

ECCK Connect

Winter 2017

The Quarterly Magazine of the European Chamber of Commerce in Korea

EU Project

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Research & Insights

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Save the date !

2018

ECCK NEW YEAR PARTY

Wednesday | January 31, 2017 | 7PM
Four Seasons Hotel Seoul



EUROPEAN CHAMBER OF
COMMERCE IN KOREA
주한유럽상공회의소

*Any inquiry for the event and partnership opportunity,
please contact Ms Hyewon Shim.
(hyewon.shim@ecck.eu, 02-6261-2711)*

Dear Readers,

Welcome to the Winter 2017 edition of ECCK Connect.

As 2017 quickly approaches the finish line, I wish you all the happiness and relaxation over the holidays. The year-end season should be dedicated to family and friends to celebrating their love and encouragements throughout the year.

The ECCK has been kept busy with a number of activities since autumn, placing special effort into organizing our reputable conferences and seminars of the year. The Chamber hosted numerous events in the month of November, including two of its biggest events: Korea-EU IPR Conference and EU Research & Innovation Day. As a result, the ECCK drew more than 1,000 attendees to participate in the Chamber's events in November alone. On behalf of the Chamber, I would like to extend my appreciation towards everyone's kind attention and support for our events.

At the same time, the ECCK organized its first-ever business delegation to visit European Commission in Brussels. The delegation, consisted of business leaders and industry experts from the ECCK, met with key trade and economic officials of the EU with the aim of strengthening the commercial ties between EU and Korea. Moreover, the ECCK has released the third edition of White Paper, a compilation of major issues of 14 industries in Korea, which provides an overview of the regulatory landscape in Korea as well as industry-specific challenges and prospects.

In celebration of the upcoming PyeongChang Winter Olympic Games, this edition's cover story is aptly about the aforementioned Olympics. We have gathered some enlightening articles from the official PyeongChang Olympic Committee and sponsors to share infographics and insights on the various aspects of the international festival. Furthermore, in addition to our regular spotlights on "Research & Insights", "Art & Culture", ECCK Connect will also begin to highlight companies basing its core mission and vision on social responsibility.

Next year, we will continue to improve our services, in particular, to help members cope with difficult regulation and business issues in Korea. Once again, I would like to deliver my gratitude to everyone and hope you find the final ECCK Connect of 2017 enjoyable and insightful.



Dimitris Psillakis

Dimitris Psillakis
Chairman, European Chamber of Commerce in Korea

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※ 상기 제품 이미지는 국내 사양과 다를 수 있습니다.

New Members October- December 2017

IE Korea Office (Spain)

Ms. Youjin Sung (Director)
www.ie.edu

CNH Industrial Korea LLC(Iveco) (Italy)

Mr. Jeongsik Choi (General Manager)
www.iveco.co.kr

Ericsson AB (Sweden)

Mrs. Monica Magnusson (Vice President, IPR Policy)
www.ericsson.com/se

Saint-Gobain ISOVER Korea (Korea)

Mr. Suckwoo Lee (Managing Director)
www.isover.co.kr

Korea UCB Co., Ltd. (Belgium)

Ms. Kate (Young Ju) Lee
(Head of nPVU Korea/Country Representative Korea)
www.ucbkorea.co.kr

Scabal Retail Korea Ltd. (UK)

Mr. Sam Kim (CEO)
www.scabal.com

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.

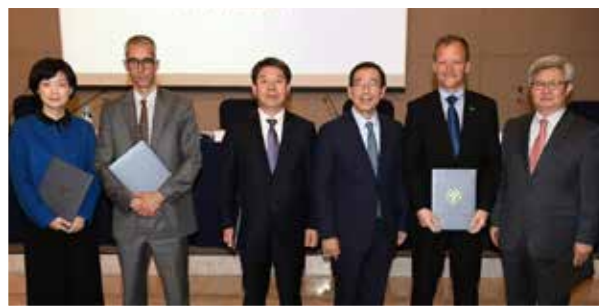


Prominent Platform for Information: ECCK members receive a variety of complimentary periodicals- newsletter, magazine, white paper, membership directory, and survey report- to stay updated on the current market and regulatory issues in Korea.

General Events

Foreign Investment Advisory Council (FIAC) Annual Meeting

On October 18, the ECCK attended the 48th Foreign Investment Advisory Council (FIAC) Annual Meeting. Organized by Seoul City Mayor Park Won Soon, the meeting was joined by over 15 FIAC members consisting of representatives from various foreign business groups in Korea. The meeting focused on discussing ideas for Nodeul Island Development Project and improving Seoul's investment promotion marketing. This was ECCK's second time participating in the FIAC meeting since the Chamber became a member of the council in April 2017.



Healthcare Meeting with Korea Research-based Pharma Industry Association

ECCK President Christoph Heider and Healthcare Committee Director Ansook Park had a meeting with Korea Research-based Pharma Industry Association (KRPIA) on October 18 at the KRPIA office. The meeting was joined by Mr. Lee Sang Suk (CEO of KRPIA) and Mr. Sean Kim (Senior Director of KRPIA) to discuss further cooperation opportunities between the two organizations. During the meeting, the ECCK discussed about the Chamber's meeting with European Commission in Brussels scheduled for November and the publication of this year's ECCK White Paper. The two parties also shared recent pharma-related issues and priorities for follow-up.



MOFA Briefing on 2018 PyeongChang Olympics

On October 20, the Ministry of Foreign Affairs (MOFA) held a briefing on 2018 PyeongChang Olympic and Paralympic Winter Games for diplomats from embassies and foreign businesspeople in Korea. Joined by around 100 foreign representatives, the meeting opened with welcome remarks by Ambassador for Public Diplomacy at the Ministry Park Enna in which she stressed the key pillars of the upcoming Olympics, 'Peace and Safety'. ECCK President Christoph Heider attended the briefing to learn about the country's determination and procedure to create a successful Olympics Games as the "Peace Beyond Safety" Olympics.

ECCK-The Investor Business Roundtable

In the morning of October 30, ECCK and The Investor with The Korea Herald organized its first roundtable meeting at Grand Hyatt Seoul. 'ECCK-The Investor Business Roundtable' is an exclusive roundtable discussion which is all about joint sharing—both the industry experts ask questions of the journalists and vice versa. The topic of the first session was "The Moon Administration's Economic Policy", focusing on issues including welfare, employment, trade, energy, etc. and its impact on the Korean economy and multinational businesses in Korea. With 4 journalists from The Investor and The Korea Herald, the meeting was attended by André Schmidtgal (Vice Chairman of ECCK / Country Retail Manager & Managing Director, IKEA Korea), Christoph Heider (President of ECCK), Tony Michell (Managing Director of Korea Associates Business Consultancy) and Soosung Lee (Managing Partner of Roland Berger Korea) from the ECCK.



image: The Korea Herald

ECCK Breakfast Meeting with KFTC

On October 24, the ECCK hosted Breakfast Meeting with Korea Fair Trade Commission (KFTC) Vice Chairperson Youngson Shin at Grand Hyatt Seoul. Joined by around 20 participants from the ECCK member companies, the morning event was opened by Vice Chairperson Shin who then delivered a keynote speech on KFTC's competition policies and its implementations. Subsequently, a Q&A session was followed by to further discuss and clarify the issues raised during the meeting. The ECCK would like to thank Vice Chairperson Shin and all the participants for their support and interest.



ECCK attends 'From France to Korea' by GYF

On October 21, the ECCK President Christoph Heider attended 'From France to Korea' hosted by Global Youth Fair (GYF) at the National Library for Children and Young Adults located in the Gangnam District, Seoul. It is an annual event to promote cultural exchange experiences to the youth of both the Korean community and the French community in Korea. Gathered by approximately 1,500 both Korean and foreign nationals, the event provided an opportunity for the participants to experience a variety of French cultures including art and science.

Meanwhile, the ECCK had signed a MoU with GYF in July 2017 and has been a supporting organization of GYF's CSR activities including 'From France to Korea'.

ECCK Business Delegation Visits European Union

A delegation of business leaders of the ECCK paid a visit to Brussels from November 6 through 9, to meet with the key trade and economic officials of the European Commission. The delegation consisted of business leaders of ECCK member companies, representatives of the Chamber’s secretariat and heads of industry committees at the ECCK.

The mission aimed to highlight the commercial ties between Europe and Korea, explore opportunities for business and investment and demonstrate support for the mutual benefit of both countries. This was the first major business delegation from the Chamber since its establishment in 2012.

During the trip, the delegates met with Jyrki Katainen, Vice-President of European Commission, the leading figure for jobs, growth and investment program at the EU, to provide updates on the Korean business environment and discuss challenges and opportunities to forge stronger economic link with Korea.



ECCK Hosts Press Conference on the Release of White Paper 2017

On November 13, ECCK hosted a press conference for the release of the ECCK White Paper 2017 at Seoul Square. Attended by around 20 members of press from both local and foreign media outlets, the press conference elaborated on the key industrial issues and recommendations to Korean policy makers that are presented in the White Paper. The event also briefed on the progress and achievements made during the ECCK Business Delegation’s visit to Brussels in early November, followed by a Q&A session with the media. The press conference was attended by ECCK Chairman Dimitris Psillakis, ECCK President Christoph Heider, EU Ambassador Michael Reiterer with the heads of industry committees at the Chamber.



Etoday Interview with ECCK Chairman

ECCK Chairman Dimitris Psillakis interview article was published by Etoday on November 30. During the interview, Mr Psillakis expressed his trust in the Korean market and stressed the importance of maintaining the strategic relationship between EU and Korea. Below is an excerpt from the interview article.

“The ECCK supports the Korean government’s efforts to strengthen the country’s competitiveness,” said the Chairman. “ECCK fully support the Korean government’s effort into building a fair and equitable economic society.”

ECCK Attends 2017 Seoul Foreign Business Awards

On November 22, the ECCK attended 2017 Seoul Foreign Business Awards at the Westin Chosun Seoul. Hosted by the Seoul Metropolitan Government, the day’s event was to express its appreciation to foreign companies that had made a great contribution to the city’s social and economic development and to further strengthen collaborative relationships with foreign chambers of commerce in Korea.

On the day’s event, the ECCK, alongside representatives from other foreign chambers of commerce, signs the Seoul Declaration, a commitment agreement to improve the business environment of the city.



ECCK Round Table Meeting with ME & Cefic

On November 10, the ECCK Chemical Committee organized the Round Table Meeting with Ministry of Environment (ME) and Cefic – the European Chemical Industry Council. Attended by a number of chemical industry professionals from companies including P&G, Amway, 3M, ERM, and Dow Chemical Korea as well as from concerned government agencies, the day’s meeting was led by speakers from ME and Cefic, covering topics on best practices of EU-REACH / EU-BPR and the overview of K-REACH / K-BPR. Followed by was an open discussion, in which the speakers and participants had an engaging conversation over the day’s topics.

ECCK Attends EBO WWN Meeting in Abidjan

After having had the honour of hosting last year’s European Business Organization Worldwide Network (EBO WWN) Regional Meeting in Seoul, the ECCK participated in this year’s EBO WWN’s Regional Meeting which took place from November 26 to 28 in Abidjan, Ivory Coast.

This was the first meeting of the EBO WWN to take place in Africa. This annual regional meeting coincided with the 6th EU-Africa Business Forum and the 5th EU-Africa Summit. Key topics discussed at the Business Forum included access to and scaling up of electrification, improving job opportunities for the explosive growth of young people entering the labour market, developing the agri-food industry, and improving access to finance for micro-enterprises.



Seminars & Forums

ECCK Information Session on Digital Business Transformation

On the morning of October 17, the ECCK, in collaboration with Swiss-Korean Business Council (SKBC), hosted an information session on the topic of ‘Digital Business Transformation: Implication to your business and to you as a leader’. For the day’s event, Professor Arturo Bris from IMD came as a guest speaker and presented about the effect of digital technologies and business models on companies in different industry sectors, followed by a Q&A session for the participants to exchange their views on the topic. We would like to thank Professor Bris for sharing his valuable insights and all the participants for their interest.



ECCK Successfully Held ‘2017 Korea-EU IPR Conference’

On October 31, the ECCK organized the 5th Korea-EU Intellectual Property Rights (IPR) Conference at the Conrad Hotel. This year’s Conference was 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 was supported by Hoffmann Eitle and Myriad IP.

For this year’s conference, specialists from both the public and the private sectors presented on pertinent developments in the field of IPR in Korea and Europe with three distinct topics – IPR in Practice, Patents, and Respect for IPR.

‘What CEOs and CFOs need to know about tax, accounting and internal control in Korea’

On October 18, ECCK held an information session with Mazars Korea, under the theme of “What CEOs and CFOs need to know about tax, accounting and internal control in Korea”. Joined by over 20 CEOs and CFOs from ECCK member companies including European firms and embassies in Korea, the event consisted of presentations by accounting and financial advisory experts, Mr Seung-Ha Park (CEO of Mazars Korea) and Mr Julien Herveau (Partner/Managing Director of Mazars Korea). The ECCK would like to thank Mazars Korea and all members for their participation.



‘2017 EU Research & Innovation Day’ Successfully Concluded

Co-hosted by the ECCK and EU Delegation to Korea, the ‘2017 EU Research & Innovation Day’ was held at Four Seasons Hotel Seoul on November 23. The conference was aimed at introducing up-to-date research and innovation policies of the European Union (EU) and European countries, promoting excellence of science, technology and industry to Korea and expanding networks between participants. More than 300 experts representing EU, European embassies, scientific institutions, academia as well as Korean and European businesses in the field of research and innovation participated in the event and shared extensive information. Based on the extensive information exchange throughout the event, the ECCK hopes to strengthen the level of mutual cooperation and expand business and investment opportunities between Europe and Korea.

The ECCK would like to thank all of the organizations, companies, and participants’ support, for making this conference become a reality.

2017 IPR Capacity Building Seminars

As part of its efforts in combating the global counterfeit industry, the ECCK IPR Committee organizes annual IPR Capacity Building Seminars in multiple cities in Korea. This year’s Seminars were held from November 1 to 3 and took place in Seoul, Daegu, and Busan. During the seminars, enforcement officials from the Prosecution Service, National Police, Korean IP Office, Korea Customs Service and brand representatives met up and discussed on practices against counterfeit products.



Fair Player Club Seminar for Compliance and Business Ethics

On December 5, the ECCK, the Delegation of the EU to the Republic of Korea, and Global Compact Network Korea co-hosted the Fair Player Club Seminar for Compliance and Business Ethics at Seoul Square building. During the seminar, Dr. Joëlle Hivonnet (Minister Counsellor & Head of the Political, Press and Information Section at the EU Delegation) detailed the efforts made by the EU and its member states to combat corruption, and followed by was a presentation by Mr. Jong-sam Yang (Director of Anti-Solicitation Institution Division of the ACRC) about Korea’s Anti-Graft Act and its perception in Korea.



CFO Forum on Changes in Korean Tax Law for 2018

In the evening of November 7, the ECCK co-organized its quarterly CFO Forum with Lee & Ko at the Henkel Korea office in Seoul. The day’s forum featured participants of CFOs across various industries, who had said that the forum was very insightful as it pertains to their line of work. Under the title of “Proposed Korean tax law changes for 2018 and the BEPS Project: Is this a perfect marriage of domestic and international tax policies to target perceived tax abuse by international companies?”, the forum started with presentations by tax professionals at Lee & Ko on the tax law changes to be enacted for the upcoming year, and was followed by a Q&A session. Further discussions and networking opportunities were then provided at dinner following the forum, where the participants and speakers shared their knowledge and experience while enjoying tasty food and wine.

ECCK Seminar ‘The Implications of EU GDPR in Korea’

On November 13, the ECCK organized a seminar under the theme “The Implications of EU GDPR (General Data Protection Regulation) in Korea”. The seminar was co-hosted by the ECCK, International Cyber Law Studies in Korea, and Korea University Cyber Law Center, and supported by the EU Delegation to the Republic of Korea. More than 80 participants had a great opportunity to learn and discuss about the GDPR, the EU’s newly introduced data protection framework which will be enacted from May 2018. The seminar focused on the significance and impact of the GDPR on businesses and how companies should prepare for the new compliance.



Busan Chapter

Changwon Investment Promotion Conference 2017

On October 27, the Changwon Investment Promotion Conference 2017, hosted by Changwon City and organized by the ECCK Busan Chapter, was successfully held at the Changwon Exhibition Convention Center (CECO). The conference was to promote the city’s investment environment and opportunities and consisted of introducing the investing success stories, the awarding ceremony of honorary ambassadors of the city, and the singing of the MoU with companies and organizations involved in Changwon’s key growth industries.

On the day’s event, ECCK President Christoph Heider was appointed as the honorary ambassador of Changwon City.



The 3rd Korea-Norway Greenship Seminar 2017

The 3rd Korea-Norway Greenship Seminar 2017 took place on November 16 at Busan Port International Exhibition & Convention Center. Co-organized by the ECCK, Innovation Norway, and the Norwegian Embassy in Korea, the day’s seminar was led by industry experts who came to provide insightful information on development and future outlook for innovative and sustainable green shipping.



ECCK Busan Year-End Party

As the end of the year quickly approaches, the ECCK Busan Chapter hosted the 2017 Year-End Party on December 8 at Hilton Busan. Attended by valued members and distinguished guests dressed in gold & red, the evening event was much enjoyed with tasty food and wine. The ECCK would like to thank all the participants as well as its partners including Ulsan Metropolitan City, Finnair, STAUFF Korea for making the event extra special.



Committee News

The Food Committee



The ECCK Food Committee was officially established in November 2017 as to better meet the needs for its member companies in the food industry. The Committee is expected to play a critical role in representing interests of its member companies and addressing industry-specific issues to better the business environment in Korea. Some of the key industrial issues were already thoroughly discussed from the interim committee members earlier this year and were presented in the ECCK White Paper 2017.

On November 30, the ECCK Food Committee had its official kick-off meeting with 6 of its initial member companies – Bel Cheese, Danone Nutricia, IKEA, Ferrero, Lotus Bakeries, and Nestlé. On the day’s meeting, Mr Erwan Vilfeu, CEO at Nestlé Korea, was elected as a chairman of the Committee. The following part features an interview with Chairman Vilfeu.



Erwan Vilfeu. Nestlé Korea CEO and newly designated Chairman of the ECCK Food Committee.

Congratulations on your new position as Chairman of the ECCK Food Committee. You are now the first chairman of the Committee since it officially made its way on November 30. Can you briefly introduce yourself to our readers?

My name is Erwan Vilfeu, and I am the CEO at Nestlé Korea. I was born in France, but spent many years of my life travelling around the world. I’ve been working with Nestlé for 20 years now, and I’ve very much enjoyed working at Nestlé in many different countries including France, Italy, Switzerland, West Africa, and Korea. It’s my third year living in Korea, and I must say that I’m fascinated by this country. Korea has one of the most advanced and sophisticated coffee market in the world with knowledgeable and engaging consumers. In that regard, Korea comes as a very attractive and interesting market for companies like Nestlé, and I’m excited to see what lies ahead of this industry as well as my journey in Korea.

As you may know, the ECCK strives to promote a fair and open business environment for our members, and our industrial committees are the centerpieces of the ECCK activities. As a food-industry professional, what do you think are the growing trends of the industry and some of the industrial issues or challenges for foreign companies in Korea?

First, digitalization has drastically changed the way consumers purchase food nowadays. The growth of omni-channel has allowed consumers to shop with more options and not be restricted by time and distance. Also, people are increasingly seeking products considered to be premium, healthy, and organic. As they are now being more cautious of ingredients and labels of food products, providing them with access to information and transparency has become a critical issue.

With the industry’s trends and demands changing faster than ever, the ECCK’s role has become more important as to make sure that the domestic regulations are evolving in parallel to the global trend and to consumers’ changing need. Especially for foreign companies operating their businesses in Korea, importing could be a long, challenging process. Facilitating importing procedures in a more efficient way will enable them to better ensure the safety of food as well as to introduce a more variety of products to consumers in Korea.

Lastly, could you please share your plans and goals during your tenure as Chairman?

First, I am very pleased that the ECCK’s Food Committee finally made its way onto the stage to meet the industry’s growing size and demands. As discussed during the kick-off meeting, there are a number of common issues and challenges that our Committee members have been experiencing. We will first work on recognizing the critical areas of discussion, then start activating dialogues with the government counterparts. Last but not least, the Committee will strive to provide the members with up-to-date information and make the utmost effort to contribute to the industry’s ongoing revolution.

ECCK 5th Year Anniversary Reception



In commemoration of the 5-year anniversary of the ECCK, the ECCK hosted a networking reception in the evening of November 28 at the Seoul Dragon City.

The event was attended by around 250 distinguished guests including Dimitris Psillakis, ECCK Chairman and President & CEO of Mercedes-Benz Korea, Michael Reiterer, EU Ambassador to the Republic of Korea, Sohn Kyung-shik, Chairman of CJ Group, as well as ECCK member companies, European embassies, chambers of commerce, business councils, and Korean government officials. The ECCK would like to thank everyone for being part of the special evening.

We would also like to extend our gratitude to our sponsors for making the night extra special: Incheon Free Economic Zone, Mercedes-Benz Korea, Veolia Korea, Accor Ambassador Korea, CBRE Korea, DB Schenker Korea, Kim & Chang, Conrad Seoul, Courtyard Marriott Seoul Namdaemun, Four Seasons Hotel Seoul, Grand Hyatt Seoul, Ibis Ambassador Insadong, Ibis Ambassador Myeongdong, Millennium Seoul Hilton, Novotel Ambassador Seoul Doksan, Seoul Foreign School, Theodor Paris

ECCK

EUROPEAN CHAMBER OF COMMERCE IN KOREA

주한유럽상공회의소

ECCK 5th Year Anniversary Reception

Premium partner

Diamond partner

Emerald partner

Ruby partner

Gift partner

#eck5thyearanniversary



ECCK KYOBO Umbrella Defined Contribution Pension Plan

and-medium sized companies and even many large corporations have only offered their employees severance schemes until now. Recently, the government has decided to implement a step-by-step approach to replace the severance system with mandatory pension plans.

The ECCK and Kyobo Life Insurance have cooperated to develop a new kind of pension plan available to ECCK members, foreign-invested companies, and interested local corporations.

Both defined benefit and defined contribution plans will be primarily operated by the insurance company, and they are financially compensated by fees for administration and asset management. As fees are normally based on the accumulated assets, small companies have to pay more compared to big corporations that have already contributed billions of Korean Won to the pension schemes.

However, by introducing an umbrella scheme, all joining companies will benefit, as illustrated below:

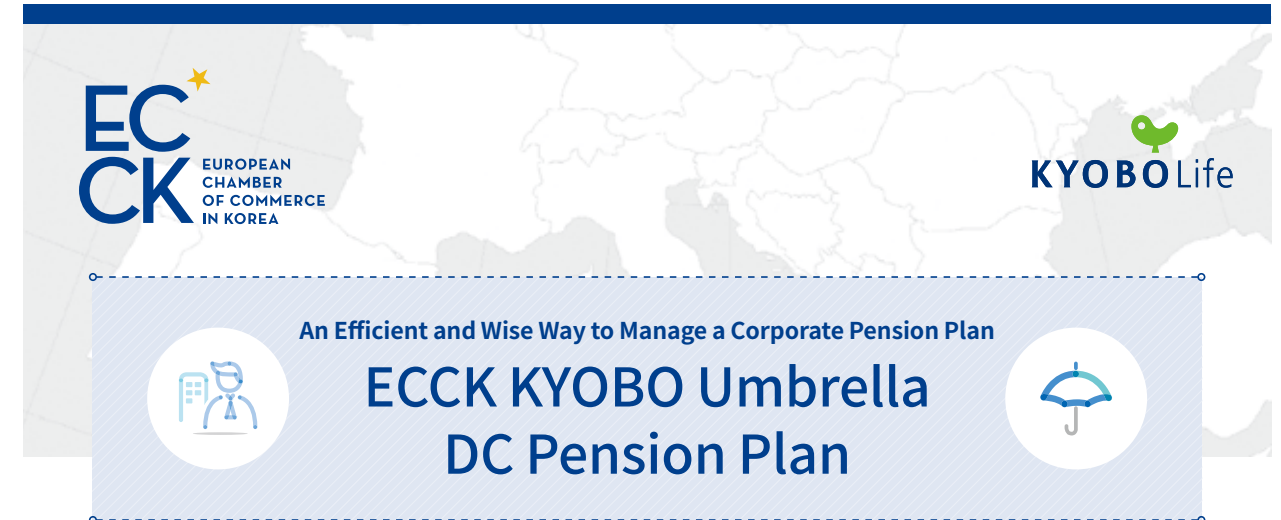
- **The process will be shortened.** Rather than spending a substantial amount of time for a formal application, the company may join within a couple of weeks. This will lead to a huge efficiency gain for the companies.

- **By pooling independent companies into one plan,** the asset under management are also pooled and will be considered as one asset under management. This means that the asset classes with more favorable administrative and asset management fees will be reached faster. By being a member of the Umbrella DC Pension Plan, companies will not pay service fees based on their individual assets under management but on the overall assets contributed by all companies, leading to tangible monetary savings.

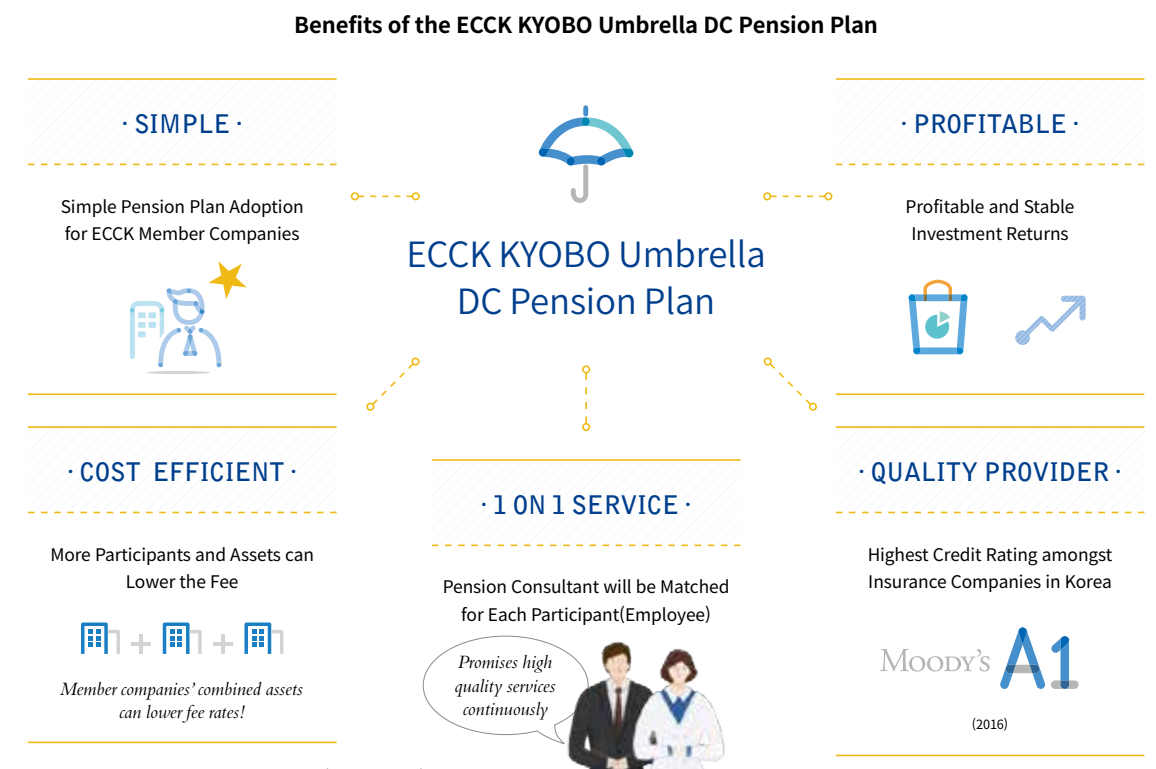
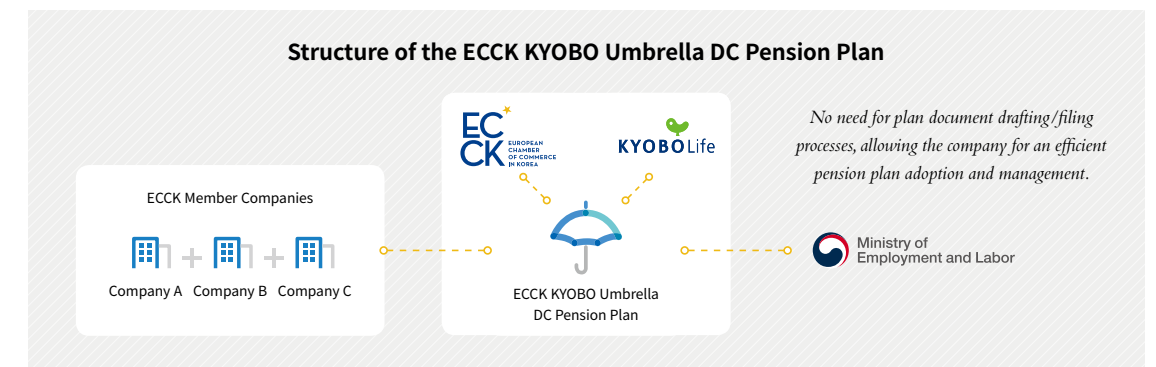
- **Small and medium enterprises** generally do not receive tailor made services. By teaming up, individual companies will form a single group with more leverage to request better services such as investment seminars for employees.

“Preparing for the Future: The ECCK-Kyobo Defined Contribution Umbrella Pension Plan”, ECCK Connect Spring 2016

For many employees, pensions might not be sufficient to support themselves after retirement. It is especially true for those who rely mainly on the national pension plan or severance schemes. The Korean government introduced the severance pay system in 1953, and the national pension plan in 1988. Subsequently in 2005, individual corporations began to adopt additional defined benefit or defined contribution schemes. However, with the society rapidly ageing, the national pension system is facing the issue of sustainability, while funds for severance are often diverted for other purposes. To our surprise, most small-



- ECCK KYOBO Umbrella DC Plan is a new type of defined contribution pension plan in which multiple employers/companies can operate their corporate pension plans efficiently at lower fee rates.
- This Umbrella DC plan will enable organizations with numerous members such as ECCK, a much easier and satisfying plan adoption.



ECCK Connect met with Roy Kamphuis, Representative Director of Lotus Bakeries Korea & Finance Director of Lotus Bakeries Asia offices, who decided to join and adopt the ECCK-Kyobo Umbrella DC Pension Plan from January 2017.

“With more people joining, the fee goes down. But for me, it was about the simplicity and transparency of the plan.”



(Left)
Roy Kamphuis,
Representative
Director of Lotus
Bakeries Korea

(Right)
Christoph Heider,
President of ECCK

What made Lotus Bakeries Korea to adopt the ECCK Kyobo Umbrella DC Plan?

RK: At first, the company was seeking to select a new pension service provider since the Korean pension scheme seemed very complex and different from European pension schemes. Later, I came across ECCK Umbrella DC Pension Plan, and it really caught my attention. The scheme seemed very simple and efficient. I've also noticed that any ECCK member can join this plan. Soon I called ECCK and Kyobo, and in just a few weeks, we were able to adopt the plan.

What are the advantages of the ECCK Kyobo Umbrella DC Pension Plan?

RK: First of all, it is simple and easy to adopt. Usually, adopting a pension plan requires tremendous work and time; in general, up to 3 months. Additionally, certain in-house expertise needs to be built up which is sometimes a challenge for some SMEs or foreign companies operating in

Korea due to the fact that there is no dedicated department for managing employee pensions.

In the ECCK Kyobo Umbrella DC Pension Plan, the plan document is only prepared once when the plan is launched but covering all current and future member companies of that plan. Instead of spending 3 months for a plan implementation, the process is extremely shortened.

Second, under the DC Plan, the employees can receive 1:1 investment sessions from Kyobo's dedicated pension consultants at no charge at all. This really helps employees to better manage their pension assets and prepare a more stable post-retirement life.

Lastly, the DC Plan enables employees to invest in a portfolio with pre-selected investment products which makes the investment process and management much easier.

How are the employees at Lotus managing their pension?

RK: I have heard from Kyobo that all of our employees are a bit conservative in its pension investments but recently, many are becoming interested in investing more aggressively. Currently, all of the employees have posted an investment gain. Thanks to Kyobo's 1 on 1 consulting service and pension education sessions, many are becoming better aware of their pension management.

Any other comments regarding the ECCK Kyobo Umbrella DC Pension Plan?

RK: The ECCK Kyobo Umbrella DC Pension Plan is a good pension plan option for SMEs. The plan offers SMEs now the opportunity to implement it in simple and fast way. I hope that this type of plan will become a standard in Korea for other associations and organizations allowing many SMEs to adopt pension plans and thereby to ensure the life during retirement.

For more information, please contact KYOBO Life:

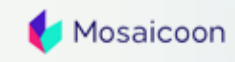
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ECCK

EUROPEAN CHAMBER OF
COMMERCE IN KOREA
주한유럽상공회의소

The ECCK serves as the public voice for European companies conducting business in or related to Korea



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Scabal opens second Asian store in Seoul's fashion-forward neighbourhood



Scabal has announced its first outpost in Seoul, South Korea. The store, in the fashionable Gangnam district, is Scabal's second opening in Asia after adding Shanghai to its list of esteemed addresses last year.

Explaining the brand's first move into Korea, Executive Chairman Gregor Thissen said, "We've actually been present there with our fabrics for years so we were able to gauge the interest of our Korean customers and understand their knowledge of quality and craftsmanship. Today, Seoul is one of the world leaders for new trends and modernist approaches so we're excited to play our part."

In architecturally arresting surroundings, the store offers a refined showroom, complete with its own bar, for a complete made-to-measure service and a selection of classic ready-to-wear pieces.

Head of Design, Campbell Dunn, is excited by the brand's Asian expansion. "As we've been expanding and modernising our products it makes sense for us to sell in this market as we want to approach a younger and more fashionable customer. The South Korean gentleman already has an interest in classic European tailoring so we wanted to bring the Scabal brand to them where they can discover their personal style and our full made-to-measure experience. I'm excited to cement ourselves as an international menswear brand."

The Gangnam store reflects something of a leap forward experience-wise, too, designed as more of a lifestyle destination. Customers can get the full Scabal experience from the private bar and lounge area right through to a full fitting.

To visit Scabal at any of its stores is to choose on-tap style advice, a wealth of tailoring know-how, and access to a host of exclusive events. Scabal has a genuine dedication to craft, personalisation and heritage that is woven into every aspect. When it comes to garments, more than 5,000 of the world's finest cloths are on offer, and fittings can be made anywhere – at home, in the office, at a hotel. The service is as individual as the finished product, because when it comes to sartorial success, that personal touch is vital. Scabal's peerless in-house tailors are on hand to plan and personalise – with every aspect of construction, from lapels to trouser pleats, outlined by the customer. For a further injection of individuality, handpicked buttons, statement linings and even under-collar embroidery all help to stamp a sense of self on a suit.

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Letter from the Irish Ambassador



H.E. Julian Clare
Ambassador
of Ireland to the
Republic of Korea

I arrived here in Korea in August 2017 with my family. I had always been intrigued by the prospect of working in Korea. My colleagues who had served in Seoul had spoken glowingly of their time here, and I know of some Irish people who had come here for the 2002 World Cup and never left afterwards. Upon my arrival, I was delighted to meet the Irish community in Korea, both young and old. The young generation comprises Irish teachers of English who make up most of our community. They work hard, knowing how important education is for the Korean society. Among the more experienced end of our community are of the Columban religious order, many of who have been living in Korea since the 1950s and 60s. One of the Columban priests revolutionized livestock breeding in Jeju Island, and the other was the first foreign national to be awarded a PhD in Korean literature by a national university. I am proud of having such an amazing group of Irish people contributing to the Korean society.

There has been a real momentum behind trade and cultural exchange between Korea and Ireland. Our Minister of Agriculture recently visited Korea with 35 Irish agri-food companies who were greatly excited by the Korean market. Also, our Minister of Education attended the recent ASEM Education Ministers' Meeting. On the other hand, I have had the pleasure of meeting numerous Korean graduates of Irish universities and past visitors from the Working Holiday Programme. I remember of my Korean friends who have told me how much they enjoyed the image of Ireland in the TV programme "Begin Again".

There is also positive momentum in the EU-Korea relationship. We share so many values and have been working together at the UN and other international forums. A vital part of this relationship is the EU-Korea Free Trade Agreement, and we want to see it reach its full potential. In that regard, I am excited about working with our Korean partners and, of course, the ECCK to that end. The ECCK President Christoph Heider spoke to our agri-food companies when they visited Korea in November and all were seized by his words about the potential to further develop our trade relationship. The critical value of mutual trade and investment to all our economies has never been clearer, and I look forward to working closely with the ECCK during my time in Korea.

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The 2018 PyeongChang Winter Olympics

The Olympics are an international festival that brings people together from all around the world to celebrate athleticism and goodwill as well as cultural diversity. The XXIII Olympic Winter Games will take place in PyeongChang, South Korea from February 9 to 25, 2018. During the Games, athletes will compete in 102 sporting events across 15 different disciplines. Following the Seoul Summer Games in 1988, this will be the second time for South Korea to host Olympic Games.

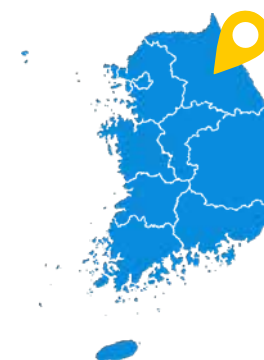
In this edition's Cover Story, ECCCK Connect will feature various aspects of the upcoming PyeongChang Olympics. We have highlighted news and introduction to new sports at the Games, provided from PyeongChang Organizing Committee for the 2018 Olympic & Paralympic Games (POCOG), and followed by is an interview with EF Korea on its involvement in the Olympics as the official education services sponsor.

DATE

February 9 - 25, 2018



VENUE



13 Venues in...

- PyeongChang
- Jeongseon
- Gangneung

In Gangwon Province, the Republic of Korea

MISSION

- To provide a new stage for winter sports in Asia
- To see the possibility of the young generation
- To host the Games that engage the young generation

SLOGAN



DISCIPLINES & MEDALS



15 Disciplines



102 Gold Medals

* the largest number of gold medals ever in the Olympics Games

MASCOT

" Soohorang "

A white tiger which is a symbolic guardian animal of Korea





Latest PyeongChang 2018 News

Launching of KTX trip to PyeongChang

During Games time, KTX is expected to transport up to 20,910 passengers per day from Incheon International Airport all the way to Jinbu (PyeongChang) and Gangneung Stations. The trip will take 1 hour and 40 minutes from the Airport and only 67 minutes from Seoul. This will provide quick and convenient access to the Games for both local and international visitors.

Tickets can be purchased online from Korail with a one-way trip from Incheon International Airport Station to Jinbu Station starting from 35,000 KRW (approximately 32 USD).



Inauguration of 2018 Olympic Torch Relay

Upon the arrival of the Olympic Flame in Korea all the way from Athens on November 1, the PyeongChang 2018 Olympic Torch Relay inaugurated its 101-day journey as the first event to officially open the Olympic Games. Serving as an invitation for people to join in and to create a nationwide Olympic atmosphere, the Torch Relay will pass through 9 provinces and 8 major cities of Korea, unlocking Korea's hidden charms.

The PyeongChang 2018 Official App: Now Available

The PyeongChang 2018 Official App is now available for sports fans all around the world to receive the latest Games news and information. Available in five languages – Korean, English, French, Chinese, and Japanese, the app will become your one-stop shop for everything happening at the PyeongChang Olympic! You'll be able to access real-time Games news and the progress of your home nation on the medal table along with information on the world's best athletes and medal contenders. In addition, tips on transport and accommodation in the local area will also be available to enrich your Olympic experience.



Unveil of the Games Medals

The Olympic Winter Games PyeongChang 2018 medals were officially unveiled on September 21. Korean culture is at the heart of the design of the games medals. Hangeul, the Korean alphabet and the foundation of Korean culture, has been incorporated into the design of the medals (as it has also been used in the Games emblems and pictograms). Also, a series of consonants has been selected to symbolize the effort of athletes from all around the world who bring their youth, solidarity and national heritage together to compete on the stage of PyeongChang 2018.

The medals were designed by Suk-woo Lee, an industrial designer from Korea. He has a long list of awards and accolades to his name including one of the Top 10 design concept consultants in the 2015 Red Dot Design Awards.



Reveal of the Tickets Design

On October 31, the design of the Olympic Winter Games PyeongChang 2018 tickets was unveiled. A total of 29 designs are available, covering 26 sporting competitions, the opening and closing ceremonies, and one general design ticket. For the first time at an Olympic Games, a mobile ticket option will be provided, reflecting the effort on being the most connected and advanced in information and communications technology (ICT).

Like many Olympic Games before, the tickets are expected to become an important piece of memorabilia for everyone who comes to PyeongChang and shares in the passion and excitement of the Games.



PyeongChang 2018 Sustainability Goes Live

The PyeongChang 2018 sustainability website was officially launched on July 3, as a platform to showcase the importance of the Games' social responsibility throughout all stages of preparations and operations. The significance this website carries is that PyeongChang 2018 is to disclose Games' on-site environmental data for the first time in Games history. The website is also a fantastic tool to help educate local residents, athletes, students, staff and anyone interested in the long-term plans for the host region. Aside from all the latest environmental news stories and Games updates, you can find live charts on air quality and water quality for the region together with detailed information on the Greenhouse Gas emissions as the Games strive to raise awareness of its carbon reduction plans and environmentally-friendly Olympics.

Contact

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All images courtesy of POCOG

What's New?

Introducing four new sports set to debut at PyeongChang 2018

Mixed Doubles Curling

Starting from the Nagano 1998 Olympic Winter Games, curling was adopted as an official sport, with two curling events – men's and women's curling. At the PyeongChang 2018 Olympic Winter Games, a new edition of curling - Mixed Doubles - will be introduced to the Olympic programme for the first time.

In mixed doubles curling, two players – one male and one female – compose each team. Each team shall deliver 5 stones per end, and the player delivering the team's first stone of the end must also deliver the team's last stone of that end. Prior to the start of every end, two stones shall place at the playing end of the sheet.



Image courtesy of POCOG

Mass-Start Speed Skating

Maximum 28 skaters will race for 16 laps in an open racing track (without designating inner or outer lanes for a particular athlete). During the race, there are three intermediate sprints every 4 laps. At each intermediate sprint, first three skaters will gain 5-3-1 points. Then, at the last sprint, first three skaters will gain 60-40-20 points. The competitors who are the first three to cross the finishing line will win the race, while all other skaters are ranked based on points given out for the four sprints.

Since there will be a large number of competitors on the ice, athletes would need to demonstrate high levels of alertness at all times, particularly on the corners.



Image courtesy of POCOG

Alpine Skiing National Team Event

Alpine skiing is a discipline where the skier slides down snow-covered slopes on skis with fixed heel bindings. Alpine skiing national team event, a thrilling competition featuring a mixed team of two males and two females, competes against other national teams in head-to-head slalom races. The event sees skiing move away from its essentially individual focus, with skiers working together and pooling their efforts in pursuit of glory.

The race will be conducted as a parallel event, and Giant Slalom gates and flags will be used. Traditionally, 16 nation teams compete by single elimination tournament.



Image courtesy of POCOG

Big Air Snowboarding

The big air snowboarding is an event where the competitor rides a snowboard down a hill and performs tricks after launching off very large jumps. Competitors perform complex tricks such as frontside 1080, backside 1440 and double corks in the air, aiming to attain sizable height and distance as well, all the while looking to secure a clean landing. Many competitions including the Olympic Games also require a rider to do a specific and special trick to win.

The newly built venue in PyeongChang is the largest Big Air ramp in the world, with total height from start to finish reaching 49 meters and maximum slope angle of 40 degrees, allowing athletes more time in the air to show off their techniques.



Image courtesy of POCOG



Opening the World Through Education

Interview with President,
Corporate Solutions at EF Education First



Who is EF?

EF Education First (Hereafter EF) is the world's largest private education company with schools and offices in 54 countries and a presence in 60 others. Our courses are taken by millions of students and thousands of organizations. Our language centers and universities – along with our virtual language school, EF English Live – all serve one purpose: to educate and develop people to their greatest potential.

Could you tell us more about EF's involvement with the Olympics?

EF had its very first Olympic appointment here in Korea, serving as the Official Language School of the Seoul 1988 Games. Since then EF has sponsored the Beijing 2008 Games, Sochi 2014, Rio 2016 and we are now sponsoring PyeongChang 2018 and Tokyo 2020. The core of our sponsorship, with the exception of PyeongChang 2018, has been language training to staff, judges, volunteers and also member of the general public. All of these training programmes are large scale, for which we used our cutting edge online platform to teach mostly English, but also Portuguese and Japanese online.

So what exactly is EF offering as part of its sponsorship to PyeongChang 2018?

As the Official Education Services Sponsor of the PyeongChang 2018 Games, EF will be helping to excite and engage youth around the country in the countdown to the Olympics and Paralympics. The Winter Games Curriculum created by EF will increase students' and teachers' knowledge of the official sports of the Winter Games and key Olympic concepts through an innovative digital curriculum including video, interactive tutorials using EF's online platform and classroom materials for teachers.

And how many students and teachers will benefit from this program?

Together with the PyeongChang 2018 Education Team, our aim is to reach out to over 200,000 middle and high school children as well as over 10,000 teachers. The PyeongChang 2018 Education Team aims to visit 100 schools along the Olympic Torch Relay route and EF is visiting other schools in the Seoul area in parallel. During the visits, students and teachers get to learn more about the program, teachers receive instructions on how to maximize the content produced by EF in class and students also get access to EF's online platform to solidify their knowledge of the content covered in the program.



What makes EF different from other corporate language providers?

Education is in our DNA.

We are the only global language training provider who supplies a full suite of language programs – from study-abroad immersion courses at our Executive Centers as well as through our partnership with Ashridge Executive Education, to local on-site courses and teacher-led online courses. Our courses are entirely tailored to the student's needs, and deliver tangible business impact.

To every one of our customers, we provide unlimited access to our teachers, private lessons as standard in our most popular and affordable courses, a student-centered learning approach, fast results through a unique and proven methodology and a consistently high standard of delivery and service, wherever they are in the world.

How would you gauge the presence of EF in Korea?

EF Education First has served South Korea for over 30 years with its first flagship project being in 1988 for the Summer Olympic Games.



Korea is one of our most important, and fast-growing, markets. Demand for English training is very high among the many multinational companies who are based here, and for whom business English skills are key for their global operations.

We're excited to continue our commitment and investment, most particularly through our sponsorship of the upcoming Olympics.

Contact

sangho.lee@ef.com
www.ef.co.kr/corporate

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- Meeting Room for Members
- Indoor Pool
- Kid's Club
- Club Restaurant
- Rooms for members

B Outdoor Facilities

- Tennis Court
- Futsal Field (Soccer Field)
- Basketball Court

C Outdoor Pool (The Oasis)

- Adult Pool
- Kid's Pool
- Cabana (Private Pool)
- Pool Side BBQ
- Ice Rink (Winter Season Only)

D Golf Range

- Golf Academy
- Outdoor Golf Range
- Screen Golf
- Putting Zone
- Bunker Zone

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E The Hotel

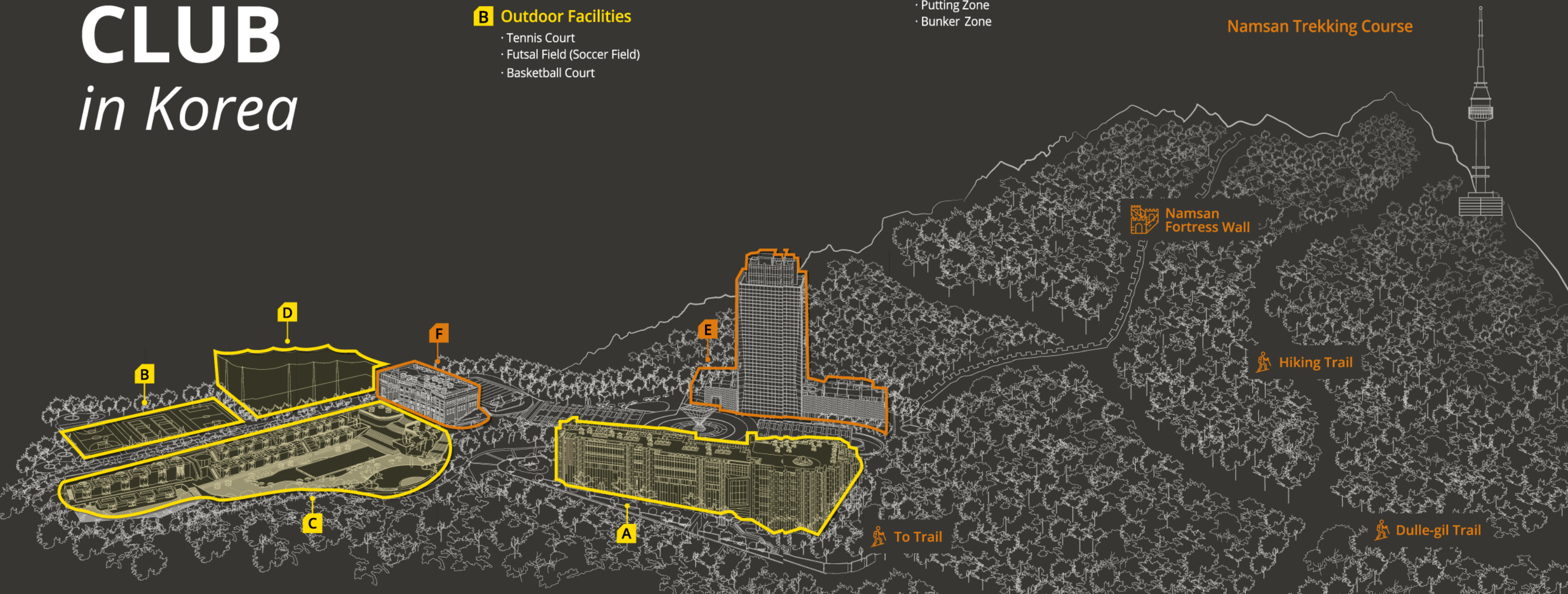
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Future of Education is Here

Yes, it is blended, real time online lectures and connected all the time with more flexibility. But it needed little more feelings than that. To cover what is missing on the blended program, IE has recently launched its WOW (Window on the World) room, taking its commitment to technology immersion in the learning environment to the next level. This futuristic place transforms the learning experience through elements that include artificial intelligence, simulations in real time, big data analysis, interactive robots, emotion recognition systems, and the presence of experts using holograms.

Professors will either be physically present in the WOW Room or will be projected in hologram form and moved around the room by a robot in order to interact with students. In addition to simulations, professors will use artificial intelligence and big data analysis on large screens. They will receive student participation statistics and propose votes on subjects of debate to promote collaboration. All classes will be recorded to enable subsequent access and reviewing of content.

"The WOW Room allows students to connect and collaborate no matter where they are, even if the only way they can join is through their mobile phone at the airport", says Jolanta Golanowska, Director of Learning Innovation at IE. "We are using a heavily customized version of software from SyncRTC, which allows us to collaborate without any delays and gives the faculty a

range of tools to make the class extremely engaging. At the same time, the whole system is user friendly and requires minimal technical support to run".

Learning Environment to the Next Level

With the launching of WOW Room, unique in Europe, IE further strengthens its commitment to innovation and breaks with traditional onsite, blended and online education models.

"The WOW Room brings the future of learning forward. Technology is revolutionizing our lives and we are moving in the direction it is taking us," says Diego Alcázar Benjumea, Vice President of IE Business School. "This learning space takes us to the next level of our commitment to technology immersion. We have invested 25 million euros in innovative learning projects over the last 15 years, a strategy which has gained us recognition as the best business school in the world for online MBAs. The WOW Room will simulate real situations in which some 100 professors and over 1,000 students from 130 countries will take part over the course of the first year. Students will take decisions under pressure. They will find

themselves in the midst of business crises, be required to define production processes in factory environments, negotiate war situations and resolve diplomatic conflicts between countries, to name just a few potential scenarios."

Some say that MBA trend has decreased at companies, unpopular among workers. Interestingly enough, recent research by the AMBA Association has just shown that demand for MBA programs has increased by 5%. Thus, the general trend for MBA holds. However, there is a certain shift from full-time to part-time – and especially online or blended programs.

Regarding this Dean Martin Balm states "We already offer blended programs for the past 15 years and have just been ranked by the Financial Times for the fourth consecutive year as the best online MBA worldwide. In this spirit we will continue offering top quality education with the flexibility offered by online education."

Contact

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IE Business School: www.ie.edu

WOW Room : www.ie.edu/madeofchange





Slippery Slope

Global regulatory trends affecting the future of brands



JTI, a leading tobacco company, dubs the global trend of applying tobacco regulations to other potentially harmful consumer products, such as alcohol, soft drinks and food a 'Slippery Slope'. Proposals for measures such as taxation, pictorial health warnings, restrictions or prohibitions on advertising and promotion have been increasingly introduced for tobacco around the world, and now are spilling over to other products such as alcohol, soft drinks, and food. At the extreme end of the Slippery Slope is plain packaging, which mandates the removal of trademarks, logos, non-prescribed colors and graphics from the packaging and permits only the use of a brand name in a standard font and size. As a result of the 'Slippery Slope', plain packaging could be extended to any product under increased regulatory scrutiny, resulting in major ramifications for all the targeted consumer goods industries.

In order to share the latest global regulatory trends, JTI Korea participated in the '2017 Korea-EU IPR Conference' organized by ECCK on October 31, 2017. Mr. Michael Deignan, Vice President of Corporate Development at JTI Asia Pacific, was invited as a keynote speaker to the day's event and discussed the 'Global Regulatory Trends Undermining the

Future of Brands'. Mr. Deignan alerted the audience that the negative consequences of plain packaging may apply one day to all trademark owners, not just tobacco. "Depriving one industry of the right to brand its products creates a dangerous precedent for all trademark owners. If one industry is deprived of its intellectual property, all trademark owners will lose."

While JTI supports regulatory measures that contribute to achieving legitimate public policy objectives and meet the Better Regulations principles of the Organization for Economic Cooperation and Development, Mr. Deignan expressed concerns over the negative impact of excessive regulations in general – and plain packaging in particular. "However, we already have observed more companies and industry bodies voicing their opposition against going down a slippery slope of naïve, chaotic and ill-considered regulations. We hope that more concerned organizations will join the debate."

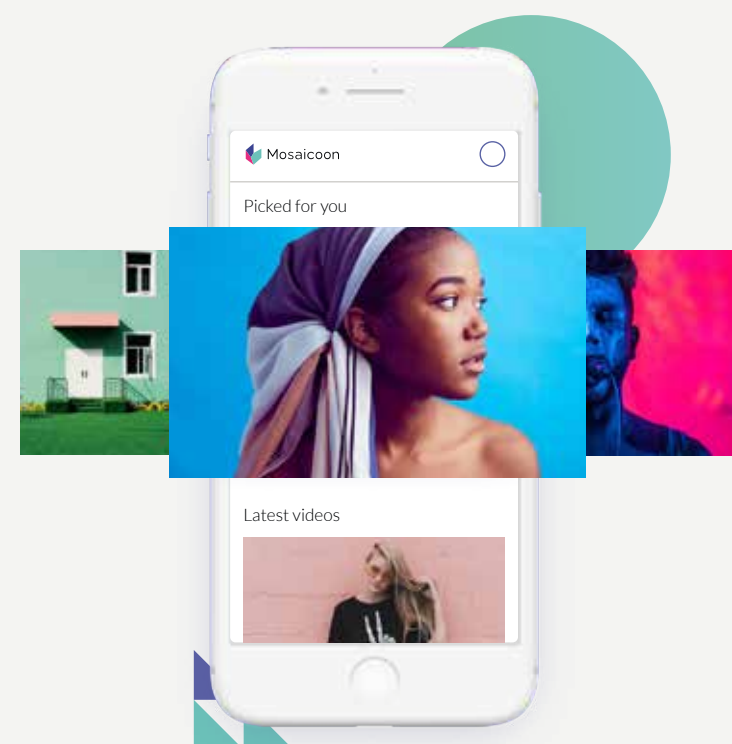


At the venue of the IPR conference, a booth was set up to further show the potential impact plain packaging would have on other industries. Over 90% of visitors to the booth expressed their serious concerns over the potential loss of their brands and their fear of a 'Slippery Slope'.

JTI, a member of the Japan Tobacco Group of Companies, is a leading international tobacco manufacturer. It markets global brands such as Mevius, Camel, Winston, and LD. JTI is a major player in the e-cigarette market with Logic, and has been present in the heated tobacco sector with Ploom since 2011. JTI Korea is headquartered in the capital city of Seoul. It has 15 branches nationwide and employs more than 500 people. For more information, visit www.jti.com

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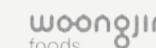
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CSR Alliance with ECCK & Korea Joongang Daily

Introduction to CSR Alliance

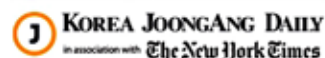
Simple Approach & High Visibility

CSR Alliance aims to demonstrate the value of voluntary business engagement and shed light on companies' CSR activities, and further ease private initiatives in the practices.

Together with the ECCK and the Korea Joongang Daily, the Alliance offers a simpler approach to be part of the most effective CSR activities that can mutually benefit the society and your company.

What activities can you focus on?

With an aim to empower the next generation of global leaders, the Alliance activities include English education campaigns for teenagers and a series of lectures for university students.

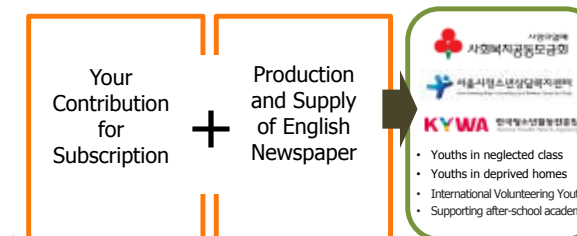


Content of campaign

Student Subscription Campaign

You can buy subscriptions of Korea Joongang Daily and The New York Times for young students across underprivileged and economically-challenged sections of the society. With these resources, students will have access to in-depth high quality journalism to use them as study materials for after-school academy programs or classes moderated by KJD journalists. The campaign is affiliated with "Seoul Metropolitan Counseling and Welfare Center for Youth", "Korea Youth Work Agency" and "Community Chest of Korea".

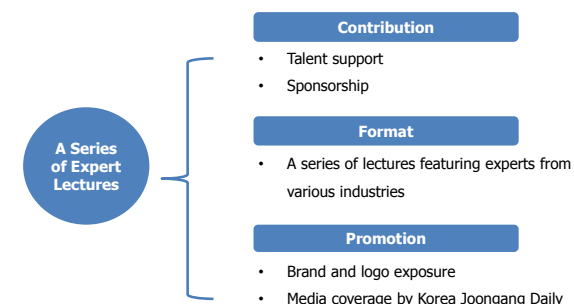
*We will match every subscription sponsored with your contribution.



Expert Lecture Series

A series of lectures featuring the KJD journalists and industry experts from CSR Alliance companies, targeted towards university students.

The goal is to provide a platform to share stories on current market issues and hot topics by practicing industry experts to support university students in mapping their future career.



Benefits of campaign

Extensive Media Coverage :

The Korea Joongang Daily will cover series of stories about the CSR activities

Enhance Brand Recognition:

Excellent opportunity to promote your company as sponsoring company logo appears on the CSR campaign promotions.

Share CSR Strategy:

The public will be aware of your participation towards the campaign and your commitment towards CSR initiatives.



Articles of sponsoring companies' CEOs



Introduction of sponsoring companies on the Korea Youth Work Agency website

For inquiries, please contact:

Jeong Hyun Kim at jeonghyun.kim@ecck.eu

Yec'hed Mat



A crêpe is a type of very thin, cooked pancake usually made from wheat flour. Originating from Brittany, a region in the northwest of France, a crêpe has now become a national dish in France and been getting popular in many other countries in the world. Its major ingredients include wheat flour, eggs, milk, butter, salt and are often accompanied with a fruit filling of syrup, mixed berries, fresh fruit or lemon cream.

Located in Mapo-gu, Seoul, Yec'hed Mat (which means 'cheers' in Breton) is an authentic French restaurant, specializing in crêpe. Since its opening in 2016, Yec'hed Mat has gained popularity among both local and foreign

residents in Korea for its savoury and sweet crêpes made by a French chef. Along with a variety of crêpes, the restaurant also serves a wide range of wines and spirits to enrich your dining experiences. In addition, Yec'hed Mat provides services for organizing private events including weddings, concerts, and corporate dinners. Come through and enjoy the authentic crêpe and a glass of wine with your friends, family, and loved ones!

Contact

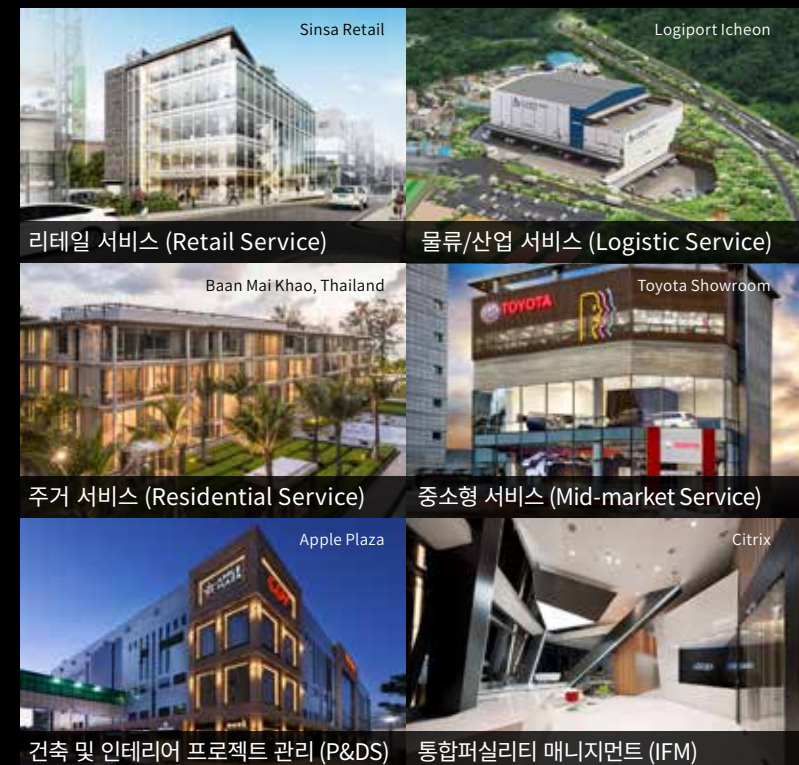
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Achieve AMBITIONS

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jll.co.kr



Crowdz



The global commerce market will exceed \$50 trillion by 2020. Yet, only 15% of B2B commerce and 23% of this commerce (only 11% in the U.S.) will be digitized. This lack of digitization imposes long delays and huge inefficiencies on commercial transactions, costing global buyers and sellers an aggregate \$4 trillion or more each year in lost sales and added costs.

B-Commerce (blockchain-based commerce) is the solution to these challenges. It is, in short, the future of ecommerce, even of all commerce. But while most current blockchain applications focus on payments, security, identity, and provenance, Crowdz is dedicated to achieving a more transcendent purpose: making blockchain an enabler and expeditor of online transactions. Here's how. The distributed, immutable ledgers and decentralized operation of blockchain enables building of permanent, standards-based, high-integrity databases of product information whose elements can be dynamically summoned, parsed, and displayed instantaneously,

in any form desired. Also, because all data points within each defined product space are organically interconnected, one change anywhere instantly propagates everywhere—producing a truly **Smart Transaction Network™ (STN)**.

Crowdz enables time consuming business transactions such as procurement, payments, and auditing to be done quickly and securely. Having signed up its first Fortune 500 company in South Korea with a pipeline of over 30 enterprise corporations in the Asia Pacific region, Crowdz is poised for explosive global growth. Seven (7) patents pending in the United States and Korea attest to its market leading position in the blockchain based B2B e-commerce marketplace. Join the B-Commerce Revolution.

Contact

info@crowdz.io / www.crowdz.io



Tourbrat



“Don’t Play by the Rules”

In their years of experiences in the Korean and global entertainment industry, the founders of Tourbrat have observed that concert organizers face a particular set of challenges and risks. The concert industry “game” is rigged against the organizer. That’s why their slogan is “Don’t Play by the Rules.” Tourbrat aims to shake up the industry with a web based platform that gives organizers with the tools to create the biggest and best live shows.

There is no doubt that the global concert industry has been steadily growing since 2011, and the boom is projected to continue in the years to come. Concert tours and festivals smashed records in 2016, and are on track for even more growth in 2017 and 2018. Despite these trends, thousands of event organizers are left with all the financial risk. Even if



9 out of 10 concerts on a multi-city tour are successful, one failed show could tank all the profits and even put a company out of business. Tourbrat’s team have observed this phenomenon firsthand too many times.

Tourbrat is currently developing patent applications for the two core features which drive the platform: An interactive market discovery tool to reduce risk, and a data-driven ticket pricing tool which recommends the price structure most likely to result in a successful event.

Tourbrat has been a resident company at Seoul Global Startup Center since 2016, and won 2nd and 3rd place cash prizes at SGSC’s “Pitch Party” in 2016 and 2017 respectively.

Contact

info@tourbrat.com / +82 70.7847.8592



Oakwood Premier Coex Center Deluxe furnished serviced residence in Seoul

Say Hello to Comfort

Oakwood Premier Coex Center Seoul is deluxe serviced residence, combining luxurious hotel services with the space of a private home. It is the best suited for those who are looking for modern home convenience and business space. The property was newly renovated in 2015, and it has 280 full-furnished apartments including studio, one, two, three and four bedroom apartments, ranging in size from 47sqm to regal penthouses of 397sqm. It is also perfectly located in Teheran-ro, in the heart of commercial and financial district in Seoul.



All Your Needs are Taken Care of

All residences are designed to meet the needs of long-term business travelers by offering fully equipped kitchen with refrigerator, dishwasher, convection oven, induction range, and cooking utensils as well as washer, iron and ironing board. Each residence has high-definition entertainment system including multi-channel TV, home theater and DVD player. It also offers high-speed wired and wireless internet access.



The property is adjacent to the City Air Terminal, COEX Convention Center, and Korea World Trade Center, and connects to COEX shopping mall and Hyundai Dept. store offering numerous shopping, dining and entertainment options. Residents can enjoy the state-of-the-art fitness center and weight-training equipment with in-door gym, swimming pool, sauna and in-door golf range. Oak Restaurant & Bar, the hotel's signature restaurant, presents an excellent selection of dishes and drinks. It features breakfast buffet, all day and private dining service. Its highly acclaimed advantages include Children's playroom and accepting pets. Oakwood offers guests activities for residents including Special monthly classes such as flower arrangement class and cooking class, and Networking events like Oakwood Night, BBQ Party and Christmas Party.

The leading luxury serviced apartments in Seoul

Oakwood Premier Coex Center Seoul offers business travelers and vacationists a comfortable and relaxing retreat. Indulge in a wealth of premier amenities, world class service combined with the luxuries of a 5-Star Hotel, the fully furnished Oakwood Premier Coex Center Seoul is the perfect place for you to unwind.

Oakwood
Premier
COEX CENTER
SEOUL

For details and reservations, please visit OakwoodAsia.com/Seoul

BANGALORE BANGKOK BEIJING BRISBANE CHENGDU GUANGZHOU HANGZHOU HO CHI MINH CITY HYDERABAD
INCHEON JAKARTA KUALA LUMPUR MANILA PUNE SEOUL SHANGHAI SINGAPORE SRIRACHA SURABAYA SUZHOU TOKYO

Welcome to Oakwood Worldwide

Oakwood Worldwide is the leading provider of corporate housing and serviced apartment solutions across the globe. Oakwood provides fully furnished and serviced accommodation to meet the needs of travelers on long-term and short-term stays.

To find out more, contact us at
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SEOUL

PLASTIC FANTASTIC

A unique design exhibition born from the artistic imagination of 40 international designers and the unlimited possibilities of plastic!



D Museum presents PLASTIC FANTASTIC, a unique exhibition showcasing designs born from the artistic imagination of international designers and the unlimited possibilities of plastic, from September 14, 2017 to March 4, 2018. PLASTIC FANTASTIC illustrates the magical journey of plastic, the substance sometimes described as the 20th century's miracle material, as it entered the public realm and brought such wide-ranging transformation to our everyday lives. The exhibition offers an overview of more than 2,700 products, items of furniture, lights, graphic designs, and photographs produced over the past half-century via the individuality and innovative spirit of around 40 international creators. One of key highlights of PLASTIC FANTASTIC is its exploration of the close, decades-long collaboration between giants of international design and Kartell, the leading Italian design brand that, for three generations, has helped develop a new identity for plastic beyond that of the product of the single-use consumption system. At the same time, the exhibition in partnership with Kartell conveys a sense of Italy's uniquely humorous and bold design by a selection, handpicked from a vast archive, of remarkable advertising graphics, illustrations, and photographs that capture plastic furniture in novel ways from the perspectives of exceptional photographers and artists.

PLASTIC FANTASTIC consists largely six broad sections, offering a variety of perspectives. The Beginning of a Dream, Polymer, is an installation work that continues from the museum entrance into the exhibition halls, symbolizing the pure qualities and form of plastic before it acquires shapes and colors, and giving a sense of the texture and characteristics of the material. On level M1, the main exhibition begins with the section Bring Colors to Domesticity, showing how plastic, after starting out as an industrial material, entered use in furniture and tableware thanks to advances in manufacturing technology and the introduction of color, becoming a familiar part of everyday life. Also on level M1 is Molding New Living, a section vividly illustrating how plastic has evolved with changing times and social trends, such as the space age and the culture of outdoor life.

Up a beautifully illuminated staircase lies level M2 and Design Becomes Everyday Landscape, a section with photographs reinterpreting plastic products not in terms of fixed function but through the unique perspectives of artists, and offering a glimpse of the philosophy and passion of the designers featured in this exhibition. When Designers Dream showcases the imaginative and highly individual works of contemporary designers fascinated by the exceptional material qualities of plastic. Finally, the Constantly Evolving section uses video and installation works to express hopes and dreams for plastic as the material develops onward and into new realms.

As well as tracing the 60-year history of its star material, PLASTIC FANTASTIC is a special opportunity to discover the design works of some 40 remarkable artists. Works include those by the giants of the design world, such as Anna Castelli Ferrieri, the pioneering designer who brought new elegance and functionality to industrial plastic and ushered it into the realm of the household, Joe Cesare Colombo, the godfather of industrial design, Philippe Starck, the industrial design icon of the 20th century, and Piero Lissoni, master of minimalism combining elements of simplicity and function. Then, more recent works by artists who have taken the center stage in contemporary design thanks to their youthful works, such as Ferruccio Laviani, who uses light to express bold Italian style, Patricia Urquiola, owner of the Midas touch that influences the entire global design market, Ronan and Erwan Bouroullec, the brothers who have won a global fan base with an aesthetic that combines elegance and simplicity, and Tokujin Yoshioka, the genius creator of inspiring poetic designs that transcend the boundaries of design and art. The addition of Showmakers, the visual creative group that designs experimental spaces beyond the realm of the familiar, and artist Yeojoo Park, noted for her spatial installations that make use of site-specific elements, brings a further dimension of experience to the exhibition.

In same spirit of the etymology of the word plastic, “to mold,” PLASTIC FANTASTIC offers a wide-ranging illustration of the organic evolution produced by the

interplay between this endlessly flexible, ever-changing material and artistic inspiration. The exhibition reveals the magical moment when the imaginations of master designers come together with plastic to produce pure innovation.

EXHIBITION INFORMATION

Title	PLASTIC FANTASTIC
Period	September 14, 2017 – March 4, 2018
Admission	Adults (19+) 8,000 won Students (8-18) 5,000 won Children (3-7) 3,000 won
Venue	D MUSEUM 5-6, Dokseodang-ro 29-gil, Yongsan-gu, Seoul, Korea



- 1. When Designers Dream, 2017
- 2. New Wave, 2017, SHOWMAKERS
- 3. When Designers Dream, 2017
- 4. Molding New Living, 2017
- 5. When Designers Dream, 2017

All images courtesy of D MUSEUM



Seoul Square, One of Its Kind



major Korean cities can be reached within three hours. In addition, the building provides a separate seven-floor carpark building.

The underground passage allows the tenants of Seoul Square to have pleasant and convenient commuting experiences and not be restricted from the weather outside. The outdoor bridge on the 5th floor, leading to a greenery space, grants opportunities for forest therapy, which is rarely possible at the very center of a city. Moreover, people have easy access to Seoulo 7017, a midair passage recently open to the public, for a walk or various cultural events hosted.

The much-celebrated media canvas covering the outer wall of Seoul Square now shows works of famous artists and will be further utilized for more diverse purposes, such as collaboration works with tenant companies.

With a clean and safe work environment set as the first priority, Seoul Square strives to conserve the environment through the exclusive use of eco-friendly products, along with eco-friendly management of the indoor environment. Seoul Square has been recognized for such efforts and investment by the international green building rating system LEED (Leadership in Energy and Environmental Design) and awarded a platinum rating, the highest level attainable. The building was also acknowledged for its excellent safety management system and, in particular for its firefighting efforts.

“A special place and relaxing space offered at the heart of Seoul”

Seoul Square strives to provide the most comfortable and safe work places for office workers who spend almost half a day at their offices.

Featuring 21 floors of office spaces and 3 floors of amenities, Seoul Square is situated at the center of Seoul in Jung-gu and right across from Seoul Station, the gateway to the capital city. Seoul Square enjoys the most convenient public transportation in Seoul. With its location adjacent to subway lines 1 and 4, Airport Railroad Express (AREX), KTX and a bus transfer center,



“Make the most of your leisure time at Seoul Square”

In Seoul Square, the floors from B1 to 2F are a retail zone, which has been beloved not only for the convenience it provides to tenants but also for being a classy and elegant space for leisure. Placed in the retail zone are diverse amenities including restaurants, B&F stores, clinics and a bank.

With the recent opening of Seoulo 7017, the first midair footpath in Korea developed through a people-centered urban renewal project, Seoul Square held a safari event in cooperation with the Seoul Metropolitan Government where life-size animal replicas were placed at the center of Seoul city in means to provide a space where the building's tenants and Seoulites can take a walk and rest. Also, a large-scale event is being planned for the New Year's holiday season. In addition to famous works of art, including Julian Opie's Walking People, which have already been exhibited on the media canvas, Seoul Square will create and project special images for Christmas in tandem with the Seoul Metropolitan Government. Timed with the Lumiere Festival at Seoulo 7017 slated for the New Year's season, Seoul Square Garden illuminated with artificial LED roses and a photo zone will be installed outside Exit 8 of Seoul station for the visitors to take pictures with their families and loved ones. The event, planned to start in December and last till the end of January 2018, is expected to present special memories to both Seoulites and tourists visiting Seoulo 7017.

“Seoul Square supports you to focus on your business.”

In order to create a pleasant and efficient work environment, Seoul Square lends extra services that one would only expect at a hotel.

WE, the services that Seoul Square offer, stands for Working Environment and is designed to offer hotel-class services for the overall building.

The third floor of Seoul Square is a signature space for WE services with a fitness center, conference center and shoe shine center. The fitness center, equipped with state-of-the-art gym facilities, has professional personal trainers stationed around the clock and runs rehabilitation programs for office workers. The showers and dry sauna are facilities installed to help clients recover from physical fatigue and stay healthy. The conference center, which can accommodate up to 160 people, is in year-round operation and is available for tenants on very favorable conditions.

One of the most satisfying services for time-pressed tenants is the concierge desk, through which mails and parcels are delivered to the desks of each and every recipient on all floors. A wiretap prevention service is also on offer to protect tenants' offices and the vehicles of their office workers from wiretapping. At Seoul Square a wide range of services are provided such as Safe Way Home, valet and protocol service, car wash, laundry, and regular sanitation of monitors and telephones. The shoe shine center is one of the most popular spaces among office workers as they can get a quick and convenient service.

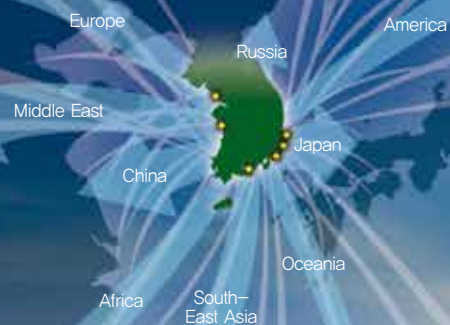
Seoul Square boasts the best working environment created to ensure clients' convenience and comfort through the WE Services and endeavors to deliver the foremost hotel-quality services.

Contact

+82.2.6456.0100 / www.seoulsquare.com

항만 배후단지

*the best place for
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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:**



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Land (up to
50 years)



Reasonable
lease cost



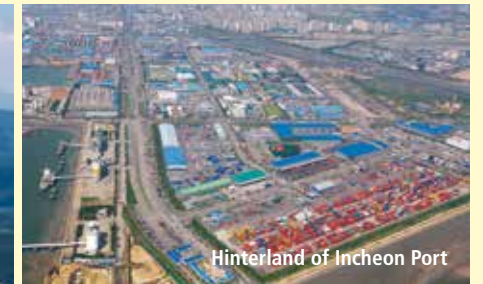
Tax
incentives



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

Contact Details

Busan Port Authority	+82-51-999-3165	www.busanpa.com
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Pohang Regional Office of Oceans and Fisheries	+82-54-245-1531	pohang.mof.go.kr

ECCK Advertisement & Sponsorship

Advertisement

The ECCK offers advertising opportunities in our publications. All publications are distributed to members, embassies, chambers of commerce, major Korean business associations and media partners, business centres and hotel lounges, as well as governmental organizations. Advertisements are accepted on a first-come, first-served basis.

- Directory (Annual)
- Magazine (Quarterly)
- Newsletter (Monthly)
- E-DM
- Website

For further inquiries regarding advertisement, please contact Ms Jeong Hyun Kim (jeonghyun.kim@ecck.eu; +82.2.6261.2715)

Sponsorship

Throughout the year, the ECCK hosts conferences, seminars, and networking events for members and non-members. As a gathering of numerous professionals from diverse fields, becoming a sponsor for our events provide the right exposure for your brand and services to potential business partners and clients.

To our sponsors, we offer expansive marketing opportunities including logo exposure and promotional booth on the day of the event.

For further inquiries in becoming a sponsor, please contact Ms Hyewon Shim (hyewon.shim@ecck.eu; +82.2.6261.2711)

ADVERTISE WITH ECCK

E-MAIL

E-mail Advertisement is the fastest way to instantly approach seniors and executives of domestic and multi-national companies in the Chamber's mailing list.

WEBSITE

Advertising opportunities on ECCK website's main page. AD content can be flexible - logo, products, service, or events. We have an average page views over 12,000+ per month.

NEWSLETTER

Include a banner or a content-driven article in our monthly e-newsletter to maximize your exposure to our network of audience.

MAGAZINE

Chamber's quarterly magazine is the most effective way to approach highly-qualified audiences of European business community and government organizations in Korea. Over 1,000 hard copies and digital version gets distributed.

DIRECTORY

Target audiences from Korean to multinational companies, Embassies of European countries, Commercial Representations and Trade, EU Commission and Delegations and local chambers of commerce.

Diamond Members:



Emerald Members:



Ruby Members:



ECCK Connect

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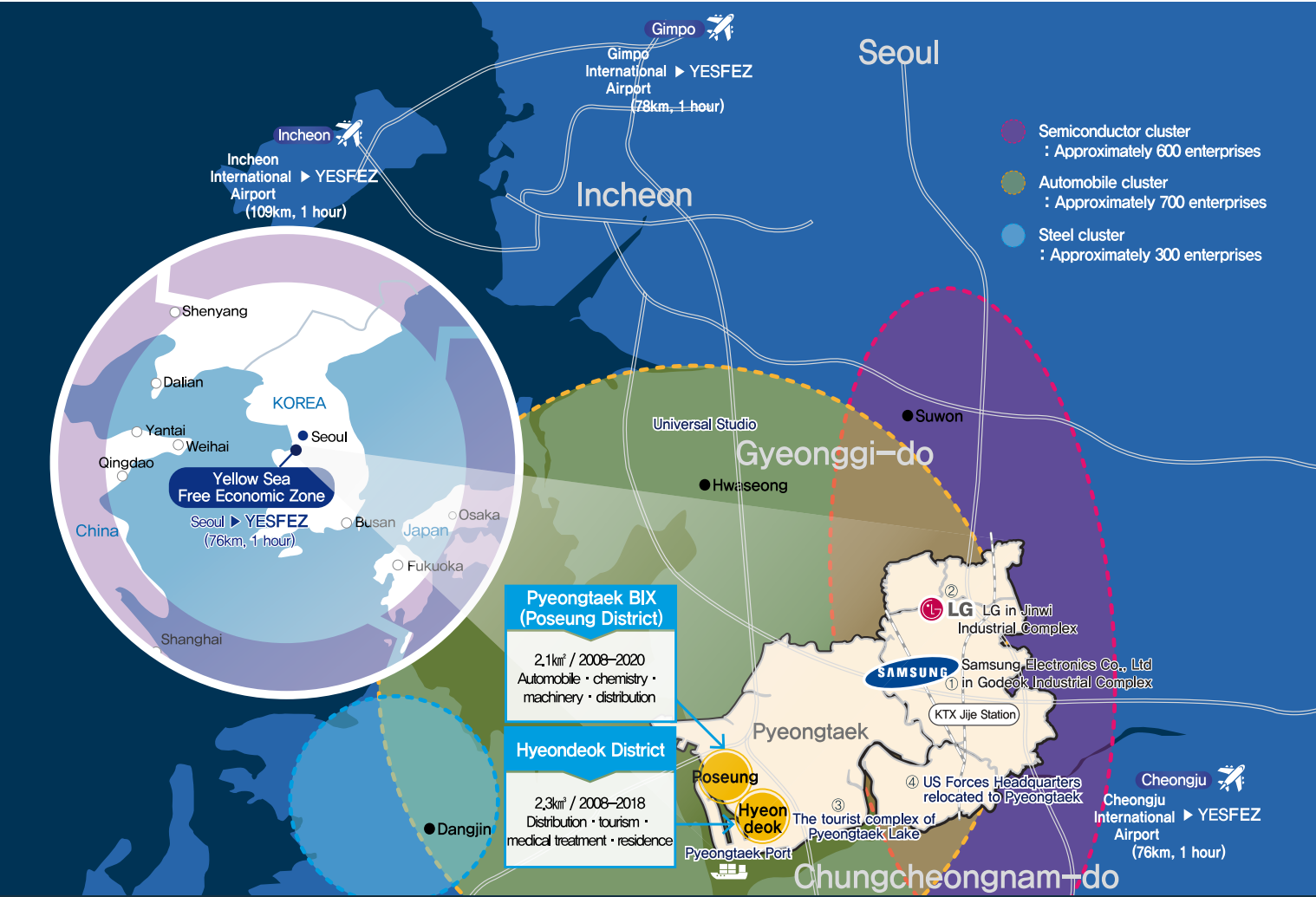
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The Center of the Yellow Sea Rim Yellow Sea Free Economic Zone



Yellow Sea Free Economic Zone | Advanced Base of Export and Import to China Strongpoint of International Cooperation for the Cutting-edge Growth Industry

| Advantages in investment |

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)

서울스퀘어가 미국친환경 건축물 인증 프로그램인 LEED Platinum-EB등급을 획득하였습니다.
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