

Support for overseas expansion of small and medium-sized enterprises through compatriot network (OK-BIZ)

OKA-Busan hold export consultation meeting in Busan; 138 SMEs had one-on-one consultations with overseas buyers



Domestic SMEs and overseas buyers hold one-on-one business consultations at the 2025 SME Export Consultation held at Lotte Hotel in Busan on June 10.

The 2025 Export Consultation Meeting was held at Lotte Hotel in Busan on June 10 to support Korean SMEs' overseas expansion through collaboration with overseas Korean businesspeople.

The event was co-hosted by the Overseas Koreans Agency and Busan Metropolitan City, and organized by the Busan Economic Promotion Agency and the Busan Overseas Trade Office. In particular, 20 businesspeople from the Overseas Korean Business Advisory Group (OK-BIZ) and 30 overseas buyers were invited to hold one-on-one customized consultations with 138 promising SMEs in Busan. The consultation items ranged from industrial goods, such as shipbuilding equipment and machinery parts, to consumer goods, such as cosmetics and household goods, all of which received high interest from the participants.

"This is my second export counseling session in Korea," said Jose Miguel Longueira, CEO of a Chilean auto parts company. "We signed a formal contract for raincoats during last year's visit and are currently working on a contract with a cosmetics company." At this day's event, he held an export consultation with LY (CEO Yoon Tae-hwan), a small and medium-sized automotive parts company in Busan.

"Hansang Korean merchants abroad should serve as a digital bridge between local consumers and K-brands by converting offline distribution to online connectivity," said OK-BIZ adviser Hong Soo-yeon, who runs a high-end food store in Paris, France, and is building a European marketing platform for K-beauty and K-food.

Last year, 37 overseas Korean companies from the United States, China, Japan and Vietnam and 117 Busan companies were connected through the program, generating about US\$57 million through the export consultations.

This year, the OKA is expanding export support based on its global network of overseas Korean businesses in the Americas (Canada and Peru), Europe (France, Italy and the Czech Republic), Asia (India and the Philippines), Oceania (Australia and New Zealand) and Africa and the Middle East (South Africa).

The Busan consultation is part of the "Hansang Economic Zone" initiative being promoted by the OKA. The initiative was officially announced at the 23rd World Korean Business Convention in Atlanta, U.S., in April and aims to jointly respond to global economic uncertainties by strengthening links between domestic Korean companies and overseas Korean businesses. 