주한퀘벡정부대표부

Driving Growth for Quebec Wood in South Korea

Inégalable Québec

Centre ville de Montréal

Investissement Québec International

Québec

Table of contents

01 **Overview of South Korea's Hardwood Market**

02 **Trade & Import Conditions**

03 **Challenges & Considerations**

04 **Hardwood Mission 2025 – South Korea part**

05 **Contact**

01 Overview of South Korea’s Hardwood Market

Overview of South Korea's Hardwood Market

- **Import-reliant market** with price-sensitivity
- **Hardwood Applications**: High-end design furniture, Kitchen furniture, interior design, Musical Instruments, Veneer Flooring etc.
- **Major suppliers**: U.S., Russia,China, Southeast Asia (e.g. Indonesia, Vietnam, Malaysia etc.)

Downtown Montréal

02 Trade & Import Conditions

Trade & Import Conditions

- **Import tariffs**: Generally low or zero under free trade agreements

  *Under the **Canada–Korea Free Trade Agreement (CKFTA),** which came into effect on January 1, 2015, South Korea committed to eliminating tariffs on all Canadian forestry and wood products. By 2025, it is expected that nearly all Canadian hardwood exports to South Korea are subject to zero tariffs

- **Regulatory environment**: Requires proper labeling & certifications (e.g. Logging Permit, Forest Certification, Certificate of Origin etc.)

- **Key Ports:** Busan and Incheon (*Incheon handles the majority of wood commodity imports*)

03 Challenges & Considerations

Challenges & Considerations

- **Competition from U.S. and Asian Suppliers**

  - ✔ High price sensitivity in the market
  - ✔ Lower brand awareness and familiarity with Quebec hardwood compared to established competitors

- **Cultural and language barriers in business communication**

- **Promotion of the Use of Domestic Timber**

  *Korean Oak, Ash, Zelkova etc.

- **Need for local partnerships**

04 Hardwood Mission 2025 – South Korea part

Hardwood Mission 2025 – South Korea part

Potential Programs *(To Be Confirmed)*

• Visits to **design furniture manufacturers**
e.g.

BASIC' Aston Wood

• Meetings with major **hardwood wholesalers in Incheon**
e.g.

TY 태영우드 LUMBER & VENEER 해인실업(주)

• **Networking events** with industry professionals and academic leaders

• Launch of the Quebec Hardwood Design Contest in partnership with a local University

05 Contacts & Thank you

Merci
Thank you
감사합니다

Charles Royer Tremblay
Conseiller principal, Exportations, Secteur construction et infrastructures
Téléc. : 514 395-8055
charles.royertremblay@invest-quebec.com

Yesun Oh
Attachée Commerciale
Téléc. : +82 10 9816 5978
Yesun.oh@mri.gouv.qc.ca