

ECCK Connect

Spring 2017

The Quarterly Magazine of the European Chamber of Commerce in Korea

ECCK News

New Board of Directors Page 16

Cover Story

Seoul Tourism Organization:

Seoul- The City for Everyone Page 36

Interview with Seoul Foreign

Residents Council Page 39

Nestle: World Class Barista's

Special Visit to Seoul Page 44

Cover Story

The Hub of Asia: Seoul

Page 34



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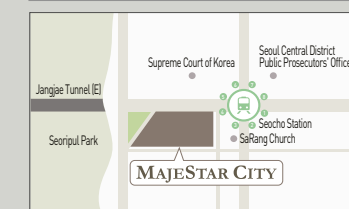
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Dear Readers,

The New Year celebration feels like yesterday, but the year is well under way. Already, it's time to embrace the cherry blossom season, and I see more and more people enjoying the outdoors to bask in the sun.

First and foremost, I am honoured to send my first greetings to our readers as the new Chairman of the ECCK. I will spare no effort to create a better business environment for the Chamber's valued members and friends in Korea.

As for the Chamber, the first few months have been quite rewarding with a number of major events and activities. We officially welcomed the year 2017 with ECCK New Year Party at Four Seasons Hotel Seoul on January 17. In February, the ECCK elected a new Board of Directors at the Annual General Meeting. I would like to congratulate our new Board members and give special thanks to everyone who took time to participate in the meeting.

We also reached a couple of major milestones this year. The Chamber released the third publication of the Business Confidence Survey, representing over 60,000 employees of European companies in Korea, conducted jointly with other European chambers and Roland Berger. In the meantime, the ECCK hosted important meetings, including the annual meeting of the European Business Organisation Worldwide Network ASBL, IPR Seminar with the Korean Patent Court, and the CFO forum.

For this issue, *ECCK Connect* has prepared interesting sets of articles for our readers. As a Cover Story, we will overview the city of 'Seoul' with Seoul Tourism Organization and Seoul City Foreign Residents Council, and look into ever-evolving coffee trend in Seoul with Nestlé Korea. You will also find insights from various other articles in this issue.

I hope you find this spring edition interesting and insightful.

Dimitris Psillakis

Dimitris Psillakis

Chairman, European Chamber of Commerce in Korea

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Alex Joong-Hyun Lee
Partner
+82 2 709 0598
alexlee@samil.com

Henry An
Partner
+82 2 3781 2594
henryan@samil.com

Sang-Do Lee
Partner
+82 2 709 0288
sdlee@samil.com

Steven Chanyong Kang
Partner
+82 2 709 4788
scygang@samil.com

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2 Chairman’s Message

Taste of Europe

6 Ciuri Ciuri

Startup News

8 Korean Buddy

9 Wendy House

ECCK News

10 New Members

12 2016 Activity Report

16 New Board of Directors

18 General Events

22 Seminars & Forums

24 Busan Chapter

26 Committee News

27 Annual General Meeting 2017

28 ECCK New Year Party 2017

EU Project

30 EU Council Presidency 2017: Malta

Government Project

32 Korea’s Free Economic Zones:
Making business easier

Cover Story

34 Introduction to The Hub of Asia: Seoul

36 Seoul Tourism Organization:
Seoul- The City for Everyone

39 Interview with Seoul Foreign Residents Council

44 Nestlé: World Class Barista’s Special Visit to Seoul

Social Responsibility

46 WWF Earth Hour

Art & Culture

48 Old Seoul Station and Jeong-hwa Choi

AD & Sponsorship

54 ECCK Advertisement & Sponsorship



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다운 받으세요

CIURI CIURI

Enrico Olivieri, the owner of Ciuri Ciuri
Scilian Kitchen & Bar in Seoul

The idea of opening a restaurant in Korea came naturally after my wife and I, both led by a great passion for cooking, matured an extensive experience in the Food & Beverage field. We began directing and consulting fine-dining Italian restaurants in Korea, either for upgrading their food menu or wine selection. By the time we realized there was a lack of authentic Italian casual dining in Korea, we decided to open Ciuri Ciuri, a real authentic cuisine restaurant, which is the first of its kind in Korea.

Ciuri Ciuri's concept is original and unique. The name itself "Ciuri Ciuri" means "flowers flowers" in Sicilian dialect. The name was inspired by a folk song from the end of 19th century and also from my wife's name "Fiore" (Italian for "flower").

Ciuri Ciuri is a cozy place, in the lively Hongdae district, decorated with Sicilian handcraft and colourful pottery, where anyone can enjoy a big-hearted welcome and fair-priced quality food.

Dining at Ciuri Ciuri is a unique experience which makes you feel like you are dining in Sicily, being all the dishes prepared with fresh local or imported ingredients following traditional and family-inherited recipes. Other than that, being a certified Sommelier, it gives me the pleasure to carefully select boutique wines for our customers. We serve our patrons with the aim of sharing Italian and Sicilian culture among Seoul vibrant community.



Our menu consists of famous Sicilian and Southern Italian traditional dishes, such as: Arancine, the most popular Sicilian street-food, Anelletti, Norma, Carrettiera, Pesto alla Trapanese, only to mention a few pastas. For desserts, we have Cannoli and Cassata (available only on reservation), which are just a few of our signature menus.

Last but not least, we are very proud to having been awarded for 2017 with the top score (Tre Forchette) by the Italian most authoritative Restaurant guide, Gambero Rosso.

Contact

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The K-beauty and K-pop industries are strengthening the brand “Korea” around the globe. Foreign shoppers are hungry for Korean cosmetics, Korean fashion and the unique sound and style of K-pop music. Although major companies are trying to reach these consumers, more than thousands of Korean companies and products are yet to be discovered outside of Korea.

KoreanBuddy is an online K-shopping agent. We help anyone, no matter where they live, order products from Korea and have them delivered to them in one package, bypassing the prohibitive online payments systems, language differences and high international shipping costs.

Operating over the past year, we have strived to provide top-level customer service and to improve the efficiency of our 3-step ordering system. We have also discovered few key niche markets that we are developing a following in.

With the assistance of both the Seoul Global Business Centre and the Korean Institute of Science and Technology, we were able to lighten the burden and to meet our first-year targets.

Looking forward, we plan to offer our service in additional languages to give access to more shoppers for Korean made goods. We may even start JapaneseBuddy as well.

If you are looking for something in Korea or have relevant interests, please feel free to contact us or visit our website.



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Wendy House

Wendy Yoon, CEO of Wendy House, is the creator of Real Princess and Friends. From a young age, Wendy had a passion for drawing and decorating with cute and pretty items. Wendy has always loved children and majored in Child Studies in university and worked for a toy company for 5 years. Putting her passion and experiences together, Wendy started her company, Wendy House.

Wendy House was named to demonstrate the founder's responsibility and dedication to children around the world. 'House' in Wendy House represents the design origins of the company, but it also symbolizes the comfort of home for children.

Wendy House currently designs and licenses their characters and products. Currently, the characters are designed for animation, books, toys, writing utensils, pins, and other children products. Wendy House is also pursuing media projects.

The main character of Wendy House is Real Princess and Friends. Real Princess is a guardian angel to children who have difficulties expressing their feelings to others. Real Princess is an angel that understands how children feel even if they cannot put their feelings into words. The intended audience is children with the age between 3 and 7 and their parents. Wendy House is also developing stories and animations that the audience can relate to. The first story is about how Peter (Real Princess' brother) and his friends meet the princess and find their happiness.

What makes Wendy House special is relatability. Around the world, there are many different characters and animations, and the key to getting noticed is a relatable story. The story of Real Princess and Friends tries to express all the warmth and friendliness we experience in our everyday life.

From a business standpoint, Wendy House has an advantage in the global character market because of the founder's experience. Having business identities in both

China and Korea, Wendy House is well positioned to enter the global character market.

The mission statement of Wendy House is 'The happiness of children is our happiness'. Wendy House also believes that employees need to be happy to create products that can make their customers happy. Therefore, everyone at the company is trying to make a happy environment for everyone's benefit.



Contact
choyeonyoon@hanmail.net

New Members

January- March 2017

Club Med Vacances Korea Ltd. (France) Mr. Janghee Kim (General Manager) www.clubmed.co.kr
KSB Seil Co., Ltd (Germany) Mr. Chunghoon Yoo (Managing Director) www.ksbkorea.com
Jeil Tax & Management (Korea) Mr. Kwangtae Oh (Senior Certified Tax Accountant) www.jeiltnm.com
Bob International Co., Ltd (Korea) Ms. Mina Yoo (General Manager) www.Bobint.com

AB Hällde Maskiner (Sweden) Mr. Jan Sigurdh (Managing Director) www.hallde.com
Shinwoo Korea (Korea) Mr. Byung-gook Choi (CEO) www.shinwookorea.com
University of Aberdeen (UK) Mr. Hyeom D. Yeo (Professor & COO) www.abdn.ac.kr
Sogang University (Korea) Mr. Jong-ho Jung (Professor) www.sogang.ac.kr
KOREATECH (Korea) Mr. Byeong-uk Nam (Industry-University Cooperation Foundation, President) www.koreatech.ac.kr
Saemangeum Development and Investment Agency (Korea) Mr. Byoung-Gook Lee (Administrator and Vice Minister) www.Saemangeum.go.kr
PeopleCare Professional, Inc. (Korea) Mr. Joong-Jin Shin (CEO) www.peoplecarepro.com
GRAND AMBASSADOR SEOUL ASSOCIATED WITH PULLMAN (Korea) Mr. Bruce Lee (GM & President) grand.ambatel.com
Turkish Airlines (Turkey) Mr. Mehmet Faruk Gurulkan (General Manager) Turkishairlines.com
SEBOTECH CO., LTD (Korea) Mr. Kiyong Chong (CEO) www.sebotc.com

Ulsan Metropolitan City (Korea) Mr. Gi-hyen Kim (Mayor) www.ulsan.go.kr
YT Partners (Korea) Mrs. Sumin Jung (CEO) www.ytp.co.kr
KUT Co. Ltd (Italy) Mr. Yong Jay Lee (President) www.kutrack.co.kr
Guerbet Korea (France) Mr. Mathieu Elie (VP Commercial APAC) www.guerbet.co.kr
Kyeongsangnam-do (Korea) Mr. Jeong Man Lee (Project Manager) www.gyeongnam.go.kr
NRW.Invest GmbH (Germany) Mrs. So Yeon Kim (Head of Representative Office) www.nrwinvest.com
Kyobo AXA Investment Managers Co., Ltd. Mr. Okrae Cho (CEO) www.kyoboaxa-im.co.kr
Roland Berger - Seoul Office (Germany) Mr. Soosung Lee (Partner / Managing Director) www.rolandberger.com
Atradius Korea (Spain) Mr. Jae Ko (Country Manager) www.atradius.com

2016 Activity Report

A short overview of key ECCK events held in 2016

ECCK Luncheon with Director General of MOEL

On April 12, 2016, the ECCK hosted luncheon with Seo Jung Lim, Director General for Labor-Management Cooperation Policy, Ministry of Employment and Labor (MOEL). The discussion revolved around the introduction of Korea's employment and labor policy, including Five Major Reforms of Labor Act and Two Major Guidelines such as "general dismissal" and "rules of employment".

Furthermore, information about wage systems and HR cases as well as a review of Korean government's supporting system for resolving HR and other issues of foreign companies were provided in detail.



ECCK Breakfast Meeting with Inho Lee, Deputy Minister of MOTIE

The ECCK hosted a breakfast meeting with Deputy Minister Inho Lee from the Ministry of Trade, Industry and Energy (MOTIE) on May 2, 2016. The discussion revolved around industrial policies, trade, foreign investment, resources, and energy. Participants from governmental organizations such as KATS, KOTRA, MOHW, and PPS, and ECCK member companies attended this fruitful meeting.

ECCK Hosts Europe Week 2016

"Europe Day" is annually held on May 9 to celebrate peace and unity in Europe. In commemoration of "Europe Day", the ECCK hosted 2016 Europe Week events to promote European culture, food, and cooperation with Korea. On May 11, the ECCK organized the Korea-EU FTA symposium titled "the 5th Anniversary of Korea-EU FTA: Achievements and Challenges" together with Federation of Korean Industries (FKI) and KU-KIEP-SBS EU Centre. On May 12, all European Network Night was hosted by the ECCK and 11 other European chambers at Millennium Hilton Hotel. On May 14, 2016, the ECCK's Busan Chapter hosted a family picnic-style event, "Taste of Europe", with a variety of European dishes and drinks in Busan.



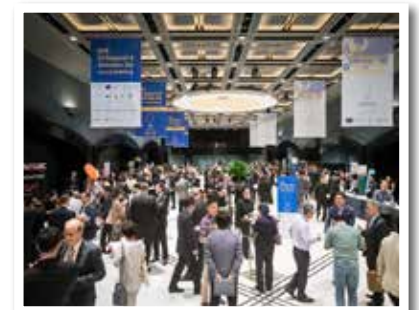
ECCK Breakfast Meeting with Korea Fair Trade Commission

On the morning of June 23, 2016, the ECCK hosted a Breakfast Meeting with Korea Fair Trade Commission (KFTC) Chairman Jae-Chan Jeong. Joined by around 50 participants from ECCK member companies and European embassies, the presentation from Chairman Jeong focused on KFTC's competition policy and its current implementation as well as its future direction.

In his keynote speech, Chairman Jeong stressed the significance of the bilateral relationship between Korea and the EU. Subsequently, he discussed KFTC's aim to root out unfair practices and to facilitate a free and fair trade market in Korea. Chairman Jeong also spoke in depth about KFTC's four main tasks of its future competition policy: building competition friendly market, addressing unfair trade practices for a healthy business ecosystem, creating consumer-oriented market economy, and improving law enforcement reliability.

ECCK Breakfast meeting with Vice-President of European Commission

The ECCK had the honor to welcome Jyrki Katainen, Vice President for Jobs, Growth, Investment and Competitiveness at the European Commission to a breakfast meeting on September 22, 2016. The breakfast meeting was attended by the representatives from the European Commission, the Delegation of the European Union to the Republic of Korea, business representatives and representatives from the ECCK. Christoph Heider, President of the ECCK, opened the event in which Jyrki Katainen shared his views about the latest development in the EU and received in return direct input from local business representatives.



2016 EU Research & Innovation Day

The ECCK organized the '2016 EU Research & Innovation Day' on October 4, 2016, at the Grand Hyatt Hotel in Seoul. The event was co-organized by the Delegation of the European Union to the Republic of Korea and the ECCK, aimed at introducing up-to-date R&I policies of the EU and European countries, promoting European excellence of science, technology and industry to Korea and expanding networks between participants. Based on the extensive information exchange throughout the event, the EU and Korea will establish more stable and stronger cooperation as research and innovation partners.



2016 Global Alternative Investment Insights (GAI)

Since 2014, ECCK Financial Services Committee has been hosting Global Alternative Investment Insights (GAI) conference together with Maeil Business Media. GAI has proven to be the most comprehensive and respected alternative investment event in Korea, with more than 600 delegates from institutional investors and GPs gathering together on the same floor. GAI 2016 offered another lively networking opportunity to connect LPs and GPs from all around the world. It was also held in conjunction with the 17th World Knowledge Forum (WK Forum), the largest business forum in Asia since 2000.

At GAI 2016, renowned investment professionals addressed questions of how to map out alternative investment strategies under the current environment. Leading investment officers of major Korean LPs, including National Pension Service and Korea Investment Corp., joined the conference to lead in-depth discussions with representatives of global GPs on the stage of GAI 2016. Mr. Andrew McCaffery, Global Head of Alternatives at Aberdeen Asset Management and Mr. Martin Stanley, Global Head of Infrastructure and Real Asset at Macquarie, attended the conference as keynote speakers.



2016 Korea-EU IPR Conference

On October 20, 2016, the ECCK organized the 4th Korea-EU Intellectual Property Rights (IPR) Conference at the Conrad Hotel in Yeouido. This year's Conference was co-hosted by the European Patent Office (EPO), the European Union Intellectual Property Office, the French Patent & Trademark Office, and the Korean Intellectual Property Office.

During the morning, several renowned IP experts from institutions in Korea and Europe presented about developments with regards to the IP environment as well as new initiatives and plans for legislative reform. The afternoon part of the Conference featured three simultaneous break-out sessions - Introduction to IPR, Patents and Respect for IPR - during which speakers from government, industry and private practice shared their insights on maximizing the benefits of various types of IPR. Especially, the Illicit Trade Environment, a study on the extent to which countries enable illicit trade, was released for the first time in Korea during the Respect for IPR break-out session.

2015/16 White Paper on Major Industrial Issues in Korea

On November 10, 2016, the ECCK held a publication ceremony for the release of the Chamber's second edition of the White Paper. The 2015/16 White Paper is a compilation of major issues of 14 industries in Korea from the ECCK member companies, covering the second half of 2015 and the first half of 2016. Delegation of the European Union to the Republic of Korea Ambassador H.E. Gerhard Sabathil attended this meaningful event.

Launching of ECCK-KYOBO Umbrella DC Pension Plan

The ECCK-KYOBO "Umbrella DC Plan" is a multiple employer (sponsor) Defined Contribution (DC) Plan where multiple companies can easily join the plan based on a single standardized plan document. The advantages of having a standardized corporate pension plan are simplified administrative work, easier maintenance of the plan and lesser fees.

Kyobo Life has made its first agreement on the Umbrella DC Plan with the ECCK and would give priority in using its Umbrella DC Plan service to the ECCK members. The ceremonial event for the launch of the Umbrella DC Pension Plan was held on November 16, 2016.



EBOWWN Global Meeting 2016 in Seoul

From December 5 to 7, 2016, the ECCK organized the second annual meeting of the European Business Organisation Worldwide Network ASBL (EBOWWN) in Seoul. Participants were representatives of close to 30 European Chambers operating in the Americas, Africa, Asia, Australia and Europe including the EBOWWN Chairman Renato Pacheco Neto. It was the first time that the EBOWWN has its global meeting in Korea and the ECCK was deeply honored and highly appreciated this opportunity.

During his stay in Seoul, Mr Neto conducted a special interview with Economy Chosun at the ECCK Office. In his interview, the EBOWWN Chairman shared his views on the economic outlook of the EU and promising business partnership between Korea and the EU member states.

New AoA Extends Voting Rights to Korean Corporate Members

The ECCK amendment of Articles of Association (AoA) took effect immediately after receiving the confirmation by the Ministry of Trade, Industry and Energy. The Chamber held an Extraordinary General Meeting in October to receive its members' consent on the adoption of suggested amendments of the AoA.

The important amendments in the said AoA include the extension of voting rights to corporate members of all nationalities, companies or legal entities duly registered in Korea. Prior to the amendment, only corporate members with European Union (EU) and European Free Trade Associations (EFTA) nationalities were allowed to exercise the voting rights.

With that, EU and EFTA nationals representing corporate members as well as other nationals - including Korean national - representing corporate members headquartered in the EU or EFTA are eligible to be elected as members of a Board.



Business Confidence Survey 2016

For the ECCK, it is of great importance to know the European business community's sentiments towards 2016 as well as their expectations for 2017. Therefore, the third round of the Business Confidence Survey was prepared to gauge European companies' perception towards the business environment of Korea. All European chambers and business councils collaborated to offer their views on the prospect of business operation in Korea, in partnership with Roland Berger for the survey content.

The survey was conducted during November 2016, specifically targeting European company executives and European executives operating business here in Korea. The result was then published in January 2017 alongside with its press conference hosted at Seoul Square.

The digital version of the Business Confidence Survey can be found on the Chamber's website at www.ecck.eu.

ECCK New Board of Directors



Chairman
Dimitris Psillakis
President & CEO,
Mercedes-Benz Korea

Dimitris is a Greek citizen and has been holding the position of President and CEO at Mercedes-Benz Korea in Seoul since September 2015. He started his career with the Daimler Group in 1992 at Mercedes-Benz Greece and has many years of international management experience in sales and marketing. Before joining Mercedes-Benz Korea, he served as Head of passenger car in Latin America.



Vice Chairman
André Schmidtgal
Country Retail Manager & Managing
Director, IKEA Korea

André is a German citizen and has been holding the position of Country Retail Manager/Managing Director at IKEA Korea Ltd. since 2013. He started his career as Shopkeeper Living Room at IKEA Hamburg in 1993 and had held various positions at IKEA since then - including Store Manager and Deputy Retail Manager. Prior to the current position, he was Retail Manager/Managing Director at IKEA Finland from 2009 to 2013.



Vice Chairman
Jan Benggaard
Managing Director,
Oerlikon Balzers Korea

Jan is a Danish citizen and is the Managing Director of Oerlikon Balzers Korea Ltd since November 2016.

In Busan, he has been the Managing Director and Chief Executive Officer of Wärtsilä Marine Systems (previously L-3 Marine Systems) since 2002. Before moving to Busan in 1998, he worked as a project engineer and later as Sales Manager in charge of regional operations in the Americas and Europe. Jan's honorary assignments include being a Board Member and Treasurer of Busan International Foreign School since 2005 as well as a Vice Chairman of the ECCK since February 2015.



Vice Chairman
Mauricio Coarasa
CFO & Corporate Secretariat,
AXA Korea

Mauricio is a Mexican citizen, and has been Chief Financial Officer and Corporate Secretariat of AXA Korea since 2015. Before moving to Korea, he was in AXA Mexico (Strategy and Investments). In his pre-insurance life, Mauricio was a financial regulator for the Mexican government, a

consultant at McKinsey & Company and a real estate developer at his own firm. Mauricio joined the ECCK Insurance Committee upon his arrival to Korea, and since last year, he was appointed as Chairman of the committee.



Director
Dirk Lukat
Managing Director & CEO,
Schenker Korea

Dirk is a German citizen and has been Managing Director & CEO of Schenker Korea Ltd in Seoul since January 2015. He started his career at the former Schenker & Co. GmbH in Frankfurt and held a number of management positions at DB Schenker in Singapore, Vietnam, and India. Before coming to Korea, he served as General Manager of Schenker-Seino Co., Ltd in Japan and was active in the Logistics & Transport Committee of the European Business Council. He has comprehensive experiences in the logistics industry including Contract Logistics, Air & Ocean Freight, Fairs & Exhibitions, and Projects for over 20 years. Dirk joined the ECCK as a member in January 2015.



Director
Philippe Hubert
CFO, Veolia Korea

Philippe is a French citizen and is CFO of Veolia Korea since March 2016. He worked for Veolia for the last 15 years in various positions at the Head-Office and as CFO of Water France activities. Before joining Veolia, Philippe worked for Total Upstream in several countries.



Director
Steve Dyer
CEO & General Manager,
JT International Korea

Steve is a Swiss and South African citizen and has been holding the po-

sition of CEO/General Manager of JT International Korea Inc. since January 2015. He has been working for JT International since 1997 and has held global and regional positions in Human Resources across Asia, CIS, Middle East and Africa. Prior to coming to Korea, he was General Manager for Singapore, Thailand, Bangladesh and Nepal from 2010 to 2014. He is also a member of the Singapore Board of Directors.



Treasurer
Torben Karasek
CFO, BMW Group Korea

Torben is a German citizen and has been acting as Chief Financial Officer at BMW Korea, Seoul as well as Chief Executive Officer at BMW Insurance Services Korea Ltd since January 2014. Originally, Torben started his career in 1992 in banking and worked for 10 years in total for Landesbank Berlin and Bankgesellschaft Berlin. He moved to the BMW Group in the beginning of 2002. He held various executive positions at BMW's German headquarters and overseas branches. Before coming to Korea, he served as the Chief Financial Officer of BMW Brazil from October 2010 to December 2013.



Trustee
Kay-Jannes Wegner
Senior Attorney, Kim & Chang

Kay-Jannes is a German citizen and dual qualified lawyer (Rechtsanwalt, Germany and Solicitor, England and Wales). He has been working as a senior attorney with Kim & Chang since 2011, primarily advising European clients. Before moving to Korea, Kay-Jannes practiced with international law firms in London from 2001 to 2007 and Singapore from 2007 to 2011.

General Events

ECCK IPR Committee Head's Interview with KOIPA

Sven-Erik Batenburg, Head of Legal & International Affairs at the ECCK, had an interview with Korea intellectual property Protection Agency (KOIPA) on December 1, 2016. Mr Batenburg discussed current and emerging issues relating to intellectual property rights (IPR) and the ECCK's effort to develop the IPR environment in Korea.



ECCK's 4th anniversary

December 3, 2016, marked the ECCK's 4th anniversary. We would like to sincerely express our gratitude to all of our members and friends for their constant support and contribution throughout these past four years. We will always strive for growth and is looking forward to what the future has in store for the Chamber.

New AoA Extends Voting Rights to Korean Corporate Members

The ECCK amendment of Articles of Association (AoA) took effect immediately after receiving the confirmation by the Ministry of Trade, Industry and Energy. The Chamber held an Extraordinary General Meeting last October to receive its members' consent on the adoption of suggested amendments of the AoA.

The important amendments in the said AoA include the extension of voting rights to corporate members of all nationalities, companies, or legal entities duly registered in Korea. Prior to the amendment, only corporate members with European Union (EU; 28 countries) and European Free Trade Associations (EFTA; Switzerland, Norway, Iceland, Liechtenstein) nationalities were allowed to exercise the voting rights.

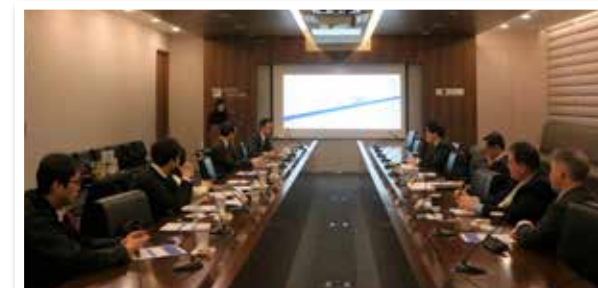
With that, EU and EFTA nationals representing corporate members as well as other nationals (including Korean national) representing corporate members headquartered in the EU or EFTA are eligible to be elected as members of a Board.

By opening up to the Korean society through the newly amended AoA, the ECCK hopes to develop stronger ties between Korea and Europe.



ECCK President Discusses U.S.-Asia Trade Relations at 2016 KIEP Special Forum

On December 9, 2016, Korea Institute for International Economic Policy (KIEP) hosted the 2016 KIEP Special Forum at the Westin Chosun Hotel, Seoul. Under the title of "Looking Ahead: Challenges and Opportunities in U.S.-Asian Trade Relations", the ECCK President Christoph Heider participated as a panel discussant and shared his views on the future of the U.S.-Asia trade relations upon the next U.S. administration. The forum was attended by a number of experts from the government, business communities, and academia from home and abroad, leading to very fruitful and engaging discussions.



Finance Minister Promises to Create Stable Environment for Foreign Businesses

Korea's Finance Minister Yoo Il-ho hosted a luncheon meeting with representatives of foreign chambers of commerce and companies in Korea at Jung-gu Press Center on December 15, 2016. The meeting discussed on the current issues of the country's economy and the outlook of foreign exchanges. Minister Yoo stressed that foreign companies take up 18% of Korea's total exports and 6% of employment, and promised to maintain business-friendly policies to create a better environment for foreign investors. From the ECCK, former Chairman Jean-Christoph Darbes attended this fruitful meeting and shared his views on the topic.



ECCK Auto-Parts Committee Kick-Off Meeting

The ECCK held a kick-off meeting of Auto-Parts Committee on December 14, 2016. It was organized to introduce the structure, plans and activities of the committee to those interested in joining. The meeting was featured by attendees from TÜV SÜD, Atlas Copco, Würth, Webasto, Marposs, and Vector and was accompanied with engaging discussions on sharing thoughts, expectations, and suggestions toward the future direction of the Auto-Parts Committee of the ECCK.

ECCK Chemical Committee Kick-off Meeting

On January 13, the ECCK held a 2017 kick-off meeting for its Chemical Committee. The meeting started off with a presentation by ECCK Director Youngshin Ahn to discuss the new year’s outlook on the Chemical Committee including plans for events, government relations, and partnerships. Then active discussions were followed among the participants to further talk about detailed action plans and to share their expectations toward the committee. A number of companies including Bayer, Henkel, and P&G came to attend this meaningful meeting, and the ECCK would like to thank all of them for their interest and support.



Business Confidence Survey 2016 Press Conference

On January 17, representatives of 12 European chambers and business councils, Roland Berger Ltd., and media participated in the Business Confidence Survey 2016 Press Conference hosted at Seoul Square. For the third year, the survey has been conducted to gauge European companies’ perceptions towards the business environment of Korea. In partnership with Roland Berger, European chambers and business councils collectively organized the survey. A total of 131 companies, representing over 60,000 employees and a total turnover of EUR 50 billion, participated in the survey held in November 2016. The company profile included various industries, diverse-

ly ranging from services to manufacturing to provide an unbiased viewpoint. Of the respondents, 71% have operated in Korea for more than a decade.

Christoph Heider, President of the ECCK, led the opening of the event, touching upon the significance of the survey as a medium to deliver a message to the public and receive direct feedback from relevant counterparts. Huntaek Jung, Principal of Roland Berger, presented the executive summary of the survey results.

[The Korea Times] ECCK President Discusses Chaebols and Korea’s Business Environment

On January 25, ECCK President Christoph Heider participated in a roundtable hosted by The Korea Times. Including Mr Heider, representatives from AMCHAM, KGCCI, and FKCCI joined to discuss on the outlook of the Korea’s business environment and issues of Trump’s trade policies and its impact on Korean companies.

ECCK to be Partnered with Southeast Province in Attracting KRW 2 Trillion in Investment

The ECCK and Korean local governments in Southeast Province agreed on further cooperation to expand foreign investment in Korea. From January 24 to 25, the ECCK Busan Chapter had a meeting with the local government officials – Commissioner from Busan-Jinhae Free Economic Zone, Investment Promotion Division from Gyeongsangnam-do, Vice Mayor Investment Policy from Busan Metropolitan City, Special Advisor for Investment Promotion from Ulsan Metropolitan City, and Commissioner from Daegu-Gyeongbuk Free Economic Zone. ECCK President Christoph Heider attended these fruitful meetings and discussed on co-hosting an investment attraction fair and having customized investor relations (IR).

While the Korean local governments in Southeast Province show keen interest in expanding investment attraction, the ECCK truly appreciates this special opportunity

to partner up with them and be involved in this project.

Meanwhile, Gyeongnam-do announced during its press conference on February 6 that it is aiming at reaching KRW 2 Trillion on investment attraction this year.



The Korea Herald Interview with former ECCK Chairman Jean-Christophe Darbes

ECCK former Chairman Jean-Christophe Darbes had an in-depth interview with The Korea Herald at the ECCK office on February 7. Mr Darbes discussed the roles and developments of the ECCK looking back at the past two-years of his Chairmanship. During the interview, Mr Darbes also addressed the difficulties that European companies face when doing business in Korea and the Chamber’s effort to help combat these issues.



Photo by The Korea Herald

ECCK International Insurance Networking Night

The ECCK hosted International Insurance Networking Night at Barn lounge on February 16. It was the first time that the ECCK Insurance Committee organized this event, and the participants very much enjoyed this opportunity for having fruitful discussions and facilitating exchange of information among the industry experts. They were also hopeful of making it into a more fostering event that serves a variety of purposes on a regular occasion from now on. The day’s event was featured by attendees from AXA, BNP Paribas Cardif General Insurance, ING, Swiss Re, MetLife, Prudential, and Kim & Chang. The ECCK would like to thank all the participants for their interest and support, and we look forward to seeing them all again at our future Insurance Networking Night.



ECCK Elects New Chairman and Board Members

The members of the ECCK convened for its Annual General Meeting on February 20 at Conrad Seoul and elected a new Board of Directors. Dimitris Psillakis, a Greek citizen and President & CEO of Mercedes-Benz Korea in Seoul, was elected to represent the ECCK and oversee its operations and activities as Chairman of the Board effective immediately. Along with Mr Psillakis, André Schmidtgal, Jan Benggard, Mauricio Coarasa, Dirk Lukat, Philippe Hubert, Steve Dyer, Torben Karasek, and Kay-Jannes Wegner were elected as the new Board members.

The 5th EU-Korea Civil Society Forum

Christoph Heider, President of the ECCK, participated on February 20 and 21 in his role as a member of the EU Domestic Advisory Group in the 5th meeting of the EU-Korea Civil Society Forum (CSF) under the EU-Korea Free Trade Agreement. During the 5th EU-Korea CSF, participants discussed labour standards with International Labour Organization (ILO) representative, including progress achieved by both Parties to the Agreement as well as the next steps in the ratification and effective implementation of the ILO fundamental and other up-to-date conventions. Both Domestic Advisory Groups also exchanged information about the role of civil society in the EU and the Republic of Korea in the development and implementation of the climate change policy at national, EU and international level.



European and Latin American Business Services and Innovation (ELAN) Workshop

On February 22, the ECCK President Christoph Heider presented at the European and Latin American Business Services and Innovation (ELAN) workshop in Brussels. The event was hosted by the European Commission on advocacy procedures done by the European Business Organisation Worldwide Network (EBOWWN) and the ECCK. Along with the officials from European Commission, the workshop was attended by representatives of European chambers in Latin America to learn how to make the operations of chambers more efficient and effective.

Seminars & Forums

ECCK Information Session on ‘A Race for Talent’

On November 29, 2016, the ECCK hosted a HR seminar with Spring Professional. Under the title of ‘A Race for Talent: Attraction and Retention, New Habits to be Highly Effective?’, Pierre Fallion, Asia Managing Director of Spring Professional, came as a featured speaker of the day and discussed a new framework of talent strategies for the fourth industrial revolution in the digital age. The seminar saw a very engaged crowd of HR professionals, allowing for excellent discussions throughout the session.

We would like to thank the speaker as well as all the attendees for their participation and look forward to seeing all at further (HR) seminars next year.



KOTRA-ECCK Forum 2016: Household Products Safety

The ECCK co-organized the ‘KOTRA-ECCK Forum 2016: Household Products Safety’ with Korea Trade-Investment Promotion Agency (KOTRA) on November 30, 2016, at Kim Koo Museum & Library. The forum was held to provide safety education on healthy ways of using household products and to fulfill social responsibilities. The day’s event was prepared with three informative presentations by the Ministry of Environment, Henkel, and Group SEB.



Seminar with the Korean Patent Court

On February 21, ECCK in cooperation with KOTRA organized an introductory seminar to the Korean Patent Court. During the seminar, which was attended by Foreign Investment Ombudsman Dr. Jeffrey In-chul Kim and a range of industry representatives, Justice Kisu Kim of the Patent Court explained about the Patent Court’s 19 year history, its operation (including the recent concentration of jurisdiction) and shared recent statistics of the cases filed at the Patent Court. Justice Kim further took the time to address a couple of the challenges mentioned in the IPR chapter of ECCK’s 2016 White Paper.



Trends and Expectations for the Korean Labour Market in 2017

In the morning of February 23, ECCK organized its annual seminar on the upcoming trends in the Korean labour market. During this year’s seminar, Mr. Duncan Harrison (Country Manager of Robert Walters Korea) shared his insights into hiring trends across various sectors and also discussed important aspects to attracting key talent in Korea. Following such, Bae, Kim & Lee’s Anthony Chang and Jeong Han Lee presented about upcoming changes with regards to pertinent labour law amendments, pending amendments as well as the Ministry of Employment and Labour’s audit plan for 2017.



ECCK CFO Forum

On February 21, the ECCK held its quarterly CFO Forum at BMW Korea. The Forum was attended by qualified experts across industries to provide valuable insights on current issues that CFOs are facing in Korea. The meeting began with a presentation by Liz K Chung, Attorney at Kim & Chang, sharing updates and first experiences and pending issues of anti-graft law. Following the presentation, Tony Michell, Managing Director of Korea Associates Business Consultancy, led an active discussion session on current political and economic issues in the country. After the forum, the participants enjoyed a networking dinner with delicious food and drinks.

The CFO forum has been running actively since its establishment in 2012. The forum’s current Chairman is Torsten Berger, CFO of Continental Automotive Systems Corporation, and Vice Chairman is Olivier Verjat, CFO of Pierre Fabre.

Busan Chapter

ECCK Luncheon with Ministry of Oceans and Fisheries in Busan

On December 13, 2016, the ECCK Busan Chapter and the Foreign Investment Ombudsman co-hosted a luncheon at Lotte Hotel Busan, attended by the Ministry of Oceans and Fisheries (MOF). Under the topic of 'Government Policy on International Maritime Organization Regulation', foreign-invested companies in the marine shipbuilding industry in Korea and international shipping companies were invited to discuss domestic policies and its future directions toward the Ballast Water Management Convention and the SOLAS Container Weight Verification. The participants very much enjoyed the luncheon to talk about real-time challenges they have been facing in operating their businesses in Korea.



2016 ECCK Year-End Party in Busan

ECCK held the Year-End Party of 2016 at Devils Door in Busan on December 9, 2016. We would like to thank everyone who joined us and made the evening extra special.



Marine & Shipbuilding Committee Meeting

On February 20, the ECCK Busan Chapter held Marine & Shipbuilding Committee (M&S Committee) Meeting for the first time in 2017 at Park Hyatt Busan. The meeting started with opening remarks by Committee Chairman Mr. David Cummins. The first session of the day's event was about introducing new members, Advanced Insulation Korea, KSB Seil Co., Ltd, TechnipFMC, and IKM Testing Korea. Following the session, a presentation on "Plans of 2017" was given by Ms. Hwonnarae Ha, ECCK Busan Chapter Representative. During the suggestion session, members exchanged their views and opinions on the M&S industry. There was a farewell of Mr. Cummins, who had led the M&S Committee since October 2015. He shared his experiences of his two-year-chairmanship and wished for the ECCK and the M&S Committee's continuous growth. Finally, the meeting ended with Inauguration Ceremony of the new chairman. Mr. Alfonso Cebollero from SENER Korea who was elected as a new Chairman by the M&S Committee members.



ECCK Busan Chapter Staff Change Notice

Youngshin Ahn, former Director of the Marine & Shipbuilding / Logistics & Transport / Chemical committee and representative of the ECCK Busan Chapter, decided to leave the Chamber as from February 13, 2017. Mr Ahn had been a part of the ECCK since its very beginning, and we would like to thank him for his dedicated work, commitment and loyalty as well as his valuable contribution to the Chamber. The ECCK wishes him all the best for his future career.

Mr Ahn was succeeded by Hwonnarae Ha, who now represents the ECCK Busan Chapter right upon Mr Ahn's departure.

Busan Chapter | Senior Manager
Hwonnarae Ha
Tel: +82 51 959 9696
E-mail: hwonnarae.ha@ecck.eu

Committee News

The Cosmetics Committee

The ECCK Cosmetics Committee is organized by multinational cosmetics companies, representing the voice of European stakeholders. The Committee works primarily as a platform to support member companies and centerpiece of the ECCK activities. Also, it closely follows market trends and changes in the regulatory environment, relevant to the interests of our members to improve market intelligence and/or to express positions on market access issues.

The Cosmetics Committee promotes communication between its member companies and Korean authorities to protect the rights and interests of the members. Our primary goal is to provide our members with information, communication, and access pertaining to the business and regulatory environment of Korea. The Committee updates regulatory changes in Korea for members and informs the Korean agencies of the opinions by the European business community. As a part of our service to the members, the ECCK annually publishes the White Paper on market access issues and to facilitate dialogue with the Korean government. Furthermore, we regularly convene industry-specific seminars, roundtables, and conferences to expand knowledge base for members and interested parties in addition to formal meetings.

The ECCK Cosmetics Committee is a member of Ministry of Food and Drug Safety (MFDS) experts' consultative

group on cosmetic regulatory & technology. The consultative group is organized to have consultation within its members on cosmetic policies and regulations. The MFDS hosts the meeting and Director General of Biopharmaceuticals and Herbal Medicines Bureau, or Director of Cosmetics Policy Division chair the meeting. The members are consisted of experts from industry, associations, consumer bodies, legal experts, professors and medical doctors etc. Here, the ECCK serves as representatives of multinational cosmetics companies by providing opinions or concerns of members to reflect them into the regulations. The group meeting is held twice a year.

On December 23, 2016, the MFDS held a consultative group meeting to discuss cosmetic regulation plans of 2017. The ECCK Cosmetics Committee Director participated as a member of the group, discussed the MFDS's plans for 2017.

The meeting discussed on children-use cosmetics, certification systems of natural or organic cosmetics, cosmetic ingredients reporting system, customized cosmetics and subdivisions of cosmetics.

The MFDS is planning to introduce children-use cosmetics legally for safety but the legal allowance of make-up products for children could be a critical issue. Certification of natural cosmetics raised various opinions from the attendees since the certification systems are yet to be set up in foreign countries. In addition, it has possibility to make consumers misunderstand about 'natural' cosmetics. Customized cosmetics mean that products are mixed and sold on the spot in response to a customer's demand. It is necessary to have proper safety guidelines for dividing and/or mixing cosmetics on the spot.

Following booming up of K-Beauty and rising concerns of cosmetics safety, cosmetic regulations are focusing on introducing further safety standards including a new product category or certification system for cosmetics. Safety concerns are international trends for all industry sectors, and it shall be the most important factors. However, scientific and rational approaches need to be considered.

ECCK Annual General Meeting

The members of the ECCK convened for its Annual General Meeting on February 20, at Conrad Seoul and elected a new Board of Directors.



ECCK New Year Party 2017

The ECCK held its signature annual New Year Party at Four Seasons Hotel Seoul on January 17. Joined by our valued members and friends and with generous support from our sponsors, the evening turned out enchanting and delightful. We would like to thank: BrewDog, ClubMed, Conrad, Courtyard Marriott, Four Seasons Hotel, Kensington Hotel, Millennium Seoul Hilton, Oakwood Premier, Robert Walters, Turkish Airlines, VOGA



Maltese Presidency of the Council of the European Union 2017

Since 2009, each European Union (EU) Member States takes turn every six months to chair the Presidency of the Council of the EU. The country holding the Presidency seeks further the Council's work, and has a unique opportunity to influence the agenda and its role to guide the Council's endeavors through its tenure.

Malta, the smallest country in the EU, has become a EU member state in 2004. Starting from January 2017, Malta took on the Presidency of the 28-member union.

What's on the Agenda of Maltese Presidency

The theme of the EU presidency for the next six months is 'rEUunion'. The main goal of Maltese Presidency is about reuniting the European Union with its citizens, and reuniting the member states of the European Union with one another. The six key areas Maltese Presidency will focus on are migration, single market, security, social inclusion, Europe's neighbourhood, and maritime sector.

Key Priorities

- Digital Single Market: ending roaming charges across EU nations, finalizing negotiation on geoblocking (consumers seeking to buy products and services in another EU country, be it online or in person, are not discriminated against based on nationality or country of residence in



terms of access to prices, sales or payment conditions), installing free wi-fi in every town, village, and city in the member states.

- Migration: Strengthening Common European Asylum System to distribute the migration load among Member States of the Union more fairly, and finalizing the revisions of Dublin Regulation which delineates the members' responsibilities for examining asylum applications.
- Tackling Gender Violence and Social Exclusion: continuing to combat gender balance in the labour market, tackling gender-based violence and LGBTIQ issues.
- Border and Maritime Security Measures: continuing action on combating terrorism in the EU, achieving significant progress on creation of EU Travel Information and Authorisation System (ETIAS), and developing maritime security strategy, focusing on migration flows.

Malta at a Glance	
Capital City	Valletta
Population	423,282
Total Area	316 km²
Official Languages	Maltese, English
Main Industry	Tourism
Head of State	Marie-Louise Coleiro Preca
Head of Government	Joseph Muscat
Religion	Pre-dominantly Roman Catholic (88.6%)

Source: Malta EU 2017 Official Homepage

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Korea's Free Economic Zones: Making business easier



Korea was once referred to as “the hermit kingdom.” These days, things are very different: Korea’s geographical position makes it the most efficient economic hub from which to reach not only China and Japan, but also the rest of Asia. Now, the country is embracing its centrality by developing Korean Free Economic Zones (KFEZ) to fully exploit its enviable potential. The eight Free Economic Zones—Incheon, Busan-Jinhae, Gwangyang Bay Area, Yellow Sea, Daegu-Gyeongbuk, East Coast, Chungbuk and Saemangeum-Gunsan—are distributed throughout Korea to suit the needs of enterprising businesses. In these areas, the Korean government has gone to remarkable lengths to create a business-friendly environment.

Korea has free-trade agreements with a whopping 52 countries, which tops the list of reasons for companies wan-

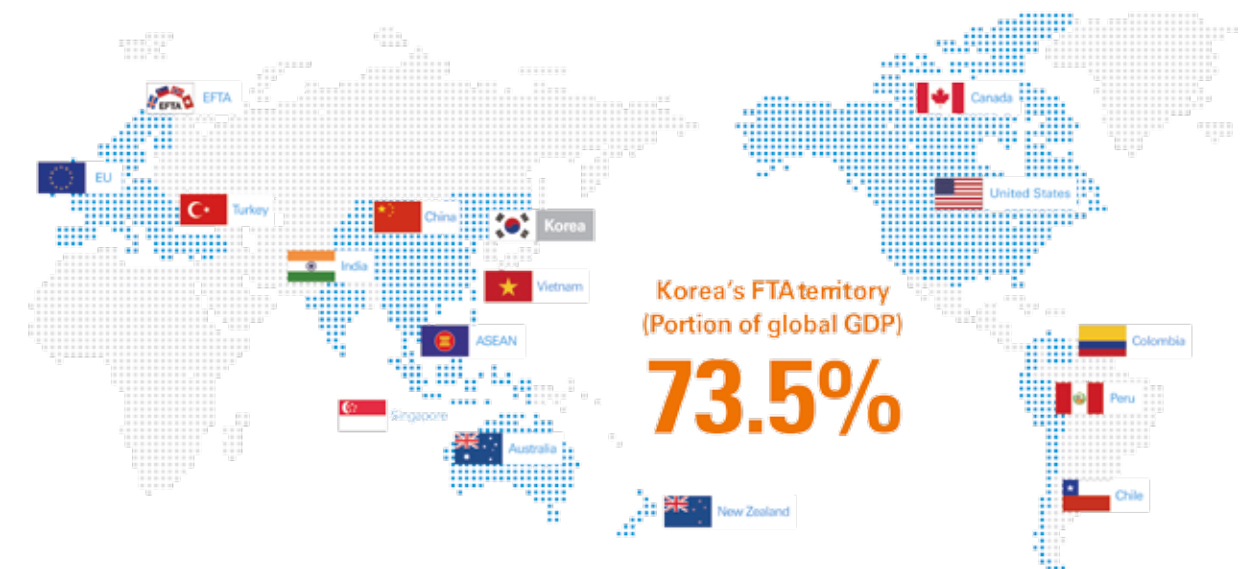


ting to do business there. To many outsiders, it would seem counterintuitive for a Chinese company to set up shop in Korea. Not so, says Lu Xianyu, CEO of the Chinese babyformula manufacturer HAM. While it’s true that wages and production costs are lower in China, he cites Korea’s impressive number of free-trade agreements (FTAs) as the basis for his decision to move his operations to the Gwangyang Bay Area Free Economic Zone (GFEZ).

“China doesn’t have as many FTAs,” he explains, “so exporting my products to other countries is more easily done here.” Korea’s free trade access to more than 10 countries with populations exceeding 50m adds lustre to these agreements. For Mr Lu, China is still close by, and operating in Korea puts his target markets in Indonesia and the Philippines within easier reach.

Korea's FTA network

■ In effect (15)



Development is still ongoing for many of Korea’s economic zones, but the government has already spent billions of dollars on facilitating the high-tech, international business, leisure and tourism hubs that are emerging there. Korea’s infrastructure and public-transport systems have long been widely admired; further improvements will be a key advantage for businesses that want to reduce operating costs, shorten delivery times and provide better customer service.

The cities that host the zones have attracted numerous companies from all over the world, which benefit from the skills of highly educated Korean workers. Even outside of central Seoul, good workers are easy to find and retain. “When we moved [to Incheon] from Seoul, no one left the company,” says Martin Rotermund, managing director of Rittal Korea. He points out that when it comes to recruiting new personnel, the Incheon Free Economic Zone (IFEZ) also has a highly qualified workforce. “There are quite a few universities in this area. Our relocation to IFEZ is not something that has affected our ability to hire good labour.”

One of the universities in IFEZ is SUNY Korea, part of the State University of New York system. Because courses there are taught by faculty from Stony Brook in Long Island, and students undergo the same selective process as those who apply to any other SUNY school, a SUNY Korea degree is identical to those given in the United States. This has generated a great

deal of public interest for the university. James F. Larson, the vice-president of academic affairs at SUNY Korea, says it is the “best-kept secret in study abroad”. Many of its students are bilingual or even trilingual, which makes them highly prized in the global economy. “What we’re building here”, says Mr Larson, “is a program that will be internationally competitive.” Similar scenarios are playing out in Korea’s other Free Economic Zones, where higher-education campuses have also been a visible presence.

In the Free Economic Zones, Korea has taken concerted action to make business and living environments friendly to domestic firms with investments abroad, and conducive to international business. Tax breaks, financial support and other incentives are on offer. “The government has created a good environment for doing business,” says Mr Lu, reflecting on his experience in GFEZ. Mr Rotermund of Rittal shares his enthusiasm. “When we received the proposal from IFEZ to establish our own building here, we recognised it as a good financial opportunity,” he says. “We could not wish for much more.”



For more information on doing business in the Korean Free Economic Zones (KFEZ), please visit www.fez.go.kr or www.investkorea.org. You can also contact one of the North American offices of KOTRA (the Korea Trade-Investment Promotion Agency). For details, go to english.kotra.or.kr.

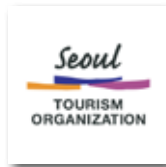
The Hub of Asia: Seoul

Seoul has been serving its role as the capital of Korea for more than 600 years. With centuries of history, it is the heart of Korea's culture, education, politics as well as business. Also, recording the largest number of foreign tourists last year, Seoul has been paving its ways to become a global city.

In this issue of *ECCK Connect*, we will explore various aspects of Seoul. First, Seoul Tourism Organization talks about rising recognition of the thrilling and dynamic city of Seoul as both

tourism and convention destination. We also had an opportunity to have Karim Khouider and Karolina Zasadzka from Seoul City Foreign Residents Council to share their stories about life in Seoul as foreign residents and to provide insights on ways to improve the living environments of the city. Last but not least, we have interviewed a world class barista, Coffee Creator from Nestlé Ola Persson, who shared the story of his first-time visiting Seoul and his views on the coffee market in Korea.





Seoul – The City for Everyone

The thrilling and dynamic city of Seoul is the heart of South Korea and has continued to beat day and night as its capital for over 600 years. It's home to ancient royal palaces and temples but also home to some of the world's biggest companies while its fields such as electronics, IT, healthcare, and automobile are recognized as among the best in the world.

Shoppers, outdoor enthusiasts, gourmands, solo, and group travelers will find Seoul offers something for everyone and a range of exciting festivals and events throughout the year- from fireworks festivals to lantern festivals- make's one's stay extra memorable.

The gateway to Seoul is the award-winning Incheon International Airport providing direct access from all corners of the globe while the city's safe, clean, and convenient public transportation system services not only all of Seoul but its surrounding regions. The extensive KTX bullet train network makes it easy to quickly get from Seoul, and vice versa, to other parts of South Korea including the upcoming bullet train line that will provide service to PyeongChang in eastern Korea, future home of the upcoming 2018 Winter Olympic Games.

The Seoul Tourism Organization

Seoul Tourism Organization (STO) is a public organization founded by the city of Seoul. The organization's core mission is to market Seoul as a convention and tourism destination through the promotion of the city's cultural assets, premier accommodations, refined cuisine, comfortable meeting facilities, varied entertainment, and quality services. STO runs and operates tourist information centres (in Myeongdong, Incheon Airport, and Gimpo Airport), oversees programs such as the Seoul Stay and Seoul City Walking Tours, organizes annual events such as the Seoul Summer Sale and Seoul Lantern Festival, and also runs the city's official tourism website VisitSeoul.net with multiple language support.

Seoul: The Complete Convention City

The Seoul Convention Bureau (SCB), a division of the STO, is the official government-sponsored body representing and promoting the city abroad as a prime venue for meetings, conventions and exhibitions. It also provides multi-layered support to foreign and domestic event planners choosing Seoul to host their conference, and acts as an information service for business visitors and the media on Seoul's conventions infrastructure.



Globally, Seoul is rising quickly as a top international MICE city. In last year's annual international association report by the Union of International of Associations (UIA), Seoul have hosted 494 meetings in 2015, giving Seoul a third place



ranking among cities of the world and elevating the city to become a top three international meetings city. Last year, it was voted as "Best MICE City" by Global Traveler USA in its annual Global Traveler Tested Awards- a feat it achieved for the second consecutive year- and "Best International Business Meetings Destination" by Business Traveler US- Seoul's fifth consecutive win since 2012. *MICE: Meetings, Incentives, Conferences, and Events

Seoul's Comprehensive Support for Business Events

A core part of Seoul's rising recognition as a business events destination is the comprehensive support the city offers. The variety of support offered by the SCB includes assisting organizers through every step of the event-hos-

ting process, from the initial bidding phase to the actual hosting of the event.

Comprehensive financial subsidies are offered for events of all sizes. Financial subsidy qualification for international meetings begins at events with over 50 foreign participants with a maximum of KRW 150 million that can be earned. For corporate meetings and incentive groups, qualification begins with groups staying at least two consecutive nights and with at least 100 total hotel nights in Seoul during their trip with a maximum of KRW 100 million that can be qualified.

The city also has 50 officially designated Unique Venues in Seoul that range in style from traditional to riverside.

Qualifying events hosting an event, such as welcome reception or gala dinner, at an official Unique Venue can also qualify for additional financial subsidies.

Seoul's support extends beyond financial subsidies, however, including bidding support and consultation, securing bid support letters from key governmental and industry leaders, site inspections, airport welcoming services, transport services, and providing Seoul Welcome Kits for business event participants.

Seoul also recently expanded its offerings to enhance participants experience for qualifying business events. The customizable Seoul MICE city tours, for example, offers busy event participants a chance to explore the city. Seoul not only assists in helping plan the tours but also offers financial subsidies for the tour guides and coach buses. Another new service is the rechargeable and reusable MICE cards act as transportation cards for Seoul's public transportation system, including cabs, but can also be used at most convenient stores and participating bakeries and cafes to make purchases.

Both MICE and leisure tourists also benefit from the new Discover Seoul Pass, which allows access to Seoul's 16 top attractions with one pass over 24 hours saving both time and money. One More Trip, a new online platform allows locals to sell unique experiences and tours while offering participants memorable experience catered towards personal interests (eg. Korean brewery tour, traditional seal making, Korean barbecue tour, etc).

Internationally, the SCB actively promotes Seoul by regularly participating in major industry trade shows and special events showcasing the city as a business and tourism destination, while strengthening ties with existing markets and making inroads into new ones. The organization also works with the Seoul MICE Alliance, an association comprised of 230 of the city's major business hotels, convention centres, transport authorities, travel agencies, and professional convention organizers to further strengthen Seoul's position overseas as a comprehensive meetings destination.



For more information on Seoul please visit:
English.visitseoul.net

For more information on Seoul's support services for business events, please visit:
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Interview with Seoul City Foreign Residents Council

Please tell us about yourself.

KK: My name is Karim Khouider, I am French and I have been living in Korea for almost 12 years now. I first came here as an exchange student then worked for a French company in the automotive industry. After that, I participated in the Executive Training Program Korea and found a company called Direct Optic, a retailer of optical products.

KZ: My name is Karolina Zasadzka and I was born in Gdańsk, Poland. I have majored in logistics and various post-graduate studies in many different countries. Having lived in Germany, Spain, and Korea, I have become a global citizen. Interacting and engaging with various nations gave me a lot of inspiration and motivation. Korea gave me a lot of insights that changed me personally, and that is why I decided to stay here.

In 2015, I have joined Nowak & Partner management and HR consultancy. Since then, I have been working on various market entry projects and sharing the Korean market expertise and local market insights with foreign companies entering the market or already operating in Korea. It is exciting to consider both, the local Korean business culture and the expectations of our international clients in the everyday

work. I enjoy working with both Koreans and foreigners. I think it is very crucial to have the sense of understanding for different cultures, values and mentalities in the international business environment. Doing business under these conditions can surely be very challenging and never boring, which I really appreciate.

What brought you to Seoul? What was your first impression of the city and Koreans, and has your impression changed since then?

KK: I first lived in Daejeon for six months before moving to Seoul where my first job was located. My first impression of Seoul was that this city never rests, and this impression did not change since then! I like the vibrant and exciting Seoul life, you can do anything at any time.

KZ: I was fortunate to be selected and to participate for the Executive Training Programme, which is a one year scholarship course for business professionals, sponsored by the European Commission. The goal of the program was to build a bridge between Korean and EU markets by learning and understanding the Korean business culture. The training program focused on building a professional local network and getting the insight of the market itself through HVAC business related market research and outing it into custom-made business plan for European company.

I came to Seoul at the end of 2013 as part of the training program. It was my first time living in Asia, so I decided to stay open-minded about living in Korea and getting to know the local lifestyle. I was overwhelmed by the metropolis and thought that I will never ever drive a car in Seoul. People seemed very polite, but they all look in a very similar way and it was hard to find someone outstanding and a real individual. However, I absolutely fell in love with the Korean cuisine and the spectacular mix of the Asian and the Western. As my desire was to work in an international business environment and to live abroad, I decided to extend my stay and Korea after the training program and changed my professional profile and business focus as well. After over three years of living in Korea, I still get surprised from time to time by the cultural differences that I come across. On one hand, Seoul is very modern, but on the other hand, the mentality in certain aspects is still very traditional. And now, I am not afraid to drive anymore!



Can you briefly introduce us about Seoul City Foreign Residents Council?

KK & KZ: The Seoul City Foreign Residents Council is established to seek advice, proposals and review the city’s policies related to the foreign residents in Seoul through the council with the participation of the foreign resident’s representatives.

What are the qualifications to become the representatives for Seoul City Foreign Residents Council? What makes you become one?

KK & KZ: In order to become the Seoul City Foreign Residents Council Representative, first of all, you need to be a foreign resident of Seoul city. Furthermore, you need to bring initiative and interest to be engaged in projects dealing with diverse issues within the community. You are required to provide some ideas on how to improve the quality of life in Seoul for foreigners and locals alike, to be actively involved in creating the new polices, and to make proposals for the Seoul City.

The communication skills in Korean is a must. The whole communication is in Korean in very official and formal ways. If you are not fluent enough, it would be hard to follow up with the details and reports that are being shared regarding various aspects of Seoul city and foreign community. It is still challenging for me, but I am doing my best. Besides, there are only few representatives from the EU countries involved, so there is a big potential for new

comers in two years.

Most of all, you need a lot of patience to attend the meetings which are not always as effective and productive. There are quite a few meetings to attend, but the decision-making process can be very slow.

Although the council has been established for slightly longer than a year now, it has already brought major improvements to the life of foreign residents in Seoul. Can you tell us about some of the proposals that have been implemented by the city government?

KK & KZ: On a monthly basis, the council gathers various proposals for improvement and problems regarding the foreign community are discussed. Twice per year, six suggestions get selected to be presented to a broader audience including press. However, as we mentioned before, the decision-making process is very slow, so we think it will take some time to implement all suggestions made in 2015.

KZ: I had the opportunity to contribute to the Foreign Residents Council by giving a speech in December last year during our half-year meeting. My proposal focused on the traffic system and Park & Ride System implementation in Seoul including some campaigns for drivers influencing the road safety and giving some additional benefits for those who use public transportation system. Although the ideas were applauded and highly appreciated by the Seoul City Hall representatives and by press as well, I am afraid that things will not change very quickly. However, I am hoping for the best outcome.

KK & KZ: We were also working on the proposal to influence the housing loan system for foreigners alongside with credit card policy which is a big headache for most foreign residents. Remember that a significant part of a foreign residents in Seoul are not members of the ECCK, holding executive positions. Unfortunately, it seemed not possible on a municipal level. Nevertheless, the procedures are not very clear and transparent, and foreign resident frequently suffer discrimination in this aspect of life.

What is the key agenda for you to work on throughout 2017?

KZ: First of all, the Foreign Residents Council will pursue the actions which was initiated in 2016. Personally, I would like

to focus amongst all on environmental aspects and make some proposals in these areas.

KK: In addition, I would like to focus amongst all on business aspects and make some proposals in these areas.

What is your favorite and least favorite thing about living in Seoul?

KK: I like that this city is very active and that you can always find something to do. But traffic jams and air pollution are big problems. It is hard to go out in Seoul on the weekends without spending several hours in the traffic.

KZ: Living in Seoul can be fascinating in various aspects, and numerous pros surely prevail the cons. There are a lot of local communities that allows me to network with many people. I enjoy the combination of the modern and the ancient city, and although I come from the seaside, I started to go to the mountains more frequently. Besides, living in Seoul offers great access to travel to other Asian countries if you are interested in exploring the region. Yet, as a major disadvantage, the pollution that significantly got worse over the last few years, and the way how bus drivers drive. I am also not a fan of cold bathrooms which exist not only in Seoul but in Korea in general. Of course, you can get used to everything. I believe we should focus and appreciate the positive aspects.



What are top three tourist attractions in Seoul that you would recommend to foreign visitors?

KK: My top three choices would be Bukchon Hanok Village, Namsan Tower and Gyeongbokgung Palace

KZ: On my personal tour through Seoul, there is always a palace, a temple and the traditional market. You can also go on hiking, watch cultural performances, and experience eating octopus alive.

What final messages would you like to give to our readers?

KK&KZ: Being involved in Foreign Residents Council is another interesting aspect of living in Seoul which has a further impact on my cultural sensitivity. For the next term, we need more support from European expats within the Foreign Residents Council, so do not miss out the chances in two years when the application process will be open by the Seoul City Hall.

The Seoul metropolitan government is very eager to hear from its foreign residents so do not hesitate to contact us if you have ideas about ways to improve the city! We are very open to any suggestions from the expat community on things that could be changed on a municipal level of administration. Also, if you wish to attend the half-year session which is open to all foreign visitors, please contact us directly.

Contact
Zasadzka@nowak-partner.com
karim.khouider@gmail.com

South Koreans consume more coffee than rice and kimchi?

in 2005 when the number of coffee shops increased rapidly alongside appearance of coffee franchises. Seoul especially has been playing the central role in developing the industry and creating the unique coffee-shop culture of Korea. In 2016, it was estimated that the number of coffee shops in Seoul reached over 18,000, which exceeds the combined number of convenience stores and fried chicken places. (source: <http://english.hankyung.com/business/2017/02/18/0753591/no-of-coffee-shops-in-seoul-hits-18000> 2016-coffee-import-volume-rises-to-160000-tons)

One of the driving forces behind this extraordinary industrial growth is the coffee-shop culture in Korea. Commonly known as a 'café', a coffee shop in Korea does not only serve as a place to grab a coffee, but it is more of an experiential place with each brand's story. In Seoul, you will find various types of themed-cafes which you might never see in any other countries. For instance, 'Bauhaus' is one of the most popular dog cafés in Seoul, especially among tourists. Those theming flowers, Legos, and Hello Kitty are popular destinations among foreigners and locals alike.

While coffee shops in Korea have been enjoying upward trend for a good amount of time, a capsule coffee machine is another emerging trend in Korean coffee industry. It was first brought to the local market in 2007 by Nestlé, which launched its Nespresso line in Korea. NESCAFÉ® Dolce Gusto® is currently the largest capsule coffee machine provider in Korea, dominating 75 percent of the Korean capsule market.

Targeting consumers who would like to have their personalized coffee or have coffee at reasonably affordable prices at home, Nestlé has recently launched Dolce Gusto's 2017 campaign called 'Creative Coffee' at NESCAFÉ Itaewon branch in Seoul. Ola Persson, Nestlé's barista, visited Seoul to provide demonstrations on creating various flavors of coffee using Dolce Gusto capsules. The ECCK had an opportunity to interview with Mr Persson to share his experiences in Seoul and discuss his philosophy on coffee.

The government data has shown that South Koreans in average consume coffee more than their staple food, white rice and kimchi. What's more, Korea is the country with the most Starbucks branches, ranking 11th largest coffee market around the world. In fashion and commercial districts of Southern Seoul, you will find one coffee shop in almost every two buildings. What are the driving factors behind all these phenomena? What made Koreans so obsessed to coffee?

The rapid growth of the coffee market in Korea started

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World Class Barista's Special Visit to Seoul



Ola Persson, Nestlé Coffee Creator

I started my career with Nestlé 15 years ago, as a specialized sales representative for coffee in Sweden. A big step in my career happened when I moved to Nestlé coffee development team in Switzerland to host a barista training course for the employees.

Since then, I have been working with Nestlé as a coffee creator. I identify unique origins and blend them in creative combinations as well as continually experimenting with coffee roasting and extractions at different temperatures, to unveil exclusive flavors. It is still interesting for me even after 15 years of work. However, the more I learned about coffee, the stronger it dragged me into inspiration and creativity. I am still struck with how creative the process of making coffee can be; you often wonder how this plant could possibly produce over 800 different aromas, but it does! So I am constantly learning more about coffee every day; its origins, the farming processes – the list goes on.

Dolce Gusto's 2017 'Creative Coffee' Campaign in Seoul

It was my first time to visit Korea, when I came to participate for the 'Creative Coffee' campaign held at NESCAFÉ Itaewon branch in Seoul last January. As a self-confessed coffee lover, I spend a great deal of time exploring coffee in countries across the globe. During my visit, I usually train other baristas, while continuing to explore even more about the origins of coffee.

The main purpose of this trip to Seoul was to meet as many coffee lovers as I could and to introduce what kind of creativity and coffee solution they can get from NESCAFÉ® Dolce Gusto®. For me, creativity means freedom to create something unique; it is a way of thinking and a form of self-expression. In addition to being a barista, I am also a musician and a painter, but my creativity across all interests remains the same. I am constantly exploring new ways of expressing myself by thinking differently. While the campaign about creativity with William James Adams (will.i.am), I was surprised to learn on set that will.i.am and I had so much in common like our willingness to push boundaries, experiment and learn new things every day. I was happy to share this inspiration with consumers in Korea and to have opportunity to make them enjoy a lot more from NESCAFÉ® Dolce Gusto®, and to inspire them for more creativity.



Not only sharing my experiences, I also had chances to see many things that inspired me. I visited several individual coffee shops & roasters between my occasions. It is very interesting that even though the history of coffee in Korea is not that long, yet, big franchise café brands are overwhelming the café market nationwide in Korea. Also, there are so many veiled masters of coffee and high-quality coffee shops in Korea! Unique experiences of each coffee shop from selecting specialty beans, roasting it by themselves, blending, and serving to consumers via storytelling communication impressed me. It looks like more and more Korean consumers are not only enjoying coffee as one of their beverage options between meals, but they are also becoming a discriminating coffee mania seeking for fine quality of coffee and enjoying their personal flavored coffee. What an interesting market! I felt like I got more energy every time I tasted different flavors in Korea.

I look forward to inspiring the development of more creative coffee experience for coffee lovers in Korea.

About NESCAFÉ® Dolce Gusto® Specialty

As a coffee creator, I also study the best ways to make use of the machines from NESCAFÉ® Dolce Gusto®, to

achieve outstanding coffee results. At NESCAFÉ® Dolce Gusto®, everything starts with selecting world-class coffee origins based on the unique taste signature they can bring to the final cup. But it is not just the quality of the beans that make great tasting coffee, it is the technique in blending, which helps to create NESCAFÉ® Dolce Gusto®'s unique flavors.

Once the flavor is created, we need to make sure the freshness of the aroma is fully preserved. NESCAFÉ® Dolce Gusto® uses advanced technology with its hermetically sealed capsules, preserving the aromas so that they can be fully unveiled in the final cup. NESCAFÉ® Dolce Gusto® machines have a high-pressure system to guarantee a professional result. The capsule and machine work together to ensure a perfect extraction, at the right pressure and temperature to produce top quality coffee. The machines can produce rich velvety crema for espressos and smooth indulgent froth for latte macchiato or cappuccino - it is really like having your personal barista at home!





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Our focus in Korea:

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Covering 71% of the planet's surface, the ocean sustains life on Earth, producing half our oxygen, absorbing and distributing heat around the planet, and greatly influencing the world's weather systems. With as

many as 100 million species, marine biodiversity far exceeds that on land. The ocean also supports billions of people who rely on it for food security and livelihoods. But marine habitats - especially in coastal areas - are under ever-increasing threats from human activities. Above all, the ocean is threatened by the impacts of climate change, especially acidification and warming.

WWF's Global Goal: The world's most important fisheries and ocean ecosystems are productive and resilient, and improve livelihoods and biodiversity.

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Climate change poses a fundamental threat to the places, species and communities WWF works to protect. Around the globe, climate change is already seriously affecting human communities, while wildlife

and ecosystems are being forever changed. The far-reaching effects of climate change are evident: oceans are becoming more acidic, water supplies are shrinking, agricultural yields are dropping, and forests are burning. But, there is still time to avoid the most severe consequences of climate change, by moving away from fossil fuels to a low carbon economy powered by renewable energy.

WWF's Global Goal: A global shift towards a low carbon and climate resilient future is achieved.



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Old Seoul Station and Jeong-hwa Choi

Jeong-hwa Choi – a name used like a proper noun to represent Korean contemporary art, although it is sometimes paired with modifiers like kitsch, pop art and other critiques from the art world of the 1980s and 90s. Of course, that era was pregnant with heated change towards post-modernism and post-structuralism, which had baptized the theory of culture of that raging time, enabling an endless discussion about the artist. However, times have changed and Choi has grown up and gained depth. I've been there, for more than ten years by his side, and I couldn't describe him uncertain attributes. Therefore, and in sync with his exhibition at Culture Station Seoul 284, I tried to depict him from a different perspective.

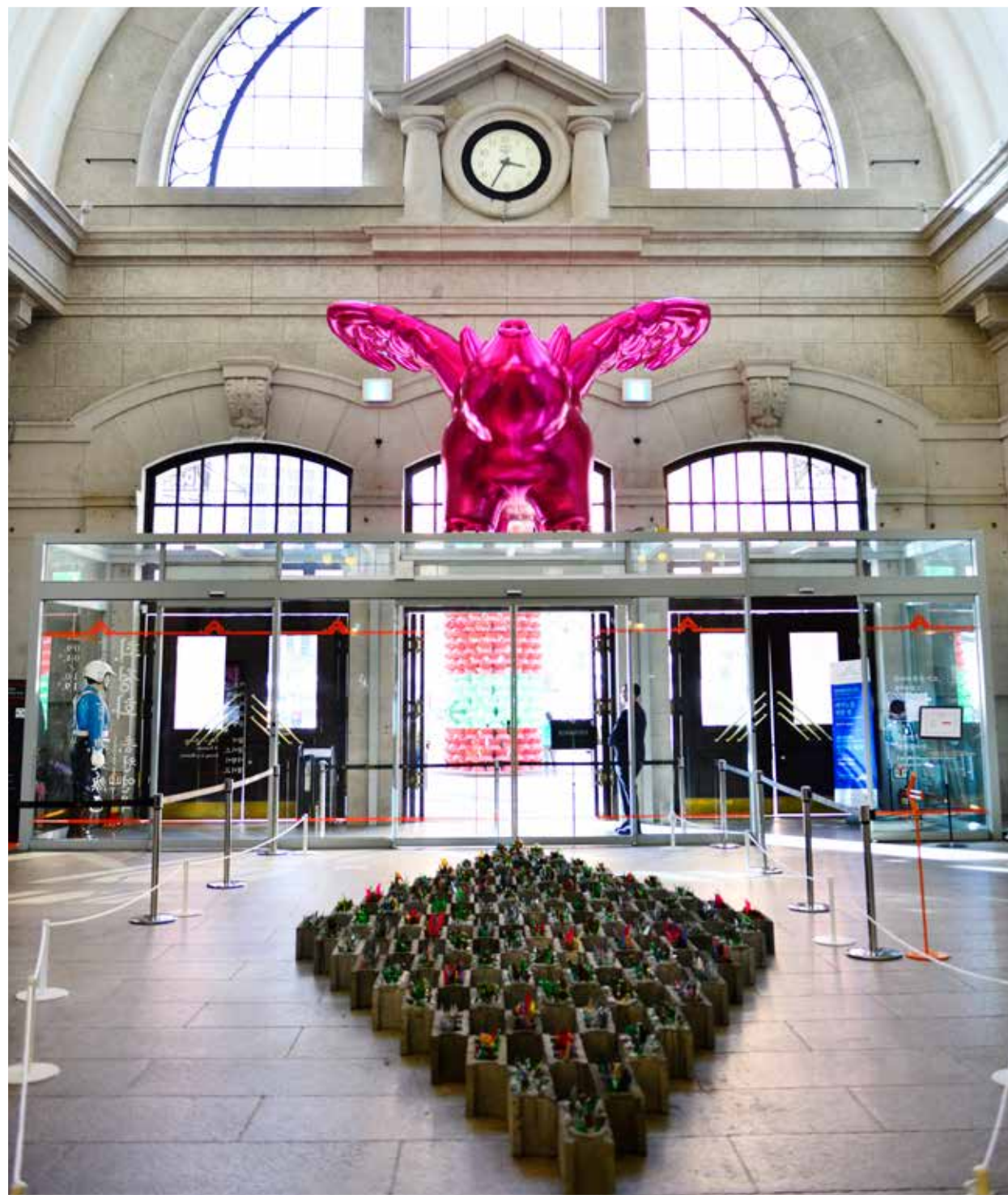
In front of the background of an evolving time and artist, I felt it was time to try and summon the artist not in a social but religious spotlight. The result was more than half-successful, I think. He was still more comfortable in worldly atmospheres – where I thought he was rather hard-boiled – and bursting with earthly manne-

risms and natural depth confronting life, because he was in a different place. He has aged and become a wiser person, whose deep and experienced artwork he is unable to hide. And different to his peers, his show spread an extraordinary energy. The strong, peculiar vibe of the event was staged in a perfectly odd venue. It won over the hustle and bustle of Seoul Station. The old station space is more versatile and exhausting than one might think. It is a place where old times meet modern times, history meets present, and the center meets the rim; it is a place where voices exchange themselves about emerging religions and realities.

It is also a place where homeless people and creepy pigeons dominate the picture. Jeong-hwa Choi took it upon himself to merge all those images and play with the time and space factors of the gallery like they were part of a shamanistic song. As it is a place that is impossible to tidy up, the artist seemed to amplify the distortion by changing and reinstalling everything. From his temple of the world, countless flowers sang a song of anticipation to dominate the space. His artistic power, spanning over thirty years of experience in painting, interior, design, handicraft, installation, spatial art etc., delivered an omnipresent energy unusual for other artists of his time. As a director I was overwhelmed with the various reactions of the visitors. Even though the show felt like a relief I mulled over other thoughts in my head, about understanding the space of our gallery as ruins, and didn't hesitate to host this blooming flower of an exhibition.

Opposed to the spatial complexities, their reflections and reinterpretations, the show intended to erase, eliminate and purify the space. In other words, our complex space isn't lousy, permeable and wrinkly but contains the possibility of change. I tried to understand it as a flowery, shiny, agreeable and flexible composition. Furthermore, I was trying to add the finishing strokes to the last exhibitions Subculture Express 2013 and Modernity and Technology for my own personal peace of mind, and I think that it was a thoroughly meaningful, fairly exhausting and utterly fresh art show.





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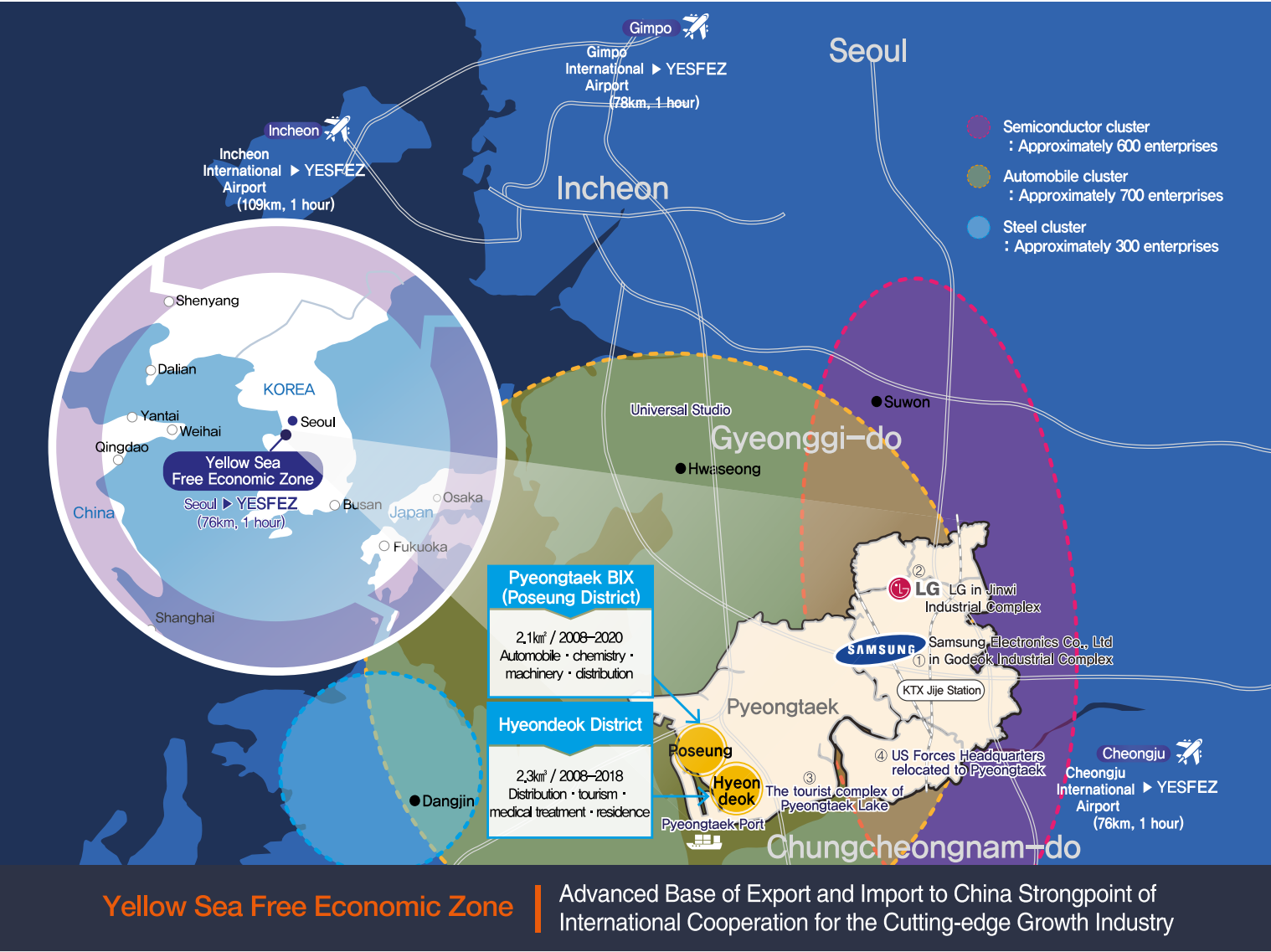
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- ▶ Automotive (Hyundai-Kia Motors), Semiconductor (Samsung Electronics Co., Ltd), Display (LG Display Co., Ltd), Steel (Hyundai Steel Co., Ltd) clusters
- ▶ The sale-in-lots rate of the 8 rental complexes exclusively for foreigners in the vicinity, 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 Pyeongtaek → 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

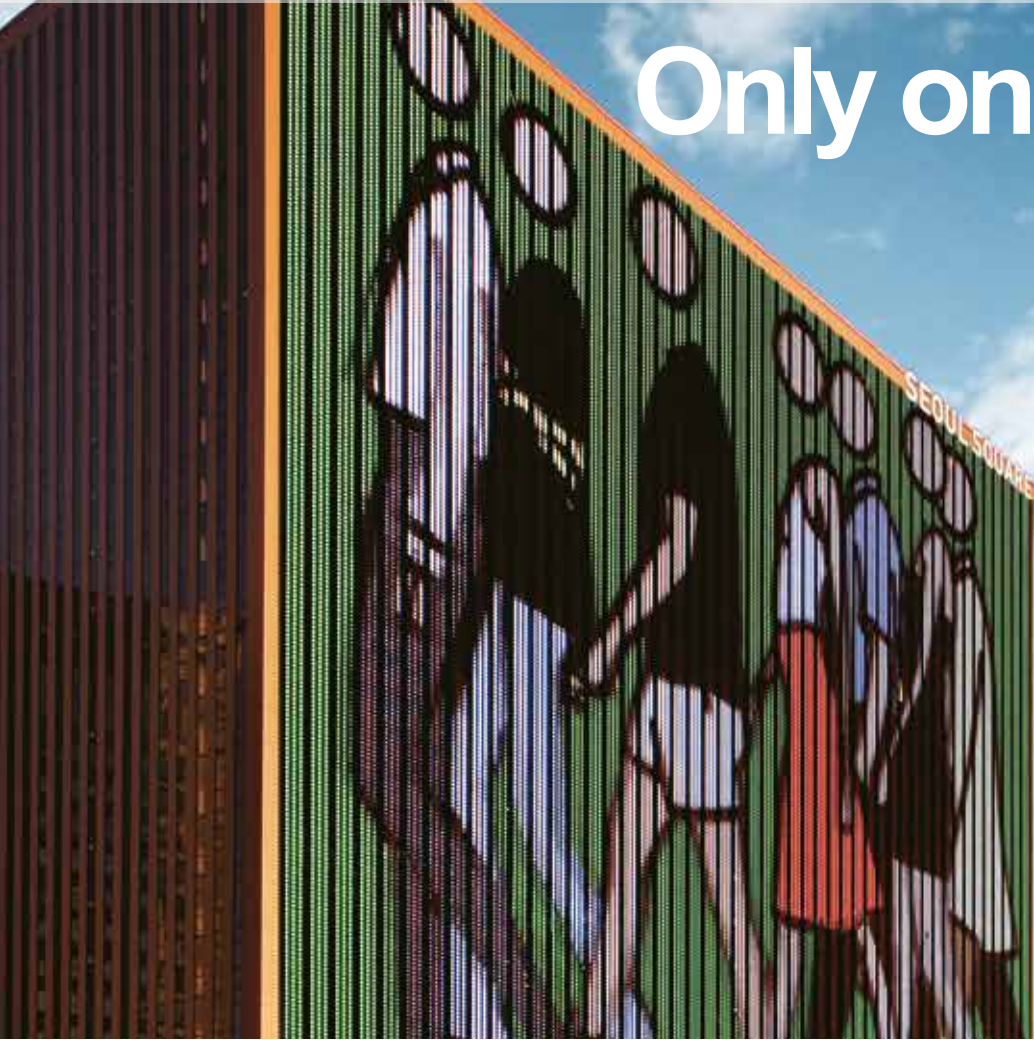
- ▶ Closest to China's Coastal Industry Belt (distance from Pyeongtaek to Yingsheng and Yantai: 396km and 505km, respectively)
- ▶ Pyeongtaek Port, which is No. 1 of Korea in terms of automobile volume, is expected to grow as a maritime logistics hub of Northeast Asia (63 berths in 2016 → 92 berths in 2030)

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