Dear members and friends of KGCCI,

We are pleased to share our new seminar program for Q2 and Q3 2020 with you. The program features legal seminars as well as management trainings or personal and intercultural competence trainings.

Our seminars present a great opportunity to learn and bring yourself up-to-date on practical issues relevant for your businesses in Korea. The topics we chose address both management as well as expert staff, depending on the topic. At the same time, all seminars give opportunity to share knowledge and experience throughout our network. We are therefore delighted to have so many members actively engaging in this learning experience throughout the year. It is an integral part of our community. If you prefer inhouse-seminars for a larger group of your staff, please let us know.

We work with a variety of trainers presenting content and bringing their expertise. Part of the seminars are hosted by member companies for other members. This is an opportunity we offer to all of our members if they have topics to share. We would like to especially thank the members who hosting seminars and sharing their expertise.

We look forward to welcoming you at our upcoming seminars and value your input for expanding the range of topics you would like us to present.

Barbara Zollmann
President & CEO
Korean-German Chamber of Commerce and Industry
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Leading Millennials and Gen Z in your workplace 10
Global Leadership Talk / Member-to-Member Seminar 16
Through this seminar, participants can not only clarify the goal setting but also be motivated emotionally to make performance.

- Reflect on your personal value, vision and motivate them by aligning with your organization's vision.
- Set goals and write Goal Statements clearly and specifically.
- Maximize your desire to achieve this by vividly presenting your goals.

CURRICULUMS:

1) Vision Value Alignment

- Finding the point where individuals' values and vision are linked to the organization's goals / visions
- Introduction of Be-Do-Get model and personal value card selection activity
- Looking for each participant's company vision / mission and recognizing the definition and importance of their work
- Key Points for Performance

2) Write and share clear Goal statements

- Check clear performance goals and criteria in your work
- Specify and quantify behavior to achieve performance
- Learn about knowledge, skills, etc. that require development to achieve goals
- Completing 1 page of Goal Statement, share in a group and give mutual coaching / feedback

3) Summary and 1 minute vision declaration

- Key word summary and finding application
- 1 minute presentation and receive trainer coaching using 3P (Present, Powerful, Positive) techniques to bring the goal to life
LATEST TRENDS IN TAX AUDITS AND HOW GLOBAL COMPANIES CAN PREPARE THEMSELVES

<table>
<thead>
<tr>
<th>Date</th>
<th>March 2020</th>
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</thead>
<tbody>
<tr>
<td>Time</td>
<td>08:30 - 10:30</td>
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<tr>
<td>Location</td>
<td>Yulchon LLC</td>
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<td>Target Group</td>
<td>Members</td>
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<tr>
<td>Language</td>
<td>English</td>
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<tr>
<td>Lecturer</td>
<td>Yulchon LLC</td>
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<tr>
<td>Participation fee</td>
<td>free</td>
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Yulchon LLC presents the latest issues of tax audits especially for global companies.
KGCCI kindly invite you to participate in the Korean Language Course - Beginner Level - for KGCCI members and non-members from March - May 2020.

The class will be held by German-speaking teacher Ms. Sunghee Shin.
Enjoy learning Korean among colleagues from the German business community!
POWERFUL SPEECH, POWERFUL PRESENTATION

<table>
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<tr>
<td>Time</td>
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<td>Location</td>
<td>7th Floor KGCCI Conference</td>
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<td>Staffs who wants to improve presentation</td>
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<td>CLT</td>
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<tr>
<td>Participation fee</td>
<td>350,000 KRW + VAT</td>
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- This program is designed to train speakers to make powerful speech and effective presentation
- Training through rehearsing, workshop and feedback
- Acknowledgement through self-monitoring
- Training basic elements such as voice coaching, posture, storytelling, diction and effective presentation
BUILDING YOUR EFFECTIVE CRISIS COMMUNICATIONS STRATEGY - DO’S & DON’TS IN HANDLING KOREA MEDIA

Date: Wednesday, 18. March 2020
Time: 08:30 - 10:30 (Registration starts from 8:00)
Location: 7th Floor KGCCI Conference Room
Target Group: Members
Language: English
Lecturer: Communications Korea
Participation fee: free

Korea is considered as a “Republic of Crisis” due to the dynamic and fast shifting business environment. Through the seminar we would like to focus on some of the best practices over the world and highlight some of the ways to build up an effective strategy plan for the foreign firms conducting business in Korea. Also, there will be a session to look into the unique landscape of the Korean media, focusing on what you should look out for during confronting the journalists.
LEADING MILLENNIALS AND GEN Z IN YOUR WORKPLACE

Date: Wednesday, 25. March 2020
Time: 14:00 - 18:00
Location: 7th Floor KGCCI Conference Room
Target Group: All Leaders and Managers
Language: English
Lecturer: RDI Worldwide
Participation fee: 250,000 KRW + VAT

“How do I lead our Millennial & Gen Z employees? Managers in Korea are finding out top-down authoritative based leadership is outdated and often have counterproductive results with Gen Z and Millennials employees. The “just do what you’re told” method just doesn’t work anymore. It is not 1992 anymore, so start leading your Millennials and Gen Z like it is 2020.”

Find out about the latest on Gen Z and Millennials, what do they value, career aspirations, pop culture and social interaction quirks.

Gain an advantage over your competitors by getting the best performance out of your Gen Z & Millennial employees, develop a better understanding of their expectations on work and how technology and digitalization are shaping their perspectives on career development, motivation and thinking.

In the seminar you will:

- Develop Knowledge on the latest on Korean Gen Z & Millennials expectations on work, career and relationship
- Understand how to inspire, motivate Korean Gen Z & Millennials thrives at work
- Develop a strategy to attract, engage and retain Korean Gen Z & Millennial talent
In this seminar, 2020 HR Key issues will be presented and discussed.
Business professionals need to convey clear and brief messages whenever they are:

- presenting new ideas to foreign managers or at headquarters;
- describing the benefits of a product to customers;
- solving complex problems with overseas partners or suppliers.

Vectis has designed this targeted workshop for those with intermediate to advanced English abilities to learn how to convey complex business ideas:

- Briefly – to say it in fewer words
- Clearly – to get their point across easily
- Logically – to explain their position well.

It is offered as two modules, to focus on the distinct skills of written and verbal communication:

Module I: Getting to the Point in Written Communications

- Identifying one’s point, strengthening it and delivering it with logic and clarity;
- Supporting statements or conclusions with arguments or direct wording;
- Applying clear structure and method to write more effective emails;
- Individual and group exercises for clear writing skills, and feedback from the instructor.
# INTRODUCTION OF CASH GRANT

<table>
<thead>
<tr>
<th><strong>Date</strong></th>
<th>Friday, 17. April 2020</th>
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<td><strong>Lecturer</strong></td>
<td>BDO Sungto</td>
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<td><strong>Participation fee</strong></td>
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BDO Sungto presents about Cash Grant program which gives much benefits for foreign investment companies.
Getting to the Point in Business Communications (Module 2: Verbal)

<table>
<thead>
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<td>Vectis</td>
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<td>Participation fee</td>
<td>250,000 KRW + VAT for one module, 450,000 KRW + VAT for two modules</td>
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Business professionals need to convey clear and brief messages whenever they are:

- presenting new ideas to foreign managers or at headquarters;
- describing the benefits of a product to customers;
- solving complex problems with overseas partners or suppliers.

Vectis has designed this targeted workshop for those with intermediate to advanced English abilities to learn how to convey complex business ideas:

Briefly – to say it in fewer words
Clearly – to get their point across easily
Logically – to explain their position well.

It is offered as two modules, to focus on the distinct skills of written and verbal communication:

Module II: Getting to the Point in Verbal & non-Verbal Communications

- Crafting precise answers and asking the right questions for clearer answers;
- Improving active listening skills to prompt freer communication with others;
- Fine-tuning body language to accentuate your message and build greater presence;
- Individual and group exercises for clear verbal skills, and feedback from instructor.
The seminar will provide an overview of the options in the case of a legal dispute and different strategies of approaching and resolving a case, both before and during a court proceeding. We will also give a short introduction into the judiciary system, touch on different types of disputes such as civil/commercial, labor, criminal/compliance and administrative disputes as well as pointers on engaging legal counsel.
Joe Hart, CEO of Dale Carnegie will present trend of leadership themes for global companies.
INTERCULTURAL COACHING ON GERMANY FOR ENTRY-LEVEL KOREAN STAFFS

Date: Thursday, 28. May 2020
Time: 13:00 - 18:00
Location: 7th Floor KGCCI Conference
Target Group: Entry level (under 3 year career) Korean staffs
Language: English
Lecturer: CLT
Participation fee: 300,000 KRW + VAT

CONTENTS
- Country Navigator Assessment Tool
- Who’s German
- Differences and Similarities
- Do’s and Don’ts in Germany
- Motivating German employees
- Key to success
- German Foundation
- Leadership as the German perspective
- Negotiation
- German Communication Style
- Successful networking with German
- 1:1 Consulting

CURRICULUM
- Country Navigator Assessment and Introduction of Interculture
- German History and Who are Germans / German Business skills and Communication
- Q&A and 1:1 Consulting
NEGOTIATION SKILLS SEMINAR FOR SALES PERSON

<table>
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<tr>
<th>Date</th>
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<td>Target Group</td>
<td>Sales Person</td>
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<tr>
<td>Lecturer</td>
<td>Dale Carnegie</td>
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• Train skills to recognize yourself as a negotiator and have the bargaining power.
• Develop the ability to lead others’ trust and create the best cooperation.
• Develop strategies for leading negotiations and learn processes.

CURRICULUM

1) The Basics of Negotiation

• Share the necessary negotiation skills required in the organization
• Challenges facing personally in the context of negotiations
• Understand and define successful negotiations
• Individual negotiation type and skill diagnosis

2) The principle of negotiation to create the best cooperation

• Analysis and understanding of counter-partner which is subject to negotiation
• Negotiation principles 12 learning and in-depth analysis
• Negotiation based on the negotiation principle based on the simulation scenario Role Play

3) Strategies / Processes for successful negotiations

• Negotiation Process: Investigative Phase – Presentation – Bargaining - Agreement
• Creating guidelines and negotiation strategy sheets for effective negotiation
• Negotiation Game Activity

4) Find training summary and application points

• Check your training keywords and process
• Finding application point, insight on my negotiation situation
For managers not familiar with the Korean business environment managing employee, customer, supplier and other stakeholder relationships can be a new and challenging experience. While managers tend to overemphasize formal agreements to manage relationships in business and often feel more comfortable drawing a clear line between business and private affairs, underestimating its informal side can have negative effects on business success. Managers with operational tasks to perform at both ends, i.e. locally and towards the foreign headquarter, need to develop cross-cultural agility by understanding the relational-affective dimension of management in Korea.

Learning conventional, sometimes stereotypical Korean cultural facets like collectivism, group culture and harmony alone is not enough and can be misleading. While every expatriate manager knows the central importance of developing and maintaining guanxi (i.e. informal relationships and networks) in China, the characteristics and structures of affective ties and networks in Korea, called yongo, remain largely unknown, underestimated or misunderstood by many expatriate managers. Developing cross-cultural competence through a thorough understanding of yongo and affective ties in general is pivotal for successfully managing business in Korea.

Yongo can be an influential factor in day to day operations in the area of leadership and human resources management (recruitment, selection, promotion), in sales, project acquisition and business development or any functions relating to customer relationship management at large. Understanding yongo and related constructs helps to better manage risks and opportunities in business, including those difficult to formally enforce.
Difficulties in finding highly-qualified staff for your Korean subsidiary?

KGCCI's licensed HR specialists provide:

- Professional recruiting service
- Broad pool of international jobseekers in Korea and Germany

Find out more about our KGCCI HR Services:

- ✔ Remuneration survey
- ✔ Intercultural seminars
- ✔ Self-development workshops
- ✔ Korean language courses
- ✔ Joint campus recruiting of German companies

Contact us now:
+82 2 3780 4665
secho@kgcci.com