

Lotte Duty Free supports SMEs' expansion into foreign markets with K-WAVE competition



K-WAVE by LFD

**중소기업과의 동반성장을 위한
찾아가는 입점 기회!! 전례 없던 파격 지원!!**

참가 자격

- 롯데면세점 입점과 적극적인 지원으로 세계로 뻗어나가길 원하는 열정을 가진 모든 중소기업체

모집 기간

· 9/16(월) - 10/13(일) 15시까지

진행 일정

- 서류 결과 발표 : 10/17(수)
- 품평회 실시 : 10/21(월) - 10/22(화)
- 최종 결과 발표 : 10/25(금)
- 시상 및 입점 추진 : 11월 초
- ※ 진행 상황에 따라 일정 및 세부 내용 변경 가능

접수 / 문의

- E-mail 제출 (leey@lottedfs.co.kr)
- 문의 : 상품전략팀 이용인 담당 (02-3707-9143)

지원사항

구분	오프라인 입점	영상 제작	해외 박람회 참가 지원	온라인 입점
최우수 (6개사)	✓	✓ (전액)	✓	✓
우수 (6개사)	✓	✓ (전액)	✓	✓
열성 (10개사)		✓ (전액)		
성장 (10개사)				

제출서류

구분	준비 서류
회사/브랜드 소개 (A4 10장 이내)	사업계획, 비전, 브랜드 구성/특징 등
사업제안서 (A4 10장 이내)	브랜드/상품 특징, 타겟 고객 및 국제 마케팅 방향/공통 점수 계획 등 ※ 개별과제별 분류 필수(상품/재진/역세터/식음 등)
인증성 인증 관련 서류 (일부 카테고리)	위생증 (CGMP 또는 ISO9001-원상분포) 안전식품(HACCP 또는 ISO22000) 관장식품(GMP/HACCP/ISO22000 중 1개)



Lotte Duty Free's new brand competition, K-WAVE, aims to help Small and Medium Enterprises enter foreign markets

Lotte Duty Free is organizing a brand competition to select small and medium enterprises (SMEs) with the potential to become the next Korean Wave brand. Selected companies will receive support from Lotte in multiple ways, including participating in overseas fairs, help in developing new products and video production, among many others.

The competition, titled "K-WAVE" was announced by Lotte Duty Free's CEO Lee Kap today. Lotte said the competition is a "win-win project that Lotte Duty Free has planned with the goal of shared growth with small and medium-sized brands in Korea."

Commenting on the competition, Lee Kap said: "We are pleased to have a meaningful opportunity to actively find potential Korean brands and explore global markets. Lotte Duty Free will continue to strive for ultimate shared growth with small and medium-sized companies based on the responsibility of the nation's No. 1 operator."

Selected brands from the competition will receive various benefits such as entry to Lotte Duty Free's online and offline duty-free shops, participation in overseas exhibitions, support for the development of new products, as well as help in strengthening their publicity and marketing plans.

How to participate in the K-Wave competition

The K-WAVE competition will run from September 16 to October 13 3pm, for 28 days. To participate, companies need to provide an introduction about their business status and vision, a business proposal including their product characteristics, target customers and their nationality, their marketing strength and information on the product's stability certification. All Korean SMEs are eligible to participate.

After a public exhibition of the brands, Lotte Duty Free will select the 30 best brands after document screening. Lotte expects many companies to participate in this year's competition as there are providing more than just a one-off support, with help in areas such as entry to Lotte Duty Free's online and offline stores, nurturing the brand and more.

Lotte Duty Free has a history of supporting SMEs. For instance, it provides incubation programmes for SMEs. Lotte also operates the Blooming Beauty section which brings small and medium sized cosmetic brands together as a curated selection at its Myeongdong flagship store, as well as in its COEX and Jeju stores.