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K Festa is going global as overseas influencers join live commerce programs for Korean SME products

Global consumers will have access to Korean products on global platforms such as global live commerce with a Malaysian influencer.

Three types of Korean food from excellent small businesses are now available on live commerce.

Sejong, October 16 - The Ministry of SMEs and Startups (MSS) announced that it hosted a global commerce event on YouTube and the "Let's Buy Together" website. The event allowed overseas consumers to purchase products from excellent Korean small businesses during the fall Buy K Festa.

Global live commerce promotes Korean small business products connecting with K-culture to overseas consumers, expanding global sales.

The live commerce stream was held on September 26 at 3 pm for 60 minutes and was hosted by a Malaysian influencer, Sabrina. Sabrina, an active cultural exchange content creator with 542k followers, promotes Korean food, travel, and daily life in Malaysia.

The livestream featured crunchy seaweed chips, vegan ramen, and foods to combat fatigue. One of the popular foods and snacks was "Haenuri Gimbugak," which is made with seaweed harvested from the Korean sea. It has a unique crispy texture and taste that captivates foreigners' taste buds, and it was recently featured on an entertainment show.

A vegetarian version of Korea's signature convenience food, ramen, made with Korean wheat noodles, was introduced to target the overseas vegan market. The live stream showcased "Sulaehwan," a hangover product made with Korean honey and therapeutic herbs.

The event was created to introduce overseas consumers to the Fall Buy K Festa 2023 and offer discounts (16%-50%) on products from small businesses. The webpage will be linked for purchase during the stream. Global consumers can also buy products via Qoo10.

Global live commerce successfully sold Korean beauty products with Chinese influencer Wang Hong on September 19. Excellent small business products will once again be available to global audiences through live commerce platforms.