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ECCK

CONNECT

JULY 2021



ECCK Connect Monthly
July 2021 Issue

Colours by Europe. Tastes of Excellence

Delegation of the European Union
to the Republic of Korea Shares
information on its new campaign.

START READING

MORE ON MONTHLY READS



ECCK News

Check the ECCK's advocacy activities and more in July 2021.

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New Members

ECCK welcomes its newly joined members in July 2021.

[Read More](#)



ECCK Quarterly Report Q2 2021

Looking back at the second quarter of 2021, the ECCK shares with its members the 14th edition of the Quarterly Report.

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Schauplatz- The Red Angels of Seoul

Interview with individuals in a conspicuous red uniform, the Red Angels.

[Read More](#)



KÖNIG SEOUL

KÖNIG SEOUL

König Galerie, a Berlin-based gallery, opened its door in Seoul.

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All ECCK members are eligible for the exclusive ECCK Premium Membership to receive complimentary benefits and recognition in addition to the general membership benefits. Our valued ECCK Premium Members are:



General News

In July, the Chamber actively involved in facilitating dialogues with the Korean and European governments. The highlights include hosting 'The 10th Anniversary Conference on the EU-KOREA FTA' with the Korea International Trade Association (KITA) and BusinessEurope.



'The 10th Anniversary Conference on the EU-KOREA FTA' Successfully Concluded

JULY 2, 2021

The European Chamber of Commerce in Korea (ECCK) hosted 'The 10th Anniversary Conference on the EU-KOREA FTA' in cooperation with the Korea International Trade Association (KITA) and BusinessEurope on July 1, 2021.

Commemorating the 10-year anniversary of the EU-Korea FTA, the online conference was organized to recognize milestone achievements and discuss the next step of the EU-Korea partnership. Moreover, it was joined by industry experts and academics from both Europe and Korea.

The conference opened with welcoming remarks from the co-hosts in Korea, ECCK and KITA. In his welcoming speech, Dirk Lukat, Chairperson of ECCK and CEO of Schenker Korea, said "Today, 10 years ago was notable for many reasons. The EU-Korea Free Trade Agreement was provisionally applied, which at that time was considered the most comprehensive trade agreement the EU had ever signed. Aside from being the first FTA to be signed with an Asian nation, the FTA was often referred to as the first next-generation FTA."

"In simple words, the EU Korea FTA is certainly a good one that brought numerous benefits to the EU and Korea. While increasing trade and investment, the FTA has strengthened the strategic partnership between the two partners. Furthermore, the FTA improved the Korean economy's transparency and credibility," he added.

Following the opening session, the keynote speeches were delivered by Dr. Hyun-jung Je, Director of Center for Trade Studies & Cooperation at KITA and Markus Beyrer, Director General at BusinessEurope.

The panel discussion was moderated by Amb. Hyemin Lee, Former Korean Ambassador to France and former Chief Negotiator for the EU-Korea FTA. Also, the session included distinguished experts from Korea and Europe, namely Professor Si Hong Kim from Hankuk University of Foreign Studies Jean Monnet Centre of Excellence, Dr. Dong Hee Joe from Korea Institute for International Economic Policy, Luisa Santos from BusinessEurope, and Donghee Kim from Philips Korea.



Business Round Table with Vice-President of the European Commission Frans Timmermans

JULY 7, 2021

On July 6, the ECCK hosted a Business Round Table with Frans Timmermans, Executive Vice President of the European Commission for the European Green Deal and European Commissioner for Climate Action at the Millennium Hilton Seoul.

Alongside the guests from the European Commission and the Delegation of the European Union to the Republic of Korea, participants included European and Korean business leaders and other experts. The ECCK was represented by Vice Chairperson Donghee Kim and President Christoph Heider. Other notable guests included, Woo Taehee, Executive Vice Chairman of KCCI and Kim Heungchong, President of Korea Institute for International Economic Policy.

The dominating topic of that evening was the European and Korean plans towards carbon neutrality and possibilities of collaboration between companies.



ECCK Congratulates Korean New Deal 2.0 Strategic Meeting

JULY 16, 2021

The 'Korean New Deal' marked its first anniversary on July 14, 2021. ECCK Chairperson Dirk Lukat sent a congratulatory message to Korean New Deal 2.0 Strategic Meeting held at Cheong Wa Dae.

"On behalf of the ECCK member companies, I congratulate Korea and President Moon Jae-in on the first anniversary of the Korea New Deal. Please be assured that Europe is fully committed to support and collaborate wherever we can to ensure that the best technology is used to achieve the targets of the Korea New Deal," said Chairperson Lukat in the message.

During the event, the government announced the upgrade to the original plan includes an increase to the fiscal investment plan from KRW 160 trillion to KRW 220 trillion to be made by 2025 and expansion of the Green New Deal taking into consideration carbon neutrality.

ECCK head calls for updated FTA

Current deal does not reflect focus on green issues, digitization

INTERVIEW

BY DONG KYOUNG-SUN

In 2011, Korea became the European Union (EU)'s first trade partner in Asia to sign a free trade agreement (FTA).

For the EU, it was the first trade agreement that stipulated duties related to intellectual property, sustainability, regulation transparency and labor issues, never before included by the trade bloc in FTA negotiations. The terms served as an important reference point for all EU FTAs that followed.

The trade volume between Korea and EU countries reached 90 billion euros (\$106 billion) in 2020, a 45 percent increase from 60 billion euros a decade ago.

Korean imports of European consumer goods reached \$20.8 billion last year, almost a threefold increase from 2010, right before the FTA took effect. Vehicle imports alone grew four times during the same period.

At the other end, Korea has benefited from customs exemptions much longer than other Asian countries like Japan, Vietnam and Singapore that didn't have an FTA with the EU until 2019.

The biggest beneficiary was electric vehicles (EV). Korea's EV exports

to Europe boomed from \$100 million in 2015 to \$2.6 billion last year, accounting for 23 percent of Europe's EV imports.

Among EV exporters to Europe including the U.S., China and Japan, Korea is the only one exporting vehicles duty-free.

While the FTA largely served both parties well, Dirk Lukat, chairperson of the European Chamber of Commerce in Korea (ECCK), says the 10-year-old agreement does not sufficiently touch on topics that are important today.

Dirk also serves as the CEO of logistics company Schenker Korea and was appointed ECCK chair in June 2020.

Looking forward to the next 10 years, in what ways do you think Korea and Europe could benefit together?

Green deals and digitization. There's a lot of activities going on in Korea. If you look at sustainable development, I think (Korea) doesn't have the technology which is available in Europe right now. So there's a lot of activities now going on where European and Korean companies are discussing a possible partnership in technology advances in these areas.

So for the next 10 years, definitely, sustainable development in terms of green deals and digitization, where I think really there is already a lot of exchange, for it to be the next step we need it at the mature company kind of level — that will definitely grow because the world and technology is getting more complex. That joined cooperation is really important in order to grow as global leaders.

For European CEOs assigned to Korea, what do they find most difficult to understand heading companies in this country?

The liberalization of CEOs in Europe, if there is some kind of relation from a company perspective and there's no criminal intent, then yes the company will be punished but it would mean for an administrative fine rather than a criminal fine.

The industrial accident law (which could potentially jail CEOs for work-related accidents), for example, is a very new law. It is in every CEO's mind to safeguard the people and the company. Every CEO should do whatever is possible to set up regulations and orders, appoint people to take care of safety and security. It's a given for us. But even if you're wherever is possible and still an accident happens, you could still be punished in terms of criminal charges and possibly also go to jail.

Protectionism is a global trend and governments are passing various benefits for reducing companies. As the head of a trade-promoting organization, what are your thoughts about this?

I would say it's very difficult for Korea and for most European countries to actually go back to becoming a globally opened economy. We're all much too far ahead to go back, particularly developed economies like us. They have offered so many activities or production is basically all over the world and to reduce all that, I think, is really difficult.

You rose to ECCK Chair during the pandemic and social distancing measures. How did the ECCK adapt to this and how do you plan for the remaining year?

I think we've been very successful because we very quickly adapted to the situation and switched a lot to online and we had some hybrid events. In a certain level, it was better because in previous times when we dealt with companies in Europe, it was often face-to-face meetings, meaning we went there to meet people.

Today, with video conferencing, we are able to have speakers from Europe in our online events, which we could have done previously but now that has become so much easier.

song.kyoungsun@joongang.co.kr



Dirk Lukat, Chair of the European Chamber of Commerce in Korea, discusses trade relations with the Korea JoongAng Daily on June 26.

ECCK Chairperson Interview with Korea JoongAng Daily Newspaper on EU-Korea FTA

JULY 6, 2021

An interview article with ECCK Chairperson Dirk Lukat was published in Korea JoongAng Daily on July 6. In the interview, Chairperson Lukat evaluates the trade relation between EU and Korea in the past 10 years and discusses the necessity to update the EU-Korea FTA.

ECCK head calls on EU, Korea to modernize trade agreement

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While the FTA largely served both parties well, Dirk Lukat, chairperson of the European Chamber of Commerce in Korea (ECCK), says the 10-year-old agreement does not sufficiently touch on topics that are important today. Dirk also serves as the CEO of logistics company Schenker Korea and was appointed ECCK chair in June 2020.



ECCK Successfully Hosts '2021 Europe-Korea Virtual Business Conference' with KCCI

JULY 6, 2021

On July 2, the '2021 Europe-Korea Virtual Business Conference' was jointly hosted by the ECCK and the Korea Chamber of Commerce and Industry (KCCI), which discussed ESG disclosure and management strategies of Europe and Korea to spread ESG management.

The event was attended by major domestic and international figures including Chairperson of ECCK Dirk Lukat, Vice Chairman of KCCI Tae-hee Woo, EU Ambassador to Korea H.E. Maria Castillo-Fernandez, British Acting Deputy Ambassador to Korea Mark Buttigieg, and other thirteen relevant experts.

In his opening remarks, ECCK Chairperson Dirk Lukat said, "Europe has been at the forefront of sustainable development so far. There is still much work to be done, such as creating a globally recognized framework to ensure transparency for investors and coordinating ESG-related policies across countries."

Tae-hee Woo, Vice Chairman of KCCI, also said, "In the context of increasing burdens on companies in Europe and Korea, such as the introduction of a carbon border tax and supply chain due diligence, global ESG disclosures such as GRI, TCFD, and SASB are likely to act as corporate regulations in the future, so we need to respond together" in his opening remarks.

VBA* President and Vice President of BASF Christian Heller said, "ESG has become a mainstream business strategy for leading companies, and harmonized regulations are being created internationally." He added, "VBA enables corporate decision-makers to include sustainability in their business strategies to create long-term value and meet disclosure needs."

** Value Balancing Alliance: A business alliance that develops a global standard model for measuring ESG currency values*

During his presentation, Jonas von Oldenskiöld, CEO of Swiss Re Korea and Chairperson for ECCK Insurance Committee, emphasized, "Recently, interest in ESG disclosures related to climate change has been increasing. Europe is currently leading the way in disclosures related to climate change, and a new consensus has been reached on standardization of disclosure and performance measurement."

The recorded conference is now available on [ECCK's YouTube Channel](#). To watch full video, please visit us on YouTube!



ECCK Meets Gyeongsangbuk-do Governor Lee Cheol Woo

JULY 9, 2021

On July 8, ECCK President Christoph Heider paid a visit to Gyeongsangbuk-do to discuss cooperation with European countries and ways to attract investments.

During the meeting with Gyeongsangbuk-do Governor Lee Cheol Woo, President Heider explored measures to promote exports and optimizing the business environment for SMEs in Gyeongsangbuk-do.

While in Gyeongsangbuk-do, President Heider participated in the investment promotion meeting and trade Q&A session to further communication with the exporting businesses to Europe.



(Photo = Busan Metropolitan City)

ECCK Meets with Busan Mayor Park Heong-joon

JULY 19, 2021

On July 16, ECCK Chairperson Dirk Lukat, together with ECCK members in the maritime and logistics sectors, met with Busan Mayor Park Heong-joon to discuss cooperation between Busan Metropolitan City and the European countries.

During the meeting with Mayor Park, ECCK members including DNV GL Korea, Kongsberg Maritime Korea, Hapag-Lloyd Korea, MAHLE Bekr Korea, Finnair and IKEA, had an open discussion on energy conversion policies and specific industrial support measures for converting Busan into a Green Smart city.

Following the discussion session, Busan's Foreign Investment Attraction Investment & Trade Division held an investment briefing and Q&A session for ECCK members to further understand the Busan investment environment.

**This meeting was held under the strict COVID-19 preventive measures*



Meeting with National Assembly Member Hong Jungmin

JULY 1, 2021

On July 1, ECCK President Christoph Heider had a meeting with National Assembly Member Hong Jungmin, who belongs to Democratic Party and a member of National Assembly Trade, Industry, Energy, SMEs, and Startups Committee.

The two had constructive talks on EU-Korea FTA modernization, Sustainability, especially Green Deal and Climate Change, etc. As a future cooperation, they are committed to meet regularly and discuss on various agendas.



ECCK President Meets with National Assembly Member Kang Sunwoo

JULY 1, 2021

On July 1, ECCK President Christoph Heider had a meeting with National Assembly Member Kang Sunwoo, who belongs to Democratic Party and a member of National Assembly Health and Welfare Committee.

The two parties shared opinions on fair treatment for foreign residents regarding the COVID-19 policies and discussed continuous future cooperation. Kang Sunwoo is to participate in ECCK's future roundtable meeting as a speaker.



Meeting with MOTIE Director-General for Cross-border Investment Policy

JULY 20, 2021

On July 20, ECCK Chairperson Dirk Lukat and President Christoph Heider met with Ministry of Trade, Industry and Energy (MOTIE) Director-General for Cross-border Investment Policy Park Jungwook at the Government Complex Seoul.

Director-General Park Jungwook delivered his sincere appreciation for the ECCK's contribution on the Foreign Direct Investment (FDI). They discussed non-tariff barriers such as discriminatory amendment of legislation and on future cooperation related to the Korean New Deal.



ECCK Hosts Information Session with KECO

JULY 29, 2021

The European Chamber of Commerce (ECCK) held an information session with the Korea Environment Corporation (KECO) on Resource Recirculation System on July 27, 2021.

The session was open to Cosmetics, Beer, Wine & Spirits (BWS), Food, Kitchen & Home Appliances (KHA) committee members. Recently, the Ministry of Environment (ME) distributed guidelines related to the enforcement of prohibition of repackaging. This briefing was an opportunity to learn more about the contents of repackaging violations and check the packaging status of each member company's products through various examples. In addition, it clarified the contents of the packaging inspection system and the packaging material & structure evaluation system in general. During the Q&A session, they also covered new separate discharge mark which will be implemented starting from Jan. 1, 2022 for newly introduced products in the market.

We would like to thank KECO for the informative session. Also, ECCK and KECO agreed on having regular information exchange and session related to packaging matters and we are looking forward to cooperating with them.

**This event was held under the strict COVID-19 preventive measures.*



ECCK CFO Forum on Recent Issues in Korean Labor & Employment Law

JULY 1, 2021

On June 30, the ECCK held a CFO Forum focusing on recent trends and compliance issues in Korean labor and employment law at Kim & Chang office.

The session was presented by Mr. Hoin Lee, Senior Foreign Attorney at Kim & Chang, who is an expert on labor and employment law issues. The forum covered enforcement of the 52-hour workweek and recent cases, as well as recent updates of the Korean labor laws including workplace harassment and the Serious Accidents Punishment Act.

We would like to thank Kim & Chang once again for their generous venue support and an informative session.

For more information on ECCK's CFO Forum, please check: [**ECCK CFO Forum Invites CFOs of ECCK Member Companies**](#)



ECCK Membership Directory 2021: Now Available!

JULY 27, 2021

The European Chamber of Commerce (ECCK) is pleased to announce that the ECCK Membership Directory 2021 is now available for our members.

As a part of our ongoing sustainable initiative, we will be publishing our annual membership directory digital-only from this year. We welcome your feedback and thoughts as this is our very first digital membership directory and we are continuously optimizing for the best experience of our members.

If you are an ECCK member who has not received an email with access link to the directory, please contact PR & Communications team at ecck-comm@ecck.or.kr.



ECCK President Christoph Heider Joins 'Children's Traffic Safety Relay Challenge'

JULY 29, 2021

ECCK President Christoph Heider has been nominated by **Mr. Eric Langmans (CEO of Atlas Copco Korea)** to participate in the Children's Traffic Safety Relay Challenge, a relay social media campaign to raise awareness of children's traffic safety.

"Special thanks to Eric for nominating me to join this remarkable challenge. I am happy to take part in this campaign to promote the importance of improving road safety for children. Next, I would like to nominate **Mr. Kyu-Sang Cho (CEO of Daimler Truck Korea)** and **Mr. Anthony Laurence (General Manager of MAHLE Behr Korea Inc.)** to join this meaningful campaign. We are in this together!"



ECCK Elects Chairperson of the ECCK Energy and Environment Working Group

JULY 1, 2021

The ECCK is pleased to announce that, **Mr. Frederic Lucas, Executive Managing Director of Byucksan Engineering** has been re-elected as the Chairperson of the ECCK Energy and Environment Working Group.

Mr. Lucas was elected as the Chairperson during the Energy and Environment Working Group Meeting held on June 28, 2021. He will serve a two-year term as the Working Group Chairperson from July 1, 2021.

We would like to sincerely congratulate Mr. Lucas and look forward to his leadership.



Ms. Sukhee Cho

Chairperson of the ECCK Chemical Committee
Director of Korea GPS, P&G Korea

ECCK Elects Chairperson for the ECCK Chemical Committee

JULY 6, 2021

The ECCK is pleased to announce that, **Ms. Sukhee Cho, Director of Korea GPS, P&G Korea** has been re-elected as the Chairperson of the ECCK Chemical Committee.

Ms. Cho was elected as the Chairperson during the ECCK Chemical Committee Meeting held on June 30 2021. She will serve a two-year term as the Committee Chairperson from July 6, 2021.

We would like to sincerely congratulate Ms. Cho and look forward to her leadership for the committee.



Mr. Min Kyu Choi

Chairperson of the ECCK Logistics & Transport Committee
Managing Director & President of Hapag-Lloyd Korea

New Chairperson for the ECCK Logistics & Transport Committee

JULY 23, 2021

The ECCK is pleased to announce that, **Mr. Min Kyu Choi, Managing Director & President of Hapag-Lloyd Korea** will take over the role as the Chairperson for the ECCK Logistics & Transport Committee.

Mr. Choi will serve a two-year term as the Committee Chairperson, effective immediately. We would like to sincerely congratulate Mr. Choi and look forward to his leadership for the committee.

ECCK CFO Forum Invites CFOs of ECCK Member Companies

March 5, 2021

ECCK CFO Forum aims to provide relevant insights and networking opportunities for the CFEs of European companies operating in Korea.

The Forum cordially invites the CGOs of ECCK member companies to join the exclusive expert group, which is currently led by Chairpsrson Benjamin Banzhaf (CFO of Daimler Trucks Korea Ltd.) since September 1, 2020: **New Chairpersons for CFO Forum**

Held on a quarterly basis, the first session of the year will be held on Mar 17, 2021 at 6 p.m. and will be presented by an expert from SAP Korea regarding 'Digital Transformation for Intelligent Enterprise.

If you are interested in joining the upcoming sessions, please contact CFO Forun Manager Siyoon Kim a

Please refer to the introduction **HERE** or below for more information and look forward to hearing from you soon!'

ECCK
EUROPEAN CHAMBER OF
COMMERCE IN KOREA
주한유럽상공회의소

ECCK CFO Forum

WHAT IS THE ECCK CFO FORUM?

- Quarterly held expert forum to exchange on CFO related topics
- Manifold topic coverage with focus on CFO needs, including but not limited to:
 - Taxation
 - Customs process and transfer pricing
 - Risk Management
 - Digitalization in Finance&Controlling
 - Particularities of Korean market CFOs need to be aware of
 - Labor law topics
 - Audit Proceedings in Korea
- A cross-industry networking platform to meet CFOs of different companies and exchange views
- Identification of business hurdles of European MNE in the specific area of Finance&Controlling

WHO IS REPRESENTED?

- 70+ European Multinational Enterprises represented from various industries
- 1/3 female and 2/3 male CFOs as members
- Multinational forum representing all major countries of Europe
- New to Korea CFOs and long-time Korea experience CFOs

Industry	Percentage
Financials	25%
Cycl. Consum. Goods&Serv.	25%
Technology	1%
Others	8%
Basic Materials	9%
Non-Cycl. Consum. Goods&Serv.	12%
Industrials	20%

WHO ARE THE HOSTS TO CONTACT?



Benjamin Banzhaf
Chairperson of ECCK CFO Forum
(CFO Daimler Trucks Korea Ltd.)

"I am inviting you to be part of the ECCK CFO Forum and experience the power of networking amongst other peer CFOs of European MNEs. I am always striving to add value through the CFO Forum by providing insights into the latest topics and trends which are of concern for the CFO community. Ultimately, this should strengthen our business and the finance community in Korea."

Contact:
+82-10-6721-1459
Benjamin.Banzhaf@Daimler.com



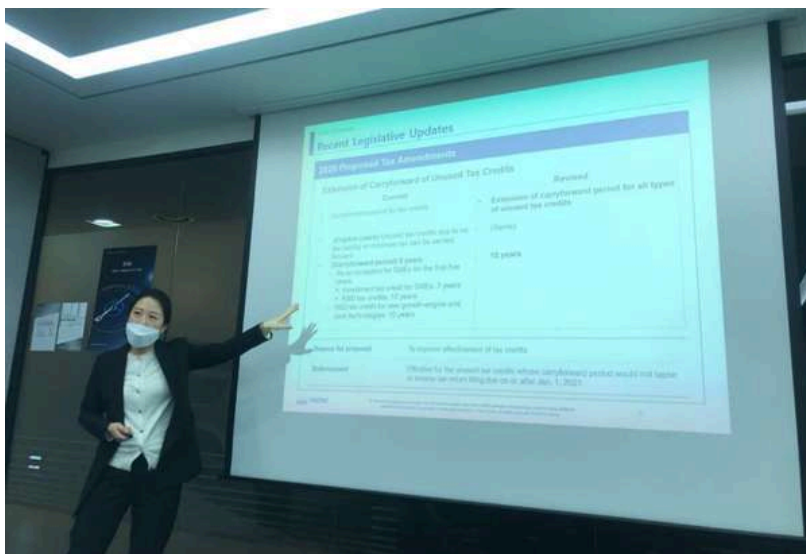
Siyoon Kim
Financial Industry Manager, ECCK

"Beside industry specific platforms, the ECCK operates cross-industry forums. The CFO forum provides information exchange as well as networking opportunity under the mission of enhancing the European finance community in Korea. It is my joy to contribute to this valuable gathering and we count on your continued support."

Contact:
+82-10-6427-9440
Siyoon.Kim@ecck.or.kr

Previous CFO Forum Meetings:

ECCK CFO Forum on "Update in General Taxes, TP and Customs"



ECCK CFO Forum on Update in Recent Tax Law Amendments and COVID-19 Related Tax Measures



ECCK CFO Forum on Data Science: State-of-the-art Consulting in Business Decision Making



ECCK CFO Forum “Future role of CFO; How digitalisation will change roles of CFO and cooperation with other functions”



Posted in [All News](#), [Committee & Forum News](#), [ECCK News](#).

New Members July 2021



CMA CGM KOREA

NATIONALITY

France

REPRESENTATIVE (TITLE)

Mr. Renaud Durteste
(Deputy General Manager)



SOFITEL AMBASSADOR SEOUL HOTEL & SERVICED RESIDENCES

NATIONALITY

France

REPRESENTATIVE (TITLE)

Ms. Min-Sook Cho
(General Manager)

COVER STORY

Colours by Europe. Tastes of Excellence



The EU announced the launch of the 14-month “Colours by Europe. Tastes of Excellence” Campaign, running from July 2021 until August 2022, to raise awareness on the safety, quality, authenticity, sustainability and diversity of EU agricultural food and beverages products in South Korea.

Led by the EU, the campaign “Colours by Europe. Tastes of Excellence” promotes agricultural products, including meat (beef and pork), Geographical Indication products such as dairy (cheese, butter), olive oil, wine and beer, livestock, and organic products, including fruits, vegetables and cereals, produced by the 27 member countries in the EU region.

The virtual launch event was held on July 19, with participants from trade industry including importers, distributors, and retailers, as well as EU officials. Maria Castillo-Fernandez, Ambassador of the European Union to the Republic of Korea, said, “This year is a special year. We are celebrating the tenth year anniversary of the EU-Korea Free Trade Agreement that comes with an impressive growth in bilateral trade of more than 46%, reaching over €110 billion among which exports of agricultural products to Korea tripled in ten years by reaching 3 billion euros in 2020.”

Christoph Heider, President of the European Chamber of Commerce in Korea, said, “The EU agricultural food products account for 12.9 percent of all agricultural products imported to Korea. The EU applies rigorous production standards and food-labelling requirement to all agricultural food and beverages products from farm to fork. I hope this campaign will raise awareness on the high-quality controls of the EU agricultural products and increase consumption in Korea.” He also predicted that EU agri-food's entry into the Korean market would increase further.

Hee Young Noh, CEO of FNB LAB said, “As the importance of healthcare has been on the rise in Korea society, interest on the food we consume and on immunization are expanding.” She also said, “Due to increased the variety of distribution channels and consumption culture, the demand for EU agricultural products is also expected to increase.”



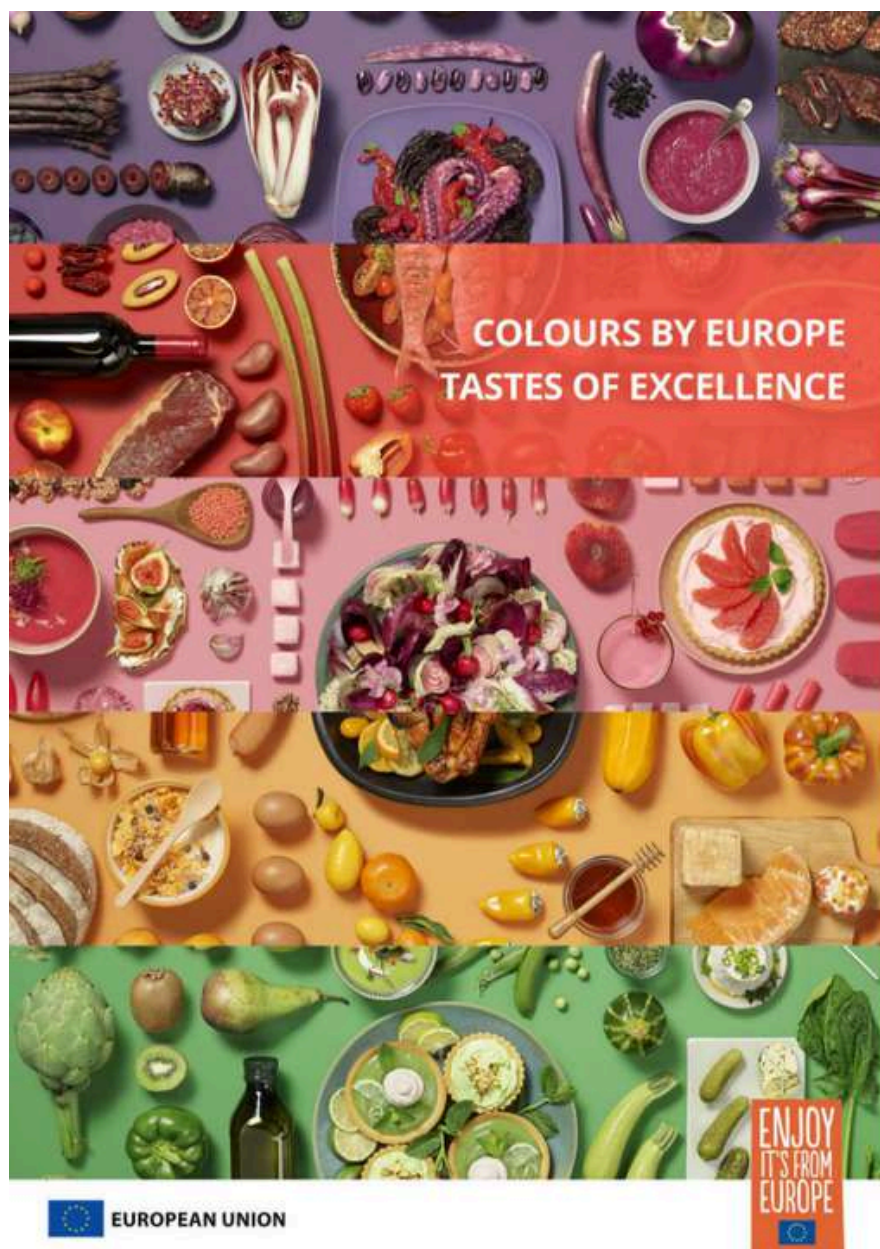
*Courtesy European Union, Maria Castillo-Fernandez,
Ambassador of the European Union to the Republic of Korea*

About the campaign “Colours by Europe. Tastes of Excellence”

During the 14-month campaign period, a variety cooking classes for consumers, Horeca and retail promotional events with renowned restaurants and hyper markets will be organized in Seoul. The campaign will ensure online presence as well, to promote EU Agri products produced at the 27 European countries. Consumers will learn how to best enjoy EU food on their own, or in different food combinations, and to encourage purchase. European recipes with EU food products will be introduced on the social media accounts with the aim to inspire consumers when preparing their own food. Regular updates on the EU food and beverages will be shared on the campaign website.

Follow “Colours by Europe” “Colours by Europe. Tastes of Excellence”

If you want to explore colourful and delicious world of EU agricultural food products, food connoisseurs are invited to follow our campaign, stay informed about the campaign and European foods and beverages, on our official channels.



Courtesy European Union, Official campaign branding “Colours by Europe. Tastes of Excellence”

- Online and offline campaign to be conducted in order to promote the excellence of European Union agricultural food products and increase the consumption from July 2021 to August 2022.
- Ambassador of the European Union to the Republic of South Korea and the President of the European Chamber of Commerce in South Korea to celebrate the 10th anniversary of the EU-Korea FTA at the online launch event of the campaign.

SOURCES

1 - The European Union Launches "Colours by Europe. Tastes of Excellence" Campaign to Promote EU Agricultural Food Products in South Korea, July 2021.
Link: https://eeas.europa.eu/delegations/south-korea/101980/european-union-launches-%E2%80%9Ccolours-europe-tastes-excellence%E2%80%9D-campaign-promote-eu-agricultural_en



ABOUT THE EUROPEAN UNION AND ITS CAMPAIGN

The European Union will conduct a 14-month campaign to promote the safety, quality, authenticity, diversity and sustainability of agricultural food products produced from its 27 member countries in the South Korean market and increase their consumption.

CONTACT

Official Website: <https://colours-by-europe.eu/ko>

Instagram: [@euagrifood_korea](https://www.instagram.com/euagrifood_korea)

The Red Angels of Seoul

By Daniel Thomas Faller | Schauplatz Korea Magazine



When you walk through the streets of Seoul, you can't miss them. They wear a conspicuous red uniform and know the answer to almost every question.

These days you see them more often; the Mobile Tourism Helpers or - as they are also called - the Red Angels. With constant friendliness and daily red uniforms, they show tourists the way. But how are these helpful people assisting others with much more than information about attractions?

This weekend, I met with Hyein Jo(28), one of the Red Angels. Hyein was born and raised in Korea, studied business and has been working for the Seoul Tourism Association since 2017.



*Hyein Jo is happy to share her knowledge with those interested. |
Photographer Daniel Thomas Faller*

Q Hyein, the Red Angels are always seen at important tourist sites, in red uniforms and in pairs. What is your job?

A Hyein: We are all employees of the Seoul Tourism Association. Our job is to inform locals and tourists about Seoul and its tourist attractions. Often, they ask about a certain route or destination. But they are also interested in sights in the area or want to know where to take the best selfie. We want people to feel comfortable and have fun during their stay in Seoul.

Q How many Red Angels are there in Seoul?

A Hyein: In Seoul, there are about 130 Mobile Tourism Helpers working in 10 locations, all full-time employees. In addition to the Mobile Helpers, there are also several Information Centers where tourists and other interested people can get information about the area.

Q Do the Red Angels always stay in pairs?

A Hyein: There are always two of us on the road, that's right. This primarily has to do with our language skills. Our mother tongue is Korean. In addition, we all have a basic knowledge of English. But each of us has an additional language in which we specialize. These are mainly English, Chinese, and Japanese. This often results in teams of two speaking Chinese/Japanese, English/Chinese or Japanese/English. However, the composition of the teams depends very much on the area of operation.



*The Red Angels in Seoul are always on duty in pairs. |
Photographer Daniel Thomas Faller*

Q How long are you on site? What are your operating times?

A Hyein: In normal weather conditions, five hours in the field and about three hours in the office. The rhythm is one hour in the field and then one hour in the office. In extreme weather conditions, such as today with over 33 degrees Celsius (91.4 degrees Fahrenheit) in the shade, our employer is very accommodating. The assignments in the field are then limited to half an hour at a time.

Q An hour in the office? For a break?

A Hyein: We use it for a break and our study time. The offices are often located in the immediate vicinity of the assignment site. There, we use our time for self-study and to educate ourselves about the current field of operation.

Q What is your most important work tool?

A Hyein: Apart from my memory, these are the maps of Seoul, felt pens and Post-its.

Q How have you experience the Corona period?

A Hyein: During the Corona period, many foreign tourists have been staying away. Therefore, most of our presence has been focused on the office service. However, there are also times when we work from home. There, we produced some selfie videos for training purposes. This was done to analyze how we present ourselves to the outside world. Also, we took some online lessons about history and tourist attractions and share some ideas to enhance our capabilities.

Now, you can see more tourists in the city of Seoul. However, most of them are still Koreans who come to Seoul from other regions of the country during the vacation season. But we are looking forward to when we can take care of foreign guests again.

Q Why did you become a Red Angel?

A Hyein: During my studies, I was an exchange student in Florida for one semester. I participated in the Disney International Program and learned, among other things, about communicating between cultures. This combined with connecting with people was the catalyst for me choosing this type of job. After my studies, I talked to the local Red Angels in Myeong-dong in Seoul and learned a lot about this job. From then on, it was clear to me where I wanted to work in the future.

Q What do you particularly like about your job?

A Hyein: I get to meet lots of new people every day. The encounters are usually only a few minutes. But during this short time, I can help people. I can pass on my knowledge in Korean or English and make people happy. I always get direct feedback, which motivates me a lot. I am very proud to be able to represent Seoul.

Q Have you had any special experiences?

A Hyein: There are many. But one that has stayed in my memory was an encounter with a Thai tourist. About 3 years ago, she asked me if I could help her. She wanted to buy strawberries in Korea and transport them to Thailand. I showed her the places where she could buy the appropriate strawberries and made several phone calls to Incheon Airport in Seoul. There I made the necessary clarifications with the authorities. The Thai tourist was able to "export" her Korean strawberries safely to Thailand. Afterwards she took a selfie with me.

Two years later, this woman came back to Korea. On her tour of the city, this tourist happened to meet me again. I didn't recognize her at first. But when she showed me the selfie, we had taken two years ago, the joy around this memory was great.

Q Today, there is an app for almost everything and you can get a lot of information about Seoul from the Internet. Do you still need the Red Angels?

A Hyein: Absolutely. Even the best app in the world can't replace our charm and friendliness.



*The Services of the Mobile Tourist Helpers are greatly appreciated. |
Photographer Daniel Thomas Faller*

SOURCES

1 - The Red Angels of Seoul, July 2021. Link: <https://schauplatz-korea.com/2021/07/19/die-roten-engel-von-seoul/?lang=en>

SCHAUPLATZ
코리아

ABOUT SCHAUPLATZ KOREA MAGAZINE

Schauplatz Korea Magazine is not just an ordinary online magazine. People and their stories are in our focus. We are curious about places we visit, open to people we meet, and excited about what we see. We report unvarnished and real.

CONTACT

Schauplatz Korea Magazine: connect@schauplatz-korea.com

Website: www.schauplatz-korea.com

QUARTERLY REPORT

ECCK Quarterly Report Q2 / 2021

GENERAL OVERVIEW



In June, President Moon Jae-in paid a weeklong visit to Europe, demonstrating Seoul's commitment to playing a bigger role in addressing ongoing global issues and improving strategic partnerships with Austria and Spain. President Moon's Europe trip highlighted the visit to G-7 summit in the UK's County of Cornwall. As a guest, he attended sessions on healthcare, climate change and economy. Through this year's G-7 summit, President Moon had an opportunity to confirm South Korea's enhanced international status and improved relations with European countries. After the summit, President Moon paid a visit to Austria, which marked him as the first South Korean president to make a state visit to Austria since the two nations established ties in 1892. During his stay, President Moon had a summit with his Austrian counterpart, Alexander Van der Bellen and a meeting with Chancellor Sebastian Kurz on improving bilateral relations. The president's trip to Europe concluded in Spain, where he met with King Felipe VI and Prime Minister Pedro Sanchez to discuss upgrading economic partnerships between the two countries.

With the highly contagious delta variant sweeping the nation, Korea had a setback on slowing the spread of the virus despite its vaccination plan rolling out. According to the Korea Disease Control and Prevention Agency (KDCA), 48% of new patients were infected with the delta variant in the third week of July, compared with 3.3% in the fourth week of June. The number of confirmed cases continued to rise in July and Korea recorded its highest-ever 1,842 of new daily COVID-19 infections. As a result, a level 4 social distancing guidelines was implemented in the Seoul Metropolitan Area, which includes Seoul, Gyeonggi Province, and Incheon. The KDCA reports around 11% of population has completed vaccination, including receiving both shots for vaccines requiring two doses, while 30% have received one dose.

The Ministry of Economy and Finance (MOEF) raised this year's growth outlook for economy to 4.2%, up from its December estimate of 3.2% and the Korean economy is projected to grow 3% next year. The ministry's forecast is higher than the Bank of Korea's projection of 4% and the 3.6% growth estimate by the International Monetary Fund (IMF).



10 Years Anniversary of EU-Korea FTA: Updating and Modernizing a Successful Trade Deal with the KGCCI



Symposium with HUPF on 'A decade of Korea-EU FTA: Looking back, looking forward'

This year marked the 10th anniversary of EU-Korea Free Trade Agreement (FTA). To commemorate the special pact between two economic powerhouses, the ECCK hosted '10 Years Anniversary of EU-Korea FTA: Updating and Modernizing a Successful Trade Deal?' with the Korean-German Chamber of Commerce and Industry (KGCCI) and the German Embassy in Korea. Also, an academic symposium was held in cooperation with Hankuk University of Foreign Studies (HUFS) on the topic of 'A decade of Korea-EU FTA: Looking back, looking forward'. On July 1, the ECCK hosted 'The 10th Anniversary Conference on the EU-KOREA FTA' with the Korea International Trade Association (KITA) and BusinessEurope.

Trade in Goods between Europe (EUR) and Korea (KOR)						
	H1/2021		H1/2020		H1/2021 vs H1/2020	
Unit Value: USD Million	EUR > KOR	KOR > EUR	EUR > KOR	KOR > EUR	EUR > KOR	KOR > EUR
EU	31,882	31,572	26,449	21,743	20.5%	45.2%
UK	3,030	2,938	1,938	2,304	56.4%	27.5%
EFTA	2,750	796	2,014	911	36.5%	-12.6%
Total	37,662	35,306	30,401	24,958	23.9%	41.5%

<Table 1> Trade in Goods between Europe (EUR) & Korea (KOR)

In H1/2021, exports from the EU to Korea increased by 20.5% to USD 31.9 billion (compared to USD 26.4 billion in H1/2020). Exports from the UK and EFTA to Korea increased by 56.4% and 36.5% respectively. While exports from Korea to the EU and UK increased by 45.2% and 27.5% respectively, exports to EFTA decreased a combined 12.6% to 0.8 billion.

H1/2021 - Foreign Direct Investment (Arrived) in Korea						
	H1/2021		H1/2020		H1/2021 vs H1/2010	
Unit Value: USD million	No. Businesses	Value	No. Businesses	Value	No. Businesses	Value
EU	117	4,109	93	930	25.8%	341.9%
UK	22	78	34	201	-35.3%	-61.2%
EFTA	9	32	15	77	-40%	-58.1%
Total	148	4,219	142	1,207	4.2%	249.5%
All countries	1,004	8,137	740	4,981	35.7%	63.4%
European share	14.7%	51.9%	19.2%	24.2%	-23.2%	113.9%

<Table 2> H1/2021 - Foreign Direct Investment (Arrived) in Korea

European Foreign Direct Investment (FDI) in Korea in H1/2021 increased by 249.5% compared to H1/2020, representing 51.9% of the total foreign direct investment. German FDI accounted for 26.6%, Singaporean FDI for 12.6 %, and Irish FDI for 11.2%. Germany was the largest European investor in Korea during this period with a total of USD 2.2 billion in arrived direct investments; the second and third largest European investors were Ireland and Malta with USD 910.4 million and USD 681.0 million in arrived direct investments, respectively.

COVID-19 Updates

ECCK has reached out to the Korea Disease Control and Prevention Agency (KDCA) for clarification on that foreign resident in Korea who have gone through the whole vaccination process overseas should be exempted from the quarantine. On July 7, the KDCA delivered its clarification that the quarantine procedure will be waived if a foreign resident in Korea left for another country and completed the vaccination process in the country and requested a Korean embassy in the country to issue a quarantine exemption letter. When returning to Korea with the quarantine exemption letter and the negative result of the PCR test, the foreign resident in Korea will be exempted from the quarantine procedure as foreigners residing overseas.

ECCK MARKET OVERVIEW

Chemicals Committee

The ECCK had a meeting with the Korean Occupational Safety & Health Agency regarding the MSDS IT system and trade secret review procedures in cooperation with the KOTRA Ombudsman. Also, the ECCK joined the 2021 Chemical Safety Policy Forum, which the Ministry of Environment kicked off to improve current system of hazardous chemicals management and establish transparent communication platform.

Cosmetics Committee

The Ministry of Food and Drug Safety (MFDS) revised the functional cosmetics screening rules to accept ISO test method for Sun Protection Factor / UV (SPF/UV) index on June 2021. This was a long-standing issue raised by ECCK and finally officially accepted. Also, a further recommendation by the ECCK has been taken up by the "Regulatory challenge" initiative run by Prime Minister's office; the recommendation is related to natural related claims with ISO index.

Fashion & Retail Committee

On June 10, the Prime Minister Kim Boo-kyum announced that the Korean government will improve the current Korean regulations which are much more excessive than relevant foreign regulations, under the initiative of 'Regulatory Challenge'. The Office of Government Policy Coordination received suggestions from several economic organizations including ECCK and as a result, the regulation on 'Price Labeling Requirement' which has been raised from ECCK for a long time was selected as one of the tasks of 'Regulatory Challenge'. ECCK and Fashion & Retail Committee had a separate meeting with the Ministry of Trade, Industry and Energy and KOTRA's Office of Foreign Investment Ombudsman on June 16 and submitted the opinion letter to the MOTIE on July 21 regarding 'Price Labeling Requirement'.

Food Committee

The Ministry of Environment (ME) distributed guidelines related to the enforcement of prohibition of repackaging on June 22. Also, the ME announced the final separate discharge mark regulation on July 9. The ECCK arranged an information session with the Korea Environment Corporation (KECO) on July 27. At the briefing members had an opportunity to learn more about the contents of repackaging violations and check the packaging status of each member company's products through various examples. In addition, it clarified the contents of the packaging inspection system and the packaging material & structure evaluation system in general. During the Q&A session, they also covered new separate discharge mark which will be implemented starting from January 1, 2022 for newly introduced products in the market.

Passenger Vehicles Committee

The Ministry of Environment (ME) announced the Notification of 'Annual Low and Zero Emission Vehicles Supply Target', and revised the definition and the measuring method related to calculation of achievement result for supply target in vehicle sellers, topics suggested in ECCK White Paper 2020. The Notification clarified the definition of 'Combined Fuel Economy' and the test standards of 'Zero Emission Mileage' for plug-in hybrid vehicles reflecting recommendations in ECCK White Paper.

ECCK REPRESENTATION

- April 8: Meeting with Ministry of Trade, Industry and Energy (MOTIE) Europe Trade Division
- April 20: ECCK Roundtable Meeting with National Assembly Member Hong Jungmin
- April 22: Meeting with Anti-Corruption and Human Rights Commission (ACRC) Ombudsman Kim Tae-Eung
- April 30: Meeting with Gwangju City Mayor Lee Yong-seop
- May 25: Meeting with Korea Carbon Industry Promotion Agency
- June 1: Meeting with Seoul Metropolitan Government Job Policy Division
- June 16: Meeting with Gyeonggi Provincial Government Trade Division
- June 23: Meeting with Seoul Vice Mayor Kim DoSik
- July 1: Meeting with National Assembly Member Hong Jungmin
- July 1: Meeting with National Assembly Member Kang Sunwoo
- July 6: ECCK Business Round Table with Vice-President of the European Commission Frans Timmermans
- July 6: Meeting with Korea Internet & Security Agency (KISA) on cooperation with ECCK
- July 8: Meeting with Gyeongsangbuk-do Governor Lee Cheol Woo
- July 8: Meeting with National Assembly Member Jang Chulmin
- July 16: Meeting with Busan Mayor Park Heong-joon
- July 20: Meeting with MOTIE Director General Park Jungwook

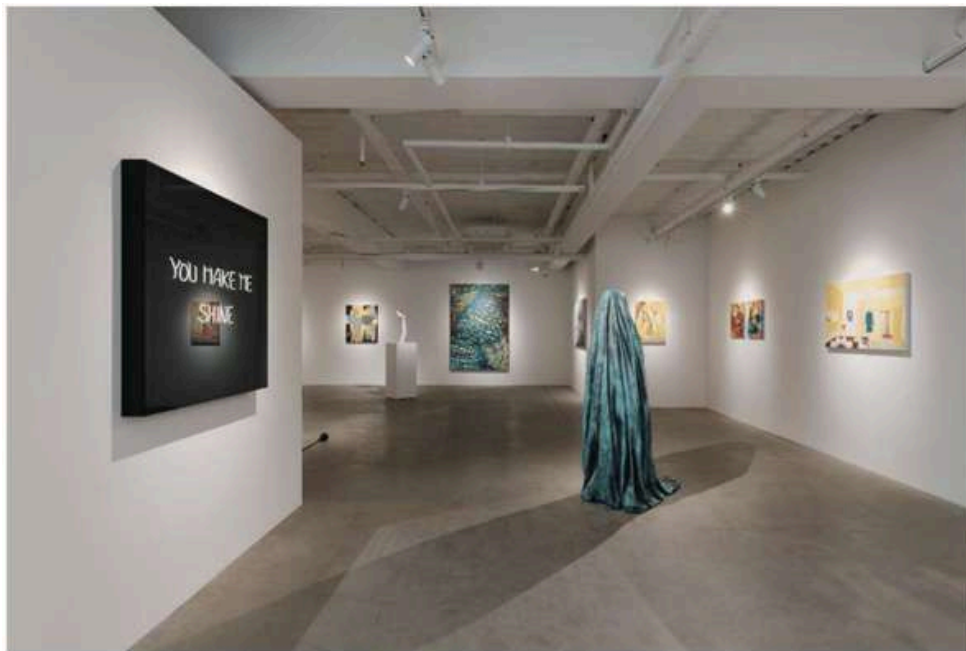
July, 2021
ECCK

König Galerie Opens New Branch in Seoul

KÖNIG SEOUL

Drawing from one of the most intriguing programs of contemporary art, KÖNIG SEOUL presents its first group exhibition featuring a cross-section of the KÖNIG cosmos.

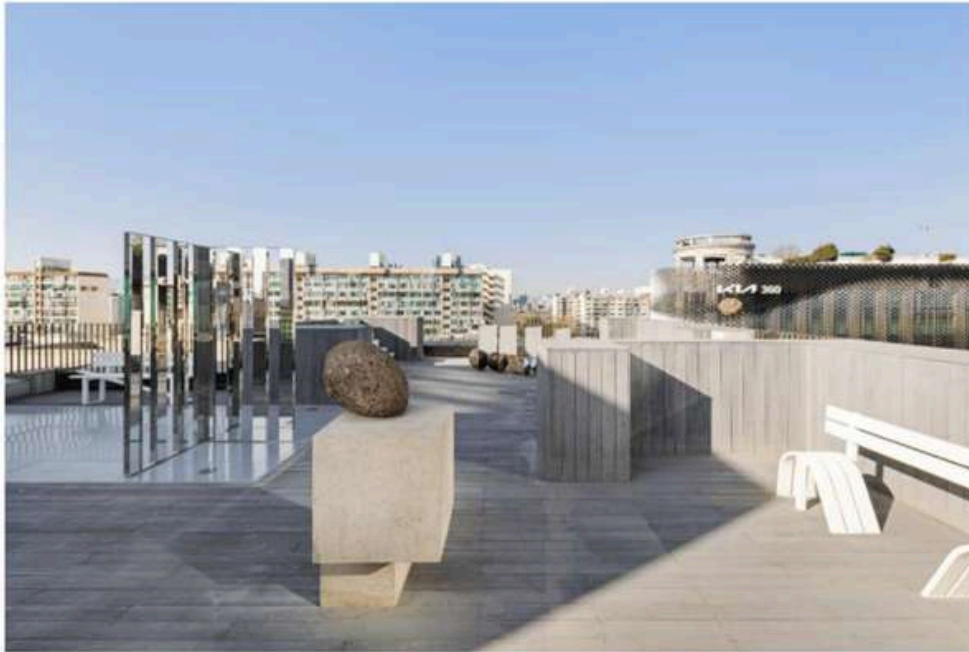
Despite the ongoing pandemic, KÖNIG decided to follow its plan to open the gallery space in Seoul, thus continuing its strong commitment to exhibiting the work of contemporary artists internationally. Art is one of the most important social engines that can provide strength and inspiration to society in these unsettling times.



Courtesy KÖNIG GALERIE Berlin / London / Seoul. Photo: Chunho An.

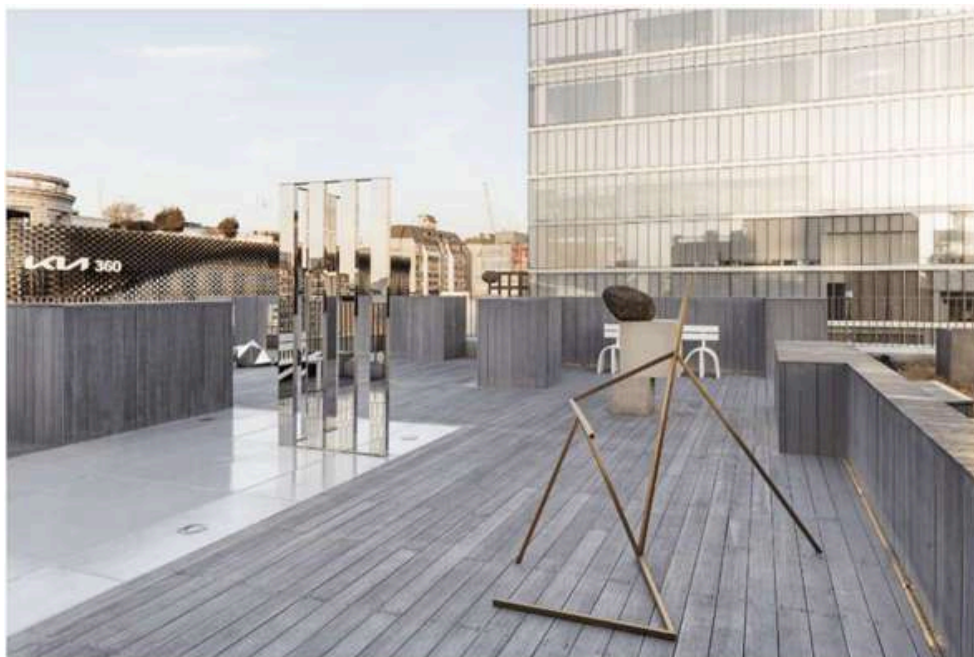
Over the past 20 years, KÖNIG has become one of the most exciting venues for contemporary art in Germany. From the beginning, the focus of the gallery's program has been on interdisciplinary and conceptual approaches, which is reflected in some of the most important positions of the present time. Up to forty artists are currently represented by the gallery and are regularly on view at the gallery's locations as well as at internationally renowned institutions.

At KÖNIG SEOUL, a carefully curated selection of more than 20 KÖNIG artists now come together in a group exhibition to present the gallery's extensive program to the Korean public. The exhibition will feature over forty works, ranging from vibrant paintings to bold sculptures and delicate drawings, some of which have been created especially for this inaugural show.



KÖNIG GALERIE rooftop. Courtesy KÖNIG GALERIE Berlin / London / Seoul. Photo: Chunho An.

Placed together within the new KÖNIG SEOUL space, these works are presented in juxtaposition to each other, creating unique associations and new connections that are reflective of the diverse cultural backgrounds and artistic practices of each artist and his/her work. Some of the recurring themes revolve around issues related to human behaviour and sociocultural structures, reflected, for example, in the sculptures by Tatiana Trouvé and Erwin Wurm, in the paintings by Conny Maier or the graphic works by Camille Henrot. Related, but also very distinct are the works by Koo Jeong A, Jeppe Hein and Alicja Kwade in which they explore the environment around us and our place within, with reflections on space, movement, time, and matter.



KÖNIG GALERIE rooftop. Courtesy KÖNIG GALERIE Berlin / London / Seoul. Photo: Chunho An.

As diverse as the themes within the individual works are, so are the media and materials presented. The medium of painting itself is explored through the works of Katharina Grosse, Claudia Comte, Robert Janitz, Anselm Reyle, Friedrich Kunath, Norbert Bisky, Matthias Weischer, Mona Ardeleanu, and Rinus Van de Velde, whose artistic practices alternate between figuration and abstraction, the colorful and the subdued. The medium of sculpture is also approached in a variety of ways, including the iconic boxes by Andreas Schmitten and Chiharu Shiota as well as the bold metal works of Monica Bonvicini. The selection of works on paper reflect the equally delicate and vivid working methods of Sarah Morris, Helen Marten and Jorinde Voigt.

KÖNIG SEOUL

ADDRESS

MCM HAUS
412 Apgujeong-ro
Cheongdam-dong, Gangnam-gu
Seoul, Korea

CONTACT

seoul@koeniggalerie.com
 02-3442-6968

WEBPAGE

www.koeniggalerie.com

Key Benefits of Joining the ECCK



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.



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.



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.