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EGCK CONNECT

WINTER 2019



WINTER 2019

ECCK Connect

The Quarterly Magazine of the European Chamber of Commerce in Korea

ECCK News



General News

Check the ECCK's advocacy activities in the fourth quarter.

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Seminars & Forums

ECCK keeps its members up to date through informative seminars and forums.

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2019 ECCK Highlights

Compilation of ECCK highlights from 2019. There are many more to come in 2020!

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Cover Story



Toys & Technology: LEGO's Hidden Side Takes Korea by Storm

LEGO Korea explains how Augmented Reality (AR) became a game-changer in the toy industry.

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EU Project



Introducing New European Commission 2019 - 2024

Check out who is in the new Commission and what they will be responsible for.

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Welcome to the Global Education City!

Establishing the best education infrastructure in Northeast Asia to promote the Jeju Free International City.

Research & Insights



Europe-Korea Innovation Conference 2019

ECCK and KITA jointly organized a conference under the theme of 'The Future Mobility and ICT'.

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New Members

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ECCK Advertisement & Event Partnership

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Robert Walters Korea Wins Multiple Awards in 2019

This year, Robert Walters Korea won the 2019 Consumer Choice Grand Prize in Global Recruitment Consulting.

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Key Benefits of Joining ECCK

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Network Nights



ECCK Winter Network Night

ECCK hosts a Winter Network Night under the theme of Winter Wonderland!

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ECCK Busan Year-End Party

ECCK Busan Chapter organizes a Year-End Party at Shilla Stay Haeundae.

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Art & Culture



Alphonse Mucha Exhibition

An exhibition of works by the great Alphonse Mucha will run at My Art Museum until March 1, 2020.

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Social Responsibility



Ronald McDonald House Charities Korea

Our home is more than a place to stay. It is home for healing.

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Mingles's Vision Shakes Up South Korea

An online global cultural experience and hobby platform Mingles introduces their service.

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DIAGEO



KIM & CHANG



FINNAIR



General News

From July to October, the Chamber actively involved in facilitating dialogues with the Korean and European governments. The highlights include hosting a breakfast meeting with Former UN Secretary-General Ban Ki-moon and more.



ECCK Holds White Paper 2019 Press Conference

NOVEMBER 29, 2019

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 Calandrea** 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."

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.

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



ECCK Roundtable Meeting with Trade Minister Yoo Myung-hee

NOVEMBER 29, 2019

On November 29, 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.



ECCK Organizes YESFEZ Investment Network Luncheon

NOVEMBER 19, 2019

On November 19, the ECCK successfully organized the Yellow Sea Free Economic Zone (YESFEZ) Authority Investment Network Luncheon at Millennium Hilton Seoul.

Attended by foreign-invested companies in Korea as well as companies seeking to make inroads into the Chinese and Northeast Asian markets, the meeting delivered the most recent update concerning the progress and key incentives of YESFEZ with its high-tech industrial clusters. Also, the luncheon provided networking opportunities for those who are interested in a future partnership through the YESFEZ.



ECCK Delegation's Visit to Brussels and Geneva

OCTOBER 2, 2019

In the week of November 11, a delegation of ECCK Board members and representatives of the secretariat visited pertinent counterparts in Brussels and Geneva in order to discuss the business environment in Korea and handover the White Paper 2019.

On November 11, the delegation met with Head of Unit Far East in the Directorate-General for Trade (DG TRADE) of the European Commission Adeline Hinderer.

On the following day, the ECCK Delegation to Brussels presented the White Paper 2019 to EU Trade Commissioner-designate Phil Hogan and met with Director General of European Automobile Manufacturers' Association (ACEA) Eric-Mark Huitema and shared its insights with the organization.

On November 13, the ECCK delegation handed over the White Paper 2019 to Korean Ambassador to the EU Hyoung-zhin Kim.

The discussions with the officials have increased their interest in Korea. We are looking forward to enhanced cooperation going forward.



White Paper 2019 Hand-over to MSS Minister Park Young-sun

OCTOBER 22, 2019

On October 22, ECCK President Christoph Heider handed over the White Paper 2019 to Minister of the Ministry of SMEs and Startups (MSS) Park Young-sun at Grand Hyatt Seoul.



L&T Committee Chairperson Delivers White Paper 2019 to MOTIE Director

NOVEMBER 7, 2019

On November 7, ECCK Vice Chairperson and Logistics & Transport Committee Chairperson Dirk Lukat handed over the White Paper 2019 to Director of the Ministry of Trade, Industry and Energy (MOTIE) Bureau of Trade Policy, Europe Division Ju-ho Song at the ECCK office.



White Paper 2019 Hand-over to MOEF Director General Ko Kwanghyo

OCTOBER 29, 2019

On October 29, ECCK President Christoph Heider handed over White Paper 2019 to the Ministry of Economy and Finance (MOEF) Director General for Income & Corporation tax Bureau Ko Kwanghyo.



ECCK Participates in the Regional Meeting of EBO-WWN

DECEMBER 2, 2019

The general worldwide meeting of the network of European Business Organizations (EBO-WWN) took place for the first time in Tokyo from December 2 to 4 at the EU Delegation in Tokyo. The EBO WWN includes around 42 EBOs in the world that operate in extra-European countries in the field of trade advocacy. For this 3 days-meeting the European Business Council (EBC) in Japan, organizer of the event, had been joined by 27 other sister EBOs from across the globe, as well as by representatives of the EU Commission.

One of the reasons for choosing Tokyo as 2019 venue has been the recent implementation of the EU-Japan Economic Partnership Agreement, the largest and most advanced free trade agreement in the world, since in many countries where EBOs are located there are currently underway at different progress stages free trade agreements with the EU.

At the meeting, well attended also by local and national Japanese authorities, the general discussion focused on the peculiarities of the Japanese economy in its maturity stage, the possibility of cooperation to expand together in third markets for European and Japanese companies also within the framework of the recently signed Connectivity agreement between EU and Japan. In closed sessions and workshops the EBOs have discussed about governance, best practices in advocacy and possibility of regional cooperation among them. Mr Francesco Formiconi, EBC Japan's Executive Director who locally supported the EBO-WWN Board in organizing this convention, declared that the meeting was a great success and that the Network showed great growth potential great influence in the undergoing trade treaty negotiations of the EU all around the world.



ECCK Busan Chapter Delivers Donations to Ronald McDonald House Charities

DECEMBER 6, 2019



ECCK Attends 50th FIAC Meeting

NOVEMBER 8, 2019

On November 8, ECCK Vice Chairperson Dirk Lukat participated in the Foreign Investment Advisory Council (FIAC) Meeting held at the Seoul Global Center.

The 50th meeting focused on the topic of "Women's economic empowerment" and was attended by Seoul City Mayor Park Won Soon as well as FIAC members, consisting of representatives from various foreign business groups in Korea.



ECCK President Delivers Congratulatory Remarks at SIWA Charity Bazaar

NOVEMBER 18, 2019

On November 18, ECCK President Christoph Heider delivered congratulatory remarks at the 57th annual Diplomatic Community Bazaar hosted by the Seoul International Women's Association (SIWA).

Attended by representatives from embassies, vendors of local enterprises, charities and other international clubs, the event promoted and expanded efforts to fundraise on behalf of local charities.

Seminars & Forums

The Chamber regularly hosts seminars and forums to closely follow market trends and changes in the regulatory environment relevant to the interests of its members.



Energy and Environment Seminar on Climate Change and Fine Dust

December 3, 2019

On December 3, the ECCK's Energy and Environment Working Group hosted the ECCK Energy and Environment Seminar under the theme of 'Climate Change: Global Leadership and Industry Impact'.

During the seminar, Dr. Young Sook Yoo, the Co-President of the Climate Change Center, shared many domestic and international activities related to the issues of climate change that she had been engaged in and responsible for implementing as the Minister of Environment.

Also, Dr. Sungwoo Kim, the Head of Energy and Environment Research Institute at KIM & CHANG, presented the short-term plan by sector and general long-term plan suggested by the National Council on Climate Change and Air Quality (NCCA) as well as the implication to industry.



CFO Forum on Data Science

November 20, 2019

On November 20, the ECCK jointly hosted a CFO Forum with the American Chamber of Commerce in Korea (AMCHAM Korea) under the theme of 'Data Science: State-of-the-art Consulting in Business Decision Making' at MSD Korea.

Attended by more than 30 CFOs from European and American companies, MSD Data Science Leader Andy Teoh shared examples and insights of how the power of data science can change the way businesses leverage data to gain insights and allocate resources.

The event provided an excellent opportunity for the CFOs to discuss how CFOs can help to drive the changes in their organizations and beyond. Further discussions and networking opportunities were provided at dinner following the forum.



Info Session on Strengthening Your Cybersecurity

November 12, 2019

On the morning on November 12, the ECCK hosted an information session under the theme of "Strengthening Your Cybersecurity: Lessons Learned in Korea" at Lotte Hotel Seoul.

Managing Director of RALF Audit & Consulting Marc de Supervielle and Founder and CEO of Kairos Julien Provenzano led the session, and they addressed the issue of cybersecurity through diverse angles as well as shared their experiences and best practices encountered on the cybersecurity field.



ECCK Taxation Seminar with PwC Korea

October 29, 2019

On October 29, the ECCK hosted a taxation seminar with PwC Korea at Lotte Hotel Seoul.

Under the theme of 'Tax Reform 2020', Mr. Robert Browell and Mr. Joon Yang from PwC Korea came to provide detailed information on the overview of government's latest tax reform proposals that could impact foreign-invested corporations and individuals in Korea. Also, the seminar covered changes to corporate tax laws, transfer pricing and customs laws individual as well as income tax laws.



Information Session: Accelerating Growth Through a Customer-Centric Business

October 24, 2019

On the morning of October 24, the ECCK hosted an information session under the theme of 'Accelerating Growth Through a Customer-Centric Business' at Four Seasons Hotel Seoul.

During the session, two experts Jerry Smith from Ogilvy Consulting and Will Parkhouse from DHR International joined and examined how new and emerging business models are connecting customer eco-systems and internally enabling workforces and empowering employees.



ECCK Busan Taxation Seminar on Tax Reform 2020

October 17, 2019

At the close of another successful year, we would like to extend our sincere appreciation to our valued members and partners for their continued support and involvement.

It takes all of us working together to make the year a great success. We very much look forward to working with you all again in the years to come.



ECCK Publishes White Paper 2019

November 29, 2019

The 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 presented on 180 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.

In April, ECCK has received official written feedback on 123 recommendations in the ECCK White Paper 2018 from the Korean government, where almost 40% of the recommendations were positively reviewed and accepted.



ECCK delivered White Paper 2019 to EU Trade Commissioner Phil Hogan

In November, a delegation of ECCK Board members and representatives of the secretariat visited pertinent counterparts in Brussels and Geneva to discuss the business environment in Korea and handover the White Paper 2019.

ECCK conducted over 40 white paper hand-over meetings with the Korean government, including among others Trade Minister Yoo Myung-hee and Minister of the Ministry of SMEs and Startups (MSS) Park Young-sun.

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ECCK Attends President Moon's Dialogue with Foreign Companies

March 28, 2019

ECCK Chairperson Dimitris Psillakis attended the 'Dialogue with Foreign-Invested Companies' organized by President Moon Jae-in held at Cheong Wa Dae. On behalf of the European business community in Korea, Chairperson Psillakis gave a speech about the growing importance of Europe-Korea business relations and assured that ECCK would take a leading role in improving and expanding the foreign investments in Korea.

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Breakfast Meeting with Former UN Secretary-General Ban Ki-moon

September 17, 2019

The ECCK organized a special breakfast meeting with Mr. Ban Ki-moon, Former UN Secretary-General and Chairman of National Council on Climate and Air Quality, with over 100 representatives from ECCK members in attendance at Grand Hyatt Seoul. Chairman Ban shared his visions on how to combat air pollution and environment health risks that are posing a great threat to the Korean society today and listened to the participants questions and concerns during the breakfast meeting.

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ECCK-ACEA 'Korea-Europe Future Automotive Conference'

March 26, 2019

ECCK and European Automobile Manufacturers' Association co-hosted the second 'Korea-Europe Future Automotive Conference', under the theme 'The Future of Clean Mobility'. The conference featured renowned speakers from ACEA, Korea Automobile Testing & Research Institute, Hyundai Motor Company, Daimler AG, MAN Truck & Bus, and Kookmin University.

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ECCK Partners with GEEF 2019

February 15
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Breakfast meeting with Commissioner Malmström

April 9, 2019
[Read More](#)



ECCK Hosts Successful 7th '2019 IPR Conference'

September 24, 2019
[Read More](#)



ECCK Chairperson Speaks at Korea Herald Biz Forum 2019

January 11, 2019
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ECCK Chairperson Speaks at Korea Herald Biz Forum 2019

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ECCK Roundtable Meeting with Trade Minister Yoo Myung-hee

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YESFEZ Investment Network Luncheon

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Special Luncheon with FSS Governor Yoon Suk Heun

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Europe-Korea Innovation Conference 2019

November 5, 2019

Network Night

ECCK

Winter Network Night 2019

On November 27, the ECCK hosted its 'ECCK Winter Network Night' under the theme of 'Winter Wonderland!' at Andaz Seoul Gangnam.

Prior to the event, Andaz baking chef ran an 'ECCK X Andaz Cookie Baking Class' at the Open Kitchen of Beyond the Glass.

The night was filled with holiday spirits, thanks to our participants and special support from the event partners:

Partners

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amazing you

DGFEZ

Deutsche Bank



More photos from the event are available on our Flickr page | [ECCK Flickr](#)

Network Night

ECCK Busan Year-End Party

On December 5, the ECCK Busan chapter hosted a Year-End Party under the theme of 'Christmas in Lapland' at Shilla Stay Haeundae.

Prior to the event, Busan Jinhae Free Economic Zone (BJFEZ) delivered a short presentation on 'Present & Future of BJFEZ' to the guests with special cocktails dedicated to the organization.

More than 100 guests joined the event including ECCK chairperson Mr. Dimitris Psillakis, BJFEZ Commissioner Sung Cheol Ha, Finland ambassador H.E. Eero Suominen, Assistant Mayor for Employment & Economy of Busan Metropolitan City Mr. Yuniil Kim and many more honored guests. The evening was accompanied by live jazz music, performances and games.

The ECCK would like to extend sincere gratitude to all valued participants for celebrating together with us.

Special thanks to our event partners for making this night extra special:

Partners



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More photos from the event are available on our Flickr page : [ECCK Flickr](#)



LEGO Hidden Side

Cover Story

Toys & Technology: LEGO's Hidden Side Takes Korea by Storm

Contributed By LEGO Korea

Today digitalization is high on everyone's agenda. With no exception also the LEGO Group. The World Economic Forum estimates that 65% of kindergarten children today will have jobs that don't yet exist. The only way children will succeed in this uncertain future is to have universal skills such as creativity, problem-solving, resilience and collaboration – skills developed from the earliest age.

Ensuring children can achieve their potential is what drives everyone at the LEGO Group. Inspire and develop the builders of tomorrow – now, and for generations to come.

Building toys with AR technology

One of this year's big bets for the LEGO Group is the new Augmented Reality (AR) based LEGO Hidden Side. Launched in the beginning of August 2019, the new theme got off to a flyer in Korea. In just one month, sales increased 400% since its launch and ranked first among all APAC markets.

LEGO Hidden Side is a creative building toy, tech toy and AR game all rolled into one. Kids can build a multi-layered model, then use a free interactive Augmented Reality(AR) app to hunt and trap ghosts.



1.Download



2.Build



3.Explore



4.Catch

With the app, the tablet or smartphone device becomes a ghost detector that kids can use to catch and battle ghosts among other activities.

This innovative new play experience, however, carried some challenges. Kids couldn't pre-experience them at stores or online until an actual purchase of a LEGO Hidden Side set.

“

Traditional methods such as commercials, ads, and banners won't cut it. So we had to come up with new approaches to truly engage kids, recalls General Manager of LEGO Korea Michael Ebbesen .



General Manager of LEGO Korea Michael Ebbesen with Korean partner Hye-jin Lee

The magic of tryvertising

Tryvertising played a big role in the successful launch of LEGO Hidden Side in Korea. “We quickly realized that it wasn't enough just to talk about it or show it. We invested in in-store tryvertising in 50 major hyper and retail stores including LEGO Certified Stores to get it in the hands of our key audience – children. This really paid off,” explains Michael.

The Korean team also teamed up with influencers to create a buzz around LEGO Hidden Side – with hauntingly good results. One influencer's YouTube video about LEGO Hidden Side got more than 1.4 million views, and Korea's app download share was 8 percent of total global downloads in the first 2 months.

Changing the normal perception

Michael Ebbesen, General Manager of LEGO Korea is confident that new thinking like tryvertising will see the LEGO Hidden Side ghosts take over the rest of the world like they have Korea.

"With LEGO Hidden Side we're targeting 9-12 year-olds, which is a difficult age group for us as a company. This requires a different approach to all the creative material and media planning. Showing the AR experience through tryvertising initiatives is important to change the normal perception of what you can expect from a LEGO product, and it has had a very positive impact on consumers in markets like Italy, Europe Central and of course Korea. So, this is something we'll dial up," said Michael.



LEGO Hidden Side Paranormal Intercept Bus 3000



LEGO Hidden Side Ghost Train Express

Innovation at the forefront

To inspire and develop the builders of tomorrow backed by a consistent focus on product quality and safety is what drives innovation at the LEGO Group. During a recent visit to Korea, Niels B. Christiansen, CEO of the LEGO Group emphasized the importance of innovation.

"Innovation plays a key role. Innovation based on a simple yet brilliant platform: The LEGO System in Play. The LEGO brick enabled us to put play into a system – a system that allows for endless customization and innovation. Based on the LEGO System, we change about 60% of our product portfolio every year – which requires a lot of innovation across all our departments. It is what keeps the LEGO system relevant and fun for children – and we push ourselves every year to take the LEGO building and play experience to a new level – competing with ourselves every year to reinvent what you can do with the bricks – physically and in the digital world," said Niels.



CEO of the LEGO Group Niels B. Christiansen

He added "As a company, we have always embraced new technologies and seen them as opportunities for creating great experiences for children. I firmly believe that the LEGO brick and the physical play experience is here to stay – but we will continue to see digital layers enhancing the physical play, as children navigate seamlessly between the physical and digital world. A prime example is LEGO Hidden side, which we launched this year, where Augmented Reality (AR) is used to create a digital layer on top of the LEGO model."

LEGO Hidden Side is not the first LEGO set where digital meets the physical brick. The LEGO Group started a collaboration with the MIT Media Lab in the 1980s, which resulted in the first programmable LEGO products in the form of LEGO MINDSTORMS setting the foundation for how the LEGO Group looks at new technologies and integrate them into the LEGO play experiences. Today, the LEGO Group offers a variety of digital experiences – from movies, videogames, apps to coding and programming – all the way from LEGO Duplo for the youngest to LEGO Hidden Side using augmented reality (AR) to enhance the play experience.

Niels emphasized, "Children are digital natives and our long-term commitment to being a relevant bridge between the physical and digital world has been and continues to be very important. As we all know, we have the best critics of all: children!"

Following the conclusion of the hearings process, Parliament approved the new Commissioners, presented to plenary by Commission President-elect von der Leyen.

In a roll call vote that took place at noon on Wednesday, MEPs approved the new College of Commissioners with 461 votes in favour, 157 against and 89 abstentions.

During her opening statement, European Commission President-elect Ursula von der Leyen reiterated many of the commitments she made in Parliament's plenary chamber in July, and by the Commissioners-designate during the hearings process. She highlighted that appropriate investment and regulatory frameworks will be put into place for Europe to lead the way internationally on a range of critical issues: environmental protection and climate change, growth, inclusion, innovation and digitalisation, as well as the protection of democracy, European values, citizens' rights and the rule of law. She also confirmed one more portfolio change that Parliament had requested following the hearings, which established the candidates' suitability for the role and for the College of Commissioners.

The Commission is composed of the College of Commissioners from 27 EU countries. Together, the 27 Members of the College are the Commission's political leadership during a 5-year term. They are assigned responsibility for specific policy areas by the President.

Source: European Parliament

The European Commission's Political Leadership

President



PRESIDENT:
Ursula von der Leyen

Commissioners



EXECUTIVE VICE-PRESIDENT:
Frans Timmermans
European Green Deal



EXECUTIVE VICE-PRESIDENT:
Margrethe Vestager
A Europe Fit for the Digital Age



EXECUTIVE VICE-PRESIDENT:
Valdis Dombrovskis
An Economy that Works for People



HIGH REPRESENTATIVE/VICE-PRESIDENT:
Josep Borrell Fontelles
A Stronger Europe in the World



VICE-PRESIDENT:
Maroš Šefčovič
Interinstitutional Relations and
Foresight



VICE-PRESIDENT:
Věra Jourová
Values and Transparency



VICE-PRESIDENT:
Dubravka Šuica
Democracy and Demography



VICE-PRESIDENT:
Margaritis Schinas
Promoting our European Way
of Life



COMMISSIONER:
Johannes Hahn
Budget and Administration



COMMISSIONER:
Phil Hogan
Trade



COMMISSIONER:
Mariya Gabriel
Innovation, Research, Culture,
Education and Youth



COMMISSIONER:
Nicolas Schmit
Jobs and Social Rights



COMMISSIONER:
Paolo Gentiloni
Economy



COMMISSIONER:
Janusz Wojciechowski
Agriculture



COMMISSIONER:
Thierry Breton
Internal Market



COMMISSIONER:
Elisa Ferreira
Cohesion and Reforms



COMMISSIONER:
Stella Kyriakides
Health and Food Safety



COMMISSIONER:
Didier Reynders
Justice



COMMISSIONER:
Helena Dalli
Equality



Commissioner:
Ylva Johansson
Home Affairs



COMMISSIONER:
Janez Lenarčič
Crisis Management



COMMISSIONER:
Adina Vălean
Transport



COMMISSIONER:
Olivér Várhelyi
Neighbourhood and
Enlargement



COMMISSIONER:
Jutta Urpilainen
International Partnerships



COMMISSIONER:
Kadri Simson
Energy



COMMISSIONER:
Virginijus Sinkevičius
Environment, Oceans and
Fisheries



*Audi Volkswagen Korea Group
Director Rene Koneberg*

On November 5, European Chamber of Commerce in Korea (ECCK) and Korea International Trade Association (KITA) jointly organized Europe-Korea Innovation Conference 2019 at COEX.

Under the theme of 'The Future Mobility and ICT', the conference focused on the challenges and opportunities in the future mobility and ICT fields. On top of that, the professionals in the respective industries shared valuable insights and had active discussions on pertinent developments in the fields.

The conference was commenced with an opening remarks by ECCK Vice President Jan Benggaard and was followed by welcoming remarks by KITA Senior Executive Managing Director Seung Kwan Shin.

Also, Delegation of the European Union to the Republic of Korea Chargé d'Affaires a.i. Christophe Besse delivered his congratulatory remarks.

The event was composed of two sessions, focusing on two distinct topics: 'Future of Mobility Technology' and 'Future of ICT'. Both sessions began with lectures delivered by industry experts and were followed by panel discussions.



ECCK Vice President Jan Benggaard

The first session of the conference featured three presentations on “Strategy for Future Mobility” presented by Audi Volkswagen Korea Group Director Rene Koneberg, “The Links of CASE” presented by Mercedes-Benz Korea Director of External Affairs Andrew Hongjoong Kim, and “Software Testing and Data Analytics of Mobility” presented by GEMMACON Korea Managing Director Charles Kim.

After having a coffee break, the second part of the conference dedicated to the future of ICT industry resumed. The featured presentations were “5G – The Fabric for Society” presented by Qualcomm Korea Senior Manager Andy Park, “Innovation in Healthcare Enhancing Patients’ Lives with Big Data” presented by Fresenius Medical Care Asia Pacific Director Public & Government Affairs Christoph Liesche, and “Innovation Cases and Key Considerations for Smart Government” presented by SAP Korea Head of Digital Platform Yong Wang Jo.



First Panel Discussion on Future of Mobility Technology



Second Panel Discussion on Future of ICT

All in all, the conference has served as a unique opportunity for industry experts to spur constructive discussions on future mobility and ICT in which Korea and Europe can have broader cooperation.

ECKK would like to express deep gratitude for all participants to attend this informative event.

We hope to continue to promote cooperation between Korean and European businesses, which will bring more opportunities on both sides, deepen interaction, and increase mutual benefits.

For more pictures from the event, check our Flickr account [HERE](#).



ROBERT WALTERS

Members News

Robert Walters Korea Wins Multiple Awards in 2019

Robert Walters Korea Country Manager Duncan Harrison receives the 2019 Job of the Year' Grand Prize in Creating Industrial Customized Jobs on behalf of the firm.

Specialist professional recruitment firm Robert Walters Korea won the '2019 Job of the Year' Grand Prize in Creating Industrial Customized Jobs. The '2019 Job of the Year' award is organised by Chosun Ilbo and sponsored by the Ministry of Employment & Labour, Ministry of Trade, Industry & Energy, Ministry of Science & ICT, Ministry of SMEs & Startups, and the Ministry of Gender Equality & Family.

Robert Walters Korea received the Grand Prize in the Creating Industrial Customized Jobs category in recognition of the company's contributions to society as a market-leading global recruitment consultancy.

Robert Walters Korea annually holds a joint HR Seminar with the American, British, and European Chambers of Commerce in Korea, which provides an opportunity to discuss a variety of HR topics such as the improvement of working environments, work plans, organisational structure, and communication within organizations. Additionally, Robert Walters Korea has actively participated in various industry-specialised job fairs, including the Invest Korea Week Job Fair organised by KOTRA, the Korea Trade-Investment Promotion Agency. The company also continues to pursue efforts in fostering future talent by holding special seminars about joining global companies for university students.

“

We are honoured that Robert Walters Korea received the award that recognises our dedication to support both the recruitment activities of our clients and the professionals who are taking on the challenge of furthering their careers. Focusing on quality in all we do, acting with integrity, and focusing on team-work are values that run through the heart of our business. With this in mind we look forward to providing more global companies in Korea with high quality candidates and giving access to the best jobs for more professionals in Korea to achieve their career goals,

said Robert Walters Korea Country Manager Duncan Harrison.



Robert Walters Korea won the '2019 Job of the Year' Grand Prize in Creating Industrial Customized Jobs

Also, Robert Walters Korea won the 2019 Consumer Choice Award Grand Prize in Global Recruitment Consulting on October 17. The 2019 Consumer Choice Award is organised and co-hosted by JoongAng Daily and JoongAng Sunday and sponsored by the Ministry of Trade, Industry and Energy as well as the Ministry of Agriculture, Food and Rural Affairs.

Robert Walters Korea has been committed to providing a high-quality recruitment consulting service and helped its candidates and clients to fulfil career aspirations and build exceptional teams over the long-term under the mission, 'Powering people and organisations to fulfil their unique potential'. This commitment to its consumers was recognised by the industry and consumers at Consumer Choice Award. Robert Walters received the Global Recruitment Consulting Grand prize, solidifying its position as a market-leading global recruitment consultancy.



From left / MiLim Cho (Senior Manager - Finance and HR Team), NooRee Lee (Senior Marketing Executive), Duncan Harrison (Country Manager), JunWon Choi (Associate Director – B2B Team)

ABOUT Robert Walters KOREA Ltd.

Robert Walters is a London-based global, specialist professional recruitment consultancy founded in 1985 now operating across 31 countries. Robert Walters Korea has been a driving force in the Korean bilingual recruitment market providing a highly professional and specialised service to candidates and clients since 2010.

Robert Walters Korea specialises in permanent recruitment across all industry sectors including finance & accounting, banking & financial services, human resources, information technology, consumer & retail, chemical, healthcare, industrial, supply chain & procurement as well as automotive.

Contact

Ally Kim
Marketing Assistant

Telephone
+82 2 6454 7009

e-mail
Ally.Kim@robertwalters.co.kr

Social Responsibility

Ronald McDonald House Charities Korea



Korea's First Ronald McDonald House in Yangsan

Many families travel far from home and spend several weeks or months to get treatment for their seriously ill or injured children – a long time to be away or to divide a family.

And, for children facing a serious medical crisis, nothing seems scarier than not having mom and dad close by for love and support. A Ronald McDonald House provides a place for families to call home so they can stay close by their hospitalized child at little to no cost.

Our Houses are built on the simple idea that nothing else should matter when a family is focused on the health of their child – not where they can afford to stay, where they will get their next meal or where they will lay their head at night to rest.

We believe that when a child is hospitalized the love and support of family is as powerful as the strongest medicine prescribed.

When children must travel long distances to access top medical care, accommodations for families can be expensive or not readily available.

The charity's cornerstone program, Ronald McDonald House, helps families stay close to their ill or injured children, increasing the caregivers' ability to spend more time with their child, to interact with their clinical care team and to participate in critical medical care decisions.



The first Ronald McDonald House was inspired by a family's struggle to stay together while fighting their child's devastating illness. Today, the program has grown to more than 368 houses worldwide and helps families stay close to their children when they are receiving treatment at a nearby hospital.



What is special about the RMHC house in Korea?

The first RMHC house in Korea was built inside the Yangsan Pusan National University Hospital in September 2019.

According to Kyungme Boo, CEO of Ronald McDonald House Charities, under the slogan 'Making Miracle Together' the charity has gathered more than 13 companies specialized in construction, construction materials, and interior materials.

Overall, there are 13 companies participated and donated eco-friendly construction materials. The project was done in a collaborative manner. In this way, within the same amount of budget, the house was built with upgraded material specs.



At our House, families can enjoy:

- Private bedrooms
- Spacious living room
- Home-cooked meals
- Playrooms for children
- Library for moms & children
- Rooftop garden for healing

Be our partner in helping keep families together

Whether it's through monetary gifts, in-kind donations, cause-marketing campaigns or volunteering, our partners have been a vital part of helping us deliver comfort and care to children and their families. We tailor partnerships to meet the goals of each donor while also meeting our mission of improving the health and wellbeing of children and their families.

RMHC extends our sincere gratitude to our partners for their generous support over the past year. Not only have they helped fund our programs and services, they've given RMHC the gift of their time, products and expertise.

If you would like to become a partner, please contact us at rmhc@rmhc.or.kr or 02-723-2013.



ECCK Busan Chapter delivered donations to Korea's first Ronald McDonald House Charities (RMHC)

RMHC Korea

Website

rmhc.or.kr

Email

rmhc@rmhc.or.kr

Address

Suite 201
82-14, Sapyeong-daero 55-gil,
Seocho-gu, Seoul

Startup News

Mingles's Vision Shakes Up South Korea



Mingles tutors and participants

Mingles is an online platform that allows foreigners who are good at Korean (or not) to open a global cultural experience and hobby classes so that Korean hobby seekers can have an international experience without traveling abroad, which can save their time and cost.

Since it's launched, the hobby class provider has been receiving a lot of attention as it expands its specialized areas and unique global experiences compared to other domestic hobby platforms.

Sharing the Mingles's vision, popular foreign celebrities in Korea, including Andreas Varsakopoulos (Greek-American) and Christian Burgos (Mexican), and many others have opened their offline culture classes.

Overall, Mingles has successfully implemented a new hobby and education area called 'Global Culture'.

After three months of launching, it surpassed 3,000 subscribers and 1,000 participants. Furthermore, it has received investments from venture investment companies.



CEO of Mingles Sung-chul Lim

It has provided education classes and solutions for the companies that are in need of global perspectives, such as Samsung Card, Aram Books, Guide Live (My Real Trip), Hyundai Department Store, Small and Medium Business Technology Innovation Association, Lorina, etc. The platform shows that it has numerous potential.



A French model and actor Fabien Yoon hosts a wine and cheese party



Non-Summit star Andreas Varsakopoulos leads a Greek cooking class

“

Mingles is not just an online platform that provides simple offline classes. We are aiming to be a big data solution company that provides customized global solutions for individuals and companies.

emphasized CEO of Mingles Sung-chul Lim.

Lim also plans to enter the Japanese and Taiwanese markets in 2020 as the company grows as a global company.

In addition, Lim added "I welcome that anyone who wants to collaborate, such as companies that want to enter the global market, to import products and food from abroad, or in need of global education for their businesses. It is the best global test-bed option for Koreans to experience global items and services of yours."



Mingles features diverse cultural classes

Mingles

Website

mingles.kr

Email

contact@mingles.kr

Address

Placevib 3F
14, Ahasan-ro 7na-gil, Seongdong-gu, Seoul

Art & Culture

Alphonse Mucha Exhibition



Monaco-Monte Carlo (1897)

My Art Museum will be holding an exhibition of the famous Czech artist Alphonse Mucha for its grand opening.

This exhibition will introduce more than 230 works such as lithographs, oil paintings, drawings, and original artworks divided into 5 collections according to Mucha's life and changes in his style.

Discover the many different works that he created throughout his life.

In Paris, he created charming and beautiful Art Nouveau posters of women with vine-like hair and unique letterings.

When he returned to his homeland, he painted his historic masterpieces, fueled by his patriotism and love for the Slavic people.

Furthermore, the exhibition is even more special as it was consisted of a collection by the world-famous Czech tennis player Ivan Lendl and it will be introduced in Korea for the first time.

This exhibition will provide an opportunity for visitors to discover the beauty of the Art Nouveau style and learn about the life and passion of the patriotic Czech artist who always thought of his people.



The Precious Stones: Ruby (1900), Emerald (1900), Topaz (1900)

About Alphonse Mucha

What was the charm of the Alphonse Mucha that captured the time of Belle Epoque era in Paris, where art and culture flourished in the late 19th century?

Mucha was a poor artist from the Czech Republic who studied in Paris. In 1894, he created the poster for the play Gismonda with the famous actor Sarah Bernhardt by chance, and that was the turning point of the painter's life.

Influenced by Byzantine decorations, Mucha combined the secular with the sacred into a splendor, and his exotic, refined design was met with a tremendous response. This brilliant success brought him fame, and it also shaped the style and direction of this work for years.

But it was no coincidence that Mucha mesmerized the people of Paris with just one poster. Mucha was once denied admission to the Academy of Fine Arts in Prague, but he continued to draw theater works and illustrations, and the poster was the fateful fruition of his years of working in the theater.

It was a style opposing industrialism, marked by decorations that took on motifs from nature such as plants and flowers, delicate colors, and rich beauty.

Mucha combined elements from various styles with the decorative art of Art Nouveau and created his unique "Le Mucha" style.

Some artists and critics mocked the rippling, flowing hair of women in Mucha's work as "Mucha's macaroni," but that didn't stop the exploding popularity of his work among the public.



Amants (1895)



Mucha is a pioneer with a keen eye and unique sensibility who stands out among other great painters such as Gauguin and Toulouse Lautrec.

His work was popular in Paris not only because his style was classic yet exotic, and unique and stunning at the same time, but because Mucha understood the advanced printing technology of the age and actively utilized it with his work.

Mucha created posters for various products from drinks to perfumes. His design always treated the product with a unified visual message, and that was helpful to improve the brand image.

Instead of emphasizing the product in advertising posters, Mucha concentrated on elegant female figures with a specific mood, which is an advertising strategy that is used in modern times where companies hire famous models to associate them with their brand image.

Along with his muse Sarah Bernhardt, the women he drew represented ideal beauty while being strong and independent at the same time.

Unlike the threatening and decadent "femme fatale" women of the end of the century, Mucha depicted voluptuous figures dressed in elegant clothing and flowing locks; His figures presented a new style of women to the public with a sensual yet classic image.

The beautiful women that Mucha presented charmed the modern women of the day while satisfying the urge to possess beauty itself. "I was happy to be involved in an art for the people and not for private drawing rooms," once Alphonse Mucha said.

Art Nouveau is widely known as a form of expression, as a style of color and beauty; however, at the core of Art Nouveau's philosophy is the belief that everyone has a right to enjoy art. Mucha pursued art not as a pleasure for nobles but for the public, and believed that art was a "means of communication."

He created posters, calendars, and decorative panels with this in mind, and the general public could enjoy mass-produced masterpieces at an affordable price.

In line with this philosophy, Mucha returned to the Czech Republic despite his enormous success in Paris and the US as he deeply identified himself as one of the Slavic people and believed he had a role to play for his homeland.

During his years in the Czech Republic, Mucha didn't work on commercial projects, but he did create posters for various charity groups. He also continued working on *The Slav Epic*, a masterpiece encompassing the history of the Czech Republic and the Slavic people, for 20 years.



Zodiac (1896)

People remember Mucha as a commercial artist who depicted beautiful scenes in Paris, but he was a patriotic painter who always waited for the moment to help his homeland. Due to ideological conflicts, and Mucha's works were labeled as decorative art, He was and excluded from the realm of fine art for a long time.

In 1900, his works were examined once more, and Mucha's early works were finally acknowledged for their major contribution to modern commercial art and design, and also for opening the path to a new realm of modern art.

He treated decorative art with the same ideals as fine arts, and the beautiful colors and expressions he created defied time and are now loved even to this day.



Cycles Perfecta (1902)



Job (1896)



The Seasons (series) (1896)

Alphonse Mucha Exhibition

Exhibition Dates: March 1, 2020

Venue: My Art Museum

Contact

New Members



NAAVA Korea
Nationality
Finland

Representative
(Title)
Mr. Namkyu Lee (CEO)

New Premium Members



Deutsche Bank Group

Nationality
Germany

Representative
(Title)
Mr. Hyun-Nam Park (Managing
Director)

Premium
Membership
Ruby

Company Info
Deutsche Bank is a leading global
investment bank with a strong and
profitable private clients franchise.



GR Korea
Nationality
Japan

Representative
(Title)
Mr. Youngjin Kim (Country Head)

Premium
Membership
Ruby

Company Info
The GR Group provides a full
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public affairs services in Japan
and Korea.



IKEA Korea
Nationality
Sweden

Representative
(Title)
Mr. Fredrik Johansson (CEO)

Premium
Membership
Ruby

Company Info
IKEA's business idea is to offer a
wide range of well-designed,
functional home furnishing
products at prices so low that as
many people as possible will be
able to afford them.



Advertisement

The European Chamber of Commerce in Korea (ECCK) provides you with a variety of advertising channels and services to reach out to a refined audience of businessmen and government officials. For pricing and schedule, please contact

ECCK PR & Communications team

Telephone
e

+82 2 6261
2714/2715

Email

ecck-
comm@ecck.eu

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E-mail Advertisement

The ECCK's mailing list is the fastest way to instantly approach the prominent business community in Korea including seniors and executives of domestic and multi-national companies. This can effectively be used for event promotion and short-term marketing.

Website Advertisement

The ECCK's website is one of the powerful platforms to connect with various audience as it attracts diverse pool of visitors every day. The website AD will be presented in a carousel format and will be located on the mid-right corner of the homepage (ecck.eu) to maximize exposure.

Newsletter Advertisement

The ECCK circulates its e-newsletter on a weekly & basis. Your banner on the bottom of our newsletter along with an embedded hyperlink will maximize your exposure to our unique audiences.

Publication Advertisements

ECCK Connect Quarterly Magazine Advertisement

ECCK Connect is a quarterly digital magazine of the ECCK. For every issue, it covers recent Chamber activities as well as latest trends in Korean and European trade, economy and business.

From 2019, ECCK Connect is published digitally in line with ECCK's sustainable initiative. By going digital, ECCK Connect can now offer more including interactive and responsive advertisements (including videos, pop-ups, etc.), clearer call-to-action and so on.

Please click [HERE](#) to check ECCK Connect

ECCK Directory Advertisement

The ECCK Membership Directory is a complete listing of member companies and individual members. Published annually in May, it is an ideal platform to promote your business to not only domestic but also overseas members. Copies are sent to all ECCK members, other chambers of commerce in Korea, European embassies and trade organizations.

Onsite Advertisement

ECCK Visitors Lounge Advertisement

As all external meetings are held in our Visitors Lounge, the AD will provide an excellent opportunity to expose your business. The AD contents can be flexible – logo, products or services – and can be reserved & renewed on a yearly basis. Reservation opens in every year December and installed by the end of January.

Event Partnership

The ECCK organizes numerous events throughout the year to provide networking opportunities for its members. Those are well-attended by C-level executives European businesspeople and government officials.

We are certain that the participants will highly appreciate and value your partnership, and this will be an excellent opportunity for you to promote your company and maximize brand awareness to prominent audience in Korea.

To learn more about event partnership opportunity, please contact

ECCK Event team

Telephone
e

+82 2 6261 2711

Email
event@ecck.eu

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.