

**T.I.G.E.R.**

**Focus of SMBA's 2010 International  
Trade Promotion Policies**



# T.I.G.E.R.: Focus of SMBA's 2010 International Trade Promotion Policies

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The keyword of the Korean government's ministerial policy direction for 2010 is job creation in the wake of last year's focus on survival amid the global economic crisis.

Under the current industrial landscape, job creation does not necessarily accompany big enterprise growth. Therefore, SMEs are now in the driver's seat in the national drive to generate job opportunities.

International trade is the fuel for Korean SME development, which is vital for balanced and sustainable growth. As a matter of fact, outward-looking trade policies in the early 1960s provided the foundation for Korea's fast-track economic growth that transformed the country from a state of absolute poverty into its present industrialized nation status.



**T**ake-off via International Trade

**I**n-the-Same-Boat-Spirit Global Partnership

**G**row Hidden Global Champions

**E**xplore Blue Chips

**R**einforce Strategies & Systems



At that time, such world-renowned names currently as Samsung, Hyundai, LG and others were considered to be at the small and medium company level. And now is the time to implement a second wave of outward-looking policies centering on today's SMEs.

Invigorating SMEs through an expansion of access to global markets is a flaming issue for not only Korea but for countries around the world. For example, just 20 years after its founding, APEC, encompassing a majority of the G20 members, has charted a new growth paradigm, adding the new concept of "inclusive growth" to its previous "sustainable growth" objective.

Against this backdrop, international trade promotion is considered a priority to leverage the successful operation of SME policies and at the same time leading to the achievement of the national goal of another takeoff to better the lives of all peoples concerned.

In this Year of the Tiger, a symbol of power and vigor in Korean traditional culture, SMBA's international trade promotion policy package can be briefly explained with the initials of tiger: Take-off via International Trade, In-the-Same-Boat-Spirit Global Partnership, Grow Hidden Global Champions, Explore Blue Chips, Reinforce Strategies & Systems.

#### **Take-off via International Trade**

The year 2010 offers a momentous opportunity to launch a second wave of outward-looking trade policies that will guide domestic-demand-oriented companies along the path to international market advances. SMBA's innovative and creative policy package has the goal of identifying and fostering 2,400 promising trade enterprises.

Elements of the SMBA package will reinforce international business infrastructures, such as practical trade education, product and market analyses and information access and availability. To help carry out this initiative, SMBA will upgrade the services and systems at its 11 nationwide trade support centers.

The "Internationalize SMEs" program includes overseas exhibition participation (300), trade mission dispatch (10) and on-line links to overseas buyers (165,000 items).

### **In-the-Same-Boat-Spirit Global Partnership**

Promoting a win-win spirit in the international trade arena, SMBA's policies feature closer cooperation, collaboration and coordination on a multilateral and bilateral basis.

In collaboration with the Asia-Europe Meeting (ASEM), SMBA will host the ASEM Forum on Green Growth & SMEs May 6-8 in Seoul to achieve policy and information exchanges designed to boost SME involvement in green industry fields.

Meanwhile, via the APEC SME Innovation Center, headquartered in Seoul, SMBA will continue to be an active player in APEC's SME innovation drive. In this context, Korea is poised to share its innovation expertise with member economies. Providing management consulting is one of the practical ways that SMBA is able to share and snowball the benefits with SMEs across the world.

Moreover, SMBA plans to dispatch SME policy groups to developing countries to provide SME development know-how and expertise tailored to the needs and situations in each nation.

In addition to enhanced cooperation in a multilateral setting, SMBA will make strong efforts to establish and reinforce bilateral cooperation, organizing, for instance, regular meetings with neighboring countries like China and Japan.

### **Grow Hidden Global Champions**

As a means to inject greater dynamism into the economy, SMBA intends to intensively support 300 potential hidden global champions. It will partner



with the private sector to form task forces that will provide effective support for promising trade-oriented SMEs. Furthermore, a Global Support Center will be established in Seoul's Digital Media City to support those enterprises specializing in IT and digital media.

### Explore Blue Chips

To develop forward-looking opportunities, SMBA will work to identify and nurture promising products, services, enterprises and channels in the global market. It intends to conduct surveys for 250 items with international market potential and disseminate its analyses.

The SME marketing infrastructure will be linked with an R&D support program. The combination of marketing and R&D support is expected to create 300 blue chip fields this year.

### Reinforce Strategies & Systems

As a cheerleader for international trading activities, SMBA plans to reinforce its network linking local areas with overseas markets. As part of this effort, it will form and operate a trade promotion consortium that will concentrate on specific items and countries to fuel fruitful and productive opportunities.

SMBA will beef up its collaboration with Korean expatriate organizations such as the World Federation of Overseas Korean Traders' Association (OKTA), International Network of Korean Enterprises (INKE) and 95 individual private enterprises in 24 countries.

| Dr. Yoosook Kim Curriculum Vitae |  |                                     |                      |
|----------------------------------|--|-------------------------------------|----------------------|
| <i>Educational Background</i>    |  |                                     |                      |
| Degree                           | Year   | Institution and Country             | Major Field of Study |
| Ph.D.                            | 1994   | University of California, San Diego | Chemistry            |
| BSc.                             | 1983   | Yonsei Univ., Seoul                 | Chemistry            |
| <i>Professional Experience</i>   |  |                                     |                      |
| Period                           | Organization                                     |                                     | Position             |
| 2007. 5~present                  | Small and Medium Business Administration         |                                     | Director             |
| 2005.10~2007. 5                  | Headquarters of Daedeok Innopolis                |                                     | Director             |
| 1996. 8~2005.10                  | Korea Institute of Geology and Mineral Resources |                                     | Director             |
| 1995. 3~1996. 8                  | Korea Research Institute of Standards & Science  |                                     | S. Researcher        |
| 1994. 4~1994.12                  | University of California, San Diego              |                                     | Post-Doc.            |
| 1989. 9~1994. 4                  | University of California, San Diego              |                                     | TA/RA                |
| 1984. 2~1986. 3                  | AeKyung Ltd.                                     |                                     | Researcher           |
| 1982.12~1984. 2                  | Julia Cosmetics, Ltd.                            |                                     | Researcher           |