



FRANKFURT · SEOUL

WWW.KONON.EU

A wide-angle photograph of the Frankfurt skyline at dusk. The sky is a mix of orange, pink, and blue. Several tall skyscrapers are visible, with the most prominent one on the left having a blue glass facade and a dark logo near the top. Other buildings of varying heights and architectural styles fill the rest of the frame.

FRANKFURT

A wide-angle photograph of the Seoul skyline at dusk. The sky is a mix of orange, pink, and blue. The most prominent feature is the Lotte World Tower, a tall, slender skyscraper with a blue glass facade, which stands out against the sky. Other buildings of varying heights and architectural styles fill the rest of the frame.

SEOUL

WHY DO BUSINESS IN KOREA?

- ✔ A population of 52 million people is awaiting your products.
- ✔ It is the 11th largest economy in the world.
- ✔ The Beauty & Personal Care market amounts to 10.1 billion EUR.
- ✔ There is a free trade agreement with the EU since 2009.
- ✔ Koreans love to consume, it is a true consumer society.
- ✔ You reach almost half of the consumers in the dense metropolitan area of Seoul.



WHAT WE DO?

Your products are not yet sold in Korea? We can bring you there and get your business going.

Florian Gablenz, German and Korean speaking is in Seoul to represent you.

Beauty & Personal Care, Supplements and Food are the categories we handle.

Legally, we are a sales agent. Technically we function as a salesperson. We take care of the Korean market.

You are not happy with your existing importer/distributor? Let's find a new one for you.

We advise; we don't decide. We represent, but don't act on behalf of you. We mediate, we don't take over. We assist and support you at all times!

You need support on-site because of travel limitations? We are there for you whenever you need us.

We neither export, nor import, we connect and look to maximize your profits!

The Korean market is a black-box (mystery) for you? We know this market inside out! We can supply market data and trade information, pictures and reports.

We leverage the direct relationship between you and the local importer.

BENEFITS OF WORKING WITH US

We speak your native language and breathe German culture.

We screen potential partners by utilizing background checks and select the best match out of many.

We permanently search for ways of increasing your revenue because we are in it together.

At the same time, we speak your clients language and understand local challenges.

We both support you and mediate on-site to enable mutual synergies for a better business result.

We represent various brands (but not your direct competitors) and utilize network effects for your benefit.

Simple and fair pricing model: transparent, neither hidden costs, nor overheads.

If necessary, we replace your existing partner with a new one that better fulfills your expectations in terms of performance.

We work together with you to ensure that the business approach to the Korean Market is perceived locally as being competent, convincing and viable. We are 365 days on-site.

**YOU ARE IN
GOOD COMPANY.**

Jean&Len
OHNE GEDØNS*

dalli

VANDINI

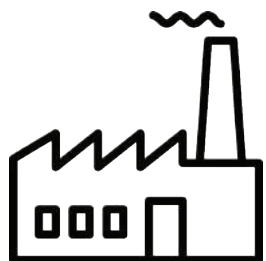
LA BIOSTHETIQUE®
PARIS


1825 **dreiturm**
hygiene, health and beauty


oyess
LOVING NATURE

**ANNEMARIE
BÖRLIND**
NATURAL BEAUTY

HOW TO WORK WITH US?



MANUFACTURER/BRAND



BRIDGE BUILDER



IMPORTER/DISTRIBUTOR

TRANSFER OF PRODUCTS:

The importer arrange a forwarder that picks up the goods at your warehouse (EXW) and ships them via air/- sea freight to Korea

PAYMENT TERMS:

The importer pays your goods either cash in advance (T/T) or by L/C

CONTRACTS:

(1) sales agent agreement - which ensures that KONON benefits from later transactions between You and the importer (2) exclusive distribution agreement - which grants exclusive distribution rights in the Korean market to the importer based on a sales target

YOU		KONON	KOREAN IMPORTER
✓ Export documentation	✓ provide export papers	✓ provide assistance on necessary documents	
✓ Shipping, customs clearance			✓ assigns a local forwarder
✓ Warehousing, inventory control			
✓ Claim management			
✓ Product registration	✓ provide documents	✓ brief on document requirements	✓ register with local KFDA
✓ Product labeling			
✓ Brand image control, pricing supervision			
✓ Competitor analysis			
✓ Assortment selection	✓ your recommendation		
✓ Marketing campaigns			
✓ Supply B2B & consumers			

ONLINE SALES CHANNELS OUR IMPORTERS COVER



OFFLINE SALES CHANNELS OUR IMPORTERS COVER

Representation in prestigious offline channels is still important for overall brand success.

OLIVE  YOUNG

LOHBS 

LOTTE
DEPARTMENT STORE



 LOTTE Mart

GS25

lalavla

COSTCO
WHOLESALE

emart

 SHINSEGAE

 Home plus



the Galleria

THE SHILLA
duty free

WHO WE ARE



ULRICH MAITH

Owner & Senior Partner

PHONE:
+49 172 212 4711

EMAIL:
maith@konon.eu



FLORIAN GABLENZ

Managing Director

PHONE:
+82 10 8463 9044

EMAIL:
gablenz@konon.eu



HENRY CALLAGHAN

Managing Partner

PHONE:
+49 162 730 4217

EMAIL:
callaghan@konon.eu

ULRICH MAITH

- ✎ 15 years executive board member at Germany's no. 1 drugstore: dm drugstore
- ✎ Built up the famous brand BALEA and more than 15 other house brands for dm
- ✎ Launched more than 20 thousand private brand products in his career
- ✎ Executive level at oral care company BLENDAX (before P&G's merger & acquisition)
- ✎ Executive level at 4711, the most famous and tradition-rich German fragrance house
- ✎ Recently relaunched around 15 private brands with hundreds of products as head of private label department at ROSSMANN

FLORIAN GABLENZ

- ✎ Studied at 3 Korean universities and worked in Seoul for over 2 years
- ✎ Developed, sold and launched the K-Beauty brand "SUNSU by ISANA" exclusively at ROSSMANN
- ✎ Established the ROSSMANN cross-border ecommerce mall in Korea at his time as an employee at Germany's 2nd largest drugstore chain
- ✎ Successfully developed the lifestyle condom brand KUGELSICHER

HENRY CALLAGHAN

- ✎ Founded sanotact (HK) Ltd. in a JV in 2008 and built a team of 18 employees with 7 million Euro turnover in 2014
- ✎ Former international sales director at sanotact GmbH (2016 – 2020)
- ✎ Asian expert with more than 20 years experience in the Asian markets and culture
- ✎ Owner of Callaghan International GmbH, specialised in branded Health and Beauty products
- ✎ Partner in V&C Trade GmbH, specialised in online sales

SIMPLE PRICING MODEL.

FLAT SERVICE FEE:

Moderate monthly recurring fee only for a period of the initial 6 months, starting at the point when you mandate us. This fee ensures a functioning infrastructure and serves as a small compensation for the phase without transactions. ***Only for clients without an existing importer.**

COMMISSION:

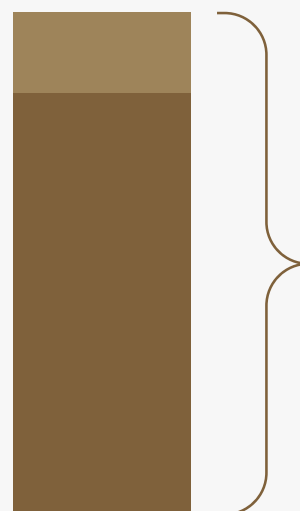
Recurring fee that becomes due each time the Korean importer purchases from You. The fee is set case by case depending on product category and expected volume. We always invoice you afterwards.

COMMISSION

The amount we invoice you after purchase is completed is added on top beforehand.

EXPORT PRICE (EXW)

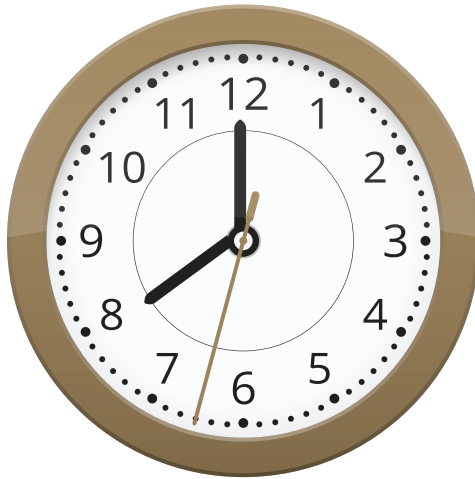
Your target export price.



DISTRIBUTOR PRICE

The amount the Korean importer pays to You.

CEST 8:00 AM GERMANY



KST 15:00 PM KOREA



**WHEN YOU START YOUR DAY, WE ARE ALMOST DONE.
ALWAYS A STEP CLOSER TO YOUR SUCCESS.**



FRANKFURT · SEOUL

GET TO KNOW US

Drop us a line: hello@konon.eu

Give us a call: +49 162 730 4217

KONON GmbH | Taunusanlage 8 | 60329 Frankfurt am Main |
Germany

www.konon.eu | Commercial Register: HRB Frankfurt am Main
114909 | VAT ID: DE 324594848 | Tax ID: 04523763138 | Re-
presented by Managing Director: Florian Gablenz