



Building Competencies for the Korea Market: An Interactive Workshop

March 20th, 2015

**MacEwan University Alberta College, Alberta, Canada
PCL Hall (5th Floor)**

The Republic of Korea (Korea) is Canada's seventh largest trading partner. With the Canada Korea Free Trade Agreement (CKFTA), which came into effect January 1st of this year, there is the potential for significant economic gains for the Canadian economy. Canada's trade relationship with South Korea differs from that of our other major trading partners (such as the US, EU, and China) in that the Canadian and South Korean economies are more equal in size. As economic and political middle powers, the two nations can cooperate as equal partners. That said, trade and investment between Canada and South Korea has become somewhat imbalanced over the past five years.

Since 2010, Korea's FDI to Canada has exceeded Canada's FDI to Korea. In 2013, Korean FDI to Canada was nearly ten times that of Canada to Korea. In addition, exports from Canada to Korea stood at \$3.3 billion in 2014, while imports to Canada from Korea were \$7.3 billion for the same period. By eliminating barriers to entry in goods, services, government procurements, and investment, the CKFTA provides an opportunity for Canada to close the widening gap in investment and trade between the two countries.

This interactive workshop is designed for Canadian businesses wanting to learn if Korea is a good fit for them and, if it is, how to enter the market. The workshop uses a live case to help teach the knowledge, and more importantly, how that knowledge is applied. In a live case, we identify a local firm that is currently in the process of entering the Korean market. The workshop focuses on helping to identify and frame the issues facing the firm in order to clarify the problems at hand for firm. Then, as small groups under the supervision of a MacEwan faculty member, participants will develop a set of options, choose the best option, and provide an implementation plan. For a sense of how this will be organized, please see the workshop schedule below.



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8:30 to 8:45 am	<p>Welcome The Hon. Teresa Woo-Paw, Associate Minister of Asia Pacific Relations</p>
8:45 to 9:00 am	<p>Overview of the Day Review of Workshop Format</p> <ul style="list-style-type: none"> • Morning Sessions: Presentations and Q&A • Afternoon Sessions: Case Study: Solving a Real Life Case <p>Speaker: Dr. Michael Roberts Assistant Professor, International Business & Marketing MacEwan University, School of Business</p>
9:00 to 9:35 am	<p>Dynamic Korea: An introduction to the changing context of doing business in Korea</p> <ul style="list-style-type: none"> • Korean Business Culture & Practices: Yesterday & Today • Korean Business Structures: Working with Chaebol (large conglomerates) • The Changing role of SMEs in the Korean context • Navigating the role of business, government, and academic in the Korean business world <p>Speaker: Dr. Brian Gold, PhD Gold Strategy Group (Confirmed)</p>
9:35 to 10:15 am	<p>Understanding the Canada / Korea FTA</p> <ul style="list-style-type: none"> • Opportunities for SMEs in Alberta for <ul style="list-style-type: none"> ○ export development ○ securing intermediate goods • Risk for SMEs in Alberta <ul style="list-style-type: none"> ○ How to mitigate risks from new competition <p>Speaker: A representative from EDC MacEwan Contact: Stacey Gordon, MBA (Confirmed) Account Manager, EDC Instructor, MacEwan University</p>
10:15 to 10:30 am	Break



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10:30 to 11:15 am	Korea: A Unique Legal Environment The ins and outs of: <ul style="list-style-type: none">• Negotiating• Deal-Making• Contracting• Dispute resolution Speaker: To Be Confirmed
11:15 am to 12:00 pm (subject to change)	Panel Question and Answer Period Morning speakers (joined by BJ Min) Or Speaker from IIR
12:00 to 1:00 pm	Networking Lunch
1:00 to 1:20 pm	Live Case: TRIUM TRIUM is a diverse group of environmental professionals united by a passion for working in an innovative team environment. Our focus is the safe development, integration and execution of remediation strategies and applications with triple constraint recognition and efficiencies. Our commitment to training, competency, and superior equipment is routinely noted for exceeding industry and client standards. Continual improvement is the founding principle of our safety and performance achievements. Introduction to the Afternoon Case Format Introduction to the Case and the Problem at Hand Case Facilitator: Dr. Michael Roberts Speakers: BJ Min, M Eng., P.Eng CEO, Trium Jevins Waddell, P.Tech (Eng) President, Trium



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1:20 to 2:00 pm	<p>The Trium Story in Korea</p> <ul style="list-style-type: none"> • Background of the Company • Decision to Enter Korea • Challenges, Struggles, and Successes of Trium in Korea • Lessons Learned about doing business in Korea • An important decision that needs to be made now with respect to Trium operations in the Korea Market <p>Speakers: Mr. BJ Min & Mr. Jevins Waddell</p>
2:00 to 2:15 pm	<p>Overview of the Challenge: Small groups will be assigned the task of using the information they learned in the morning and their own experiences to:</p> <ul style="list-style-type: none"> • help clarify the problem at hand for Trium • develop a set of options • choose the best option • and, provide an implementation plan <p>Case Facilitator: Dr. Michael Roberts</p>
2:15 to 3:30 pm	<p>Break Out Sessions: Small groups will be led by MacEwan University Business school faculty members. They will have just over an hour to complete the case study challenge.</p>
3:30 to 4:15 pm	<p>Debrief of the Case Groups will share their results Review of Best Practices</p> <p>Case Facilitator: Dr. Michael Roberts Speaker: BJ Min & Jevins Waddell</p>
4:15 to 4:30 pm	<p>Key Takeaways from the Day and next steps Case Facilitator: Dr. Michael Roberts</p>
4:30 to 4:40 pm	<p>Closing Remarks Dean Elsie Elford, School of Business, MacEwan University</p>



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