



## Korea Trade Network

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Tel : 82-2-6000-2114 Fax : 82-2-6000-2084 [www.ktnet.com](http://www.ktnet.com)

KTNET Progress Report '03



## Challenge & Promise of Global e-Trade Network

Korea Trade Network (KTNET) / Business Times Service (BCS)

Korea Trade Network

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KTNET Progress Report '03

## Challenge & Promise of Global e-Trade Network

**KTNET**  
Korea Trade Network

Riding the wave of digital culture, KTNET is burning the midnight oil to maximize value for customers. Based on its strategy of choice and concentration, KTNET is strengthening its core capabilities as a leader in e-trade infrastructure and services. While leaping ahead to be a super first-class corporation, it is contributing to common human prosperity.

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## Star of the Internet Era



Since its foundation in 1991, KTNET has consistently positioned itself as the leader in the development of e-trade infrastructure and services. Demonstrating its success in this area, today KTNET facilitates more than 100 million e-document transactions annually. Furthermore, as e-trade emerges as a new engine for economic growth, it has standardized over 310 e-trade-related documents.

Rallying behind Korea's pan-national drive to become the business hub of Northeast Asia, KTNET is the catalyst for advancing the nation's e-trade infrastructure. As the guiding light for paperless trade, seamless integration with all trade processes and international business competitiveness, it is strongly committed to building a truly global e-trade network.

As the No. 1 address of Korea's e-trade odyssey, KTNET aims to become the global digital leader. It is committed to building an e-trade superhighway to serve the global village and common prosperity.

Helping to create and uphold global standards, including transparency, KTNET is challenging the world to maximize the benefits of its clients, partners and collaborators.

## An Engine for Global e-Trade Prosperity



e-Commerce is an engine to expand trade and increase trade competitiveness around the world. Under the new global paradigm, the necessity of the spread of e-commerce cannot be overemphasized.

In conjunction with Korea's odyssey to become one of the G8 countries with exports of US\$300 billion by 2010 and its vision to be the hub of Northeast Asia, KTNET, with its extensive network and technology resources, is the driving force behind the nation's e-commerce movement.

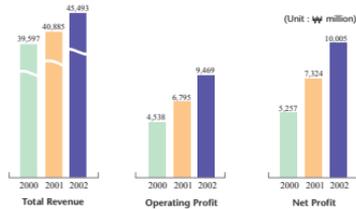
With these goals clearly in mind, KTNET has established a domestic network encompassing government, industry and research institutes as the prime mover for national e-commerce initiatives. Similarly on a global scale, it has taken the lead in developing multilateral and bilateral networks and projects.

Our vision and mission is to provide a one-stop system for global prosperity in the new millennium. On the way to realizing this dream, this publication summarizes KTNET's performance in 2002 and its initiatives for 2003 and is designed to achieve better communication and understanding of how e-commerce is the wave of the future for international trade.

We ask for the continued support, advice and patronage of our clients as well as of all those with an interest in achieving greater common prosperity through e-commerce.

*Shin Dong-Oh*  
CEO & President

## Financial Highlights



(Unit : ₩ million)

Results	2000	2001	2002
Total Revenue	39,597	40,855	45,493
Cost of Revenue	28,972	28,403	29,541
Gross Profit	10,625	12,452	15,952
Operating Profit	4,538	6,796	9,469
Net Profit	5,258	7,325	10,005

## KTNET Annual Plan 2003/04

1. Enhanced Business Applications
2. Integration of Trading Processes
3. Expansion of Global e-Trade Networks
4. Building Trade Infrastructure in Partnership with the Government

## 1. Enhanced Business Applications

### A. e-Trade Frame

Responding to the paradigm change of the Internet era, KTNET services and solutions are focusing on adaptation to the Internet environment. In this context, it is providing e-trade ASP (Application Service Provider) service through substantial improvement of the existing eXedi service.

Under the banner of e-Trade Frame innovation, KTNET pursues the maximization of efficiency via automation of document processing plus minimization of duplicate input. The KTNET-led innovation also features the supply, via a single window, of information related to trade, customs, logistics, etc. This system realizes paperless trade, enabling traders to integrate information flow associated with all transaction procedures and to conduct comprehensive, seamless business activities. The single window system offers portal services tailored to the specific needs of small enterprises, individuals and companies by industrial sector.

### B. e-Logis Frame

The reduction of logistics expense is becoming an ever more vital factor in leveraging traders' competitiveness. KTNET's e-logistics systems have ended the era of direct visits to customs offices to process documents associated with cargo shipments. Moreover, it continues to standardize documents for EDI, providing value-added services such as cargo information via MFCS (Manifest Consolidation System).

Similar to e-Trade Frame, KTNET's e-Logis Frame underlies the transition to Web-based processing. It is facilitating the conversion of EDI users to Web-based systems, helping to reduce maintenance and repair expenses.

At the same time, e-Logis Frame is being revamped for the Web environment, enhancing efficiency and introducing the era of "anytime, anywhere" processing of cargo shipment requirements.

### C. e-Customs Frame

Following the realization of 100% automation of customs procedures, KTNET is striving to further upgrade its customs support system for existing EDI users as well as Internet users. Directly linked to customs offices, the new system substantially enhances efficiency and convenience.

As a pioneer of e-customs, KTNET is stepping up efforts to usher in the era of "obtaining customs clearance from your desktop anytime, anywhere."



## 2. Integration of Trading Processes

### A. Expansion of Textile EDI and Networking With Trade Organizations

To highlight the excellence of KTNET's service and to strengthen the competitiveness of the industry, KTNET is pushing the mandatory use of EDI to acquire textile export permits. Furthermore, it is striving to broaden its EDI service linkage with pertinent export and import-related organizations at home and abroad, effectively adapting to the change in global trade paradigm, especially the growing importance of processes in determining competitiveness.

### B. Development of Export Cargo Shipment Reservation System

In order to meet the requirements of CSI (Container Security Initiative) of the United States, KTNET is hastening to develop a shipment reservation system, AMS (Automated Manifest System), utilizing its pool of experience and technological support from its partners.

### C. Launch of APIS (Advanced Passenger Information System)

With security issues becoming a paramount priority in the face of terrorism, KTNET is moving to develop APIS, which collects passenger information and transmits it after aircraft departure to such organizations as the U.S. Department of Justice and customs authorities. Under this system, advanced immigration screening is possible. This service will be available to national flag carriers as well as 20 foreign airlines serving Korea.

## 3. Expansion of Global e-Trade Networks

### A. Korea-Japan e-Trade Hub

Under the initiative of the Korean and Japanese governments, KTNET is implementing a bilateral e-trade hub designed to expand trade between the two countries and to help reduce associated expenses of more than US\$500 million annually. The project also is expected to pool market access resources for export and import and to build a foundation for e-commerce utilization.

KTNET will establish standardized business models and processes, build information/legal system infrastructure and promote the set-up of e-document registration and storage centers.

Under the basic principle of creating synergies through the utilization of e-documents, the Korea-Japan e-trade project has integrated four documents into new e-documents to complete the basic foundation.



Furthermore, to achieve wider participation in the project, KTNET is tailoring its solutions and services to customer requirements. At present, the system is large company-oriented.

In the initial stage, KTNET is building a real-time transaction system centered on Hyundai Motor on the Korean side and Mitsubishi on the Japanese side.

**B. PAA (Pan Asian e-Commerce Alliance)**

KTNET will continue its cooperation with the East Asian PAA e-trade network by identifying users and proceeding with pilot projects. It will examine laws and systems with the goal of developing a draft standard e-trade agreement. It also will promote the establishment of an electronic B/L system.

Combined membership of the parties now exceeds 120,000 organizations, representing almost all active trading enterprises in the Asian market.

The members are:

- KTNET, Korea
- CrimsonLogic, Singapore
- Dagang Net, Malaysia
- CIECC, China
- TRADE-VAN, Taiwan
- TRADELINK, Hong Kong
- TEDJ, Japan
- TEDMEV, Macau

**C. ASEM ( Korea-EU e-Trade Network)**

In line with the work of the Korea-EU e-trade network, KTNET will analyze and test the business process between the initial pilot firms (Hyundai Motor and Bosch) and work to expand the participating pilot companies to include Siemens, BASF, etc. It also will prepare applicable kinds of e-documents and standard guidelines for e-documents.

The next steps are to expand the project from the private sector to government-to-government (G2G) cooperation including the UK and France and to accelerate e-commerce between Korea and other European countries. Partners in the consortium include major European companies like Dakoys, Sitpro and MCT.

The current clients are Siemens, INA-Schaeffler KG, Delphi Diesel, BERU and BASF.



**4. Building Trade Infrastructure in Partnership With the Government**

**A. KILC (Korea Integrated Logistics Consortium)**

KTNET plans to support the expansion and broader use of B2B logistics activities. It will promote a model trade 'visibility' project to monitor the status of nation-to-nation cargo movement and establish a pilot system enabling reservations in an integrated door-to-door delivery service over the Internet. It also will demonstrate a model VMI (Vendor Management Inventory) solution for inventory control of cargoes in warehouses. KTNET will evaluate the performance of its three-year B2B logistics model project and conclude a contract to put the system into regular operation.

**B. Global SCM Hub**

KTNET is establishing a global supply chain management (SCM) system, largely for the benefit of small and medium enterprises. It is capping the national project by combining IT infrastructure and its experience and know-how with the ultimate goal of



making Korea the base for parts and component production in Northeast Asia.

The global SCM hub, linked with KTNET's e-Trade, e-Logistics and e-Customs systems, infrastructure, etc., aims to support Korean enterprises' global management capabilities, thereby contributing to the sophistication of industrial structure and the spread of informationization among small enterprises based in Korea.

**C. Supply of Integrated Trade Management Solution**

KTNET has developed a Web-based integrated trade management solution for small and medium enterprises. Called e-Trade Partner, it is being upgraded to provide optimal and seamless paperless trade benefits.

**D. Establishment of Public Key Infrastructure-Based Consolidated e-Document Storage System**

KTNET is preparing to participate actively in the government-led project to establish a PKI-based consolidated e-document storage system, which is expected to emerge as another cornerstone in the development of e-commerce. This system will dramatically reduce the cost of document production, storage and distribution as existing paper documents are converted into e-documents.



**E. IT Consulting for Small and Medium Enterprises**

KTNET is providing informationization consulting services to small and medium enterprises including IT strategy, process re-engineering, etc. In this effort, it partners with IT consulting companies and local colleges to plan and implement informationization projects.

**Major Customers**

KTNET Service Customers Surpass 13,500

In the emerging digital economy era, KTNET use has snowballed and as of June 30 the number of regular users of the company's services exceeded 13,500. This total broke down to more than 10,000 trading companies, over 330 shipping/airline/logistics companies, in excess of 100 financial institutions/banks/insurance companies and more than 140 business organizations. All of the nation's major logistics companies, banks and financial institutions are currently using KTNET's services, while more than 10 medium and large-size trading companies have joined KTNET's customer list.

KTNET also has standardized approximately 310 e-document formats, which now support annual transmissions of 100 million documents.

Domestic Clients

Samsung Electronics	SK Corp.	Amkor Technology
Hyundai Motor Company	Hyosung Corp.	3M Korea
LG Electronics	Kolon	Korea HP
POSCO	Daewoo Electronics	Fuji Xerox Korea
Doosan	Chell Jedang	DuPont Korea
Korean Air Lines(KAL)	DHL Korea	UPS-KED Co., Ltd.
Asiana Airlines	FedEx	TNT Express
Korea Exchange Bank	Shinhan Bank	Citi Bank
Kookmin Bank	Woori Bank	Hong Kong Shanghai Banking Corp.

Foreign Clients

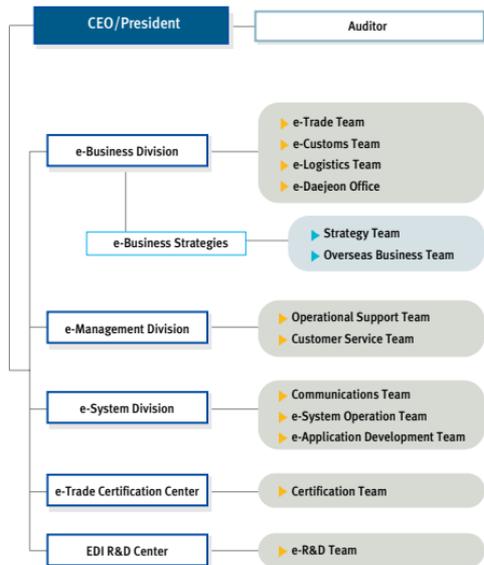


Major Partners

Business



Government Agencies



## e-Trade Platform



Multi-Channels ↔ Single Window ↔ Overseas Links



## Cooperative Companies

- 18 **B2LOGIS** / Global e-Logistics Solutions & Services
- 20 **Daumsof** / High-Function Solutions Provider
- 22 **DocuEx Korea** / Preparing Trade Documents Cost Efficiently
- 24 **eSum Technologies Inc.** / Creating New Value for e-Business Community
- 26 **Fujitsu Korea Ltd.** / "The Possibilities are Definite"
- 28 **iCompla Co., Ltd.** / Best Solution Provider for Global Value Chain Innovation
- 30 **M2M Global** / Grand, Multiple e-Marketplaces in Korea
- 32 **MatrixB** / e-Business Technology Group
- 34 **ReadyKorea** / Leading Venture in e-Trade Software

## Global e-Logistics Solutions & Services

B2LOGIS launched 100% web-enabled ASP services for Korean logistics service providers on December 20, 2001. KTNET and B2LOGIS subsequently introduced eLogisframe services, a hosted ASP model that mainly focuses on Korean customs EDI services. It covers all business processes including shipping agencies, freight forwarders, bonded truckers, warehouses and customs brokers.

B2Logis is the only model representing the total combination of the off-line and on-line logistics business in Korea. Its main roles are wide-ranging consultation, generation of new business, construction of IT infrastructure for logistics and maximization of B2B performance.

### Business Scope

#### 1. eLogisframe: B2G Logistics ASP Service

eLogisframe is a B2G service platform that domestic logistics service providers use for transmitting EDI declaration messages to the Customs Office. It has been developed under the web environment so that exchanged data can be kept for record and reference.

#### 2. Logistics Visibility & Monitoring Solution: Private & Public Model

The concept of visibility is not entirely new. It is, however, a very essential service component that shipper and consignee need to manage their cargo efficiently and to make decisions in case of irregularity or unforeseen events. It is an intelligent cargo management service rather than a simple cargo tracking system. It is characterized by event management, cargo monitoring, decision-making support, alert/pre-alert function and performance evaluation.

B2Logis has developed private and public models and acquired expertise for customizing and fitting it to a customer's legacy system.

### Company Profile

- Name of Company: B2Logis
- CEO: Park Hoo-Kil
- Address: 41-21 2nd Floor Myungwha Bldg., Samsung 2-dong, Gangnam-gu Seoul, Korea 135-868
- Paid-in Capital: US\$250,000
- Number of Employees: 18
- Major Business:
  1. eLogisframe : B2G Logistics ASP Service
  2. Logistics Visibility & Monitor Solution : Private & Public Model
  3. Logistics Consulting
  4. Global Solution Sourcing
  5. SCM Connected Logistics Solution
  6. eLogistics Service Suites
  7. Freight Forwarder Information System
- Contact:
  - Websites: www.b2logis.co.kr
  - Tel: 82-2-548-0660
  - Fax: 82-2-548-2992



#### 3. Logistics Consulting

Logistics can be referred to as a complex process entailing many local and overseas partners and wide-ranging systems components. That's why consulting is a necessary procedure when service systems are being considered and implemented. B2Logis offers specialized consulting by category of transportation: railroad, cargo terminal, inland container depot, shipping industry. One of the advantages that customers have with B2Logis is that the result of the consulting can be applied directly and efficiently to building their systems.

#### 4. Global Solution Sourcing

Considering that logistics is globally operated, sourcing various logistics-related solutions from abroad is surely a helpful way for supporting customer businesses. B2Logis has been implementing plans to study and consult on many proven solutions with their providers, which are instrumental in complementing services that B2Logis can offer. They include compliance of Nextlinx, some private services by GTNexus and so on.

#### 5. eLogistics Service Suites

With steady progress of marketplaces and etrade, there is a growing concern and interest in eLogistics service. eLogistics can be summarized as a full integration of variously staged and phased logistics processes, producing the cyclic efficiency of planning, execution and performance. B2Logis aims to achieve eLogistics functionality based on visibility and embedding it into complicated logistics processes.

#### 6. Freight Forwarder Information System (FIS)

Pivotal roles that logistics requires the most are played by freight forwarders. The basic, but valuable, component that makes up the whole structure of eLogistics is FIS, in that it connects data with shippers, carriers and overseas partners. On the other hand, it creates in-house B/L data considered to be the core of the whole trade and logistics process. B2Logis is developing FIS continuously and readying it for installation in customer sites. B2Logis offers not only CS but web-based FIS for worldwide service.

### Management Direction

Three years have passed since the commitment and goal were set in 2000. B2Logis is making steady progress towards its long-cherished dream, which is to integrate the practical business processes of trade and logistics. The integral composition of the two hubs will give the utmost benefits to trading companies and logistics service providers. The summit that B2Logis will have finally reached is a national logistics infrastructure for processes, transactions, database, and value-added service. A platform that is accessed easily and cheaply by logistics industry is the company's objective.

Daumsoft, Inc.

Daumsoft, Inc.



## High-Function Solutions Provider

Daumsoft offers solutions that enable companies to provide more convenient service in the e-business area. Also, the solutions help increase customer loyalty and reduce customer support costs in addition to enhancement of corporate productivity and efficiency. The solutions are equipped with high functionality and compatibility utilizing IT technologies such as document processing, knowledge analysis, dialogue technology, NLP (Natural Language Processing), IR (Information Retrieval), e-mail, JAVA, XML, DB, etc. Daumsoft is building a new paradigm of e-business solutions in the Internet environment and provides solutions that are more efficient for customer interaction to improve companies' competitive power.

### Business Scope

#### 1. Products

##### 1) Talkro ERMS

- Talkro ERMS not only enables enterprises to cope with geometrically increasing numbers of e-mails but also converts e-mail into a strategic customer contact channel.

- It provides agents with an easy-to-use application to respond quickly and professionally to high volumes of email messages, using response templates and having quick access to other customer information.

##### 2) Talkro Helper

- Talkro Helper is a comprehensive knowledge management customer service solution that helps companies quickly and cost effectively answer questions from customers and employees.

- It organizes and structures knowledge in such a way that makes it easy for all types of users to quickly access the knowledge base to accurately answer questions and solve problems.

### Company Profile

- Name of Company: Daumsoft, Inc.
- CEO: Kim Kyeong-Seo
- Address: 6FL, Sae-a Venture Tower, 946-12, Daechi-dong, Gangnam-gu, Seoul, Korea
- Paid-in Capital: US\$1.33 million
- Number of Employees: 89
- Major Business:
  1. Intelligent e-CRM Solution
  2. Research & Development: Natural Language Processing / Information Retrieval Engine
  3. Web/IT/System Consulting
  4. Web/Mail/Server Hosting
  5. Knowledge Processing/Management
  6. Solution Based System Integration
- Major Solutions:
  1. Intelligent Contact Center Solution
    - Customer Channel Integration
    - BMS (Email Response Management System)
    - Web Call Center Solutions
    - eCRM Solutions, etc.
  2. Knowledge Management Solution
  3. Strategic Customer Relationship Management Solution
- Contact:
  - Websites: www.daumsoft.com
  - Tel: 82-2-565-0531
  - Fax: 82-2-565-0532

### 3) Talkro CVMS (Customer Voice Management System)

-Talkro CVMS manages customer claims and other feedback through all communication channels, both on-line and off-line.

-It collects information from websites. (Competitor information, trends and their customers' negative feedback automatically with the "crawling" technique)

### 2. Solutions

Daumsoft's solutions are applicable to all e-business fields, including CRM, EIP, EKP, e-Commerce, Knowledge Management, WAP, Groupware, Mail, etc.

### Management Direction

Daumsoft continues to seek easier, speedier, more efficient and economic solutions that maximize customer satisfaction.

#### Easy

The Intuitive UI (User Interface) is easy to learn and convenient to use and customize.

#### Power

eCRM tools are simple to use, extend and integrate, and provide a cost-saving effect.

#### Economical

The Intuitive UI is usable with the least training, easy integration and open architecture ensure quick application yields and the fastest ROI.

#### Knowledgeable

Daumsoft can provide and establish a knowledge base related to customer management and e-business.

#### Experience

Daumsoft provides the optimum solutions based on its long years of experience in SI and the set-up of numerous customer centers in public sectors, finance and e-business fields.

#### Technology

Daumsoft can provide technologies required in all platform and e-business areas with sufficient manpower and customizing capability by securing various technologies conforming to global standards such as NLP, XML, Search, OLTP, Data Structure, Knowledge Processing and J2EE.





## Preparing Trade Documents Cost Efficiently

DocuEx Korea CEO Jeon Hyo-Jin (Jean Jeon) started developing an automated export documentation system using Microsoft Excel spreadsheet in 1997 and launched a Visual Basic/MS Access/MS SQL-based automated export documentation solution, called JET-EXPORT, in July 2002.

In April 2001, DocuEx Korea became an e-Partner of Korea Trade Network Co. Ltd. (KTNET), which built Korea's electronic trade infrastructure and provided international trade automation services using the electronic data exchange (EDI) system. DocuEx Korea now markets CTradeInfo - Korea's worldwide trade information service - import/export statistics for cargo movement and an import/export business directory service.

### Business Scope

JET Export (Job Engine for Trade): Export Documentation Software

This user-friendly software package makes it simple to complete export documents. The JET-EXPORT family retains all information in Microsoft SQL and Microsoft Access database. The Visual Basic programming language, Microsoft SQL Server and Microsoft Access database make the user-friendly application perfect for office use.

It operates on standard office PCs and LaserJet printers. No expensive hardware is required. Single user and LAN versions are available. A version for trading houses, shipping agents, freight forwarders, logistics firms, customs agents and trading agencies that manage many different exporters is also available.

JET-Export Online (Export Document Web-Services)

DocuEx has transformed into a web-based service with JET-Online for the same categories of users, allowing preparation of export documents on-line. There is no software to purchase. Just join JET-Online and use Internet Explorer.

### Company Profile

- Name of Company: DocuEx Korea  
(Documents Express Korea Co., Ltd.)
- CEO: Jeon Hyo-Jin (Jean Jeon)
- Address:  
1st Floor, Seongho Yeoksam Bldg., 833-2,  
Yeoksam-dong, Gangnam-gu, Seoul, Korea
- Paid-in Capital: US\$130,000
- Number of Employees: 15
- Major Business:  
1. JET Export  
2. JET Export Online
- Contact:  
- Website: www.DocuEx.com  
- Tel: 82-2-508-0668  
- Fax: 82-2-508-3929

### Korea's Trade Information Service, CTradeInfo

CTradeInfo is a trade database service that offers access to data for approximately 16,000 commodity groups for the Republic of Korea for up to 30 years (1970 - present). CTradeInfo is a division of KTNET (Korea Trade Network) that specializes in electronic trade service - trade automation service including electronic customs clearance, foreign exchange, cargo insurance and logistics operations.

### Export Document Preparation Service

Using a unique combination of specially designed software, DocuEx and highly experienced and trained professionals, with international banking experience focused on providing the shortest possible turnaround on export documentation requests, are able to help exporters receive payment under letters of credit, T/T, bank drafts (D/A, D/P, CAD) and cash transactions in the shortest time possible. It guarantees submission of export documents that are 100% correct and negotiable by banks within a pre-arranged timeframe after all the necessary information is received.

### Employment Agency Service

As an employment agency, DocuEx offers exporters trained staff for temporary assignments, contracts or permanent placement. It has an International Trade Course for potential candidates with programs in three primary fields, Introduction to International Trade, Focusing on Letters of Credit, and How to Prepare and Check Documents. By contracting with successful candidates after completion of the course, DocuEx is able to provide staff to exporters looking for professional in-house managers.

### Management Direction

With CEO Hyo Jin Jeon (Jean Jeon), who has over 11 years of experience in exports, shipping, and international trade in Korea and New Zealand, CIO Young Ki Kim (Andrew Kim), who has worked for 12 years in software development in Australia, Korea and New Zealand, and CTO Jeong Il Choi, who has spent nine years in software development in Korea, DocuEx management realizes that there is a substantial number of exporters that cannot properly handle export documentation or do not prepare documents cost-efficiently. Therefore, DocuEx is working to offer the optimum services to respond to the many needs of today's exporters.



## Creating New Value for e-Business Community

eSumtech, an "e-Business Integration and Infrastructure Solution Company", provides future-ready e-business enabling solutions that help customers meet their business needs and facilitate productivity enhancement, significant cost savings and new business opportunities.

eSumtech's e-Business Integration Solutions provide answers for seamless business processes and accurate/real-time information exchanges among suppliers, manufacturers, logistics agencies, banks, trading partners and net market makers as well as employees and customers.

In August 2000, eSumtech successfully launched production operations of Answer4B2B for major corporations in Korea. These companies include traditional EDI/VAN service providers, B2B hubs and large electronics manufacturers. With the demand for emerging,

XML-based applications, eSumtech facilitated a complete integration of the new XML infrastructure solution with existing EDI applications and their legacy systems.

Along with these integration solutions, eSumtech helps their business run in a secure, reliable, and scalable e-business environment by integrating future-ready competitive e-Business Infrastructure Solutions and Services.

### Company Profile

- **Name of Company:** eSum Technologies Inc.
- **CEO:** Kwak Heo-Seop
- **Address:**  
Sungbo Yeoksam Bldg., 833-2, Teoksam-dong, Gangnam-gu, Seoul, Korea
- **Paid-in Capital:** US\$1.7 million
- **Number of Employees:** 37
- **Major Business:**
  - 1. e-Business Integration Solution
  - B2B
  - EDI
  - 2. e-Business Infrastructure Solution
- **Contact:**
  - **Websites:** www.esumtech.com
  - **Tel:** 82-2-3451-2300
  - **Fax:** 82-2-3451-2323



### Business Scope

#### 1. e-Business Integration Solution

eSumtech's component-based system architecture (Answer4B2B) provides the solution for seamless e-business integration that simplifies the multitude of communication requirements in B2B and application integration. It is designed for future-ready availability that enables easy-to-add new applications.

Answer4B2B also automatically understands information at the semantic level when data exchange occurs, and empowers work of disparate systems together in real-time, eliminating redundant data exchange and maintaining information

integrity. Its e-Business Integration solution can manipulate any-to-any format transformation and application integration.

eSumtech provides an e-business integration suite, Answer4B2B, that enables:

- B2B collaboration
- Seamless information exchange among trading partners
- Connecting business applications to business partners and other internal systems
- Business application consolidation
- Any-to-any semantic level data transformation

eSumtech has 10 years of e-business infrastructure knowledge and experience in security and business transaction areas. It facilitates business process automation and the exchange of reliable business information in time with loosely coupled technology. Its customers have realized improved work processes, customer service, reduced total cost of manual processing, and reduced cycle time.

#### 2. Products

- **Answer4B2B (e-Business Integration Solution)**  
*Integration Server, Integrated Management Console, Process Designer, Application Adapters, GUI Mapping Toolkit, Communication Connectors*
- **XML Transformer, EDI Translator**
- **EDI-Answer Series (EDI Translators)**  
*EDI-Answer/WIN, EDI-Answer/NT, EDI-Answer/DGW*
- **EDI-Answer/MSB, EDI-Answer/ Mapper, EDI-Answer/SMT**

### Management Direction

As a creative and fast-growing company, eSumtech delivers complete customer satisfaction by providing high-quality business productivity solutions and services with leading-edge technologies. Keeping customer success in mind, it enhances the value of the customer's business and competitiveness, fulfilling customer expectations with ongoing support in the new Internet-based change paradigm.

To create a favorable work environment, the company encourages self-esteem and ownership, and works to raise productivity through fair incentive programs. It invests continuously in employee self-development and implements profit sharing in line with company growth. eSumtech supports the realization of employee goals and vision.

eSumtech shares trusted partnerships in a win-win spirit. It develops mutually supportive and cooperative relationships, pursuing long-term fair benefits.

As a responsible community member, the company abides by ethical rules and contributes constructively to profit generation, while maintaining integrity within the community.

eSumtech works hard to achieve an appropriate ROI for stockholders through transparent management and by fostering a trustworthy enterprise through its core business ethics.

The company constantly challenges to develop new technologies to maintain the leadership in professional e-business expertise, and promotes active development of overseas business opportunities to be a global e-business solution innovator.

# Fujitsu Korea Limited

Fujitsu Korea Limited



## "The Possibilities are Definite."

Born with the name 'Facom Korea' in 1974, today's Fujitsu Korea Ltd. is exerting utmost efforts under its management philosophy of contributing to the development of Korea's IT industry through provision of high-tech services, while respecting Korean culture under Fujitsu's overseas activity motto 'coexistence and co-prosperity' and 'cross-cultural company.'

### Business Scope

#### 1. Global IT Infrastructure Service

Fujitsu Korea provides 'InfraCare' service, the global brand of Fujitsu Group's IT infrastructure service. Fujitsu InfraCare service, available worldwide, provides total services from introduction planning to set-up and operation from the perspective of Fujitsu Group to meet the customer's needs, including data center, network and end-user environment.



#### 2. Windows Technical Support Service

As an SI firm providing software, solutions and services as well as hardware, Fujitsu Korea concluded an MCSC contract with Microsoft and is providing technical support services for Microsoft's products to meet a wide variety of corporate environments and customer's demands.

#### 3. Training and Test Centers

To help nurture specialized manpower who will lead the Internet and informationization era, Fujitsu Korea conducts technology training courses where

### Company Profile

- Name of Company: Fujitsu Korea Ltd.
- CEO: Yoon Jae-Chul
- Address: 14E1-1B1, Sosaeng Tower, 83-1, Susong-dong, Jongno-gu, Seoul, Korea
- Paid-Up Capital: ₩8.4 billion
- Number of Employees: 600
- Major Business:
  1. Hardware Platform Business (Unix Server, IA Server, Mainframe, Notebook, Network, Display, Storage and IT Infrastructure)
  2. Software Business, Solution and Integration (WAS, ERP, ABC, OA, EDMS, MIS, CAD/CAM, PLM/PDM, POS and Enterprise Solutions)
  3. System Integration Business
- Contact:
  - Website: ko.fujitsu.com
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experts in respective fields provide the latest on information technology. Also under a contract with Sylvan Prometric of Australia, Fujitsu Korea opened APTC (Authorized Prometric Test Center), a globally recognized IT test center, which provides internationally certified IT qualification exams from April 1 this year.

#### 4. Products

- Platforms (Mainframe, Unix Server, IA Server, Storage)
- PCs (Notebook, PDA, Tablet PC)
- Peripheral Equipment (HDD, MO, Printer, Scanner)
- Telecommunications Devices
- Software (WAS/EAI, System Management, Output Solution, Gaming World)
- Solutions (CRM, ERP, CAD/CAM/CAE/PDM, Video Conference, Shopping Mall, Web Billing)
- Displays
- POS
- Semiconductors

### Management Direction

#### Open Management

Establish quarterly management plan and hold explanatory sessions on business performance

#### New-Generation Management Meeting

Establishment of an inter-company communications organization consisting of new-generation employees designed to provide opinions and fresh ideas to top management.

#### Suggestion System

Suggest ways for productivity enhancement, working process improvement, etc. and reward excellent proposals

#### OM System

Report various opinions, complaints and recommendations (signed or unsigned) in an Open Mind, Open Management atmosphere

#### Employee Satisfaction Program

An omnidirectional program to eliminate discontenting factors and expand satisfying factors

#### Survey of Employee Opinions

Survey opinions on systems, communications, leadership, job satisfaction, including management of change in accumulated satisfaction and improvement

## The Best Solution Provider for Global Value Chain Innovation

Starting as an enterprise e-procurement solution provider in 2000, iCompia now is leading in e-business solutions in Korea, enabling customers and their value chain business partners to operate integrated "Wisehub" series e-business suites. The key founding members of iCompia are composed of pioneers in design and development of e-business solutions and who lead implementation projects to remarkable success.

The key customers of iCompia like Hyundai Motor & KIA Motors, KT, Samsung iMK, KEP, Hyundai Petrochemical, HIT, Torray-Saehan, INI Steel, and Pantec as well as Korean government ministries like MIC & MOCE could explain why this young company is number one in such a short period of time in the Korean e-business market.

iCompia now is ready to extend the market to the world. Together with KT-Net, the leading e-trade global networking and service company, iCompia provides insight, knowledge and experience as well as the best-of-breed enabling tools for global networking of all trading partners, which includes overseas customers, suppliers, forwarders, truckers, carriers, customs brokers, warehouses, banks, insurers, and so on. iCompia's value chain integration solutions together with KT-Net's Global networking service enable global supply chain and demand chain business process integration and collaboration in real time, which results in seamless, paperless, timely, low cost, utmost efficiency and competitiveness in value chain management.

This is what iCompia provides with its value chain integration solutions. iCompia has a record of success, but no record of failure. iCompia is a company very well focused on and experienced in products.

### Company Profile

- Name of Company: iCompia Co., Ltd.
- CEO: Eric Jung
- Address: 46L, Robat Bldg., 747-29, Yeoksam-dong, Gangnam-gu, Seoul, Korea
- Paid-in Capital: US\$2 million
- Number of Employees: 36
- Major Business: Providing "Wisehub" series web-based enterprise solutions for Value Chain Management and for Trade & Logistics chain Integration
- 1. WiseT&L - Trade & Logistics Chain Integration Solution
- 2. WiseSG - Supply Chain Integration Solution
- 3. WiseDCI - Demand Chain Integration Solution
- 4. Wisemarketplace - e-Marketplace Solution
- Contact:
  - Websites: www.icompia.com
  - Tel: 82-2-6003-1100
  - Fax: 82-2-554-7882

### Business Scope

#### 1. e-Business Applications

The enterprise e-business applications of iCompia are 100% self-developed Web-based technologies. They are the strongest product group for the integration of enterprise value chains:

- Supply Chain Integration: WiseSCI
- Demand Chain Integration: WiseDCI
- Global e-Trade & Logistics Solution: Wise T&L

- e-Marketplace Solution: Wise-Marketplace

#### 2. Component Solutions

Previous enterprise solutions have transformed into Web-based solutions in today's Internet economy era, greatly expanding accessibility. However, in fact, actual system user convenience and enterprise system security have not been taken into account as fully as the function of accessibility.

In order to overcome the vulnerabilities of traditional enterprise e-business applications, iCompia has developed and is providing component solutions that maximize convenience in enterprise system utilization and reinforce system security.

The expanded functions that top domestic e-business leaders enjoy can be easily applied to the systems of other firms as well.

### Management Direction

iCompia aims to be a global value chain solution provider that will grow with its customers on a win-win basis under the vision of developing into a world-class firm in the value chain integration solutions and services market, which integrates all chains, including sales and distribution as well as enterprise purchase chain integration solutions.

With the mission to strengthen customer competitiveness through value chain innovation, iCompia intends to create new future industries through commercialization of high-tech information. For this, iCompia has established a management framework: concentration on core business sectors; outsourcing in specialized fields; formation of a dynamic organization culture; and value management.



## Grand, Multiple e-Marketplace in Korea

M2M Global is a unique, grand e-marketplace that has been established through equity investments by Korea's representative e-marketplace enterprises by business sector and field.

The company is maximizing clients' work efficiency by providing one-stop packaged services to relieve their inconvenience in requiring diverse products to deal with large numbers of individual firms.

To help realize a customer's e-business, M2M provides on-line and off-line total infrastructure services, including proxy off-line transactions and system development/operating services, in addition to supplying necessary commodities.

The company is expanding the number of participating partners under a future vision to grow into a global marketplace in cooperation with e-marketplaces abroad.

### Company Profile

- Name of Company: M2M Global
- CEO: Park Sang-Chul
- Address: 6FL, Media Venture Tower, 594-3, Daechi-dong, Gangnam-gu, Seoul, Korea
- Paid-in Capital: ₩100 million
- Number of Employees: 30
- Major Business:
  1. Procurement Outsourcing Service
  2. Sales Network Service
  3. e-Biz System Infra Service
- Contact:
  - Website: www.m2mglobal.co.kr
  - Tel: 82-2-568-5007
  - Fax: 82-2-568-5995

### Business Scope

#### 1. Procurement Outsourcing Services

- General Procurement Agent Services
- Turnkey Procurement Agent Services (Single item and auction)

#### 2. Sales Network Services

- Commodity Supply and Product Planning

#### 3. e-Biz System Infrastructure Services

- Formation of e-Marketplace (B2B, B2C, EC)
- Development and Supply of e-Solutions, e-Infra ASP
- Strategic Alliances and Set-Up of Information Strategy Plans
- e-Consulting

#### 4. Operation Agent Services

- MP/B2C System Operation
- Operation of e-Biz Solutions and Agent Services
- Call Center Agent Services

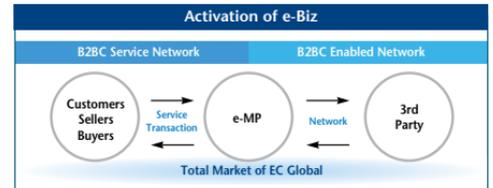
#### 5. M2M Global Station

- B2B Solutions
- B2C Solutions
- e-Catalog Solutions
- c-Commerce
- e-Procurement Solutions
- Web-based development tool - Jmatrix / M2M ERP Systems
- Electronic Tax Calculation Sheet (DTMS)



### Management Direction

M2M Global envisions the realization of a corporate structure that can bring profits to all e-MP equity participants, sellers and buyers, while seeking the invigoration of e-business by achieving an economy of scale in the e-business market. Based on its profound experience and advanced technology, the company plans to lead B2B, B2C and e-marketplaces ideally suited to the 21st century information era. It intends to invest in the cultural content field as well.



## The River in New Business Technology

Founded in 1987, Matrix2B has been devoting itself to proliferate e-business, providing ERP and EDI solutions to about 3,000 enterprises. As a specialized e-business solution provider, Matrix2B has built e-business infrastructure, specifically designed for industry portal sites, e-marketplaces, and B2B sites-supporting enterprise-to-enterprise and business-to-business inter-communication.

Matrix2B envisions the launch of the "Matrix of Business Exchanges" as an open solution that integrates enterprises and entrepreneurial business.

### Business Scope

#### 1. e-Biz Solution

This solution consists of an e-marketplace environment that integrates trade, community, content, and services, and an e-purchase support solution. Matrix2B is also developing B2B and e-commerce solutions based on the know-how that the company acquired over many years of experience.

Currently, Matrix2B provides and is operating services to a network of 2,000 domestic companies, including government-led B2B network enterprises, such as textile B2B test enterprise, Pusan City Footwear Industry, Changwon City Machine Industry (MK21).

#### 2. e-Trade Solution

A partner solution to Oracle ERP, this is the electronic trade solution that has the greatest number of applications domestically. Fully-integrated with ERP, the e-trade solution automatically handles inquiries and sales proposals up to contract conclusion conducted at a marketplace outside of the enterprise. It is also equipped with functions to handle all post-contract trade affairs via the Internet.

### Company Profile

- Name of Company: Matrix2B
- CEO: Kwak Jong-Hoon
- Address: 1091 Saman Bldg., 945, Daechi-dong, Gangnam-gu, Seoul, Korea
- Paid-in Capital: ₩900 million
- Number of Employees: 70
- Major Business:
  1. e-Biz Solution (Matrix\*Marketplace / Matrix\*Procurement)
  2. e-Trade Solution (Matrix\*Trade)
  3. Trade EDI Solution (Matrix\*EDI)
- Contact:
  - Website: www.Matrix2B.com
  - Tel: 82-2-568-2791
  - Fax: 82-2-568-1725

Matrix2B provided Matrix\*Trade Solution to several of the largest Korean companies including Korea Telecommunication, Kolon Group, and Doosan Heavy Industry.

#### 3. Trade EDI Solution

Holding a market share of 50% in domestic trade EDI solutions, Matrix2B is one of the largest EDI solution providers in Korea. As a partner company with KINET since 1992, Matrix2B has been providing and maintaining trade EDI solutions to over 3,000 companies.

Matrix\*EDI provides comprehensive EDI for all trade processes at an affordable price. And with numerous experiences in cooperative projects with major ERPs such as SAP, Oracle, and Uni-ERP, it is the best EDI solution covering all kinds of enterprises, including electronics, textile, chemical, and metal industries.

### Management Direction



Information Center (KTIC). The company, which achieved 3.6 billion won in sales last year, is targeting six billion won this year.

ReadyKorea

ReadyKorea

READY KOREA

## A Leading Venture in e-Trade Software Area

ReadyKorea was founded in 1989 as a sole proprietor focusing on developing enterprise software and providing consulting services to specialized industries include trade, textile and medicare.

In e-business partnership with KINET, ReadyKorea, designated as a promising venture enterprise by Small & Medium Business Administration (SMBA), provides information and EDI services in trade, logistics, customs, etc. KINET and ReadyKorea are suppliers of up-to-date information and services. In April this year, ReadyKorea completed the establishment of the ECR trade education system ordered by KINET. Moreover, led by KINET, ReadyKorea was awarded an ASEM e-trade network establishment project by the Ministry of Commerce, Industry & Energy in March. In November last year, the company, under the umbrella of KINET, completed the development of e-Trade Partner, a consolidated trade management system.

### Company Profile

- Name of Company: ReadyKorea Co., Ltd.
- CEO: Kim Taek-Yun
- Address: Topa Venture Tower 8th Floor, 1591-3 Seocho 3-dong, Seocho-gu, Seoul, Korea
- Founded: November 1989
- Paid-in Capital: US\$420,000
- Number of Employees: 48
- Major Business:
  1. Consulting
  2. Software Packages
  3. IT Solutions & Services
- Contact:
  - Website: www.readykorea.com
  - Tel: 82-2-3487-9800
  - Fax: 82-2-9487-9600

### Business Scope

#### 1. Consulting

ReadyKorea specializes in consulting on IT system establishment as well as business process practices based on a long-term relationship with clients.

- Business Strategy
- Information Technology Strategy
- Business Process Reengineering

#### 2. Software Packages

ReadyKorea's software packages feature tailored solutions for trade, textile and medical fields.

It offers successive and divisional applications facilitated by using CBD (Component Based Development) for trade-related integrated solutions.

- Trade Automation Solutions
- Textile Operation Support System
- Medicare Management System

#### 3. IT Solutions & Services

Linking hardware configurations and total infrastructure integration, ReadyKorea provides a fully harmonized system.

It suggests solutions to meet customers' requirements for reasonable costs from experiences as server supplier and network constructor for small and medium businesses

It provides consulting related to construction and maintenance of server products such as HP, etc., leased circuits suitable for enterprises and H/W, OS, DB, etc.

### Management Direction

ReadyKorea not only pursues profits, but also forms climates where businesses and individuals grow together by sharing philosophies, goals, and cultures. From such environments, ReadyKorea builds a future where both the individual's self-realization and the business's social contributions can be accomplished.

ReadyKorea emphasizes globalism, entrepreneurship and value-focused management.

#### Globalism

Global enterprise securing competitive power where the world is our market

#### Entrepreneurship

21c-leading enterprise with identity secured by "transparent management" and with highly developed competitive power

#### "Customers, Shareholders, Employees" Value-Focused Management

Top-valued company pursuing maximized customer value by securing and cultivating top-skilled employees

## Guiding Star for Paperless Trade



In the early dawn of the Internet era, KTNET shines brightly as the guiding star for paperless trade, seamless integration and trade competitiveness. Riding the wave of digital culture, KTNET is burning the midnight oil to maximize value

for customers. Based on its strategy of choice and concentration, KTNET is strengthening its core capabilities as a leader in e-trade infrastructure and services. While leaping ahead to be a super first-class corporation, it is contributing to common human prosperity.

In Pursuit of establishing full-scale e-trade on a global basis to increase human prosperity, KTNET is dedicated to realizing vision and plans articulated in this report.

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