

Building Competencies for the Korea Market: An Interactive Workshop

Are you positioning yourself for success in the Korea market?

>>> Want to do business in Korea?

>>> Looking to improve your Asia Competence as it relates to doing business in Korea?

>>> Need help determining if your business could be successful in Korea?

With the Canada Korea Free Trade Agreement (CKFTA), which came into effect January 1st, 2015, there is increased potential for Alberta companies. This one day seminar is focused on Asia Competence for the Korea market and will demonstrate how intercultural competence correlates very closely to **success in international business**. The seminar will take a close look at identifiable challenges in business processes and practices and how these **affect business results in Korea**. Experienced presenters will further develop your understanding of how cultural competence can **enhance your success in Korea**. The seminar will also look at Korea's unique legal environment and the changing role of SMEs in the Korean market.

Most important, the workshop will use a live case – a local firm that is currently in the process of entering the Korean Market – to help teach and apply the knowledge.

Using a combined approach of presentations, case studies, interactive activities and group discussion, the seminar will explore some of these interesting and important topics:

- Why is doing business with Korea important to Canada and Alberta?
- Navigating the Korea business environment: what are key differences in business practices?
- What must you understand of the Korea manager and corporate governance in Korea?
- What are some practical strategies to developing successful business plans?
- What are challenges for SMEs in working with large organizations including Korean Chaebols?

To Register, go to: <http://www.cvent.com/d/7rqmqr>

Date: Friday, March 20, 2015

Time: 8:00am – 4:45pm

Place: 5th Floor, PCL Hall,
MacEwan University
Alberta College
10050 MacDonald Drive
Edmonton, AB

Fee: \$35, lunch included

Contact: Colin Macdonald
MacEwan University
macdonald@macewan.ca



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