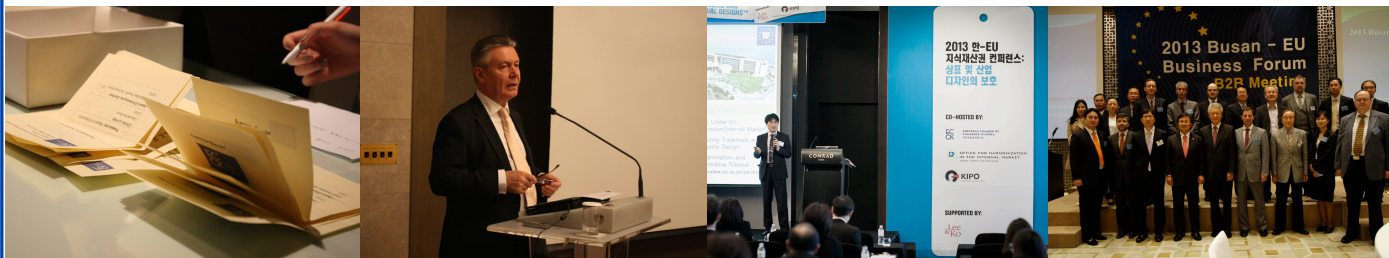


# ECCK Newsletter



October 31, 2013, No 4

## Secretary-General's Message

The month of October has been quite eventful for the ECCK. I am very pleased to report fruitful results in the past month to our members and friends.

The ECCK organised a number of major events including the "2013 Korea-EU IPR Conference on Trademarks and Industrial Designs" on October 23, and the "2013 Busan-EU Business Forum" in Busan on October 24-25. The second Policy Luncheon was held on October 25 with Chairman Sungbo Lee of Anti-Corruption and Civil Rights Commission to discuss government policies on anti-corruption.

In the meantime, two new committees have been set up to address trade issues more effectively. The Healthcare Committee had its official launching meeting on October 1, having the director-general of pharmaceutical safety bureau at Ministry of Food & Drug Safety (MFDS) as the guest speaker. The Chemical Committee held its "kick-off" meeting on October 18, and is preparing for an action plan.

Nonetheless, I would also like to emphasise that the ECCK is looking beyond regulations and market trends. We often note that European companies, despite their good brand reputation, are under criticism – justly or not – in Korea for not contributing enough to the society in which they operate. This is why we have been reaching out to "give" what we could to the Korean society and business partners.

For this reason, the ECCK co-hosted and participated in the "EU Business School" together with the Korean Chamber of Commerce and Industry (KCCI) and HUFS-HRI EU Centre (Hankuk University of Foreign Studies-Hyundai Research Institute) on October 30. During the event, European presenters provided the good introduction of the European market as well as advice for Korean audience interested in exploring business opportunities in Europe. The ECCK will join the Global Business Forum organised by KCCI on November 5 as an advisor for Korean SMEs faced with challenges when doing business abroad. Moreover, the ECCK keeps working on developing programmes for CSR, which we will communicate with members soon. We hope that our efforts will help improve the public sentiment towards European businesses in Korea.

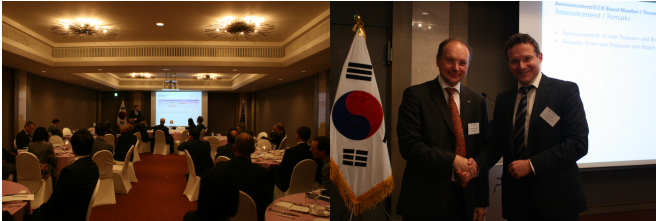
For November, the ECCK has prepared a few more informative conferences and events: notably the EU-Korea Auto Parts Conference and the Safety Conference. We appreciate in advance members' attention and interest. You may visit the ECCK's website ([www.ecck.eu](http://www.ecck.eu)) for detailed information.

As we go towards the end of 2013, I hope the remaining weeks of this year are productive and pleasant for you. The ECCK will continue to help members with trade issues and to reach out to promote their profiles.

Christoph Heider  
Secretary-General  
European Chamber of Commerce in Korea

## **ECCK Events**

### **General Meeting & Election of Treasurer**



The ECCK Extraordinary General Meeting was held at Plaza Hotel on October 15. The main purpose for the convention was to elect a new Member of the Board & Treasurer as Mr Jean-Marie Arnaud had left Korea for his new position after his outstanding service to the Chamber. The election was conducted in accordance with the Articles of Association and under the oversight of Mr Moritz Winkler, Attorney at Yulchon who had agreed to monitor the process. Mr Jean-Christophe Darbes won the majority of the votes from the candidates, thus was elected to the ECCK Board.



Mr Darbes is a French citizen and has been the president and CEO of BNP Paribas Cardif Life Insurance in Seoul since July 2012. Previously, he had worked for BNP Paribas between 1989 and 2002, and held various positions at AXA from 2002 to 2009. He was also the deputy CEO of his current company from 2009 to 2012.

Subsequently, Mr Heider, the secretary-general of the Chamber, reported the status of the ECCK.

### **Dinner with Commissioner Karel De Gucht**

Following the EGM, Mr Karel De Gucht, EU Commissioner for Trade joined dinner to discuss common issues associated with the Korea-EU free trade agreement. He made a point that the FTA had brought a lot of mutual benefits despite the economic slowdown in Europe and some

reservations on both sides. After his brief speech, Commissioner De Gucht discussed about current issues more specifically as participants raised questions and made comments.



### **2013 Korea-EU IPR Conference**

On October 23, the “2013 Korea-EU IPR Conference on Trademarks and Industrial Designs” was held at Conrad Hotel in Seoul. The conference was co-hosted by the ECCK, the Office for Harmonization in the Internal Market (OHIM, the European Trademarks and Designs Office), and the Korean Intellectual Property Office (KIPO). It was supported by Lee & Ko.



The conference brought together European and Korean IPR specialists whose expertise range from registration to anti-counterfeiting and litigation. Experts from both private and public sectors provided latest updates on relevant issues and litigation case analyses for audience. The event attracted nearly 200 participants, interested in practical tools to better protect their IP assets in Korea and in their overseas expansion.

**GLOBAL CSR CONFERENCE 2013**

*Corporate Challenges in Asia :  
Managing Risks While Building a Sustainable Future*

Global Compact Network Korea | ECCK | KMAC

### **2013 Busan-EU Business Forum**

The ECCK Marine & Shipbuilding Committee and Pusan National University EU Centre co-hosted "2013 Busan-EU Business Forum" at Park Hyatt Busan on October 24 and 25. During the two-day event, participants attended numerous seminars and lectures by CEOs of multinational companies, government officials, and experts. They also had information sessions on how European and Korean companies could extend their benefits under the Korea-EU FTA by cooperating with the city of Busan. For the B2B meeting, 15 EU companies participated and gave advice on business opportunities in Europe to more than 50 local companies.



For this event, renowned experts joined as speakers. Industrial experts from Roland Berger Strategy Consulting and Shin & Kim lawyers gave advice on business strategy and legal advice to utilise the Korea-EU FTA. IPR specialists from Office for Harmonization in the Internal Market (OHIM) under the European Union offered a good overview of trademarks and design registration in the 28 EU countries.



The Marine Partner-Ship Night was an exciting part of the event. More than 150 participants from the industry had a wonderful night-out to get to know each other. This evening event started with the welcome speech by Mr Benggaard, the chairman of the Marine & Shipbuilding committee, and congratulatory remarks by Mr Cummins from Shell Pacific Enterprises and Mr Choi from Samsung Heavy Industries.

### **The ECCK Policy Luncheon Continued**



The ECCK Policy Luncheon meeting was held on October 25 with Mr Sungbo Lee, Chairman of Anti-Corruption and Civil Rights Commission (ACRC) as the featured guest. The Commission conducts various roles from handling civil and administrative complaints to drafting recommendations for anti-corruption policies. Mr Toni Schreibweiss, the vice-president of the ECCK opened the event with his welcome speech, followed by a brief presentation on Korea's anti-corruption efforts by ACRC. Afterwards, Chairman Lee responded to questions raised by participants.

### **ECCK Committee Activities**

#### **Cosmetics Committee**

On October 30, the Cosmetics Committee invited SGS Korea to hear about ISO 22716 and Korea Cosmetic Good Manufacturing Practice (KCGMP). ISO 22716 is internationally recognised by cosmetic manufacturers and KCGMP is controlled and approved by the Korea Government. SGS Group is the global company in inspection, verification, testing and certification services.

#### **Finance Committee**



On October 22, the Committee held its first Private Equity Seminar. Featured speakers flew in from INSEAD, Singapore - Ms Claudia Zeisberger and Mr Michael Prahll to deliver a presentation titled "Global Private Equity Landscape."



During the meeting, they highlighted key changes and trends in the global market and the increasing role of Asian private equity. This event was supported by Lee & Ko.

### **New ECCK Committees**

#### **Chemical Committee**

The ECCK held a "kick-off" meeting to set up a new committee focused on chemical issues on October 18. Representatives from European

chemical companies and interested participants discussed the outline of this upcoming committee. As the scope of its activities has been agreed, the ECCK is preparing for action plan. Any inquiries regarding membership may be directed to us via [cooperation@ecck.eu](mailto:cooperation@ecck.eu)

### Healthcare Committee

The new Healthcare Committee held an official opening event, having Mr Yoo Moo-Young as a guest speaker. Mr Yoo is Director-General of Pharmaceutical Safety Bureau at Ministry of Food & Drug Safety (MFDS). In his keynote speech, Mr Yoo explained about major MFDS policies on pharmaceutical issues, improvement of expectancy of drug review, and international harmonisation of GMP for investigational drug. Mr Yoo also introduced the public online system of MFDS to help the pharmaceutical industry's concerns easily and to strengthen direct communication between MFDS and the industry. In a subsequent session, Mr Hahn Juho, partner of Lee & Ko gave a presentation titled "Recent Korean Government Policies and Enforcement Activities in the Medical Device Sector." He presented key policy directions of the Ministry of Health and Welfare (MOHW) for improving access & quality, enhancing cost effectiveness and globalising competitiveness of Korean healthcare industry. He also explained about recent enforcement trends by Korea Fair Trade Commission, MOHW, MFDS, Korean National Tax Service and Korean Customs Service.

### Upcoming Events

#### ECCK Real Estate Insight II (Nov. 6): "Saemangeum Project: Feasibility of Government Project"

- Time: 11:00 - 13:00
- Place: Studio No 5 (6fl), Conrad Hotel, Seoul
- Speaker: Hyunseob Shim, PhD, Director-General, Saemangeum Project, Korea Rural Community Corporation

#### ECCK CFO Committee Meeting on "Customs Audits in Korea" (Nov. 7)

- Time: 17:30-21:00
- Place: TÜV SÜD
- Speaker: Mr Henry An, Partner at Samil PwC

#### "ECCK Business Talks" on Compliance and Risk Management (Nov. 12)

- Time & Place: TBA

#### Luncheon with EU Commissioner for DG AGRI

- By Invitation Only
- Time: 12:00-13:30, Nov. 14 (Thur.)
- Place: Ruby Room, Yeong Bin Gwan, Shilla Hotel

#### 2013 EU-Korea Auto Parts Conference (Nov. 18)

- Time: 09:00-18:30
- Place: COEX E5 & E6
- Organiser: ECCK, Small & Medium Business Administration(SMBA), Korea International Trade Association(KITA)

#### CSR Forum: Safety Conference (TBA)

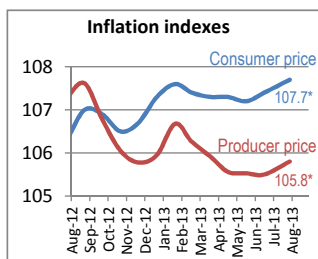


BNP PARIBAS

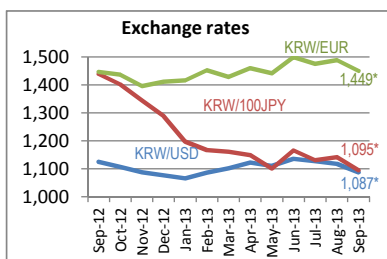
### MACROECONOMIC INDICATORS SOUTH KOREA

	Figures	Tendency
GDP 2012 (bln WON)	1,272,459.5	+ 2.9% /2011
Export* (bln USD)	44.7	-3.4% / Aug
Import* (bln USD)	41.0	-1.1% / Aug
Unemployment rate* (%)	3.0	- 0.1 / Aug

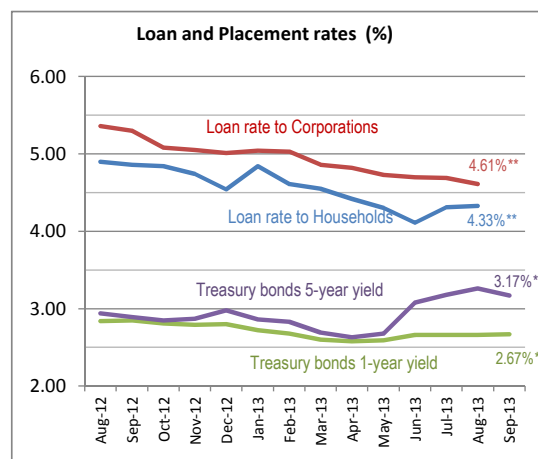
Source: BOK \*Data for Sept 2013



Source: BOK \*Figures for Aug 2013



Source: BOK \*Figures for Sept 2013 (month average)



Source: BOK \*\*Figures for Aug 2013 and \* for Sept 2013