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Korea's National Agricultural Cooperative Federation strives to expand internationally

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Koreaâ??s National Agricultural Cooperative Federation (NACF) Chairman Kang Ho-dong shared his global expansion strategy with employees in Europe, the cooperative organization for farmers. He urged that NACF France needs to play a pivotal role in Korean agro-foodâ??s successful advance into the European market.

National Agricultural Cooperative Federation (NACF) is also known as NongHyup, exists with its three financial subsidiaries â?? NACF in France, NH NongHyup Bank London branch and NH Investment & Securities in London â?? reported their latest operations to the chairman during his visit to the bankâ??s London branch.

On the occasion of his visit to NH NongHyup Bank's London office, Kang encouraged the company's employees and discussed its global presence. Opened in 2021, NH NongHyup Bankâ??s London office was the bankâ??s first overseas branch in Europe, marking a milestone for a major Korean bank entering the U.K. financial market.

â??The London offices should serve not only as the core of NongHyup financial services in Europe, but also as a strategic outpost for NongHyupâ??s overall global expansion. It needs to establish a close relationship with Korean companies seeking to enter into the European market. They need money, and we can support themâ? explains Chairman Kang Ho-dong.

Kang reviewed market trends in the European agri-food sector, local business performance and partnership networks at Nonghyup's France branch. He emphasized the office's role as a control tower for expanding Korean agricultural exports to Europe.