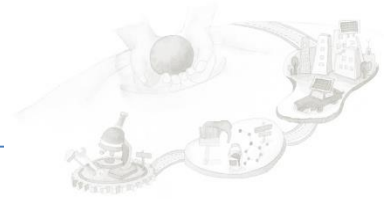


Latitude

Here to add value to your offering in a manner that is positive for all parties involved and positive for the environment.

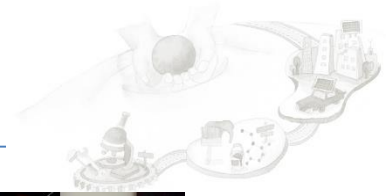


Table of Contents



- Latitude – in brief
- Founder – Lewis Patterson
- Introducing the team
- Channels and networks
- Functions
 - Government and Industry body representation
 - Private enterprise representation
 - Market entry and support
- Contact us

Founder – Lewis Patterson



Lewis Patterson founded Latitude in 2007 in New Zealand with the objective of strengthening trade relationships between Korea and New Zealand and introducing sustainable solutions to both countries.

The Korean office of Latitude was established in 2010 and Lewis has continued to pursue the above objectives through Latitude and via involvement with government related projects.



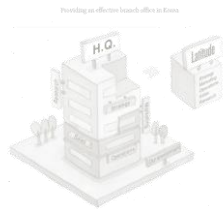
■ Government related roles

- Chairman of Chamber of Commerce 2013 - 2014
- New Zealand Trade & Enterprise trade advisor

■ Private company roles

- Latitude Limited (CEO)
- ZESRPI – International Ingredients Business Manager
- T-Mobile – Mobile platform project manager

Latitude – Brief Introduction



■ History

- Established in New Zealand in 2007
- Registered office established in Korea 2010

■ Approach

- Work with innovative companies that offer premium products / services
- 100% focused on adding value to your product / service
- Have a philosophy where the environment is a priority

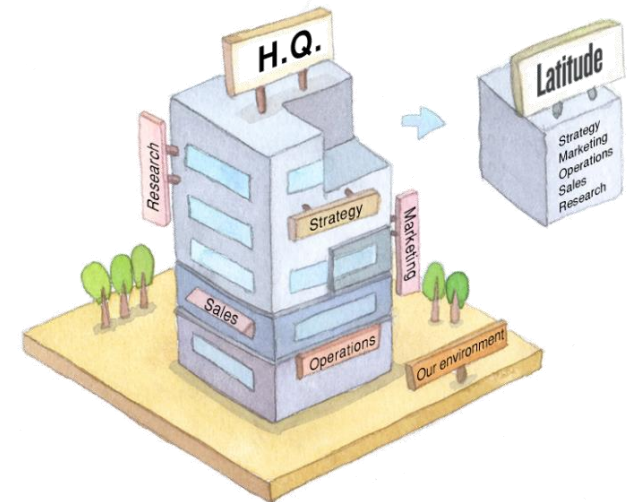
■ Service

- Effective in-market branch office function
- Sales, marketing and PR
- Market entry strategy and research

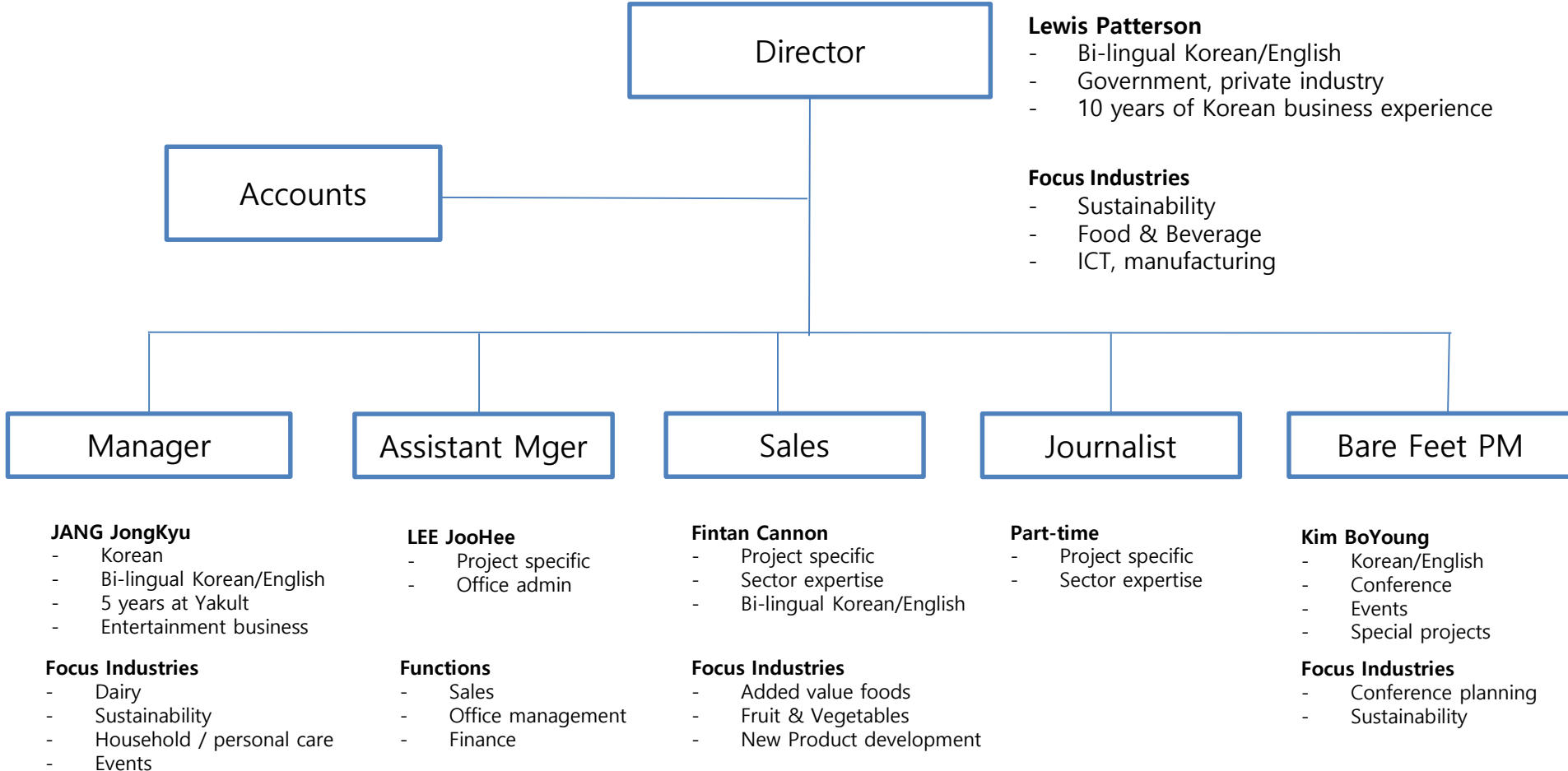
■ Experience & networks

- Brand development
- Relationship management
- Import / export & sales expertise

Providing an effective branch office in Korea



Latitude – The Team



Bare Feet – sustainable solutions



Latitude set up the 'Bare Feet' project team in 2011 to focus on a range of sustainability projects.

Projects to date include:

1. 2011: Assisted with article on waste handling innovation in Korea (KEITI)
2. 2012 (ongoing): Advisory work for foreign companies offering packaging related solutions
3. 2013 (ongoing): Liaison with NZ government funded research center (Scion)
4. 2014: Research article into Bioplastics market in Korea with resulting publication in related overseas journals
5. 2014: Research article into end-of-life options in Korea and potential solutions
6. 2015: 'Sustainable solutions through innovation' project.
 - a) 2016-06: Innovation & Sustainability in Consumer Packaging conference
 - b) 2016-06: Innovation & Sustainability in building



(Yonhap Feature) Korea turning waste to profit with landfills

By Rick Ruffin
Contributing writer
SEOUL, Aug. 24 (Yonhap) -- From the Google Earth imagery, Sudokwon landfill west of Seoul looks like a golf course. Yes, it's actually a regular golf course under construction, ready to open in May next year.

The landfill's green satellite image is in stark comparison to Mexico's notorious rubbish-pit Bordo Poniente, or Rio de Janeiro's barren-looking Jardim Gramacho landfill.



Pipes funnel methane gas from buried garbage to a steam powered turbine to make electricity at Sudokwon landfill. (Courtesy of Rick Ruffin)



Government & Industry Body Representation



Work summary

Strategic support

Representative bodies need a strong presence in market to build their brand and effectively support their members.

This is an area Latitude has had significant experience in and excels at.

What Latitude does

Profile development

- Building government links
- Defining the brand
- Building in-market strategy

PR

- Taking the brand to market
- Protecting the brand and image
- Issues monitoring

Market updates

- Statistical updates
- Media updates
- Industry intelligence

Events

- In-market visit planning
- Trade shows / conferences
- Speaker requests

Examples



DEER INDUSTRY
NEW ZEALAND



Private Company Representation



Work summary

Strategic support

The potential in the Korean market is significant but it demands a lot from suppliers. It is very important that you have good oversight of the your product and brand. Equally your investment in support for your partner will pay off in terms of sales and market profile.

What Latitude does

Physical branch office

- Representative office which sends a strong message to your partners.
- Place to have meetings and work from

PR & marketing

- Taking the brand to market
- Developing marketing collateral
- Running promotional events

Sales

- Developing your sales pitch for Korea
- Talking on a daily basis to your partners
- Developing new sales channels
- Managing relationships

Administration

- Organising and handling samples
- Conference management

Examples



TAURA
NATURAL INGREDIENTS

NEW ZEALAND
blackcurrant
CO-OPERATIVE

AVANZA

Market entry & support



Work summary

Strategic support

Latitude has helped a number of companies develop a sound understanding of and the right connections to take their product to market or significantly build on their existing base.

What Latitude does

Trend analysis

- Key industry trends
- Consumer trends

Regulatory

- Assess regulatory background
- Specific product assessment

Channel assessment

- Channel structure analysis
- Talk directly to brand owners, retailers
- Pricing structures

Partner selection

- Potential partner identification
- Partner assessment

Strategic

- Market entry strategy
- Detailed entry requirements

Examples



SOURCING INGEO

Raw Materials



MAKING INGEO

Eco-Profile & LCA



RENEWING INGEO

End-of-Life Options



For more information
please contact us

Email:
info@atlatitude.com

Address:
No.2328 Officia Building, 92
Saemunan-ro, Jongno-gu
Seoul, South Korea

Latitude Ltd



Latitude is
located in

NEW ZEALAND

SOUTH KOREA

