

KEY INTERNATIONALISATION ACTIVITIES FOR THE EUROPEAN CHILDREN'S SECTOR



LET'S EXPLORE SOUTH KOREA. JOIN EXPORT TRIP TO SEOUL WITH THE KIDS PROJECT.

SEOUL, 15. - 18. APRIL

Elevate your KIDS brand to new horizons! Join us on an exclusive delegation tour to South Korea



Credits: Dansk Arkitektur Center, DAC Slide artist: Carsten Höller



DELEGATION TOUR EXPLORE, CONNECT, THRIVE

This is a unique opportunity to broaden your horizons, build international connections, and immerse yourself in an exciting and dynamic children's market. Don't hesitate to sign up for this thrilling study tour to South Korea!

Date: April 15th in the evening to 18th, 2024

Why Should You Join Us?

Networking: Connect with children's brands from Denmark, France, and Spain. Exchange experiences and ideas with industry professionals.

Understanding **South Korean Culture:** Delve into South Korean culture and understand how families shop for children's products. Learn how this influences consumer behavior.

Visit Stores: Gain insights into the purchasing process by visiting local stores and see how products are presented and sold.

Explore **Collaboration Opportunities:** Meet with agents, distributors, and online platforms to explore potential collaborations and partnerships.

What do we offer:

- A comprehensive program designed by specialists in the South Korean market.
- You will be responsible for covering your own expenses for food, accommodation, and transportation.
- Receive a generous subsidy of 1.500 euro to help cover your costs.

DELEGATION TOUR EXPLORE, CONNECT, THRIVE

Schedule Highlights:

Day 1:

- Welcome evening networking dinner for participants

Day 2:

- Immersion in South Korean fashion culture.
- Market analysis, consumer preferences, and latest trends.

Day 3:

- Discovering distribution networks like department stores and concept stores.
- Understanding the local retail landscape and refining commercial development strategy.

Day 4:

- Group BtoB meetings with major players in the South Korean children's sector.
- Forging links with key players in the Seoul market.

Please note: Christel Guidon, Founder of the Cabinet, will organize a pre-departure meeting for participants to organize their trip effectively.

Join us for an insightful journey into the South Korean children's market!

FOR INQUIRIES AND REGISTRATION, CONTACT:

DENMARK: Heidi Svane Pedersen heidi@ldcluster.com

SPAIN: Txell Tomas mtomas@kids-cluster.com
Anna Lopez alopez@kids-cluster.com
Alvaro Cluster Valle alvaro@clustervalle.es

FRANCE: Titouan Seby titouan.seby@novachild.eu
Renald Lafarge renald.lafarge@novachild.eu



PROGRAM

Day 1:

Evening networking & Business dinner for the brands on the delegation tour.

Day 2

This first day will be an immersion in the culture and influence of fashion in South Korea. Experts will present analyses of the market, highlighting consumer preferences, the latest trends, strategic opportunities for French brands and the cultural differences between France and South Korea.

10AM - 12PM: Presentation of the Korean market and cultural differences by a local expert

2PM - 5PM: Presentation of the Korean children's sector by a local expert

5PM - 7PM: Free time

7PM-10PM: Korean barbecue

Day 3

This day will be dedicated to discovering distribution networks such as department stores, concept stores as well as multi-brand boutiques. This immersion enables brands to understand the local retail landscape local commercial landscape, discover the brands already present on the market and refine their commercial development strategy in this market.

10AM - 6PM: Visit to distribution networks (department stores, multi-brand boutiques, concept stores, etc.)

7-10PM: Dinner in a traditional restaurant

Day 4

Final day is devoted exclusively to BtoB meetings with major players in the children's sector in South Korea. Through these meetings, the brands aim to forge links with the key players in this market in Seoul.

10AM - 6PM: BtoB meetings with local players

7PM - 10PM: Closing evening



TOUR GUIDE

CGHP BEESPOKE CONSULTING IS A CONSULTING AND TRAINING AGENCY FOUNDED BY CRISTEL GUIDON IN 2018.

The agency provides support to French and foreign companies in the fashion, accessories, childcare and home in their commercial sales and marketing and projects, mainly international markets.

CGHP Beespoke Consulting's approach is to create links between the BRAND and the MARKET by implementing strategic and operational solutions. The agency specialises in the Middle East, Europe, Asia and the United States.

The mission

Our agency offers collective and individual prospecting missions in Asia, the Middle East and the USA.

These missions consist of taking one or several brand(s) to a foreign country to help them discover this new market and its opportunities. Personalised support is provided before, during and after the mission.

The typical schedule is as follows

- 1 half-day with a local expert who presents the market
- 1 half-day to discover the different
- distribution channels
- 2 to 3 days of meetings with potential BtoB partners (department distributors, agents, concept stores, luxury hotels, etc.)

In 2023, the firm organised missions to: South Korea, Cambodia, Dubai, Saudi Arabia, USA

