

## CASE STUDY

# Hyundai Home Shopping reaches Australian homes from its Sydney base

**New South Wales is now the South Korean retailer's largest Australian market for sales.**

Home shopping is so popular in South Korea that its largest home shopping retailer, Hyundai Home Shopping has expanded its successful business model to most of Asia – and recently Australia. The company launched its 24/7 shopping channel, openshop on free-to-air Channel 75 after setting up a local company, the Australian Shopping Network. The shopping channel sells diverse consumer goods ranging from fashion brands to fitness products and home appliances. From its base in Sydney, Hyundai Home Shopping is aiming to become a major retailer in Australia, with plans to go into bricks-and-mortar and business-to-business retail.



### Fast facts about Hyundai Home Shopping



Retails consumer products through television shopping channels, e-commerce and catalogues



Headquartered in South Korea with operations across Asia



Employs 979 people globally and created 130 jobs in Australia within its first 12 months of local operation



Invested AU\$45 million to set up its Australian subsidiary, the Australian Shopping Network, in Sydney



Sells in Australia through openshop on Channel 75 and online platforms

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**Hyundai Home Shopping is South Korea's largest home shopping retailer. It sells a diverse range of consumer products, from house appliances to fashion brands, through television shopping channels, ecommerce and catalogues.**

The company has expanded its successful home shopping model to most of Asia. In 2019, it launched its Australian shopping channel, openshop on Channel 75 after setting up the Australian Shopping Network — a local company in Sydney.

Hyundai Home Shopping finds Australia highly attractive because of its young home shopping market and booming online retail scene. Besides airing 24/7 on Channel 75, the company live-streams openshop on online platforms such as mobile applications. This helped it gain more than 100,000 views in its first two months of operation.

Access to NSW's highly-skilled talent pool and Australia's robust infrastructure — from online payment systems to established logistics hubs — has given Hyundai Home Shopping a head start. By setting up its base in Sydney, the company found it easy to land a broadcast deal, manage its operations across the country and engage industry partners.

As openshop takes off, Hyundai Home Shopping is stepping up its marketing by working with more Australian small and

medium-sized enterprises to bring their products onboard. Making openshop available outside the capital cities is also part of its plan (you can currently watch the shopping channel in Sydney, Melbourne, Brisbane, Adelaide, Perth and regional Queensland).

It may be new in Australia, but Hyundai Home Shopping is already aiming to become a major retailer in the local market, with plans to eventually move into bricks-and-mortar and business-to-business retail. For now, it is expecting to gain more ground in Australia, particularly in New South Wales.

“New South Wales is now our biggest market in terms of sales,” says Jason Kim, Managing Director of the Australian Shopping Network. “We see our business continuing to grow in the state.”

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