Haesong S&T

A seaweed-specialized technology company turning marine biomass into standardized, high-value ingredients and eco-friendly upcycled products

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Team

Joonhwa SONG | CEO / Founder

- 17+ years in the seaweed industry
- Ex-AhnLab Japan
- MBA, Chonnam National University
- B.Eng, Osaka Sangyo University

Younghoon SON | CEO

- Former AI researcher Ministry of Health and Welfare and Korea Health Promotion Institute
- 5+ years in the seaweed industry
- M. Eng. AI, Sejong University (paused)
- B. Eng. Big Data, Hongik University



Seeking Opportunities

- **Connections to Singapore-based distributors to establish partnerships with companies in Vietnam, Thailand and Indonesia**
- **Accelerating the commercialization and global expansion of alternative gim technology**

Problem

- While the raw material for gim (also known as “nori” in Japanese) is produced in Korea, China and Japan only, the prices are doubling annually due to surging demand and productivity fluctuations caused by climate issues
- Many global brands struggle to secure the supply of the raw material. The global market is worth KRW 8T (USD 5.3B), with annual growth rate of 10+%

Solution

- Producing alternative gim by manipulating the biological characteristics (e.g. texture, nutritional content, flavor) of various underutilised seaweed species to replicate the qualities of the natural gim. The alternative gim can be utilised in various snacks currently popular across the world
- Our goal is to commercialize underutilized seaweed varieties from various regions

Key Features

- Technology patents: controlling harmful heavy metals (3 registered), modifying texture (2 registered), managing flavor (1 patent transaction completed) and adjusting sheet flexibility and light reflectivity (2 applications filed)
- By expanding our seaweed biomass, we enable year-round production, ensuring price stability and reducing cost burdens for our clients

Business Model

- Artificial gim manufacturing platform transforming seaweed biomass waste into high-value seaweed products.
- Integrated R&D and manufacturing model with proprietary technology to produce alternative gim at commercial scale.
- B2B commercialization model supplying artificial gim sheets to global food companies, snack manufacturers, and distributors facing raw material supply constraints.

Business Snapshot

- Export revenue USD 8M (2025)
- Clients include brands from Vietnam, Thailand, Japan, China, and India
- A contract worth USD 100K for alternative gim products was signed in July 2026 with Maruka (Japan)
- POC trials at local facilities with 2 seaweed snack manufacturers in Vietnam, 1 brand in Thailand, 2 brands in Japan and 1 distributor in India

Target Audience

- B2B partners to supply alternative gim