Products Gaining Popularity in China, Japan](#)”)

E. UtradeHub

As Korean economy developed rapidly from ODA beneficiary country to world top 8 trading country, the demand for paperless trade roared to reduce big hassle from the excessive paper document and bottlenecks in trade procedure. To meet this demand, KITA and KTNET established UtradeHub under government initiatives based on “Act on Promotion for the Trade Business Automation.”

UtradeHub created a compact trade community consist of over 150 government agencies, 60 financial institutions, 5,000 logistic companies, and 60,000 traders. UtradeHub offers one-stop e-trade services for 614 types e-documents such as Import Cargo Receipt, Export Declaration, Tax Bill, and an average number of the transaction exceeds over 380 million per year.

By electronically managing all trade tasks including customs clearance, logistics, and banking, users can save time and cost by minimizing visits to banks or trade-related authorities, and at the same time efficiently and safely manage documents in the form of computer files rather than paper, which is also beneficial for the environment. Moreover, paperless trade enables unified document format and on-time submission.

KITA and KTNET are not reluctant to share knowledge and experience of building advanced technology. UtradeHub system itself and related technologies have been exported to many countries like Mongolia, South Africa, Jordan, Peru, and France.

Recently, UtradeHub launched an e-commerce export declaration service called ‘goGlobal.’ goGlobal is to reflect new trend of trade wave as more diverse agents, and individuals are becoming traders through e-commerce store. UtradeHub will be eventually upgraded to Cross Border e-Commerce Trade Hub in 2020 to include various e-Commerce trade transactions. The new Hub is likely to become another stepping stone for KITA and KTNET in opening new trade agenda.