



# Securing a steady foothold in the Korean market with EU support



From 31 October to 4 November 2016, EU Gateway | Business Avenues organized a [5-day mission to Seoul](#) [1] for European companies in the Processed Organic Food & Beverage sector.

The mission included two exhibition days, a visit to the Food Week Korea exhibition and numerous networking opportunities for the companies to **meet potential partners** and **make new business encounters**.

Among the participants was [Berrifine](#) [2], a family-run company headquartered in Denmark, with over forty years of experience growing, sourcing and processing organic fruit-based products.

With an activity split almost equally between domestic and international vendors, Berrifine works closely with selected universities, research centres and farmers all over the world.

It is committed to actively improving its offering through careful sourcing, production and state-of-the-art processing techniques.



*“EU Gateway | Business Avenues opens doors to many other potential clients for our products.” - Jørgen Stølsgård, Chairman of the Board, Berrifine (Denmark)*

Jørgen Stølsgård, Berrifine’s Chairman of the Board, represented the company at the mission in Seoul.

The products that garnered a lot of attention from local companies were the fruit-based raw material products like single strength fruit juices, fruit juice concentrates, air and freeze-dried products.

Berrifine’s products are unique to the Asian market. The raw produce from which they’re made is grown in large volumes in Northern Europe’s favourable climate.

The excellent flavours of the natural produce are carefully preserved and processed using high-quality techniques that are **on par with the high standards of the Korean market.**

During the business mission, Mr. Stølsgård met new local manufacturers, partners, local agents, as well as other existing market contacts.

While already supplying products regularly to the Korean market through a local importing company, Berrifine managed to **acquire new valuable business connections, including several new customers.**

All in all, Berrifine has expanded its business in Korea through **one new distributor and two more potential clients.** These are long-term active prospecting contacts that will require further meetings and follow-up locally, to make sure the products comply with Korea auditing and paperwork required to be sold on the market.



There is a definite growing demand for organic products in South Korea and Berrifine is there to fill in the needed supply of fruit-based raw materials and ingredients, used in connection with new product development in the sector of organic beverages and freeze dried products.

*“We’ve had meetings with large international corporations who are present on this market, and who have some very interesting ideas for new product developments with us.” - Jørgen Stølsgård, Chairman of the Board, Berrifine (Denmark)*

The EU Gateway | Business Avenues team provided the company with **tailored matchmaking and advanced filtering services**, which saved the company’s representatives valuable time and energy in identifying the right partners.

With the support received from EU Gateway | Business Avenues, Berrifine is positive about its market opportunities in Korea and its expansion in the region.



*“With EU Gateway | Business Avenues, we have had lots of meetings, but no spam visitors.” - Jørgen Stølsgård, Chairman of the Board, Berrifine (Denmark)*

Following its successful participation to the mission in Korea, Berrifine is looking to reapply to the programme in other countries in Asia and secure a steady expansion in the region.

Does your company have what it takes to expand to Korea?

Check upcoming opportunities for European companies in the EU Gateway | Business Avenues calendar [here](#) [3] and don't miss the opportunity to be selected for upcoming business missions.



More info on [eu-gateway.eu](https://www.eu-gateway.eu)

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[1]

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