



ECCK Information Session with Swiss-Korean Business Council (SKBC) - Korea in the World Competitive Arena -

Thursday, March 7, 2019, 12:00
Emerald Room (2F), Lotte Hotel Seoul

Event Outline

Based on the latest issue of the IMD World Competitiveness Yearbook, Prof. Dominique Turpin will present the competitive strengths and weaknesses of Korea from both a macroeconomic and business perspective. We will also examine and discuss what can Korean companies do to improve their competitiveness in the digital space, as well as in the attraction, development and retention of talents.

Event Details

Title: ECCK Information Session with SKBC - Korea in the World Competitive Arena

Date: Thursday, March 7, 2019

Time: 12:00 – 14:00 (Registration starts from 11:30)

Venue: Emerald Room (2F), Lotte Hotel Seoul

Admission fee: Member (ECCK & SKBC) - 70,000 KRW / Non-Member - 90,000 KRW

* Payment at the door

* For walk-ins, additional 10,000 KRW will be charged

Agenda:

11:30 – 12:00 *Registration*

12:00 – 12:30 Lunch

12:30 – 14:00 Presentation and Q&A

Event Notes

- Kindly inform us your attendance and cancellation by **March 4, 2019** through **RSVP Link**.
- If you have any inquiry for the event, please contact Ms Hyewon Shim.
(02-6261-2711, hyewon.shim@ecck.eu)
- Kindly note that "No Shows" will be fully charged.

Speaker Profile



Dominique Turpin
The Dentsu Professor,
Dean of External Relations
IMD

Dominique Turpin served as IMD President from July 2010 until the end of 2016.

He was also Nestlé Professor at IMD. He was previously the director of the IMD MBA (Master of Business Administration) and PED (Program for Executive Development).

Professor Turpin has directed customized programs for companies such as Groupe SEB, Panasonic and Japan Tobacco International. He has extensive teaching, consulting and research experience in the areas of marketing and international strategy both in Europe and in Asia, particularly in the area of brand management, customer orientation and communications strategy.

He has worked as a consultant and management educator with a large number of international companies including: Coca Cola, CPW, Danone, DSM, Jardine Matheson, Nestlé, Novo Nordisk, Philips and Uponor. He also served as a board member for ITOCHU Europe, a leading Japanese trading company and the Ecole Hôtelière de Lausanne.

His current research focuses on brand management, and he has been widely published in more than 100 books, articles and case studies including the Financial Times, European Business Forum and MIT Sloan Management Review.



* **IMD** is an independent business school, with Swiss roots and global reach, expert in developing leaders and transforming organizations to create ongoing impact.

For the last 7 consecutive years, IMD has been ranked TOP 3 in executive education worldwide – FIRST in open programs (Financial Times 2012-2018).