



A SPECIAL INVITATION FOR YOU

The Culture Factor Korea invites you to an afternoon in Seoul that we're genuinely excited about.

Culture is a soft programming inside us, shaped by the society we belong to.

The friction between different cultures is often misdiagnosed as a communication-skill gap, a leadership issue, or a lack of market readiness — when the real problem lies at the bottom line: cross-cultural friction.

Based on data, culture is no longer a philosophical topic. It is measured, diagnosed, and prescribed with effective approaches for the best performance.

On **Saturday, 7 November 2026**, we're opening the doors of The Culture Factor Korea.

Amid the beautiful autumn in Seoul, we invite you to an easy-setting afternoon of interesting yet intensive national culture dialogues. Rather than a conventional launch, we've built it as a small working conference called **“Bridging Business Cultures.”** It runs from 1:00 PM to 5:00 PM at The Living Room in Rakkojae, Bukchon Binkwan, and it's intentionally kept small and invitation-only — around 50 leaders from Korean and international business, government, and academia — it will be our honor to have you with us there.

DATE	Saturday, 7 November 2026
TIME	1:00 PM – 5:00 PM
VENUE	The Living Room, Rakkojae, Bukchon Binkwan Bukchon-ro 11-gil, Gahoe-dong, Seoul
FORMAT	In-person, invitation only

PROGRAMME HIGHLIGHTS

- A complimentary **Culture Compass** assessment — an individual, data-based national culture profile, built on the 6-D Model of National Culture
- Keynote speaker of National Culture Global Map, turning cultural friction into performance opportunities
- Guided round-table discussions among attendees
- A panel discussion on intercultural management across international companies, startups, and public policy
- A special networking time with executives from across sectors, sharing the ease of a cocktail glass in a serene Hanok in Bukchon, amid Korea's beautiful autumn

If you're able to join, I'd be delighted to have you in the room. Seats are limited, so I'd appreciate an RSVP by **[RSVP date]**.

RSVP Now

Please reply to this email or reach us at korea@theculturefactor.com / jinny.son@theculturefactor.com, and I'll send full details.

Warmly,

Jinny Son

CEO, The Culture Factor Korea

The Culture Factor Korea is the Seoul office of **The Culture Factor Group**, headquartered in Helsinki. Using data-based tools — the 6-D Model of National Culture and the Multi-Focus Model — we support leaders and organizations in turning cross-cultural challenges into business performance — in international market expansion, customer interactions, negotiations and deals, cross-border investment, policy and program launches, and international teams at local, regional, and global levels.



Seoul · Korea — Bridging Business Cultures, Seoul Opening Conference