



About us

Nowak & Partner is a management advisory firm in Seoul, South Korea, which offers services to international companies in German and English. We are specialists for market entry and M&A, setting up a branch office and recruiting local professionals, project management and the resolution of crises. Our international team has years of experience with solving the challenges faced by foreign companies in Korea, in English, German and Korean. This includes technical and commercial, as well as tax and legal matters, for which we collaborate with the renowned law firm Hwang Mok Park.

Based on years of practical experience in Korea, we understand and facilitate the expectations of our international clients, providing locally adapted solutions that enable our client's success in Korea's unique business culture. This accelerates our client's inevitable "Korea apprenticeship", helping them avoid the pitfalls of doing business in a new culture and thus minimizing expensive mistakes.

For companies that have experience in Korea, we are the business partner for difficult and unique assignments. We take responsibility and offer not only constructive suggestions but we also directly execute the objectives. We combine the technical, commercial and legal know-how of our international team, in order to deliver solid and effective solutions for our clients.

We look forward to meeting you.

Your Nowak & Partner executive team,
Joachim Nowak / Elias Peterle / Lukas Beech

Our difference

Our international management trio, consisting of a German lawyer, an industrial and management engineer and an executive search professional, bringing together a combined 30+ years of business expertise in Korea, thus making us one of the most experienced advisory firms in the country.

We provide a first-hand, all-encompassing service, whereby we value the continuous personal contact, as a cornerstone of our solution to you.

Please contact us at your convenience. It is our pleasure to speak with you confidentially and without any obligations on your part.

Information for your taxi driver:

서울 용산구 독서당로 96 (한남동36-6)
대영빌딩 4층
Tel. 02-701-4707

Nowak & Partner Co., Ltd.

4Fl. Daeyoung Bldg.
96 Dogseodang-ro, Yongsan-gu,
Seoul 140-885,
Republic of Korea
Tel. +82-(0)2-701-4707
FAX. +82-(0)2-701-4708
info@nowak-partner.com
www.nowak-partner.com



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Services

- ▶ Search and Recruitment of Key Personnel
- ▶ Object Search: Office, Warehouse, Production Facility
- ▶ Office or Production Setup
- ▶ Rental Office & Business Center
- ▶ Fiduciary Services (Trustee)
- ▶ Sales and Representation via Freelancers
- ▶ Project Management
- ▶ Crisis Management
- ▶ Negotiations
- ▶ Interim Management
- ▶ Intercultural Training

Consulting

- ▶ Market Entry
- ▶ Budgeting
- ▶ Business Setup
- ▶ HR Planing
- ▶ Mergers & Acquisitions
- ▶ Joint Venture

NOWAK & PARTNER

Services Summary

Market Entry into Korea We structure your Market Entry & Development by providing real-world commercial, technical, legal, financial/tax and HR solutions. We assist with the market integration process and with specific challenges; for example, the occasionally awkward separation from a distributor.

Executive Search & Recruitment We support you in the recruitment of senior and middle-manager, technical specialists and strategically critical personnel through a targeted search and interview process, providing a shortlist of the most suitable candidates for your specific requirements, with technical expertise, international experience and advanced communication skills.

Object Search Whether you require an office, warehouse, manufacturing or sales facility, we find the suitable facility to lease or buy and assist with the start-up.



Rental Office & Business Center With our incubation offices, we provide a desk or a lockable office space in our modern and centrally located premises, from which you can take the next steps in Korea. We offer secretarial support, as well as the latest office equipment and IT infrastructure, allowing for a high level of productivity.

Sales, After-Service or Purchasing via Freelancers In cases where you don't wish to establish your own entity in Korea, we offer to host your Freelance Representative, providing the full back-office support for the payroll and costs administration, as well as a modern workstation in our offices.

Fiduciary Service (Trustee) We can act on your behalf, in situations where you don't need an employee in Korea, such as for the issuance of a special license or to serve as a trustee, executor, personal administrator or discretionary agent.

Negotiations and Partner Search We help you to find Joint Venture partners and negotiate with you or for you in Korea. Local customs and business practices, expectations and negotiating styles are unique, so we help you to structure the JV and advise you about the relevant commercial intricacies, based on our combined decades of experience in successfully negotiating to your advantage.



Crisis Management in Korea In a crisis, we provide management expertise and local knowledge of Korean business culture to stabilize and resolve challenging crises in Korea.

Project- and Interim Management We undertake diverse commercial and technical assignments, providing experience and street-smart expertise, including the acquisition and sale of a business, temporary management or project execution.

Intercultural Training When your key personnel require cultural preparation for their deployment to Korea, we provide a customized and pragmatic set of tools, in order to facilitate the success of the team or the business leader in Korea.

Turn-Key Company Setup Market entry and the establishment of a local presence, including the office search and fit-out, recruitment of staff and infrastructure setup, marketing and PR; we setup everything for you, thus reducing your time and expenses while maximizing your peace of mind.

For more information, visit www.nowak-partner.com