



YallaKOREA

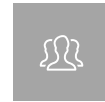
WWW.YALLAKOREA.COM

TABLET OF CONTENT



Introduction of YallaKOREA

- Who we are?
- Our services



Social Networking Services

- Instagram
- Youtube



Mass Media coverage



The TEAM

WHO WE ARE?



Inbound Korean travel agency specialized for Arab tourists from the Middle East.

Offer various customized tour programs based on comprehensive understanding of Arab culture.

in 2016 established in March

Selected as **<KTO preliminary creative tourism company>**

Participated in ATM(the largest tourism fair in the Middle East)

2017년 Selected as **<Seoul-tourist startup open audition>**

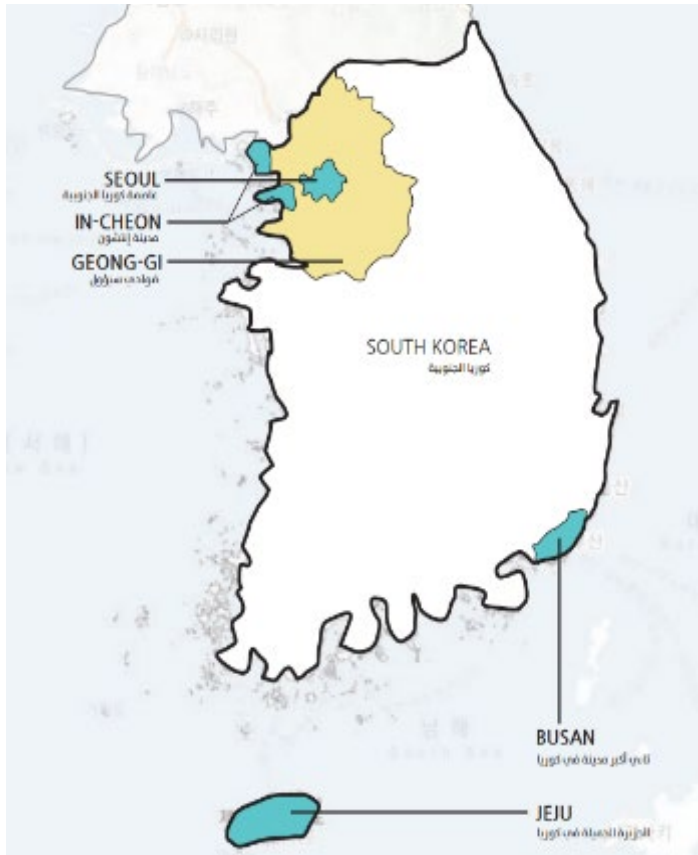
Selected as **<Startup fund supporting project for young businessmen>**

Participated in ATM(the largest tourism fair in the Middle East)

2018년 Selected as **<Tourism venture company of KTO>** 선정

Participated in Middle East Tourism Road Show

OUR SERVICES



Arab cultural custom
Services specialized for Arabs



Private
Provide private tours, accommodations, car and tour guide



Various programs
We have various programs not only seasonal but also develop programs on family's preferences.



Available in Arabic
Provides Arabic & English speaking tour guides

OUR SOCIAL NETWORKING SERVICES



Instagram

@yallakorea



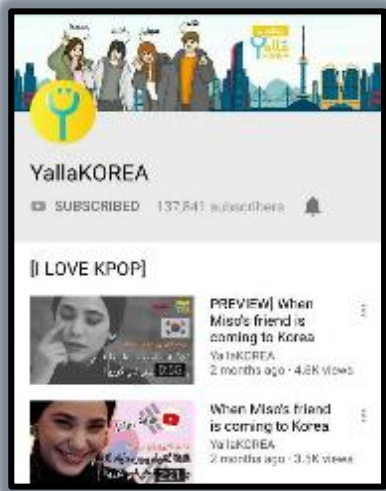
Youtube

@yallakorea

INSTAGRAM



- ▶ A major tool to promote Yallakorea and its program based on ninety thousand followers that mainly consist of Arabs.
- ▶ Publicize our programs, share present weather in Korea and daily life of team members, and post events or pictures of interacting with Arab friends.



- ▶ Our company's Youtube channel has 137.8 thousand subscribers (more than 95% of them are Arab people)
- ▶ We introduce halal restaurants, do collaboration videos with Arab Youtubers and develop contents.

Our Mass media coverage



Aljazeera English

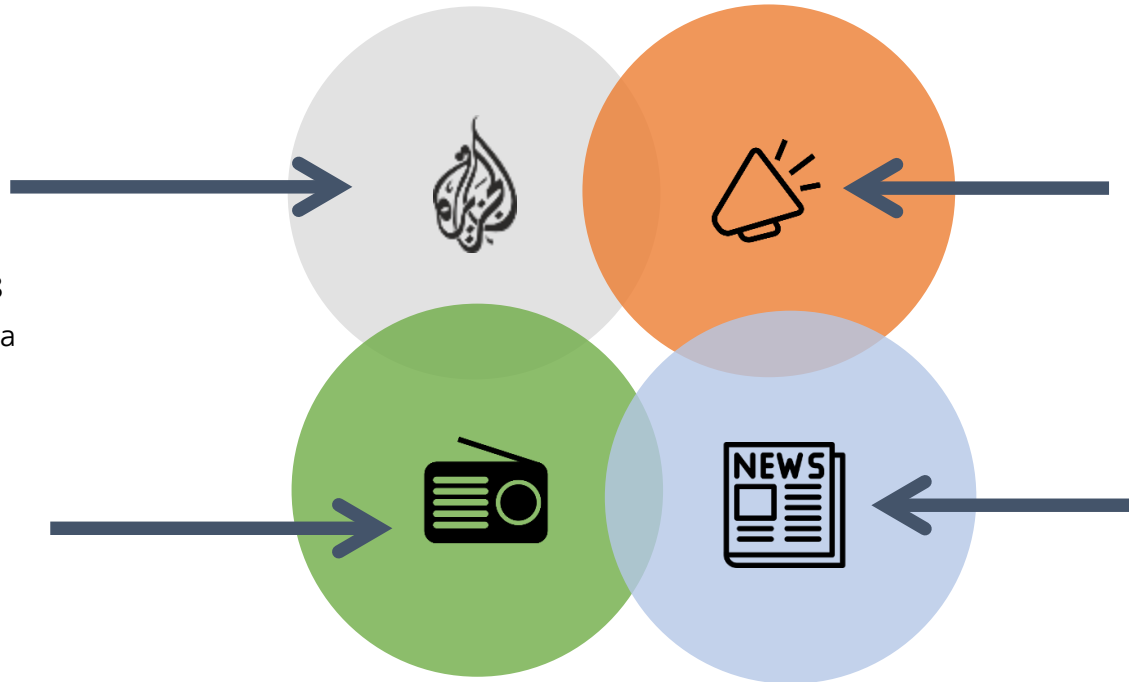
Appeared on Nov, 2018
- Iraqi girl's story in Korea



한글어학원 학생들이 10월 11일 서울 강남구 삼성동 한글어학원 본관에서 열린 '2018년 한글어학원 우수학생 시상식'에서 수상하는 모습. (한글어학원 제공)

Herald Economy

Appeared on Oct, 2017
- Muslim's story about Halal food in Korea



Alittihad

Appeared on May, 2018
- About Korea and foreign students in Korea



KBS News

Appeared on Apr, 2017
- Developing ideas with new companies about decreasing numbers of Chinese tourists

Our Mass media coverage



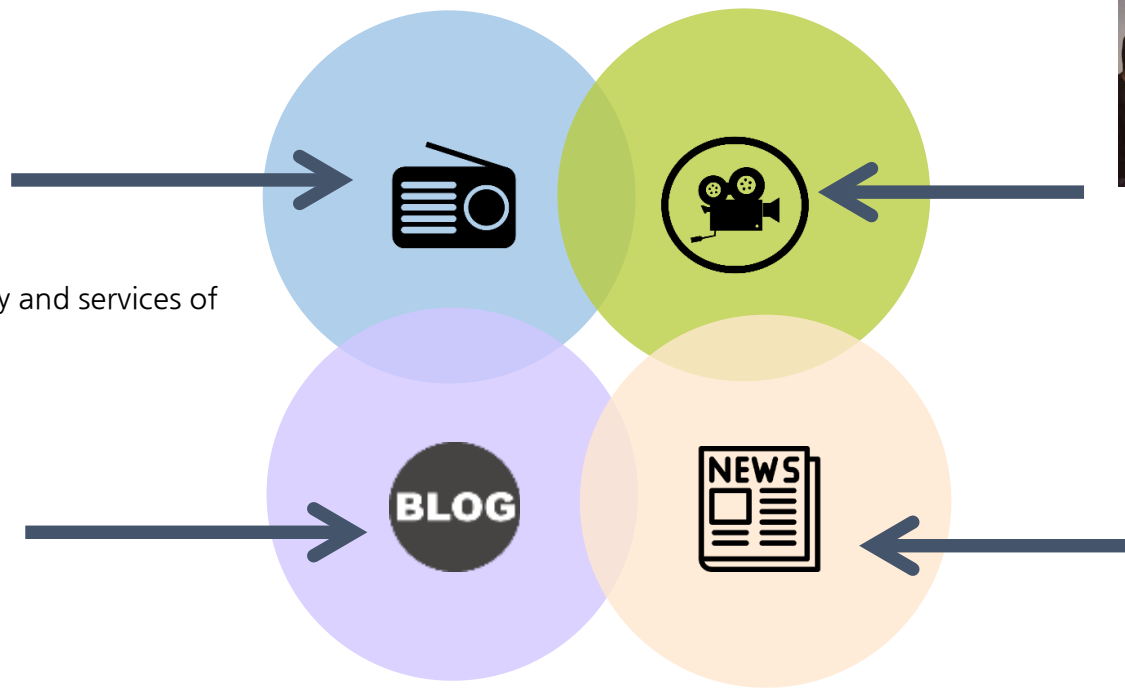
KBS World Radio

Appeared on Mar, 2017
-Q&A about start up story and services of YallaKOREA



Korea Blog

Appeared on June, 2016
- Overview of Korean Tourism agency "YallaKOREA"



TBS News

Appeared on Apr, 2017
-Shooting of two selected teams of Seoul-Tourism start up company



Hallyu Story

Appeared on May, 2016
-Cultural exchange between Arab and Korea

알라코리아 팀 소개



Sangwon Park

CEO

- Graduated Sungkyunkwan Uni. Major in Architecture
- KOTRA Global Young businessman 1st (UAE, Oman)
- LG Electronics Korea Sales



Sangok Im

Director

- Graduated Myongji Uni. Major in Arabic language
- Language training scholarship in Kuwait National Uni.



Eunjeong Lee

Manager

- Graduated Hankuk Uni. of Foreign Studies. Major in Arabic language
- Internship of LG Electronics in Jordan Corporation



Sori Kang

Manager

- Graduated Busan Uni. of Foreign Studies. Major in Arabic language
- Internship of LG Electronics in Jordan Corporation



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