

INVITATION



# DANISH ROYAL VISIT TO SOUTH KOREA

20-22 MAY 2019



## CELEBRATION OF THE 60 YEARS OF DIPLOMATIC TIES

On the occasion of the visit by Their Royal Highnesses the Crown Prince Couple of Denmark to South Korea, celebrating the 60 years of diplomatic ties between Denmark and South Korea and the Denmark/Korea Year of Culture, Danish companies are hereby invited to join the accompanying business delegation.

# DANISH ROYAL VISIT TO SOUTH KOREA 2019

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## WHY SOUTH KOREA?

South Korea is the World's 11th largest economy and the 6th largest export nation. Known for conglomerates such as Samsung and Hyundai the country's incredible progress during the last four decades has placed it among the top ranking high-tech industrialized nations.

As a result of decades of intensive collaboration between Danish and South Korean governments, institutions and businesses, Denmark is well known in South Korea for providing high quality products and solutions.

This visit represents a unique opportunity and platform to promote technologically advanced, estetic and tasty solutions and products as well as cultivating important relations, support existing and new market opportunities and engage in valuable networking.

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## TRADE RELATIONS BETWEEN THE TWO COUNTRIES

In 2017, Denmark exported goods and services to South Korea worth DKK 10 billion.

The EU-Korea free trade agreement, signed in 2011, has led to continued growth in Danish exports to South Korea. In 2017, South Korea was the 23rd largest Danish export market. The potential for further growth in the commercial cooperation remains high.

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## SECTOR FOCUS

Activities, seminars and events during the visit will take place under the tree sector themes mentioned below. Priority will be given to companies from these sectors, but companies from other sectors are welcome to apply for registration. Participation is primarily relevant to companies already commercially active in South Korea.

### **Healthcare**

Pharmaceuticals, medical devices, welfare technology and health services.

### **Sustainability**

Energy efficiency, sustainable urbanisation and wind energy.

### **Food & Lifestyle**

Food & beverages, ingredients, lifestyle & design products.

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## PRICE

The participation fee is DKK 25,000.

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## SOUTH KOREA AT A GLANCE

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Population app. 52 million (2018)  
– of whom app. 25 million resides  
in Greater Seoul.

Size 100,460 km<sup>2</sup>

GDP per capita app. USD 30,000  
(2018)

Economic growth in 2018 2.7 %  
(expected).

In 2017, South Korea became an  
aged society with more than 14 %  
of the population aged above 65.

At 4.55 % of GDP, South Korean  
spending on R&D is the world's  
highest.

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## TENTATIVE PROGRAMME

The visit will take place in Seoul from 20-22 May, 2019. Main commercial events on 21 May will take place at Shilla Hotel, followed by sector specific site visits on 22 May.

For the latest updates about the sector specific program, please visit our website [southkorea2019.danishroyalvisit.dk](http://southkorea2019.danishroyalvisit.dk)

HEALTHCARE	SUSTAINABILITY	FOOD & LIFESTYLE*)
<b>MONDAY 20 MAY</b>		
Morning: Arrival in Seoul		
Afternoon: Welcome briefing		
Evening: Informal networking dinner		
<b>TUESDAY 21 MAY</b>		
Grand opening		
Networking opportunity		
Roundtable on healthcare (Achieving happiness in the aging society)	Seminar/Roundtable on sustainability	Seminar on Partnership in sustainable agri-food business, parallel with Design Lounge Panel
Business lunch with MOU signings		
Seminar on healthcare (Partnership innovation in healthcare)	Seminar on sustainable urbanisation, energy efficiency and wind (Partnerships on the green transition)	Food & Lifestyle site visit
Networking opportunity		
Evening: Grand Dinner		
<b>WEDNESDAY 22 MAY</b>		
Hospital visit and workshop	Site visit to Lotte World Tower. Demonstration of Danish sustainable urban solutions	Food & Lifestyle site visit to leading South Korean retail company
Site visit	Site visits to Smart City developer and/or leading wind developer	Site visit
Late afternoon: Debriefing of Danish Business Delegation		
Early evening: Opening reception at Museum of Modern and Contemporary Art		
Evening: Informal dinner for Danish Business Delegation (own cost)		

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## SECTOR FOCUS

Activities, seminars and events during the visit will take place under the three sector themes below. Please note that the final programmes will be adjusted according to the actual composition and interests of the delegation.

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### HEALTHCARE

The Danish healthcare system has been an inspiration for the South Korean health authorities since the deployment of the hospital ship Jutlandia in 1951. As in Denmark, the South Korean healthcare system provides high quality care based on universal coverage.

South Korea is rapidly transitioning to become a super ageing society by 2026. Soon to reach a staggering 20 % share of the population above 65 years of age, the South Korean government and population is very interested in advanced solutions to help accommodating the high and more complex healthcare needs caused by the demographic transitions.

The increased optimization of the South Korean healthcare system to cater for the increasingly demanding population creates market opportunities in the medical device industry, the welfare technology sector and of course the pharmaceutical sector.



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### SUSTAINABILITY

Driven by increasing concerns among the South Korean population of growing pollution levels and reliance on coal and nuclear power, the South Korean government has launched its ambitious 3020 plan outlining targets for the installation of 48.7 GW renewable energy before 2030. Together with specific plans for the construction of smart cities and continued interest in sustainable urbanisation solutions and energy efficiency, the green transition in South Korea makes the country a very interesting market for Danish sustainable energy solutions in the coming years.

Site visits and seminars will include networking opportunities with officials, public utilities and private developers, who are planning to make massive investments in the coming years to ensure a greener South Korea.



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### FOOD & LIFESTYLE

South Korean consumers are known for their demand for quality and their willingness to pay a premium for the right products.

Even though Korean produced food remains the preferred item on the menu, market trends are shifting towards Danish strongholds. Customer sentiment is transitioning towards a demand for healthy foods, quality foods and traceability in food production. Simultaneously organic food is becoming one of the fastest growing product categories – albeit from a low starting point.

The same obsession with quality, tradition and craftsmanship is the underlying factor behind the growing interest in Danish design and lifestyle products among South Korean consumers. Danish acoustics, lifestyle and furniture producers are appreciated for their innovative solutions, attention to detail and human centric approach.



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## WHAT'S INCLUDED IN THE PRICE?

The fee for participation is DKK 25,000 per company (including two representatives per company). The fee is based on 40 participating companies and an expected subsidy from the Trade Council.

### This includes:

- Pre-meeting in Copenhagen on April 5th. You can participate in person or via weblink.
- Company presentation in the official brochure as well as company roll-ups in accordance with the design guidelines.
- Targeted invitation to South Korean partners to participate in relevant seminars and Grand dinner.
- Outreach to South Korean and Danish media.
- Welcome briefing by ambassador and organising team.
- Informal networking dinner at Residence of Denmark (1 participant per company. Separate dinner for rest of delegation).
- Grand opening event as well as business lunch.
- Participation in sector specific roundtables and seminars with key South Korean stakeholders.
- Participation in sector site visits.
- Grand dinner (3 seats per company registration).
- Debriefing.
- Opening reception at Museum of Modern and Contemporary Art.

## WHAT CAN BE ADDED TO THE STANDARD PARTICIPATION?

### Two company representatives are included.

The fee for an extra company representative is DKK 3,000.

### Business lunch/Grand dinner:

The cost of three participants is included.

Companies can invite additional guests at the cost of DKK 600 for the business lunch and DKK 1,250 for the Grand Dinner.



## FURTHER INFORMATION

Please visit the website [southkorea2019.danishroyalvisit.dk](http://southkorea2019.danishroyalvisit.dk) for more information about South Korea

You are more than welcome to contact the organising team:

**The Trade Council of Denmark in South Korea / Embassy of Denmark in Seoul**  
Rasmus Grand Bjørnø  
rasbjo@um.dk

**Confederation of Danish Industry (DI)**  
Ole Linnet Juul  
olj@di.dk

**Danish Agriculture & Food Council**  
Michael Stahlschmidt  
mis@lf.dk

**Danish Chamber of Commerce**  
Pia Hanne Hansen  
phh@danskerhverv.dk

## HOW TO SIGN UP

Please complete the online registration no later than **11 March 2019.**

[southkorea2019.danishroyalvisit.dk](http://southkorea2019.danishroyalvisit.dk)

Upon registration you will receive a confirmation of your participation and newsletters with relevant information. The organisers will contact you to clarify wishes and expectations.

### Hotel and travel information

Upon registration you will receive a travel proposal from BCD Travel, who will assist you further. Please contact BCD Travel by email:

[delegation@bcdtravel.dk](mailto:delegation@bcdtravel.dk)