

(update: December 5, 2019)

[MEDIA COVERAGE]

ECCK White Paper 2019 Press Conference

November 29, 2019

Table of Contents

- 1. ECCK Press Release**
 - 2. Press Clippings**
 - 3. Photo News**
-

PRESS RELEASE

For Immediate Release

Seoul, Korea – November 29, 2019

ECCK holds White Paper 2019 Press Conference and Roundtable Meeting with Trade Minister Yoo Myung-hee

European Chamber of Commerce in Korea (ECCK) released its fifth edition of 'ECCK White Paper' at the press conference held on November 29 at Four Seasons Hotel Seoul.

The press conference elaborated on the key industry issues and suggestions raised by the European business community in Korea across 20 different sectors including Automotive, Healthcare, Chemical, Food, Marine & Shipbuilding, etc. in 2019.

The event was attended by **Dimitris Psillakis**, Chairperson of ECCK and President & CEO of Mercedes-Benz Korea, **Michael Reiterer**, Ambassador of the European Union to the Republic of Korea, as well as chairpersons of ECCK industry committees including **Julien Samson** ECCK Healthcare Committee and VP & General Manager of GSK Korea, **Karsten Kuehme** ECCK Food Committee and CEO of Nestlé Korea, **Andrew Kim** ECCK Passenger Vehicles Committee and Director of External Affairs of Mercedes-Benz Korea, **Max Burger** ECCK Heavy Duty Commercial Vehicles Committee and President and Managing Director of MAN Truck & Bus Korea, and **Olivier Calandreau** ECCK Insurance Committee and Representative Director & CEO of BNP Paribas Cardif General Insurance.

The press conference opened with welcoming remarks by ECCK Chairperson **Dimitris Psillakis**. "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. The White Paper encapsulates the ECCK's vision and mission, at the centre of which is advocacy".

Following the opening remarks, Ambassador **Michael Reiterer** delivered congratulatory remarks in which he commented on the importance of the ECCK White Paper. "The European Commission values very much the extensive work done by ECCK, which, year-after-year is becoming a benchmark of the ease of doing business in Korea."

After the press conference, ECCK held a luncheon meeting with **Yoo Myung-hee**, Minister for Trade of Ministry of Trade, Industry and Energy (MOTIE). With 50 representatives of ECCK member companies and European embassies in attendance, ECCK officially delivered the 'ECCK White Paper 2019' to Minister Yoo.

In her speech, Minister Yoo acknowledged and thanked ECCK's role as a communication platform between the Korean and European government as well as for the constructive suggestions from the European businesses to further improve the business climate in Korea through annual publication of ECCK White Paper.

The Chamber has received an official written feedback on 123 recommendations in the ECCK White Paper 2018 from MOTIE, where almost 40% of the recommendations were positively reviewed and accepted by the government.

At the roundtable meeting, the MOTIE presented various policy measures and plans to promote investment attraction, including the revision of the Foreign Investment Promotion Act (currently pending at the National Assembly), which aims to recognize the FDI of reinvestment using unreserved profit surplus. The presentation was followed by a Q&A session with the participants.

ECCK will continue to forge stronger, collaborative relationship with the Korean government to further improve the business environment for foreign invested companies in Korea.

Established in 2012, ECCK is a business association of European companies doing business in Korea. Representing the common voice of the European business community, the ECCK provides its members with information, communication, and access pertaining to the business and regulatory environment of Korea. Today, the Chamber consists of 360 active member companies, representing 50,000 European employees.

<Note>

- First published in 2015, this year's White Paper is the fifth edition of the publication. The White Paper is a collective expression of the views on the business environment in Korea by ECCK member companies operating in a wide range of industries, issues and recommendations raised over the past year.
- This year's White Paper contains 180 key industry issues across 20 different sectors, including Automotive, Beer, Wine & Spirits, Chemical, Cosmetics, Fashion & Retail, Food, Healthcare, Insurance, Intellectual Property Rights (IPR), Kitchen & Home Appliances, Logistics & Transport, Marine & Shipbuilding, Aerospace & Defense, Energy & Environment, Financial Services, Human Resources, Taxation, and Tourism. Key issues and recommendations are compiled by 166 industry experts from ECCK Committee and Working Groups nominated by the Chamber's 360 member companies and edited by the dedicated staff from ECCK Secretariat.
- In April, ECCK has received an official written feedback from relevant Korean ministries on the issues and recommendations from last year's White Paper (ECCK White Paper 2018). Out of 123 recommendations in total, 17 were accepted, 9 were partially accepted, 23 already implemented, 17 on-going, 57 were not accepted.

(ENDS)

The European Chamber of Commerce in Korea (ECCK) is an association of European companies doing business in Korea. Representing the common voice of the European business community, the ECCK provides its members with information, communication, and access pertaining to the business and regulatory environment of Korea.

Contact:

Jeong Hyun Kim

Manager of PR & Communications

European Chamber of Commerce in Korea (ECCK)

jeonghyun.kim@ecck.eu, +82 (0)2 6261 2715

보도자료 2019.11.29	주한유럽상공회의소 (ECCK) 서울특별시 중구 한강대로 416 서울스퀘어 5 층 (04637) 김정현 과장 (02-6261-2715, jeonghyun.kim@ecck.eu)
보도시점	즉시

ECCK 백서 2019 발간 기자회견 및 유명희 산업부 통상교섭본부장 초청 간담회 개최

주한유럽상공회의소(ECCK)는 11 월 29 일 중구 포시즌스 호텔 서울에서 ‘ECCK 백서 2019 발간’ 기자회견을 개최하였다.

이날 기자회견을 통해 ECCK 는 2019 년도 백서에 포함된 자동차, 헬스케어, 화학, 식품, 보험, 물류 및 운송 등 총 20 개 산업별 분야의 규제관련 이슈 및 이에 대한 한국 정부에 제시하는 180 여개의 건의사항에 대하여 발표하였다. 또한, 브뤼셀 유럽연합 본부에서 진행된 EU 통상담당 위원장 등 고위 관료들 과의 만남에서 논의된 백서 내용도 발표하였다.

이날 기자회견에는 **디미트리스 실라키스** ECCK 회장 겸 메르세데스-벤츠 코리아 대표이사 사장, **미하엘 라이터러** 주한 유럽연합 대사를 비롯해 ECCK 산하 산업별 위원회 위원장들이 참석하여 **줄리엔 샘슨** ECCK 헬스케어 위원회 위원장 겸 GSK 한국 사장, **카스텐 쿼메** ECCK 식품 위원회 위원장 겸 네슬레코리아 대표, **김홍중** ECCK 승용차 위원회 위원장 겸 메르세데스-벤츠 코리아 대외협력부 상무, **막스 버거** ECCK 상용차 위원회 위원장 겸 만트럭버스코리아 대표이사, **올리비에 깔랑드로** ECCK 보험위원회 부위원장 겸 BNP 파리바카디프손해보험 대표이사 사장이 참석하여 주요 통상사안으로 부각되고 있는 현안에 대한 유럽업계의 입장을 밝혔다.

디미트리스 실라키스 ECCK 회장은 개회사를 통해 “본 백서는 한국 정부에 전달하는 규제환경 개선을 위한 유럽업계의 소망을 반영한 건의사항들이다. ECCK 는 이러한 권고안이 실행이 되면 모든 투자자들을 비롯해 한국 사회 및 경제 발전에 기여할 것을 확신한다”고 전하며, “해당 백서가 한국과 유럽 당국간의 건설적인 소통을 위한 주요 커뮤니케이션 도구로 자리매김을 하길 바란다”고 전했다.

이어 **미하엘 라이터러** 주한 유럽연합 대사는 축사를 통해 ECCK 백서의 중요성을 언급하며 “유럽집행위원회는 매년 백서를 발간하는 ECCK 의 노력을 높이 평가하고 있으며, 한국에서의 기업활동 개선의 큰 도움이 될 것”이라고 말했다.

아울러, 이날 기자회견 이후 ECCK 는 같은 장소에서 유명희 산업통상자원부 통상교섭본부장을 초청하여 오찬간담회를 개최하였다. 간담회에는 ECCK 소속 회원기업 대표들과 유럽국 대사관 관계자 총 50 여명이 참석하였으며, ECCK 백서 2019 를 유명희 본부장에게 전달하였다.

유 본부장은 인사말을 통해 ECCK 가 그간 한-유럽간 정부, 민간의 대표적 소통창구로 기여해준 것에 대해 감사인사를 전하며, 특히 2015 년 이후 매년 백서를 발간하며 한국의 기업환경과 관련된 제도 전반을 조망하고 정책제안 활동을 하는 것에 대해 높이 평가하였다.

산업부는 ECCK 가 제시한 2018 년 백서 123 건의 이슈를 관계부처와 협의하여 검토결과를 회신하였으며, 이중 40%를 긍정 검토하였다. ECCK 는 향후에도 외투기업들의 비즈니스 환경 개선을 위해 정부와의 협력과 소통을 확대해 나갈 예정이다.

한편, 간담회에서는 산업부 투자정책과장이 미처분이익잉여금을 활용한 재투자의 FDI 인정 등을 골자로 한 외국인투자촉진법 개정동향 (현재 국회심의중) 등 투자유치를 촉진하기 위한 다양한 정책수단과 계획을 소개하였으며, 이어서 참석자들과 질의 응답을 진행하였다.

ECCK 는 유럽과 한국 간 무역, 상업, 산업적 관계 발전을 위해 설립한 비영리 단체로, 2012 년에 설립했다. 현재 360 여개의 유럽 및 국내외 기업들을 회원사로 보유하고 있으며, 약 5 만여명의 유럽기업인을 대표하고 있다.

<참고>

- 2015 년 첫 발간 이후 5 번째로 발간되는 이번 'ECCK 백서 2019'에서는 한 해 동안 제기된 산업분야별 규제관련 이슈 및 이에 대한 건의사항을 포함하고 있다.
- 해당 백서는 자동차, 주류, 화학, 화장품, 패션 및 유통, 식품, 헬스케어, 보험, 지식재산권, 주방 및 소형가전, 물류 및 운송, 조선 및 해양, 항공 및 방위산업, 에너지 환경, 금융서비스, 인적자원, 조세, 관광산업 등 총 20 개 산업별 분야의 내용을 다루고 있으며, 올해 총 180 여개의 이슈를 제시하였다. 주요이슈 및 권고사항들은 ECCK 소속 회원사의 166 명 전문가들의 의견에 의거하였고, ECCK 사무국과 협력하여 편집을 진행했다.
- 아울러, 이번 기자회견을 통해 2018 년도 ECCK 백서를 통해 한국정부에 전달하였던 123 개의 건의사항에 대하여 관련부처로부터 각 이슈 별 검토의견 및 조치계획에 대한 서면 회신을 받았다. (2018 년 ECCK 백서: 총 123 개의 건의사항 중 17 개 수용, 9 개 부분수용, 23 개 기조치, 17 개 장기검토, 57 개 미수용)

(끝)

ECCK White Paper 2019 Press Conference Press Clippings

[Maekyung] 워라밸 따지는 유럽도..."주 52 시간 일괄적용 이해못해" (in print, section A2)

<https://news.naver.com/main/read.nhn?mode=LPOD&mid=sec&oid=009&aid=0004473371>

[Dong-A Ilbo] 주 52 시간 정착한 유럽 "中企까지 일괄적용 이해못해" (in print, section A4)

<https://news.naver.com/main/read.nhn?mode=LPOD&mid=sec&oid=020&aid=0003256194>

[Chosun Ilbo] "차량 폭 5 cm 넓다고 친환경 버스 못들여와" 주한유럽商議 하소연 (in print, section A8)

https://biz.chosun.com/site/data/html_dir/2019/11/30/2019113000277.html?utm_source=naver&utm_medium=original&utm_campaign=biz

[The Korea Herald] European companies say level of Korean business law 'tough' (in print, section A6)

<http://www.koreaherald.com/view.php?ud=20191129000514>

[The Korea Times] Seoul urged to offer level playing field for foreign firms (in print, section A1)

https://koreatimes.co.kr/www/tech/2019/11/694_279529.html

[The Seoul Economic Daily] "한국, 글로벌 기준과 다른 이중규제가 기업 발목" (in print, section A2)

<https://sedaily.com/NewsView/1VQZKCOS54>

[The Korean Economic Daily] "유럽선 1t 인데...韓은 화학물질 1 mg도 규제" (in print, section A11)

<https://www.hankyung.com/economy/article/2019112929451>

[Korea JoongAng Daily] European Chamber delivers its suggestion list (in print, section A3)

www.koreajoongangdaily.joins.com/news/article/article.aspx?aid=3070908

[Yonhap News] European biz community calls for eased regulations, predictability in S. Korea

<https://en.yna.co.kr/view/AEN20191129002251320>

[Yonhap News] 유럽상의 "이중 규제 풀어달라"...화학 관련 건의 작년의 4 배

<https://www.yna.co.kr/view/AKR20191129106000003?input=1195m>

[JoongAng Ilbo] 해외서 음주운전 사망은 살인, 한국도 처벌 높여야...주한유럽상의 이유있는 한국 걱정

<https://news.joins.com/article/23644985>

[The Korean Economic Daily] 유럽상의 "이중 규제 풀어달라"...화학 관련 건의 작년의 4 배

<https://www.hankyung.com/society/article/201911292465Y>

[Financial News] 주한유럽상공회의소 'ECCK 백서 2019' 발간..."한국 정부에 180 여개 건의"

<http://www.efnews.co.kr/news/articleView.html?idxno=82118>

[DocDocDoc] "헬스케어산업에서 한국이 중국에 뒤처지고 있다" (in print)
<http://www.docdocdoc.co.kr/news/articleView.html?idxno=1074738>

[Korea Biomedical Review] 'Korea is lagging behind China in healthcare' (in print)
<http://www.koreabiomed.com/news/articleView.html?idxno=6924>

[The Food & Beverage News] EU 업계, 통상 현안에 목소리 내..."식품규격·기준 등 규제 개선 건의" <https://www.thinkfood.co.kr/news/articleView.html?idxno=85848>

[ZDNet Korea] 주한유럽상공회의소, 산업 규제 180 개 건의 담은 백서 발간
<http://www.zdnet.co.kr/view/?no=20191129141933>

[Yakup News] "혁신신약 정책, 차별점 삭제 대신 비현실적 규정 신설"
<http://www.yakup.com/news/index.html?mode=view&cat=12&nid=238024>

[Dailypharm] EU 제약사들 "약가협상 부속합의, FTA 협정 위배 가능성"
www.dailypharm.com/Users/News/NewsView.html?ID=259513&REFERER=NP

[News Works] 유럽상공회의소, 국내 산업 규제 180 개 개선안 담긴 백서 발간
www.newsworks.co.kr/news/articleView.html?idxno=414977

[MotorGraph] 유럽상의, 국제기준에 맞춘 규제 완화 촉구
<https://www.motorgraph.com/news/articleView.html?idxno=24416>

[Maeilhk] 유럽 기업들은 한국의 기업법 수준이 '거친'이라고 말합니다
www.maeilhk.com/2019/11/29/유럽-기업들은-한국의-기업법-수준이-거친이라고-말/

[RoadTest] ECCK 백서 2019 발간 기자회견 및 유명희 산업부 통상교섭본부장 초청 간담회 개최
http://roadtest.co.kr/parts_view.php?bid=5404

[Gyotong News] 유럽 자동차 업체 건의에 정부 상당수 '미수용'
<http://www.gyotongn.com/news/articleView.html?idxno=307669>

[Gyotong News] 車관리업 생계형 적합업종 지정, 수입차 공세에 흔들리나
<http://www.gyotongn.com/news/articleView.html?idxno=307689>

[CMN] ECCK, 포장재 등급 평가 적용 화장품 분야 제외 요구
www.cmn.co.kr/sub/news/news_view.asp?news_idx=31608

[COS'IN Korea] ECCK 화장품위원회, 포장재 등급평가 적용 화장품 분야 제외 요구
<http://www.cosinkorea.com/news/article.html?no=33669>

[BeautyNury] 이중 규제 풀어달라, 올해 화학 관련 건의 작년의 4 배
<http://www.beautynury.com/news/view/86560/cat/10>

<English Translation>

Media: Maekyung 매일경제 (in print, section A2)

Title: Even Europe who values work-life balance...doesn't understand the blanket application of 52-hour work week. 워라벨 따지는 유럽도..."주 52 시간 일괄적용 이해못해"

Date: November 30, 2019

Link: <https://news.naver.com/main/read.nhn?mode=LPOD&mid=sec&oid=009&aid=0004473371>

ECCK releases White Paper 2019 on Korea's regulations

Recommendations from European companies increased from 123 → 180 in a year

Duplication of regulation for chemicals, not in line with global standard. Clinical results also overtaken by China.

"Korea's biggest risk is being lagging behind in innovation"

"The reason why Korea lags behind in innovation is not because of the 52-hour workweek, but because of the unique and detailed regulations that exist only in Korea" (Julien Samson, Chairperson of ECCK Healthcare Committee and CEO of GSK Korea)

"Europe is already working 52 hours a week. I agree with Korea's policy direction shifting towards work-life balance. But it's not easy for SMEs to follow the new rule all at once. 99% of European companies in Korea are small and medium-sized companies." (Michael Reiterer, EU Ambassador)

ECCK held the "White Paper 2019 Press Conference" on the 29th at the Gwanghwamun Four Seasons Hotel in Seoul, poured out suggestions on Korea's industrial regulations.

Since 2015, ECCK has published white papers on the state of regulation in Korea. Last year's white paper raised 123 suggestions for deregulation proposals to the Korean government, but this year, the number of suggestions increased to 180. The demand for deregulation has soared over a year, not because of the total volume of regulations have increased in Korea, but because innovation is disappearing in Korea. 'Korea left-behind', crisis awareness that Korea is lagging behind in global innovation competition, has prevailed among European managers working in Korea.

The press conference was attended by ECCK Chairperson and CEO of Mercedes-Benz Korea, Dimitris Psillakis, EU Ambassador Michael Reiterer and Chairpersons of the ECCK Industry Committees. At ECCK, 14 industry committees and 10 working groups are operating to write this white paper and have organized more than 170 meetings with the government and public officials this year. ECCK was founded in 2012 and has 360 member companies, representing more than 50,000 employees in Korea and a turnover of 71 trillion won.

Julien Samson, Chairperson of the ECCK Healthcare Committee and CEO of GSK Korea, representing the pharmaceutical industry, said that clinical trials are disappearing in Korea. "Last year, there were 661 clinical trials in China and 658 trials have been conducted as of November this year. But in Korea, 318 clinical trials were conducted last year, and this year, only 208 trials were conducted so far." In China, the number of clinical trials remained similar from last year, but in Korea, it has dropped by about 35% in a year.

"If you look at the clinical data, China is ahead of Korea," Samson said. "This is 'Korea-Passing' and 'Korea Left Behind'. The fact that the global scene is changing very fast and Korea is lagging behind is the biggest risk for Korea." Also, Samson stressed that, "the sharp decline in innovation in Korea is not because of the 52-hour work week or the amount of regulation, but because of the lack of modernization of the regulatory system." "We need to reorganize unique and small regulations that are unique to Korea, so that Korea can be at the forefront of innovation."

EU Ambassador Reiterer said, "Managements in Korea have worked in good faith, but they may later become criminals. I am deeply concerned about the Korea's unique criminal penalties for managements."

Regarding the 52-hour workweek, which applies to SMEs starting next year, Ambassador Reiterer said, "We are already working 52 hours a week in Europe, and it is very encouraging that Korean government is valuing work-life balance. However, I am very worried about the blanket-application of the new rule to small and medium-sized companies." This is because most of the European companies entering Korea are SMEs.

The number of recommendations in this year's ECCK White Paper surged in chapters like chemicals (31) and healthcare (34), due to tightened chemical regulations this year. Hwang Ji-seop, a member of ECCK's Chemical Committee, said, "In Korea, there are a lot of dual regulations for chemicals, and all chemicals even for R&D purposes are required to be declared, so Korea's regulations are much stricter than in Europe."

종합

2019년 11월 30일 토요일 매일경제

위라벨 따지는 유럽도 ... "주52시간 일괄적용 이해못해"

주한유럽상의 한국 규제실태 백서 2019 발간

"한국이 혁신에 뛰어드는 이유는 주 52시간 근무제 때문이 아닙니다. 한국에만 있는 독특한 세제인 규제들 때문이죠." (클라울렌스 주한유럽상공회의소(ECCK) 벨스케이위원회 위원장 겸 GSK 한국 사장)

"유럽에서는 이미 주 52시간 근무를 모두 다 하고 있습니다. 위라벨을 출시하는 쪽으로 변해가는 한국의 정책 방향은 맞다고 봅니다. 하지만 중소기업까지 일괄적으로 따르는 것은 쉽지 않습니다. 한국에 들어와 있는 유럽 기업 중 99%가 중소기업인 걸요." (마하엘 라이터러 주한 유럽연합(EU) 대사)

ECCK가 20년 서울 광화문 포시즌스 호텔에서 "백서 2019년 발간" 기자회견을 열고 한국의 산업 규제에 대한 제언을 쏟아냈다.

ECCK는 2015년부터 매년 한국의 규제 실태에 대해 백서를 발간해왔다. 지난해 백서에서는 한국 정부에 123개의 규제 완화 제언을 내놓더니 올해는 180개로 늘어났다. 규제 완화 요구가 1년 새 이처럼 급증한 것은 한국의 규제 총량이 늘어났기 때문이라는 게 이들의 목소리다. 글로벌 혁신 경쟁에서 한국

유럽 기업 건의한 개선안
1년새 123개→180개로

글로벌 스탠더드 안맞는
화학물질 중복규제 허다
임상실적도 중국에 추월

"한국의 최대 리스크는
혁신속도 크게 뒤쳐진 것"

만 뒤처지고 있다는 '코리아 레프트 비하인드'(Korea left-behind) 위기의 식이 한국에서 일하는 유럽 경영자들 사이에서 팽배했다.

이날 기자회견에는 디미트리오스 실라키스 ECCK 회장 겸 메르세데스-벤츠 코리아 대표이사 사장, 마하엘 라이터러 주한 EU대사를 비롯해 ECCK 산하 산업별 위원회 위원장들이 참석했다. ECCK에서는 이 백서를 만들기 위해 산업별 14개의 워킹그룹 10개가 활동 중이며 올해만도 정부·관계 인사들과 170회 이상 만났다. ECCK는 2017년 설립돼 300개 회원을 갖고 있다. 이



디미트리오스 실라키스 주한유럽상공회의소 회장(앞줄 오른쪽)이 29일 오전 서울 광화문 포시즌스 호텔에서 열린 주한유럽상공회의소 백서 2019 발간 기자회견에서 발언하고 있다. 【경11】

기업들이 한국에서 고민하고 있는 작업은 5만여 명, 매출은 71조원에 이른다. 바이오·제약업계를 대표해 나온 클라울렌스 ECCK 벨스케이위원회 위원장 겸 GSK 한국 사장은 한국에서 임상 시험이 사라지고 있다는 경을 꼭 짚어 말했다. 샘슨 사장은 "지난해 중국에서는 신규 임상시험이 661건 이뤄졌는데 올해는 11월 기준 688개가 진행 중이다. 하지만 한국에서는 지난해 318개 임상시험이 신규로 진행됐다. 올해는 현재까지 208개에 불과하다"고 지적했다. 중국의 임상 규모는 비슷하게 한국은 1년 새 약 35% 급감한 것이다.

샘슨 사장은 "임상 데이터를 보면 중국이 한국에 앞서가고 있는데 이게 바로 '코리아 패싱'(한국만 소외되는 현상)' '코리아 레프트 비하인드'(한국만 뒤처지는 현상)'라며 "전 세계가 빠르게 변하는데 한국만 제자리걸음만 하고 있다는 점 자체가 한국의 가장 큰 리스크"라고 지적했다. 그는 "한국에서 혁신이 급감한 것은 주 52시간 근무제나 규제와 한 때문이 아니라 규제 방식이 현대화되지 못했기 때문"이라며 "벨스케이 연구개발(R&D) 분야에서도 많은 부분이 한국을 제치고 중국으로 넘어가고 있는데 한국에만 있는 독특한

고 작은 규제를 제정해 한국이 다시 혁신의 선두에 설 수 있어야 한다"고 강조했다.

라이터러 대사는 "한국에서 일하는 경영자들이 선의를 가지고 일했는데 나중에 범죄자가 되는 경우가 있다"며 "한국만의 독특한 경영진 형사처벌 정책에 대해 깊은 우려를 갖고 있다"고 밝혔다.

특히 내년부터 중소기업에도 적용되는 주 52시간 근무제에 대해 라이터러 대사는 "유럽에서 주 52시간 근무는 이미 다 하고 있는 것인데 한국 정부가 최근 위라벨을 출시하는 것은 되려 고무적인 일"이라며 "다만 대기업이 아니라 중소기업에까지 일괄적으로 적용하는 것에 대해서는 심히 걱정하고 있다"고 밝혔다. 현재 국내에 들어와 있는 유럽 기업 중 대부분이 중소기업에 해당하기 때문이다.

올해 ECCK 백서에서는 특히 화학(31건)과 벨스케이(34건) 분야의 건의가 급증했는데 이는 올 들어 화학물질 규제 강화가 때문으로 풀이된다. ECCK 화학위원회가 대표로 참석한 환경지식위원회는 "한국에서 화학물질에 대한 중화 규제가 많아진 데다 R&D 목적의 화학물질까지 모두 신고하도록 돼 있어 유럽에 비해 한국의 규제가 훨씬 강한 편"이라고 지적했다. 현재까지

Media: The Korea Times **(in print, section A1)**

Title: Seoul urged to offer level playing field for foreign firms

Date: November 30, 2019

Link: https://koreatimes.co.kr/www/tech/2019/11/694_279529.html

The European Chamber of Commerce in Korea (ECCK) has urged the government to ease business regulations and give equal treatment to foreign companies operating here, the association said Friday.

ECCK members expressed disappointment with Korea's "double standards" in treating foreign companies, warning that the country needs to avoid discrimination and give them the "same chance" as domestic firms in public procurement.

At a press conference to unveil its fifth ECCK White Paper, the business lobby group said the number of issues and recommendations it was making to the government had risen to 180 from 123 a year ago.

"Many rules and regulations affect foreign and domestic business, but they change too quickly without adequate input from stakeholders," ECCK Chairman and President and CEO of Mercedes-Benz Korea Dimitris Psillakis said.

"Sometimes policies change without an adequate evaluation on whether the new ones have the desired effect without unintended consequences."

He stressed that fairness and mutual respect would lead European companies to increase investment and create more jobs in Korea.

European Union Ambassador to Korea Michael Reiterer, who also attended the meeting to congratulate the ECCK on publishing the White Paper, called on the government to pay more attention to the EU.

"Despite the fact that EU is Korea's large, stable and like-minded trade partner, we often feel we don't get the attention we deserve," Reiterer said.

"We're not looking for special benefits or privileges. We want Korea to realize that the EU plays an important role in trade relations."

Representatives of ECCK industry committees shared their opinions on how regulations hinder them from driving innovation and fostering businesses in Korea.

The ECCK Healthcare Committee Chairman and GSK Korea VP and General Manager Julien Samson said regulations prohibit drug makers from using new equipment even in the R&D process.

"What we're seeing is a big risk of Korea falling behind other countries in terms of innovation," Samson said. "We'd like to see more modernization of Korea's regulatory policy so that it aligns with global standards."

The ECCK Food Committee and Nestle Korea CEO Karsten Kuehme echoed that Korean regulations differ greatly from global standards.

<English Translation>

Media: The Seoul Economic Daily 서울경제 (in print, section A2)

Title: Korea, double regulations that are different from global standards, drags businesses down "한국, 글로벌 기준과 다른 이중규제가 기업 발목"

Date: November 30, 2019

Link: <https://sedaily.com/NewsView/1VQZKCOS54>

European Chamber of Commerce in Korea release White Paper

"There should be no discrimination against foreign companies"

180 recommendations to the Korean government for deregulation

"Global standards and other dual regulations are preventing Korea's economic development."

The European Chamber of Commerce in Korea (ECCK) held a press conference at the Four Seasons Hotel in Jung-gu, Seoul on the 29th and released the ECCK White Paper 2019, which contains recommendations to the Korean government.

The White Paper contains 180 proposals, up nearly 50% from 123 suggestions last year. Chief executives of European companies warned on the day, "In a global environment that changes day by day, Korea's unique regulations can miss growth opportunities for both Korean and foreign companies."

ECCK's fifth white paper, this year, contains regulatory issues in 20 industries, including automotive, healthcare, chemicals, and foods etc., as well as suggestions for the Korean government. ECCK Chairperson Dimitris Psillakis (CEO of Mercedes-Benz Korea) said, "We received a quick response from the Korean government in the first quarter of this year for all the proposals that were included in the white paper last year, and about 40% of them were positive, either accepted or partially accepted the suggestions. This year, the number of member companies doubled for chemicals and healthcare sector, as well as aviation, finance, human resources, etc., sectors were newly included, which increased the number of suggestions significantly compared to the previous year."

European CEOs stressed that Korean regulations should be harmonized with the global standards. Karsten Kuhme, ECCK Food Committee Chairperson (CEO of Nestle Korea) pointed out that, "Although powders are internationally recognized as natural flavor, but Korea only accepts liquids, so we must use synthetic raw materials mixed with liquid, which lowers product quality and raise prices. In the end, it hurts Korean consumers." It was also pointed out that regulations in the high-tech sector make the industry less dynamic and less competitive. Julien Samson, Chairperson of ECCK Healthcare Committee (CEO of GSK Korea), said, "In China, which recognizes the company's innovative technology, 658 clinical studies for drug development took place as of November this year, while only 208 clinical studies took place in Korea in the same period which is only 1/3 of China's. If regulations do not respond quickly to rapidly changing markets, not only will the industry cannot grow, but the Korean people will also lose the opportunity to buy better drugs at lower prices."

Michael Reiterer, EU Ambassador to Korea, said, "360 ECCK member companies contributed to Korea's economy by generating 71 trillion won in annual sales and 50,000 jobs in Korea. Since the entry into force of the Korea-EU Free Trade Agreement in 2011, annual trade has increased

Media: The Korea Herald (**in print, section A6**)

Title: European companies say level of Korean business law 'tough'

Date: December 2, 2019

Link: http://khnews.kheraldm.com/view.php?ud=20191129000514&md=20191202003032_BL

The European business community in Korea on Friday called for efforts to create a business-friendly climate for both Korean and foreign companies here, citing a growing number of criminal charges and regulations that hinder foreign investment.

"Korean laws are very tough," said Michael Reiterer, ambassador of the European Union to Korea, at an event held by the European Chamber of Commerce in Korea, claiming that stricter regulatory measures were being imposed on foreign companies.

"The widespread perception among foreign investment companies here is they are relatively more subject to Korean multi-agency investigations. In certain cases, companies operating with a good cause may find themselves criminalized," he said.

Korea holds executives criminally responsible for legal violations by their companies that would normally be dealt with through civil procedures in other developed nations.

When becoming a CEO here, he or she can be subject to such criminal charges under a total of 2,205 articles, according to the Korea Economic Research Institute.

Andrew Kim, director of external affairs of Mercedes-Benz Korea and ECCK passenger vehicles committee, said, there are also too many cases of criminal charges being applied under vehicle-related laws.

It is understandable that criminal penalties are imposed for the violation of environmental rules. But even on small issues related to certification or tariffs, there are also criminal charges," he said.

The business leaders also said Korea had too many regulations that impede business and investment.

ECCK Chairperson Dimitris Psillakis said in Korea there were still many cases where rules and regulations that affect foreign and domestic businesses change too quickly without adequate input from stakeholders.

In many instances, (this happens) without adequate evaluation on whether the new policies will have the desired effect without unintended consequences. To attract and maintain long term investments, it is important that the government creates a right corporate business atmosphere," he said.

On the day, ECCK released its fifth edition of "ECCK White Paper," which is a collective expression of the views on the business environment in Korea by ECCK member companies operating in a wide range of industries. The event which touched upon key industry issues and suggestions across 20 different sectors in Seoul was attended by CEOs of companies from fields of industries, including health care, food, vehicles and insurance.

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," Psillakis said.

6 BUSINESS

EU companies say tough Korean business laws hinder growth

By Shin Ji-hye

The European business community in Korea on Friday called for efforts to create a business-friendly climate for companies here, citing a growing number of criminal charges and regulations that hinder foreign investments.

"The Korean laws are very rigid," said European Union Ambassador Michael Reiterer at an event held by the European Chamber of Commerce in Korea, claiming that stricter rules were being imposed on foreign companies.

"The widespread perception among foreign investors here is they are face more multiagency investigations. In certain cases, companies operating with good intentions may face unnecessary criminal cases," he said.

Korea is one of the few countries that hold executives criminally responsible for legal violations by their companies.

A CEO here can face criminal charges under a total of 2,205 articles, according to the Korea Economic Research Institute.

Andrew Kim, director of external affairs of Mercedes-Benz Korea and chairman of the ECCK passenger vehicles committee, said, there are also too many criminal charges being applied under vehicle-related laws.

"It is understandable that criminal penalties are imposed for violation of environmental rules. But even regarding small issues related to certification or tariffs, there are criminal charges," he said.

The business leaders also said Ko-



ECCK Chairperson Dimitris Psillakis (center, front row) speaks at the press briefing over the release of a 2019 white paper for European companies in Seoul on Friday. Yonhap

rea had too many regulations that impede business and investments.

ECCK Chairperson Dimitris Psillakis said in Korea there were still many cases where rules and regulations that affect foreign and domestic businesses change too quickly without adequate inputs from stakeholders.

"In many instances, (this happens) without adequate evaluation on whether the new policies will have the desired effect without unintended consequences. To attract and maintain long term investments, it is important that the government creates the right corporate business atmosphere," he said.

ECCK released its fifth edition of its

white paper — a collective expression of the views on the business environment here by member companies operating in a wide range of industries. The event which touched upon key industry issues and suggestions across 20 different sectors was attended by CEOs of companies from various industries, including health care, food, vehicles and insurance.

We hope that the white paper will serve as a constructive communication tool for both the Korean and European authorities to seek a mutually beneficial strategic relationship," Psillakis said.

(shinjh@heraldcorp.com)

###

<English Translation>

Media: Dong-A Ilbo 동아일보 (in print, section A4)

Title: Europe, don't understand the blanket application of 52-hour workweek even for SMEs 주 52시간 정착한 유럽 “中企까지 일괄적용 이해못해”

Date: November 30, 2019

Link: <https://news.naver.com/main/read.nhn?mode=LPOD&mid=sec&oid=020&aid=0003256194>

ECCK releases White Paper 2019 on Korea's regulations

Recommendations increased from 123 last year → 180 this year

Outdated regulations lead to 'Korea Passing'...new clinical trials only 30% of China's

"Europe is already working 52 hours a week in Europe. I agree with Korea's policy direction focusing on work-life balance. But it's not easy for SMEs to follow the new rule all at once (like in Korea)." (Michael Reiterer, EU Ambassador)

ECCK held the "White Paper 2019 Press Conference" on the 29th at the Gwanghwamun Four Seasons Hotel in Seoul, poured out harsh proposals to the Korean government.

Julien Samson, Chairperson of the ECCK Healthcare Committee and CEO of GSK Korea said "In China, there are 658 clinical trials that are happening as of November this year, while there are only 208 clinical trials happening in Korea. The reason why Korea's innovation is decreasing is not because of the amount of the country's regulations but its regulatory approach is not modernized. This is 'Korea-Passing', 'Korea Left Behind'."

ECCK presented 180 issues and its related suggestions across 20 sectors including automotive, healthcare, chemicals, etc. from the White Paper 2019. The suggestions increased by 50% from last year's 123 suggestions. Since 2015, ECCK has published white papers annually on the regulatory environment in Korea. The press conference was attended by ECCK Chairperson and CEO of Mercedes-Benz Korea, Dimitris Psillakis, EU Ambassador Michael Reiterer and Chairpersons of the ECCK Industry Committees.

In his speech, Chairperson Psillakis said, "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." The White Paper was delivered to MOTIE Trade Minister Yoo Myung-hee on the same day.

주52시간 정착한 유럽 “中企까지 일괄적용 이해못해”

주한유럽상의 한국 규제실태 백서
건의안 작년 123건→올해 180건
시대 뒤떨어진 규제에 ‘코리아패싱’
신약 임상시험 중국의 30% 그쳐

“유럽에서는 이미 주 52시간 근무제를 하고 있고, 워라벨을 중시하는 정책 방향은 맞다고 본다. 그러나 (한국처럼) 중소기업까지 일괄적으로 따르는 것은 쉽지 않다.” (미하엘 라이터러 주한 유럽연합대사)

주한유럽상공회의소(ECCK)가 29일 서울 중

로구 포시즌스호텔에서 개최한 ‘ECCK 백서 2019’ 발간 기자간담회에서 한국 정부를 향한 유럽 기업인들의 따끔한 제언이 쏟아졌다.

줄리엔 샘슨 ECCK 헬스케어위원회 위원장 겸 한국 GSK 사장은 “올해 11월 기준 중국에서는 신규 신약 관련 임상시험이 658개가 진행 중인 반면 한국은 208개에 불과하다”며 “한국에서 혁신이 급감한 것은 규제의 양 때문이 아니라 규제 방식이 현대화하지 못했기 때문”이라고 주장했다. 그는 “이게 바로 ‘코리아 패싱’, ‘코리아 레프트비하인드’”라고도 했다.

ECCK는 이날 2019년도 백서에 포함된 자동차, 헬스케어, 화학 등 총 20개 산업 분야의 규제 관련 이슈와 이에 대해 한국 정부에 건의하

는 180여 개의 사항을 발표했다. 지난해 백서에서 한국 정부에 요구한 건의사항(123건)보다 50%가량 늘어난 것이다. ECCK는 2015년부터 매년 한국의 규제 실태를 백서로 발간해 왔다. 기자회견에는 디미트리스 실라키스 ECCK 회장 겸 메르세데스벤츠코리아 대표, 라이터러 대사 및 ECCK 산하 위원장들이 참석했다.

실라키스 회장은 개회사를 통해 “본 백서는 규제 환경을 개선해 달라는 유럽 기업의 소망을 반영한 것이다. 권고안이 실행되면 한국 사회 및 경제 발전에 기여할 것을 확신한다”고 했다. 백서는 이날 참석한 유명회 산업통상자원부 통상교섭본부장에게 전달됐다.

허동준 기자 hungry@donga.com

Media: Korea JoongAng Daily (in print, section A3)

Title: Seoul urged to offer level playing field for foreign firms

Date: November 30, 2019

Link: koreajoongangdaily.joins.com/news/article/article.aspx?aid=3070908

"Korea-specific" business regulations still need to be addressed for the country to get closer to global standards, the European Chamber of Commerce in Korea (ECCK) said Friday.

This year, the group suggested 180 reforms based on reports from corporate members in 20 industries.

Since 2015, the ECCK has annually published a white paper that collects suggestions and delivers them to the government. Last year, it made 123 recommendations - all of which received feedback from the government, 40 percent of which were positive.

6

"In Korea, there are still many cases where rules and regulations that affect foreign and domestic businesses change too quickly without adequate input from stakeholders," said ECCK Chairman and Mercedes-Benz Korea CEO Dimitris Psillakis during a press event held Friday in central Seoul.

Committee heads representing different industries were present at the event as well to introduce specific issues they were facing in business.

"Often Korean regulations and standards are very different from global standards. This has an effect on all of us," said Karsten Kuehme, Nestle Korea CEO and the head of ECCK's food committee.

For example, Korea has stricter standards in the labeling of "natural ingredients." This results in foreign companies finding ways to downgrade the product sold in Korea or invest money to look for alternative methods, which in turn raises the price.

Julien Samson, general manager of GSK Korea and head of ECCK's health care committee, argued that regulations in the sector needed to modernize faster to align with global standards.

"What we are seeing is a big risk - Korea is falling behind other countries on these topics - especially China," he said. "When you look at research and development, China has made progress this year while Korea is declining at the same time. It's a source of concern for us."

According to Samson, more than 650 clinical trials were approved and conducted in China this year. Korea, on the other hand, did a little more than 200, down from last year's 318.

Punishments for business-related infractions are out of line with international standards. For example, Korea imposes criminal penalties on matters like certification, said Andrew Kim, director of external affairs at Mercedes-Benz Korea and head of ECCK's passenger vehicles committee.

On Friday, the ECCK met with the Ministry of Industry, Trade and Energy to discuss cooperation.

"The Korean government will continue efforts to reform regulations so that foreign invested companies can contribute to the country's innovation and growth," said Trade Minister Yoo Myung-hee.

The European Union is Korea's largest foreign direct investor.

###

<English Translation>

Media: Chosun Ilbo 조선일보 (in print, section A8)

Title: European Chamber "Eco-friendly bus 5cm wider, can't come in to Korea" "차량 폭 5cm 넓다고 친환경 버스 못들여와" 주한유럽商議 하소연

Date: November 30, 2019

Link:

https://biz.chosun.com/site/data/html_dir/2019/11/30/2019113000277.html?utm_source=naver&utm_medium=original&utm_campaign=biz

German trucks cannot sell eco-friendly buses that are sold in Europe. This is due to vehicle width regulation. According to Max Burger, CEO of Man Truck Bus Korea, "The current law limits the maximum vehicle width to 2.5m in Korea, but the European standard is 2.55m. Even if the performance of the eco-friendly vehicle is excellent, it is impossible to import or sell just because it is 5cm wider."

On the 29th, the ECCK white paper press conference was held at the Four Seasons Hotel in Jongno-gu, Seoul, organized by the European Chamber of Commerce in Korea (ECCK). ECCK White Paper contains 180 recommendations across 20 industries, including automotive, food, healthcare, and chemicals. From 90 suggestions in 2017 to 123 last year and 180 this year, the number of suggestions is increasing every year. Founded in 2012, ECCK has 360 European member companies.

Some pointed out that Korea was lagging behind in developing new technologies due to the lack of improved regulations. Hwang Ji-seop, a member of ECCK Chemical Committee, said, "In Europe, R&D chemicals can be freely developed without any rules if they are less than 1 tonne. Meanwhile, in Korea, chemical companies need to report even 1mg of chemical substances even those substances are under research and development, confidential, and top secret to company's business."

This is because of the Chemicals Substances Control Act, which is considered the most powerful chemical regulation in the world. Because of the Act, which was introduced in 2015 and implemented in earnest next year, the number of proposals in chemicals chapter (31) this year was increased almost by four times compared to last year (8).

Julien Samson, CEO of GSK Korea, said, "In the development of new drugs, China has 661 clinical studies conducted this year, and Korea has only conducted 208 trials, which is also fewer than last year (318)." This is because of the regulations related to clinical trials, such as safety rules for medicines, that are overly strict.

###

<Photo News>





(from left)

ECCK Chemical Committee Member, Andrew Hongjoong Kim (Director of External Affairs, Mercedes-Benz Korea), **Max Burger** (President and Managing Director, MAN Truck & Bus Korea), **Michael Reiterer** (H.E. Ambassador, Delegation of the European Union to the Republic of Korea), **Dimitris Psillakis** (ECCK Chairperson and President & CEO of Mercedes-Benz Korea), **Julien Samson** (Vice President & General Manager, GSK Korea), **Olivier Calandreau** (Representative Director & CEO, BNP Paribas Cardif General Insurance), **Karsten Kuehme** (CEO, Nestlé Korea), **Bosun Kim** (ECCK Vice President)

(왼쪽부터)

ECCK 화학 위원회 회원사, 김홍중 (ECCK 승용차 위원회 위원장 겸 메르세데스-벤츠 코리아 대외협력부 상무), **막스 버거** (ECCK 상용차 위원회 위원장 겸 만트럭버스크وريا 대표이사), **미하엘 라이터러** (주한 유럽연합 대사), **디미트리스 실라키스** (ECCK 회장 겸 메르세데스-벤츠 코리아 대표이사 사장), **줄리엔 샘슨** (ECCK 헬스케어 위원회 부위원장 겸 GSK 한국 사장), **올리비에 깔랑드로** (ECCK 보험위원회 부위원장 겸 BNP 파리바카디프손해보험 대표이사 사장), **카스텐 쿨메** (ECCK 식품 위원회 위원장 겸 네슬레코리아 대표), **김보선** (ECCK 부총장)