

South Korea

Koreans take the presentation of their gift seriously. They do so with hospitality as well, thanks to which guests can feel „warmly welcome” in this beautiful country. When in Korea, keep in mind at all times for example that gifts are to be given and received with both hands, doing otherwise is considered rude. If you give something wrapped, do not stay and wait for the immediate reaction because it won't be opened in your presence. A good tip for someone who wants to give a present with Korean style is to wrap gifts using yellow, red or green stripes. Also note that you won't be popular if you offer liquor to a woman.

by Kata SZABÓ, Journalist



1. Korean ginseng

Korea is a proud producer of ginseng. In Seoul there are many factories with show rooms that tell the magnificent story and superiority of the Korean ginseng compared to other nations' similar products. If you go to a showroom tour you will see how only the Korean ginseng looks like the human body after strictly 6 years of growing. Ginseng has been used since ancient times as a medicine against multiple health problems, such as flu and cold, high level of stress, insomnia or erectile dysfunctions. Even though it is quite pricey, the effects of it are without doubt worth paying for!

2. Jeju island's orange pie and chocolate



Korea's biggest island where you also find Korea's highest mountain, Halla is living off fishery, tourism and agriculture. What you see everywhere are breathtaking yellow flowers, black stone fences and tangerine trees. The island is proud of its tangerines and at its small airport the most crowded shop is the chocolate store. Tourists are rushing to get packages of orange pies and orange-flavoured chocolate. They even have a Chocolate Museum. If you have a sweet tooth, Jeju's delicacies are the best choice. Even if someone doesn't get the chance to fly down to the island, Jeju's sweet products are sold everywhere in Korea. For last minute travelers it is a relief that they are available in most of the Duty Free Shops at airports. Rush and get them 10 minutes before the gate closes.

3. Cosmetics



We might look like Tutankhamun in his tomb after we apply the famous Korean face mask upon us but if we take this risk, we could look younger with less wrinkles on our faces. The temporary (approximately 20 minutes long) optical disadvantages of using the mask should not prevent anybody from buying it as a souvenir or for your own joy. Korean cosmetics are famous for their quality and positive effects on our skin. CNN recently covered the topic where they described these products as „often packaged in bright colours and decked out with cartoon characters, Korean beauty products are too cute to ignore, but they also provide some health benefits.” According to CNN’s research the Korean beauty market is among the top 10 around the world, with an estimated worth of over USD 13.1 billion in sales in 2018.

4. Funny socks



Koreans love everything that is cute, colourful, bright, cheerful and they also apply these on their clothes. Even though it is not a typical business gift (maybe for less serious colleagues) but Korea’s cute and funny socks definitely belong to the list of gifts. These quirky pieces of clothes are to be found everywhere, even in small non-stop shops they acquired a premium location. Even if it is not a luxury item, it is worth giving a laugh.

3. Hanji

Korean paper of hanji means products that are made from traditional Korean handmade paper. It is very typical to see small shoes made of paper in souvenir shops, especially in culture and folk villages where local artists sell their products. The process of making it from the barks of mulberry tree, which is a native tree in Korea that goes back to hundreds of years and was historically used to cover the doors and windows so that the houses remain warm. Today it is used for making paper dolls, beautiful table lamps, hanging lamps and stationery. Hanji can be used to decorate houses, too. However, they can easily tear, so be careful and pack them well.

