

ECCK Connect Autumn 2017

The Quarterly Magazine of the European Chamber of Commerce in Korea

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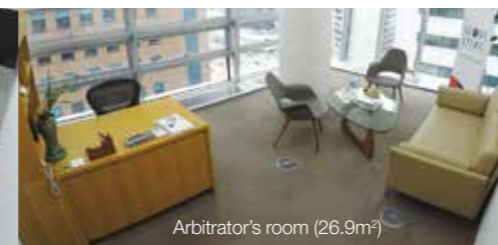
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Dear Readers,

Welcome to the Autumn 2017 edition of *ECCK Connect*.

I hope everyone had a wonderful summer vacation and enjoying the beautiful autumn weather in Korea.

At the ECCK, the beginning of autumn was highlighted with a round table meeting with Anti-Corruption and Civil Rights Commission (ACRC) Chairperson Park Un Jong. The meeting was held to discuss and suggest possible solutions to the challenges which international companies face with anti-corruption policies in Korea. We are pleased to have organized the meeting, and we will continue to effectively function as the representative of members' voices at a policy level.

Meanwhile, on the occasion of the visit of H.E. Cecilia Malmström, European Commissioner for Trade, the ECCK hosted a special dinner with business representatives from the Chamber's member companies. In addition, the chamber held several information sessions and seminars on sustainability, fintech, and taxation.

More highlight events are being arranged as we speak. We are gearing up for the upcoming events to be held between October and November including Korea-EU IPR Conference, EU Research & Innovation Day, and last but not least, ECCK 5th year anniversary networking night. You can find details about the events in the following pages.

Besides ECCK activities, this edition of *ECCK Connect* has prepared articles about Korea's industry landscape in more detail. For "Cover Story", we have prepared insightful articles on the topic of 'Energy & Sustainability' by World Wide Fund (WWF), Shell Korea, and The Jeju Free International City Development Center. Under "Social Responsibility" section, you will find a special article on Médecins Sans Frontières Korea's first-ever humanitarian film festival in Seoul, 'FILMS WITHOUT BORDERS 2017'.

As always, I hope you find *ECCK Connect* enjoyable and insightful.

Dimitris Psillakis

Dimitris Psillakis

Chairman, European Chamber of Commerce in Korea

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New Members August-October 2017

Corporate Member

MAX Leadership & Company (Korea)
Mr. Seong Wook Park (CEO & Founder)
www.maxleadership.com

Tikehau Invest Management (France)
Mrs. Juliette Desmay (Human Resources Officer)
www.tikehauim.com/en

Mosaicoon (Italy)
Mr. Jong Min Kim (Country Head)
www.mosaicoon.com

Hans Creative Co., Ltd. (Korea)
Mr. Han Sik Jang (CEO)
www.hanscreative.com

ANCM Inc (Korea)
Mr. Tae Eun Kim (Vice President)

G&S Korea, Corporate Consulting, Inc. (Korea)
Mr. Daniel Nyffenegger (President & CEO)
www.gs-korea.com

Adidas Korea (Germany)
Mr. Eddie Nixon (Managing Director)
www.adidas.co.kr

EF Corporate Solutions (UK)
Mr. Sangho Lee
(Head of B2B Sales in Korea, Account Director)
www.ef.com/corporate

Fipra Korea (Korea + Belgium)
Ms. Yun Hee Lee (Managing Partner)

Individual Member

Mrs. Claudia Tönz (Swiss)
Executive Director,
Korea Practice Enterprise Network (KoreaPEN)

Key Benefits of Joining the ECCK



Advocacy: ECCK strives to ensure a fair and open business environment for its members by facilitating dialogues with the Korean government, EU Delegation to Korea, European Commission, influential business associations as well as the media.



Committees and Forums: ECCK regularly hosts professional forums to closely follow market trends and changes in the regulatory environment relevant to the interests of our members.



Business Promotion: ECCK members can maximize their company exposure by distributing or sponsoring promotional materials at selected ECCK events or publishing company news on our website on request.



Networking Opportunities: ECCK functions as the first point of contact for European executives or officials visiting Korea and regularly hosts various formal and informal gatherings to help our members expand their networks.



Prominent Platform for Information: ECCK members receive a variety of complimentary periodicals—newsletter, magazine, white paper, membership directory, and survey report—to stay updated on the current market and regulatory issues in Korea.

General Events

ECCK signs MoU with Global Youth Fair

As part of its corporate social responsibility initiative, the ECCK signed a MoU for cooperation in CSR activities with Global Youth Fair (GYF) on July 21. Established in 2015, the GYF is a group consisting of professionals from various industries, provides international exchange programs for children in Korea. Through signing of this MoU, ECCK with GYF look forward to collaborating in supporting the promotion of CSR activities organized by GYF.



ECCK Meets with European Commission to facilitate IP Dialogue

On September 12, the ECCK's Legal & International Affairs Head and IPR Committee Chairperson met with representatives of the European Commission in preparation for this year's EU-Korea IP Dialogue, took place in Seoul the day after. During the meeting, the two parties discussed on recent progresses made and remaining challenges left on the IPR environment in Korea. A number of points from the day's meeting will also be addressed in the IPR chapter of this year's White Paper.

ECCK Meeting with Korea's ACRC

On July 27, the ECCK had a meeting with a delegation from Korea's Anti-Corruption & Civil Rights Commission (ACRC) at the Chamber's office in Seoul. ECCK President Christoph Heider and Mr Kim Namdoo, Director for International Relations Division, with other members of the ACRC joined together to discuss future cooperation between the two organizations.

Since its launch in 2008, the ACRC has held annual policy briefings with foreign business leaders to improve their interest in and understanding of Korea's anti-corruption policies as well as to enhance national integrity. For this year, the annual event was held in March, attended by the ECCK Chairman Dimitris Psillakis, discussed on the enforcement status and future plans of the Improper Solicitation and Graft Act.



Round Table Meeting with ACRC Chairperson Pak Un Jong

The ECCK hosted a round table meeting with the Anti-Corruption and Civil Rights Commission (ACRC) Chairperson Pak Un Jong on August 30. Joined by business leaders of

over 30 ECCK member companies, the meeting was held to discuss and suggest possible solutions to the challenges which foreign companies face in licensing, employment and complying with anti-corruption policies in Korea. We would like to thank ACRC Chairperson Pak as well as all members for their participation.



ECCK IPR Campaign Against Counterfeiting

On September 20, the ECCK Intellectual Property Rights (IPR) Committee conducted a public awareness campaign on counterfeiting at the Dongdaemun market in Seoul. A wide range of counterfeit products including bags, car parts, pharmaceuticals and perfumes were displayed at the campaign booth to the amazement of the general audience. For the day's event, the ECCK joined forces with the local district office (Jung-gu) and the Korea Intellectual Property Protection Agency (KOIPA).

[The Korea Times] Trade balance - not best way to evaluate FTAs

ECCK President Christoph Heider contributed an op-ed article to The Korea Times on the issue of measuring effectiveness of the FTAs. Below is the excerpt from the article published on September 29.

"The U.S. administration has announced it wants to renegotiate the Korea-U.S. free trade agreement (KORUS FTA) as the trade deficit with Korea is at an unacceptable level. This somehow comes as déjà vu as we had the same discussion with the Korea-European Union free trade agreement (KOR-EU FTA) when a Korean surplus turned into a deficit after the deal was implemented in 2011.

... The effectiveness of an FTA should not be valued only in monetary terms. An FTA provides access to a more diversified range of products and services and spurs competition, leading to more innovation and decreased prices."



image: MOTIE

MOTIE Ministerial Roundtable for Investors

Ministry of Trade, Industry and Energy Minister Paik Un Gyu hosted ‘Ministerial Roundtable for Investors’ in the morning of September 26. The meeting was attended by business leaders from foreign chambers of commerce in Korea including ECCK Vice Chairman André Schmidtgall and President Christoph Heider. During the roundtable, Minister Paik discussed about the new economic policies and exchanged inquiries and suggestions with the heads of foreign business groups. The roundtable was foreign businesses’ first official encounter with Minister Paik after his appointment as MOTIE Minister.



KCS Luncheon Meeting on FTA Implementation Issues

On September 27, the ECCK and officials from European embassies participated in a luncheon organized by the FTA Implementation Division of the Korea Customs Service (KCS). The luncheon revolved around exchanging information as to the utilization of the EU-Korea FTA and Korea’s FTA Pass Program, along with addressing inquiries amongst the European industries. The ECCK would like to express our sincere gratitude to the KCS for the invitation.

ECCK attends Seoul Climate & Energy Summit 2017

As Korea has joined other countries to voluntarily submit its goal to reduce greenhouse gas emissions up to 37% of BAU til 2030, it became more important that public and private sectors in Korea should make a joint effort in designing a grand strategy for low carbon-based national energy supply system.

On September 28, Mr Dimitris Psillakis, Chairman of the ECCK and CEO & President of Mercedes-Benz Korea, attended Seoul Climate & Energy Summit (CESS) co-hosted by Climate Change Center Korea and eToday Media. Under the theme of ‘Energy Transition Strategies in the New Climate Economy’, the event covered topics ranging from ‘Risk and Opportunity in the New Climate Economy’, ‘Energy Transition Strategies in the New Climate Change Regime’ to ‘Carbon Trading in the International Market Mechanism’. The day’s event featured a number of industry experts including Kamel Ben-Naceur (former Director, Sustainability, Technology and Outlooks, International Energy Agency(IEA)), Dirk Forrister (President and CEO, International Emissions Trading Association(IETA)), Nick Nuttall (Director, Communications and Outreach, UN Framework Convention on Climate Change(UNFCCC)).



image: eToday Media

Seminars & Forums



ECCK Seminar on Legal Issues in the Automotive Industry

On August 10, the ECCK held an information seminar for its member companies in the automotive sector. In cooperation with Lee & Ko, the seminar was organized to provide regulatory information to the members of the ECCK’s Automotive Committees, which consists of Passenger Vehicle Committee, Heavy Duty Commercial Vehicle Committee, and Tire Committee. The presentation was delivered by Lee & Ko on the topic of ‘Legal Issues in the Automotive Industry from the Perspective of the KOR-EU FTA’, and was followed by a Q&A session to further discuss in detail about regulatory trends and ongoing issues in the industry. The ECCK would like to thank Lee & Ko as well as all the attendees for their interest and support.



ECCK Green Working Group Seminar on “Sustainable Cities with Smart Buildings”

On September 8, the ECCK Green Working Group (GWG) hosted a seminar on “Sustainable Cities with Smart Buildings” at its office in Seoul Square. The seminar consisted of two presentations led by the day’s keynote speakers, Mr Christoph Aebischer (Vice President, Head of Division at Siemens Korea) and Mr David Hahm (Program Director at World Smart Sustainable Cities Organization (WeGO)). Mr Aebischer provided his valuable insights on how Siemens technologies can be cooperated in creating a smart and sustainable city, and followed by was the second presentation from Mr Hahm on envisioning a smart sustainable city for all that leverages digital technology and connectivity to become smart and sustainable city. Subsequently, Mr Chungha Cha, Co-Chairman of the ECCK GWG and CEO of reImagining Cities Foundation, came as a moderator to lead the open discussion for the participants to openly share their thoughts and ideas on the issue.

**ECCK Fintech Seminar:
'A Rising Interest of Blockchain'**

On September 19, the ECCK Insurance Committee held its annual Fintech Seminar under the theme of rising interest of blockchain and its effects on the insurance industry. The one-hour seminar was joined by around 30 participants from the insurance committee member companies, and Mr Allan Kim, CEO of Blockco, participated as the speaker in the event. Mr Kim gave a presentation on the introduction of blockchains, and shared examples of application of blockchain in the insurance industry. The seminar helped our members understand the concept more thoroughly and its applications, along with both advantages and disadvantages as well as potential risks were shared. The ECCK would like to thank Blockco and all committee members for their participation and support.



**2017 EU-Korea Business Forum:
The EU-Korea FTA**

On the occasion of the visit of H.E. Cecilia Malmström, European Commissioner for Trade, the EU Delegation to the Republic of Korea hosted '2017 EU-Korea Business Forum' on September 21. This year's forum focused on the achievements of the EU-Korea FTA in the past 6 years, and discussed in its role amid the growing concerns of protectionism. As a supporting partner of the forum, ECCK Chairman Dimitris Psillakis delivered a keynote speech in which he highlighted the importance of the strategic partnership between EU and Korea.



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Four Seasons Hotel Seoul

Busan Chapter

Logistics Industry Seminar with Incheon International Airport

ECCK hosted the Logistics Industry Seminar with Incheon International Airport on August 29 at the ECCK office in Seoul. Joined by over 30 attendees from ECCK member companies, the seminar opened with welcoming remarks by Logistics & Transport Committee Chairman and CEO of Schenker Korea, Mr Dirk Lukat. Subsequently, Ms Jiyeoung Park, Senior Manager of Cargo Marketing Team at Incheon International Airport, gave a presentation on the overview of the Incheon airport and Incheon Free Trade Zone and its related issues including e-commerce BWT and Zero Tax Rate of VAT. Finally, a Q&A session was followed to clarify any subjects that were discussed during the meeting. We would like to thank Ms Park and all members who attended the seminar.



ECCK Busan Marine & Shipbuilding Committee Seminar

ECCK M&S Committee held an 'ECCK M&S Committee Seminar' on September 27. The seminar was led by Ms. Hwonnarae Ha, Head of M&S Committee, and Dr. Jeom-kee Paik, Professor at Pusan National University & University College London, delivered a lecture on the topic of 'Contributions to the Grand Challenges' which was followed by a Q&A session. The ECCK would like to thank Dr. Jeomkee Paik as well as all the attendees for their participation.



ECCK Busan Welcome Back Network Night 2017 with BJFEZ

On September 21, the ECCK Busan chapter held 'ECCK Busan Welcome Back Network Night 2017 with BJFEZ' at Praha993. The event started with opening remarks by Mr Jan Benggaard, Vice Chairman of ECCK, which was followed by welcome remarks from Mr Yang-hyun Jin, the commissioner of BJFEZ, as a diamond sponsor of the event. Throughout the evening, the participants were able to enjoy delicious Czech cuisine and musical performances by students from Busan Foreign School. Last but not least, participants were also able to enjoy fun quiz games prepared by BJFEZ and Praha993 with lucky draws offering various vouchers and gifts sponsored. The ECCK would like to thank all participants and partners for making the event extra special.

Special Sponsors include: BJFEZ, Citadines, Crown Harbor Hotel Busan, Hotel Hyundai Ulsan, Praha993, Fraiser and Kunoh Seacloud Hotel



Committee News

Intellectual Property Rights Committee
2017 Korea–EU IPR Conference

Intellectual property rights (IPR) are the legal foundation through which ownership is provided over creations of the mind, better known as intellectual property (IP). Common types of IPR are trademarks and industrial designs (which serve to differentiate products or services and enable informed purchasing decisions) and patents (which reward technological innovation).

The OECD has reported that in the current global economy “knowledge is [...] the driver of productivity and economic growth”, and a nurturing and supportive IP environment is an essential condition for a vital and a successful economy. Reports conducted in the European Union have indicated that IP is integral to countries’ GDP, employment and trade. It is against this background that the European Chamber of Commerce in Korea (ECCK) has organized annual Korea – EU IPR Conferences, and this year marks its fifth anniversary.

During this year’s Korea – EU IPR Conference, specialists from both the public and the private sectors will present on pertinent developments in the field of IPR in Korea and Europe. In order to tailor to various interests, the conference will feature three distinct, yet equally stimulating topics during parallel afternoon sessions. These topics are:

IPR in Practice

Patents

Respect for IPR

The Conference is co-hosted by the ECCK, the European Patent Office (EPO) and the European Union Intellectual Property Office (EUIPO), in cooperation with the Korean Patent Court and the French Patent & Trademark Office (INPI), and is supported by Hoffmann Eitle and Myriad IP.

We hereby invite you to attend this year’s Korea – EU IPR Conference in order to expand your knowledge by hearing from seasoned and distinguished professionals, and discussing with industry experts, enabling you to use your IPR to gain the competitive edge.



Date Thursday, October 31, 2017

Time 9:00–20:00

Venue Conrad Seoul, Park Ballroom (5F)

Admission free of charge

08:00–09:00 **Registration**

09:00–09:30 **Opening Remarks**
ECCK, EPO, EUIPO, Korean Patent Court, INPI

09:30–09:45 **Keynote Speech**
H.E. Michael Reiterer,
Ambassador of the European Union to the Republic of Korea

09:45–10:25 **National IP Policy Direction and Current IP Protection and Enforcement in Korea**
Mr. Joon Il Kim, Deputy Director of Protection Policy Division at the Presidential Council on Intellectual Property

10:25–10:40 **Coffee Break**

10:40–11:20 **The European Patent Office: Serving the Global Economy**
Ms. Heli Pihlajamaa,
Director of Patent Law at the European Patent Office

11:20–12:00 **Recent Development at EUIPO**
Mr. Günther Marten,
IP Attaché in Beijing for the European Union Intellectual Property Office

12:00–13:30 **Lunch Break**

13:30–18:00
Break-out session I (IPR in Practice) will include presentations by industry experts and officials on (upcoming) developments, as well as practical considerations in utilizing IPR.

Break-out session II (Patents) will involve presentations and discussions about current and future patent protection in Europe and Korea (including the Unitary Patent and Standard Essential Patents).

Break-out session III (Respect for IPR) will feature presentations and discussions on curbing the creation, distribution and sale of counterfeit products both in the online sphere and at offline venues.

18:00–20:00 **Dinner Reception**

ECCK Autumn Network Night

On September 19, The ECCK successfully held its Autumn Network Night at Top Cloud 52 located in the World Trade Center Seoul. Joined by our valued members and friends, the event was a night of merriment with the beautiful scenery of Han River and Gangnam.

We would like to thank everyone for their attendance as well as Top Cloud 52 for their special support. We hope to see everyone at the upcoming ECCK events!



Celebrating



ECCK Network Night

TUESDAY | 28 NOVEMBER 2017 | 7 PM

- * Details will be updated in due course
- * Any Inquiry for the event and partnership opportunity, please contact Ms.Hyewon Shim (hyewon.shim@ecck.eu, 02-6261-2711)

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Korean Free Economic Zones: Best Place for Business

Did you know Korea has eight free economic zones?

Korean Free Economic Zones (KFEZ) are specially designated areas created to improve the business and living environment for foreign-invested firms in Korea. Since the 2003 inauguration of a KFEZ in Incheon, the number of KFEZs in operation has grown to eight: Incheon, Busan-Jinhae, Gwangyang Bay Area, Daegu-Gyeongbuk, Saemangeum-Gunsan, Yellow Sea, East Coast and Chungbuk.

The amount of foreign direct investment in the KFEZs in 2016 increased 53% to USD 2.3 billion compared with a year earlier, accounting for 10% of total foreign direct investment in Korea. As of the end of last year, there were about 126,000 people employed in the KFEZs.

About 67% of the total area (320 km²) targeted for use as a KFEZ has been developed since 2003. Investment conditions for foreign investors are being improved through deregulation, more effective policies and financial support. Various benefits include the reduction or exemption of corporate tax, income tax, acquisition tax and property tax, cash grants, eased regulations on labor and free foreign payment.

Each KFEZ designates individual project managers who support all investment procedures, from preliminary review for investment to follow-up management. The project managers not only provide business consulting for new investment opportunities and prospective investment partners, but also administrative support for legal affairs, accounting and tax management. This ensures investors get the help they need to make swift business decisions.

Korea, a Northeast Asian hub, is recognized worldwide for its well-developed infrastructure, strategic location, high-skilled manpower and its global logistics system.

Investors Say...

"Although we are a multinational company, we manufacture here in Korea to offer our products at a reasonable price to our customers. Thanks to this, we are seeing sales growing 25% every year despite the global economic recession."

Martin Rotermund, Managing Director, Rittal Korea

"We found that the workforce is second to none in terms of the level of skill and the incredible dedication and hard work. From a management standpoint, it's been easy to have a cooperative relationship with their skills matching our needs."

Brett Kimber, President, Linde Korea

"Korea has signed FTAs (Free Trade Agreements) with Southeast Asian countries, EU nations and the U.S. We've decided to invest here to sell products globally through its FTA network."

Lu Xianyu, Chairman of the Board of Directors, HAM

"The advantage of our location is that it's just 25 minutes from Incheon International Airport in the middle of a burgeoning air, sea, land and education hub in Northeast Asia."

James Larson, Vice President for Academic Affairs, State University of New York, Korea



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The center of Northeast Asian economies

The Saemangeum Project is set to develop the inner side of the 33.9km-long Saemangeum seawall, the world's longest embankment located along the west coast of the Korean Peninsula, which connects Gunsan-si and Gogusan Islands in Jeonbuk and Byeonsan Peninsula in Buan. The project aims to renew an area of 409km² (equivalent to 2/3 of the size of Seoul), consisting of 291km² of land and 118km² of swamp. It will create a new growth engine for the future of Korea, and amass a great deal of land by filling in the sea with soil which is literally similar to producing a substance from nothing. The process of gradually revealing land on the map is truly amazing.

The Saemangeum Project began as a construction project for a 'food production base' in 1991, but it has now changed to a project for establishing the center of Northeast Asian economies through the development of multi-functional land for industrial research, tourism leisure, international cooperation, environmental ecology, and cities, including farm land. As Saemangeum will be developed as multi-functional land, it is expected to become the center

of global economic cooperation by integrating the advantages of various industries.

The strength of the Saemangeum Project is its designation as a special economic zone supported by the central government, thus the project will be swiftly developed and receive customized assistance from the government. Major infrastructure such as a harbor, airport, Dongseo road, Nambuk roads and the Saemangeum-Jeonju expressway will be built with government expenditure. Therefore, there is expectation that the project will be operated stably.

Jump-starting the development of Saemangeum

Saemangeum is evaluated as Korea's growth engine that will lead the Korean economy for 30 years into the future, but its development has been slowed. Due to conflicts and discord with environmental groups, religious circles and local residents, the operation of the project went through difficulties and the completion of landfill and infrastructure construction remains around 36% as of the present.

However, the new government administration chose Saemangeum as its first national project and revealed its strong will to complete the Saemangeum Project, so the development of Saemangeum is expected to accelerate.

While visiting the development site of Saemangeum on May 31, 2017, President Moon Jae-in stated, "Saemangeum has a great potential to become the hub of the Northeast Asian economy, particularly the center of economic cooperation with China", and professed, "I will change the project to a national reclamation project if necessary in order to speed up the project." Consequently, Saemangeum is expected to become an economic hub in the Pan-Yellow Sea Rim at a faster pace.



In particular, the Saemangeum project is included as one of the 100 major national projects announced by the new government. By clearly specifying the early construction of logistics transportation networks, such as an international airport and new port, as well as government-led reclamation, for the speedy operation of the Saemangeum Project in order to achieve balanced national development across the nation, the government promised the successful execution of Saemangeum development once again.

In addition, the government decided to provide unprecedented incentives in order to induce businesses to Saemangeum and to revitalize investments in Saemangeum. Currently, the land of Saemangeum can be rented for a maximum of 100 years, and corporation and income taxes can be exempted 100% for a maximum of 5 years and 50% for the following 2 years depending on the amount of investment. In particular, the special lease for 100 years is allowed to foreign investment companies, as well as to domestic businesses which contribute to revitalizing the local economy and creating jobs.



Saemangeum, the center of global economic cooperation

The Korean government plans to establish Saemangeum as the core hub for free trade and production/processing/exports of intermediate goods in Northeast Asia by way of the Korea-China Free Trade Agreement (FTA), the expansion



sion of Hallyu, and large areas of land. To achieve this goal, the government plans to make Saemangeum as the base of free trade and investment by removing barriers in the activity of investment businesses and residence, as well as by removing social and cultural discrimination.

One instance of differentiated competitiveness of the Saemangeum Industrial Complex is that it is Korea's only Korea-China FTA Industrial Complex. Saemangeum is the most attractive place for Korean businesses which have a desire to advance into the Chinese market, as well as for Chinese businesses which want to cultivate new markets in the USA or the European Union (EU).

Currently, the Gun-san National Industrial Complex, the Automobile & Mechanical Component Cluster and the Korea National Food Cluster have been formed around Saemangeum, and the center of the large West-coast Tourism Belt which connects the axis of the Korean Peninsula is located in Saemangeum. In addition, optimal logistics facilities such as the crisscross network of land routes running in all directions, the new port and Gunsan Port are located in Saemangeum, and the infrastructure of express railroads and international port are being constructed around Saemangeum.

Based on such excellent location and infrastructure, global businesses such as Japan's Toray Advanced Materials and Belgium's Solvay, as well as Korean businesses including OCI and OCISE, have already moved in Saemangeum or are investing in Saemangeum.



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항만 배후단지

the best place for your investment in North East Asia



“Korean Port Hinterland”

What is Port Hinterland?

Port Hinterland refers to the land just behind a port where cargoes are imported and exported. Given that it is designated as a Free Trade Zone (FTZ), the hinterland helps reduce your logistics cost that might occur in the course of import, export and transshipment. In addition, the closely inter-linked sea lanes will enable you to transport your valuable cargoes wherever and whenever you want.

We are waiting for your investment with the following incentives:



Lease of Land (up to 50 years)



Reasonable lease cost



Tax incentives



A wide range of business models that can add values



Hinterland of Busan Port



Hinterland of Incheon Port



Hinterland of Pyeongtaek port



Hinterland of Yeosu-Gwangyang Port



Hinterland of Ulsan Port



Hinterland of Pohang Port

Types of Business

- Manufacturers and wholesalers focusing on import and/or export of goods using ships entering and departing from ports
- Foreign-Invested Enterprises (FIEs) intending to run manufacturing companies that can create new volume of cargoes
- Businesses responsible for (un)loading, transportation, storage and exhibition of cargoes, or logistics-related businesses supporting abovementioned businesses
- Ship suppliers, logistics facilities developers, companies renting logistics facilities, and businesses supporting the work of companies being operated in the Hinterland

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The Era of Energy Transition: Korea can go further, sufficiently faster

WWF's Republic of Korea 2050 Energy Strategy for a Sustainable Future

Global energy transition powered by economic actors/agents

During the Climate Week NYC 2017 that took place between September 18-24 in New York City, it was announced that global financial institutions Citi and JPMorgan Chase & Co. joined 'RE100' campaign, committed to sourcing 100% renewable power across their global operations by 2020. Now more than 100 companies have made a commitment to go '100% renewable.' Furthermore, more than 300 companies have committed to set ambitious science-based climate targets, joining 'Science-Based Target' initiative led by CDP, UNGC, WRI and WWF.

Less than two years after establishment of the Paris Agreement on climate change, we acknowledge stronger global climate leadership of non-state actors – companies, cities and higher educational institutions – especially even after a country's withdrawal announcement. It is clear that this global momentum set forth by the Paris Agreement is indeed irreversible. It is exciting and encouraging, but we need much

more than that. As the contributions set by the states are not sufficient to limit the global warming well below 2 degrees by this century, let alone 1.5 goal of the Agreement.

New leadership towards low carbon Korea

It is now vital that leading countries like the Republic of Korea show determination to join states and non-state actors worldwide in creating a global socioeconomic transformation that will shape national economies, people's well-being and prosperity for years to come – and mostly of all, for our survival. The Republic of Korea is one of the world's largest greenhouse gas emitters. However, like many other countries, its current reduction targets are considered insufficient to meet the global goals outlined in the Paris Agreement.

President Moon Jae-in has already made encouraging first steps, with new plans and commitments to shift away from coal and nuclear, whilst setting increased targets for renewable energy. This is positive, but again, we need more. The Republic of Korea urgently needs a bold new energy vision – with a clear roadmap to get there.



Can Korea go further, sufficiently faster?

The answer is yes.

With this in mind, WWF partnered with several leading experts to develop a study, which evaluates a range of different future scenarios, and recommends a new 2050 clean



energy vision and roadmap for Korea. It highlights that a much more ambitious low carbon future for Korea is both feasible and desirable when considering all the latest possibilities, taking into account the economic, social and environmental costs and benefits, and reflecting optimum pathways for critical issues such as economic growth, energy security and human well-being.

On the 23rd of August 2017 at 'Korea Energy Vision 2050' conference, WWF proposed three scenarios in which Korean society can choose to switch energy paradigm. Among them, the 'Visionary Transition Scenario,' which supplies 100% of renewable energy to the energy sector, suggests a sustainable future for the Republic of Korea by stopping the operation of thermal and nuclear power plants by 2050 and converting them to 100% renewable energy. At the same time, it emphasizes that a strong policy should be accompanied by a sounding of Korean society that is supplying energy in an unsustainable way.

This report highlights that even more ambition is both needed and is possible for transition towards a clean energy future.

Transition leads to strong and compelling co-benefits

Towards the year 2050, the visionary transition is increasingly powered by domestically-produced renewable sources, significantly reducing the risk of imports, and hence scores highly in terms of energy security related benefits. Energy

security is a vital issue for any country. With over 95% of energy currently imported, a clean energy future can enable a much greater level of energy independence and stability.

Secondly, the health and well-being benefits of a clean and safe energy transition are significant. The Republic of Korea is at risk of becoming one of the world's most polluted countries with issues such as air pollution becoming increasingly serious, and social concerns about the safety of nuclear power are increasing.

Thirdly, a clean energy transition offers a major opportunity for new jobs and growth. Renewable energy generates better quality jobs in higher numbers compared to fossil fuels. For example, almost 10 million renewable energy related jobs were created globally in 2016 (IRENA, 2017). Korea is well positioned to be a major player in this fast-growing sector with a strong workforce, advanced technologies, and many other key capabilities.



Korea can go further, sufficiently faster

With increased climate ambition, transitioning into a low carbon economy apace is in the interest of each nation. Effective action on energy can help unlock new business and employment opportunities, health benefits, and bring a sustainable future for all. Korea is well positioned to be a leader in this transition, bringing new innovative solutions to address the challenges both at home and globally. Korea can go further, sufficiently faster.



Energy Transition and Shell's Effort

Towards Low-Carbon Future



Energy is essential to the global economy. From fuels to fertilizers, and manufacturing to transportation, energy enables the lifestyles that many enjoy today. Access to reliable energy can transform lives and enables economic growth.

The world's primary energy demand, driven by a growing population and rising living standards, is expected to rise by 30% between 2015 and 2040, according to the main scenario in the International Energy Agency's (IEA) World Energy Outlook 2016. At the same time, there is a critical need to address environmental stresses, from local air pollution to climate change.

Today, oil and gas make up around half the world's primary energy mix, and coal provides around 30%. The rest comes from sources such as hydropower, biofuels, solar, wind and nuclear. More energy from this current energy mix means more greenhouse gas emissions, which in turn leads to climate change.

The transition to a low-carbon future will unfold at different paces in different places, and across all sectors of economic activity – creating new risks and opportunities. New technologies, business models and partnerships, supported by policy and regulatory frameworks, will be needed.

Shell is and will continue to play its role in a way that is commercially competitive as well as environmentally and socially responsible, in oil and gas, as well as in low-carbon and renewable energy sources. Our success depends on our ability to anticipate the types of energy that people will need.

Shell is looking at cost-effective ways to manage greenhouse gas (GHG) emissions and the commercial opportunities these solutions will bring. Our four main contributions to reducing global GHG emissions are: developing alternative energies; progressing carbon capture and storage (CCS) technologies; implementing energy-efficiency measures in operations and supplying natural gas to replace coal for power generation. To support this, we continue to advocate the introduction of effective government-led carbon pricing mechanisms.

Firstly, low-carbon biofuels are one of the most viable ways to reduce CO₂ from transport fuels in upcoming years. In 2016, Shell created a New Energies business to continue to explore investment opportunities in areas including biofuels, hydrogen and renewable energy. This business will also look for opportunities in energy solutions that combine wind and solar power with gas, for example, and new ways to connect customers to energy.

Another example of our work against climate change is

'Carbon Capture and Storage (CCS)'. According to the IEA, CCS is the only technology capable of delivering reductions in emissions from the use of hydrocarbons. CCS will be essential for meeting the goal of limiting global warming to well below 2°C. Shell is playing a leading role in the demonstration of CCS technology at the Quest CCS project in Canada. We are working on CCS research programs with partners around the world.

In terms of CO₂ management, Shell's strategy is to price CO₂ into investment evaluations. We apply a cost of USD 40 per tonne of CO₂ emissions arising from the lifetime of the project, wherever the investment occurs in the world and whether there is a government-led carbon pricing scheme in place. Any new proposed project in Shell is ranked and compared to others in our portfolio including its carbon footprint.

Lastly and most importantly, Shell focuses on bringing natural gas to a wider market. Natural gas, the cleanest-burning hydrocarbon, provides a readily available solution to meet rising global demand for energy with fewer emissions if used instead of coal for power generation.

It is also one of the few energy sources that can be used economically across most energy applications – from electricity to heating to transport fuels – and its uses are diversifying, as an alternative to diesel in trucks, heavy

fuel oil in transport and oil for lubricants. As such, Shell expects it to play an increasingly prominent role in the future energy mix, both in its own right and as a partner for renewables.

Natural gas produces around half the greenhouse gas (GHG) emissions of coal when burnt to generate electricity. This includes methane emissions. Using natural gas instead of coal in power generation will also significantly improve air quality. Compared to coal-fired plants, modern natural gas plants emit less than one tenth of sulphur oxides, nitrogen oxides, particulates and heavy metals that impact hundreds of millions of people all over the world, especially in Asia.

Natural gas can also be used in combination with carbon capture and storage (CCS) to further reduce GHG emissions. CCS can remove up to 90% of CO₂ emissions from power plants, according to the UN Intergovernmental Panel on Climate Change.

We work with governments and industry representatives to help society transition to a low-carbon energy future. We have invested in cleaner-burning natural gas and low carbon biofuels and are also working on new fuels for transport. Shell shapes its portfolio and strategy to take into account the shift to lower-carbon energy, ensuring our company's resilience for the future.

The Jeju Free International City Development Center

Established as a National Organization Exclusively for Jeju Free International City

In the aftermath of the financial crisis in the 1990s, the need to find a new growth engine for the Korean economy became an important issue. This started lively discussions in favor of establishing Jeju Island, which lies at the heart of Northeast Asia along with a wonderful natural environment, as a free international city; a flagship international trade city.

The Jeju Free International City Development Center (JDC) was founded in May 2002 under the <Special Act on the Establishment of Jeju Special Self-Governing Province and the Development of Free International City>. As a national public corporation under the Ministry of Land, Transport and Maritime Affairs, the central government is leading the development of Jeju Island, serving as a pathway to support it.

Promotion of Core Businesses to Foster the Establishment of Jeju Free International City

In a bid to establish Jeju Island as a free international city, JDC is undertaking projects in a variety of fields including tourism, education, medical treatment and advanced science.

In an effort to break away from the low-cost tourism

industry, we created the Jeju Myths and History Theme Park in Seogwipo City as well as giving a boost to the creation of the largest theme park in Korea. Meanwhile, we are contributing to the reduction of social issues by not only attracting outstanding international schools to the island but also creating Jeju Global Education City, absorbing the costs of studying overseas.

In addition, we established a foreign medical institution where foreign residents living in the Jeju Free International City can easily access medical treatment, creating a high-tech science and technology complex to foster IT, BT, ET and CT industries. The Kakao Corporation and many other leading companies in Korea have been established in Jeju.



Future Plan for the Conservation of Clean Jeju

Among the various projects carried out by JDC, Jeju Science Park is one of the core projects for the creation of the Jeju Free International City. As the only national in-

dustrial complex in Jeju, located in the southern tip of Korea, it has been developing and advancing as the major center of education, research and production by taking advantage of the promotion of new industries such as IT, BT, ET and CT as well as making use of Jeju's natural resources and clean environments.

Since the completion of the project in 2010, we have made contributions to Jeju's industrial restructuring and national economic development through the growing economic activities of nearly 130 companies and 2,000 workers as of 2017. On the basis of these outcomes, JDC was approved by the government to implement the second Jeju Science Park in December 2016, and is planning to attract enterprises starting in 2018.

Particularly in the case of the second complex, we will designate about 15% of the entire second complex as an "E-Valley", a special zone that will promote electric vehicles and autonomous cars to foster the eco-friendly and energy sector. It complies with the "Carbon Free Island 2030" policy of Jeju Special Self-Governing Province to make Jeju Island a carbon-free island. We will provide other various incentives too. Besides attracting technological development and research companies that are in Smart Grid-related fields such as ESS, EMS and AMI, we will strive to preserve Jeju's environment through the creation of an up-cycling cluster for eco-friendly industrial development.

Jeju, the Center for Green Growth, "Carbon Free Island"

"Carbon Free Island" is a policy to promote Jeju as a carbon-free island by building a Smart Grid City all over Jeju Island by 2030, replacing 100% of Jeju's commercial vehicles (about 380,000 units) with electric vehicles and substituting 100% of the domestic consumption of electricity for renewable energy.

This innovative model of sustainable, carbon free policies for Jeju Island was also presented to the General Assembly of the United Nations Framework Convention on Climate Change.

Currently in Jeju, 2% of the cars are electric ones, and 12% of energy used is from new and renewable energy sources. The "Green Big Bang" is a policy to move toward a carbon free island by converting all power generation to renewable energy by 2030 and replacing all vehicles with electric ones.

In the era of the 4th Industrial Revolution, Jeju will transform itself as a key base for eco-friendly energy and electric and autonomous cars. To back this up, technological convergence of eco-friendly industries such as Energy Storage System (ESS) and the smart grid will add momentum to Jeju's green ecosystem.

Seoul Biennale of Architecture and Urbanism 2017

Imminent Commons

This is a story about Seoul Biennale and the shift of Seoul's urban policy from rapid growth to regeneration which brought out Seoul Biennale.

The inaugural Seoul Biennale of Architecture and Urbanism opened on September 2, 2017. With the thematic of the Imminent Commons, the Seoul Biennale proposes a new paradigm in architecture and urbanism as well as a new kind of biennale.

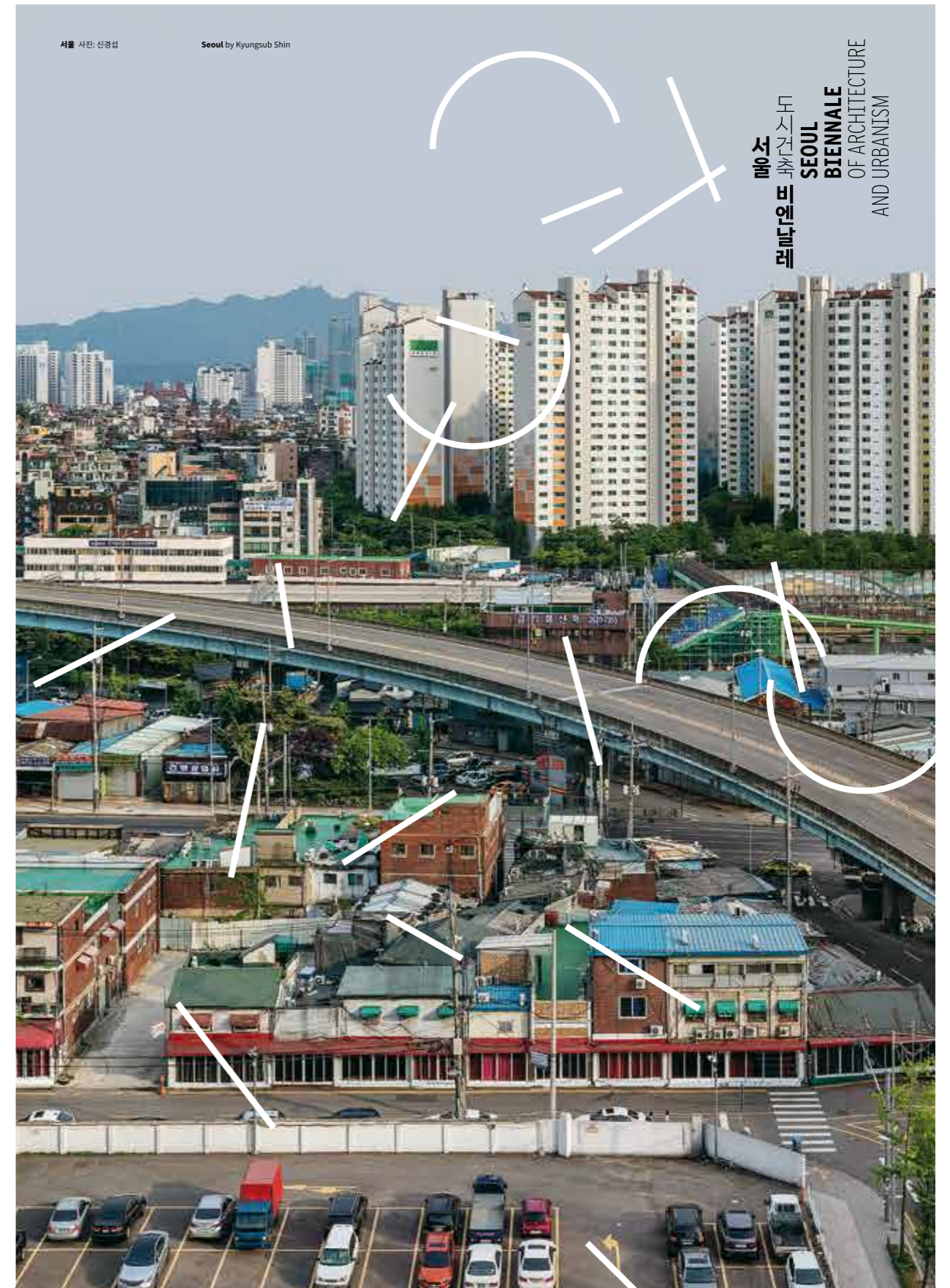
Seoul used to focus on rapid urban growth and aimed to be a mega city. With current mayor Park Won-Soon and the first City Architect Seung H Sang, who advises on all the public projects in Seoul, the urban policy direction has shifted to regeneration. Community and street-level life came into play more important role than economic gains.

Seoul Biennale is an invitation to see and understand the city, including Seoul, anew. The urban fabric of Seoul became a stage that invites an array of agents to engage in specific biopolitical performances. Rather than an exhibition enclosed within gallery walls, the Seoul Biennale is part of the everyday fabric of the city where the imminent commons are enacted. The old historical center of Seoul is host to the three main exhibition sections - *Thematic Exhibition: 9 Commons*, *Cities Exhibition: Commoning Cities*, and *the Live Projects* - and Public Programs that include the film and video program, international studios, and guided tours. Zaha

Hadid's DDP hosts more than fifty installations from municipalities, research institutes, schools that comprise the Cities Exhibition. The Seoul Biennale also coincided with the first public exposure of the new Donuimun Museum Village and with the reopening of the Sewoon Sangga megastructure. Donuimun Museum Village is a beautifully complex fabric of small offices and houses, including the traditional Korean *hanok*, gardens, and back alleys. The Donuimun Museum Village has been curated as an "urban village," where the installations of the *Nine Commons* finds their place in each house, room, and courtyard. As a village, it has a central square, restaurant, café, library, shops, the Seoul History Museum next door as its movie theater, and a palace ground for its park.

Urban Foodshed at the Donuimun Museum Village

The Biennale Restaurant in the Donuimun Museum Village is an essential component of the Urban Foodshed section of the Live Projects. Urban Foodshed looks at the future of the city through the lens of food—the result of the interaction of air, water, earth, and energy—and the issues surrounding its production, distribution, consumption, and recycling. Every Saturday at the restaurant, farmers, botanists, entomologists, soil biologists, environmentalists, administrators, and citizens will dine and talk about urban farming, biodiversity, seed sovereignty, climate change, genetically modified food, shrinking bee populations, and sustainable agriculture.





Walking the Commons, Walking in Seoul

Another way of exploring Seoul will be provided by Walking the Commons. *The Brainwave Flaneur*, the “urban games” of Playable City, the geo-tagged original music of *Musicity*, the interaction between virtual ecosystems and humans of *Soundlines* are all site-specific programs in areas such as the newly opened pedestrian highway Seoulo by MVRDV, the restored Cheonggyecheon stream, and the old mountain walls of Seoul.

Exploring the Central Sites of Urban Manufacturing

All the exhibitions and events of *Production City* take place in the key sites of manufacturing in central Seoul, including the newly renovated pedestrian deck in Se-woon Sangga and the garment factory district around the East Gate market. In addition to exhibitions, workshops, public talks, and field tours, the often hidden layers of the city will come into view as mechanisms for imagination and creativity.

A Popular Exhibition for Visitors

Amid rising tensions between North Korea and the rest

of the world, what attracted the most attention from visiting journalists at the Seoul Biennale was a full-scale mockup of a Pyongyang apartment built by two architects.

Pyongyang Sallim at DDP is an accurate recreation of a typical apartment in North Korea’s capital city. It allows South Korean people to, maybe for the first time in their lives, see what homes look like in our neighboring rival country.

The installation was created by architects Dongwoo Yim and Calvin Chua, who have spent years researching architecture and urbanism in Pyongyang. Yim and Chua’s installation leaves North Korea tensions aside, instead focusing on what day-to-life life is like for people that live in Pyongyang. With only 36 m to play with, compared with the 120 m² of a typical home, they have created four rooms: a lounge, a dining room, a kitchen and a bedroom, as well as a small balcony. Within these spaces, they have added furniture and products that are identical to those in a typical Pyongyang home, based on their own experiences, source material from friends, and some photographs they found on the internet.

Seoul Biennale of Architecture and Urbanism 2017

Imminent Commons

September 2–November 5, 2017

Dongdaemun Design Plaza (DDP) and

Donuimun Museum Village, Seoul

Co-directors: Hyungmin Pai, Alejandro Zaera-Polo

seoulbiennale.org

fionabae

I run fionabae, PR agency specializing in architecture, design and lifestyle. After supporting international communications of Seoul’s first official City Architect, Seung H Sang, I handled communications of Seoul Biennale for several months back in 2015.

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FILMS WITHOUT BORDERS 2017

Humanitarian Film Festival
by Médecins Sans Frontières Korea

Bearing witness to human suffering and raising awareness for neglected crises around the world is a core responsibility of Médecins Sans Frontières. In December 2017, MSF will host its first-ever film festival in Seoul—FILMS WITHOUT BORDERS 2017!

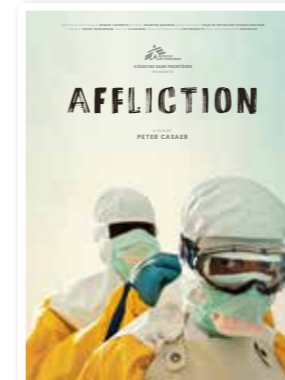
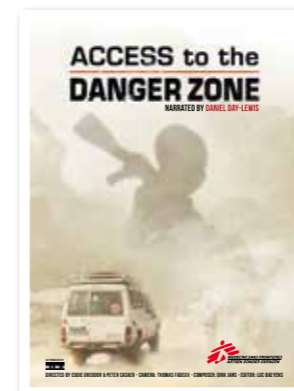
At FILMS WITHOUT BORDERS 2017, MSF will screen four critically acclaimed documentary films at arthouse MOMO in Ehwa Women's University in Sinchon. The event will span three days, bringing in an anticipated audience of over 1,200 people.

MSF Korea is seeking corporate and community leaders who raise its brand image and spread the value of humanitarian medical activities through a partnership with this special public event. Funds generated by the film festival will go directly towards MSF's medical humanitarian aid activities in over 70 countries worldwide, and sponsors/partners will not only make a direct impact on MSF's patient beneficiaries, but also help raise awareness amongst the Korean community for humanitarian engagement.



Event Information

Title	FILMS WITHOUT BORDERS 2017
Slogan	The world is our emergency room.
Date	December 1-3, 2017
Place	arthouse MOMO, Sinchon
Films	4 critically acclaimed documentary films
Special Guest	Dylan Mohan Gray/Director of Fire in the Blood



Film Information

Living in Emergency Shortlisted for the Best Documentary Oscar in the 82nd Academy Awards. A documentary showing four aid workers working in the field.

Affliction A documentary about the impact of the devastating Ebola epidemic in West Africa on the lives of individuals.

Fire in the Blood A documentary about access to life-saving medicines and life-threatening monopoly. It tells the story of how Western pharmaceutical companies and governments blocked access to low-cost AIDS drugs for the countries of Africa.

Access to the Danger Zone A documentary giving an insight into the dilemma that humanitarian workers face in the context of armed conflicts.



Médecins Sans Frontières (MSF)

Médecins Sans Frontières (MSF) is an international, independent, medical humanitarian organization, founded in 1971. In over 70 countries around the world, MSF provides

urgent medical humanitarian assistance for people in need caught in conflict zones, epidemics, natural disasters, or exclusion from health care.

Over 30,000 MSF aid workers work in the extremely difficult and neglected places around the world. MSF aid workers are professionals in various fields such as doctors, nurses, logisticians, administrators, and mental health specialists. Their actions are based on medical ethics, and they deliver medical aid to the people who need it most, regardless of race, religion, gender, or political affiliation.

The reason why MSF can operate independently, quickly, and flexibly in an urgent situation is that MSF limits the rate of public funding. 95% of MSF's funding comes from individual donors and private corporations. MSF was awarded the Seoul Peace Prize in 1996 and the Nobel Peace Prize in 1999.

MSF Korea is calling for official sponsors of FILMS WITHOUT BORDERS 2017, until Tuesday, October 31. MSF Korea is more than happy to meet with interested parties to go through this proposal in person and present on both the film festival and MSF's work in the frontline such as places of armed conflicts and healthcare exclusion.

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FIKA
SWEDISH CAFE & BAKERY

FIKA

by Scandinavian Design House

"Experience of Scandinavian taste, culture, and life"



Scandinavian Design House (SDH) is the leading center for Scandinavian culture in Korea, offering a wide range of services and programs that illuminate the culture and vitality of Scandinavia.

SDH Headquarters building (546-21 Sinsa-dong, Seoul) is a place where people can experience Scandinavian culture through space, design, and food.

One of the SDH's featuring brand is Café FIKA, located on the first floor of the SDH building. Fika means 'having a coffee break' in Swedish, and for the first time in Korea, FIKA has introduced Swedish culture with the wide selection of bakery products based on Swedish recipes with an innovative twist.

At Café FIKA, we serve Swedish beverages, traditional dessert and bakery ranging from savory cinnamon buns to

freshly prepared sandwiches. To ensure the authentic flavor of coffee, we use premium beans of Lindvall, the coffee supplier of the Swedish Royal House. We also offer daily cooked food prepared directly from the kitchen to ensure the best quality and freshness.

What we value the most is the craftsmanship and quality. Our dedication drives us to do better every day. With the support from our committed kitchen team and experienced staffs, we aim to provide a Scandinavian style coffee house, offering premium gourmet coffee and authentic Swedish food to our customers.

We also specialize in catering services for various occasions where we present a variety of cakes and bakeries specialized for Swedish dessert. The catering menus are flexible and can be customized on demand.



Another beloved brand of SDH is Bookbinders Design Korea, which introduces stationeries and design goods inspired by Scandinavian design. It presents a variety of goods including mugs, eco-bags, notebooks, etc. Goods can also be customized for corporate giveaways or business gifts. Bookbinders Design Korea recently opened a bookshop named Täsks Bookshop on the B1F of the SDH building, to provide various cultural lectures and meet-ups. The bookshop focuses on design, art, travel and lifestyle categories.

SDH is always on the lookout for new ideas and collaboration opportunities, especially on the topic of Scandinavian culture. In fact, FIKA has been actively working with various companies and organizations including film distributors and foreign embassies. For more information on FIKA, please visit our website at www.fika.kr or contact us at the following information below.

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In partnership with Seoul Global Center (SGC), ECCK Connect introduces startup SMEs in every issue.



Almond Studio



To a designer, Seoul presents an attractive situation with extensive material markets, prototyping and production mixed with a vibrant and active urban life. Almond Studio makes the most out of the unique possibilities for product

development in Seoul and offers to help other companies, both Korean and international, to do the same.

Officially founded in February 2017, Almond Studio consists of three designers of Hongik University graduates from Korea, Finland and Norway. The founding designers fell in love with districts like Dongdaemun, Euljiro and Sinseoldong, which give access to materials and makers dealing with anything from fabric and leather to metal and woodworking. Having learned to navigate this environment, Almond Studio develops various kinds of pro-

ducts with high fidelity. The proximity between the studio and the production sites allows the designers to always have maximum control of the outcome.

For its own brand, Almond Studio loves interior products and fashion items such as backpacks, lamps and bottle openers. Since the founding of the studio, Almond has had the opportunity to explore a wide range of projects, ranging from bag design to Mongolian flour packaging and traditional Korean rice wine.

Later this year, Almond Studio will present some of its products and projects at design fairs in Seoul. Almond Studio hopes to continue to expand its portfolio and grow its business.

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Global Seoul Mates (GSM)



GSM customers, young working Koreans and expatriates in Korea, want to connect with each other through language and friendship. The founding members of GSM started as their own customers. It first started out in cafes, simply exchanging languages with friends of various nationalities. Two years since then, GSM's online community has ballooned to 100,000 people from 40 different countries. GSM Terrace, language exchange cafe and pub in Gangnam, brings 3,000 attendees per month. Around 30% of guests are foreigners and 70% are Koreans. Additionally, GSM hosts special events 8 times a year, each bringing 1,000 attendees on average.

Services

Its main service is language exchange. It offers 18 language exchange meet-ups per week around Seoul. For KRW 10,000, guests can join meet-ups, receive any 2 drinks from the menu, and are seated at a table with other like-minded people. A typical language exchange meet-up brings about 30~100 people.

GSM also offers Korean and English study groups immediately preceding the language exchanges so the beginners can get a leg up before entering the language exchange.

The customers crave special events and GSM delivers. For past special events, GSM rented cruise ships, hotel ballrooms, floating islands and fleets of yachts, among other world-famous venues in Seoul to provide its community with unforgettable experiences. As a result, GSM events are trusted and anticipated by thousands in Seoul. 6 out of 8 special events hosted by GSM were sold out before it could sell tickets at the door.

Future

GSM will expand aggressively with new locations and more special events. Although the organization is completely self-funded, GSM sees challenges where additional funds will be necessary. These challenges center specifically on management, content creation, and renovation costs. It is looking to consider future supporters and investors to be part of the growth for GSM.

Contact

www.globalseoulmates.com
globalseoulmates@gmail.com

Atelier Hermès: Yangachi, When Two Galaxies Merge

when love begins" and "a sign of uncertainties" on a happenstance in the future. Instead of clarifying such moments when nothing is predictable and moments when everything fall into a state of chaos, he uses several keywords to present the environment of a single stage in front of our eyes.

The key words that appear on the stage of chaos are "the Continental Drift Club", "5G", "insomnia", "Seoul", "hypnosis" and "love". Based on the key words, he suggests a stage consisting of two single-channel videos where movements of a human body are shown against the accompaniment of piano and drum sounds, a golden screen where the video images are projected, and object-props of emitting sound and light. The stage implemented as an exhibition serves as an actual stage for two occasions of performances in front of the audience, and offers experiences of individual and personal moments for the audience by inducing them to open up a personal and secretive screen in their mind.

Yangachi has paid attention to the tactile or other senses instead of the visual perception-based contemporary art for the recent years: linguistic development based on auditory perception. Such an interest of his is expected to be dynamically experimented based on the key words comprising of this exhibition.

Yangachi (born in 1970) is keen on work to develop a new media language which can connect people and help them communicate by starting from an experiment to explore possibilities of new media. As the winner of the 2010 Hermes Foundation Missulsang, he has passionately experimented with his visual language through performances which are based on collaboration with specialists in various fields including exhibitions, music, dance and architecture.

Exhibition Information

8 September – 22 November 2017

Performance: Saturday, 28 October, 4:00 – 5:00 PM

RSVP: +82.2.3015.3248

Atelier Hermès in Seoul is pleased to present new art works by Yangachi, through the exhibition entitled <When Two Galaxies Merge>.

Yangachi's exhibition titled *When Two Galaxies Merge* touches on a moment when things that cannot encounter end up encountering with one another, or when things that would be destined to encounter end up encountering with one another. According to Yangachi, a moment when things that cannot encounter end up encountering with one another, or when things that would be destined to encounter end up encountering with one another is analogous to "a moment



1. Yangachi with *Galaxy, Hypnosis, not 8Hz*, 2017, Mixed media
Photo Kiyong
NAM©Fondation d'entreprise Hermès

2. *Galaxy, Love, 8Hz*, 2017, Mixed media, 80x60x75cm
Photo Kiyong
NAM©Fondation d'entreprise Hermès





1. *Galaxy, Love*,
2017,
Mixed media,
55x61x93cm
Photo Kiyong
NAM©Fondation
d'entreprise Hermès

2. *Galaxy, The Continental
Drift Club, not 8Hz*,
2017,
Mixed media,
428x196x126cm
Photo Kiyong
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Atelier Hermès is an exhibition space for contemporary art that supports the passion of artists who allude "Art as an engaging part of life," and presents their experimental and dynamic aspect of the creation.

Atelier Hermès aims at establishing a dynamic and prosperous contemporary art scene in Korea through intensified exchanges with international contemporary art scenes and offering high standard of production environment to both local and international artists.

Atelier Hermès provides aesthetic criticism on current issues and relies on singular and critical value of contemporary art, embracing the diversity and complexity of contemporary art, emphasizes artistic creation in all form of expression and media.

With the commencement of the Fondation d'entreprise Hermès in 2008, Hermès had added a new dimension to its policy which has become the vehicle for the development of its patron-age activity through the Atelier Hermès and other art spaces in Brussels, Tokyo, and Singapore.

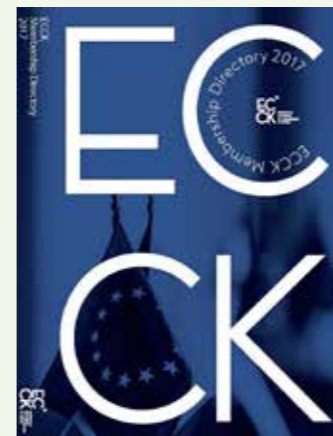
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Gangnam-gu, Seoul

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hyejo.yum@hermes.com
+82.2.3015.3248

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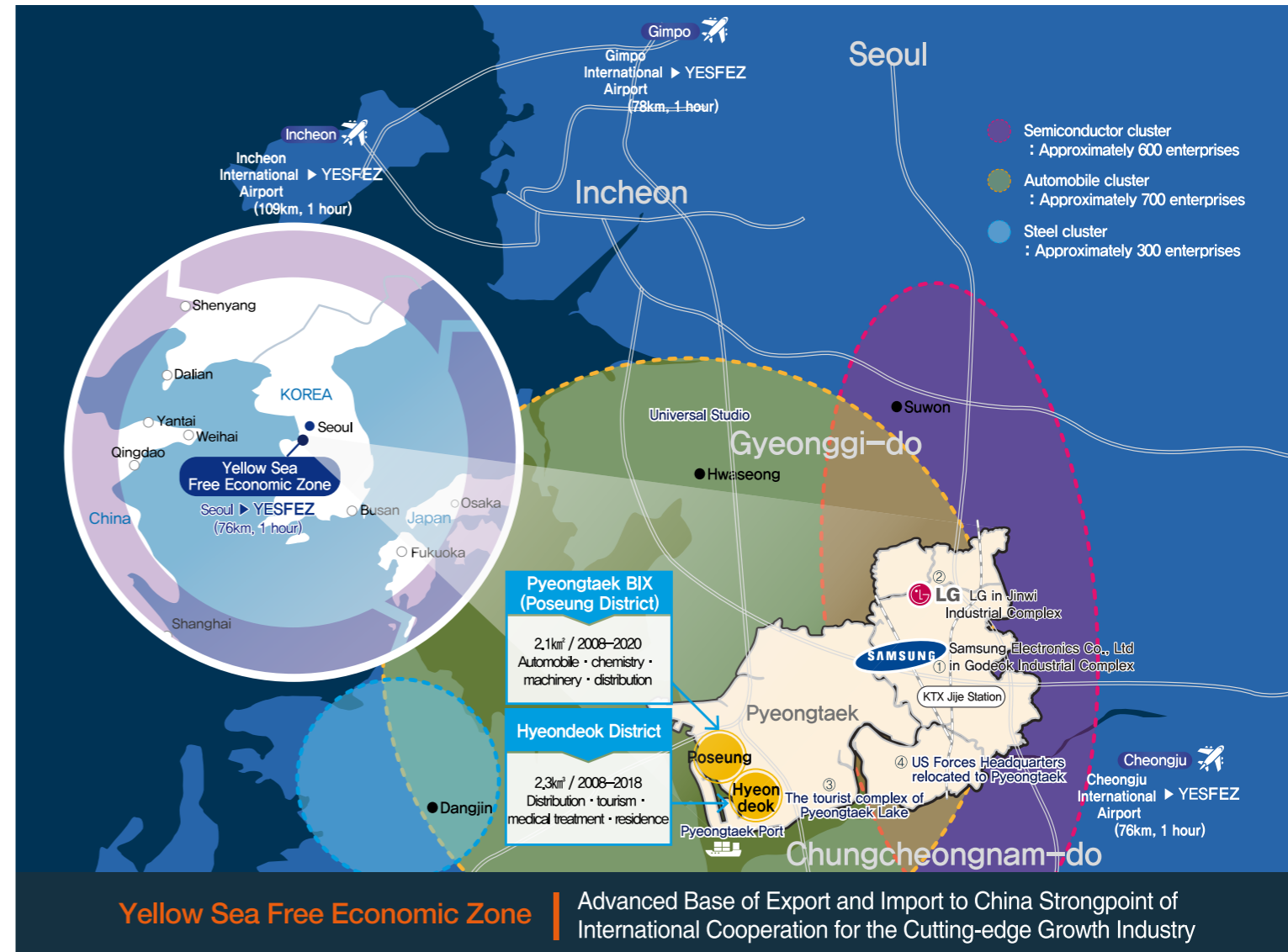


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1. Building up the high-tech industrial clusters

- ▶ Automotive (Hyundai-Kia Motors), Semiconductor (Samsung Electronics Co., Ltd), Display (LG Display Co., Ltd), Steel (Hyundai Steel Co., Ltd) clusters
- ▶ The sale-in-lots rate of the 8 rental complexes exclusively for foreigners in the vicinity, such as Hyeongok, Eoyeon · Hansan: 100%

2. Large-scale development in the vicinity

- ▶ The world's largest semiconductor production facility (① Samsung Electronics Co., Ltd. in Godeok Industrial Complex: completion projected for September, 2016)
- ▶ An industrial hub of next-generation core businesses such as machinery, electronics, and more (② LG in Jinwi Industrial Complex: completion projected for December, 2017)

- ▶ A waterfront-type global tourist resort (③ Tourist complex of Pyeongtaek Lake: projected completion for 2021)
- ▶ US Forces Headquarters in Pyeongtaek, the largest of its kind in Northeast Asia (④ K-6, projected completion for 2016)

3. The massive market of Korea and overseas countries

- ▶ Approximately 30 million people, 60% of the Korean population, reside in the Seoul-Gyeonggi Metropolitan area
- ▶ 50 international cities with populations larger than 1 million are located within a 1.5-hour flight

4. Convenient traffic infrastructure

- ▶ One-hour drive from both Incheon International Airport and Cheongju International Airport
- ▶ Jije Station of Pyeongtak → Seoul, 20 minutes by KTX

5. Repository of an abundant and outstanding workforce

- ▶ 51% of Korea's research and development human resources, 60% of workers employed in semiconductor industry
- ▶ 117 universities are located in the capital region (34% of Korean total)

6. Area that benefits most from Korea-China FTA

- ▶ Closest to China's Coastal Industry Belt (distance from Pyeongtaek to Yingsheng and Yantai: 396km and 505km, respectively)
- ▶ Pyeongtaek Port, which is No. 1 of Korea in terms of automobile volume, is expected to grow as a maritime logistics hub of Northeast Asia (63 berths in 2016 → 92 berths in 2030)

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