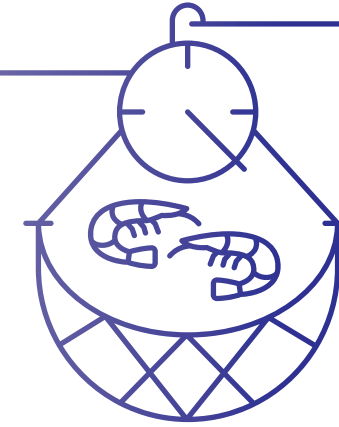


History

- 1965 11 • Korea Fisheries Technology Association established
- 1968 10 • The first edition of the Fisheries Year Book published
- 1981 03 • Changed to Korea Fisheries Promotion Association
- 1988 07 • Changed to Korea Fisheries Association
- 2000 05 • Fisheries Policy Institute, the supplementary body of KFA established
- 2004 04 • Operation of online fishery market begun
- 2005 01 • The Operation of Fisheries Science Museum
- 2017 03 • Awarded the President Group Commendation
- 2021 04 • Designated as fishery product export facilitator
- 2022 07 • Secured the Seoul International Seafood Show

Main Business

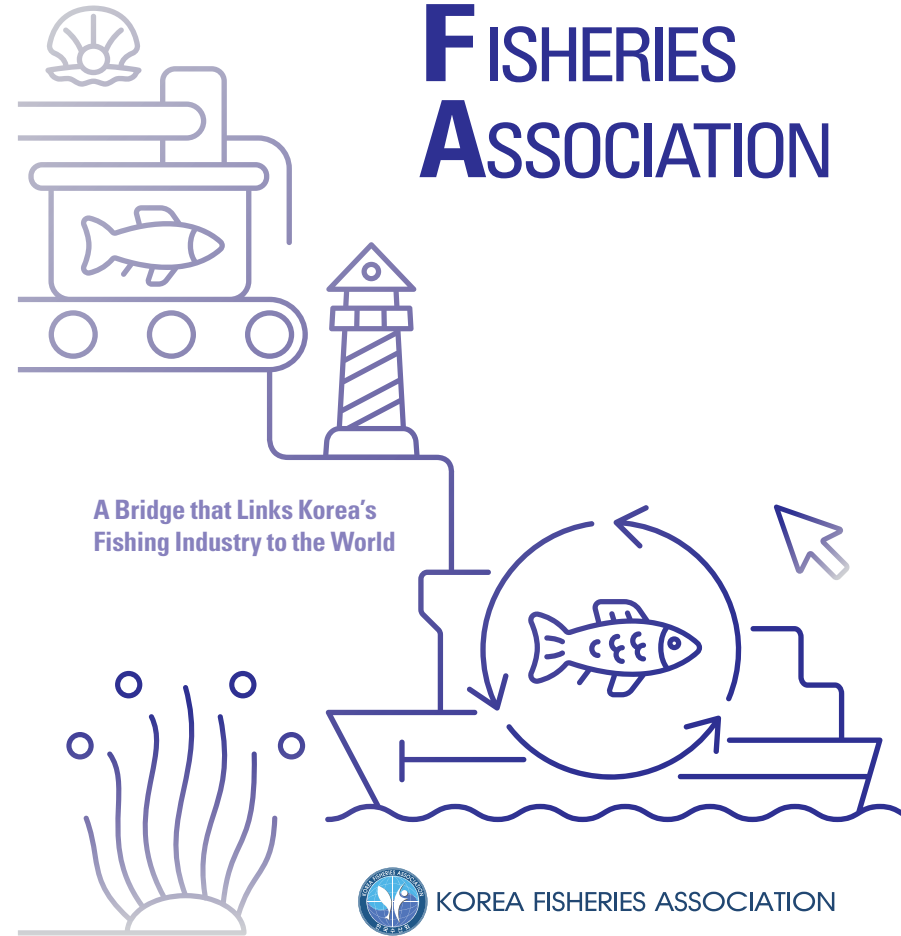


A leader of efforts to increase the export and consumption of Korean seafood

"The Korea Fishery Association will lead for a brighter future of Korea's fisheries industry"



KOREA FISHERIES ASSOCIATION



The Korea Fisheries Association(hereinafter referred to as "KFA") is a non-profit corporation that was established in 1965 for two specific reasons: to promote the development of Korea's fisheries industry, and to protect the rights and interests of those who work in the fisheries industry.

Main responsibilities: provide support and boost consumption of seafood, cooperate with neighboring countries on private fishery activities, revitalize use of self-governing fisheries management and traceability system, and conduct research on policies and systems related to Korea's fishing industry.

Also, the KFA is contributing to the fisheries industry and fishing society through the operation of the Internet seafood Market [Fish Sale] that connects agent fishermen and fishery products consumers directly, and the first Fisheries Science Museum in Korea.

Through expos such as the Seoul International Seafood Show, the KFA will continue enhancing the value of Korean fishery produce in the global market. We will do our best to collect opinions from the fishery industry, act as a bridge between the government and the fishery industry and open the doors to the future of the industry with your interest and support.

Thank you very much.

President of the Korea Fisheries Association *[Signature]*



Support for Export of Seafood Products

To open up new overseas markets for Korean seafoods and fishery products, efforts are being made to create a comprehensive national fishery product brand (K-FISH), market Korean fishery products, and acquire international certifications.

Major Projects

Comprehensive marketing for fishery products

- Operation of online export support platform to facilitate Korean seafood's entry into contactless market
* biz.k-seafoodtrade.kr
- Operation of Korean seafood media studio (Gwangmyeong, Gyeonggi-do) for production/dissemination of PR content
- Creation of export network and implementation of local B2B and B2C sales promotional events
- Creation/operation of digital PR hubs for Korean fishery products

National fishery product brand (K-FISH)

- PR/marketing and sales projects worldwide that are linked, wherever possible, to hallyu trends
- Recruitment and assessment of companies featured by K-FISH and hosting of operational committee meetings for K-FISH
- Registration/maintenance of overseas trademark rights and operation and management of K-FISH website



Assistance with acquiring international certifications

- Provision of funds required to attain international certifications that will assist with the export of fishery products
- Translation into Korean of criteria for foreign certifications published in other languages
- Provision of on-site consultations for companies experiencing difficulty attaining international certifications/accreditations



Support for marketing that is based on character/mascot licensing

Fishery Products Consumption Promotion Business

We are devoted to securing a stable demand base for domestic fishery products by raising people's awareness and attitudes in a positive way.

Major Projects

PR for "Eat Fish to Live Until 100 Years Old" campaign

- PR for "seafood of the month"
 - Seafood of the month designated to revitalize consumption of season-specific fishery products, based on which online/offline PR and citizen-participatory events can be conducted
- Interactive education for young children to encourage fish consumption
 - Programs operated for preschool-aged children, Korea's future consumer base, to foster a sense of familiarity with and enjoyment of seafood and instill the notion that seafood is an excellent nutritional source
- PR via online/offline media
 - PR that encourages seafood consumption through diverse media outlets (e.g. social media)



Mass media PR



Special promotional events for seafood HMRS (Home Meal Replacements)

Support for "partnered discounts" on fishery products

- Operation of partnered discount system that involves distributors, traditional markets, and other sellers for the shared goal of revitalizing Korean fishery products

E-commerce Consultation

The e-commerce consultation project provides training and consulting services to fishermen who 1) do not have any experience selling products online or 2) are having difficulty increasing sales after having entered the online market.

Major Projects

Composition of 1:1 consultation

- General e-commerce education (product planning, design, marketing, etc.)
- Comparison of competitiveness with others in the industry, product analysis, success stories, etc.
- Training for sales employees (e.g. online sales (how to fill orders, make deliveries, process returns/exchanges, etc.) and customer response)



On-site consulting (inspection of seafood production sites)

Assistance with expanding sales channels

- Fish sale, entry of a large online shopping mall (Coupang, Naver, etc.), online sales
- Improvement of services and provision of consistent mentoring based on real-time monitoring of online business activity

Fishery Products Traceability System Business

The seafood traceability system keeps a record of each location, from the original fishing ground to the table, where a fish/item of seafood was housed. To increase the amount of traceable fishery products, it offers consultations for companies participating for the first time and capability-building training. The system also promotes its activities to the consumer to raise awareness of the reliability of domestic seafood.

Major Projects

Individually-tailored consultations for companies new to the seafood traceability system

- All matters related to traceability (e.g. production and management, what to include on product label)



Provision of incentives for participating companies

- Funding for labeling costs (label paper, packaging, etc.) for products registered with the system
- Encouragement of more companies to be registered with the system and registered companies to release more labeled products



Website for seafood traceability system (www.fishtrace.go.kr)

Capability-building training for registered companies

- Training on how to produce/manage labeled products and operate relevant computer systems

Management of the Fisheries Science Museum

It is enforcing a research spirit in adolescents about marine products through the operation of the first Fisheries Science Museum (located within the National Fisheries Research & Development Institute) in Korea.



Panoramic view of the Fisheries Science Museum

Cooperation with Civil Fisheries Organizations

We cooperate with Japan and China for safe fishing and effective accident handling.

Major Projects

Private Cooperation between Fishery Industries of Korea and Japan

- Signing of a 'Private-Level Agreement for a Safe Fishing Order System'
- Maintaining the fishing order in the East Sea and the order maintenance between vessels of Korea and Japan in the EEZ.

Private Cooperation between Fishery Industries of Korea and China

- Signing of the 'Agreement on Fisheries Safe Operation' with the Chinese Fisheries Association.
- Maintaining order in the Yellow Sea and the order maintenance between vessels of Korea and China in the EEZ.



China-Japan-Korea Private Fishermen's Association

Private Cooperation among Korea, China and Japan

- Discussing matters of interest between the three countries such as the order maintenance between the three countries and contribution of resources management through the formation of a Fisheries Group Association formed by Korea, China and Japan.

Improvement of the fishing environment in the waters subject to agreement between Korea-China-Japan

- Retrieval of fishing nets discarded at sea during off-seasons using fishing boats currently in operation in waters shared by China, Japan, and Korea



Launch ceremony for project to improve fishing ground environment in fishing areas shared by China and Korea

Support for Revitalization of Autonomous Systems in Fisheries Management

To facilitate the autonomous systems in fisheries management, the support is provided for various civil endeavors, including training/PR, assistance with assessment related tasks, and dispute mediation.

Major Projects

Evaluation Support

- Support for the 'Autonomous System in Fisheries management Committee' by the Ministry of Marine Affairs and Fisheries
- Support for the management and improvement of the evaluation system



National autonomous systems in fisheries management competition

Autonomous systems in fisheries management Meeting

- Establishment and management of committees assigned to each task
- Adjustments to solve problems and disputes between fishermen, region and the industry

Training Programs of Autonomous System in Fisheries Groups

- Consultation provided on strengthening of leadership for and activation of autonomous system in fisheries management bodies, methods of increasing income, and improvement of business practices



Overseas field trip to study examples of autonomous systems in fisheries management

Research of Fisheries Policy

Contributes to the advancement of Korea's fishing industry through surveys and research on the fishing industry/villages and hosting of fishery policy forums focused on seafood production sites.

Major Projects

Policies on fishery products and fishing villages

- Surveys and research on: development or improvement of fishery-related policies, establishment of industrialization strategies for improving the competitiveness of the fishing industry, enhancement of welfare for fishing villages and quality of life for those working in the fishing industry, etc.

Management of fishery resources

- Surveys and research on logical/desirable use and development of nearshore fishing resources, efficient operation of autonomous systems in fisheries management, etc.

Projects on check off system committee for fishing vessels

Support for establishment of organizations based on independently-raised funds

- Support for creation of producers' organizations (nationwide) specializing in fishery produce harvested using fishing vessels

Operation of fishery policy forum

- Connects the government with individuals affiliated with the fishing industry by: 1) identifying on-site problems/difficulties plaguing the fishing industry and/or fishing villages and 2) finding solutions for such problems/difficulties and suggesting such solutions to the government



Research outcomes

Operation of Council of Fishery Organizations

The presidents of fishery groups from around the country contribute to the development of the fishing industry by working jointly on all types of pending issues related to the industry.

Korea Fisheries Association
National Federation of Fisheries Cooperatives
Korea Overseas Fisheries Association
Korea Fishery Trade Association
Korea Fisheries Resources Agency
Korea Fisheries Infrastructure Public Agency
Korea Maritime Institute
Korea Ship Safety Technology Authority
Korea Fisheries Business Management Central Association

Korea Association of Self-imposed Control Fisheries
Korea Institute of Marine and Fisheries New Knowledge
Inland Aqua Culture Association of Republic of Korea

Korea Marine Products Wholesale Market Corp. Association
Korea Fishery Products Wholesalers Association
Korean FisherWomen's Association



Promotion Business of Fishermen

We issue and supply the Fishery News, run a Website and provide all types of material related to the fishery industry to fishery businesses and consumers with prompt information on the trends on the fishery industry nationally and internationally and related policies.

