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ZUKUNFTSSPARTEN

Liebe Leserinnen und Leser,

seit der letzten KORUM-Ausgabe haben sich Ereignisse, die auf Korea Einfluss nehmen, nahezu überschlagen: (vorerst) abgeschlossene Revisionsverhandlungen zwischen den USA und Südkorea bezüglich des KORUS Freihandelsabkommens, ein drohender Handelsstreit zwischen den USA und China, und natürlich das nach den olympischen Winterspielen fortgesetzte Tauwetter zwischen den beiden Koreas, mit den vorläufigen Höhepunkten eines interkoreanischen Gipfels am 27. April und eines US-Nordkorea-Gipfels Ende Mai oder Anfang Juni. Während sicherlich jedermann die fortgesetzten und zielgerichteten Gespräche begrüßt, die eine Befriedung der Situation auf der koreanischen Halbinsel in Aussicht stellen, so bleibt das Gefühl eines „verhaltenen Optimismus“, ob es in der diesmaligen Konstellation gelingt, eine stabile sicherheitspolitische Situation für die Region zu erreichen oder ob sich der Zyklus zwischen Annäherung und Abschottung fortsetzt bzw. sich im schlechtesten Falle die sicherheitspolitischen Risiken wieder erhöhen.

Wirtschaft braucht vor allem Klarheit, um sich voll entfalten zu können, insbesondere wenn ein Land so viel vor hat wie Südkorea. Die Agenda der Regierung Moon umfasst hohe Investitionen in die Zukunft, um die „vierte industrielle Revolution“, in der der Mensch im Zentrum stehen soll, zu bewältigen und den globalen Kampf um Marktanteile und die Produktionsstätten der Zukunft zu gewinnen. Hohe Lohnkosten in Korea und aufholende Konkurrenz aus anderen Ländern macht die Suche nach neuen Wachstumsmotoren erforderlich. Daher blickt diese Ausgabe des KORUMs auf Schlüsselindustrien wie Halbleiter, OLED sowie Elektromobilität und befasst sich mit dem Konzept von „Smart City“, worin technische, wirtschaftliche und gesellschaftliche Innovationen zusammenfließen sollen. Wir wünschen viel Freude beim Lesen!



Barbara Zollmann

Geschäftsführerin
AHK Korea / KGCCI

Dear readers,

Since our last KORUM edition, events affecting Korea have virtually gone head over heels: there are (at least for the time being) finalized negotiations on the revision of the KORUS free trade agreement, a looming trade dispute between the US and China, and of course the continued thawing relations between the two Koreas after the Winter Olympics, which reach a preliminary peak with both the inter-Korean summit on April 27 and the US-North Korea Summit end of May or beginning of June. While surely everyone welcomes the continued and purposeful talks that present the prospect of establishing peace on the Korean Peninsula, the sentiment of a "cautious optimism" remains, as to whether this time it is probable to reach a state of stable security policy for the region or whether the cycle between rapprochement and separation continues or, in the worst case, scales up the security risks again.

Above all else, the economy needs clarity to be able to fully develop, especially when a country has ambitious plans, as Korea does. President Moon's agenda provides for high investments in the future to tackle the "Fourth Industrial Revolution" – which puts human beings in its center – and to win the fight over global market shares as well as over the manufacturing locations of the future. High labor costs in Korea and competition from other countries that are catching up make the quest for new growth engines a necessity. Therefore, this issue of KORUM looks at key industries such as semiconductors, OLEDs, and electromobility, and explores the concept of "smart city" which coalesces technical and economic with social innovation. We hope you enjoy reading!



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6 Schwerpunkt



Semiconductors, OLEDs, and electromobility are industries that are considered as new growth engines which are necessary in times of high labor costs in Korea and competition from other countries that are catching up. "Smart city" is the concept in which technical, economic and social innovation are being merged and which will propose a new way of living and thinking together with new market opportunities.

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Korea is investing in the modernization of the rail transport to improve safety in order to enhance resilience to cope with natural disasters such as earthquakes and floods. These long-term investments are planned until 2022 and include the IOT applications.

16 Inside KGCCI



KGCCI held its 37th Annual General Meeting (AGM) and elected a new Korean Chairman, Korean Vice Chairman and Directors. At the AGM, KGCCI and the Aluminetzwirk Deutschland-Korea (ADeKo), also signed a Memorandum of Understanding to strengthen cooperation in the fields of education, science and industry collaboration.

Korea's Strategic Road Map to Smart Cities

Prof. Kabsung Kim

The global competition has begun

The Consumer Electronics Show (CES), held in Las Vegas, USA, in January, showed global leaders the latest technology under the theme of 'Smart City'. China, India, Dubai, Saudi Arabia and others are pushing for the construction of new cities with smart technology developed by global companies such as Google, Microsoft, IBM and Alibaba. European countries are using smart city strategies to solve current urban problems in various areas, such as transportation, environment and energy. Cities in Europe are aiming to improve the competitiveness of old cities and to improve the urban environment and sustainability. China is planning a smart city policy under the leadership of the central government and plans to build 500 smart cities within 10 years. In the United States, 77 cities were competing through the Smart City Challenge and Columbus, Ohio, was selected as the pilot city in 2016. India has begun the construction of 100 smart cities to solve problems such as energy, transportation, and waste problems, and 20 pilot projects are currently underway. Singapore is pursuing the Smart Nation project and focuses on five areas: better home and environment, improved public services, health and well-aging, and a competitive economy.

Barcelona, Spain, is applying smart urban technology to solve urban problems such as smart light, smart bus, smart water, smart bus stop, smart parking and smart waste control.

Korea's definition of Smart Cities

Korea has enacted the "Law on the Construction of Ubiquitous City" in 2009 and imposed the application of the u-city technique on the newly developed large-scale residential development projects and has been carrying out R&D and manpower development projects. LH (Land and Housing Co.) and other public corporations, SI companies, and telecommunication companies are participating in several development projects worldwide. Despite these efforts, it got pointed out that the technology is lagging behind the world's cities and companies because it is not enough to solve real city problems or to develop services that citizens can experience. Therefore, the current government has set up 'Smart City' as one of the nation's core agendas. Today, more than 50% of the world's population live in cities, and the urban population is expected to grow even larger. China, Southeast Asia, the Middle East, and African countries, which can be considered as Korea's markets, have a remarkably low



urbanization rate, which will further promote urban agglomeration in the future.

Korea has grown from the poorest nation in the world in the 1950s to the top 10 economies. Urban development has played a very important role in this process and Korea is considered to be one of the world's ICT power countries. It is difficult to conceptualize the definition of 'Smart City' since there exist more than 200 definitions in the academia. However, if 'Smart City' is defined as 'to solve urban problems and improve the quality of life by using ICT, IOT technology, etc.', 'Smart City' is a competitive field. In order to foster future leading industries of the 4th Industrial Revolution technology, president Moon Jae-in's government launched the 4th Industrial Revolution Committee as a presidential organization. The committee plans to develop various technologies to improve the nation's technological innovation capacity by developing fourth industrial revolution technologies summarized as AI, internet, cloud, big data and mobile technology, and to create high-quality jobs and increase income. It is the city where these fourth industrial revolution technologies are applied and utilized, and the city where the continuous evolution takes place. It is used as means to understand the city as a platform and to introduce the fourth industrial revolution technology into the city. The committee wants to develop new technologies, apply them to the cities where people live, and contribute to human history.

Governmental strategies for Smart Cities in Korea

The government's Smart City policy goes in three directions. First, leading the Smart City movement by creating a unique test bed in the world through the creation of a national pilot city. It will be a 365-days exhibition experimental city where domestic companies as well as global companies research and develop the latest technology. To this end, the 'Living Zone 5-1' in Sejong City and part of the 'Eco Delta City' in Busan were selected as pilot cities in January. It will be a city where smart city technology can be applied and evolved from the planning stage in the blank state. Second, introducing a smart city technology that citizens can feel in existing cities by linking with the Urban Regeneration New Deal projects. Each year, four to five of the Urban Regeneration New Deal projects in the city are designated and additional budgets are allocated. Third, the existing technology will be further developed and upgraded, and the project will be expanded to cities in Korea as well as the world.

Korea has just completed the road map and is ready to realize the policy one by one. It is a top priority to improve the system by creating mechanisms that enable many experts, citizens, and companies to participate and to improve related laws and regulations. In order to mitigate the regulations that hamper the development of new technologies including the Personal Information Act, "the Smart City Construction and Promotion Act" is being revised. A sandbox model would be employed by the government for deregulation. Financial incentives and long-term

lease of land will be applied to encourage foreign companies and venture companies to attract investment.

IDEA City – The next level of Smart Cities

At the 27th Vision Korea National Report, there was a presentation about "IDEA City" as a future city strategy. "IDEA City" is defined as a city where people can fully realize their own idea. The word 'IDEA' came from the concept that Plato devised 2400 years ago. For him, IDEA was the ideal itself, however, the digital technologies today enable us to organize and structure the IDEA world. We can visualize dreams and implement it into reality through the emerging technologies such as artificial intelligence (AI), internet, cloud, big data, and mobile. The construction of the national pilot city is proceeded by introducing the concept of a digital twin from the planning stage. Citizens, business firms, and experts will virtually discuss the value of the city on an online platform, and experiment with the technologies to be applied through simulations before finally realizing it. At the planning stage, virtual citizens create a virtual city in the digital space where they can freely present and experiment new ideas. The responding ideas are analyzed by the global expert group who will decide the implementation and development of the ideas. The block-chain technology is supposed to be employed in the digital platform in order to increase the trust level of the virtual community. With cloud funds, business models would be established in the platform. Global companies and research groups will be open to participation in the project.

Pilot Cities: Sejong City Living Zone 5-1 and Busan Eco Delta City

Two national pilot cities to be built as international test-beds will be the development model through good competition and exchanges of information. With a size of 2,741,000m² Sejong City Living Zone 5-1 is planned to be an energy-zero town and open for autonomous vehicles. Also, because it is an administrative city, it will be planned as a city where the technologies that citizens can experience such as education, culture, and medicine are experimented and applied. Busan Eco Delta City will have a total capacity of 2,194,000m² and will be equipped with a variety of smart city technologies focused on water cycle, renewable energy, and international logistics. Especially, there are lots of industrial complexes in the vicinity, and it is expected that the industries related to Smart City will be restructured centering on the technology of the fourth industrial revolution such as sensing, solar energy, and AI. The MP (Master Planner) selection process is underway to oversee the basic concept design and planning of the national pilot city and plans institutional support and legal maintenance to become a global pilot city.



Prof. Kabsung Kim

Yonsei University Department of Urban Planning and Engineering
Et Head of Smart City Special Committee of the Presidential
Committee on the fourth industrial revolution

Südkoreanische Firmen setzen weiter auf OLED

LG Display erhält grünes Licht für Fabrik in China Verkäufe von OLED-Fernsehern sollen deutlich steigen

Alexander Hirschle

Die südkoreanischen Elektronikproduzenten weiten ihre Kapazitäten zur OLED-Fertigung aus. LG Display bekam Ende 2017 grünes Licht für eine riesige Fabrik in China. Mit der Investition soll die Herstellung von hochwertigen Erzeugnissen forciert werden, da chinesische Wettbewerber im LCD-Markt stark investieren. Bei Premium-Fernsehern steigt der Anteil von OLED-Geräten deutlich an. Insgesamt soll sich die Zahl verkaufter OLED-Fernseher bis 2021 mehr als verdoppeln.

Der südkoreanische Panel-Hersteller LG Display hatte bereits Mitte 2017 die Pläne für den Bau einer neuen OLED-Fabrik (Organic Light-emitting Diode; organische Leuchtdiode) in China bekanntgegeben. Im Dezember schließlich erteilte die südkoreanische Regierung grünes Licht für die neue Produktionsstätte. In den kommenden Monaten sollen in Guangzhou rund 4,5 Milliarden USD in den Bau der neuen Fabrik fließen.

Allerdings hatte das zuständige Ministerium Motie (Ministry of Trade, Industry & Energy) unter anderem zur Bedingung gemacht, dass LG die nächste große Investition wieder im Heimatmarkt tätigt und die Sicherheitsvorkehrungen in Bezug auf einen Abfluss von Know-how erhöht.

Die Kapazitäten in Guangzhou sollen sich auf 60.000 OLED-Panels der Größe Gen 8.5 pro Monat belaufen, die vorwiegend in TV-Geräten verwendet werden. Derzeit erreichen die LG-Kapazitäten insgesamt 55.000 Einheiten pro Monat. Die Fertigstellung der neuen Fabrik ist für das 2. Quartal 2019 geplant. Nach Information von Branchenkennern sollen etwa 80 Prozent der Investitionssumme an südkoreanische Lieferanten zurückfließen, was die Genehmigung durch die Regierung wohl positiv beeinflusst haben dürfte.

Chinesische Firma BOE überholte LG bei großen Displays

Die Erweiterung der Kapazitäten kommt zum richtigen Zeitpunkt. Denn LG Display hatte im 3. Quartal 2017 seine Spitzenposition im Markt für großflächige Displays an die chinesische Firma BOE verloren. Nach Angaben des Forschungsinstituts IHS Market in der lokalen Presse lag LG zuvor acht Jahre am Stück auf Platz eins bei den globalen Verkäufen in diesem Segment, das Flüssigkristallanzeigen (Liquid Crystal Display, LCD) und OLED-Displays für TV-Geräte, Monitore und Laptops umfasst.

Zwischen Juli und September 2017 erreichte LG Display nur noch einen Anteil von 19,3 Prozent am weltweiten Absatz, während BOE auf 21,7 Prozent kam. Auf den Plätzen drei und vier folgten

die taiwanesischen Firmen Innolux und AUO mit 16,1 und 15,8 Prozent. An fünfter Stelle rangierte mit Samsung Display wieder eine südkoreanische Firma mit einem Anteil von 8,9 Prozent.

Nach Einschätzung von Beobachtern dürfte sich der Abstand zwischen LG und BOE künftig weiter vergrößern, da BOE Anfang 2017 mit der Produktion von Displays der Größe Gen 8.5 begonnen hatte. Allerdings liegen LG wie auch Samsung im Bereich von Premiererzeugnissen wie etwa UHD (Ultra-high Definition) Display Panels noch deutlich vor der chinesischen Konkurrenz.

Südkoreaner mit starker Marktposition bei OLED

Für die südkoreanischen Wettbewerber ist es angesichts des dünneren technologischen Vorsprungs gegenüber der Konkurrenz aus dem Reich der Mitte im LCD-Bereich essentiell, sich künftig stark auf den boomenden OLED-Markt zu fokussieren. Derzeit verfügen Samsung und LG über eine äußerst starke Position im OLED-Bereich mit einem geschätzten Anteil Samsungs von 97 Prozent bei mobilen Anwendungen.

Allerdings plant LG Presseberichten zufolge eine Intensivierung der Aktivitäten bei kleinen Displays für Smartphones. Bisher hatte das Unternehmen seinen Fokus auf OLED-Panels für TV-Geräte gelegt und gilt als einziger bedeutender Hersteller in diesem Segment. Auch hatte LG im Jahresverlauf 2017 angekündigt, einige LCD-Produktionslinien in Südkorea zu schließen und sich künftig verstärkt auf das OLED-Segment zu fokussieren. Die gesamten Investitionen des Unternehmens im In- und Ausland sollen sich gemäß der Planungen bis 2020 auf rund 18 Milliarden USD belaufen, alleine 2018 wird die Summe 8,1 Milliarden USD betragen.

Die Produktion der südkoreanischen Display-Industrie ist 2017 laut Kiet (Korea Institute for Industrial Economics and Trade) wertmäßig um 0,5 Prozent gestiegen.

OLED-TV auf dem Vormarsch

Nach Einschätzung des Marktforschungsinstituts WitsView wird der Markt für OLED-Fernseher hohe Steigerungsraten erzielen, bereits 2017 hatte das Wachstum 72 Prozent betragen. IHS errechnete, dass in den ersten drei Quartalen 2017 fast 44 Prozent aller TV-Geräte über 2.500 USD auf OLED-Technologie basierten. Noch 2015 hatte der Anteil bei 15,5 Prozent und 2016 bei 35,0 Prozent gelegen; 2018 dürfte die 50-Prozent-Schwelle genommen werden.

Die Gesamtzahl versandter OLED-Fernseher weltweit wird sich 2018 demzufolge auf 2,5 Millionen Einheiten belaufen und bis 2021 auf 6,6 Millionen Geräte deutlich mehr als verdoppeln. Gleichzeitig dürften nach Einschätzung der Branchenexperten die Preise für OLED-Fernseher stark sinken. Darüber hinaus soll der Wettbewerb im laufenden Jahr deutlich zunehmen, da weitere Hersteller in diesem Premiumsegment auf den Markt drängen.

LCD-Segment kämpft mit Überangebot und sinkenden Preisen

Mit sinkenden Preisen haben auch die Hersteller der "traditionellen" LCD-Technologie zu kämpfen. Branchenkenner rechnen mit einem Absinken von rund 15 Prozent bei LCD-Panels allein im Jahresverlauf 2018. Bereits zwischen 2015 und 2017 war der Preis in diesem Segment um rund 20 Prozent abgestürzt. Ursächlich hierfür ist unter anderem der Produktionsstart mehrerer Fabriken in China, die wiederum für eine Verlängerung des seit 2015 anhaltenden Überangebots im LCD-Segment sorgen werden.

Entwicklung der südkoreanischen Display-Industrie

Veränderung im Vergleich zum Vorjahr in Prozent

	2017	2018 ¹⁾
Inlandsabsatz ²⁾	0,9	2,2
Import ³⁾	67,6	9,9
Produktion ²⁾	0,5	-1,5
Export ³⁾	9,5	2,1

1) Prognose; 2) auf Won-Basis; 3) auf USD-Basis

Quelle: Kiet (Korea Institute for Industrial Economics and Trade)

Übergreifend gab der globale Markt für LCD-Fernseher 2017 Schätzungen von Witsview zufolge um 4,1 Prozent auf 211 Millionen Einheiten nach. Samsung konnte dabei seine Marktführerschaft mit einem Anteil von 20,3 Prozent beziehungsweise 43,0 Millionen Geräten verteidigen, gefolgt von LG Electronics (13,4 Prozent; 28,3 Millionen Einheiten). Dahinter lagen die chinesischen Firmen TCL (6,8 Prozent; 14,3 Millionen), Hisense (6,1 Prozent; 12,8 Millionen) und die japanische Firma Sony (5,8 Prozent; 12,3 Millionen). Für 2018 wird für Samsung ein leichter Rückgang der weltweiten Verkäufe von 1 Prozent und für LG ein marginaler Anstieg von 0,7 Prozent prognostiziert.

Gute Perspektiven für Lieferanten

Die hohen Investitionen in LCD und OLED bieten zahlreiche Geschäftschancen für Lieferanten. Global soll sich die Nachfrage nach Ausrüstungen zur Herstellung von LCD-Flachbildschirmen 2018 auf rund 20 Milliarden USD belaufen. Auch im OLED-Segment können deutsche Lieferanten punkten, unter anderem bei Chemikalien, Lasertechnologie, optischen Systemen sowie Folien und Klebstoffen.



Alexander Hirsche

Representative Correspondent
Germany Trade and Invest
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"It will take some more time for China's semiconductor competitiveness to come to Korea's level"

Interview with Taeksung Kim, managing partner and US attorney at H&A Patent & Law Firm and former director of IP prosecution at Samsung Semiconductor

KORUM: Mr. Kim, thank you for accepting the interview. You started your early career at Samsung and had led the IP prosecution department of Samsung Semiconductor for almost 9 years. How would you describe the trend in the Korean semiconductor industry and how are the prospects?

Taeksung Kim: In the early 1980s, the founder of Samsung Electronics, deceased Mr. Byeong-cheol Lee, decided to make company's fate investment in the semiconductor business with the vision of "Semiconductor technology is the rice of the industry." Just as rice was a staple food for many people at that time, he understood that semiconductor technology provides the foundation for the emergence and development of various industries. Demand for existing semiconductor products may decline when the market size of existing industries declines, but demand for new semiconductor products increases explosively as a new industry begins to grow. In 2016, along with the booming of the new technologies, such as IOT and AI, the so-called Industry 4.0 has emerged. Although the demand for semiconductor products being used in the pre-existing industries has temporarily declined, the demand for Industry 4.0 has exploded. This increase will continue until Industry 4.0 matures and stops growing and declines. As illustrated above, the demand for semiconductors is temporarily decreasing at the intersection where the existing industry is declining and the new industry is emerging as the paradigm of the industry is shifting, but it continues to grow in the long run. And the increase of semiconductor demand will continue until an innovative new technology completely replaces the current semiconductor technologies, just like the semiconductor technology that replaced vacuum tubes in the past.

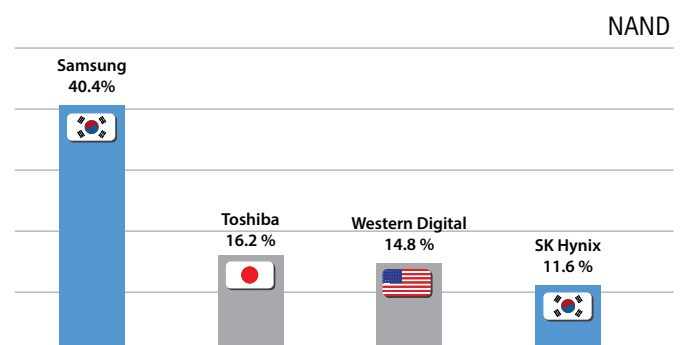
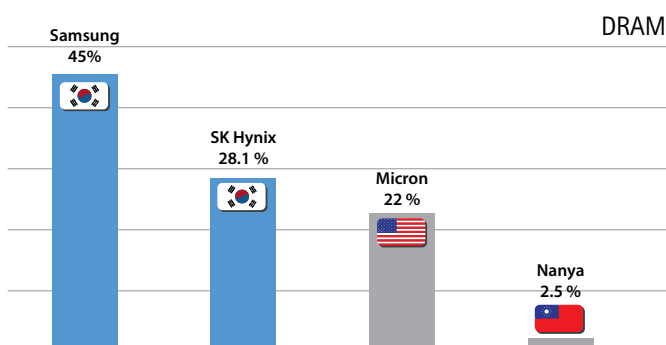
KORUM: What are the changing requirements for the semiconductor industry to respond to the technical trends towards more connectivity and mobility?

Taeksung Kim: Industry 4.0, the major backbone technology of which is hyperconnectivity, mobility and AI technology, requires more advanced semiconductor technologies than conventional ones in terms of power consumption, operation speed and reliability. Techniques are required to maintain the reliability of operation while reducing the circuit design rule to a single digit nano scale. If the design rule is reduced by 30%, the productivity of semiconductor chips from the same size of the wafer is doubled. However, the shrink technique ultimately reaches its limit. Once the shrink technology reaches its limit, the chip architecture replaces the existing planar cell array into a vertical cell array, and the package requires more complex process to employ therein system technologies. Vertical NAND, Vertical Channel DRAM, and Stacked CIS have been developed with vertical device layout technology, and system technology is increasingly employed in POP (Package on Package) and SIP (System in Package). Moreover, SiC (System in Chip) technology that integrates memories and logic devices in one chip is recently under development.

KORUM: Korea currently holds the leading market share internationally. What is the strategy to face competition such as from China?

Taeksung Kim: The semiconductor industry has very high technical barriers to entry because of its difficulties and its huge initial investment. Despite this high entry barriers, China has recently

Global Top 4 Semiconductor Memory Companies



Source: Global Market Share for Semiconductor Memory, IHS Market April, 2018

strengthened its national competitiveness in the semiconductor industry by investing heavily as its government and industry are collaborating as one body. China's full range of operations for its semiconductor competitiveness includes but is not limited to expanding the government-funded R&D budget, securing national core technologies and human resources, establishing measures to prevent foreign spillage of its resources, and expanding the surrounding infrastructure of electric power, water and land acquisition for factory sites. Although China's track record is strong and enormous, Korean semiconductor companies keep increasing their global market share and are continuing to lead new

semiconductor technologies for more than one generation ahead. As the technology of new semiconductor products demanded by Industry 4.0 is getting more difficult, technology barriers are higher and initial investment gets bigger than ever. In this regard, it will take some more time for China's semiconductor competitiveness to come to Korea's level.



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The Future of Electromobility

Transformation has begun with Plug-in Hybrids to bridge toward the future

Dimitris Psillakis

Electric Vehicles (EVs) are drawing great public attention as regulations on the environment have been tightened. This however is not the first time. The history of EVs goes back about one hundred years ago. EVs of that time had less vibration, noise, and smell, so won the hearts of upper class women in Europe and the U.S. However, their golden days didn't last so long. With crude oil detected in Texas in the 1920s, EVs' high prices, heavy batteries, etc. forced them to give their dominance to gasoline cars.

Now, a century later, EVs have heralded a splendid revival thanks to the technological advances. The current environmental challenges led EVs to emerge as a trend. In fact, the advent of the era of EVs is expected all around the world. Norway, the Netherlands and France have decided to cease sales of cars with internal combustion engines from 2025, 2030, and 2040 respectively, followed by the U.K. who have announced the related legislations to ban internal combustion engines. In particular, China has announced that it will introduce the EV Quota in 2019, a mandatory sales quota, which will impose a penalty on companies when their output of new energy vehicles is less than 10%. Korea is also showing quick response to the global trend. The EV policy of the Korean government is focused on raising the penetration rate. The Korean EV market has begun heating up as of 2013. EV sales, which stood at only 1,075 units, rose nearly tenfold in just three years.

According to the report from the International Energy Agency (IEA) titled "Global EV Outlook 2017", sales of EVs (including PHEVs) grew about 60% in 2016 alone to record 751,620 units and the accumulated sales surpassed two million units. The IEA predicted that 9 million to 20 million units will be sold in 2020 and 40 million to 70 million units in 2025.

From hype to reality: the remaining challenges of EVs

The most critical challenge is a limited driving range. Driving range can be different depending on the driver's driving habits, road conditions, etc. Especially, seasonal conditions of countries like Korea, which have extremely hot summers and cold winters, are not favorable for battery performance. Further, for Korean drivers who usually travel the entire nation in one day thanks to well-established highway and infrastructure, the sufficient driving range is essential.

Another concerning point is about the charging. The insufficient charging infrastructure and the long charging time should be dramatically improved. But obviously, tackling the issue will take significant period of time until people feel comfortable to make decision toward EVs.

Plus, consumers are looking for a diverse set of EVs for their choice, including more spacious EVs for family purpose, more stylish EVs for exclusiveness or models combined with more advance technology such as autonomous driving or connectivity.

That is why global automakers are launching Plug-In-Hybrid EVs (PHEVs) – the combination of the combustion and the electric drivetrain and suggesting them as an interim solution.

Mercedes-Benz who had launched EQ, an electric mobility brand in 2016, announced its plan to invest 10 billion EUR to go full electric last year. According to its plan, full electric vehicles will account for between 15 and 25% of total sales by 2025. For Mercedes-Benz, PHEV is the bridging technology to pure battery electric vehicles until major requirements such as driving range and infrastructure

are fulfilled. Other imported and domestic automobile brands are known to also participate in a phased roadmap for electric mobility through PHEVs.

How can PHEVs be a viable interim solution?

With PHEVs, driving inner city under full electric mode is perfect for commuters while supplementing gasoline or diesel engines when electricity runs out for a long-distance driving. This helps drivers ease their anxiety about driving range.

PHEVs are a necessary link to bridge the gap until the lack of the charging points for EVs is fully resolved. Indeed, less emission of exhaust gas compared to internal combustion engines also brightens the prospect of PHEVs.

A total of 352 PHEV units were sold in Korea in 2017. Excluding hybrid electric cars, which achieved more than 80,000 units in sales, PHEV sales accounted for less than 3% of the total EVs of 13,541 units. One of the reasons is that the actual purchase price is quite high due to the subsidy that is not balanced. The subsidies for PHEVs are about 5 million KRW and the tax incentives are about KRW 2 million, which is less than half the subsidy of EVs. In addition, disagreements over decision-making process among

different government agencies make the subsidy policy inconsistent, confusing consumers.

But overseas circumstances are different. In 2016, 278,779 units of PHEVs were sold worldwide, accounting for about 36% of the total EV sales. This is because many countries understood the characteristics of eco-friendly vehicles and provide tax benefits and subsidies accordingly. For instance, the U.S. subsidizes both electric and hybrid cars based on their battery capacity. China strategically pushes the development of PHEVs, EVs, and hydrogen fuel cell vehicles under a product group of "new energy vehicles" and providing benefits. Norway, which has the highest sales ratio of eco-friendly cars across the world, also differentiates tax benefits depending on carbon dioxide emissions. (Examples based on records of 2016).

In conclusion, the automotive industry should make efforts to be chosen by customers by producing PHEVs and full EVs cars, and in particular, partner with the government to establish the relevant infrastructure. Also, it requires immediate attention for the Korean government to consider subsidies for various types of EVs ranging from full EVs to PHEVs in a flexible way. Looking at the suffocating air of Seoul filled with fine dust, everyone wishes to improve the quality of the air we drink by the rapid penetration of EVs and PHEVs.

- 1) Sales of Electric Vehicles (EVs) in 2017, the Ministry of Environment
- 2) Domestic sales by eco-friendly vehicle type in 2017, Korea Automobile Manufacturers Association, Korea Automobile Importers & Distributors Association
- 3) EV sales, Insideevs



Dimitris Psillakis

President & CEO of Mercedes-Benz Korea
www.mercedes-benz.co.kr



Südkorea sorgt für mehr Sicherheit im Schienenverkehr

Hohe Investitionen in Modernisierungsmaßnahmen Erdbebenschutz als wichtiges Ziel

Alexander Hirschle

Südkorea wird bis 2022 mehrere Milliarden USD in die Modernisierung des Schienenverkehrs investieren, da die Infrastruktur in die Jahre kommt. Einer der Schwerpunkte soll dabei auf Sicherheitsaspekten liegen, die vor allem durch mehrere Erdbeben in den vergangenen Jahren in den Vordergrund gerückt sind. Darüber hinaus sollen Mittel für IT-Ausstattung und verbesserte Zugänge zu den Zügen bereitgestellt werden. Ebenso soll die lokale Entwicklung von Eisenbahnteilen gefördert werden.

Die Regierung Südkoreas plant, in den kommenden fünf Jahren insgesamt 6,8 Milliarden USD in die Verbesserung des Schienenverkehrs zu investieren. Das zuständige Ministry of Land, Infrastructure and Transport veröffentlichte ein entsprechendes Konzept Anfang Januar 2018.

Von der Gesamtsumme sollen 4,6 Milliarden USD auf die Eisenbahninfrastruktur und 2,2 Milliarden USD auf die Optimierung der U-Bahnen entfallen. Nach Angaben des Ministeriums in der lokalen Presse sind 37 Prozent der Brücken und Tunnel in Südkorea älter als 30 Jahre und viele elektrische Installationen zwischen 10 und 20 Jahre alt.

Sicherheit im Vordergrund

Für die allgemeine Modernisierung und Renovierung der U- und Eisenbahnstrecken sind 3,8 Milliarden USD bis 2022 eingeplant. Weitere 1,1 Milliarden USD sind für die Optimierung der Sicherheit der bereits existierenden Verbindungen vorgesehen, was vor allem die Widerstandsfähigkeit gegen Naturkatastrophen wie Erdbeben oder Überschwemmungen betrifft.

So sollen die Schienen des Schnellzugs KTX künftig Erdbeben der Stärke 6,3 standhalten können. Die bisher verwendeten Materialien sind in der Lage, Beben der Stärke 5,5 widerstehen zu können. Angesichts der beiden Erdbeben im Südosten Südkoreas 2016 und 2017 mit Stärken von bis zu 5,4 sind gleichzeitig die Sicherheitsbedenken bezüglich der Katastrophenresistenz der bestehenden Infrastruktur gestiegen.

Für die verbesserte Ausstattung der Züge mit neuester Informations- und Kommunikationstechnologie wie etwa dem Internet der Dinge sind 1,4 Milliarden USD eingepreist. Etwa 370 Millionen USD wiederum sollen in die Verbesserung



der Zugänge wie etwa durch den Bau von Fahrstühlen sowie in Lärmschutzmaßnahmen mit dem Bau schalldichter Wände fließen.

Lokale Teileindustrie soll gefördert werden

Nahezu zeitgleich veröffentlichte das Ministry of Trade, Industry & Energy Pläne, insgesamt rund 120 Millionen USD für die Förderung der heimischen Industrie für Eisenbahnteile auszugeben. Die

Mittel sollen von 2020 bis 2026 fließen. Ziel ist, die internationale Wettbewerbsfähigkeit der lokalen Firmen zu stärken und – wenn die Pläne final bestätigt werden – 18 Teile, die bisher importiert werden, dann selbst entwickeln und produzieren zu können. Das Marktvolumen für Eisenbahnteile in Südkorea wird auf rund 1,6 Milliarden USD pro Jahr geschätzt.

Kick-off for Paradigm Shift in Korean Society

Susanne Woehrle

Ausbildung is going into its second year!

As the first generation of trainees of Ausbildung successfully started college on 2nd and respectively on 5th of March 2018 following their first months of training-on-the job, BMW Korea, Mercedes Benz Korea and KGCCI are in the process of preparing for the second generation of trainees. The new recruitment process started in mid April 2018 and even more technical high schools will participate than in 2017. In total, there are over 40 high schools nationwide which are encouraging Korean students to apply for the Ausbildung program.

Based on the experiences made, we evaluated what impact the Ausbildung program has for all stakeholders together with trainers, trainees and high schools.

Trainees

As of now, there is a remarkably low drop-out rate by the end of the first six months of training on site in the workshops. The trainees settled very well in the new working environment which was accompanied very closely by their trainers. Obviously, it also paid off that the participating companies went through a very thorough recruiting process to choose the right students for the program. Hence, the same recruitment process will be applied for the second generation of trainees:

1. Submission of documents (recommendation letter from school, letter of motivation, report card)
2. Written theoretical test consisting of 60 questions
3. Online personality test which was specifically developed for Ausbildung
4. Interview session at dealership/service center

Especially the online personality test helps to find out about the motivation of the students for choosing the program. In this

program, grades are not the only selection criteria. Instead, other characteristics are highly important for the program. Applicants have to be open-minded, pro-active, curious, interested, team-oriented, self-responsible, focused, committed and solution-oriented.

Trainers

Trainers take over a core role in the Ausbildung program, as they are the most important person in the workshop for the trainees. The trainers have to organize Ausbildung for the trainees in the workshop based on the curriculum for vehicle maintenance and adapted to the actual working environment. At work the trainees have to interact with other colleagues in the workshop regardless of the hierarchy. This is a very new situation in Korean working environment which is not always easy to handle – for all sides. Ausbildung brings a lot of change in terms of hierarchy and organization of work.

In order to prepare the trainers even better for this new challenge,



(From left to right) Min-young Jung & Young-wook Koh (BMW Korea), Young-Jin Kim (KGCCI) and Jae-Jin Lee & Dae-woo Lee (Mercedes-Benz Korea) during the Ausbildung high school promotion tour

KGCCI organized a trainer-re-training session in March. The focal points of this re-training were the following:

- Managing conflict situations in the workshop (conflicts with trainees or colleagues)
- Learning new teaching methods
- Providing feedback after the first 6 months of being a trainer

The outcome of the workshop was that trainers were very satisfied with the additional task of being responsible for a young employee, even though this means more stress and pressure in their day-to-day work day. However, the positive aspects of being a trainer outbalance the difficulties.

High Schools

Teachers of high schools which are preparing their students for the upcoming recruiting of the second generation of Ausbildung said that they are currently experiencing a "miracle". Once their students set their eyes on Ausbildung, there was – all of a sudden – a high motivation for the students to study hard without being pushed by teachers, just in order to have a good chance to be accepted in one of the dealerships for Ausbildung.

In addition, high school teachers are trying to adjust some of the content at school in order to get the students better prepared for the application process. As the high school students will face a tough curriculum in college, the high school teachers have to prepare them accordingly. Therefore, the exchange of information between schools, colleges, KGCCI, BMW and Mercedes Benz is important prior to the recruiting process. In order to ensure this close communication between all parties, a high school information day was held on 10th of April 2018 with more than 40 participants.



High school teacher information day at KGCCI

Colleges

The start of the trainees at college is also a very new situation for the colleges. For the first time there are students in college which are not full-time students. The professors had to create a very new course for the Ausbildung program based on the curriculum of Ausbildung. Additionally, the teaching methods have to be different to what the professors are presently used to.

Government & Public

The Korean Ministry of Labor, the Ministry of Education, the Ministry of Finance and Strategy and related organizations show increasing interest in Ausbildung and are more and more supportive of the program. During the visit of the Korean Minister of Employment and Labor, Kim Young-Joo, in Germany this March, DIHK (the umbrella organization of the German Chamber Network abroad), KGCCI and Korea Polytechnics signed a Memorandum of Understanding to enhance the cooperation in the fields of vocational training.

Conclusion

It seems that Ausbildung leaves its marks far beyond the actual program: It kicks off different processes in the workplace and in schools, and it leads to different teaching methods and re-thinking of old ways of doing things. As the Korean society is in an on-going process of change which is important for the country's further development and global standing, the Ausbildung project can contribute to this change in a very positive way.



Susanne Woehle

Project Manager Ausbildung
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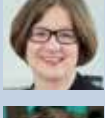
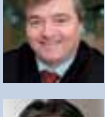
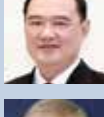
(From right to left) MOU signing between Dr. Achim Dercks (Deputy CEO, DIHK), Sukheang Lee (CEO & Chairman, Korea Polytechnics) and Barbara Zollmann (President & CEO, KGCCI), with Mme. Kim Young-Joo, Korean Minister of Employment and Labor

KGCCI Board of Directors 2018/2019 elected

On April 18, KGCCI held its 37th Annual General Meeting (AGM) and elected a new Korean Chairman, Korean Vice Chairman and Directors. At the meeting, Dr. Hyo-Joon Kim, Representative Director & Chairman of BMW Group Korea, was elected as new Korean Chairman of KGCCI. Please find the complete list to see all KGCCI Board of Directors 2018/2019.

KGCCI would also like to thank all parting Board Members who have contributed much over the past two years: former Korean Chairman Dr. Jong Kap Kim as well as Thomas Geyer, Dohyon Kim, Ki-Hwan Park, Stefan Rentsch and Dr. Stefan Schlipf.

Board of Directors of the KGCCI 2018/2019

Korean Chairman		Dr. Hyo-Joon Kim Representative Director & Chairman BMW Group Korea	Members (cont.)		Mr. Klaus Hagenkord Director Lufthansa Cargo AG
German Chairman		Ms. Ingrid Drechsel President Bayer Korea Ltd.			Mr. Dai-Woo Han of Counsel Bae, Kim & Lee
Korean Vice Chairman		Mr. Sam-Sung Yang Attorney at Law Yoon & Yang LLC			Mr. Wolfgang Hock CFO TÜV SÜD Korea Ltd.
German Vice Chairman		Mr. Bernd Gehlen CFO BASF Company Ltd.			Mr. Jong Kap Kim Managing Director Deutsche Bank AG Seoul Branch
President & CEO		Ms. Barbara Zollmann President & CEO Korean-German Chamber of Commerce & Industry			Mr. Steven (Yusok) Kim President Henkel Korea
Treasurer		Mr. Ludwig Feuchtmeyer CFO Continental Automotive Electronics LLC			Mr. ChewKong Lum President & CEO / CFO Siemens Ltd. Seoul
Members		Mr. Jin-Young Bae CEO Trumpf Korea Co., Ltd.			Dr. Frank Schaefers President Robert Bosch Korea Ltd.
		Mr. Ki-Young Bae President & CEO The Class Hyosung Corp.			Mr. Peter Yoogiul Son Country Director Korea Vaillant Group Korea Ltd.
		Mr. Max Burger President MAN Truck & Bus Korea Ltd.			Mr. Frank Steinleitner Representative Director Yongsan Sports Automobile Ltd.
		Mr. Kyu-Sang Cho President & CEO Daimler Trucks Korea Ltd.			Mr. Peter Tiedemann President & Repr. Dir. Carl Zeiss Co., Ltd.
		Mr. Christian Groeger President & CEO Eppendorf Korea Ltd.			

„Korean technology and our inspiration to solve a global problem by serving a worldwide demand“

Interview with YunYoung Heo, President of MarineBio www.marinebio.kr

KORUM: Mr. Heo, thank you for accepting the interview. MarineBio received the "2017 KGCCI Innovation Award" in the category "Innovation in Sustainability". The application for this year's Innovation Award is currently on-going. We would like to know what your motivation was to participate in the KGCCI Innovation Awards.

YunYoung Heo: We believe in Korea's biomaterial technology using seaweeds and aimed for the recognition from Germany, a technologically advanced country. The KGCCI Innovation Awards seemed to be a great opportunity to present our products and business idea to the German and moreover to the European audience.

KORUM: Your products are made of seaweed biomaterials. What is your inspiration for this material?

Y. Heo: Our products are not only made from high-value natural material but represent our company's goal to support creating a world in which various parties can mutually benefit from. Korea is a peninsula surrounded by water and therefore has a long tradition and history of utilizing natural resources from the ocean. This marine environment paired with Korean technology could result in seaweed biomaterial to be an excellent material for various products, such as cosmetics, masks against fine dust, bioplastics, diet food, nano-cellulose, filter paper or even clothes. In times of global warming the demand for eco-friendly and functional products is rising worldwide. And geographically the poor countries are rich of these marine resources. MarineBio aims to prevent the global warming through the seaweed cultivation in these regions and to generate income for the people of the poor countries. We

are realizing this idea with Korean technology and our inspiration to solve a global problem by serving a worldwide demand.

KORUM: What products are in your portfolio and what is in the pipeline?

Y. Heo: MarineBio offers facial cosmetic bio-masks made of seaweed which has the finest and most dense structure of the natural fiber substances discovered to date. Seaweed also contains algae extract, which is proven to be hypoallergenic and therefore immune to troubles and allergies concerning skin. This is why seaweed extract is the finest material and is the best material for skin care. Currently, our material is co-developed with the Bestian Foundation, an antipyretic treatment hospital, for burn treatment and wound healing pads.

KORUM: What are your future plans?

Y. Heo: We are working on further developments to expand our business portfolio not only in cosmetics but especially in the field of medical treatment and bio-filters for cars. And we hope to assemble a partnership with Germany, as it is a leading country in these industries. We have the ability of securing material farms and resources for the marine biomaterials business. With our technology using seaweed our plant design that is capable of material mass production, and



From left to right: Prof. Seo Yung-Bum and Mr. YunYoung Heo receive the Innovation Award 2017 handed over by KGCCI Vice Chairman Mr. Bernd Gehlen



MarineBio's facial cosmetic bio-masks made of seaweed

through the production of various bio-material products, MarineBio will become a global company leading the seaweed bio-industry.

KORUM: Did the KGCCI Innovation Award help you in your business endeavors?

Y. Heo: Honestly, we did not expect a sudden boost in our business just by winning the award. But the network of the KGCCI helped us to contact leading German companies from the industries of our interest. Meetings are planned to present our products and technology and to discuss potential for cooperation. I am sure that the exchange of information will be helpful in both ways.



MarineBio president Mr. YunYoung Heo and technologist Prof. Seo Yung-Bum at the Innovation Awards 2017

"The Innovation Awards jury to find innovative ideas and companies to support them in realizing and accelerating their business"

Interview with Ingrid Drechsel, German Chairman of the KGCCI and President of Bayer Korea Ltd. www.bayer.co.kr



KORUM: Mrs. Drechsel, you are the German Chairman of the KGCCI and also the head of the 2018 KGCCI Innovation Awards jury. In your opinion, what does innovation mean worldwide and in Korea in this time of transition facing challenges of digitalization and 4th industrial revolution?

Ingrid Drechsel: South Korea remains the global-innovation gold medalist for the fifth consecutive year at the Bloomberg Innovation Index that is ranking the most innovative economies in the world. Innovation matters around the globe and in all industry areas, because innovation is a change that unlocks new value. The digital transformation drives innovation with a new speed, which is definitively reality in our world – we call it often "Industry 4.0".

The technological advancement of our time has caused an enormous paradigm shift which we witness on a day-to-day basis. Big data, generated by millions of online devices and consumers around the world, can be utilized for completely new fields and applications. New business opportunities and efficiencies arise from sophisticated automation, robotics and connectivity. This drastically reshapes our business models and how we deal with our environment and workforce relations. As companies, only through innovation we will be able to keep up in a globalized world. As a country, only through innovation we can generate future growth engines and meet economic challenges. You should cross-pollinate your ideas to find better solutions for customers. This is getting more and more relevant in the digital transformation of our millennium.

KORUM: What strategies and projects are implemented and planned at Bayer Korea to foster innovation?

Ingrid Drechsel: For Bayer, innovation is an integral part of our

work and strategy. With our innovative solutions, we are responding to the global challenges of our time. Here the need to safeguard an adequate food supply as well as healthcare is our focus. Innovation is a cornerstone of our purpose "Science for a better life" and a core element of our strategy. We define innovations as new solutions that generate added value for our customers and society. Our activities focus on innovative products based on our strong research and development competencies. They are accompanied by process, service and business model innovation. Partnerships are also integral to our innovation strategy. That is why we work within a network of alliances with start-ups, academic institutes, industry, suppliers and other partners. Our open innovation network spans all parts of the company along the value chain. Our open innovation portal offers a platform for collaborations in all parts of the company. We also invest in venture capital funds that finance life science start-up companies, among other projects.

KORUM: What are the benefits for companies participating at the KGCCI Innovation Awards?

Ingrid Drechsel: You need an inventor and an investor to be an innovator. Additionally, you have to find your initial customer, to scale-up and accelerate your idea with intensifiers, to create a new trend which is adding value to customer needs. The KGCCI Innovation Awards can provide the platform for this network. Winners receive the awards at the KGCCI Innovation Awards

ceremony on September 14th with guests from business and politics. They can display their product samples at KGCCI Innovation Awards or they promote the company on the KGCCI Innovation Awards website, KGCCI publications, communications and social media. They can present their innovation to German or Korean public and media. And simply they can expand their network and make new business connections internationally.

KORUM: As the head of the jury, what is your criteria of significance for the KGCCI innovation award?

Ingrid Drechsel: Korea is the most innovative economy in the world, which is driving us at KGCCI and the Innovation Awards jury to find innovative ideas and companies to support them in realizing and accelerating their business. All jury members with scientific or business or academic background are committed to engage with great and innovative companies in Korea. The jury is looking and awarding the degree of innovation, such as novelty of the idea, creativity of the concept. We evaluate if it is proven in the market by tangible market success like license fees, orders, sales etc. Another factor is the influence on the company like savings, synergies, better positioning, improve image, future market and the like. Further, we rate the benefit of society, if it benefits the peoples' health, education or environment. All these criteria are important to show innovation.



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Wir sind da, wo gebohrt, geschliffen, geklebt, gedübelt und geschraubt wird.
Wir sind da, wo die Motoren heulen, wo der Berg brennt, wo der Rasen vibriert.
Wir sind: Nah. Näher. Würth!

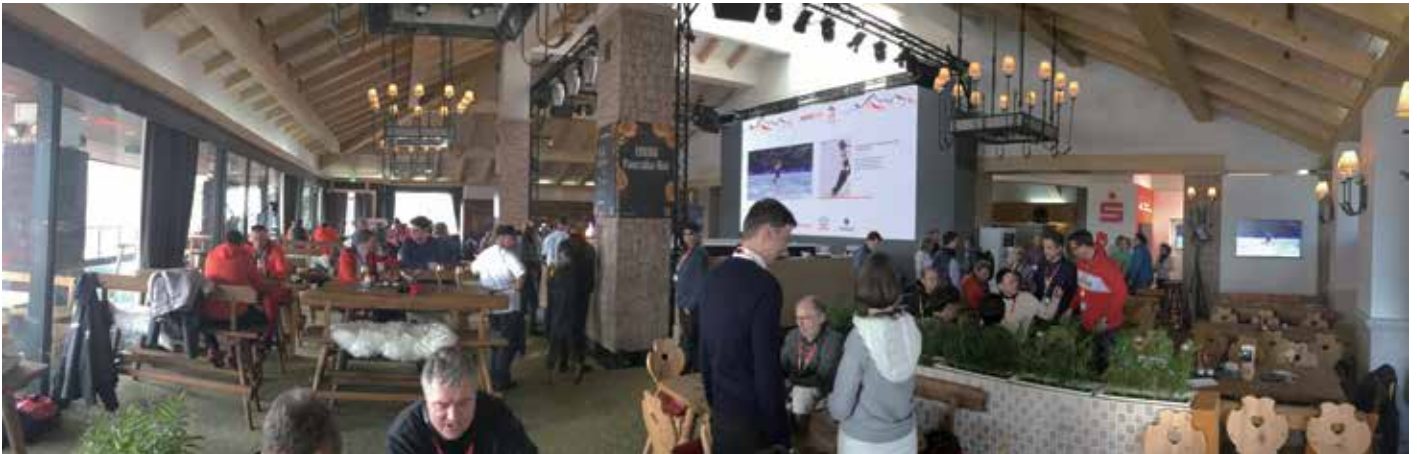
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KGCCI in PyeongChang

On February 23, members and friends of the Korean-German Chamber of Commerce and Industry spent an exciting day at the German House, the base for the German sport family and their guests during the PyeongChang Winter Olympics. The all-day excursion was filled with the thrilling Olympic atmosphere as the

KGCCI members attended the official press conference of "Team D" followed by a special Meet & Greet with German athletes. Another highlight of the excursion was the Men's 4x7.5 km Biathlon relay in the evening where the German team won the Silver Medals.



The German House is the place to meet, talk, party and network while enjoying German food and beers



KGCCI attended the official press conference of 'Team D'



Meet & Greet with German athletes



Supporting 'Team D' at the Men's 4x7.5 km Biathlon relay



'Team D' receiving the Silver medals at the official ceremony

„Mitgenommen habe ich vor allem die Erinnerung an viele freundliche und zuvorkommende Menschen und eine perfekte Organisation.“

Interview mit Mehrfach-Medaillengewinnerin Laura Dahlmeier

KORUM: Frau Dahlmeier, mit welchen Gedanken sind Sie nach Korea gefahren und welche Eindrücke von Korea haben Sie bei Ihrem Aufenthalt mitgenommen?

Laura Dahlmeier: Ehrlich gesagt, hatte ich schon ein etwas zwiespältiges Gefühl, als es nach Korea ging. Das lag vor allem an der unsicheren politischen Lage auf der Halbinsel und natürlich ist man vor so einem Ereignis als Sportler immer ein bisschen nervöser bzw. angespannter als sonst. Mitgenommen habe ich vor allem die Erinnerung an viele freundliche und zuvorkommende Menschen und eine perfekte Organisation.

KORUM: Hatten Sie die Gelegenheit sich einiges außerhalb der olympischen Wettkampfstätten in Korea anzusehen?

Laura Dahlmeier: Das dicht gedrängte Wettkampfprogramm hat es nicht einmal zugelassen, die anderen Wettkampfstätten zu besuchen. Aber zumindest konnte ich am vorletzten Tag der Spiele das Finale im Eishockey anschauen und noch ein wenig am Meer spazieren gehen.

KORUM: Was beeindruckt Sie am meisten an Korea?

Laura Dahlmeier: Auf der einen Seite ist Korea ein hochmodernes Land, das uns in Deutschland sicherlich ein gutes Stück voraus ist, wenn es um die Digitalisierung und die modernen Formen der Kommunikation geht. Das ist einerseits faszinierend, für mich als Naturmensch aber gleichzeitig auch immer ein bisschen verstörend, was in diesem Bereich wohl noch alles auf uns zukommt. Andererseits war ich aber auch positiv überrascht, dass es auch ruhige und beschauliche Ecken und unberührte Natur gibt. Sozusagen der Gegenpol zur blinkenden und hektischen digitalen Welt.

KORUM: Wie hat sich das olympische Erlebnis in PyeongChang von dem in Sotchi unterschieden?

Laura Dahlmeier: In diesem Jahr war die Situation bei Olympia wirklich ganz anders als noch vor vier Jahren. Damals war es meine erste komplette Weltcupssaison. Es war alles neu, alles spannend und so habe ich auch Olympia wahrgenommen. Es war fast wie ein großer Abenteuer-Spielplatz. Sportlich hat es leider ja nicht ganz so geklappt. Ich war etwas ausgebrannt. Trotzdem habe ich versucht, die ganzen Emotionen und das ganze Drumherum aufzusaugen.

Mit den Erfolgen der letzten zwei, drei Jahre waren schon die Grundvoraussetzungen ganz anders. Dass es dann in Korea sportlich so gut lief, hat sich natürlich auch auf das gesamte Drumherum ausgewirkt. Dieses Jahr habe ich mich aber ausschließlich auf meinen Sport konzentriert und deshalb von dem Olympiaflair nicht so viel mitbekommen.

KORUM: Wie haben Sie sich auf die olympischen Winterspiele vorbereitet, die nur alle vier Jahre stattfinden, im Vergleich zu Wettbewerben, die häufiger stattfinden?

Laura Dahlmeier: Letztendlich planen und trainieren wir über vier Jahre auf Olympia. Das heißt die Trainingsperiodisierung mit Belastung und Regeneration orientiert sich an diesem Großereignis. Aber natürlich ist jede Weltcup- und WM-Saison für uns wichtig. Insofern sind die tatsächlichen Unterschiede in der Vorbereitung auf eine Olympia-Saison nicht so gravierend. Man trainiert vielleicht noch etwas bewusster. Aber eine alte Regel für Großereignisse lautet: Möglichst nichts Besonderes machen! Das geht meistens daneben.

KORUM: Sie sind gleich in sechs Wettbewerben in Korea angetreten. Wie schafft man das körperlich und wie sind Sie gleichzeitig mit dem hohen Erwartungsdruck an Sie umgegangen?



Laura Dahlmeier mit zwei Gold- und einer Bronzemedaille in PyeongChang

Laura Dahlmeier: Klar. Der Druck war nach den Erfolgen bei der letzten WM deutlich gestiegen. Aber am Ende setze ich mir meine eigenen Ziele. Den Druck von außen versuche ich, nicht an mich herankommen zu lassen. Aber es war wichtig, das Gleichgewicht zwischen Belastung und Regeneration zu halten. Das ist mir im Großen und Ganzen ganz gut gelungen. Wobei ich zur Belastung nicht nur die rein körperliche zählen würde, sondern auch die mentale Belastung. Die ist bei Olympia noch einmal um ein Vielfaches größer. Und diese Balance zu halten ist extrem schwer. Das sieht man beim Blick auf die Ergebnislisten. Es gab in

PyeongChang keinen einzigen Biathleten, keine einzige Athletin, die alle Rennen auf Top-Niveau absolvieren konnte.

KORUM: Können Sie sich vorstellen, auch einmal privat nach Korea zu kommen, um hier Urlaub zu machen und noch mehr von dem Land kennenzulernen?

Laura Dahlmeier: Es war interessant mal in diese Kultur zu schnuppern, allerdings bin ich eher für die hohen Bergregionen Asiens zu begeistern.

"We were very excited about the excellent results of 'Team D' in PyeongChang"

Interview with Veronika Rücker, Chairperson of the German Olympic Sport Confederation (DOSB) www.dosb.de

KORUM: Mrs. Rücker, you attended the Olympics in PyeongChang with the German Team. How do you review the 2018 Winter Olympic Games?

Veronika Rücker: First of all, I want to point out that the whole German team (called "Team D") had a wonderful time in Korea. We enjoyed the great hospitality of our Korean hosts. The Olympic Games were perfectly organized. Friendly people helped professionally solving every problem in every situation. Our athletes were very pleased with the sports venues and they were highly satisfied with the conditions of the Olympic Games.

Above all, we were very excited about the excellent results of Team D in PyeongChang. We were fortunate to celebrate 31 medals, much

more than expected and we were also happy with a lot of good results in the top eight. We were grateful that we were allowed to celebrate some highlights like the pair's gold medal in figure skating with a formidable performance of Aljona Savchenko and Bruno Massot, the silver medal in the ice hockey event and the three Nordic combined medals in one event. And there were more excellent results including some positive surprises like the gold medal of the women's bobsleigh competition.

KORUM: The PyeongChang Winter Olympics is rated as a great success not only regarding the organization but also in terms of fair play. Do you also agree?

Veronika Rücker: We are very proud of our athletes outstanding



sports performances on the one side and on the other side of the athletes acting as friendly ambassadors for our country in Korea. Before the opening of the Olympic Games, the president of the German Olympic Sports Confederation, Alfons Hörmann, said he would rather win the fair play award than being the best in the medal count. During the Olympic Winter Games in PyeongChang, our athletes did not only have athletic success, but showed great team spirit and embodied numerous values that are of enormous importance for both our sports and our society. We only want to celebrate medals that have been won fairly.

KORUM: Could you tell us more about the German House "Deutsches Haus"? What made this venue so special?

Veronika Rücker: As a national meeting point for Team Germany and the Olympic family, the German House in Yongpyong Resort Birch Hill GC was a big success. Thanks to the organisational efforts

of the German Olympic Sports Confederation marketing agency, Deutsche Sport Marketing (DSM), the Deutsches Haus provided a welcoming and homely atmosphere close to the Olympic Village and some venues. It was a real home for the athletes, who felt very well in the Deutsches Haus. They found a training opportunity in the gym, it was a meeting point for athletes of different sports and, above all, they could celebrate their great success together with the whole team. Sometimes it turned into an international house – the German ski jumpers for example celebrated their team silver medal together with the Norwegian Olympic champions in the Deutsches Haus. Furthermore, the house offered a platform for receptions, for daily official press conferences and gave a stage to our business partners.

Overall, the Winter Olympic Games in PyeongChang have been a marvelous event and a great success for our whole Team Germany.



2018 PyeongChang Paralympic Winter Games and the Korean Society

Hae-Gon Kwak

As the PyeongChang Winter Olympic games were finished and the Paralympics started as of March 9, 2018, the news on the Paralympics quietly disappeared as usual. While the differently abled community focused on the Paralympics, the majority of the Korean people returned to their daily lives. Then, at the official meeting, President Moon Jae-in pointed out a need to increase the running time for the broadcasting of the Paralympic games on the public media channels. The countries such as the UK, the United States, and Germany decided to broadcast the Paralympics for hundred hours which is tantamount to the level of the Summer Olympic games. The Japanese TV channel NHK allocated sixty-three hours. After the president raised the issue, the Korea Broadcasting System suddenly decided to increase the broadcasting time of the games from twenty-five hours to thirty-four hours. As a result, more people started to watch the wheelchair curling games, expressing their great interest in it. The public response brought by the change in the broadcasting time was not seen before. Eventually, the 2018 PyeongChang Winter Paralympics set a new record in sold tickets for the Winter Paralympic Games.

Inter-Korean exchanges to be continued through Parasports

The Olympic games pursue peace in principle. Sports is the area that provides all the countries with the easiest access to exchanges of international cooperations. Through this Winter Olympic games, South Korea and North Korea put their decade-long distrust and confrontation behind, came together and initiated bilateral cooperation and exchanges in serious manner. Sports played an important role in binding the people of West and East Germany together in solidarity during and after their reunification. This is a case of inspiration and the reason why the inter-Korean cooperation through sports must continue to be of great significance.



Athletes at the Alpine House in PyeongChang

The year 2019 marks the 100th anniversary of the National Sports Festival held by the Seoul City government. The first festival took place in 1919 when the two Koreas were one. And commemorating the spirits of the united Korea, the Seoul City Government decided to host this year's National Sports Festival on occasion of the 100th anniversary. It is already proposed to the North that the two Koreas jointly organize football as well as para table tennis games. Watching the current positive developments with the reconciliatory moves through inter-Korean sports exchanges, prospects are good for the future.



Hae-Gon Kwak

Secretary General of the SSAD
(Seoul Sports Association for the Differently Abled)
www.ssad.or.kr



(From left to right) The author, Nguyen Thi Chien (Deputy of sports for all departments, Vietnam general sports administration), Eun-Soo Park (Vice president of SSAD), Pham Van Tuan (President of Vietnamese NPC), Nguyen Kieu Diem (Officer of international cooperation department, Vietnam general sports administration) at the PyeongChang Paralympic athlete's village



(From left to right) Takeshi Shima & Risa Takamatsu (Pyeongchang Paralympic research project members from Sophia University of Tokyo) with the author

I am FOOD

November 28 – December 1, 2018 | Coex Halls A-D, Seoul, Korea



The 13th Food Week Korea

November 28 – December 1, 2018 | Coex Halls A-D, Seoul, Korea

Korea's Most Established food Industry Trade Show Food Week Korea, organized by Coex, serves as the business platform to both domestic and overseas visitors through its exclusive business matching program. Food Week Korea 2017 welcomed 871 companies from 27 different countries including Korea, Japan, Turkey, Malaysia, Peru, Germany, Australia and more, and organized various concurrent programs.

Food Week Korea 2018, which will be held from November 28 to December 1 at Coex Halls A, B, C, & D, is expected bring more than 1,000 companies from 40 different countries. For more information, please contact the Secretariat of Food Week Korea.

Food Week Korea 2017 Figures



871 Companies from 28 countries



45,232 domestic & foreign buyers and trade visitors



54% 2017 s expressed interest to return in 2018



73% 2017 exhibitors met their goals

News and People



■ **Mr. Philipp Knapp** has joined Deutsche Bank AG Seoul Branch as Head of the German desk. Mr. Knapp focuses on the relationship management of German and European corporate clients by delivering the full range of corporate banking products inter alia: cash management, trade finance and foreign exchange. Before joining

Seoul Branch, he worked for the Deutsche Bank Leveraged Finance team in Frankfurt and looks back on more than 15 years of banking experience. Deutsche Bank established a presence in Korea in 1978 and now employs over 160 staff in its Seoul offices, making it one of the largest foreign investment banking franchises in the country.



■ **Mr. Yun-sik Kim** has been appointed as the Head of Investment Promotion Headquarters of the Gwangyang Bay Area Free Economic Zone Authority (GFEZ Authority) since March 2018. Prior to joining this governmental entity, he served many years as a seasoned foreign direct investment professional both at the Korea Trade-Investment Promotion

Agency (KOTRA) as well as Invest Korea, spearheading investment planning, public relations, and investment promotion departments. His assignment abroad while at Kotra included Kotra offices in Denmark, Canada, South Africa, Panama and others, which took him to more diverse roles including investment advisor for the city of Gwangju and also an evaluation board member at the free economic zone planning division of the Ministry of Trade, Industry and Energy (MOTIE). Mr. Yun-sik Kim holds a diploma in e-MBA from Aalto University, Finland.



■ **Mr. Intae Kwon** has been appointed as President for Paris Croissant Co., Ltd. from April 2018. Before joining Paris Croissant, he has been taken various positions in management, sales, strategy, and promotion area in the CJ Group. He started his career at Paris Croissant Co., Ltd. as Vice President in 2014 and has been in charge of the exhaustive management at Paris Croissant and SPC GFS. Mr. Kwon has contributed to the globalization of the "PARIS BAGUETTE" brand which developed as the biggest bakery-café franchise brand in Korea. Since 2004, Paris Baguette has entered overseas markets including China, the US, Vietnam, and Singapore and currently runs over 300 locations outside of Korea.

Please send news for this column to pr@kgcci.com

New Members

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ERCO Lighting Pte. Ltd.

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Electrical and Electronics Industry
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ERCO

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Mr. Sanghyun Kim
kim@workbench.kr

Ms. Heekyoung Min
hk.min@cj.net

Ms. Christina Yim
christinayim@yahoo.com

Upcoming

KGCCI Events

 May 01

Information event of excellent German food and beverage enterprises in line with the Seoul Food 2018

Held in cooperation with the German Export Association for Food and Agriproducts (GEFA)

KINTEX 2nd Floor, Seminar room 206A & 205

 May 02

Korean-German Energy Day 2018

"Energy transitions in Korea and Germany and the role of energy efficiency and renewable electricity generation"

Incheon Songdo Convensia, Meeting room 113-115

 May 03

Fireplace Talk

"The crucial role of energy efficiency for energy transitions in Korea and Germany – Discussion of status quo, barriers and incentives"

Hotel Conrad Seoul, 6Floor, Studio 7

 May 23

Joint Campus Recruiting of German Companies I

Recruiting seminar & 1:1 meeting with German companies and young professionals

Konkuk University

 May 24

Joint Campus Recruiting of German Companies II

Recruiting seminar & 1:1 meeting with German companies and young professionals

Hanyang University

 May 25

KGCCI Asparagus Dinner 2018

Outdoor reception & white asparagus dinner

Four Seasons Hotel Seoul

 May 29

Joint Campus Recruiting of German Companies III

Recruiting seminar & 1:1 meeting with German companies and young professionals

Chung-Ang University

Registration: www.kgcci.com/events | Contact: Ms. Sun-Hi Kim | events@kgcci.com

Beratungstage Markteinstieg/-expansion in Korea

May 08
Wirtschaftstag Korea
IHK Frankfurt

June 18
Korea Beratungstag
IHK Düsseldorf

June 20
Global Connect
Landesmesse Stuttgart

June 22
Korea-Sprechtage
IHK München und Oberbayern

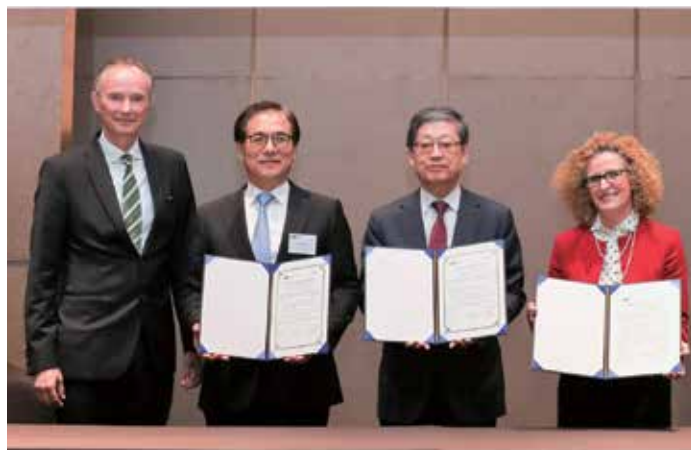
September 03
Informationsveranstaltung
(Gebäudewärme aus Erneuerbaren Energien in Südkorea)
IHK Frankfurt

September 20
IHK Außenwirtschaftstag NRW
IHK Aachen

Für Veranstaltungen in Deutschland erfolgt die Anmeldung über die jeweilige IHK

Contacts

37th Annual General Meeting of KGCCI



The 37th Annual General Meeting (AGM) of the KGCCI was held on April 18, at the Seoul Dragon City Hotel. Dr. Hyo-Joon Kim, Representative Director & Chairman of BMW Group Korea, was elected new Korean Chairman, and Mr. Sam-Sung Yang (Partner, Yoon & Yang LLC) was re-elected Korean Vice Chairman of KGCCI. In addition, some new Board Members have joined the KGCCI Board: Mr. ChewKong Lum (President & CEO / CFO, Siemens Ltd. Seoul) and Mr. Kyu-Sang Cho (President & CEO, Daimler Trucks Korea Ltd.) were elected as Korean Board Members. Mr. Christian Groeger (President & CEO, Eppendorf Korea), Mr. Wolfgang Hock (CFO, TÜV SÜD Korea Ltd.), Mr. Frank Steinleitner (Repr. Dir., Yongsan Sports Automobile Ltd.), were elected as new German Board Members.

At the AGM, KGCCI and the Alumninetzwerk Deutschland-Korea (ADeKo), represented by former Korean Prime Minister Hwang-sik Kim, the Chairman of ADeKo, signed a Memorandum of Understanding to strengthen cooperation in the fields of education, science and industry collaboration.

Information Event of Excellent German Food and Beverage Enterprises in Line with the Seoul Food 2018



In cooperation with the German Export Association for Food and Agriproducts (GEFA) six innovative German F&B enterprises will show their state of the art products and want to meet prestigious Korean importers to exchange their ideas and talk about a business possibility.

- **Date:** May 1, 2018, 4:30 p.m. – 8:30 p.m. including dinner buffet
- **Venue:** Seminar room 206A and 205 at KINTEX (2. Floor)

This event is supported by Federal Office for Agriculture and Food Germany and there is no participation cost. We highly expect your interest and participation in this event.

For questions please contact: Mr. Young-Min Kim

E-mail: ymkim@kgcci.com / Tel.: 02-3780-4631



KGCCI Sundowner



No business without networking – On March 22, KGCCI held its first Sundowner in 2018. We welcomed many members and friends on our veranda to enjoy German beer and Leberkäs. Despite the low temperatures, once again the casual Sundowner event was a great opportunity to network and communicate within the Korean-German community.

Law Update Seminar with Yulchon LLC



On March 27, the KGCCI Law Update seminar was held in cooperation with Yulchon LLC. The focus of the seminar was white-collar crime prevention, detection and policing in Korean companies. The seminar participants discussed how to prevent and deal with criminal prosecution in the business environment in Korea.

Korean Executive Forum



On April 10, at the KGCCI Korean Executive Forum a new and interactive format was presented by dedicated Korean Board Members with the intention to allow for a better and more meaningful network building among Korean members throughout their company life cycle.

KGCCI CSR Circle & PR Circle



On April 12, the first KGCCI CSR Circle & PR Circle meeting of this year was held. PR and CSR leaders of the KGCCI member companies could exchange expertise and experiences with colleagues from various industries. The guest speaker Ms. Hee-Kyung Min, Executive Vice President at CJ Corporation, shared her broad experiences in the field of CSV that provided valuable inspiration to the meeting participants.

KOR-EU FTA Seminar with the EU Delegation and PwC



On April 16, the EU Delegation presented interesting facts on the rapidly increasing export volume in the first years of Korea-EU FTA as well as the background on lower preference utilization rate of EU exporters compared to the Korean exporters.

In the second session, PwC Customs Services introduced real-life cases and provided tips on interaction with the Korea Customs under the theme of "origin verification".

Obituary Notice



KGCCI is mourning the passing of its long-term member, Dr. Ulrich Hann, CEO & owner of A'B'C' Asian Business Consultants Dr. Ulrich Hann & Partner. Funeral services were held in Cologne, Germany. We remember Dr. Hann as a passionate and competent expert in the field of recruiting and intercultural topics and he will be honored in our memory. We also send our heartfelt condolences to his family.

Auf der Suche nach einem attraktiven Standort in Korea?



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Der steile Aufstieg der koreanischen Low Cost Carrier

Von Severin Forstner

Wer in Deutschland an Fliegen denkt, denkt an die Lufthansa. Diese explizite Aussage würde wohl in einem breiten Teil der deutschen Gesellschaft Zustimmung finden. Bei einer Betrachtung des großen hiesigen Angebotes an Fluglinien stellt sich jedoch die Frage, wie fliegt der Koreaner?

Mit einem Marktanteil von 87,7% auf innerdeutschen Strecken im Jahr 2017 kann der Lufthansa Gruppe eine unangefochtene Prädominanz auf dem deutschen Luftfahrtmarkt attestiert werden. Mit täglichen Direktverbindungen nach Seoul sowohl von München mit dem Airbus A350 als auch von Frankfurt mit dem Jumbojet A380 ist der Lufthansa-Konzern auf dem lukrativen koreanischen Markt präsent.

Wie gestaltet sich dagegen der koreanische Luftverkehrssektor und inwiefern unterscheidet er sich von den Entwicklungen in Deutschland?

Asien und die Pazifikregion repräsentieren mit einem Wert von 33,7% das Gros des Anteils an den weltweiten Passagierzahlen. Im Jahr 2016 entfielen von den global verzeichneten Reisenden alleine 87,9 Millionen auf die fünf größten Flughäfen Koreas, wobei bereits der Hauptstadtflughafen Incheon 44,1 Millionen Passagiere vermelden konnte. Neben acht reinen Passagier Airlines und drei Cargo Airlines findet sich auf dem koreanischen Markt auch eine Charter Fluggesellschaft.

Einen interessanten Schritt der beiden größten und konkurrierenden koreanischen Airlines Asiana, Mitglied der Star-Alliance, und Korean Air, Mitglied von Skyteam, stellte der Einstieg in den Luftfahrtsektor der Low Cost Carrier (LCC) dar. Diese unterscheiden sich gegenüber

Full Service Carriern dadurch, dass Leistungen wie Gepäck oder Verpflegung zusätzlich hinzugebucht werden müssen. Durch dieses Vorgehen und den ausschließlichen Einsatz von Direktverbindungen stagnieren die Ticketpreise auf einem für den Verbraucher sehr ansprechenden, niedrigen Niveau. Während Korean Air mit Jin Air bereits über ein gut ausgebautes Streckennetz von Hawaii über Australien bis Thailand verfügt und somit auch Reisen zu Langstreckenzielen anbietet, fokussiert sich Asiana mit seinen zwei LCCs Air Seoul und Air Busan auf kürzere Streckenabschnitte mit einer höheren Anzahl an Rotationen. Darüber hinaus finden sich mit den drei weiteren LCCs Jeju Air, Eaststar Jet und T'Way Air bereits insgesamt sechs Fluglinien, die auf günstiges Operieren spezialisiert sind. Diese Fluggesellschaften nennen bereits mehr als 50% des Anteils am einheimischen Markt ihr Eigen und mehr als 20% der internationalen aus Korea startenden Flüge werden von ihnen durchgeführt. Eine steigende Tendenz ist weiter zu erwarten.

Inwiefern kann diese Entwicklung nun auf eine Divergenz Deutschland-Korea adaptiert werden und wo bestehen Schnittmengen?

Grundlegend kann man sagen, dass sich die LCC auch in Deutschland großer Beliebtheit erfreuen, diese aber zu einem Gros nicht in Deutschland ansässig sind. Den größten Erfolg kann Eurowings verzeichnen, repräsentiert jedoch als Tochter der Lufthansa Gruppe keinen der oftmals eigenständigen LCC und auch die Klassifizierung als solcher ist strittig. In Korea dagegen besitzen einheimische Budget Airlines mittlerweile eine knappe Vormachtstellung in der intranationalen Luftfahrtbranche und erwehren sich gegen die anwachsende innerasiatische Konkurrenz mit großem Erfolg. Des Weiteren greifen die großen Fluggesellschaften durch eigene Budget Airlines regulierend in den Markt ein und gleichen somit drohende Verluste weitestgehend aus. Trotz des Faktums, dass die Anzahl der betrieblich zugelassenen Luftfahrtunternehmen mit 128 in Deutschland deutlich höher sein mag als der koreanische Vergleichswert, kann gerade auf den intranationalen Markt bezogen von einer größeren Diversifizierung und einem daraus resultierendem Preiskampf gesprochen werden. Von dieser Entwicklung profitiert vor allem der Passagiersektor und so kann nur jedem geraten werden sich selbst ein Bild von einer der vielen koreanischen Airlines zu machen und die Welt aus 35.000 Fuß zu erkunden.



Severin Forstner

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Media Data

KORUM, the bimonthly magazine of KGCCI publishes articles on Korea's economy, markets, companies, technologies as well as on tax, legal or intercultural issues. The journal also contains information on the activities of KGCCI and its member companies.

KORUM target group consists of KGCCI members in Korea and abroad, decision makers of companies doing business with Korea, business associations and relevant public sector institutions.

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NEXT ISSUE

Advertisements and contributions for issue 74: **May 18th, 2018**
Main topic: "EU-Korea Free Trade Agreement – Reality Check 2018"

PREMIUM PARTNER PROGRAM 2018

KGCCI DEInternational has launched its Premium Partner Program. If you want to become a Premium Partner as of 2018 please refer to our website or contact us at members@kgcci.com or korea.ahk.de/premium-partner/

PremiumPartnerPlatinum 2018



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