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summer 2020



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EU-Korea Virtual Conference 2020

The conference discusses the challenges that business face in the rapidly changing global trade and investment environment caused by the COVID-19 pandemic.

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The 10th Anniversary of the EU-Korea Strategic Partnership

The EU Ambassador to Korea H.E. Dr. Michael Reiterer shares his take on 10 year relationship between EU-Korea.

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ECCK successfully hosts All European Network Night at Signiel Hotel.

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Two French chefs who have fallen in love with Korea talks about their restaurant in Inseon-dong.

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Cover Story

EU-Korea Virtual Business Conference 2020

ECCK Chairperson Dirk Lukat delivers his welcoming speech at EU-Korea Virtual Business Conference 2020

ECCK hosted 'EU-Korea Virtual Business Conference 2020' in cooperation with the Korea Chamber of Commerce and Industry (KCCI) and BusinessEurope on July 2 at the KCCI Executive Conference Hall.

Following the successful EU-Korea summit held on June 30, the 'EU-Korea Virtual Business Conference 2020' was organized to discuss the challenges that business face in the rapidly changing global trade and investment environment caused by the COVID-19 pandemic and bring attention on how to prepare for the 'New Normal' in the post-corona era. The online conference was joined by more than 500 industry experts, government officials, and academics from both Europe and Korea.

The conference opened with welcoming remarks from the co-hosts in Korea, ECCK and KCCI.



The novel coronavirus pandemic has greatly disrupted domestic and global supply chains, shrinking production and trade worldwide. Also, it has forced companies to re-examine how they do business in order to survive in the 'New Normal' era. With the 10th anniversary of the establishment of a strategic partnership between the EU and Korea, it is vital to further develop our partnership and turn these challenges into new opportunities together.

remarked ECCK Chairperson and CEO of Schenker Korea Dirk Lukat in his welcoming speech.

WOO Tae-hee, Vice Chairman of KCCI, delivered opening remarks in which he also underscored the significance of the partnership between the EU and Korea. Vice Chairman Woo said, "In the face of a high-turbulence environment, we must make sure to capitalize on new business opportunities before us. Cooperation between Korea and EU will become closer and more diverse in the future, as demand for new growth industries such as future mobilities, secondary batteries, and bio-healthcare increases."



WOO Tae-hee, Vice Chairman of KCCI, delivers his opening remarks at the EU-Korea Virtual Business Conference 2020

Ursula VON DER LEYEN, President of the European Commission, sent a congratulatory video message for the successful organization of the 'EU-Korea Virtual Business Conference 2020'. In her message, President von der Leyen said, "As we enter the second decade of the strategic partnership between the EU and Korea, let's ensure that European and Korean businesses work hand-in-hand to become more sustainable and lead us in the digital innovation. This would be the right approach for the future."

The conference was divided into two sessions, and the participating speakers took part in in-depth discussions on the business perspectives on a new future. On the topic of 'The Future of International Trade', the first session focused on the business disruption and global value chains (GVC) challenges from the global spread of COVID-19 and companies facing the economic turmoil.

During the session, **Eckart VON KLAEDEN**, Head of External Affairs at Daimler AG, addressed the growing significance of GVCs and the need for internationally aligned standards for greater efficiency in the global automotive industry. Mr. VON KLAEDEN also noted, "Free trade has been under pressure for some time, and the COVID-19 pandemic has further added to it. The EU-Korea Virtual Business Conference presents an excellent opportunity to identify mechanisms that will help strengthen international cooperation and the global trade framework."

KIM Saehoon, Senior Vice President of Hyundai Motor Group, stressed the importance of sustainable growth and renewable energy businesses such as the Korean government's 'Green New Deal' plan, in order to revitalize the economy hit hard by the coronavirus pandemic. Mr. KIM highlighted the development of hydrogen economy as the main item of the new green energy policies. "Hydrogen can be used in a variety of future mobility environments, such as automobiles, ships, trains, and urban air mobility (UAM). The hydrogen economy is a new possibility to replace the carbon society and a future growth engine for both Korea and the EU."

PANEL SESSION 1: THE FUTURE OF INTERNATIONAL TRADE



Hosuk LEE
Director
ECIPE



Markus BEYRER
Director General
Business Europe



Alexis BROUHNS
Head of Government Affairs
Solvay



Eckart VON KLAEDEN
Head
External Affairs Daimler AG



KIM Saeheon
Senior Vice President
Hyundai Motor Group

PANEL SESSION 2: CHALLENGES AHEAD IN THE NEW NORMAL



Ali IZADI-NAJAFABADI
Head of Asia Pacific Research
BloombergNEF



HWANG Sangjoon
Senior Vice President
Macrogen



KIM Eugene Seong-Youl
Managing Director
Seegene



Elisabeth STAUDINGER
President Asia Pacific and Greater China
Siemens Healthineers

The full speaker list

In a separate discussion, under the theme of 'Challenges Ahead in the New Normal', the European and Korean business leaders focused on the rapid growth and future of the global digital healthcare, such as the 'untact' (non-face-to-face contact) medical system.

HWANG Sangjoon, Senior Vice President of Macrogen said, "It is unlikely that our daily lives will go back to the way things were before the breakout of COVID-19. This is the 'New Normal'." Mr. HWANG noted that 'untact' healthcare system that minimizes contact between medical staff and patients, such as telemedicine, will become the 'New Normal' in the bio-health care sector. In addition, the importance of collecting and analyzing medical data was emphasized for accurate diagnosis of telemedicine.

"COVID-19 provides the opportunity to leapfrog in the adoption of digital health," said **Elisabeth STAUDINGER**, President of Asia Pacific and Greater China at Siemens Healthineers. "The business cooperation between Korea and Europe is paramount, especially now when the global interdependency of the healthcare sector is greater than ever before."

Additional key speakers from the European side included, **Alexis BROUHNS**, Head of Government Affairs at Solvay, and **Markus BEYRER**, Director General of Business Europe. Also, **Hosuk LEE**, Director of the European Center for International Politics and Economics (ECIPE) and **Ali IZADI-NAJAFABADI**, Research Director of Bloomberg NEF Asia-Pacific Region, participated as moderator of the sessions.

On the Korean side, additional participating speakers include **KIM Eugene Seong-Youl**, Managing Director of Seegene, and **YOON Soongu**, Ambassador of the Republic of Korea to the Kingdom of Belgium and the EU.



'EU-Korea Virtual Business Conference 2020' successfully concluded

This conference symbolizes the efforts of ECCK and KCCI to shed light on the trends of the industry and promote cooperation between Korean and European businesses. ECCK hopes to strengthen the level of cooperation and expand business and investment opportunities between Europe and Korea.



EU Project

The 10th Anniversary of the EU-Korea Strategic Partnership

By Dr. Michael Reiterer

*Ambassador of the European Union to the Republic of Korea H.E. Michael Reiterer
(Photo credit: Professor Lee Won-hee)*

A decade of a special relationship – the EU only maintains ten strategic partnerships worldwide. As we reach the ten-year point with Korea, now is the moment, not to look back but to look forward and act. The pressing circumstances of great power rivalry, particularly in Asia, and the global onslaught of the COVID-19 pandemic leave us no time to indulge in congratulatory speeches. As this special relationship is not well understood and the term ‘strategic partnership’ is often used light-heartedly, allow me to make a few reflections on the content, nature, goals and purpose of the concept. To this end, at least, understanding history and looking back can be useful.

A ‘strategic partnership’ has to have added-value compared to a ‘normal’ bilateral relationship. Partners in a strategic partnership must have the resolve and the ability to participate actively at the global and/or regional scale. They must be able to exercise influence, generate support for common causes and project power, either regionally or globally. These states may be held together by adherence to a region or a common cause. This necessitates the will and ability to take on corresponding responsibilities such as participation in UN peacekeeping, (regularly) serving as non-permanent members of the UNSC, and the organisation of international conferences devoted to the solving of international problems, to norm setting or to the development of global governance.

The EU uses its Strategic Partnerships to reinforce its commitment to multilateralism. In making multilateral engagement an important element of a strategic partnership, the EU promotes the goal of making effective multilateralism an organising principle of international relations – something that is now more important than ever. Strategic partners should attempt to coordinate positions on solving common problems or threats in multilateral fora, in spite of inherent limits to cooperation arising from the absence of consensus on multilateralism and its functions.

Shared values are an important, but not a constitutive or necessary element of a strategic partnership: if values coincide, a partnership of choice can be set up; if common interests prevail without overlapping values, a partnership of necessity can be entered into. While the EU-Korea Strategic Partnership is a partnership of choice, as such a good reason to celebrate its 10th anniversary, the EU-China Strategic Partnership enters into the second category, a partnership of necessity. The June 2020 EU-China Virtual Summit made this clear in plain language: "Engaging and cooperating with China is both an opportunity and necessity. But, at the same time, we have to recognise that we do not share the same values, political systems, or approach to multilateralism. We will engage in a clear-eyed and confident way, robustly defending EU interests and standing firm on our values."



EU-RoK Strategic Partnership Logo

Thus, the 2010 Conclusions of the European Council on relations with Strategic Partners did not refer to values. The same levels of development, type of political system or geographic location are not preconditions for a strategic partnership. The 2016 EU Global Strategy does not specifically deal with strategic partnerships, an omission which I regard as an oversight.

As a precondition to formulating any strategy, the objectives to be realised and the means to achieve them have to be clarified. Strategic partnerships serve the purpose of providing peace, security, prosperity and sustainable development. This is facilitated through fighting the proliferation of weapons of mass destruction; terrorism; climate change; striving for a viable, predictable, open international trade and investment system; stabilising the international financial system; preventing (managing) conflicts to allow trade, growth and development including needed secure lines for transportation (sea lanes); ensuring energy security in terms of geopolitics but also sustainability e.g. promoting renewable resources; building capacity to allow effective and responsible participation in international affairs.

In order to qualify a partnership as 'strategic', certain conditions have to be met both internally and externally. Internally, after some years of trust and confidence building among partners an upgrade to 'strategic partnership' has to meet the agreement of all Member States and the EU institutions. Externally, a strategic partnership has to rest on reciprocal interests, rights and duties to realise mutually defined objectives. It has to be multidimensional in both substance and geographic scope. In terms of substance it has to be built on comprehensive relations, the main groups being politics and security (including climate change; energy security); economics, finance and trade; and people-to-people contacts. Its scope has to be global or at least with a strong regional impact e.g. transcending the purely bilateral dimension. Multilateral cooperation is a strong goal.

Strategic partnerships are built on a variety of common interests, which outweigh differences which should be handled peacefully in a spirit of mutual respect and equality, with the objective of avoiding open conflicts. These partnerships make use of a 'soft-institutionalised' and flexible architecture which may be complemented by more formal legal instruments (partnership and cooperation agreements, FTAs,...). This architecture should allow for informal, result-oriented interaction to deal with pertinent issues, and not only with a predetermined selection of topics for scripted speeches.

Ideally, a strategic partnership relies on both normative and substantive interests. However, in reality there is hardly a perfect match of both interests. Therefore, political judgement has to be made, in which the EU's principled policies with regard to human rights and rule of law (partnerships of choice vs. necessity) are used to determine whether it is justifiable to favour one interest over the other and decide on trade-offs. In order to ensure public support, particularly if substantive interests prevail over normative ones, public diplomacy has to be used to communicate the motivation and rationale behind such decisions. With opposing strategic interests of two or more partners, the EU will have to take a clear and predictable position. Member States have to stand collectively behind such agreed positions, not giving third parties the chance to play off the EU institutions against Member States and Member States against each other.

Foreshadowed in the 2003 EU Security Strategy, the Strategic Partnership with Korea was established in 2010, resting on three pillars of cooperation: politics, security and economics. In the political arena, the Framework Agreement has provided a major platform for promoting EU-Korea political dialogue and developing a common stance toward a shared global agenda. More than 30 Dialogues and consultation channels have been established. The consultations on human rights and the dialogues on the Middle East and North Africa, on Disarmament and Non-Proliferation, and on development assistance provide the infrastructure to facilitate substantive joint work on issues of global and regional significance as befitting a strategic partnership. Dialogue and cooperation channels addressing climate change, technology, education and culture figure equally high on the agenda, in this way covering issues of global significance. This global dimension is drawn together at the Vice-Ministerial-level with the High Level Political Dialogue, which in turn feeds into the political level.

When it comes to security, the main agenda item involves North Korea's missiles, nuclear programme, and the challenge of non-proliferation. The two parties have coordinated sanctions against North Korea, whilst the EU has offered steady support for the Republic of Korea's efforts to promote a peaceful, diplomatic solution. In terms of human security, the EU has taken the lead in international efforts to promote human rights in North Korea, and remains one of the only outside parties to maintain a continuous presence on the ground in implementing humanitarian assistance. The dynamic security environment on the Korean Peninsula may offer the EU new opportunities for constructive engagement. South Korea has enacted a Crisis Framework Participation Agreement (FPA) with the EU and has begun to participate in the EU common security and defence policy through cooperation in preventing piracy in the vital sea lanes around the Gulf of Aden. Laudable as it is, there is room for intensification of this operation and for increasing the scope of security cooperation in general.

In the economic arena, the EU-Korea FTA has established solid trade and investment relations. This allows South Korea to diversify its trade relations and EU companies being one of the largest sources of investment in Korea are another asset. Participating in the "Brussels effect" of rule and standard setting offers an advantage in participating in the creation of the global level playing field.

The Strategic Partnership between the EU and South Korea has been in place for less time than many of the other partnerships. Despite the achievements of the last decade, there remains a lot of potential to further mature and develop the partnership. Both sides need to make additional efforts, but it is understandable that Korea is focused on the situation on the Korean Peninsula. The 70th anniversary of the outbreak of the Korean War and the lack of a peace treaty after seven decades is a grim reminder of this situation, characterised by the roller-coaster relationship with North Korea, as seen over the last weeks.

Nevertheless, incredible economic development has made Korea the eight largest economy of the world, a major trading nation and an essential link in international value, production and technology, and research chains. The democratic system is firmly entrenched and Korean society proudly shows off its achievements; from the handling of COVID-19 to the success of its movies, popularity of its food and footballers, as well as musicians and K-pop. This level of advancement creates a responsibility vis-à-vis the international community to help build a stable, reliable, rules-based international system, but is also, first and foremost, in the interest of South Korea which is a de facto island deprived of natural resources, located at the centre of a tough neighbourhood. Therefore, global engagement is not a luxury item, but a must. The need to cooperate internationally to overcome the COVID-19 crisis is another reminder. Climate change another one.

Respect for rule of law is of particular importance. In order to reach an agreement on denuclearisation, non-proliferation and peace with the North, there has to be confidence that *pacta sunt servanda* must reign, otherwise there is no incentive to agree. A rules-based trade regime anchored in the WTO is essential for a trading nation. Taking the other partner for granted endangers not only personal relationships, but is also an obstacle to further development of inter-state partnerships.

South Korea is used to dealing with the US, China and Japan for a variety of reasons, but often does so to quell tensions – the EU is a rather calm partner, certainly not a troublemaker. But this does not mean that the EU can be ignored. Conversely, when EU policy makers think about Asia, China, India and Japan loom large – South Koreans themselves refer to their position as the shrimp between whales. We need an intensification of contacts by South Korea with the EU, as well as with EU Member States. For Europeans the maxim that a China policy is not an Asia policy, but there is no Asia policy without a China policy continues to apply. The 10th anniversary of the Strategic Partnership is a good occasion to start a short reflective process leading to an intensification of interaction, which would be in the interest of both sides.

The EU has developed various Asia policies. I was personally involved in the strategies presented in 1994 and 2001. Since 2016, we have had the EU Global Strategy. In 2018, Council Conclusions on security cooperation in and with Asia was added, as well as the European Connectivity Strategy. Why is there no corresponding Korean paper? To my knowledge, only China published two EU-strategy papers. Korean policy planners have work to do in developing a Korean strategy towards the EU. Dealing with perception gaps, whether in terms of interests or foreign policy endeavours, versus the reality that both partners find themselves in may be helpful, as might the definition of concrete areas of cooperation in the sense of a functional approach.

A partnership of choice allows us to work together as normative powers to ensure a sustainable, comprehensive and rules-based connectivity, to improve the implementation of human rights, to fight climate change in deeds not words, and to strengthen international law and international governance, as well as the United Nations system. It also allows us to work together on much needed down to earth issues such as making us more crisis resilient by improving international health governance and joining hands in the development of COVID-19 vaccines and cures.

In sum, as we mark ten years of the strategic partnership, it is more important than ever that South Korea and the EU work together to reinforce the rules-based international order. To this end, the work programme should include measures to reinforce the functioning of multilateral organisations, especially the World Trade Organisation, the World Health Organisation and the International Criminal Court. The current circumstances present an unprecedented opportunity to put words into concrete action in addressing climate change. The post-COVID economic recovery and the transition to a sustainable, socially just, resilient and climate neutral economy should be achieved together, toward a green, digital and resilient economy of the 21st century and not the obsolete carbon economy of the past century.

Young people are major victims of the social and economic consequences of the pandemic, including bearing the burden of reimbursing the debt now being generated, an incredible 10 trillion Euro worldwide. Handing on a world endangered by climate change and pollution, as well as the need to make huge debt repayments, would break the covenant between generations and be highly irresponsible. The EU and South Korea should build on cooperation in regional security. The EU has provided a blue print, through the Council Conclusions on Enhancing Security Cooperation in and with Asia, including new security challenges such as cyber-security. Based on shared values, we should deepen cooperation to foster human rights, at home and abroad. The European Connectivity Strategy is by definition long-term, but we need networks of connectivity now to build peace and prosperity in East Asia.

Based on shared values, we should deepen cooperation to foster human rights, at home and abroad. The European Connectivity Strategy is by definition long-term, but we need networks of connectivity now to build peace and prosperity in East Asia.

The 2020 Virtual meeting of Leaders agreed on a substantive press release which covered many areas in addition to the main theme, COVID-19. In their discussion, leaders ticked most of the boxes to allow substantial preparation for the 'real' summit in Seoul. It remains to be seen what 'as soon as possible' means in the present circumstances but hopefully not later than 2021. As a special 'gift', the day after the summit saw the entry into force of the Council recommendation to start lifting travel restrictions for residents of fourteen countries, including the Republic of Korea. The 10th anniversary is not the moment to look back, but forward – we do not have the luxury to 'wait and see' but must start moving, now.

This article was originally published in the 9 July 2020 edition of the [KF-VUB Korea Chair Policy Brief series](#), and is reprinted here with the permission of the author.



ABOUT Dr. Michael Reiterer

Ambassador Extraordinary and Plenipotentiary
European Union to the Republic of Korea

BIO

Dr. Michael Reiterer is Ambassador extraordinary and plenipotentiary of the European Union to the Republic of Korea and Distinguished Associate Professor at the Institute for European Studies. The author expresses his personal view in this brief.

Network Night

All European Network Night 2020

On June 25, the ECCK successfully hosted All European Network Night 2020 at the Grand Ballroom in Signiel Seoul.

The evening could not have happened without our valued members and friends. We truly appreciate your continuous interest and support. Also, we would like to extend our gratitude to our generous partners of this year's event for making the evening extra special:

Partners



SIGNIEL





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

Network Night

ECCK Busan European Network Night

On July 7, the ECCK Busan Chapter successfully hosted the ECCK Busan European Network Night at the Fairfield by Marriott Songdo Beach. The evening was filled with joy and positive energy.

This night would not be possible without our valued members and friends. Also, we would like to extend our gratitude to our generous partners for making the evening extra special:

Partners



PARK HYATT BUSAN*

SIGNIEL



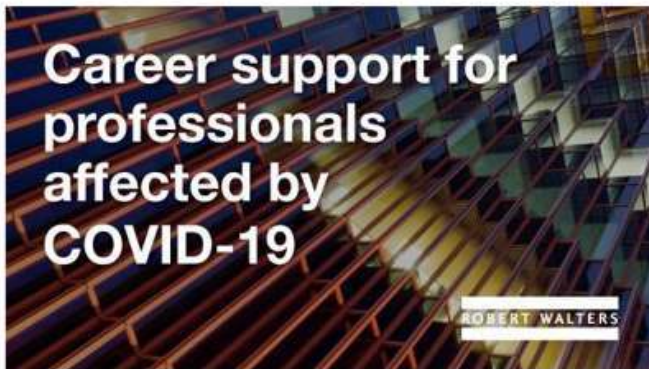
More photos from the event are available on our Flickr page : [ECCK Flickr](#)

ECCK CSR Activity Report Q4 2020



ECCK publishes its quarterly CSR Activity Report

ROBERT WALTERS



Robert Walters Korea Special Career Support

Robert Walters Korea has launched a free resume review service to support professionals affected by the spread of COVID-19. As a part of corporate social responsibility, Robert Walters Korea supports anyone who has been impacted by current situation and offers a free resume review service to help out professionals in Korea. Consultants of Robert Walters Korea have expertise in all industry sectors and have localised, job specific knowledge. Our team will help sharpen up your both English and Korean resumes, CVs and Cover letters to give the best possible chance of securing the next position, even if that isn't through Robert Walters.

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



SSMH Treats a Child Patient Amid COVID-19 Situation

may 5, 2020

On May 5, a five-year-old South Korean girl diagnosed with acute leukemia in New Delhi, India, flew 7,000km to Korea and transferred to the Catholic University of Korea, Seoul St. Mary's Hospital (SSMH) at arrival for her treatment. A petition was filed earlier at the presidential office, the Blue House, pleading to save a child in danger from the COVID-19 blockade in India and more than 3,000 people supported the petition. In the midst of global efforts on the treatment and prevention of COVID-19, a countermeasure strategy by SSMH (President, Kim Yong-Sik) was published in a prestigious Hematology journal and is garnering attention as a good example of "K-Prevention" in the post-corona era.

Seoul St. Mary's Hospital, Catholic University of Korea

Jungeun Oh

Email: cmcglobal@catholic.ac.kr

contact



Porsche Korea Completes the 'Porsche Dream Playground' at Holt Special School

may 28, 2020

On May 28, Porsche Korea (Holger Gerrmann, CEO of Porsche Korea Ltd.) announced that a new Porsche Dream Playground has been completed at Holt Special School in Goyang, Gyeonggi Province. The prescheduled completion ceremony was cancelled to prevent further spread of the COVID-19.

'Porsche Dream Playground' is one of the Porsche Korea's CSR campaign projects, 'Porsche Do Dream,' which supports building indoor gyms for children who do not have adequate space to play after-school, so that children can foster in their creativity development in early childhood.

With the completion of 'Porsche Dream Playground' at Holt Special School, Porsche Korea has built a total of five indoor gyms since its first launch in 2017. Another Dream Playground at Saesol School will be completed in the second half of the year 2020.

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Startup News

FastPong: AI Remote Table Tennis Training Solution



FastPong

If you look around you can see technology is everywhere but we still play and train sports in the same way that our parents play and train the game, that's why the young generation plays more e-sport now than the actual sport, why? Because they can interact with technology better in their own way.

FastPong is a company that brings new technologies to sport industries to reduce the technological gap present in sports. Our talented team of engineers, sports scientists and national players help us develop revolutionizing solutions for sports industries. Our patented technology is now being manufactured to hit the markets around the globe and change the world of table tennis training.

FastPong provides everyone a low-cost sports learning solution which is a real-time automotive coaching system for people who wants to learn a new sport. This will be a revolution in sports learning that enable everyone the low-cost opportunity of learning new sports.

In the first step our proof of concept is an interactive table tennis training board using hardware technologies, data analytics, and software. The hardware tracks and improves performance for professionals while gamifying the sport for others. As FastPong board provides you with a variety of training, the app collects all your training data to identify your strengths and weaknesses to provide you with the best-personalized training program powered by AI. Additionally, the mobile app talks to you while you train to teach you how to overcome your weakness and also motivate you to do better.



FastPong Remote Training System

The adoption of this particular setup for professional federations and clubs is to collect data on their teams and having a digital roadmap of their playing styles, strengths and weaknesses.

In addition education centers and schools can use FastPong to teach children as well as using it as a platform for their talent discovering where FastPong can classify and quantify children skills. And for individual they can use FastPong to practice table tennis & send the statistics to their coach without meeting face to face. Keep learning, stay safe, stay active. FastPong will help people to keep learning Ping Pong, compete virtually with each other & still maintain Social Distancing during this outbreak.

The founder of FastPong was a national table tennis player and the idea of FastPong came into the picture when Amir Kamandi was studying how to improve athlete performance and engagement as a sports science researcher at the physical education department (Motor Control Lab) of Seoul National University under the supervision of Professor Kim SeonJin.



A table tennis player trains with FastPong



A FastPong user checks his records

2019 was an interesting year for FastPong winning several competitions; we also raised our pre-seed money from Korea's R&D and commercialization fund which resulted in rapid developments in all fronts. Our patent was finally granted and we were all set for MOUs and market penetration. We signed MOUs with several different national table tennis federations and started negotiations with 4 table tennis distributors active in 7 countries. We developed a very strong bond with our distributors ready to be utilized in 2020.

We will work closely with our distributors to make sure we can jump-start our sales in 7 countries. We will finalize our contracts and get ready for large scale production. We have been invited to 2020 World Table Tennis Championship to present the latest technology in table tennis. Also we have scheduled meetings with table tennis legends to endorse FastPong. We plan to have our first profitable year at FastPong in 2020. We will also actively look for investors to join us in our series A round, to expand FastPong's artificial intelligence and 3D motion feedback that can apply to other sports.

In partnership with the Invest Seoul Center, ECCK Connect introduces startup SMEs in every issue.



FastPong wins the final round of Demo Day for Foreign Startups

Fastpong

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Taste of europe

Parisgaok: Hanok Meets French Bistro



Parisgaok

Q Tell us about your business.

A Parisgaok: We are a French bistro on May 24, 2017 in Ikseon-dong Hanok village and ran by two French chefs who fell in love with Hanok.

As you know Hanok is a traditional Korean house. When we found this Hanok street in Jongno-3ga, we were captivated by its charm. After that, we decided to open our restaurant here. This is our beginning.

Q What are Parisgaok's specialities?

A Parisgaok: Parisgaok is owned and operated by Mickael and Felicien who love Korea culture. We put our dream and heart in this restaurant and also our lovely plate. We have experienced in France, Canada, Australia, New Zealand, Japan and Korea. We would like to make our customers enjoy our place, so we are open all year.

Our food is cooked by French groceries, which makes our customers feel in France. Our restaurant serves our menu with all the best and healthy grocery like when we cook for our family or guests. This is a tasty road trip from France to Seoul.



Parisgaok's signature onion soup (left) & guests enjoying food and drinks (right)

Q What is the most unique thing about your restaurant?

A Parisgaok: Our customer is often surprised by our price at our restaurant. Korean customers mostly think French food price is high. People are influenced by the mass media. Parisgaok is a French bistro which is a small restaurant, serving moderately priced meals in a modest setting with delicious French wine and Korean beer. It's very lovely, even for dating, business meeting or casual.

We want Korean to change a prejudice which they can enjoy French food only in fine dining on their special day.

Q What is your goal?

A Parisgaok: Our goal is what we introduce French culture through the food and the mood. There are lots of people ask what French food is. We served a lot of plate made 100% like France, so people who visit here can imagine the time to be in Paris.

The beginning was not easy to open French restaurant in Korea because we also needed to focus to promote our food to many Korean customers. We hope this space is one of the best French restaurant where our customers want to visit again.

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

A Parisgaok: We have opened here more than 3 years now. Because of our lovely customers we can be here. As soon as you enter the door, we are ready to give our best service. Please do not hesitate to ask if you need us for anything. We always welcome you in Parisgaok in Ikseon-dong.

Bon appétit!



Parigaok's chefs Felicien Vincens (left) & Mickael Napierala (right)

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New Members Summer 2020



ASTI HOTEL BUSAN

NATIONALITY

Korea

REPRESENTATIVE (TITLE)

Mr. Changhyun Chun



BRITA KOREA CO., LTD.

NATIONALITY

Germany

REPRESENTATIVE (TITLE)

Ms. Sunhye Shirley Cho
(Managing Director)



BTS

NATIONALITY

Sweden

REPRESENTATIVE (TITLE)

Mr. Yunho Chung (Managing
Director)



CARGO-PARTNER LOGISTICS

NATIONALITY

Austria

REPRESENTATIVE (TITLE)

Mr. Hak Bum (Harry) Kim
(Managing Director)



DENTONS LEE

NATIONALITY

Korea

REPRESENTATIVE (TITLE)

Mr. Ghil-Won Jo (Senior Managing
Attorney)



ETS KOREA

NATIONALITY

US

REPRESENTATIVE (TITLE)

Mr. Yongtak Paul Lee (Country
Manager)



EURAXESS KOREA

NATIONALITY

Poland

REPRESENTATIVE (TITLE)

Mr. Tomasz Wierzbowski (Country
Representative)



FAIRFIELD BY MARRIOTT BUSAN SONGDO BEACH

NATIONALITY

Korea

REPRESENTATIVE (TITLE)

Mr. Derik Lee (Hotel Manager)

	FRITZ HANSEN KOREA	
	NATIONALITY	REPRESENTATIVE (TITLE)
	Denmark	Ms. Soo Hyun Lee (Area Sales Manager Korea)
	INVEST SEOUL CENTER	
	NATIONALITY	REPRESENTATIVE (TITLE)
	Korea	Mr. Jaewook Jeong (Head of Center)
	MEDIA AUDIT KOREA	
	NATIONALITY	REPRESENTATIVE (TITLE)
	Korea	Mr. D.H. Hwang (Managing Director)
	NH INVESTMENT & SECURITIES	
	NATIONALITY	REPRESENTATIVE (TITLE)
	Korea	Mr. Young-Chae Jeong (CEO)
	SAEMANGEUM DEVELOPMENT AND INVESTMENT AGENCY	
	NATIONALITY	REPRESENTATIVE (TITLE)
	Korea	Ms. Hyun-suk Kim (Administrator)
	SEOUL ST. MARY'S HOSPITAL, THE CATHOLIC UNIVERSITY OF KOREA	
	NATIONALITY	REPRESENTATIVE (TITLE)
	Korea	Mr. Wook Sung Chung (Head of International Cooperation)
	THALES KOREA	
	NATIONALITY	REPRESENTATIVE (TITLE)
	France	Mr. Sandy Gillio (President & CEO)
	ULSAN EXHIBITION & CONVENTION CENTER	
	NATIONALITY	REPRESENTATIVE (TITLE)
	Korea	Mr. In-Soo Seong (Representative of Ulsan Metropolitancy Corporation)
	VESTAS KOREA	
	NATIONALITY	REPRESENTATIVE (TITLE)
	Denmark	Mr. Jin Suk Kong (Head of Sales Korea)

New Board of Directors

Chairperson



DIRK LUKAT

CEO of Schenker Korea

BIO

Dirk is a German citizen and has been Managing Director & CEO of Schenker Korea Ltd in Seoul since January 2015. He started his career at the former Schenker & Co. GmbH in Frankfurt and held a number of management positions at DB Schenker in Singapore, Vietnam and India. Before coming to Korea, he served as General Manager of Schenker-Seino Co., Ltd in Japan and was active in the Logistics & Transport Committee of the European Business Council. He has comprehensive experience in the logistics industry including Contract Logistics, Air & Ocean Freight, Fairs & Exhibitions, and Projects for over 20 years. Dirk joined the ECCK as a member in January 2015.

Business Field

Transportation & Logistics Industry

Vice Chairperson



HYUN-NAM PARK

Managing Director & Branch Manager of Deutsche Bank Seoul Branch

BIO

Hyun-Nam is a Korean citizen and is Managing Director and Co-Branch Manager for Deutsche Bank Seoul Branch. She is also Head of Global Markets, Korea. Hyun-Nam also holds various senior positions in the financial industry. She is Vice Chairperson of the Foreign Bankers Group in Korea and a member of Korea Financial Hub Committee in Financial Services Commission Korea.

Business Field

Financial Services Industry

Vice Chairperson



JAN BENGGAARD

Country President of Oerlikon Balzers Korea

BIO

Jan is a Danish citizen and is the Managing Director of Oerlikon Balzers Korea Ltd since November 2016. In Busan, he has been the Managing Director and Chief Executive Officer of Wärtsilä Marine Systems (previously L-3 Marine Systems) since 2002. Before moving to Busan in 1998, he worked as a project engineer and later as Sales Manager in charge of regional operations in the Americas and Europe. Jan's honorary assignments include being a Board Member and Treasurer of Busan International Foreign School since 2005 as well as a Vice Chairperson of the ECCK since February 2015.

Business Field

Industrial Engineering & Manufacturing Industry

Vice Chairperson



JULIEN SAMSON

VP & GM of GSK Pharmaceuticals Korea

BIO

Julien Samson is a French citizen and has been VP & GM of GSK Pharmaceuticals Korea since March 2018. He was VP & Medicine Commercialization Leader for Relvar/Breo, Seretide/Advair, Arnuity & Closed Triple Asthma in GSK Global Respiratory Franchise (2015-2018) and VP & Head of Primary Care in France (2012- 2015). Prior to joining GSK, he was Deputy General Director of the Academic Medical Center of Lyon, social welfare adviser to Mr. Nicolas Sarkozy, President of the French Republic and to Mr. Thierry Breton, Minister of Economy, Finance & Industry and responsible for healthcare & solidarity policies for the Directorate of Budget in the Ministry for the Economy & Finance.

Business Field

Pharmaceutical, Biotechnology & Consumer Goods Industry

Director



DONGHWAN KIM

General Manager of Finnair Oyj.

BIO

Donghwan Kim is a Korean citizen and has been working for Finnair as a Sales Manager since 2008. Until 2011, he mainly took care of regulatory matters as well as corporate & trade sales. In 2011, he has worked in Finnair HQ as a Corporate Sales Manager in global corporate sales team having a role of corporate sales in whole Europe to Korea. Then, he was appointed as a General Manager from 2012 taking responsibility of whole Finnair business in Korea.

Business Field

Airlines industry

Director



GILLES FROMAGEOT

President & CEO of AXA Korea

BIO

Gilles Fromageot is a French citizen and has been President & CEO of AXA Korea since April 2017. Prior to his current position at AXA Korea, he served as Global CFO of AXA Global Direct (2015-2017) and CFO and corporate secretary of AXA Direct Korea (2012 to 2015). Before joining AXA, Gilles worked with Mazars in Paris and Madrid.

Business Field

Financial Services Industry

Treasurer



ELIZABETH KYUNGHEE NAM

Finance Director of Diageo Korea

BIO

Elizabeth is a Korean citizen and is Finance Director at Diageo Korea. She has 18 years of progressive experience in Finance and General management within the business units in the developed & emerging markets, global organization and start-up business. Before joining Diageo, Elizabeth worked with LG Telecom, Shepard, Schwartz & Harris and Philippine Airlines.

Business Field

Beverages Industry

Trustee



KAY-JANNES WEGNER

Senior Attorney of Kim & Chang

BIO

Kay-Jannes is a German citizen and dual qualified lawyer (Rechtsanwalt, Germany and Solicitor, England and Wales). He has been working as a senior attorney with Kim & Chang since 2011, primarily advising European clients. Before moving to Korea, Kay-Jannes practiced with international law firms in London from 2001 to 2007 and Singapore from 2007 to 2011.

Business Field

Legal Services Industry

Virtual Exhibition Experience via 360°VR Museum



360°VR Museum

The 360°VR Museum is a virtual exhibition platform that allows users to view full HD 360° recreations of local and international exhibitions regardless of time and space.

Dataking Inc. is a K-VR museum (virtual exhibition viewing platform) where all domestic and foreign exhibitions are viewed in full HD with 360° VR technology, QR code-based VR museum ticket, cultural data digital archive service, virtual space introduction in VR, etc. It is showing innovative services.

360VRMuseum does not have a queue or reservation.

Spin the screen around in 360°, travel across the museum's space, and experience the exhibition. Enjoy the freedom in the exhibition by yourself or with your friends anytime, anywhere.

360VRMuseum is a treasure trove of integrated big data, exhibition information, and spatial data in a single hyperlink. Send every exhibition in Korea to your friends with just a touch of the screen.



Web



Mobile

Web & Mobile views

Dataking's Online Museum Success Story

At the end of 2016, Dataking opened the world's first 360° VR-based commerce platform, and in 2017, they opened the 360°VR space sharing open platform. Dataking is building 360° VR contents of the National Museum of Korea in 2018, and are promoting the museum virtual viewing service "K-VR museum" as a key business model.

Dataking's business model with patented original technology is diverse. Virtual exhibition viewing platform (360vrmuseum.com) and 360VRMuseum ticket, cultural data archive, VR space introduction and VR retail (360°VR SPACE-X), 360°VR video map, 360°VR-based space sharing platform service was introduced. Among them, 'Virtual exhibition viewing platform, 360° VR museum ticket, and cultural data archive' are in service in combination with culture and education.



Visiting the museum has never been easier



Dataking's 360VRMuseum is an archiving technology that digitally transforms exhibitions from museums around the world. There are 55,000 world museums, 15,000 in the United States, 14,000 in China, and 881 in Korea. Most of the marketing is mainly focused on visitors to exhibitions, and only 1% of digital viewing services, such as online virtual services, are likely able to enter the market.

Promoting digital transformation beyond the limits of museums that passively visit visitors is a common goal for museum workers around the world. In particular, at the beginning of 2020, all museums were closed due to worldwide COVID-19 pandemic, but the National Museum of Korea, which prepared digital contents in advance, is able to provide continuous services through online. National Museum and affiliated museums online service cases (Dataking's 3D exhibition content productions at 14 national museums).

The online museum service platform (K-Museum) built in Korea is expanded globally to create a new market in the form of an online museum portal platform and to increase profits.



Touring the museum with a smart phone

360°VR Museum

Email: help@dataking.co.kr

Phone: +82.31.421.3677

Visit

General News

From April to July, the Chamber actively involved in facilitating dialogues with the Korean and European governments. The highlights include meetings with MSS Minister Park Young-sun, KFTC Chairperson Joh Sung Wook and more.



Breakfast meeting with MSS Minister Park Young-sun

JULY 1, 2020

ECCK hosted a breakfast meeting with Park Young-sun, Minister of Ministry of SMEs and Startups (MSS), at Grand Hyatt Seoul. Around 50 representatives from ECCK member companies and European embassies attended the breakfast meeting.

European business leaders including Dirk Lukat, Chairperson of ECCK and CEO of Schenker Korea, engaged in the dialogue to convey operational business concerns and recommendations to the MSS and shared opinions on various industrial issues for the advancement of the business environment in Korea.

The event opened with welcoming remarks by Chairperson Lukat. "In order for the Korean economy to smoothly recover from this period of uncertainties at home and abroad and continue to grow, a fair and vibrant market ecosystem must be the basis, and the power to overcome the crisis comes from the value of fairness and win-win cooperation", he remarked. "I am convinced that Minister Park will give us valuable insights about Korea's effort to upgrade its policy on strengthening the competitiveness and innovation of SMEs and startups. "I am also certain that ECCK members can offer suggestions from our best practices and experiences in Europe, where industrial 4.0 and SMEs are the backbone of Europe's economy."

Following the welcoming remarks, the keynote speech was delivered by Minister Park. "We will actively support the creation of synergy of innovation for the great transformation into a digital economy through cooperation between Korean and European companies.", said Minister Park.



ECCK White Paper 2019: Government Feedback Response

JULY 7, 2020

With the strong foundation of commercial and investment partnership between Europe and Korea, the ECCK has been raising the difficult issues with the Korean government, actively engaging in ongoing dialogue with the related authorities about the business climate, transparency, and necessity of reforms in various sectors of the economy.

ECCK White Papers are published annually by the Chamber and comprise of a collection of industry-specific issues and recommendations from the European business perspective on how to improve the business environment in Korea for the benefit of investors, society, and economy. The papers primarily address the Korean government, but also serve to inform the European Commission, European Free Trade Association and the governments of European member states. The ECCK White Paper echoes the European business community's desire to support the Korean government to develop the current regulatory framework, which will benefit both foreign companies and the Korean economy as a whole.

The ECCK White Paper 2019 is formulated by members of the ECCK's 20 industry committees, representing the interests of 360 companies. The publication forms the basis for an ongoing and intensive dialogue between the ECCK and the Korean government and the ministries. The constructive recommendations advocated in the White Paper not only address European business interests, but also those of Korean companies by covering issues such as the harmonization of Korea's regulatory environment with international standards. The paper further address issues affecting the Korean people, including economy, employment, the environment and the quality of life.

After the release of the 2019's White Paper last November, the ECCK received feedbacks on the 180 recommendations from the Korean government. ECCK is pleased to announce that over 30% of the proposals have received positive response ('implemented', 'accepted' or 'partially accepted') from the government.

ECCK Committees and its member companies will continue further communication with the Korean authorities in regard to the recommendations that are not accepted or under long-term review. The Chamber truly appreciates the Korean government's continued and concerted effort in shaping a better investment environment, creating new jobs and generating economic growth in Korea.



Breakfast Meeting with KFTC Chairperson Joh Sung Wook

MAY 19, 2020

On May 19, ECCK hosted a breakfast meeting with Joh Sung Wook, Chairperson of Korea Fair Trade Commission (KFTC) with 50 representatives from ECCK members in attendance. European business leaders conveyed operational business concerns and recommendations to the KFTC and shared opinions on various industrial issues for the advancement of the business environment in Korea.

The keynote speech was delivered by Chairperson Joh on the topic of 'Policy Directions of KFTC in the Post-COVID19 Era' during the meeting. In her speech, Chairperson Joh shared KFTC's policy directions which focuses on tackling unfair practices, promoting co-prosperity ecology and alleviating the burdens of firms, establishing fair and innovative spirit in new industries, and enhancing consumer protection for growing demand for health and safety.



Breakfast Meeting with KCCI Vice Chairman Woo Taehee

JULY 7, 2020

ECCK hosted a breakfast meeting with Woo Taehee, Vice Chairman of Korea Chamber of Commerce and Industry (KCCI), on July 7 at Lotte Hotel Seoul.

European business leaders discussed business concerns and recommendations delivered to the Korean government with the KCCI and shared opinions on various industrial issues for the betterment of the business environment in Korea.

During the meeting, KCCI Vice Chairman Woo Taehee shared the details of Korean government's COVID-19 recovery measures including Korea's 'New Deal' plan, challenges and opportunities to look forward to in the post COVID-19 era as well as plans to increase strategic cooperation between the EU and Korea.



Industry Minister Dialogue with Foreign Companies

MAY 6, 2020

On May 6, ECCK participated in the roundtable meeting hosted by the Minister Sung Yun-mo of Ministry of Trade, Industry and Energy (MOTIE) to discuss ways to revitalize Korean economy in the post-corona era.

The meeting was attended by MOTIE Minister Sung and representatives from foreign chambers in Korea including ECCK Chairperson Dimitris Psillakis, ECCK Vice-Chair Hyun Nam Park, and ECCK President Christoph Heider.

The business representatives expressed appreciation towards the Korean government's quick and efficient measures to combat the virus and pledged to commit towards Korea's economic recovery. ECCK also shared recommendations on ways to support European companies operating in Korea.



[KOTRA Express] One-on-One Interview with ECCK President Christoph Heider

APRIL 29, 2020

An interview with ECCK President Christoph Heider was published in KOTRA Express on April 29. In this special interview, President Heider shares his views on doing business in Korea and how the country is responding to the COVID-19 pandemic.

Link to the article: [KOTRA Express One-on-One with Christoph Heider](#)



[The Korea Times] Interview with ECCK Chairperson: Korea's virus response 'adds star' on its investment profile

MAY 13, 2020

An interview with ECCK Chairperson Dimitris Psillakis was published in The Korea Times on May 13. In the interview, Chairperson Psillakis shares his view on how Korea is responding to the COVID-19 pandemic and ways to further develop Europe-Korea relations.

Link to the article: [\[The Korea Times\] Korea's virus response 'adds star' on its investment profile](#)



ECCK Joins #FlowerBucketChallenge

JUNE 8, 2020

ECCK President Christoph Heider has been nominated to join the #FlowerBucketChallenge to support floriculture farmers in Korea who are suffering due to the spread of the COVID-19.

President Heider: "Special thanks to Frederick (IKEA Korea Country Retail Manager) for nominating me to join this meaningful campaign. Next, I would like to relay this special challenge to Hyun-Nam Park (Managing Director & Co-Branch Manager of Deutsche Bank Seoul Branch) and Ambassador Peteris Vaivars (Embassy of the Republic of Latvia in ROK)."



ECCK Participates in #StayStrongCampaign

MAY 4, 2020

ECCK Chairperson Dimitris Psillakis participates in the Stay Strong Campaign launched by the Ministry of Foreign Affairs, Republic of Korea (MOFA) to fight against the COVID-19. "I'm happy to take part in MOFA's #StayStrongCampaign. Special thanks to Spanish Ambassador Juan Ignacio Morro for nominating me. Next, I would like to tag Ambassador Michael Reiterer (Delegation of the European Union to the Republic of Korea) and Ambassador Yoon Soongu (Korean Embassy in Belgium/EU) to join this meaningful campaign. We are in this fight together!"

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.



Information Session on Emerging Capitalism in North Korea

JULY 15, 2020

On the morning of July 15, the ECCK hosted an information session with Daniel Tudor under the theme of 'Emerging Capitalism in North Korea' in the Ara Room at Four Seasons Hotel Seoul.

During the seminar, he shared his experience in visiting civil servants in Pyongyang, North Korea for his research on how the new North Korean capitalism works.

We would like to thank Mr. Tudor and all the participants for their interest and support.



ECCK Tax Forum with KPMG Korea

JUNE 9, 2020

On June 9, the ECCK hosted a tax forum on the update on Tax amendments 2020.

KPMG Korea Tax Partners Tai-joon Kim, Tai-joo Kim and Yu-jin Suh covered major changes in the corporate income tax, transfer pricing regulation, and customs laws and provide details of the revised enforcement decree.

We would like to thank KPMG Korea for this informative session.



ECCK Busan Info Session: Economic Outlook 2020

JUNE 18, 2020

On June 18, the ECCK Busan Chapter held an information session on the 'Economic Outlook 2020' with its member companies.

During the event, ECCK President Christoph Heider and Mr. Andrew Millard, an assistant professor of Busan University of Foreign Studies, briefed on the global and local economic effects of COVID-19 pandemic.

The session was continued with an open discussion of the key lessons and the expected outlook for Korean and European economies.



Busan Taxation Seminar with KPMG

MAY 29, 2020

On May 29, the ECCK Busan Chapter held its first Taxation Seminar of the year with KPMG at Park Hyatt Busan.

During this seminar, Mr Tai-Joon Kim, Mr Tae-Joo Kim, and Ms Yu-Jin Suh, Tax Partners at KPMG Korea, delivered presentations on most recent revisions in the areas of tax, transfer pricing, customs, and other amendments of the taxation laws. An active Q&A session was followed to address the questions by the attending ECCK Busan members.

We would like to thank the experts from KPMG for their insightful presentation and all the members who participated in this event.

