



Start

aT CI

aT is composed of a lower case a and an upper case T. The lower case a implies the progressive and productive image of aT whose scale grows from small to big like a sprouting bud. The spoon-shape image symbolizes a role of aT, which is responsible for healthy Korean dietary tables. The upper case T symbolizes a tower image of the Trade Center and expresses a global public enterprise providing the best service.

aT SNS



www.twitter.com/atcotweet
www.youtube.com/atwebtv
www.me2day.net/atgogogo



blog.naver.com/gr22nade



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[Global Networks]

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aT

Korea Agro-Fisheries & Food Trade Corporation



With a Bigger Name For a Bigger Step

Korea Agro-Fisheries & Food Trade Corporation (aT) takes off with a fresh start. Encompassing both Korea and foods, aT takes a bigger name, a bigger step.

For the past 50 years, aT has been running for a better future. aT is stepping forward to becoming a larger global public enterprise. The bigger step that we take will be a milestone for tomorrow.

Leader of the future agro-fishery food industry!
It's Korea Agro-Fisheries & Food Trade Corporation! (aT)

new

Mission	To ensure food safety for people and contribute to the improvement of life quality through promotion of the agro-fishery food industry
Vision	A trusted-by-citizens public enterprise specializing in fostering a global agro-fishery food industry
Strategic goal	Maximizing degree of contribution in fostering the agro-fishery food industry
Strategies	4UP : Business Expertise UP New Markets UP Management Innovation UP Global Capability UP
Core value	YES aT Positive thought (Yes) Expertise (Excellence) Customer satisfaction (Surprise) Action first (Action) Mutual trust (Trust)

Export to Energy

Export Promotion for the globalization of Korean agriculture and foods

From production to expansion of growth engine and overseas marketing, aT supports global expansion of the Korean agri-foods

Providing overseas trade information www.kati.net
Helping online trades www.AgroTrade.net

Creating infrastructures to export the agri-foods

aT strengthens fundamentals for better production by fostering leading export organizations to enhance competitive edge, certification of the safety management system for international standards (GAP), supporting field education to acquire production techniques of advanced agricultural countries, collecting and propagating trade information from overseas aT centers, and funding distribution and export expenses.

Management and operation of co-branding
whimori.aT.or.kr

Fostering growth engine to expand agri-food exports

With development of potentially strong export items, operation of agricultural product exports' co-branding (Whimori), formation and operation of an export council by each product category, and vitalization of exports of food materials, aT improves quality and increases volume of agricultural products to expand the exports.

Marketing activities for the development of overseas markets

aT strives hard to increase awareness of the Korean agri-foods and expand exports by participating in international fairs held in target markets to pioneer overseas markets, establishing direct export networks through large overseas distribution companies, promoting export of the agri-foods cooperating with embassies and legations abroad, and creating trade arrangements for buyers.

Korean food to Global food

Fostering Food Industry for the growth of both agriculture and fishery industries

aT raises global competitiveness of Korean food industry by expanding infrastructures and operating Food Business Support Center

Establishing food industry infrastructures

aT prepares the ground for development of the food industry by providing statistical information on the general food industry, which includes procurement of food ingredients and consumption, and educating the experts required by industrial sites.

Food Business Support Center
www.foodinkorea.co.kr

Supporting development of food service companies

aT provides total consulting customized to each food and food service company by establishing Food Business Support Center, promotes competitiveness of the food service industry by evaluating popular food franchise companies, and provides fund for both purchase/processing of agricultural ingredients and modernization of the facilities in order to promote consumption and supplying system of domestically produced food ingredients.

Globalizing Korean food

aT leads making Korean foods as a global sensation by supporting the food service companies in coping with the local systems and licensing matters to expand into overseas markets, and educating Korean food experts as well as promoting Korean food culture.

Redefinition of Distribution

Distribution Innovation Business to improve distribution structure of the agro-fishery products

aT provides benefits for both producers and consumers through advanced distribution, such as expansion of the direct dealing and fostering producer organizations

Agricultural Products Cyber Exchange www.eat.co.kr
B2C Shopping Mall www.eatmart.co.kr
Direct Dealing Marketplace www.esingsing.co.kr

Expanding direct dealings and supporting fair trades

aT reduces distribution costs by operating Agricultural Products Cyber Exchange(B2B, B2C, electronic school meal procurement system) and stimulating direct dealings, and roots out unfair trade by operating an 'agri-food direct dealing and fair trade service center'.

Fostering producer organizations and improving distribution facilities

aT enhances Producer's bargaining power by developing urban-suburb distributors through specializing and right-sizing in order to be responsive to the agricultural distribution environmental changes, and invigorates stagnant market by modernizing old wholesale market facilities and managing consignment.

Agro-Food Marketing Training Institute
edu.aT.or.kr

Training distribution experts

aT fosters distribution and export experts for the era of trade liberalization by providing annual professional education to about 7,000 people working in the fields of agro-fishery and food industry.

Flower Marketing Center
www.yfmc.co.kr

Operating Flower Marketing Center

By establishing Korea's first national wholesale market for flowers in Yangjae-dong, Seoul, aT aims to induce fair trade via settlement of the distribution system for flowers in the capital area, provide stable sales routes for flower farmers, and foster flower export business by enhancing competitiveness.

Save for Safety

Supply and Demand Stabilization Business for farmers, fishermen, and consumers

aT takes responsibilities for stable food supply and price stabilization by reserving purchased/imported stocks, TRQ management, and establishing a national grain procurement system

Researching wholesale and retail prices of
the agro-fishery products www.kamis.co.kr

Reserving Purchased Stocks

aT stabilizes retail price by supporting producer price via purchase of agricultural products during the late agri-foods open market season and releasing reserved stocks accordingly to market trends during a-between season.

State Trade

aT efficiently manages quantity of mandatory imports enforced by WTO Agreement to minimize influence on domestic agriculture, and re-invests in domestic agriculture by infusing profits earned from the imports to the agricultural products price stabilization fund.

International Supply and Demand Information Research

aT preemptively responds to the causes of price increase such as foreign policy change and unstable grain supply and demand by researching and analyzing information of global food markets gained from overseas professional information networks and operating a consultative group that consists of international grain and energy experts.

Establishing a national grain procurement system

To secure grains for the long term safely, aT has established 'aT Grain Company' in the United States in cooperation with private companies to strengthen the Korea food security system.