



## FAS/Seoul Monitoring of Media Reporting on Agricultural Issues

Today's Date: **Wednesday, September 11, 2019**

For Coverage: **September 5 ~ 11, 2019**

### ***Hyundai Department Store Partners with Coupang to Offer Its 400,000 Products On-line***

<https://www.hankyung.com/economy/article/2019090884681>

Summary: Hyundai Department Store, the third-largest department store chain in Korea, has recently developed a partnership with Coupang, the leading on-line retailer in Korea, to offer its 400,000 products on-line. Hyundai Department Store has opted for the partnership strategy with Coupang instead of making further investment to build its own on-line business division. Other medium size department store chains have also partnered with Coupang recently to minimize their investment for on-line business. On the other hand, the leading players in the industry, Lotte Department Store and Shinsegae Department Store, have opted for developing their own on-line retail arms. The aggressive expansion of Coupang is likely to present tough competition to the conventional retail companies in the coming months.

### ***Lotte Offers Complete Dish Packages for Chuseok Memorial Service Dining Table for On-line Orders***

<http://www.donga.com/news/article/all/20190902/97224374/1>

Summary: Lotte Department Store announced that it launched complete dish packages for Chuseok (local Thanksgiving day) memorial service dining table. It is a tradition in Korea that each family prepare a special dining table with a set variety of dishes to show their gratitude for their ancestors on important local holidays, including Chuseok (Thanksgiving day) and Seolnal (New year's day). According to Lotte, the Chuseok dish packages were developed in cooperation with a home meal service specialist, Round Kitchen 7. The packages cost from 179,000 won (about \$149) for three servings to 249,000 won (\$207) for six servings.



**Keeneland Korea Cup Race 2019 Highlights Strong Partnership between the U.S. and South Korean Horse Industries**

[http://www.news1.com/view/?id=NISX20190908\\_0000764678&cID=10701&pID=10700](http://www.news1.com/view/?id=NISX20190908_0000764678&cID=10701&pID=10700)

Horses of American origin won the 4th Keeneland Korea Cup (1,800 meter) and Keeneland Korea Sprint (1,200 meter), the premier thoroughbred race in Korea, held in Seoul-Gwacheon racetrack on September 8. The race was hosted by the Korea Racing Authority (KRA) with sponsorship by the Keeneland Association from Kentucky. Five high-profile American horses attended the race alongside many local Korean horses of American bloodline. Harry Harris, the U.S. Ambassador to Korea attended the event and highlighted the strong partnership between the United States and South Korean horse industries. Munhak Chief, 4 year old colt bred in the United States and trained in South Korea, won the Keeneland Korea Cup Race (\$1 million purse money). Nine of the eleven horses that ran the race were American origin horses (7 locally trained horses and 2 air-ship traveled to attend the race). Blue Chipper, 4 year old gelding bred in the United States and trained in South Korea, won the Keeneland Korea Sprint Race (\$660,000 purse money). Nine out of the sixteen horses that ran the race were American origin horses (6 locally trained and 3 air-ship traveled to attend the race). <Photo: Ambassador Harris with Munhak Chief>



*The information in this report was compiled by the [Agricultural Trade Office \(ATO\)](#) at the U.S. Embassy in Seoul, South Korea. The press summaries contained herein do NOT reflect USDA, the U.S. Embassy, or other U.S. government agency official policy or view point. U.S. food exporters can learn more about market opportunities in South Korea by reviewing ATO Seoul's [Exporter Guide](#) and other reports available at [www.fas.usda.gov](http://www.fas.usda.gov) by clicking on "attaché reports."*