

ECCK Connect

Spring 2019

The Quarterly Magazine of the European Chamber of Commerce in Korea

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EUROPEAN CHAMBER OF
COMMERCE IN KOREA
주한유럽상공회의소

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

Diamond



DIAGEO



Mercedes-Benz

Pernod Ricard Korea



SAMIL
상일회계법인
PwC network firm in South Korea

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SHEER
DRIVING PLEASURE



Dear Readers,

Welcome to the Spring edition of ECCK Connect. The new year celebration feels like yesterday, but the year is well under way. It seems that the warm embrace of spring is quite near.

As for the ECCK, the first few months have been quite rewarding with a number of major events and activities. We officially welcomed the year 2019 with New Year Party at Four Seasons Hotel Seoul. In February, the ECCK elected a new Board of Directors during the Chamber's Annual General Meeting. I would like to congratulate the new Board members and give special thanks to everyone who took time to participate in the meeting.

Moreover, the Chamber released the fourth publication of the Business Confidence Survey, conducted jointly with 11 other European national chambers and Roland Berger. In the meantime, the ECCK hosted a luncheon meeting with Governor Yoon Suk Heun of Financial Supervisory Service as well as actively participated in the Global Engagement & Empowerment Forum 2019 as a strategic partner of the Ban Ki-moon Center for Global Citizens.

More highlight events are being arranged as we speak. Following the great success of last year's inaugural event, we will be hosting the second EU-Korea Future Automotive Forum on March 26, featuring renowned specialists in the automotive field including Secretary General of European Automobile Manufacturers Association (ACEA). Also, the ECCK will be hosting its annual Global Alternative Investment Insights forum in April, again in partnership with the Maekyung Media Group.

It is my pleasure to present the first ECCK Connect of 2019. I hope you find this spring edition interesting and insightful.

Dimitris Psillakis

Dimitris Psillakis

Chairperson, European Chamber of Commerce in Korea

Key Benefits of Joining the ECCK



Advocacy: ECCK strives to ensure a fair and open business environment for its members by facilitating dialogues with the Korean government, EU Delegation to Korea, European Commission, influential business associations as well as the media.



Committees and Forums: ECCK regularly hosts professional forums to closely follow market trends and changes in the regulatory environment relevant to the interests of our members.



Business Promotion: ECCK members can maximize their company exposure by distributing or sponsoring promotional materials at selected ECCK events or publishing company news on our website on request.



Networking Opportunities: ECCK functions as the first point of contact for European executives or officials visiting Korea and regularly hosts various formal and informal gatherings to help our members expand their networks.



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

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What's your ambition?



Find & Lease space



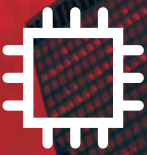
Manage property & portfolio



Design & Deliver projects



Invest in real estate



Transform with Technology

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New Members

January- March 2019

Allergan Korea (Ireland) Mrs. Jihyun Kim (President) www.allergan.com
Ashland Specialty Chemical Korea (USA) Mr. Jay Lim (Representative) www.ashland.com
Clariant Korea (Switzerland) Mr. SangHyun Lee (Country Head of Korea) www.clariant.com/Korea
Courtyard Marriott Seoul Namdaemun (USA) Mr. Christopher Johns (General Manger) www.marriott.com/hotels/travel/selsn-courtyard-seoul-namdaemun/
Emil Bredahl Lavsén (Denmark) Individual Member
Enterprise Ireland Korea Office (Ireland) Mr. Taewon Um (Director, Korea) www.enterprise-ireland.com/en/
Hertz Asia Pacific Korea (USA) Mr. Justin Choi (Senior Director) www.hertz.co.kr
Hoffmann Eitle PartmbB (Germany) Mr. Frank van Bouwelen (Partner) www.hoffmanneitle.com
Huntsman Korea (USA) Mr. Ross Mowatt (Commercial Director in APAC) www.huntsman.com
Jeonllabuk-do Province (Korea) Mr. Ha-Jin Song (Governor) en.jeonbuk.go.kr
Kyung Nam M-Tech Co., Ltd (Korea) Mrs. Eun-Ah Lee (CEO) www.knkorea.com

Le Cellier (Korea) Ms. Ellen Kim (Managing Director) www.lecellier.co.kr
Lubrizol Korea (USA) Mr. Tan Chor Kerng (CEO) www.lubrizol.com
Macgregor Korea (Norway) Mr. Jason Park (Country Manager) www.macgregor.com
Solarig Korea (Spain) Mr. Alfonso Yuste Campo (Country Manager & CEO) www.solarig.com
TAURUS Systems Korea Co. Ltd. (Germany) Mr. Christoffer Drevstad (President) www.taurus-systems.de
UiPath Korea (Romania) Mr. Jack Jang (CEO) www.uipath.com
Ulsan Economic Promotion Agency (Korea) Mr. Hyung-Gul Kim (CEO) www.uepa.or.kr

New Committee Chairpersons

ECCK would like to extend a warm welcome to new committee chairpersons.
[ECCK Beer, Wine & Spirits Committee] Chairperson: Mr. Artem Zyabkin-Bodunov General Manager of HEINEKEN Korea
[ECCK Marine & Shipbuilding Committee] Chairperson: Mr. Youngkyu Ju Global Category Manger of Shell Korea
Vice Chairperson: Mr. Jin-Baek Kim Managing Director of CEJN Korea

2018 Activity Report

A short overview of key ECCK events held in 2018

Release of Business Confidence Survey 2017

For the third year, the Business Confidence Survey has been conducted to gauge European companies' perceptions towards the business environment of Korea. The ECCK along with 11 other European chambers and business councils in Korea with Roland Berger Seoul office released the results of the Business Confidence Survey 2017 at the press conference hosted at Seoul Square on January 30.

ECCK hopes the survey serves as a useful tool for business people and policy makers to make future forward decisions for the mutual benefit of the Korean and European businesses.

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



ECCK Hosts Korea-Europe Future Automotive Forum

ECCK hosted 'Korea-Europe Future Automotive Forum' under the theme 'The Future of Mobility will be Cleaner and Smarter!' on March 28 at the Conrad Seoul. The forum was co-hosted by the ECCK, European Automobile Manufacturers' Association (ACEA) and Korea Automobile Importers & Distributors Association (KAIDA).

This forum symbolizes the efforts of ECCK to shed light on the trends of the industry and promote cooperation between Korean and European businesses. Based on the extensive information exchange throughout the event, the ECCK hopes to strengthen the level of cooperation and expand business and investment opportunities between Europe and Korea.

Global Alternative Investment Insights 2018

The Global Alternative Investment Insights 2018 (GAI 2018) jointly held by the ECCK and Maekyung Media Group, was a great success. Joined by over 400 leading persons in real estate, PEF, and infrastructure from all over the world, this year's GAI was held on April 12 at The Shilla Seoul.

The Chamber is very committed to supporting the GAI, and we would like to extend our gratitude to everyone who supported this event.



Breakfast Meeting with Monetary Policy Board Member Koh Seung Beom (Vice Minister)

In the morning of April 25, ECCK organized a breakfast meeting with a special guest, Dr. Seung Beom Koh of Monetary Policy Board of the Bank of Korea.

During the session, Dr. Koh shared his insights on the economic outlook and future policy direction of Korea with the participants. The Monetary Policy Board is a policy-making body that deliberates and decides on major matters concerning the monetary policy of Korea, and Dr. Koh has been member of the Board since 2016.



Luncheon Meeting: KTFC Chairperson Kim Sang-jo

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

During the meeting, European business leaders engaged in a dialogue to convey operational business concerns and recommendations to the KFTC and share opinions on various industrial issues for the advancement of the business environment in Korea.

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



MoU with Ban Ki-moon Center for Sustainable Development

ECCK and Ban Ki-moon Center for Sustainable Development at Yonsei University signed a Memorandum of Understanding (MoU) at the Appenzeller Hall in Yonsei University on August 21.

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

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





Breakfast Meeting: Mayor of Seoul Park Won Soon

The ECCK breakfast meeting with Seoul Metropolitan City Mayor Park Won-soon was held at Lotte Hotel Seoul in the morning of October 26.

Attended by government officials, ambassadors and ECCK members, Mayor Park shared his prospects on his next 4-year Seoul city plan. After the Mayor's speech, a Q&A session followed.

We would like to express appreciation for Mayor Park for his thoughtful speech and all the attendees for their support.



Europe-Korea Innovation Forum 2018

Europe-Korea Innovation Forum 2018 was jointly organized by European Chamber of Commerce in Korea (ECCK) and Korea Chamber of Commerce & Industry (KCCI), and supported by Delegation of the European Union to the Republic of Korea (EUD) and Ministry of Trade, Industry and Energy (MOTIE) on November 13.

Under the theme of "Industry 4.0 and Its Impact on Business", the forum was held at the Grand Hall, KCCI. The forum focused on the latest trends & developments in Industry 4.0 and its overall impact on business operations and on society. On top of that the specialists from both Korea and Europe were able to participate and share valuable insights and opinions on pertinent developments in the field of research and innovation.



Korea-EU IPR Conference 2018

The 6th Korea-EU Intellectual Property Rights (IPR) Conference was hosted and organized by ECCK at the Four Seasons Hotel on October 16. It was co-hosted by the European Patent Office (EPO), the European Union Intellectual Property Office (EUIPO) and Korean Intellectual Property Office. Also, it was supported by Bae, Kim & Lee LLC., Hoffmann Eitle and Sonoda & Kobayashi.

Over 200 people participated in the annual Korea-EU IPR Conference, and we'd like to thank all of the speakers and attendees for their interest and support.



Breakfast Meeting: Foreign Investment Ombudsman Kim Sung Jin

ECCK hosted a breakfast meeting with Foreign Investment Ombudsman Kim Sung Jin at Lotte Hotel Seoul in the morning of November 16.

Attended by representatives from various ECCK member companies, the Ombudsman shared his vision and listened to the participants questions and concerns during the breakfast meeting.

Dr. Kim was directly commissioned by President Moon Jae-in in September 2018. Foreign Investment Ombudsman works to provide aftercare support and grievance resolution services for foreign investors and foreign-invested companies in Korea.

ECCK Delegation Visits Brussels and Geneva

A delegation of ECCK Board members and representatives of the secretariat visited pertinent counterparts in Brussels and Geneva from November 19 to 23 to discuss the business environment in Korea and handover the White Paper 2018.

During the trip, the delegates met with following officials and organizations: Expert staff of DG Trade, the cabinet of DG Trade Commissioner Cecilia Malmström, the cabinet of DG Grow Commissioner Elżbieta Bieńkowska, Korean Ambassador to the EU Hyoung-Zhin Kim, KOTRA Brussels General Director Jang Hee Lee and KITA Brussels Center Executive Director Youn Woo Park, EU Commissioner for Agriculture & Rural Development, Phil Hogan. the Brusselsbased industry interest organizations European Automobile Manufacturers' Association (ACEA), spiritsEUROPE and BusinessEurope, Head of Cabinet of European Commission Risto Artjoki, Vice President of European Commission Jyrki Katainen, Head of Unit at DG Taxation and Customs Union Jean Michel Grave, various expert level staff at DG Grow, the Executive Director for Industrial Policy at CEFIC Rene van Sloten, officials at the European Free Trade Association, the World Trade Organization, the World Intellectual Property Organization.

The discussions have increased the officials' interest in Korea, and ECCK is looking forward to enhanced cooperation going forward.



White Paper 2018 Press Conference

ECCK released its 4th edition of ECCK White Paper at the press conference held on November 27 at Lotte Hotel Seoul. Attended by Dimitris Psillakis, Chairperson of ECCK and President & CEO of Mercedes-Benz Korea, Michael Reiterer, Ambassador of Delegation of the EU to the Republic of Korea, as well as chairpersons of ECCK industry committees including representatives from GSK Korea, Groupe SEB Korea, Louis Vuitton, MAN Truck & Bus Korea, Mercedes-Benz Korea, and Nestlé Korea, the press conference elaborated on the key industry issues and suggestions raised by the European business community across 14 different sectors in 2018. "The publication echoes the European business community's desire to support the Korean government to develop the current regulatory framework, which will benefit both foreign companies and the Korean economy as a whole", said Chairperson Psillakis. "We hope that the White Paper will serve as a constructive communication tool for both the Korean and European authorities in looking for ways to maintain a mutually beneficial strategic relationship."



ECCK New Board of Directors



Chairperson
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 Chairperson
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 Chairperson of the ECCK since February 2015.



Vice Chairperson
Mauricio Coarasa

CFO and Corporate Secretariat
AXA General Insurance Co.

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 arrival to Korea, and since last year he was appointed Chairperson of such Committee.



Vice Chairperson
Hyun-Nam Park

Managing Director &
Co-Branch Manager
Deutsche Bank Seoul Branch

Hyun-Nam is a Korean citizen and is Managing Director and Co-Branch Manager for Deutsche Bank Seoul Branch. She is also Head of Global Markets, Korea. Hyun-Nam also holds various senior positions in the financial industry. She is Vice Chairperson of the Foreign Bankers Group in Korea and a member of Korea Financial Hub Committee in Financial Services Commission Korea.



Director
Donghwan Kim

General Manager, Finnair Oyj.

Donghwan Kim is a Korean citizen and has been working for Finnair as a Sales Manager since 2008. Until 2011, he mainly took care of regulatory matters as well as corporate & trade sales. In 2011, he has worked in Finnair HQ as a Corporate Sales Manager in global corporate sales team having a role of corporate sales in whole Europe to Korea. Then, he was appointed as a General Manager from 2012 taking responsibility of whole Finnair business in Korea.



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 experience 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
Julien Samson

VP & GM, GSK Pharmaceuticals Korea
Julien Samson is a French citizen and has been VP & GM of GSK Pharmaceuticals Korea since March 2018. He was VP & Medicine Commercialization Leader for Relvar/Breo, Seretide/Advair, Arnuity & Closed Triple Asthma in GSK Global Respiratory Franchise (2015-2018) and VP & Head of Primary Care in France (2012-2015). Prior to joining GSK, he was Deputy General Director of the Academic Medical Center of Lyon, social welfare adviser to Mr. Nicolas Sarkozy, President of the French Republic and to Mr. Thierry Breton, Minister of Economy, Finance & Industry and responsible for healthcare & solidarity policies for the Directorate of Budget in the Ministry for the Economy & Finance.



Treasurer
Elizabeth Kyunghee Nam

Finance Director, Diageo Korea

Elizabeth is a Korean citizen and is Finance Director at Diageo Korea. She has 18 years of progressive experience in Finance and General management within the business units in the developed & emerging markets, global organization and start-up business. Before joining Diageo, Elizabeth worked with LG Telecom, Shepard, Schwartz & Harris and Philippine Airlines.



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.

ALL EUROPEAN NETWORK NIGHT 2019

Save the date!

THURSDAY, MAY 16, 2019

7PM

THE SHILLA SEOUL



EUROPEAN CHAMBER OF
COMMERCE IN KOREA

주한유럽상공회의소

ANY INQUIRY FOR THE PARTNERSHIP OPPORTUNITY,
PLEASE CONTACT Ms HYEWON SHIM.
(HYEWON.SHIM@ECCCK.EU, 02-6261-2711)

General Events



Business Confidence Survey 2018 Kick-Off Meeting

On January 11, the Business Confidence Survey 2018 Kick-Off Meeting was held at Spaces Gran Seoul.

The survey has been prepared to gauge European companies' perception towards the business environment of Korea. The 12 European chambers and business councils in Korea are participating in the survey to offer their views on the prospect of business operation in Korea.

ECCK Meets Korea International Trade Association

On January 15, ECCK Chairperson Dimitris Psillakis and ECCK President Christoph Heider paid a courtesy visit to Korea International Trade Association (KITA) Chairman Kim Young-ju at the KITA office. During the meeting, the ECCK and KITA has confirmed continuous cooperation in 2019.



ECCK Chairperson Visits Korea Employers Federation

On January 18, ECCK Chairperson Dimitris Psillakis paid a courtesy visit to Chairman of Korea Employers Federation (KEF) Sohn Kyung-shik. The two sides discussed current labor and social issues in Korea and the future cooperation in the future.



ECCK President Christoph Heider Pays Courtesy Visit to FKI

On January 24, ECCK President Christoph Heider paid a courtesy visit to Vice Chairman and CEO of the Federation of Korean Industries (FKI) Kwon Tae Shin. During the meeting, the ECCK and FKI have discussed possible cooperation opportunities in 2019.

The FKI is a non-governmental organization composed of Korea's major business groups and business associations. Since its establishment in 1961, the FKI has dedicated itself to the development of the Korean economy, suggesting sound economic policies and promoting globalization of the Korean economy based on the free market system.

ECCK Delivers Donations to Anna's House

On February 13, the ECCK delivered donations collected during the ECCK New year Party 2019 to Anna House, a homeless shelter run by Father Vincenzo Bordo (HaJong Kim) since 1998 to provide food and medical services to the homeless, elderly, jobless and runaway teens.



ECCK Meets KOTRA President & CEO Pyung-oh Kwon

On January 31, ECCK Chairperson Dimitris Psillakis and ECCK President Christoph Heider paid a courtesy visit to President and CEO of the Korea Trade-Investment Promotion Agency (KOTRA) Pyung-oh Kwon. During the meeting, the two sides have confirmed continuous partnership in 2019.



MOTIE Deputy Minister Tae-Seong Park Visits ECCK Chairperson

On February 27, Ministry of Trade, industry and Energy (MOTIE) Deputy Minister Tae-Seong Park paid a courtesy visit to ECCK Chairperson Dimitris Psillakis.

The meeting focused on the two parties discussing closer cooperation between EU-Korea.



Chairman of CEJN AB Arne Cederqvist Visits ECCK

On February 18, ECCK President Christoph Heider had a meeting with Chairman of CEJN AB Arne Cederqvist at the ECCK office.

During the meeting, President Heider gave a presentation on 'Korean Administration & Current Social Economy Trend' and an active Q&A session was followed.



Special Luncheon with FSS Governor Yoon Suk Heun

On March 12, the ECCK and AMCHAM co-hosted a special luncheon meeting with Governor Yoon Suk Heun of the Financial Supervisory Service (FSS) at the Lotte Hotel Seoul.

Governor Yoon delivered a speech on the topic of "Agenda for Qualitative Growth in the Financial Industry" to around 80 attendees consisting of ECCK and AMCHAM members and distinguished guests. Hyun-nam Park, Vice Chairperson of ECCK and Managing Director at Deutsche Bank, delivered welcoming remarks at the event.

The ECCK would like to deliver sincere gratitude to Governor Yoon for his great speech and all ECCK members and guests for attending the event.



Seminars & Forums



ECCK Info Session with SKBC—Korea in the Global Arena

On March 7, the ECCK held an information session in cooperation with the Swiss-Korean Business Council (SKBC) at the Lotte Hotel. The session featured a special guest from Switzerland: Professor Dominique Turpin from IMD (International Institute for Management Development).

Professor Turpin provided his insights on "Korea in the World Competitive Area" to around 35 members of the ECCK and the SKBC. His presentation was based on the World Competitiveness Rankings 2018 in which IMD provides an overview on the competitiveness of nations and has been published since 1989; the publication benchmarks the performance of 63 countries based on 340 criteria measuring different areas of competitiveness.



ECCK HR Forum on 2019 Korean Labor Market Trends

On February 28, the ECCK organized its annual HR seminar on Trends and Expectations for the Korean Labor Market.

During the seminar, which was organized for the fifth year, Duncan Harrison, Country Manager of Robert Walters Korea, shared his observations into hiring trends across various industries. In addition to the firm's experiences, these insights follow the Robert Walters Global Salary Survey, which contains a specific chapter for Korea. An insight into the regulatory developments was provided by Bae, Kim & Lee's Anthony Chang and Jeong Han Lee. A particular focus was placed on recent changes to labor related regulations in 2019 (including minimum wage increase, harassment in the workplace and Affirmative Action obligations), implementation of reduced working hours as well as the Ministry of Employment and Labor's plans for 2019.

The seminar was concluded with an engaging Q&A session.

Busan Chapter

ECCK Visits Southeastern Local Government Officials

On February 1, ECCK President Christoph Heider had meetings with Byung-gi Song, Vice Mayor for Economic Affairs from Ulsan Metropolitan City, Hee-young Kim, Deputy Commissioner from Busan-Jinhae Free Economic Zone Authority, and Hyeon Gug Cho, Director of Investment & Trade Division from Gyeongnam Province.

During the meetings, the opportunities for further cooperation and upcoming events to expand foreign investment attractions were discussed. Also, the officials had informed the ECCK with their annual plan for 2019 to exchange ideas for the possible contributions.

Photo caption: In the photo: ECCK President Christoph Heider and Vice Mayor for Economic Affairs from Ulsan Metropolitan City Byung-gi Song (From the left)



Photo Courtesy of Ulsan Metropolitan City

ECCK Marine & Shipbuilding Committee Kick-off Meeting

On February 25, the first Marine & Shipbuilding Committee Meeting for this year was held at Park Hyatt Busan. During the meeting, the committee members reviewed activities from last year and discussed plans for this year.

The ECCK delivered a plaque of appreciation to Alfonso Cebollero, former committee Chairperson from SENER Korea, for his dedicated services for two years. Also, the ECCK welcomed Youngkyu Ju from Shell Korea as new Chairperson and Jin-Baek Kim from CEJN Korea as Vice Chairperson.

We would like to thank all the committee members for attending the meeting.



www.gm.go.kr/cv/en/index.do

f Gwangmyeong Cave

Miracle of an Abandoned Mine, Gwangmyeong Cave

Fantastic Cave Theme Park
located between Incheon Airport and Seoul



Mr. Jae-Wan Lee,
Chief of Korea
Internationalization Center
for Automobile Standards
from KATRI

Automobiles have made our life much convenient than the past and these are now considered as something that people cannot live without. As the demand for automobiles increased, attention towards its safety increased too. The motor vehicle safety regulations in various countries are regulated by each country considering their country-specific environment or culture. However, these country-specific regulations can work as trade barrier between the countries. In the case of Korea-EU FTA, it indicates to promote compatibility of regulations based on international regulations in order to prevent technical barriers to trade agreement. In this light, internationalization of domestic safety regulations is an important item to consider for European automobile manufacturers in Korea. In order to get deeper understanding of the harmonization activities, ECCK Automotive Committee has interviewed the Chief of Korea Internationalization Center for Automobile Standards from Korea Automobile Testing & Research Institute (KATRI).

The safety regulation internationalization activities

1. Why do automobile safety regulations need to be internationalized and what is the aim?

Automobiles were and still are the number one trading items that take up the most of trading volume. The internationalization of automobile safety regulations helps solving the trading difficulties that occur from the different safety regulations of each countries.

Secondly, there are myriad things to consider when it comes to automobile safety. As technology develops to produce advanced vehicles, it came to the stage where only one country cannot make their own regulations. To make safer automobile use, the efforts and contribution of each countries were essential in making the regulations.

Lastly, the countries that do not have the safety regulations often experience difficulties in determining the regulations. Thus, the internalization activity can help these countries by providing reference point and advices.

2. Please briefly explain what 1958 and 1998 Agreements are.

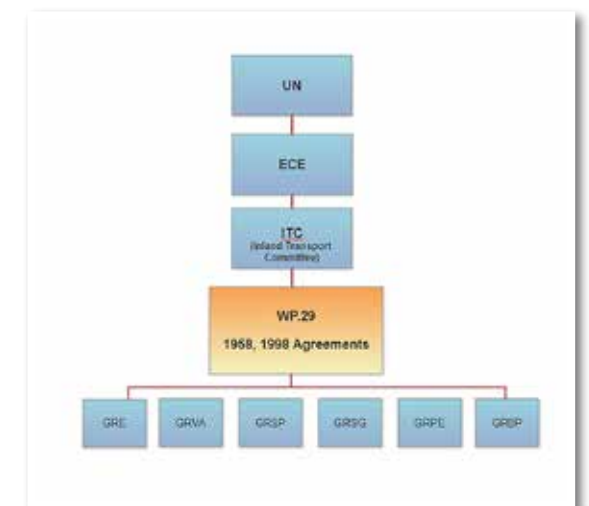
1958 Agreement is the agreement concerning the adoption of technical regulation for the automobile parts and devices that are installed and used in vehicles. The countries that adopt the UN regulations in 1958 Agreement shall bilaterally recognize and approve the safety regulations of the devices and parts. At this stage, Korea is only reflecting the technical regulations under this agreement.

1998 Agreement is the agreement concerning the establishment of new regulations. Through the cooperation of member countries, new regulations are determined and reflected. As the member countries increase, Korea is participating beyond just reflecting the UN GTRs (Global Technical Regulations) that were set in the agreement, but actively proposing and participating in the activity.

The safety regulation internationalization activities being done by Korea

3. Can you please explain the activities of WP.29 and what does KATRI do in cooperation with WP.29?

The World Forum for Harmonization of Vehicle Regulations (WP.29) is a unique worldwide regulatory forum within the institutional framework of the UNECE Inland Transport Committee. WP.29 constitutes six permanent Working Parties (GRs), the subsidiary bodies that consider specialized tasks, consisting of people with a specific expertise:



- Lighting and Light-Signalling (GRE)
- Autonomous Vehicle (GRVA)
- Passive Safety (GRSP)
- General Safety Provisions (GRSG)
- Pollution and Energy (GRPE)
- Noise & Tire (GRBP)

KATRI participates in all 12-harmonization expert working group meetings organized by WP.29 and MOLIT also participates in the 3 meetings for Administrative Committee. KATRI actively engages in the discussions of making and studying safety regulations. Korea has been taking the vice-chairmanship of Passive Safety (GRSP) and chairmanship of two informal working groups on panoramic sunroof and deployable pedestrian protection system.

4. What are the developments and main achievements of the automobile safety regulation internationalization?

The automobile manufacturers’ cost for research and development has decreased. Also, past trade barriers have decreased as the regulations became harmonized. The nation can now drive vehicles with high safety regulation (e.g. installation of AEBS), which leads to less road fatalities.

Future Tasks

5. Even when the domestic safety regulations are harmonized with the international regulations, the introduction date can be different. The manufacturers of Europe may experience difficulties in satisfying the domestic safety regulation when the introduction time in Korea is earlier than EU. How do you think about this issue?

The goal is focused on introducing the harmonized regulation around the similar date. However, there are some unexpected cases that the legislative procedure is being delayed in one country due to the late confirmation from Parliament etc. Thus, there could be some differences in the introduction date when one country completes the legislative proceedings faster than the other.

Furthermore, in case of the UN regulations under 1958 Agreement, it is not mandatory to adopt the UN regulations. Thus, each contracting party can apply each UN regulations and determine the date of entry into force according to its situation. Therefore, certain regulation could be legislated faster than expected depending on the domestic situation. For example, when environmental problem like fine dust aggravates in Korea, it may be necessary to hurry the legislative procedure for emission related regulation.

6. Certain quota of US manufactured vehicles is deemed to satisfy Korean motor vehicle safety standards through Korea-US FTA whereas Korea-EU FTA states compatibility or harmonization of each safety regulations. Although the safety regulations are harmonized, they are not applied as the harmonized contents under some situations (test regulations or



Korea Internationalization Center for Automobile Standards at KATRI

procedure). In this case, European manufacturers should check all the domestic safety regulations, and sometimes European manufacturers have to take another test based on Korean regulations. From the FTA perspective, European manufacturers may have additional procedure to satisfy Korean safety regulation compared to US manufacturers. Do you think harmonizing the safety regulations in every detail is possible?

The principle is harmonizing the regulations to get rid of trade barrier. However, there are some country-specific factors to consider. Thus, when certain regulations are difficult to apply in Korea, they need to be excluded or amended to fit the country-specific transportation environment. Thus, 100% of synchronization is difficult under these kinds of situations.

7. For European manufacturers to comply domestic safety regulations, the specific contents of internationalized regulations (e.g. amended number of the UN Regulation) and the domestic regulation should be no-

tified and shared. Could you please tell me how this is being done now?

KATRI is planning on constructing DB for the updates on harmonized regulations. This web DB will allow manufacturers as well as nation to check which safety regulation was harmonized with which content. The system will be refined after hearing the opinions of manufacturers and the trial service is planned to be at the end of next year.

8. What is the meaning of IWVTA (International Whole Vehicle Type Approval) and what are the types of vehicles that are being applied?

IWVTA means an approval whereby a Contracting Party certifies that a type of whole vehicle (only M1 category vehicles) satisfies the relevant administrative provisions and technical requirements as stipulated by the UN Regulation No. 0. It is expected that the applied vehicle types will expand to other vehicle categories including medium and large-size commercial vehicle in the near future. On the other hand, Korea have the self-certification system, so the international



whole vehicle type approval is not practically being applied in Korean market.

9. For the future safety regulation internationalization, what are the sectors that Korea is focusing on?

The sector of advanced vehicle technology, such as autonomous vehicle is now on the trend. Korea is trying to participate more actively and for this, fundamental research is essential. Therefore, KATRI has expanded the workforce and research facilities to enhance the research, which will lead to more contribution in internationalization of the safety regulations.

ECCK New Year Party 2019

Under the theme of 'Enjoy a Merry SEOLLAL (Lunar New Year) Together', the ECCK has offered guests with the unique Korean experiences such as Hanbok (Korean Traditional clothes) trial and Korean traditional games during the ECCK New Year Party 2019 on January 29.

Without our valued members and friends, the success of the event would not have been possible. We truly appreciate your continuous interest and support.

Our Event Partners



ECCK Annual General Meeting 2019

On February 25, the ECCK members convened for its Annual General Meeting at Millennium Seoul Hilton and Park Hyatt Busan. Simultaneously held in Seoul and Busan, the ECCK members elected the new Board of Directors (BoD), reviewed the state of the Chamber, its performance and accomplishments in 2018 and the outlook for this year.



Sustainable development in the EU

Sustainable development has been at the heart of European policy for a long time, firmly anchored in the European Treaties. The 2030 Agenda for Sustainable Development and its 17 Sustainable Development Goals (SDGs), adopted by the UN General Assembly in 2015, gives a new impetus to global efforts to achieve sustainable development. The EU is committed to playing an active role to maximise progress towards the SDGs, as outlined in its Communication (COM (2016) 739) 'Next steps for a sustainable European future' (1). Regular monitoring of progress towards the SDGs in an EU context is essential for this purpose.



EU SDG indicator set

This regular monitoring is based on the EU SDG indicator set, developed in cooperation with a large number of partners and stakeholders. The indicator set comprises 100 indicators and is structured along the 17 SDGs. 42 multi-purpose indicators are used to monitor more than one goal.



(1) European Commission (2016), Next steps for a sustainable European future: European action for sustainability, COM(2016) 739.

Monitoring progress towards the SDGs in an EU context

This brochure presents a statistical overview of the most recent trends of the EU SDG indicators over a five-year period ('short-term'); the specific years depend on data availability for the individual indicators.

It shows EU progress towards the SDGs for the individual indicators and also presents the average progress for each of the 17 SDGs, based on the mean score of the selected indicators for the respective goal, including the multi-purpose indicators. Studies and reports which consider current status rather than progress, different indicators or different time spans may come to different conclusions.

How has the EU progressed towards the SDGs?

On average, over the respective last five-years of available data - based on the mean scores of the selected indicators - the EU has made progress towards almost all goals. Progress in some goals has been faster than in others, and within goals, movement away from the sustainable development objectives also occurred in specific areas. A more detailed description of individual indicator trends can be found in the 17 thematic chapters of this brochure.

Over this five-year period progress appears to have been strongest towards SDG 3 'good health and well-being', followed by SDG 4 'quality education' and SDG 7 'affordable and clean energy'.

The EU also made progress towards SDG 11 'sustainable cities and communities', SDG 12 'responsible consumption and production', SDG 5 'gender equality', SDG 8 'decent work and economic growth', SDG 17 'partnership for the goals', and SDG 1 'no poverty', and, to a minor extent, SDG 15 'life on land' and SDG 2 'zero hunger'. SDG 9 'industry, innovation and infrastructure' is characterised by an equal number of positive and negative developments of the indicators.

Making progress towards a given goal on average does not necessarily mean that the status of that goal is satisfactory for the EU. For example, in the case of SDG 15, which focuses on terrestrial ecosystems, the selected indicators partly show good progress, but this should not lead to the

conclusion that ecosystems or biodiversity in the EU are in good health.

Based on the selected indicators, the EU appears to have moved away from the sustainable development objectives for SDG 10 ‘reduced inequalities’ over the past five years. This is due to the continued rise of income inequalities within EU Member States, a development that is not specific

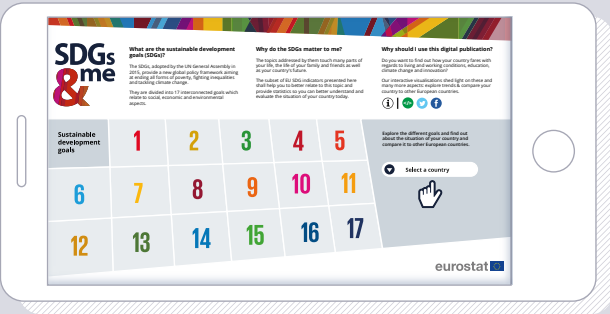
for the past five years but that has already been visible since 2005.

In the case of the four remaining goals – SDG 6 ‘clean water and sanitation’, SDG 13 ‘climate action’, SDG 14 ‘life below water’ and SDG 16 ‘peace, justice and strong institutions’ – trends cannot be calculated due to insufficient data over the past five years.



The 2018 EU SDG communication package

The brochure is part of an EU SDG communication package which comprises a number of products:

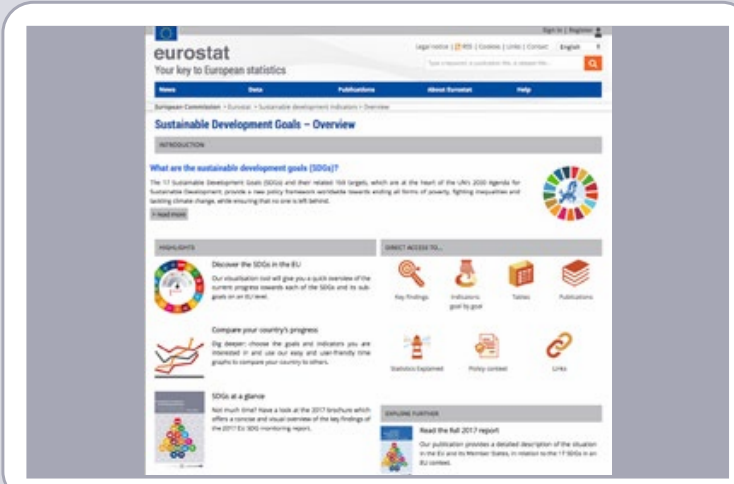


Curious why the SDGs matter to you?

The 2018 EU SDG digital publication ‘SDGs & me’ presents the SDGs in a visual and personalised way, based on a selection of indicators across all 17 SDGs.

Interested to obtain all the details?

The 2018 EU SDG monitoring report provides a detailed description of EU progress towards the 17 SDGs in an EU context.



Looking for the full overview of all Eurostat SDG products and direct access to all Eurostat SDG publications, indicators, key findings, data and much more?

Eurostat SDG dedicated section
<http://ec.europa.eu/eurostat/web/sdi/overview>

EU SDG indicators assessed against quantitative EU targets

Code	Name	Target value	Target year	SDGs
sdg_01_10	Risk of poverty or social exclusion	- 20 million	2020	1
sdg_04_10	Early leavers from education	< 10%	2020	4
sdg_04_20	Tertiary educational attainment	>= 40 %	2020	4
sdg_04_30	Early childhood education	>= 95 %	2020	4
sdg_04_40	Underachievement in reading, maths and science	< 15 %	2020	4
sdg_04_50	Employment rate of recent graduates	>= 82 %	2020	4
sdg_04_60	Adult learning	> 15 %	2020	4
sdg_06_40	Nitrate in groundwater	<= 50 mg/l	---	2 6 15
sdg_07_10	Primary energy consumption	+20 % efficiency	2020	7 12 13
sdg_07_11	Final energy consumption	+20% efficiency	2020	7 12 13
sdg_07_40	Share of renewable energy	>= 20 %	2020	7 12 13
sdg_08_30	Employment rate	>= 75 %	2020	8
sdg_09_10	R&D expenditure	>= 3 %	2020	9
sdg_11_40	People killed in road accidents	-50% of 2010	2020	3 11
sdg_12_30	CO ₂ emissions from new passenger cars	<= 95 gCO ₂	2021	12 13 9
sdg_13_10	Greenhouse gas emissions	-20 % of 1990	2020	13
sdg_17_10	Official development assistance	>= 0.7 %	2030	17



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SMART CITY

According to the United Nations, almost 70% of the world population is projected to live in urban areas by 2050. Therefore, making cities better places to live will become more essential to quality of life in the future. Through the cover stories, you will learn about different aspects of smart cities including what makes a city 'smart', challenges of the smart cities and so on.

WeGO, Re-imagining Cities Foundation and NEAPOLI contributed for this quarter's cover story topic.



WeGO and its Contribution to Smart Sustainable Cities for all



Cities have always been at the forefront of innovation, trade, knowledge and economic growth. And, today's most innovative and advanced cities, dubbed smart cities, use technology to offer streamlined services in areas of health, education and municipal services. These innovations make urban life more accessible, affordable and easier to manage. At the same time, smart cities take advantage of renewable energy that lessens the impact on the environment, making life more efficient and sustainable. An especially important part of smart cities is the gathering and management of electronic data from citizens, mobile devices and assets. This data helps practitioners make informed policy decisions and manage resources more efficiently.

With more than 50% of the world population urban — projected by the UN to reach 70% by 2050 — integrated smart technologies will become increasingly necessary. Yet, many cities do not have appropriate systems in place. And,

coupled with poor planning, limited finances and lack of capacity, urban growth may lead cities to be inefficient and inaccessible. For example, in some cities, it takes residents more than three hours to commute to work, while in others, lack of proper water and sanitation infrastructure causes widespread disease and flooding to be more prone. In the aim toward a happier and healthier urban future for all, WeGO has been the pioneer platform that seeks to solve these problems through the promotion of smart and sustainable urban development.

Smart technologies vary depending on the city. Technologies like 5G will soon become the norm in places like South Korea. Other than faster connectivity in our pockets, 5G is poised to essentially replace wired broadband internet. It is especially exciting for cities because it allows for a greater number of devices to transfer and exchange data, and it also doesn't involve digging up sidewalks to do so. While 5G may

be the norm in Korea, smart lighting is more appropriate in developing cities and can be a stepping stone towards more innovative and advanced smart practices.

Abroad range of these types of innovations and development of smart cities are underway around the world. China, for example, has over 1,000 smart city pilot projects, both domestic and international. India has similar plans to not only help transform existing cities, but also to create new ones that deploy smart practices. WeGO's network encompasses these cities and others across the smart city spectrum, facilitating knowledge exchange among a diverse group of stakeholders. Through partnerships with like organizations, WeGO hosts capacity building workshops and highlights best practices from member cities including its President City of Seoul. In March, it is working with the Seoul Human Resource Development Institute to share Seoul's smart urban policies to more than 15 visiting urban practitioners from



member cities. Similar programs take place throughout the year with the World Bank, Asian Development Bank, National Information Society Agency (NIA) and others. In addition to the programs headed by the Secretariat, WeGO's regional offices in East Asia, Eurasia, the Mediterranean and Latin America also carry out training programs and other activities for the greater network of WeGO members. These include a range of themes across focus areas and audiences, with an understanding that some technologies may be more readily accessible than others.

WeGO also serves its member cities with fully funded feasibility studies and pilot projects, which are carried out annually. Smart city areas throughout the years have included street lighting, waste management, traffic data analytics,

and others. Many of these are provided by WeGO corporate members that look to deploy their smart city solutions on a global level. In addition, WeGO chairs the Seoul APPIA Forum, a local consortium of 50+ private companies, institutions, and the government. APPIA provides consultation and support for smart city development, through a network of experts and financing mechanisms accessible to cities

In its holistic approach through multistakeholder matchmaking, WeGO is helping to lead the shift from traditional PPPs to “PPPPs” or “public-private-people partnerships.” As smart cities increasingly become the norm, WeGO will continue to stand at the forefront of support for smart and sustainable solutions toward a healthier and happier planet.



1. Picture of Seoul

Seoul serves as WeGO's president city and leads as an example to other cities interested in Smart City Development.

Photo Credit: Emir Kanik

2. Picture of India

Many cities in the developing world are transitioning to using smart practices.

Photo Credit: José Antonio Morcillo Valenciano

3. Chengdu Training Picture

Urban and city practitioners visit the the Chengdu Planning Exhibition Hall as part of WeGO's annual Smart City & e-Government Training Program

Photo Credit: Adna Karabegovic

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Smart Sustainable Cities and PropTech



The notion of smart cities has been around for decades; in fact, Korea had the idea of building “ubiquitous cities” over 20 years ago. The global trends to connect everything in cities continue to accelerate with thousands of smart city initiatives around the world. But still, the use of data and technology to improve our lives in our cities is still in its nascent stages. The adoption of technology in the property sector (referred to as “PropTech”) has been growing quickly in recent years, potentially signaling faster progress toward smart, sustainable cities and communities.

The United Nations is forecasting that Asia will be the largest construction market to 2030. Estimates say that the amount of buildings in all of London will be built every month until 2030. We need to accelerate the deployment of technology and better solutions for building smarter and greener cities. With organizations like the ECCK, there is immense potential in connecting EU smart cities and proptech experts to Korea and to Asia. To bring together the three critical stakeholder groups developing “smarter & greener” cities and communities:

1. PropTech Users: real estate industry and cities looking for effective solutions
2. PropTech solution providers: Looking for markets in Asia and global investors.
3. Investors: Looking for PropTech investments; but also looking for markets and strategic partners to help their investee companies grow.

As we better understand what decisions need to be made to accelerate “smarter & greener” cities and communities, we can apply machine learning and artificial intelligence to have these decisions made for us seamlessly.

Q: Why Smart Cities?

Before we talk about “WHAT” a smart city is, we may want to think about “WHY” smart cities are relevant.



- First, we must consider the **UN Sustainable Development Goals** as the blueprint to achieve a better and more sustainable future for all by addressing the global challenges we face, including those related to poverty, inequality, climate, environmental degradation, prosperity, peace and justice. It is important that we achieve the SDG targets by 2030.
- We believe that smart, sustainable cities can be very effective in addressing some of the pressing global challenges we face: **rapid urbanization and Climate Change**. These two global challenges are integrally interrelated. According to the UN, 55% of the world's population lives in urban areas and is expected to increase to 68% by 2050. Projections show that urbanization, the gradual shift in residence of the human population from rural to urban areas, combined with the overall growth of the world's population could add another 2.5 billion people to urban areas by 2050, with close to 90% of this increase taking place in Asia and Africa.
- If we do the math, adding 2.5 billion people to urban areas by 2050 means that over **1.5 million people are moving into the cities every week!** What must the cities do to manage this influx of people into the cities? Where will they all live, work & play? Affordable housing? Education? Jobs? What about the tremendous strain on the infrastructure? The increased demand on energy

consumption? Water, waste and traffic? Adding to pollution and Climate Change.

- In order to accommodate this great influx of urban dwellers, we cannot build our cities like we have in the past. We need to do much “more with less”. We need to accelerate the building of **smart, sustainable communities and cities** all over the world. And, by so doing, the technologies and innovation that are needed to build smarter and greener cities will help spur economic growth that is effectively decoupled from GHG emissions. We have a lot to learn from cities like Copenhagen ambitions for “Carbon Neutral by 2025”. And, there are many cities around the world, especially in the European region that can help the rest of the world accelerate a smarter & greener future for all.

Q: What is a Smart City?

Unfortunately, there is no one definition of what a smart city is. Many people talk about the Internet of Things and a connected world but we feel that this is only a partial definition; and one of the main reasons why smart cities have not gained much traction in the past. Our view is that smart cities **must be “sustainable” to be smart**. And, we define sustainability as the “triple bottom line” where we concurrently achieve social, environmental and economic sustainability. The triple bottom line concept would oppose dirty fuels such as coal fired power plants that may satisfy people's need for energy and economic needs to power up facilities. However, it is terrible for the environment so coal and other dirty fossil fuels should be eradicated from our lives. There are better ways. The global trend toward 100% clean, renewable energy in many countries, cities and corporations is a giant step in the right direction for smart, sustainable communities and cities!

One of the best definitions is provided in the **“Code for Smart Communities”**, recently released in October, 2018 by the Smart Cities Council. Enhanced telecommunications connectivity, data insights, digital planning practices and innovation districts are among the issues addressed. The “Code” is a new benchmark for urban development practi-

ces across greenfield communities, urban regeneration precincts, mixed use developments and diverse institutional campuses; all loosely referred to as “communities” in the Code. According to Adam Beck, Executive Director for Smart Cities Council in Australia and New Zealand, the release of the Code is an “important milestone after deep engagement with the development industry, technology companies, city shapers and all tiers of government”.

- To envision a world where “digital technology” and “intelligent design” creates a world of smart sustainable cities with high-quality living & high quality jobs.
- Cities are built upon the foundations of smaller communities: neighborhoods, campuses, business parks, townships and mixed use developments.
- This form of community-scale transformation is the most effective way to influence whole cities and regions.

What is a Smart City? It’s the use of data and technology to create efficiencies, improve sustainability, create economic development, and to enhance the quality of life for people living and working in the city ... and, at the same time, to fight the global challenges of rapid urbanization and Climate Change.

Q: What is PropTech?

Simply put, PropTech is the adoption of technology to increase the performance of real estate assets, or sometimes referred to as our built environment. According to one source, PropTech is defined as the wave of tech innovations set to disrupt the real estate industry. PropTech includes innovations such as automated valuation, online leasing, selling and buying, digital facilities management, energy efficiency, space optimization, improved indoor health & well-being, co-working and co-living business models and much, much more. The future is both exciting and hard to predict for the real estate industry at the moment as PropTech is already starting to make its presence felt with almost US\$70 billion invested in PropTech startups over the past several years.*

* Source: Venture Scanner Real Estate Technology Sector Research

A sub-field of PropTech, called ConTech, has been rapidly emerging. ConTech is the adoption of technology in the construction sector to improve the “design-build” process. As one travels the world meeting with real estate developers and investors, a common problem is the general lack of skilled workers on construction job sites. So how can we use technology to build faster, cheaper and with improved quality? One example is Kattera, a California based start-up, providing an end-to-end design-build process which promises to handle everything from the architectural design of a building to off-site construction and installation. In just four years, the Silicon Valley start-up Kattera is set to redefine the \$12 trillion construction industry with almost US\$1 billion of back orders.

Q: How does PropTech help with smart, sustainable cities?

Most PropTech solutions involve the collection and analysis of big data to drive better decisions. PropTech is, therefore, a powerful enabler to monitor, measure, analyze and improve what is important to us in the built environment: health & well-being, thermal comfort, tenant & visitor amenities and experience, energy efficiency toward carbon neutrality and much more. With the help of machine learning and artificial intelligence, we can expect data analytics to play an increasingly important role to improve the quality of life, create efficiencies, improve sustainability and create jobs for local economies. Big data platforms will soon become one of the key drivers in successfully designing, building and operating “smarter & greener” communities and cities.

What’s really exciting about PropTech is that it can be applied immediately in the existing building stock as well as in new construction of future cities. There is tremendous interest from Owners of large real estate portfolios, i.e., real estate funds, insurance companies, to embrace technology to improve the performance of their real estate assets and, thereby, increase asset values. And, by so doing, we can move toward a future with better buildings and smarter & greener cities for the benefit of people, planet and economic prosperity.



Written by **Chungha Cha**
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Cha has been in finance for 20+ years (Citibank in New York, Sydney and Honolulu, Yasuda Trust Bank in Tokyo, Asian Merchant Bank in Seoul and CEO of Lone Star Real Estate Funds in Seoul). And now, since 2008, for 10+ years, Cha has focused his career on green buildings, proptech (including contech) and smart, sustainable cities.

He co-founded Re-Imagining Cities to help global cities spur economic growth and, at the same time, help tackle the ever-increasing challenges of rapid urbanization and climate change.

We believe in better lives and better jobs for people. And, we also believe that we can achieve these goals through the accelerated development of smart, sustainable communities and cities around the world. Public-private partnerships are instrumental in attracting global investors, global tenants and global talent to help design, build and manage the deployment of smart, sustainable cities.

By working closely with cities, real estate developers, proptech solution providers and global investors, we can demonstrate together that "smarter and greener" can be attained at attractive investment returns and increase real estate valuations. We want to facilitate this convergence of real estate and technology to accelerate “better buildings” and “smarter & greener cities” across our planet.

Cha serves as Global Smart Cities Advisor to LG Electronics Group, as Smart Cities Advisor to the Andalusia Smart City Cluster, Spain and is co-Chair of the Green Working Group, EU Chamber of Commerce in Seoul. We collaborate with global organizations:

- Global Real Estate Sustainability Benchmark (GRESB) in Asia
- Smart Cities Council, Washington DC; WeGO Smart Sustainable Cities Organization
- World Green Building Council; Architecture 2030 for Net Zero Carbon Cities
- MIPIM Proptech Asia; PERE Proptech Hong Kong; FUTURE: Proptech London

Cha graduated Columbia Business School, MBA 1985 (Majors: Accounting, Finance & Real Estate) and the Wharton School, BS in Economics 1979 (Majors: International Finance & Data Science).

About Re-Imagining Cities Foundation

We are a proactive non-profit organization helping to accelerate sustainability in the built environment to address the global challenges of rapid urbanization and Climate Change. We collaborate with large global partners like Smart Cities Council based in Washington, D.C., Global Real Estate Sustainability Benchmark (GRESB), Architecture 2030, WeGO Smart Sustainable Cities Organization, Andalusia Smart Cities Cluster among others. We also serve as the global smart city advisor to LG Electronics to facilitate collaboration with cities and real estate developers around the world to integrate "greener & smarter" solutions into smart, sustainable communities and cities.

Beyond Smart Cities

Interview with Dr Stellios Plainiotis



Recipient of the EUROPA Award for Sustainability 2017 (Best Sustainability Leader), Stellios Plainiotis is widely recognised as one of Asia's leading Sustainability experts. Since 2001 he has consulted over 50 building projects in Asia, Australia

and in Europe, including the award-winning Issam Fares Institute with Zaha Hadid Architects, the Crystal Palace Park regeneration in London and the Kuala Lumpur International Airport 2. He is the co-author of one of the first Chinese Guidebooks on Urban Sustainability: "Design for Sustainability", which is now used as a textbook at the Tongji University, Shanghai and the University of Nottingham (UK).

For Stellios inventing the city of the future is not a profession, it's a passion; a city that is adaptable, increasingly sustainable, intelligent and makes the most out of the ongoing digital revolution. This is why in 2010 he created NEAPOLI, an environmental design & engineering firm with a name that in Ancient Greek means New City. Today NEAPOLI has offices in London, Kuala Lumpur (KL) and Seoul and a portfolio that includes projects such as the Paya Lebar Masterplan in Singapore, the new Petronas Cititowers in KL and Menara PNB, the 644-metre mega tall skyscraper, currently under construction by SAMSUNG C&T.



What are the challenges Cities will face in the future and what solutions are needed?

Cities are very important hubs of economic and social power. Yet they are facing myriad challenges: bad air quality, noise, waste management, traffic congestion, deficient infrastructure, energy security, social inequality, etc. These challenges will be intensified in the coming years by rapid demographic, environmental, economic and social shifts. Governments need to address them now in an economic, sustainable way, to create the right conditions for growth. This means identifying how urban environments and their citizens can be given the very best chance to thrive. Reducing inequality, improving resource efficiency and addressing environmental problems are objectives that should be pursued.

Because we can't predict the future challenges of cities,

we have to lay solid foundations by developing the deepest possible understanding of the present cities. A resilience agenda is necessary for cities to become more adaptable and able to learn and respond to changed circumstances. We may have to reinvent the city and rethink policy that leads to different types of work and living.

What makes a city "smart" and what is the role of urban planning and architecture?

Cities of the Future are economically successful cities that are able to sustain an evenly distributed growth. Smart Cities aim to assist in these goals by integrating intelligent information and communication technologies (ICT) such as fast internet, big data and the Internet of Things.

Although ICT can help to make the city function in a better way it would be naïve to believe that technological solutions



NEAPOLI's 4m sq ft mixed use development in Kuala Lumpur City Centre is pursuing GBI Gold and LEED Platinum accreditations

alone can fix complex social and economic problems. Smart cities are the intersection of ICT, disruptive innovation and urban environments. Hence, their success will depend on the underlying architecture and urban planning. Urban design and smart city have bi-directional relationship with the smart city having to align to urban planning dimensions, while the urban planning needs to capitalise and to respect the existence of a smart technology.

Planners and architecture are better versed in engaging society and enabling Smart City technologies. They can bring a different, more human-focused understanding of the city and technology which may improve the adoption of Smart City technology. It is much easier to design a sustainable building with concepts such as ICT, connectivity, efficiency, health & comfort already in place than it is to retrofit existing buildings.



Revitalising neighbourhoods by improving thermal comfort



Rain shelter design optimisation with raindrop simulations at an airport

At NEAPOLI we start by optimising the Built Environment to enable the Smart City transformation. We work at aspects like street walkability, urban microclimate, air quality, land use and public spaces provision. We use smart technologies such as Building Information Modelling (BIM), algorithmic design, parametric optimisation and building simulation to provide informed and optimised solutions to design problems.

Several measures have been created -such as the Korea Green Building Certification (KGBC) in Korea and the Leadership in Energy and Environmental Design (LEED) program-to guide architects and planners design sustainable smart-city-ready spaces. NEAPOLI's current green building portfolio alone results in 400,000 tenants living in sustainable spaces with adequate health and comfort conditions and avoiding over 200,000 tons of CO2 emissions per year.

In 2018, Korea announced its plan to transform Busan and Sejong into smart cities by 2023. What is your advice for those cities?

For a successful transition, Busan and Sejong need adaptable, organic and bottom-up forms of innovation in hyperlocal contexts within the city. In order for this to happen, there should be communication between their governments and other institutions and local communities. Busan and Sejong will only really be smart cities if a large number of their citizens can constantly participate in the process of collecting data, setting goals and forming policies. We also have to consider that concept and technology of smart cities change over time so it should be flexible enough to adapt to future needs. Otherwise technologies could become obsolete in a few years' time and we would find ourselves with a rundown digital infrastructure. Today's equivalent of abandoned railways.



NEAPOLI's project PKNS headquarters, winner of the ASEAN ENERGY AWARD 2018, is pursuing GBI Platinum & LEED Platinum accreditations reducing energy use by 65%

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GEEF 2019: The First Collaboration between IGEE and ECCK



IGEE Honorary Chair Ban Ki-moon delivers his remarks at the Plenary Session on Sustainability and Future Cities.

A year ago, I contributed a social responsibility article to the Spring 2018 edition of *ECCK Connect* introducing the Global Engagement & Empowerment Forum on Sustainable Development (GEEF). Co-hosted by the Institute for Global Engagement & Empowerment (IGEE) at Yonsei University in Seoul and the Ban Ki-moon Centre for Global Citizens in Vienna, GEEF is an annual international event where all stakeholders including global leaders and experts convene to collaborate towards accomplishing the United Nations' 2030 Agenda for Sustainable Development.

GEEF 2018 was a successful forum with more than 2,000 participants and a stellar line-up of speakers including Secretary-General of the United Nations António Guterres, then President of the United Nations General Assembly Miroslav Lajčák, and the Founder of Alibaba Group Jack Ma, to name a few. Through the inaugural GEEF, the IGEE has taken its initial step to serve as a global platform of ideas and all actors to engage, discuss and collaborate towards achieving the Sustainable Development Goals (SDGs).

And then that summer, ECCK and the Ban Ki-moon Center for Sustainable Development under the umbrella of IGEE signed a Memorandum of Understanding in the presence of the 8th United Nations Secretary-General Ban Ki-moon, who has taken a new role as the IGEE Honorary Chair since September 2017. The purpose of this MOU is to build and to promote the academy-business cooperation between the two organizations, and to seek mutual benefits by identifying areas of cooperation.

Through signing of the MoU, our team effort began to bear fruit at GEEF 2019 which took place at Yonsei University on 13-15 February 2019. Under the theme of "A Call to Action: Empower People, Share Prosperity", GEEF 2019 invited distinguished speakers and guests from all around the world, including Chancellor of Austria Sebastian Kurz, Mayor of Seoul Park Won-soon, 37th Prime Minister of New Zealand Helen Clark, Executive Secretary of the United Nations Economic and Social Commission for Asia and the Pacific (ESCAP) Armida Salsiah Alisjahbana, as well as leading dignitaries



Chancellor of Austria Sebastian Kurz delivers his keynote speech at the Opening Ceremony.

from governments, international organizations, academic institutions, and civil society organizations.

As a strategic partner of GEEF 2019, ECCK brought together a group of its members including Mercedes-Benz Korea, Finnair, BNP Paribas, Maersk, and Re-imagining Cities Foundation, closely aligned with the forum's commitment on sustainable development, to engage in the forum as program partners. ECCK Vice Chairman Mauricio Coarasa once again participated in the Opening Ceremony and Day 1 Plenary Sessions of GEEF 2019.

In addition, ECCK President Christoph Heider participated in a panel discussion on "Financing for the SDGs". The motivation for this session, one of the twelve parallel sessions on the second day of the forum, was to recognize the critical need and relevant issues for discussing how to finance in order to achieve the SDGs. "Although it has been three years since the SDGs were adopted, not many people are familiar with them. In a recent survey in Germany, only 10% of its

respondents said they know what the SDGs are," remarked President Heider.

"Therefore, more campaigns are needed to raise public awareness because without public support, we cannot expect commitments from businesses to contribute to the SDGs," stated Heider. He continued saying that in order to engage more businesses in contributing to the SDGs, we need to clearly define what the SDGs are and have monetary reporting as there is enough money and numerous companies are already investing in various projects in line with the SDGs.

Meanwhile, Director of Corporate Sustainability at Finnair Kati Ihamäki also joined a panel discussion on women's empowerment on the first day of the forum. This plenary session intended to raise awareness of the benefits of empowering women worldwide and to create an enabling environment for them to play a more active role in society by taking a much more proactive and collaborative approach on all levels. "In the corporate sector, balancing growth and



ECCK Vice Chairman Mauricio Coarasa and Chief Financial Officer at Mercedes-Benz Korea Gerd Bitterlich participate in the Opening Ceremony.

sustainability is one of the top priorities. Aviation companies are one of the main corporate sectors with high values on upholding women empowerment and sustainable development,” said Director Ihamäki.

“Finnair, as one of the contributors to map the SDGs into the aviation sector, continues its commitment towards sustainability and equality for a cleaner, caring, and collaborative future. For the global advancement and the development of societies, supporting women and girls are the best ways to advance our world’s social development,” explained Ihamäki.

GEEF 2019 was the first collaboration between the ECCK and the IGEE indeed and I strongly believe that both organizations have great potential for further collaboration to promote the academy-business cooperation, and to explore sustainable development's implications for your business.

And to conclude, on behalf of the IGEE, I would like to express our deepest gratitude to ECCK for their active engagement and generous support for the GEEF 2019.



ECCK President Christoph Heider participates in a panel discussion on SDG financing.



Panels on health and the President of Yonsei University Kim Yong-Hak on stage for the SDG Advocacy Ceremony



Director of Corporate Sustainability at Finnair Kati Ihamäki gives her opinion on women's empowerment.

Save the Date!

GEEF 2020 will take place on 26-27 February 2020 at Yonsei University in Seoul, Korea.

About IGEE

The Institute for Global Engagement & Empowerment (IGEE) at Yonsei University is based in Seoul and the 8th Secretary-General of the United Nations Ban Ki-moon serves as its Honorary Chair. It was launched in April 2017 at Yonsei University to contribute to implementing the 2030 Agenda for Sustainable Development by integrating various missionary and volunteer activities within the university, directing intellectual and human resources to address social issues, and educating the next generation of global citizens. IGEE has three organizations under its umbrella: Ban Ki-moon Center for Sustainable Development, Center for Social Engagement, and Yonsei Institute for Global Health. For more information, please visit the IGEE website at igee.yonsei.ac.kr and the GEEF website at geef-sd.org.

About SDGs

The Sustainable Development Goals (SDGs) of the 2030 Agenda for Sustainable Development are a universal call to action to end poverty, protect the planet and ensure that no one is left behind. The SDGs were adopted by world leaders in September 2015 at an historic UN Summit, and officially came into force on 1 January 2016. They build on the success of the Millennium Development Goals, while including, new areas such as climate change, economic inequality and innovation. The 17 Goals are interconnected, meaning the key to success on one will involve tackling issues more commonly associated with another. While the SDGs are not legally binding, governments are expected to take ownership and establish national frameworks for the achievement of the 17 Goals by the year 2030.

Written by Tae In (Ry) Park

Dr. Park is a research professor at the Ban Ki-moon Center for Sustainable Development of IGEE, Yonsei University. He can be reached at igeeresearch@yonsei.ac.kr.

A Priest's Journey to Sow Seeds of Hope



For Father Vincenzo Bordo, an Italian-born Catholic priest who has lived in Korea for 29 years, the happiest moment of the day comes at 4:30 p.m. when homeless people start to flock to his soup kitchen.

"Many of the homeless people come a long distance to have the meal – most likely the only meal they can have for the day," Father Bordo, wearing an apron during an interview at Anna's House in Seongnam, Gyeonggi Province.

"People think homeless people end up being on the streets because they are lazy. But in most cases, they did nothing wrong. They are just the result of social ill. They were not born to be homeless," he said. "Anyone could end up being homeless."

Father Bordo, who was ordained a Roman Catholic priest in 1987. In 1990 arrived in Korea and in 1993 started a soup



Free meals are served to about 550 people every evening except for Sunday.

kitchen for elder poor people: 'The house of peace'. In 1994 founded an after school program for poor teenagers called 'Sharing'. In 1998 founded Anna's House, a soup kitchen and shelter for homeless people, in the aftermath of the Asian financial crisis when many lost jobs and ended up on the streets.

At Anna's House, free meals are served to about 550 people from 4:30 p.m. to 7 p.m. every evening except for Sunday. It offers counseling, medical services and facilities where the homeless shower and get a haircut. It also runs a shelter for people who want to work and stand on their own feet.

When Father Bordo first began operating the soup kitchen, which runs on donations and government subsidies, he had to fight the perception that helping the

homeless would only discourage them from getting back into society and result in a rise in homelessness in the country.

"Whether we help them or not, there will always be people who end up sleeping rough because there will always be people who are isolated, ill or less capable of catching up with the fast-changing society," Father Bordo said.

There are about 11,000 (People working on the field estimate that homeless are more than 100,000 people) homeless people who live on the streets, reside at shelters or slum houses as of October 2016, according to the Ministry of Health and Welfare.

"It is the government's responsibility to embrace and help them," Father Bordo said.

1. The ECCK delivered donations to Anna House on December 18.

(from left) Anna House Father Vincenzo Bordo, ITCKK President Alessio Ferraresso, Italian Ambassador to Korea Marco della Seta, ECCK President Christoph Heider



Father Vincenzo Bordo



Anna House runs clothes drive for homeless



Anna House Building

Fascinated by the history of the Catholic Church in Korea, Father Bordo came to Korea in 1990, named himself Kim Ha-jong – a servant of God – and decided to devote his life to “sowing seeds of hope.” Suffering from dyslexia – a learning disorder – from an early age, Father Bordo said that he had been naturally drawn to people feeling “inferior” to others.

“A tree without roots is easy to tumble when the wind blows. The most important thing we do is sowing seeds of love, hope and courage to help the marginalized grow as strong trees,” Father Bordo, now a naturalized Korean citizen, said.

The notion led him to reach out to teenage runaways and set up 4 shelters for street teenagers. With the help of volunteers, Anna’s House runs a truck called AJIT (the

bus which care for the runaway teenagers) every Tuesday, Wednesday, Thursday and Friday to provide counseling services, food, games, emergency medical treatment and refreshments to teenage runaways.

“If we help them now and give them the care they need, we can lead them into the right direction,” he said. “They are walking on the edge. If we fail to rescue them today, they might go downhill tomorrow.”

According to Father Bordo, most of the runaways come from troubled homes. Many of them have divorced parents and are exposed to domestic violence. And they feel there is no one who cares about them and wait for them to come back, he said.

“What they need most is someone who trusts, welcomes

and loves them,” Father Bordo said. “If they cannot change a situation or environment they are in, we should help them grow strong enough to get through difficulties.”

Citing modern-day Koreans looking unhappy and sarcastically calling the country “Hell Joseon,” he said that key to happiness is simple – sharing what he has with others and taking even more with his empty hands.

“People seem to be unhappy because they fear their time, life, money, car and house and so on will be taken away. The meaning of life became protecting what they have,” he said. “Those around them become competitors.”

“But when we give away what we have, our hands will be emptied and we can receive even more,” he said. “Happiness comes from sharing.”

This article originally appeared on Korea Herald on January 5, 2018.

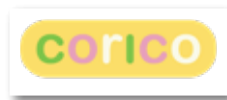
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Mukbang!

Thanks to this innovative startup,
Corico, you can eat as much as you want.



What is a Mukbang?

Originating in South Korea, mukbang is the global phenomenon where creators record themselves eating impressive foods. There are so many use-cases for such a seemingly weird video. All over the world, we see people using mukbang videos to keep to their diets, not eat alone, hear the ASMR sounds, etc.

Corico takes the uniquely virtual experience of watching a mukbang to the next level. We are making a mobile app that allows you to put virtual food over real food. You will see yourself eating the virtual food, while enjoying the real food in real life. Imagine all the delicious foods you can eat!

What is Corico's Main Goal?

Our main goal is to aid in fixing disordered eating habits. But, what exactly is a disordered eating habit? It can range from being as simple as absentmindedly overeating while watching TV late at night to more serious negative eating habits like binge eating. Our approach to this problem is to distract from eating unhealthy foods and racking up high-calorie meals. With our app, Mukbang, you can sit down with your salad and enjoy it like you're eating cake!

We live in the digital world. Soon the real world will be indistinguishable from the virtual world around you. Corico

uses its custom computer vision, augmented reality (AR), and artificial intelligence (AI) technology natively with smartphone operating systems. You can easily download our app on your phone and enhance your world.

Are you thinking about any key partnerships?

Packaged foods like meal replacements are becoming more and more popular in South Korea and all over the world. We are aiming to partner with those rising brands to feature their foods as potential healthy alternatives to unhealthy high-calorie meals.

Any Mukbang user can pour their favorite meal replacement into a bowl and eat the nutritious, easy-to-make meal while overlaying their choice of delicious virtual food on top. We see this as the future of eating once AR glasses are ubiquitous.

What's Next?

At Corico, we are all about our users. We are currently fundraising from angels to seed stage. During this phase, we are interfacing with our dedicated users to develop this innovative solution with their valuable feedback. To give back to our early users, we are launching crowdfunding campaigns on Kickstarter and Tumbbug in the next few months.

You can find more information on our website www.corico.io or follow us on our instagram [@corico_official](https://www.instagram.com/corico_official)

We like to ask ourselves "As virtual elements in your life become more and more real, indistinguishable from real life, will the real world matter?"

Written by Marisa Steans and Chaeon Lee

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Best Wines to Try in 2019

Saint-Émilion Wine Region

If you are an experienced wine drinker, you may have heard of Saint-Émilion region. Saint-Émilion is an appellation d'origine contrôlée (AOC) for wine in the Bordeaux wine region of France, where it is situated in the Libourne subregion on the right bank of the Dordogne.

It is the first wine landscape to be classified as a World Heritage Site by UNESCO. Due to its diverse terroirs (sands, clay, limestone) and microclimate, wines from Saint-Émilion are perfect if you are just getting started to drink wine.

About Vignerons Sulzer

Olivier Sulzer is an independent wine maker of three domaines. His wineries are located on the right bank of Saint-Émilion. The Sulzer family produces wines from several appellations, for instance, AOC Saint-Émilion, AOC Saint-Émilion Grand Cru, AOC Bordeaux Supérieur, AOC Castillon Cotes de Boredeaux.

The vineyards consist of mostly sandy, clay soils with gravel, which is the gift of nature for growing Merlot and Cabernet Franc. Also, the vigneron uses organic fertilization methods of plot that they rotate every five years. For four generations, the principle is all about vine growing first and then winemaking. Annual production is 250,000 bottles from 55 hectares in total. Vignerons Sulzer exports 70% of production to the US, China, Japan, Canada, South Korea and Europe.



Chateau La Croix Bonnelle



Belvedere de Chateau Bourron



Chateau Bourron



Chateau La Bonnelle



Wine maker Olivier Sulzer of Chateau La Bonnelle



Wine Makers Owner, Olivier Sulzer (on the right)

Wines of Vignerons Sulzer

Sulzer produces six wines in three domaines. Le Cellier Korea currently imports four of them as below:

- Chateau La Croix Bonnelle 2015, AOC Saint-Émilion (Aged in oak barrel for 6 months)
- Chateau La Bonnelle 2014, AOC Saint-Émilion Grand Cru (Aged in oak barrel for 14 to 18 months, 1/3 of new oak)
- Belvedere du Chateau Bourron 2014, AOC Castillon Cotes de Boredeaux (Aged in barrique for 6 months)
- Chateau Bourron 2014, AOC Castillon Cotes de Boredeaux (Aged in barrique for 14 months, 50% of new oak, Olivier Sulzer's premium wine)

Interestingly grape varieties of four wines are the same, 80% of Merlot and 20% of Cabernet Franc. The harvest is carried out 100% by hand and aged in oak barrels and barriques from the oak forests in the Dordogne area.

Why you must try these wines

Olivier Sulzer provides not only value and quality but also the legacy of family-owned spirits to wine lovers. The wines are very focused on the purity of fruit and liveliness from the unique terroir in Saint-Émilion. Take a bottle of wine from Saint-Émilion and add it to your wine list.

Le Cellier Ltd. is an independent wine importer and distributor based in Seoul. We import wines mainly from France, Italy and other European countries. Most of our wines come from small and family owned wineries who honor their terroirs, history and philosophy and who reflect their identity in their wines. We are committed to offering our individual or corporate clients a wide range of high quality wines to satisfy their special needs. We provide the customer services such as wine recommendation in any occasions, customized wine gift sets and wine delivery service.

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Website: www.lecellier.co.kr

Address: B50, 207, Gurojungang-ro, Guro-gu, Seoul, Korea

I draw



D MUSEUM presents a large-scale special exhibition entitled *I draw* from February 14 to September 1, 2019. Comprising over 350 works from various practices including drawing, illustration, object, animation and installation by 16 internationally recognized artists noted for their unique interpretations, the exhibition features multiple aspects of drawing in our contemporary times.

The act of drawing has been applied throughout history not only to record or remember the various human conditions of different moments in times but also to visualize and express one's ideas in a thoroughly original way. Since the early 19th century, when drawing became more than just a representation tool, to the present day, with its expanding into the online realm, this practice has become more than a simple act to serving as a means of expressing oneself and sharing one's thoughts in a flexible, receptive way. In the process, drawing has been brought ever closer to our lives. This exhibition will delve into the diversity and modernity of the drawing practice by showcasing in an omnibus format the inspired thinking of the participating artists, who will spark the viewer's curiosity by presenting familiar territory as new, heterotopia-style scenes or by describing the journey to one's innermost self.

Since its opening, D MUSEUM has attempted to explore space layouts for each exhibition to engage with its audiences; for *I draw*, various indoor and outdoor spaces occupying two floors of the exhibition grounds have been outfitted with window, garden, drawing room, museum and other spatial motifs that create fantastical moments during otherwise ordinary days and which have inspired the 16 featured artists.

I draw offers a refreshing break from the flood of society's digitally visualized images in the form of delicately subtle sensibilities not easily captured by the human eye or by cameras, together with extraordinary stories presented by the artists. Through this, the audience will imagine stories that go far beyond what is seen and experience them as new sensations—all while rediscovering the very simple yet very fabulous act of drawing.



3

1. The Drawing Room (Faye Toogood), 2019, courtesy of D MUSEUM-
2. Lousy Sketchbook (Stefan Marx), 2019, courtesy of D MUSEUM
3. Blind Love (Kristelle Rodeia), 2019, courtesy of D MUSEUM
4. Cheeky Universe (Hattie Stewart), courtesy of D MUSEUM
5. Glowing Bed (Ram Han), 2019, courtesy of D MUSEUM

Period: February 3 – September 1, 2019

Participating artists

Juliette Binet, Cho Kyuhyung, Eomyujeong, Ram Han, Kim Youngjun, Pierre Le-Tan, Oamul Lu, Stefan Marx, Moonassi, Kristelle Rodeia, Katie Scott, Shin Morae, Hajime Sorayama, Hattie Stewart, Faye Toogood, Unskilled Worker

Genres

drawing, illustration, object, animation, installation

Website

daelimuseum.org/dmuseum/



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

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

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

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

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

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

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