2026

VOLUME.4

ECCK

CONNECT

EUROPEAN CHAMBER OF COMMERCE IN KOREA
주한유럽상공회의소

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Korean Free Economic Zones

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Expand our ECCK community—refer a new member
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** KRW 600,000 value, valid for 1 year

We kindly invite you to support the growth of our community by introducing ECCK Membership to your business contacts and network who have not yet joined us.

As a token of our appreciation, if your referral results in a new ECCK membership, you will receive three ECCK networking event vouchers (valued at KRW 600,000).

We remain committed to championing European businesses in Korea, and with your continued support, we can further strengthen our collective voice.

Let's grow stronger together!
Should you have any questions regarding this referral campaign, please do not hesitate to reach out to membership@ecck.or.kr

IMMIGRATION FAST-TRACK

at Incheon International Airport

Immigration Fast Track for ECCK Members

Process

Fast Track access may be restricted in cases of incorrect or incomplete application information.

STEP 1

Download and complete the application form, then submit it to ecck@ecck.or.kr.

STEP 2

Verification of ECCK membership eligibility.

from January 1 2026

for Foreign Nationals / ICN Airport Arrivals ONLY

The Ministry of Justice provides an Immigration Fast Track service through dedicated immigration lanes to support the global networking of Korean companies and to facilitate the active business activities of foreign executives in Korea.



STEP 3

Submission of the application by ECCK to the Incheon International Airport Immigration Office.

STEP 4

Registration completion within Incheon International Airport.

STEP 5

Notification of the results to the applying ECCK member company.

Application submission & Inquiry to ecck@ecck.or.kr

Download the application form here

The service is available to foreign business executives recommended by six major economic organisations in Korea, including the European Chamber of Commerce in Korea.

Eligible applicants may include up to five persons per application, including accompanying family members and support staff travelling together.

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Gain insights and knowledge sharing on industrial trends.

Membership Inquiry

+82 6261 2714
membership@ecck.or.kr







about us

The European Chamber of Commerce in Korea (ECCK) is committed to advancing the interests of companies from the European Union (EU) and European Free Trade Association (EFTA) member states as well as from the United Kingdom of Great Britain operating in Korea. Furthermore, it cooperates with organizations that have mutual interests to promote an optimal business environment and fairly represent the European business community.

Committees & Forums

Inquiry

There are 17 committees and 8 forums connecting businesses through networking, advocacy, and insights.

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Events

Inquiry

The ECCK fosters a vibrant business environment through stakeholder engagement and events.

+82 6261 2711

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Publications

Inquiry

The ECCK shares publications on market trends, regulations, and social issues and conducts business confidence surveys.

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The European Chamber of Commerce in Korea (ECCK) operates a total of 17 committees and 8 forums in 2026, following the establishment of new committees and forums, and structural adjustments. We appreciate the continued interest and support of our members and partners.

Committees

Heavy Duty Commercial Vehicles (2012)
Passenger Vehicles (2012)
Tires (2012)
Fashion & Retail (2012)
Intellectual Property Rights (2012)
Marine Industry (2012)
Insurance (2012)
Cosmetics (2012)
Logistics & Transportation (2012)
Chemical (2013)
Healthcare (2013)
Alcohol Beverages (2014)
Kitchen & Home Appliances (2015)
Food (2017)
Aerospace & Defense (2018)
Energy & Environment (2019)
Digital (2019)

Forums

CFO (2012)
Taxation (2012)
HR & Compliance (2014)
CEO (2018)
Tourism (2019)
Future Development (2020)
Sustainability (2022)
Family Friendly Future Forum (2024)



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ECCK WHITE PAPER 2026

Reflecting the Evolving Priorities of European Businesses in Korea

From regulatory predictability to international alignment, this year's White Paper highlights the priorities shaping European business operations and investment in Korea.

A Collective Voice for European Businesses

On 30 September 2026, the European Chamber of Commerce in Korea (ECCK) presented its 2026 White Paper at a press conference held at the Korea Press Centre in Seoul.



Published annually, the ECCK White Paper brings together recommendations from the European business community to improve Korea's regulatory and business environment.

It serves as a platform for constructive dialogue between European companies and Korean policymakers, identifying practical challenges and proposing solutions that support sustainable investment and economic cooperation.

The 2026 edition contains 82 policy recommendations from 18 committees and forums, covering a wide range of industries and regulatory issues.

These recommendations are organised into five categories: Customs and Import Procedures, Standards and Conformity Assessment, Fair Competition, Regulatory Implementation, and Other Regulatory Barriers.

Beyond the individual recommendations, the White Paper offers a broader picture of how the priorities of European businesses in Korea are evolving.

What Has Changed in 2026?

The 2026 White Paper presents 82 policy recommendations, up from 70 in the previous edition, reflecting both emerging business priorities and regulatory challenges that continue to require attention.

A review of the 2025 recommendations provides further insight into the progress of ECCK's advocacy efforts. Of the 70 recommendations assessed, seven were accepted and 11 partially accepted by the relevant Korean authorities. Meanwhile, 23 remained under long-term review and 29 were not accepted.

These findings highlight the importance of sustained engagement with policymakers. While some recommendations have received positive responses, others require continued monitoring, further discussion or renewed proposals.

Against this backdrop, the 2026 White Paper introduces new issues alongside updated and retained recommendations, reflecting changes in Korea's regulatory landscape and the evolving priorities of European businesses.

From Recommendations to Dialogue

The White Paper is intended not simply as a collection of regulatory concerns, but as a starting point for meaningful engagement with policymakers and stakeholders.

At the 30 September press conference, representatives from six ECCK committees — Healthcare, Food, Energy and Environment, Passenger Vehicle, Alcohol Beverages, and Aerospace and Defence — presented selected recommendations and explained their implications for their respective industries.

The discussions demonstrated the diversity of challenges facing European businesses, from digitalisation and certification requirements to renewable energy investment, market access and emerging technologies. Despite these differences, a common theme emerged: the need for regulatory frameworks that are transparent, predictable and responsive to changing business conditions.

The press conference also provided an opportunity to communicate these recommendations to the wider public and reinforce the importance of continued dialogue between the European business community and Korean authorities.



Turning Advocacy into Engagement

ECCK's White Paper advocacy extends beyond its annual publication and press conference.

On 9 September, ahead of the official launch, the ECCK delivered the 2026 White Paper to Foreign Investment Ombudsman Kim Doo-Sik at KOTRA, highlighting the importance of continued cooperation in addressing regulatory challenges faced by foreign-invested companies.
Following publication, the White Paper is being shared with relevant Korean government ministries, agencies and public institutions, as well as European stakeholders.



The ECCK also engages with the European Commission and other international partners to ensure that the perspectives of European businesses operating in Korea are reflected in broader policy discussions.
Through these activities, the Chamber seeks to facilitate practical dialogue, encourage constructive solutions and support a business environment in which European and Korean companies can continue to invest and grow.

Looking Ahead: Building a More Competitive Business Environment

The ECCK White Paper 2026 illustrates how regulatory priorities evolve alongside technological developments, industry transformation and changing expectations among businesses and society.

While some challenges remain unresolved, new issues continue to emerge as companies respond to the energy transition, digitalisation, demographic change and global competition.

For European businesses operating in Korea, regulatory predictability and international alignment remain essential foundations for long-term investment.

Through its annual White Paper and ongoing engagement with policymakers, the ECCK will continue to serve as a bridge between the European business community and Korean authorities, promoting constructive dialogue and practical improvements to Korea's business environment.

Ultimately, the White Paper is not only about identifying regulatory barriers. It is about working together to create the conditions for innovation, competitiveness and sustainable economic cooperation between Korea and Europe.

View of the ECCK White Paper 2026

The full ECCK White Paper 2026 is available to read online via the link below.

Category: White Paper - European Chamber of Commerce in Korea

To protect the integrity of the publication and prevent unauthorised modifications or use of its contents, downloading is restricted. For enquiries regarding access to the complete PDF file, please contact ecck-comm@ecck.or.kr.

EUROPEAN CHAMBER OF COMMERCE IN KOREA
주한유럽상공회의소

ECCK CHRISTMAS DINNER 2026

PARTNERSHIP PROPOSAL

WEDNESDAY, NOVEMBER 25, 2026, 7PM
FOUR SEASONS HOTEL SEOUL

ANY INQUIRY FOR THE EVENT, PLEASE CONTACT EVENT TEAM
(EVENT@ECCK.OR.KR)

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FREE ADMISSION	8	5	3	2
MARKETING BOOTH	V			
TOAST PROPOSAL	V	V		
PROMOTION VIDEO PLAY (MAX 30 SECONDS)	V	V	V	
MARKETING MATERIAL IN ENTRANCE (DESIGNATED FORMAT)	V	V	V	V
LOGO EXPOSURE IN PROMOTION MATERIAL	V	V	V	V

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PARTNERSHIP PARTICIPATION WILL BE ACCEPTED NO LATER THAN WEDNESDAY, NOVEMBER 18, 2026 TO RECEIVE FULL BENEFITS.

How Sanofi Is Transforming Biopharma with AI



AI at the Heart of Sanofi's Transformation

Artificial intelligence (AI) is reshaping the pharmaceutical industry, creating new opportunities to accelerate research, analyse complex data and improve business operations.

Headquartered in France, Sanofi is transforming into an R&D-driven, AI-powered biopharmaceutical company, integrating AI and advanced data science across its research and development (R&D), manufacturing and supply, and commercial operations. Through this transformation, Sanofi aims to shorten the time from drug discovery to commercialisation and accelerate the delivery of innovative medicines and vaccines to patients.

Rather than introducing isolated applications, Sanofi aims to integrate AI into everyday workflows, helping employees access information more efficiently, make informed decisions and focus on higher-value activities.

Its approach reflects a wider shift in enterprise AI adoption: moving beyond experimentation towards making AI a practical part of how businesses operate.

Accelerating Research and Drug Development

Drug development involves extensive scientific research, clinical trials and complex data analysis. As the volume of clinical and real-world health data grows, researchers face increasing challenges in identifying relevant insights efficiently.

Sanofi is using advanced analytics and AI-enabled capabilities to process and analyse clinical and real-world health data, supporting research and development decisions.

One example is 'Muse', an AI-powered solution developed in collaboration with OpenAI and Formation Bio. Muse is designed to support clinical trial processes, including patient recruitment, with the aim of accelerating the development of innovative medicines.

By improving access to large datasets and integrating AI into research processes, Sanofi aims to help researchers work more efficiently, strengthen collaboration and devote more time to scientific interpretation.

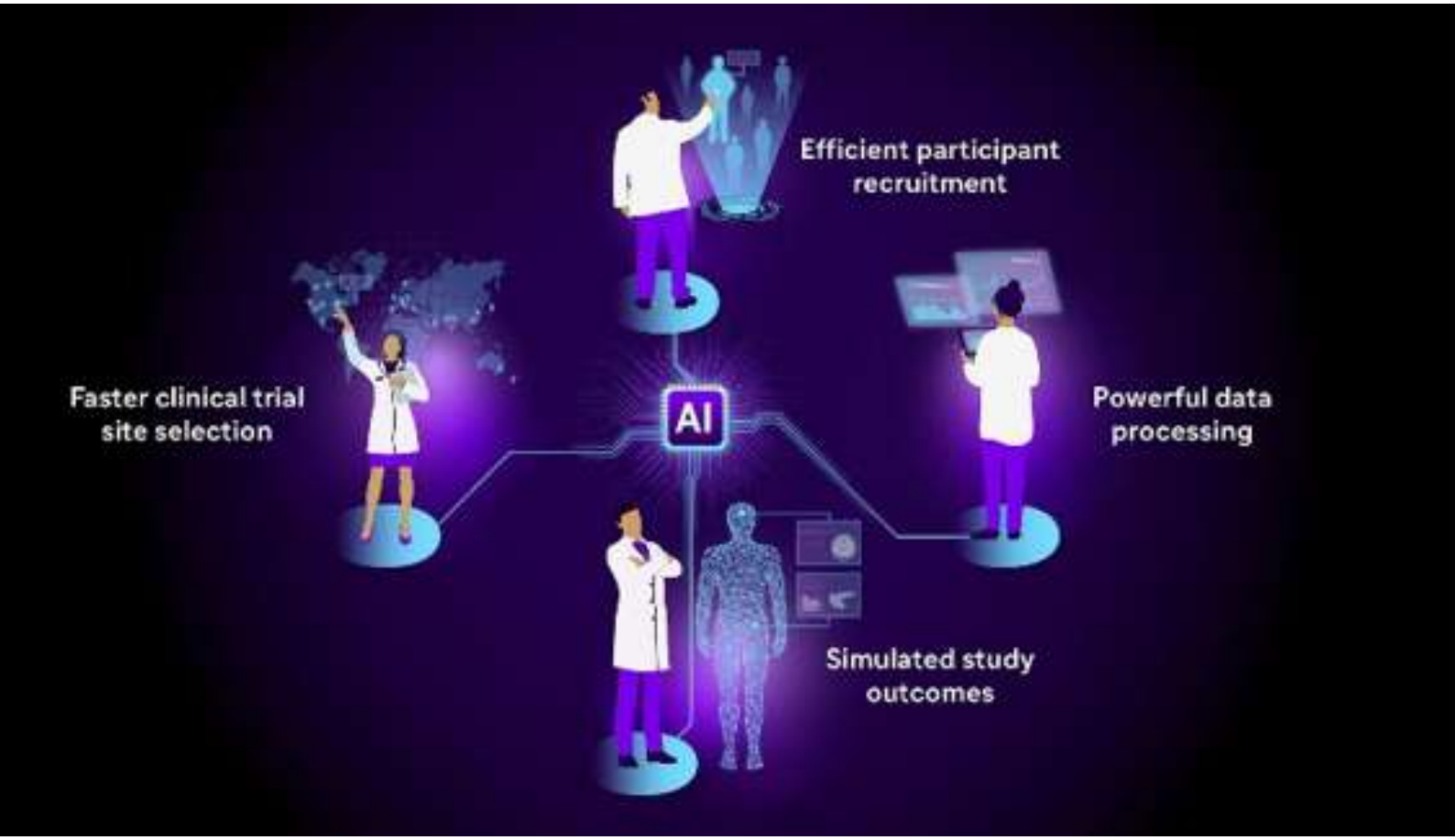
Bringing AI into Everyday Operations

Beyond scientific research, Sanofi is applying AI to everyday business activities.

One example is 'Concierge', Sanofi's internally hosted generative AI companion, designed to help employees streamline everyday tasks with less effort and more ease. Operating within Sanofi's own infrastructure and under a robust Responsible AI Governance and Accountability Framework, Sanofi is advancing AI adoption while safeguarding the confidentiality and integrity of company and personal data.

To further extend the use of AI across its commercial teams, Sanofi has introduced 'Concierge for Field', an AI-powered assistant that integrates fragmented field data to help pharmaceutical sales representatives prepare for meetings with healthcare professionals. Through a conversational interface, it analyses previous interactions and relevant business information to generate personalised meeting briefings.

According to information released about the initiative, tasks that previously required hours of manual research can now be completed in seconds.
This illustrates how AI can reduce repetitive work, improve efficiency and help employees make better use of business data in their daily activities.



Building an AI-Ready Organisation

Integrating AI across a multinational business requires more than individual applications. It also depends on how data is organised and shared between departments.

Sanofi is developing a more unified approach to enterprise data, helping connect information from research, manufacturing, commercial operations and support functions.

The company has consolidated data on a cloud-based platform and is integrating AI-enabled workflows with the support of technology partners including Snowflake and Elementum.

Sanofi also leverages 'plai', its AI-powered platform that delivers real-time, data-driven insights. Approximately 25% of Sanofi employees worldwide use the platform daily. In supply chain operations, AI-powered predictive analytics help teams anticipate 80% of stock disruptions, contributing to improved operational efficiency.

Sanofi's approach demonstrates that effective AI adoption depends not only on advanced technology, but also on reliable data and the ability to integrate new tools into existing business processes.

What Other Businesses Can Learn

Although Sanofi operates in a specialised industry, its approach offers lessons for companies across different sectors.

First, AI initiatives can deliver practical value when they address clearly defined business needs, such as reducing time spent on repetitive tasks.

Second, reliable and accessible data is essential for AI applications to function effectively.

Finally, AI transformation benefits from an organisation-wide approach, connecting information and workflows across departments rather than relying on isolated projects.



Source :Canva

As Sanofi continues to advance its AI transformation, its experience illustrates how businesses can move beyond experimentation to embed AI into their core operations.

For organisations considering their own AI strategies, the opportunity lies not simply in adopting new tools, but in bringing people, data and processes together to create meaningful business value.

For Sanofi, AI transformation goes beyond operational efficiency. It is a strategic enabler of R&D innovation, helping accelerate the development and delivery of innovative medicines and vaccines to patients, in line with the company's purpose: "We chase the miracles of science to improve people's lives."

sanofi

Sanofi is an R&D-driven, AI-powered biopharma company committed to improving people's lives and delivering compelling growth. We apply our deep understanding of the immune system to invent medicines and vaccines that treat and protect millions of people around the world, with an innovative pipeline that could benefit millions more. Sanofi Korea, the first multinational pharmaceutical company to establish operations in Korea has been advancing innovation by addressing diverse healthcare needs across the continuum of care from prevention to treatment. We provide innovative medicines and vaccines while collaborating with local companies, academic institutions and research organizations to foster open innovation and strengthen Korea's healthcare and R&D ecosystem. Sanofi Korea is also committed to creating a positive impact through sustainability initiatives that support underserved and vulnerable communities helping improve equitable access to healthcare while contributing to improving the environment.

Search Everywhere:

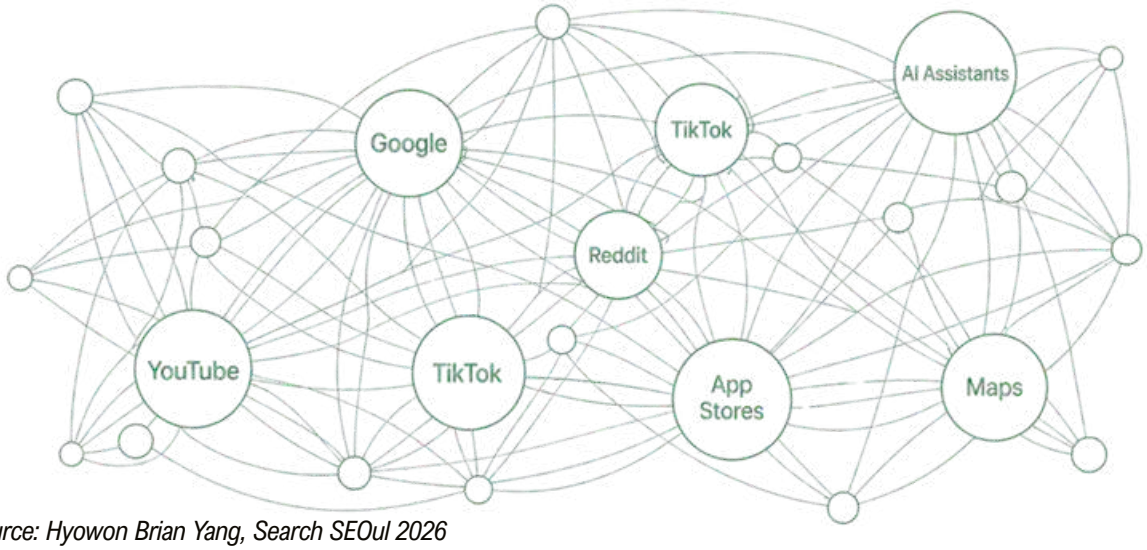
HOW AI IS CHANGING BRAND VISIBILITY



Insights from Search SEOul 2026 on the evolving role of search and why brand visibility is becoming an organisation-wide responsibility

The Changing Landscape of Search

For years, businesses have relied on Search Engine Optimisation (SEO) to improve their online visibility. By refining website content, keywords and technical structures, companies have sought to achieve higher rankings on search engines such as Google, making it easier for potential customers to discover their products and services.
Today, however, the way people search for information is changing.



Source: Hyowon Brian Yang, Search SEOul 2026

Rather than relying solely on traditional search engines, consumers increasingly turn to video platforms, online communities and AI-powered assistants to research products, compare alternatives and make purchasing decisions. Instead of browsing multiple websites, they can now ask an AI assistant a question and receive a consolidated response drawing on information from various sources.

This shift has brought growing attention to Generative Engine Optimisation (GEO), which aims to improve how information is discovered, interpreted and represented by generative AI systems. While traditional SEO focuses largely on visibility in search engine results, GEO considers how brands and their information appear in AI-generated answers.
Yet SEO is not disappearing. Its scope is expanding as search becomes part of a wider digital experience.





These developments were among the themes explored at Search SEOul 2026, held in Seoul on 3 September. The conference brought together search and digital marketing professionals to discuss how artificial intelligence is reshaping online discovery and what these changes mean for businesses.



Hyowon Brian Yang
SEO Specialist at Hyundai Motor Company

Among the speakers was Hyowon Brian Yang, an SEO specialist at Hyundai Motor Company, who presented Rethinking GEO: An In-House Perspective on Search Everywhere Optimization. Rather than offering a checklist of technical solutions, his presentation explored a more fundamental question: how can businesses ensure that their brands are found, understood and trusted wherever people search?

From Search Rankings to Brand Representation

Search no longer takes place in a single environment. Consumers may use traditional search engines for general information, watch videos to see products in action, consult online communities for independent opinions and turn to AI assistants for comparisons and recommendations.

Each platform serves a different purpose, but together they influence how people discover, evaluate and interact with brands.

Yang highlighted the need to reconsider how businesses define search visibility. Traditionally, success has often been measured through search rankings and website traffic. In an AI-driven environment, however, companies must also consider whether their brands are mentioned, how their products are described and whether their information is treated as credible.

For example, a company might rank highly in conventional search results but not appear in an AI-generated comparison of competing products. Alternatively, its products might be mentioned by an AI assistant but described using incomplete or outdated information.

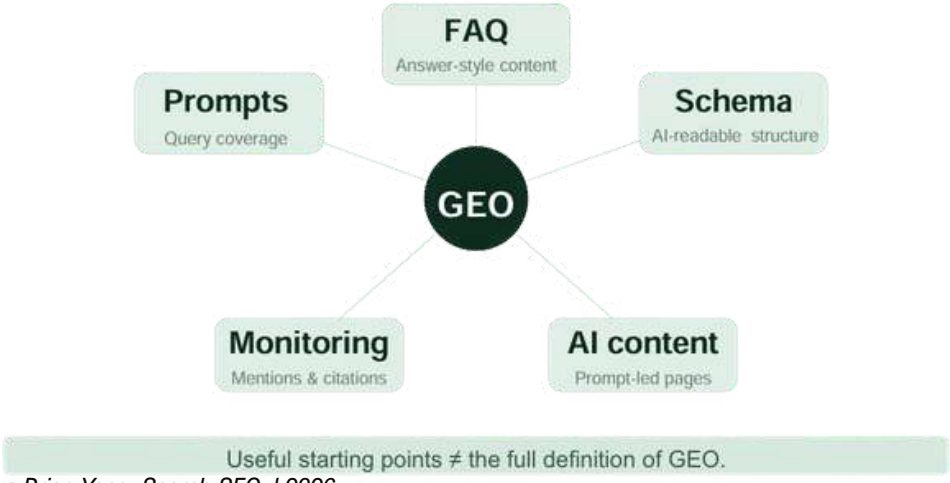
This changing environment calls for a broader understanding of brand visibility, one that encompasses not only search rankings but also brand representation and trust.

Yang introduced Search Everywhere Optimization as a way of thinking about search across the multiple platforms and channels where consumers seek information.

The objective is not simply to secure a prominent position in search results, but to ensure that a brand can be consistently found, accurately understood and regarded as trustworthy throughout the customer journey.

Why GEO Is More Than a Marketing Exercise

As interest in GEO grows, businesses are exploring practical measures such as developing question-and-answer content, improving website structures and monitoring brand mentions in AI-generated responses.



Source: Hyowon Brian Yang, Search SEOul 2026

While these activities can provide useful starting points, Yang suggested that focusing exclusively on individual techniques risks overlooking a more fundamental challenge: how information is created, managed and communicated across an organisation.

A company's digital presence is rarely controlled by a single department.

Product teams manage technical specifications and product information. Public relations and communications teams shape corporate narratives and external messaging. Marketing departments develop campaigns, while technology teams maintain digital platforms. Customer service teams provide answers to practical questions, and regional offices adapt information to local markets.

Although these functions have different responsibilities, their activities collectively influence how a brand is represented across digital channels.

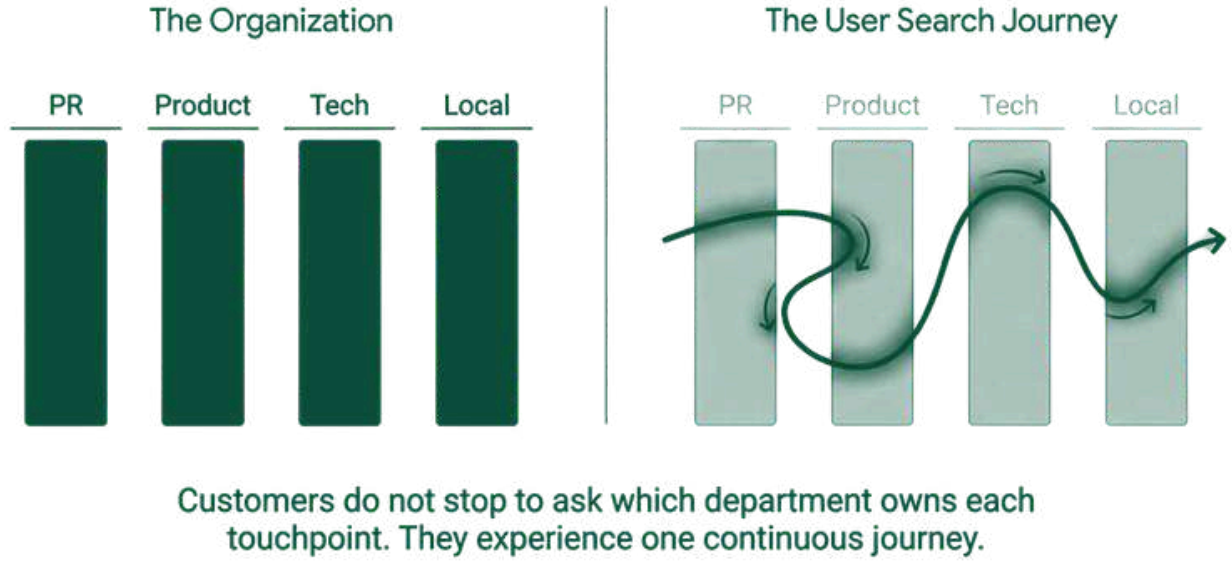
AI-powered search systems can draw on information from multiple sources, potentially exposing inconsistencies that might otherwise go unnoticed. Product descriptions on corporate websites, media coverage, customer support information and regional marketing messages may all contribute to how a company is presented.

Improving visibility in this environment therefore requires more than optimising individual webpages or producing additional AI-friendly content. It also calls for accurate, consistent and accessible information across the organisation.

Breaking Down Organisational Silos

One of the central messages of Yang's presentation was the importance of internal alignment.

Businesses are typically organised into separate departments, each with its own responsibilities, priorities and performance indicators. Consumers, however, do not experience a brand according to its organisational chart.



Source: Hyowon Brian Yang, Search SEOul 2026

Someone researching a product may move between corporate websites, news articles, reviews and support pages without considering which department produced the information. AI-powered search systems similarly draw on multiple sources, making consistency across channels increasingly important.

Yang emphasised that effective alignment requires shared objectives, clear responsibilities, common information standards and integrated workflows. Rather than introducing complex governance structures, businesses can establish practical, repeatable processes to help teams coordinate their efforts.

This shift also changes the role of search professionals. Traditionally focused on keywords, metadata, rankings and technical improvements, they must increasingly connect people, information, platforms and markets.

In Yang's framework, the search specialist evolves from an optimiser into an orchestrator, bringing different functions together without necessarily owning every activity.



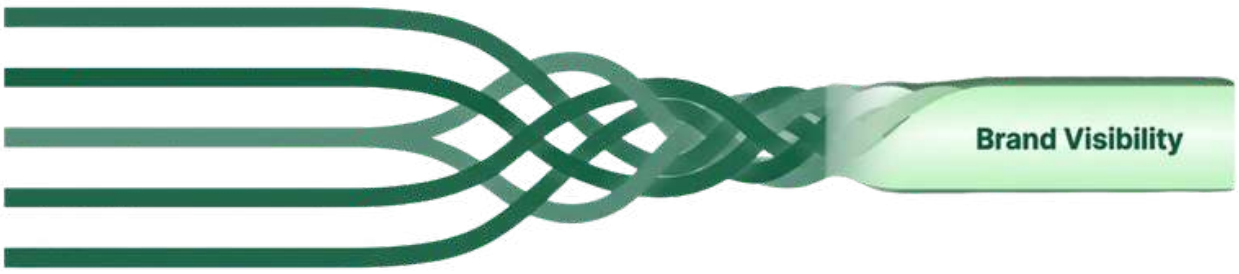
Source: Hyowon Brian Yang, Search SEOul 2026

Preparing for the Future of Search

The emergence of generative AI is changing not only how information is discovered, but also how businesses need to manage their digital presence.

For companies operating across international markets, this challenge can be particularly relevant. Product information, corporate communications and customer-facing content may be developed by different teams in different countries, making consistency and coordination increasingly important.

The key lesson from Yang's presentation is not that businesses should abandon SEO in favour of GEO or adopt another set of digital marketing techniques.



Source: Hyowon Brian Yang, Search SEOul 2026

Instead, the evolving search environment calls for a more integrated approach to brand visibility, connecting technology, content, communications and organisational collaboration.

As AI continues to influence how people seek information and make decisions, businesses may need to reconsider a fundamental question: Are we ready to be found, understood and trusted wherever our customers search?

About the Speaker & Further Reading

This article was prepared by the ECCK CONNECT editorial team based on materials and insights shared by Hyowon Brian Yang during his presentation, Rethinking GEO: An In-House Perspective on Search Everywhere Optimization, at Search SEOul 2026. The perspectives presented reflect his professional insights and do not necessarily represent the official position of Hyundai Motor Company.





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ECCK

2027

SUSTAINABILITY AWARDS

APPLICATION OPENING SOON

The ECCK Sustainability Awards celebrate outstanding sustainability initiatives and encourage the sharing of best practices across industries.

Companies and organisations operating in Korea are invited to showcase their achievements and commitment to integrating sustainability into their business strategies.

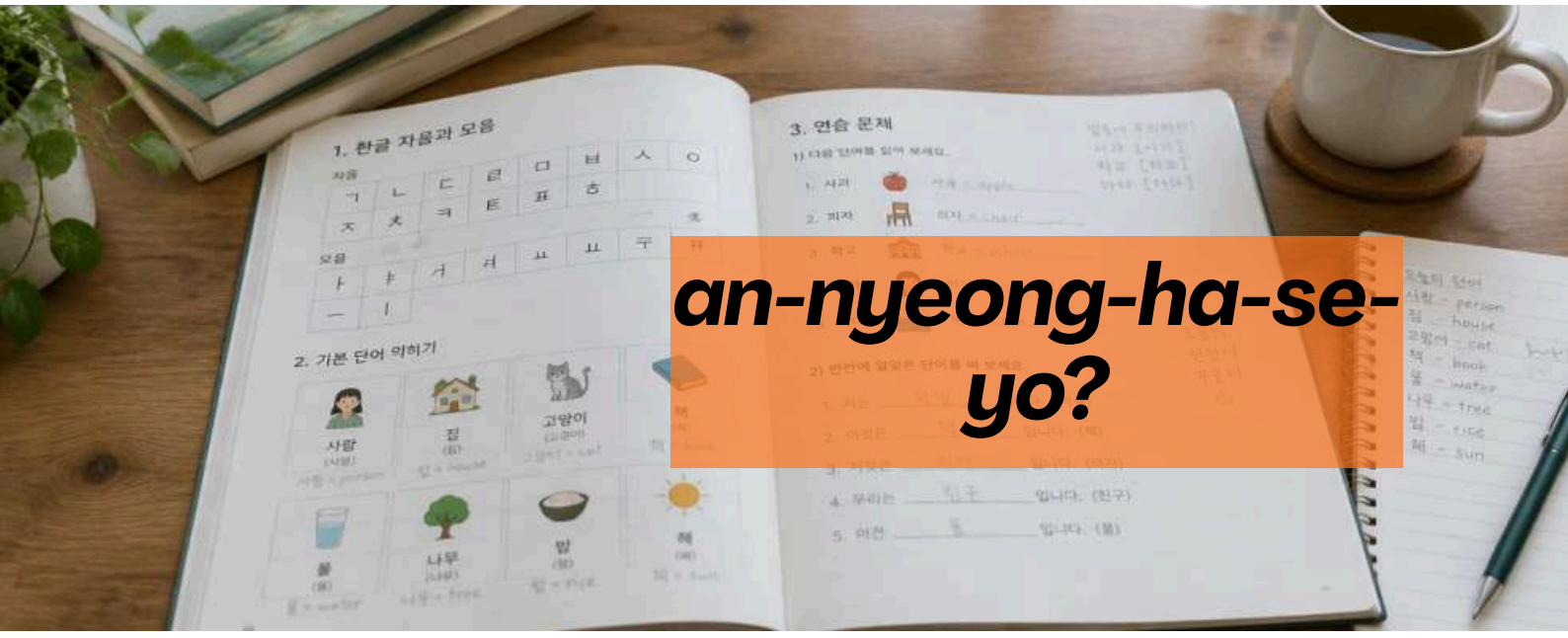
MORE DETAILS TO FOLLOW

Beyond Language

What Helps Expats Feel at Home in Korea?

Learning the local language is often considered an essential step towards settling into life abroad. Yet, for many expatriates, language learning involves much more than mastering vocabulary and grammar. Social expectations, workplace culture and a sense of belonging can all influence how much of the local language they choose to learn and use.

These complex relationships are explored in Expats and Language in Asia and the Middle East, a study conducted by the LangPats research project, led by Dr Nathan Albury-Garcés and hosted by Erasmus University Rotterdam and Leiden University.



Conducted between December 2025 and May 2026, the survey gathered 3,212 responses from expatriates across 44 countries in Asia and the Middle East, including South Korea. The European Chamber of Commerce in Korea (ECCK) was among the organisations supporting the research by encouraging participation in the survey.

The findings offer insights into how expatriates navigate life in their host countries and what employers can do to support their integration and wellbeing.

The Korean Paradox: Language and Belonging

South Korea was one of three countries selected for an in-depth case study, alongside Japan and Taiwan. The research combined survey findings with interviews involving seven expatriates living in Korea.

The results suggest that many expatriates in Korea see the country as a long-term home. Among respondents based in South Korea, 39.1% had lived in the country for more than ten years, while 59.8% intended to remain indefinitely.

Despite these long-term commitments, respondents in South Korea reported relatively low levels of satisfaction with expatriate life and connection to the local community compared with those in several other countries surveyed.

Interestingly, South Korea recorded the greatest improvement in reading and writing proficiency, reflecting the relatively accessible nature of the Korean alphabet, Hangeul. However, acquiring language skills did not necessarily translate into a stronger sense of belonging.

Unlike in several other countries surveyed, having a Korean partner was not associated with greater Korean-language proficiency or increased learning efforts. Interviews suggested that many international couples primarily communicate in English, allowing expatriates to maintain close personal and social relationships without necessarily becoming fluent in Korean.

Another finding concerned the social expectations associated with speaking Korean proficiently.

"Most of the expats I interviewed described the benefit, as they saw it, of learning Korean only up to deliberate mid-level competency," explained Dr Albury-Garcés.

According to the interviews, some expatriates believed that speaking Korean fluently could expose them to greater expectations regarding the country's complex social hierarchies and honorific conventions, particularly in professional settings.

They expressed concerns that linguistic mistakes might be interpreted as breaches of etiquette rather than ordinary errors made by someone learning a second language.

As Dr Albury-Garcés observed, some interviewees therefore preferred to acquire sufficient Korean to manage everyday life without necessarily aspiring to advanced proficiency.

These findings highlight how language learning is shaped not only by individual motivation but also by the social and cultural expectations associated with using a language.

Beyond Language Classes: What Can Employers Do?

Across the wider survey, expatriates who felt more connected to their local communities and more satisfied with their lives abroad generally demonstrated greater improvements in local-language proficiency.

However, the research also found that individual effort alone was a relatively weak predictor of language-learning outcomes. Opportunities to practise, supportive social networks and access to appropriate learning resources also played important roles.

For international employers in Korea, these findings offer practical considerations for supporting expatriate employees.

> *"Expats who feel connected and satisfied with life also tend to learn more Korean and become more acculturated, more settled, more productive at work,"*
>
> explained Dr Albury-Garcés.

He noted that the bilingual and bicultural capabilities developed through this process can also contribute to employers' commercial and strategic interests.

Nevertheless, many expatriates face practical barriers to learning Korean. Language courses may take place during working hours, focus heavily on examination preparation or involve considerable private tuition costs. Consequently, much of their learning remains self-directed and unstructured.

Dr Albury-Garcés suggested several ways in which employers could make a meaningful difference, including providing practical, communication-focused language training, facilitating access to classes during working hours and introducing language buddy programmes that pair expatriates with Korean-speaking colleagues.

Equally important is fostering a workplace culture in which linguistic mistakes are treated as opportunities for learning rather than signs of disrespect.

In particular, greater awareness among Korean colleagues of the challenges associated with honorifics and hierarchical language could help expatriate employees feel more confident using Korean in professional situations.

Ultimately, the research encourages employers to view language learning as part of the broader expatriate settlement experience rather than an individual responsibility pursued outside work.

Creating Connections That Last

The LangPats findings suggest that successful expatriate experiences cannot be measured by language proficiency alone. Feeling welcomed, building meaningful relationships and understanding local social expectations are equally important aspects of settling into a new country.

For businesses operating internationally, supporting these connections can help expatriate employees navigate cultural differences while contributing more effectively to their organisations.

As the research demonstrates, learning a language is not simply about communicating in another language. It is also about creating the conditions in which people feel comfortable, connected and able to participate in the communities around them.

The ECCK was pleased to support the dissemination of the survey and contribute to this international research initiative.

Read the full research findings: https://lnkd.in/p/gUtGGPpG

LangPats
A language sociology of expats in Asia and the Middle East

Erasmus University Rotterdam

NWO

Universiteit Leiden

LangPats is a research project hosted by Erasmus University Rotterdam and Leiden University, with funding from the Dutch Research Council. The project explores the social, cultural and institutional factors influencing local-language learning among Western expatriates living in Asia and the Middle East.



Dr Nathan Albury-Garcés is a sociologist of language with a PhD in Sociolinguistics from the University of Oslo. His expertise lies in multilingualism in society and how communities, societies and governments manage linguistic diversity in structuring life. His research to date has especially examined how expats in Asia and the Middle East engage with local languages, the politics of societal multilingualism in Malaysia, the politics of script choices in Serbian, and the future of Māori language in New Zealand. He is a researcher at Erasmus University Rotterdam where he is also the university's research grants advisor for European Research Council funding. He is also a guest researcher at the Leiden University Centre for Linguistics.

From Research to Practice:

What Can Employers Do?

Drawing on his research and additional insights shared exclusively with ECCK CONNECT, Dr Nathan Albury-Garcés suggests five practical ways employers can support expatriate employees in learning the local language and settling into their host country.

1

Make language learning accessible

Offer paid time for classes, cover course fees or recognise language proficiency as part of career development.

2

Start support before relocation

Integrate language learning into pre-departure preparation and settlement programmes, including support for accompanying partners.

3

Set realistic expectations

Help expatriates understand that language proficiency does not necessarily guarantee social belonging, and encourage them to set personal language-learning goals.

4

Create opportunities to practise

Introduce buddy programmes connecting expatriates with local colleagues for informal conversations.

5

Encourage a supportive workplace culture

Help local employees communicate patiently, avoid unnecessary corrections or switching languages, and create comfortable opportunities for expatriates to practise without fear of making mistakes



MEETINGS & EVENTS

ECCK HOSTS EBOWN EAST ASIA AND PACIFIC REGIONAL MEETING IN SEOUL



The European Chamber of Commerce in Korea (ECCK) is hosting the European Business Organisations Worldwide Network (EBOWN) East Asia and Pacific Regional Meeting in Seoul from 29 to 30 October 2026. The meeting is chaired by Valerie Moschetti, EBOWN Regional Coordinator, with the participation of Stefan Ernst, ECCK President and EBOWN Chair.

The meeting brings together representatives of European Business Organisations (EBOs) from across the region, including Carl Hayward (EBO China), Freddie Höglund (EBO Taiwan), Echo Chan (EBO Macau) and Peter Kiely (EBO New Zealand), alongside Valerie Moschetti (EBO Japan) and Stefan Ernst (EBO Korea).

ECCK HOSTS FIRST HR & COMPLIANCE FORUM IN BUSAN



On October 29, the European Chamber of Commerce in Korea (ECCK) hosted its first HR & Compliance Forum in Busan, bringing together HR professionals, legal experts and business leaders to discuss recent developments in Korean labour law and their implications for employers.

ECCK LEADERSHIP MEETS WITH MOFA DEPUTY MINISTER



On October 28, ECCK Chairperson Philippe Van Hoof, President Stefan Ernst, and Vice President Bo Sun Kim paid a courtesy visit to Jonghan Park, Deputy Minister for Economic Affairs at the Ministry of Foreign Affairs (MOFA).

ECCK HOSTS MERCK DELEGATION TO DISCUSS KOREA'S BUSINESS ENVIRONMENT



Mr. Troels Rye-Andersen, Senior Vice President, Head of Corporate Affairs; Mr. Godfrey Firth, Vice President, Government Affairs and Policy, Life Science from Merck; Mr. Christoph Hamann, General Manager of Merck Healthcare Korea visited the ECCK on October 27

ECCK STRENGTHENS ECONOMIC COOPERATION WITH CHUNGCHEONGBUK-DO THROUGH MOU

On October 23, ECCK delegation met with Shin Yong Han, Governor of Chungcheongbuk-do Province, and the two organisations signed a Memorandum of Understanding (MOU) aimed at promoting economic cooperation, encouraging foreign investment and fostering a more business-friendly environment for international companies.



ECCK AND GGFEZ HOST IR FORUM ON AX AND SMART MANUFACTURING

On October 22, the European Chamber of Commerce in Korea (ECCK), in collaboration with the Gyeonggi Free Economic Zone Authority (GGFEZ), hosted the ECCK & GGFEZ IR Forum | AX & Smart Manufacturing at Conrad Seoul.



ECCK EXPLORES REGIONAL INVESTMENT OPPORTUNITIES IN DAEGU

On October 22, the European Chamber of Commerce in Korea (ECCK) participated in an investment promotion event in conjunction with the Future Innovation Tech Expo (FIX 2026) hosted by the Daegu-Gyeongbuk Free Economic Zone Authority (DGFEZ) in Daegu.



BOEHRINGER INGELHEIM REPRESENTATIVE VISITS ECCK



On October 21, Ms. Anja Flieβgarten, Lead, Group Public & Governments Affairs from Boehringer Ingelheim visited the ECCK, and had a meeting with Stefan Ernst, ECCK President, and Ansook Park, Senior Director of the ECCK Healthcare Committee.

ECCK CHAIRPERSON JOINS EU–KOREA HIGH-LEVEL GREEN TRANSITION AND CLIMATE FORUM



On October 20, Philippe Van Hoof, Chairperson of the European Chamber of Commerce in Korea (ECCK), participated as a panellist in the EU-Korea High-Level Green Transition and Climate Forum, held at Korea University in Seoul.The discussion underscored the importance of continued dialogue between government and industry in advancing the green transition while strengthening industrial competitiveness and EU-Korea cooperation.

ECCK WELCOMES REPRESENTATIVES FROM BAYER AG

On October 15, the ECCK welcomed a visit from Max Mueller, SVP, Global Head of Public Affairs; Antonia Barthel, Director, Strategy, Global Public Affairs; and Kevin Kyungll Cheong, Public Affairs Lead, Korea & Japan, from Bayer AG. Stefan Ernst, ECCK President, and Ansook Park, Senior Director of the ECCK Healthcare Committee, attended the meeting.



ECCK EXPLORES BROADER COOPERATION WITH INCHEON INTERNATIONAL AIRPORT CORPORATION

On October 14, the European Chamber of Commerce in Korea (ECCK) visited Incheon International Airport Corporation (IIAC) and held a meeting with Sang-Yong Lee (Ph.D), VP & Chief Business Development Officer (CBDO), to discuss opportunities for further cooperation. The ECCK looks forward to further developing its relationship with IIAC and identifying new opportunities to support closer Korea-Europe business cooperation.



ECCK CELEBRATES EUROPEAN INNOVATION AT EU BUSINESS HUB NETWORKING RECEPTION

On October 13, Stefan Ernst, President of the European Chamber of Commerce in Korea (ECCK), attended the EU Business Hub Networking Reception held in conjunction with the Korea Electronics Show (KES) 2026, delivering congratulatory remarks to European companies and business representatives gathered for the occasion. The event was organised locally by Deloitte Anjin LLC, an ECCK member company."



ECCK HOSTS CEO & EXECUTIVE ONBOARDING BRIEFING WITH FOREIGN INVESTMENT OMBUDSMAN



On October 13, the European Chamber of Commerce in Korea (ECCK), in collaboration with the Office of the Foreign Investment Ombudsman, hosted the CEO & Executive Onboarding Briefing at Seoul Square, providing business leaders with practical insights into Korea's regulatory environment and key compliance considerations.

The briefing featured a presentation by Kim Doo-Sik, Foreign Investment Ombudsman, who provided a comprehensive overview of Korea's legal and regulatory landscape for foreign-invested companies. The programme also featured expert presentations by Anthony Chang, Senior Foreign Attorney at Shin & Kim, who addressed major risks under Korean labour laws, including employment practices, workplace safety and recent legislative developments, and Robert Browell, Partner at Samil PwC, who provided practical guidance on tax compliance, corporate and individual taxation, and tax audits in Korea.

ECCK PRESIDENT DELIVERS WELCOMING REMARKS AT DCCK EXECUTIVE BRIEFING



On October 8, Stefan Ernst, President of the European Chamber of Commerce in Korea (ECCK), attended the Executive Briefing hosted by the Danish Chamber of Commerce in Korea (DCCK) at Banyan Tree Seoul, where he delivered welcoming remarks.

ECCK AND DHR GLOBAL HOST AUTUMN GALLERY TOUR IN SEOUL



On October 8, the European Chamber of Commerce in Korea (ECCK), in collaboration with DHR Global, hosted a gallery tour in Seoul, bringing together around 25 participants for an afternoon of art, culture and networking.

ECCK CO-HOSTS SEMINAR ON CIRCULAR ECONOMY IN THE SEMICONDUCTOR INDUSTRY WITH ITCCK



On September 29, the European Chamber of Commerce in Korea (ECCK), together with the Italian Chamber of Commerce in Korea (ITCCK), the Italian Trade Agency (ITA) Seoul and the Embassy of Italy in Seoul, co-hosted the seminar “Circular Economy in the Semiconductor Industry: Best Practices for a Carbon Neutral Future” with STMicroelectronics at High Street Italia in Seoul.

ECCK CHAIRPERSON ATTENDS HERALD BUSINESS FORUM 2026



On 29 September, ECCK Chairperson Philippe Van Hoof attended the Herald Business Forum 2026, held at The Shilla Seoul under the theme “Beyond Followers, Transitioning to a Leading Economy.”

ECCK JOINS 12TH KOREA–EU CIVIL SOCIETY FORUM IN SEOUL



The European Chamber of Commerce in Korea (ECCK) participated in the 12th Korea-EU Civil Society Forum, held in Seoul on 28-29 September 2026. ECCK President Stefan Ernst joined the forum, which brought together representatives from Korea and the European Union to exchange views on trade and sustainable development under the Korea-EU Free Trade Agreement (FTA).

The two-day programme addressed a broad range of issues shaping Korea-EU economic and social cooperation, including sustainable trade and supply chains, the just energy transition, labour and gender equality, as well as emerging challenges related to artificial intelligence and platform work.

Discussions also explored how Korea and the EU can strengthen cooperation amid a changing global environment, while promoting responsible business practices, environmental sustainability and fair working conditions.

The ECCK welcomed the opportunity to take part in the dialogue and to contribute to continued engagement between Korea and the EU on issues affecting businesses, workers and wider society.

EPP GROUP DELEGATION FROM THE EUROPEAN PARLIAMENT VISITS ECCK



On September 21, the European Chamber of Commerce in Korea (ECCK) welcomed a delegation of Members of the European Parliament(MEP) from the European People's Party (EPP) Group, led by MEP Lídia Pereira, Vice-Chair of the EPP Group, for an exchange with ECCK members.

The meeting focused on issues at the heart of Europe's future competitiveness and strategic autonomy, including innovation, advanced technologies, industrial policy, economic security, and Europe's ability to compete globally in key strategic sectors.

During the discussion, the delegation expressed particular interest in hearing directly from European companies operating in Korea about the local business environment, market access, industrial policy, and the opportunities and challenges they encounter in the Korean market.

ECCK members shared their perspectives and practical experiences across a range of sectors, including alcoholic beverages, healthcare, cosmetics, digital, marine industry, and automotive. The exchange provided an opportunity to discuss sector-specific regulatory and market access issues, as well as the broader conditions affecting European businesses in Korea.

The ECCK greatly appreciated the opportunity for an open and constructive dialogue with the EPP Group delegation and looks forward to continuing its engagement with European policymakers to ensure that the perspectives of European businesses operating in Korea are reflected in discussions on Europe-Korea economic relations.

ECCK CO-HOSTS NATIONAL ASSEMBLY POLICY FORUM ON SCIENCE-BASED SAFETY MANAGEMENT OF CONSUMER CHEMICAL PRODUCTS



On September 21, the European Chamber of Commerce in Korea (ECCK) co-hosted a National Assembly policy forum on advancing science-based safety management for consumer chemical products, together with the National Academy of Health, Life and Safety (NAHLS) and the American Chamber of Commerce in Korea (AMCHAM).

The forum was hosted by National Assembly Member Ahn Ho-young of the Democratic Party of Korea. Bringing together representatives from the National Assembly, government, academia, industry and civil society, the forum provided a platform for an in-depth discussion on how Korea's regulatory framework for consumer chemical products can continue to evolve while ensuring a high level of consumer safety.

The discussion focused on the transition towards a more science- and risk-based regulatory approach that takes into account not only the intrinsic hazards of substances but also actual exposure levels, conditions of use and consumer behaviour. Participants also discussed the importance of clearer and more predictable assessment criteria for biocidal product approvals, while maintaining robust safety standards.

Key topics included regulatory predictability, cumulative exposure assessment, post-market monitoring and effective risk communication with consumers. From the ECCK Chemical Committee, Kyungmoon Choi, Director at P&G Korea and Chair of the Committee, and Mijin Jung, Director at Henkel Consumer Brands Korea, participated in the discussion and shared industry perspectives on the practical implementation of the regulatory framework.

ECCK INFORMATION SESSION ON CHINA'S TRADE, ECONOMY AND OUTLOOK FOR FOREIGN BUSINESSES IN CHINA



On September 16, the ECCK successfully hosted an Information Session on "China's Trade, Economy and Outlook for Foreign Businesses in China" at the Maersk Korea Seoul Office. The session featured Jens Eskelund, President of the European Union Chamber of Commerce in China (EUCCC) and Chief Representative for A.P. Moller - Maersk in Greater China and North East Asia, who shared his insights based on nearly three decades of experience in China.

ECCK TAX FORUM ON 2026 TAX REFORM PROPOSALS & TRANSFER PRICING COMPLIANCE



On September 16, the ECCK successfully hosted the Tax Forum. Key topics covered an overview of tax law amendments for 2027 and critical tax law revisions relevant to our members' business operations. In line with these amendments, the session also addressed transfer pricing compliance developments. Newly incorporated from this forum, the ECCK Tax Forum introduced panel discussions to allow members to share their industry experiences and insights.

ECCK HR & COMPLIANCE FORUM DISCUSSES KOREA'S EVOLVING RETIREMENT PENSION SYSTEM



On September 15, The European Chamber of Commerce in Korea (ECCK) hosted its HR & Compliance Forum, addressing the shifts in Korea's retirement pension system. The session centered on the Ministry of Employment and Labor's (MOEL) initiative on "Strengthening Retirement Pension Functions" following the recent Labor-Management-Government Task Force Joint Declaration, drawing strong interest from HR and compliance professionals preparing for upcoming regulatory changes.

ECCK ENERGY & ENVIRONMENT COMMITTEE AND HYUNDAI MOTOR GROUP CO-HOST HYDROGEN INFORMATION SESSION



The ECCK Energy & Environment Committee and Hyundai Motor Group jointly hosted a Hydrogen Information Session under the theme "Global Insights, Shared Opportunities: Advancing Korea-EU Hydrogen Cooperation" at Seoul Square on 14 September. The event brought together around 60 representatives from related members and partners.

Against the backdrop of these global industry developments, the ECCK and Hyundai Motor Group jointly organised the session to provide an opportunity for business and policy stakeholders from Korea and Europe to exchange the latest market insights and explore areas for practical cooperation.

As the representative organisation of the European business community in Korea, the ECCK has long served as a bridge connecting European businesses with Korean policymakers. The session was particularly meaningful in bringing together key stakeholders in the global hydrogen industry to exchange perspectives on market and policy developments and explore opportunities for closer cooperation between Korea and Europe.

The ECCK will continue to work closely with its members, the Korean Government and European stakeholders to strengthen Korea-EU dialogue and cooperation in the energy transition and other industries of strategic importance.

ECCK JOINS 14TH BUSAN INTERNATIONAL PORT CONFERENCE



The ECCK was pleased to take part in the 14th Busan International Port Conference (BIPC), held from September 15 to 18 at BPEX Busan. A VIP Welcome Reception was held on September 14 at Lotte Hotel Busan, bringing together key figures from the maritime industry, including Mr. Stefan Ernst, President of the ECCK; Mr. Heewook Hwang, Member of the ECCK Board of Directors; Mr. Fredrik Jonasson, Chairperson of the ECCK Marine Industry Committee; and Mr. Andrew Millard, ECCK Busan Chapter Representative.

CHAIRPERSON OF EUROPEAN CHAMBER OF COMMERCE IN KOREA WELCOMES GUESTS AT 18TH ASIA OFFSHORE WIND DAY



Philippe Van Hoof, Chairperson of the European Chamber of Commerce in Korea (ECCK), delivered welcome remarks at the 18th Asia Offshore Wind Day, marking the Chamber's continued role as a supporting organization of the annual event.

ECCK AND DCCK EXPLORE OPPORTUNITIES FOR CLOSER COOPERATION



On September 10, the European Chamber of Commerce in Korea (ECCK) welcomed representatives from the Danish Chamber of Commerce in Korea (DCCK) for a meeting to discuss opportunities for closer cooperation between the two Chambers. As a newly established Chamber in Korea, DCCK is a welcome addition to the European business community. During the meeting, the two organisations exchanged views on how they can strengthen cooperation, particularly in areas of shared interest and through engagement with their common members.

ECCK AUTUMN NETWORK NIGHT 2026



On September 10, the European Chamber of Commerce in Korea (ECCK) hosted the Autumn Network Night 2026 at La Suisse Bistro in Seochon, Seoul, in collaboration with the Swiss-Korean Business Council (SKBC).

Held under the theme “A Taste of Swiss Autumn in Seochon,” the evening brought together around 70 guests from the European and Swiss-Korean business communities. Guests enjoyed Swiss cuisine and drinks in the relaxed atmosphere of Seochon, while reconnecting with familiar faces, making new connections, and enjoying lively conversations throughout the evening.

The ECCK would like to sincerely thank the SKBC for its collaboration, as well as all our members and partners who joined us and made the evening a memorable occasion.

We look forward to welcoming you again at upcoming ECCK events.

View photos from the evening on the ECCK Flickr page.

ECCK PRESENTS WHITE PAPER 2026 TO FOREIGN INVESTMENT OMBUDSMAN



On September 9, ECCK President Stefan Ernst and Vice President Bo Sun Kim officially presented the ECCK White Paper 2026 to Foreign Investment Ombudsman Kim Doo Sik at KOTRA.

ECCK A&D COMMITTEE VISITS THE SWEDISH NNSC AT PANMUNJOM



On September 4, twenty members of the European Chamber of Commerce Korea's Aerospace & Defense Committee (A&D Committee) visited the Neutral Nations Supervisory Commission (NNSC) at Panmunjom, led by the Swedish delegation to the NNSC.

The ECCK delegation was welcomed by Colonel Stefan Jansson, Swedish Alternate Member to the NNSC, who led a walking tour of the camp, including a stop at a Military Demarcation Line (MDL) marker. This was followed by a briefing and Q&A session, and the visit concluded with lunch at the camp.

The visit offered ECCK members a rare, first-hand look at operations along the Demilitarized Zone (DMZ) and an opportunity for direct engagement with the Swedish and Swiss NNSC delegations.

The ECCK and A&D Committee look forward to providing members with further opportunities for meaningful engagement through policy dialogues, expert briefings, and networking activities, while fostering continued exchanges on issues relevant to the aerospace and defence sectors.

ECCK BUSAN AUTUMN NETWORK NIGHT



ECCK Busan hosted the ECCK Busan Autumn Network Night at Oase Rooftop in Haeundae on Wednesday, September 2, 2026, welcoming around 50 participants for an evening of networking and conversation.

With beautiful rooftop views overlooking Haeundae Beach, attendees from both Busan and Seoul enjoyed connecting with the community in a relaxed atmosphere. Unlimited beer, wine, and light refreshments helped create a lively and enjoyable evening.

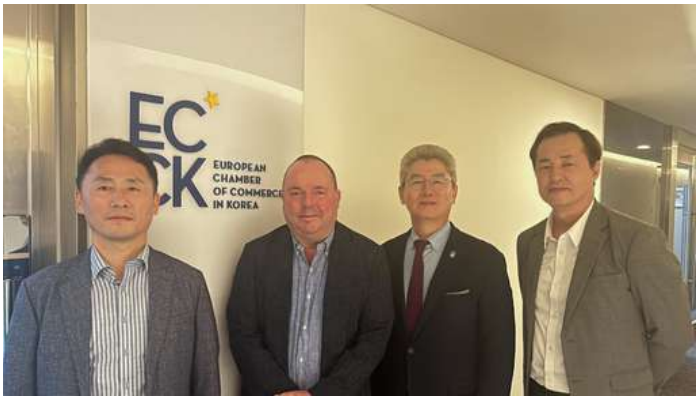
The event started with opening remarks by President Mr. Stefan Ernst, followed by Busan Chapter Representative Mr. Andrew Millard. During the evening, we also introduced our new Board Member, Mr. Heewook Hwang, Country Manager of Glamox Korea, as well as Mr. Fredrik Jonasson, President of Consilium Korea and Chair of the Marine Industry Committee. We would like to extend our sincere appreciation to both Mr. Hwang and Mr. Jonasson for their continued support, guidance, and contributions to the Busan Chapter.

Following the summer break, the event provided a great opportunity to meet new contacts, reconnect with familiar faces, and strengthen business relationships while enjoying one of Busan's most scenic seaside venues.

Thank you to everyone who joined us, and we look forward to seeing you again at future ECCK Busan events!

Please check out our Flickr link for more event photos.

ECCK WELCOMES CHUNGCHEONGBUK-DO DELEGATION TO DISCUSS INVESTMENT AND REGIONAL COOPERATION



On August 27, the European Chamber of Commerce in Korea (ECCK) welcomed a delegation from the Chungcheongbuk-do Provincial Government for a meeting to discuss the province's investment environment and potential areas of cooperation with the European business community in Korea. The meeting was held following the recent appointment of H.E. Ryu Jeong-hyun, former Ambassador of the Republic of Korea to Belgium and the European Union, as Ambassador-at-Large for International Relations of the Chungcheongbuk-do Provincial Government on August 6. Both sides agreed that strengthening regional economies can contribute not only to Korea's broader economic resilience and competitiveness, but also to creating new opportunities for foreign-invested companies.

POLICY DIALOGUE WITH MINISTRY OF CLIMATE, ENERGY AND ENVIRONMENT



On August 21, 2026, the ECCK Energy & Environment Committee held a policy dialogue session with the Ministry of Climate, Energy and Environment (MCEE) at El Tower, Seoul, to discuss Korea's renewable energy policy direction and its implications for the onshore and offshore wind industry. The session offered ECCK member companies a direct channel to convey their perspectives as active developers in Korea's onshore and offshore wind sector, at a time when clarity on the government's renewable energy policy direction remains a key factor in their investment decisions.

ECCK AND UN WOMEN EXPLORE COLLABORATION TO ADVANCE GENDER EQUALITY



On August 25, the European Chamber of Commerce in Korea (ECCK) met with the UN Women Knowledge and Partnerships Centre in the Republic of Korea to explore opportunities for collaboration in advancing gender equality and women's empowerment. The ECCK looks forward to continuing its dialogue with the UN Women Knowledge and Partnerships Centre and developing practical areas of cooperation in the months ahead.

ECCK MEETS NEW COUNTRY PRESIDENT OF ASTRAZENECA KOREA OHAD GOLDBERG



On August 24, new Country President of AstraZeneca Korea Ohad Goldberg visited ECCK. ECCK President Stefan Ernst, along with Healthcare Committee Chair Ana-Maria Boie and Committee Head Ansook Park, attended the meeting to introduce ECCK and Healthcare Committee. During the meeting, we explained our advocacy platforms through which stakeholders can engage and contribute. We exchanged perspectives and discussed how we could support one another in efforts to improve patient access within the Korean healthcare industry.

ECCK VISITS WILLIAM GRANT & SONS KOREA



On August 21, ECCK visited William Grant & Sons Korea to welcome the company as a new member and to meet its newly appointed Managing Director, Jim No, and Finance Director, Ray Seo. William Grant & Sons is an independent, family-owned distiller with deep Scottish roots and a global presence. Its premium spirits portfolio includes renowned brands such as Glenfiddich, The Balvenie, Monkey Shoulder, and Hendrick's.

WELCOME!

THE ECCK IS PLEASED TO ANNOUNCE NEW APPOINTMENTS TO ITS BOARD AND COMMITTEE LEADERSHIP.



Ms. Shirin Emeerah

Vice Chairperson of the ECCK

President & CEO
Mercedes-Benz Korea



Mr. Heewook Hwang

Director of the ECCK

Contry Manager
Glamox Korea

Mr. Andrew Hongjoong Kim

Chair of the ECCK Passenger Vehicle Committee

Director External Affairs of
Mercedez-Benz Korea



Mr.Anthony Chang

Co-Chair of the ECCK HR & Compliance Forum

Senior Foreign Attorney
Shin & Kim LLC



Mr.Paul Cho

Co-Chair of the ECCK HR & Compliance Forum

Senior Foreign Attorney
Kim & Chang



Ms. Soojung Lee

Co-Chair of the ECCK HR & Compliance Forum

Partner
Yulchon LLC



Ms. Yeonjae Kate Lee

Vice-Chair of the ECCK Healthcare Committee

General Manager
Recordati Korea



NEW

Ruby

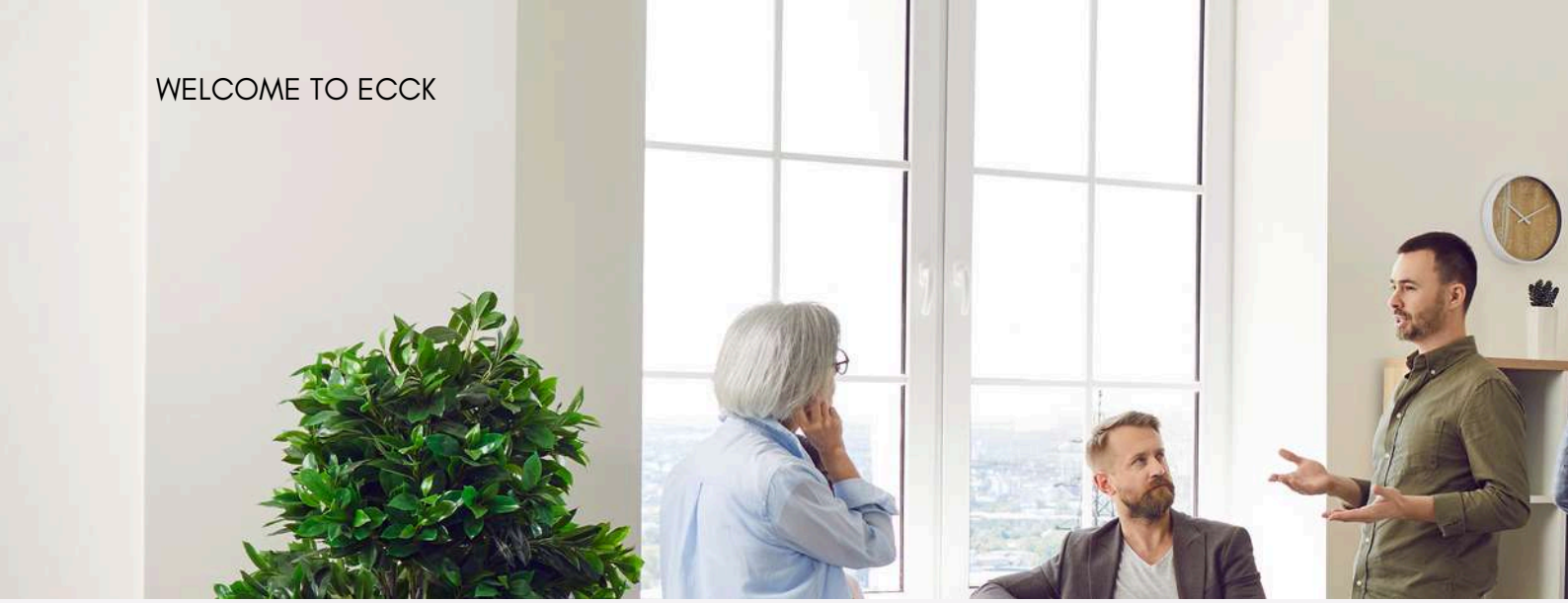
HYUNDAI
MOTOR GROUP

Hyundai Motor Group is a global corporation with businesses spanning mobility, steel, construction, logistics, finance, IT, and other advanced industries.

Through its comprehensive value chain, the Group creates synergies across manufacturing, engineering, and mobility services worldwide.

Its flagship mobility brands, Hyundai Motor Company, Kia Corporation, and Genesis, are leading the transition toward sustainable mobility through advancements in electrification, hydrogen solutions, software-defined vehicles, and autonomous driving technologies.

With approximately 335,000 employees worldwide, Hyundai Motor Group remains committed to creating long-term value for customers, communities, and future generations through innovation and responsible growth.



WELCOME TO ECCK!
PLEASE FIND THE LIST OF NEW MEMBERS WHO JOINED ECCK IN THE LAST QUARTER

B. Braun is a leading global medical technology company dedicated to protecting and improving people's health. With over 185 years of experience and more than 64,000 employees worldwide, the family-owned company develops innovative healthcare solutions that improve clinical outcomes, enhance patient care and support medical professionals. Guided by its philosophy of Sharing Expertise, B. Braun combines products, services and consulting to advance healthcare standards while promoting sustainable growth and long-term responsibility.

B|BRAUN
SHARING EXPERTISE

Puratos Korea is the Korean subsidiary of the Belgium-based Puratos Group, a global leader in bakery, patisserie and chocolate ingredients and solutions. Having entered the Korean market in the 1980s through local distributors, the company established its local subsidiary in 2010 to strengthen its operations and customer support. Today, Puratos Korea provides high-quality ingredients and innovative solutions to major food manufacturers and artisan bakeries across Korea, supporting the development of the country's bakery and confectionery industries.

puratos
Food Innovation for Good



GIG
Integrated Logistics Service

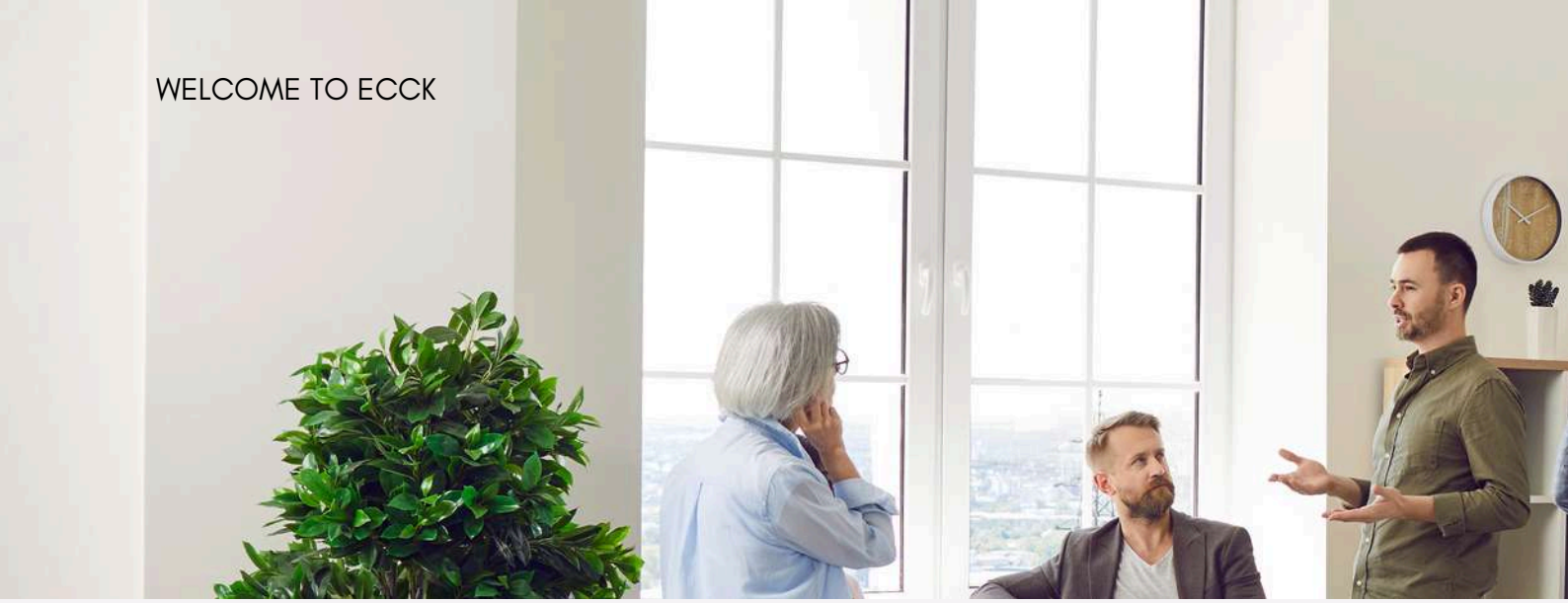
distribution and value-added services to multinational companies across various industries. Combining local market expertise with an understanding of global business requirements, GIG delivers tailored logistics solutions, including inventory management, bonded logistics, product inspection and specialised delivery services. Supported by strategically located fulfilment centres and experienced operational teams, the company focuses on operational efficiency, service reliability and transparency, helping international businesses establish and optimise their logistics operations in Korea.

SECOR
CHIPS & LIBRARY

Founded in 2024 near Munich, Germany, SECOR Chips & Library GmbH is part of the SECOR Group, specialising in hardware and software solutions for Software-Defined Vehicles (SDVs). The company has developed the patent-pending SECOR SDV ECOSYSTEM, an integrated architecture designed to simplify vehicle electronics through centralised computing and standardised controllers. Built on RISC-V and Linux technologies, the ecosystem enables hardware-independent software applications, helping automotive manufacturers reduce development costs, accelerate time-to-market and strengthen supply chain resilience. SECOR continues to advance next-generation vehicle technology through its innovative and standardised approach to hardware and software integration.

BRITA

BRITA Korea is the Korean subsidiary of Germany-based BRITA Group, a global leader in water filtration solutions. Through innovative filtration technology, BRITA provides high-quality products and services that enable consumers and businesses to enjoy cleaner, better-tasting water while reducing reliance on single-use plastics. Committed to innovation, quality, and sustainability, BRITA Korea is helping shape a healthier and more sustainable future through smarter water consumption.



Established in 2003, Hanul LLC is a Korea-based professional services firm specialising in audit and assurance, taxation, outsourcing, business advisory, corporate finance and risk advisory services. Following its merger with Horwath Choongjung LLC in 2015, Hanul became the sole Korean member firm of Crowe Global, one of the world's leading accounting networks. Drawing on extensive international experience and industry expertise, the firm provides comprehensive professional services to businesses operating in Korea. In 2023, Hanul further expanded its capabilities by establishing an ESG Centre of Excellence.

Crowe 한울회계법인 Hanul LLC

Headquartered in Busan, Sunjin Entech Co., Ltd. is a comprehensive marine solutions provider with a history dating back to 1962. The company specialises in ship repair, maintenance, conversion and engineering services for commercial, government and naval vessels. With expertise spanning mechanical, electrical and hydraulic systems, Sunjin Entech delivers integrated solutions supported by experienced engineers and an extensive sourcing network. Serving both Korean and international clients, the company is committed to maintaining high standards of safety, quality and reliability while providing efficient, tailored marine services.

SHERWOOD SUNJIN

PHOTO SOURCE: METIZEN

EUROPEAN CHAMBER OF COMMERCE IN KOREA
주한유럽상공회의소

ECCK BUSAN CHRISTMAS DINNER 2026

PARTNERSHIP PROPOSAL

WEDNESDAY, DECEMBER 9, 2026, 7PM

BALLROOM 4F, SIGNIEL BUSAN

FOR EVENT INQUIRIES, PLEASE CONTACT BUSAN CHAPTER
(BUSAN@ECCK.OR.KR)

BECOMING A PARTNER OFFERS A GREAT OPPORTUNITY FOR YOU TO PROMOTE YOUR COMPANY TO POTENTIAL BUSINESS PARTNERS AND CLIENTS

***VAT WILL BE APPLIED**

	PLATINUM PARTNER ₩10,000,000	SIGNATURE PARTNER ₩5,000,000	ELITE PARTNER ₩3,000,000	CLASSIC PARTNER ₩1,500,000
FREE ADMISSION	8	5	3	2
MARKETING BOOTH	V			
TOAST PROPOSAL	V	V		
PROMOTION VIDEO PLAY (MAX 30 SECONDS)	V	V	V	
MARKETING MATERIAL IN ENTRANCE (DESIGNATED FORMAT)	V	V	V	V
LOGO EXPOSURE IN PROMOTION MATERIAL	V	V	V	V

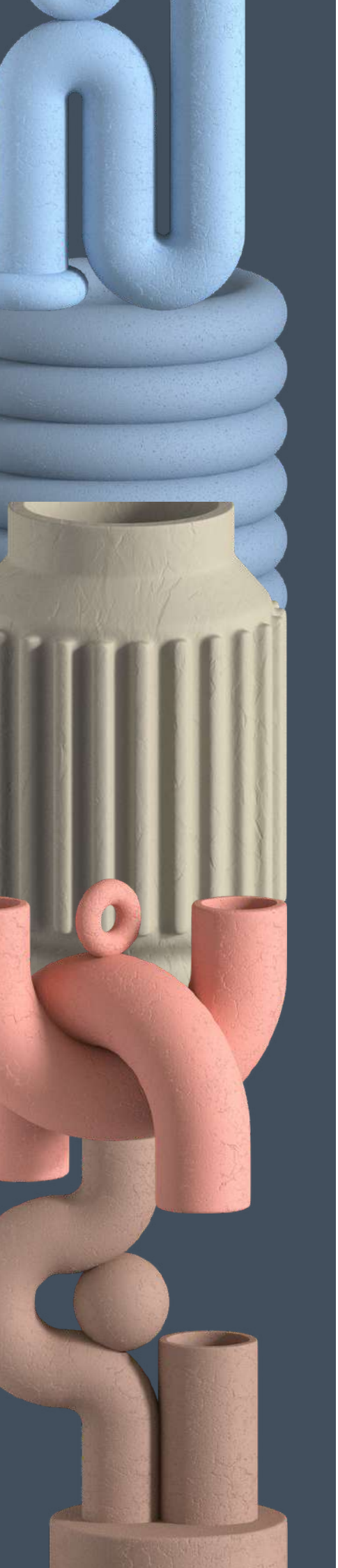
GIFT PARTNER (VALUE ABOVE ₩300,000)

- 1 FREE ADMISSION
- LOGO EXPOSURE IN PROMOTION MATERIAL

GIFT PARTNER (VALUE BELOW ₩300,000)

- LOGO EXPOSURE IN PROMOTION MATERIAL

PARTNERSHIP PARTICIPATION WILL BE ACCEPTED NO LATER THAN TUESDAY, DECEMBER 1, 2026 TO RECEIVE FULL BENEFITS.



upcoming
ART EXHIBITION
IN SEOUL

Founded in 1982 by Chairwoman Lee Hyun-sook, Kukje Gallery has established itself as one of Korea's leading contemporary art galleries. Since relocating to Sogyeok-dong in 1987, the gallery has played a key role in connecting Korean and international art, showcasing renowned artists such as Louise Bourgeois, Alexander Calder and Anish Kapoor, while supporting Korean artists in expanding their presence on the global stage. A regular participant in Art Basel since 1998, Kukje Gallery continues to promote Korean contemporary art to international collectors and art institutions.

www.kukjegallery.com



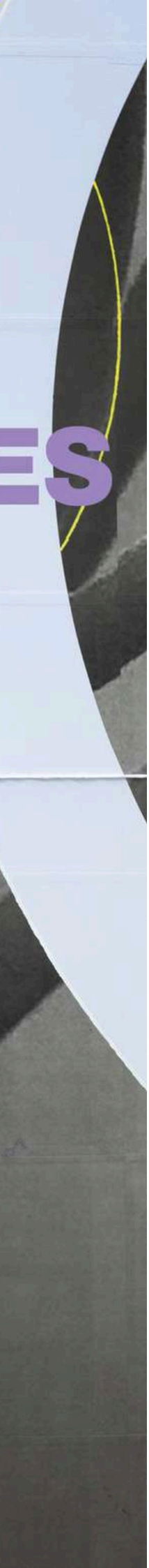
HEEJOON LEE

STEMS AND NODE

줄기와 마디

19 NOV 2026—31 JAN 2027
OPENING RECEPTION
19 NOV 5PM

KUKJE GALLERY

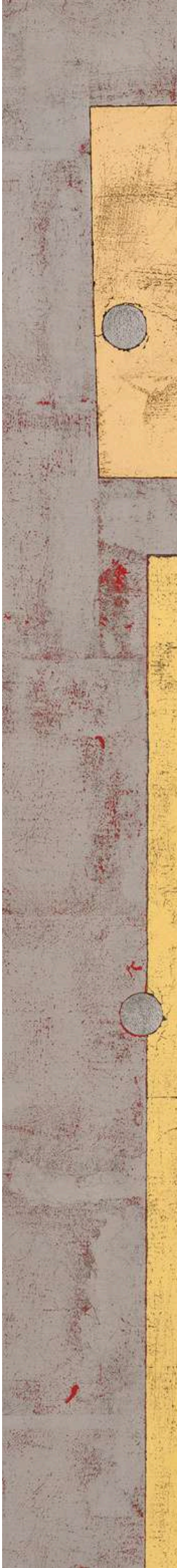


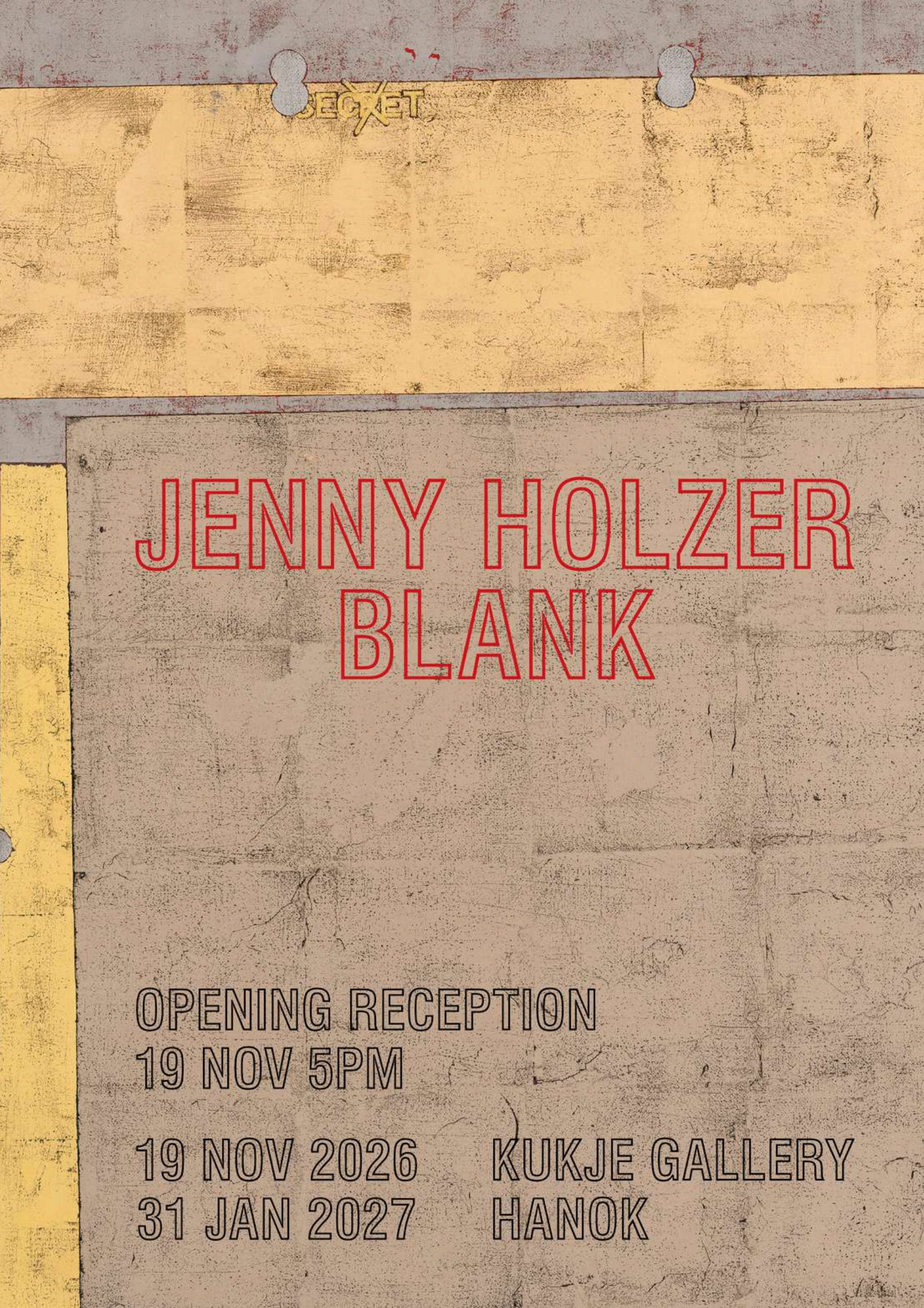
Kukje Gallery is pleased to present Stems and Nodes, a solo exhibition by Heejoon Lee, on view in K1 and K2 from November 19, 2026, through January 31, 2027. Lee has been collecting and reconfiguring images of scenes and spaces encountered in everyday life.

Marking the first exhibition at Kukje Gallery's Seoul space after his solo exhibition at Kukje Gallery Busan in 2022, the exhibition presents recent works that explore how painting intervenes in particular spaces and shapes the experiences within them, as well as novel bronze sculptures. Within these works, photographic images are connected like pathways or "stems," while the points where they intersect become "nodes," much like those of a plant, from which new narratives emerge and branch outward.

Kukje Gallery is pleased to present BLANK, a solo exhibition by Jenny Holzer, at its Hanok space from November 19, 2026, to January 31, 2027. The exhibition brings together stone sculptures, LED signs, and paintings. New works include rock carvings inspired by the large, text-inscribed natural boulders Holzer has encountered during previous visits to Korea. The artist has also created a large LED sign that echoes the form of the Hanok's roof rafters, and paintings based on official Korean documents. Together, these new works respond to the Hanok's architecture and extend Holzer's engagement with Korean society.

At a time of continuing war and social conflict, Holzer's work prompts reflection on subjects ranging from our relationships with others to the ways power operates through the disclosure or concealment of information. Her repeated engagement with tragedy and violent realities is grounded in the hope that confronting them might lead to a better outcome. Through sentences preserved in stone, words moving in light, and empty spaces in documents, BLANK asks viewers to consider what they believe, what they remember, and which realities they respond to.




JENNY HOLZER
BLANK
OPENING RECEPTION
19 NOV 5PM
19 NOV 2026
31 JAN 2027
KUKJE GALLERY
HANOK

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