



South Korea is Open for Your Business

U.S. Commercial Service Cable TV Trade Mission

South Korea continues to have a fast-growing and increasingly market-driven economy. Nowhere is this more evident than in its booming cable industry, where demand for programming and digital content is on the rise. One of the world's most wired countries, Korea is an attractive market for U.S. companies thanks to rapidly evolving technology, increased consumer demand and government initiatives. To help U.S. firms leverage these opportunities, the U.S. Commercial Service will lead a trade mission to Seoul June 3–5.

Connect to opportunities in the South Korean cable industry.

This mission will take place in conjunction with the 2009 Korea Cable TV Association Trade Show. Participants will benefit from one-on-one business matchmaking appointments with prospective agents, distributors, and end-users; updates on major projects; Embassy briefings on doing business in Korea; and networking events.

Why South Korea?

- **Huge market.** Korean cable television has an audience of over 12 million households, with 103 cable system operators (SOs) transmitting content throughout the country.
- **Digital revolution.** With analog broadcasting service slated to cease by 2012, Korean cable SOs and program providers are now focused on digitizing their broadcasting facilities.
- **More competition.** Korea's 10 Multi-System Operators (including over 70 individual system operators), who used to play intermediary roles, will now purchase, produce, and air content.
- **Technology-driven demand.** The rise in Direct-to-Home services and the advent of Internet Protocol Television and Digital Multimedia Broadcasting have generated tremendous demand for programming content.

Apply Now

www.export.gov/ICTkoreamission

Date: June 3–5, 2009

Venue: Seoul, Korea

Deadline: April 24, 2009

Cost:

- \$2,375 for small and medium enterprises (fewer than 500 employees)
- \$3,565 for large firms
- \$350 for each additional firm representative
- Expenses for travel, lodging, most meals, and incidentals will be the responsibility of each mission participant

U.S. Commercial Service—Connecting you to global markets.

