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"The Winter Buy K Festa," a nationwide event that promotes sharing warmth among people, will take place

"The Winter Buy K Festa" will begin on December 4 and continue until December 31.

Sejong, December 9 - The last Buy K Festa of the year will take place from December 4 to the end of the year with the campaign "Let's gather the whole nation and share warmth."

On November 29, Minister Lee Young of SMEs and Startups announced the Winter Buy K Festa plans at the Seoul Government Complex Briefing Room. She was accompanied by small business owners who were promotional models for the Buy K Festa.

The Winter Buy K Festa is the third Buy K Festa held this year, following the spring and fall Buy K Festas that were held in May and September, respectively. The "All People, Gathering Power" campaign is being promoted by MSS through Buy K Festa, aiming to gather the nation's consumption power to create vitality in domestic demand.

The Winter Buy K Festa includes a series of regional events to boost the local economy. The Winter Buy K Fest also offers discounts on products from small and medium-sized enterprises (SMEs) and micro-enterprises. Additionally, there is a campaign to share warmth with neighbors during the cold winter months. The main contents of the festival include:

❶ There are several local events planned to contribute to boost the local economy.

The Winter Buy K Festa's opening ceremony took place on December 7 at Oullim Square, Dongdaemun Design Plaza.

Local businesses, producers of Buy K Festa products, micro-enterprises, and local creators from around the country who participated in the May and September Buy K Festas will come together to promote their products and share warmth.

Thirteen regional offices of small and medium-sized enterprises and startups will host product sales exhibitions with local SMEs and micro-enterprises. Sharing events will also be organized to donate proceeds from these exhibitions.

Eleven commercial marketplaces, including Gongju Sanseong Town and Daegu Duryu Youth Marketplace, will hold holiday events with prize giveaways for shoppers during Christmas and New Year.

Starting December 21, Sodam Market will be held at COEX in Seoul under the theme of "Warm Gift Shop." Various giveaway events will be held nationwide at traditional markets, shopping districts, and long-lasting small businesses.

In addition, 30 locations across the country will host live commerce broadcasts showcasing local hidden spots and products. These will include Chuncheon Hoban Arena and Jeonju Hanok Village.

🎁 Events will be held to boost SME and micro-enterprise energy while providing bargains for consumers.

Two hundred channels, comprising major retail channels and public online malls, will be providing discounts of up to 50% on products from SMEs and micro-enterprises. The promotion will cover popular items such as gifts, cold weather products, and food that are in high demand during the Christmas, New Year holidays, and winter vacations.

In this year's Buy K Festa, the public voted on which products would be featured, and 70 companies pledged to donate a portion of their sales to charity.

To support sales of products from small and medium-sized enterprises and micro-enterprises, MSS will increase the purchase limit for Onnuri gift certificates by KRW 300,000 until the end of the winter Buy K Festa period. Additionally, you can purchase mobile and rechargeable cards at a 10% discount of up to KRW 1.8 million.

Several companies and organizations are supporting micro-enterprises. Woowa Brothers will provide financial aid to micro-enterprises. Kakao and Community Chest of Korea will jointly organize a donation campaign for micro-enterprises and vulnerable individuals. The Korea Association of University, Research Institute, and Industry plans to purchase year-end donations as Buy K Festa products. LG Household & Health Care, CJ Foodville, J.ESTINA, and Malgeunmule will distribute prizes to support the Buy K Festa campaign.

③ Warmth-sharing campaigns are being conducted across the country to spread warmth.

SMEs and micro-enterprises use Winter Buy K Festa to share warmth with marginalized people through contributive activities.

The Winter Buy K Festa is launching a warmth-sharing campaign that aims to spread warmth not only by the hearts. As part of this campaign, people will also share warm bowls of food, talents to share expertise, and warm and friendly attitudes to encourage everyone to participate.

Several organizations, including the Korea Federation of SMEs, the Korea Venture Business Association, and the Korean Women Entrepreneurs Association, along with 14 retail channels and MSS affiliates, are participating in the Buy K Festa project. As part of their participation, they will be donating money or goods to those in need.

The Coffee Shop Owners Cooperative will also offer free hot tea and bungeoppang (fish-shaped buns) at the Buy K Festa opening event. The Korea Merchant Association is planning to distribute kimchi and red bean porridge at various market locations. Additionally, Woowa Brothers will be participating in a program to provide warm meals in the form of lunchboxes to underprivileged children during the winter vacation.

The Korea Federation of Micro Enterprises plans to volunteer by taking photos and wrapping gifts for visitors at the Buy K Festa opening ceremony.

The Korean Red Cross will participate in the Winter Buy K Festa by organizing a blood donation campaign to save precious lives and share warmth with others.

In addition, to further support micro-enterprises in sharing warmth, the "Warmth Sharing Challenge" will be held to identify nearby stores that offer good prices and good behavior and promote them together with Buy K Festa.

The official social media challenge of Buy K Festa is called the "1 Second Challenge." It involves performing the trendy slickback dance and encourages participants to wish for the growth of our economy.

Participating in this challenge is simple. Simply take a photo or video of yourself jumping in the air that includes a supportive message for Buy K Festa or micro-enterprises and upload it to social media with the following hashtags: #1secondchallenge #2023winterBuyKFesta #BuyKFesta.

Minister LEE Young stated, "The 2023 Buy K Festa event has been a great success, thanks to the public's participation." she added, "We are excited to announce the upcoming Winter Buy K Festa, and we invite everyone to participate and help spread warmth throughout the winter season."

Details of Buy K Festa discounts and events will be gradually released through buykresta.org and KakaoTalk channel.