

Abstract

A Study on Supporting the Living Goods Industry in Seoul, South Korea

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The living goods industry is defined as one producing final goods used in hobbies, sports, house interior projects, and office works. For example, eyeglasses, toys, jewellery, kitchen goods, and musical instruments, among many others. This industry has been ignored for a long time because of the emphasis on the high technology industry by the South Korean government. As a result, the high-valued goods from Europe and Japan and the low-valued ones from China and other markets have replaced Korean domestic goods, and thus the production capability for those goods is diminished in South Korea.

However, with incomes rising, consumers want more diversity in living goods, and especially with new design and technology, hence, the demand for the living goods is increasing. Thus, the living goods industry has changed from a decaying one to a growing one and has become a high value added product.

Therefore, we suggest a few proposals for fostering the living goods industry. First, the city of Seoul should add the living industry as an industry under its policy discretion, in addition to the existing ones of city manufacturing and strategic industry. Second, the city of Seoul should prepare and promulgate a city ordinance for supporting the living goods industry. Third, the city of Seoul should choose a few promising living goods that are worthwhile to intensively support.

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