

Enhancing the companion plant kit & K-Smart Garden industry: a strategic approach by the Korea Arboreta and Gardens Institute

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The Korea Arboreta and Gardens Institute (KoAGI) has conducted a study to investigate the current status of the companion plant kit industry and to determine the priority of policy support for the activation of the industry. This study involved a hierarchical analysis targeting industry practitioners, evaluating three major categories - 'Entry Phase', 'Activation Phase', and 'Advanced Phase' - and twelve sub-categories. The results showed that the 'Entry Phase' was deemed most critical, with 'Hosting Meetings' emerging as the most important sub-category. This suggests that policy support in the initial stages of the companion plant kit industry is vital for its activation. Additionally, Korea's Smart Garden industry has successfully entered the international market through the K-Testbed project, recording export sales of KRW 130 million (approximately USD 110,000). The Korea Arboreta and Gardens Institute (KoAGI) plans to actively support the garden industry's activation through the K-Testbed system, by providing corporate support, organizing meetings, and aiding in international exports.