



## NEWS RELEASE

# Coupang Named Official APEC PR Partner, Delivering Messages of Support in South Korea Through Rocket Delivery

2025-10-21

- The company is supporting APEC 2025 as an Official PR Partner and Official Sponsor of the CEO Summit.
- By producing and distributing 50 million Rocket Delivery packages across Korea, Coupang is rallying public support for the international event.

SEATTLE--(BUSINESS WIRE)-- **Coupang, Inc.**, a U.S.-based technology company and leading online retailer serving millions of customers in South Korea, announced today that it has been selected as an official PR partner for the 2025 Asia-Pacific Economic Cooperation (APEC) Summit and an official sponsor of the APEC CEO Summit.

As one of the 13 official promotional partners designated by the APEC Preparatory Committee, Coupang is leveraging its extensive nationwide logistics infrastructure—built through billions of dollars of investments—to launch a public awareness campaign.

Since early October, Coupang has been using 50 million specially designed boxes and packaging materials featuring messages supporting APEC 2025 in Rocket Deliveries across the country.

Through Coupang's comprehensive delivery network, the packages are reaching customers in Seoul and the greater metropolitan area, as well as regional cities and rural towns across Korea. This broad reach reflects Coupang's ability to connect communities throughout the country.

The 2025 APEC CEO Summit and APEC Leaders' Week will take place in Gyeongju from October 27 – Nov 1. The Summit marks the first time in 20 years that Korea will host the largest economic cooperation event in the Asia-Pacific region since the 2005 Busan meeting. Leaders from 21 member economies—including the United States, Korea, and

Japan—will gather to discuss critical issues such as trade and investment liberalization, innovation and the digital economy, and inclusive and sustainable growth.

Robert Porter, Coupang's Chief Global Affairs Officer, said: "As a U.S. technology company with millions of customers across Korea and throughout the APEC region, Coupang is proud to support this historic international event. Through our nationwide Rocket Delivery network, we hope to help people across Korea share in the excitement and experience the goodwill that flows from a successful APEC 2025."

## About Coupang

Coupang is a technology and Fortune 150 company listed on the New York Stock Exchange (NYSE: CPNG) that provides retail, restaurant delivery, video streaming, and fintech services to customers around the world under brands that include Coupang, Eats, Play, Rocket Now, and Farfetch.

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Source: Coupang