

**2017 EU-Korea Business Forum**  
The EU-Korea FTA  
**A shelter against protectionism  
and supporting growth**

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**Biographies**



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EUROPEAN CHAMBER OF  
COMMERCE IN KOREA  
주한유럽상공회의소

 **KITA**  
KOREA  
INTERNATIONAL  
TRADE  
ASSOCIATION



#### ■ H.E. Cecilia MÅLSTRÖM, EU Commissioner for TRADE

As EU Commissioner for TRADE since 1st November 2014, Mrs Malmström is responsible for EU trade policy. She is representing the EU in the World Trade Organisation (WTO) and other international trade fora. She is negotiating bilateral trade agreements with key countries around the globe.

As EU Commissioner for Home Affairs 2010-2014, she was responsible for the European Commission's work within the fields of asylum and migration, police cooperation, border control and the fight against organised crime and human trafficking. Formerly a Member of the European Parliament and Minister for European Affairs of Sweden. As Minister for European Affairs, Malmström was responsible for issues such as the Lisbon Treaty, the EU strategy for growth and employment and the review of the EU budget and for the preparation and co-ordination of the Swedish EU Presidency.

Cecilia Malmström has a Ph.D. in political science and was a researcher at Göteborg University in Sweden for several years, teaching in European politics.



#### ■ H.E. Michael REITERER, Ambassador of the European Union to the Republic of Korea

Dr Michael Reiterer is Ambassador of the European Union to the Republic of Korea, having previously held the position of Principal Advisor at the Asia and Pacific Department, European External Action Service (EEAS), Brussels, in charge of strategic and security matters. He previously served as EU-Ambassador to Switzerland and the Principality of Liechtenstein (2007-2011), Minister/Deputy Head of the EU-Delegation to Japan (2002-2006) and ASEM Counselor (1998-2002).

Before joining the EU in 1998 he was Minister-Counselor at the Austrian Permanent Representation to the EU/Brussels, Counselor at the Permanent Representation of Austria to the GATT, Co-chair of the Joint Experts Group at the OECD on trade and environment, WTO-panelist, Deputy Director General for European Integration and Trade Policy at the Austrian Federal Economic Chamber as well as Austrian Deputy Trade Commissioner to West Africa and Japan.

Michael Reiterer studied law at the University of Innsbruck (Dr juris) and holds diplomas in international relations from the Johns Hopkins University/Bologna Center and the Graduate Institute of International Studies in Geneva. In 2005, he was appointed adjunct professor (Dozent) for international politics at the University of Innsbruck. Time permitting, he teaches at various universities and specializes in EU foreign policy, EU-Asia relations and interregionalism, areas in which he has published extensively.



#### ■ Dr Kim JUNGGWAN, Vice Chairman, Korea International Trade Association

Dr Kim has been Vice Chairman of KITA since March 2015. Previously he was Advisor, Bae, Kim & Lee LLC and Invited Professor, Dept. of Energy Resources Engineering, Seoul National University.

Dr Kim had a distinguished career in the public service of Korea. Among the senior positions he held were Vice Minister for Trade and Energy, Ministry of Knowledge Economy (MKE); Deputy Minister for Energy and Resources, MKE; Director General for Energy Industries, MKE; and Director General for Energy and Resources Development, Ministry of Commerce, Industry and Energy (MOCIE). He also had a post with the Organization for Economic Cooperation and Development.

Dr Kim holds an MBA, Masters of Engineering, and MA and PR.D. in Economics.



#### ■ Mr Dimitris PSILLAKIS, Chairman, European Chamber of Commerce in Korea

Mr Dimitris Psillakis is a Greek citizen and has held the position of President and CEO at Mercedes-Benz Korea in Seoul since September 2015. He started his career with the Daimler Group in 1992 at Mercedes-Benz Greece and has many years of international management experience in sales and marketing. Before joining Mercedes-Benz Korea, he was Managing Director of Mercedes in Brazil. Prior to that he served as head of passenger car marketing in Latin America for Mercedes-Benz.

Mr Psillakis was elected Chairman of the European Chamber of Commerce in Korea (ECCK) in February 2017.



#### ■ **Mr Murray G. SMITH, Managing Director, TDC Group (Ticon Development Consulting)**

Mr Murray G. Smith is Managing Director of TDC Group (Ticon Development Consulting) based in Ireland, Latvia and the UK. He has extensive experience in analysis of the links between trade and development and economic integration issues. He was the Team Leader for several large interdisciplinary studies including analysing the impact of EU enlargement upon EU-India trade and investment relations.

Mr Smith was team leader of the EU-Korea

FTA Sustainability Impact Assessment. He has conducted analysis of the role of trade policies and trade development in a number of countries including, Egypt, Indonesia, Pakistan, Thailand and Vietnam. He has advised governments and worked with private sector clients in assessing marketing, trade and investment opportunities in emerging and developed markets.



#### ■ **Dr Inkyo CHEONG, Vice President, Inha University**

Dr Inkyo CHEONG is Vice President at the Inha University since July 2015 and Professor of International Trade at the university. He also served as Director of FTA Research Forum, and a member of advisory committee in the Asia-Pacific Research and Training Network on Trade (ARTNet) of the UN ESCAP. He has been President of Korea's Negotiation Association (2011-2012), Korea's International Trade Economist Association (2010) and Research Fellow for nine years in the Korean Institute for International Economic Policy (KIEP).

He was instrumental in establishing the groundwork for Korea's FTA policy, and has been actively involved as a member of Korea's negotiation team and advisor in negotiating Korea's FTAs with Chile, Singapore, ASEAN, EU, US, Japan, Vietnam, South America (Mercosur) and others. Based his experience and knowledge, he opened the graduate school of FTAs at the Inha University in the fall semester 2013. This program has been financially supported by the Korea's Ministry of Trade, Industry and Energy. He has consulted on trade policies with Korea's trade authorities as well as many countries including Australia, Japan, Turkey, Vietnam, Indonesia, Malaysia, China, Taiwan, Bangladesh, Bhutan, and others. Also he has experiences in working with international organizations such as WTO, EC, UN ESCAP, ASEAN, ERIA, ADB, ADBI and IDB.



#### ■ **Mr Seokyoung CHOI, Senior Advisor, LEE&KO**

Mr Seokyoung Choi is a retired Ambassador who served more than 37 years as a career diplomat in the Ministry of Foreign Affairs. Highly experienced in handling a broad range of bilateral and multilateral diplomatic matters, Mr Choi has a particularly extensive record of diplomatic accomplishments with regard to WTO and regional trade agreement matters, as well as various United Nations issues and concerns. He also served as Deputy Minister for Trade of the Ministry of Foreign Affairs and Trade cum Chief FTA Negotiator. During this period, he successfully supervised Korea's FTA negotiations and their ratification process, including those of Korea-EU FTA and Korea-US FTA in 2011 and 2012 respectively. As a Senior Advisor at Lee & Ko, Mr Choi provides insightful analysis, contextual understanding and critical advice on numerous issues of high relevance to client projects and transactions.



#### ■ **Mr Christoph HEIDER, President, European Chamber of Commerce in Korea, ECCK**

Mr Christoph Heider has been the President of the European Chamber of Commerce in Korea (ECCK) since 2013. He was the former Chief Financial Officer for Bayer Korea Ltd. in Seoul and Regional Manager of Bayer AG Legal Entity Accounting Asia Pacific Division in Germany. Heider had worked for Bayer Ltd. in Tokyo since 1997 having arrived in Japan as a teacher shortly before.

Mr Heider graduated with an Intermediate Diploma (Bachelors) in Economics from the Technical University of Braunschweig, Germany in 1988 before going on to complete his Masters in Business Economics from the University of Mannheim in 1991. He then went on to finish a Postgraduate Program in Japanese from the University of Tuebingen in Germany and Doshisha University in Japan in 1996.

Heider's honorary assignments include being a board member of the Heart to Heart Foundation in Seoul, South Korea, and Heider-Kober Foundation in Munich, Germany.



■ **Dr Tae Hyun MOON, Director General, Department of Market Research, Korea Consumer Agency (KCA)**

Dr Moon has been the Director General of KCA since 2013. He is responsible for conducting research and analysis of domestic and international consumer transaction such as unfair terms & advertising and consumer welfare in FTA specially Korea-EU, Korea-US etc. Also, he is a member of several government and public organization committees in Korea including: 'Customs Advisory Group', 'Committee of Standard Policy', and 'CATV Broadcast Advertising Review Committee'.

He has worked as a leader of department of international affairs in KCA; has served as Vice-chair of OECD WP on Consumer Product Safety from Dec 2010 to Mar 2014; and has actively participated ICPEN (International Consumer Protection and Enforcement Network) meetings.

Dr Moon has a Bachelors, Masters, and Ph.D degrees in business administration. Dr Moon is a recognised expert on market research and international cooperation in the field of consumer affairs.



■ **Mr Dong Bok LEE, Director of FTA & Regional studies Department of KITA**

Mr Lee joined KITA from 1989 and worked at various departments in KITA including International affairs, Membership services, Regional research and e-Business service center. He is serving as Director of FTA & Regional studies Department since January 2017.



■ **Ms Ingrid DRECHSEL, President of Bayer Korea Ltd., Senior Bayer Representative, Country Division Head of Pharmaceuticals**

Ms Drechsel is also Chairman of Korean-German Chamber of Commerce & Industry in Korea. Previously she was Country Division Head, Bayer Pharma, Jakarta, Indonesia; Global Commercial Excellence Operations, Bayer Pharma, Berlin, Germany; Head of Regional Marketing Operations, Bayer Pharma, Region EMEA and Region Europe/Canada with Bayer. Prior to joining Bayer, she was Marketing Head of Women's HealthCare, Nihon Schering, Tokyo, Japan and also Marketing Director, Board Member, Asche AG, Hamburg, Germany. She obtained her diploma in biology from, University of Heidelberg, Germany.



■ **Mr Johan VANDROMME, First Counsellor, Trade and Economy Section, EU Delegation to Korea**

Mr Vandromme has been working as the deputy head of the Trade Section of the Delegation of the European Union to the Republic of Korea since 2013. Before joining the Delegation in Korea, he was serving the European Commission in EU-China Trade and Competition matters from the Beijing Delegation. Prior to relocating to China, he worked as a senior foreign consultant in Kim & Chang's Antitrust & Competition Practice Group from 2007 to 2009. Johan's practice areas included merger notifications, mergers and acquisitions and other cross-border corporate transactions and defence of antitrust investigations.

Johan has worked for the European Commission since 2001. Previously he held various positions in the Directorate General for Competition, notably in the area of State Aid and as the head of the Department's internal audit capability, from 2001 to 2006. He holds a Master's degree in Business Administration from the Katholieke University of Leuven (Belgium), a degree in European Law from the Institute of European Studies, Strasbourg, and majored in Economics at the University Faculty St-Ignatius of Antwerp, Belgium.