

AMERICAN BUSINESS CENTER

ABC PROGRAM



1 Pre-Arrival Business Consultation
Market Exploration

2 Onboarding
Business set-up

3 In-Depth Market Advisories
Professional consultation from
AMCHAM member companies

4 Marketing & Promotion
Company exposure through
AMCHAM platform

**5 High-Level Relationship
Building & Networking**
Business community engagement

What is ABC?

The American Business Center is a strategic partnership between the U.S. Department of Commerce / International Trade Administration and **AMCHAM Korea** to assist SMEs entering the Korean market.



Why Korea?

- ✓ Innovation: Most innovative country (Bloomberg)
- ✓ Business Environment: 4th in WB ease of doing business index
- ✓ Trade: 6th largest U.S. trading partner
- ✓ Culture: Rise of K-Culture
- ✓ Consumers: First adopters in Global Market