

한국, 새로운 시장,
새로운 기회

*South Korea,
new markets, new opportunities.*

스페인



한국



OK & go

linking
ends

FRAGILE





We provide an expert department of internationalization focused on **South Korea and Spain** for small, medium and large companies. We collaborate directly with our clients to effectively incorporate their products into the South Korean market, and vice versa

(Imports-Exports).



1. INTRODUCTION

Ko&Go founded by four partners in 2016.



We advise the provider about the best marketing technologies for creating an attractive product and ensuring a fast and easy sale through our sales network. We also advise the buyer to help expand and strengthen the sales network.

The knowledge of both markets allows us to do detailed monitoring of the product, and thus minimizing the company's risks, and increasing the likelihood of success for both sides.

Nowadays, our company is developing networks with other Asian countries as Japan and China.

The project's main goals are aimed at
boosting and encouraging better
trade relationships between
Spain and South Korea.



2. OUR MANAGEMENT PRINCIPLES

COMMITMENT:

Personal relations based on confidence and mutual respect. This obliges us to connect facts with words, to listen to different opinions, and to communicate in an open and sincere form.

01

PASSION:

We carry out our roles with passion to be a successful company and lead in the world market through determined and persistent effort.

02

RESPONSIBILITY:

We promise to be responsible to society, culture, the environment, our partners, our clients, and our consumers.

03

CLIENT CENTERED:

We promote a company with a good image, so that our clients, and the clients of our partners, recognize the reputation of the company.

04

TEAMWORK:

Working hand in hand with our partners, we reach for high business achievement. Communication and teamwork improve relationships and increase confidence.

05

HONESTY:

We are centered around our company's members and clients. We hold the truth as the elemental tool for generating confidence and the credibility of the company.

06



KO AND GO SERVICES:



**Personalized marketing communication
and strategy.**

For easier and faster introduction of products in both markets.



Negotiation.

- 1) Customers and negotiation skills in three languages:
English, Korean and Spanish
- 2) The specialization and reliability of our professional
team allows us to connect both countries.
- 3) WIN-WIN model.
- 3) Search, analyze and develop best routes
for our customer through three different ports
(Barcelona, Algeciras or Valencia)



Formalities and documentation.

Through expert team and logistic collaborating company,
Ko&Go provides advice on legal and fiscal manner,
also provide management of them

DACHSER
Intelligent Logistics

3. WHAT WE DO?

IMPORTS-EXPORTS



BARCELONA



ALGECIRAS



VALENCIA

WINE SECTOR



Wine is a natural, agricultural product recognised by the EU Treaties and basically defined in the EU legislation as a “product obtained exclusively from the total or partial alcoholic fermentation of fresh grapes, whether or not crushed, or of grape must”.

Ko&Go is proud of working with several wineries from South of Spain, (Málaga), and few from North, accepting nothing less than the highest quality wine from distinguished varieties of traditional grapes.

Today these wines have become some of the best known in Spain, and growing all around the world.

Málaga province has long been famous for its sweet fortified wines, made from the Moscatel and Pedro Ximenez grape varieties.

From the Phoenicians in the eighth century BC, the Greeks and Romans to the Moors and later the British, all enthusiastic drinkers of Málaga wines.

Ko&Go is proud to count on wineries that had been recognized with countless honors during the last years.

Malaga has three DOs (Denominaciones de Origen):

DO Malaga (mostly sweet white wines)

DO Sierra de Malaga (white, rose and red wines)

DO Padas de Malaga (raisins).



4. SECTORS

FROM SPAIN

Food SECTOR

Spain's agricultural, fishing and food-processing industries constitute a vital economic engine for our country, and one of our best calling cards beyond our borders.

Spain is the 4th largest exporter of food products in Europe, and the 8th largest in the world.

The oils, wines, fruit and vegetables, meat and fish harvested in our country hold great international prestige, and their processing complies with the highest standards of food safety.

In addition, this sector contributes towards improvement of the environment and enriches our historical and cultural heritage.



COSMETICS SECTOR

SECTORS

FROM SOUTH KOREA

The cosmetics industry is rapidly rising as Korea's new export engine.

An analysis of the industry growth of Korean cosmetics over the past three years shows great advances in functional beauty products.

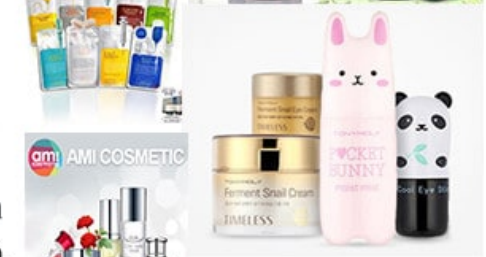
Europe is the leader in color makeup items such as eye shadows or lipsticks, but Korea is strong in beauty products that incorporate medicinal and pharmaceutical ingredients, taking special care on skin.

The growth in popularity of Korean cosmetics is expected to continue.

Korean skincare is now thought to be among the most sophisticated in the world, many of the most popular brands are thought leaders in the realm of skincare and cosmetics, and Western brands are rushing to emulate them.

BB and CC creams were mainstream in Korea long before they ever hit Western shores, and cushion compacts, which also originate from the East, are seeing a surge in popularity in the UK and the US.

Ingredients obviously play a crucial role, and when it comes to Korean beauty products, only the very best will do. Every moisturiser, serum, cream or lotion is loaded with 'hero' ingredients that are often one-of-a-kind. Manufacturers place a lot of emphasis on research and development, which is how they consistently come up with innovative formulations.



Korean No.1 Natural Bio-Cosmetic
SWANICOCO · Dr.SYUL

5. KO&GO TEAM

Continuous innovation:
Our team is always looking for new opportunities for both foreign and domestic markets with the expertise and experience in our highly qualified professional team

WHO ARE WE?

Expert, young and conscientious team.

Versatility

We focus on constituting a positive, constant and sustainable growth over time.

We build relations founded on mutual confidence and respect.

Flexibility

Global Business Team



BUSINESS TEAM

5. PARTNERS





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