



News Release

ORANGE COUNTY/INLAND
EMPIRE DISTRICT OFFICE

Release Date: September 22, 2020

Contact: Sheree.Coates@sba.gov (714) 560-7466

Release Number: OCIE-20-14

Internet Address: <http://www.sba.gov/ca/santa>
Follow us on [Twitter](#), [Facebook](#) & [Blogs](#)

Soowan Kim, CEO of E-mart America, Inc. Selected as 2020 Exporter of the Year Runner Up

Company plays a critical role as a bridge between American vendors and South Korean customers

SANTA ANA, Calif. – The U.S. Small Business Administration, Orange County / Inland Empire District Office is pleased to announce Soowan Kim, CEO of E-mart America, Inc., as the 2020 Exporter of the Year Runner Up. Kim was nominated for the award by Brian Chung, President of the Korean American Chamber of Commerce in Buena Park, CA.

E-mart America, Inc. sources American products and merchants to hypermarkets in South Korea and provides health management resources directed to consumers in the American mainstream market at affordable prices. The company also communicates between E-mart, Inc., its main customer, and American vendors so that E-mart, Inc. can import desired food and non-food products. Essentially, E-mart America directly purchases products in the US, which are then exported to South Korea. Food products include seasonal fruits, snacks, and frozen foods; non-food products include brand-name clothing, household products, and kitchenware.

The idea for this business was born when it became clear there was a high demand from Korean customers for popular US products. As a result, E-mart America Inc. came into fruition and the company started its business by researching vendors and building a relationship with E-mart, Inc. Today, E-mart America plays a critical role as a bridge between American vendors and Korea and the company continues to maintain its reputation by exporting high-quality American products at great prices.

Since the start of business in 2013, E-mart America's shipment volume has increased from \$23M to almost \$100M in 2020—a growth of over 400%. In terms of employees, the company has increased from 4 to 32 employees. However, the company's rapid growth did not happen without any obstacles. In the beginning stages of the company, many vendors preferred working with companies having high sales numbers with a long history of business. As a starting company, E-mart America did not meet such requirements, so it was difficult for the company to open new accounts. Despite this obstacle, the company continued to increase its financial volume as its sales and profits improved.

With the global impacts of COVID-19, E-mart America faced delays in export schedules due to the slow-down in operations of logistics companies. However, the company soon saw an increase in demand for food products due to

Stay-At-Home orders. The company even partook in COVID relief efforts by donating food products to organizations that provide elderly people with supplies in Koreatown of Los Angeles.

As the company continues to grow, E-mart America looks forward to seeking out more American vendors, particularly companies that produce innovative and environmentally friendly products at reasonable prices. With a hopeful outlook, E-mart America intends to be the leader in introducing new products to South Korean customers.

The SBA Orange County / Inland Empire District is honored in recognizing Soowan Kim as the 2020 Exporter of the Year Runner Up.

###

About the U.S. Small Business Administration (SBA)

The U.S. Small Business Administration (SBA) was created in 1953 and is a Cabinet-level agency of the federal government to aid, counsel, assist and protect the interests of small business concerns, to preserve free competitive enterprise and to maintain and strengthen the overall economy of our nation. The SBA helps Americans start, build and grow businesses, and recover from disasters. Through an extensive network of field offices and partnerships with public and private organizations, the SBA delivers its services to people throughout the United States, Puerto Rico, the U.S. Virgin Islands and Guam. To learn more about SBA, visit www.sba.gov.

About the Orange County / Inland Empire District Office

The Orange County / Inland Empire District Office, under the leadership and vision of J. Adalberto Quijada, District Director, is responsible for the delivery of SBA programs and services in the Southern California counties of Orange, Riverside, and San Bernardino. Located in Santa Ana near John Wayne Airport, the office and its staff facilitate understanding and access to SBA loan programs; coordinate and conduct hundreds of training sessions and special events annually such as matchmaking forums and loan workshops; and manage a portfolio of nearly 100 businesses enrolled in the agency's 8(a) business development program.