

Techno Shopping in Yongsan



Undoubtedly the largest shopping mile for electronics, PC's and mobile phones – anything that would be of interest to the male population can be found in Yongsan in central Seoul. This electronic marketplace is said to be larger than those in Tokyo, Singapore, Hong Kong or London, and you would have no trouble believing it if you tried to take it all in. The complex is made up of multiple shopping malls in the middle of which we found some satellite shops that TELE-satellite paid a visit to.

TAEHWA

This shop founded by Hae-Jin Jung has been in existence for over 30 years. His best selling product is the 90cm dish of which he sells roughly 100 a month. The somewhat smaller 75cm antenna is also popular: "We sell about 70 of those every month", explains Hae-Jin Jung. Even 120cm dishes are available; all of these sizes are used for reception of KOREASAT. But even 180cm antennas are sold: "These are used for ASIASAT reception", reveals Hae-Jin Jung, "we sell about 40 or 50 of them each month." Hae-Jin Jung runs his business with three employees.

CUSTOM

Choi Jong Sik operates his family business also with three employees and at 25 years has been in business for almost just as long. His product line includes 60cm antennas of which he sells about 120 each year, 120cm dishes of which he sells about the same amount each year as well as 180cm antennas that account for roughly 70 a year.

"For satellite receivers, we offer a model from Multiplus", explains Choi Jong Sik.



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If you ride the Seoul Metro Line #1 to the Yongsan station, you'll run into the I'Park Shopping Center sitting right on top of the Metro station: multiple levels are tightly packed with one electronics shop after the other. Everything brand new and 'glitzy'. If you exit the I'Park Shopping Center and walk across the pedestrian bridge (right side in picture), you'll find yourself in the next shopping center that sits over a bus terminal. Here some of the 'glitzy' is lacking. Another pedestrian bridge takes you to the ETLAND Shopping Center (left side in picture), the largest in Yongsan and again very 'glitzy'. Other shopping malls are also linked that are far less 'glitzy' and offer less expensive products.



DIGITAL also offers satellite antennas and reception components.



Choi Jong Sik from CUSTOM, presents his best seller: a 120cm antenna. The smaller 60cm dishes are used for KOREASAT reception.



Hae-Jin Jung with a 75cm antenna in front of his TAEHWA TELECOM shop that also serves as a warehouse. If it's in stock, you can take it with you.