

# A study on the Korea's global e-Trade marketing spreading strategy

## 글로벌 전자무역 마케팅 확산전략에 대한 연구

Yong-Hwan, Park\* · Seung-Kwan, Lee\*\*

### 요 약

최근 정보기술을 활용하여 무역의 효율을 극대화하고 있다. 이를 위해 전자무역(e-Trade)을 활용하여, 고효율의 글로벌 마케팅을 적극 추진하고 있다. 기존 종합상사의 기능고도화를 목적으로 e무역상사가 등장하여, 새로운 마케팅을 적극 추진하고 있다. 이를 위해서는 계약체결이전의 바이어 발굴 등 마케팅의 고도화가 전자무역을 통해 활성화되고 있으며, 계약체결이후의 운송, 보험, 결제 등의 전자화도 적극 추진하고 있다. 이와 관련하여 e무역상사의 글로벌 마케팅 추진현황을 살펴보고, 향후 지식형 전자무역을 가능하게 해주고 있는 전자무역의 확산을 위한 전략적 제언을 하고자 한다.

## 1. Introduction

Due to the high-rise of IT(Information Technology) industries, Korea has been took the leading role in the regional or global economic collaborative projects such as PAA (Pan-Asian e-commerce Alliance) and Korea Japan e-trading project. Moreover, most of global e-commerce or e-trade solution providers, such as BOLERO(Bill of Lading Electronic Registry Organization) or TradeCard, took the Korean market as a marketing test bed or a targeting market. So, Korean government has promoted the use of Internet by encouraging

competition among service providers who supply different access networks such as VDSL, Cable Modem and Ethernet, taking into account the high density of housing in Korea. As a result, 50% of the population, or approximately 27 million people, are actively using the Internet for online public service, e-commerce, online stock trading and games. According to the forecast of Forrester Research, e-Trade through the global e-marketplace could reach up to 400billion dollar in 2004 from 0.8 billion dollar in 2000. However, as, shown in the figure 1, e-market export index of Korea ranks the 44th in the world. Korea is far behind in the ranks, compared with United States, even India and Thailand. This eMEI simply reflects the fact and the policies of Korean government could promote the e-Trade environment and market

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conditions in legal and infrastructure terms, but not much of business itself. Considering the limits of e-Trade promotion policies till now, the government should change its role to enhance the marketability of the policies.

## II. Characteristics of e-Trade and the e-Trade in Korea

### 2.1. Literature Review

The term of e-Trade can be defined as the global transaction with the partial or complete utilization of digital tools such as computer and internet. Since the international trade consists of the collation among the related parties such as exporter, importer, banker, transporter, insurance companies and customs, global e-Trade itself implies the electronic business based on the collaborative transaction in Cyber space. Even if there are few researches concerning global e-Trade, most of B2B theories and collaborative e-business studies could be merged into the global framework of the research (Kaplan and Sawhney 2000); Wise and Morrison 2000; McAfee 2000). Based on this line of reasoning, most of theories on the effective factors for global e-Trade practice could be summarized with three categories: legal and policy-oriented environment, marketing strategies, and IT infrastructure and technologies in their representative arguments. Since these categories represent the basic

elements for e-business, it is true that the effective factors to exercise e-Trade should be based on these elements as well.(Nath, R.; Akmanligil, M.; Hjelm, K.; Sakaguchi, T., 1998). IT infra and technical platform is also essential element for the effective e-Trade. Global e-Trade involves many parties. The diverse global platforms could allow importers, exporters, banks, shippers and customs to work together by a vast of electronic documentation(Masseti, B. and Zumud, R.W., 1996).

### 2.2. Definition and Characteristics of E-trade

E-trade, also known as 'paperless trade', is considered to be one of the main parts of themore commonly used terminology, 'electronic commerce' or 'e-business'. It can be simply defined as the process of transacting international trade electronically. Besides, the term of "e-Trade" can be defined as the global transaction with the partial or complet utilization of digital tools such as computer and information network. E-trade takes different shapes from those of conventional trade in many respects. As shown in <Table 1>, e-trade has many advantages over the conventional. The e-trade enables collecting information and marketing at lower cost and at higher speed than the conventional does.

<Table 1> Comparison of Conventional Trade and Electronic Trade

	Conventional Trade	Electronic Trade
Information Collection	Visit to Institution Paper Directory	Internet Search for Buyers And Sellers Mailing List
Trading Channel	Firm Agent - Firm	Firm - Agent - Firm B2B (Firm to Firm) B2C (firm to Consumer)
Business Hour	8 hours on average	24 hours
Response to Consumer Needs	Delayed Response	Real Time Response
Geographical territory	Local Market	Global Market
Overseas Marketing	Real Exhibition Paper Catalogue PR	Cyber Exhibition Electronic Catalogue Home Page Internet Marketing
Marketing Characteristics	One-way Marketing Form Seller to Buyer Irrespective of the Needs of the Buyer	Interactive One to One Marketing
Communication	International Call Fax Paper Mail Visit to Foreign Country	E-mail Internet Phone (Partly Fax, Paper Mail & Visit to Korea are used)
Documentation and Negotiation	Through Paper Document and partly EDI	Through EDI & Internet
Payment	Letter of Credit (L/C)	Bolero Project Trade Card System Electronic Money
Distributional Channel	Forwarder Maritime Transportation Airway Transportation	On-line Dispatch Express Mail (DHL, FedEx)

Source: Lee, S.B, S.R. Shim and J.S.Wang, *Recent trend and activation plan of electronic trade*, KIEP. source, 2001.

### 2.3. E-Trade factors

The three factors that make e-trade possible are the institutional, the technological and the business ones.

### 2.4. Korea's e-Trade Infrastructures

Traditional trade process, partially trade automation and marketing consists of sets of

<Table 2> e-Trade factors

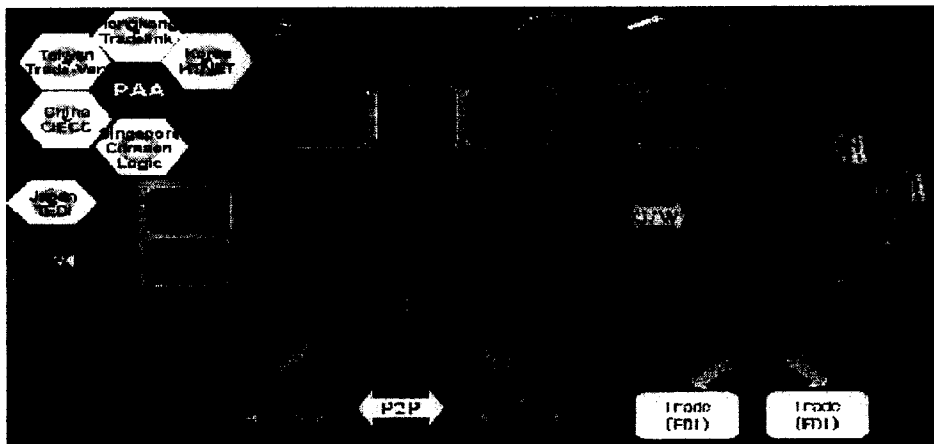
Factors	Particulars
Institutional	-Establish legal and systematical base for e-trade -Foreign Trade Law, Trade Automation Law, Law on the Creation of Trade Base, Basic Law on the Electronic Transaction, Electronic Signature Law -The Authorized Business Undertaker of Trade Automation, The E-trade Intermediary, The Authentication Mark, The Electronic Settlement
Technological	-Establish technical base such as hardware, software, and communication network -Standardize (electronic document, electronic catalog, electronic settlement, etc..), Solution/Service, Super-high Speed telecommunication Network -ERP, KMS, EDI, internet, CALS, SCM, etc..
Business	-Establish business base enabling business electronically -Product/contents, Logistics, Settlement of Accounts, Human Resources (Language, Business Practice, Data Processing Ability, etc..) Participating Organization, etc. -Transaction Arranging Site, e-Marketplace, Cyber Trade Company

Source: Lee, S.B, S.R. Shim and J.S.Wang, *Recent trend and activation plan of electronic trade*, KIEP, 2001.

business meetings, contracts, securing goods, logistics and payment and follow-ups. Semi-automation for trading is based on traditional trade, which includes high costed exhibition, DM(Direct Mail), fax, VoIP(Voice of Internet Phone), paper documentation, negotiation. If we use trade automation by VAN EDI(Value Added Network Electronic Data Interchange), we will save about 80% in international trade cost. For the facilitation of B2B electronic commerce, standardization of electronic message, electronic catalog, payment and settlement, and components and goods are to be essential. Korea Institute for Electronic Commerce, as a competent organization to standardize electronic message and ebXML(electronic business extensible Markup Language) in Korea, has participated in the ebXML Standardization meeting to reflect Korean stance, has launched ebXML standardization activities in Korea, and built the Korea national ebXML central registry and repository.

## 2.5. E-trade Implementation in Korean Business

There are three stages in global marketing. First is marketing stage(before the contract), Second is contract stage, Third is after contract. Ater contract, it's tried to conclude global marketing by TA(Trade Autiomation). Let us see e-trade process in Korea for global marketing. According to the research on implementation status of e-trade(KITA, 2002), the figure, which is based on accumulated percentage of corporations by the stage of the trade who implemented e-trade higher than the middle level(30-50%), is only 23.0% on the average, implying that e-trade is not still much implemented.(<Table 3>) This, divided by each trade stage, shows that e-trade is more implemented in collecting information on overseas market(32.5%), offer and business negotiation(29.6%), finding new customer(29.5%);



<Figure 1> Global e-Trade Infra

source : KTNET

and less often in settlement of account (13.8%) and credit inquiry (14.5%). This implies that e-trade is mainly implemented in pre-contract stage, because of unavailability of basic e-trade environment such as accreditation and authorization of legal validity, EDI use, etc. To accomplish the total service for international sale of goods, we should fill gap namely after-contract process through consensus concerned parties in global e-trade system.

tiated early a forceful e-trade policy in order to achieve the initiative in the global e-trade. For this purpose, Japan had once offered the Southeast Asia countries to adopt TEDI, the trade automation system of Japan. Recently, Hong Kong, China, and other East Asian countries in relatively low level of development of IT industry are also actively developing policies to promote e-trade. Singapore, a city-state, is initiating policies to develop the country

(Table 3) E-trade Implementation by Trade Stage

Trade stage	Distribution	E-trade implementation					Rank
		Higher than 70% (Highest)	50 -70% (Higher)	30- 50% (Middle)	10-30% (Lower)	Lower than10% (Lowest)	
Collecting Information on Overseas Market	By Level	7.4	9.3	15.8	26.2	41.2	1
	Accumulated	7.4	16.7	32.5	58.7	100.0	
Offer and Negotiation	By Level	9.3	7.1	13.2	21.1	49.3	2
	Accumulated	9.3	16.4	29.6	50.7	100.0	
Finding New Customer	By Level	7.1	8.4	14.0	21.1	49.4	3
	Accumulated	7.1	15.5	29.5	50.6	100.0	
Overseas Publicity/ Marketing	By Level	6.8	6.8	13.0	22.1	51.4	4
	Accumulated	6.8	13.6	26.6	48.7	100.0	
Signing of Contract	By Level	3.7	5.5	9.8	15.1	65.9	5
	Accumulated	3.7	9.2	19.0	24.9	100.0	
Customs Clearance and Transportation	By Level	5.0	4.2	8.9	17.1	64.9	6
	Accumulated	5.0	9.2	18.1	35.2	100.0	
Credit Inquiry	By Level	4.2	2.6	7.7	17.1	68.4	7
	Accumulated	4.2	6.8	14.5	31.6	100.0	
Settlement of Account	By Level	4.3	3.5	6.0	12.2	73.9	8

Source: Korea International Trade Association(KITA), *The findings of the e-trade implementation status of Korean trade business, 2003.*

## 2.6. E-trade Promotion Policy at Home and Abroad

USA, Japan UK and other major countries' governments, as shown in <Table 4>, have ini-

into the hub of global e-trade making the most use of the characteristics of e-trade. ICC is preparing the base for electronic letter of credit through introduction of eUCP.

〈Table 4〉 Main Countries' e-Trade Action Plans

	Policy	Contents	Remark
UK	E-Business Initiative (UK Online)	-Establish a paperless trade environment -Connection of all government organizations to EDI -Internet based trade portal service	Organize e-Envoy, special exclusive organization in the cabinet
USA	Supervise global e-trade	-Duty-free policy on digital contents -Prevent double taxation on consumption -Formulated OASIS initiated international e-commerce standard ebXML -Submitted "e-trade expansion resolution" by senate and representatives -Service offering internet trade information through USATrade.gov -Established BuyUSA.com, the export portal site to Asia, by IBM in association with the Department of Commerce	-Initiate consortium of domestic corporations and multinational enterprises -Government support (invest on public sector)
CANADA	-	-Single Window service (ACROSS) -Establish online system country within 2004	-In the process of establishing OSIS
JAPAN	Establish Asia hub	-Overall revision of e-Japan Plan -Strategy to acquire international patent -strategy to achieve the lead in the next generation internet field such as Ipv6 standardizing the trade procedure to TEDI-centered -Integration of e-trade -Early joining of Security Round in relation to formulation of international software export security standard	-Interested in integrating the Asian region such as the e-AMP
SINGAPORE	Develop to the global e-trade hub	-E-commerce greenhouse program -A comprehensive plan on e-commerce -Operate eBizAsiaLink.com and EIMSingapore.com sites -TradeNet Plus project (internet based trade portal service) -EDI for export-import license, declaration, etc. -ExclusiveEDI network service by industrial classification -StartACT incentive system	-Government initiated authorized undertaking business system (Crimson Logic)

Source: Korea Ministry of Industry, Commerce and Energy(MOICE), *Expansion strategies for e-Trade*, 2002.

### III. Korea's e-trade strategy

#### 3.1. Reflects on trade engine in Korea

ly interested in e-Trade because of gap filling trade vacancy of GTCs. GTCs are also

enhancing Internet business drive partially. Riding on the wave of the Internet boom sweeping the nation, major general trading companies are revving up their investment in online business, from shopping to portal service and contents development. The trading units of the "Chaebol", or family-owned conglomerates, including Samsung, Hyundai and the SK groups,

have recently finalized their Internet investment plans for future. Armed with huge cash power, their enhanced foray is expected to change the landscape of the sector, which has been dominated by venture startups.

### 3.2. Korea's e-Trade vision

Trade has been and will continue to be an important part in the economic growth of Korea, it has spanned of 40 years. Korea's economic vision is to be the 8th trading country in 2010. Korea's backgrounds of promoting e-trade are as follows. Paradigm of new trade, innovating process and structure of trade by using ICT, are being the hub of northeastern Asian economy. Based on these, Korea will be pivotal role in spreading e-Trade around the world. Government will offer small and medium-sized business services to raise the e-Trade activity and create a condition favorably for developing new e-Trade business models and profitable structure. Also establishing global e-Trade network and finally improving the system for e-Trade can be the ones. Korea International Trade Association (KITA) established "e-Trade Promotion Committee" for speeding up e-Trade. The committee established a task force team consisting of specialists to identify core tasks for the successful spread of e-Trade. The first objective is to establish an a-Trade platform for one-stop trade activities, including logistics, financing, government agencies, etc. Korea Trade-Investment Promotion Agency (KOTRA) has launched a internet business

center service that enables local exporters to have real-time business negotiations with potential foreign buyers, free of charge, through the Internet. Both local exporters seeking new overseas buyers, as well as foreign buyers interested in Korean products. The cyber business system is designed for online trade meeting between Korean suppliers and foreign counterparts. With the 2D/3D online catalogues uploaded in the system, participants in the site can enjoy real-time face-to-face video discussions at remote places, without having to travel abroad.

### 3.3. Vision and Promotion Strategies of e-Trade

Korean government has initiated various policies to activate e-trade as the new export drive in the 21st century. In 2001, Korea Ministry of Industry, Commerce and Energy (MOICE) announced "General Policy of fostering E-trade" in August 2002, put up the slogan, 'Realize the E-trade KOREA, Globally Powerful E-trade Country in 21st Century', as the vision for mid and long-term development of e-trade, and announced the e-trade expansion strategy. The E-trade expansion strategy, as shown in <Table 5>, could be classified into 4 major categories: the establishment of infrastructure for internet based e-trade, the establishment of base for the implementation of e-trade by the SMEs, the establishment of global e-trade network, and the reformation of law and regulation to create a pro-e-trade environment.

<Table 5> Tasks and Expansion Policy of E-trade in Korea

Expansion Policy	Tasks
Establishment of infrastructure for internet based e-trade	<ul style="list-style-type: none"> <li>-Establish integrated electronic trade platform that single windows all trade procedures that are done in internet such as export and import license, customs clearance, settlement of account, and logistics.</li> <li>-Establish and utilize internet electronic system for civil affairs within export and import related organizations</li> <li>-Establish an electronic system to settle accounts that will allow online payment on domestic and overseas trade transaction</li> <li>-Establish integrated logistics platform that will link the export and import logistics process</li> <li>-Enforce the capacity of the organization that establish and operate the public infrastructure of e-trade</li> </ul>
Establish base for utilization of e-trade by SME	<ul style="list-style-type: none"> <li>-Promote and bring up e-trade companies as main supporting body for internet export at SMEs</li> <li>-Enforce online and offline integrated type export marketing business</li> <li>-Deploy supporting business for utilization of trade automation service by SMEs</li> <li>-Enforce support and finding new export item appropriate for e-trade in 21st century</li> </ul>
Establish global e-trade network	<ul style="list-style-type: none"> <li>-Early completion of Pan Asia EC Alliance Project</li> <li>-Actively participate in the paperless trade business at APEC, ASEM and other international organizations</li> <li>-Organize business unit to specialize in global e-trade network at KTNET</li> </ul>

Source: MOICE, KITA, KTNET

## IV. Korea's e-Trade Spreading Strategy

### 4.1. Collaborating with e-Trade Implementation Models

Korean government wants all Korean firms to carry out trade activities efficiently by means of the Internet. The development visions for e-Trade centers on four issues; the installation of Internet-based e-Trade infrastructure, establishment of e-Trade systems at small and mid-sized firms, installation of a global e-Trade network, and the improvement of laws and institutions to create a favorable environment for e-Trade. The action plan set

out short-term and long-term implementation strategies. As a short-term measure, the MOCIE(Ministry of Commerce, Industry & Energy) plans to revise the system of service charges for electronic data interchange in a bid to alleviate the burden on small firms for e-Trade costs. User-centered approach set up integrated e-Trade infrastructure order (Single Window), cover all trade processes, link/integrate corporate e-Trade.

### 4.2. Globalizing e-Trade Communities

Strengthen capability of small and medium enterprises to adopt e-Trade: Advance IT-support projects including upgrades, cooperative IT-ization, etc. and reinforce tax support for

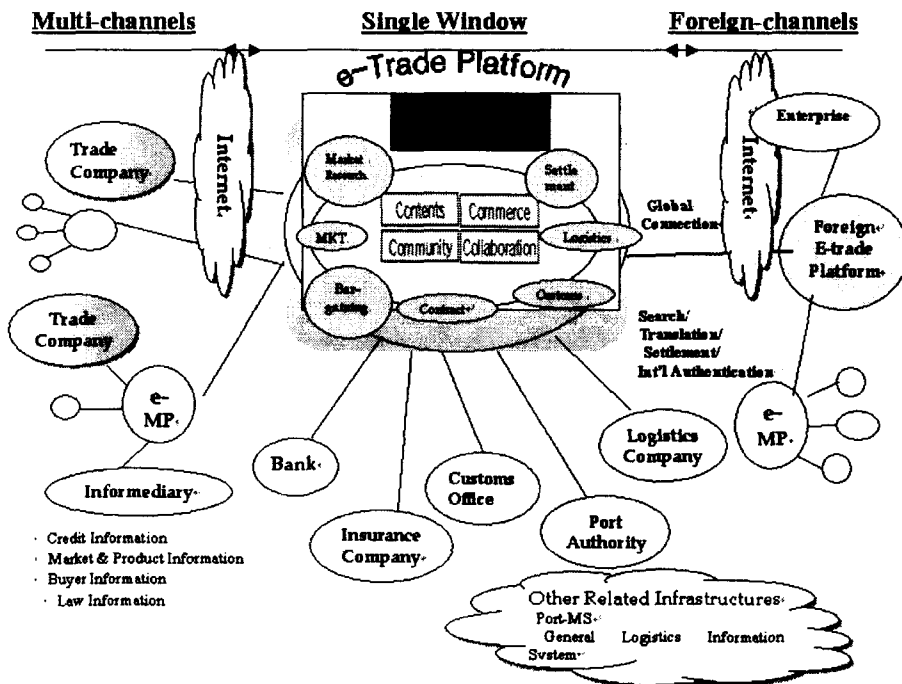


SMEs(Small & Medium Enterprises)that adopt e-commerce. Globalize e-trade. Assist the overseas advancement of domestic enterprises through a global e-trade center and strengthen e-Trade cooperation with South & American countries, Japan, China, UK, Finland, and etc. MOCIE will upgrade existing Internet infrastructure to expand the system to global scale. It will rely on KTFNET. It will push to form a global network for free e-Trade, starting with the East Asian countries, and other countries in the foreseeable future. An e-Trade network with the other East Asian countries is currently being designed by the Pan Asia EC Alliance (PAA) and an automated trade system among the five or so countries may be

established soon. Pilot tests are expected to expand for the invigoration of e-trade in East Asian countries. Participants at the ninth PAA (Pan Asian e-commerce Alliance) board of directors meeting held in Hong Kong last year discussed ways to expand the number of participating firms in the e-trade verification tests. At present, PAA's pilot tests are being used in the business between Hyundai Motor and Mitsubishi Corporation, and also between TAL of Hong Kong and Tai Yuan of Taiwan.

### 4.3. Producing Action e-Trade Success Process

The on-going Korea-Japan paperless trade



(Figure 2) Korea's Single Window Platform

Source : MOCIE

is getting impetus as seven more enterprises of the two countries decided to newly participate in the project as a result of an explanatory session sponsored by the Ministry of Commerce, Industry and Energy(MOCIE). The paperless trade project between the two neighboring countries started as a follow-up measure of the "Korea- Japan IT Cooperation Initiative" adopted at the Korea - Japan summit held in 2000.

#### 4.4. Strategic Alliance with Global Organizations

Korea GCA and many other association related to e-Trade provide a good source for governments to discuss mutual considerations e-Trade introduction and guidelines in an effort to facilitate e-Trade growth and spreading. All of the work of the associations related to e-Trade recognizes that input from the globe is essential to the development of effective global approaches and tools. Especially, GCA (Global Commerce Association) will be a good guide for cooperating between Korea and other communities in terms of e-Trade. On the occasion of global FTA(Free Trade Area), One of the promising collaborating model, Mercosur members are also core competence in agricultural and traditional industries. To effectively accomplishing international trade, e-Trade will be greatly contribute to gap-filling trade efficiency. In doing those missions rapidly, Korea 's powerful e-Trade portal such as Tpage.com, ec21.com, ecplaza.net, etc. and related associa-

tions for e-Trade spreading will provide lots of know-how in e-Trade platform and services. Especially Tpage, ecplaza, ec21, members of GCA, provide members with auto multi posting function enables users to automatically post offers in more than world-wide leading global trade leads sites and bulletin boards with just one registration in each others' site.

#### 4.5. Enhancing The Role of e-Trade Service Providers for global marketing

The result for strong support on the collaborative e-Trade automation based on EDI and hard-ware oriented solution made Korea as a leading partner on diverse regional or global economic collaboration. However, without strong promotion on the web marketing activities, the Korea is still located as a passive country in e-Trade. In these tasks, Korea also concerned about the global marketing by web services providers. The trial business of e-Trade Service Providers(Meta-mediary) for supporting and incubating enterprises to find their reliable buyers abroad is about to begin from the end of March, 2003. In the era of IT period, international sale of goods will be changed rapidly both global marketing and efficiency. Especially, the appearance of e-Trade Service Providers show that the possibility is to replace existing General Trading Companies' limited marketing capabilities. In these circumstances, e-Trade Service Providers started this March sponsored by The

Ministry of Commerce, Industry and Energy. First of all, this system also have lots of expectation from Small & Medium sized Enterprises around the Republic. They will be concentrated on marketing within their capacity. So, e-Trading companies will be collaborated with each other in doing different role in global marketing.

The e-Trade Service Providers combine the various technologies of on-line trades and off-line trades to support enterprises with lack of marketing skills by intermediation of overseas buyers and production, registration of e-catalogs and offers, administration of inquiries, trade negotiation, and contract settlement. Besides, between e-Trade Service Providers and General

Trading Companies should cooperated with bolstering global marketing capability for exporters with new trade paradigm. So, we will be expected new model for trade that based on on-lined trade information.<sup>6)</sup>

## V. Conclusion

The trial business of global e-Trade platform to bolster transparent internaional trade for common prosperity is just started through lots of unceasing effort both Korea and global communities. Korea has established most of the legal and systematical bases for e-trade.

<Table 6> MOCIE's Appointed e-Trade Service Providers

	Tpage.com	A	B
Open Year	1998	1996	1997
Daily Offers & Members	800/200	300/50	350/100
Offer Numbers(accumulated)	422,000	310,000	423,400
Members(accumulated)	160,000	48,000	78,500
Offer Amount(accumulated)	10Bill\$(us)	-	-
Yearly Service Charge	U\$399	-	-
Global site	Global, Korea, Japan China Spain France Portugal, Maylasia	International, Korea	Global, Korea China Japan Malaysia UAE

Source : FKI, MOCIE

<Table 7> Global e-Trade Dot Coms

	Tpage.com	Allbaba.com	Worldbid.com
Country	S.Korea	China	Canada
Open	1998	-	1999
Offer No.	422,000	-	700,000
Members	160,000	1,600,000	273,000
Category	22(Industry)	27	45
Service Charge/Year	U\$399	U\$589	U\$239
Global site	Global, Korea, Japan, Chnia, Spain, France, Portugal	Global, China, Japan	-

Source : FKI, MOCIE

Not a few systems related to e-trade, such as the Authorized Business Undertaker of Trade Automation, the E-trade Intermediary, the Authentication Mark and the Electronic Settlement, are also prepared or getting arranged. However, the fundamental prerequisites for spreading e-Trade for global environments require concerned parties of better public considerations to produce ideal global e-Trade platform. There has been considerable development in systematical infrastructures, but qualitative efforts to correspond with concerned parties are not sufficient. In these meanings, Korea should be positive trade engines infrastructures both General Trading Companies and e-Trade Metamediary(Service Providers) in global marketing cooperation. Besides, governmental infrastructures also have epoch-making measures to speed up global e-Trade spread. To streamline existing e-Trade portal sites both government and commercial infrastructures, all concerned participants should cooperate in upgrading most efficient global e-Trade marketing model for global traders. The e-Trade is expected to dominate the global trade in the 21st century and thus is being introduced as a major policy assignment of each developed countries. It is especially important in Korea which has a high dependency rate on trade. Therefore.

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### Abstract

Internet is changing all of the commercial practices and customs on international business transaction. So called e-Trade in global marketing is expected to dominate the global trade in 21st century and thus is being introduced as a major mission assignment for exporting countries. e-Trade has the potential to accelerated existing threads and introduce new ways of carrying out global trade. It is especially important in Korea, which has a high dependency rate on trade. Trade efficiency through the channel of e-Trade is an alternative to strengthen international competition of korean small and medium sized global trading firm.

Key words : e-Trade, BOLERO, ebXML, e-MP, e-Trade service providers, Single Window

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