UAE is the biggest trade partner to Republic of South Korea in the Middle East region

# Gfair – Korean Products Exhibition supports the 300% increase in demand for Korean products in UAE over the past 5 years.

September 2018 – The provincial Government of South Korea, namely, Gyeonggido, is set to create another launch pad for South Korean Manufacturers at GFAIR – Korean Sourcing Fair for its second year in Dubai.

The exhibition is scheduled to be held on 17-18 September 2018 at JW Marriott Hotel Deira and will feature over 100 Korean Brands and Products. After the tremendous response to Korean products at the expo last year, this year’s expo will feature a wider range of Cosmetics, Wellness products, Electronics and Electricals, Security, Home Appliances, Interiors, LEDs and more.

According to experts, Korean products are increasingly becoming a favourite with UAE residents owing to their high quality, affordable prices and the fact that they use organic ingredients in their beauty and healthcare products. Korean companies also have a reputation for developing and manufacturing unique and user-friendly appliances and electronics to make life simple, yet sophisticated.

UAE and Korea share many synergies as economies geared toward trade and foreign direct investment. Both countries have placed a key focus on expanding infrastructure, fostering innovation and improving ease of doing business and these similarities and strengths have enabled their unique relationship to evolve and thrive over the years. Dubai's non-oil trade with South Korea has increased steadily in recent years, reaching $7.5 billion in 2017.

The number of South Korean companies registered with the Dubai Chamber exceeds 170 and bilateral relations have been boosted by high-level visits from both sides and the signing of strategic cooperation agreements in the fields of investment, trade, economy, science, technology, energy, healthcare, hence making import and exports between both nations smooth.

The second edition of Gfair - Korean Sourcing Fair in Dubai is set to enhance the exchange of business and know-hows between both countries further; and pave the way for Korea’s latest innovation products to make presence in UAE this month.

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