

Rijk Zwaan opens new subsidiary in South Korea

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Rijk Zwaan is taking the next step in its international growth with the opening of a new subsidiary in South Korea. With this expansion, the international fruit and vegetable breeding company aims to respond more effectively to the rapidly growing demand for high-quality vegetable varieties and to strengthen its service towards local customers.

Following the opening celebrations on 24 June, Rijk Zwaan Korea is officially fully operational. With the local organisation, offices and operational infrastructure now in place, Rijk Zwaan has established a solid foundation for direct sales activities in the Korean market. Direct sales are expected to commence within the next two to three months, following completion of the remaining regulatory requirements. The new location is being led by two managing directors and is based in Gwangmyeong City.

With the establishment of a local subsidiary, Rijk Zwaan is further implementing its strategy to offer more than just seeds. “A growing market requires direct and professional support for our customers,” says Managing Director Ben Tax. “By establishing our own subsidiary, we can better respond to these developments and serve our customers locally and personally.”

South Korea offers strong growth potential for Rijk Zwaan. Demand is increasing for crops such as sweet pepper (including sweet pointed pepper), tomato, lettuce and spinach, as well as melon and watermelon. This is partially driven by the rise of large-scale growers and interest in horticulture among major companies across different industries. “The Korean vegetable market is evolving rapidly, with high standards for taste and quality alongside strong momentum in smart and high-tech growing,” says Young Han, Managing Director Korea.

South Korea is not a new region for Rijk Zwaan. The company has already established a strong reputation among Korean growers, particularly through its high-quality varieties. Building on this solid foundation, Rijk Zwaan Korea will now provide full commercial and technical support directly to customers. "The establishment of Rijk Zwaan Korea reinforces our long-term commitment to the Korean market," says Minjung Kim, Managing Director Korea. "We are proud to bring Rijk Zwaan's people-oriented culture and values to Korea, and we look forward to growing together with our employees, customers and partners while contributing to the future of the Korean horticultural industry."

South Korean consumers have high expectations when it comes to vegetables, with quality and taste playing a key role in purchasing decisions. Rijk Zwaan responds to these demands by developing vegetable varieties that meet the needs of both the market and end customers.

With the new subsidiary in South Korea, Rijk Zwaan further expands its global network. The family-owned company operates in more than 100 countries and has over 30 subsidiaries worldwide, supporting growers with cultivation and marketing advice.