

INVITATION

INAUGURAL FORUM OF KEY (KOREA-EUROPE & YOU)

FRANCE-KOREA : NEW AREAS OF INNOVATION

KEY (KOREA EUROPE & YOU)

Along with its partners *ESSEC Business School*, *Samsung France*, *KIEP (Korean Institute for International Economic Policy)*, *RNDIA (Korea R&D Industry Association)* and *KITA (Korea International Trade Association)* is delighted to invite you to its inaugural Forum :

"France-Korea: new areas of innovation"

Thursday, January, 19th , 2023

Korean Cultural Center, 20, rue La Boétie, 75008 Paris.

KEY is the first Think Tank seeking to address today's and tomorrow's challenges by bringing together European and South Korean approaches.

KEY builds and coordinates ideas and concrete initiatives between Korea and Europe.

KEY is a collaborative project that includes leaders and experts from economic, public policy, academic and cultural areas, with a special focus on the next generation.

PHILIPPE LI, PRESIDENT OF KEY

THURSDAY 19 JANUARY 2023

Korean Cultural Centre

20 rue La Boétie, 75008 PARIS

Forum from 3 PM to 6 PM, followed by a cocktail
Welcome from 2:15 PM

RSVP before Thursday 12 January
Confirm your attendance with the link below
<https://forms.gle/J1aQhUBvu9YWqCGb7>



SAMSUNG



INAUGURAL FORUM PROGRAMME

FRANCE-KOREA : NEW AREAS OF INNOVATION

Welcome from 2:15 PM

Forum hosted by Mr. Philippe Le Corre, Visiting Professor, ESSEC Business School and Senior Research Fellow, Asia Program, IRENE

Presentation of KEY (Korea-Europe & You) by Mr Philippe Li, Fouding President – KEY

INTRODUCTORY REMARKS

- H.E. Jai Chul Choi, Ambassador of the Republic of Korea in France
- H.E. Philippe Lefort, Ambassador of France in Korea
- Mr. Vincenzo Vinzi, Director General of ESSEC Business School

FIRST ROUNDTABLE : WHAT STAKES IN INNOVATION TODAY AND TOMORROW ?

Key note by Mr. Menno van den Berg, CEO – Samsung France

Moderator : Mr. Daniel Lacabane, Partner & Associate Director – BCG and KEY Board Member

PANELISTS :

- Mrs. Binna Cho, Europe Representative – KITA
- Mr. Mathieu Duchâtel, Director Asia Program – Institut Montaigne
- Mr. Seok Joo Han, CEO – Naver France
- Mr. Harri Lee, CEO and Vice-Chairman – Coway
- Pr. Ramon Pacheco Pardo, Professor – King's College and Europe – Korea Chair KF-VUB

QUESTIONS & ANSWERS SESSION

KEY NOTE SPEECH : Mr. Jean-Pierre Raffarin, Former Prime Minister of France

SECOND ROUNDTABLE : WHAT FUTURE FOR KOREA-EUROPE COOPERATION ?

Moderator : Mr. François Godement, Asia Program senior advisor – Institut Montaigne

PANELISTS :

- Mr. Philippe Berterottière, CEO – GTT and KEY Board Member
- Mr. Geoffroy Boulard, Mayor of Paris 17th district
- Mr. Stéphane Deblaise, CEO – Renault Korea
- Mrs. Daphné Richet-Cooper, Head of Bilateral Relations – Sanofi
- Mr. Bruno de Sa Moreira, Founder and CEO – Histoverly

QUESTIONS & ANSWERS SESSION

THIRD ROUNDTABLE : WHAT ARE THE NEW SOFT POWER TRENDS ?

Moderator : Mr. Heungchong Kim, Président – KIEP

PANELISTS :

- Mr. Alexandre Archier, Head of institutional affairs – Accor Group
- Mrs. Aude Hesbert, Deputy CEO – Le Public Système Cinéma
- Mrs. Youngseong Kim, Designer – Chanel
- Mrs. Yuna Kim, CEO – Publisher – WWD Korea
- Mr. Pierre Sang Boyer, Chef and owner of restaurants and KEY Board Member

QUESTIONS & ANSWERS SESSION

Key Take-aways by Senator Catherine Dumas, Chairwoman of the French Senate France-Korea Friendship Group, and Mr. Philippe Li, Founding President of KEY.

Cocktail

With the support of *Louis Père & Fils*

6 PM

