



Invitation to The Korea Herald Biz Forum 2019

The Korea Herald, the largest English-language daily newspaper in South Korea, is organizing **The Korea Herald Biz Forum 2019** in Seoul on Oct. 11, 2019.

The forum, held under the theme “Korea in crisis: How to survive in era of trade wars, industrial risks,” will be an opportunity for over 200 government officials, business representatives and leaders of foreign and domestic business associations to discuss growing corporate risks and solutions for both local and foreign companies doing business here.

The forum will be a venue for sharing insights on how to understand, prevent and efficiently manage macro-level hazards or unexpected crisis for companies and organizations which are increasingly required to be more responsible for environment, society and governance.

Dimitris Psillakis, CEO of Mercedes-Benz Korea and chairman of the European Chamber of Commerce in Korea, will deliver a keynote speech on the crisis and strategies of the Korean market from the perspective of foreign companies. Richard Levick, CEO of Washington D.C.-based crisis management firm LEVICK, will give a lecture on risks involved in “connected” CEOs and how foreign companies navigate the US regulatory and legal market.

There will also be more insightful lectures on risk management with respect to law and physiological factors related to apology statement.

Established in 1953, The Korea Herald we are proud to host the Korea Herald Biz Forum this year. The Korea Herald is in an unrivaled position to host such a forum, as it acts as the main provider of information on companies doing business here looking to advance worldwide.

The Korea Herald Biz Forum overview

- ◆ Title: The Korea Herald Biz Forum: Korea in crisis
-- How to survive in era of trade wars and industrial risks
- ◆ Host: The Korea Herald
- ◆ Date: Oct. 11, 2019 (07:50~11:00)
- ◆ Venue: Shilla Hotel, Seoul
- ◆ Ticket price: KRW 500,000
- ◆ Participants: Around 200 government officials, business representatives and leaders of foreign and domestic business associations

Should you have any inquiries in this regard, please contact Ms. Shin Ji-hye, reporter on the Business Desk, The Korea Herald (shinjh@heraldcorp.com, +82 10 9281 8863).



Registration for The Korea Herald Biz Forum

Name of organization : _____ No. of ticket : _____

Number of participant : _____ Payment method: [Credit card/ Account transfer]

Contact info. of person in charge: _____

Preferred date of receipt issuance: _____

Please specify your meal choice:

___ meat

___ vegetarian

___ vegan

(*please inform us of any other dietary restrictions)

| Title | Speaker | Content |
|--|--|--|
| Breakfast (07:50-08:20) | | |
| Opening speech (08:20-08:30) | Kwon Chung-won, Herald Corporation CEO | |
| Congratulatory messages (08:30-08:50) | Joh Sung-wook, chairman of Fair Trade Commission / Kwon Pyung-oh, KOTRA CEO | |
| Keynote speech (08:50-09:20) | Dimitris Psillakis, CEO of Mercedes-Benz Korea and chairman of the European Chamber of Commerce in Korea | Crisis and strategies of the Korean market from the perspective of foreign companies |
| Lecture 1 (09:20-09:50) | Kim Hoh, THE LAB h | Science and arts of public apology and crisis response communication |
| Special lecture (09:50-10:30) | Richard Levick, CEO of LEVICK | Corporate communications in a revolutionary world |
| Lecture 2 (10:30-11:00) | Lim Sung-taek, Managing Partner at Law firm Jipyong | How to establish legal safety net to avoid legal conflict |