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# ECCK

## CONNECT

### JUNE 2021



ECCK Connect Monthly  
June 2021 Issue

# Celebrating the 10th Anniversary of EU-KOR FTA

*In June, the ECCK has successfully hosted two events to commemorate the 10 year anniversary of the trade pact between EU and Korea.*

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## MORE ON MONTHLY READS



### ECCK News

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

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### New Members

ECCK welcomes its new members joining us in June 2021.

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### CSR Reports

ECCK member companies share their CSR activity report compiled during the second quarter of 2021.

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**Schauplatz- Welcome to a new world of stories. Journeys for body, mind, and soul.**

ECCK introduces its new partner, Schauplatz Korea magazine. Click to read more about them!

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**SCHAUPLATZ**  
**코리아**  
KOREA  
MAGAZINE



### Jökulsárlon: Wine Bar

June 2021's Taste of Europe introduces Jökulsárlon, an authentic wine bar in Seoul.

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### ECCK's SDGs Webinar with Solvay

Check out ECCK's SDGs Webinar held in partnership with Solvay, a Belgian materials, chemicals and solutions company on June 22.

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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 June, the Chamber actively involved in facilitating dialogues with the Korean and European governments. The highlights include holding its fourth UN-SDGs Webinar with Swiss Re Group.



## CEO Forum: Decision Making in a Korean Company

JUNE 1, 2021

On the morning of June 1, the ECCK hosted its quarterly CEO Forum under the theme of 'Decision Making in a Korean Company' at Four Seasons Hotel Seoul.

The second quarter ECCK CEO Forum of this year featured IRC Consulting Managing Partner Peter Underwood's presentation on the process and useful steps for making decisions in a Korean firm.

We would like to thank Mr. Underwood for sharing his valuable insights and all the participants for their interest.



## **ECCK Tax Forum with KPMG Korea: Update on Tax Amendments 2021**

JUNE 29, 2021

On June 29, the ECCK hosted a tax forum on the update on Tax Amendments 2021 in partnership with KPMG Korea.

Focusing on recent updates with regard to general tax, TP, and Customs matters in Korea, the session covered recent BEPS developments especially in relation to the two pillars which may have an impact on the tax legislation going forward, how the BEPS action plans and the recent amendments to the tax legislation are affecting companies in practice, and provided an overview on customs verification audits and practical implications to consider.

KPMG Korea Tax Partners Tai-Joon Kim, Tai-joo Kim and Yu-jin Suh led the discussion and provided further updates and observations since the 2021 Tax Amendments.

We would like to thank KPMG Korea for this informative session. Also, ECCK Tax forum is open to all executives or personnel of member companies related to taxation matters and we are looking forward to providing helpful insight at the next event.

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



## ECCK Joins 'Children's Traffic Safety Relay Challenge'

JUNE 1, 2021

ECCK Chairperson and Schenker Korea CEO Dirk Lukat has been nominated by Mr. Thomas Klein (President & CEO of Mercedes-Benz Korea) to participate in the Children's Traffic Safety Relay Challenge, a relay social media campaign launched by the Ministry of the Interior and Safety (MOIS) to raise awareness of children's traffic safety.

"Special thanks to Thomas for nominating me to join this special challenge. I am happy to take part in this campaign to promote the importance of improving road safety for children. We have been working hard internally to create awareness of children's safety at Schenker Korea," said Dirk Lukat.

"We believe it's our responsibility to guide and educate traffic safety for children to help them avoid dangerous situations on the road. That's why we are planning a lot of awareness campaigns within our company and vendors to safeguard our children and ensure traffic safety in their daily lives. Next, I would like to nominate Mr. K.C. Kim (CEO of Forza Motors Korea) and Mr. Gangserk Park (CEO of Volvo Trucks Korea) to join this meaningful campaign. We are in this together!"

# 'TIME TO ACT: SUSTAINABILITY IN THE KOREAN INSURANCE INDUSTRY' REPORT NOW AVAILABLE



**Click to Discover More**

[www.ecck.or.kr/resources/reports/](http://www.ecck.or.kr/resources/reports/)



## ECCK Insurance Committee Publishes 'Time to Act: Sustainability in the Korean Insurance Industry' Report

JUNE 1, 2021

On June 1, the ECCK Insurance Committee published a paper on sustainability titled 'Time to Act: Sustainability in the Korean Insurance Industry'. Through the paper, the committee aims to share its insights on sustainability from the European insurance industry's perspective as well as provide an opportunity for wider dialogue in Korea's journey towards the green economy.

Jonas von Oldenskiöld, Chairperson of ECCK Insurance Committee and Head of Swiss Re Korea Branch, said in his introductory remark: "The insurance industry will play a key role in transition into a more sustainable economy. Therefore, it has been great to work with my colleagues in the committee to compile shared experiences on these topics and form the common knowledge in this paper. The topic of sustainability is too big and complex to be solved in isolation; collaboration and knowledge sharing are needed, and we are looking forward to contributing to Korea's sustainability journey."

Furthermore, ECCK President Christoph Heider added, "COVID-19 has not brought many positive things to us except maybe the emerging focus on sustainability. It is just great to see how governments have come up with their targets by when they would like to achieve carbon neutrality, how countries are now pushing towards a more sustainable future and how collaboration between the private-public sector has taken up steam. The publication 'Time to act: Sustainability in the Korean Insurance Industry' is again a promising and positive sign towards the commitment of an industry segment and its player to commit and contribute to a better future."



# Mr. Matthew Holmes

ECCK Beer, Wine & Spirits Committee  
Representative Director of Asahi, Europe & International

## **New Chairpersons for the ECCK Beer, Wine & Spirits Committee**

JUNE 16, 2021

The ECCK is pleased to announce that, Mr. Matthew Holmes, Representative Director of Asahi, Europe & International, has been elected as the new Chairperson of the ECCK Beer, Wine & Spirits Committee.

We would like to sincerely congratulate and welcome Mr. Holmes as he assumes the role of the ECCK Beer, Wine & Spirits Committee Chairperson. Furthermore, we are looking forward to his leadership for the Committee.



## New Chairperson for the ECCK Heavy Duty Commercial Vehicles Committee

JUNE 29, 2021

The ECCK is pleased to announce that, Mr. Gang-Serk Park, Managing Director of Volvo Trucks Korea has been elected as the new Chairperson of the ECCK Heavy Duty Commercial Vehicles Committee.

Mr. Park was elected as the new Chairperson during the ECCK Heavy Duty Commercial Vehicles Committee Meeting held on June 25. He will serve a two-year term as the Committee Chairperson from July 1, 2021.

We would like to sincerely congratulate Mr. Park and look forward to his leadership for the committee.



## ECCK Co-hosts Wellbeing Event with WellMi at Busan Foreign School

JUNE 21, 2021

On the evening of June 20, ECCK celebrated Yoga International Day by co-hosting its first wellness event with WellMi Wellness Solutions at Busan Foreign School.

We thank our valuable participants and special supports from Busan Foreign School for making the event extraordinary and we wish you good health at all time.

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



## **ECCK Hosts Haeundae Beach Cleaning Event with International Schools in Busan**

JUNE 7, 2021

On June 5, ECCK celebrated World Environment Day by hosting a Haeundae beach cleaning event with Busan-based international schools, including Busan Foreign School and International School of Busan.

Thanks to our participants and special supports from the valuable event partners Maersk, Ferrero and MSC, the event concluded successfully and helped to make Haeundae beach greener!

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

# New Members

## June 2021

### ATELIER BRUECKNER KOREA LTD.

|                                                                                                    | NATIONALITY | REPRESENTATIVE (TITLE)                           |
|----------------------------------------------------------------------------------------------------|-------------|--------------------------------------------------|
|  ATELIER BRÜCKNER | Germany     | Mr. Eberhard Schlag<br>(Representative Director) |

### BYUCKSAN ENGINEERING CO., LTD.

|                                                                                                        | NATIONALITY | REPRESENTATIVE (TITLE)                 |
|--------------------------------------------------------------------------------------------------------|-------------|----------------------------------------|
|  BYUCKSAN ENGINEERING | Korea       | Mr. Dong Woon Kim<br>(President & CEO) |

### CLOUDYBOSS

|                                                                                                                                         | NATIONALITY | REPRESENTATIVE (TITLE)                                       |
|-----------------------------------------------------------------------------------------------------------------------------------------|-------------|--------------------------------------------------------------|
|  CLOUDYBOSS<br><small>Safe Source Enterprise</small> | Lithuania   | Mr. Joshua Anthony<br>(Chief of Global Business Development) |

### EQUALBASE DEVELOPMENT CO. LTD.

|                                                                                                                                        | NATIONALITY | REPRESENTATIVE (TITLE)                  |
|----------------------------------------------------------------------------------------------------------------------------------------|-------------|-----------------------------------------|
|  equalbase<br><small>For future generations</small> | Singapore   | Mr. Sangbok Park<br>(Managing Director) |

### IMC KOREA SECURITIES

|                                                                                         | NATIONALITY     | REPRESENTATIVE (TITLE)                   |
|-----------------------------------------------------------------------------------------|-----------------|------------------------------------------|
|  imc | The Netherlands | Mr. Min Cho<br>(Representative Director) |

**JF HILLEBRAND KOREA LTD.**

| NATIONALITY | REPRESENTATIVE (TITLE)              |
|-------------|-------------------------------------|
| Germany     | Ms. Yoonmi Goh<br>(Country Manager) |

**KOREA-CONSULT**

| NATIONALITY | REPRESENTATIVE (TITLE)                |
|-------------|---------------------------------------|
| Korea       | Mr. Anton Scholz<br>(General Manager) |

**MORGAN PHILIPS KOREA**

| NATIONALITY | REPRESENTATIVE (TITLE)                   |
|-------------|------------------------------------------|
| France      | Ms. Christina Ahn<br>(Managing Director) |

**PM-INTERNATIONAL KOREA**

| NATIONALITY | REPRESENTATIVE (TITLE)                                        |
|-------------|---------------------------------------------------------------|
| Germany     | Mr. Timo Breithaupt<br>(General Manager Operations & Finance) |

**ROCHE DIAGNOSTICS KOREA**

| NATIONALITY | REPRESENTATIVE (TITLE)                |
|-------------|---------------------------------------|
| Switzerland | Mr. Pui Hong Tse<br>(General Manager) |

**SEOUL SCHOOL OF INTEGRATED SCIENCES AND TECHNOLOGIES**

| NATIONALITY | REPRESENTATIVE (TITLE)          |
|-------------|---------------------------------|
| Korea       | Mr. Tae Hyun Kim<br>(President) |



COVER STORY

## Celebrating the 10th Anniversary of EU-KOR FTA

In June, the ECCK has successfully hosted two events to commemorate the 10-year anniversary of the trade pact between EU and Korea.

On June 15, ECCK co-hosted a hybrid event to celebrate the 10th anniversary of the EU-Korea FTA with the Korean-German Chamber of Commerce and Industry (KGCCI) and the German Embassy in Korea.

The event was held to commemorate the FTA's anniversary, seeking to update and modernize the trade deal to keep up with the rapid development of industry and economy. During the event, the speakers and panelists looked back at the last 10 years and the achievements the FTA has brought to EU and Korea.



During his keynote speech, ECCK Chairperson and Schenker Korea CEO Dirk Lukat said, “10 years ago the hopes for the FTA were high and I can clearly state that those hopes have not been disappointed. The FTA brought custom duties down and led to a certain standardization for technical products and the related certification procedures. Thus, what we observe and can see nowadays here in Korea – as a normal consumer – is a broader product variety visible, for examples in wine and beer in supermarkets and also with cars driving on the Korean roads. The same is true for Korean televisions or Korean cars in Europe.”

“The world has changed in the last 10 years and the way we live and do business has changed. A static FTA, will over time lose its effectiveness, whereas economic partners and trade among trading partners governed by more progressive FTA will prosper. Thus, it is my belief that a modernized EU-KOR FTA is needed,” he added.



The Korean-German Chamber of Commerce and Industry (KGCCI), the German Embassy in Korea and the European Chamber of Commerce in Korea (ECCK) successfully held a hybrid event to celebrate the 10th anniversary of the implementation of the EU-Korea Free Trade Agreement (EU-KOR FTA).

German Ambassador to Korea H.E. Michael Reiffenstuel said in his greeting, "The EU-KOR FTA stands out as a clear symbol against protectionism. It underlines both the EU and Korea's strong commitment to a rules-based international trade order. Therefore, the 10th anniversary is a reason to celebrate. But it is also an excellent opportunity to reflect on our trade relations with a future oriented look: Over the past years, new trade-related areas have evolved and will continue to grow as we are steadily overcoming the Covid-pandemic. Areas such as digitalization, digital trade and e-commerce prosper. Many companies in Europe and Korea have voiced their strong support for updating the FTA in relevant fields. We support companies in this endeavor. We are convinced that a modernized FTA would be in the high interest of all parties."

Dr. Martin Henkelmann, President & CEO of KGCCI said, "The EU-Korea FTA has been a benchmark for other FTAs and a strong signal of two economic global key players for enhancing the unrestricted exchange of goods. 10 years later, it is the right time to take stock: the global economic environment has changed and the needs of the businesses in Korea and the EU have evolved. A modernized EU-Korea FTA would – once again – stand out as a forceful signal for rule based global trade which is the foundation for the success of Korean and European companies."



In addition, the ECCK in cooperation with Hankuk University of Foreign Studies (HUFS) successfully hosted an academic symposium on the topic of “A decade of Korea-EU FTA: Looking back, looking forward” on June 24.

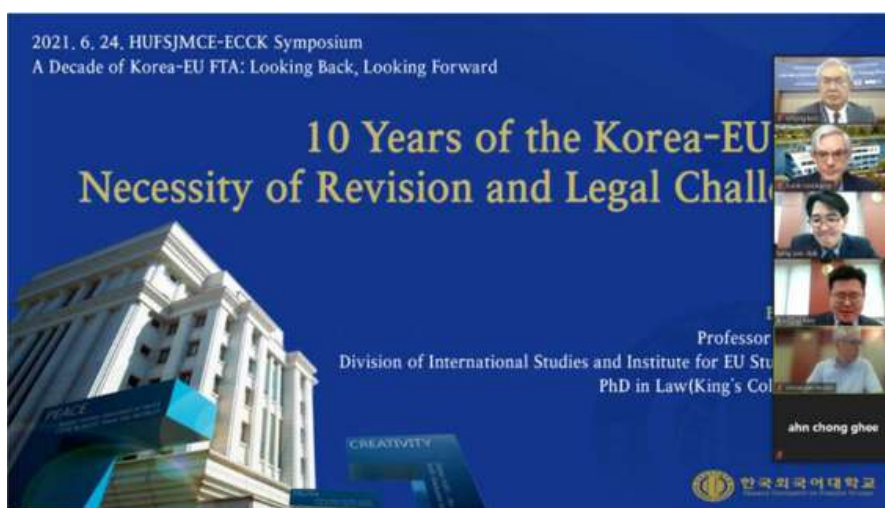
The symposium was held very timely as the 10th anniversary of the Korea-EU FTA is to come on July 1, 2021, which marks the date when the Korea-EU FTA was provisionally applied.

The symposium was opened by Professor and Director of the Jean Monnet Centre of Excellence Si-Hong Kim followed by speeches from the Ambassador of the European Union to the Republic of Korea H.E. Maria Castillo Fernandez, Chairperson of the ECCK and CEO of Schenker Korea Dirk Lukat, former ROK's Ambassador to the EU, Vice Foreign Minister (ret) and Senior Adviser at Kim & Chang Ahn Chong-ghee, who all shared their insides what the FTA has brought to the business, people and society.

ECCK Chairperson Dirk Lukat said, “The EU-Korea Free Trade Agreement was provisionally applied from July 1, 2011. At that point of time the EU-Korea FTA was considered the most comprehensive trade agreement the EU had ever signed. The FTA was also referred to as the first next generation FTA.”

“The FTA has increased business relations, industrial collaborations and has in simple words shortened the distance between Europe and Korea, resulting in intensified and strengthened exchange between the EU and Korea in many areas,” he added.

The following panel discussion was moderated by Christoph Heider, President of the ECCK and included distinguished experts from Korea and Europe, namely Professor Yoo-Duk Kang from Hankuk University of Foreign Studies, Professor Bong Chul Kim from Hankuk University of Foreign Studies, Professor Andrew Millard from Busan University of Foreign Studies, Professor Frank Rövekamp from Hochschule für Wirtschaft und Gesellschaft Ludwigshafen, and Professor Ramon Pacheco Pardo from Vrije Universiteit Brussel and Kings College.



# SCHAUPLATZ

## 코리아

KOREA  
MAGAZINE

**Schauplatz- Welcome to a new world of stories. Journeys for body, mind, and soul.**

### Schauplatz launches the Schauplatz Korea Magazine

It all started more than 7 years ago, a well-thought-out plan brought a surprising turn in Daniel Thomas Faller's professional and personal life. In 2015, a peace support mission took him to South Korea Panmunjeom and the DMZ; his former workplace. The fascination for the region and its history makes Korea his adopted country. During the last few years, he has discovered many places and nooks that remained in his memories, met people who touch him, and tasted food that challenged his taste buds anew.



**Inspire and connect**, one of the four building blocks in the Schauplatz charter. 'We believe vacations should be about nourishment, regeneration, and inspiration.' So much of the positive change that originates from travel comes from making new connections and invigorating existing ones. He and his wife have traveled to many places around the world and met wonderful people who became part of their stories. 'The philosophy of all Schauplatz products is based on our own experiences with - people, culture, hospitality, and quality of life - touching each other's heart', he says.

**Rethinking travel once again.** In 2020, it wasn't just the pandemic and all the associated twists and turns that made life more difficult and urging many of us to care better for each other and our families near and far. As a boutique tour operator and startup, the grounding of the travel industry hit hard. Schauplatz had to reinvent itself all over again. With the power of storytelling, and bringing awareness to their vast Korean network, they have created the Schauplatz Korea Magazine.

Schauplatz Korea Magazine is a blog-style online magazine available in English and German language that wants to invite you to dig beneath a high-context culture. Unveiling the wealth of life and telling stories about people that may remain hidden, while private or just due to language barriers.

ECCK and Schauplatz join forces: in loose succession, monthly stories about people, culinary delights, art & culture will appear here in the newly designed ECCK Connect. Be curious about what the country and its people have to offer.

### Webpages & Contact

- Webpage Schauplatz Korea Magazine: [www.schauplatz-korea.com](http://www.schauplatz-korea.com)
- Webpage Schauplatz: [www.myschauplatz.com](http://www.myschauplatz.com)
- Contact: [daniel@myschauplatz.com](mailto:daniel@myschauplatz.com)



Progress beyond

ECCK SDGS WEBINAR SERIES

## ECCK's SDGs Webinar with Solvay



The European Chamber of Commerce in Korea (ECCK) successfully hosted a live webinar on United Nations Sustainable Development Goals (UN-SDGs) in partnership with Solvay, a Belgian materials, chemicals and solutions company on June 22.

Dr. Ilham Kadri, CEO and President of the Executive Committee of Solvay, presented the webinar under the theme of 'Sustainable Development Drive at Solvay'.

"Our world has an ever-growing population and limited resources, and we are facing environmental and social challenges like never before. At Solvay we are raising the bar with a holistic view on Climate, Resources and Better Life. I truly believe that sustainability is a path to profitability and plays a role in any company's future success," said Dr. Ilham Kadri.

Prior to joining Solvay, Dr. Kadri has built her professional experience across a variety of industries with leading multinationals, including Shell, UCB, Huntsman, Dow Chemical and Sealed Air.

ECCK will be hosting a virtual webinar series every month until December 2021 up into the second half of this year with the hope of providing a platform to promote the importance of the efforts and roles of private sector for the successful implementation of the SDGs. Previously, the executives from Baker Hughes, BASF SE, LEGO and Swiss RE Group have discussed their business practices and corporate vision and efforts on implementation of UN-SDGs and Evonik, Mercedes-Benz, Kyobo Life will join in coming months.

For the launch of the webinar series, Ban Ki-moon, 8th Secretary-General of United Nations, shared a congratulatory message. "When there is a strong tripartite partnership between government, business leaders and civil societies, there is nothing which we cannot do. We need to count on private sectors to help drive further success, and we will all benefit from robust vision and action by companies to set the right sustainable business strategies and corporate culture," said H.E. Ban Ki-moon. "That's why I am so pleased that the ECCK has organized this webinar series with global business leaders to share their experiences and commitment with us."

### **Check ECCK's Previous SDGs Webinar Series**

[Baker Hughes: Leading ESG Strategy for the Energy Industry](#)

[BASF: Paradigm shift - towards a resource efficient economy](#)

[Time to act – Swiss Re's sustainability journey](#)

CSR ACTIVITY REPORT

# ECCK CSR Activity Report Q2 2021



THE CATHOLIC UNIVERSITY OF KOREA  
SEOUL ST. MARY'S HOSPITAL



## Seoul St. Mary's Hospital Provides Financial Assistance to Low-income Households Hit by COVID-19

Seoul St. Mary's Hospital and General Insurance Association of Korea have signed an MOU to offer medical financial assistance to low-income households who have been hit by economic fallout from COVID-19.

Seoul St. Mary's Hospital will offer support of 100 million won funded by the financial sector by the end of this year. "Supporting the marginalized is in line with the values of our hospital: realization of the Holy Spirit and respect for life. We will do our best to give hope to patients struggling to overcome their diseases in the midst of the pandemic by managing the fund transparently," said Kim Yong-sik, president of Seoul St. Mary's Hospital.

SEOUL ST. MARY'S HOSPITAL, CATHOLIC UNIVERSITY OF KOREA

Sunghwan Nam

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CONTACT



## **IKEA Korea Donated Turnover from Limited Soft Toy Collection to 'Save the Children'**

IKEA Korea donated KRW40 million turnover from its limited SAGOSKATT collection of soft toys designed by children around the world, to the 'Save the Playgrounds' project run by Save the Children. This donation marks the fourth consecutive year for IKEA Korea to support the project, which aims to create a safe play environment for children and raise awareness around the importance of children's right to play.

In partnership with Save the Children over the past three years, IKEA Korea has contributed to improving the play environment at Buheung Elementary School in Incheon, Naengcheon Elementary School in Goyang, and Gongse Elementary School in Yongin. This year's donation will be used to improve the play environment at Wolpyeong Elementary School located in Gijang-Gun, Busan. IKEA Korea will collect the needs of students through online workshops and co-workers at IKEA DongBusan will actively participate in the design process.

**IKEA KOREA**

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**CONTACT**



## **Bae, Kim & Lee LLC to Launch its First Social Economy Organizations Accelerating Program with Dongcheon Foundation**

Bae, Kim & Lee LLC and Dongcheon Foundation launched their first Social Economy Organizations Accelerating Program. This program is to discover socio-economic startups/organizations with growth potential for BKL team to provide pro bono legal services over the next one year. This year more than 30 groups have applied, three of which have been selected based on social value and needs for legal support. BKL will help these selected organizations minimize various legal risks and maintain momentum for stable growth.

**BAE, KIM & LEE LLC**

Yerang Kim

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## SHIN&KIM



### Shin&Kim LLC Filmed Online Law Education Video for North Korean Refugees

Shin & Kim LLC has been making various efforts since 2014 to help North Korean Refugees settle in the South Korean society, including mentoring, providing scholarships, holding English speaking contests and start-up competition for North Korean Refugees. With the difficulty in face-to-face education of the North Korean Refugees due to COVID19, Shin & Kim LLC took a film to show the North Korean Refugees the legal knowledge they need in their everyday life in South Korea. Law education consists of a total of six series, including contracts, inheritance, criminal suits, labor laws, voice phishing, intellectual property rights. Shin & Kim LLC lawyers shared professional knowledge to help North Korean Refugees, and Shin & Kim LLC PR team members also shared the technology to film the law education video for North Korean Refugees. This online education film will be completed and distributed to the North Korean Refugees starting from August.

SHIN & KIM, LLC

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## Robert Walters Korea Volunteers for Beach Clean-ups

To celebrate World Oceans Day on June 8, Specialist professional recruitment firm Robert Walters Korea participated in a socially distanced beach clean-up activity at YoungYu Island, Incheon on June 4th. All funds raised have been donated to support NPO OSEAN's 'International Coastal Clean Up in Korea in 2021' project to protect and conserve the marine environment.

Putting people and planet first, Robert Walters has doubled down on its commitments to good corporate citizenship, continuing to invest in various environmental and humanitarian initiatives worldwide. Their corporate responsibility strategy ensures they operate in a socially responsible way and strive to be a force for good in society.

### ROBERT WALTERS KOREA

Nooree Lee

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VISIT WEBSITE



**Qualcomm  
Innovation  
Fellowship  
Korea 2021**

**Application Areas for Papers**

- AI (Artificial Intelligence)
- Machine Learning
- Autonomous Driving

**Application Process**

Each applicant must submit the following items:

- Paper for application
- Signed essay of matters noticed

**Application URL**

- <https://forms.qualcomm.com/2021/Korea>

**Information page**

- <https://qualcomm.com/2021/Korea>

**Contact E-mail**

- Innovation.fellowship.korea@qualcomm.com

**Timeline**

Application Period: April 1st - April 15th  
Paper Submission: April 16th - April 30th  
Essay Submission: May 1st - May 31st  
Final Decision: June 1st - June 30th

Qualcomm

## 'Qualcomm Innovation Fellowship Korea 2021' Now Open for Applications

Qualcomm Technologies, Inc. announced that it has begun accepting applicants for the 'Qualcomm Innovation Fellowship Korea 2021.' The Fellowship will be held online with the submission of the application available until August 15. Applicants have to submit research papers on AI, machine learning or autonomous driving. After the paper review and presentation evaluation, Scholarships will be delivered to schools of up to 20 finalists.

Hosting the online contest for the second year, the Qualcomm Innovation Fellowship aims to encourage science and engineering students to pursue autonomy and expertise in research activities and to help them derive creative ideas. In addition, there will be a place for knowledge exchange where the participants can interact with researchers of Qualcomm Technologies and obtain advice.

Final winners will be selected based on a comprehensive review vis-a-vis the paper's innovation and creativity; the understanding and results of the research; and a potential for additional research.

QUALCOMM

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CONTACT



## GSK Korea Completed '2020 School Play Area Improvement Project'

In cooperation with Save the Children, GSK Korea completed the 'School Project' to ensure children's right to play. As part of the project, in 2020, the project was launched to reorganize the space in the school as a place for children to play safely.

GSK Korea completed the project to improve outdoor play areas in Busan Cheongdong Elementary School and Mokpo Bukkyo Elementary School in 2020. In addition to improving the play area, a program which support to improve awareness on the Children's right was also operated. A meaningful program was also conducted in which children develop their sociality and creativity through interaction with their friends. GSK employees drew pictures on the preserved wood tile for the children, and the completed painting tiles were donated to two schools and decorated in the play area.

The project, which began with the hope of finding children's enjoyment of play, was completed despite the COVID-19 situation. GSK Korea will continue its long-term social responsibility activities for children in Korea.

**GSK KOREA**

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## Lee & Ko to Provide Lectures to Heavenly Dream School Students

Lee & Ko regularly visits Heavenly Dream School, an alternative school for North Korean defectors, to provide legal education and counseling to the students. Lee & Ko and its attorneys have continued to participate in this acclaimed program as one of the CSR activities that Lee & Ko has been involved with for a long time to help protect the legal rights of North Korean defectors who may have difficulties in accessing legal services.

On April 28, 2021, Mr. Kyeong-seop Yoon, a Lee & Ko attorney, led the first session in 2021 titled "Constitution and Rule of Law." Mr. Yoon lectured on the basic concept, role, principle and natural rights of the Constitution of the Republic of Korea, giving examples from day-to-day life to help students who are not familiar with those concepts understand as easy as possible.

The second lecture was led by Mr. Young Min Kim, an attorney from Lee & Ko on May 12. Mr. Kim lectured on the subject of "Criminal Law and Examples", explaining basic concepts of criminal law including the criminal justice system, judicial procedures for convicted juveniles, statute of limitation and the death penalty.

The attorneys at Lee & Ko will continue to provide students in Heavenly Dream School with lectures on various legal topics throughout this year. The subjects of the lectures will include real estate and tax law, labor law, principles of capital markets, finance law, how to avoid being a victim of a voice phishing and pyramid scheme crimes.

LEE & KO

Seok Pyo Hong

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CONTACT



## Merck Korea to Support Gyeonggi Province Education programs

Merck Korea started support Gyeonggi Province Education Programs in ESG Efforts. Respectively, Merck will deliver general knowledge on the focus areas semiconductor, CMP, and thin film processes, while also running a field curriculum divided into four online and offline sessions on the theory and practice of the OLED manufacturing process to the students of Korea National University of Welfare and Anjung High School. The first program took place online with 50 AI Semiconductor Convergence students at Korea National University of Welfare on June 16. The education will continue with Electrical Engineering students at Anjung High School in the second half of 2021. Further schools will be added as the program expands to cover more educational institutions and it is currently under the discussion. Gyeonggi Province will enhance the cooperation with Merck not only in terms of supporting talents in the field of semiconductor and display technologies but will also further raise awareness for employment opportunities at international companies for technology school students in Gyeonggi.

### MERCK KOREA

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CONTACT



## 2021 Porsche Korea “Dream Up” Scholarship Ceremony and “Porsche Dream Culture Night”

On the 28th of May, Porsche Korea held the “Porsche Dream Up” Scholarship Ceremony in partnership with ChildFund Korea in order to commemorate the “Dream Up” beneficiaries: gifted students in various fields within arts and sports, selected for 39 scholarships worth a total of 200 million KRW, which is double the amount of funding than last year, expanding the number of students about fourfold. In addition to the existing “Dream Up” beneficiaries who are financially disadvantaged and looking to continue their education in arts and sports, what’s even more special about this year’s program is that Porsche Korea will also support those students who have left child care facilities and are no longer subject to social care, helping them on their path toward becoming more self-reliant. A total of 25 such students have been selected to receive a scholarship intended to help them achieve professional qualifications in their professional fields.

Along with the “Porsche Dream Up” Scholarship Ceremony, Porsche Korea also successfully initiated another CSR event, “Porsche Dream Culture Night” on the 15th of June as part of its public private partnership CSR contribution campaign “Porsche Do Dream Fill the Space” with the Seoul Foundation for Arts and Culture. The overarching theme of the “Porsche Do Dream Fill the Space” campaign ensures support for performing artists by purchasing tickets for empty seats at performances that are experiencing low turnout due to social distancing regulations in the midst of the COVID-19. On this day, the recital session “Post Corona, Beethoven Again: 250th Anniversary,” by the world-leading Korean violinist Jihae Park, was chosen as the “Porsche Dream Culture Night” program, which emphasized the importance of the arts and how it plays a crucial role in our culture and society. Even better about this event was that “Porsche Dream Up” beneficiary students and culturally underprivileged children were invited to inspire them to dream and expose them to the beauty of the arts. Porsche Korea has contributed a total of 2.64 Billion KRW in donations and continuously seeks various ways to engage, sustain, and promote awareness of social and environmental issues for all.

*\*All Porsche Korea CSR events were held while still taking all necessary precautions due to COVID-19.*

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TASTE OF EUROPE

# Jokulsarlon: Wine Bar



JOKULSARLON

## Q Tell us about yourself

**A Yedam:** My name is Yedam Kim and I am currently running a wine bar named Jokulsarlon. I am also working as a DJ, under the name of 'DAMIE'.

## Q Tell us about Jokulsarlon. What would you say makes it special?

**A Yedam:** Jokulsarlon is a wine bar where you can experience various distinctive and rare natural and organic wines from all over Europe. In addition to the countries that come to mind when we think of 'wine', we handle wines from countries such as Finland, Greece, Germany, Czech Republic and Italy, which are rare and hidden gems that we have not encountered in Korea.

As natural and organic wines have their own taste notes, the first scent that hits the tip of the nose, the taste, and the feeling that lingers in mouth are different, I believe that from the moment you enter Jokulsarlon to the moment you drink the wine, you can experience the process of dark and cold atmosphere shifting into warmth and friendliness.

With the motto of enabling the consumers enjoy what's provided in front of them to the greatest extent, we are striving to utilize seasonal ingredients that are fresh and in good quality. Also, we are paying attention to the "happiness" and "satisfaction" that our food provide to customers.



## Q What is the most fun you have had running Jokulsarlon?

**A Yedam:** The atmosphere and character of Jokulsarlon is very distinctive and special. I feel the best when I receive feedback from visitors that it is 'different' from other wine bars, and 'more attractive' because of its distinctive concept.

Wine lovers who are into exploring various types of wine, find Jokulsarlon attractive as we provide rare yet valuable options, unlike the common natural/organic wines that can easily be found anywhere. Every time customers comments that she/he is to become Jokulsarlon's loyal customer as they are satisfied with our wine items, I feel very proud.

## Q What made you want to open your very own restaurant?

**A Yedam:** Jokulsarlon is the name of a glacial lake where you can meet Iceland's tens of thousands of years of mysteriously colored glaciers. I longed to embody the mystical and awe-inspiring atmosphere of Iceland, a country with a large natural area with glaciers, lakes, volcanic craters, and black lava fields unfolding in front of us. Also, as the COVID-19 situation continued, I found working as a musician a little tough. Those are the two main reasons of me deciding to open Jokulsarlon, a natural and organic wine bar that focuses solely on wine and comforting atmosphere.

In fact, the word Jokulsarlon is even more special to me as it is the title of my very first album officially released as a musician. 😊

## Q If you were to recommend one menu item to the readers, what would it be and why?

**A Yedam:** Sous Vide (Under vacuum) Steak, Burrata, Tuna and Green Caviar. If we were to pick out the representative menu of Jokulsarlon, above 4 items would be ones. We recommend menu items according to customers' wine choices, but "Burata" is a menu that can go well with any wine, which works as a good starter. The burrata cheese presented by Jokulsarlon is chewy and creamy at the same time. When consumed with below ingredients, the savory and freshness gets maximized.

*\* Ingredients: Italian Burrata Cheese / Italian Olives / Organic Truffle Cream Balsamic / Spanish Palacio Extra Virgin Olive Oil (World Ranking No. 1 Product for 4 Consecutive Years) / Seasonal Tomato / Basil*

## Q Before we wrap up the interview, would you like to say anything to your future customers?

**A Yedam:** With Jokulsarlon, I would like to share to the customers, how happy and valuable the live of living with wine is. While at our wine bar, you should be able to fall in love with organic and natural wine. I am always honored and grateful of those who visit Jokulsarlon.

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