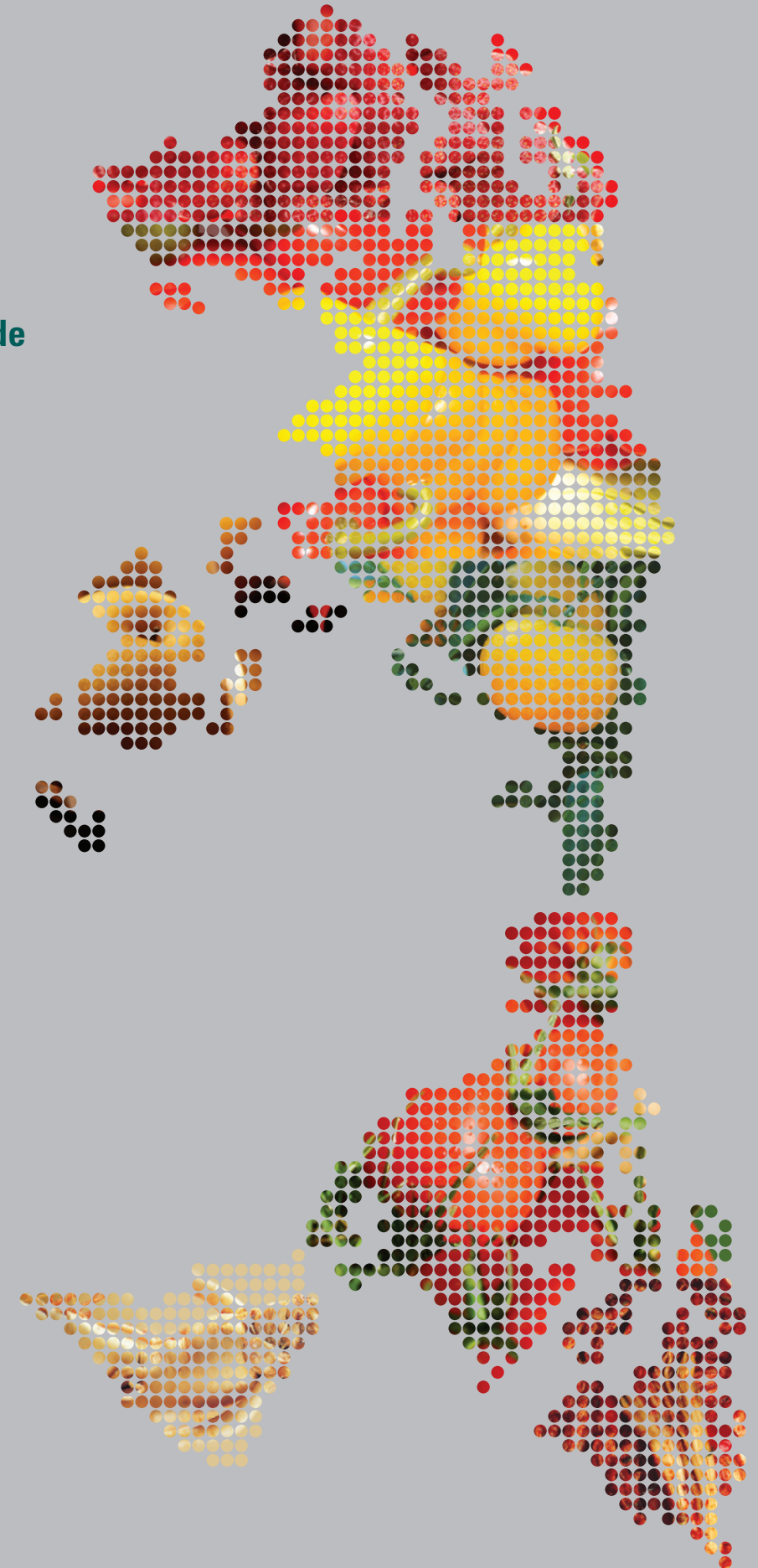




Korea Agro- Fisheries Trade Corporation



Korea Agro-Fisheries Trade Corporation

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Tel, 82-2-6300-1114 Fax, 82-2-6300-1600

www.aT.or.kr



Korea Agro-Fisheries Trade Corporation

At the center of the world market,
aT opens the future
to agriculture and fisheries

Forward to the world

aT opens up a bright future for the agriculture and fishery industries by distributing and exporting Korean food products grown in our own soil and seas.

Price Stabilization

Customer satisfaction through price stabilization

Minimum

Minimize stages of distribution

Globalization of Hansik

Globalization of Hansik
* Hansik (Korean Cuisine)

\$10 billion

Export \$ 10 billion in agricultural and fishery products by 2012



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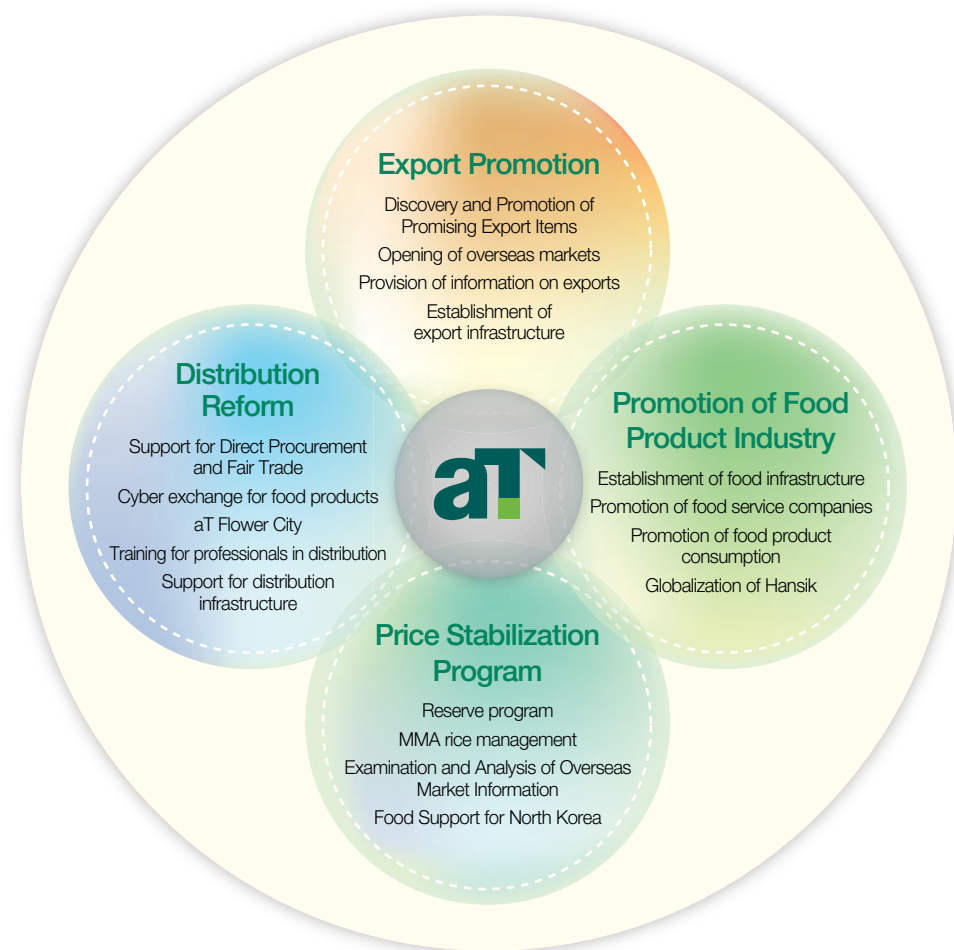


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aT strengthens global competitiveness of Korean agricultural and fishery products

Established for a balanced growth of agriculture and industries since 1967, aT has contributed to increasing the incomes of farmers and fishermen in addition to a balanced development of the economy through export promotion of agricultural products, innovation in distribution, promotion of the food product industry, and price stabilization program.



aT's visions transform Korea's agricultural product industry into a leading competitor in the world market

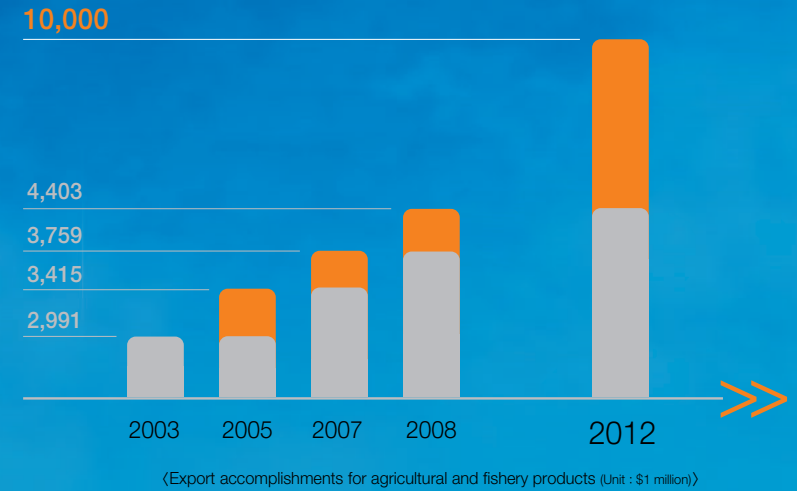
With its vision aT strengthens Korean food products' export competitiveness and takes the agricultural and fishery industries to the next level by bringing innovative changes to the distribution system. With aT, our agricultural and fishery products become world-class brands.



\$10 billion

aT leads the world market with our agricultural and fishery products

There are vast undiscovered lands out there full of possibilities waiting to be found by us.
aT will continue to take on new challenges in opening up and exporting to these new overseas markets.



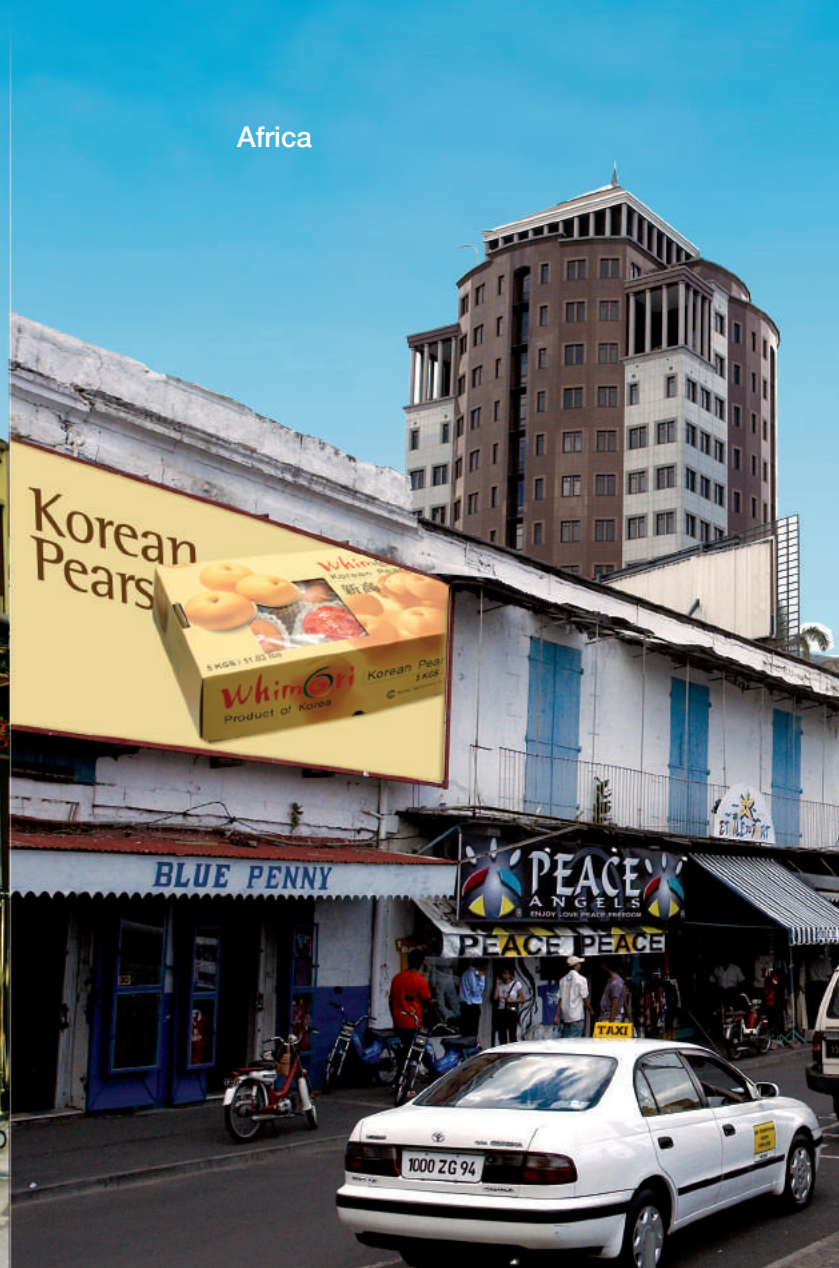
USA



Hong Kong



Africa



Japan



Export Promotion Program

Export Infrastructure
Growth Dynamic Expansion
Overseas Marketing

We compete fairly in the world market with solid infrastructure

aT's globally-competitive online and offline export infrastructure leads the way to successful exports.

Export Organization and Professional Training

Promotes the export of our agricultural and fishery products to the world market through its export organization and professional training programs.



Agro Trade (Internet Trade Mediation System)

Provides a professional B2B e-agricultural marketplace for business enterprises to find clients and gain international exposure.

- Registration and search for selling offers and buying offers

4,724 cases

4,458 cases

4,173 cases

2006 2007 2008

(Mediation Accomplishments through Agro Trade)

Support for Professional Gardening Complex

aT appraises the management conditions of flower production complexes and offers opportunities to visit advanced distribution facilities overseas for best-performing and exemplary complexes.



www.AgroTrade.net

Securing the Safety of Exported Agricultural Products

Provides safe and fresh quality agricultural products to customers around the world by strict control of production through exports.

- Pesticide safety assessment through ID registration system
- Supports GAP (Good Agricultural Practices) certification for exporting farms
- Invites inspectors from major exporting countries including the U.S. and Japan



www.kati.net

KATI (Korea Agricultural Trade Information)

Provides export-related information free on the Internet through KATI, Korea's one and only professionalized service in agriculture that provides information on export of agricultural products.

- Collects and distributes up-to-date data through nine aT centers overseas and over 100 research analysts in 23 countries

We strengthen the energy of global competitiveness through focus and careful selection

aT strengthens our agricultural food products' global competitiveness by supporting their development into a high-class brand and growth in overseas markets.

Whistle in the Morning



A co-representative brand for export agricultural products, Whimori is a **global safety mark** given to high-quality and safe agricultural products.

Management and Operation of Whimori

- Whimori items : paprika, chrysanthemum, pear, rose, king oyster mushroom, kimchi (as of September 2009)
- Exported to : USA, Japan, China, etc.
- Establishes a high-class brand image that represents quality and safety through promoting sales with specialized strategies for each item



* Whimori comes from the climax of Korean traditional music Pansori, representing aT's determination to become a global power brand



Promotion of Export Items with High Prospects

Opens the way to overseas markets by supporting step-by-step development of agricultural food products with high prospects for export.

- Development of products with high export prospects, market test, sales promotion, financial support for export consulting



Export Council for Each Item

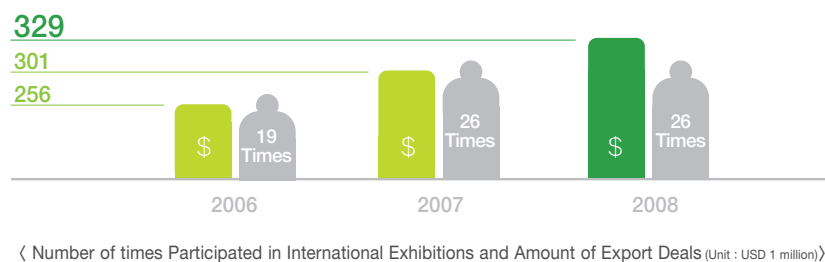
Supports formation of export councils for each item to promote voluntary exports by managing their safety and quality levels and executing joint marketing.

- Items for Export Councils : paprika, pear, cattleya, mushrooms, kimchi, ginseng, citron, traditional liquor, food enterprises, sweet persimmon, dried seaweed, rice (as of September 2009)



We expand Korea's next stage toward the world market

Through aT's specialized overseas marketing and global strategies, we export our agricultural and fishery products into the world market.



Direct Export Network with Overseas Distribution Enterprises

Increases international exposure of Korean agricultural food products by expanding direct procurement network with large-scale enterprises overseas.

- Expansion of Korean agricultural and fishery product stores by signing MOU with large-scale distribution enterprises overseas (Co-op Sapporo of Japan, E-mart of China, etc.)
- Supports sales promotion events with distribution enterprises overseas



< Network expansion with large-scale distribution enterprises >

International Food Exhibitions

Participates in major food exhibitions to strengthen the global competitiveness of Korean agricultural food products in international markets and to publicize the excellence of Hansik(Korean Cuisine) worldwide.

- Holds sample-tasting events for Korean traditional cuisine



Trade Mediation with Overseas Buyers

Invites buyers from overseas, holds export consulting sessions, supports programs in visiting farms and export contracts.



Media PR

Publicizes the excellence of Korean agricultural food products through effective forms of media in export markets such as Japan and China

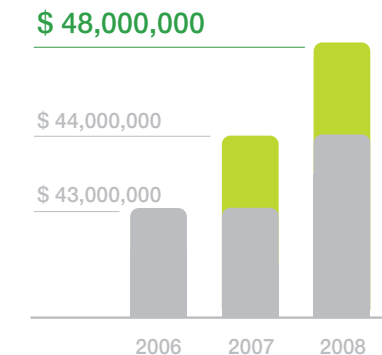
- Bus advertisements, websites on kimchi and ginseng, banner advertisements, etc.



Overseas aT Centers

Nine aT centers are spread over six countries. They serve the role of connecting overseas buyers with domestic companies as well as opening up international markets.

- Overseas aT Centers
 - 1 Japan (Tokyo, Osaka)
 - 2 USA (New York, L.A.)
 - 3 China (Beijing, Shanghai)
 - 4 Singapore
 - 5 Netherlands (Rotterdam)
 - 6 Hong Kong
- Overseas aT Office
 - 1 China (Tsingtao)



< aT's Records of Overseas Export Mediation >

Globalization of Hansik

* Hansik (Korean Cuisine)

Food product industry is
Korea's new driving force
of economic growth

As a high value-added industry, the food product industry is widely recognized as a new blue ocean and a driving force for growth for future agriculture in the 21st century.
aT stands at the center of Korea's food industry, its new source of potential for growth.



Promotion of
Food Industry

Globalization of Hansik
Establishment of
the Infrastructure for
the Development of
the Food Industry

aT spreads the taste of Korea to the world

Our continuous and strategic PR marketing seeks to create another hallyu of Korean food throughout the world.

More Publicity and Opportunities to Experience Hansik

Raises and expands awareness of Hansik around the world by holding participatory events for foreigners both domestically and internationally.

- Publicizes the excellence of Hansik through domestic and international media outlets and magazines
- Large-scale domestic and international food-related events and publicizes Hansik / food culture
- Supports Hansik events for foreigners residing in Korea



* Hansik (Korean Cuisine)



Infrastructure for the Globalization of Hansik

Collects and distributes comprehensive information on hansik for international exposure and to build a foundation for it to become a global cuisine.

- Research on Korean restaurants overseas, foreigners' reaction to hansik, production guide books for international market
- Development and management of a website dedicated to globalizing hansik
- Clinical examination to prove the excellence of hansik

Competitiveness through education of Hansik

Supports professional chefs in Hansik to enhance its image as an international cuisine. Also supports the development and expansion of Korean restaurants overseas to spread Hansik internationally.

- Operation of Hansik academies, education programs for Hansik chefs overseas
- Standardized Hansik recipes, distribution of menus in foreign languages, certification system for exemplary Korean restaurants



Support of Seed Money for Korean Restaurants Expanding Overseas

Supports seed money for Korean restaurants expanding overseas.



We grow our strength to compete on the world stage

We enhance the global competitiveness of our agricultural products through establishing the infrastructure for the development of the food industry.

Training Food Professionals

Trains and educates global food professionals through professional education programs in food services.

- Education programs : Human resources training in core foods, infrastructure building in food industry, support for promoting traditional foods



Development and Distribution of a Green Diet Guide

Promotes the consumption of our food products and encourages the Korean food culture by providing information on correct dietary habits.

- Developing a green dietary guide and distributing through various media
- Campaigns for better eating habits through radio, TV, and other media outlets
- Supporting seminars and workshops that promote traditional Korean food culture

Consulting and Counseling for Food Service Companies

Supports food and food service companies to compete on the global stage by providing counseling and consulting on brand development and overseas management.

- Specialized services in capital, training, information, marketing, and exporting in conjunction with consulting



Food Portal Site

Provides information on traditional Hansik and both the domestic and international food industry. Also informs of the excellence of Hansik and publicizes policies that support the food industry.

- Food policies and institutions : Food industry policies, food-related laws, institutions and certifications, information on import and export policies of other countries

Korea Food Expo

Holds Korea Food Expo, the largest food exhibition in Korea, which exhibits the excellence and safety of Korean agricultural products.

- Various participatory events including cooking competitions, invitations for overseas buyers, etc.



* Hansik (Korean Cuisine)

Minimum

New Thinking, New Form of Distribution

aT changes the framework of distribution through new thinking.

aT leads innovative reforms in distribution based on the new thinking that fewer stages in distribution results in more customer satisfaction.

aT brings new changes to distribution as a leading figure in distribution.



Distribution Reform

- Improving distribution structure
- Stimulation of Distribution Organizations

We bring innovations to distribution through changes

aT creates an advanced distribution system in which both producers and consumers can be satisfied through increased direct procurement and fair trade.



Cyber Exchange for Agricultural and Fishery Products Beneficial to Both Producers and Consumers

e aT, an online exchange marketplace for agricultural and fishery products simplifies complicated distribution processes, thereby reducing distribution costs and creating a credible environment for both producers and consumers.

- Environment-friendly Shopping Mall for Agricultural and Fishery Products (B2C)
- Inter-Business Online Trade (B2B)



Provision of Information on Distribution of Agricultural and Fishery Products

Provides information on prices of our agricultural and fishery products by region, duration, category, wholesale/retail/eco-friendly consumer prices through kamis.

- Provides information on eco-friendly agricultural products, consumption and distribution patterns, distribution channel and costs



Support for Consumer-Local Production Site Direct Procurement and Fair Trade

Creates a fair trade environment by strengthening the connection between local production site and consumer and reducing distribution costs.

- Constant inspection system on unfair trade
- Direct procurement and fair trade support center (Main office and 11 domestic branch offices)



aT builds a bridge of hope between producers and consumers

aT runs support programs to promote production of food products, secure various markets, promote distribution organizations, and strengthen their competitiveness.



Establishment & Operation of Distributors at City and District Levels

Promotes direct procurement and increases competitiveness of local distribution companies by supporting the establishment and operation of professional distribution companies at city and district levels.

- Support group and advisory committee for establishing distribution companies at city and district levels
- Production and distribution of manuals for establishment and operation of distribution companies at city and district levels

Evaluation of Business Accomplishments of Wholesale Markets

Executes evaluations of business accomplishments of founder, corporation, or domains of wholesale markets nationwide.

- Improvements in market operation and distribution through evaluation of business accomplishments

Support for Modernization of Facilities in Wholesale Markets

Supports modernization of facilities in wholesale markets to provide consumers with high-quality fresh agricultural products and meet the demands of new distribution environment.

- Supports facility maintenance for wholesale markets through evaluation of modernization plans

Consigned Management of Public Wholesale Markets

Manages under consignment public wholesale markets nationwide to promote efficient management of wholesale markets for agricultural products and fisheries which have been in decline.

- Consigned management of Chuncheon Wholesale Market (2008.7)



Care

aT looks out further to
a better future

The world faces the risk of agflation from climate abnormalities
and population increase.

aT, as a national institution of basic food supplies and demands,
operates a supply-and-demand management system for food security.



Price Stabilization
Project

North-South Exchange
and Cooperation

aT always remembers its mission to forecast and be ready for the future

aT guarantees Korea's food security by flexibly purchasing and releasing price-sensitive food products, thereby protecting farms and consumers.

Government Reserve Program (State Trading)

According to WTO agreements, aT protects domestic farms by flexible importations of agricultural products that have profound impact on people's diet and highly-fluctuating prices according to seasonal supply and demand.

- Subjects of reserve program :
Condiments (pepper, garlic, onion, ginger), special products (sesame, peanut), beans (soybean, red bean, mung bean, corn), fruits (apple, pear)



Examination and Analysis of Overseas Market Information

Brings about supply-and-demand security by providing information on effective imports and running an efficient state trade program.

- Research on price outlook and international supply-and-demand of major grains against any potential food crises
- Research on standard tax liability to suppress illegal import of food products
- Research on price and distribution of state trade subjects (12 items including rice and pepper)

MMA Rice Management

Minimizes effects on domestic rice market by strictly managing import and sales of MMA rice.

- Support for inspection of import and sales of MMA rice and illegal distribution channels of imported rice



North-South Exchange and Cooperation

Supports food to alleviate food shortages in North Korea on a humanitarian level and prepares for a united agricultural administration by cooperating with North Korea's agricultural sectors.





Strategic center of food product export

A stage of international trade of Korean agricultural products for producers, exporters and buyers

aT Center is a new exhibition · convention center specializing in agricultural products where international exhibitions and conventions, and trade businesses take place simultaneously.



Center of international trade of food products

Provides one-stop service of exhibition for potential export items, public relations, mediation with international buyers, and information on overseas markets.

A Stage for Food Product PR and Consumption

Holds various exhibitions, conferences, seminars, banquets, events, and concerts with state-of-the-art facilities and conference halls.



Mecca of Korean
floricultural industry



Korea's largest flower market located in Yangjae-dong to promote a concentration of floricultural supplies and bids

aT Flower City (Yangjae Flower Marketing Center) plays an integral role in the industry as Korea's biggest flower market with an average daily bid price of 200 million won.
aT provides consistent support for Korean flowers to reach the world market beyond our domestic consumers.

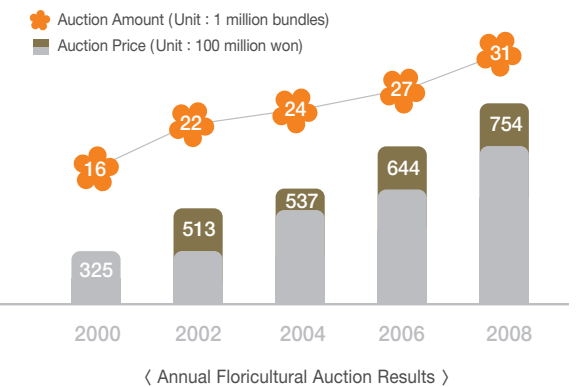


Center of Korean Floriculture

Induces fair trade through collecting and distributing large quantities of resources. Also provides farms with stable markets and customers with quality flowers at low prices.

Fair Distribution in Floriculture

Guides fair trade and distribution by providing real-time auction rates through Internet, ARS, fax, agricultural newspapers, and floricultural magazines.



The only hope for mankind is mankind itself

A cradle of professionals in export, marketing, and food products who have core skills in marketing and product / brand development

The Distribution Education Institute is a professional institute that promotes reforms in distribution and leads export and promotion of agricultural products by providing professional and systematic education in distribution and export of food products.



Training Professionals in Each Stage of the Food Chain

Strengthens the competitiveness of our food products by establishing a strong human resources foundation.



General Education in Distribution

Advances market reforms by providing systematic education for distributors/exporters of food products.



Customized Education

Develops and provides customized education programs for farmers, producer organizations, regional organizations, and civilian distribution institutions to promote marketing and export capabilities.



Control Tower for Distribution and Food Education

Plays an integral role in producing professionals in food and distribution by selecting professional education institutes by region and providing them with standard curriculum / education model.



Great Man

The power to lead the future lies in people

The people of aT have led Korea's agricultural and fishery industries by taking on new challenges in today's global competition and through continuous research and innovation.

aT Most Transparent Corporation (4 Consecutive Years)

For four consecutive years (as of 2008), aT has maintained its exemplary status and reputation as the most transparent corporation in Korea.

aT Group of Professionals in Agriculture and Fisheries

Through on-line and off-line job training, onsite education, and postgraduate programs, aT produces the top professionals in the fields of agriculture and fisheries.

aT: A School for Global Leaders

aT provides foreign language programs, overseas training, and visiting programs for agricultural institutes abroad to strengthen its global competence.

- ▶ Cosmopolitan with global competence
- ▶ Creative people ready for new challenges and for the future
- ▶ Team players who share the company's and their own visions
- ▶ Responsible people with a strong sense of ownership and integrity
- ▶ Professionals in their fields

Happy Together

aT builds a better world

Warm-hearted thoughts and actions make this world a better place. aT lights up a bright light of hope and fulfills its social responsibilities and obligations as a public enterprise to create a better society.

aT 'Love Sharing Open House'
Volunteer event on New Year's Day and Chusok (Korean Thanksgiving)
Volunteer event in sister village
Sales promotion event for its local agricultural products
Interpretation support for exporting farms
Kimchi-making event with disabled children
Blood donation event
Support for maintenance and repair works for the elderly



History

1967~1980 Modernization of agricultural and fishery industries

- 1967. 12 Founded as Agriculture and Fishery Development Corporation (AFDC)
- 1978. 08 Launch of price stabilization activities



1981~1990 Consolidation of distribution in agricultural and fishery products

- 1984. 03 Participation in distribution improvement
- 1985. 08 Establishment of Distribution Education Institute
- 1986. 12 Change of name to Korea Agro-Fisheries Trade Corporation
- 1988. 01 Establishment of a labor union



1991~2001 Conversion into a global management system

- 1991. 06 Opening of Flower Marketing Center
- 1992. 01 Full-scale launch of export promotion program
- 1999~2001 Completion of privatization of affiliates including Maeil Dairy Industry Co. and Hanguk Cold-Storage Company through business reforms of public enterprises



2002~

Promotion of food product industries

- 2002. 10 Opening of aT (Agro Trade Exhibition) Center
- 2005. 04 aT CI Reform
- 2008. 01 Promotion of food product business and globalization of hansik



Leading market reforms in agricultural and fishery products

- 2008. 03 Opening of Support Center for Direct Procurement of Agricultural Products and Fair Trade
- 2009. 01 Opening of Food Product Cyber Exchange



2010~

First-class public enterprise leading the future food product industries



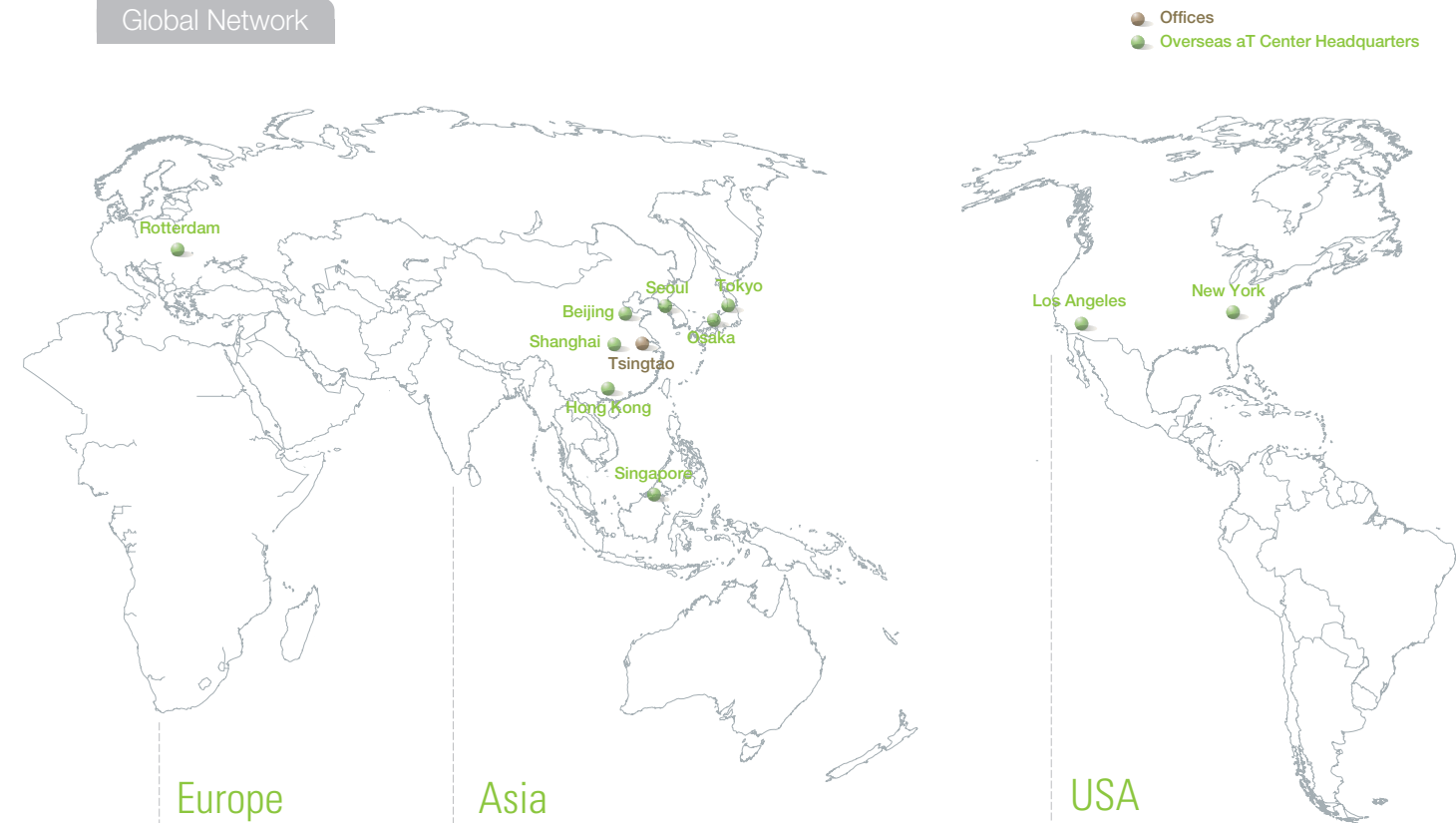
Forward to the Future

Beyond Korea and Towards the World,
aT builds a Sound and bright future

Organization



Global Network



Europe

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 TEL 31-10-415-1091,1024
 FAX 31-10-462-1271

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