

Official Trade Mission to South Korea

Seoul, Asan, Sejong/Daejeon, Busan

November 26th to December 1st, 2022

Business Program (as of 22.11.2022)

Recommended Flight *:

Lufthansa

26.11.2022

| | | |
|--------|-----------------|------------------------------------|
| LH2319 | 13:15 - 14:20 | Luxembourg (LUX) - Munich (MUC) |
| LH718 | 16:00 - 11:20+1 | Munich (MUC) - Seoul Incheon (ICN) |

03.12.2022 (Saturday)

| | | |
|-------|---------------|--|
| LH713 | 12:45 - 18:30 | Seoul Incheon (ICN) - Frankfurt/Main (FRA) |
| LH398 | 21:50 - 22:30 | Frankfurt/Main (FRA) - Luxembourg (LUX) |

Each participant is personally responsible for her/his flight reservations. Due to the unpredictability of the global pandemic, we highly recommend that all participants book a reservation that can be changed/refunded.

**Bus transfers are organized according to the proposed flights. Participants travelling on other flights will arrange their own transfers from and to the airport.*

Recommended Hotels **:

In Seoul

Four Seasons Hotel Seoul

Address: 97 Saemunan-ro, Jongno-gu, Seoul

In Busan

Signiel Busan Hotel

Address: 30 Dalmaji-gil Haeundae-gu, Busan

***A group preferential tariff is negotiated; each participant has to book her/his hotel room, the booking procedure will be communicated as soon as possible.*

!!! Important information:

! Since September 1st, 2021, it is mandatory for the travelers from visa-free countries to obtain K-ETA (Electronic Travel Authorization) before entering Korea. It takes 24 hours up to 72 hours to get the approval. Therefore, it is recommended to apply K-ETA with a sufficient time before departure. <https://www.k-eta.go.kr/portal/apply/index.do?locale=EN>

!! Q-code - Quarantine covid19 defence (kdca.go.kr) can be done online 3 days before the departure or upon arrival manually:

<https://cov19ent.kdca.go.kr/cpassportal/biz/befatstmnt/main.do?lang=en>

!!! Wearing face mask inside is highly recommended, for meetings, transportations, etc.

Saturday, November 26th, 2022

13:15 Flight departure from Luxembourg

Sunday, November 27th, 2022

11:20 Arrival at Seoul

13:00-14:00 Bus transfer to the [Four Seasons Hotel Seoul](#)

Address: 97 Saemunan-ro, Jongno-gu, Seoul

14:00 Arrival at the Hotel and check-in

18:30-19:30 **Welcome drink** offered by the Luxembourg Chamber of Commerce

Briefing on the program of the mission

Venue: Four Seasons Hotel Seoul, Ara room

Monday, November 28th, 2022

Traffic Control Center

Venue: Seosomun Office 14F, 15, Deoksugung-gil, Jung-gu, Seoul

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|-------|---|
| 10:00 | Meet at the lobby of the Four Seasons Hotel Walk to the Seoul City Hall |
| 10:30 | Visit of the Traffic Control Center , flagship project of Seoul Smart City |
| 11:00 | End of the visit, walk back to the hotel |

Korea New Space Forum

Venue: JW Marriott Hotel, 5F, Grand Ball room, 11 Seoul 176, Sinbanpo-ro, Seocho-gu, Seoul

// (parallel program, for Space sector companies only, pre-registered)

| | |
|-------------|---|
| 13:30 | Meet at the lobby of the Four Seasons Hotel |
| 13:30-14:30 | Bus transfer to the Korea New Space Forum, security check |
| 15:00-17:00 | Korea New Space Forum (opening day) |
| 15:00-15:10 | Opening speeches of Minister LEE, and Chairman of Korea Space Association (TBC) |
| 15:10-15:20 | Minister Fayot speech @ Korea Space Forum (TBC) |
| 15:20-15:30 | President YOON's speech (TBC) |
| 17:00-18:00 | Bus transfer from Korea Space Forum to Four Seasons Hotel Seoul |

B2B matchmaking meetings

Venue: Four Seasons Hotel Seoul, Ara room

// (for Four Seasons Hotel B2B meetings participates, pre-registered and scheduled)

13:00-16:00 **B2B matchmaking meetings** with consecutive translation ***

****The B2B matchmaking are pre-arranged meetings, according to the requests per registration.*

Luxembourg - Korea Business Forum

Venue: Four Seasons Hotel Seoul, Nuri Ballroom

16:30-17.00 Registration and coffee

17:00-18:30 **Luxembourg - Korea Business Forum**

I. Opening session

17:00 Welcome Remarks by H.R.H. Guillaume, the Hereditary Grand Duke

17:05 Welcome speech, Mr. Franz Fayot, Minister of the Economy

17:15 Welcome address by Mrs. Young LEE, Minister of SMEs & Startups

17:25 Luxembourg economic overview by Mr. Carlo Thelen, Director General / CEO, Chamber of Commerce

17:35 MoU Signing ceremony between Luxinnovation & KAIST GCC
Video projection

II. Presentations & Panel Discussions

17:40 Our Economy of Tomorrow - Luxembourg's national roadmap for a competitive and sustainable economy 2025 (Ministry of the Economy)

Korean policy for the globalization of SMEs & Start-ups (Ministry of SMEs & Startups)

17:50-18:30 **Panel Discussions**

1. New businesses for smart cities

Speaker: Mr. Neil COCKER, Vodafone Tomorrow Street

2. Smart City solution with satellite image

Speaker: Korean Partner, Mr. Sunhee LEE, CEO of Contec,

3. New mobility balance, Luxembourg's view on future mobility

Speaker: Mr. Joost ORTJENS

4. Mobility services

Speaker: Mr. Sungha KIM, Director of Gibike (e-scooter)

Speaker: M. Hanbin LEE, CEO of Seoul Robotics

Official Reception

Venue: [Four Seasons Hotel Seoul, Grand Ballroom](#)

19:00-21:00 Official Reception

Each Luxembourgish companies can invite up to 2 invitees, reservation is mandatory, via the email address on the invitation card

19:05-19:10 Speech by HRH CP Guillaume

19:10-19:15 Speech by Minister Jin PARK, Ministry of Foreign Affairs

19:15-19:20 Speech by Minister Franz Fayot

19:20-19:25 Speech by Mr. Carlo Thelen, Director General / CEO, Chamber of Commerce

19:25-20:30 Networking

Tuesday, November 29th, 2022

Korea New Space Forum

Venue: [JW Marriott Hotel, 5F, Grand Ball room, 11 Seoul 176, Sinbanpo-ro, Seocho-gu, Seoul](#)

// (parallel program, for Space sector companies)

8:30 [Meet at the lobby of Four Seasons Hotel](#)

8:45-9:30 [Bus transfer to Korea New Space Forum](#)

9:30-17:00 **Korea New Space Forum** (day 2)

Potential participation as panelists and individual B2B meetings

Panel topics: Satellite communication, Earth Observation, Space exploration, startup pitching

17:00-17:45 [Bus transfer from Korea New Space Forum to Four Seasons Hotel](#)

Rotarex Korea Co., Ltd

Address: Galsanri 816-817, TangJungMyeon, Asan city, Chungnam-do

// (parallel program, for delegates attending the Rotarex program)

- 9:00 Meet at the lobby of Four Seasons Hotel
- 9:20-9:50 Bus transfer to Seoul railway station
- 10:05-10:43 High speed train Seoul - Asan, province of Chungcheongnam-Do****:
- ****the train tickets will be purchased as a group*
- 10:50-11:00 Transfer to [Rotarex Korea Co., Ltd](#)
- 11:00-12:30 **Guided visit of the Rotarex new plant and Inauguration Ceremony**
- 11:00-11:02 Opening ceremony agenda announcement
- 11:02-11:04 The pledge of allegiance to the flag
- 11:04-11:06 Introduction of important guests
- 11:06-11:08 Announcement of new factory overview (Capacity Etc)
- 11:08-11:28 Speeches (Minister Fayot, Korean Government, Rotarex Customer, Mr. Schmitz)
- 11:28-11:30 Move to tape cutting place
- 11:30-11:37 Tape cutting & group photo
(HRH CP, Minister, Ambassador + Korean guests)
- 11:37-12:30 Factory Tour divided by 6 groups (interval 5 minutes)
- 12:30-13:40 Lunch
- 13:40-14:00 Bus transfer to Asan railway station
- 14:08-15:00 Train back to Seoul
- 15:00-16:00 Bus transfer from Seoul railway station to Korea International Trade Association

LG Science Park & Seoul Smart City

// (for other companies)

8:00-9:00 Bus transfer from Four Seasons Hotel to LG Science Park

Venue: LG Science Park, E10, B1 Open Lab Magok-jungang10-ro 70

9:00-10:30 **Visit of [LG Science Park](#)**

- Posture AI case: Startup ecosystem between Korea & Luxembourg
- SuperStart Lab

10:30-11:00 Bus transfer from LG Science Park to Seoul Smart City

Venue: 31, Maebongsan-ro, Mapo-gu, Seoul

11:00-12:30 **Visit of Seoul Smart City – [Seoul Digital Foundation](#)**

12:30-13:00 Bus transfer from Seoul Smart City to the restaurant

13:00-15:00 Lunch @ [Restaurant Dukseungjae](#)

Venue: DMC Sangam 2 danji 2F, 1653 Sangam-dong

15:00-16:00 Bus transfer from Seoul Smart City to Korea International Trade Association

KITA

Venue: Big conference room, 51F, Trade Tower, 511 Yeongdongdaero, Gangnam-gu, Seoul

16:00-18:00 **Networking event organized by Korea International Trade Association (KITA)**

16:10-16:15 Welcome & Greetings by Mr. Seungkwan SHIN, Managing Director of KITA & Mr. Carlo Thelen, CEO, Chamber of Commerce

16:15-16:20 Introduction of KITA (Startup support program)

16:20-16:30 Introduction of CC and/or Luxinnovation

16:30-17:15 Introduction of Luxembourg companies (6 companies)

17:15-18:00 Korean companies' short introduction & Networking

18:00-19:00 Bus transfer from KITA to Four Seasons Hotel Seoul

Free evening

Wednesday, November 30th, 2022

[Check out of Four Seasons Hotel](#)

KOTI & Sejong Smart City

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|-------------|---|
| 7:40 | Bus transfer from Four Seasons Hotel to KOTI |
| 10:00-11:30 | Introduction of Korea Transport Institute (KOTI) & discussion of Smart City and Mobility |
| 11:30-11:45 | Bus transfer to Sejong Smart City , PoC site for Urban Connected Automated Shuttle System (UCASS) |
| 11:45-12:45 | Test ride of UCASS and Sejong Automated Vehicles Big Data Center |
| 12:45-14:00 | Lunch |

KAIST

Venue: [KAIST Main campus, 193 Munji-ro Yuseong-gu, Daejeon,](#)

| | |
|-------------|--|
| 14:00-14:30 | Transfer by bus from Sejong Smart City to KAIST |
| 14:30-15:30 | Visit tour at Korea Advanced Institute of Science & Technology (KAIST) |
| 15:30-16:00 | Welcome remarks and presentation of Luxinnovation |
| 16:00-17:00 | Korean companies presentation session (tbc) |
| 17:00-18:00 | B2B meetings |
| 18:00-19:30 | Networking dinner |

19:30-22:30 Bus transfer to the [Signiel Busan Hotel](#) in Busan

[Address: 30 Dalmaji-gil Haeundae-gu, Busan](#)

22:40 Check-in

Thursday, December 1st, 2022

Check out of Signiel Busan Hotel

Busan City & Techno Park

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|-------------|--|
| 9:30-10:00 | Bus transfer to Busan Techno Park |
| 10:00-12:00 | Meeting with Busan Techno Park Venue: Busan City Hall |
| 10:00-10:05 | Welcome by Busan City (vice mayor, TBC) |
| 10:05-10:10 | Introduction of Luxembourg delegation (by Younhee KIM) |
| 10:10-10:30 | Introduction of Busan city & Busan Technopark |
| 10:30-10:40 | Introduction of Luxinnovation & Technoport |
| 10:40-11:00 | Introduction of Korean companies (2) & Luxembourg companies (2) |
| 11:00-11:20 | Networking |

12:00-14:00 Lunch at Restaurant 3 Seon (centum)

Address: Haeundaero 230

Kiswire Headquarter, Wire Museum and F1963

Address: 37, 141 gil Gurak-ro, Sooyoung-gu, Busan

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|-------------|--|
| 14:00-16:00 | Visit of Kiswire Headquarter, Wire Museum and F1963 |
| 14:00-14:40 | Kiswire Center |
| 14:40-15:50 | F1963 tour & Hyundai Motor Studio (Art exhibition by Hyundai Motors) |
| 16:00-17:00 | Farewell music & Reception at F1963 |

17:45-18:15 Bus transfer from F1963 to Busan railway station

19:05-21:50 Transfer back to Seoul by train

22:00-22:30 Bus transfer from the railway station to Four Seasons Hotel

Venue: 20 Gurak-ro, 123 Beon-gil, Suyeong-gu, Busan

Friday, December 2nd, 2022

Free

Saturday, December 3rd, 2022

8:45 Meeting at the lobby of Four Seasons Hotel Seoul
9:00-10:00 Bus transfer to Incheon International Airport
12:45 Flight to Luxembourg