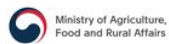


Korea to promote food products in Indonesia

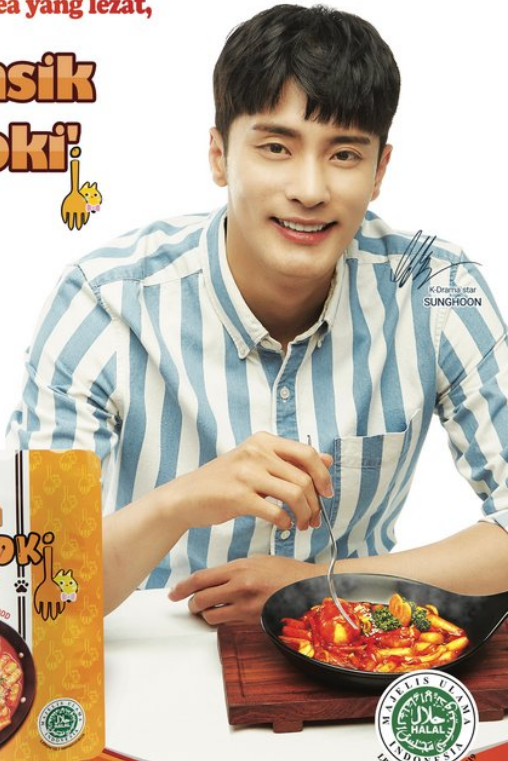
10 January 2020 | News

Korea Agro-Fisheries & Food Trade Corporation (aT) has started to expand into overseas markets with the help of Korean stars in the 2019 agricultural food star collaboration marketing support project.



Rasa pedas Korea yang lezat,

**'K-bunsik
Tok-poki'**



KORINUS
떡볶이
TOK-POKI
KOREAN STREET FOOD

KORINUS star
SUNGHOON

PRODUK PERTANIAN EKSPOR YANG UNGGUL DARI KOREA

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To expand into overseas markets

Korea Agro-Fisheries & Food Trade Corporation (aT) has started to expand into overseas markets with the help of Korean stars in the 2019 agricultural food star collaboration marketing support project.

Among the eight participating companies in this project, K-BUNSIK, producer of a Tteok-bokki sauce product, a common street food found in Korea. The company has embarked on a full-scale entry into the Indonesian market.

Through this marketing support business, K-BUNSIK has recently selected the Hallyu star Sung Hoon, who has gained popularity in Korea's entertainment variety "I live alone" as a spokesperson.

Through this project, it is expected that Korea's excellent products will become better known abroad and will ultimately lead to an increase in exports.