

SOUTH KOREA

Cyber Security Market



- Cyber and defense threat from North Korea
- High network connectedness, advanced use of mobility, significant intellectual property, and economic growth
- Plans to procure sophisticated technology for modernization and advancement
- To spend \$8.76 billion by 2017 creating a huge growth market for cyber security

Strengths

- Strong political and defense relationship with the US
- Large military budget
- Open market access
- Member of WTO's Government Procurement Agreement

Opportunities

- Increased spending on cyber security
- Free trade agreement with the US
- High regard for US defense and security products

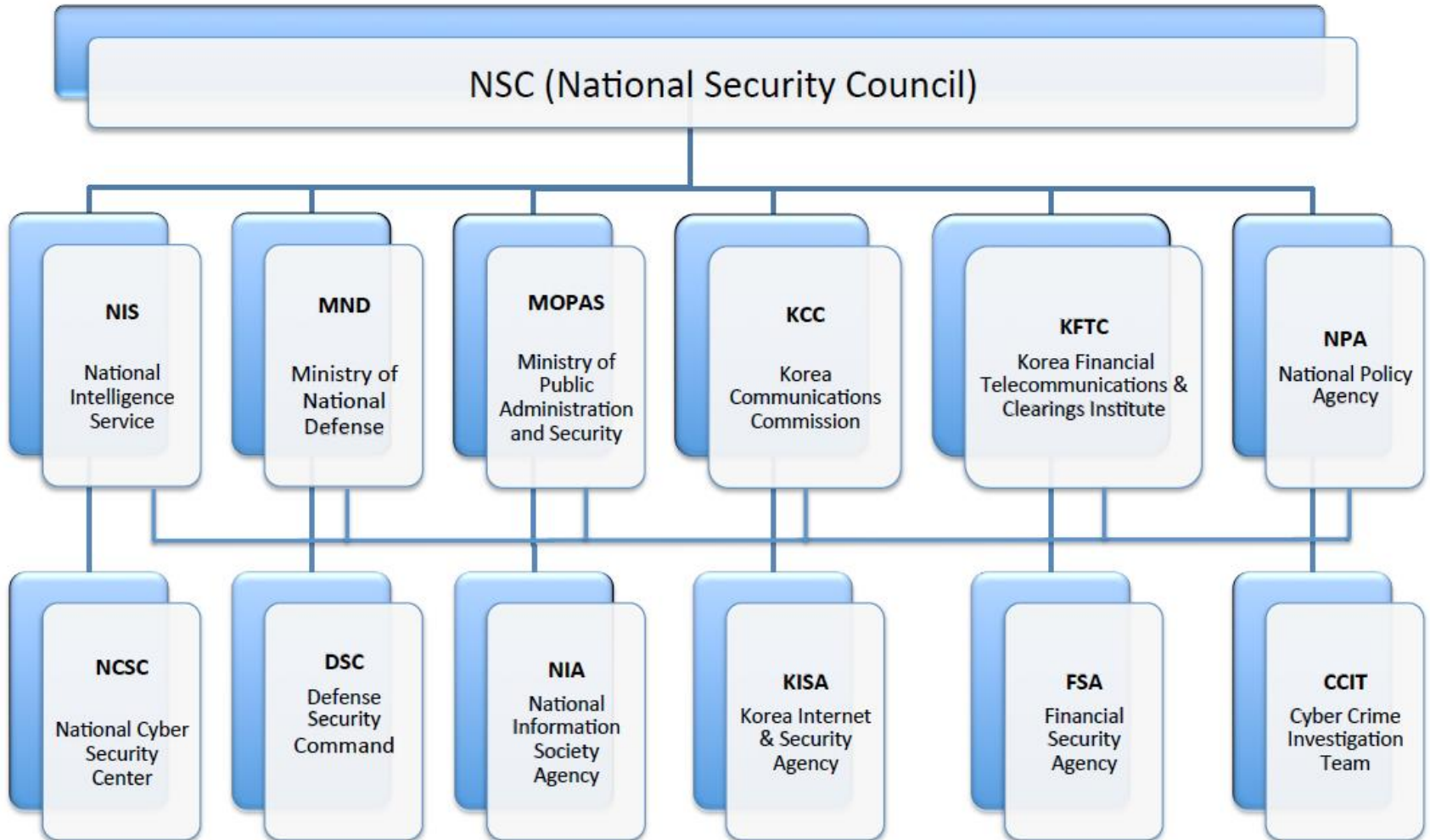
Weaknesses

- Cultural differences and issues which create challenges for foreign firms doing business

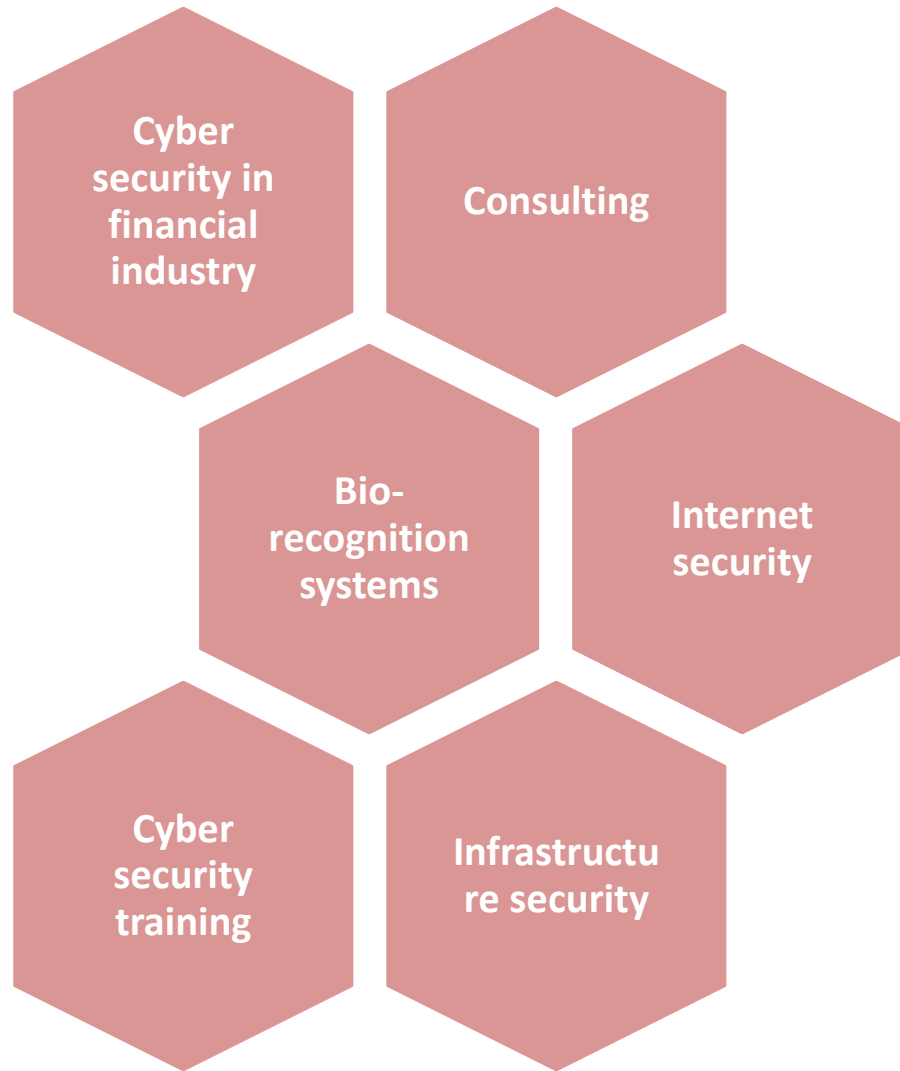
Threats

- Significant competition from other domestic and foreign companies
- Existence of technologically sophisticated domestic companies
- North Korea

SOUTH KOREA'S COMMAND STRUCTURE FOR CYBER SECURITY



MARKET OPPORTUNITIES



- Free trade agreement with USA
- Open access to government contracts
- [Defense Acquisition Program Administration \(DAPA\)](#)
primary agency for defense procurement
- US exporters should schedule presentations to DAPA to brief them on their products and services
- Considerable demand from private sector