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Korea Merchant Association Hosts Seminar to Learn about the Challenges Faced by Traditional Markets and Discuss Revitalization Strategies

Seminar included discussions on incorporating merchant associations and supporting responsible people to enhance traditional market management capabilities

Discussions were held on revitalization measures such as encouraging market owners to access online markets and promoting the entry of capable youth into traditional markets

Sejong, August 22 - The Ministry of SMEs and Startups (Minister LEE Young) held a seminar with the Korea Merchant Association (Chairman JUNG Dong-sik) on August 17 at Mapo Dream Square to listen and learn about on-site challenges faced by traditional markets and to discuss revitalization strategies.

The seminar was attended by Minister LEE Young, Chairman of the Korea Merchant Association, 17 regional branch heads from different cities and provinces, and the Vice Director of the Small Enterprise & Market Service (SEMAS).

During the seminar, various opinions were expressed, starting with Chairman JUNG Dong-sik's suggestion that in order to "transform traditional markets into business-oriented markets," it is necessary to incorporate the merchant associations responsible for market operation. Other opinions included supporting the establishment of merchant centers, encouraging more participation from markets in discount sales events of agricultural and fisheries products to boost consumption, and enhancing efforts to crack down on illegal distribution of Onnuri gift certificates.

In response, Minister LEE Young stated, "We will carefully review the various opinions presented during the seminar and incorporate them into policies. We will work closely with local governments and related organizations to address the issues raised as much as we

possibly can.” She also said, “I hope that the Buy K Festa (September, December) and the Korea Leading Market Expo (October) will be successfully conducted with the cooperation of the Korea Merchant Association.”

Participants in the seminar exchanged opinions and expressed the belief that the revitalization of traditional markets will require education and infrastructure support for market owners venturing into online platforms as well as the encouragement of young, capable individuals to enter traditional markets. They also discussed the Ministry of SMEs and Startups’ plans to create a “Lighthouse Market” (a model for digital traditional markets) within the year and ways to enhance cooperation with large companies in the private sector in the delivery and online platform domains.