



Foreign Agricultural Service
U.S. Agricultural Trade Office



FAS/Seoul Monitoring of Media Reporting on Agricultural Issues

Today's Date: **Tuesday, October 10, 2017**

For Coverage: **September 21 ~ October 10, 2017**

Consumer Confidence Index Declines Three Months in a Row ... Consumer Market Remains Sluggish as North Korean Nuclear Risk and China's Anti-Korean Policy Escalate

<http://news.hankyung.com/article/2017100133581>

Summary: The Bank of Korea reported that the Consumer Confidence Index (CCI) marked 107.7 in September, down 2.2 point from the previous year. The CCI has been on a decline after hitting 111.2 in July. The Bank of Korea pointed out that consumers were having a negative economic outlook particularly for escalated concerns over North Korean nuclear risk and China's anti-Korean policy over the U.S. THAAD anti-missile defense system introduced into Korea.

Korea Reports Record High Exports in September

<http://news.hankyung.com/article/2017100133681>

Summary: According to the Ministry of Industry, Trade and Resources (MITR), Korea's exports amounted to a record high, \$55.1 billion in September, up 35 percent from the same month of previous year. The semi-conductor, oil refining, and steel industries led the export growth. Despite the remarkable outcome, Korea's export sector is likely to see stagnant growth in the coming quarter as the Korean economy faces many new challenges, including rising trade disputes with major export markets, including the U.S.

'Seoul Dragon City' Opens on October 1 and Offers 1,700 Hotel Rooms and Many F&B Outlets

<http://news.hankyung.com/article/2017092718541>

Summary: 'Seoul Dragon City', a large-scale real estate development project in Seoul is scheduled to be completed with grand openings of four hotels, a convention center, and numerous food and beverage outlets on October 1. The hotels (Grand Mecure, Novotel Suite, Novotel, Ebis Style) are all under the management of Arco Hotel Group France and will offer 1,700 guest rooms and high profile restaurants. The convention center can accommodate a group of 4,900 people at one time. Additional foodservice and recreational facilities in the complex are likely to attract a strong traffic of consumers.



'Myung-Rang Hotdog' has Opened 730 Franchise Outlets since Its Launching One Year Ago

<http://news.hankyung.com/article/2017092673661>

Summary: 'Myung-Rang Hot Dog', a quick service restaurant franchise that offers low price hotdogs for take-out reported that the number of franchise outlets under its umbrella reached 730 as of September 26. The franchise was launched a year ago and generated an outstanding growth due to strong consumer demand for cheap and quick meal solutions. Its strategy to offer rice dough coated hotdogs with many different flavor options also attracted a strong traffic of young consumers.

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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 by clicking on "attaché reports.