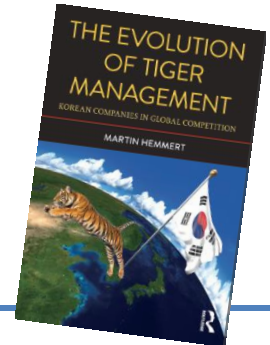




Korean-German Chamber
of Commerce and Industry
한독상공회의소



KGCCI & Deutscher Club Lecture ***“The Evolution of Tiger Management” –*** ***Korean Companies in Global Competition***



with German author Martin Hemmert, Korea University Seoul

Dear KGCCI & Deutscher Club Members,

We herewith kindly invite you to a special lecture on “The Evolution of Tiger Management – Korean companies in global competition” with Martin Hemmert.

When: Monday, February 26th, 2018

- **7:00 pm Networking and snacks**
- **7:30 pm Lecture and Discussion, followed by a glass of wine**

Where: KGCCI Meeting Room, 7th Floor
Shinwon Plaza, Dokseodang-ro 85, Yongsan-gu, Seoul

Martin Hemmert is Professor of International Business at Korea University in Seoul and author of “Tiger Management”. The second edition of his book is the definitive guide into Korean management. The book explains the origins, development and effectiveness of Korean management, the challenges which Korean firms currently face, and discusses their ongoing efforts to overhaul their management practices in order to sustain their strong global competitiveness. The updated edition provides up-to-date information on Korean venture firms and start-ups, and discusses in detail how the management practices of Korean firms have changed and evolved over time in the recent years. It includes an extended discussion on what non-Korean firms can learn by differentiating between emerging market and developed market firms, and the way forward for Korean firms in the 21st century.

The lecture will be held in English. Registration is on first-come, first-served basis (limited to 25 people).

Please register at www.kgcci.com/events until February 23rd, 2018 (online registration only).

Participation fee (includes snacks & wine) of 15,000 KRW (KGCCI & Deutscher Club Member) / 20,000 KRW (non-member) is payable at the entrance. Cash only.

Best regards,

Barbara Zollmann
President & CEO KGCCI

Rita Burger
President Deutscher Club