



SOUTH KOREA – CONSTRUCTION & INFRASTRUCTURE SECTOR

Seminar Mission to Seoul, focussing on Green and Sustainable Buildings

29 November – 3 December 2010

Why South Korea?

South Korea is the 4th largest economy in Asia and 15th globally, with a wealthy population. The South Korean Government is determined to ensure that its future development has a low climate impact. Low carbon and green housing are in their infancy in the region and there is a lack of the essential skills, especially design skills, in the country. South Korean companies understand that green housing design and sustainability offer an avenue to meet forthcoming demands in the market. The South Korean government has initiated a multi-billion dollar green building package. All new homes are scheduled to be carbon neutral by 2016. There is a commitment to 1 million new, and 1 million refurbished green homes (note that there is a local focus on high rise buildings). In addition restoration and repair businesses are booming, with plenty of green initiatives. UK companies able to offer skills and expertise in the sector should find Korean construction companies keen to form partnerships. Indeed a recent UKTI publication identifies 100 Opportunities for UK Companies in South Korea.

Free Trade Agreement

This mission offers a ‘first to market’ opportunity following ratification of the EU-Korea Free Trade Agreement (FTA) due later this year. To date the UK has secured only a modest share of the rich South Korean market. Reasons include complex regulation and high tariffs. But these barriers are set to fall away. The FTA will eliminate 97% of all tariffs between the EU and South Korea at the end of year three, many immediately.

Doing business will become easier. For example, foreign companies will be able to be the primary contractor for all construction activities through a local subsidiary and international standards (ISO, IEC, & ITU) will be accepted. The FTA should be particularly significant for companies offering legal services.

Overseas Market Introduction Service

UK Trade & Investment offers a service to provide targeted research to companies under the Overseas Market Introduction Service (OMIS). This could include information on useful business contacts in defined sectors, and assistance in setting up meetings with contacts. Delegates, especially those new to the market, are strongly recommended to use this service in preparation for this mission. Contact Douglas Barrett at the British Embassy in Seoul (email: Douglas.Barrett@fco.gov.uk or telephone: +82 (0) 2 3210 5620)

WHY CHOOSE A SEMINAR MISSION?

The focal point of the mission will be a seminar in Seoul. This will be attended by high level delegates from both the public and private sectors, with a key note speech being given by a senior South Korean Government representative. Mission members will be invited to speak during the seminar. You can give case studies from your own company, but you will also be expected to speak generically about the UK’s expertise in the sector. You will be seen by the South Koreans as a leading proponent of your industry. You will also have the chance to invite contacts to the high-level Embassy Reception. There will be time left in the programme for individual follow-up meetings, which you can arrange with the help of the British Embassy through the OMIS scheme.

OUTLINE PROGRAMME

Monday 29 November - Seoul
 Mission Briefing
 Meeting with AMEC Korea re low carbon green city project, Yeonjong Island
 Evening Reception at British Embassy

Tuesday 30 November - Seoul
 Green & Sustainable Buildings Seminar at British Embassy, followed by one to one meetings

Wednesday 1 December
 AM: Visit Samsung's Green Technology Centre, Seoul
 PM: Visit Songdo City, Incheon

Thursday 2 December - Seoul
 Round table meetings with selected Construction companies

Friday 3 December
 Individual meetings/return to UK

FUNDING ARRANGEMENTS

UK Trade & Investment (UKTI) will fund group costs associated with this seminar mission (including organisation of the seminar, group meetings, city travel and a mission brochure). Companies will be responsible for the cost of travelling to South Korea and hotels. There is no management fee. SMEs new to exporting, or exploring South Korea for the first time, may be eligible for a travel grant from their regional UKTI office. Contact details will be given on receipt of your booking form.

BOOKING PROCEDURE

Complete this expression of interest form (including a proposed title for your seminar paper) and return to Yvonne Jones, fax 020 7824 1929 or email: yj@britishexpertise.org

Please direct any general enquiries on the mission to the Mission Manager Richard Pelly, telephone 020 7824 1922, Mobile: 07876 032251 or email: rp@britishexpertise.org

The closing date is Friday 22 October, but you are advised to express interest as soon as possible. Please do not book any travel until we confirm your place. A mission booking form, further information (including recommended flights and hotels) and the date of a briefing meeting will be given on receipt of your expression of interest form.

PLEASE SEND YOUR EXPRESSION OF INTEREST FORM TO:

Yvonne Jones
 British Expertise
 10 Grosvenor Gardens
 London
 SW1W 0DH

TEL: 020 7824 1920
 FAX: 020 7824 1929
 EMAIL: yj@britishexpertise.org

EXPRESSION OF INTEREST FORM – SOUTH KOREA CONSTRUCTION MISSION, 29 NOV – 3 DEC 2010

Name:

Position:

Company and address:

Phone number:

Fax number:

Email:

Proposed seminar paper:

Return form to Yvonne Jones by
22 October 2010