



Export Council of Australia

The Voice for Australia's Exporters

Export Council of Australia launches Demystifying Korea Report

The Export Council of Australia (ECA), with partners the Australia-Korea Foundation and Austrade, is proud to launch our *Demystifying Korea* report – a project that examines service sector opportunity in Korea in light of the liberalisation introduced by the Korea-Australia Free Trade Agreement (KAFTA).

Chief Executive Officer of the Export Council of Australia Lisa McAuley says KAFTA levels the playing field with our international competitors in Korea, Australia's fourth largest trading partner. It provides a foundation for Australian services exporters to expand their engagement and access new opportunities in the Korean market.

The report addresses the following questions:

- What liberalisation and new market access does KAFTA introduce for Australian service providers in Korea?
- How does KAFTA compare to Korea's FTAs with some of its other trading partners?
- What are some of the challenges Australian service providers should be aware of in exploring service sector opportunity in Korea?

The ECA encourages all Australian service exporters, big and small, to consider the market potential for their business in Korea in light of KAFTA. It is still a challenging market but one that rewards businesses who make a well-informed commitment to it.

The report can be downloaded [here](#).

If you are accessing this on an Apple device, the app can be downloaded [here](#).

If you are accessing this on an Android device, the app can be downloaded [here](#).

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