Ministero degli Affari Esteri

Ministero dello Sviluppo Economico

Italian Business Mission to Korea

Seul, *20-24 November, 2011*

CONFINDUSTRIA

UNIONCAMERE
CAMERE DI COMMERCIO D'ITALIA

ABI Associazione Bancaria Italiana

Draft Program – 16th November, 2011

MONDAY, 21st NOVEMBER

08:30-09:00 Registration of participants
(*COEX Convention Center, Hall E- Samseong-dong, Gangnam)*

09:00-10:30 **Workshop: "Doing Business in Korea"**
(*Hall E4 –COEX Convention Center*)
Moderator
- **Paolo ZEGNA,** Confindustria Vice President

Business perspectives in Korea for the Italian companies
- **AHN Byung-Soo,** President Import Research Institute KOIMA- Korea Importers Association
FTA UE-Korea: market access, rules of origin, tariff and customs issues
-**Xavier COGET** – Commercial Counsellor, EU Delegation in Seoul
Regulatory and legal measures
- **Jeffrey D. JONES** – Senior partner, Kim & Chang law firm
Patents and trademarks in Korea: protection of Intellectual Property
- **MOON Sam Sup**, Director Industrial Property Protection Team KIPO-Korean Intellectual Property Office
Investment Opportunities in Korea
- **CHANG Young**, PR Consultant, Invest Korea, KOTRA-Korea Trade-Investment Promotion Agency
Doing Business in Korea
- **Guglielmo GALLI**, Italian Trade Commissioner

10:30-11:00 Registration of participants

11:00-12:30 **Italy-Korea Forum**
(Hall E5, E6 –COEX Convention Center)

11:00-12:30 Italy-Korea Forum: "New opportunities after FTA"
(*Hall E5,6 –COEX Convention Center*)

Welcoming speech
- **Sergio Mercuri**, Ambassador of Italy in Korea

Speeches

- **SaKong Il**, Chairman and CEO of KITA-Korea International Trade Association
- **Emma Marcegaglia,** Chairman of Italian Industry Federation – Confindustria

- **Moon Jae-do,** Vice Minister of Knowledge Economy-MKE

- **Chun Han-Pack,** Executive Vice President of KFB-Korea Federation of Banks
- **Guido Rosa,** Vice Chairman of Italian Banks Federation - ABI
- **Lee Ju-Tae,** Chairman KOIMA-Korea Importers Association
- **Carlo Longo**, Vice President Unioncamere

Ceremony of signing agreements between Italian and Korean companies

12:30-13:30 Lunch
(Hall E5,6–COEX Convention Center)

14:00-16:30 **Technical Seminars** *(parallel sections)*
(*Hall E1, E2, E3, E4 –COEX Convention Center*)

14:00-16:30 " Auto components: OEM & Aftermarket" (Hall E1)

Moderator
- **Marco Felisati**, Deputy Director for Industrial Policies, Confindustria

"Evolution of Korean Auto Industry and the Prospects"
- Tae Nyen Kim, Director for International Cooperation KAMA-Korea Automobile Manufacturers Association

Companies presentation:
"Overview of Magneti Marelli Group"
- Alberto Montanari, Chairman, Magneti Marelli Japan

"*FAAM Lithium Battery Solutions for Electric Mobility: BMS and Test/Selection cells protocol"*
- Federico Vitali, Chairman, FAAM

"Innovative manufacturing processes for tubular components"
- Antonio Farese, Area Manager, BLM Group

Q&A

14:00-16:30 "Engineering and e Plant Engineering, Machinaries and Components" (Hall E2)

Moderator
- **Guglielmo Galli**, Italian Trade Commissioner

Opening video:
"Supply chain engineering and industrial plant, civil and

infrastructure" - **FEDERPROGETTI** Italian Industrial Plants Federation

"Evolution of Korean Auto Industry and the Prospects"
- Kyung-Soo Jung, Policy & Research Team Manager, KOAMI-Korea Association of Machinery Industry

Company presentation:
"Heavy-duty Fans & Blowers with different kind of Drivers"
- Marco Bailo, General Director, Boldrocchi

"ENEL-KEPCO (Korea Electric Power): Cooperation on Smart Grids"
- **Claudio Zito**, International Business Development, Networks and Infrastructures Division, ENEL

"Innovative solutions for electrical machines in Marine, Navy and Oil&Gas Systems"
- Gianluca Stanic*,* Technical Director, Marelli Motori Group

"You cast, we cut"
- Riccardo D'Ottavi, General Manager, A.L.B.A.

"*ZEUS-Zero Emission Urban Solutions"*
- Angelo Marengo, Far East Area Manager, ASI Ansaldo

Q&A

14:00-16:30 "Robotics, Automation and Logistics" (Hall E3)

Moderator
- **Sebastiano Del Monte**, Director, Italian Trade Commission

Video presentation **ANIE–** Italian Federation Electro-technical and Electronic Companies

"Statistics on the Korea Robot Industry, Year 2010"
- Yeonghoon Cho, Secretary General KAR-Korea Association of Robot Industry

Company presentation:
"Elettronica: the winning approach"
- Raffaele Liberati*,* Dir. Business Development, Elettronica

"Automatic systems for inbound logistics and industrial production"
- Giorgio Gori, Sales Engineer, Cassioli

"Logistics Solution"
Alessandro Brambilla, Route Development Manager South Korea / East Asia, Schenker Italiana s.p.a.

"Quality Management Certification"
- Augusto Iovenitti, Administrator CSA

"Title to be defined"
- Representative Selex Elsag

Q&A

14:00-16:30 "*Made in Italy consumer goods*" (Hall E4)

Moderator
- **Patrizia Giarratana**, Deputy Director General for Internationalization and Trade Promotion, Italian Ministry of Economic Developement

Video Projection: **Sistema Moda Italia** –Textile Clothing Manufactory Italian Association
Speech:
- Paolo Bastianello, Vice Chairman Sistema Moda Italia

Video presentation **UNIPRO** – **Italian Association of Cosmetic Industries**

Speech:
"Cosmetics: trends and Italian excellence"
- Fabio Rossello, UNIPRO Chairman

"The Korean Cosmetic Industry"
- Jun-Kee Jang, Director General KCA-Korea Cosmetic Association

Speech:
"The Italian food and drink Industry"
- Annibale Pancrazio, Vice Chairman **Italian Food Industry Federation - FEDERALIMENTARE**

"Storytalia Project by Confindustria"
-Paolo Zegna, Confindustria Vice President

Company presentation:
"Viabizzuno, we design light"
- Tommaso Proh, Export Department, Viabizzuno

Q&A

TUESDAY, 22nd NOVEMBER

09:00-10:00 Registration

10:00 -12.30 **Business Bilateral Meeting B2B**
(*Hall E1, E2, E5, E6 –COEX Convention Center*)

12:30-14:00 Buffet lunch
(*Hall E3, E4 – COEX Convention Center*)

14:00-17:30 **Business Bilateral Meeting B2B**
(*Hall E1, E2, E5, E6 –COEX Convention Center*)

WEDNESDAY, 23rd NOVEMBER

08:00 Departure to Daedeok Innopolis
(Hi-Tec Companies - 1hr e ½ by car)

09:30	Arrival in Daedeok Innopolis
10:00-12:30	**Presentation and visit of TCB (Tech Biz Center), KIER (Korea Institute of Energy Research) and KARI (Korea Aerospace Research Institute)**
Following	Buffet Lunch
14.00-15:30	Transfer to Hotel Intercontinental COEX
Parallel	**Visits to Hyundai Motors & Hyundai Elevators**
Parallel	**Meetings by Hyundai, Lotte and Shinsegae Department Stores**