

EU-Korea Business Forum

The EU-Korea FTA after five years
What's been achieved and what's next?



Seoul • September 22, 2016

Programme

■ 08:30 → 09:00	■ Registration and Welcome Coffee
■ 09:00 → 09:40	■ Conference Opening Welcoming Remarks by <i>H.E. Gerhard SABATHIL</i> , Ambassador of the European Union to Korea Congratulatory Remarks by <i>H.E. Jyrki KATAINEN</i> , Vice-President for Jobs, Growth, Investment and Competitiveness, European Commission Congratulatory Remarks by <i>Prof BARK Tae-ho</i> , former Trade Minister of Korea
■ 09:40 → 10:00	■ Keynote speeches Keynote Speech by <i>Mr Jan BENGGARD</i> , Vice President, European Chamber of Commerce in Korea Keynote Speech by <i>Mr SHIN Myoung-jin</i> , President, Korea Importers Association (KOIMA)
■ 10:00 → 11:15	■ Presentations and Discussion Topic: Assessing the EU-Korea FTA for the past five years (Moderator: <i>Mr Murray SMITH</i> , Managing Director, TDC Group (Ticon Development Consulting))
■ 10:10 → 10:20	'Evolution of the Economic Relationship between EU and Korea', <i>Prof KANG Yoo-Duck</i> , Hankuk University of Foreign Studies
■ 10:20 → 10:30	'European Business Perspective', <i>Mr Christoph HEIDER</i> , Secretary-General, European Chamber of Commerce in Korea
■ 10:30 → 10:40	'Consumer Perceptions of the EU-Korea FTA', <i>Mr LEE Kihun</i> , Team Leader, the Korea Consumer Agency
■ 10:40 → 10:50	'State of Play on Customs Aspects of the Implementation of the FTA', <i>Mr PARK Byung-Ho</i> , President, Sein Customs Associates
■ 10:50 → 11:00	'Identifying Benefits of Specialisation and Expansion of Trade and Investment for Supply Chains and Economic Growth', <i>Mr Murray SMITH</i> , Managing Director, TDC Group (Ticon Development Consulting)
Discussion/Q&A	



■ 11:15 → 12:25	■ Presentations and Discussion Topic: Business Perspectives on the EU-Korea FTA – The Next 5 years (Moderator: <i>Prof CHEONG Inkyo</i>)
■ 11:15 → 11:25	'Imported Consumption Goods from EU: A Qualitative Assessment', <i>Prof CHEONG Inkyo</i> (Inha University)
■ 11:25 → 11:35	'Import Business in 5 years of EU-Korea FTA', <i>Mr JOUGH Joong-Hyun</i> , Director International Relations, Korea Importers Association (KOIMA)
■ 11:35 → 11:45	'Perspectives on Business and Regulation', <i>Mr Christophe PIGANIOL</i> , CEO, Zuellig Pharma
■ 11:45 → 11:55	'Evaluation of EU-Korea FTA and Implications', <i>Ms JE Hyun-Jung</i> , Korea International Trade Association (KITA)
■ 11:55 → 12:05	'Perspective on Services', <i>Mr Andrew LINDSAY</i> , COO, Deutsche Bank
	Discussion/Q&A
■ 12:25 → 12:30	■ Closing Remarks by <i>Mr Paolo CARIDI</i> , Head of Trade and Economy Section, First Counsellor of the EU Delegation to Korea
■ 12:30 → 14:00	■ Lunch offered by the EU Delegation to Korea
■ 14:00	■ End of the 'EU-Korea Business Forum'

Venue: Four Seasons Hotel

Meeting: Grand Ballroom II ■ Lunch: Grand Ballroom I ■ Grand Ballroom Foyer

Organised by the European Union Delegation to the Republic of Korea