Korea Optical Industry Agency

**Looking for Overseas Distribution Partner with Korea Optical Industry Agency**

**We are recruiting distribution base companies to participate in the 「2024 Overseas Distribution Base Partnership Project」 for Korean Glasses to advance into overseas markets. We hope you will participate as follows.**

**May 00th, 2024**

**Head Chairman of KOIA**

|  |  |  |  |
| --- | --- | --- | --- |
| 1 |  | Project Introduction |  |

**❍ Project** :2024 Oversease Distribution Base Partnership Project

**❍ Objective** :Suppoort Korean eyewear build establishment in overseas markets and efficient markeing

**❍ Duration** : 2024. 5. ~ 12.(About 8 months)

※ Final Report and account statements are due October 31st.

**❍ Key Task :** Promote Korean eyewear brands targeting the local market of the distribution base to enhance Korean eyewear brand power and accelerate sales.

※ Commission will be negotiated based on the amount of 2024 sales goal after the distribution base partnership store has been selected.

**❍ Application Due** : ~ May 29th 18:00(KST)

**❍ Applicants** :Distributors capable of selling Korean eyewear brand products in the U.S. and Thailand

※ Type of applicants: Large local chain store opticians and eyewear B2B/C distributors, etc

※ Consent to credit evaluation of the applicant is mandatory. (Credit evaluation will be conducted by Nice D&B Co., Ltd)

**❍ Number of distributors** : 1 company each in the US and Thailand

**❍ Project Procedure**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| ① Recruit & Select  Distribution Base  Partner | → | ② Sign Contract | → | ③ Import & Marketing | → | ④ Report the results |
| May | May | May ~ November | October |
| Application submission and selecting distribution base partner | Contract as KOIA Overseas Distribution Base Partner | Import Korean eyewear and conduct local promotion | Final Report on promotion result and settlement of project expenses  ※ Offline sales needs to be continued until December |

**❍ Selection criteria** : The applicant compnay with highest grade will be selected as the final distribution base partner. The grade is based upon submitted documents and credit evalutation.

|  |  |  |  |
| --- | --- | --- | --- |
| 2 |  | Application |  |

**❍ Ordering Organiation** : Korea Optical Industry Agency (www.koia.or.kr)

**❍ Application Due** : ~ May 18th 18:00(KST)

**❍ How to Apply** : Submit mandatory documents via E-mail or Postmail

※ Email: [msy@koia.or.kr](mailto:msy@koia.or.kr)   
(Please confirm your application via phone call after email submission)

※ Address: 7th Floor, Korea Optical Industry Promotion Agency, 169 Nowon-ro, Buk-gu, Daegu, South Korea

※ Contact Person: Ms. Moon Soyoung, Assistant Manager of Strategic Research Team, Korea Optical Industry Promotion Agency

**❍ Mandatory document**

|  |  |  |  |
| --- | --- | --- | --- |
| **No.** | **Document** | **Format** | **FU** |
| 1 | **2024 Overseas Distribution Base Partnership Application Form** | Attachment 1 | Must be written in English or Korea |
| 2 | 2024 Overseas Distribution Base Partnership Project Plan | Attachment 2 |
| 3 | List of Optical Shops Owned  (Include detailed addresses for each store) | Attachment 3 |
| 4 | Pledge to Faithful Project Conduct | Attachment 4 |
| 5 | Business Certificate | - |
| 6 | Company Intoduction | - |
| 7 | Certificate of Import for Korean Eyewear | - |

|  |  |  |  |
| --- | --- | --- | --- |
| 3 |  | Notice |  |

· Disadvantages due to insufficient submission documents lie with the applicant company.

· If the submitted documents are found to be false, the selection of the applicant company will be cancelled.

· The contents stated in the submitted documents must be carried out if selected as a base company, and if this is not followed, the selection as a base company will be cancelled.

· Despite being selected as a base company for this project, if the company does not faithfully carry out the project requested by the headquarters, the selection will be cancelled.

· All submitted documents will not be returned.

· Any information acquired in the course of carrying out a project cannot be used or leaked to the outside without the consent of the foundation, and if this is violated, the applicant company will be liable for all damages.

· Even if matters are not described in this notice, matters deemed essential for project performance can be included in the scope of project performance, and companies selected as base companies must actively cooperate.

· You must respond to any request for correction or supplementation from our center regarding any insufficiencies in the application or required documents.

· After selecting a base company, if the company's unfair trading practices are discovered, it will be severely punished, including cancellation of support for the business, restrictions on future participation in the Promotion Agency's projects, and action to file a complaint.

|  |  |  |  |
| --- | --- | --- | --- |
| 4 |  | Contact |  |

**❍ KOIA | Moon Soyoung** Assistant manager , Strategic Research Dept.

· Contact : +82 53-350-7854, Email : [msy@koia.or.kr](mailto:msy@koia.or.kr)

[Attachment 1]

**2024 Overseas Distribution Base Partnership Application Form**

|  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Business Name** | | | | **2024 Overseas Distribution Base Partnership Project** | | | | | | |
| **Company**  **Information** | **Company Name** | | |  | | **CEO** | | **Name** |  | |
| **Nation** | | |  | | **E-Mail** |  | |
| **Office Address** | | |  | | **Established** | | |  | |
| **Website** | | | http:// | | **PIC** | | **Name** |  | |
| **Title** |  | |
| **E-Mail** |  | |
| **(B2C)**  **Owned Shop** | | | Yes □ (*number of stores owned*) /  No □ | | **(B2B) Trading Experience** | | | Yes □ (*number of transaction*) / No □ | |
| **Year** | | | **2021** | **2022** | | | | | **2023** |
| **Revenue** | | | USD | USD | | | | | USD |
| **Korean Eyewear Import Figure** | | | USD | USD | | | | | USD |
| **SNS** | **Instagram** | | http:// | | | | | | |
| **Facebook** | | http:// | | | | | | |
| **etc.** | | http:// | | | | | | |
| **Project Goal** | **Import Plan** | | **No. of Brand** | ( ) | | **Has participated in the same project before** | | | Yes □ / No □ | |
| **Import Plan** | ( )USD | |  | **Initial contract date** | | 2021. . . | |
| 〇 I agree to return the entire comission and support fund if forged documents or false information are later discovered in relation to this project  〇 I agree to be excluded from partnership if, despite the conclusion of the contract, the conduct or submission of needed information requested by the ordering organization is not fully accomplished within the period of the project. | | | | | | | | | | |
| As above, I apply to become a distribution base partner for the [2024 Overseas Distribution Base Partnership Project]. I hearby sign that there are no false information in the submitted application documents, and that I will fully commit to the project in order to achieve the goal.  2024. 05. .   |  |  | | --- | --- | | Company Name |  | | Name | (Signature) |   **Korea Optical Industry Agency** | | | | | | | | | | |

[[Attachment 2]

|  |
| --- |
|  |
| **2024 Overseas Distribution Base Partnership Plan** |
|  |

**󰊱 Applicant’s Strong Features**

※ The content below (in blue) is an example, please delete it and then fill it out.

|  |  |
| --- | --- |
| **구분** | **내용** |
| Company Introduction | *∙ Please briefly introduce your company* |
| Strong Features | *∙ Please write strong features or assets that shows the cooperativeness of your company in conducting localized marketing promotion of Korean eyewear* |
| Distribution Channel | *∙ Introduction to wholesale/retail distribution channels owned (Size, main characteristics of business partners, main customer pool, operation method or type)* |
| Reason for Application | *∙ Please write down why you applied for this project and what makes you the most adequate candidate.* |

󰊲 **Transaction Status and Plan**

· Korean Eyewear Import Status

|  |  |  |  |
| --- | --- | --- | --- |
|  | **2021** | **2022** | **2023** |
| Revenue | USD | USD | USD |
| Business Partner | 1. Company (Brand)  2.  3. | 1. Company (Brand)  2.  3. | 1. Company (Brand)  2.  3. |

※ Submission of annual transaction certification for the details in the table above is required.

**·** Import Plan of Korean Eyewear in 2024

|  |  |  |  |
| --- | --- | --- | --- |
| **No.** | **Company Name** | **Brand Name** | **Target Sales** |
| 1 |  |  | USD |
| 2 |  |  | USD |
| 3 |  |  | USD |
| 4 |  |  | USD |
| 5 |  |  | USD |
| Total Sum of Target Sales | | | USD |

※ It is required to submit supporting documents (invoice, income record certificate, etc.) confirming the annual income for the details in the table above.

**󰊳 Marketing Plan**

※ Please delete the example sentence below(in blue) before filling the box.

|  |  |  |  |
| --- | --- | --- | --- |
| **Plan** | **Detail** | **Promotion Schedule(plan)** | **Expected Expense** |
| *SNS* | *∙ SNS(Facebook, Instagram influencer* | *May~November* |  |
| *Sales Promotion* | *∙ Conduct offline sales promotion with 00% of discout event* |  |  |
| *Promotion upon wholesale partners* | *∙ promote korean eyewear brand to wholesale partners via mailing or business meeting* |  |  |
| 합계 | | |  |

※ Business must be carried out identically to the contents (company name and revenue target amount) listed in the table above.

**󰊴 Picture of Stores Owned**

|  |  |
| --- | --- |
|  |  |
| Exterior of Shop #1 | Interior of Shop #1 |
|  |  |
| K-Eyewear Pavillion | K-Eyewear Promotion |

※ I agree to report and consult with KOIA if there are any changes to the submitted information.

[Attachment 3] List of Optical Shops Owned (Include detailed addresses for each store)

※ Please fill out the Excel file format attached to the notice

※ Please write detailed information about B2C stores litsed in [Attachment 1] including address.

[Attachment 4]

**Pledge to Faithful Project Conduct**

|  |  |
| --- | --- |
| **Project** | 2024 Oversease Distribution Base Partnership |
| **Duration** | 2024. 05. ~ 11.(7 months) |

**I pledge to comply with the following provisions in relation to the 「2024 Overseas Distribution Base」 project.**

1. I understand and accept all conditions regarding participation of the project and will submit application and related documents. In the event of any falsification, forgery, or falsification of this, I will accept any disadvantages followed.

2. Matters related to the above work will be handled as confidential and will not be exposed to whom irrelevant to the project without permission. Information acquired during the project period will not be provided to an external organization under any circumstances without the consent of your organization.

3. I acknowledge that all authority related to business selection belongs to KOIA organization, we will not raise any objections to the results of business selection, and if our company is selected as a business, we will comply with the contents of the application and performance plan submitted and adhere to the principle of good faith. We will cooperate accordingly.

4. In participating as a company (organization) executing this project, we will comply with all instructions from your organization in accordance with the law.

5. In case of violation of the above provisions, we will assume all civil and criminal liability, including compensation for damages.

6. I agree to operate the business according to the submitted business application and plan, and if changes are unavoidable, I agree to proceed after prior consultation with the Korea Optical Industry Promotion Agency.

|  |  |  |
| --- | --- | --- |
| **Company** | | **Name** |
|  | |  |
| **Address** |  | |

May 00th, 2024

Name: (Signature)