

ECCK CONNECT

**POLICY
UPDATES**

VOL. 2

**MEETINGS &
EVENTS**

**SAVE THE
DATE**

외국인투자기업 오찬간담회

LUNCHEON MEETING WITH FOREIGN INVESTED COMPANIES



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Drink Responsibly 19세 이상의 법적음주허용 소비자를 위한 콘텐츠입니다. 경고: 지나친 음주는 뇌졸중, 기억력 손상이나 치매를 유발합니다. 임신 중 음주는 기형아 출생 위험을 높입니다.
 제품명: 페리에 주에 제조국: 프랑스 수입업소: (주)페르노리카코리아



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ABOUT US



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

1

Committees & Forums

Committees and Forums are the centrepieces of the ECCK activities. Comprised of participating member companies, Committees and Forums assist members to keep informed of regulations, to improve market intelligence, and to express positions on specific trade issues.

2

Events

To share knowledge, the ECCK hosts conferences and seminars that are relevant to industry. In particular, the Chamber actively engages in dialogues with government agencies to represent the European industry's concerns and issues.

3

Publications

As a platform for information exchange, the ECCK circulates publications to inform our members of the current market situation, key regulatory issues, and notable social trends in Korea. In addition, the ECCK conducts surveys on the business climate in Korea or specific industrial opinions.

If your company wishes to introduce new advocacy such as the CSR Project or have an interview with us, you can reach out to us via email.

ecck-comm@ecck.or.kr

BE A MEMBER OF ECCK

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strong advocate for
European Businesses in Korea*

Membership Inquiry

+82 6261 2714

membership@ecck.or.kr



Membership Benefits

CONFERENCES & SEMINARS GAIN INSIGHTS AND KNOWLEDGE SHARING ON INDUSTRIAL TRENDS.

DIALOGUE WITH GOVERNMENT YOUR CONCERNS REPRESENTED DIRECTLY TO GOVERNMENT AGENCIES.

NETWORKING EVENTS FORGE VALUABLE CONNECTIONS AND EXCHANGE INFORMATION.

FIRST POINT OF CONTACT SMOOTH TRANSITION FOR EUROPEAN EXECUTIVES AND OFFICIALS IN KOREA.

Membership Publication

ECCK WHITE PAPER
ECCK MEMBERSHIP DIRECTORY
ECCK CONNECT MAGAZINE
BUSINESS CONFIDENCE SURVEY
WEEKLY NEWSLETTER

POLICY UPDATES

WHAT 'S NEW?

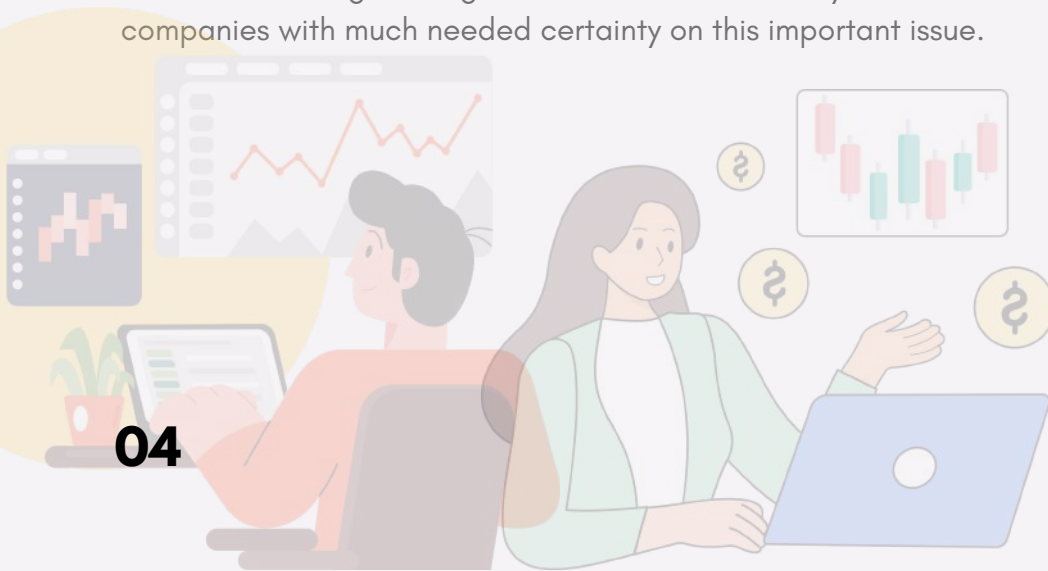
1 Tax Committee

Transactions through foreign brokerage companies now allowed for foreign listed stocks acquired through stock compensation plans

Following efforts of the ECCK and a position paper submitted in December 2023 by the ECCK Tax Committee on behalf of ECCK member companies, a Presidential Decree regarding Partial Amendments of the Foreign Exchange Transactions Act was announced on March 5.

The announcement confirms that foreign listed stocks acquired through stock based compensation plans can be traded through both domestic and foreign brokerage companies. Previous announcements by the Financial Supervisory Services had made it unclear whether trading such stocks through foreign brokers was allowed. The Presidential Decree also confirms that any stocks previously traded through foreign brokers before the amendment will not be subject to any penalties. Note however that if sale proceeds are deposited in a foreign bank or brokerage account, not in a domestic bank account, it should be reported through a foreign exchange bank.

The confirmation that foreign stocks acquired through stock based compensation plans can be traded through foreign brokers is welcomed by the ECCK in that it provides member companies with much needed certainty on this important issue.



2 **Cosmetic Committee**

Grace Period for Delivery Packaging Rules

On March 7, 2024, the Ministry of Environment (ME) announced a plan for implementation regarding delivery packaging regulations enforcing from April 30, 2024. ME has accepted industry proposals to alleviate their burdens. The grace period is 2 years and companies with annual sales of less than KRW 50 billion shall be excluded from the regulation. Also, ME has prepared the exception criteria for practical implementation.

Consumer protection measures related to overseas online platforms

On March 12, 2024, the FTC announced consumer protection measures for overseas online platforms. They aim to combat reverse discrimination against domestic platforms and enhance compliance with domestic laws by overseas operators. As part of these efforts, revisions to the E-commerce Act will mandate the appointment of domestic agents by certain-sized overseas business operators to fulfill consumer protection obligations.

Ministry of Food and Drug Safety to launch pilot project for e-label cosmetics

The MFDS announced a 'cosmetic e-label pilot project' starting March 25 to provide clear and accessible cosmetic information. This initiative allows key details like product name and expiration date to be displayed prominently on packaging, with additional information accessible via QR codes. Six companies, including LG Household & Health Care and L'Oreal Korea, are participating—four domestic manufacturers and two importers.

3

Automotive Committees

The Adoption of Cyber Security and Software Update Management Systems in the Law

On February 13, 2024, an amendment to the Motor Vehicle Management Act was promulgated, defining Cyber Security and Software Update Management Systems for motor vehicles in the law. The amendment also mandates that automobile manufacturers must obtain certification from the Minister of Land, Infrastructure, and Transport for establishing a cyber security management system when seeking self-certification for specific vehicles, along with specifying compliance requirements for automobile manufacturers during software updates

Introducing a Performance Certification System for Autonomous Vehicles

On March 19, 2024, an amendment to the 'Act on the Promotion of and Support for Commercialization of Autonomous Driving Motor Vehicles' was promulgated. This amendment introduces a performance certification system and conformity approval system for autonomous vehicles that do not yet have established safety standards. Additionally, the amendment regulates the responsibilities of entities obtaining conformity approval and automobile manufacturers



BUSINESS CONFIDENCE SURVEY

2023- 2024

From the European business community
in Korea



The purpose of the European Business in Korea is to take an annual snapshot of European companies' perceptions, successes, and challenges in Korea, the first survey of which was conducted in 2014.

With consistency was one of the key factors that guided the questionnaire's design and data analysis, an online survey platform akin to that of the previous years was set up for participating companies. This year's survey took place from January 22 to February 8, and result released on March 6 2024.



ECCK and KGCCI along with 10 other European chambers in Korea partnered up to publish this survey. With the European Chamber of Commerce in Korea as the initiator, the Korean-German Chamber of Commerce and Industry, the British Chamber of Commerce in Korea, the Belgian-Korean Business Forum, the Dutch Business Council Korea, the Finland Chamber of Commerce and Industry in Korea, French-Korean Chamber of Commerce and Industry, Italian Chamber of Commerce in Korea, Norwegian Business Association, Spanish Chamber of Commerce in Korea, Swedish Chamber of Commerce in Korea, Swiss-Korean Business Council worked together to collect the data for this report.

EXECUTIVE SUMMARY

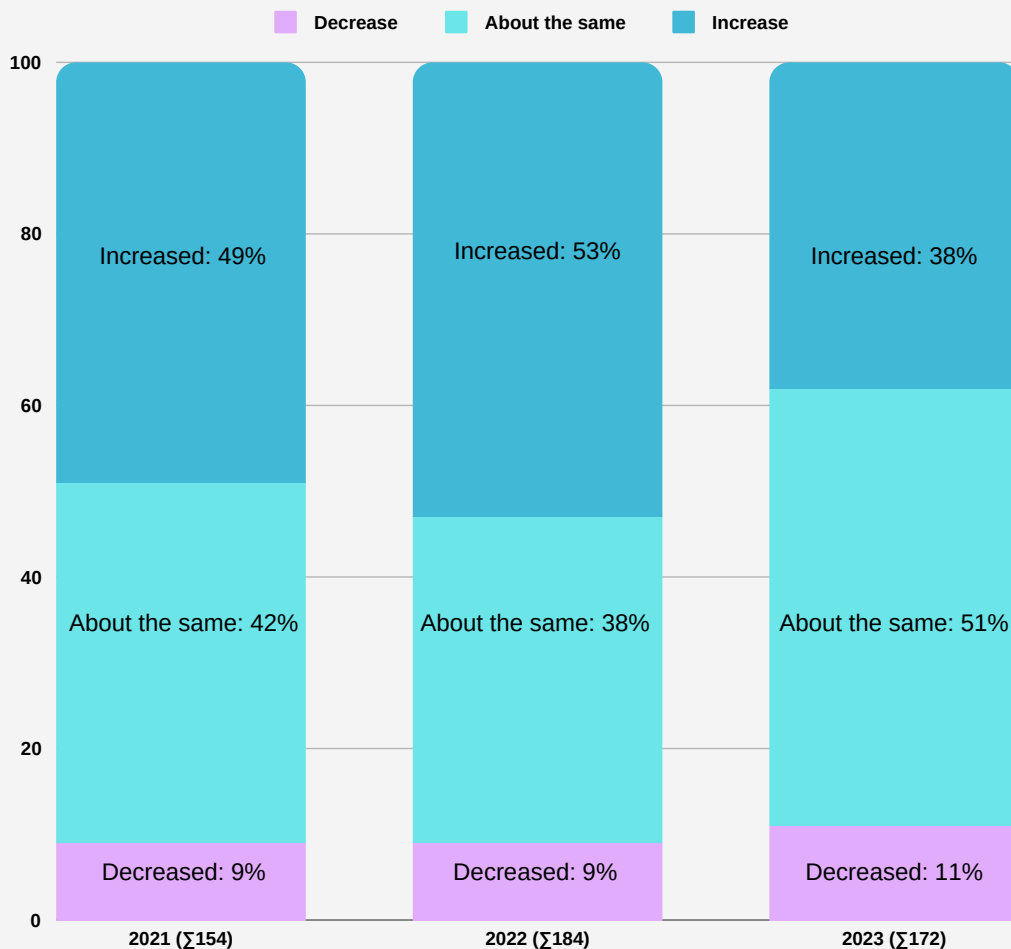
In 2023, global economic conditions, marked by inflation, geopolitical tensions, and trade disputes, impacted trade relations between Europe and Korea. Despite some European companies in Korea reporting revenue increases, overall satisfaction declined compared to previous years.

While optimism regarding future sales and profitability showed improvement, concerns persisted regarding the challenges of doing business in Korea, including government reforms and labor issues. Policy uncertainty underscored the importance of proactive measures to address business concerns and bolster bilateral relations between Korea and Europe.

Key insights from the 2023 Business Confidence Survey among European companies operating in Korea include:

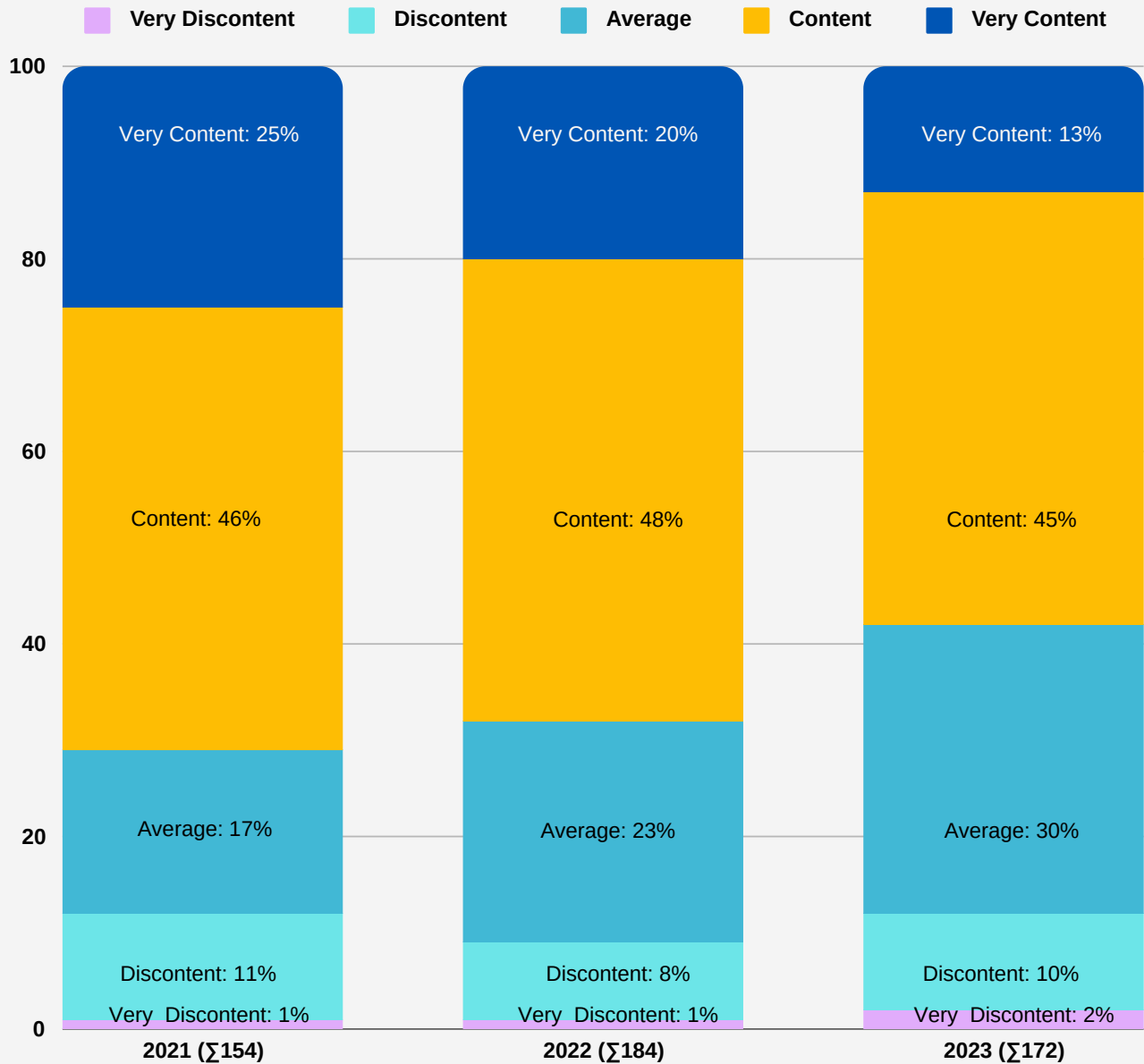
1. Trade Performance: In 2023, 38% of European companies reported an increase in market share, marking a 15% decrease from the previous year. Meanwhile, 51% maintained their market position. Conversely, 11% experienced a decline, representing a slight 2% increase from the preceding year.

How did your market share evolve in 2023 versus 2022?



2. Business Satisfaction: Although most European companies in Korea remained content with their business performance in 2023, overall satisfaction levels declined from previous years. Additionally, the proportion of companies perceiving their economic activity as average saw an increase.

How do you view your company's performance in Korea?

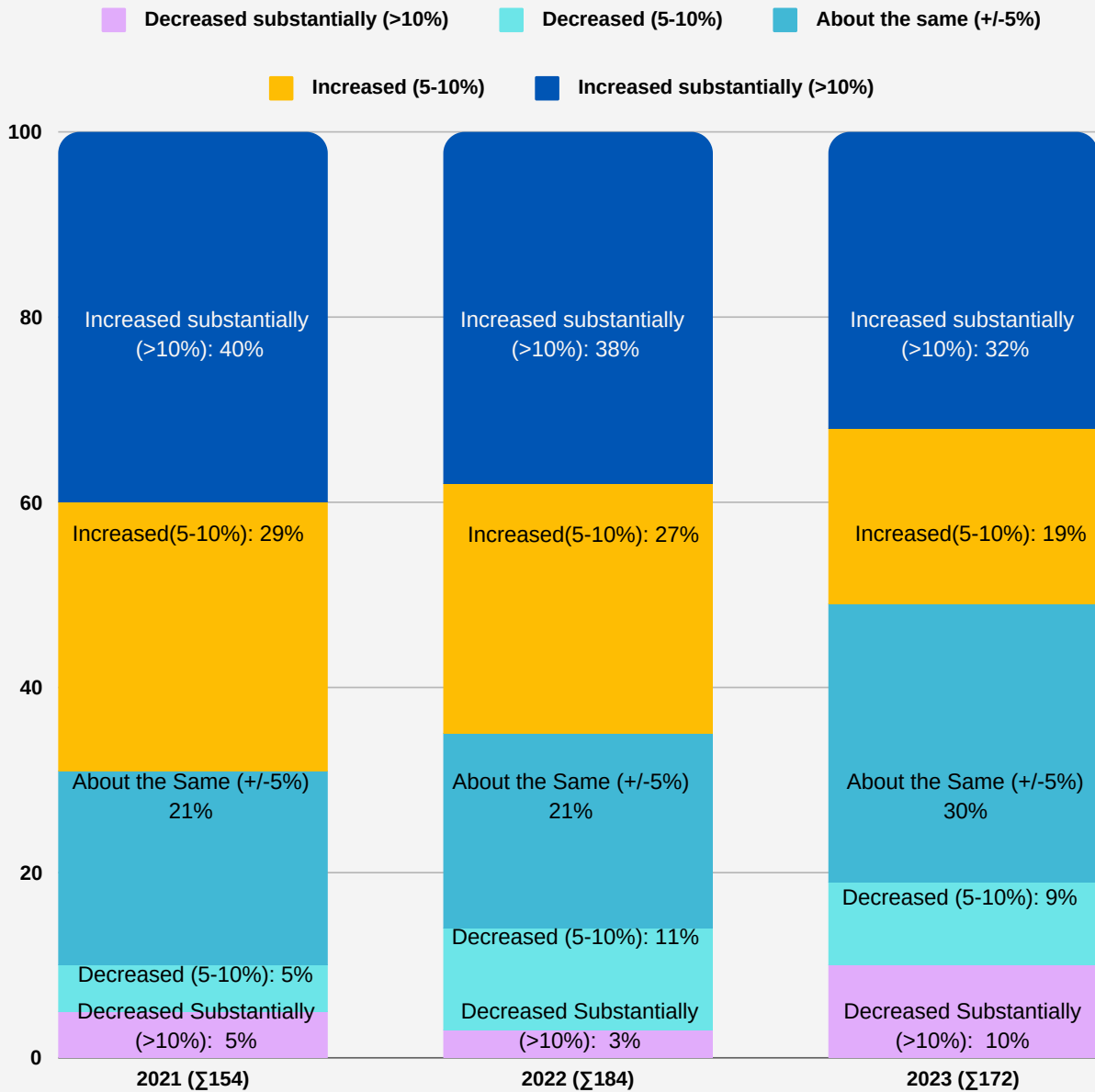


The percentage of companies satisfied with their business performance decreased by 10% compared to 2022. In 2023, 58% of companies (compared to 68% in 2022) expressed contentment or very contentment with their business performance in Korea.

Meanwhile, the percentage of companies expressing discontentment or very discontentment was at 12% in 2023.

3. Revenue and Profitability: Despite facing challenges, many companies experienced revenue growth in 2023, albeit at a slower pace than before. However, profitability, although still substantial, exhibited a decline compared to previous years.

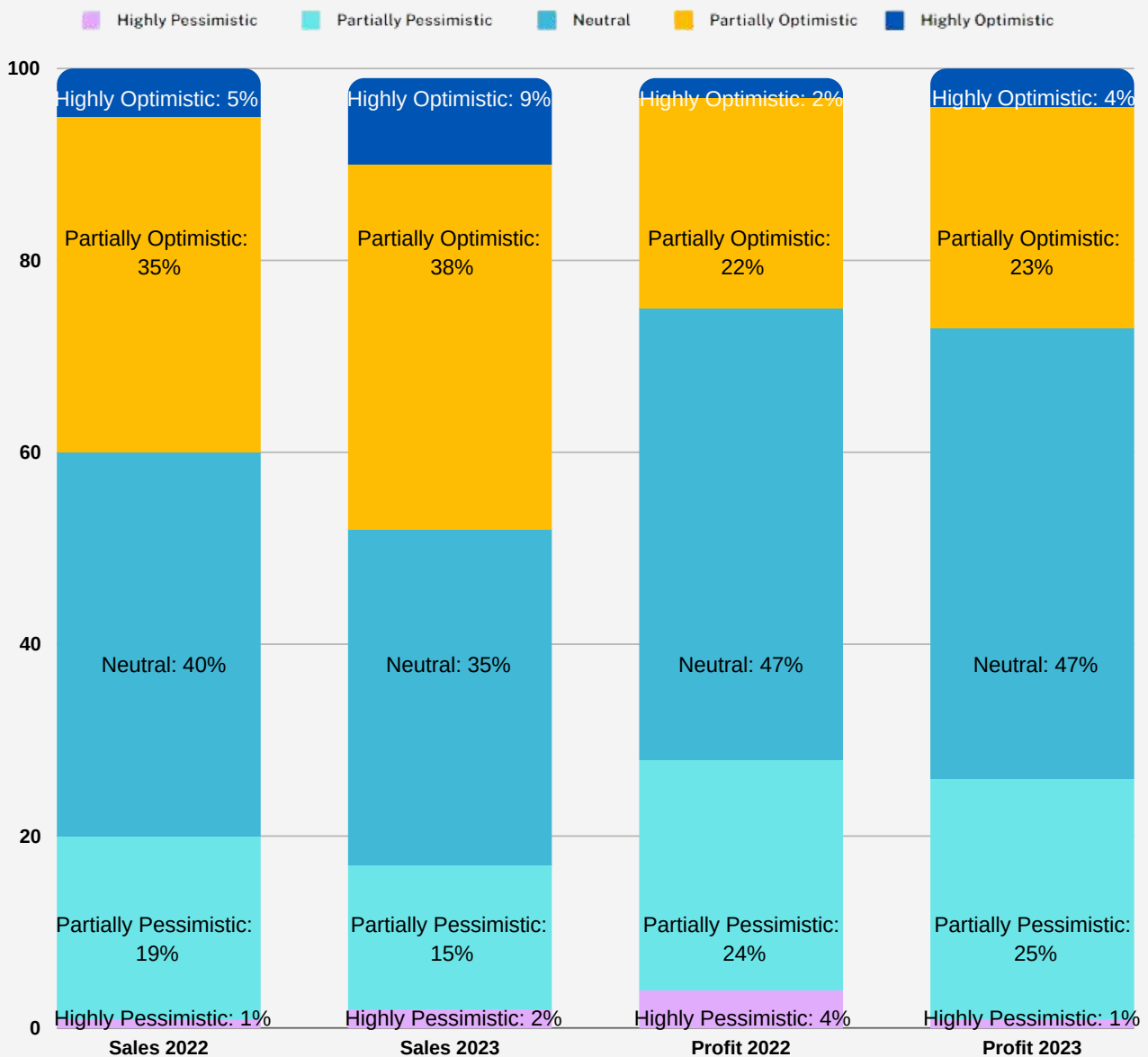
How did your company's revenue in Korea change in 2023 compared to that of 2022?



51% of European companies operating in Korea reported a higher turnover compared to previous years, while 30% reported a turnover more in line with the preceding year, and 19% experienced a decrease in revenue.

4. Business Outlook: Sentiments about the business outlook for the next two years are on the rise, with increased optimism about sales and profitability expectations. Numerous companies are planning to boost investments and expand their workforce in Korea, underscoring their sustained confidence in the market's significance for their global strategy.

How would you describe the business outlook for your industry in Korea within the next 2 years? (Σ172)



In terms of future sales prospects, 47% of companies (compared to 40% in 2022) view them rather positively. Regarding the outlook for profitability, 27% of responding companies (up from 24% in 2022) hold a positive view.

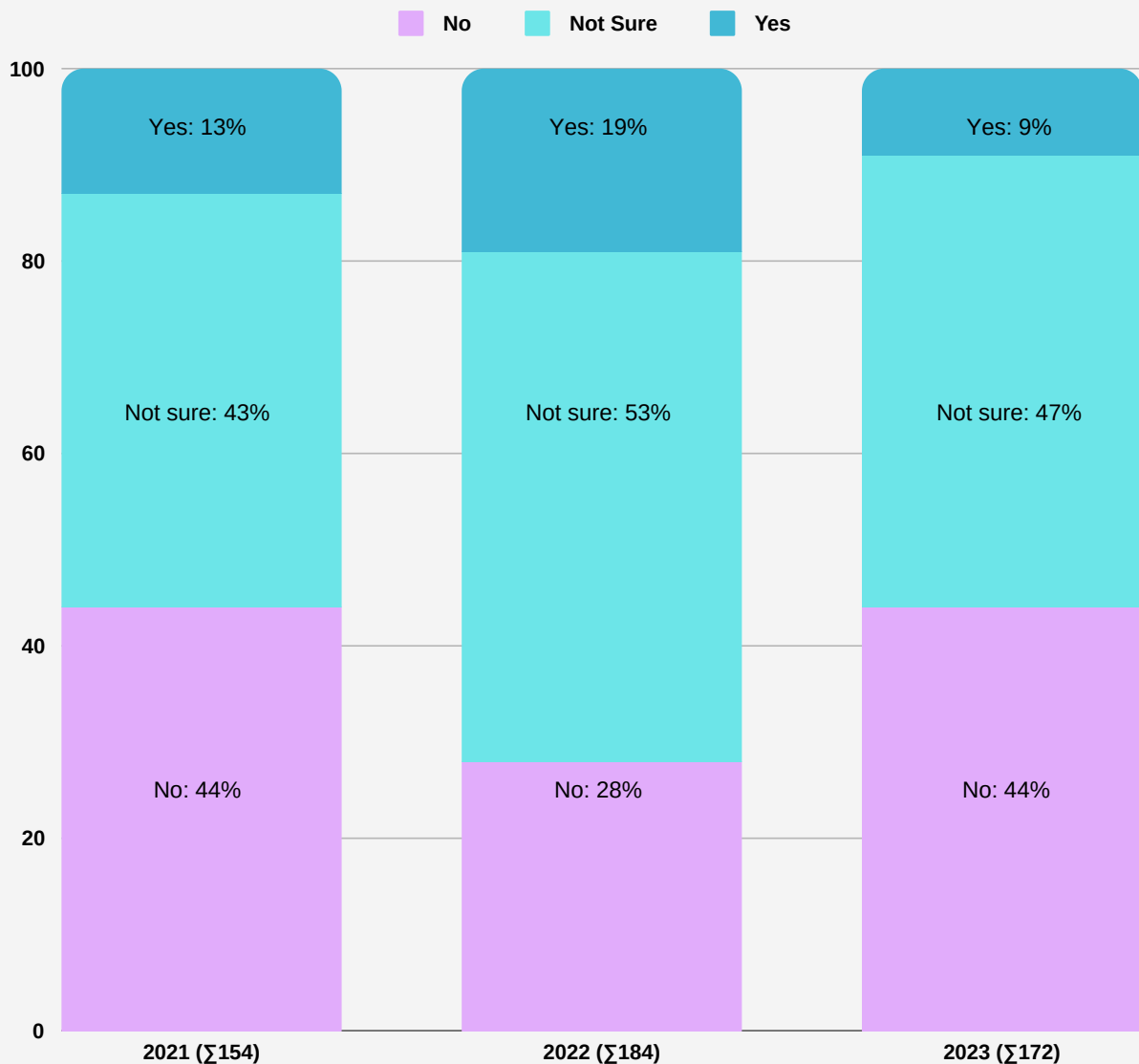
Meanwhile, pessimistic prospects for both sales and profit have slightly decreased; from 20 to 17% for sales, and from 28 to 26% for profit.

5. Concerns and Improvements: European companies expressed concerns about the challenges of doing business in Korea, particularly citing issues such as perceived difficulties, diminishing confidence in government reforms, and dissatisfaction with labor costs and relations. Moreover, they underscored the need for improvements in the legislative environment and transparency of policy-making processes.

The outlook for reforms to be implemented has become quite pessimistic. Only 9% of responding CEOs are of the opinion that the Korean government will implement meaningful reforms next year.

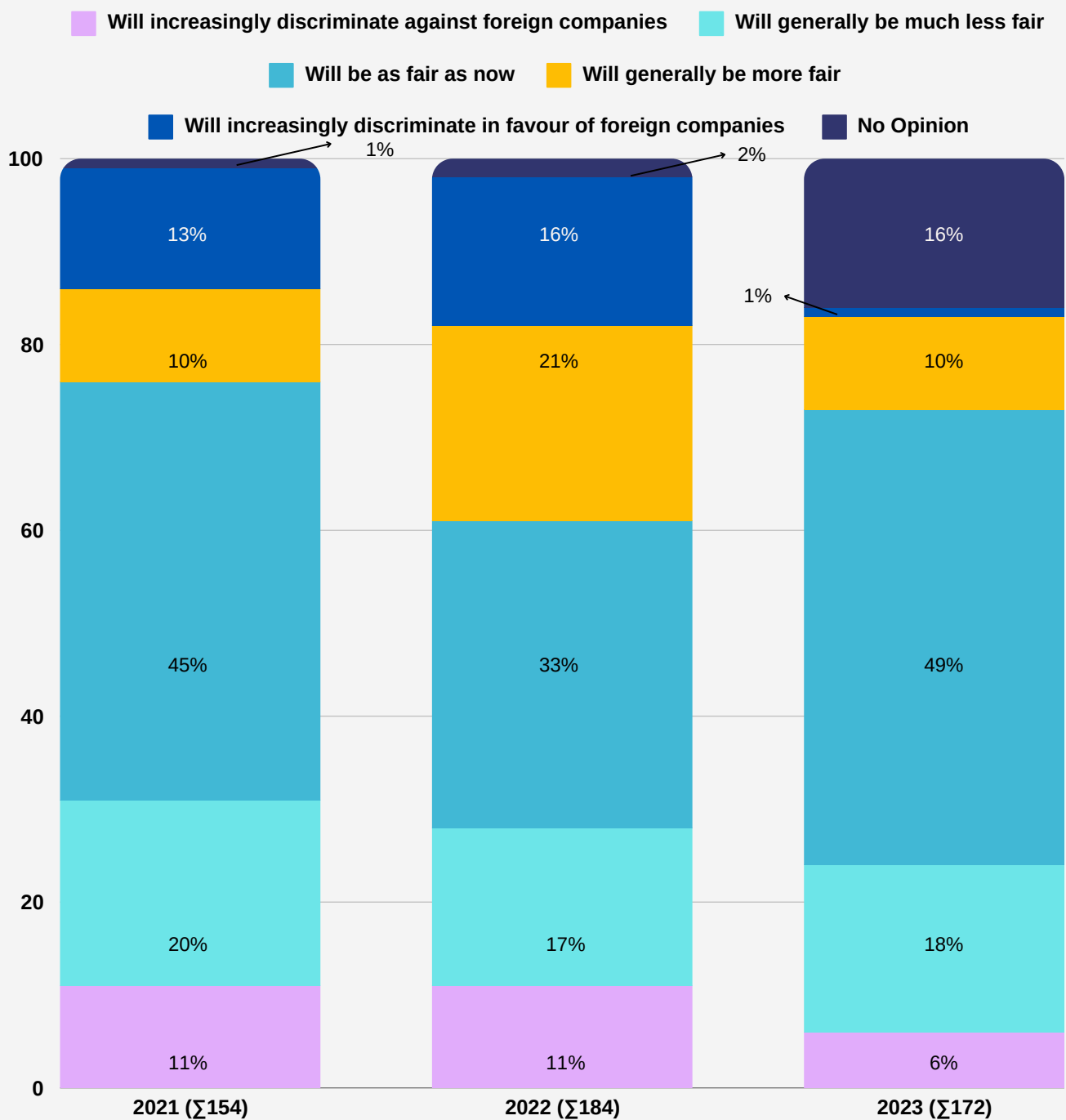
Meanwhile, 44% are not expecting meaningful reforms, and 47% are uncertain about the impact of those reforms.

Do you believe that the Korean government will implement meaningful reforms next year?



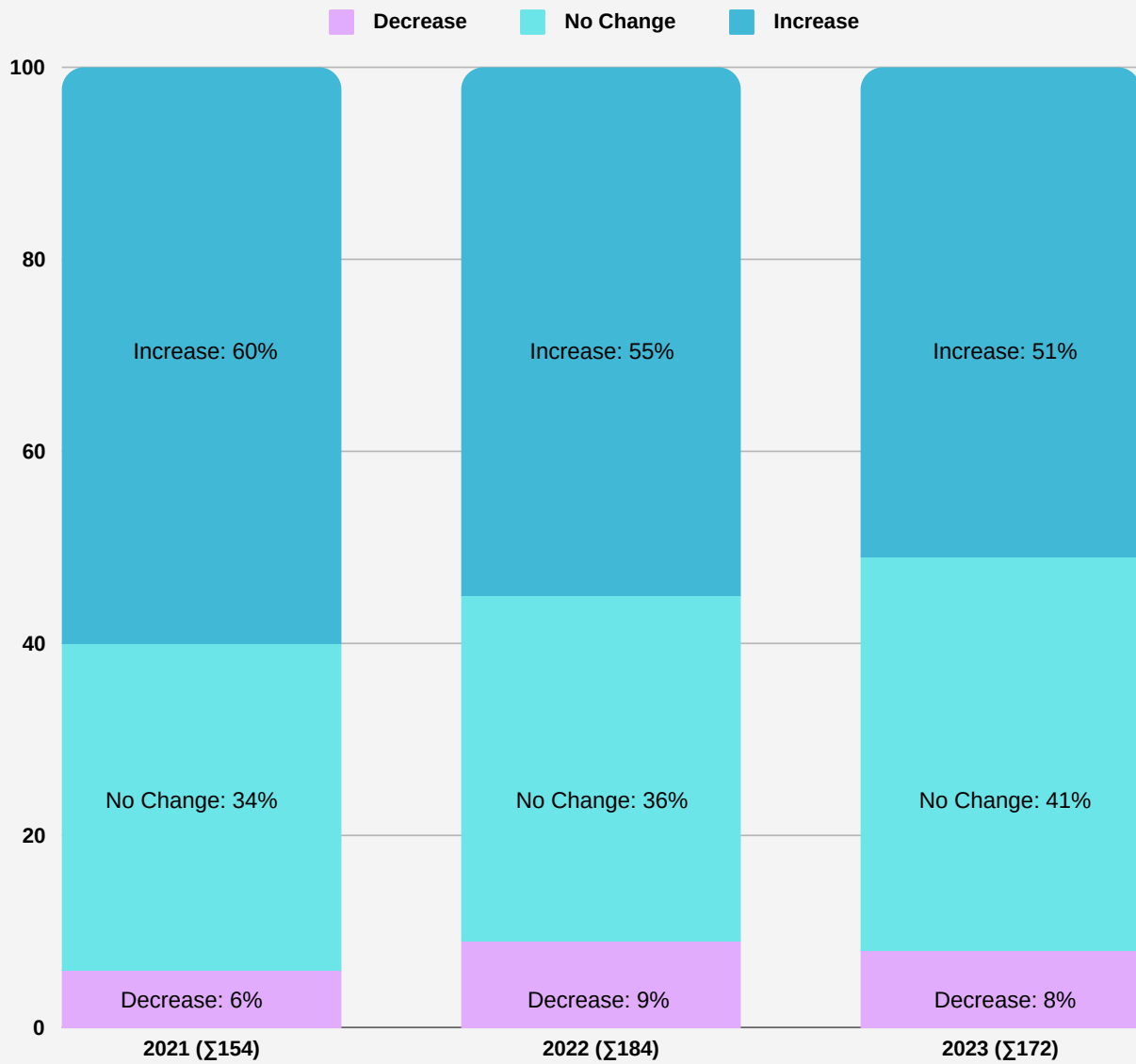
6. Policy Uncertainty: A notable increase in uncertainty surrounds government policies impacting foreign businesses, with many respondents expressing apprehension about future policy directions.

How do you perceive government policies relevant to foreign companies' business environment will change over the next two years?



7. Robust Bilateral Relations: Nearly 92% of respondents plan to either increase or maintain investment and operational expenses, underscoring confidence in Korean-European business relations. Addressing raised concerns is deemed crucial for further enhancing investment and trade between the regions, despite existing challenges.

Do you plan either to increase or to decrease investment / operational expenses?



Overall, the Business Confidence Survey serves as a tool for both managers and policymakers to make informed decisions aimed at fostering mutual economic benefit between Korea and Europe, addressing challenges, and capitalizing on opportunities for growth and collaboration.

The results of the Business Confidence Survey 2022/23 can be found on ECCK website. Please download the Business Confidence Survey 2023/24 [Click HERE](#)

MEETINGS & EVENTS

ECCK INFORMATION SESSION ON WOMEN LEADERSHIP

On April 30, ECCK's Information Session on Women Leadership, held at Grand Hyatt Seoul, featured three distinguished leaders, H.E. Dagmar Schmidt Tartagli is the Ambassador of Switzerland, Ms. Dorothee Regazzoni is Head of Territory for BNP Paribas South Korea, and Ms. Yoonjung Lee is CEO of Le Creuset Korea from Korea and Europe, offering insights into their journeys and perspectives on gender equality. Attendees engaged in valuable discussions and networking opportunities, fostering collaboration and empowerment among women leaders across various fields.



HIKING AND LUNCH ON MT. GEUMJEONG: A MEMORABLE ECCK BUSAN EVENT

On April 27, 12 participants, including 3 ECCK staff, enjoyed a scenic hike on Mt. Geumjeong, renowned among Korean locals, followed by a delightful Korean lunch. The adventure included a cable car ride, a visit to the Hujeongam temple, and a thrilling hike to Pari Peak. Along the way, the group savored delicious Korean local cuisine in the charming Sansung village. Next up: a soccer event in June, featuring a match viewing of UEFA Euro 2024. Stay tuned.



ECCK HR & COMPLIANCE FORUM

April 23, ECCK invited valued HR and Compliance managers from our member companies to provide them with the newest HR updates and expected changes in response of the year. Anthony Chang, Senior Foreign Attorney, Young-Seok Ki, Partner Attorney and Jong-Hyun Kim, Partner Attorney from Shin & Kim LLC had kindly joined to share professional insights and lead lawful panel discussions enhancing the quality of the event.



ECCK CO-ORGANIZED EXPERT DIALOGUE SESSION ‘SMART GRIDS FOR RENEWABLE AGE’ HOSTED BY EU DELEGATION

The EU delegation hosted a Smart Grids expert dialogue at the Four Seasons Hotel Seoul, organized by ECCK and Asian Insiders Korea. Presentations covered policy and corporate perspectives, followed by a panel discussion. Major experts attended. This event is part of the EU-funded Climate Dialogues project and will continue with sessions on Green Hydrogen and Clean Mobility.



ECCK CFO FORUM

The session was led by Peter Kim and Wendy Cha from ING Bank Seoul Branch who shared valuable expertise on the ever-changing financial markets from the MNC’s perspective as well as how global notional cash pool solution is utilized to make most use of group’s internal liquidity. ECCK CFO Forum aims to provide relevant insights and networking opportunities exclusively for the CFOs of European companies operating in Korea.



ECCK CEO FORUM

April 11, ECCK Chairperson Philippe Van Hoof and President Stefan Ernst hosted a private CEO Forum, where H.E. Maria Castillo-Fernandez, Ambassador of the European Union to the Republic of Korea and Christophe Besse, Head of Trade and Economy Section, Delegation of the European Union to the Republic of Korea, provided valuable insights into the EU-Korea trade environment.



EUROPEAN CHAMBER OF COMMERCE IN TAIWAN (ECCT) DELEGATION VISIT TO SEOUL

April 3-5, 2024, a delegation from the European Chamber of Commerce in Taiwan (ECCT) visited Seoul, comprising prominent members including Giuseppe Izzo, ECCT Chairman/Managing Director of Taiwan & Vice President, Asia Pacific Region at STMicroelectronics Ltd., and Freddie Höglund, ECCT CEO. Throughout the visit, the delegation shared rewarding exchange and experience with counterparts from the European Chamber of Commerce in Korea (ECCK).



ECCK AND ECCT VISIT TO KOREA WIND ENERGY INDUSTRY ASSOCIATION

April 4, the ECCK Energy & Environment Committee, in collaboration with the Delegation European Chamber of Commerce in Taiwan (ECCT) visited to the Korea Wind Energy Industry Association (KWEIA), and exchanged valuable insights on crucial green energy topics with a particular focus on onshore and offshore wind initiatives.



ECCK PARTICIPATED IN DINNER EVENT CELEBRATING 18 YEARS OF EFTA-KOREA FTA ECONOMIC PARTNERSHIP

April 3, the European Chamber of Commerce in Korea (ECCK) joined the celebration marking 18 years of economic partnership under the EFTA-Korea Free Trade Agreement, held at the Swiss Embassy and hosted by H.E. Dagmar Schmidt Tartagli and her team. ECCK's Chairperson Philippe Van Hoof, President Stefan Ernst, and Vice President Bo Sun Kim attended alongside distinguished guests and representatives from various sectors.



FOREIGN INVESTMENT STRATEGY MEETING HOSTED BY MOTIE MINISTER AHN DUKGEUN

April 3, ECCK Chairperson Philippe Van Hoof attended the Foreign Investment Strategy Meeting led by MOTIE Minister Ahn Dukgeun. The meeting aimed to address grievances of foreign investment companies following President Yoon's previous engagement and offered insights into Korean culture. Philippe expressed gratitude for President Yoon's efforts and stressed the significance of international standards.



ECCK AEROSPACE & DEFENSE COMMITTEE VISITS PANMUNJOM

April 2, ECCK Aerospace & Defense Committee visited Panmunjom. Attended by ECCK Chairperson Philippe Van Hoof and President Stefan Ernst as well, committee members visited the Joint Security Area (JSA) in the Neutral Nations Supervisory Commission (NNSC) and were engaged in various discussions with military officers of Sweden's NNSC on security issues in Korea.



ECCK INFORMATION SESSION AND NETWORKING NIGHT HELD IN BUSAN

March 29, industry professionals and stakeholders gathered for engaging discussions on political, security, and economic issues in South Korea. Distinguished speakers like Prof. Robert Kelly and US Consul Nolan Barkhouse provided valuable insights. The event's success was made possible by the support of our valuable sponsor, BJFEZ, and partner BCCK.



ECCK DELEGATION EXPLORES OPPORTUNITIES IN ULSAN METROPOLITAN CITY

March 27, the ECCK, including Chairperson Philippe Van Hoof, President Stefan Ernst, Board Member/ER Marine CEO Erik Roelans, and Busan Chapter Representative Andrew Millard, had the honor of visiting the Mayor of Ulsan Metropolitan City and his team. Mayor Kim Doo-gyum was very welcoming and took the time to explain about Ulsan and its incentives for foreign businesses, as well as his future plans.



ECCK AT THE 48TH INDUSTRY DEVELOPMENT FORUM

March 27, ECCK Vice President Bo Sun Kim participated in 'The 48th Industry Development Forum' organized by the Korea Industry Alliance Forum (KIAF) to discuss suggestions to the 22nd National Assembly with business leaders in Korea. During the panel discussion, Vice President Kim talked about the improvements in the penalty provisions within domestic regulations.



ECCK MEETING WITH THE MANAGING DIRECTOR OF SARTORIUS

On March 7, the ECCK Chairperson Philippe Van Hoof and President Stefan Ernst paid a visit to the managing director of Sartorius, Mr. DS Kim, a diamond member and leading international partner in the biopharmaceutical industry. A lively discussions took place on how ECCK and Sartorius could further enhance their fruitful cooperation.



LUNCHEON MEETING WITH NATIONAL TAX SERVICE COMMISSION

On February 27, National Tax Service (NTS) Commissioner Kim ChangKi and Deputy Commissioner for International Taxation Park Jae-Hyung had a luncheon meeting with ECCK Chairperson Philippe Van Hoof, President Stefan Ernst and Vice-President Bo Sun Kim. They shared their views on economic outlook and promised an even closer future collaboration between the two organizations. Especially Commissioner Kim expressed his willingness to listen to any tax-related grievances ECCK member companies might encounter at any time.



2024 ANNUAL GENERAL MEETING

February 26 ECCK held its 2024 Annual General Meeting. This year's AGM was a hybrid event with the main meeting in Seoul being streamed live to Busan Chapter. The AGM is the format that makes the ECCK transparent, by sharing all information regarding member and committee figures, budget details and event planning. As was shown in AGM, the ECCK is in a very strong position in all aspects and we are very much looking forward to a year of further growth and development.



ECCK TAX FORUM ON RECENT TAX DEVELOPMENTS AND TRENDS

February 27, the ECCK successfully hosted a Tax Forum under the title “Recent Tax Developments and Trends”. The session was led by Maria Chang and Eunhong Lee from Bae, Kim & Lee, providing guidance to foreign invested companies on how to navigate complex tax environment in Korea. Topics included recent tax law amendments, risk identification through selected tax cases and tax refund opportunities.



ECCK BREAKFAST MEETING WITH KFTC CHAIRPERSON HAN KI JEONG

February 22, 2024, a Breakfast Meeting with Korea Fair Trade Commission Chairperson Han Ki Jeong was organised at the Grand Hyatt Seoul. The purpose of the meeting was to provide ECCK members with an opportunity to share information and discuss the direction of Korea’s fair-trade policy. During the meeting, ECCK Chairperson Philippe Van Hoof emphasized that the European business community fully supports initiatives aimed at strengthening fair and competitive business practices in Korea.



ECCK BUSAN NEW YEAR NETWORK NIGHT

February 2, the ECCK successfully hosted the ECCK Busan New Year Network Night, bringing together approximately 35 attendees, including President Stefan Ernst and board member Robert Browell, representing various businesses. The event provided a platform for networking and collaboration.



ECCK CHAIRPERSON ATTENDED LUNCHEON MEETING WITH THE PRESIDENT YOON SUK YEOL



The Chairperson of the ECCK, Philippe Van Hoof participated in the luncheon meeting with President Yoon Suk Yeol on February 14. The purpose of this meeting was to encourage foreign-invested companies. Not only did representatives from the Chamber of Commerce in Korea attend, but also a dozen entrepreneurs representing foreign-invested companies joined the event.

LUNCHEON WITH THE EU SANCTION SENVOY DAVID O’SULLIVAN



February 1, ECCK held a luncheon meeting with EU Sanctions Envoy David O’Sullivan, responsible for Financial Stability, Financial Services, and the Capital Markets Union at the European Commission. Wide range of topics including finance, logistics, energy, electronics, semiconductors, etc. were vigorously discussed. The event was also attended by distinguished guests, including representatives of DB Schenker, Deutsche Bank, Total Energies and European Commission.



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BAYER KOREA OFFICIALLY LAUNCHES ITS SUSTAINABILITY AMBASSADORS

On 27th February 2024, Bayer Korea held a kick-off ceremony for the official launch of its employee-driven task force team, Sustainability Ambassadors, to achieve Bayer sustainable development goals in Korea.

At the kick-off ceremony, JinA Lee, CEO of Bayer Korea, was appointed as Chief Sustainability Officer (CSO) in Korea and she designated 15 employees gathering from Bayer's three business areas including Pharmaceuticals, Consumer Health, and Crop Science, as well as various departments including HR, LPC and Communications, as Sustainability Ambassadors.

Under Bayer's vision 'Health for All, Hunger for None', Sustainability Ambassadors aim to make positive impact Korean community beyond the company and will conduct internal programs related to four areas - Zero Hunger, Healthcare, Climate Action, Gender Equality - which need more attention in Korean society among Bayer's sustainable development goals aligned UN SDGs.

JinA Lee, as a CSO of Bayer Korea, said, "In order for sustainability to be ingrained into the DNA of the company, everyone should be able to play a role in advancing sustainability and the Sustainability Ambassador is expected to be a key role to engage employees." And she added, "Country leadership team of Bayer Korea will fully support all activities of the Sustainability Ambassadors. We are confident that sustainability value employee-driven will bring positive impact to daily life as well as our workplace, and local community beyond Bayer Korea."

[Photo] Bayer Korea officially launches Sustainability Ambassadors, noteworthy movement as a global life science company specialized in healthcare and nutrition.

SAVE THE DATE

01

ALL EUROPEAN NETWORK NIGHT 2024 BUSAN

MAY 31 (FRI)



02

ALL EUROPEAN NETWORK NIGHT 2024

JUNE 12 (WED)



03

INTERCULTURAL WORKSHOP UNDERSTANDING KOREA

MAY 8 (WED)



04

ECCK FUTURE DEVELOPMENT FORUM

JUNE 20 (THU)



More Events to Come!

WELCOME!

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



Caravan & Reisemobile Korea Ltd. fulfills customers' dreams of mobile travel in South Korea as the exclusive importer of Knaus-Tabbert brands. Their pioneering efforts have resulted in the establishment of 'Caravan & Reisemobile Asia Export' in Incheon, where they manage a dealer network and offer showrooms, providing excellent service to customers across South Korea.



Changwon is situated in the southeastern part of the Korean Peninsula, in the central-southern region of Gyeongsangnam Province. It serves as a major machinery industrial complex within the Dongnam Industrial Belt, connecting Ulsan, Busan, and Sacheon. Changwon plays a pivotal role in the industrial economy of central Gyeongsangnam Province.



DHR is the only global executive search firm combining unparalleled research capabilities, truly personalized service and creative agility. Established in 1989, DHR has grown to one of the largest retained executive search firms in the world. With over 50 offices globally, the firm ensuring the delivery of top talent to every client within 20 days of engagement.



Ericsson-LG, a collaboration between Ericsson and LG Electronics, stands at the forefront of telecommunications innovation. With key milestones like pioneering CDMA technology and leading the 5G race in Korea, our mission is clear: to empower communication service providers worldwide with cutting-edge solutions and technology leadership.



Givaudan

Givaudan Korea is a global leader in Fragrance & Beauty and Taste & Wellbeing. They celebrate the beauty of human experience by creating for happier, healthier lives with love for nature. They deliver food experiences, craft inspired fragrances and develop beauty and wellbeing solutions that make people look and feel good.



IFEZ, spanning 122.43 square kilometers, was established in 2003, encompassing Songdo, Yeongjong, and Cheongna International Cities, along with Incheon International Airport/Ports. Positioned as Northeast Asia's economic hub, Incheon serves as a gateway to Seoul and its 23 million-strong metropolitan area.

WELCOME TO ECCK



LHH

LHH (Lee Hecht Harrison) is the world's premier talent solutions provider, dedicated to empowering companies to accelerate results and reduce risk by simplifying leadership and workforce transformation. With expertise in over 60 countries, LHH adeptly navigates change, develops leaders, and aligns talent with business needs.



Syensqo innovates in science, enhancing global life across work, travel, and leisure. Inspired by the legacy of the Solvay Congresses, they pioneer solutions, pushing boundaries for today and tomorrow. With 13,000+ employees in 30 countries, their diverse team advances science worldwide, including a Korean base.



Wyndham Grand Busan, the first of its kind in Korea, recently opened its doors, boasting top-notch rooms, amenities, facilities, cleanliness, and staff service. With 271 rooms, including 24 suites, all offering ocean views through expansive windows, the hotel provides excellent accessibility for both business and leisure guests.

WELCOME!

THE ECCK IS DELIGHTED TO ANNOUNCE THE APPOINTMENT OF NEW VICE CHAIRPERSON OF ECCK BOARD OF DIRECTORS



ECCK NEW VICE CHAIRPERSON

MR. MATHIAS VAITL

Mr. Mathias Vaitl as the new Vice Chairperson of the ECCK Board of Directors.

Mr. Mathias Vaitl has been appointed as President and CEO of Mercedes-Benz Korea from September 1, 2023.

Mr. Vaitl graduated with a Diploma (FH) in Business Administration from Nuertingen-Geislingen University (HfWU) specializing in Automotive Industry and International Business Management in 2005, and in the same year, he joined Mercedes-Benz as a Business Manager for Dealer Network at its subsidiary in Prague, Czech Republic. Mathias Vaitl has extensive automotive experience in Digital Services, Sales, Training & Qualification, as well as Customer Services and Network Development in German, Chinese and Czech Republic markets.

The ECCK eagerly anticipates Mr. Mathias Vaitl's leadership and contributions to the Chamber!

WELCOME!

THE ECCK IS DELIGHTED TO ANNOUNCE THE APPOINTMENT OF NEW CHAIRPERSONS OF ECCK COMMITTEES



MR. ROBERT BROWELL

Chairperson of the ECCK
TAX Committee

Partner, Corporate & International Tax Services,
Samil PwC



MR. THOMAS CASO

Chairperson of the ECCK
Food Committee

CEO & Market Head at Nestlé Korea



MS. ANA-MARIA BOIE

Chairperson of the ECCK
Healthcare Committee

General Manager of Boehringer-Ingelheim Korea



MR. ARE KLEIVEN

Chairperson of the ECCK
Marine & Shipbuilding Committee

Site Manager of ABB Ltd., Korea



MR. ALEXANDROS PIROUNAKIS

Vice-Chairperson of the ECCK
Marine & Shipbuilding Committee

Managing Director of Burckhardt Compression
Korea Busan Ltd.



MS. SUKHEE CHO

Chairperson of the ECCK Cosmetic Committee

Director of Korea Global Product Stewardship/R&D,
Procter and Gamble Korea



MS. JU YOUNG PARK

Vice-Chairperson of the ECCK Cosmetic Committee

Scientific Director/RESEARCH & INNOVATION
L'Oréal Korea



MR. BENOIT BRULE

Chairperson of the ECCK
Logistics & Transport Committee

Managing Director, Geodis Korea



MR. ANDREW HONGJOONG KIM

Chairperson of the ECCK
Passenger Vehicles (PV) Committee

Director of External Affairs, Mercedes-Benz Korea



MR. GOYOUNG MOON

Chairperson of the ECCK
Energy Environment Committee

Country Chair of RWE Korea

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JULIAN QUINTART

on Environmental Advocacy

In a bustling corner of South Korea's business landscape, Julian Quintart stands out as both an entertainer and entrepreneur. With expatriates playing pivotal roles across diverse industries in the country, we had the pleasure of meeting Julian at his latest endeavor, "Nono shop Seoul," a haven for vegan and eco-conscious consumers.

*"Nono Shop means
No animal, No Plastic Shop"*





Nono Shop Seoul

It's a refreshing change to see you outside of the television realm and here at Nono shop. How do you embrace your role as an entrepreneur?

Even before and after my broadcast career, I have been working as a marketer and closely working with variety partners in various business fields. Initially, I spent nine years working in a Korean marketing agency. Even in my childhood, I was exposed to the operation of the store through my parents, who ran a store specializing in eco-friendly products. However, the label of 'entrepreneur' doesn't quite fit me. My endeavors stem from a sense of duty and responsibility rather than a calculated value in business venture. For me, the driving force behind running Nono shop is a profound commitment to environmental stewardship.

Has recent global challenges like climate change and pandemics influenced your sense of duty and responsibility to environmental stewardship?

My recent focus has indeed been on environmental advocacy, with a significant portion of my activities centered around delivering lectures. Last year alone, I was giving around 20 lectures in a single month, emphasizing the urgency of the climate crisis. As my involvement in environmental issues through lectures intensified, so did my sense of responsibility towards the environment. It feels like I've been benefiting from the environment without giving back. I adopted a vegan lifestyle four years ago, but I felt compelled to do more. The lack of vegetarian and eco-friendly options in Seoul prompted me to establish Nono shop. I wanted to offer a convenient solution for individuals seeking sustainable alternatives without compromising on quality or accessibility.

INTERVIEW

When I saw you recycling the plastic bins you brought from home before the interview, I knew you were not only a great owner, but also a great customer.

Absolutely. (Laughs) I opened the store for the planet and for myself.

The sentiment of 'For the planet and for myself' resonates with many today. So we've also witnessed a significant increase in veganism in Korea. What are your thoughts on this emerging trend?

Indeed, the momentum is palpable. Prior to the emergence of veganism, the concept of 'organic' was the initial step towards eco-friendly food consumption. In Europe, this concept has been deeply ingrained for years, permeating fine dining establishments, and shaping consumer preferences. However, in Korea, while there's an awareness of the benefits of organic products, it has yet to translate into widespread adoption or significant attention to such products.

Nevertheless, there's a discernible surge of interest of vegan products in the business sector, particularly with Korean vegan products gaining traction overseas like frozen gimbap in the US. This burgeoning market potential underscores the economic impact of sustainable practices. This trend extends beyond food to cosmetics, with notable investments by the Korean government in vegan leather R&D. It's evident that veganism is gaining momentum across various industries

The vegan export market holds significant potential, providing safer alternatives to meat-based products by addressing concerns such as bacteria and spoilage. Furthermore, it appeals to a wider consumer base, encompassing individuals who cannot eat certain types of meat for religious reasons.

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**Julian's Recommendation in Books
for eco-friends or to-be**

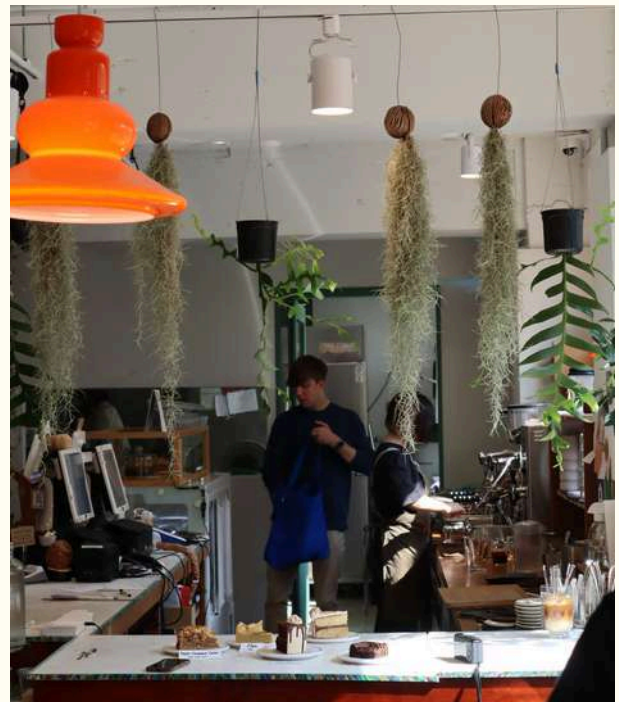
두 번째 지구는 없다 | RHKorea
by 타일러 라쉬 (Tyler Rasch)
기후미식 | 위즈덤하우스
by 이의철

The Climate Book (기후책) | 김영사
by Greta Thunberg (그레타 툰베리)

REGENESIS | Penguin Books
by George Monbiot

Le Monde sans fin | Dargaud
by Jean-Marc Jancovici & Christophe Blain

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Nono Shop Seoul also offers café services, providing vegan bakery items and beverages.



Top Left1&2 The refill stations for dried foods and detergents are meticulous and convenient. Ensuring not only the use of recyclable containers but also vegan ingredients.

Top Right Nono Shop also plays a role in collecting recyclable waste brought in by customers and delivering it to recycling companies.

Bottom Left All domestically produced groceries are vegan food.

Bottom Right Julian is showing the collected Tetra Pak containers



What makes eco-friendly and vegan options intrinsically linked?

The inefficiencies of traditional meat production are staggering. It takes 25kg of grain feed and 15,000 of water to produce 1kg of beef, making it the number one cause of deforestation, amongst other environmental impacts. By transitioning to plant-based alternatives, we can mitigate these impacts and foster a more sustainable ecosystem. Especially, meat substitutes offer a pathway for individuals, like myself, motivated by environmental concerns to make conscientious choices without sacrificing taste or convenience. Also, it helps non-vegetarians to try attempt the vegan meal from time to time in their daily life. Eventually, the sustainable eating environment can be established. Due to the development alternative meat products, vegan products also started having competitive power in price in some countries. It is very welcome.

INTERVIEW

Nono shop offers an array of vegan products, including meat alternatives. What's your vision behind this diverse selection?

Our aim is to provide a seamless experience where customers don't have to question the vegan status of our products. Everything at Nono shop is vegan-certified and curated for exceptional taste. We want to empower every visitor to contribute to environmental preservation without compromising on the joys of everyday living. I have been assistance of many friends and now cooperate with variety brands too.

Beyond Nono shop, we understand you're deeply involved in environmental initiatives. Could you illuminate us on your other endeavors?

Certainly. Recognizing the hurdles foreigners encounter in accessing volunteer opportunities in Korea, a friend and I established Volunteer Korea, a center tailored to the needs of foreign residents. What initially began as a modest private gathering has blossomed into a registered social service organization. We are currently in the final stages of obtaining official recognition for volunteers. Once the procedures are complete, we will be able to expand participation like personnel, students, and corporations alike. As my activities primarily center around Seoul and the Gyeonggi area, we engage in various eco-friendly pursuits, such as plogging along rivers, beaches, and mountains, and lending support to animal shelters.

Additionally, I recently completed training with The Climate Fresk(climatefresk.org) a dynamic environmental education program originating from France. This program uniquely engages participants in active learning about environmental issues, departing from traditional controversy. While millions worldwide have experienced the program, there is a notable shortage of facilitators for it in Korea. Through the expansion of these initiatives, my goal is to forge impactful pathways for environmental advocacy and community engagement across Europe and Korea.

For ECCK members interested in volunteering or learning more about The Climate Fresk workshop, how can they get involved?

We welcome all ECCK members eager to contribute or participate in these initiatives. Please don't hesitate to reach out nonoshopteam@gmail.com for further information or to join our efforts!



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*본 연비는 표준모드에 의한 연비로서 도로 상태, 운전 방법, 차량 적재 및 정비 상태 등에 따라 실주행 연비와 차이가 있습니다

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