

Export Platform User Manual (seeKOREA)

Korea Medical Devices
Industry Association(KMDIA)



|| For seller



I . Company & Site

1. Join the membership
2. Log in
3. Register profile
4. Register company photo
5. Mini homepage settings

1. Join the membership

1) First, write your business registration number.

Join (Seller)

01. Check for Duplicate Registration > 02. Terms of Use/Personal Information Collection and Usage Agreement > 03. Member Information Enter > 04. Join Complete

* Required field.

01. Check for Duplicate Registration

If you want to use the www.seekoreatrade.com, please follow the administrator's approval process after registering as a member. Use your business registration number to check whether you have already signed up.

Business Registration No. *

 - -

Member Registration Confirmation

Please enter your company's business registration number in order.

1. Join the membership

2) Check the Terms of Use/Personal Information Collection and Usage Agreement.

Join (Seller)

01. Check for Duplicate Registration > 02. Terms of Use/Personal Information Collection and Usage Agreement > 03. Member Information Enter > 04. Join Complete

* Required field.

02. Terms of Use/Personal Information Collection and Usage Agreement

Terms of Use

CHAPTER 1 General Provision

Article 1 (Purpose)

The purpose of this Terms of Use is to prescribe the matters related to the condition of use and the procedure of the services provided by the "www.seekoratrade.com" website(www.seekoratrade.com), a B2B e- matching platform operated by KMDIA.

Article 2 (Notification and Revision)

I have read the terms of use and agree to the above

Privacy Policy

www.seekoratrade.com collects, holds, and processes all personal information handled in compliance with relevant laws, such as 「Personal Information Protection Act」, and establishes and discloses personal information processing policies as follows to protect the personal information, rights and interests of information subjects.

The Article 1 (Purpose of Personal Information Management)

① www.seekoratrade.com processes personal information to a minimum as necessary for the purpose of providing customer service, handling civil complaints, and performing duties under its jurisdiction.

② The purpose of processing personal information processed by www.seekoratrade.com is as follows.

1. Name of personal information file: Buyer information / Operating grounds: Owner of information's consent / Purpose of management : Supporting export of domestic companies and providing product information

2. Name of personal information file: Seller information / Operating grounds: Owner of information's consent / Purpose of management: Providing product information

I have read the privacy policy and agree to the above

Provision/use of corporate information and consent to use

I agree to provide information to third parties for the following purposes...

1. Eclaza promotional site and SNS
purpose of using: To promote the www.seekoratrade.com, registration of data and use as marketing material only for company and product information.

※ Provided information: company information, product information, contact information

※ You may refuse to consent, and if you do, your participation in the business may be restricted.

I have read the agreement to the provision/use and use of corporate information and agree to the above

Member Information Enter

1. Check Agree

2. Click member information enter

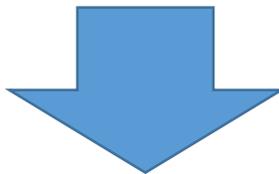
1. Join the membership

3) Proceed to enter basic member information.

03. Member Account Information

Basic Information

ID*	<input type="text"/>	Duplicates Check
Password*	<input type="password"/>	* Password must be a combination of 9 or more alphabetic/special characters.
Password Confirmation*	<input type="password"/>	

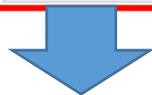


- Enter the ID you wish to sign up for.
(ID must be entered with at least 5 characters.)
- Click the Duplicate Check button to check if the ID is eligible for registration.
- Enter your password.
(Password must be entered as a combination of 9 or more English letters and special characters.)

1. Join the membership

4) Enter general company information.

Company Information	
Company Name(KOR)*	1. Enter the company name in Korean.
Company Name(English)*	2. Enter the company name in English.
CEO(KOR)*	3. Enter the representative's name in Korean.
CEO(English)*	4. Enter the representative's name in English.
Business Registration No.*	5. Enter your business registration number. 81
Classification of business*	6. Select the business category (importer/manufacturer).
Business Type*	7. Enter the type of industry, such as manufacturing.
Home Page	8. Enter the company homepage URL.
DUNS Number	9. Enter the DUNS Number.
E-Mail*	10. Enter the company representative email address.
Headquarters Address*	11. Enter the company headquarters address in Korean. Headquarters Address Address(Kor)
Phone No.*	12. Enter the company headquarters phone number.
Fax No.	13. Enter your company's main office fax number.
Headquarters Address(English)*	14. Enter the company headquarters address in English.



- ① Please fill in the information in order.
(The '*' part is a required field and must be entered.)

1. Join the membership

4) Enter general company information.

Company Keyword	<input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/>
Main Item*	<input type="text"/>
Main Item Name	<input type="text"/>
Email Received or Not	<input type="text"/>



- ② Please fill in the information in order.
(The '*' part is a required field and must be entered.)

The company keyword section is where users register keywords they want to search for in addition to the company name when searching. (#function)

1. Join the membership

5) Enter the master contact information.

Contact Information	
Full Name(KOR)*	19. Enter the master contact person's Korean name.
Full Name(English)	First Name
	20. Enter the English name of the master contact person.
	Last Name
Job Position	21. Enter the master contact position.
Department	22. Enter the Master Contact Department.
Mobile*	23. Enter the master contact mobile phone number.
Fax	24. Enter the master contact fax number.
Phone No	25. Enter the master contact phone number.
Email*	26. Enter the master contact email address.

- ③ Please fill in the information in order.
(The '*' part is a required field and must be entered.)



Sign Up Complete

- ④ Once the information is completed, click the 'Sing Up Complete' button.
* After signing up, you will need to **verify your membership through the email sent!**

2. Log in

1) Proceed with logging in.

Log in

The screenshot shows a login form with the following elements:

- An input field labeled "ID".
- An input field labeled "Password".
- A checkbox labeled "Remember ID".
- A "Log in" button.

A red rectangular border highlights the "ID" and "Password" input fields and the "Log in" button.

[Find ID](#) | [Forgot your password](#) | [Sign up\(Seller/Buyer\)](#)

Enter your registered ID and password.
(If you have forgotten your ID and password, click on 'Find ID' or 'Forgot your Password' to find them.)

*** After registering as a member, you must authenticate through the email address sent to you to log in.**

3. Register profile

*required

Company Name(Kor)*	1. Enter the company name in Korean.
Company Name(Eng)*	2. Enter the company name in English.
CEO(Kor)*	3. Enter the representative's name in Korean. <small>sdfdsdfsdfs</small>
CEO(Eng)*	4. Enter the representative's name in English.
Business Registration No.*	5. Enter your business registration number.
Business Type*	6. Enter the type of industry (ex. manufacturing, import etc.)
Website*	7. Enter the URL of the company homepage.
DUNS Number	8. Enter the DUNS Number.
E-Mail*	9. Enter your work email address.
Zip Cdoe*	10. Enter your company mailing address. <small>office</small>
Address(Kor)*	11. Enter the company's detailed address in Korean.
	1
Address(Eng)*	12. Enter the company's detailed address in English.
Phone No.*	13. Enter the company headquarters phone number.
Fax No.	14. Enter your company's main office fax number.
Company Keyword*	15. Enter your company keywords.



- ① Please fill in the information in order.
(After signing up, this is the screen where you register additional information.)

3. Register profile

Product Category*	16. Select a category for the relevant product line.	Select
Main Product(Kor)*	17. Enter the name of the main product in Korean.	
Main Product(Eng)*	18. Enter the name of the main product in English.	
Target Market* (Select Main markets)	19. Select your primary market. EX) Korea, Africa etc.	
	Select Target markets	Select Target markets
	Select Target markets	Select Target markets
Established Year	20. Enter the year the company was founded.	
Company Logo*	21. Attach the company logo. (Image width 120 is recommended)	
	 korea Medical Devices Industry Association	Delete
	Image description	
	Korean	
	English	
Company Introduction* (300 characters or less)	22. Write an introduction to the company.	

Write a detailed description of the logo.

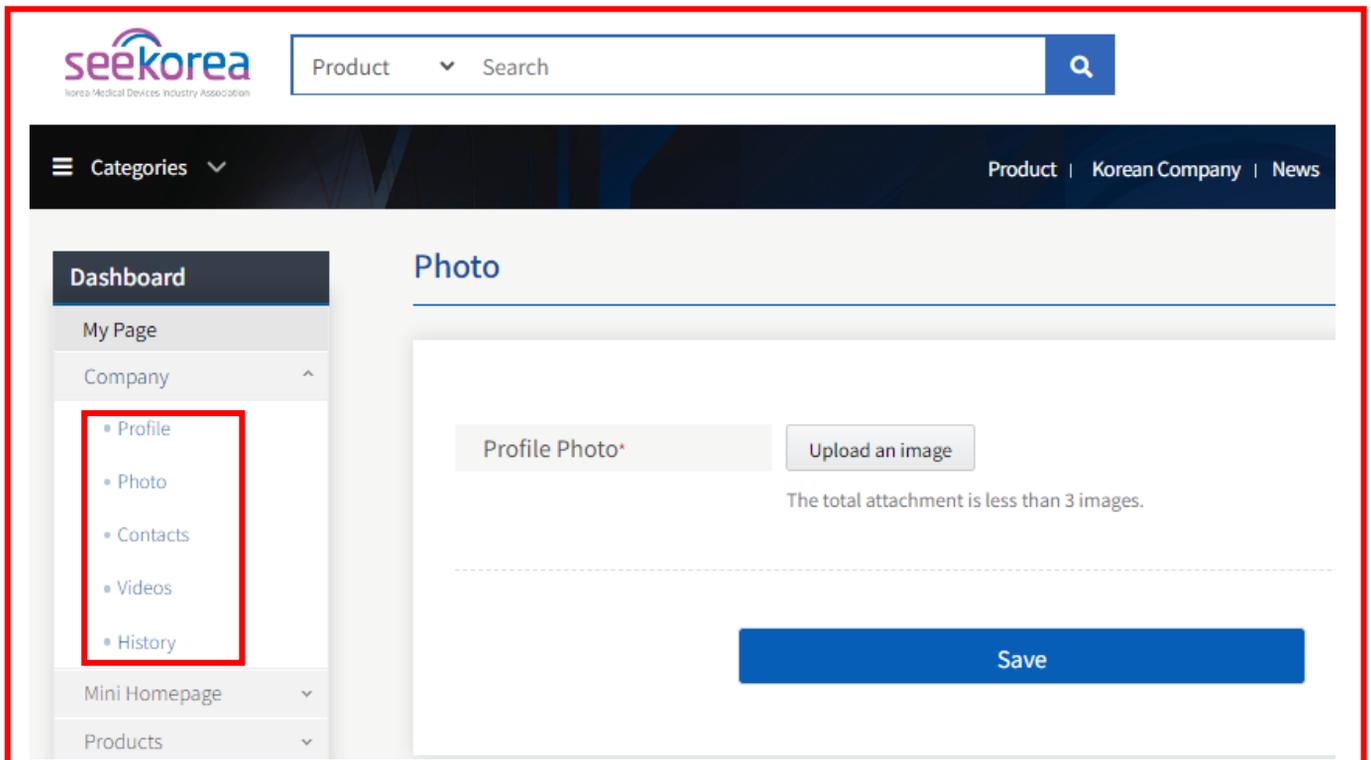
Save

Please fill in the information in order. Afterwards, click Save.

(The company logo image and introduction must be entered to be displayed properly in the list and mini homepage.)

4. Register company photo

1) You must register your company photo for the image to be displayed in the company list/mini homepage, etc.



Upload your company photo.

*** Recommendation**

- Company image: A square image with a minimum size of 200*200 is recommended.

*** After registering the company photo, registering history/video, etc. will enrich the content displayed on the mini homepage.**

5. Mini homepage settings

1) Proceed with banner settings.

*required

Show Banner	<input type="radio"/> PUBLIC <input type="radio"/> HIDDEN
Banner Height(Pixel)*	<input type="radio"/> 200 <input type="radio"/> 250 <input type="radio"/> 400 <input type="radio"/> 450 <input type="radio"/> AUTO(FULL WIDTH)
Banner Time(sec)*	<input type="radio"/> 3 <input type="radio"/> 5 <input type="radio"/> 10 <input type="radio"/> 15
Banner Images	<input type="button" value="Upload a image"/>

The total of the attachments is less than 2 pictures..



Please fill in the information in order. Afterwards, click Save.

*** Recommendation**

- Show Banner: Select Post
- Banner height: 400 recommended
- Banner time: 3 seconds
- Banner image: This is the main banner image for the mini homepage.
When uploading, a size of 1100*400 is recommended.

5. Mini homepage settings

2) Proceed with settings.

After saving, click 'Move to' to go directly to the page.

*required

Product per page: 15 ①

Showroom URL*: https://KMDIA/showroom Move to

Theme*: ②

Save



1. Please write the URL you want to set in English at the end of the mini homepage URL. **ex) samsung**
2. Please select a theme section. **(The color of the mini homepage menu bar changes.)**



II. Product

1. New product registration
2. Product management

1. New product registration

* Preparation in advance

- Product information (Korean/English) required
- Product image (representative image/image for detail page, etc.)

1) After logging in, go to My Page and click “Products” > “Add New” on the left menu.

The screenshot displays the 'seekorea' website interface. At the top left is the 'seekorea' logo with the tagline 'Korea Medical Devices Industry Association'. A search bar is located at the top center. In the top right corner, there are links for 'seller', 'Logout', and 'My Page' (circled with a red '1'). Below the search bar, there is a navigation bar with 'Product | Korean Company | New' and an 'Inquiry' button with a '0' notification. On the left side, there is a sidebar menu under 'Categories' with options: 'Dashboard', 'My Page', 'Company', 'Mini Homepage', 'Products' (circled with a red '2'), 'Add New', and 'Manage'. Below 'Communication' are 'Inquiries', 'My Account', 'Profile', and 'Change Password'. The main content area is titled 'Add New Product' and features a 'Categories Selected :' section with a list of categories from (A) to (L): (A) Medical Instruments, (B) Medical Supplies, (C) Dental Materials, (D) Software as a Medical Device, (E) Devices for Sample Preparation, (F) Devices for Clinical Chemistry, (G) Devices for Clinical Immunology, (H) Devices for Blood Transfusion, (I) Devices for Clinical Microbiology, (J) Devices for Molecular Diagnostics, (K) Devices for Immuno Cyto/Histo Chemistry, and (L) IVD Software.

1. Click 'My Page' to go to my page.
2. You can register a new product by clicking Add new.

1. New product registration

2) Select the 'Category' corresponding to the product.

Add New Product

Categories Selected : (F) Devices for Clinical Chemistry

required

(A) Medical Instruments	Clinical chemistry analyzer
(B) Medical Supplies	Radiometer
(C) Dental Materials	Blood Components Analyzer
(D) Software as a Medical Device	IVD analyzer for self test
(E) Devices for Sample Preparation	Blood Coagulant Analyzer
(F) Devices for Clinical Chemistry	Body fluid analyzer
(G) Devices for Clinical Immunology	Clinical urinary and stool analyzer
(H) Devices for Blood Transfusion	IVD reagent for clinical chemistry
(I) Devices for Clinical Microbiology	IVD reagent for blood cell test
(J) Devices for Molecular Diagnostics	IVD reagent for hemostasis and thrombosis
(K) Devices for Immuno Cyto/Histo Chemistry	IVD reagents for endocrine test
(L) IVD Software	IVD reagent for clinical urinary and stool test
	IVD strip for clinical chemistry, non-self
	IVD strip for self test

1. New product registration

3) Register the 'Product Name' and 'Short Description' sections.

Product Name*	Korean	<input type="text"/>
	English	<input type="text"/> ①
Product Short Description* (300 characters or less)	Korean	<input type="text"/>
	English	<input type="text"/>
Department of Clinic*	Select Department of Clinic ▼	
	②	Select Department of Clinic ▼
		Select Department of Clinic ▼



1. Register the name of the product in the 'Product Name' section and 1-2 lines, including a brief introduction to the product's features, in the 'Product Short Description' section. (within 300 characters)
2. Select up to three medical departments to which the product belongs.

1. New product registration

4) Register detailed information and detailed images of the product.

Product Description* Korean English

1. Write down the features of the product in detail using images, etc.

* When entering images

이미지 속성

이미지 정보 링크 **업로드** 자세히

서버로 전송
파일 선택 선택된 파일 없음 **1) Click Select File**

서버로 전송

2) After selection, click Send to server

URL
/cmm/getCkeditorImage.do?imgPath=20220204&fileName=1fc5

대체 문자열

너비
800

높이

테두리

미리보기

3) Recommended width value: 800
* Optimized when the original image has a horizontal size of 800.

4) After modifying the width (800), click the OK button at the bottom

1. New product registration

5) Register product information and main image.

Image*

The total attachment is less than 8 images.
Image size(Minimum) : 300 x 300 Pixel
product image.

1. Upload an image that matches the product.

Video

2. If you have a reference video for your company or product, upload it.

Model Name

3. Enter the corresponding model name.

Item Classification Number

4. Enter the item classification number. [품목분류.xlsx]

* Please check the classification code in the next '품목분류' file and register it.

Keyword

* Enter search keywords of the product so that other users can search for them.

5. Enter effective search keywords to increase purchase intent.

(Please fill in the '*' part as it is a required field.)

1. New product registration

6) Proceed with entering other information about the product.

Certification	<input type="text"/>	1. Fill out your certification details.
Main Export Markets	<input type="text"/> <input type="text"/> <input type="text"/>	2. Select up to three major exporting countries.
	<input type="text" value="Select Country"/> <input type="text" value="v"/> <input type="text" value="Select Country"/> <input type="text" value="v"/>	
Attachment	<input type="button" value="Upload"/>	3. Register product-related attachments.



4. Complete product registration by saving.

(Please fill in the '*' part as it is a required field.)

2. Product management

1) You can manage products, such as adding or deleting products.

Product

Search for the name of the product you are looking for.

Name

[All \(0\)](#) | [Public \(0\)](#) | [hiding \(0\)](#)



Name

Group

Display

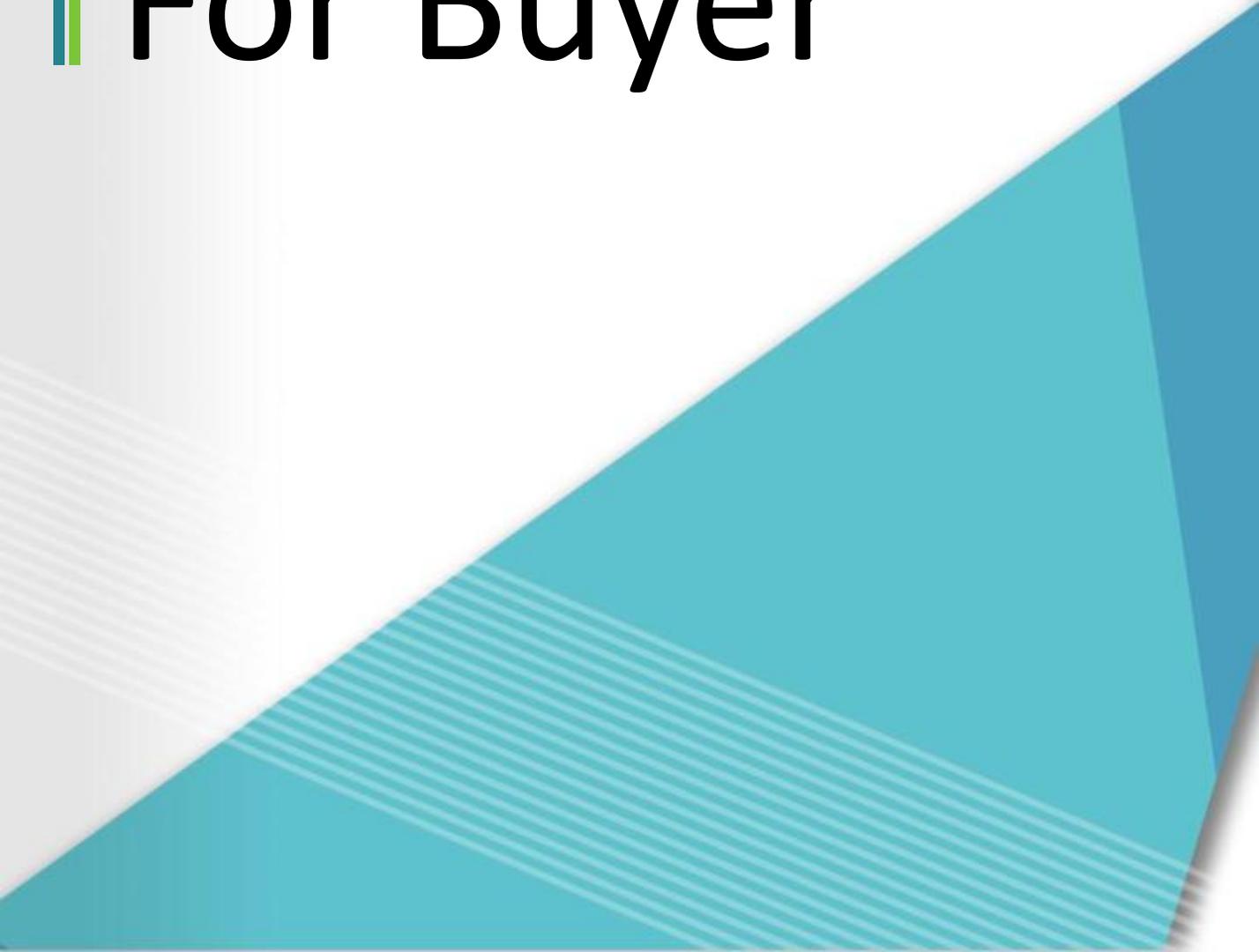
There is no data

You can delete the items you want to delete.

Additional registration is possible.



|| For Buyer



1. Join the membership

1) Enter member information.

Join (Buyer)

*Required field.

Member Account Information

After entering the DUNS Number, when you click Search, if the DUNS Number is searched properly, it will be automatically completed.

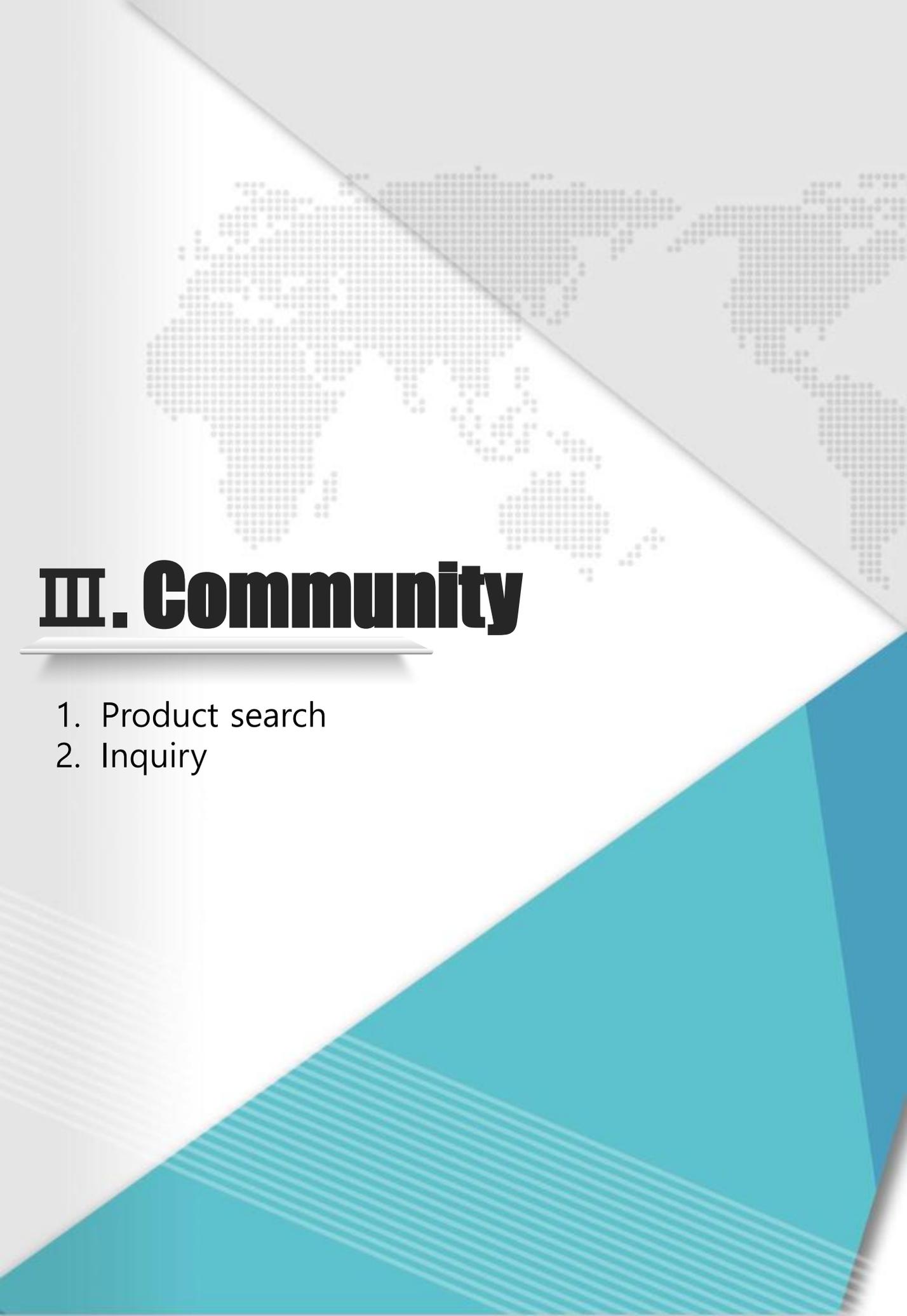
DUNS Number	Enter DUNS Number	Search
Country*	Select Country	1. Select the buyer's country.
Company Name*	Enter Company Name	2. Enter your company name.
Email*	Enter Email	3. Enter your work email address.
Password*	Enter Password	4. Set a password.
Confirm Password*	Enter Confirm Password	5. Recheck the password you set to make sure it is appropriate.
Address*	Enter Address	6. Enter the company address
	Enter Address	7. Enter the detailed company address.
Mobile	Enter Mobile	8. Enter the company phone number.
Home Page*	Enter Home Page URL	9. Enter the company homepage URL.
Representative Name*	Enter Representative Name	10. Enter the company representative name.
Export status*	Select Export Status	11. Check whether the company has exports.
Import status*	Select Import Status	12. Check whether the company has income.
Business Activities*	Enter Business Activities	13. Enter company business activities.

I agree to the collection of my personal account information that I provide.

14. Check the consent item.

Join

1. Enter the required information.
2. After checking your agreement, click Complete Membership Registration.



III. Community

1. Product search
2. Inquiry

1. Product search

1) You can search information on all products/products by category (Department of Clinic)/specific products through a total of 3 ways.

The screenshot shows the 'seekkorea' website interface. At the top left is the logo 'seekkorea' with the tagline 'Korea Medical Devices Industry Association'. To its right is a search bar with a dropdown menu set to 'Product' and a search icon. A red dashed box labeled '1' highlights the search bar. Below the search bar is a navigation menu with 'Categories' and a dropdown arrow. To the right of the menu are links for 'Product', 'Korean Company', and 'News', with a red circle '3' around the 'Product' link. On the left side, there is a list of categories: 'Medical Instruments', 'Medical Supplies', 'Dental Materials', 'Software as a Medical Device', 'Devices for Sample Preparation', 'Devices for Clinical Chemistry', 'Devices for Clinical Immunology', 'Devices for Blood Transfusion', 'Devices for Clinical Microbiology', 'Devices for Molecular Diagnostics', 'Devices for Immuno Cyto/Histo Chemistry', and 'IVD Software'. A red dashed box labeled '2' highlights this list, and a red arrow points from the 'Department of Clinic' button at the bottom of the list to a pop-up window. The pop-up window is titled 'Department of Clinic' and contains a list of clinical departments: Acute Care Surgery, Breast Surgery, Colon and Rectal Surgery, Emergency Medicine, Family Medicine, Hematology, Infectious Diseases, Liver Transplantation and Hepatobiliary Surgery, Obstetrics and Gynecology, Orthopedic Surgery, Psychiatry, Radiology, Stomach Surgery, Vascular Surgery, Allergy, Cardiology, Dentistry, Endocrine Surgery, Gastroenterology, Health Medicine, Kidney and Pancreas Transplantation, Nephrology, Neurosurgery, Oncology, Otorhinolaryngology-Head and Neck Surgery, Pulmonology and Critical Care Medicine, Rehabilitation Medicine, Thoracic and Cardiovascular Surgery, and Others. A red circle '3' is placed above the pop-up window. On the right side of the screenshot, there is a partial view of a trade show booth with 'KOREA' and 'D08' signage.



1. Through header integrated search, you can search by company and product name.
2. By selecting a category, you can search for products by category.
3. If you click 'Product', you can check all products.
4. If you click "Department of Clinic," you can check the list of clinical departments and search for products belonging to that department.

2. Inquiry

1) You can use the community function between companies and buyers through the product list / company list / product details screen.

The screenshot displays a B2B community interface. At the top, it shows 'Product(s) : 18' and an 'Order by date' dropdown. Below this, a product card for 'air pump diaphragm' is shown, featuring an image of the device and a company profile for 'Blue PharmKorea'. A red dashed box with a circled '1' highlights the 'Inquiry' button on the company profile. Below the product card, a company card for 'INCELL Co., Ltd.' is displayed, including its logo, a brief description of its lithium-ion battery technology, and contact information. A red dashed box with a circled '2' highlights the 'Inquiry' button on this company card. To the right, another company profile for 'HyunTak Do' is partially visible, with a red dashed box and a circled '3' highlighting its 'Inquiry' button. The interface also shows various product details, including a diagram of a 'DB Server' system, and a list of related information like 'Price', 'Min.Order', and 'Payment Terms'.



1. Community features can only be used **when logged in as a buyer**.
2. When logging in to a company, the button is not displayed, and if you are not logged in, clicking it takes you to the login page with a message asking you to log in.

2. Inquiry

2) You can send an inquiry to the company you want to inquire about.

The screenshot displays a web interface for sending an inquiry. At the top, the breadcrumb navigation reads "Home > IVD Software > IVD software for predisposition". Below this, a product page for "medical aspirator" is visible, featuring an image of the device and details such as "Certification : -" and "Major Exporters : -". On the right side, a company profile for "SELLER CHOI" is shown, including contact information: "Location : 143-22 Gangdong-daero, Gangdong-gu, Seoul", "Tel : 02-000-0000", "E-mail : t@naver.com", and "Tel : 010-0000-0000". A red dashed box highlights the "Inquiry" button in the company profile, with a red circle containing the number "1" next to it. A red arrow points from this button to a large, detailed view of the "Inquiry" form. The form has a title bar with "Inquiry" and a close button. It contains several input fields: "Company" (pre-filled with "test1234"), "Subject*" (with a red circle containing "2" next to it), "Message*", "Attachment" (with an "Upload" button), "Chatting App" (a dropdown menu set to "kakaotalk"), and "App ID". A "Send" button is located at the bottom of the form. A red asterisk "*required" is positioned to the right of the form fields. A large blue arrow points downwards from the bottom of the screenshot area towards the numbered list below.

1. When you click the Inquiry button, an input window will be loaded.
2. If you upload the title, message, reference file, etc. you wish to inquire about to the relevant company and press the send button, it will be delivered to the relevant company.

2. Inquiry

3) The sent message can be checked on the company's My Page.

Categories ▾ Product | Korean Company | News | Inquiry 0 | Visitors 20780

Dashboard

Communication

Inquiries

My Account

Profile

Favorites

Change Password

Inquiries

All (2) | Unread (0) | Read (2)

Delete

	To	Subject	Date
<input type="checkbox"/>	SungHoon Jung (이씨플라자)	aa	03/16/2022
<input type="checkbox"/>	SungHoon Jung (이씨플라자)	qust	03/16/2022

1

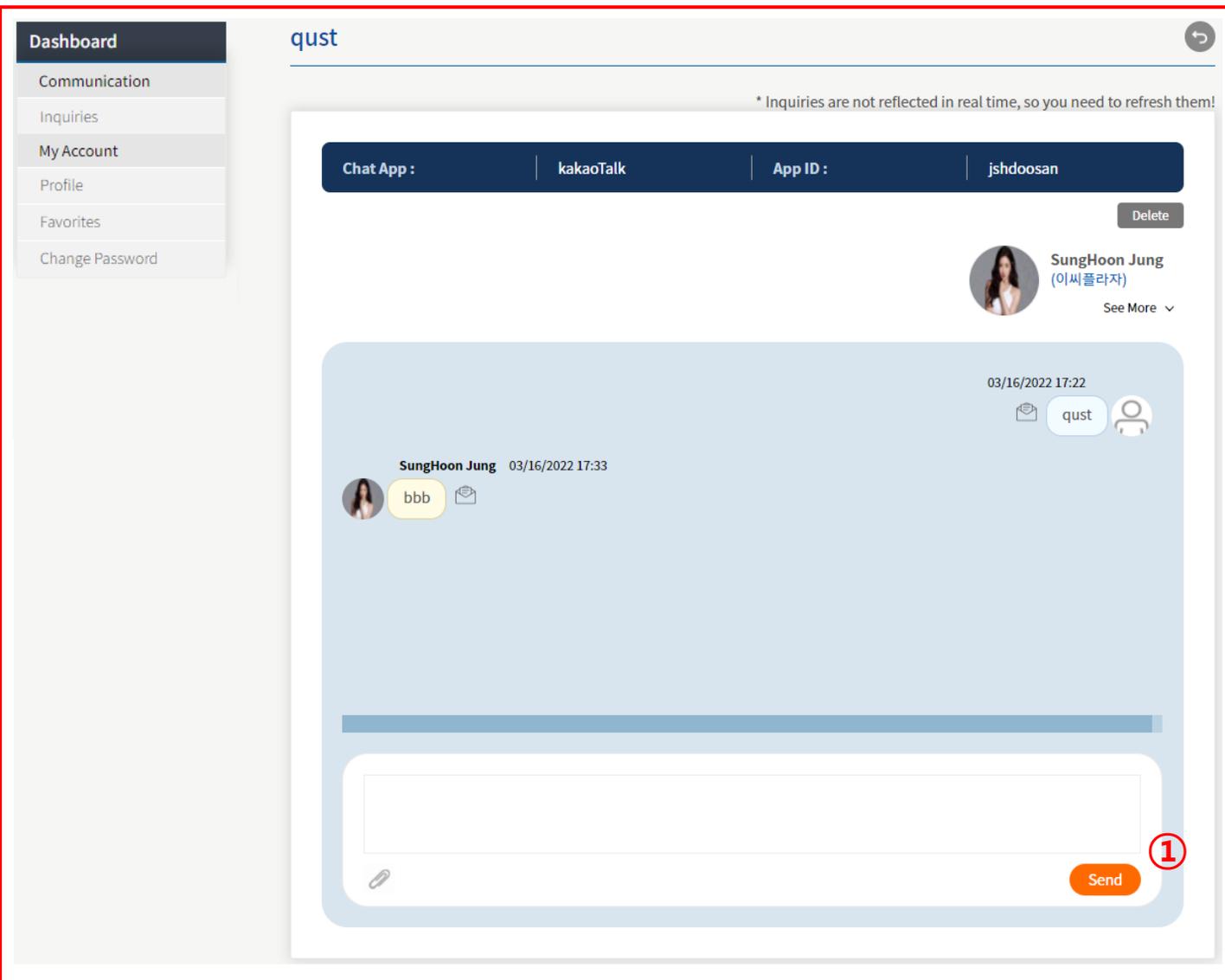


1. When logging in as a company, if there are no new inquiries, the number "0" is displayed. If there is an inquiry from a buyer, the new inquiry number can be confirmed by number.
2. The details can be viewed on the My Page > Communication > Inquiries screen.

* The same notification (number) function is provided for buyers.

2. Inquiry

4) Companies and buyers can exchange inquiries with each other.



1. After checking the details, enter a message and press send. It will be delivered to the buyer, and you can continue to exchange inquiries with the buyer.

Thank You