

# 2017 EU-Korea Business Forum

The EU-Korea FTA

**A shelter against protectionism  
and supporting growth**



**Seoul • September 21, 2017**

## Programme

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| ■ 08:30 → 09:00 | <b>■ Registration and welcome coffee</b>  |
| ■ 08:55         | <b>■ Speakers Group Photo</b>   |
| ■ 09:00 → 10:00 | <b>■ Conference Opening</b><br>Welcoming Remarks by <b>H.E. Michael REITERER</b> , Ambassador of the European Union to the Republic of Korea<br>Keynote Address by <b>H.E. Cecilia MALMSTRÖM</b> , European Commissioner for Trade, followed by Q&A session<br>Congratulatory Remarks by <b>Mr Junggwan KIM</b> , Vice-Chairman of the Korea International Trade Association (KITA)<br>Introductory Remarks by <b>Mr Dimitris PSILLAKIS</b> , Chairman of the European Chamber of Commerce in Korea (ECCK)  |
| ■ 10:00 → 10:30 | <b>■ Company testimonials</b><br>Edwards Vacuum Korea<br>KL Trading Co. Ltd.<br>Korea Consumer Agency<br>Marposs Company Limited Korea<br>Vinadeis Korea  |
| ■ 10:30 → 12:15 | <b>■ Presentations and Discussion</b><br><b>Study Presentation: 'Evaluation of the EU-Korea FTA: Major Impacts, Challenges and Opportunities'</b><br><b>Mr Murray SMITH</b> (Ticon Development Consulting) and <b>Prof Inkyo CHEONG</b> (Inha University)<br><b>Discussion topic: The assessment of the EU-Korea FTA implementation and policy implications for the future</b><br>Moderator: <b>Professor Sukyoung CHOI</b> , Seoul National University (former Chief Negotiator for the Korea-EU FTA negotiation)<br><b>Mr Christoph HEIDER</b> , President, European Chamber of Commerce in Korea (ECCK)<br><b>Mr Tae-Hyun MOON</b> , Director General, Department of Market Research, Korea Consumer Agency (KCA)<br><b>Mr Dong Bok LEE</b> , Director, FTA & Regional Studies Department, Korea International Trade Association (KITA)<br><b>Ms Ingrid DRECHSEL</b> , President, Bayer Korea and Chairman, Korean German Chamber of Commerce and Industry (KGCCI)<br><b>Discussion/Q&amp;A</b> (among presenters and open to the floor) |
| ■ 12:15 → 12:30 | <b>Closing Remarks and the way forward</b> by <b>Mr Johan VANDROMME</b> , First Counsellor, Trade and Economy Section, Delegation of the European Union to the Republic of Korea  |
| ■ 12:30 → 13:30 | <b>Buffet Lunch</b> offered by the EU Delegation to the Republic of Korea   |

Organised by the Delegation of the European Union to the Republic of Korea  
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**Venue: LE MERIDIEN, SEOUL**

120 Bongeunsa-Ro, Gangnam-Gu, 06124 Seoul, Korea

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