



korea calls you!

The 3rd Annual Conference for
Business with Korea

Business Cooperations | Fundraising | Investments | M&A



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Program



Program

- 08:00 - 09:00 **Gathering and Registration**
Host: *Mr. Yigal Haccoun*, VP, Israel Export Institute
- 09:00 - 09:30 **Greetings**
Mr. Ofer Sachs, CEO, Israel Export Institute
H.E. Kim Il-Soo, Ambassador of Korea to the State of Israel
H.E. Tuvia Israeli, Ambassador of Israel to the Republic of Korea
Mr. Itzik Yona, Chairman, The Annual Conference for Business with Korea

Keynote Speaker

- 09:30 - 09:45 **What Can We Learn from Korea?**
Mr. Stef Wertheimer, Founder
ISCAR Group

Session I

- 09:45 - 10:10 **Building an Israeli Business in Korea using DGFEZ Assistance**
Mr. Choi Byung-Rok, Commissioner
DGFEZ Authority
- 10:10 - 10:20 **Expo 2012 Korea: "Israel - Sea of Inspiration"**
Yafa Ben-Ari, Ambassador
Ministry of Foreign Affairs
- 10:20 - 11:00 **Networking Break**

Session II

- 11:00 - 11:20 **Current Trends in the Korean Economy and in the Korea – Israel Trade**
Mr. Shin Woo-Yong, Managing Director
KOTRA, Israel office
- 11:20 - 11:45 **Investment Pannel**
Mr. Joo Seong-Jin, Managing Partner L&S Venture Capital
Mr. Aviad Friedman, Chairman, Fulcrum SP
Mr. Nimrod Litvak, CEO, Fulcrum SP

- 11:45 - 12:10 **The Opportunities and Challenges of Korea's Medical Devices Market for Israeli companies**
Dr. Park Joon-Seok, CEO
Hanmi Medicare, Inc., Hanmi Pharmaceutical Group
- 12:15 - 12:30 **Practical Tips for Dealing with Koreans**
Mr. Eitan Haber, Journalist, Honorary Consul of Korea in Israel
- 12:30 - 12:50 **What it Takes to Put an Israeli Product on Korean Department Stores?**
Mr. Shai Karlinski, VP of Marketing
Anlit, Maabarot Group
- 12:50 - 13:20 **Networking Break**

Session III

- 13:20 - 13:45 **Korean Automotive Industry – Trends and Opportunities**
Mr. Park Sung-Jin, Director
SL Mirror-Tech, SL Corporation
- 13:45 - 14:05 **How an Israeli Company Teaches English in Korean Schools**
Mr. Amir Bejarano, CEO
English Adventure
- 14:05 - 14:20 **Leveraging the KORIL Fund to Support Your R&D Efforts**
Mrs. Deborah Shabes, Israel Manager
KORIL-RDF
- 14:20 - 14:30 **Doing Business Gangnam Style**
Mr. Itzik Yona, CEO
Yonaco Group
- 14:30 - 15:30 **Networking Lunch**

