

THE WHOLESALE.

KOREA'S INDUSTRIAL MARKET, DECODED

GLOBAL EDITION— MONTHLY BRIEFING FROM KOREA

SPECIAL REPORT — COVER STORY

The AI Infra Boom Is Redrawing Korea's Industrial Map

Data centers, power grids and hydrogen are pulling Korean capex into a new shape. Behind the July semicon correction, the real demand signals — and what they mean for industrial suppliers entering Korea.

01 — MARKET Semicon's 5% Correction, Decoded One-day -5.35% close (Jul 8) — why	02 — REGULATION KOSHA Rules Foreign Makers Must Know Static grounding · confined space · KCs	03 — PARTNER REPORT What WI Did for Your Brand Campaigns, site visits, pipeline
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PUBLISHER'S NOTE

Why We Publish

Distributing industrial technology into Korea is, at its core, a translation job — connecting what the world's best makers build to what Korean plants actually need, in their language, under their rules.

Once a month, this briefing gives our partners three things: the market signals that matter, the regulations that move purchase decisions, and a plain account of what we did for your brand — campaigns, site visits, pipeline.

This is the inaugural issue. We look forward to earning a place on your desk, every month.

— **K.J. Hong** · *Publisher, Wholesale Industry*

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THE WHOLESALE.

GLOBAL EDITION · MONTHLY BRIEFING FROM KOREA

SPECIAL REPORT — JULY 2026

The AI Infra Boom, Decoded

A 5% one-day correction, record earnings, and where Korean capex is actually going.

On July 8, the KOSPI fell 5.35% versus the previous close — sell-side sidecars were triggered on both the KOSPI and KOSDAQ for a second consecutive day, with Samsung Electronics down 6.25% and SK hynix down 5.68%. Yet the day before, Samsung had posted a surprise Q2 operating profit of ₩89.4tn. Earnings were strong; the tape broke anyway.

The trigger was a Morgan Stanley call to reduce exposure to Samsung and SK. With AI optimism already priced in, a strong print became an excuse to take profits. What corrected was the multiple — not the demand.

The counter-signal: ahead of its Nasdaq ADR listing, SK hynix's 2026 forward P/E overtook Samsung's for the first time on record (6.79x vs. 6.77x). Global capital is not leaving Korean AI memory — it is repositioning within it.

For industrial suppliers, the quieter news mattered more. The won closed at 1,528.2 per dollar (Jul 7, Seoul close) — easing import costs — and the capex pipeline behind data centers, power grids and hydrogen kept moving. Equity prices move in days; plant investment moves in years.

JUL 8 CLOSE · vs PREV. CLOSE (KST)	
KOSPI	7,246.79 ▼5.35%
KOSDAQ	785.00 ▼5.56%
Samsung Elec.	▼6.25%
SK hynix	▼5.68%
USD/KRW (Jul 7)	1,528.2 ▼2.1
Samsung Q2 OP (Jul 7)	₩89.4tn

The correction was a price event — not a demand event.

Monthly Market Dashboard

JULY 2026 · month to date, as of Jul 9 (KST) · Index & stocks = Jul 8 close vs. previous close · FX = Jul 7 Seoul close

KOSPI 7,246.79 ▼ 5.35% · d/d (Jul 8)	KOSDAQ 785.00 ▼ 5.56% · d/d (Jul 8)	USD / KRW 1,528.2 Jul 7 close · ▼2.1
Samsung Q2 OP ₩89.4tn Announced Jul 7	SK hynix fwd P/E 6.79x 2026F · first overtake of Samsung	Sell-side sidecars Both mkts Jul 7-8, consecutive

JULY SO FAR — THREE SIGNALS

Defense shipbuilding

The US DoD & Navy sent a formal **warship-construction RFI** to Korean yards — HD Hyundai Heavy and Hanwha Ocean responded. First official step since the MASGA shipbuilding-cooperation talks. Earlier, Hanwha Ocean was named preferred bidder for the **₩7.8tn KDDX** destroyer program.

Jul 8 · Jul 2 (KST)

Batteries — EU rebound

High oil prices are reviving Europe's EV market, signalling a recovery for **'Made-in-EU' Korean battery** plants — early evidence that heavy European capex is entering its payback phase.

Jul 8 (KST)

Semicon infrastructure

The **Honam semiconductor complex** targets groundbreaking this year and mass production in 2030. Shipbuilders, meanwhile, are repositioning as energy-infrastructure players — power plants, offshore wind, data centers.

Jul 8 · Jul 9 (KST)

All figures from public market data and Korean business press as of the dates shown. Not investment advice.

The Rules Foreign Makers Must Know

Three Korean OSH provisions that move purchase decisions on plant floors — and what they mean for your product line.

STATIC GROUNDING Chemicals · powders · flammable transfer	KOSHA Rules on Standards, Art. 325 (1) 산업안전보건기준에 관한 규칙 제325조 ① Where static electricity may cause fire or explosion, the employer must ground the equipment "by a reliable method" — or otherwise suppress or remove static generation. The operative word is <i>reliable</i>: a clamp alone doesn't prove it; continuous monitoring and interlocks do. Supplier angle — grounding monitors & interlocked systems are how Korean sites evidence compliance.
CONFINED SPACE Tanks · pits · vessels · holds	KOSHA Rules on Standards, Art. 619-2 산업안전보건기준에 관한 규칙 제619조의2 Before and during confined-space work, the employer must have oxygen and hazardous-gas concentrations measured and evaluated by qualified parties. Measurement is not best practice in Korea — it is a statutory precondition for entry. Supplier angle — portable gas detection is legally mandated demand, renewed every shift, every entry.
EX CERTIFICATION Hazardous-area electrical equipment	Occupational Safety & Health Act, Art. 84 — KCs 산업안전보건법 제84조 · KCs 의무인증 Explosion-proof electrical equipment used in hazardous locations requires mandatory KCs certification — imported products included. ATEX or IECEx alone is not sufficient for the Korean market: no KCs, no lawful deployment. Supplier angle — KCs readiness is the gate. We manage certification scope with each principal before launch.

Orientation summary only, based on provisions as referenced in our published compliance series. Always verify the current statutory text and official interpretations before compliance decisions.

THIS MONTH — NEWSON GALE (UK)

Before the Powder Ignites

Semiconductors, batteries, food — Korean industry runs on powders. Powders build static. Static finds sparks.



Earth-Rite® II FIBC monitoring a Type-C bulk bag through fill and empty. Courtesy of Newson Gale Ltd.

Earth-Rite® II FIBC

A Type-C FIBC is only antistatic-safe while its resistance to ground stays at or below **10⁸ Ω (100 MΩ)** — the threshold referenced under IEC 61340. The problem: resistance isn't a one-time test. Straps wear, clips loosen, liners change.

Earth-Rite® II FIBC monitors the ground path continuously through filling and emptying, and interlocks the process the moment the loop exceeds the threshold. Not measurement — **supervision.**

In Korea, that supervision maps directly onto KOSHA Art. 325(1)'s demand for grounding "by a reliable method" — which is why monitored grounding wins specs here.

KOREA PARTNERSHIP FACTS	
Distribution	Exclusive Korea distributor
Certification	KCs across the powered lineup
Installation	Turnkey via affiliate TeamS (electrical works)
Demo units	Full model range on hand

THIS MONTH
LinkedIn compliance series — **episode 3 (FIBC dust safety)** published Jul 9, personal + company channels · weekly blog coverage ongoing.

What WI Did This Month

Every contracted brand, every month — no exceptions. July 2026, month to date (as of Jul 9, KST).

BRAND	JULY — MONTH TO DATE	STATUS
Newson Gale	LinkedIn compliance series ep.3 published (Jul 9) — personal + company channels · weekly blog coverage	ACTIVE
Uniphos	Marine-market entry program launched (Jul 8) — shipping-sector approval path mapped · weekly blog coverage	ACTIVE
IEP Technologies	Sister-plant spec-in expansion map completed (Jul 8) — feed/food-plant targets from installed base	ACTIVE
Halocarbon	4-volume sales-training workbook in use as the company-wide training standard	ACTIVE
CDC (rupture discs)	Sales-training workbooks (4-vol) completed (Jul 4) — field team onboarding under way	ACTIVE
FITOK	Weekly blog coverage — catalog-lineup format for the fittings/valves range	ACTIVE
Hflex	Weekly automated blog coverage — publishing pipeline live	ACTIVE
Twintec	Weekly automated blog coverage — AI product visuals matched to official imagery	ACTIVE
Tesi (ignition)	Onboarding — technical dossier from HQ in progress; KCs scope under review	RAMP-UP

ACTIVE — routine marketing & sales motion running RAMP-UP — onboarding toward first campaign

Grid lists contracted brands only. Campaign metrics, customer-visit logs and pipeline detail are available to each principal on request — this page is the monthly summary, not the full report.

THE WHOLESALE.

KOREA'S INDUSTRIAL MARKET, DECODED

Wholesale Industry is a Korean importer-distributor connecting global industrial safety and plant technology to Korean sites — gas detection, static grounding, flameless explosion venting, confined-space safety and more. Through our electrical-works affiliate **TeamS**, we take products from customs clearance to commissioned installation: one accountable partner in Korea.

- Gas Detection · Uniphos
- Static Grounding · Newson Gale
- Flameless Venting · IEP
- Industrial Ignition · Tesi
- + Specialty lines

NEXT ISSUE — AUGUST 2026

Data Centers: Power Is the Bottleneck

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