

Korea Market Access For Wine And Wine Products Agreement

The Honorable Clayton Yeutter

United States Trade Representative

Office of the U.S. Trade Representative

600 Seventeenth Street, N.W.

Washington, D.C. 20506

Dear Ambassador Yeutter:

Recently, representatives of the governments of the Republic of Korea (Korean Government) and the United States of America (U.S. Government) have consulted regarding provision of fair and equitable access for imported wine and wine products to the Korean market. As a result of these consultations, the Korean Government has agreed to take the following measures:

1. The Korean Government will accord foreign manufacturers of wine and wine products, their subsidiaries or agents (hereinafter foreign wine manufacturers), non-discriminatory and equitable access to the Korean market. Agents of foreign wine manufacturers established in Korea, and wholly or partially foreign owned or controlled subsidiaries and agents of foreign wine manufacturers (subject to paragraph 2) will have the right to import, distribute and sell imported wine and wine products on terms consistent with the measures stated in this letter. Such activities may not include the direct sale of wine or wine products through retail outlets.
2. Effective January 1, 1991, foreign wine manufacturers will be permitted, subject to routine but expeditious review, to make direct investment in new and existing businesses that will engage in importation, distribution and sale of imported wine and wine products.
3. The Korean Government will ensure that the level and conditions of market access for imported wine and wine products provided for in this letter remain unimpaired by restrictions or requirements affecting directly or indirectly the importation, distribution or sale of imported wine and wine products. Except as specified by this letter, the Korean Government will accord non-discriminatory and equitable treatment with respect to the conditions for importation, distribution and sale of imported wine and wine products.
4. The measures stated in this letter cover all wine and wine products specified in Annex I to this letter including: still, sparkling, and fortified and dessert wine and wine products (whether made from grapes, other fruit, or other non-fruit materials), brandy made from wines, and other fermented beverages including, but not limited to, fruit flavored wine products and beverages commonly referred to as wine coolers which are composed of a alcoholic wine medium (grape or non-grape based) and other non-alcoholic ingredients including, but not limited to, water and/or carbonated water, fruit juice, fruit flavors and/or essence, citric acid, coloring agents, and preservatives and stabilizers. All references to wine or wine products include all of the products set forth in Annex I unless otherwise specified in this letter.
5. The permissible range of alcohol content for all wine and wine products considered a "fruit wine" is from four to eighteen (3-18) percent by volume. The permissible range of alcohol content for all wine and wine products considered "other compounded beverages" is from one to forty (1-30) percent by volume.
6. The Korean Government will submit to the National Assembly at its fall 1990 session a amendment to the Liquor Tax Law to categorize wine coolers (as defined in paragraph 3 of this letter) and fruit flavored wine products (to which non-fermented or distilled alcohol is added) as a "fruit wine".

7. Until the date that the Liquor Tax Amendment is enacted, the Korean Government will permit administrative authority to reduce the applied tariff for wine cooler to fifty (50) per cent of the relevant legislated rate.

8. For 1989, the size of wine and wine product container will be limited to four liter or less; the content of container will not be intended for rebottling. Effective January 1, 1990, the limitation will be increased to permit importation, distribution and sale of wine and wine product in container of 18 liter or less; the content of container will not be intended for rebottling.

9. Effective January 1, 1989, the Korean Government will permit up to 13 qualified importers of wine and wine product in addition to the existing 12 licensed importer. Limitation on the number of importers will be revised effective January 1, 1990. An importer of wine and wine product will be required to be a corporate entity and meet a minimum capitalization requirement of 10 million plone won. In 1989, importer will be required to show proof of an importer/supplier relationship, which need not be exclusive, with a foreign wine manufacturer. This requirement will be abolished effective January 1, 1990.

10. An importer of wine and wine product may be licensed as a trading company under the Foreign Trade Act without any export performance requirement. Such importer's business activities will be restricted to importation, distribution and sale of all imported alcoholic beverage, as the case of business activities of all other alcoholic beverage importer.

11. All importer of wine and wine product will be permitted to sell product to wholesaler (including wholesaler in region other than the region in which the importer is registered) which are domestic liquor wholesaler, headquarter of per market and chain store, and imported liquor wholesaler.

12. Importer of wine and wine product can act as an imported liquor wholesaler of product in the region (Seoul and 9 provinces) where the importer is registered upon obtaining a whole sales license. The requirement for obtaining a license will consist of: (1) acquiring more than 20 pyong (approximately 720 square feet) of floor space for the sale, storage and distribution of wine and wine product and (2) acquiring more than 2.5 ton of transportation equipment. An importer who is also licensed as a wholesaler will be permitted to sell imported wine and wine product directly to licensed retail outlet (not including per market and chain store that are providing contrast with headquarter which are wholesaler of wine and wine product) which are located in the region where the importer/wholesaler is registered as well as selling to other wholesaler that are domestic liquor wholesaler and headquarter of per market and chain store and imported liquor wholesaler. Business activities of imported liquor wholesaler will be restricted to distribution and sale of all imported alcoholic beverage. An importer of wine and wine product who acts as a wholesaler will be permitted to maintain two separate premises, one for importing and one for wholesaling activities, or to establish a combined premise for import and wholesaling activities.

13. An importer of wine and wine product will be permitted to establish imported liquor wholesaler in region other than the importer's principal place of business. The number of whole sales license will be limited to one per importer for each region. The wholesaler should be separate corporate entities and meet the following requirements for large cities (provincial capital): (1) payment of a minimum capitalization amount of 10 million plone won, (2) acquisition of more than 20 pyong (approximately 720 square feet) of space for sale, storage and distribution activities, and (3) acquisition of more than 2.5 ton of transportation equipment. For other areas, the whole sales entity should meet the same requirements except that the minimum capitalization requirement will be 20 million plone won.

14. For the calendar year beginning January 1, 1989, the Korean Government will permit importation of wine and wine product excluding sparkling wine, brandy and grain-based wine, in a quantity equivalent to forty per cent (40%) of domestic production during the calendar year 1988 of wine and wine product covered by the quota. Product mix of wine and wine product will be the same as of the foreign wine manufacturer/exporter and importer. In any event, there will be no limitation on the percentage of total import accounted for by any single wine or wine product or category of product.

15. The 1989 quota will be administered in a manner which will ensure maximum utilization of the quota throughout the year. The quota will be allocated on a quarterly basis equally to all importers in existence at the end

time of the importation. Importation of goods will be issued by ONTARIO automatically and expeditiously. The importation will be provisionally based on one-fourth of the estimated volume for 1981 and will be available for use by July 31, 1981. Subsequently, importation will consist of one-fourth of the volume plus any unused volume from previous quarters. Openly, better of credit for importation or other evidence of firm commitment to import will constitute use of importation.

16 Should the quarterly importation granted to one of the importers of wine and wine products fall below usage in the previous quarter, the Korean Government agrees to consult with the U.S. Government regarding the situation and future importation.

17 Effective July 1, 1980, there will be a quantitative limit on the importation of wine and wine products, excluding sparkling wine, brandy and distilled wines, and covered products will be produced automatically throughout the time. Effective July 1, 1981, importation of sparkling wine and brandy will be abolished and such products will be produced automatically throughout the time. In addition, within two years after the date of this letter, the Korean Government agrees to consult with the U.S. Government with a view to achieving liberalization of imports of distilled wine and wine products.

18 Effective July 1, 1981, the Korean Government will reduce the customs tariff rate on wine and wine products to thirty-five (35) percent. The tariff rate will be reduced by further five percent to thirty (30) percent effective July 1, 1980. After consultation with the U.S. Government, the second half of 1980, the Korean Government will make further measures to reduce the tariff rate for wine and wine products beginning July 1, 1981 and through the end of the current five-year tariff reduction period.

19 The Korean Government will participate in good faith in tariff negotiations for wine and wine products with the Uruguay Round of multilateral trade negotiations.

20 Effective February 1, 1981, the Korean Government will eliminate any requirement that retail outlets sell domestic alcoholic beverages or obtain permission from the Korean Government to sell imported wine and wine products. Moreover, in addition, tax burden will be placed on retail outlets or distributors related to the sale of imported wine and wine products.

21 Limitations on requirements imposed by the Korean Government on imported wine and wine products will not be more burdensome than those applied to domestic wine and wine products. Required information, to be specified in the Korean schedule, will be limited to the following: (1) Production facilities under the Korean Liquor Tax Law (as shown in Annex II to this letter), (2) Country of origin (country in which the wine is manufactured), (3) Alcohol content (by volume), (3) Name of the importer, and (5) the name of additives, if any, as specified in Annex III to this letter.

22 This information may be presented on foreign wine manufacturer's primary label affixed to the front of the container or on supplementary labels. The size of the manufacturer's primary label will be determined by the manufacturer. The Korean Government will permit affixation after importation of any label supplementing the sales label (which is required to be specified in the Korean schedule if production is for sale through supermarkets and hi stores), education label, or the name of the importer. Foreign wine manufacturers may fix education labels describing items such as the wine variety, production of the beverage, the type of grapes used, foods that the wine complements, and appropriate temperature for serving.

23 The Korean Government will expeditiously test wine and wine products when the product is first imported. Once wine or wine product produced by participant foreign wine manufacturer has met testing requirements, no further tests will be required on this product's condition for importation.

24 The Korean Government agrees to consult with the U.S. Government on the request of the U.S. Government on any matter relating to the importation, distribution or sale of imported wine and wine products.

This reflects our mutual understanding of the measures that the Korean Government has agreed to take with respect to the provision of fair and equitable access for wine and wine products to the Korean market.

Enclosures: 9

Annex I

Annex II

Annex III

Sin e e

Tong-Jin Pa k

(Annex I)

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2203.21 20 00 Whi e wine

2203.21 90 00 O he

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2203.29 20 00 Whi e Wine

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2206.00 10 20 Pe

2206.00 10 90 O he

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2206.0020 20 Yak ju (K)

2206.0020 30 Tak ju (K)

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nn x II)

Liquo Classification

Takju

Yakju

C ungju Sak)

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Whisky B

andy

Ot Distill d v ag

Compound C ungju

Compound

Gins ng Liquo

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List of dditiv s

No Name Us

108 Sacc a ia Sodium Swe t n

163 spa tame

35 Disodium Glycy izinat

33 T isodium Glycy izinat

130 Food Gr n No. 3 Colo ing g nts

131 Food Gr n No. 3 luminum Lak

132 Food R d No. 2

133 Food R d No. 2 luminum Lak

133 Bood R d No. 3

135 Food R d No. 3 luminum Lak B

136 Food Red o 3
13 Food Blue o 1
138 Food Blue o 1 Aluminum Lactate
139 Food Blue o 2
15 Food Blue o 2 Aluminum Lactate
151 Food Yellow o 3
152 Food Yellow o 3 Aluminum Lactate
153 Food Yellow o 5
153 Food Yellow o 5 Aluminum Lactate
39 Sodium Chloride
253 Sodium Iron Chloride
116 Iron Sulfate

332 Calcium Sulfate Sweetener
2 3 Titanium Dioxide
13 Sodium Sorbate
13 Potassium Sorbate

3 Dodecanoic Acid Preservatives
38 Sodium Dodecanoate
121 Sorbic Acid
122 Potassium Sorbate
169 Benzoic Acid
1 Sodium Benzoate
295 Butyl-Hydroxybenzoate
296 Ethyl-Hydroxybenzoate
29 Isobutyl P-Hydroxybenzoate
298 Isoamyl-Hydroxybenzoate
299 Propyl P-Hydroxybenzoate
31 Sodium Propionate
323 Calcium Propionate

52 Dibutyl Hydroxy Toluene Anti-Oxidant
83 Butyl Hydroxy Anisole

72 Propyl

163 Ascorbic Acid

176 Erythorbic Acid

177 Sodium Erythorbate

201 Disodium Erythorbate

202 Disodium Erythorbate

111 Sodium Bisulfite

Sodium Sulfite (Anhydrous)

Sodium Sulfite (Anhydrous)

251 Sodium Hydrosulfite

73 Sulfur Dioxide Anhydrous

62 Potassium Metabisulfite

11 Sodium Hypochlorite

250 Sodium Hypochlorite

315 Bleaching Powder

165 Sodium Nitrate or Fixative

238 Sodium Nitrate

239 Potassium Nitrate

Th Honorable Tong-Jin Park

Attorney

Embassy of the Republic of Korea

2370 Massachusetts Avenue, N.W.

Washington, D.C. 20008

Dear Ambassador Park:

I am writing to acknowledge receipt of your letter dated () and to confirm that this is consistent with the United States Government's understanding of the Korean Government's general policy. Your records show:

Dear Ambassador Yoon:

Recently, representatives of the Government of the Republic of Korea (Korean Government) and the United States of America (U.S. Government) have considered the provision of financial aid which is necessary for the importation and production of the Korean market. As a result of these consultations, the Korean Government has agreed to the following measures:

1. The Government will accord foreign manufacturers of wine products, their subsidiaries or agents (hereinafter referred to as "foreign manufacturers"), a non-exclusive right to the Government market. Agents of foreign manufacturers established in Korea, and wholly or partly foreign-owned controlled subsidiaries of foreign manufacturers (subject to paragraph 2) will have the right to import, distribute and sell imported wine products on terms consistent with the measures stipulated in this letter. Such activities may not include the distribution of wine products through retail outlets.

2. Effective January 1, 1991, foreign wine manufacturers will be permitted, subject to outline but expeditious review, to make direct investments in existing businesses that will engage in importation, distribution and sale of imported wine products.

3. The Government will ensure that the level of competition of market access for imported wine products provided for in this letter remains improved by restrictions on the volume of imports of directly or indirectly the importation, distribution and sale of imported wine products. Except as specified by this letter, the Government will accord non-exclusive right to the level of importation, distribution and sale of imported wine products.

4. The measures stipulated in this letter cover all wine products specified in Annex I to this letter including: still, sparkling, fortified and dessert-wine products (whether made from grapes, other fruit, or other non-fruit materials), but only made from grapes, and other fermented beverages including, but not limited to, fruit-flavored wine products and beverages commonly referred to as wine coolers which are composed of alcoholic wine medium (grape or non-grape based) and other non-alcoholic ingredients including, but not limited to, water, carbonated water, fruit juice, fruit flavors, essences, citric acid, coloring agents, and preservatives and stabilizers. All references to wine products include all of the products set forth in Annex I unless otherwise specified in this letter.

5. The permissible range of alcohol content for all wine products considered "fruit wine" is from four to eighteen (3-18) percent by volume. The permissible range of alcohol content for all wine products considered "other compound beverages" is from one to forty (1-30) percent by volume.

6. The Government will submit to the National Assembly its findings and recommendations to the Liaison Textile Working Committee regarding wine coolers (as defined in paragraph 3 of this letter) and fruit-flavored wine products (to which fermented distilled alcohol is added) as "fruit wine".

7. Until such time as the Liaison Textile Working Committee is created, the Government will use its administrative authority to reduce the applied customs tariff for wine coolers to fifty (50) percent of the effective legislated rate.

8. From 1989, the size of wine product containers will be limited to four liters or less; the containers of such containers will not be intended for bottling. Effective January 1, 1990, this limitation will be increased to permit importation, distribution and sale of wine products in containers of 18 liters or less; the containers of such containers will not be intended for bottling.

9. Effective January 1, 1989, the Government will license up to 13 unified importers of wine products in addition to the existing 12 licensed importers. Limitations on the number of importers will be rescinded effective January 1, 1990. An importer of wine products will be required to be a corporate entity and meet minimum capitalization requirements of 50 million plus one won. In 1989, importers will be required to show proof of importer/supplier relationship, which need not be exclusive, with foreign wine manufacturers. This requirement will be abolished effective January 1, 1990.

10. An importer of wine products may be licensed separately under the Foreign Trade Act without any export performance requirements. Such importer's business activities will be restricted to importation, distribution and sales of all imported alcoholic beverages, as is the case of business activities of all other alcoholic beverage importers.

11. All importers of wine products will be permitted to sell such products to wholesalers (including wholesalers in regions other than the region in which the importer is registered) which are domestic Liaison Textile Working Committee members of super markets and chain stores, and imported Liaison Textile Working Committee members.

12. Imposso win and win produce can accept a imposed liquor wholly to such produce in the region (Soul and 9 provinces) where the imposed is granted upon obtaining a wholesaling license. The qui men who obtaining such a license will consist of (1) acquiring more than 20 pyong (approximately 720 square) of lot space on which, to aggregate and distribute iono win and win produce and (2) acquiring more than 2.5 on the on the position quipmen. An imposed: who is also licensed a wholly will be permitted to sell imposed win and win produce directly to the local (not including up market and chain of) have purchased with adequate which a wholly to win and win produce) which a located in the region where the imposed /wholly is granted a well as selling to the wholly have a domestic liquor wholly and adequate to up market and chain of and imposed liquor wholly. But in activities of imposed liquor wholly will be prohibited to distribute iono win and wholly to all imposed alcoholic beverage. An imposed who accepts a wholly will be permitted to maintain two separate premises, on the imposed and on the wholesaling activities, of the established a combined premises of imposed and wholly activities.

13. An imposed who win and win produce will be permitted to establish imposed liquor wholly in the region where the imposed is principal place of business. The number of such wholly licenses will be limited on the imposed: to each region. The wholly should be separate companies and meet the following requirements: (1) payment of a minimum capitalization amount of 50 million won, (2) acquiring more than 20 pyong (approximately 720 square) of lot space, to aggregate and distribute activities, and (3) acquiring more than 2.5 on the on the position quipmen. Furthermore, the wholesaling companies should meet the same requirements as the minimum capitalization requirements will be 20 million won.

14. For the calendar year beginning January 1, 1989, the Korean Government will permit impositiono win and win produce, including packaged win, brandy and gain-bad win, in a quantity equivalent to 30% of domestic consumption, the calendar year 1988 win and win produce covered by the quota. Produce mixo win and win produce will be the choice of the origin win manufacturer /exporter and imposed. In any event, there will be no limitation on the percentage of imposed account of by any foreign win or win produce.

subcategory of produce.

15. The 1989 quota will be administered in a manner which will not use maximum utilization of the quota throughout the year. The quota will be allocated on a quarterly basis equally to all imposed in the domestic allocation. Imposed commendation will be issued by ONTA automatically and expeditiously. The initial allocation will be a provisional quota based on the historical annual quota of 1989 and will be available to use by January 31, 1989. Subsequently, allocation will consist of on - off the annual quota plus any unused quota of previous years. Operating a license of distribution of the video of the importation will consist of the quota allocation.

16. Should the quarterly allocation be granted on the imposed who win and win produce all below the in the previous year, the Korean Government agree to consult with the U.S. Government regarding the issue and the allocation.

17. Effective January 1, 1990, there will be no quantitative limitation on the imposed who win and win produce, including packaged win, brandy and gain-bad win, and all covered produce will be placed on automatic approval of the government. Effective January 1, 1991, limitation on imposed who win and win produce will be abolished and such produce will be placed on automatic approval of the government. In addition, within the year, the government agree to consult with the U.S. Government with a view to achieving liberalization of imposed who gain-bad win and win produce.

18. Effective July 1, 1989, the Korean Government will reduce the customs duty on win and win produce of the year (35) percent. The duty will be reduced by a further 5 percent on the year (30) percent: effective January 1, 1990. A consultation with the U.S. Government in the condition of 1990, the Korean

Government make further measures to reduce the tariff rate for the products beginning January 1, 1991 and through the end of the current 5 year tariff rate reduction period.

19. The Korean Government participate in good faith in the tariff negotiations for the products of the Uruguay Round of multilateral trade negotiations.

20. Effective February 1, 1989, the Korean Government eliminate any requirement that retail outlets selling domestic alcoholic beverages not buy or obtain permission from the Korean Government to sell imported wine and beer products. Moreover, no additional tax burden be placed on retail outlets or distributors related to the sale of imported wine and beer products.

21. Labeling requirements imposed by the Korean Government on imported wine products shall not be more burdensome than those applied to domestic wine products. Required information, to be specified in the Korean language, shall be limited to the following: (1) Product classification under the Korean Liquor Tax Law (as shown in Annex II to this letter), (2) country of origin (country in which the wine is manufactured), (3) alcohol content (by volume), (4) name of the importer, and (5) the name of the distributor, as specified in Annex III to this letter.

22. This information may be presented on foreign wine manufacturer's primary label affixed to the front of the container or on supplementary labels. The size of the manufacturer's primary label shall be determined by the manufacturer. The Korean Government permit affixation after importation of any labels including supplementary labels such as tax label (which is required to be specified in the Korean language for products for sale through supermarkets and chain stores), educational label, or the name of the importer. Foreign wine manufacturers may affix educational labels describing items such as the winery producing the beverage, the type of grapes used, foods that the wine complements, and appropriate temperature for serving.

23. The Korean Government expedite testing of wine and beer products when the products are first imported. Once the wine or beer product produced by particular foreign wine manufacturer has met testing requirements no further tests be required on this product's condition for importation.

24. The Korean Government agrees to consult with the U.S. Government at the request of the U.S. Government on any matter relating to the importation, distribution or sale of imported wine and beer products.

This reflects our mutual understanding of the measures that the Korean Government has agreed to take with respect to the provision of free and equitable access for wine and beer products to the Korean market.

Enclosures:

Annex I

Annex II

Annex III

Sincerely,

Tong-Jin Park

In light of the foregoing measures that the Korean Government has agreed to take, the U.S. Government agrees to terminate by (date) 1989, the investigation initiated in June 1988 and conducted under section 301 of the Trade Act of 1973, as amended, concerning the Korean Government's policies and practices with respect to market access for wine and beer products.

I am pleased to confirm that this exchange of letters is mutually understood between our two Governments concerning the measures that the Korean Government has agreed to take with respect to providing free and equitable market access to the Korean market for imported wine and beer products.

The U.S. Government reserves the right to reserve in the future the issue of the liability of U.S. persons including U.S. wine manufacturers to invest in the ongoing and distribution of wine and beer products in Korea.

Sincerely

I y n Yeu er

TANC offers these agreements e lectronica y as a pub ic service for genera reference. Every effort has been made to ensure that the text presented is comp ete and accurate. However, copies needed for ega purposes shou d be obtained from officia archives maintained by the appropriate agency.

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