

# ECCK Newsletter



**February 28, 2014, No 8.**

## Secretary-General's Message

Dear valued Members and Friends:

February is coming to an end and spring is just around the corner. Spring is the season where nature comes back from winter sleep. Nevertheless, the Chamber actually had no winter sleep and we can definitely see accelerating activities in the near future.

February has been quite eventful for the ECCK. But before I start to shortly wrap-up what happened in February, I would like to first congratulate President Park Geun-hye to her first year-work anniversary on February 25, 2014. In my personal opinion she is doing a splendid job in international networking and promoting Korea to the outside world. I am impressed with her busy schedule including overseas business trips to meet politicians and industry representatives around the world. She definitely is an excellent ambassador for Korea. The Ministry of Strategy and Finance released on February 26, 2014 the Government's outlook for the Korean economy in 2017. The outlook clearly shows the government's strong will to succeed. Deputy Prime Minister Hyun recently stated that it is now time for changes to be prepared for future challenges. For sure, this will not be easy. Nevertheless, there is one thing very clear: To reach those targets foreign enterprises are expected to play a vital role – a role we are all committed to accept.

Thilo Halter recently met Deputy Prime Minister Hyun alongside other foreign representatives. The meeting proved to be an adequate platform to directly address some major points to the Minister. The meeting was for us a clear indication that the Korean government will reach out regularly to reconcile issues with foreign representatives. As a result, we are happy that the government agreed to our request raised towards the end of last year. For sure, the Chamber is proud and honoured to take part in this steady reconciliation process. The ECCK focused this time specifically on the worsening audit environment conducted by various Korean authorities. Other issues addressed covered the flexibilization of the Korean labour law as well as our beloved topic of predictable tax regime for foreign talents (a.k.a. flat tax). All these issues have been submitted to the Korean government and we wait impatiently for the respective feedback.

In February, the ECCK had its Annual General Meeting in which a new vice-president Steve Duckworth was elected. I am more than happy that such a qualified and motivated person is now joining the Board. Furthermore, the Articles of Association have been adjusted to cover also EFTA-headquartered legal entities as corporate members. With this amendment, we are not only hoping for a larger number of ECCK members but also a heightened political standing towards Korean ministries. Last but not least: The ECCK just joined yesterday the European Business Organization Worldwide Network (EBO) as

member. The EBO is the network of all European chambers and we are thrilled now be part of that global team.

In March there are some notable events I would like to ask you to consider participating, such as the ETP Day on March 14, the EU Gateway event on March 11 to 12, and the GNSS Asia Korean Industrial Seminar; you can find further details at [www.ecck.eu](http://www.ecck.eu).

I remain with best regards,

Christoph Heider  
Secretary-General, ECCK

### [ECCK Annual General Meeting & Vice-President Election](#)



The ECCK convened the Annual General Meeting (AGM) and elected a new board member and vice-president on February 20 at Lotte Hotel Sogong-dong.



Steve Duckworth, managing director of Environmental Resources Management (ERM) Korea, was elected to assume the role as vice-president since his predecessor, Hans-Christian Baertels at BMW Korea left for the new position in Beijing, China.

Mr Duckworth is a UK citizen and the managing director of ERM Korea Ltd, the branch of a global provider of environmental, health, safety, and risk consulting services. He has 27 years of

professional experience in environmental, health, safety, and is a Chartered Member of the UK's Institute of Wastes Management. He has a BSc in Environmental Science from Lancaster University in the UK. Mr Duckworth has worked with ERM since 1994 in Hong Kong and has spells of residency with ERM in Hong Kong, Thailand, and South Korea.

Following the election, Thilo Halter, president of the ECCK, reported the Chamber's achievements and issues in 2013. He appreciated the strong support from members and promised to double the Chamber's efforts for benefits to members.

ECCK members also agreed to amend the Chamber's Articles of Association in order to expand its membership, voting rights, and executive positions to companies from Iceland, Liechtenstein, Norway, and Switzerland – member states of the European Free Trade Association (EFTA).

### [Committee Activities](#)

#### ***Beer, Wine & Spirits (BWS) Committee***

The newly established Beer, Wine & Spirits (BWS) committee held its first official working-level meeting on February 17. The meeting was to update market access issues for 2014 as the committee has launched its full operation.

#### ***Chemical Committee***

The Chemical Committee held its first working-level meeting on February 24. Experts from member companies shared updates on K-REACH and Chemicals Control Act for which enforcement decrees had been announced a few days before the meeting. The Committee discussed its next step with respect to the decrees as well as ECCK's effective roles in the process.

#### ***Cosmetics Committee***

The Cosmetics Committee held its first meeting in 2014 on February 18 at the Seoul Square Building. The meeting was to lay out direction and organize action plans for 2014. Prior to the meeting, the committee convened to update cosmetic issues and policy plans in 2014 in January with officials from Ministry of Food and Drug Safety. The

Cosmetics Committee also had a meeting with Cosmetics Italia - the personal care association in the "Italy with Style" organized by the Italian Trade Promotion Agency and the Italian Chamber (ITCCK) on February 11 at Lotte Hotel. In the event, the Committee introduced the ECCK and explained regulations in the cosmetic industry for Italian companies in or entering the Korean market.

### **Healthcare Committee**

The ECCK Healthcare Committee submitted an official letter to Ministry of Health and Welfare with the Korea Research-Based Pharmaceutical Industry Association (KRPIA) regarding the recently amended Price-Volume Agreement (PVA). The pricing system is expected to be an issue of keen interest this year, as the Ministry of Health and Welfare not only keeps most of the amendments but has also added a new regulation: "if it has increased by 10% or more and KRW 5 billion, that drug will be subject to a price renegotiation"

### **ECCK Legal and Compliance**



On December 18, 2013, the Supreme Court of Korea handed down a decision in which it set out conditions for compensations that are to be considered as part of an employee's 'ordinary wage.' What constitutes 'ordinary wage' had been a huge issue in labour relations in Korea, because it would be the basis for calculation of compensation for overtime, unused annual leave and severance payment. Within this context, the ECCK Legal and Compliance Division offered two free of charge seminars on 'ordinary wages' in Seoul (Jan. 22 & 23) and in Busan (Feb. 12) in cooperation with its legal partners Yulchon and Yoon & Yang. Both sessions were well attended and saw active involvement of the participants.



### **Upcoming ECCK Events**

#### **Logistics & Transport Committee Kick-off Meeting**

- Time & Date: 16:00, Wednesday, March 12.
- Venue: Conference Room, Seoul Square Building (3F)

#### **Marine & Shipbuilding Committee Meeting**

- Time & Date: 09:00-11:30, Friday, March 14.
- Venue: Drawing Room, Park Hyatt Hotel Busan (33F)
- Admission Fee: 44,000 won (VAT included)

#### **Healthcare Committee Meeting**

- Time: TBD
- Date: Thursday, March 20.
- Venue: Meeting Room, Seoul Square Building (3F)

#### **CSR Forum Meeting**

- Time & Date: 17:00-18:00, Thursday, March 20.
- Venue: Seoul Square Building (3F)

#### **ECCK Network Night**

- Date: March 27 (Save the Date)
- Venue: TBD

#### **Insurance Committee Meeting**

- Time & Date: 12:00-14:00, Friday, March 28.
- Venue: TBD

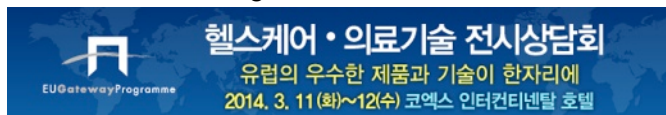
## EU-Sponsored Events

### **EU Gateway Business Mission**

The ECCK is pleased to promote a EU-funded program that helps European SMEs establish long-lasting business collaborations with Korean counterparts. In March, a EU Business Mission, comprised of 35 companies from 13 EU member states in the field of healthcare and medical technology, will visit Korea and have two exhibition days to cultivate potential business partners and promote their products. Hosted by the EU, the Business Mission will offer you a chance to expand your network to European companies entering the Korean market and update knowledge on innovative technologies.

- Time & Date: 10:00-18:00, March 11-12.
- Venue: Harmony Ballroom (HL), COEX InterContinental Hotel
- Category: Hospital facilities & surgical instruments, diagnostic equipment, dental instruments & equipment, medical devices & equipment, cure apparatus, medical supplies & consumables, etc.

For registration, [click here](#)



### **GNSS Asia Korean Industrial Seminar**

The 2014 GNSS (Global Navigation Satellite Systems) Asia Korean Industrial Seminar is organized by GNSS.asia (ZiiN Consulting & Electronics and Tele-communications Research Institute), National Geographic Information Institute, and supported by Korean GNSS Society and the Korean Spatial Information Society. The half-day event will bring together key industrial and institutional GNSS players from the European Union and Korea.

GNSS.asia Project is funded by the European Commission under the Seventh Framework Program grant agreement No 28724.

- Time & Date: 14:00-18:00, Thursday, March 13.
- Venue: National Geographic Information Institute

- Hosted by GNSS.asia & National Geographic Information Institute (NGII)
- Supported by KGS (Korean GNSS Society), KSIS (Korea Spatial Information Society)
- Audience: industrial and academic representatives, technical experts, GNSS policy makers

For more information: [www.gnss.asia](http://www.gnss.asia)

Speakers will include Korean and European industry experts while the seminar's audience will gather European and Korean business leaders, senior government officials and representatives from EU trade offices and EU delegation to Korea. The Seminar will be of interest to industry experts engaged in the GNSS downstream sector and related services. Furthermore, collaboration opportunities financed under Horizon 2020 will also be discussed during interaction between the relevant parties.

### **ETP Korea Day**

The Executive Training Programme (ETP) is a European Commission funded program providing EU companies with the business, language, and cultural training necessary for success in the Korean market. This year, 11 participants from Europe are enrolled in the program.

On March 14, the ECCK, the EU Delegation to Korea, Yonsei University, and Deloitte are co-organizing an information session to promote the program as well as encourage participants to network with European businesspeople who have already entered the Korean market.

The session is free of charge, and will offer an opportunity to engage European executives with an eye on the Korean market.

- Time & Date: 11:15 - 13:30, Friday, March 14.
- Venue: Diamond Hall, Seoul Plaza Hotel (22F).
- Lunch will be provided.

[Click here to RSVP](#)

## Promotional Article

### *World Retail Congress Asia Pacific*

The Asia Pacific region is witnessing rapid change. Increased urbanization, a growing middle class and a new technology hungry generation have meant that today's shoppers are more sophisticated and demanding of retailers. Greater internet access has allowed online retail to soar whilst individual country markets are seeing tremendous economic growth; all of this presents exciting retail opportunities to local and international players.

In response to these fundamental shifts in consumer buying habits the World Retail Congress, Asia Pacific, provides a vital platform for the most senior members of the retail community to define, discuss and debate the critical issues on the retail agenda.

Now in its 4th year, the World Retail Congress, Asia Pacific, is the largest and most influential gathering of international and regional retailers in the Asia Pacific region. Taking place **March 24-27** at the **Marina Bay Sands in Singapore** the congress will bring together over **600 retail CEOs, Chairmen, Presidents and Managing Directors** presenting an unmatched opportunity to develop a comprehensive understanding of upcoming strategic retail opportunities in the Asia Pacific region.

The World Retail Congress, Asia Pacific, has been developed in close consultation with the industry's leading figureheads. Successful retailers from across the region have shared their experiences, knowledge and thoughts ensuring the Congress program is timely, relevant and truly reflects the CEOs agenda. The resulting program provides over **50 hours of content** offering practical case studies and active solutions to entering and succeeding within these new, emerging markets.

### **Key themes on the 2014 Agenda**

- Country specific sessions that will explore the unique challenges and opportunities of the region's new growth markets including Korea, India, Indonesia, Japan, Malaysia and the Philippines.

- Successful e-Commerce capabilities with specific insights into Korea's e-Commerce boom and the growth of m-Commerce in Asia
- Supply chain and logistics innovation: Discussing best practice examples that will help you to navigate the complex Asian supply chain networks
- Bricks and mortar modernization: Assessing 2nd and 3rd tier locations, innovative store design and Asia's hypermarket landscape
- Enhanced customer experience: The reality of multi-channel retailing in Asia and engaging international brands with customers on a local level

Over 90 expert speakers will be sharing their insights and experiences into how they will be developing their strategy to respond to the changing market dynamics.

Alongside this, the congress offers **over 10 hours of dedicated networking** where face-to-face meetings can be arranged and lasting business partnerships established with Asia Pacific's retail elite.

As an additional feature to the Congress, the China Focus Day provides an exclusive one-day forum focusing on the unique retail landscape of China. Finally, the retail study tour of Singapore offers an unrivalled day of creative inspiration and insights into the latest in store design and innovation.

This essential date in the retail calendar will give businesses the competitive advantage in this exciting and profitable region.

For more information please contact the World Retail Congress Asia Pacific Team:

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## Yonhap YDB Service Launched

Yonhap News Agency, South Korea's key newswire, has launched a new ambitious service, called **Yonhap Daily News Briefing (YDB)**, tailored mainly for foreign and foreign-invested companies in the country.

This new type of the business news service package, launched on February 17, is a highly condensed form of up-to-date news and legislation proposals by the government and lawmakers in the National Assembly. The service also includes business-focused daily schedules and weekly news release programs by government ministries and major economic institutions.

The ECCK signed an MoU with Yonhap News Agency in the last summer prior to service development, and is currently promoting this service package.

The customized news service is provided in a PDF format at 4 p.m. everyday from Monday through Friday, while the 'weekly' news release is scheduled to be sent at 8 a.m. on Mondays. The release time was chosen to deliver the first batch of news for next day in advance.

The service will be provided free of charge until April 30, after which subscription will be charged. Added benefits include Yonhap's English Premium News to be provided also free of charge during the trial run.

For further information, please contact Yonhap's Public Relations Department by phone (02-398-3107, 3130, 3631, 3551 or 3661) or email ([kisa@yna.co.kr](mailto:kisa@yna.co.kr)).

