



Programme

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| ■ 08:30 → 09:00 | ■ Registration and Welcome Coffee |
| ■ 09:00 → 09:40 | ■ Conference Opening
Welcoming Remarks by <i>H.E. Gerhard SABATHIL</i> , Ambassador of the European Union to Korea
Congratulatory Remarks by <i>H.E. Jyrki KATAINEN</i> , Vice-President for Jobs, Growth, Investment and Competitiveness, European Commission
Congratulatory Remarks by <i>Prof BARK Taeho</i> , former Trade Minister of Korea |
| ■ 09:40 → 10:00 | ■ Keynote speeches
Keynote Speech by <i>Mr Jan BENGGARD</i> , Vice President, European Chamber of Commerce in Korea
Keynote Speech by <i>Mr SHIN Myoung-jin</i> , President, Korea Importers Association (KOIMA) |
| ■ 10:00 → 11:15 | ■ Presentations and Discussion
Topic: Assessing the EU-Korea FTA for the past five years
(Moderator: <i>Mr Murray SMITH</i> – TDC) |
| ■ 10:10 → 10:20 | 'Evolution of the Economic Relationship between EU and Korea',
<i>Prof KANG Yoo-Duck</i> , Hankuk University of Foreign Studies |
| ■ 10:20 → 10:30 | 'European Business Perspective',
<i>Mr Christoph HEIDER</i> , Secretary-General, European Chamber of Commerce in Korea |
| ■ 10:30 → 10:40 | 'Consumer Perceptions of the EU-Korea FTA',
<i>Mr LEE Kihun</i> , Team Leader, the Korea Consumer Agency |
| ■ 10:40 → 10:50 | 'State of play on Customs aspects of the implementation of the FTA',
<i>Mr PARK Byung-Ho</i> , President, Sein Customs Associates |
| ■ 10:50 → 11:00 | 'Identifying benefits of specialisation and expansion of trade and investment for supply chains and economic growth',
<i>Mr Murray SMITH</i> (TDC) |

Discussion/Q&A



- 11:15 → 12:25 ■ **Presentations and Discussion**
Topic: Business Perspectives on the EU-Korea FTA – The Next 5 years
(Moderator: *Prof CHEONG Inkyo*)

- 11:15 → 11:25 'Imported consumption goods from EU: A qualitative assessment',
Prof CHEONG Inkyo (Inha University)

- 11:25 → 11:35 '*Import business in 5 years of EU-Korea FTA*',
Mr JOUGH Joong-Hyun, Director International Relations, Korea Importers Association (KOIMA)

- 11:35 → 11:45 '*Perspectives on Business and Regulation*',
Mr Christophe PIGANIOL, CEO, Zuellig Pharma

- 11:45 → 11:55 'Evaluation of EU-Korea FTA and Implications',
Ms JE Hyun-Jung, Korea International Trade Association (KITA)

- 11:55 → 12:05 'Perspective on Services',
Mr Andrew LINDSAY, COO, Deutsche Bank

- Discussion/Q&A

- 12:25 → 12:30 ■ **Closing Remarks** by *Mr Paolo CARIDI*, Head of Trade and Economy Section, First Counsellor
of the EU Delegation to Korea

- 12:30 → 14:00 ■ **Lunch offered by the EU Delegation to Korea**

- 14:00 ■ **End of the 'EU-Korea Business Forum'**

Venue: Four Seasons Hotel

Meeting: Grand Ballroom II ■ Lunch: Grand Ballroom I ■ Grand Ballroom Foyer

Organised by the European Union Delegation to the Republic of Korea

