

NAMSUN GTL CO., LTD.

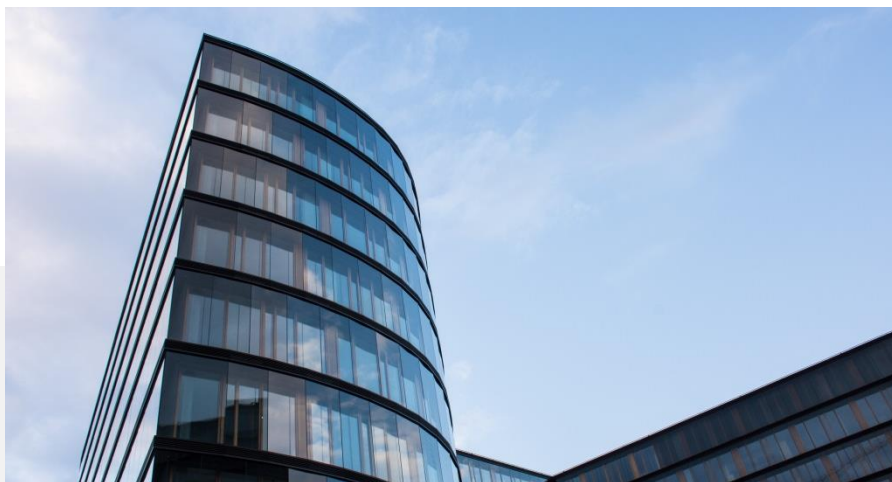
Business Introduction

Exporting 'Korean Style and Taste' to the world
Global-era partners with a lot of export experience
Business platform, professional trading co.

NAMSUN GTL CO., LTD.

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Company introduction



NAMSUN GTL CO., LTD

Business field	Online Marketing, Global Business
Representative	Ju yong Jae
Establishment	November 12, 1996
Address	9, GYODONG0RO, SANGDANG-KU, CHEONGJU, CHUNGCHEONGBUK-DO, REPUBLIC OF KOREA
TEL	82-43-229-5500

• Global Business

Global Trade

- Fresh agricultural and processed food, Traditional food, organic food.
- Leading company in exports of consumer goods.

International multimodal Transport

- First international multimodal Transport company in the Central region.

Overseas business

- Global Market Development (GMD).
- The Central Government, Local Governments and Related Institutions Partnership Agreement Project.
- Special Overseas Promotion and Market Development.

• Online Marketing

Online marketing

- Open market 'Cheongpung Myeongwol Market', 'Frim&Farm', social commerce.
- Overseas Online Marketing

TV home shopping business

- Sales Broadcasting & Catalogues / Fresh Agriculture, Livestock and Processed Food.
- Design Center & Studio Operation

Developing digital content and creating web designs

Introduction | GTL

○ 1990s

- **1993** NAMSUN-Trans midline Open
Becoming the first International multimodal Transport Company In CHUNGCHENGBUK-DO, start international logistics and trade operations.
- **1996** Establishment of **SDV-NAMSUN**
Agreement on Business with SDV
(Bollore Technoloies Group, France)
- **1999** Agreement on International Trade with CHUNGCHENGBUK-DO.
Changed to '**NAMSUN GTL CO., LTD.**'

○ 2000 ~ 2010

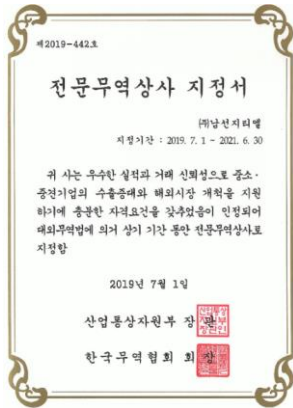
- **2000** Business agreement with the Korea International Trade Association.
- **2006** The establishment of **the Online marketing.**
- **2007** Launch excellent agri-food home shopping sales. Supervised/localized, Nonghyup and producers. Register 'Hyundai Home Shopping' partner company Register 'agri-fishery home shopping' partner company
- **2008** Building an 「e-bay-Gmarket」 brand market Operation of 'Cheongpung Myeongwol Market' in CHUNGCHENGBUK-DO government.
- **2009** Registering partners with CJ-Home Shopping
- **2010** Construction and operation of "Cheongpung Myeongwol Market" in the brand market of 「Auction」
Construction and operation of "Cheongpung Myeongwol Market" in the brand market of 「11st」

○ 2011 ~ 2020

- **2011** Declaration of '**High Trust Organization**'.
Selection of promising small and medium-sized enterprises for export.
- **2012** CCM (Consumer-Oriented) Excellent **Entrepreneurship Certificate.**
<Fair Trade Commission>
- **2013** eBay e-Marketing Fair CHUNGCHENGBUK-DO Grand Prize
Register 'Home & Shopping' partner company.
- **2014** Agro-Food Export Integrated Marketing Agreement
ISO 9001 Quality Management Certification, MAIN-BIZ

CCM (Consumer-Oriented Management) Excellent Entrepreneurship Certificate <Fair Trade Commission>

Designation of professional trading companies and designation of promising small and medium-sized enterprises for export
- **2015** Operate 'Chungbuk Excellent Product Sales Online Shop' Implementation of 'Chungbuk Village Enterprise Promotion Support Project'
- **2016** Ebay e-Marketing Fair **Grand Prize in CHUNG-BUK**
eBay e-Marketing Fair **Award for Excellence in Cheongju**
- **2018 ~ 2019** Food and Rural Affairs Selected aT Voucher.
Selection of the operating officer for the overseas Antena Shop of Chungbuk agri-dong.
Kakao commerce and Local Government Agreement.
Host a total of 250 overseas special sales exhibitions.



Professional trading co., Ltd.



Main Biz



GDM Specification



Management Innovation



SUMISUN Brand



KOGRA Brand



AI-goods Brand



Alji Brand

A brand specializing
in export goods



Organic & Local
Brand



Online professional
Brand





Overseas market development

pear, apple, grape, peach, melon, strawberry, sweet persimmon, etc
Fresh agricultural products, rice, ginseng,
processed foods bio and organic foods,
Functional health foods, overseas marketing of
industrial products (such as household goods)



Major Export Area

Southeast Asia (Taiwan, Indonesia, Malaysia,
Japan, Hong Kong),
North America (US, Canada)
Europe (Germany, England, Slovakia,
Netherlands, etc.)
Oceania (New Zealand, Australia)



Overseas Special Offers Exhibition

Korea Agro-Fisheries & Food Special Exhibition,
a special exhibition/self-governing body, at,
institution, etc. of Korean products
North America, Europe, Southeast Asia, Oceania, etc.
Organized more than 200 times in 20 countries

Internet Shopping mall Open Market Brand Shop

Developing online marketing products, creating content and establishing/consulting a sales shop



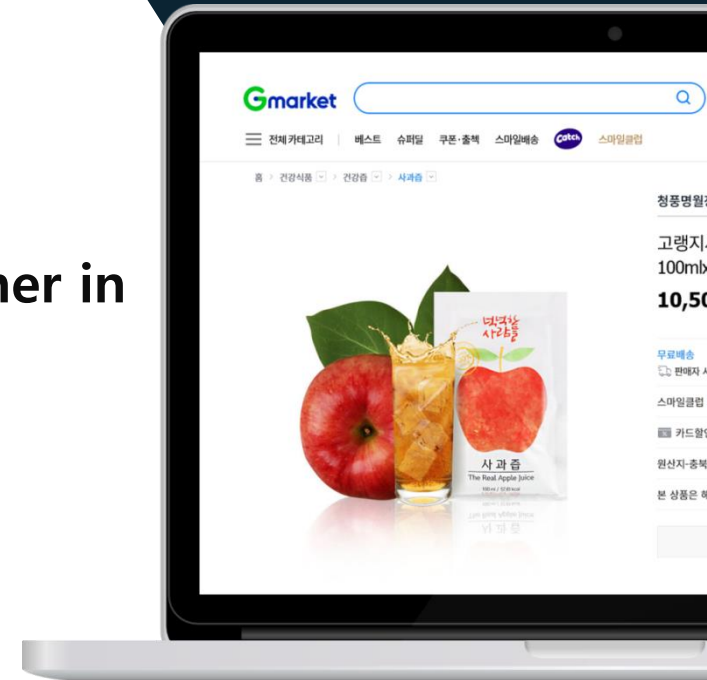
Gmarket AUCTION. 11

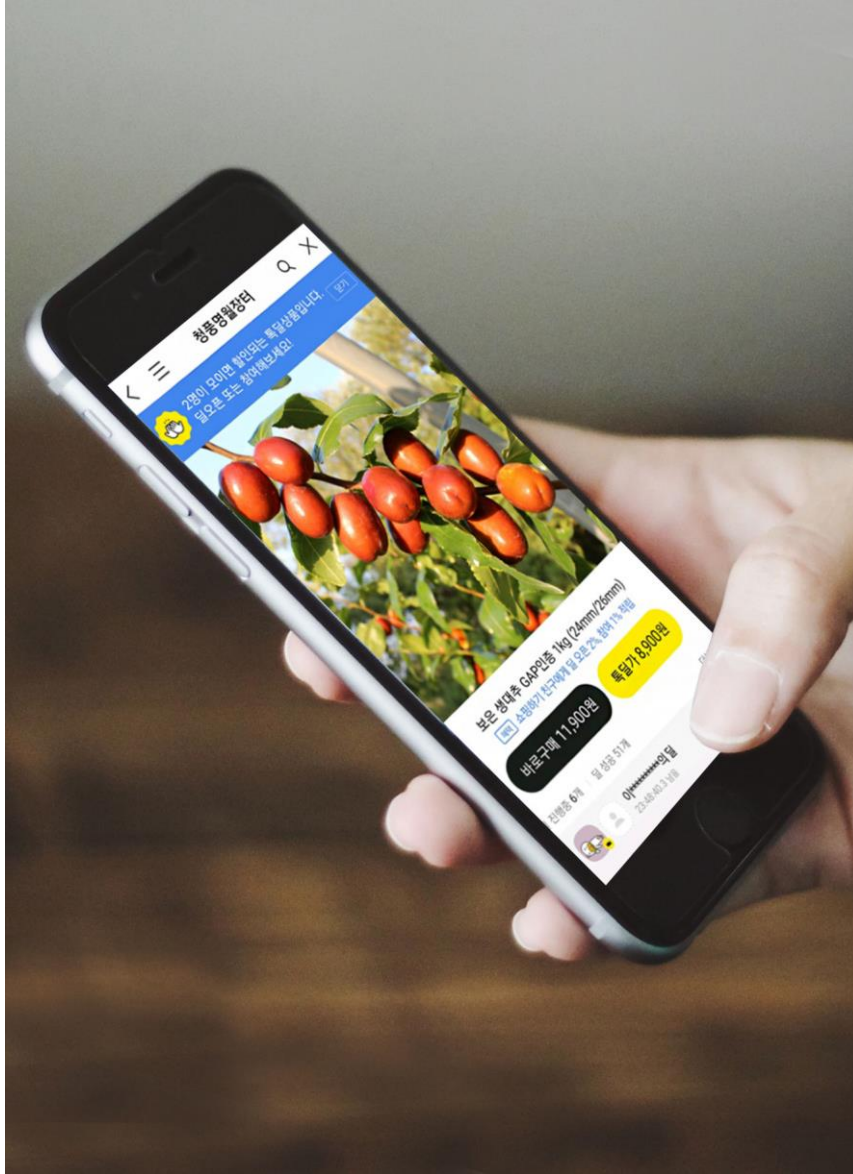
Approved by NS Home Shopping and other Korea Communications Commission a partner in 7 major home shopping companies.

specializing in agriculture, livestock, fisheries and processed foods
(Finding new products and professional marketing)

Rice, Mixed grains, red pepper powder, chestnuts, health functional foods, etc

Side dishes, grain syrup, chicken breasts, kimchi, processed foods, herbal
And health functional foods, etc. Catalog business.





Social Commerce Online Marketing

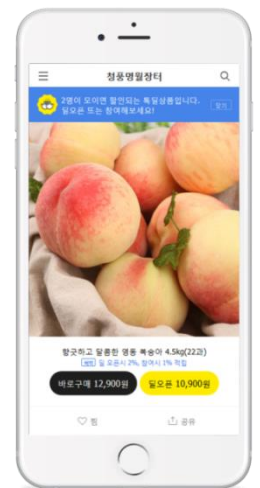
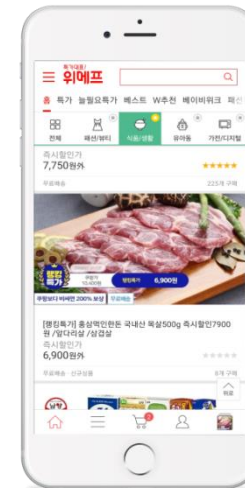
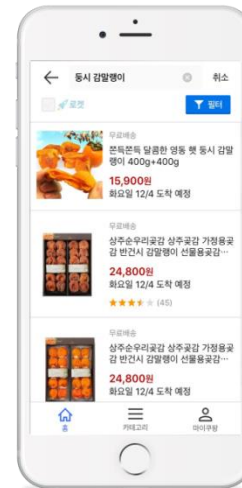
Ex) Wemakeprice, Kakao commerce, mobile web.

SOCIAL + *최정통이마켓*

특가대표!
위메프

coupang

kakao



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Global Business Team

Major Export Item | GT

■ Fresh Agricultural Products



Major Export Item | GTL

■ Food



Laver



Red ginseng



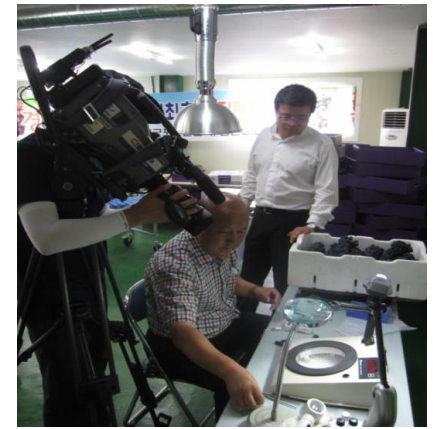
Kimchi



Processed Food

Performance Content | GTL

■ OKCHEON Grapes – First Export to New Zealand



■ Present a YEONGDONG Pear to the Queen of England

[충북]영동배, 영국왕실에 가다...영동배연구회, 신고배 전달

입력 2004-12-22 20:40 수정 2009-10-09 09:33



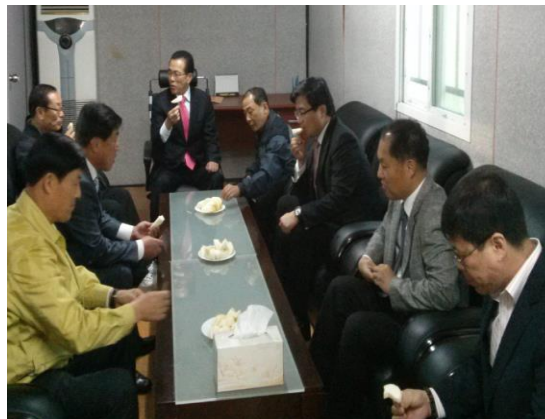
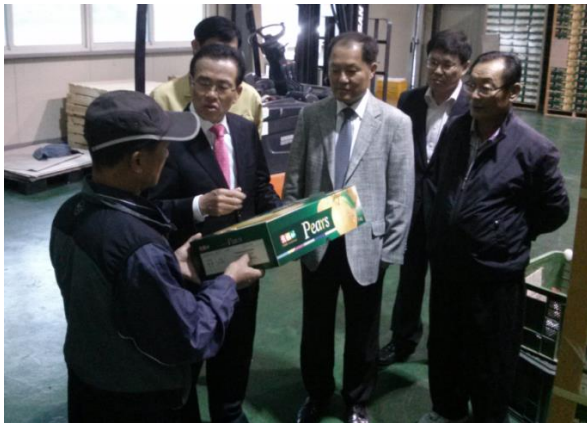
영국여왕에 영동배 선물

[중앙일보] 입력 2004.12.21 20:31 | [종합 14면](#) [지면보기](#) ▶



Performance Content | GIL

- BUYONG GEUMGANG PEAR FARMING Association Corporation
 - Exports to the U.S. Market



■ Fresh Ginseng Export



Overseas Specialty Exhibition | GIL

■ Antenna Shop

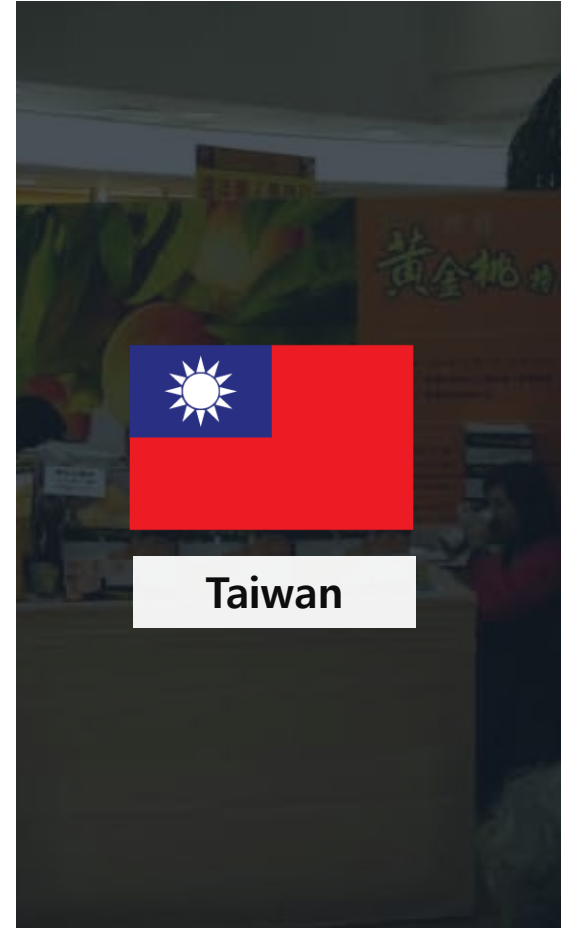
■ Our company's high business feasibility, many years with excellent examples.



Local SNS Promotion Marketing



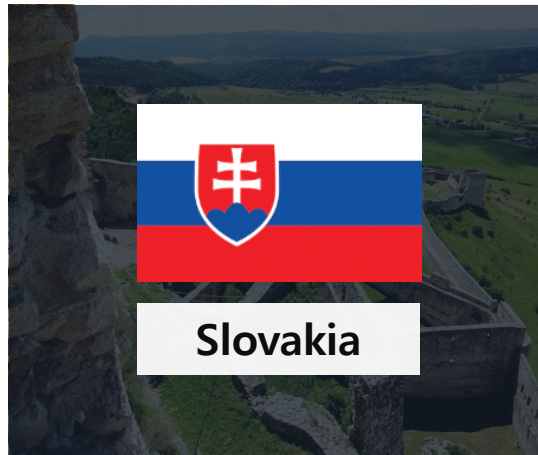
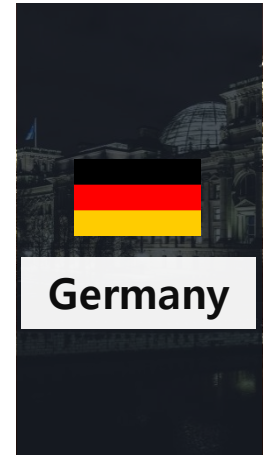
Example 1 | GIL



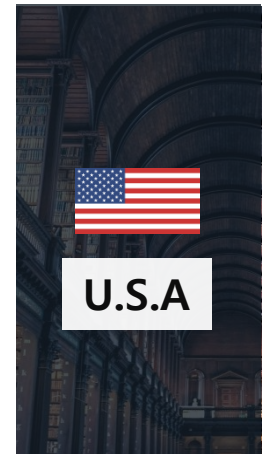
Example 2 | GIL



Example 3 | GTL



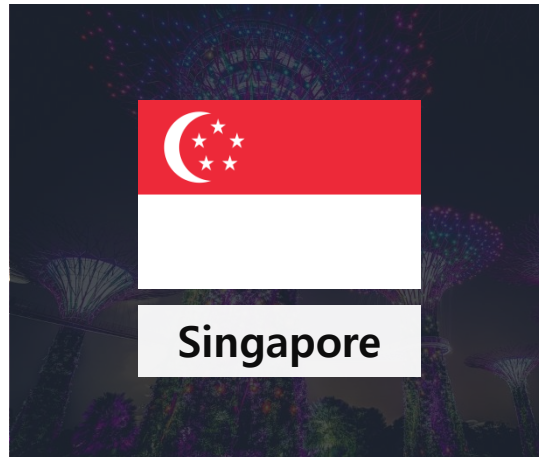
Example 4 | GIL



Example 5 | Git



Vietnam



Singapore



Local
SNS
Marketing

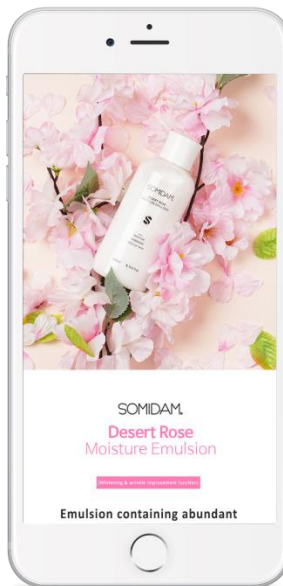
Overseas Online Business | GIL

Continued in 2018,2019.

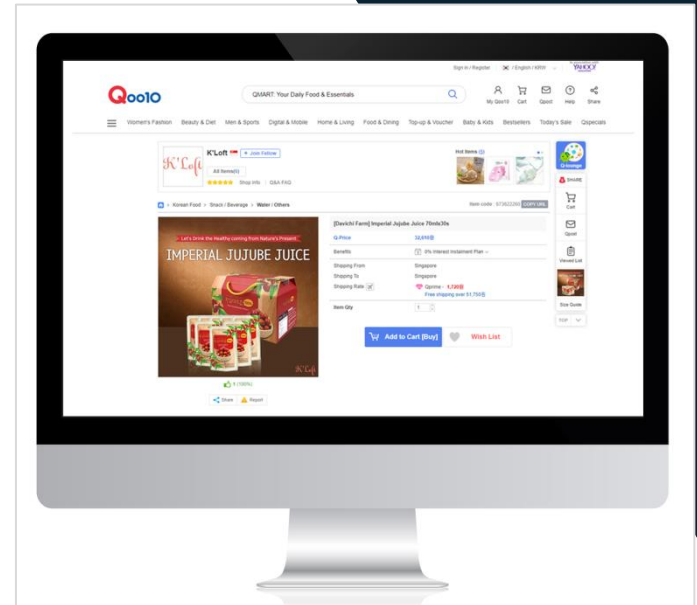
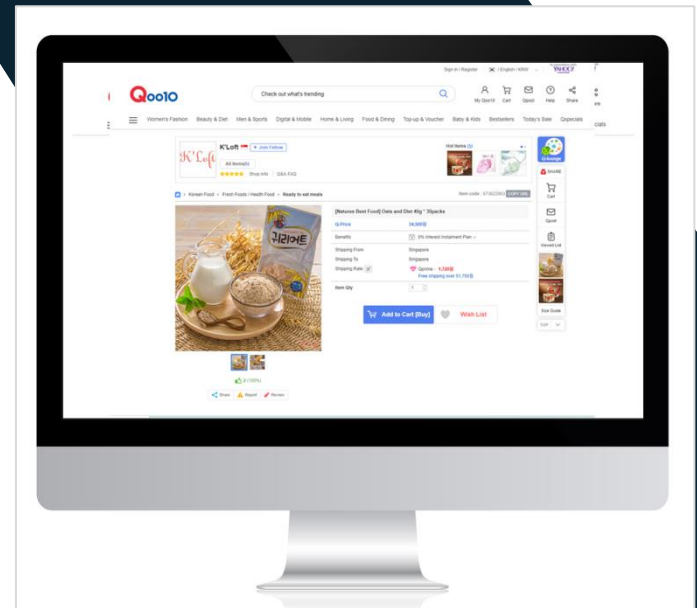
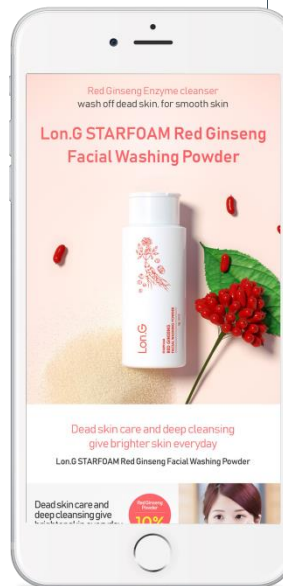
MD-125



Somidam



Lon.G



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Local Business Team

Local Online Marketing | GIL

On major online markets
**Entry of local
agricultural products**

Trough the joint marketing
**Securing Consumer
Confidence**

By synergy between products
**Expected
sales growth**

생명과 태양의 땅
충청북도

충청북도 11개 시·군의 엄선된
우수 농특산물을 지금 만나보세요!





01 | Product discovery



02 | Make a Page



03 | Registration/OC



04 | Marketing/MD



05 | Delivery/CS



06 | Calculate

Award Performance

Agri-food section Grand Prize

- 2016 CHUNGCHEONGBUK-DO

Colligation Grand Prize

- 2009 CHUNGCHEONGBUK-DO
- 2010 CHEONGWON-GUN
- 2013년 CHUNGCHEONGBUK-DO

Grand Prize

- 2012 CHUNGCHEONGBUK-DO
- 2014 CHUNGCHEONGBUK-DO
- 2015 CHUNGCHEONGBUK-DO
- 2016 CHUNGJU

최우수상

- 2010 CHUNGCHEONGBUK-DO, BOEUN-GUN
- 2011 CHUNGCHEONGBUK-DO, CHEONGWON-GUN
- 2012 CHUNGJU, GOESAN-GUN, OKCHEON-GUN



Marketing Success Story | GIL



JeCheon

Apple juice/A dimple apple

- A flawed apple is a friendly name for the "Dimple apple"
Increase consumer buying response
- New product planning helps farmers increase sales.



Marketing Success Story | GIL



YeongDong grapes

- Shocking! Grapes can be delivered! patented levitation packing method
- Since the launch of G-Market in 2009, Grape #1 for the third consecutive year
- Online Marketing of agricultural products
#1 in a number of media coverage as a representative success story



Patent number

No.10-0834268



Marketing Success Story | GIL



EumSeong

A full Watermelon

- Introduction of Watermelon Exclusive Delivery Box
- Reduced delivery costs increase competitiveness
- Increase customer satisfaction to increase repurchase rate
- Eumseong 'Daolchan' Brand Promotion



다올찬은 '매우 알차고 아무지다'라는 뜻의
(물차다)와 '풍성하고 많다'는 (다)자를
합성하여 만든 농부 윤성근 농협 통합
공동브랜드입니다.



Marketing Success Story | GIL



Chungju/Y.D/E.S

Peach

- Only excellent peaches of Chungju, Yeongdong, and Eumseong will be donated to increase sales due to increased consumer confidence.
- Satisfy consumer needs through constant product management and supply of various varieties by time.
- Product delivery safely through development of exclusive boxes
- Regional Brand Image Inventory



THANK YOU

'한국의 멋과 맛'을 전 세계로 수출하는
풍부한 유통경험이 바탕 된 회사, 온라인마케팅 선도 기업

(주)남선지티엘 043 299 5500