BDO Korea's New Brand
BDO Sungto-Ehyun

BDO provides audit, tax, and financial advisory services to businesses across the world. Our deep commitment to client service is matched only by our in-depth knowledge of the issues that affect both individual businesses and entire industries.

- External Audit / Internal Audit
  - Including Sarbanes-Oxley Compliance
- Domestic and International Taxation
- Financial Advisory Service
  - M&A, Valuation and Corporate Restructuring
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- Business Services & Outsourcing
- Forensic & Litigation Support
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Homepage www.bdo.kr   Email fdi@bdo.kr

Seoul
12F, Haesung 2 Bldg., 508, Teheran-ro, Gangnam-gu, Seoul
T +82 (0)2 517 8333   F +82 (0)2 517 8399

Busan
5F, Sungdo Bldg., 7 Jungang-daero 320 beon-gil, Dong-Gu, Busan
T +82 (0)51 463 7222   F +82 (0)51 462 6229

Changwon
#T201, 320 Woni-daero, Uichang-gu, Changwon, Gyeongsangnam-do
T +82 (0)55 266 5511   F +82 (0)55 266 5514

Daegu
7F, 9 Hwarang-ro, Dong-gu, Daegu
T +82 (0)53 754 6100   F +82 (0)53 754 6105
Companies staffing for the constantly changing marketplace demand adaptable business partners like Robert Walters. Since 1985, the Group has offered recruitment options across all industries and levels of seniority. For a recruitment firm that caters to your company’s unique bilingual hiring needs, speak to one of our consultants specialising in your industry sector or visit our webpage at www.robertwalters.co.kr

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e: seoul@robertwalters.co.kr
Moving can be a pretty stressful business. But it needn’t be. Our action-orientated teams, who will consult you on every move, are masters at keeping everything under control. It’s quite a relaxing thought and perhaps just the kind of therapy you might need when moving around the world. And all so that you can have a better experience. It’s just another of our Asian specialities.

Moving / Settling-in & Departure / Homefinding

Complete Relocation Solutions with one point of coordination

Wouldn’t it be good to have just one solid friend to call for all your relocation needs? Someone who truly understands Asia, the rest of the world and what you really want. Relocating can be a daunting task but it needn’t be. We are a highly professional and resourceful team, eager to listen and offer tailor made solutions. All so that you can have a better experience. It’s just another of our Asian specialities.
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Will old age stop us seeing our grandkids?

80% of visually impaired people are over the age of 50

80% of all visual impairment can be prevented or cured

CanWeLiveBetter.com

Source 1: GBVI – Global Disaggregation of Numbers for Gender and Age. IAPB Vision Atlas, 2017
Source 2: Vision Impairment and Blindness. World Health Organization, 2017
Board of Directors

Korean Chairman
Dr. Hyo Joon Kim
Chairman, Board of Director
BMW Group Korea
T.: +82-2-3441-7861
hyojoon.kim@bmw.co.kr

German Chairman
Ms. Ingrid Drechsel
President
Bayer Korea Ltd.
T.: +82-2-829-6614
ingrid.drechsel@bayer.com

Korean Vice Chairman
Mr. Sam-Sung Yang
Attorney at Law
Yoon & Yang LLC
T.: +82-2-6003-7343
ssyang@hwawoo.com

German Vice Chairman
Mr. Peter Tiedemann
President & Repr. Dir.
Carl Zeiss Co., Ltd.
T.: +82-2-3140-2604
peter.tiedemann@zeiss.com

President & CEO
Ms. Barbara Zollmann
President & CEO
Korean-German Chamber of Commerce & Industry
T.: +82-2-3780-4659
bzollmann@kgcci.com
Treasurer

Mr. Yan Uhl
CFO
SAP Korea Ltd.
T.: +82-2-2194-2530
yan.uhl@sap.com

Board Members

Mr. Alejandro Arias
General Manager Korea
Lufthansa German Airlines
T.: +82-70-8686-2509
alejandro.arias@dlh.de

Mr. Max Burger
President | Managing Director
MAN Truck & Bus Korea Ltd.
T.: +82-31-8014-5712
max.burger@kr.man.eu

Mr. Kyu-Sang Cho
President & CEO
Daimler Trucks Korea Ltd.
T.: +82-2-6456-2657
kyu-sang.cho@daimler.com

Mr. Tai Yoen Choi
Managing Director
Würth Korea Co., Ltd.
T.: +82-31-791-5700
taiyo.choi@wuerth.co.kr

Mr. Christian Groeger
President & CEO
Eppendorf Korea
T.: +82-2-2190-7711
groeger.c@eppendorf.kr
Board Members

Mr. Wolfgang Hock
President & CEO
TÜV SÜD Korea Ltd.

Mr. Jong Kap Kim
Managing Director
Deutsche Bank AG Seoul Branch

Mr. Max Kim
Managing Director
Hella Korea Inc.

Mr. Steven Yusok Kim
President
Henkel Korea

Mr. Young Yull Kim
Representative Director / Chairman
BASF Company Ltd.

Mr. Yunjoong Kim
Senior Vice President
Sales Region Emerging Markets
Wilo Pumps Ltd.

T.: +82-2-3215 1102
wolfgang.hock@tuv-sud.kr

T.: +82-2-724-4211
jk.kim@db.com

T.: +82-2-2177-9632
max.kim@hella.com

T.: +82-2-3279-1802
steven.kim@henkel.com

T.: 82-2-3707-7701
young-yull.kim@basf.com

T.: 82-51-950-8018
yunjoong.kim@wilo.co.kr
Board Members

Mr. ChewKong Lum  
President & CEO / CFO  
Siemens Ltd. Seoul

T.: +82-3450-7003  
chewkong.lum@siemens.com

Dr. Frank Schaefers  
President  
Robert Bosch Korea Limited Company

T.: +82-31-260-3501  
frank.schaefers@kr.bosch.com

Mr. Stefan Spreu  
General Manager /  
Representative Director  
ElringKlinger Korea Co., Ltd.

T.: +82-70-4865-5014  
stefan.spreu@elringklinger.com

Mr. Frank Steinleitner  
Representative Director  
Yongsan Sports Automobile Ltd.

T.: +82-2-6331-7938  
frank.steinleitner@porsche-yongsan.com

(as of April 23rd, 2019)
The Korean-German Chamber of Commerce and Industry (KGCCI) is your partner for your successful business activities in Korea. The KGCCI has been promoting economic relations between Germany and Korea since its foundation in 1981. In 2018, Germany accounted for 36% of all EU exports to Korea. The EU-Korea FTA has further increased business opportunities.

KGCCI (or AHK Korea as it is called in Germany) is part of the worldwide German Chamber Network with 140 offices in 92 countries. With the steady rise in bilateral trade to over 30.2 bil. USD and accumulated German investments of more than 10 bil. USD in Korea, the activities of KGCCI and the demand for its professional services have increased accordingly. This is reflected by our membership of around 500 companies and a full-time staff of more than 22 bilingual professionals.
KGCCI’s three main pillars:

- **Official Representation**: KGCCI represents your business success in Korea. As German trade promotion organization, we advise, support and represent German companies to develop or expand their business activities in Korea. We promote strengths and core competencies of German Business. We represent German interests towards government and associations in Korea and also put the issues of German companies on the agenda of official talks between Korean and German governmental bodies.

- **Korean-German Business Club**: KGCCI Members have access to networking functions, conferences, seminars, roundtables and many other events organized or supported by KGCCI. Members enjoy various advantages in using KGCCI services at a discounted rate and are regularly provided with important information free of charge.

- **Professional Service Provider**: KGCCI’s subsidiary KGCCI DEinternational Ltd. offers a wide range of business services for market entry and expansion, from market studies to office space to members and non-members.
KGCCI Market Entry Services
Planning to come to Korea?

Our staff at KGCCI DEinternational Ltd. helps you to expand your business successfully in the Korean market. Our services include:

**Tailored Market Entry Support**
- Get connected to Korean customers (B2B) for your products and services
- Find reliable business partners
- Take part in pre-scheduled customer meetings
- Have our Korean-speaking staff assist you during the meetings
- Let us assist you in the follow-up
- Use our trade-show support

**Business Matching**
- Find a local distributor who knows your industry
- Get your business trip to Korea organized, meet future business partners and learn about the local market

**Business Intelligence**
- Find out more about the market potential and potential partners before you come to Korea, in order to avoid costly mistakes

**Intercultural Training**
- Learn how to successfully work and communicate with Korean business partners

**Investment consulting**
- Rent space in our convenient German Office
- Gather reliable investment data
- Meet industry experts and investment promotion agencies
- Get connected to lawyers, accountants, and logistics companies
Our staff helps you to expand your business in Korea. Our services include:

**Promotion**
- **Promote your company at our events**
- Use our events, newsletter, magazine and website to reach new customers
- Attain tailor-made marketing solutions

**Training**
- **Participate in our trainings, workshops and seminars (either on executive or working-level)**
- Study Korean and learn how to work with Korean staffs
- Learn how to successfully work with a German boss
- Get informed about new legislation and regulations

**Recruitment**
- **Find qualified staff**
- Present your company at Campus Recruiting Days
- Get objective information about salaries and bonuses
- Find German speaking staff
- Qualify future auto mechatronica (Ausbildung)
KGCCI Membership

The Korean-German Chamber of Commerce and Industry has about 500 members. KGCCI welcomes membership applications from companies, associations and even individuals with German-Korean business interests.

Why become a Member?

Networking "Build a bigger & powerful network"

By becoming a member of KGCCI, you become part of our huge network with 500 members. Through around 50 business & casual events hosted by KGCCI, and many other yearly events supported by us, you will have plenty of opportunities to meet professionals from top multinational companies and other entrepreneurs. Be our guest and receive exclusive invitations to a variety of events that bring the German-Korean business community together. If that’s not enough, benefit from our 140 German chamber offices worldwide in over 92 countries to expand your business globally.

Information "Keep yourself updated"

With our 38 years of history and wide range of network, KGCCI is a profound information source for Korean-German businesses. We offer various seminars, conferences, workshops, and exhibitions on many different issues with top global companies, leading legal and financial firms in and out of Korea, governmental and non-governmental institutions and associations, and influential individuals. All members are welcome to join and exchange industry specific news to set up their own network of mutual support.

In addition, KGCCI provides weekly, quarterly, and
annual publications where you can find up-to-date information on economic trends, trade issues, and insights from professionals in every field. Get the chance to keep yourself updated with all the information from industry experts, top-tier politicians, leading scientists and inspiring figures through KGCCI.

Advocacy "Voice your interest"
As official representation of German Business in Korea, KGCCI represents your interest towards government and related organizations. We leverage our support for you not only through our own contacts to the Korean government and related organizations but also through our trade promotion network, in particular in close cooperation with the German Embassy Seoul and our political network in Germany, as well as the German Federal Ministry for Economic Affairs and Energy (BMWi) and our German Umbrella Organization, the Association of German Chambers of Commerce and Industry with offices in Berlin and Brussels.

Competencies "Have the best supporter"
To better address the needs of our members and customers, KGCCI established a subsidiary called KGCCI DEInternational Ltd. in 2013. DEInternational stands for the services brand of the worldwide German Chamber Network (AHK). A wide range of services are provided in the field of market access and expansion to German as well as Korean firms.

Our services cover: market research, business partner search, events & meeting organization, translation & interpretation, trade show support, German office, VAT refund, HR services and much more. Moreover, we are the Korean representative of more than 30 exhibitions in Germany, thereby supporting Korean companies and organizations either as visitors or
exhibitors. Employing 22 bilingual experts on the Korean and German industry and economy, KGCCI is your one-stop-shop to be successful in Korean-German business, from the start or to deal with difficulties you may encounter during your business activities in Korea. We are here to help.

**Publicity "Promote your business"**

KGCCI’s variety of events, publications, and wide network in business society offer you a great chance to promote your business efficiently and effectively. Through advertisements and sponsorships, you can expose and promote your company to global business community in our events, publications, webpage, and various social media channels. In addition to that, all KGCCI members are introduced in KGCCI’s annual membership directory. The KGCCI Membership Directory is one of the most popular publications from KGCCI with a wide circulation. It is distributed to all our members, related ministries, associations, chambers, governmental institutions, and serves as window into the Korean-German business community.

**Special Focus Groups**

Special focus groups among the KGCCI membership ensure that we can serve different needs at our member companies. WIR (Female Leadership Group) and KEF (Korean Executive Forum) were established to deepen exchange, inspire, and create even more synergies for the Korean and German society.
YOU SAY WE’RE SQUARES, HAVEN’T A CLUE ABOUT FASHION...

... OH AND THAT WE’VE GOT THE BEST FOREIGN TRADE NETWORK IN THE WORLD.

140 locations in 92 countries. 1,900 employees. 45,000 member companies. Whether you’re interested in market entry strategy, HR consultancy, accounting or tendering services, legal and tax advice, trade fair or any other business services – we’re your strong partner. For business. A global local presence.

www.ahk.de | www.DEinternational.de
KGCCI Membership Categories

• Corporate members
Corporate members are companies or organizations with residence in Korea or Germany or other Asian countries with interest in German-Korean economic relations. Membership fees vary depending on the number of the company’s employees. Companies and organizations that want to be part of the Chamber network, have the most access to KGCCI services, seminars and events. Corporate Members have a one-page entry in our Membership Directory to promote their company. Corporate Members also have the right to vote and to be elected onto the KGCCI Board of Directors at the Annual General Meeting.

Upgrade to KGCCI Premium Partnership
The Chamber has a limited number of opportunities for companies that choose to support KGCCI’s work and mission as Premium Partners. These companies and their executives have a strong involvement in shaping the Korean-German bilateral trade relationship and get expanded access and exclusive promotion opportunities. Additionally, they are prominently featured during all of our events and in our media.

• Associate members
Associate members refer to governmental and semi-governmental institutions, foundations, universities, associations, societies, unions etc.

• Individual members
Natural persons with a Korean-German interest who wish to enjoy networking opportunities are eligible to become individual members.

• Honorary members
Persons who have rendered special services to the promotion of German-Korean economic relations and the mission of KGCCI may be granted honorary membership. Honorary members are exempt from membership fees.
# KGCCI Membership Benefits at a Glance

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Corporate</th>
<th>Associate</th>
<th>Individual</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company entry in KGCCI Membership Directory (Logo &amp; Company Profile)</td>
<td>1 full</td>
<td>List entry</td>
<td>List entry (personal data only)</td>
</tr>
<tr>
<td>Voting right of one company representative at KGCCI Annual General Meeting</td>
<td>√</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 free copy of KGCCI Membership Directory</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>1 free copy of KGCCI KORUM Magazine</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>New member announcement in KGCCI KORUM Magazine</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Priority to publish company news in KGCCI KORUM Magazine (upon request)</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Subscription to weekly E-newsletter (upon request)</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Salary Survey Report / Korea Guide</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Member discount on KGCCI publications</td>
<td>√</td>
<td>√</td>
<td></td>
</tr>
<tr>
<td>10% Member discount on KGCCI Services</td>
<td>√</td>
<td>√</td>
<td></td>
</tr>
<tr>
<td>Member discount on KGCCI seminars</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Event participation at member rate</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>1 user ID for members section at KGCCI website</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Free download of various seminar materials (in members section)</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Free use of KGCCI Conference Room (half-day per year / upon request)</td>
<td>√</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opportunity to co-host KGCCI seminars</td>
<td>√</td>
<td>√</td>
<td></td>
</tr>
<tr>
<td>Distribute promotional material at selected KGCCI events (upon request)</td>
<td>√</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Participation at Korean language class</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
</tbody>
</table>
KGCCI Premium Partnership Benefits

An upgrade to a KGCCI Premium Partnership offers members the highest level of access and exposure within our network.

**PUBLICATION**
- ✓ Company logo at entrance of KGCCI office
- ✓ Full inside page advertisement in KORUM
- ✓ Signature in Email for KGCCI newsletter
- ✓ Logo on KGCCI website
- ✓ Highlighted entry in Membership Directory (marked Premium Partner)
- ✓ Company profile in Premium Partner section of Membership Directory
- ✓ Display of corporate information at KGCCI lobby (one pocket of brochure rack)

**EVENTS**
- ✓ Logo on banner at all major KGCCI events
- ✓ VIP invitations to exclusive meetings (business breakfasts with leading politicians)
- ✓ Joint event for KGCCI members (test drive, product launch, seminar promotion etc.)

<table>
<thead>
<tr>
<th></th>
<th>Premium Partner Platinum</th>
<th>Premium PartnerPlus</th>
<th>Premium Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Company logo at entrance of KGCCI office</td>
<td>Large size</td>
<td>Medium size</td>
<td>Small size</td>
</tr>
<tr>
<td>Full inside page advertisement in KORUM</td>
<td>5 editions</td>
<td>3 editions</td>
<td>1 edition</td>
</tr>
<tr>
<td>Signature in Email for KGCCI newsletter</td>
<td>10 issues</td>
<td>5 issues</td>
<td>2 issues</td>
</tr>
<tr>
<td>Logo on KGCCI Website</td>
<td>Permanent</td>
<td>Rotating</td>
<td>Rotating</td>
</tr>
<tr>
<td>Highlighted entry in Membership Directory (marked Premium Partner)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Company profile in Premium Partner section of Membership Directory</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Display of corporate information at KGCCI lobby (one pocket of brochure rack)</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on banner at all major KGCCI events</td>
<td>Large size</td>
<td>Medium size</td>
<td>Small size</td>
</tr>
<tr>
<td>VIP invitations to exclusive meetings (business breakfasts with leading politicians)</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
KGCCI Premium Partners

KGCCI offers its Premium Partners special opportunities for exposure and client contact throughout the year as extended benefit.

**PremiumPartnerPlatinum 2019**

**PremiumPartners 2019**

- **BMW GROUP**
  Korea
- **MINI**
- **SAP**
- **SIEMENS**
  Ingenuity for Life

**PremiumPartner 2019**

- **BDO**
- **행도회계법인**
- **Lufthansa**
- **MAZARS**
- **SHINHAN BANK**
- **ZEISS**

Seeing beyond


KGCCI Member Events

Throughout the year KGCCI DEinternational organizes a large variety of events, where you have the opportunity to discuss and share views of current business issues or a subject of common interest within the German-Korean business community. KGCCI DEinternational is known as an experienced event management partner. These events range from informational get-togethers such as breakfast meetings, luncheons or festive dinners to experts’ presentation on diverse market issues. To name just a few:

**Annual General Meeting**

KGCCI 38th Annual General Meeting

The Annual General Meeting (AGM) is the most important event of KGCCI, giving its members an overview on the recent activities of the Chamber and electing the Board of Directors. It is followed by a Reception including spouses.

**Economic Outlook**

Economic Outlook 2019 in Seoul (left) and Busan (right)

At the Economic Outlook, held twice a year, economists and other experts in their field present a forecast of the Korean economy and industry developments and trends.
KGCCI Briefings and Roundtables

Breakfast Meeting with Ombudsman  Briefing on North Korea issues

Roundtable with German State Secretary Hirte (BMWi)  Roundtable with German Foreign Minister Maas

Actively providing various up-to-date info sessions such as roundtable sessions with Ministers & State Secretary, breakfast meetings with Foreign Investment Ombudsman, and briefing session for US-North Korea Summit.

Peer-to-peer Member Exchange

HR Circle  CSR Circle  PR Circle

KGCCI provides peer-to-peer members exchange opportunities by inviting leaders and specialists of German companies, covering important aspects of business operations including HR, CSR and PR.
Business delegations to and from Germany

Delegation trip on beverages with BMEL

Niedersachsen Delegation to Korea

VDW Machine tools delegation to Korea

Delegation with Germany Trade & Investment (GTAI)

Fact-finding mission to Germany - “System Integration of renewable energies, Grid Expansion and Flexibilization”

KGCCI supports many business delegations from or to Korea in cooperation with associations and trade promotion agencies. Main focus of such delegation is mostly benchmarking and getting market access.
Every year, KGCCI holds various seminars across distinct topics for both members and non-members. Seminars include Korean language, intercultural training, time management, public speaking and etc. In addition, KGCCI offers briefings in cooperation with member companies on Korean tax law, labor law, audit procedures to help member companies navigate the Korean business environment.
Throughout the year, KGCCI holds several Information Days at either German Chambers or trade fairs to provide interested companies with crucial market access information related to Korea, as well as its developments in targeted industries.
Once a year, KGCCI holds the “Joint Campus Recruiting for the German Companies”. Starting from the very first campus recruiting event in 2016, it has brought a huge attention from both students and companies. Especially, German companies benefit not only by connecting with capable young job seekers, but also by promoting and introducing their company profile through this unique opportunity.
Annual General Meeting

KGCCI's WIR "Female Leadership Group"

"Women in Korea" (WIR / 우리) group is a cross-industry, cross-national network of female executives under the umbrella of the KGCCI, aiming to support Korean females in middle management to unlock their leadership potential and accelerate value-driven leadership skills by focusing on specific characteristics of gender, generations and geographies. The core of WIR is a mentorship Program.

Korean Executive Forum (KEF)

With the fast-paced and disruptive technological changes, CEOs and leaders of companies have to change and adapt accordingly. Korean Executive Forum (KEF) is an interactive networking and exchange platform for Korean members at KGCCI to satiate the need.
A number of social KGCCI events have established as ‘Signature events’ for members such as Green Cabbage Dinner, Asparagus Dinner and Christmas Dinner renowned for traditional German food and wine. Also, KGCCI’s Sundowner is famous for offering German Beer (or Glühwein in winter) and typical German specialties, so that members can socialize and make new business contacts in a relaxed atmosphere.
Signature Projects

Ausbildung in Korea

AUSBILDUNG, one of the signature projects of KGCCI, is now in its third year. During a short-span of only 3 years, Ausbildung accomplished recognizable achievements: over 200 trainees hired, over 100 qualified trainers, and around 70 service centers participating. And we are just at the beginning.

Ausbildung started with the focus on the profession of car mechatronics with two German automotive brands; BMW Group Korea Ltd and Mercedes Benz Korea Ltd. In 2018, truck industry giants, the MAN Truck&Bus Korea Ltd and Daimler Trucks Korea Ltd. decided to be part of this initiative in order to train their own workforce. Additionally, from 2019, Audi/Volkswagen Group has also taken part in Ausbildung, as the youngest member of this circle.

On the academical side, an additional college was selected to nurture trainees of Ausbildung. Following the footsteps of Doowon Technical University College and
Yeoju Institute of Technology, the Youngnam University College in Daegu will be conducting Off-The-Job training for Ausbildung.

In addition, more and more high schools are taking interest in Ausbildung, which was highlighted at the Job Concert on KINTEX, in which KGCCI participated in March 2019.

Ausbildung has caught the eye of the Korean government as well. In July 2018, the MoU signing between KGCCI and five Korean Ministries marked an important milestone, showing increasing interest from public domains of Korea. This was also the meaningful kick-start of a close and successful collaboration between KGCCI, the Ministry of Employment & Labor, and the Ministry of Education. Realizing the huge potential of Ausbildung, Ministry of Employment and Labor has started to provide financial support for the participating workshops as well.

Next in line to the automotive sector, Ausbildung is taking place in the florist business as well. Starting from 2019, four flower schools are offering a course called “Florist German Style” where the participants can achieve the level C-Certificate of DIHK e.V. This certificate provides participating flower schools with an unique advantage by providing the possibility of earning a standardized certificate issued from the KGCCI.

The future plans for Ausbildung are very diverse. On the one hand, it will put additional attention on developing more professions and professionals, while on the other hand, it will introduce a different kind of program to target graduates from college and universities.

But whichever industry, the concept of Ausbildung is universally applicable across all the sectors regardless of companies’ size. While the Ausbildung in Korea has started off with multinational companies, Ausbildung’s real strength comes from small and medium sized companies. It’s not a coincidence that Germany is the birth place of Ausbildung, where 99% of German companies are small and medium-sized companies (Mittelstand).
With an enormous paradigm shift across industries and businesses, KGCCI takes the initiative to foster and promote innovative products and strategies of companies in Korea. Since 2015, the KGCCI Innovation Awards recognizes and celebrates both Korean and German companies or organizations who have successfully showcased innovative concepts in the field of business, sustainability and digitalization.

In 2018, the 4th KGCCI Innovation Awards Ceremony took place at the Floating Island in Seoul, with around 200 German and Korean business leaders and officials participating.
KGCCI Innovation Awards Winners 2018

The winners selected by a high-profile received the Innovation Award at a festive awards ceremony in September in Seoul.

Innovation in Business
Allermann for Allergy X-Cover and Seamless woven technology.

Innovation in Sustainability
Lumir for Lumir K., LED lamp powered by a heat source of affordable waste cooking oil

Innovation in Digitalization
Robert Bosch Korea Company Ltd. for Connectivity in Power Tool Professional Users.

Chairman Award
OWiN for Car ID, to connect drivers with on-demand access to goods and services while driving

See you at the
5th KGCCI Innovation Awards
on 27th September 2019.

www.innovation-award.kr