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# South Korea – an interesting market for European companies

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Per Stenius

Despite slower growth in recent years, Korea remains a major economic force. As more foreign companies are engaging with Korea and Young Korean firms are also networking globally, the Korean market is become increasingly attractive and accessible to international, especially European, businesses.

In a recent interview with The Chosun Daily, Dr. Per Stenius, Client Director at Reddal, discussed business opportunities for foreign companies in South Korea. In addition, he also addressed potential challenges associated with operating a new business in this market.

The original article was published by The Chosun Daily on April 22, 2024 and can be accessed here: Interview: “S. Korea is an attractive market for European companies”.

For more Reddal Insights on the South Korean market entry, please refer to past articles around the topic at https://www.reddal.com/insights/tags/south-korea.