

South Korea Open for Business



emita

the business network
for international trade

East Midlands Development Agency (EMDA)
Apex Court
City Link
Nottingham
NG2 4LA

Thursday 18 March 2010
7.45 am - 10.00 am

South Korea Open for Business



Date: Thursday
18 March 2010

Venue: East Midlands Development Agency (EMDA)
Apex Court, City Link, Nottingham NG2 4LA

Programme

- 07h45 Registration and breakfast**
- 08h30 Welcome and introduction**
- 08h35 Why Korea?**
Steve Suk-Ho Lee, Deputy Director,
Inward Investment,
Korea Trade-Investment Promotion
Agency (KOTRA)
- 08h50 EU-Korea Free Trade Agreement:
Benefits and Opportunities**
Cliff Bebb, Head of Trade,
British Embassy Seoul
- 09h15 Doing business in Korea**
Mikie Park, Trade Manager and
Kyung-ah Lee, Trade Officer,
British Embassy Seoul
- 09h30 Case study of success in the
Korean market**
Amanda McGillivray, Director,
Flying Cows Consulting Ltd
- 09h45 Question and answer session**
- 10h00 Close and networking**

Speakers

Steve Suk-Ho Lee is Deputy Director of Inward Investment at the Korea Trade-Investment Promotion Agency (KOTRA) in London.

- Steve has held this position since February 2008 and his key responsibility is to support UK companies to invest in Korea and assist Korean companies to set up their business in the UK.
- He joined KOTRA over 10 years ago and has served in various fields at Head Office in Seoul including market research, exhibitions and investment promotion.

Speakers (continued)

Clifford (Cliff) Bebb is Head of Trade for UKTI at the British Embassy in Seoul and has held this position since August 2009.

- Cliff has over 20 years of experience in UK Trade & Investment and its forerunners, helping British companies to do business world-wide.
- He was based initially at headquarters dealing with a variety of markets, sectors and exhibitions. He has also undertaken posts in Hong Kong, Bangladesh and Chongqing in China before taking up his current assignment.

Mikyung (Mikie) Park is a UKTI Trade Manager responsible for the Design and Consumer Goods sectors at the British Embassy in Seoul.

- Mike has worked for UKTI for almost 7 years, covering a range of responsibilities (including ICT) during that time.
- Prior to joining UKTI and the Embassy, Mikie worked for three different multi-national companies in Seoul. She has also worked for the Kyeonggi Development Institute (a Korean Government organisation).

Kyung-ah Lee joined the UKTI team at the British Embassy in Seoul almost 2 years ago, as Trade Officer responsible for the Fashion and Retail sectors.

- Before that, she worked for the Luxembourg Board of Economic Development as a Trade and Investment Officer, and for National Geographic Korea as a Marketer.
- Kyung-ah develops and maintains productive business relationships with local contacts such as importers, franchisees, distributors and licensees in the South Korean market, to assist UK companies with market entry and business development.

Amanda McGillivray is the Director of Flying Cows Consulting Ltd, a Nottingham based company which arranges English teaching placements in South Korea.

- Prior to establishing the business in 2004, Amanda lived and worked in South Korea for four years. She taught in private schools, public schools and at a university. She also completed an Internship as a Cultural and Language Ambassador at a national university in Korea.
- Flying Cows has grown over the past 6 years - from placing 2 or 3 teachers per month to 25-30 per month in 2009.

Cost £45.00 (+ VAT at standard rate) Free for emita members

To book go to www.emita.org.uk
or call the emita helpline: 0115 947 1767

