

# ECCK Connect

Autumn 2018

## The Quarterly Magazine of the European Chamber of Commerce in Korea

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## Introducing GLC 350 e 4MATIC

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Dear Readers,

I hope you've had a great time relaxing and recharging yourself this summer. While the blisteringly hot weather has come to its end, the ECCK has once again prepared some good reads in this new issue of ECCK Connect.

During this season, the ECCK has continued to strengthen our role as a reliable and effective communication channel with the Korean government and regulatory authorities through the organization of various meetings.

The highlight was a luncheon with Chairperson Kim Sang-jo of Korea Fair Trade Commission on June 22, where business leaders of European and multinational companies sat together with Chairperson Kim and shared opinions regarding their concerns and difficulties of doing business in Korea. We are pleased to have organized the meeting, and we will continue to effectively function as the representative of members' voices at a policy level.

At the same time, the Chamber has been working on building collaborative relationships with leading organizations in the area of future sustainable development. The ECCK signed a cooperative partnership agreement with Ban Ki-moon Center, a think tank named after the 8th Secretary-General of the UN, committed to contributing to the sustainable development goals set out by the UN. Also, the Chamber

signed an MoU with WeGO on future collaboration in the field of smart cities.

In addition, we organized various information sessions, seminars, and forums with industry experts and government officials, including the Chamber's first CEO forum. The ECCK CEO forum will be held on a regular basis from now on to receive opinions and views on specific issues of interest, of which the Chamber will take into account for its future advocacy.

Besides our activities, we have prepared insightful articles for this edition of ECCK Connect. On the topic of 'Smart Office', we present special coverage by Regus, Jones Lang LaSalle, and adidas Korea. As you turn pages, you will also find another special report on digital transformation by the European Commission, a detailed look into each EU member states' national digital transformation policies and programs.

Hope you enjoy reading the autumn issue of ECCK Connect.

*Dimitris Psillakis*

**Dimitris Psillakis**  
Chairman, European Chamber of Commerce in Korea

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# New Members

## July- September 2018

**Habitat for Humanity Korea** (USA)  
Ms. Joy Mihyang Sohn (National Director)  
www.habitat.or.kr

**Korn Ferry Hay Group** (USA)  
Mrs. KyoungHee Oh Lawton (Managing Director)  
www.kornferry.com/haygroup

**Lisam System Co., Ltd** (Belgium)  
Mr. Hong Seo Chu (Korea Branch CEO)  
kr.lisam.com/ko-kr

**Knoell Korea** (Germany)  
Ms. Gayoung Lee (Managing Director)  
www.knoell.com

**Regus Korea/SPACES Korea** (UK)  
Ms. Noelle Coak (Country Head)  
regus.co.kr

**SKF Korea Ltd.** (Sweden)  
Mr. Jaeho Lee (Managing Director, and Country Manager)  
www.skf.com

**Haeundae Grand Hotel** (Korea)  
Mr. Danny Suh (General Manager)  
www.haeundaegrandhotel.com

**Allnex Korea** (Germany)  
Mr. J.M. Kim (Representative)  
allnex.com

**Pirelli Korea Ltd.** (Italy)  
Mr. Orazi Pier Paolo (CEO)  
www.kr.pirelli.com

**LVMH Korea** (France)  
Mr. Hyun Ouk Cho (Presidnet)  
www.lvmh.com

**SAP Korea Ltd.,** (Germany)  
Mr. Sungyoul Lee (Managing Director)  
www.sap.com

**Unipart Korea YH** (UK)  
Mr. Carl Williams (Director, Asia Pacific)  
www.unipart.com

**Deloitte Anjin LLC** (Korea)  
Mr. Jung Hee Lee (CEO)  
www.deloitteanjin.co.kr

**Greencharge** (Korea)  
Mr. Andreas Varkevisser (CEO)  
www.greencharge.co.kr

**Hotel Nongshim** (Korea)  
Mr. Heungjoo Seo (CEO)  
www.hotelnongshim.co.kr

**Ghent University Global Campus** (Belgium)  
Mr. Taejun Han (Acting Presidnet)  
www.ghent.ac.kr

# New Committee Chairpersons

ECCK would like to extend warm welcome to our new committee chairpersons:

## ECCK Food Committee

**Mr. Karsten Kuehme**  
CEO & Country Manager of Nestlé Korea

## ECCK CFO Forum

**Ms. Kyung Yeon Gina Kim**  
CFO of Maersk Korea Ltd.

## ECCK Healthcare Committee

**Chairman: Dr. Uloff Münster**  
General Manager of Merck Biopharma Korea

## **Vice-Chairman: Mr. Julien Samson**

VP & President of GSK Korea)

# New Director and Treasurer of the ECCK Board

ECCK is pleased to announce its new board members. Ms. Hyun-Nam Park (Managing Director and Co-Branch Manager at Deutsche Bank Seoul Branch) has been appointed as Director of the Board, and Ms. Elizabeth Kyunghee Nam (Finance Director at Diageo Korea) has been appointed as Treasurer of the Board at the ECCK.

We would like to sincerely congratulate them and are looking forward to their leadership.



## **Hyun-Nam Park**

Director  
Managing Director and  
Co-Branch Manager  
at Deutsche Bank Seoul Branch



## **Elizabeth Kyunghee Nam**

Treasurer  
Finance Director  
at Diageo Korea

## General Events

### ECCK signs MoU with Ban Ki-moon Center for Sustainable Development

On August 21, the ECCK and Ban Ki-moon Center for Sustainable Development at Yonsei University signed a Memorandum of Understanding (MoU) at the Appenzeller Hall in Yonsei University. The Ban Ki-moon Center, named after the 8th Secretary-General of the United Nations, is committed to contributing to the UN's Millennium Development Goals (MDGs) and following 17 Sustainable Development Goals (SDGs) by engaging collaboratively with the field, communities and diverse expertise, promoting education for sustainable future and providing solutions and actions for sustainable development through academic research and reflection.

Through signing of the MoU, both organizations will actively cooperate in organizing conferences and seminars including the Global Engagement & Empowerment Forum on Sustainable Development (GEEF) 2019 scheduled in February 2019.

The signing ceremony was attended by Mr. Christoph Heider (President of the ECCK), Mr. Ban Ki-moon (Chairman of Ban Ki-moon Center), and Mr. An Shinki (Director of Ban Ki-moon Center).



### ECCK holds luncheon meeting with KFTC Chairperson Kim Sang-jo

ECCK hosted a luncheon meeting with Kim Sang-jo, Chairperson of Korea Fair Trade Commission (KFTC), on June 22, at Grand Hyatt Seoul. Around 50 representatives from ECCK member companies and European embassies attended the luncheon meeting.

European business leaders including Dimitris Psillakis, Chairman of ECCK and President & CEO of Mercedes-Benz Korea, engaged in a dialogue to convey operational business concerns and recommendations to the KFTC and share opinions on various industrial issues for the advancement of the business environment in Korea.

The event opened with welcoming remarks by Chairman Psillakis. "With its purpose and commitment, the KFTC plays a key role in creating a fair and efficient economic environment by correcting unfair practices and supporting legitimate investment activities", he remarked. "The European business community looks forward to support the Korean government's effort to craft innovation-led growth strategy and promotion of a fair economy. We will continue to strive to deliver meaningful benefits for both European companies and the Korean society."

Following the welcoming remarks, the keynote speech was delivered by Chairperson Kim on the topic of '21c Economic Landscape & Competition Policy'. In his speech, Chairperson Kim shared the Korean government's policy approach and tasks aimed at economic democratization as well as its plan for the revision of the Monopoly Regulation and Fair Trade Act.



### ECCK met with MOTIE Vice Minister, agreeing on closer cooperation

On July 26, ECCK President Christoph Heider met with Mr Inho Lee, Vice Minister of Ministry of Trade, Industry and Energy (MOTIE) at Korea Productivity Center. The meeting focused on the two parties discussing about EU-Korea cooperation as well as the Korean government's industrial policies including those in the energy sector.

Vice Minister Lee mentioned that acknowledging the significance of maintaining the cooperative ties between Europe and Korea, he will make his utmost effort for the betterment of the business environment in Korea, hoping to have more European companies entering the Korean market and sharing their advanced technologies with the local companies.

Moreover, with the ECCK's continuous efforts on promoting Industry 4.0 and sustainability initiatives being noted for, Vice Minister Lee had agreed to support 'Europe-Korea Innovation Forum' to be held in November by the ECCK.

### ECCK greets EuroCham Vietnam's visit to Korea

On August 13, the ECCK welcomed the secretariat of European Chamber of Commerce in Vietnam to its office at the Seoul Square building. Both chambers exchanged information on various topics, ranging from the chamber's structure and communication process, to committee operation and advocacy activities. The new insights offered by our counterpart generated fresh ideas and additional opportunities to better serve our members. We would like to thank EuroCham Vietnam for the informative and inspiring discussion.

**ECCK signed an MoU with WeGO on smart cities collaboration**

The ECCK-Seoul-WeGO Study Visit took place at the Seoul City Hall on August 29. Attended by ECCK member companies, the program began with the MoU signing ceremony between the ECCK and WeGO on future collaboration in the field of smart cities.

Followed by was a visit to Chief Information Officer of Seoul Metropolitan Government, Transport Operation and Information Service (TOPIS), and Digital Mayor's Office respectively, in which the participating companies had opportunities to learn about Seoul City's smart city policies and project plans along with touring around the smart infrastructure.



**ECCK discusses future cooperation with DGFEZ**

On August 28, ECCK President Christoph Heider and Vice President Bo Sun Kim paid a visit to Commissioner Inseon Lee at Daegu-Gyeongbuk Free Economic Zone (DGFEZ). The two parties agreed on building closer ties and specified possible collaborative plans, of which include co-organizing business conferences and forums. Commissioner Lee also expressed her interest in bringing more European exposure into the local area.

The ECCK looks forward to the future cooperation with DGFEZ and promising business opportunities it will bring to the region.

**[The Korea Herald] 'Global pharma firm leaders laud Korea's clinical trial development'**

In July, ECCK Healthcare Committee members talked about Korea's healthcare industry and trends during the roundtable co-organized by the ECCK and The Korea Herald. ECCK would like to thank Dr. Uloff Münster (General Manager of Merck Biopharma Korea), Ms. Ingrid Drechsel (CEO of Bayer Korea), and Mr. Christophe Piganiol (President of Zuellig Pharma Korea) for their participation and sharing their valuable insights and opinions.

Below is an excerpt from the article published in The Korea Herald on July 24.

*South Korea has high potential to become a major part of the global biopharma business ecosystem with its openness for collaboration and swift clinical trial process, according to executives of major multinational pharma firms operating in Korea.*

*"High technology, good work ethics and talented people are making Korea a good breeding ground for collaboration," (said) Christophe Piganiol, president of Zuellig Pharma Korea.*



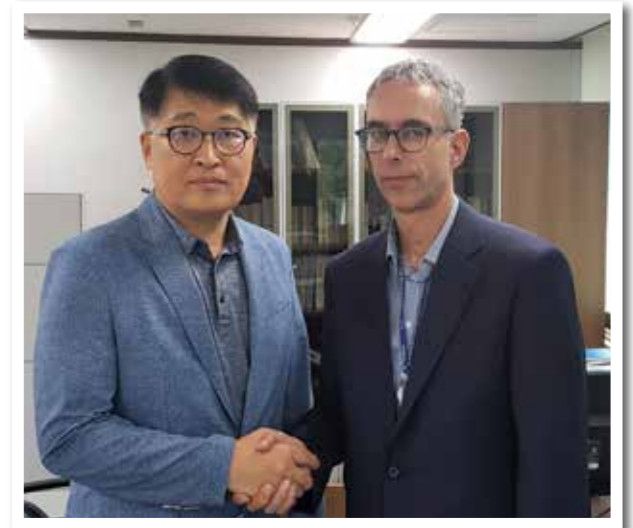
**ECCK Supports International Seminar on Management of Chemicals and Biocides in OECD Member Countries**

ECCK supported the International Seminar on Management of Chemicals and Biocides in OECD Member Countries from September 13 to 14. Hosted by the Ministry of Environment (ME) and the OECD, the seminar provided opportunities to discuss expected challenges and effects as Korea enacted the Consumer Chemical Products and Biocides Safety Act and the amendment of the Act on Registration and Evaluation, etc. of Chemical Substances in 2018. Also, the president of ECCK Christoph Heider had delivered his opening remarks during the luncheon session and he has emphasized the importance of active information exchange related to procedures.



**ECCK Chairman speaks at KAIB Seminar 'New Era of International Cooperation through FDI'**

On September 14, ECCK participated in the seminar 'New Era of International Cooperation through FDI: Focusing on Job Creation and New Business Opportunities' organized by Korean Academy of International Business (KAIB). Attended by leading dignitaries and businesspeople including, among others, Dimitris Psillakis (ECCK Chairman), Michael Reiterer (EU Ambassador), and Kwan-young Kim (Floor leader of Bareunmirae Party), the seminar discussed ways to develop FDI environment and to enhance job creation in Korea through cross-sector collaboration effort. In his speech, Chairman Psillakis addressed the importance of creating an environment that allows enterprise and innovation to foster. "If a stable and predictable corporate business environment is reached, confidence to Korea would grow, thus drawing further foreign investments, creating employment opportunities and supporting real economy growth", said Chairman Psillakis.



**ECCK meets with Seoul Metropolitan Government Director-General for IT**

On September 17, ECCK President Christoph Heider and Seoul Metropolitan Government (SMG) Director-General (DG) for IT Tae-kyoon Kim had a discussion on future cooperation between Seoul City and European companies in the field of ICT, especially in the area of 'Seoul Smart City'.

At the beginning of this year, Mayor Park pledged 'Smart Infra' would be established for cross-industry Industrial Complex leading 4th Industrial Revolution like Mapo, Sangam, Magok etc. Also, Seoul City has a keen interest in the youth's start-ups and urban regeneration.

SMG DG Tae-kyoon Kim explained that 'Seoul Smart City' projects include 'urban security with IOT (intelligent CCTV)' and that Sangam Digital Media City (DMC) in Seoul would become a testing ground for cooperative driving of autonomous vehicles.

Last but not least, SMG and ECCK agreed to cooperate for future Seoul Digital Summit, which this year's topics include Homo Sapiency: Innovation towards smart city centered for ordinary people and Smart Economy: AI, Blockchain, PropTech in Smart Cities.

## Seminars & Forums

### ECCK Info Session on ‘The 8 Techniques of Innovative Thinking’

In the morning of March 14, the ECCK organized its annual seminar on ‘Labour Market Trends and Expectation’ in cooperation with Robert Walters and Bae, Kim & Lee. The seminar provided participating companies with insights on developments in their particular segment, as follows from Robert Walters’ Salary Survey, as well as expected amendments to pertinent labour regulations and their impact on the industry.



### ECCK Information Session on Digital Leadership

On September 4, the ECCK hosted an information session on the topic of ‘Digital Leadership: Future Business Success in the Era of Industry 4.0’.

Dr. Kyounghee Oh Lawton, a senior client partner from Korn Ferry Hay Group, came as a guest speaker and presented about how digital leadership could lead to the successful business future in the era of industry 4.0. The session was followed by a Q&A session for the participants to exchange their views on the topic.

### First CEO Forum on Current Trade Environment

On August 28, the ECCK organized its first CEO Forum at Grand Hyatt Seoul. Exclusively open for the ECCK premium members and the board of directors, the Forum will be held on a regular basis from now on to receive opinions and views on specific issues of interest, of which the chamber will take into account for its future advocacy.

The day’s forum was featured by a speaker from Lee & Ko who briefly outlined the current trade environment and trends in Korea, and followed by was a discussion among the participants about the day’s topic. We would like to thank everyone for their engaging participation and hope you found the forum worthwhile.

The second CEO Forum is tentatively scheduled for November 2018.



### ECCK Fintech Seminar: Robo-Advisor in Insur-Tech

On June 19, ECCK Insurance Committee organized a Fintech Seminar on the topic of ‘Introduction to Robo-Advisor in Insur-Tech’ with a special guest speaker YB Kim, CEO and Founder of Fount Inc. In attendance were around 30 members and colleagues from the Chamber’s Insurance Committee member companies.

The seminar focused on the changing demographics and the rapid digitization of financial service industry and how Robo-Advisor is innovating the way wealth should be managed and invested. Mr. Kim delivered a presentation about backgrounds and changes of Robo-Advisor business as well as the current state of Insur Tech and usages of Robo-Advisor in variable insurance.

Headquartered in Seoul, Fount Inc. is a leading Robo-Advisor investment advisory startup company in Asia, providing automated, algorithm-based portfolio management service. The company has drawn in top tier investors and venture capitals and currently co-works with top banks and financial institutions of Korea.



### ECCK Seminar on IFRS

The ECCK held a seminar session on IFRS on September 11. Under the title of ‘Review and Application of the Recently Adopted IFRS’, the director Chanmi Park from Baker Tilly Sungto LLC explained about the IFRS 15 (revenue from contracts with customers), IFRS 9 (financial instruments) and IFRS 17 (leases).

### Seminar with European Commission’s Kris Dekeyser

On September 14, the ECCK hosted a seminar with Kris Dekeyser, Director of the Policy and Strategy Directorate at the European Commission’s Directorate General for Competition.

Under the theme of ‘Roles and Anti-Competitiveness of Big Data in Digital Economy,’ the participants from various sectors including legal, recruitment, etc. have benefited from the seminar.

ECCK would like to thank Mr. Dekeyser for leading the informative seminar and all members for attending the session.



### Information Session: From Blockchain to Smart Contracts

In the morning of September 18, ECCK hosted an information session with KGCCI and SKBC at Grand Hyatt Seoul, Namsan I. Under the title of ‘From Blockchain to Smart Contracts – Overview and Outlook from a Swiss Perspective’, partners from a Swiss law firm Lenz & Staehelin Tino Gaberthüel and Harold Frey joined the session as guest speakers. The presenters informed the attendees with blockchain developments in Switzerland. Also, Q&A and discussion sessions followed after the presentation.

We’d like to thank Mr. Gaberthüel and Mr. Frey for their insightful presentations, and all the members who have attended the session.



# Busan Chapter

## ECCK Busan Summer Network Night with NBA

In the evening of June 26, ECCK Busan Chapter co-hosted ‘Summer Network Night’ together with Norwegian Business Association (NBA) at the Hilton Busan.

The evening event started with opening remarks by ECCK President Christoph Heider, then followed by welcoming remarks by NBA Chairman Ian Edwards. Throughout the evening, various prizes were prepared for the best-dressed one of the night, the World Cup quiz, and the lucky draw where the luckiest winner went back home with round tickets from Busan to Hong Kong by Cathay Pacific.

We would like to thank all the participants who came to enjoy the summer evening with us despite the unexpected rain. Also, special thanks to our generous sponsors for making the evening extra special: Cathay Pacific, STAUFF Korea, Citadines Haeundae Busan, Grand Hyatt Seoul, Ramada Encore Hotel Haeundae, Premier Hotel Centum, Seacloud hotel managed by Kunoh and Busan National Gugak Center.



## ECCK Seminar on IFRS

On September 12, the ECCK Busan Chapter held a seminar session on IFRS. Under the title of ‘Review and Application of the Recently Adopted IFRS’, the partner Min Jae Lee from Baker Tilly Sungto LLC explained about the IFRS 15 (revenue from contracts with customers), IFRS 9 (financial instruments) and IFRS 17 (leases). The seminar ended with open Q&A session.



## Busan Chapter Hosts Welcome Back Network Night

On September 20, the ECCK Busan Chapter hosted its annual ‘Welcome Back Network Night’ with Busan-Jinhae Free Economic Zones at Haeundae Grand Hotel’s Bistro Han.

ECCK President Christoph Heider commenced the event with his opening remarks and BJFEZ Commissioner Mr. Yang-Hyun Jin gave his welcome remarks. Also, ECCK’s diamond sponsor BJFEZ prepared a short introductory presentation about its organization. During the event, the participants enjoyed Korean fusion cuisine along with live violin performance.

We would like to thank again each of our generous event partners for making the evening extra special: BJFEZ, Haeundae Grand Hotel, Hotel Nongshim, Diamond Bay, Hilton Busan, Ramada Encore Haeundae, Citadines Haeundae Busan, Premier Hotel Centum and Millennium Seoul Hilton.



## ECCK Meets with Busan Metropolitan City

In the morning of September 21, ECCK President Christoph Heider had a meeting with Assistant Mayor for Employment and Economy of Busan Metropolitan City Mr. Junseung Lee. During the meeting, they discussed regarding further cooperation between the two organizations. Proactive communications along with engagements from not only Busan Metropolitan City, but also with the new mayor were promised for a better business environment for European companies in Korea.



## Logistics Industrial Seminar on Supply Chain Management Enabling Technologies

On July 24, the ECCK Logistics & Transport Committee held a logistics industrial seminar at the Seoul Square building. Under the theme of ‘Enabling technologies for supply chain traceability and information sharing: IoT, Big Data and Blockchain’, the day’s seminar welcomed a guest speaker, Dr Taesu Cheong who is a professor of School of Industrial Management Engineering at Korea University. Dr. Cheong spoke on how new technologies are enabling greater traceability and visibility across supply chains and reshaping business models into more collaborative operating ones in the era of Industry 4.0.

Followed by was a Q&A session in which the participants engaged in an open-discussion on the topics raised during the seminar and shared real-world examples. We would like to thank our speaker Dr. Cheong and all the participants for their interest and valuable inputs.

# Committee News

ECCK IPR Committee



**2018 KOREA – EU  
IPR CONFERENCE**

**ECCK\***  
EUROPEAN  
CHAMBER  
OF COMMERCE  
IN KOREA

**OCTOBER 16, 2018  
FOUR SEASONS HOTEL SEOUL**

Host & Organizer: ECCK, AMERICAN CHAMBER OF COMMERCE IN KOREA, KOREAN TRADE PROMOTION COMMISSION  
Co-Hosts: EU, KIKI, HOFFMANN EITLE  
Supported by: HOFFMANN EITLE, KOREAN INTELLECTUAL PROPERTY OFFICE

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

The increased fusion of the physical, digital and biological spheres through new technologies (commonly referred to as Industry 4.0) offers many new opportunities, with the current administration aiming to utilize it to further drive the Korean economy. At the same time it is important that strong and flexible IP protection policies are put in place to ensure that innovation can also be protected.

It is against this background that the European Chamber of Commerce in Korea has placed a distinct focus on Industry 4.0 and new technologies in this year's sixth Korea – EU IPR Conference. Specialists from both the public and the private sectors will present on pertinent developments in the field of IPR in Korea and Europe. In order to tailor to various interests, the conference will feature three distinct topics. These topics are:

1. **Industry 4.0 and IP**
2. **Patents in an Era of Increased Interconnectivity**
3. **Key Aspects to Successfully Combatting Counterfeiting**

The program with more details on the presentations can be found on the following page.

The Conference is co-hosted by the European Chamber of Commerce in Korea, the European Patent Office (EPO), the European Union Intellectual Property Office (EUIPO) and

the Korea Intellectual Property Office (KIPO), and is supported by Bae, Kim & Lee, Hoffmann Eitle and Sonoda & Kobayashi Intellectual Property Law.

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

## Keynote Speech

### Intellectual Property and Innovation

Korea Institute of Intellectual Property

### European Patent Office's Support of Innovation

European Patent Office

### Challenges Posed by Industry 4.0 and New Technologies

Hoffmann Eitle

### Pertinent Amendments to Korean IP Legislation

Korea Intellectual Property Office

### Industry 4.0 and 5G Standard Essential Patents

Korea Intellectual Property Strategy Agency

### Utilizing EUIPO's IPR Tools in Creating a Future-Focused IPR Strategy

European Union Intellectual Property Office

# Summer Network Night Rooftop Party

July 26, Courtyard Marriott Namdaemun



# Autumn Network Night Garden Party

September 19, Ananti Club Cheongdam



# Asia Best Sommelier Competition 2018

The 4<sup>th</sup> Asia Best Sommelier Competition in French Wines 2018, hosted by the French Ministry of Agriculture and organized by Sopexa, will take place in Seoul this year from December 10<sup>th</sup>-12<sup>th</sup> at the Four Seasons Hotel Seoul.

20 sommeliers representing 10 countries in Asia, including South Korea, China, Hong Kong, Indonesia, Macau, Malaysia, Singapore, Taiwan, Thailand and Vietnam, will compete each other for the title of Best Sommelier in Asia 2018. National competitions to determine the top 2 winners coming to Seoul for the Asia Best Sommelier Competition have been held in each country in advance.

For 3 days, the candidates will be tested and evaluated through various rounds of competition based on their knowledge on the French wines and service skills. Only top 3 finalists will be given the opportunity to demonstrate their talents on the final stage in front of the public to determine the winner of the Asia Best Sommelier Competition in French Wines 2018. Professional seminars and workshops with various themes will be organized throughout the competition to give deeper and better understanding on the French wines to the candidates and the professionals in the hospitality industry.

Meanwhile, the 17<sup>th</sup> Korea Best Sommelier competition in French wines 2018 was held previously in July 5<sup>th</sup> at the Imperial Palace Hotel Seoul. Hyeoncheol Cho from L'escape



hotel prevailed against 5 finalists who passed preliminary and semi-final to become the new Korea best sommelier of this year and 1st runner up is Minwook Pak from Park Hyatt hotel Busan. Both will compete at the Asia Best Sommelier competition in December representing South Korea.

Domestic/international Wine experts attended the event as judges, including Jean-Pascal Paubert, Honorary President of the Association of French Sommeliers in Bordeaux and Aquitaine region, Hanjeong Suh, Honorary President of the Korea Wine Association (KWA), Sungmo Son, President of the Korea Sommelier Association (KSA), Christoph Heider, President of the European Chamber of Commerce in Korea (ECCK), Charles Durand, Sopexa Asia Pacific Director, Ida Daussy, broadcaster and also director of the French Chamber of Commerce in Korea (FKCCI).

Sopexa has organized sommelier competitions in many countries in Asia for more than 20 years with the purpose of developing talented sommeliers in Asia by motivating themselves to increase their knowledge level and to polish up their service skills, which are essential assets for the Sommeliers.

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



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# Digital Transformation Scoreboard 2018

National digital transformation policies and programmes

The greatest digital opportunity for Europe lies in the transformation of existing industry and enterprises, and successful start-ups. As a result, almost 2/3 of EU Member States have made the digitisation of their industries a priority, adopting large-scale policies and related initiatives to increase productivity and competitiveness and improve the digital skills of their workforce. Despite many commonalities, findings from analysing national initiatives across Europe reveal how diverse the tools developed and experiences gained really are. This chapter provides an overview of the comparative analysis carried out under the Digital Transformation Monitor (DTM).

## 1. Analysing national digital transformation policies and programmes



### Objectives and approach

In the policy landscape of European countries, digital transformation policies take different shapes. Next to initiatives directly targeting the digitisation of industry, EU Member States have also set up other types of initiatives, such as strategies for the development of innovation programmes, that are closely intertwined with their national digital growth strategy.

The Digital Transformation Monitor (DTM) analysed a total of 19 national industry digitisation initiatives and programmes launched in EU Member States between 2011 and 2017. On the basis of desk research and interviews with representatives from the implementing authorities, 19 case-study reports have been developed by the DTM. The reports scrutinise the initiatives' framework conditions, including the design and rollout of industry digitisation policies. Next to key policy trends, the reports examine the underlying processes and strategies, policy lessons learned and their potential for being upscaled and transferred to other countries and regions in Europe.

In addition, DTM also investigated whether national industry digitisation initiatives and programmes have already been launched in COSME countries such as Turkey, Iceland and Serbia (report available at: <https://ec.europa.eu/growth/tools-databases/dem/monitor/category/national-initiatives>).

*This is an excerpt from the report 'Digital Transformation Scoreboard 2018: EU businesses go digital: Opportunities, outcomes and uptake' published by the Digital Transformation Monitor (DTM) from the European Commission. To read the full report, please refer to: <https://ec.europa.eu/growth/tools-databases/dem/monitor/scoreboard>.*

# 68%

 of EU Member States have already put in place comprehensive digital transformation policies

### European Platform of National Initiatives

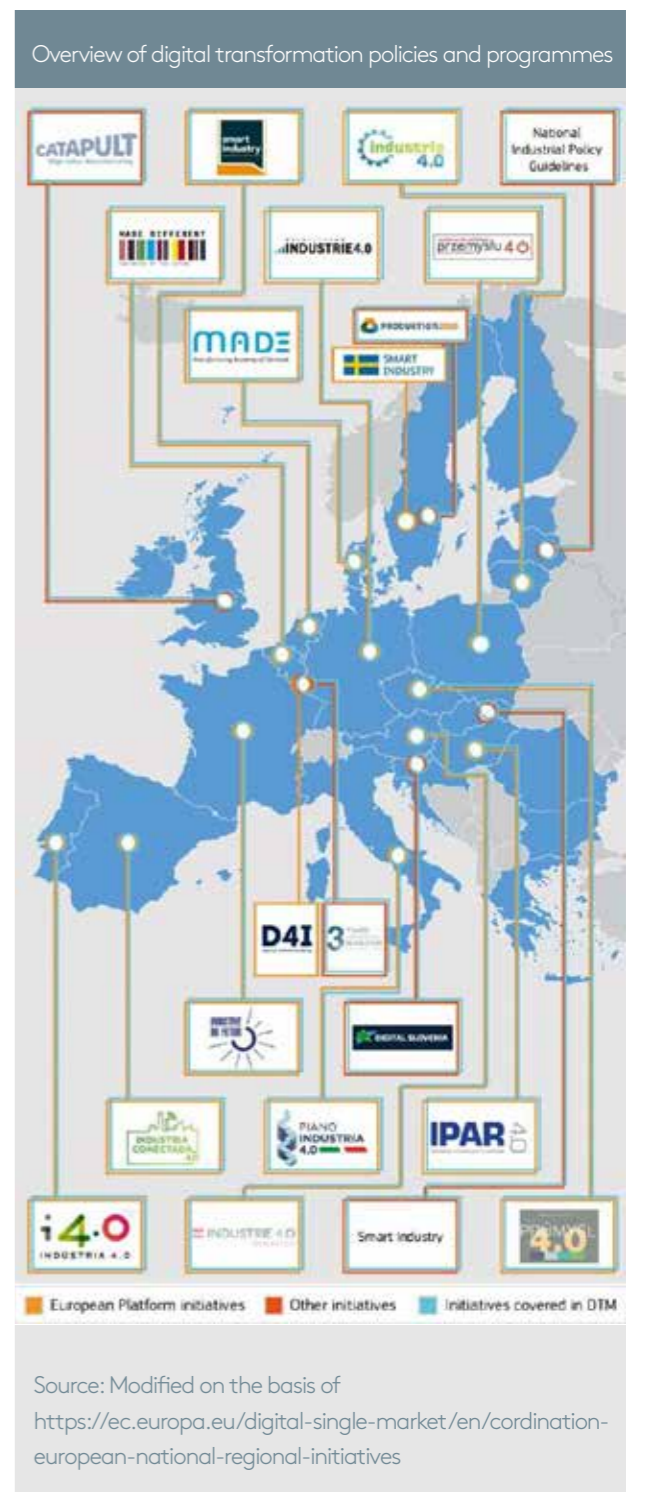
The analysis of the national initiatives carried out by the DTM is an important element of the European Platform of National Initiatives on Digitising Industry<sup>1</sup> The Platform is at the core of the Digitising European Industry strategy, and serves as coordination framework and forum to identify challenges in need of being addressed at EU level. Further goals of the Platform include sharing experiences and best practices, triggering collaboration of EU Member States, boosting co-investments as well as exploring common approaches to regulation, skills and jobs. The platform comprises fifteen national initiatives for digitising industry, with further initiatives under preparation.<sup>6</sup>

With a view to stimulating knowledge sharing and the exchange of good practices, conducting a comparative analysis of industry digitisation policies in Europe is a vital exercise. This chapter is a first step in that direction.

### The background of the policies

Given the low adoption rate of digital technologies in EU companies and the vast opportunities offered by them, governments all over Europe have adopted initiatives to support the uptake of digital technologies and strengthen their industries. In response to the European Initiative on digitising industry, EU Member States have even accelerated action by adopting further measures, while deepening their national digitisation strategies<sup>2</sup> The majority of initiatives aim at strengthening their countries' industrial competitiveness and modernisation to make their economies "fit for the future" or ensure the sustainability of the manufacturing sector.

While these policies have common goals, they differ in many aspects such as policy design, funding approach and implementation strategies. Moreover, the outputs and outcomes produced by the initiatives so far indicate that some policies have achieved greater degrees of success than others. However, almost half of the initiatives have only been adopted since 2016 or later – with some additional countries having initiatives in the making – and have yet to deliver results.



## 2. Key characteristics of national policy initiatives

### Priority challenge

Industry digitisation policies show a strong tendency to focus on infrastructure and technology rather than on the development of skills. While this is the case for 70% of the initiatives, skills are nevertheless an important component of all of the examined initiatives. The analysis of National Initiatives for Digitising Industry equally stated that all 15 policies had a digital skills component.<sup>3</sup> However, only 16% of these initiatives prioritise the development of skills over infrastructure/technology topics.

The policies reviewed exhibit differences in their thematic focus, infrastructure/technology and skills. Each policy follows a distinctive structure regarding activities, thus it is hard to generalise the approaches used. However, there are some commonalities. For example, initiatives focusing on technology/infrastructure tend to be organised into working groups on specific technologies or cross-cutting issues, such as IoT, while skills-centred initiatives tend to take the shape of support programmes, e.g. by involving companies to re-educate or requalify employees (upskilling).

The policies examined do not show a clear pattern regarding particular technological focuses. Overall, the technologies that appear most frequently in the policy documents refer to the IoT, big data and artificial intelligence (AI).

**70%** of digitisation initiatives are driven by domestic industry, yet only 15% are majority-financed by industry

### Design and implementation

Stakeholders from industry and research have played an important role in designing and implementing industry digitisation initiatives. As shown in figure 3.2, 3/4 of national Industry 4.0 policies adopted a bottom-up approach to designing, initiating and implementing the initiatives.

The methods and tools employed by the initiatives to involve stakeholders are diverse. A recurring tool used for stakeholder involvement included in-depth consultations

in order to define policy priorities in line with the needs of domestic industries. As pointed out by the analysis carried out by DG CONNECT on national initiatives for digitising industry<sup>6</sup>, the degree of public intervention in the initiative's platform varies. While developments in some initiatives are driven by the state, in others industry and academia tend to have a strong role<sup>3</sup>, often making up the majority of members in governance structures, e.g. in steering committees. The eight members of the Board of Directors of the Manufacturing Academy of Denmark (MADE), for example, include five members from industry and three members from academia.

In the cases of Austria and Denmark, a separate legal entity was created in order to coordinate the implementation of the initiatives. These are Association Industry 4.0 Austria – the Platform for Smart Production, whose mission is to foster collaboration among all stakeholders; and MADE,

### Good practice example

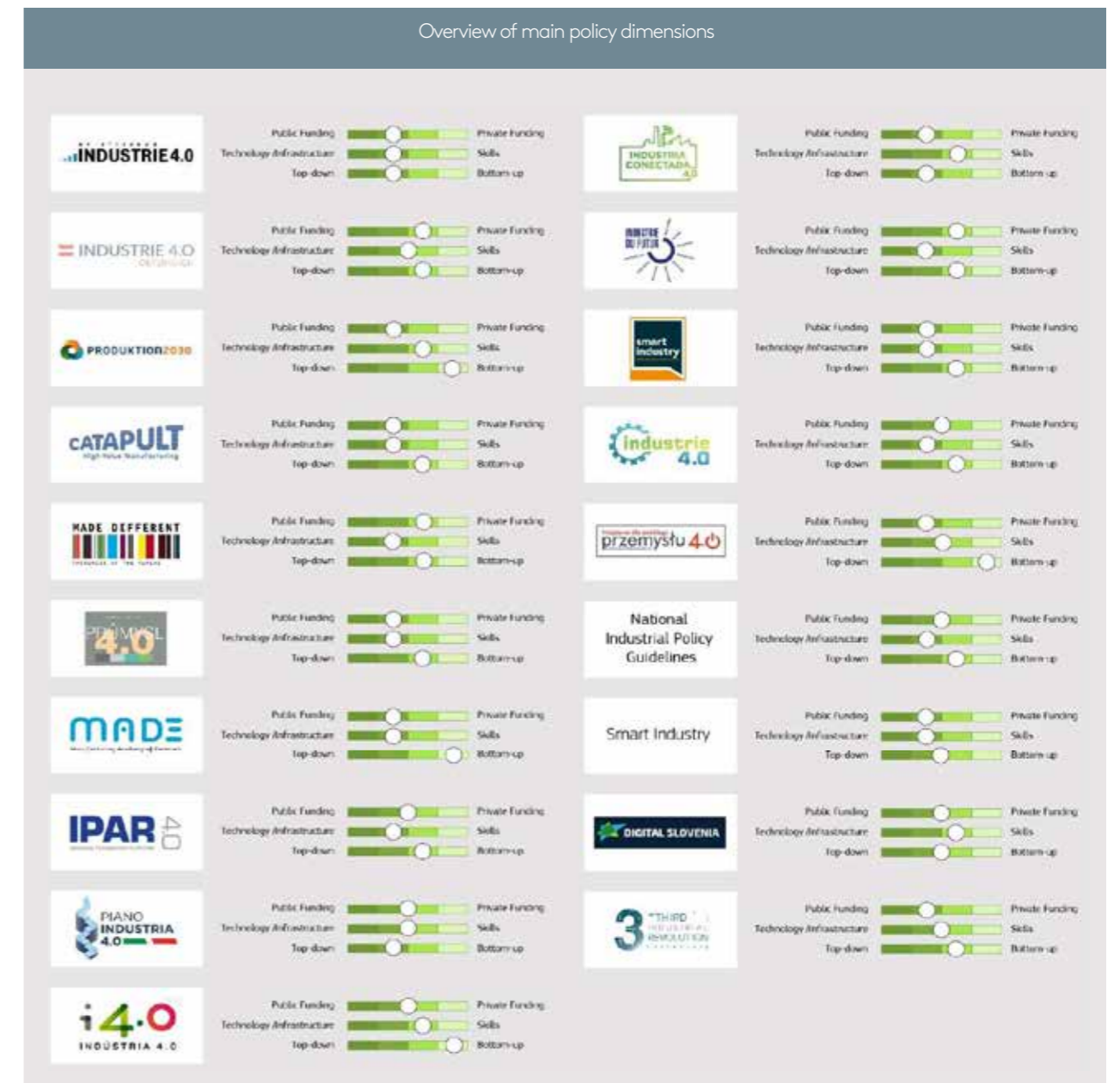
#### Smart Industry's field labs

The Dutch Smart Industry (SI) initiative, places an emphasis on deploying digital technology and improving ICT conditions by taking advantage of existing strengths in the Dutch ICT infrastructure. A total of 10 field labs were set up, with multi-stakeholder practical environments for designing, testing, experimenting with and deploying technological solutions. The labs engage in multiple try-out innovation projects, including training within projects. In addition, companies are provided with technological and market understanding, including training and specific tools.

#### Produktion2030's PhD school

The starting point of Sweden's Produktion2030 (P2030) was based on six areas of strength in which Sweden is generally competitive, but in which continuous efforts are needed to maintain the market position and address skills gaps. One of P2030's main activities was to set up a PhD school in production developing courses at master's level and for continuous education. The PhD school also seeks to promote university networking and the interchange of researchers.

whose mission is to apply research, drive innovation and strengthen education in manufacturing. The advantages reported include the setting up of a dedicated team working full-time on the activities, and a greater degree of neutrality from political parties.





**Good practice example**

**Bottom-up implementation in Indústria 4.0**

Portugal's Indústria 4.0 adopted a bottom-up approach in the design and implementation of its flagship Industry 4.0 initiative. Designing the strategy relied on the comprehensive engagement of industry, academia and education stakeholders in order to determine the needs and potential of domestic industry. Meanwhile, the management of the platform and the monitoring of its 62 public and private measures is led by the private association COTEC. Furthermore, a strategic committee made up of multinational companies and relevant stakeholders guides and advises the government board on the development of the strategy's content.

**From state to industry-driven Industrie 4.0**

Launched in 2011 as the first initiative of its kind, Germany's Industrie 4.0 was initially designed and implemented by the German Government in collaboration with industry. The policy design was led by the German Ministry of Education and Research and the German Ministry of Economy through strategy development and funding, while the practical implementation was driven by industry players which have recently taken full control of the platform's operations. The platform is chaired by the ministers involved, as well as by industry, scientific and trade-union directors. While the industry-driven Steering Board has the responsibility for strategy development, a Scientific Advisory Committee advises on scientific and programme-related matters.

**Sources of funding**

As shown in figure 3.3, the majority of industry digitisation initiatives are primarily financed through public means; nevertheless, private-sector co-financing has either already been provided or future plans are in place in almost all initiatives. While public funding dominates in 42% of the initiatives examined, the same percentage of policies is supported by public and industry funding in equal amounts. Meanwhile, industry funds exceed public funds in only 16% of the initiatives.

Furthermore, it is difficult to compare the financing obtained from industry for the examined cases, as industry financing frequently relies on contributions in kind, which are not publicly disclosed.

Alongside industry co-financing, a number of initiatives have introduced membership fees as an additional source of income. This is the case for the Austrian Plattform Industrie 4.0 and the Manufacturing Academy of Denmark, with additional initiatives considering introducing a membership fee, such as Hungary's IPAR 4.0.

The authorities implementing these initiatives have introduced fees in order to become more independent of government funds, thereby ensuring a more sustainable funding model in the long term. In some initiatives, e.g. Austria, a multi-tier fee was introduced depending on the type of member organisation. While membership fees certainly generate additional income, coordinators of the initiatives emphasise that their introduction also triggers increased demands from members to ensure that the fees are used efficiently.



### Scale of the initiatives

As shown in figure 3.3, the initiatives examined do vary not only in terms of their source of funding, but also in terms of their overall financial scale. Interestingly, the rule that larger countries with larger industries and higher state budgets provide higher funding does not appear to apply at first sight. While the German Government has to date invested €200 million in its platform, the Italian Industria 4.0 and the French Alliance industrie du futur have invested €18 billion and €10 billion respectively.

There are various factors limiting the comparability of the initiatives' budgets. First, the sheer size of the programme is not always indicative of fresh programme funds. Moreover, some initiatives e.g. Italy and France also include tax incentives and additional fiscal measures in their budgets encouraging private investments, which is not the case in Germany and some other countries. It is equally important to remember that funds contributed from the private sector are at times future obligations that have yet to be invested.



### Strategic approach

National digitisation initiatives in Europe focus equally on supporting the development of new technologies (R&D dimension) and supporting the deployment and use of existing technologies in industry (deployment dimension), with some initiatives providing a mixed strategic focus. R&D encompasses research projects on new technologies and/or products, while deployment serves to support businesses and/or research organisations in deploying existing technological solutions or creating efficient skills training, such as support actions helping businesses deploy technologies.

### Good practice example

#### IdF's extensive private-sector financing

The French Alliance industrie du futur (IdF) relies heavily on private investment, which are the key funding source behind the programme. All of IdF's public financing tools depend on private financing and are deployed to encourage private investment in production lines, R&D etc.

Out of a total investment of 10 billion, the €100 million and €550 million budgets for technological support co-finance up to 50% of private project costs. This also applies to the tax assistance that provides private investment incentives. The public funding spent on tax assistance is expected to induce private investment in an amount seven times higher. In terms of the leverage effect, NFI, the predecessor to IdF, achieved a private financing leverage effect of about 5 overall. IdF is expecting a leverage effect at least as high as NFI's.

#### HVMC's one third funding model

The British High Value Manufacturing Catapult (HVMC) relies on a tripartite funding model. One third of the budget for the HVMC centres is obtained through core public funding to support investments in capabilities, know-how, expertise and skills, and long-term capital assets.

For the 2015/2016 financial year, €61.3 million in public funding went to HVMC centres, making up 30% of the total budget. In addition, the financing model provides that one third of the budget is sourced from collaborative R&D projects funded jointly by the public and private sector, as a result of UK and EU calls for tenders. Thanks to its balanced funding model, the HVMC is very sustainable. In order to ensure continuous private investment, the HVMC equally developed an in- depth strategy.

#### The R&D focus of Austria's Plattform Industrie 4.0

The Industrie 4.0 Österreich platform (PI4.0) provides ample activities focusing on conducting research in strategic I4.0-related areas. Thematically, the platform is currently organised into six working groups. The working

groups bring together members of the association and top-tier experts, e.g. from ministries, funding agencies, standards organisations, etc.).

In addition to research on current and urgent I4.0 topics, the platform's activities involve experimental actions for members, as well as disseminating case studies and best practices. As a one-off, the Working Group on Pilot Factories was set up in order to advise the Austrian Government on the contents of a future project call.

#### The deployment focus of Belgium's Made Different

The Belgian Made Different focuses on deploying technological solutions in local companies. It supports and steers businesses during their transformation into Factories of the Future (FoF). The detailed concept defines seven key areas covering technological, production, sustainability and human-centred aspects.

All these pillars are interlinked and companies must adopt an all-encompassing transformation strategy in order to successfully qualify as an FoF. Around 265 Belgian manufacturing companies are actively participating and have implemented or started to implement one of the seven key transformations.

#### The mixed strategic approach of Denmark's MADE

The Manufacturing Academy of Denmark (MADE) focuses on both R&D and deployment activities to similar extents. Besides its diverse industrial research activities, MADE provides access to state-of-the-art knowledge and hands-on practical experience for manufacturing companies that are not directly involved in the research projects, e.g. through innovation conferences, workshops, R&D laboratory and industrial visits.

The Open Laboratory visits allow companies and academic researchers to gain insights into state-of-the-art technologies in a specific area. Typically, an Open Laboratory involves short presentations, case studies and technology demonstrations.

## 3. Outcomes of policy initiatives

### Monitoring tools and KPIs

Although the national initiatives are often the result of complex, multi- stakeholder design processes, most of the initiatives are missing an evaluation framework with clear targets and KPIs to measure the success of their initiatives from the very start. In particular, comprehensive evaluation studies assessing whether the initiatives have achieved the results initially targeted are almost non-existent. On the positive side, a number of initiatives are carefully monitoring the outputs obtained by their activities.

The British High Value Manufacturing Catapult (HVMC) stands out among all initiatives. Being a Research & Innovation programme by nature, it is perhaps less surprising that HVMC has established clear targets and monitoring and evaluation cycles. The results of the comprehensive evaluation study show that the value of innovation work represented 123% of the original target set in 2013-2015. This indicates that demand for services and support far exceeds initial expectations.

### Most digital transformation initiatives lack clear targets, effective monitoring tools and KPIs

#### Achieved impacts

Since many of the initiatives were only launched in the last two years, the results and impacts are not equally available for all policies. However, at least one third of examined initiatives can be said to have produced tangible impacts, i.e. the creation of new infrastructures, while almost all policies have led to some form of intangible impacts, i.e. fostering collaboration, increasing digital skills, etc.

For the moment, tangible quantitative results and outcomes are provided by the French, Dutch and Swedish initiatives. For example, the French IdF granted more than 800 loans to companies, while carrying out 3,400 company assessments for modernising production. Meanwhile, the Netherlands set up 30 field labs by the end of 2017, each creating a turnover of between €250,000 and €4 million annually. Last but not least, the Swedish P2030 funded 30 projects, involved over 150 businesses and set up a PhD school.



**Digital Transformation Scoreboard 2018**  
**EU businesses go digital:**  
**Opportunities, outcomes and uptake**

**About the Digital Transformation Monitor**

The Digital Transformation Scoreboard is part of the Digital Transformation Monitor (DTM). The DTM aims to foster the knowledge base on the state of play and evolution of digital transformation in Europe. The DTM web platform provides a monitoring mechanism to examine key trends in digital transformation. It offers a unique insight into statistics and initiatives to support digital transformation, as well as reports on key industrial and technological opportunities, challenges and policy initiatives related to digital transformation.

Web page: <https://ec.europa.eu/growth/tools-databases/dem/monitor/>

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# AT HOME WORLDWIDE.

## BMW DIPLOMATIC SALES.

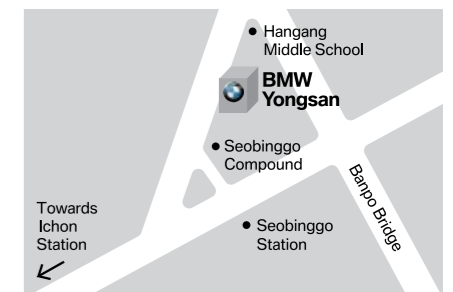
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The sharing economy has been a major driver of societal change. Amongst all, shared workplace is becoming increasingly popular. With the advancement of technology, shared office went through a rapid transition and as a result it has brought the perfect working environment for entrepreneurs, freelancers, startups, etc. Many perks of shared workplace include networking opportunities and convenience to boost users' productivity. Furthermore, shared office is a fast-growing industry that would impact the real estate industry and the way people work.

In this edition's Cover Story, ECCK Connect will feature various perspectives of shared office and coworking experience. The articles were featured by Regus, JLL and followed by an interview with adidas on their experience with open collaborative workspaces.

# FUTURE OF WORKSPACE TRENDS





## The Shared Office is Hotter Than Ever



In recent years, disruptive forces have transformed how we think about entire industries. As sharing economy spreads worldwide, consumption paradigm is also witnessing a big shift. While “owning” a car or a house was deemed important in the past, this notion is changing. That is, rather than claiming ownership, maximizing the social value of a product or a space through “sharing” is being emphasized. An area in which this new trend of consumption is most notable is the “shared office”.

Shared office literally means sharing of office space. A feature of the shared office – where occupiers use the workspace for however long they want and pay on-demand – is that it is free from legal issues and long-term lease. Also, as it provides occupiers with various additional services such as wireless Internet, office supplies and meeting rooms. The demand for this kind of “turn-key” office space is rapidly increasing among one-person companies, startups, and freelancers. Not only that, as shared office rises as a “co-working space” and a networking hub where like-minded

entrepreneurs can form community and mingle, large enterprises are also moving into shared office to work on various short-term projects.

The advent of the shared office is also closely related to the growing needs for work-life balance. Shared offices, which reflect such needs, are of unique design away from that of traditional workspace, and is designed to inspire and also make the occupiers feel the same naturalness and comfort as they are at home. In other words, shared office maximizes productivity with smart business facilities, while forming a “well-being at office” culture that creates a balance between work and life. Many researches are showing shared office positively affects work outcomes. According to a survey conducted by coworking space research group Deskmag that asked shared office occupiers, 71% of respondents said that their work became more creative after starting to work in shared office and 62% answered that their work actually experienced improvements.



Based on these benefits, the shared office market is growing explosively around the world as well as in Korea. In Korea, the market has grown at a CARG (Compound Annual Growth Rate) of 96% over the past 3 years and is expected to grow to KRW 300 billion by 2020. Projections show that 30% of corporate real estate portfolios could be flexible workspace by 2030. Walk onto your local high street and count ten office buildings. Now imagine three of those being flexible workspace in the near future.

The great work space is where inspires employees and encourage them to come up with creative ideas. Leading global shared office service providers such as Regus and Spaces are redefining working environment by offering an inspirational surrounding with an entrepreneurial spirit where ideas are born, a company evolves and valuable relationships are being built. Regus is now having an overwhelming network of more than 3,100 business centers located in more than 1,000 cities in 120 countries. Based on this, it provides flexible and convenient office space, simple

payment conditions, modern and secure IT infrastructure, conference rooms, work rooms, administrative services, to re-define the work space. It has clients of all sizes globally, from small companies including startups, and single-person companies, to large enterprises listed in Fortune Global 500.

Companies that pursue a sustainable growth in the rapidly changing business environment need to be allowed to work productively and joyfully interact in a creative and flexible workspace where autonomy, individuality and community coexist. Creative companies invest more resources into coordinating space and creative space is the utmost driving force of innovation. Shared office lies at the center of this innovation.

**Noelle Cook**

Country Head of Korea, Taiwan and Thailand



# Technology Driving Workplace

Self-driving cars, robotic helpers and virtual reality headsets: technologies once reserved for futuristic fiction and film are working their way into everyday life. But it's just the beginning. Technology is advancing at an exponential pace, delivering innovations that will fundamentally transform the lives of consumers and operations of businesses, and now fundamentally altering how and where we work.

## Technology driving change

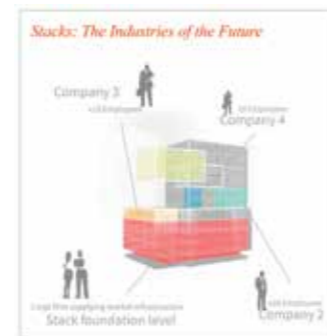
A new digital ecosystem is powering technological change. It's an ecosystem that comprises more powerful and inexpensive computational power, billions of connected devices, faster and more widespread connectivity and vast quantities of data.

Underpinning the digital ecosystem is software. New applications of software will pervade into all industries, transforming businesses and disrupting well-established business models in fields like finance, law, energy, education, healthcare and real estate.

## The organization re-organized

The technological drivers of change are transforming industries and reshaping the structure of organizations, providing an opportunity for companies to rethink the work that they do and the way they do it.

Industries such as finance, engineering, manufacturing and telecoms are being reorganized as vertically-integrated 'stacks' held together by software. At the bottom of a stack, there are usually a small number of large firms whose software platform provide the base of their industry's stack and where power and profits are concentrated. Higher up the stack will be a mix of companies leveraging those platforms to build and market new products – for example, crowdsourcing funding from Kickstarters and selling their products on Alibaba. Many of these firms will be asset and capital-light microbusinesses and small enterprises.



The rise of contingent workers – specialist freelancers or outside providers – and automation will make firms leaner, more dispersed and narrowly focused on their core competencies. Technology is breaking down many knowledge economy jobs into separate processes that can be carried out by networks of temporary, contingent workers available on demand. This will enable companies to access skills they don't possess in their own organization and realize the financial benefits that come with delegating work to highly specialized outsiders. The growth of contingent workers also has the potential to inversely impact headcount and, therefore, workplace needs. At the same time, mass automation will also reshape workforces as companies invest in artificial intelligence, which will lead to the creation of a new class of autonomous workers who take over the more process driven elements of work.

The growth of outsourcing and automation will see companies group their workforces into three categories: employees; contingent workers sourced via talent platforms; and autonomous workers such as algorithms



and robots that automate and augment the work done by humans. Companies will become leaner and more dispersed, summoning the expertise of outsiders when required regardless of where these workers might be based. Lastly, the competition for talent – especially digital talent – will grow more intense. Firms will develop strategies to appeal to digital natives – the early adopter of digital – and digital dependents – those born on the Internet, which will impact their workplace and real estate strategies. In support of their talent strategies, leading firms are putting 'user experience' at the forefront of their workplace strategy. Offices with generous food and beverage provisions, kitted out with gyms, games and recreation spaces are becoming increasingly common as firms compete for top talent. Giving employees choice and flexibility over where they work is also becoming a top priority as companies fit out their offices with a greater variety of spaces to work in and give their staff the best gadgets to work from.

## The Future of Workplace

The confluence of technological and organization drivers of change puts more competitive pressure on firms to innovate than ever before. We highlight four key areas to consider in future real estate decisions:

### 1. Technology and real estate collide

Office environments will become the center of value creation within an organization – locations where employees, outside experts and partners come together to work on new products, services and ideas. New types of space will emerge, and accelerator and incubator spaces will become vital components of workplace and innovation strategy. Virtual and augmented reality will become mainstream in office environments to support immersive collaboration.

### 2. Smart real estate

Sensors and smart systems will enter the workplace at a rapid rate, which will not only improve the operational efficiency of smart buildings, but also generate huge volumes of data on workplaces and the people who use them. This data will lead the design of physical space, empowering occupiers to align the configuration of their spaces with business outcomes.

### 3. Experience led: Workplace as a service

User Experience will become an increasingly crucial determinant of workplace design. High-quality service provision and amenities will reinforce talent strategies. Core portfolios will decline as large consumers of space consolidate their core spaces into fewer locations and more leverage flexible and liquid spaces – like co-working spaces and serviced office.

### 4. Connectivity: The fourth utility

Optimal connectivity will become the fourth utility as essential to the business operation as water, electricity and gas. The speed and resiliency of building connectivity will become major drivers of location decisions, leading developers to take a more active role in the coordination and specification of the technical infrastructure of their developments and occupiers to consider only the best-connected space.

## About JLL

JLL (NYSE: JLL) is a leading professional services firm that specializes in real estate and investment management. Our vision is to reimagine the world of real estate, creating rewarding opportunities and amazing spaces where people can achieve their ambitions. In doing so, we will build a better tomorrow for our clients, our people and our communities. JLL is a Fortune 500 company with nearly 300 corporate offices, operations in over 80 countries and a global workforce of 86,000 as of June 30, 2018. JLL Korea was established in April 2000. JLL is the brand name, and a registered trademark, of Jones Lang LaSalle Incorporated.

# Creating the New

Interview with adidas Korea



## 1) Where does this whole idea on changing the workplace come from?

In March 2015, adidas announced a new strategy namely 'Creating the New'. As the driving forces behind, adidas laid out so called 3C behaviors – creativity, collaboration and confidence. We thought our previous office settings, which were rather on the traditional side, are keeping employees away from practicing these values. We wanted to promote more open and flexible work environments to stimulate their creativity, collaboration and confidence.

## 2) Can you briefly explain the overall remodeling processes and aspects the company took into consideration?

From the beginning, we wanted to make sure that all of the employees take part in the remodeling process. We created a task force comprised of representatives selected from each team. This way, we were able to receive feedback with different perspectives and to take everyone's opinions into consideration.

At the same time, we also had to think about the relationship between the office settings and its impact on the way people work. For example, we have removed partitions and created more common areas to improve overall communication process. The ultimate goal for this whole remodeling process was to facilitate those 3Cs. After 2 years, we can tell that we are getting more results.

## 3) The adidas headquarters in Germany is also known for its edgy and unique design. Did you get inspirations from them?

Yes definitely. adidas globally shared a future workplace concept called 'My Arena', and the very core of it comes down to one element - a 'mindset'. We believed that the workplace can transform employees' mindset, attitude and motivation. Based on 'My Arena' concept, we did some localization works with the campus theme. Every detail of the office layout has a meaning behind. It was carefully designed to boost the 3Cs.

## 4) Tell us about your new office. What are the major features?

- **Open Office:** Unassigned seating allows employees to work in a different setting and meet different people across the company. This is the most prominent change we have adopted.
- **Gym:** Located in the basement of the building, the gym provides a variety of complimentary workout classes to the employees. It is one of the most popular facilities as many employees use the gym regularly.
- **Meeting Rooms with Transparent Walls:** Majority of the meeting rooms we have are surrounded by transparent walls with one whiteboard wall. This was also part of the efforts to promote open communication throughout the workplace.
- **Trade Meeting Hall:** Our employees hold meetings with customers (multi-shops, department stores, etc.) here to have them check and coordinate sales plans for the new products before they get released in next season or the season after.



- **Relax Room:** Equipped with massage chairs and comfortable sofas, the employees can get some rest and relieve stress.
- **Internal Cafe:** Named 'Half-Time', this cafe is everyone's go-to place. The employees can buy coffee and beverages at low prices. Also, it is utilized for causal meetings.



- **Mother's Room:** It's a private space for nursing mothers to express breast milk for their babies.

#### 5) For the past two years since its renovation completion, what has changed on the employees' mindset?

The open office setting has contributed to make communication and collaboration much easier and convenient for the employees. More discussions among employees have brought more creativity out of them.

We have also implemented the flexible working hours system, and it has allowed the employees to take full control over their own schedule. Each employee can now customize his or her working hours depending on lifestyle. We have noticed that this has increased the work productivity and efficiency, not to mention the employees' satisfaction.

The last big change we have noticed was the nature of meetings. At our previous office with a traditional setting, employees thought of meetings as just another 'work', involving extra errands like arranging time and booking

places. But now, the purpose of a meeting has taken up to the whole different level. With our common areas and open desk settings, meetings don't necessarily have to take place in a designated meeting room. With less restrictions, people tend to mingle more frequently and to be more open to share thoughts and ideas.

Going back to the 'My Arena' concept, our office remodeling proved that making changes in the hardware - the office setting - will effortlessly lead to changes in the software - the mindset!

#### 6) adidas Korea conducts employee surveys on a regular basis. Can you share some of the interesting survey results before and after the remodeling?

According to the survey result from our previous office, people felt more comfortable to be surrounded by partitions. Then, after moving to the new office, more people responded that they are comfortable with the open office.

Another interesting result was that work-life balance was



chosen as the top reason of why employees would recommend other people to work at adidas Korea. We are strongly convinced that work-life balance can be attributed from changes in the workplace along with implementation of the flexible working hours system. With more autonomy over choosing their own work time and space, our employees tend to get higher job satisfaction along with greater performance.

#### 7) What other further initiatives have you taken on to improve the working environment?

In line with our core belief which emphasized on the power of sport on people's lives, we try to provide our employees with more opportunities to get engaged with our consumers and to make greater contribution to the society through sports.

We encourage our employees to participate in the company events, such as MIRUN SEOUL, so that they get to interact with customers in person while enjoying our sports spirits. Moreover, we run a CSR program called 'miDream FC' that we instruct various sports including soccer, basketball and

fitness to children from low-income families.

adidas is not just a sports brand, but we are entitled to provide inspiration and experience driven by sports in a sustainable way.

#### About adidas

adidas is a global leader in the sporting goods industry with the core brands, adidas and Reebok. Headquartered in Herzogenaurach, Germany, the group employs more than 60,000 people across the globe and generated sales of EUR 21.2 billion in 2017.

No other brand has a more distinguished history and stronger connection with sport than adidas. It is our mission to be the best sports brand in the world. Everything we do is rooted in sports.

# Everyone deserves a decent place to live



Habitat for Humanity is one of the influential international relief organizations that was established in 1976. With their vision "A world where everyone has a decent place to live." Habitat for Humanity has continued to bring people together to build homes, communities and hope.

Joining the top 50 list on NonProfit Times Power and Influencer in 2017, the CEO of Habitat for Humanity International Jonathan T.M Reckford has actively engaged to promote the organization's vision throughout the world. As Mr. Reckford became the CEO of Habitat for Humanity International in 2005, he has announced that the organization has supported 13.2 million families and individuals who were overwhelmed by poverty since 1976. Furthermore, Mr. Reckford has stated the accomplishments of the organization is extraordinary because Habitat's successful projects were the results of cooperation between the volunteers, sponsors and beneficiaries.

## Solid Ground Campaign

Solid Ground is a global advocacy campaign created by Habitat for Humanity to improve policies and systems that increase access to land for shelter for 10 million people. Housing accounts for more than 70 percent of land use in most cities, yet 1 billion people in cities around the world lack secure land rights.

To achieve the vision of a world where everyone has access to land for shelter, Solid Ground campaign focuses on four primary areas:

1. Gender equality is vital. Women are half the global population, yet are routinely and systematically denied their right to land.
2. Slum upgrading is critical. This is a smarter and more sustainable alternative to eviction as the world urbanizes. At the current pace, nearly one in every four people could live in a slum by 2030.
3. Secure tenure is the ability to live without fear of eviction. With security of tenure, people are more likely

to invest in their families, homes and futures.

4. Disaster resilience is essential. Nearly 200 million people per year are affected by disasters, and secure land rights are often a major obstacle to reconstruction. Solid Ground Campaign is a national recognition project to support Vulnerable Group's residential rights, and to facilitate healthy urban housing projects. Habitat for Humanity Korea will administer Solid Ground Campaign in Korea to facilitate residential rights of the individuals and to provide a safe and decent home for the people that are in need in the country. On May 14, 2018 Habitat Korea's 30 corporate sponsors, CSR managers, and volunteers gathered at Cheonan to discuss and explain the issues of low-income family's residential issues and inequalities.

## Korea Blitz Build(Legacy Build) 2018

Habitat for Humanity Korea set to kick off its 13th Korea Blitz Build (KBB) from July 30 to August 2, 200 volunteers

built houses in Cheonan and Samcheok for families in need.

Sohn Mi-hyang, national director of Habitat for Humanity Korea says the project goes beyond building homes for the poor.

"I like to say we take part in home and hope building. Several homes we build form a community and gives hope for the residents to start a normal life, which fits our goal to make the world a better place," Sohn said.

The KBB is an annual event which started as a commemoration of the Jimmy Carter Work Project 2001. In 2001, former U.S. President Jimmy Carter visited Korea to take part in several building projects in the country. Since then, a total of 20,095 volunteers have joined KBB to build 674 houses.

However, the houses do not come free –people selected need



to make a monthly payment of 150,000 KRW (\$132) for 15 years. However, their payments are used to build houses for other struggling families, according to Habitat Korea.

"There is no interest charge and the house will become theirs after all payments are made, but there are some requirements the homeowners need to fulfill before moving in. They have to put in 300 construction hours for their house and need to live in the region for two to three years to qualify for housing," Sohn said.

Currently, half of Habitat Korea's projects are done locally and the other half abroad.

Sohn says during her tenure as national director, she wants to drastically increase the number of projects abroad.

**Habitat for Humanity Korea looking for housing philanthropists**

Established in 1994, Habitat for Humanity Korea is continuing to promote the notion of "Residence is a fundamental basic right." As the result of their hard work

the Habitat Korea has received a Presidential Award from President Moon Jae-in in 2017, and assisted and supported 6.3 million living alone seniors, multicultural families, and other socially neglected individuals to reestablish their self-reliance.

Recently, Habitat Korea has built student residence for the university students in Seodaemun area in conjunction to their participation in the Siheung City's special social housing projects for the newly weds. Furthermore, Habitat Korea has been involved with the global residential environment development by dispatching Korean construction volunteers to other Asian countries.

Habitat Korea's housing projects are accomplished by the construction volunteers with various occupational backgrounds in conjunction to sponsorships and funds from individual donations, corporations, and foundations. With their graceful support, Habitat Korea is able to continuously provide a safe and descent home for the people in need.

"In 2001, we had the Carter project here in Korea with 9,000 volunteers; we built houses in six sites around the



country. The volunteers that got engaged are the current leadership in Habitat in Korea, which was a very important acceleration event," Mr. Reckford said.

**Where we build**

Since there is increasing demand for housing in abroad, Habitat Korea has expanded their project areas to Asia Pacific(AP), Europe, Middle East, and Africa (EMEA), and Latin America and Caribbean(LAC). To alleviate housing poverty and improve quality of life, Habitat Korea takes a role in the developing countries. Partnering with corporates to support families in need and to improve sanitation facilities and mobilizing volunteers to build houses. Habitat Korea works to tackle the crossing-cutting issue such as gender equality and environment.

In recent year of 2015-2018, Habitat Korea has extended their focus to EMEA and implemented a project in Uganda. With the help of Korean partner agency, Habitat Korea delivered support to improve housing condition for vulnerable children and families of 1,932 people in Uganda. Starting from a project in Africa, Habitat Korea found similarity in European countries where experience

urbanism and face challenges caused by lack of decent housing.

Habitat for Humanity International works in more than 30 countries through national organizations and partners in Europe, Middle East, Africa (EMEA). To solve these multi-dimensional challenges of decent housing in Europe and Africa, Habitat Korea is looking for partners who can be part of this solidarity to empower people thorough shelters.

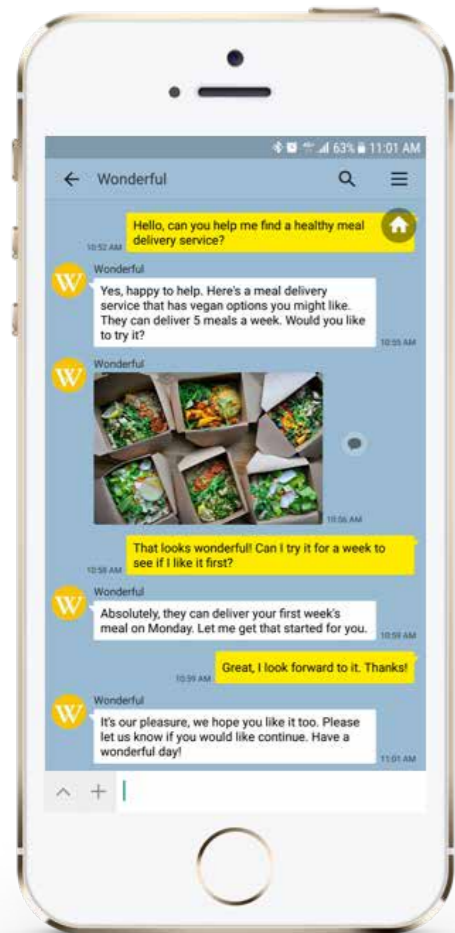
Since 1994, Habitat for Humanity Korea has built 1,009 houses in the country and funded almost 15,500 houses abroad, primarily in low-income countries. In addition, it assisted and supported 63,207 seniors living alone, multicultural families and other socially neglected individuals in the country to re-establish their self-reliance and improve their living conditions.

Habitat for Humanity Korea is seeking housing philanthropists who are willing to contribute to helping people in need, both here and abroad.  
www.habitat.or.kr





# Personal Assistants Are No Longer Just for the Rich



The idea of having a personal assistant sounds really posh. Like something reserved only for celebrities, socialites and CEOs. Having someone standing in the wings to serve your every whim is a dream of the highlife. What once seemed unattainable by the average person is now a reality that Wonderful offers to foreign clients in Korea.

A start-up that launched in 2015, Wonderful provides affordable on-demand virtual assistant services with personal touches to meet any level of need or desire. From helping individuals make reservations, order food, plan trips, manage the home, to complex research projects supporting global businesses – the service is most unique because it charges by minute and offers a commitment free way of using the service.

It's a new concept in Korea to be able to hire a bilingual personal assistant and not need to worry about employee benefits, labor laws, paying hourly wages and training. The service responds instantly and can begin working on your project immediately with no waiting time and charges 800 KRW per minute. That's only about 75 cents per minute in USD.

On any given day, the team handles a wide range of requests many which require a certain level of problem



solving and multi-tasking. "It's a fun place to work because we never know what people will ask for," says Sujeong Kim who is one of the assistants. "One moment I'll be ordering Chinese food for a client, then I'm ordering K-pop fan gear for a BTS fan, and the next I'm helping someone figure out how to get their driver's license. A few hours later, I'm coordinating air conditioning repair and helping someone plan the most romantic date ever in Seoul."

Many expats and travelers find it can be challenging to live in Korea especially without strong Korean language skills. Lots of local websites and payment systems are still antiquated and complicated to use for foreigners because they don't accept international credit cards. It's surprisingly impossible to purchase many things on the internet without a local cell phone number and resident ID – which most tourists and short-term visitors would definitely not have. Also, local businesses owners often don't speak English which leaves little options for foreigners to get things done. Expats can find themselves settling for less and giving up on lifestyle expectations they are accustomed to from their home countries.

"Korea is an amazing place to live and almost anything you want is possible," says Phillip Mak'Anyengo who is an expat himself and manages Wonderful. "The delivery

system is super fast and services offered here are so robust, but you need to know where to look and how to access them. It is obviously helpful if you can speak Korean too."

Wonderful has helped people source farm-fresh Thanksgiving turkeys, live Christmas trees, jack-o-lantern pumpkins for Halloween and other things which are generally unusual finds in Korea. Ask a native Korean about turkey and most have never even tasted it before let alone know where to find it locally, but Wonderful knows exactly who to call. That's because it's not an uncommon request that comes from both American and Canadians around November every year.

"Our goal is to make living in Korea easier and more enjoyable," says Mak'Anyengo. "I've lived here for about 7 years and know what it's like first-hand to transition to a foreign country. I'm originally from Kenya and it was not easy to learn the language and settle in when you first move here. So now I'm glad that I'm able to help others and this service is so accessible for everyone."

Wonderful has become the most popular virtual personal assistant service in Korea with thousands of clients ranging from business executives, military, international school employees, students, and vacationing short-term visitors. Wonderful also services a large number of clients outside of Korea, including global businesses and people wanting to help family and friends from abroad.

For more information about Wonderful and how to start using the service, please visit [www.gowonderfully.com](http://www.gowonderfully.com).

Written by Maria Lee – Founder of Wonderful

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Facebook: [gowonderfully](https://www.facebook.com/gowonderfully)

# Itain

## Please tell us about yourself and the restaurant.

I'm Kuna Park, an executive chef at Itain. After 9 years of working at other Italian restaurants dedicated to fancy and expensive course meals, I wanted to try something different this time – something more casual and accessible.

Itain was then a perfect place to start my new journey. It is a bistro-style restaurant located in Itaewon, specializing in gnocchi. My goal for this restaurant is to create a friendly and easy-going atmosphere where my customers come expecting for quality food, affordable prices, and a good laugh.

## Despite its recent opening, people are already raving about this place. What do you think is the driving force behind the growing popularity?

Itain opened in May 2018, so we're just taking some baby steps now. I know running a restaurant can be particularly competitive in the Itaewon area, but luckily, we've been blessed with a growing number of customers so far.

I think people find our restaurant interesting because our food is based from Italian recipes yet perfectly localized to the Korean customers. Plus, affordable price is certainly a huge advantage!

## Can you briefly explain about the signature menu, gnocchi, and how you make it special at Itain?

Gnocchi is a traditional Italian dish. It contains several chunks of dough made out of flour and potato and is served with a sauce... of your choice! All the dough in gnocchi are hand-made, which naturally makes it time-consuming and challenging to take it as a main dish at other regular restaurants. That's why we're spending a considerable time and effort in preparing for the dough.

At Itain, we have two types of the gnocchi menu. One with cream sauce and the other with rosé sauce mixed with green curry. We make the texture soft yet very chewy, which provides customers with another joy of eating.



## What are some other menus you would recommend beside gnocchi?

Definitely the basil pesto! It is personally one of my favorite food, so I had spent a good amount of time developing a special recipe for it. I was very happy to see customers enjoying it as much as I do.

We also have pork & kimchi stir-fry risotto and beef tartare based off of Korean red pepper sauce. For an appetizer, I highly recommend you to try the fried eggplant. I haven't seen one single person who didn't like it.

## So you travelled the world to explore all different types of food and culture. Any memorable experiences or inspirations you got?

I started travelling since I was 20. When I go to a new place, I like trying out small local restaurants because they often have the best food in the town. When I was in Italy, I enjoyed eating at trattorias, which refer to small and home-style restaurants in Italy. I loved the cozy atmosphere there and

how the customers were genuinely enjoying food.

I want to brand Itain as the Korean version of trattorias. A place that offers accessible and inexpensive food, yet people would immediately fall in love with.

## What are your plans for Itain?

Due to a large number of incoming customers, we've been experiencing some shortage of staffs. We are currently on the hiring process to speed up the overall preparation process and to provide quality service.

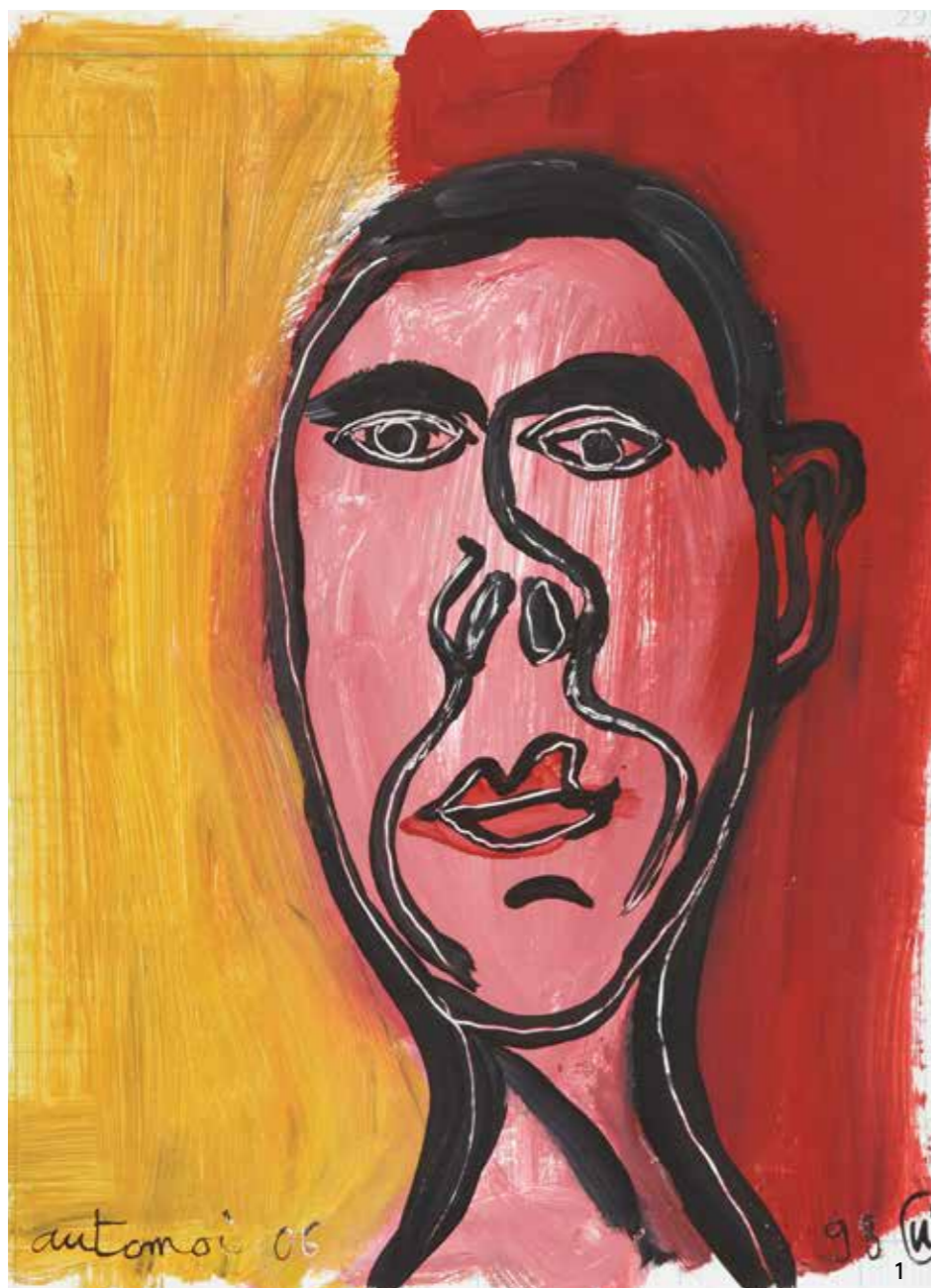
For the mid- and long-term goals, I would say expanding the menu items and perhaps opening more branches, all the while keeping it with casual and easy-going vibes with food beloved by everyone!

## Contact Itain

Tel: +82.70.4067.1267

Address: 126-7 Itaewon-dong Yongsan-Gu Seoul

# OH! Hervé Tullet, A Retrospective



1. The Five Senses, 2005  
2-6. Installation view of the exhibition. (All courtesy of Seoul Arts Center)



[OH! Hervé Tullet, A Retrospective] is the first and largest retrospective of the world renowned multi-disciplinary French artist Hervé Tullet in Korea at Hangaram Design Museum in Seoul Arts Center from 21 July to 21 October 2018. The exhibition showcases over 500 original paintings, illustrations for the award-winning picture books and the installation art throughout the artist's career along with the art works created in collaboration with talented Korean artists for this special occasion. The exhibition focuses on how Hervé Tullet's ideas have evolved and incorporated into his work through a chronological

trail beginning from his early days to the times as an illustrator, an author of children's book, an art educator for children and finally to now the more complete artist. It also offers visitors unique opportunities of interacting with the artist's art world and his philosophy by engaging with playful activities and workshop.

[OH! Hervé Tullet, A Retrospective] is the Hervé's statement on his thoughts and ideas and is truly the artist's special gift imbued with positive energy and colourful aesthetic for the audiences of all walks of lives.



4



5



6

**OH! Hervé Tullet, A Retrospective**

Date: 21 July – 21 October 2018

Venue: Hangaram Design Museum, Seoul Arts Center

**Key Facts of the exhibition**

**Showcasing art works that can be appreciated by everyone**

- Over 500 originals from early works to the art works used for some of the most memorable books
- Large scale installation art

**Exhibition to be engaged with multiple senses, not only seen by eyes**

- Exhibition with new concept, beyond the tradition and conventional ways
- Art works can be enjoyed and interacted with our multiple senses

**Creative Art Atelier: Inspirational Activities for Creativity**

- Hervé Tullet’s Art Workshop, both educational and inspirational for the participants

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- Directory (Annual)
- Magazine (Quarterly)
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- E-DM
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For further inquiries regarding advertisement, please contact Ms Jeong Hyun Kim (jeonghyun.kim@ecck.eu; +82.2.6261.2715)

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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)



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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.

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

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## ECCK MEMBERSHIP DIRECTORY 2018



The ECCK Membership Directory provides a full listing of its member companies and associations with respective executives and contact information.

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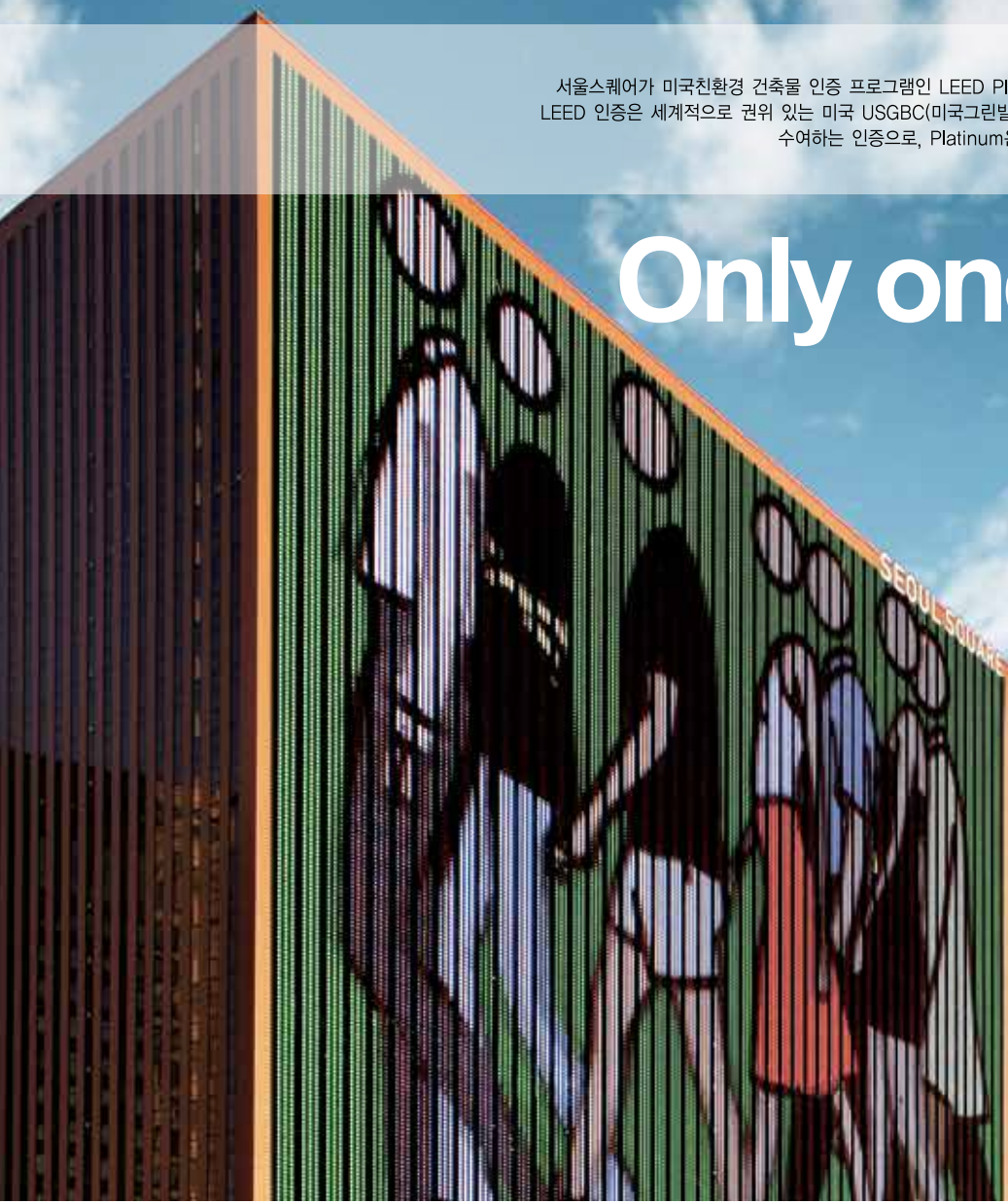
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# Only one space

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