

# JOURNAL

2nd Quarter, 2025 Vol. 92, No.2

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Enhancing Workplace Safety through Healthcare Technology

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2nd Quarter, 2025 Vol. 92, No. 2



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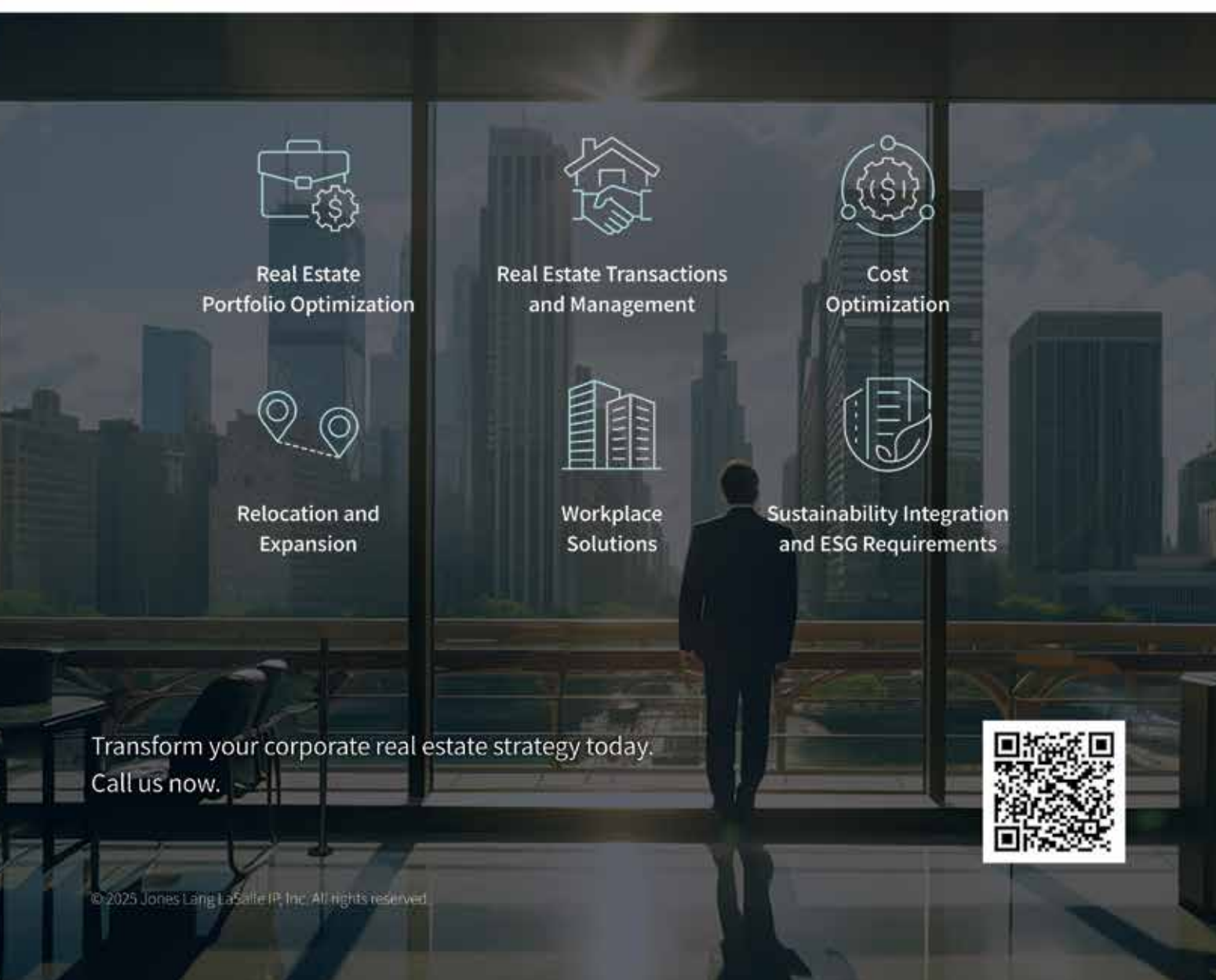
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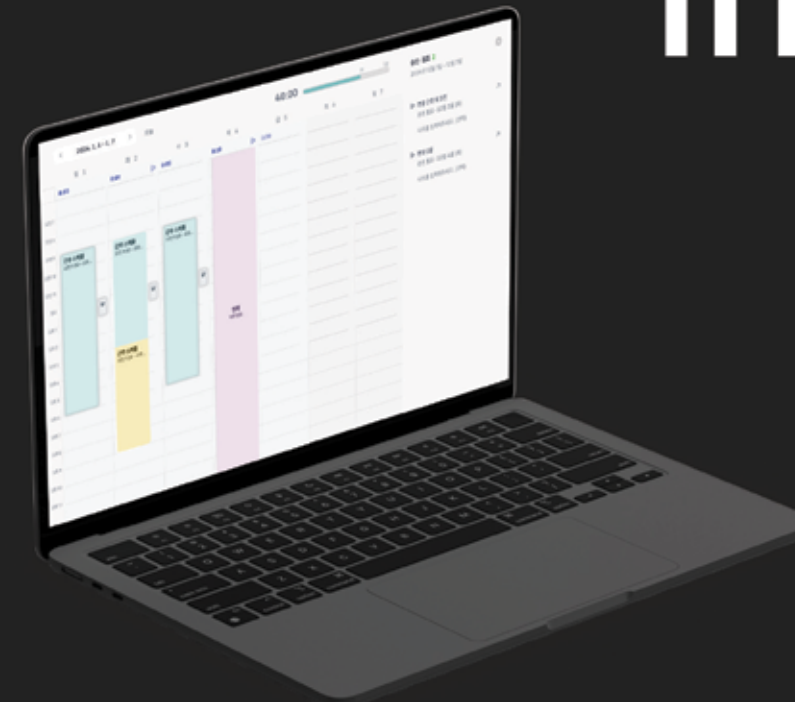


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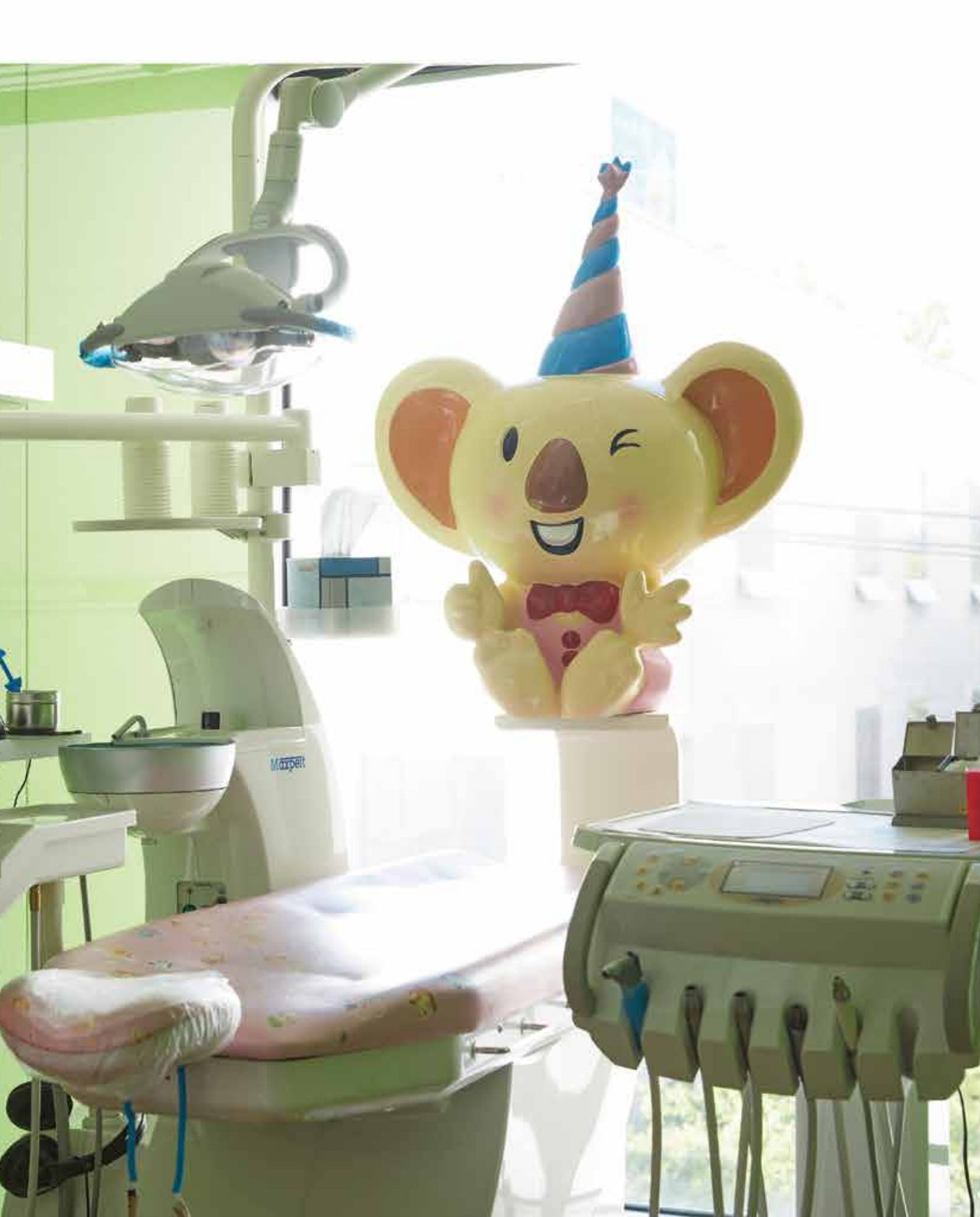
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DDS, MSD.

KAIST Biological Sciences, BS

Seoul National University - School of Dentistry, DDS, MSD.

Internship at Seoul National University Dental Hospital (SNUDH)

Residency at SNUDH - Department of Pediatric Dentistry

Ph.D(ABD) at Seoul National University - Department of Pediatric Dentistry

Board Certified Pediatric Dentist - Ministry of Health and Welfare

Member of Korean Academy of Pediatric Dentistry

Member of Korean Association of Disability and Oral Health



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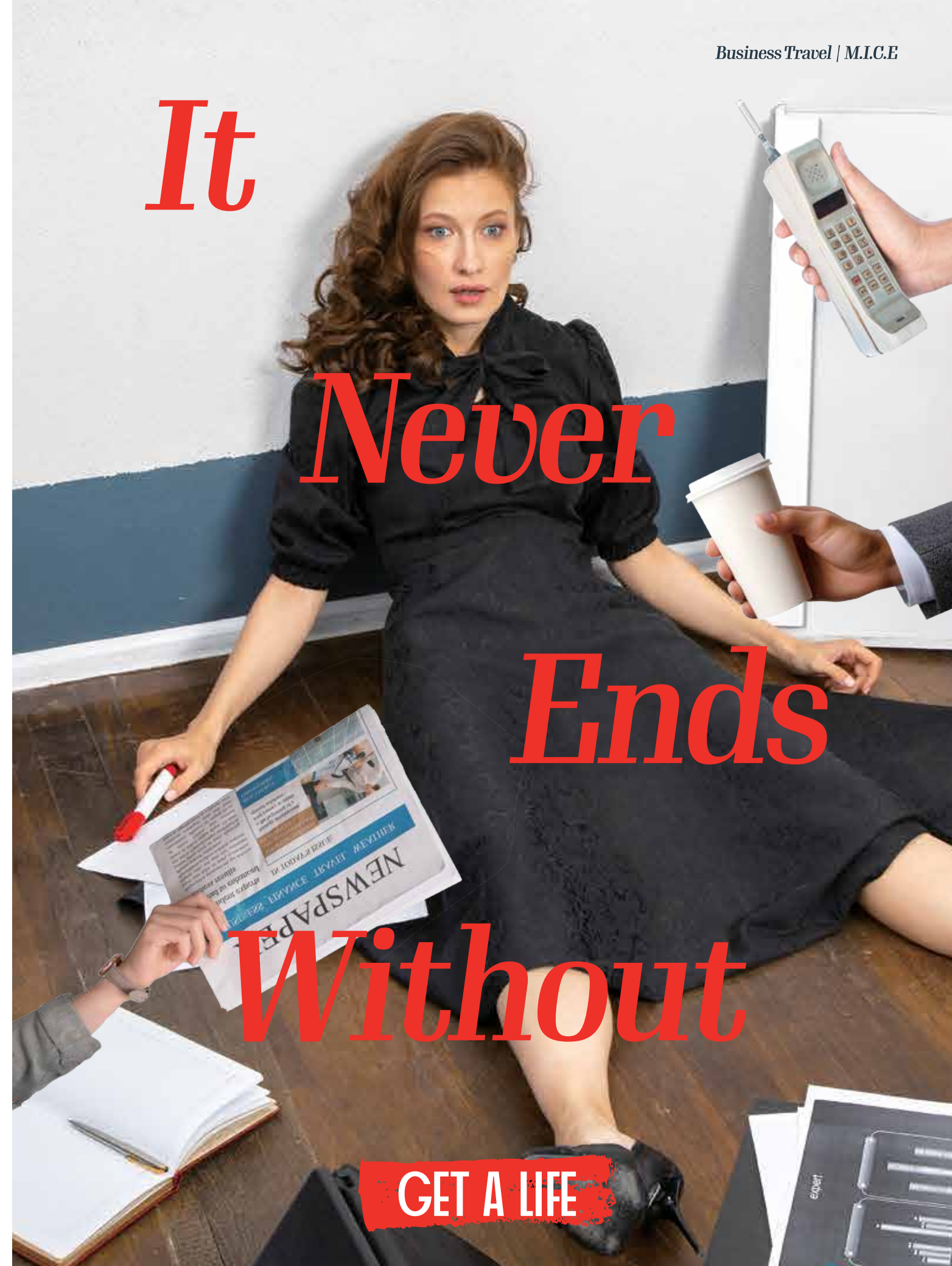
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# AMCHAM NEWS

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  - » Joint Compliance & Ethics / Government & International Affairs Committee Meeting

## MAIN Reasons to Join AMCHAM



### Marketing

AMCHAM provides direct marketing platforms via regular group meetings and events, where members can effectively establish strong company brand recognition. Members can place advertisements on the AMCHAM website and in various publications, which are distributed to approximately 800 member companies and affiliates as well as different media channels and government officials in both the U.S. and Korea.



### Advocacy

AMCHAM is the go-to organization for access to key decision makers in both the U.S. and Korea. As a trusted partner of both the U.S. and Korean governments, we place the highest priority on helping members pursue solutions to their challenges and effectively conveying the voices of industry stakeholders through position papers, exclusive meetings and seminars. Our annual Doorknock to Washington D.C. allows us to meet with key leaders of U.S. government, industry associations, and think tanks to advocate on behalf of our member companies.



### Information

AMCHAM's various industry-specific events facilitate the exchange of the latest in industry trends and policy changes throughout the year. Each of these seminars explores present and future trends of approximately 30 industries. The AMCHAM website, quarterly AMCHAM Journal and annual Membership Directory provide up-to-date information on current business issues as well as contact information for all members.



### Networking

AMCHAM offers a vast social and professional network across various industries through events such as the Inaugural Ball, Networking Nights, committee meetings and industry meetups. Members will have the opportunity to meet with executives from the world's leading companies as well as entrepreneurs based in Korea.

For more information, contact Dae Seok Chang, Executive Director of Membership at [daeseok@amchamkorea.org](mailto:daeseok@amchamkorea.org) and [Membership@amchamkorea.org](mailto:Membership@amchamkorea.org).

# Membership Category

## Premium Partnerships

Premium Partnership is designed for multi-national companies offering full scale participation in AMCHAM Korea activities, advocacy initiatives, and U.S.- Korea business opportunities; maximum exposure of your brand to the network and foreign business community.

Type	Description	Annual Dues (KRW)
Founding Partnership	An all-inclusive package of priority access, a deeper advisory role in the Chamber, extensive corporate exposure, and a simplified cost structure	80,000,000
Corporate Partnership	Exclusive access to global CEO peer-to-peer networking and information sharing opportunities, and ease of service benefits	17,000,000

## Regular Memberships

Regular Membership offers exposure to the AMCHAM Korea network and foreign business community; and participation in various business events and information sharing opportunities.

Type	Description	Annual Dues (KRW)
Corporate Member	Global revenue <u>ABOVE</u> \$50 Million	3,675,000
SME Member	Global revenue <u>BELOW</u> \$50 Million	1,575,000

- \* There is a one-time initiation fee of KRW 150,000 for U.S. Company.
- \* Company membership includes one representative member.
- \* The registration fee for an additional member (CA: Company Associate) is KRW 490,000.

## Others

Non Commercial Membership offering

Type	Description	Annual Dues (KRW)
Special Membership	Non-profit organizations	490,000
	Embassies and Trade Offices	740,000
Individual	Individuals not associated with an organization (for U.S. citizens only; There is a one-time initiation fee of KRW 150,000)	700,000
Young Professional	Young individual professionals (under the age of 35)	490,000
Non-Resident	All other individuals/companies located overseas	620 (USD)

For more information, contact Dae Seok Chang, Executive Director of Membership at [daeseok@amchamkorea.org](mailto:daeseok@amchamkorea.org) and [Membership@amchamkorea.org](mailto:Membership@amchamkorea.org).

# Membership Benefit Comparison

Benefit Category	Benefit Description	Premium		Regular
		Founding Partnership	Corporate Partnership	Regular Membership
Advocacy Assistance	Assist member companies on policy issues through public advocacy and exclusive engagements with key government officials in both the U.S. and Korea	Bespoke assistance with full customization	Ongoing assistance on key issues	Assistance based on collective voice of industry
Complimentary Membership	Complimentary individual memberships provided	Unlimited	11	1
Exclusive Privileges	<b>Inaugural Ball</b>	All Inclusive	—	—
	<b>VIP Networking Events</b>	Full Access	By Invitation	—
	<b>Special Luncheons:</b> meetings with influential government and business leaders	2 Tickets/Event	1 Ticket/Event	Ticket Discount
	<b>Events / Meetings</b>			
	<b>Networking Night:</b> networking gatherings and activities among AMCHAM members	2 Tickets/Event	Ticket Discount	Ticket Discount
	<b>Committee Meeting:</b> knowledge sharing and issue handling platform for various industries	2 Tickets/Event	Ticket Discount	Ticket Discount
General Consulting	Industry/sector-specific customized business solutions to enhance business opportunities	Fully Customized	Solutions on Key Issues	—
Brand Exposure Opportunities	Ads through event banners, website, publications, and event flyers	Accessible	Accessible	—
Subscription	Complimentary subscription to quarterly Journal, monthly newsletter, and Membership Directory	Accessible	Accessible	Accessible

# AMCHAM Founding Partnership

## KRW 80,000,000

### Advocacy Assistance

»» Bespoke assistance with full customization on policy issues through public advocacy and exclusive engagements with key government officials in both the U.S. and Korea

### Complimentary Membership

»» UNLIMITED individual memberships provided

### Exclusive Privileges

»» Full access to VIP networking events  
 »» 2 Complimentary tickets to all Special Luncheons, Networking Nights and Committee Meetings  
 »» Clear exposure of company logo during the annual Inaugural Ball (largest AMCHAM networking event of the year)

### General Consulting

»» Fully customized industry/sector-specific business solutions to enhance business opportunities

### Brand Exposure Opportunities

»» Ads through event banners, website, publications, and event flyers

### Subscription

»» Complimentary subscription to quarterly Journal, monthly newsletter, and Membership Directory


# AMCHAM Corporate Partnership

## KRW 17,000,000

### Advocacy Assistance

»» Ongoing assistance on key policy issues through public advocacy and exclusive engagements with key government officials in both the U.S. and Korea

### Complimentary Membership

»» 11 Complimentary individual memberships provided

### Exclusive Privileges

»» Invitation to select VIP networking events  
 »» 1 Complimentary ticket to all Special Luncheons

### General Consulting

»» Industry/sector-specific business solutions on key issues to enhance business opportunities

### Brand Exposure Opportunities

»» Ads through event banners, website, publications, and event flyers

### Subscription

»» Complimentary subscription to quarterly Journal, monthly newsletter, and Membership Directory

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GLONET	Google	GR Korea	Grace's Honey	Hana Bank	HANGANG ASSET	Hanon
HAVE&BE	HAWAIIAN AIRLINES	Hines	Honeywell	hp	HYOSUNG	Hyundai Card
IBM	illumina	INTUITIVE	JCDecaux	KOREA OPEN	WTA	KERING
KOAM	KNP	KPMG	KREDO Holdings	Kumyang	Lee & KO	라이나손보
LOCKHEED MARTIN	Magnachip	Manpower	Match Group	McKinsey & Company	MEGAZONE CLOUD	Meta
Microsoft	Morgan Stanley	NETFLIX	Nike	NORTHROP GRUMMAN	NU SKIN	OASIS
onsemi	ORACLE	ORIGINAL BEER COMPANY	PARNAS	PEPSICO	Peter & Kim	PHILIP MORRIS KOREA INC.
PLUG&PLAY KOREA	P&G	RALPH LAUREN	Raytheon	RENAULT	RUENNOH	scJohnson
pwc	SAMSUNG BIOEPIS	SAP	SeAH Steel	Securitas	SFS	Sharp
SHIN & KIM	SK innovation	SPORTSWA	standard chartered	stryker	SUBWAY	tti
Triple HM	THE ASA GROUP	ESTÉE LAUDER COMPANIES	ThermoFisher SCIENTIFIC	SAPPHIRE STREAM	TIFFANY & Co.	toss securities
varian	VIATRIS	VISA	WARNER BROS. DISCOVERY	Weber Shandwick	WIDUS PARTNERS	WOORI BANK
YBM	YOON & YANG	YOUNGONE	THE NORTH FACE	유인컴벌리	YULCHON	

## Message to AMCHAM Members

2nd Quarter, 2025 Vol. 92, No. 2



As we enter the spring season, we find ourselves at a defining moment shaped by the ongoing evolution of U.S. policy and Korea's dynamic domestic environment. The global landscape of trade and diplomacy is shifting rapidly, and it is more important than ever for the AMCHAM community to stay informed and proactive.

The year began with my visit to Washington, D.C., for President Donald Trump's inauguration. It was a timely opportunity to engage with key U.S. leaders, including Secretary of State Marco Rubio, Secretary of Commerce Howard Lutnick, and several members of Congress, to emphasize the importance of continued U.S.-Korea ties. Our discussions centered on collaboration in vital areas like supply chain resilience, technological innovation, and economic security, as well as balanced trade.

To help advance these priorities, AMCHAM launched our "Buy America" campaign to encourage Korean companies to procure

more American products and services. We formalized this through various **Memorandum of Understanding (MOU) agreements with Homeplus, YIDO, NH Investment & Securities, HANGANG ASSET Management, and Lotte Global Logistics**, marking a major step forward in broadening our economic cooperation. We aim to continue to build partnerships throughout the year.

At the same time, the U.S. administration's evolving trade strategy, including new tariffs, has brought fresh challenges to the table. To better understand these developments, we hosted a luncheon with **Rexon Ryu, President of The Asia Group**. He shared his analysis on the tariffs' implications and emphasized the need for Korean companies to strengthen their advocacy and negotiation efforts to stay competitive.

We also gained a deeper perspective on the impact of Trump's policies at our Insights Session with **Tom Friedman, Pulitzer Prize-**

**winning journalist & Foreign Affairs Opinion Columnist at The New York Times**. His commentary centered on the increasingly unpredictable nature of U.S. trade policies and urgent need to rebuild trust and foster international cooperation. These insights served as a reminder of the complexities AMCHAM members must navigate as they adjust to the evolving economic landscape.

I also led a policy dialogue with **Dr. Hyoung Tae Kim, Chief Economist at Kim & Chang**, for an analysis of the Korean economy. Dr. Kim presented a nuanced view of Korea's economic resilience and the global factors influencing its industries. He stressed the importance of investing in Korea's highly skilled talent and expanding innovation in select strategic sectors to sustain long-term growth.

For further insights into the future of the U.S.-Korea alliance, we were able to sit down with **Chargé d'Affaires Joseph Yun of the U.S. Embassy**. As a long-time leader in U.S.-Korea diplomacy, CDA Yun posed invaluable perspectives on addressing the bilateral trade imbalance and reinforcing high-impact investment as a bridge between our two nations. His call for thoughtful economic collaboration aligns strongly with AMCHAM's mission and ongoing efforts.

Our work this quarter also explored the intersection of innovation and security. At the **AMCHAM-Palo Alto Networks Ignite on Tour Korea CxO** event, industry experts to discuss

how AI is reshaping cybersecurity. The event highlighted the significance of embracing digital transformation while safeguarding against threats, reminding us that innovation must always go hand-in-hand with security. We also examined workplace health and safety through our **TechHealth Workplace Safety Seminar**. With Korea's Serious Accidents Punishment Act (SAPA) placing greater responsibility on corporate leadership, the seminar featured how technology, especially AEDs and smart monitoring systems, can play a crucial role in protecting lives and meeting legal compliance at work. It was a powerful reminder of the shared responsibility we hold to prioritize safety in the workplace.

As we continue navigating global transitions, AMCHAM is more committed than ever to supporting our members, facilitating impactful dialogue, and creating opportunities for shared growth. The partnerships and progress we've made this quarter reflect the power of unity, strategy, and vision. Thank you all for your continued trust and engagement.

Warm Regards,

**James Kim**

Chairman & CEO  
AMCHAM Korea



The term “black-haired foreigner” is sometimes used negatively. But if it can be used to serve as a “bridge” between the United States and Korea, it is a completely different story. This is especially true in an era when the world is looking for even the smallest connection to the Trump Administration.



“The Trump Administration is paying more attention to Korea’s trade surplus with the U.S. than to Korea’s investments in the U.S.,” said James Kim, Chairman & CEO of AMCHAM, who met with the JoongAng Ilbo at the AMCHAM office in the IFC (International Finance Center) in Yeouido, Seoul. “We will help facilitate communication between Korean companies and the U.S.” He spoke while surrounded by the flags of both countries. Kim, who served as

the president of Microsoft Korea and GM Korea before becoming the AMCHAM president in 2014, attended President Donald Trump’s inauguration on January 20, 2025, where he met with U.S. Secretary of Commerce Howard Lutnick and Secretary of State Marco Rubio.

**1. You attended President Trump’s inauguration last month. What was the atmosphere like?**

It was definitely different from what you see on TV. The enthusiasm for Trump from the “regular” people, not the VIPs, was palpable. No one complained about standing in line for hours in the cold. Even among the most ardent supporters, there was a lot of hope and expectation from everyone I met. U.S. businesses in Korea are similarly ‘energized’ by Trump’s election.

**2. Did you discuss things in advance with local figures in Korea?**

Taking the impeachment situation into consideration, I coordinated the message to the U.S. with Acting President Choi Sang-mok, Prime Minister Han Duck-soo, National Assembly Speaker Woo Won-sik, and lawmakers Kwon Sung-dong, Lee Jae-myung, and Park Chan-dae in advance. There was no disagreement, both within the government and among the ruling and opposition parties, on the need to emphasize that Korea has a very important relationship with the United States.

**3. Commerce Secretary Lutnick is the “enforcer” of Trump’s tariff policy. What did you discuss?**

I did my best to convey the message that, despite the impeachment situation, Korea’s economy remains stable and open. Politics is politics, and business is business. Surprisingly, there was no interest or mention at all of Korea’s impeachment situation.

**4. What did he show interest in regarding Korea?**

The moment I mentioned that Korea is the top investor in the U.S., Secretary Lutnick’s facial expression stiffened. He referred to Korea’s trade surplus with the U.S. and said that Korea needs to reduce this surplus first. It was clear that he believed that investment and the trade surplus were separate issues. I had no choice but to respond that we will think about ways to reduce Korea’s trade surplus with the U.S.

His nationality is American, and he is also the head of an organization that represents the interests of American companies in Korea. However, he must also

advocate for Korea’s strengths and its attractiveness to American companies to invest there. This dual responsibility makes his role crucial, especially in the era of Trump’s tariff war.

“As the South Korean government has stated, if it is difficult to reduce exports to the U.S., AMCHAM will strive to play a role in terms of increasing imports from the U.S., including consumer goods, aerospace, energy, and agricultural products,” said Kim. “It is also a challenge to resolve the non-tariff barriers that Trump mentioned when he announced his policy of imposing reciprocal tariffs... We will convey our voice to the Korean government to ensure that Korea’s unique regulations do not act as a barrier to entry for U.S. companies.”



He also presented the task of attracting global companies to Korea. “There are fewer than 100 global companies with their Asian headquarters in Korea, while Singapore has 5,000, Hong Kong has 1,400, and Shanghai has 900,” he said. “If U.S. companies set up their Asian headquarters in Korea, it would be a ‘win-win’ for both Korea and the U.S.”

He also vowed to accelerate the role of Korea-U.S. “messenger,” describing that in the first half of the year, AMCHAM will carry out the “Doorknock” visit. AMCHAM will take Korean conglomerates to Washington, D.C., to meet with key figures at the White House, the Department of Commerce, and members of the Senate and House of Representatives to discuss industrial partnerships. He also mentioned plans to launch “K-Doorknock” to help Korean companies communicate directly with the U.S. Since he has been appointed as a member of the executive committee of the APEC CEO Summit to be held this fall in Gyeongju, he stated his focus on attracting top executives from major U.S. companies.

AMCHAM is a non-political, non-partisan organization dedicated to fostering a positive business environment in Korea. AMCHAM aims to support member companies in navigating events as they unfold, regardless of political affiliation.

## New Founding Partners

AMCHAM welcomes the following companies to the Founding Partners. As the largest foreign chamber in Korea with over 70 years of experience, AMCHAM will continue to strive to be a reliable business partner and an effective bridge, linking the business communities and governments in both Korea and the U.S.

AlixPartners International, Inc., Korea Branch

Greystone & Co.

Homeplus, Ltd.

Palo Alto Networks Korea

Yido Inc.



## Reimagining Cybersecurity with Precision AI

### AMCHAM – Palo Alto Networks Ignite on Tour Korea CxO

January 14, 2025 – Josun Palace

On January 14, AMCHAM hosted an event with Palo Alto Networks on the theme “Reimagining Cybersecurity with Precision AI.” As part of Palo Alto Networks’ global Ignite on Tour Seoul series, this event was designed to explore how AI is reshaping the digital landscape and revolutionizing approaches to protecting the digital environment. The event brought together C-level decision-makers and industry leaders from major organizations to engage in in-depth discussions about the future of cybersecurity and share insights on innovative and secure strategies.

Palo Alto Networks, a global leader in advanced cybersecurity solutions, is widely recognized for enabling secure digital transformation for enterprises worldwide. The Ignite on Tour series, a flagship global roadshow by Palo Alto Networks, provides an opportunity for industry leaders and experts to engage and learn about AI-driven cybersecurity solutions. This year’s tour placed a special emphasis on how Precision AI™ is driving



**Justin Chang**, FBI Legal Attaché at the U.S. Embassy Seoul



**Sangkyu Park**, Regional Vice President of Palo Alto Networks Korea



**Simon Green**, President of Palo Alto Networks JAPAC

groundbreaking advancements in the field of cybersecurity.

Justin Chang, FBI Legal Attaché of the U.S. Embassy in Seoul, set the scene in his opening remarks, describing the various types of threats posed by AI used incorrectly. “Artificial intelligence and cybersecurity are crucial issues that affect both individuals and businesses across sectors in Korea and around the world. As highlighted by the FBI, the growing misuse of generative AI technologies, such as deepfakes, underscores the urgent need for vigilance and proactive cybersecurity measures.” He also outlined a few steps that companies could take to defend against AI threats.

Park Sang-kyu, Country Manager of Palo Alto Networks Korea, shared key perspectives on “Reimagining Cybersecurity for a Secure AI Era,” emphasizing the growing need for robust cybersecurity strategies and capabilities in response to the rapidly evolving digital landscape. According to Mr. Park, working culture has undergone significant changes, with remote work, increased usage of cloud computing, the IoT, smart factory, and so on. Similarly, cybersecurity solutions also need to be able to adapt to these changes.

He cited the example of multinational companies with manufacturing worldwide that had their operations nearly shut down due to ransomware attacks on multiple plants, saying that even though companies believe they are protected against cybersecurity attacks, the threats are constantly evolving, and it is difficult to truly verify that a company is safe from cybersecurity attacks. Added with a completely transformed work culture that now includes remote work, IoT and cloud services, companies now need cybersecurity solutions that are comprehensive and adaptable. “Today, companies around the world stand at a pivotal moment in AI innovation, requiring more comprehensive and proactive approaches to cybersecurity to meet the demands of this transformation,” he said.

Simon Green, President of Palo Alto Networks JAPAC, elaborated on this transformation of cybersecurity in his presentation on the topic “Future Forward: Preparing for 2030,” addressing emerging trends and opportunities in the industry.

He touched on the growing challenges of cybersecurity, focusing particularly on the threats posed by artificial intelligence (AI) and deepfakes. He recounted an incident where a deepfake audio of



**[From Left]** Sangkyu Park, Regional Vice President of Palo Alto Networks Korea; **Simon Green**, President of Palo Alto Networks JAPAC; **James Kim**, Chairman & CEO of AMCHAM; **Justin Chang**, FBI Legal Attaché at the U.S. Embassy Seoul

their CEO was intercepted, which highlighted the increasing sophistication of cyber threats. He emphasized that cybersecurity is about protecting reputations, not just selling technology, and that the industry is shifting toward platformization to reduce complexity and integrate security solutions. According to Mr. Green, AI is playing a central role in both cybersecurity threats and defense, with AI being used to enhance attacks, such as improving phishing emails with AI-generated content.

He advocated for a collaborative approach to cybersecurity and for the adoption of “Zero Trust” models, which eliminate assumptions of trust within networks. A vital tool is AI-powered security solutions, like Palo Alto Networks’ precision AI, which can identify and stop attacks in minutes, as opposed to the days it traditionally takes human teams. The company has developed tools to automate security, improving efficiency and accuracy in threat detection and response.

He stressed the importance of securing AI systems and integrating them into security infrastructure to protect organizations’ reputations,

encouraging organizations to simplify their cybersecurity technologies and adopt AI-driven solutions to stay ahead of evolving threats. They also challenge companies to share their cybersecurity issues with Palo Alto Networks for tailored support.

The two presenters also participated in a fireside chat moderated by AMCHAM Chairman & CEO James Kim. The discussion provided attendees with thought-provoking insights into how AI and innovative strategies are enabling organizations to stay ahead in the rapidly changing cybersecurity environment. Topics included balancing proactive threat anticipation with reactive responses and exploring how cybersecurity serves as a catalyst for innovation and growth.

The event concluded with a networking dinner, allowing participants to exchange ideas and build meaningful connections with peers from across industries. The Ignite on Tour Korea CxO event highlighted AMCHAM’s role as a platform for facilitating impactful discussions and strengthening collaboration between U.S. and Korean businesses.



## Luncheon Meeting with **Rexon Ryu** President of The Asia Group

February 7, 2025 - Grand Hyatt Seoul



**A**mid the drastic shifts in global economic and trade dynamics following the inauguration of President Trump, AMCHAM hosted an exclusive luncheon meeting with Rexon Ryu, the President of The Asia Group, to gain insights into the key policy directions of the Trump Administration. Based on his experience and specialization in the U.S.-Korea alliance, Mr. Ryu shared his perspectives on President Trump’s approach to foreign relations and trade policy.

Mr. Ryu explained that to understand the direction in which the Administration is heading, it

is essential to recognize the types of key advisors and officials surrounding President Trump. According to Mr. Ryu, there are three primary groups of advisors, each with significant influence: “Make America Great Again” loyalists who firmly believe in an America-first philosophy, high net-worth individuals and CEOs, and national security officials who advocate for a tougher stance on China and other geopolitical challenges.

He explained that while the three types of actors may not all be aligned in their goals and methods, a shared focus of the new

administration is reindustrialization of the U.S. economy. “Economic security is national security,” he said of the Administration’s philosophy. “This administration will use every tool, including regulations, tax policy and tariffs, to drive reindustrialization and bring manufacturing back to the U.S.”

As such, President Trump is particularly aware of countries with significant trade deficits, and his administration has focused on addressing these imbalances. Mr. Ryu explained that countries like South Korea

that have a trade deficit with the U.S. should focus on conveying the U.S.-Korea economic partnership in a way that clearly showcases the incredible value it brings to the U.S. economy. Similarly, Korean firms should show how they have contributed to the U.S. economy through investment, job creation, and technological collaboration. “Korean firms need to define their presence in the U.S. on their own terms- not just as exporters, but as investors, job creators, and technology partners,” he said.

# Korea's 2025 Economic Outlook Under Trump 2.0 and Domestic Political Uncertainty

## Insights Session

February 24, 2025 – Kim & Chang Crescendo Building

With the second Trump administration shaping its economic and trade policies, and Korea's domestic political environment continuing to change, companies are seeking insights on how to navigate forward. On February 24, AMCHAM hosted an informative Insights Session featuring Hyoung Tae Kim, Chief Economist at Kim & Chang, who provided a thorough analysis of Korea's economic outlook amid the evolving political landscape in both the U.S. and Korea and led a timely



Jeffrey Jones, Chairman of the Partners for the Future Foundation



Hyoung Tae Kim, Chief Economist at Kim & Chang

discussion on the resilience of Korea's economy and the importance of strengthening U.S.-Korea industrial collaboration.

Dr. Kim began with an assessment of Korea's economy, stating that a key aspect of evaluating Korea's economic stability is its ability to maintain a current account surplus. Korea has maintained an account surplus for 26 years, and has increasingly been driven by primary income, rather than solely by the goods

balance. According to Dr. Kim, this shift indicates the country's increasing financial security and resilience, increased global integration, and economic flexibility in adjusting to global changes.

Furthermore, Korea's government debt ratio relative to GDP is lower than that of other countries, allowing it to maintain a strong fiscal position. The country also has a BIS capital adequacy ratio well above the minimum statistic. Additionally, corporate debt levels are on the decline, further strengthening Korea's risk absorption capacity and stabilizing the economy. Dr. Kim emphasized that Korea maintains a healthy level of foreign reserves, a low short-term debt ratio in external debt, and strong credit ratings from global agencies, underscoring the country's institutional strength and economic resilience.

Turning to the influence of President Donald Trump's policies on Korea's key industries, Dr. Kim stressed that there is a need to break down the U.S. trade deficit systematically and respond accordingly. Compared to his first term, Korea has a much greater

surplus. The U.S.'s indirect trade deficit is largely driven by countries like China and Vietnam, which import intermediate products from Korea. Furthermore, Korea's export goods rely heavily on Chinese components.

On the positive side, the shipbuilding, undersea cables, healthcare, and defense sectors are projected to benefit from Trump's policies. The U.S.'s bifurcation from China has created potential for Korea, including the SHIPS for America Act 2024 that aims to rebuild the U.S. shipbuilding industry excluding Chinese companies, the decoupling between the U.S. and China of submarine cable networks amid surging demand for cables due to AI and increased data usage, and efforts to remove Chinese players from the biopharma sector. However, certain industries face more challenges. The automotive, secondary battery, and steel sectors are expected to struggle due to high tariffs

and changing U.S. trade policies.

Looking to the future, Dr. Kim predicted that Korea's growth will be driven by highly qualified human resources and a thriving bio-healthcare industry. Medical science is currently one of the most sought-after fields of study in Korea, and as a result, it is anticipated that biotech, healthcare, pharmaceuticals, and medical devices will emerge as key growth drivers.

Dr. Kim concluded by highlighting that despite ongoing domestic and foreign challenges, the economic system is effectively managing risks. He explained that sorting out domestic political issues and the establishment of a stable leader of the country will naturally help with easing the impact of Trump's policies. As the political landscape in Korea stabilizes, the country is expected to develop more strategic and creative responses to Trump 2.0, capitalizing on its strong partnership with the U.S.



[From Left] Susan Yeyoung Ji, Executive Leader – Korea at Baker Hughes; Dean Park, President of Honeywell; June Choi, Country Head of Bloom Energy Korea; Albert Kim, Managing Director of MSD Korea; Jeffrey Jones, Chairman of the Partners for the Future Foundation; James Kim, Chairman & CEO of AMCHAM; Hyoung Tae Kim, Chief Economist at Kim & Chang; Jeff Moomaw, Vice President – Asia Pacific at Delta Air Lines; Patrick Storey, Country manager, Korea and Mongolia at Visa International (Asia-Pacific) Korea; Sue Ahn, CEO of Ronald McDonald House Charities Korea; Kyoo-Cheol Chris Rhee, Partner and head of Korea at CVC, Asia Pacific Limited; Frank Kang, General Manager of Del Monte Fresh Produce; Catherine Teng, Representative Director and General Manager at The Estée Lauder Companies Korea (ELCA Korea)



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# Where?



# Enhancing Workplace Safety through Healthcare Technology

TechHealth Workplace Safety Seminar

February 26, 2025 – Four Seasons Hotel Seoul

The Serious Accidents Punishment Act (SAPA) has become a pivotal piece of legislation in South Korea, designed to hold companies accountable for workplace safety violations and ensure that businesses take proactive steps to protect their workers. Enacted to address the alarming number of serious workplace accidents, SAPA imposes strict penalties on executives whose companies fail to meet safety standards. As organizations seek to comply with SAPA, understanding its implications and ensuring adherence to safety protocols has become crucial.

The AMCHAM TechHealth Workplace Safety Seminar, hosted in partnership with Stryker, explored the role of Automated External Defibrillators (AEDs) in enhancing workplace

safety. Speakers at the seminar included Stryker APAC’s Senior Business Manager Ed Hinschen, Senior Product Manager Sherry Pon and Manager of Connected Solutions Ajay Sharma, who shared their insights on new AED regulations, the Serious Accidents Punishment Act (SAPA), and advancements in AED technology. The seminar aimed to raise awareness about the need for effective emergency preparedness.

Park Jeong, Member of the Environment & Labor Committee in the National Assembly, set the stage for the event, stressing the need for stronger workplace safety measures in Korea, noting that economic growth and labor sustainability rely on comprehensive safety policies. “A safe working environment is not just

an option - it is a fundamental prerequisite for corporate growth and long-term sustainability. Businesses thrive through labor, and the most essential condition for labor is safety,” he said.

The event began with an introduction of Stryker Korea by Managing Director Kevin Shim, who discussed Stryker’s mission to make healthcare better. He noted that one of the biggest challenges is convincing companies to view safety investments as more than just a cost. “We are working on a future where better technology enables better outcomes, and more lives saved. We hope that these AED solutions will be adopted in Korea to effectively respond to emergencies in public places and workplaces, with the aim of contributing to the creation of a safer working environment.”

Sudden cardiac death from cardiac arrest is a major international public health problem accounting for an estimated 15–20% of all deaths.<sup>1</sup> Cardiac arrest can strike a seemingly healthy individual of any age, race, ethnicity, or gender at any time in any location, often without warning. Chances of survival dramatically decrease with every minute without treatment<sup>2</sup>, so prompt intervention is crucial. AEDs also need to be easy to use quickly by laypeople who are not medical professionals, a key design feature of Stryker’s AEDs. Stryker’s LIFEPAK CR2 AED, was designed with non-medical professional users in mind. It uses simple graphics, audible instructions and automated features to help users remain focused. The CR2 was rated easiest to use,



**Park Jeong**, Member of the Environment & Labor Committee on the National Assembly



**Kevin Shim**, Managing Director at Stryker Korea



**Ed Hinschen**, Senior Business Manager at Stryker APAC



**Sherry Pon**, Senior Product Manager at Stryker APAC



**Ajay Sharma**, Manager of Connected Solutions at Stryker APAC



**Kyoung Ae Jo**, Associate at One Law Partners



**Junghoon Lee**, CEO at WeCOMET



easiest to hear and highest in overall user confidence by AED users.<sup>3</sup> The LIFEPAK CR2 AED allows chest compressions during ECG rhythm analysis through cprINSIGHT analysis technology, thereby reducing pauses between CPR and defibrillation. More CPR means improved blood circulation and better odds of survival.<sup>4,5</sup>

Stryker's connected solutions, including the LIFE LINKcentral AED program manager platform, enables organizations to remotely monitor AED readiness, receive real-time alerts for maintenance and ensure that their devices are functioning correctly. Stryker's technology can decrease the need for manual inspections and can help ensure that every AED in the

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 2. Graham R, McCoy M, Schultz A. Strategies to Improve Cardiac Arrest Survival, A Time to Act. *Institute of Medicine Report*, 2015.  
 3. Physio-Control Internal Semi-Automatic AED Comparison Usability Study, August 2016.  
 4. Berg RA, Hemphill R, Abella BS, Et al. Part 5: Adult Basic Life Support: 2010 American Heart Association Guidelines for Cardiopulmonary Resuscitation and Emergency Cardiovascular Care. *Circulation*. 2010;122[suppl 3]:S694.  
 5. Brouwer T, Walker R, Chapman F, Koster, R. Association Between Chest Compression Interruptions and Clinical Outcomes of Ventricular Fibrillation Out-of-Hospital Cardiac Arrest. *Circulation*. 2015; 132:1030-1037.

workplace is ready to save lives.

Junghoon Lee, CEO of healthcare startup WeCOMET, shared a personal anecdote in which he was the only one who knew how to act in a situation that required the use of an AED, emphasizing the importance of expanding CPR training and improved AED maintenance. According to Mr. Lee, although Korea has over 80,000 AEDs installed, many are not properly maintained or are difficult to locate. He introduced WeCOMET's integrated CPR training and AED management system, designed to enhance emergency preparedness for businesses.

Jo Kyung-ae, a legal expert from One Law Partners, provided an in-depth analysis of SAPA. She explained the law's penalties, noting that business owners could face imprisonment of

at least one year or fines up to 10 billion KRW in cases of fatal accidents. Dr. Jo stated that the law ensures that corporations prioritize worker safety, hold executives accountable, and prevent them from pleading ignorance.

She also identified the two most frequently violated obligations: failing to assess and eliminate workplace hazards properly and ensuring that safety personnel effectively fulfill their responsibilities. She cautioned that court rulings indicate judges take a strict stance on repeat offenders; companies with prior violations face harsher penalties, including prison sentences for executives. She urged businesses to take SAPA compliance seriously and meticulously document their safety measures to protect workers and corporate leadership from legal consequences.



[From Left] Ed Hinschen, Senior Business Manager at Stryker APAC; Kevin Shim, Managing Director at Stryker Korea; Park Jeong, Member of the Environment & Labor Committee on the National Assembly; James Kim, Chairman & CEO of AMCHAM; Junghoon Lee, CEO at WeCOMET

# Special Luncheon with Chargé d'Affaires Joseph Y. Yun from the U.S. Embassy Seoul

*Navigating the U.S.-Korea Relations Amid Global Uncertainty and Geopolitical Developments*

March 18, 2025 – Four Seasons Hotel

On March 18, AMCHAM hosted a Special Luncheon with Chargé d'Affaires (CDA) Joseph Y. Yun for an in-depth discussion on the future of the U.S.-Korea alliance and strategic economic cooperation in a rapidly evolving global landscape.

CDA Yun, whose diplomatic career began in 1985, shared that much of his service has been focused on U.S.-Korea relations, including his role as the U.S. Special Envoy for North Korea. His long-standing dedication to these issues made his return to Korea as CDA in South Korea particularly meaningful.

Reflecting on recent developments, CDA Yun stated that despite his extensive experience with Korea, the current political landscape in both the U.S. and Korea presents new challenges in balancing the dynamics between Washington and Seoul. He described the ongoing shifts in global trade, security, and foreign policy not as minor adjustments but as part of a broader “revolution” in how the United States engages with the world.

During a Fireside Chat moderated by AMCHAM Chairman and CEO James Kim, CDA Yun offered his



perspectives on the evolving U.S.-Korea relationship, emphasizing key policy and economic considerations amid growing global uncertainty. According to CDA Yun, Korea’s top priority should be alleviating the trade imbalance with the United States. He cited the doubling of the trade deficit between Trump’s first and second terms and emphasized that this issue, while significant, also presents opportunities. Korean companies looking to expand in the U.S. and American businesses operating in Korea stand to benefit if this imbalance is addressed thoughtfully.

CDA Yun recommended that Korea take proactive steps to eliminate barriers to trade in sectors where the U.S. maintains a

competitive advantage, such as agriculture, digital technologies, and services. He further noted that removing non-tariff barriers in these sectors could help shape a more favorable approach from the Trump administration regarding upcoming tariffs on aluminum and steel.

Additionally, CDA Yun stressed the value of highlighting successful direct investment partnerships, pointing to major deals led by Lotte and Hyundai. He emphasized that such high-profile investments are closely watched by U.S. leadership and serve as strong signals of economic cooperation and goodwill. He added that these milestones not only receive significant media and political attention, but



also help enhance the visibility and reputation of Korean companies operating in the U.S. market. CDA Yun also said that organizations like AMCHAM should actively promote these developments to ensure they are recognized at the corporate level and as part of the broader narrative of national and bilateral economic partnership.

CDA Yun also spoke about the evolving situation with North Korea. Since Trump's first presidency, North Korea has become increasingly emboldened by developing more advanced weapons, engaging in large-scale cryptocurrency theft, and even sending troops to support Russia's war in Ukraine. Despite these developments, he reaffirmed his belief that the Trump administration remains

committed to denuclearization and intends to pursue a negotiated agreement with North Korea.

Looking ahead to APEC 2025, set to take place this October in Gyeongju, CDA Yun commended the Korean government's proactive and thoughtful approach. He praised the transparent legal process amid Korea's domestic political transition and highlighted the multiple ministerial-level meetings already planned to ensure the summit delivers meaningful, policy-driven outcomes on key global issues.

## America and The World: A Special Event with The New York Times Insights Session

March 31, 2025 - Grand Hyatt Seoul

In today's era of rapid global change, political polarization and international instability have become increasingly prominent issues. As countries around the world grapple with these challenges, the need for thoughtful discussion and solutions has never been more urgent.

At the Insights Session co-hosted by The New York Times, AMCHAM Chairman & CEO James Kim sat down with Tom Friedman, Pulitzer Prize-winning journalist & Foreign Affairs Opinion Columnist, in a dialogue about the political divide in the U.S. and Korea and the broader global implications of growing polarization. With a backdrop of recent upheavals, including President Yoon's attempted martial law and the subsequent impeachment, the conversation delved into the impact of social media, shifting political climates, and the pressing need for global collaboration. Mr. Friedman's insights emphasized the importance of trust, communication, and long-term strategies in navigating an increasingly interconnected world.

The conversation began with Mr. Friedman discussing how the polarization taking place in both the U.S. and Korea is fueled by social media.



**Hannah Yang**, Chief Growth & Customer Officer at The New York Times

He echoed the view that social media platforms can amplify divisiveness, with algorithms encouraging users to engage more deeply with content they like or share, further fueling the divide. According to Mr. Friedman, this has contributed to political divisions around the world, with social media platforms profiting from this polarization.

Regarding the volatility in U.S. politics, Mr. Friedman compared the political climate to a pendulum, swinging between extreme left-wing and right-wing overreaches. He elaborated on the view that the increasing political polarization in the U.S. has affected personal relationships and public discourse. He noted that America



**James Kim**, Chairman & CEO of AMCHAM, and **Tom Friedman**, Foreign Affairs Opinion Columnist at The New York Times

has lived through a period of unprecedented peace and prosperity, which is now unraveling, and as a coherent plan for the future is lacking, the U.S. must rebuild trust, both domestically and internationally, if it hopes to remain a global leader.

Mr. Friedman stressed that interdependence between nations is no longer optional but a necessity, particularly in the fields of technology and climate change. He warned that any belief that America can rise without collaboration with other countries or vice versa is misguided, and this also applies to trade, as many products now require a deep level of collaboration and trust between nations. He noted that many of the

most popular U.S. products rely on components sourced from around the world. Furthermore, the lack of serious investment in infrastructure and workforce development in the U.S., which has left the country ill-prepared to compete with global manufacturing giants like China.

As such, the unpredictability of Trump's trade policies, including his global tariffs, poses serious challenges. He mentioned that the key difference between Trump's earlier administration and his current one is the presence of "amplifiers" around him, where previously, staff would filter out extreme ideas. Now, decisions are being made without proper analysis or consultation, which, Mr. Friedman argued, damages trust in

U.S. diplomacy and trade relations.

When asked about the education system in the U.S. and President Trump's proposal to eliminate the Department of Education, Mr. Friedman emphasized the need for a cultural shift that respects teachers and prioritizes educational excellence. He called for a renewed focus on creating opportunities for talented individuals from around the world, especially in the context of immigration, which has historically benefited the U.S.

In his final remarks, Mr. Friedman stressed the importance of listening, both on a macro and micro level. On the macro level, he urged people who believe in America's values to focus on winning elections, as power is what ultimately

drives change. On a micro level, he encouraged individuals to focus on human dignity and to listen actively to others, especially in an era where many are more focused on broadcasting their opinions than on listening.

Mr. Friedman's insights offer a thought-provoking perspective on the challenges facing both the U.S. and Korea. From political polarization to trade wars, and the importance of maintaining trust in global relations, the discussion provided valuable lessons on navigating an interconnected world.



**[From Left]** Tyler Kim, CEO, Asia Pacific of Weber Shandwick Korea; Patrick Storey, Country Manager, Korea and Mongolia of Visa International (Asia-Pacific) Korea; Youngje Kim, President & CEO of GE Aerospace; Ramzi Toubassy, President & CEO of AIG Korea; Henry An, Chairman of the AMCHAM Board of Governors; Tom Friedman, Foreign Affairs Opinion Columnist at The New York Times; James Kim, Chairman & CEO of AMCHAM; Hannah Yang, Chief Growth & Customer Officer at The New York Times; Stephen Dunbar-Johnson, President, International of The New York Times; Jeffrey Jones, Chairman of the Partners for the Future Foundation; Catherine Teng, Representative Director and General Manager at The Estée Lauder Companies Korea (ELCA Korea); Jinyong Oh, Area Managing Director, North Asia of Johnson & Johnson MedTech Korea; Peter Hildebrand, General Manager of the Grand Hyatt Seoul; Robert Wilkinson, Deputy Managing Director at CBRE Korea

## Committee Leadership Kick-off Meeting

February 11 - Grand Hyatt Seoul

On February 11, 50 of AMCHAM’s Committee Co-chairs gathered to celebrate the committees’ achievements in 2024, introduce new Co-chairs, and share their goals and priorities for 2025. The Co-Chairs also discussed best practices for holding effective and informative meetings and other impactful engagements that would help drive forward the industry agendas of the AMCHAM membership. The meeting was also a great opportunity for Co-Chairs to explore cross-sector collaboration.



## Women’s Leadership Committee

*Stronger Together: The Importance of Male Allies in Creating Inclusive and Empowering Workplaces*

March 27 - Dulwich College Seoul



The AMCHAM Women’s Leadership Committee held a meeting on “The Importance of Male Allies in Workplaces” in partnership with Dulwich College Seoul and supported by the British Chamber of Commerce in Korea (BCKK) and the Korean-German Chamber of Commerce and Industry (AHK Korea). The event featured James Rhee, best-selling author of Red Helicopter, who shared his personal journey and insights on male allyship. Following his presentation, Namju Cho, Director of Communications & Marketing at Dulwich College Seoul and Co-Chair of the AMCHAM Women’s Leadership Committee,

moderated a panel discussion. The discussion featured Jade Kim, Director of Sales, Marketing & Communications at LEGOLAND Korea Resort, and Joo-Seuk Maing, Global Head of Business Segment SENSE at FIT Voltaira. Together, they explored effective strategies for fostering male allyship in the workplace.

## Joint Compliance & Ethics / Government & International Affairs Committee Meeting

*Navigating the AI Act: Compliance, Industry Impact & Next Steps*

March 28 - IBM Innovation Studio

On March 28, AMCHAM Compliance & Ethics and Government & International Affairs Committees brought together experts from various sectors to discuss the evolving regulatory landscape of AI governance. In a discussion moderated by Ji Eun Chung, CEO & Co-Founder of CODIT Corp., panelists Jung Yun Choe, Executive Director & Senior Research Fellow at the Korea Legislation Research Institute (KLRI), Kyle Kyungsik Choi, Counsel & Trust & Compliance Officer at IBM Korea, SungUng Lee, Head of AI and Emerging Industry Policy at Amazon Web Services Korea, and Brian Tae-Hyun Chung, Foreign Attorney at Kim & Chang, talked about the need for clear regulations, cross-industry collaboration, and adaptive compliance strategies to ensure responsible AI development in Korea.



**Ji Eun Chung**  
CEO/Co-Founder  
CODIT Corp.



**Jung Yun Choe**  
Executive Director & Senior  
Research Fellow  
Korea Legislation Research  
Institute (KLRI)



**Kyle Kyungsik Choi**  
Counsel, Trust & Compliance Officer  
IBM Korea



**Brian Tae-Hyun Chung**  
Foreign Attorney  
Kim & Chang



**SungUng Lee**  
Head of AI and Emerging  
industry Policy  
Amazon Web Services Korea

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## AMCHAM KOREA JOURNAL

Published quarterly, the Journal is an issue-oriented magazine that provides information on the Korean business climate, as well as relevant current political, economic, cultural issues and AMCHAM's recent events.



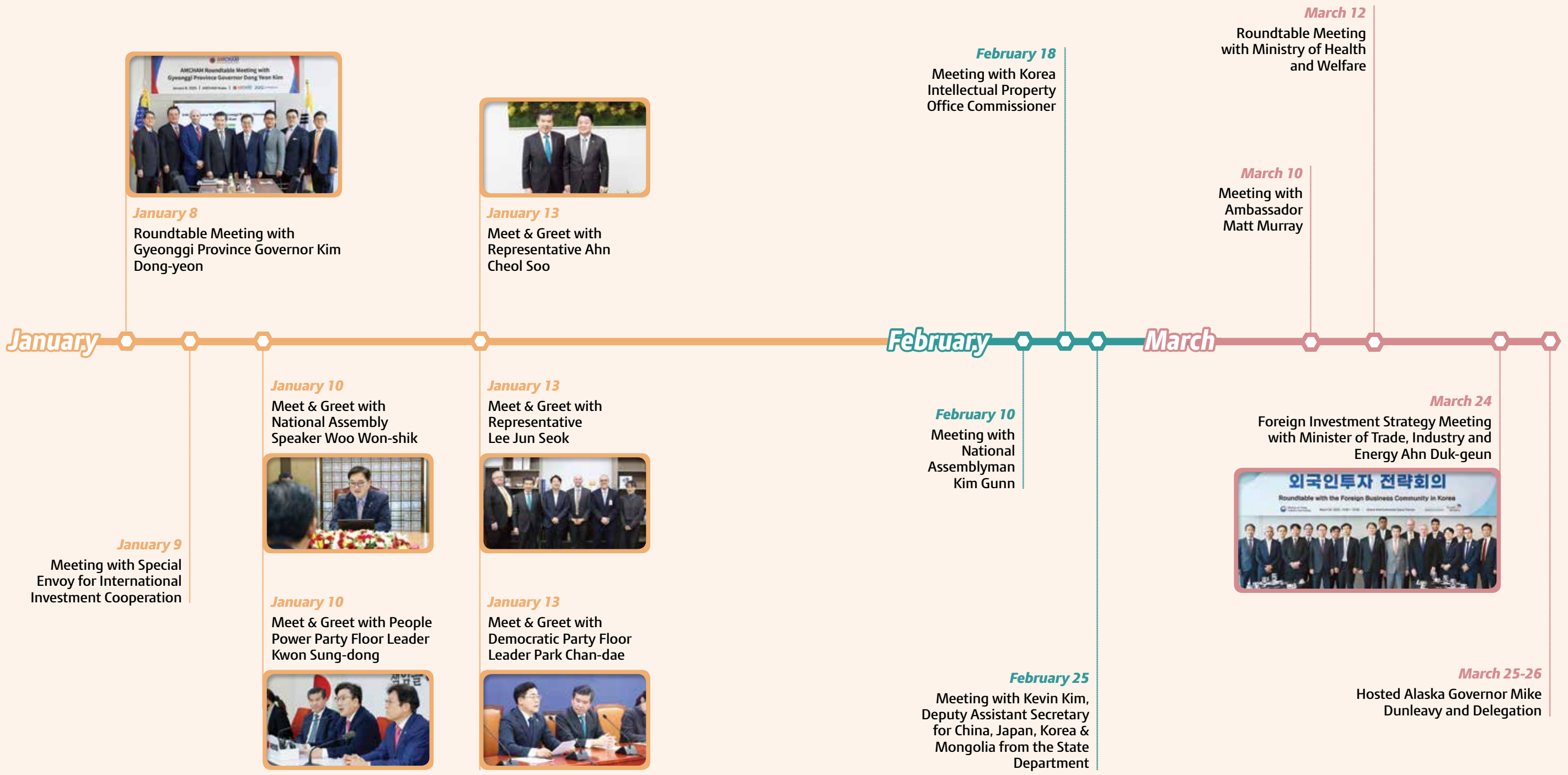
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# Government Meetings



## Strengthening U.S.-Korea Trade through Strategic Partnerships: AMCHAM's "Buy America" Campaign

In February, AMCHAM launched the "Buy America" campaign leveraging its extensive business ecosystem to drive greater purchases of American products by Korean companies and foster a more balanced and mutually beneficial trade relationship between the United States and Korea. The initiative aims to foster the increased procurement of American goods across a wide range of sectors, encompassing everything from product availability and supply chain optimization to logistics and long-term strategic partnerships.

The campaign comes at a critical juncture as trade and investment discussions between Washington and Seoul gain momentum. AMCHAM has been in active discussions with top Korean conglomerates and U.S. policymakers to explore strategic initiatives that reinforce bilateral economic cooperation.

The first agreement stemming from this initiative is a Memorandum of Understanding

with Homeplus, focused on expanding the distribution of U.S. food products in Korea. On March 13, AMCHAM Chairman & CEO James Kim and Homeplus President & CEO Melanie Joh signed the agreement, affirming the two organizations' shared commitment to expanding market access for U.S. products. The signing ceremony was also attended by representatives of U.S.

Embassy Seoul's Foreign Agricultural Service.

As part of the initiative, Homeplus launched a series of international food fairs, with the U.S. as the first featured country. The fairs offer a wide range of high-quality U.S. products, including premium meat, fresh fruits, processed foods, wine and whiskey, at special promotional prices. The food fairs are designed to meet the growing demand for imported foods while showcasing popular products from different countries. Since launch, Homeplus' sales and number of customers have increased significantly compared to last year.



AMCHAM is advocating for streamlined import procedures, optimizing the supply chain to facilitate bulk purchase discounts from U.S. exporters, and working with government agencies to improve trade efficiency.

Mr. Kim said, "Our partnership with Homeplus represents a significant step in strengthening economic ties between the U.S. and Korea by expanding access to high-quality American food products for Korean consumers. Through this collaboration, we aim to enhance trade efficiency, create new business opportunities, and reinforce AMCHAM's mission as the leading bridge for commerce and investment between our two nations."

Ms. Joh said, "We are proud to be the first domestic retailer to partner with AMCHAM in the Buy America campaign. Through this MOU, Homeplus is excited to feature high-quality U.S. products as the first country in our international food fair series. We remain committed to providing our customers with a diverse selection of U.S. goods at competitive prices."

Beyond product promotion, AMCHAM and

Homeplus will collaborate on driving industry-wide engagement and facilitating meaningful discussions on expanding bilateral trade opportunities.

Following the agreement with Homeplus, AMCHAM continued to build momentum with another significant collaboration, this time aimed at expanding Korean involvement in the U.S. infrastructure market. The next milestone in the Buy America campaign is a multilateral MOU with YIDO Co., Ltd., NH Investment & Securities Co., Ltd., and HANGANG ASSET Management Co., Ltd. This agreement aims to help Korean companies establish a foothold in the U.S. infrastructure market, which includes roads, tunnels, bridges, and power facilities.

On March 14, AMCHAM Chairman & CEO James Kim, YIDO CEO Junghun Choi, HANGANG ASSET Infrastructure CEO Jin Son and NH Investment & Securities Head of Infrastructure Korea Hyeyoung Yoon signed the agreement. With the U.S. government prioritizing large-scale infrastructure revitalization, this partnership will help Korean companies overcome entry barriers

and establish a sustainable presence in the U.S. infrastructure sector. The parties will jointly explore investment opportunities in U.S. federal, state, and local projects, while building strategic partnerships with pension funds and Korean financial institutions for long-term investments.

Mr. Choi remarked, "Through this partnership with AMCHAM, we aim to serve as a bridge for leading Korean financial and investment institutions seeking to enter the U.S. infrastructure market. By leveraging our expertise and resources, we will contribute to

building a solid foundation for Korean participation in this vital sector."

While the infrastructure partnership focuses on long-term investments in the U.S., AMCHAM's efforts also extend to optimizing the logistics and supply chain process.

The next collaboration in

the Buy America campaign is with Lotte Global Logistics, which aims to streamline U.S. product imports into Korea and further support bilateral trade. On March 27, AMCHAM signed an agreement through which Lotte Global Logistics will offer competitive rates and tailored logistics solutions to AMCHAM member companies. Lotte Global Logistics will help optimize the supply chain for U.S. imports and increase the availability of U.S. goods in the Korean market. The company also plans to continue investing in logistics infrastructure in the U.S., with AMCHAM providing policy and administrative support to facilitate these efforts.

Lotte Global Logistics CEO Kang Byong-ku said, "We are honored to be the first logistics partner in AMCHAM's campaign. We look forward to leveraging our logistics capabilities to create synergies with AMCHAM and contribute to strengthening trade cooperation between Korea and the U.S."

These recent agreements reflect AMCHAM's commitment to strengthening the U.S.-Korea trade relationship. As the Buy America campaign continues to gain traction, AMCHAM will focus on fostering additional high-impact partnerships throughout 2025, further solidifying the mission to expand U.S. goods and services in Korea.



# AMCHAM Membership Directory Service

[www.amchamkorea.org](http://www.amchamkorea.org)

The **Membership Directory** includes key information about AMCHAM's 800+ member companies including affiliates, and 1,500 individual members.

It also includes key information about AMCHAM's Board of Governors, committees, activities and membership.

Please contact AMCHAM Korea's Membership Team  
Email [membership@amchamkorea.org](mailto:membership@amchamkorea.org)



## AMCHAM Partners with Gyeongsangbuk-do to Boost Foreign Investment Ahead of 2025 APEC Summit

March 7, 2025



**A**MCHAM signed a Memorandum of Understanding with Gyeongsangbuk-do designed to actively promote foreign investment in the region and enhance global economic collaboration, especially with the upcoming 2025 APEC Summit in Gyeongju.

The signing ceremony, held in Gyeongju, was attended by AMCHAM Chairman & CEO James Kim and Gyeongsangbuk-do Governor Lee Cheol-woo. Representatives of key AMCHAM member companies, including Country Head of Novelis Korea Park Jong-hwa, Country Manager of Visa Korea & Mongolia Patrick Storey and Deputy General Counsel of Coupang Peter Jasinski, were also present, highlighting the importance of this partnership.

Under the MOU, AMCHAM and Gyeongsangbuk-do will collaborate to position the province as a top destination for global investment. The partnership will focus on

expanding investment opportunities, strengthening industry engagement, and elevating Gyeongsangbuk-do's role as a hub for international commerce.

With Gyeongju hosting the 2025 APEC Summit, this collaboration is an important step in boosting the region's global economic presence. AMCHAM and Gyeongsangbuk-do will actively promote investment opportunities, co-host networking events, and engage multinational companies to drive business expansion in the region.

Mr. Kim said, "With the APEC Summit on the horizon, this collaboration will be instrumental in showcasing Gyeongsangbuk-do's investment potential and Korea's economic resilience to the world. As an Executive Committee Member of the 2025 APEC CEO Summit Organizing Committee, I look forward to working closely with Governor Lee and the Korean Government to facilitate meaningful dialogue between global business leaders and policymakers. This MOU reaffirms AMCHAM's commitment to fostering a world-class business environment where U.S. and Korean companies can expand, innovate, and thrive together."

Governor Lee Cheol-woo echoed this sentiment, stating, "The 2025 APEC Summit presents an invaluable opportunity for Gyeongsangbuk-do to expand cooperation with global companies and enhance its investment-friendly environment. We are committed to making every effort to establish the province as a premier destination for international investors."

He continued, "Our partnership with AMCHAM will not only contribute to the successful hosting of the 2025 APEC Summit but will also serve as a pivotal moment for Gyeongsangbuk-do to emerge as a global economic hub. Through this MOU, we will actively work to position Gyeongsangbuk-do as the ideal investment destination for U.S. businesses, ensuring they recognize the vast opportunities our province has to offer."

The signing of this MOU reflects AMCHAM's ongoing mission to advocate for policies that enhance Korea's investment climate while promoting regional economic development. This initiative is part of AMCHAM's broader strategy of forming strategic partnerships with local governments to support global businesses investing in Korea. In recent years, AMCHAM has signed similar MOUs with Jeollanam-do, Goyang Special City, Hwaseong City, Suwon Special City, Paju City, and Incheon City, underscoring its commitment to driving sustainable economic growth nationwide.



In January, AMCHAM Chairman & CEO James Kim successfully concluded a visit to Washington, D.C. during President Donald Trump's Presidential Inauguration. The visit provided a unique opportunity to advance meaningful dialogue, showcase Korea's resilience, and reaffirm the enduring strength of the U.S.-Korea alliance.

During the visit, Chairman & CEO Kim also participated in several events as part of the Presidential Inauguration, including the Make America Great Again Victory Rally, Candlelight Dinner, Swearing-In Ceremony, the Parade, and the Starlight Ball. AMCHAM also engaged in a series of high-level meetings with U.S. policymakers, business leaders, and think tanks. In key discussions with members of the Trump Administration, including Secretary of State Marco Rubio and Secretary of Commerce Howard Lutnick, as well as U.S. Senator Todd Young (R-IN), Tammy Duckworth (D-IL), and the offices of Senator Jon Ossoff (D-GA) and Bill Hagerty (R-TN), AMCHAM underscored the critical importance of continued U.S.-Korea collaboration in addressing global challenges such as supply chain resilience, technological innovation, and economic security. These engagements reinforced AMCHAM's role as a vital bridge connecting U.S. and Korean stakeholders in celebrating shared values and advancing mutual priorities.

AMCHAM also met with South Korean Ambassador to the United States Cho Hyun Dong to discuss enhancing trade and investment ties in critical industries such as semiconductors and green energy. The itinerary also included a meeting with President and CEO John Hamre of the Center for Strategic and International Studies (CSIS) to exchange insights into geopolitical trends and strategies for navigating the evolving global landscape.

AMCHAM's presence in Washington, D.C. during this critical time underscored Korea's significant contributions to global supply chain resilience. These discussions highlighted Korea's unique capacity to bolster key sectors, including semiconductors, electric vehicles, and clean energy solutions. The visit also emphasized AMCHAM's advocacy for policies to enhance Korea's competitiveness as a regional business hub.

# MEMBER NEWS

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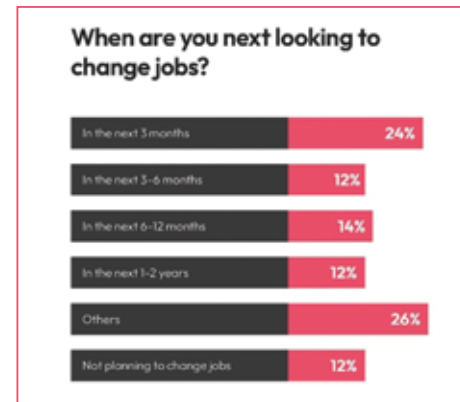
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## Robert Walters Korea Releases its Outlook for 2025 Hiring Market

On January 15, specialist professional recruitment firm Robert Walters Korea announced the launch of its digital “Salary Survey 2025.” This comprehensive report provides valuable information for employers, as well as for experienced talents offering salary data, the latest hiring market trends, and insights on the most in-demand job positions.

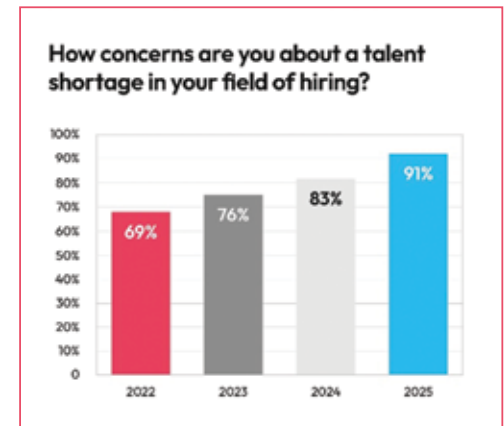


**The Rising Importance of Effective Retention Strategies**

According to the finding of the Salary Survey 2025, notable discrepancies were identified between employers and employees. While 65% of employees expected a salary increase, only 50% of companies indicated plans to implement such increases. Regarding the “Return to Office” trend, 40% of companies preferred a 5-day office week, while only 32% of employees agreed. Many employees also surveyed they might change jobs if remote work was reduced, with 50% planning to do so by the end of 2025. For companies seeking to transition back to in-office work, identifying new retention strategies that effectively align with employee expectations will be a key challenge moving forward.

**Approaches to Attracting Experienced Talent - Senior, Contract and Temporary Hires**

Hiring experienced talent remains priority showing concerns over talent shortage in the market have risen from 69% to 91%. In the B2B manufacturing sector, there is a growing trend of hiring senior professionals for roles such as technical advisors to secure qualified talent. Furthermore, as companies adjust their headcount or increase demand for talent on short-term projects, the trend of hiring temporary positions is expected to continue. In response to this shift, Robert Walters Korea launched contract and temporary recruitment solutions last year.



Jun-won Choi, country manager of Robert Walters Korea, stated, “In Korea, where aging and declining birth rates are major challenges, companies must adopt a broader talent pool and more flexible employment models, in line with global hiring trends.”

To learn more about Robert Walters Korea:



To request access to Digital Salary Survey 2025:





**You've had an impressive journey to becoming the President & CEO of Aramark Korea. Could you share some pivotal moments or lessons in your career that shaped your leadership style?**

Throughout my career, I have gained extensive experience in human resources, marketing, and sales, which has shaped my leadership approach. One of the most transformative periods was my tenure as General Manager at Estée Lauder Japan. This experience exposed me to a corporate culture and work-life balance distinctly different from those in Korea. While the initial adjustment was challenging, I learned invaluable lessons from my Japanese colleagues – particularly their unwavering dedication to excellence and meticulous attention to detail.

My time in the U.S. hotel industry further reinforced the importance of customer-centric service and operational excellence. The hospitality sector taught me how to build strong, service-oriented teams that prioritize guest satisfaction. Meanwhile, working in Korea has instilled in me a deep sense of agility and resilience, essential qualities in a fast-moving, highly competitive market.

These diverse experiences across three countries have shaped me into a globally minded leader. The discipline and precision I observed in Japan, the customer-first mindset I embraced in the U.S., and the adaptability I developed in Korea all influence my leadership style today. As President & CEO of Aramark Korea, I strive to integrate these insights, fostering an innovative and dynamic work environment that drives long-term success.

**Aramark Korea has been expanding its footprint in various sectors worldwide. What strategies do you believe have contributed to the company's success in the Korean market? How do you plan to build on this momentum moving forward?**

Aramark Korea's success comes from our deep commitment to hospitality, ensuring exceptional experiences for both clients and employees. By blending global expertise with a keen understanding of the local market, we've differentiated ourselves through tailored solutions that meet unique needs.



Looking ahead, we will continue strengthening our service capabilities through innovation, advanced technologies, and strategic partnerships. While we evolve, our core focus on hospitality will remain the foundation of our long term success in Korea’s dynamic market.

**Congratulations on the recent opening of Fairground, Aramark’s 16th global location! Aramark’s recent opening of Fairground marks a significant milestone for the company in Korea. Could you tell us more about what Fairground is and how it fits into Aramark Korea’s broader strategy?**

The opening of Fairground is a significant milestone for Aramark Korea. While a commercial coffee brand may have broader mainstream appeal, our decision to introduce Fairground was intentional. We wanted to showcase a premium socially conscious coffee brand – one that isn’t another global franchise but stands out with its values and specialty offerings.



Fairground is built on a strong foundation of social consciousness and sustainability. It is important to highlight that sustainability has been at its core from the beginning. Every element – from our coffee bean partner to everyday supplies – has been thoughtfully selected to uphold environmental and social responsibility. Through Fairground, we aim to foster a space where conscious consumption drives meaningful change.

While Aramark is not a retail-focused company, this launch aligns with our vision of integrating purpose-driven brands into our portfolio. Fairground represents more than just a coffee shop – it’s a statement of our commitment to offering premium, differentiated experiences while reinforcing Aramark’s values and forward-thinking mindset.

**Aramark Korea has also provided food and beverage services for major events like the WTA 500 Korea Open. Can you tell us more about this event?**

Aramark has long been a global leader in sports and entertainment (S&E), providing exceptional food and beverage services at world-class events such as the Olympics, MLB, NBA, and NFL games. We also operate in iconic venues like Everton Stadium in the UK and serve top collegiate

athletic programs, including the University of Pennsylvania Quakers, USC Trojans, and UW Huskies. While Aramark Korea had not previously entered this sector, the WTA 500 Korea Open marked a pivotal milestone in expanding our presence.



At this event, we delivered tailored meal services for athletes and operated a VIP restaurant, enhancing the experience for players, guests, and spectators alike. This initiative allowed us to introduce Aramark’s world-class hospitality standards to Korea’s sports scene.

Leveraging Aramark International’s deep expertise in S&E, we aim to establish a strong presence in the domestic market by introducing best-in-class global standards and innovative hospitality solutions. Our vision extends beyond participation – we are committed to elevating Korea’s sports and entertainment F&B landscape, creating a more premium and globally competitive experience. Through Aramark’s International network, we strive to set new standards for service excellence and drive the industry forward.

**Aramark Korea recently signed a Memorandum of Understanding with Neuromeka Co., a leader in collaborative robot technology, to introduce automation and efficiency improvements in foodservice. Can you share your thoughts on the significance of this collaboration and how you believe it will impact the future of foodservice in Korea and beyond?**

The foodservice industry faces ongoing challenges, from labor-intensive tasks to safety concerns, making efficiency and workforce retention key priorities. Our MOU with Neuromeka is designed to enhance operations by integrating robotics in a way that supports, not replaces, our workforce. By automating repetitive tasks, we allow our teams to focus on delivering exceptional service and creating more meaningful guest interactions.

Automation also plays a crucial role in maintaining quality and consistency, ensuring that every dish meets the highest standards. This technology is already making an impact, with solutions like our ramen-cooking robot at Yonsei Severance Hospital improving efficiency without compromising craftsmanship.



As we look ahead, Aramark Korea remains committed to innovation that balances technology with human expertise. By embracing automation strategically, we aim to elevate the dining experience, drive operational excellence, and shape the future of foodservice in Korea.

**What are some of the most exciting trends you foresee in the foodservice industry in Korea, and how is Aramark positioning itself to be a leader in those areas?**

A notable trend in Korea's foodservice sector is the increasing privatization of military food services, driven by demographic shifts and manpower shortages within the armed forces. Aramark has a longstanding history in this domain, with over 40 years of specialized experience managing comprehensive food and beverage services for military institutions, including the Royal Military Academy Sandhurst and Buckingham Palace in the UK.

Building on this expertise, Aramark UK operates nearly 300 dining facilities across 330 military sites, offering services that encompass safety, hygiene, and security, thereby ensuring the highest operational standards in military environments.

Leveraging this global experience, Aramark Korea is well-positioned to meet the evolving needs of the Korean military. By integrating international best practices with localized insights, we aim to enhance the quality, efficiency, and nutritional balance of military food services. As Korea navigates challenges related to demographic changes and workforce constraints, Aramark is committed to delivering innovative solutions that address these issues and set new benchmarks in the industry.



**Have you encountered any obstacles while pursuing Aramark's goals? Do you have any recommendations for the Korean government to help foster the foodservice industry in Korea?**



Since its founding in 1936, Aramark has expanded into 16 countries, diversifying its expertise across Facility Management, Food & Beverage, Sports & Entertainment, Healthcare, etc. This global experience has provided valuable insights into navigating diverse market landscapes, evolving consumer demands, and operational challenges – insights that we believe can drive meaningful contributions to the Korean market.

Rather than viewing challenges as obstacles, we see them as opportunities to apply Aramark's global best practices while adapting to Korea's unique business environment. Leveraging lessons from our international operations, we aim to introduce innovative solutions that enhance service quality, operational efficiency, and customer satisfaction.

For example, Aramark UK's decades of experience managing high quality food services for institutions such as the Royal Military Academy Sandhurst and Buckingham Palace highlight our ability to balance operational excellence with local cultural considerations. In Korea, we are committed to fostering a strong hospitality culture and setting new benchmarks for service and innovation.

Looking ahead, collaboration between the private sector and the Korean government will be essential in driving industry-wide transformation. By integrating Aramark's global expertise with Korea's dynamic market environment, we hope to contribute to shaping the future of the foodservice industry - developing local talent, advancing sustainability, and elevating service standards across the sector.

**Looking ahead, what are your long-term goals for Aramark Korea? Are there any upcoming projects, expansions, or strategic initiatives that you're particularly excited about?**

Aramark is a global leader in providing foodservices, uniform, and facilities management solutions across 16 countries, with an impressive 89-year history and a workforce of 280,000 employees. We deliver tailored services to a diverse range of sectors, including corporate, educational institutions, healthcare, sports and entertainment facilities, and military installations, all driven by a customer-centric approach and continuous innovation.

While Aramark Korea has historically focused on employee meal services over the past 31 years, we are now positioned to leverage our global platform and expand into new areas, including concessions, military bases, and the sports and entertainment sector.

One key project that excites us is our recent partnership at the newly opened Hanwha Baseball Stadium in Daejeon. We will be managing the restaurant on the first-base side and providing catering services for the VIP suites.



This opportunity is a significant milestone and will serve as a springboard for our ambitious expansion efforts in Korea. We are excited about the potential to grow our presence in the sports and entertainment industry, further diversifying our service offerings and strengthening our position in the market.

**You are a newly elected member of the AMCHAM Board of Governors. What opportunities do you see for deeper collaboration between AMCHAM and Aramark, as well as the broader business community?**

I am truly honored to be elected as a member of the AMCHAM Board of Governors. AMCHAM plays a crucial role as a bridge between the international business community and Korea, providing collaboration across industries while maintaining global standards. As a company with a strong international presence, Aramark shares these values, and I am eager to contribute by leveraging our expertise in Facility Management, Food & Beverage, Sports & Entertainment, and Healthcare etc.

While many AMCHAM members are already partners of Aramark, there is significant potential for deeper collaboration across various sectors. I see AMCHAM as an open platform for dialogue and innovation, where we can introduce best practices from our global operations, tailored to Korea's market needs. Through strategic partnerships with AMCHAM's leading members, we aim to pilot cutting-edge solutions that benefit both businesses and consumers in the Korean food and hospitality market.

Additionally, diversity and inclusion are core strengths of both AMCHAM and the broader international business community. By integrating Aramark's global expertise with AMCHAM's vast network, we can create a collaborative ecosystem that drives innovation, enhances industry standards, and fosters sustainable growth. I look forward to fostering meaningful partnerships that generate shared value and long-term success for all stakeholders.

**What has been the most rewarding or fulfilling experience you've had since taking on your current role?**



One of the most fulfilling aspects of my role has been fostering growth and professional development within Aramark Korea. While employee development has always been a priority, I take great pride in supporting our chefs and culinary teams through enhanced training and global exposure.

At Aramark International, we host an annual Chef's Cup, a prestigious competition where chefs from different countries showcase their skills and creativity. The winner receives the unique opportunity to travel to another country the following year to expand their expertise and global perspective. In line with this initiative, we've been working to offer Korean chefs the same valuable opportunity for growth.

To further this vision, we relocated our headquarters to Hannam in August of last year, establishing a state-of-the-art kitchen facility and R&D center. This new space has become a hub for training, menu development, and culinary innovation, empowering our chefs to refine their techniques and explore new possibilities.

Looking ahead, we are excited to participate in the 2025 Chef's Cup in Shanghai this May, where our chefs will have the chance to compete and further elevate their skills on the global stage.



# Where Technology Meets Talent: The Evolution of HR Solutions

By Changsup Um, Growth and Business Development Lead at flex

Rapid technological innovation is no longer confined to the IT sector – it is reshaping the entire management paradigm. Traditional management practices are insufficient in this new era; companies must now embrace innovative business models and operating systems.

This transformation has a profound impact on HR. Whether organizations rely on packaged HR solutions, self-developed HRIS, or operate without a formal system, the rise of SaaS, mobile, and AI technologies necessitates a redefinition of HR strategies. As digital transformation accelerates across businesses and employees’ lives, HR systems are expected to evolve beyond administrative functions, becoming strategic platforms that drive organizational culture and support flexibility.

The emergence of the term “HR Tech” underscores this shift. While companies have long leveraged software applications and system developments to innovate, few technologies have disrupted business models and core infrastructures as fundamentally as those of today. As a result, defining the strategic direction for HR and its supporting systems has become a critical priority in corporate management.

## The Shift from Traditional to Modern HR Solutions

Since the ERP boom of the late 1990s, many companies advanced their management systems by adopting the best practices embedded within packaged ERP solutions. Yet, challenges remain—

especially regarding process completeness and automation. No matter how renowned a global solution may be, it is nearly impossible to encompass the diverse business processes across countries and organizations. This is especially true in HR, where regional social and cultural factors play a significant role, making universal standards insufficient.

To bridge these gaps, companies have often turned to groupware, integrated third-party solutions, or developed independent HRIS systems outside their ERP frameworks. In Korea, where a “if we need it, we build it ourselves” mindset prevails, substantial investments have been made in homegrown systems. Yet, it is worth questioning whether these self-developed systems truly address fundamental HR challenges or deliver meaningful business outcomes. A perfect HR solution that satisfies CEOs, HR leaders, and employees alike remains elusive.

As business, technology, and socio-cultural dynamics continue to evolve at an accelerating pace, the idea of an HR solution that seamlessly integrates current needs with future demands may seem idealistic. However, the emergence of new technologies, such as AI, might be bringing us closer to the near-perfect solution we envision.

## Beyond On-Premise: The Rise of HR SaaS

Since the mid-2000s, with the emergence of cloud computing, the HR solution market has become distinctly divided between on-premise and cloud-based models. Today, cloud-based HR SaaS has become the global standard, while on-premise systems are rapidly declining. This shift is not merely a matter of preference but is driven by the rapid advancement of cloud-centric core and applied technologies.



SaaS has expanded companies’ options beyond the traditional “Build” or “Buy” models, offering the flexibility to subscribe to cutting-edge HR solutions. However, many Korean companies continue to base their decisions solely on immediate functional requirements and cost metrics from internal evaluations, often overlooking the importance of future technological scalability and evolution.

In contrast, foreign companies operating in Korea often attempt to directly implement their global

HRIS or standardized tools. Yet, these systems frequently clash with Korea’s unique labor laws, tax regulations, and social dynamics. Korean regulations are typically more detailed, subject to frequent changes, and require complex procedures to protect workers. As a result, foreign companies often find themselves relying on multiple third-party solutions or manual processes, leading to higher costs, inefficiencies, and even compliance risks.

### Towards the Future of HR: Strategic Directions

We are living in an era of unprecedented uncertainty. Alongside the rapid technological advancements discussed earlier, the global economic and social environment has become more volatile than ever. In this context, relying solely on existing knowledge and past experiences is no longer sufficient to address current challenges or prepare for the future.

HR technology should not be treated as a peripheral concern; instead, companies must actively embrace it as a core component of their operations. This requires a forward-looking vision- one that not only keeps pace with technological trends but also identifies solutions that address fundamental challenges.

Korean companies, in particular, must move beyond traditional decision-making methods that rely heavily on rigid calculations of “tech scores” and cost metrics. Instead, they need to develop the capability to evaluate technological value and cost efficiency from a flexible, future-oriented perspective. As highlighted by leading business insights, HR departments often lag behind in their ability to understand and implement technology. The emerging “fourth competency” - the ability to identify, assess, and make informed decisions about new technologies- has become essential not just for IT teams but for all business functions.

Likewise, foreign companies operating in Korea must adapt their global policies to local realities. By collaborating closely with local partners, they can adopt solutions that align with Korea’s unique legal and cultural landscape.



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#### Changsup Um, Growth and Business Development Lead at flex

Changsup Um currently leads growth and business development at flex, Korea’s largest HR platform company. Previously, he served as the head of Workday Korea, and before that, he spent many years at global consulting firms such as IBM, Mercer, Accenture, and Korn Ferry, where he led organizational and HR strategy development as well as HR transformation initiatives for Korean companies.

flex is a pure cloud-based HR platform that offers an all-in-one service covering the entire employee lifecycle - from recruitment to retirement. In addition to its HR platform services, flex also provides HR policy consulting, operational support, and payroll outsourcing services.



## Asia Must Look Inward for Growth

By Cristiano Mayrink, Head of Global Network Banking, Corporate and Institutional Banking, HSBC Korea

As the global economic landscape grows increasingly complex and unpredictable, Asia finds itself on the cusp of a significant transformation. With its dynamic economies and burgeoning innovation hubs, the region is uniquely positioned to redefine its role on the world stage. The persistent trade tensions and evolving export dynamics call for a renewed focus on innovation and collaboration among regional companies. These businesses are in pursuit of new customers, cutting-edge technologies, and diverse capital streams. Yet, to fully unlock its potential, Asia must address existing economic imbalances and invest in sustainable growth, setting the foundation for a vibrant and innovative future that promotes global economic harmony.

As we look towards the year 2025, the

potential for disruption remains significant, largely driven by anticipated tariff increases and other trade-related challenges. While the details of these developments remain uncertain, one thing is clear. Developing Asian nations, eager to create jobs and elevate incomes, are encountering a shifting landscape in traditional export markets. The United States, which has historically been a major importer of Asian goods, is demonstrating signs of reluctance and, in certain sectors, a diminished ability to sustain its role.

Fortunately, Asia is home to some of the world's most formidable economies, including three of the top five global GDP contributors: China, Japan, and India. This economic strength is further bolstered by the fact that approximately 70 percent of global intellectual property filings originate from Asian offices,

highlighting the region's status as a hub for technological advancement. Additionally, substantial capital reserves in countries like China, Japan, Korea, and the Gulf States are complemented by thriving international financial centers in cities such as Singapore, Dubai, and Hong Kong, reinforcing the region's robust economic infrastructure.

Efforts to enhance regional integration are underway, with Asia deepening its connectivity through multilateral trade agreements and building institutions to tackle complex issues like cross-border data sharing. The opportunities for growth and development are apparent, but the challenges are equally significant. High savings rates and lower household consumption in many Asian countries present a stark contrast to the consumer-driven models prevalent in much of the developed world. For instance, as of recent data, China's household savings rate stands

at approximately 45 percent, while India's is around 30 percent. These figures reflect a cultural and economic tendency towards saving over spending.

The challenge, therefore, lies in recalibrating internal economic dynamics to distribute wealth more equitably among a burgeoning middle class. This involves a delicate balancing act: boosting household consumption while continuing to invest heavily in infrastructure, public services, and sustainable energy solutions. The anticipated outcome of these efforts is a more dynamic and innovative Asia, contributing to a more harmonious and balanced global economy. As these changes unfold, the region's ability to navigate challenges and seize opportunities will be crucial in shaping the future of global economics.



**Cristiano Mayrink, Head of Global Network Banking, Corporate and Institutional Banking, HSBC Korea**

Cristiano Mayrink is a banking executive with global experience in Asia, Middle East, North Africa and Turkey (MENAT) and Latin America, passionate about connecting companies and people with opportunities, talent development, ESG and diversity and inclusion.

# AI Governance for a Company

By Minsung Kim, Head of Government & Regulatory Affairs, IBM Korea



Here is a scene from the once-popular TV drama “Reborn Rich,” “재벌집 막내아들” in Korean. The year is 1996. Who would win the first-ever chess match between a human and an artificial intelligence (AI) computer? At that time, when investors around the world were on edge, the protagonist – who has traveled from the future to the past – advises investing in IBM’s Deep Blue, a computer that already had AI capabilities. Investors who followed his advice made significant profits, and the drama’s story continues.

Looking back, we were not yet ready to activate AI, industrially or socially. However, subsequent developments – including the growth of the internet and mobile communications, advancements in semiconductors, the popularization of smartphones, and improvements in social awareness – created the conditions for AI to be more closely integrated into daily life. Finally, in 2023, generative AI became widely accessible to both businesses and individuals.

From the perspective of companies that have been developing and applying AI since the mid-1990s, what have they been preparing for over the past 30 years? In the meantime, AI companies have established technologies and expertise to enhance the safety and reliability of AI operations.

The industry is already shifting from a “+AI” strategy – where AI is selectively applied to existing businesses – to an “AI+” strategy, where AI is embedded as an essential element of business models. As AI adoption expands, companies must ensure that AI use remains both efficient and safe through AI governance.

For example, consider a financial institution sending promotional text messages to its customers. In the past, an employee would manually seek approval from a higher-level manager before sending the message. Now, AI can automatically determine the topic, content, target audience, timing, and frequency of messages. However, it remains essential to verify whether the content and procedures comply

with internal and external regulations. If this verification follows the traditional step-by-step manual approach, the inherent efficiency of AI utilization is lost. In other words, to maximize AI’s benefits, companies must establish AI governance frameworks that ensure safe and reliable AI management.

Long before AI gained popularity for tasks such as drafting documents, editing videos, and generating images, companies like IBM had already been focusing on AI governance – developing technologies for trustworthy AI operation and management. Now, as these technologies are applied across industries, businesses can leverage AI more safely and efficiently.

In Korea, efforts to enhance national AI competitiveness and establish a reliable AI foundation took a major step forward with the passage of the AI Basic Act in the National Assembly in December last year – the second country in the world to do so after the European Union. With enforcement scheduled for January next year, the Korean government is currently focused on preparing the enforcement decree.

We applaud policymakers for their efforts and

the consultation process to systematically support AI development. Additionally, as someone working in the industry, I would like to emphasize the importance of distinguishing between AI developers and AI deployers. Policymakers should clearly allocate compliance obligations in the AI Law based on these distinct roles, specifying which responsibilities apply to each entity in the enforcement decree. Furthermore, to capture the benefits of AI, it is imperative that people have trust in the technology. To promote trust, policymakers should establish clear, risk-based guardrails tailored to the roles and capabilities of individual organizations in the broader AI developmental lifecycle.

These steps are essential for ensuring transparent and safe AI technology while helping companies build AI governance frameworks that enable long-term, efficient, and responsible AI operations. Businesses and organizations utilizing AI should proactively prepare for compliance with the upcoming AI regulations, ensuring that their AI systems align with future legal and ethical requirements. This approach will be the most reasonable and sustainable way to achieve the innovative benefits of AI while maintaining trust.



**Minsung Kim, Head of Government & Regulatory Affairs, IBM Korea**

**Minsung Kim** is a corporate affairs leader who has 20 years of diverse experience in business development and government affairs. Mr. Kim takes the lead to create a reasonable environment for technology and industry, such as AI, quantum, cybersecurity, etc. He has highlighted the importance of AI governance to the public as a member of AI policy forums by the Ministry of Science & ICT, the National Assembly, NIA, KISDI, and as a Co-Chair of AMCHAM Korea Government & International Affairs Committee.



## Design Trends 2025: Unlocking Value through Adaptive Reuse, AI-Driven Innovation, and High-Performance Environments

By Emeline Paik, leader of the Design Solutions team at JLL Korea

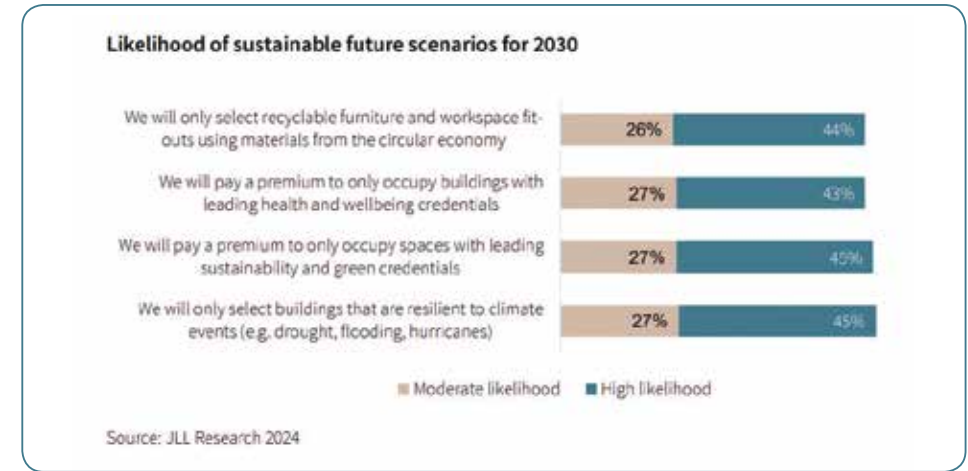
As we approach 2025, the design landscape is evolving rapidly, driven by global trends, technological advancements, and changing workplace dynamics. This article explores key design trends that will shape our built environment in the coming years.

### Adaptive Reuse and Sustainable Retrofitting

The focus on retrofitting and converting existing buildings is gaining momentum due to aging building stock, supply shortages, and increased ESG requirements. Effective strategies for existing buildings will go beyond improved energy efficiency and functional upgrades, taking a holistic approach to retrofit design that supports talent attraction, brand strategy, community impact, and improved health and wellbeing.

Sustainable design will become more integrated with organizational branding, featuring natural and recycled material palettes to create tangible links between an organization’s sustainability journey and visual identity. This approach not only addresses the challenges of aging building stock but also aligns with sustainability goals by reducing the carbon footprint associated with new construction.

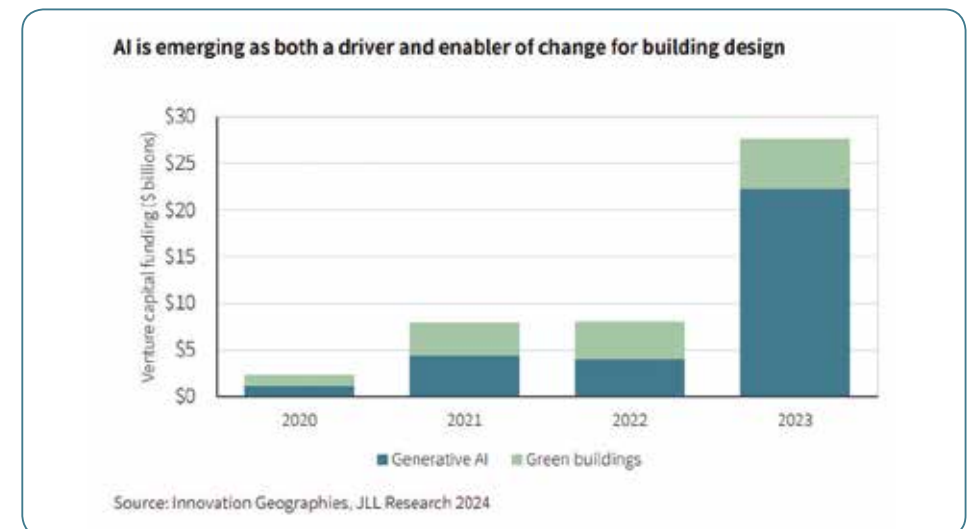
The conversion of underutilized commercial properties into residential or mixed-use developments will become increasingly common, revitalizing urban areas and contributing to more sustainable and livable cities. Smart building technologies will be incorporated into the retrofit process, enabling better energy management, improved occupant comfort, and enhanced operational efficiency.



### AI-Driven Design Innovation

Artificial Intelligence is emerging as both a driver and enabler of change across design fields. The convergence of AI and “science-led design” brings exciting opportunities for increased data integration in creative processes and wider collaboration between disciplines. AI-powered PropTech companies are on the rise, with venture capital funding for Generative AI increasing from \$2.3 billion in 2020 to \$22.3 billion in 2023.

AI integration in the design process will enable more data-driven decision-making, optimizing spaces for factors such as energy efficiency, occupant comfort, and productivity. Generative AI tools will revolutionize the conceptual design phase by rapidly producing multiple design options based on specified parameters. AI will also enhance collaboration in building information modeling (BIM), streamlining workflows and reducing errors.



### High-Performance Environments

As businesses demand high-performance environments to support more complex work requirements, workplace design will play a crucial role. Nearly 9 in 10 survey respondents said AI would change how their workforce operates in the next five years. Technology integration and flexible workplaces will be important for all workstyles, with 80% of respondents agreeing that their office spaces will be adaptable and tech-enabled to support different needs throughout the week or day.

The design of high-performance environments will focus on enhancing cognitive function, creativity, and collaboration. This may include incorporating biophilic design elements, optimizing lighting and acoustics, and providing a variety of work settings. As the boundaries between physical and digital work continue to blur, workplace design will need to seamlessly integrate technology to support hybrid work models.

An increasing focus on employee wellbeing will drive the incorporation of wellness features into workplace design, including dedicated spaces for relaxation and mindfulness, fitness facilities, and design elements that promote movement and social interaction.

### Investing in the Future

The increased complexity of the world of work means a bigger role for workplaces in supporting employee performance and expectations, corporate sustainability ambitions, and the evolving technology and AI landscape. Investing in adaptive reuse, AI-driven design tools, and high-performance environments will be crucial for organizations looking to stay competitive in the coming years.

These investments will not only improve physical spaces but also have far-reaching impacts on productivity, employee satisfaction, and overall organizational success. By embracing innovative design approaches and leveraging emerging technologies, we can create spaces that are more sustainable, efficient, human-centered, and adaptable to our evolving needs.

As we look to the future, it's clear that the built environment will play an increasingly important role in addressing pressing challenges, from climate change to the changing nature of work. The design trends of 2025 offer a roadmap for creating spaces that not only meet functional needs but also contribute to user wellbeing, foster community, align with broader sustainability goals, and drive organizational success.



**Emeline Paik, leader of the Design Solutions team at JLL Korea**

**Emeline Paik** joined JLL Korea in February 2024 as the leader of the Design Solutions team within the PDS division, bringing extensive Design & Build expertise to the organization. With over 15 years of global and regional project management experience in real estate, design, development, and construction, Paik has worked at JLL Hong Kong, CBRE Hong Kong, and Turner & Townsend in Hong Kong and Japan.

In her current role, she drives forward-thinking design solutions for clients in the Korean market, leveraging her diverse background to foster collaboration between design and construction teams. Paik's international experience provides a unique perspective on industry best practices and innovative approaches across various cultural contexts, ensuring seamless project execution from concept to completion.

# Rising Parental Leave: Managing Organizational Impact

## *Workplace changes driven by new policies*

By Roopy Yoo, Business Manager at Manpower Korea

**P**arental leave use in South Korea hit record levels in 2024, with 132,535 employees taking leave, a 5.2% increase from 2023. Including other family support users, the total reached 256,771, up 7.2% year-over-year.

The Ministry of Employment and Labor credits this to the expanded “Parental Co-Leave System,” which grants up to 4.5 million KRW monthly if both parents take six months of leave before their child’s 18th month. This policy boosted users by 216% year-over-year, with nearly 520,000 employees benefiting.

Social shifts are also driving change. Parenting is now seen as a shared duty, with men accounting for over 30% of parental leave users. This is a major jump from 5.6% in 2015. Women now take 9.4 months of leave on average, while men take 7.6 months.

This trend continues in 2025. By mid-February, parental leave use rose 42.6% from the prior year, with male users jumping 69.2% from 3,420 to 5,788. Expanded benefits now provide full salary during leave, replacing the previous system that deferred 25% of the allowance until return to work.

While positive, this shift strains workforce stability, requiring companies to adopt smarter HR strategies to manage disruption.

### Workforce Management Strategies for Addressing Leave-Related Disruptions

To ease workforce strain and stay competitive, many companies are turning to temporary workers. The system, introduced in 1998 under the “Temporary Employment Act,” has evolved through 17 amendments to meet market needs. By 2020, temporary workers made up 20% of South Korea’s workforce — one in five employees.

Normally, temporary work is limited to 32 job types and a two-year contract. However, exceptions apply in specific circumstances where requiring companies to hire regular employees would be deemed impractical.

### Temporary Contracts for Short-Term or Occasional Workforce Needs

When businesses face short-term or intermittent workforce needs, they can hire staff for up to six months without job category limits. These needs often arise from economic shifts, seasonal spikes, or sudden order surges.

For instance, seasonal demand for air conditioners or kimchi refrigerators may require three to five months of temporary staffing. In such cases, a three-month contract can be extended once for another three months, allowing temporary staffing for up to six months in job categories where temporary employment would not typically be permitted.

### Temporary Contracts for Gaps Due to Childbirth or Parental Leave

The same exception applies when workforce gaps arise due to illness, injury, or childbirth. Even in roles where temporary staffing is typically restricted, businesses may hire temporary workers to fill vacancies. In this case, the allowable temporary employment period lasts until the employee returns to work.

For example, temporary workers can be used to cover workforce gaps created by maternity or parental leave exceeding 30 days or reduced working hours due to childcare responsibilities.

### Temporary Contracts for Senior Managers

Lastly, when hiring workers aged 55 or older, there are no restrictions on job category or contract duration under temporary employment laws.

These exceptions provide businesses with additional flexibility in workforce management. By making effective use of these allowances, companies can reduce the time and effort needed for direct hiring while enhancing labor flexibility.

## The Importance of HR Strategies in a Flexible Work Environment

Workforce gaps from parental and maternity leave are now a predictable challenge. At the same time, remote work, flexible schedules, and a shift away from permanent roles have made corporate environments more adaptable. Companies must diversify their employment strategies and integrate them effectively.

Temporary employment helps companies reduce costs while ensuring skilled professionals fill short-term gaps. This approach maintains stability and minimizes operational disruption. Companies should work with experts in temporary employment laws to navigate legal complexities. Some job categories remain strictly off-limits for temporary hiring.

According to reports from domestic job market platforms, the average tenure of employees with prior job-changing experience is now less than three years. As the traditional notion of permanent employment continues to blur, relying solely on conventional hiring methods could increase costs and weaken competitiveness. In today's unpredictable business environment, companies must develop adaptive and flexible HR strategies to ensure long-term survival.



**Roopy Yoo, Business Manager at Manpower Korea**

**Roopy Yoo** is a Business Manager at Manpower Korea, has delivered HR solutions – including “Temporary employment,” recruitment process outsourcing, labor law consulting, and compliance support to foreign companies in South Korea for over 13 years. As an expert, he trains internal employees in labor laws and HR management to develop skilled HR managers. (roopy.yoo@manpower.co.kr)

#### About Manpower Korea (CEO: OJ Kim)

Manpower Korea, with 26 years of expertise, is a trusted HR solutions provider and the official licensee of ManpowerGroup in South Korea. It offers solutions in staffing, outsourcing, executive search, training, payroll management, and outplacement across sectors like logistics, customer service, sales promotion, and facility management. With over 10 business hubs nationwide, Manpower Korea employs more than 8,000 staff members. As of 2024, at least one affiliate from each of Korea's top seven conglomerates is utilizing Manpower Korea's services.

# Handling Retrenchment with Respect and Dignity

By Hisyam Omar, Director at PERSOLKELLY Consulting, Malaysia & Singapore

Retrenchment exercises used to be a last resort for companies that were facing challenges. That peaked during the pandemic when companies could not continue with their current staff levels. We have seen many retrenchments in the last few years and are expecting many more, especially in the Asia Pacific region. Retrenchments in Singapore more than doubled in 2023 compared to previous years<sup>1</sup>. In Malaysia, up to 51,000 people may be retrenched by mid-2025<sup>2</sup>.

Post-pandemic, retrenchment has become a standard strategy to stay competitive, to cut costs and to pivot to business strategies for many companies, making it the norm rather than the exception.

However, this does not mean they have become better at handling them. Many decision-makers assume that a severance package prevents complaints, leading to horror stories, employee backlash, and potential PR nightmares.

## Respect and Dignity

Losing a job is one of the significant events that can deeply impact a person, alongside death in the family and divorce. In most cases, a person's job is part of their self-identity and comes with a sense of pride, so taking that away effectively takes away a part of their self-identity.

All the goodwill and positive relationships that a company has built with an employee over years can quickly be overshadowed by a 10-minute conversation in which

a manager conveys bad news. It is often assumed that a positive history will lead employees to forgive negative actions, but employees tend to remember their most recent experiences. Therefore, it is crucial to conduct the notification meeting with respect and dignity as it will significantly influence whether the affected employee ultimately becomes a promoter or detractor of the company after the situation has settled. The outcome of this can lead to employee anger and public backlash, potentially impacting the company's future.

## Trained for Difficult Conversations

While nobody wants to inform an employee that they have lost their job, it is very important that managers know how to have these difficult conversations.

Often, notifying managers do not realize that they play the role of a "Corporate Leader" and represent the

company. As a corporate leader, the manager has to be responsible and accountable for the company's actions. There are words or phrases such as "I don't want to do this, but..." that avoid responsibility. The impacted employee may feel disrespected and believe management is hiding behind the notifying manager.

It is also frequently overlooked that the notifying manager is not trained to handle various emotions.

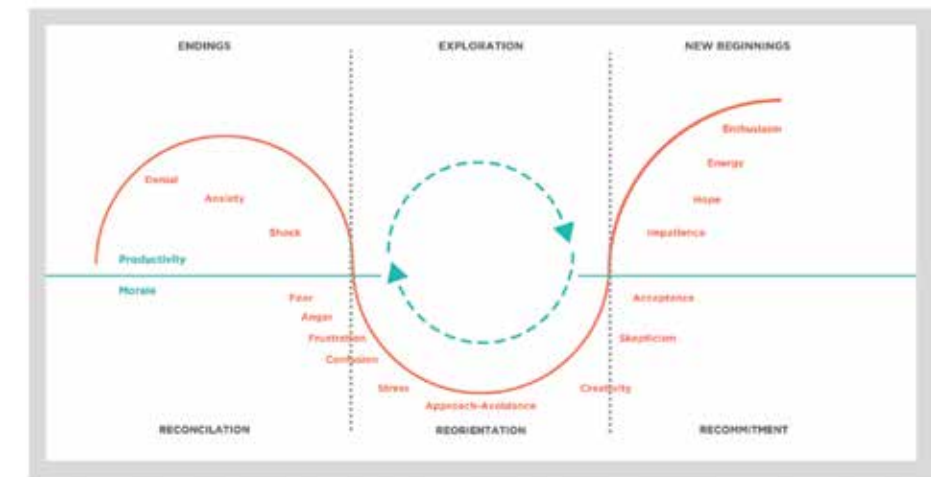


Image: William Bridges Transition Model<sup>3</sup>

During a transition, various emotions may arise in the notification meeting. The notifying manager must recognize and address these emotions constructively while staying objective and sticking to the approved talking points.

The emotional impact of the notification continues beyond the discussion, especially if a notice period is provided for a dignified exit. During this time, employees may experience various emotions and reactions, and the manager must continue to handle them respectfully.

Companies must invest in preparing notifying managers to ensure alignment with company plans and effective handling of these conversations. While cost and time are often cited as reasons for not providing this preparation, a public backlash would be far more costly in the long run.

## The Case for Outplacement Support

Outplacement is the support of the impacted employee post-separation, usually done by a third party. A third party is often selected because the affected employee may not feel comfortable working with the company that just terminated their employment.

Support goes beyond finding a new job; it starts with addressing the emotional impact of

the separation. The employee is guided through the job search process, from understanding transferable skills to networking, interviewing, and negotiating offers. While online services and government initiatives exist, they lack one crucial element: an outplacement coach to keep the employee focused on the future.

Keeping the employee focused on the future has two key benefits. Firstly, it provides the tools and support for a smooth transition, demonstrating the company’s care despite the retrenchment. This sincerity, both during and after separation, increases the likelihood that impacted employees will speak positively about their employer.

Secondly, it helps employees avoid dwelling on the past, reducing the likelihood of legal action. Employees often cite outplacement support in court, reinforcing the idea that the company cares for its employees, but retrenchment was unavoidable.

Additionally, it also demonstrates to current employees that the company cares, which helps engagement levels of employees who stay after a retrenchment exercise. All these factors will lead both impacted and non-impacted employees to continue to promote the company, protecting the brand and showing that it is an “Employer of Choice.”

### The Bottom Line

Companies going through a restructuring that leads to retrenchment often cite “managing costs” or “improving profit margins” as the main driver. Thus, conducting this with Respect and Dignity sometimes takes a back seat due to the cost implications.

When making such decisions, companies should consider the costs of executing the process unprepared. Public backlash can lead to lower sales due to the stigma of being an “inhumane” organization. Employee engagement may suffer, attrition may rise, and talent acquisition teams may struggle to attract future candidates due to a damaged reputation. These effects result in even higher long-term costs.

The bottom line is that it is always better to be prepared and handle retrenchment exercises with respect and dignity.

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## “K-Steel” to Anchor Collaboration, Not Competition

By Ben Bosung Kim, Head/Vice President of Global Relations Office at POSCO Holdings



Steel plates rolling off out of a steelmaking facility in Korea

Soon after taking the Oval Office, the Trump administration announced the restoration of Trade Expansion Act Section 232, which imposed a 25% tariff on all steel imports. This decision sent shockwaves through the global steel industry and put South Korean steelmakers on alert, as they had already experienced a notable setback in their U.S.-bound steel in 2018. Since then, Korean steel had been restricted by a quota, reducing the volume to a mere 3% of the U.S. market. However, due to the restoration, Korean steel is facing tariffication on top of what was already a small volume that reached U.S. shores.

The objective of higher trade barriers is to make good on the “America First” policy by reviving

American industries. However, rebuilding manufacturing takes time, and the U.S. may find that these very tariffs could lead to a backlash and hinder the rebuilding of its industrial foundation and fortification of its national security. Collaboration, not constraints, with foreign partners could pave an easier and quicker path for the U.S. to achieve their ultimate objective of “America First.”

### Economic Alliance for National Security

There are various sectors where a need for cooperation has been identified between the U.S. and the Republic of Korea (ROK). From those, one that stands out is shipbuilding, an industry in which the U.S. needs partnership with its allies. Outnumbered by China in the deployment of active warships, the U.S. Navy is seeking to modernize and expand its fleet. To do so, the U.S. needs access to shipyards with sufficient capacity and advanced technology to build state-of-the-art armored ships.

The ROK is uniquely equipped to respond to these needs. As the world’s second largest shipbuilding industry, it can construct high tech, high-value commercial and special-purpose vessels. This unparalleled capability, dubbed as K-Shipbuilding, has been acknowledged in that the U.S. Navy is already utilizing Korean shipyards for MRO (Maintenance, Repair, Overhaul) operations.

Additionally, the ROK is one of very few global suppliers that can offer specialized steel, touted as K-Steel, necessary to build military-grade vessels. Warships and submarines require high-strength, corrosion-resistant steel such as high-manganese steel. Unlike generic steel, these special-purpose products are strategic materials with limited global suppliers; very few possess the knowhow to offer the requisite quality and volume, and even fewer are aligned to the political and security interests of the



A KDX-III class destroyer fitted with armored steel plates from a Korean steelmaker

U.S. Given the geopolitical tension and the U.S. Navy’s strategic pivot toward the Indo-Pacific, securing a reliable supply of K-Steel through K-Shipbuilding should be a national security priority for Washington.

### Prospects for Partnership, not Competition

In response to the steel tariffs, Korean steelmakers have been recalibrating their strategies on how to best leverage their capabilities, diversify export markets, and strengthen global partnerships. At the same time, Korea wishes to continue to align with the U.S., and deploy the strong position as well as the indispensable role of K-Steel through K-Shipbuilding. There is unequivocal need and capacity for Korean industries to do more for the U.S. Simply put, Korea can provide the specialized steel (K-steel) and the shipyard and technological knowhow (K-shipbuilding) to build the invincible next-generation U.S. naval fleet. To unleash the synergy of broader collaboration that will help to boost American manufacturing, the U.S. should lift tariffs on Korean steel to enable access to the materials, technology and facilities that will accelerate U.S. goal attainment. Moreover, easing tariffs on Korean steel would demonstrate that allies with unique capabilities can serve as “strategic partners,” not “foreign competitors.”

### Conclusion

The steel tariffs were a wake-up call for the global steel industry. At the same time, due to other tariff announcements, the U.S. is experiencing the importance of collaboration, and the havoc trade barriers can create to the economy. Rather than distancing traditional allies and partners, a more flexible economic approach would be a sensible and easier way to place “America First.” More specifically, a revision of the steel tariffs would ensure reliable U.S. access to K-Steel and K-Shipbuilding to help modernize its naval power. Consequently, with fortified defense capabilities, Washington can continue its resilient and formidable military posture in the face of traditional and emerging global threats. A modern navy in the Indo-Pacific region, along with enhanced economic cooperation with its allies would help to put “America First,” to make America even greater.



**Ben Bosung Kim, Head/Vice President of Global Relations Office at POSCO Holdings**

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법무법인(유) 화우

## En banc Decision on Ordinary Wage Its Implications and How Companies should Prepare

By Daeyeon Kim, Partner, Jung Mo Hong, Partner, and Douglas Hwang,  
Senior Foreign Attorney



In December 2024, the Supreme Court rendered an en banc decision that set forth a new legal principle relating to the concept of ordinary wage and the criteria for determining whether certain compensation constitutes an ordinary wage (“Decision”). The Supreme Court’s ruling has sparked a controversy throughout the industries, since the Decision substantially changes the Supreme Court’s en banc decision from 2013 which established the overall legal principles on ordinary wages. In this article, we will discuss the implications of this Decision and how companies should prepare moving forward.

The Decision addressed the issue of whether wages that are conditionally paid (i.e., where payment is conditioned on the employee being employed (i) on a specific date or (ii) for over a certain period) should be included in the calculation of ordinary wages. The Supreme Court’s previous ruling in 2013 sets out the following four requirements for determining ordinary wage, and the issue in this Decision relates to the last requirement of the so-called “fixedness.”

**1. Compensation for Contractual Work:** Must be compensation for the work that is ordinarily provided

during the work hours agreed by the employee and the employer.

**2. Regularity:** Must be paid consistently and regularly

**3. Uniformity:** Must be paid to all employees

- If payment is subject to satisfaction of certain standards for evaluating work (e.g., type of work performed, employee qualification, etc.), then the wages must be paid to all employees who satisfy such standards.

**4. Fixedness (i.e., pre-determinable):** Must be paid as long as the employee provided work without any additional conditions, and payment of such compensation can be pre-determined.

The Supreme Court held in 2013 that, in order for ordinary wage to function as a referential wage in calculating the additional allowances paid for extended, holiday, and night-time work, the fixedness element is required. As a result, the Supreme Court held that the payments that are conditioned on an employee being employed as of a specific date or being employed for over a certain period fail to satisfy the fixedness element because it would not be possible to pre-determine whether such conditions will be satisfied in reality. Therefore, the Supreme Court had ruled that such conditional payments are excluded when calculating an employee’s ordinary wage.

In this Decision, however, the Supreme Court held that the fixedness requirement does not have any basis in the relevant statutes. Moreover, the Supreme Court determined that the fixedness requirement conflicts with the legislative intent behind ordinary wages, because this requirement enables employers to easily circumvent the compulsory nature of ordinary wages by setting payment conditions over certain compensations. Furthermore, the Court held that if wages could be calculated in advance based on the assumption that the contractual work will be fully performed by the employee (i.e., pre-calculability of wages), such wages may be used to calculate statutory allowances.

Based on the above, the Court partially modified the existing legal principle governing ordinary wages from its 2013 en banc decision and eliminated the fixedness element from requirements for determining ordinary wages. In light of the impact this Decision will have on the society, the Supreme Court held that its new legal principle for determining ordinary wages will apply to ordinary wages that are calculated after the judgment date (i.e., after December 19, 2024). However, the Supreme Court held that the new legal principle will retroactively apply to (i) the case at issue and (ii) other cases that are being reviewed by the courts as of the date of Decision to the extent such cases require application of the legal principles on determining ordinary wages.



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As a result of this Decision, the wages that have been excluded from calculation of ordinary wages will need to be included in the said calculation moving forward. This in turn will cause an increase in the ordinary wages, which translates to the companies facing a heavier economic burden from having to pay additional wages. Many labor unions and employees are already preparing for wage bargaining and lawsuits based on this new legal principle.

As a first step in responding to this change, companies should proactively determine whether their wage payment system is affected by the Decision and whether their system must be changed to comply with the new standards for determining ordinary wages. As a subsequent step, companies should seek to devise an alternative wage system that is compatible with the trend in labor and employment regulations. Such efforts will enable the companies in responding to new demands raised by the labor unions and employees in the foreseeable future, with the goal of stably operating the business in the long run.

### About the Authors



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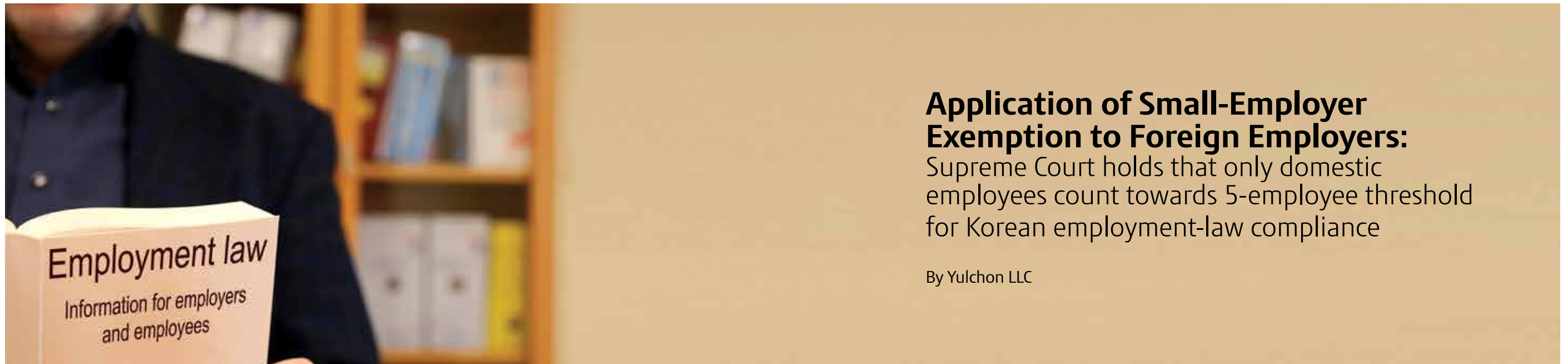
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## Application of Small-Employer Exemption to Foreign Employers: Supreme Court holds that only domestic employees count towards 5-employee threshold for Korean employment-law compliance

By Yulchon LLC

On October 25, 2024, the Korean Supreme Court handed down several decisions that changed the way legal workforce thresholds are counted for international businesses. The major effect of these decisions is that small Korean offices or subsidiaries of foreign businesses, with four or fewer employees, are now exempt from many of Korea’s restrictive employment laws – including, crucially, the requirement to have just cause for dismissal.

A business or workplace with fewer than five employees is exempt from many major Korean employment-law rules (the “[Small-Employer Exemption](#)”). Among those rules are the requirement to have just cause to dismiss an employee, most wage-and-hour rules, and the requirement to consult and get majority consent from the workforce in order to adversely change workforce rules and policies. These requirements can be a heavy burden, especially when applied to a relatively small workforce. In particular, the “just cause” standard required for dismissal is extraordinarily high, and employees have a right to reinstatement when dismissed without just cause. So it can often be virtually impossible to exit employees without paying a steep price to buy them out.

For eligible businesses, the Small-Employer Exemption can significantly reduce one’s compliance burden and allow much greater flexibility in hiring, firing, and personnel management. In the past, however, a number of precedents from the lower courts and Korean labor tribunal (the Labor Relations Commission) found that small subsidiaries or branch offices were not an *independent* “business or workplace,” and instead formed

one business or workplace together with their parent or HQ. As a result, the *combined* business or workplace’s employees would be counted towards the five-employee threshold. This approach could easily deprive a foreign business of the ability to rely on the Small-Employer Exemption, even if it had only a small workforce of four or fewer employees in Korea. Most of the time, small Korean workplaces would typically have very little autonomy and would have a hard time showing that they were *independent* of their parent or HQ.

The Supreme Court’s October 25, 2024 decisions abolished the approach of those lower-court precedents. The primary case (Supreme Court Decision No. 2023Du46074) involved a foreign company with a single employee in Korea. The Seoul High Court had found that the sole Korean employee did not belong to any independent “business or workplace” in Korea, and counted the foreign HQ’s employees as well. This meant that the company could not rely on the Small-Employer Exemption.

The Supreme Court reversed. The Court held that a “business or workplace” means a business or workplace *in Korea*, and does not include employees employed in foreign countries outside the jurisdiction of Korean employment laws. The Court issued a similar decision the same day using identical reasoning, in another case with similar facts involving a foreign company with two employees in Korea (Supreme Court Decision No. 2023Du37931).

Before these decisions, it was often unclear whether a foreign business with a very

small workforce in Korea could resort to the Small-Employer Exemption even if it had fewer than five employees in Korea. To be safe, it was often prudent to fully comply with the employment regulations that would apply to a workplace with five or more employees. And if a foreign business wanted to rely on the Small-Employer Exemption for its Korean workforce, it would not only need to keep headcount below five; it would also have to structure the local business to have meaningful autonomy, and still accept a level of risk that the courts or labor tribunal might find that it lacked sufficient independence. Now, as long as a foreign business has no more than four employees in Korea, in general it will be reasonably safe to rely on the Small-Employer Exemption.

Although aggregation with *overseas* workers is now essentially a thing of the past, aggregation of multiple workforces *among Korean entities and offices* can still occur. The Supreme Court confirmed this principle in another case, clarifying that multiple entities within Korea may be found to constitute a single business or workplace for purposes of workforce-size thresholds, if they are insufficiently independent from each other in terms of management, finance, and HR decision-making (Supreme Court Decision No. 2023Du57876).

The Small-Employer exemption also does not exempt an employer from *all* Korean employment and labor obligations. For example, even if the Small-Employer Exemption applies, an employer must still:

- provide minimum severance/retirement benefits to employees with at least one year of service;
- comply with most anti-discrimination and anti-harassment laws; and
- comply with minimum wage legislation.

Although this case only deals with the five-employee threshold for full application of Korea's primary employment-law statute, the logic of this decision appears likely to apply to many other workforce-thresholds as well.



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### Can you share your journey that led you to become the President and CEO of GOLFZON America?

I was born and raised in Seoul until I was 14, when my family decided to send me to the United States to study abroad. I lived in Los Angeles for one year, then moved to Dallas, Texas, where I attended and graduated from high school and university. Upon graduating with an Economics degree from Southern Methodist University (SMU) in Dallas, I had decided to move to San Francisco to attend University of San Francisco for the graduate sport management program. Through my two years in that program, I was able to intern for several different organizations like Golden State Warriors, Nike Junior Golf Camps and a local LPGA tournament.

These internship opportunities led me to a full-time position with the LPGA in 2008, and I have gone through several different roles within the organization, including the Managing Director of International Business Affairs, VP and Managing Director of LPGA Asia, and Chief Business Officer – Asia. While there, I brought GOLFZON on board as a corporate sponsor of the LPGA back in 2014 and really got to learn about the company through managing their sponsorship program. I've been a huge fan of the GOLFZON's mission and its founder's vision, which is to make the game of golf accessible to anyone and everyone around the world through its groundbreaking technology.

### What experiences shaped your leadership style?

During my time with the LPGA, I had the privilege to work for Mike Whan (then the LPGA Commissioner, currently the CEO of USGA) and his leadership style, to me, was always very simple and clear. The two main things were to "act like a founder" and to play constant "role reversal" with customers who were writing the checks. "Act like a founder" is all about doing anything and everything each one of us could do to advance the business, similar to the way the 13 LPGA founders conducted themselves when they first established the LPGA. They didn't have the luxury of having an operations team, sales team, or marketing team. They drove into town together, set up the tournament grounds on their own, went to a nearby baseball game to promote the tournament, conducted the tournament and packed the truck after the competition was over, to drive over to the next tournament location. "That is not my job" was not an acceptable answer at the LPGA during this time.

Secondly, "role reversal" was one simple attitude change that had huge impact on the entire organization's mindset at the time. Once our team understood that our customers/check-writers are the single most important constituent of our business, the ways in which the company operated and treated customers completely changed. Those two principles are at the very core of

my leadership style today in that I demand my team do absolutely everything possible to advance our business regardless of their titles and to be relentlessly intentional about the success of our customers.

**GOLFZON is a Korean company that has rapidly expanded in the U.S. What key factors have contributed to this success?**

We've still got ways to go to call ourselves a "success" in this market, but I am 100% convinced that we are moving in the right direction. Simply put, our biggest competitive advantage is our product. Whether it's on the hardware side, with the 64-directional motion plate capable of creating more than 56,000 different lies under your feet, or the software side of utilizing industry-leading Unreal Gaming Engine 5.3 with Network Play feature capable of connecting 10,000 players worldwide in real time, we have always pushed the envelope in terms of creating the most realistic indoor golf experience. The technology gap between us and our competitors is considerable in that most of them are trying to connect two simulators while our technology allows for 10,000 to connect today.



**How would you describe the differences between the golf culture in Korea and the U.S.? Are there any insights or strategies from Korea that you are applying to the U.S. market?**

Koreans love to bet! Joking aside, I think these are specific to the simulator industry, but the vast majority of indoor golf establishments in U.S. have open bays vs. private golf rooms in Korea. Also,

more than 90% of these U.S. establishments have robust food and beverage programs generating anywhere between 30 to 50% of their total revenue from F&B. Also, "technology in golf" stems from two very different starting points for the U.S. and Korea, respectively. Most American consumers first utilized technology through portable launch monitors, taking them out to the driving range for their shot numbers and analytics. In Korea, most people utilized similar technology to replicate the green grass round experience, due to the severely limited access to golf courses for the general public. Given that there are more than 18,000 golf courses in the United States, the accessibility was never an issue.

We've gained an insight or two through our success in Korea, and there are a fairly good number of similarities between what we had experienced during the early stages of developing the "screen golf" industry in Korea and what we are seeing here in North America today. We know that competitions draw end users, and creating and feeding the right content is important for our commercial operators' success who invest in our technology to advance their businesses.

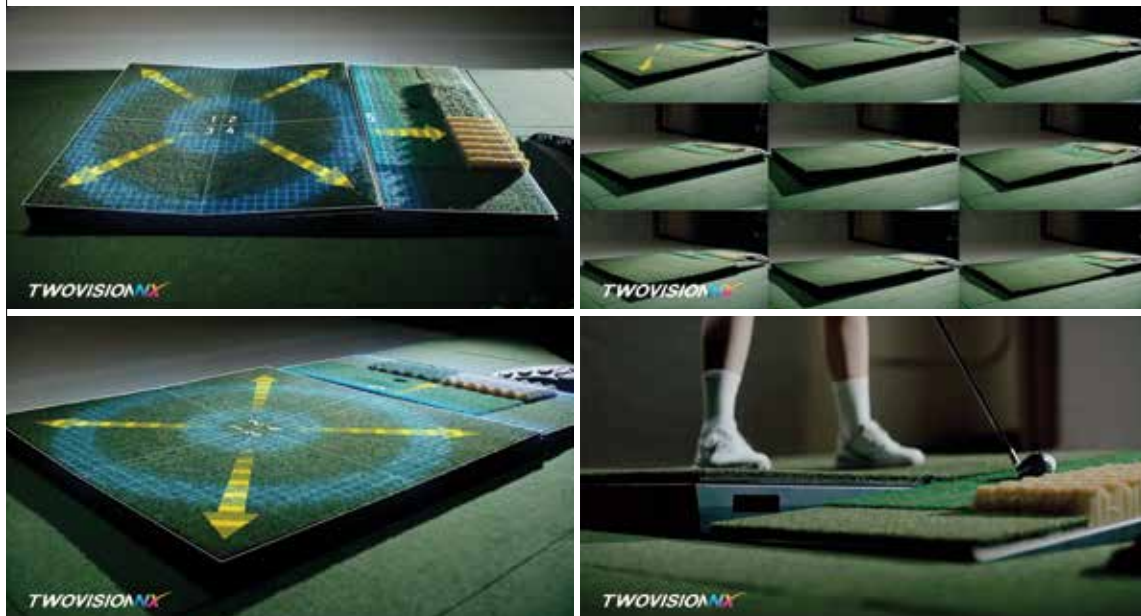
**What is GOLFZON doing to stay ahead of the market in golf simulation and improve the experience for players and fans?**

From a technology standpoint, it is continuing to stay committed to product innovation. We recently launched GOLFZON TwoVisionNX in North America during the PGA Show in January. Between our older model (TwoVision) and the new (TwoVisionNX), our ability to connect golfers around the world through Network Play technology went from connecting six users to 10,000. Similarly, our patented motion plate technology went from having 24-directional plate with 6000 lies to 64-directional plate capable of creating 56,000 different lies. That is a big jump.

From the GOLFZON America CEO perspective, it's about redefining our products and experience, by localizing everything from UI/UX to product features to better cater to North American customers. For example, our system currently has somewhere between 12 to 15 setting buttons to click through before one can hit his or her first tee shot. I would like to reduce those steps down to five or six. There are many areas where we can get better and more customer-friendly, and we will be focusing on making that happen in 2025.

### How do you see the role of golf simulators evolving in the next 5-10 years?

Facilities like TopGolf really opened the door for alternative forms of golf in the United States. Now, with the launch of TGL, the entire simulator industry is about to experience an explosive growth stage. Similar to Korea, the number of indoor golfers has already surpassed that of outdoor golfers here in the U.S., and I don't think this trend will stop anytime soon. Technology will only get better from this point, and I really think we have only just begun scratching the surface in the U.S. Just on GOLFZON systems alone last year, there were 8.4 billion shots hit, 102 million rounds played, and 160,546 tournaments hosted. We anticipate these numbers will grow exponentially with an increasing number of players from North America and Europe, and, at some point, this kind of participation should be enough for indoor golf to be talked about as an Olympic sport. I really think that's a question of when, and not if.



### Beyond business growth, how is GOLFZON America contributing to the broader golf ecosystem, such as supporting junior golfers, professionals, or diversity initiatives?

We look at ourselves as a constituent of this great game, and I think it's very important that we are mindful of our role in growing the game of golf. While our business is just getting started here in North America, we try to look for opportunities to contribute to the game and its charitable partners. Recently, we donated USD \$50,000 to the Arnold Palmer Foundation supporting children's

health, character development, and nature-focused wellness. On the diversity side, we are working on a relationship where GOLFZON's innovative products could support the HBCU (Historically Black Colleges and Universities) institution's mission to field men and women's golf teams for the first time in their school history. African American communities are severely under-represented in golf, and we are trying to carry out our founder's vision of making the game of golf accessible to everyone. There are more initiatives we are working on than I can list here, but we take our constituency of the game very seriously and will continue to play our part.

### Do you have any advice for other Korean companies expanding their business into the U.S. market?

This will sound like a "no brainer" but first, a company must have the capability to fully understand the market. I mean that from customers' tendencies to what ticks them off, to what market variables you should pay closest attention to and to know exactly what is happening, when and why. Secondly, you will have to get comfortable with a lot of changes in general, and changes in processes. Many Korean companies seem to focus a lot of their attention on processes and procedural matters, and that is super counter-productive to the agility they are going to need when entering a new market, particularly a market like the U.S.

### As CEO, what has been the most rewarding aspect of leading GOLFZON America, and what challenges have you faced along the way?

Seeing how changes are starting to impact my business and my team across the board. In my first 15 months at this job, I've reset our working relationship with Korea HQ, removed unnecessary noises to become more efficient and agile, and established GOLFZON America as the ultimate decision maker relative to all of our North American businesses. Changes are hard particularly for those who have done it the same way successfully for a long time, but they are also 100% necessary. We are fundamentally changing our entire attitude and approach to this market, and I think my customers and competition are starting to take notice. I know we have a superior product, and our job is to simply execute a plan. Luckily, we've done it before, in Korea.



## Korean Air Debuts New Corporate Identity, Signaling a New Chapter Ahead

On March 11, Korean Air introduced its new corporate identity at the airline's headquarters hangar in Seoul during an exclusive event titled "Rising Night." The centerpiece of the new identity is a modernized version of the iconic Taegeuk symbol, which has represented the airline since 1984.

The redesigned deep blue Taegeuk symbol seamlessly integrates Korean Air's heritage with contemporary aesthetics, embracing modern and global minimalist branding trends while preserving the airline's distinct identity. The accompanying logotype, "KOREAN AIR," combines the airline's national prestige with a refined visual identity. Featuring subtle brushstroke-inspired details, smooth curves and open connections, the design offers a modern interpretation of Korean elegance.

Korean Air also unveiled its new aircraft livery, which showcases a bold "KOREAN" logotype, symbolizing its confidence as South Korea's flagship carrier. Korean Air has also developed motifs and patterns as well as proprietary typeface

and iconography that reflect the logotype's design elements. These new visual assets will be introduced across airport facilities, lounges and inflight environments.

During the event, Walter Cho, Chairman and CEO of Hanjin Group and Korean Air, shared his vision for the airline's future. "As a unified Korean Air, we are committed to more than just transportation – we aim to connect people, cultures and the world through the skies. With this foundation, we will build an industry-leading safety system, elevate the customer experience and strengthen trust through open communication with all stakeholders. Together, we'll create a more connected and better world."

He continued, "With the full integration of Asiana Airlines, our role as Korea's flagship carrier has grown even more significant. We will bring together our expertise, refine our strengths and unite cultures to create an innovative, unmatched airline experience."

Korean Air is also elevating its inflight



experience. The airline revealed upgraded inflight meals, featuring refined offerings curated in collaboration with Chef Seakyeong Kim, owner of Cesta in Seoul. This update also includes luxury tableware, premium bedding, mattresses, loungewear and amenity kits for premium classes. The upgraded dining and service offerings debuted on March 12 across 10 major long-haul routes, including flights to New York, Paris and London. By June, these enhancements will be available on all long-haul routes, followed by a rollout to medium- and short-haul routes starting in September.

The launch of the new corporate identity marks a significant moment, aligning with the airline's 56th anniversary and the introduction of its new corporate value system, "KE Way," designed to strengthen the airline's strategic position as a leading global network carrier. "KE Way," which encompasses the airline's purpose, vision and mission, is aimed at fostering a shared commitment among employees to sustainable growth and the airline's continued global expansion.

At the core of this value system is the airline's purpose statement, "Connecting for a better world," which reflects the airline's commitment to global connectivity while building upon Hanjin Group's legacy in transportation. The airline's new vision, "To be the world's most loved airline," underscores its commitment to service excellence and corporate responsibility.

Korean Air is also preparing for its integration with Asiana Airlines, with an emphasis on employee-centered integration. The airline aims to ensure a smooth cultural transition, recognizing that such integration requires time and respect for the values of both organizations.

With its new corporate identity, enhanced inflight offerings and updated corporate values, Korean Air is poised to solidify its position as a global leader in aviation. The airline's commitment to excellence, customer satisfaction, and innovative experiences is reflected in every aspect of the brand update, from the design of its logo to the luxurious onboard services.



## Project Soldier: Capturing the Spirit of Service and Sacrifice



Project Soldier is a unique initiative that blends art, history, and gratitude to honor the sacrifices of soldiers and veterans. Founded in 2013 by photographer Rami (Hyun Hyo-je), the project focuses on creating photographic and video content that celebrates the dedication of military personnel and their families. These heartfelt creations are presented as framed mementos and souvenirs, serving as lasting tributes to those who have served their country.

Currently, Project Soldier is recognized for its meaningful mission and receives support from various companies and institutions. Since the establishment of a nonprofit corporation under the Ministry of Patriots and Veterans Affairs on February 23, 2022, the cumulative sponsorship amount has reached around 940 million KRW. Among its sponsors is Crescendo

Equity Partners, a member of the American Chamber of Commerce (AMCHAM) Korea. Crescendo, a private equity firm, has been sponsoring Project Soldier to support its mission and contribute to social responsibility efforts. From June 5 to June 25, an exhibition is planned at SJ Kunsthalle, Seoul, to raise awareness of Project Soldier and support fundraising efforts.

The mission of Project Soldier is to document, educate, and spread the values of belief, service, and sacrifice exemplified by soldiers and veterans. To personally visit veterans before it's too late, express gratitude, and document their stories and experiences, Project Soldier has established itself as an important cultural and historical initiative. It serves as a beacon of gratitude and remembrance, bridging generations and ensuring that the stories of veterans are celebrated and passed down to future generations.

One of the most significant undertakings of Project Soldier this year is the "Let Them Smile, Let Them Be Remembered" project, which began in January 2025. This initiative is especially poignant as it coincides with the 75th anniversary of the Korean War. It involves visiting Korean War veterans across the United States, including states such as Maryland, South Carolina, Georgia, Louisiana, New York, Michigan, and Illinois.

This journey is more than a series of visits; it is a heartfelt mission to reconnect these veterans with a piece of their past through a special gift: Hershey's chocolate. The choice of this gift is

deeply personal for Rami, as it reflects his father's experiences during the Korean War. As a child, Rami's father endured the hardships and hunger of war, but he also cherished the memory of receiving a small piece of chocolate from an American soldier. This chocolate was not merely a treat; it was a symbol of hope and humanity through the turmoil of war.

During this project, Rami extends this gesture to the veterans he meets, presenting them with a three-pound Hershey's chocolate bar. This act of giving is accompanied by a message, reminding the veterans that the sweet taste of chocolate represents the freedom and peace they helped secure. It is a moment of connection and gratitude, captured in photographs that will preserve their smiles and stories for future generations.

Throughout its journey, Project Soldier has touched the lives of countless individuals, creating a ripple effect of gratitude and remembrance. Families of veterans have expressed deep appreciation for the recognition of their loved ones' sacrifices, often sharing personal stories and memories that enrich the project's narrative.

The long-term goals of Project Soldier include further documenting the stories of veterans



and their families, expanding its educational initiatives, and fostering international collaborations to ensure that the values of service and sacrifice continue to resonate globally. By doing so, Project Soldier aspires to create a lasting legacy that honors the past while inspiring future generations.

Looking ahead, Project Soldier aims to deepen its engagement with both local and international communities. The organization is planning to broaden its outreach by collaborating with educational institutions to integrate veterans' stories into history curricula, ensuring that the lessons of courage and sacrifice are passed on to younger generations. Additionally, Project Soldier is exploring partnerships with international veteran organizations to share resources and

strategies, thereby amplifying its impact and fostering a global network of remembrance and gratitude. These efforts are designed to solidify the project's role as a key player in preserving the legacy of veterans worldwide.

In conclusion, Project Soldier exemplifies the profound impact that art and storytelling can have on preserving history and fostering gratitude. Through its dedicated efforts, the initiative not only honors the sacrifices of soldiers and veterans but also educates and inspires communities to appreciate the freedoms they enjoy. As Project Soldier continues to grow and evolve, it stands as a beacon of hope, remembrance, and unity, reminding us of all of the enduring power of service and sacrifice.



## Austability Korea Engages with USO Korea at Camp Humphreys



**T**eam Austability Korea (Austability LLC) recently visited the USO Korea office at Camp Humphreys, the largest overseas U.S. military base. This visit provided a meaningful opportunity to connect with dedicated USO volunteers and gain insight into their impactful work supporting military personnel and outreach programs across South Korea.

This engagement is part of Austability's broader strategy to enhance its presence in South Korea and the Indo-Pacific region while fostering strategic relationships with key organizations that support U.S. Forces Korea. Strengthening these connections aligns

with Austability's commitment to community engagement and operational excellence.

"We see this as another step in enhancing our brand visibility and exploring new opportunities for collaboration and growth here," said Jehee Kim, Austability's Director of Korean Operations.

Through continued engagement with military and community organizations, Austability Korea remains dedicated to building meaningful partnerships and contributing to initiatives that support service members and their families.

## BKL Ranks Among Korea's "Best Overall Law Firms" for Three Consecutive Years



For the third year in a row, Bae, Kim & Lee LLC ("BKL") was selected as one of the "Best Overall Firms" at Korea Law Firm Awards 2024, hosted by Asia Business Law Journal ("ABLJ").

In addition to the overall honors, BKL received awards in 24 individual practice fields, including Corporate & Commercial, Capital Markets, Competition & Antitrust, and ESG. By seamlessly coordinating top experts in all fields, BKL serves its clients as a one-stop legal partner.

ABLJ explained that BKL is "pre-empting changes in legal market trends, and has added specialized task forces and teams to serve the increasing contemporary needs of clients, especially in newly emerging and growth business areas like virtual assets, fintech, healthcare and mobility." According to ABLJ, in-house counsel recommend BKL as a "law firm that not only provides answers to legal questions, but engages with clients throughout the process to understand their business and strategic needs to help the company achieve their underlying objectives."

The Korea Law Firm Awards, established in 2021, evaluates all major Korean law firms based on performance data, surveys of in-house counsel of domestic and international companies, and other industry professionals.

## CODIT Leads Global Webinar to Navigate Korea's 2025 Policy Landscape

On February 12, CODIT hosted the "Navigating Korea's 2025 Policy Shifts" global webinar, bringing together over 150 industry leaders and policymakers from Korea, the U.S., Singapore, Germany, and Japan to discuss South Korea's evolving political landscape.

Ji Eun Chung, CEO of CODIT and former OECD policy analyst, opened the session with a comparative analysis of Korea's regulatory and legislative landscape. She highlighted that Korea is one of the most dynamic countries in legislative activity, with National Assembly members proposing twice as many bills annually as their U.S. counterparts. Korea's bill passage rate also stands at 40%, compared to just 4% in the U.S., underscoring the rapid regulatory shifts businesses must navigate.

The keynote address by Dr. Hong Ihk-pyo, Senior Advisor at CODIT and former Floor Leader of the Democratic Party of Korea, analyzed Korea's Constitutional Court impeachment review and its political implications. He outlined key challenges for the next administration, including political polarization, de-risking amid U.S.-China tensions, and demographic and climate concerns.

The Q&A session explored AI policy, which remains focused on growth rather than regulation, as well as the Online Platform Act's potential impact on U.S.-EU trade relations and Trump's second-term trade outlook. Dr. Hong suggested that if an early election is triggered, Korea-U.S. trade negotiations could resume by mid-June and gain momentum by September.

Following the webinar, CODIT provided an Exclusive Strategic Report with tailored insights and will continue supporting businesses through seminars, issue papers, and policy analysis.



## Daeyang Immigration Law Group: A Landmark Moment at Trump's Inauguration and Forbes' Best Brands Award

On January 20, President Donald Trump's inauguration took place in Washington, D.C. Originally planned to be held outdoors, the event was moved indoors due to unexpected cold weather. As a result, the number of attendees was drastically reduced from 250,000 to 20,000. However, all Daeyang's executives and staff were able to enter the indoor arena and celebrate.



Daeyang Immigration Law Group was the only immigration law firm invited to the event. CEO Kim Ji-sun and attorney and Director Joseph Lee attended. This invitation showcases Daeyang's strong global network and its prominent role in U.S. immigration law and visa services.

They also participated in a breakfast meeting with U.S. Congress members and Korean business

leaders to discuss U.S. visa issues, including U.S.-Korea relations and immigration policies. CEO Kim and other executives participated in in-depth discussions on visas, green cards, and U.S. market entry for Korean companies, sharing insights on immigration policies.



Daeyang Immigration Law Group was also selected for the 2025 Consumer's Choice Best Brands Award by Forbes. It was truly heartwarming to see the hard work of the entire team come to fruition. This award is not just an achievement but a recognition of all the efforts the team has put in over the years.

The award ceremony took place on February 27 at The Plaza Hotel. Daeyang Immigration Law Group was the only firm from the U.S. immigration visa industry to be selected. CEO Kim personally attended the ceremony and received the award.

The event was organized in collaboration with various organizations, including Forbes, JoongAng Ilbo, the Ministry of Science and ICT, the Ministry of Trade, Industry and Energy, and JTBC, making it even more special for Daeyang.

Receiving the Forbes Best Brand Award is more than just an accolade. It symbolizes the company's position as a trusted and leading brand in the U.S. immigration visa industry. Through this recognition, the company hopes to continue growing and provide even greater value to clients.



## Delta Air Lines Garner Standout Industry Honors from The Wall Street Journal and Fortune

Delta Air Lines is once again in the spotlight. The Wall Street Journal's annual airline rankings placed Delta at the top for the fourth year in a row and the seventh time in eight years. Adding to the momentum, Fortune's World's Most Admired Companies list ranked Delta No. 11 overall, marking the 12th consecutive year it has earned a spot among the most respected brands in the world.

The Journal evaluates U.S. airlines across seven key operational and customer service metrics, and Delta stood out in nearly every category. It ranked first in on-time arrivals and had the fewest involuntary denied boardings. It also placed a close second in fewest canceled flights.

Delta's influence extends beyond the aviation

industry. Fortune's all-star rankings highlighted its standout customer service and commitment to better travel experiences. That includes new partnerships with Shake Shack and T-Mobile, bringing premium meals and high-speed connectivity to flights, along with Delta Sync Seatback, which allows for a more comfortable and personalized in-flight entertainment experience.

On the ground, Delta continues to raise the bar. Newly opened Delta One Lounges at JFK, LAX, and BOS give travelers more space, more comfort, and more ways to unwind. The Delta Sky Club network is also expanding, with a new lounge at CLT, while Digital ID technology is rolling out at SLC and DCA, making bag drop and security checks faster and easier.

And there's more to come. From exclusive partnerships with Uber and YouTube to expanded digital tools that make travel even more convenient, Delta continues to push the boundaries of what a modern airline can offer.

## DLA Piper Hosts 2025 IP Symposium and Dinner in Seoul



**D**LA Piper held the 2025 Asia IP Symposium on March 13 at the Four Seasons Hotel in Seoul. This exclusive event brought together industry leaders, legal professionals, and innovators to explore the latest trends and developments in intellectual property (IP) with a focus on the U.S. and EU.

The symposium featured insightful presentations from DLA Piper partners, covering key updates on U.S. patent litigation and the Unified Patent Court. In addition, distinguished former U.S. Senators Richard Burr and Saxby Chambliss provided their perspectives on the Trump Administration's approach to crucial IP matters impacting Asian companies. Topics included the Patent Act, the U.S. Patent and Trademark Office, importation rules, and evolving U.S.-Asia trade relations. Their analysis highlighted both opportunities and challenges that Asian businesses face in the current regulatory and political landscape.

Following the symposium, DLA Piper hosted an exclusive dinner session for the firm's key IP clients, providing an intimate setting for high-level discussions on global IP developments.

This exclusive event provided valuable insights into the evolving global IP landscape and offered attendees an opportunity to engage with renowned policymakers and IP experts.



## Dow Launches New REVOLoop™ Recycled Plastics Resins, Advancing Plastics Circularity with More Post-Consumer Recycled Content

*With this new PCR solution, Dow can achieve plastics circularity by collecting, designing, producing, and recycling wholly in Korea*

**D**ow has announced the launch of a comprehensive post-consumer recycled (PCR) solution for key customers in Korea, including 100% and 70% PCR content. This builds on Dow's REVOLoop™ Resins portfolio, which prioritizes similar performance as virgin plastic materials while offering sustainability benefits, enabling brand owners to close the loop on plastic waste and contribute to a more sustainable future.

### Expanding collaboration across the plastics value chain

This launch signifies closer collaboration with various partners in Korea, including local OEM, DCB Co., which will be responsible for producing high-quality PCR from plastic waste in Korea using their efficient production capabilities. Dow is working with various brand owners in Korea to develop collation shrink film, general film, and cartridge applications to contribute to the circular economy.

Offering PCR resins to customers in Korea builds on previous circularity innovations and partnerships in the country. For example, global beauty company from Korea, Amorepacific, currently produces fully recyclable packaging using Dow's INNATE™ TF resins, which provides excellent toughness, outstanding appearance, superior pin-hole resistance, manufacturing efficiency, and complete recyclability in existing recycle streams. Dow, in partnership with beverage company, Lotte Chilsung Co, has also developed collation shrink film for bottled water that uses material made with PCR resin.

### Meeting the growing demand for circular solutions in Korea

By working together with various value chain partners, Dow aims to reduce plastic waste and drive innovation through recycling to close the plastics loop. This initiative is part of Dow's broader commitment to enabling 1 million tons of plastic to be collected, reused, or recycled by 2030 through its direct actions and partnerships, and for 100% of what Dow sells into packaging applications to be reusable or recyclable by 2035.





## The Power of Language: Dwight Seoul Embraces Multilingualism in Education and Business

Since its founding in 2012, Dwight Seoul has honored UN International Mother Language Day to highlight the importance of multilingualism in education and its broader impact on global competency. Embracing linguistic diversity strengthens cultural identity, enhances awareness, and develops essential skills for success in an interconnected world.

In international education and the global business landscape, English serves as a common medium. However, authentic global leaders understand that language is more than a tool - it is a bridge to cultural fluency, market insight, and collaboration. Studies indicate that strong proficiency in one's mother tongue boosts cognitive function, enhances problem-solving abilities, and cultivates adaptability - key attributes that drive innovation and global engagement.

On February 21, the UN-recognized date for Mother Language Day, Dwight Seoul parents read to lower school students in 12 languages, sharing their unique cultures and traditions.



Watching students' faces brighten as they recognized the familiar sounds of their home language underscored the power of linguistic diversity - not only in personal identity but also shaping individuals who are prepared to thrive in a multicultural society and workplace.

Dwight believes celebrating multilingualism nurtures global citizens who respect and appreciate diverse cultures. Encouraging students to embrace their mother languages fosters pride in their heritage while equipping them with skills critical for international business and diplomacy. A society that values all languages promotes inclusivity, understanding, and stronger global partnerships.

UN International Mother Language Day serves as an important reminder: while people may communicate in a shared language, every language matters. As people navigate an evolving global economy, supporting linguistic diversity is not just a cultural responsibility - it is a strategic advantage for future leaders.



## FedEx Launches First Electric Vehicles in Korea to Enhance Sustainable Delivery Solutions

FedEx has announced the launch of its first electric vehicles (EVs) in Korea, marking a major step toward carbon neutrality by 2040. The company deployed six Hyundai ST1 Electric Cargo Vans for parcel pickup and delivery in high-traffic areas of Seoul and Busan, with more units to be added this year. Each van, with a 1-ton load capacity and a range of up to 317 kilometers on a full charge, is estimated to avoid around seven metric tons of emissions annually compared to diesel vehicles. This deployment not only demonstrates the FedEx commitment to reducing its environmental impact - including a goal to have an entirely zero-tailpipe emissions parcel pickup and delivery fleet by 2040 - but may improve operational efficiency in dense urban environments.

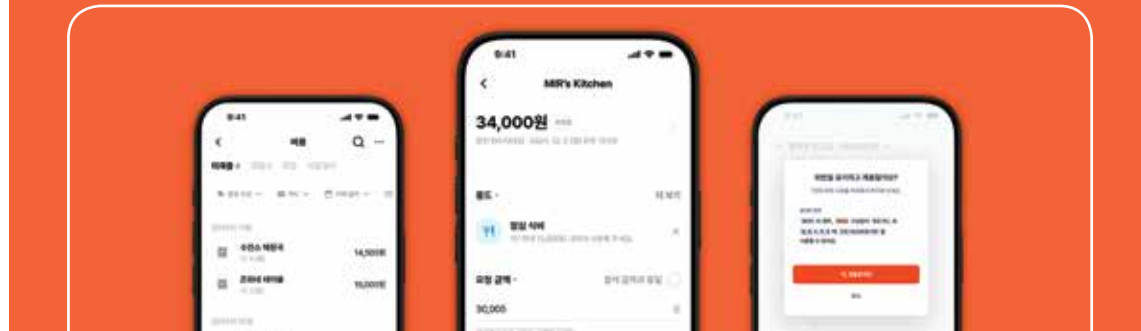
This initiative is also aligned with Korea's goal of reducing emissions by 40% by 2030 compared to 2018 levels and achieving carbon neutrality nationally by 2050. In addition to vehicle electrification, FedEx is also investing in aircraft modernization, sustainable fuels, efficient facilities, and supporting carbon sequestration research to help deliver a more sustainable future.

"We are excited to be taking this significant step forward in our commitment to sustainability," said Wonbin Park,

managing director of FedEx Korea. "This initiative is especially critical given the continued growth of e-commerce, which demands more sustainable last-mile deliveries. These new electric vehicles will help reduce emissions and are part of our efforts to provide customers with reliable, efficient, and environmentally responsible delivery options."

The company has also launched FedEx® Sustainability Insights, a cloud-based carbon emissions reporting tool that provides customers with historical emissions data for their shipments within the FedEx network. This information can help customers make more informed decisions about their shipping strategies to help reduce their impact on the environment.

## flex Launches HR-Integrated Expense Management Service



Korean HR platform “flex” has unveiled its new expense management service designed to streamline expense tracking and approval processes.

As an all-in-one HR platform, organizational and employee information is seamlessly linked with expense data such as amount, time, usage categories, and users. This enables companies to manage expenses in a single, unified system.

The service is compatible with eight major Korean card companies – BC, Hana, Hyundai, KB, Lotte, Shinhan, Woori and Samsung (planned) – and the National Tax Service (NTS). It also supports extraction of customizable data fields, allowing easy integration with any ERP system.

Employees can effortlessly submit and receive

approval for expenses incurred through corporate cards, tax invoices, or cash receipts. With its intuitive UI/UX design, expense processing can be completed in just a few taps.

Financial managers can set flexible expense policies tailored to their organization’s needs. The system instantly flags non-compliant expenses, sending real-time alerts to both employees and managers to prevent misuse.

A one-week free trial is available on the flex website.

As the only SaaS-based HR platform in Korea offering end-to-end services for local HR operations, flex provides solutions for time tracking, payroll, goal setting, performance reviews, HR insights dashboards, workflows, digital contracts, recruiting, and more.

In addition to its software, flex offers subscription-based services – HR Partners and Payroll Partners – supported by a specialized team of local HR and payroll experts. These services are particularly optimized for Korea’s complex and ever-changing labor laws, making flex a trusted partner for global companies with branches in Korea.

With the launch of its expense management service, flex aims to extend its reach beyond HR into the finance sector, seamlessly connecting HR and finance operations to enhance efficiency and control.



## GE Aerospace On Wing Support Celebrates 25 Years in Korea

GE Aerospace On Wing Support (OWS) Korea celebrates its 25th anniversary this year, marking a quarter-century of rapid growth and significant accomplishments in the aviation industry.

Established on February 14, 2000, at Gimpo Airport, the OWS team began in a limited setup with just a single engine bay, focused on providing rapid-response engine services for Asiana aircraft. The OWS facility in Seoul has grown significantly, now employing over 70 people and operating in a 72,100-square-foot shop within the Gimpo Aerospace Industrial Complex. The team now services engines for over 130 airlines across Asia Pacific, extending their reach from Korea to India, Australia, and New Zealand. “We started as a relatively small entity, with 10 people, mainly supporting one customer and working in a very tight space, and we’ve been growing ever since,” says Site Leader Yong-Hwan Seo.

The facility operates 24/7, offering quick-turn in-shop repairs and on-wing maintenance for GE Aerospace and CFM International engines. The Seoul OWS team can turn around 70 powerplants annually, ensuring minimal inconvenience for airlines when issues arise.

Since 2013, the facility has undergone significant growth, driven by the increasing popularity of GENx and CFM LEAP engines. The workspace has expanded twice, and new technicians have been recruited from South Korea’s skilled talent pool.

By applying FLIGHT DECK, GE Aerospace’s proprietary lean



operating model, the OWS team in Seoul has continuously enhanced their operations. Through several transformation initiatives in 2023, they reconfigured their shop layout, increasing their capacity to service more engines simultaneously – from 10 to 18 engines at one time.

With a strong foundation built on Safety, Quality, Delivery and Cost, OWS Korea is poised to support the next generation of aircraft and engines, ensuring that airlines around the world can continue to operate smoothly and efficiently. The future holds exciting opportunities for growth and development, and the OWS Korea team is ready to embrace them with the same dedication and passion that has driven their success over the past quarter-century.



## Mason Korea Partners with EBS to Host Science Contest

George Mason University Korea (Mason Korea) recently partnered with EBS to host the Korean national qualifier for the inaugural Rube Goldberg Machine Contest, where over 300 students from 20 teams built complex machines to feed a pet.

Seven winning teams will advance to the world championships in the U.S., with future Mason Korea students from these teams receiving scholarships. This partnership reflects Mason Korea’s commitment to STEM education and its dedication to nurturing future science talent.

“Creative thinking and exploring complex mechanical processes rooted in scientific principles align with George Mason University Korea’s educational philosophy,” said Joshua Park, Mason Korea’s Campus Dean. “We look forward to

continuing our collaboration with the Rube Goldberg Machine Contest to support the next generation of innovators.”

Further strengthening its STEM focus, Mason Korea recently launched the Korea Serious Game Institute in November, specializing in metaverse and AI-powered computer games. The campus also offers a BFA in Computer Game Design, recognized as one of the top Game Design Bachelor’s degrees in the U.S. by *College Choice*.



## Grand Hyatt Seoul Spreads Warmth and Hospitality to the Local Community



Grand Hyatt Seoul remains dedicated to making a positive impact on the local community by providing meaningful experiences and outreach programs that support the growth and well-being of children. Through ongoing community engagement and volunteer efforts, the hotel continues to foster a spirit of generosity and social responsibility.

Grand Hyatt Seoul organized an ice-skating talent donation program to give underprivileged children in Yongsan-gu an unforgettable winter experience. The program, now in its third year, was organized in collaboration with Hyesimwon, a specialized child welfare organization in Yongsan-gu. Grand Hyatt Seoul has maintained a strong partnership with Hyesimwon over the years to support children’s education and personal development.

The ice-skating lesson took place at the hotel’s well-known outdoor skating rink, where the children learned



the basics of skating under the guidance of professional instructors. The experience allowed them to build their confidence and have a new experience. After the lesson, winter treats and warm hot chocolate were served to the children, leaving them with precious memories of their special day.

In addition, Grand Hyatt Seoul participated as a sponsor of the AWC Gala Charity Bazaar and made a joint donation of 10 million KRW to Hyesimwon. The AWC (American Women’s Club) is a non-profit organization that conducts annual charity auctions, selling donated items to raise funds for institutions and organizations that support underprivileged communities. Following last year, Grand Hyatt Seoul has once again extended its support through 2025, reaffirming its commitment to meaningful philanthropic endeavors that make a real difference in society.

Grand Hyatt Seoul places well-being at the core of its values and is dedicated to providing opportunities for all individuals to thrive. The hotel remains committed to expanding its corporate social responsibility (CSR) initiatives and will continue to engage in meaningful programs that support the local community.

## INSPIRE's "Aurora" Draws More Than Five Million Visitors, Emerging as Global Media Art Landmark



INSPIRE Entertainment Resort's immersive digital entertainment street "Aurora" has surpassed 5 million visitors in just over a year since its soft opening in late November 2023, establishing itself as one of Korea's premier tourist attractions.

The Aurora, which presents an unparalleled immersive experience combining massive scale LED media, acoustics, and a fantastic media show, has drawn a significant volume of tourists to INSPIRE and has made a hit on social media with more than 80,000 social media mentions (based on combined INSPIRE-related keywords) in 2024 alone.

The buzz around INSPIRE Aurora has been portrayed in diverse media. In July 2024, the Aurora's media art was featured in the Korea Tourism Organization's campaign video 'Feel the Rhythm of Korea' as one of the ways to enjoy travel in Korea. The video gained 160 million views, reinforcing INSPIRE's media art as a must-see during travel in Korea.

More recently, the Aurora won the Grand Prix in the Digital Media & Services category for Travel/Leisure at the 2024 A.N.D. Award, further establishing its reputation. The Aurora was recognized for its grand 3D content seamlessly blended with powerful sound effects to create surreal storytelling moments, providing visitors with an inspiring sensory art experience and demonstrating the global competitiveness of its content.

Since its opening, INSPIRE has unveiled various media art contents. In particular, "Under the Blue Land," Aurora's first ever show content featuring the mesmerizing movement of a huge blue whale and various marine creatures, has become a signature attraction loved by many as the "pink whale" media art.

President Chen Si emphasized INSPIRE's commitment to evolving as a premier entertainment destination, continuously innovating to provide visitors with unforgettable experiences while contributing to regional tourism.

## J&J MedTech Shapes the Future of Orthopaedic Care and Driving Positive Change with GCBIO for NOVOSIS in Asia

Johnson & Johnson (J&J) MedTech, a global leader in medical technologies and solutions, announced on February 6 that the company has partnered with GCBIO, a Korean life science company, for the exclusive distribution and promotion agreement for NOVOSIS, an innovative recombinant human bone morphogenetic protein-2 (rhBMP-2) bone graft material.

This collaboration represents a deepened dedication to innovation and to improving the lives of patients suffering from traumatic fractures and spinal disorders in key markets across Asia, including Korea, Taiwan, Thailand, India, Hong Kong SAR, and Macau SAR.

NOVOSIS is used during surgical procedures for extremity fractures in trauma cases and



spine surgery in conjunction with implants. It aids in enhancing bone regeneration during critical repair procedures through sustained release technology with the hydroxyapatite granules acting as a scaffold. To date, approximately 50,000 patients have received a NOVOSIS bone graft.

To recognize the collaboration, the signing ceremony was held on February 6 in Korea with the attendance of key executives and employees, including Vishnu Kalra, Company Group Chairman, Johnson & Johnson MedTech Asia Pacific; Jinyong Oh, Area Managing Director, Johnson & Johnson MedTech North Asia; Hyun Seung Yu, CEO GCBIO; and Ju Mi Chung, CEO CG MedTech.

Johnson & Johnson MedTech expects that this strategic collaboration with GCBIO represents a major step forward in enhancing orthopaedic care and surgical outcomes, not just in Korea, but across Asia where musculoskeletal conditions are prevalent. It is a true reflection of J&J commitment to J&J Credo, innovation, and patient-centered care.

## LINA Life Wins the Dasan Financial Awards



The 34th Dasan Financial Awards for the insurance sector have been awarded to LINA Life Insurance Company of Korea in January 2025. The Dasan Financial Awards, first introduced in 1992 and jointly awarded by the Financial Services Commission and the Korea Economic Daily, recognizes the contributions of individuals and companies in finance for the advancement of the financial industry.

LINA Life has been recognized for enhancing consumers' convenience and the company's profits by targeting a niche market with protection products and introducing innovative products, e.g., dental, products for the elderly, and so on. Launching the integrated LINA brand under the slogan "Spotlight on You" in 2024, LINA Life has innovated its entire business processes from product development through distribution channels, i.e., cross-selling life and general insurance products to create synergies and bridge the coverage gap, acquiring exclusivity for Dynamic OK, a hyper-personalized product, and introducing paperless claims direct billing service.

Leading LINA Life as CEO since 2020, Jee Eun (Geannie) Cho has been appointed as Senior Country President of

Chubb entities in Korea in 2023, acknowledged for stable operation of the organization and management achievements. Her term has been extended for three years in 2024. Since her appointment as CEO, LINA Life has recorded top-tier net income, operating margin, and ROA in the life market by consistently raising net income.



LINA Life outperforms competitors in terms of K-ICS, an indicator of stable revenue and financial soundness. Though LINA Life's business is driven by telemarketing sales, deemed most prone to customer complaints and incomplete sales, it has also accomplished remarkable achievements in consumer protection and customer value enhancement by setting the record for the least number of customer complaints in the market for seven consecutive years.

## Manpower Korea Wins "Korea HR Service Company Award"



Manpower Korea, led by CEO OJ Kim, has received the "Korea HR Service Company Award" at the 2nd HR Service Industry Day hosted by the Korea HR Service Industry Association.

This award recognizes Manpower Korea's significant contributions to the development of South Korea's HR service industry over the past 26 years. Since its establishment, Manpower Korea has introduced structured and systemized HR services, spearheading the industry's professionalism.

Previously, at the 1st HR Service Industry Day, Manpower Korea won the "Korea HR Service Industry Award – Industry Leadership Category" for its contributions to HR innovation. The company's commitment to service excellence is shown through its ISO 9001 (Quality Management), ISO 45001 (Occupational Health and Safety), and ISO 14001 (Environmental Management) certifications. These achievements highlight their commitment to stable services, quality control, employee safety, and environmental responsibility.

Despite strict labor laws in South Korea, Manpower Korea has consistently demonstrated compliance and service excellence.

The company was recognized as an Outstanding Temporary Staffing Company (2008) and an Outstanding Private Employment Service Company for Voluntary Compliance (2016) by the Ministry of Employment and Labor.

Founded in 1992, the Korea HR Service Industry Association represents South Korea's HR sector and promotes its economic value and job creation role. The event is supported by the Ministry of Employment and Labor, the Korea Employers Federation, and the Federation of Korean Industries.



In its 26th year, Manpower Korea is a leading HR service provider and the official licensee of ManpowerGroup, a global HR leader operating in 80 countries. The company provides staffing, outsourcing, executive search, training, and payroll services, with expertise across various sectors, including logistics, hospitality, sales promotion, and facility management.

With over 10 business hubs nationwide and a workforce of over 8,000 employees, Manpower Korea serves at least one affiliate from each of the seven major Korean conglomerates as of 2024.

## MetLife Korea Foundation Celebrates 20 Years of Sharing Love and Building Communities

메트라이프생명  
사회공헌재단



**M**etLife Korea Foundation hosted a special event to share birthday rice cakes with colleagues who have contributed to social causes to celebrate its 20th anniversary.

Also, the Foundation created the slogan and symbol “20 Years of Sharing Love,” emphasizing the values of sharing and inclusion.

Established in 2005, MetLife Korea Foundation has been dedicated to spreading love and building a more confident future for our communities.

Over the past 20 years, approximately 86,000 volunteers have participated in the foundation’s initiatives, reaching about 16.7 million people with acts of kindness.

To commemorate its 20th anniversary, the Foundation will host a “Ticket Sharing” inviting over 1,000 key stakeholders including underprivileged, employees, sales agents, partner organizations to a musical performance. The Foundation will also launch a new program to tackle mental health in Korea that provides mental counselling to the underprivileged.

## Nu Skin Korea Reinforces Commitment to Ethical Practices with 2025 Fair Trade Compliance Declaration

**O**n January 2, Nu Skin Korea held the 2025 Fair Trade Compliance Program (CP) Declaration Ceremony. This declaration ceremony was held to solidify the company-wide commitment to compliance with fair trade laws and ethical management. Nu Skin Korea CEO JiHun Cho and other executives attended the event held at the company’s headquarters and shared the slogan, goals, and implementation direction for CP implementation.

Since introducing the CP last year, Nu Skin Korea has appointed a compliance manager, established work guidelines, and conducted training for practitioners. In addition, the company has continuously improved program operation regulations and management guidelines, such as by forming a consultative group and revising the Fair Trade Compliance Handbook. This year, the company plans to encourage voluntary compliance



practices by executives and employees to strengthen the fair trade culture under the slogan “Nu Skin Korea Growing Based on Fair Trade.” To this end, all employees will sign the Fair Trade Compliance Pledge and participate in various training programs. In addition, the management plans to practice ethical management that meets global standards and create an environment where the company and stakeholders can coexist.



## Pacifico Energy Korea appointed to Jeonnam Wind Power Association Executive Board



Pacifico Energy Korea has been appointed as an Executive Board member of the Jeonnam Wind Power Association at the Association’s 2025 General Meeting convened in Muan, Jeonnam Province, on March 19. With this landmark appointment, Pacifico Energy Korea becomes not only the sole foreign member of the Executive Board, but also the first U.S.-based offshore wind developer on the Executive Board.

As an Executive Board member, Pacifico Energy Korea has designated Seung-Jun Lee, Vice President and Head of Project Development of the company, to represent the company and participate in regular Executive Board activities.

With a career spanning nearly 30 years in the global energy sector, Lee has managed engineering, procurement, and construction (EPC) projects across South Korea, Taiwan, and Singapore. Prior to his current position, he played a key leadership role in successfully securing approval for a 1.6 GW electricity business license for one of the largest offshore wind projects in Korea. A seasoned expert in offshore wind, Lee has spearheaded the development of a 3.2 GW Jindo Offshore Wind Project Cluster since joining

Pacifico Energy Korea in 2024.

Pacifico Energy is the first U.S. energy company to enter Korea’s offshore wind market. The company recognizes South Korea holds significant potential to become a hub for clean energy transition in the Asia-Pacific region and has identified Jeonnam Province as a key location for the offshore wind development. Pacifico Energy Korea is currently developing the 3.2GW offshore wind project cluster in Jindo County, Jeonnam Province. This project marks one of the largest offshore wind clusters of its kind in the Asia-Pacific region, led by a single developer at a single location.

Seung-Jun Lee, Vice President of Pacifico Energy Korea, said, “As the only U.S.-based offshore wind developer in Korea and a company rooted in Jeonnam Province, we aim to provide new momentum to promote U.S.-Korea clean energy investment and strengthen the offshore wind supply chain capabilities in the Jeonnam region. Pacifico Energy Korea will enhance collaboration with the local industry and suppliers to accelerate the development and deployment of Jeonnam’s offshore wind projects.”



## PERSOLKELLY Korea Publishes 2025 Salary Guide

As Korea’s job market undergoes rapid transformations driven by technological advancements, shifting workforce expectations, and evolving economic conditions, staying up-to-date on the latest trends has never been more essential. Companies are increasingly challenged to remain competitive while attracting and retaining top-tier talent in an environment that continues to evolve at a fast pace.

The 2025 Salary Guide, powered by expert data from the PERSOLKELLY database, offers a thorough analysis of salary trends across various industries and roles, making it a useful resource for HR professionals in various sectors. With insights into job type-specific salaries, the guide provides a clearer understanding of current market conditions and workforce demands. This comprehensive resource empowers HR

professionals and business leaders to make informed, data-driven decisions, providing valuable insights into current market conditions, workforce demands, and salary benchmarks specific to different job roles.

As artificial intelligence (AI) and digital transformation continue to reshape industries, the guide delivers crucial information to help companies adapt and refine their talent acquisition strategies. Whether companies aim to attract high-quality candidates or align their compensation strategies with industry standards, the 2025 Salary Guide is an indispensable tool for staying ahead of trends in Korea’s competitive labor market. By equipping organizations with the knowledge to navigate these changes, it helps them meet their hiring goals while ensuring they are well-positioned for future success.



## Renault Korea's Grand Koleos Sweeps All "SUV of the Year" Awards in Korea

Renault Korea's mid-sized SUV, the Grand Koleos, has firmly established its dominant position in the domestic SUV market by winning all "2025 SUV of the Year" titles at the three major Korea's Car of the Year Awards ceremonies.

The Grand Koleos won the top honors including the Korea Automobile Journalists Association (KAJA) "SUV of the Year," the Automobile Writers Association of Korea (AWAK) "Hybrid SUV of the Year" and "Internal Combustion Engine (ICE) SUV of the Year," as well as the JoongAng Ilbo's "SUV of the Year." This unprecedented evaluation by customers, media and industry experts reaffirmed the Grand Koleos' strong influence in the SUV market, Renault Korea's innovative technology and the best-level of quality.

The Grand Koleos E-Tech Hybrid delivers best-in-class performance with a maximum system power up to 245 horsepower and impressive fuel efficiency of 15.7km/l (techno trim with 19-inch tires). Its advanced NVH technology ensures exceptional quietness, while the use of ultra-

high-strength, high-quality materials to deliver outstanding safety to match its reputation as a family car. The newly introduced openR panorama screen provides seamless connectivity through unlimited 5G data and continues to receive positive responses from the market.

The success of the Grand Koleos extends beyond sales figures and is closely related to Renault Korea's future strategy. The company is transforming its Busan plant into a production hub for next-generation electric and hybrid vehicles for sustainable mobility innovation. Earlier this year, the Busan plant implemented a mixed production system that enables the manufacturing of both ICE and EV vehicles on a single production line. This improvement enhances its competitiveness in next-generation vehicle production through smart manufacturing processes. Through this, Renault Korea aims to solidify its leadership in the electrified-mobility market while continuously providing innovative mobility solutions to the Korean market.

## Shin & Kim's Pangyo Office Relocates and Expands to "The GREITS Pangyo"



Shin & Kim LCC ("Shin & Kim") announced that its Pangyo branch office has expanded and relocated to "Greits Pangyo," a newly emerging landmark at the center of Pangyo.

The Pangyo office, which was the first to be established in 2018 by a major law firm in Korea, has achieved rapid sales growth each year alongside the expansion of startups, big tech companies, and IT firms. With this relocation and expansion, the office aims to deliver even more innovative legal services by working more closely with clients.

Along with the office expansion, the Pangyo office has significantly reinforced its team. In addition to existing experts such as Attorney Joong-il Cho (36th class), who has led the Pangyo office since its opening, the office will be further strengthened by the addition of professionals across various fields.

Notably, the Pangyo office has strengthened its team with several key experts, including Yeon Ah Chung (32nd), who leads the New Business Platform Team, as part of Shin & Kim's ICT Group at the headquarters. The office has also brought on Joon Yong Park (35th),

who brings extensive experience in startup investments and new business projects, as well as Joonkyu Ahn (39th), a highly regarded expert in broadcasting and telecommunications. In addition, the office has appointed Wonseok Lee (40th), a leading lawyer in the game and entertainment sector, and Woo-Yong Song (40th), a labor law specialist known for his expertise in HR advisory and labor disputes.

In addition, the office's interior design and operational approach fully reflect the unique identity, culture, and working style of the Pangyo office.

Attorney Joong-il Cho stated, "With the addition of new experts across various fields tailored to our clients' needs, we will provide optimal solutions as a true partner in driving our clients' innovation."



## Stryker Launches LIFEPAK CR2 AED

Leading Workplace Safety Innovation with Advanced AED Technology

Stryker, a global leader in medical technology, hosted the TechHealth Workplace Safety Seminar on February 26, 2025, at the Four Seasons Hotel Seoul, in partnership with the American Chamber of Commerce in Korea (AMCHAM). The event brought together professionals from various industries to explore how the latest advancements in automated external defibrillator (AED) technology can revolutionize workplace safety and support compliance with the Serious Accidents Punishment Act. Attendees had the opportunity to discover Stryker's easy-to-operate AED technology, as well as their LIFELINKcentral AED program manager, designed to reduce the effort and expense by remotely monitoring the readiness of entire AED inventories.

Stryker's LIFEPAK CR2 AED is the only AED that allows chest compressions during ECG rhythm analysis, thereby reducing pauses between CPR and defibrillation. AED comparison

studies found that the CR2 helps lay responders deliver the highest overall CPR quality.<sup>1</sup> The LIFELINKcentral AED program manager facilitates remote monitoring of device locations, readiness information, connection status, battery status and electrode expiration, allowing organizations to effectively manage their full inventory of AEDs.

The seminar featured key speakers from Stryker's Asia-Pacific team, including Senior Business Manager Ed Hinschen, Senior Product Manager Sherry Pon, and Manager of Connected Solutions Ajay Sharma, who delved into Stryker's leadership in workplace and community safety and AED management.

By pioneering advancements in emergency care, particularly through their groundbreaking AED solutions, Stryker continues to set the standard for workplace safety, empowering businesses to take proactive measures in life-saving emergency preparedness and ensure a safer work environment.

<sup>1</sup>Physio-Control Internal Semi-Automatic AED Comparison Usability Study, August 2016



## United's 1,000th mainline Aircraft Enters Service



United Airlines has reached a significant milestone, welcoming its 1,000th mainline aircraft into service, a Boeing 737 MAX 9. This achievement highlights the airline's continued investment in fleet expansion, modernization, and commitment to delivering a superior travel experience for customers.

The introduction of this aircraft is part of United's broader strategy to enhance operational efficiency, improve sustainability, and meet the growing demand for air travel. By incorporating newer, more fuel-efficient

models, United is reducing its environmental impact while providing passengers with the latest in comfort, technology and reliability.

"This is a historic moment for United," said EVP & Chief Operations Officer Toby Enqvist. "Reaching 1,000 mainline aircrafts demonstrates our commitment to growth and innovation, ensuring that we continue to offer an exceptional experience for our customers."

United's fleet expansion plays a crucial role in strengthening its global network, allowing the airline to serve more destinations. The 1,000th aircraft is not just a number – it represents progress, resilience, and the airline's vision for the future.

In addition to fleet growth, United continues to focus on customer service enhancements, improving everything from check-in and boarding processes to the in-flight experience. These efforts have led to higher customer satisfaction, reinforcing United's position as a leader in the industry.

## UPS Korea Strengthens Its Leadership with Exclusive Seminar on Trump 2.0 and Global Supply Chain Resilience



As part of its commitment to helping businesses navigate the evolving global trade landscape, On January 21, at Andaz Hotel Gangnam, UPS Korea hosted a specialized conference on U.S. tariff policies and international trade dynamics under the Trump administration's second term, bringing together approximately 50 key customers along with UPS management.

The event underscored UPS' leadership in global logistics, equipping customers with expert insights and innovative solutions to enhance supply chain efficiency in an increasingly complex environment.



The seminar featured a distinguished lineup of speakers, beginning with opening remarks by Bobby Seo, General Manager of UPS Korea. John Leonard, Senior Advisor at Kim & Chang and former Deputy Executive Assistant Commissioner (DEAC) of U.S. Customs and Border Protection (CBP), delivered a keynote presentation titled "Trump 2.0: Prospects for U.S. Tariff and Trade

Policies." His session provided a deep dive into potential trade policy shifts, their impact on global commerce, and how businesses can proactively adapt to these changes. Following this, Jerry Myung, UPS Solutions Group Manager, presented "UPS Solutions: Supply Chain Resilience," demonstrating how UPS' advanced logistics capabilities and technology-driven solutions help businesses build more agile, resilient supply chains amid trade uncertainties.

The seminar received overwhelmingly positive feedback from customers, with key takeaways described as "Valuable Insight," an "Excellent Navigator," and "Practical Knowledge." Attendees appreciated the opportunity to gain actionable strategies for mitigating risks and optimizing their global operations.

As a global leader in logistics and supply chain management, UPS will continue to host high-value seminars, providing customers with in-depth industry insights, regulatory updates, and strategic solutions to help them navigate international trade challenges with confidence and efficiency. UPS remains committed to being a trusted partner for supply chain optimization and sustainable growth.

## Yulchon Announces New Leadership Structure and Practice Group Leaders

Yulchon LLC has announced a new leadership team to enhance innovation, agility, and international capability in a rapidly evolving legal landscape. Seok Hoon Kang, who has served as one of three Co-Managing Partners since 2019, has been appointed as the Chairman and Managing Partner of the firm. Supporting him are newly appointed Managing Partners Doil Son and Yong Pyo Yeom.



"Yulchon strives to be a premier law firm, not just a top-ranked one in numbers. Rankings are often determined by short-term quantitative metrics such as revenue or the number of lawyers. However, true excellence goes beyond numbers. A premier law firm is defined by two fundamental values: the unwavering trust, recognition, and satisfaction of our clients - earned through the highest quality of legal services - and a firm culture that fosters the mindset and dedication of our professionals to uphold this standard. It is the qualitative growth of these values that sets a truly distinguished law firm apart."

- Seok Hoon Kang, Chairman and Managing Partner

"The new leadership team will drive our vision by enhancing operational efficiency and strengthening strategic planning. We are committed to expanding our specialized teams in emerging industries such as AI, energy, and aerospace. Additionally, we will enhance our international capabilities to better serve both domestic and global companies."

- Doil Son and Yong Pyo Yeom, Managing Partners

The new leadership team will serve a three-year term starting this year. As part of this transition, Yulchon has also appointed a new generation of practice group leaders, bringing fresh perspectives and deep expertise across key sectors. Yulchon aims to foster seamless collaboration within the firm and provide innovative legal solutions that anticipate and meet the clients' evolving needs.

Yulchon's new leadership is focused on advancing strategic innovation, strengthening international capabilities, and maintaining client trust remain as key priorities. Yulchon looks forward to working closely with its clients and partners throughout this next phase of growth.

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# Where?

## CSR(CORPORATE SOCIAL RESPONSIBILITY)

The AMCHAM Journal  
2nd Quarter, 2025 Vol. 92, No. 2

### 150 CSR Feature

Ecolab Korea, Fully Committed to Training Future ESG Management Leaders

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AMCHAM Journal Guidelines for Submissions

# Partners for the Future Foundation

We are eager for new CSR partnerships!



Partners for the Future Foundation, the charity arm of AMCHAM Korea, is a non-profit tax-deductible foundation established by members of AMCHAM Korea for the purpose of

- 1) improving the quality of life and self-sufficiency through full employment fostered by education and training
- 2) implementing corporate social responsibility programs on behalf of member companies.

 <b>Scholarship</b> We help promising university students facing financial difficulties. We have helped about 3,900 students with scholarships since 2000.	 <b>Fundraising</b> Race for the Future is a fundraising program in which companies match employees' donations to the Foundation to be donated to students in need.	 <b>Corporate Social Contribution</b> We design programs to implement corporate social responsibilities to member companies.	 <b>Internship</b> We organize internships to give students practical work experience and help prepare them for the work force.
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<http://www.partners-korea.org>

If you'd like to get involved and develop a customized CSR activity, please contact us at +82 2 6201-2232 or [foundation@amchamkorea.org](mailto:foundation@amchamkorea.org).



## »Scholarship Grant

Since the year 2000, we have offered scholarships to more than 4,700 Korean university students who are having financial difficulties.

## »Key CSR Program

### Race for the Future (Company-Employee Matching Grant)

The monthly donation made by employees are doubled up by matching grant of their company. Donations are delivered as scholarships or in fields of company interest.

The following are current participating companies.



### Recent CSR Collaboration with AMCHAM members

The Foundation offers specially designed social activities which suits the color of each sponsor companies to supports organizations and individuals of all ages, which we believe will help to ensure a brighter future for Korea.

The following are current participating companies.

  <b>Philip Morris Korea</b> Improving mobility and access of welfare centers (Local Support)	  <b>CHUBB Korea</b> Chubb Innovation Fund (Scholarship)	  <b>MetLife Insurance Company of Korea</b> MetLife Future Scholarship (Scholarship)	  <b>ETS Global Korea</b> TOEIC Scholarship for WEST Program (Scholarship)
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## ECOLAB®

### Ecolab Korea, Fully Committed to Training Future ESG Management Leaders

Ecolab Korea is a chemical company that provides ESG-integrated solutions to optimize water and energy usage, promote food safety, and create clean environments. The company provides data-driven integrated solutions and customized services to approximately 10,000 domestic clients, helping them achieve their ESG goals and reduce costs. Additionally, Ecolab Korea is leading the creation of shared value (CSV). Furthermore, the company actively supports the education and training of university students to become ESG leaders who will drive future industry growth and contribute to social value creation.

In particular, Ecolab Korea has been consistently supporting the activities of Enactus, a global university network organization that cultivates socially responsible and ethical business leaders, since 2022. Enactus is a global nonprofit organization that helps university students grow into business leaders with a sense of social responsibility, with 26 universities in Korea participating.

Last October, Ecolab Korea held a “Venture Onboarding Program” targeting Enactus university students. The program aimed to address the issue where new university students lack both



understanding or experience related to venture planning and access to mentors or external experts. Ecolab Korea employees with venture planning experience directly shared practical know-how, and the excellent team was selected to receive a total prize fund of 10 million KRW.

Lim Ji-eun, a student from Seoul National University who participated in the “Accelerating Boost-Up Camp” organized by Ecolab Korea for Enactus students, is currently the CEO of HouseBuddy, a platform that helps international students find housing. She said, “Our goal was not just to solve the housing problems of international students but to expand into B2B and B2G businesses. I participated

in this camp because I wanted to learn Ecolab’s expertise in providing data-driven customized solutions. Through this, I was able to view the business more objectively, and it was a huge help in making decisions during the actual business operation.”

In May of 2024, Ecolab Korea partnered with CJ CheilJedang to conduct the “Hetbahn (Instant Rice Bowl) Container Resource Recycling Impact Scale-Up Program” for Enactus students. The program aimed to increase the collection of Hetbahn containers and come up with ideas to upcycle the containers into high-value-added products, while providing professional business coaching and supporting the implementation of selected ideas with funding. Ecolab Korea plans to continue supporting Enactus students through various mentoring programs this year.



Ecolab Korea is also committed to cultivating future talent in the food industry. In November 2022, Ecolab Korea signed an “ESG Talent Development and Industry-Academia Cooperation Agreement” with Yonsei University’s College of

Human Ecology and developed a “Food Safety Manager Training Program” based on the ServSafe certification program by the National Restaurant Association (NRA) in the United States. This program is directly operated by Ecolab Korea’s Institutional Division, which provides professional, integrated sanitation, cleaning, and disinfection solutions for hotels and restaurants. Graduates of the program are offered internship opportunities to enhance their practical skills.

Park Hee-sun, a student from Yonsei University’s Department of Food and Nutrition who participated in the program, stated, “Ecolab’s food safety training program was attractive because it provided hands-on experience in hygiene and safety management at foodservice businesses. The education, based on the U.S. Food Code, was extremely helpful in studying and obtaining the ServSafe



certification.” Ecolab Korea is also actively collaborating with universities and educational institutions specializing in food and hospitality, such as Daelim University College and Woosong University, with the goal of training talent in food safety and sanitation.

Ecolab Korea is expanding its engagement with university students and increasing awareness of the importance of ESG. In September, Ecolab Korea participated in the “2024 Global Talent Fair,” the largest job fair for global talents in Korea, organized by the Korea Trade-Investment Promotion Agency (KOTRA),



where it provided employment consulting at the foreign investment company recruitment booth.

In addition, to attract talented individuals, the company operates various welfare systems, including up to two days of remote work per week, flexible working hours, and tuition support for employees’ children at all educational stages, including preschool, middle school, high school, and university. These efforts help employees balance work and life. As a result, Ecolab Korea was recognized by the Great Place to Work Institute (GPTW) Korea as a “Great Place to Work” and one of the “Best Workplaces for Parents.”



In this way, Ecolab Korea is strengthening its leadership training for a sustainable future based on 100 years of accumulated business expertise and knowledge. Moving forward, Ecolab Korea is expected to continue its efforts to secure excellent talent to help shape the future.

## Advertising Media

AMCHAM offers **advertising media** that maximize your brands’ exposure to not only Korea’s top multinational and domestic executives and employees but also the larger business community in Korea and abroad.

### ONLINE

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 <b>Website</b>	<b>Feature</b>	Video / Pop-up / Website banner Ads	
	<b>Used for</b>	Continued brand exposure / on-going promotion (lead to the desired promotion link)	
	<b>Distribution</b>	Continued exposure during the contracted period	
	<b>Cost</b>	<a href="#">Video</a> <a href="#">Vertical Banner</a> <a href="#">Horizontal Banner</a> <a href="#">Login Pop-up</a>	KRW 3,800,000 (1 month) KRW 2,000,000 (1 month) KRW 2,500,000 (1 month) KRW 3,300,000 (1 month)

 <b>Email</b>	<b>Feature</b>	Fastest & cheapest means	
	<b>Used for</b>	One time promotion (Special events, seasonal packages, new product launches, etc.)	
	<b>Distribution</b>	Every Monday & Thursday	
	<b>Cost</b>	KRW 800,000 (Single email blast)	

### OFFLINE

10% VAT exclusive

 <b>Journal</b>	<b>Feature</b>	Quarterly Journal distributed to all AMCHAM members and partners worldwide	
	<b>Used for</b>	Seasonal promotions / Cyclical content / Executive-level marketing	
	<b>Distribution</b>	Quarterly (4 times per year)	
	<b>Cost</b>	KRW 1,500,000 ~ KRW 3,700,000 (depending on ad placement / a quarter) * Placement and cost options vary. Please contact us for more details	

 <b>Membership Directory</b>	<b>Feature</b>	Annually updated core contact information of all AMCHAM members	
	<b>Used for</b>	Continued year-long promotion	
	<b>Distribution</b>	Annually (July)	
	<b>Cost</b>	KRW 3,500,000 ~ KRW 6,500,000 (depending on ad placement / a year) * Placement and cost options vary. Please contact us for more details	

# Corporate Social Responsibility

## News & Highlights from AMCHAM Members

Please read below to see how AMCHAM members gave back to communities in Korea in the first quarter of 2025.

### Bae, Kim & Lee LLC



The Dongcheon Foundation has bestowed the 15th BKL Public Interest/Human Rights Activist Award upon “The World Without Worries about Shadow Education” in recognition of their 16-year commitment to combating the dual challenges of excessive competition in university admissions and supplementary private education.

Established in 2010 through the generous sponsorship of BKL, the Public Interest/Human Rights Activist Award is conferred annually to recognize and celebrate the outstanding contributions of individuals or organizations dedicated to advancing public benefit and safeguarding human rights.

Initially founded as a non-profit organization in 2008 and later incorporated into a non-profit association, “The World Without Worries about Shadow Education” received this distinguished



recognition for its contribution to reforming the legal framework, education policies and civic participation aimed at mitigating the intense competition for university admissions and addressing problems of private education.

The association has recently intensified its advocacy efforts by filing a constitutional challenge against the severe relative grading system employed in the university admission procedures, while leading a legislative initiative to prohibit excessive private tutoring that extends beyond the standard school curriculum- particularly targeting extreme extracurricular courses designed to prepare elementary schoolers for future medical school admissions.

In their acceptance speech, Soyoung Shin and Yonghoon Na, the co-presidents of the association, expressed their commitment, stating: “We remain committed to continuing along this essential path, holding hands in solidarity with our advocates and fellow citizens throughout our journey.”

### Citibank Korea



Citibank Korea held its annual “Youth New Year Hope Meal Sharing” event on January 2 at the Youthmungun Slow Branch in Seoul. The bank provided free meals, including beef rice cake soup at the Slow Branch and kimchi stew at other branches, engaging over 100 youth and residents. Citibank Korea’s CEO and executives prepared and served meals, and hosted children from childcare facilities, offering them soup and delivering lucky bags, embodying warm-hearted sharing. This event, now in its third year, aims to convey hope and encouragement to the youth and promote mutual growth within the local community.



### Dow Korea



Dow Korea completed its annual STEM program, the “2024 Dow Korea Sustainability Contest,” at the Dongja Art Hall in Seoul on January 20. This year marked a significant

milestone as the contest, which has been running for 18 years, expanded its participant base from the Chungcheong Province, where Dow Jincheon Site is located, to the entire nation. This expansion aims to provide more students with the opportunity to participate and to elevate the level of the competition.

Since its inception in 2007, the Sustainability Contest has encouraged middle and high school students to engage in environmental protection activities, aligning with Dow's sustainability strategy. To date, a total of 6,922 students from 281 schools have participated, making it a leading example of environmental education and social contribution in Korea.

This year, 248 students from 13 schools across the country participated in the contest. Over a period of five months, from August to December 2024, the students engaged in creative and practical environmental conservation activities.

“Dow Korea has long been committed to fulfilling its social responsibilities in Korea, and the Sustainability Contest is one of our most longstanding and prestigious global citizenship activities,” said CH Lee, Senior Country Director of Dow Korea. “We hope this program inspires students to take an active interest in carbon neutrality and sustainability, and to practice climate protection in their daily lives.”

## Freedom Speakers International



On February 22, Freedom Speakers International (FSI) hosted its 21st English Speech Contest at the Shin & Kim Law Office in Seoul, providing North Korean refugees with a platform to share their experiences and develop public speaking skills in English.

The contest’s theme was “I am from North Korea” and featured eight contestants who delivered compelling speeches on their lives in the North, their journeys to freedom, and their efforts to rebuild in South Korea. The eight contestants worked with 13 volunteer mentors in FSI from the USA, Canada, Australia, and South Korea. Kim Su-jin, the grand prize winner, movingly recounted her harrowing escape through China, Vietnam, and Cambodia. She described the struggles of famine, human

trafficking, and survival, emphasizing the resilience required to start anew.

Five judges from various industries judged the contest and audience members – comprising professionals, educators, and advocates – were deeply moved by the speakers’ courage. The contest served as a powerful reminder of the challenges North Korean refugees endure and their determination to build better futures.

“It was a contest, that’s true, but it was more of a celebration of North Korean refugees being empowered to share their stories publicly,” said Casey Lartigue Jr., chairman of FSI and co-MC of the contest.

FSI will continue its mission of empowerment through education and public speaking, with its next English Speech Contest scheduled for September 24 at Harvard University.

## George Mason University Korea



George Mason University Korea (Mason Korea) has officially launched the 2025 Progress@Play: 5th Social Impact Digital Art Competition – an annual event that continues to grow, inspiring students worldwide to create computer games and digital art tackling today’s most pressing social issues. The competition seeks to challenge negative stereotypes about computer games while raising public awareness of contemporary societal challenges.

Open to middle school, high school, and university students globally, the competition invites participants to creatively address topics such as inequality, the wealth gap, environmental issues, the digital divide, low birth rates, and refugee crises through various digital art forms – including animation, film, webtoons, illustrations, and games.

Selected works will be exhibited from May 12 to 23, with the final award-winning pieces announced on May 23. The awards ceremony will take place on May 31 at Mason Korea. Judging will be conducted by professors from Mason Korea’s Computer Game Design program alongside external experts. Winners will receive cash prizes,



and middle and high school students will also be awarded certificates of commendation from the Incheon Metropolitan Office of Education.

“Through the Korea Serious Game Institute and our innovative educational programs, we’re committed to nurturing global talent for the AI era,” said Joshua Park, Campus Dean of Mason Korea. “I hope this competition provides a platform for students to push creative boundaries and explore solutions to social issues through digital art.”

## Hawaiian Airlines



The Hawaiian Airlines Foundation has awarded USD \$150,000 in grants to three Maui organizations leading the recovery efforts following the devastating August 2023 Maui wildfires.

Now part of the Alaska Air Group, the Foundation was established to support Hawai’i programs that promote environmental sustainability,

educational advancement and the preservation of Hawaiian culture.

The three recipients include, Pūnana Leo o Lahaina, a Hawaiian language immersion preschool established in 2016, Lahaina Public Library, a cornerstone of the community, which was tragically lost in the wildfires, and Treecovery Hawai'i, an organization committed to growing and planting trees free of charge for affected families and businesses.

In conjunction with the grant presentations, members from Alaska Airlines and Hawaiian Airlines' leadership teams participated in a volunteer activity with Treecovery Hawai'i, where they planted and potted 100 trees at



Hua Momona Farms, demonstrating both airlines' commitment to environmental stewardship and community support.



### Hewlett Packard Enterprise Korea



On January 17, HPE Korea team members conducted a volunteer service to deliver "briquettes of love" in Yeongdeungpo-gu. As part of the "HPE GIVES" social

contribution activity, this is a campaign run by the HPE Korea Charity Committee and has been running for about 10 years.

In Yeongdeungpo-gu, many people living in poverty live in small shantytowns and still use briquettes.

About 30 employees joined this event and had meaningful time delivering 2,500 briquettes to the underprivileged who were suffering from the burden of heating costs in the winter. HPE Korea Charity Committee plans to continue CSR activities to give back to society every quarter of 2025.

## INSPIRE Entertainment Resort

INSPIRE



INSPIRE Entertainment Resort conducted volunteer service and donated to a single parent welfare center in Incheon on January 21. The volunteer activity was actively organized by the "Women in Leadership (Wil)" internal committee at INSPIRE.

"Women in Leadership" is a leadership committee led by female leaders at INSPIRE committed to diversity, equity, and inclusion in the organization. The committee was formed to create a forum for open communication and a platform for anyone in the organization to be able to comfortably reach out for help.

The volunteer activity was organized to reach out to women in need in the local community. A group of 15 INSPIRE employees visited the Incheon

Jamowon crisis pregnancy birth support facility located in Jung-gu, Incheon, and helped organize the facility's warehouse for donated goods and clean the cafeteria to refresh the overall facility and support the prenatal and postnatal care for women in crisis pregnancies. INSPIRE also donated diapers, baby wipes, and fresh fruit to bring warmth to the facility.

Meanwhile, the Women in Leadership committee will expand its activities this year to organize more social contribution programs as well as a variety of internal activities within INSPIRE. "Women in Leadership was formed to encourage female leaders at INSPIRE to take a leadership role not only in operational aspects but also in creating a healthy organizational culture," said Jane Jon, Chief Finance Officer at INSPIRE.

## Kellogg's Korea



Kellogg's Korea donated USD 50,000 to Child Fund Korea for the "Heart & Soul Play" project, celebrating the sixth consecutive year of the project.

On February 25, Kellogg's Korea and Child Fund Korea held a fund delivery ceremony at Child Fund Korea HQ. The "Heart & Soul Play" project, which began in 2020, supports the physical and mental health of children in childcare centers. Since the launch, the project has been

expanded including diverse programs for emotional and psychological well-being as well as providing nutritional aid to children in need.

The project has shown positive changes in the mental health of the children who participated. Specifically, self-regulation, social skills, and the positivity of the participants increased in last year's project, which helped them socialize better with their peers.

This year, the project will be implemented at nine childcare centers across Korea. The program will include various activities such as art, reading, conversation, and social development courses, along with an employee volunteering program and quarterly food donations from Kellogg's Korea.

"It is important for us to support children's physical and mental health in various ways to create a sustainable future, rather than simply making donations," said Inho Jeong, General Manager of Kellogg's Korea. "Kellogg's Korea will continue to support children's growth and bring hope to more of them."



Mathematics) and teamwork experience. Six Novelis scholarship teams participated this year, with one, the "Eagles" from Daeyoung Middle School, winning the second prize and a ticket to participate in the Global FIRST Tech Challenge Premier Event as the Korean national team.

A Novelis Korea representative said, "Nurturing engineers is essential for Novelis and for boosting the competitiveness of Korea's manufacturing

sector. We will continue expanding our investments in the local community, supporting STEM education for youth, and offering scholarships in science and engineering fields."

Currently, seven out of 20 middle and high schools in Yeongju City have active robot clubs supported by Novelis Korea. Over the past 6 years, Novelis' robot scholarship programs have benefited more than 280 students across 16 teams.

## Nu Skin Korea

NU SKIN.



The Nu Skin Force for Good Committee is actively engaged in meaningful giving through the Nu Hope project in collaboration with World Vision Korea. Since 2006, the Committee has been supporting the cost of meal box production for Meal Box Sharing, a program that delivers one meal a day to

children at risk of hunger. Each month, it provides funding to World Vision Korea for this initiative. In the first quarter of this year alone, approximately 2,400 meal boxes were distributed, and a total of around 10,000 meal boxes are expected to be provided throughout the year.



## Novelis Korea Novelis

The 2024-2025 Korea Robot Championship, sponsored by Novelis Korea, was held on January 20 at the Daejeon Convention Center. As Korea's largest robot competition, it selects the country's representatives for the

world's largest robot contest, the "FIRST® Championship." This year, the competition saw a record 63 teams and 460 youth participants.

Since 2019, Novelis Korea has been selecting robot scholarship teams from middle and high school students in Yeongju, Gyeongsangbuk-do, supporting their participation in both the FIRST Tech Challenge and domestic competitions. This support includes material aid and over 20 hands-on training sessions designed to help students develop problem-solving skills in STEM (Science, Technology, Engineering, and

## PERSOLKELLY Korea



PERSOLKELLY Korea successfully completed the Youth On&Up program, launched in 2024 in partnership with the Korea Youth Foundation. With the number of socially isolated and withdrawn

youth in Korea increasing each year, this initiative was designed to support their reintegration into society while strengthening their employability and career prospects.



The initiative consists of two main phases. The first phase, “Warm-Up,” lasts for two weeks and focuses on personalized career planning. The second phase, “Step-Up,” spans five weeks and provides practical job training and internship opportunities. This structured approach ensures that participants gain both theoretical knowledge and hands-on experience, equipping them with the skills needed to enter the workforce.

Several companies, including COMMAX, OMRON, Peace Winds Korea and L’Oréal Korea, participated in the program, helping participants explore career paths and boost their motivation for employment.

The effectiveness of the “Youth On&Up” program has been widely recognized, earning it a

prestigious ministerial award. This recognition highlights the program’s success in creating meaningful career opportunities and fostering economic independence for young people. Encouraged by these achievements, PERSOLKELLY Korea plans to further expand its job training initiatives next year, with the goal of supporting even more youth in building stable and fulfilling careers.



issues. The most common issues were lease fraud, inheritance of debts, and civil disputes, with many cases particularly involving property rights, housing issues, and financial transactions, all of which required legal assistance.

The NCRC plans to promote the “Tricycle” legal education program for youth preparing for independence, led by Nanum & leum, through the Independence Information ON platform and the national network of dedicated independence support agencies. Youth preparing for independence will be able to quickly access services ranging from remote consultations to public interest litigation support when legal issues arise.

In addition to collaborating on legal support, the two organizations will also jointly carry out social contribution activities. The NCRC plans to participate

in Nanum & leum’s activities to spread the culture of sharing, such as free meal distribution services.

Chairman Il-Young Min said, “We will support youth preparing for independence so that they can quickly resolve legal issues they face after leaving care facilities.” Director Ik-Joong Jeong of the NCRC added, “Through this agreement, we hope that youth preparing for independence can receive prompt and professional legal assistance without worrying about the cost when they face legal difficulties.”

## Shin & Kim, LLC



Nanum & leum and the National Center for the Rights of the Child (“NCRC”) signed a “Memorandum of Understanding for Strengthening Legal Support for Youth Preparing for Independence” at the office of Shin & Kim LLC on February 19.

The two organizations have established a collaborative framework to address legal issues faced by youth preparing for independence. Nanum & leum will provide legal counseling to

these youth and, if necessary, will coordinate with Shin & Kim LLC’s Public Interest Legal Support Center to provide litigation support.

Youth preparing for independence face various legal issues such as housing, finance, and employment as they transition out of care facilities. Of the 197 counseling cases received by the NCRC’s integrated platform “Independence Information ON,” which was launched in May 2024, about 10% (18 cases) were related to legal

## Share Your CSR (Corporate Social Responsibility) Activities with AMCHAM Journal Readers!

To promote your company's CSR activities in the AMCHAM Journal, **please email a short description of your recent CSR program** (in English) with a **photo** and a **company logo** to the Communications Team ([comms@amchamkorea.org](mailto:comms@amchamkorea.org)) by **Wednesday, June 11.**



## AMCHAM Journal Guidelines for Submissions

Submissions to the AMCHAM Journal are always welcome. The following are guidelines sent out to all AMCHAM Journal contributors to assist in the drafting of article submissions.

### Deadline

Submission deadline for the Journal is the second Wednesday of the month prior to issue.

### Editorial Review

The Journal tries to make as few changes to the text as possible outside of typos, spelling, etc. However, in some cases changes may be necessary, and the Journal will send these changes back to the author for approval. Also, suggestions to improve clarity and readability may be made by the editor. The Journal holds the right to refuse to print any article due to constraints in space, time, style, or content.

### Format

The Journal prefers to receive the article in electronic format. The AMCHAM office uses MS Word, so the last "save as" of the document should be as a Word Document (.doc). The Journal also accepts articles simply as part of the text of the e-mail.

### Charts and Graphs

AMCHAM encourages the use of charts and graphs in articles to improve clarity and readability. In most cases, AMCHAM's design/print company re-creates the charts and graphs. Charts and graphs as an e-mail attachment are also accepted.

### Images

If relevant to the article, images (logos, landscape, people, etc.) are encouraged. The ideal form would be a digital picture in the .jpeg format with a resolution of over 300 dpi.

### Footnotes, Endnotes, and References

Footnotes and endnotes are discouraged, although they can be included if the author deems necessary. References, however, are encouraged, especially if they would prove useful for AMCHAM members.

### Author Identification

For Contributed Articles, please submit a biography of 70 words. This should include the author's present position, company/organization, and email address. Appropriate content include contact information, previous experience, educational background, and previously published articles. Also, while it is not mandatory, the Journal prefers to include a photo of the author's profile with the biography.

### Style

Please keep your audience in mind. The readers of the Journal are well-educated and diverse. They share an interest in Korea, but their experiences can vary from the 10-year Seoul veteran to the green expatriate fresh off the plane to the stateside manager just considering the Korean marketplace. Also, every sector and industry has its own lingo, and abbreviations may or may not be known to certain readers. Please try to make your writing as clear as possible by writing out any acronyms the first time they are used, and be sure to explain any field-specific language and concepts.

### Questions and Comments to the Editor

AMCHAM would be happy to answer any questions you may have regarding our publication. Please contact AMCHAM's Communications Team at [comms@amchamkorea.org](mailto:comms@amchamkorea.org)

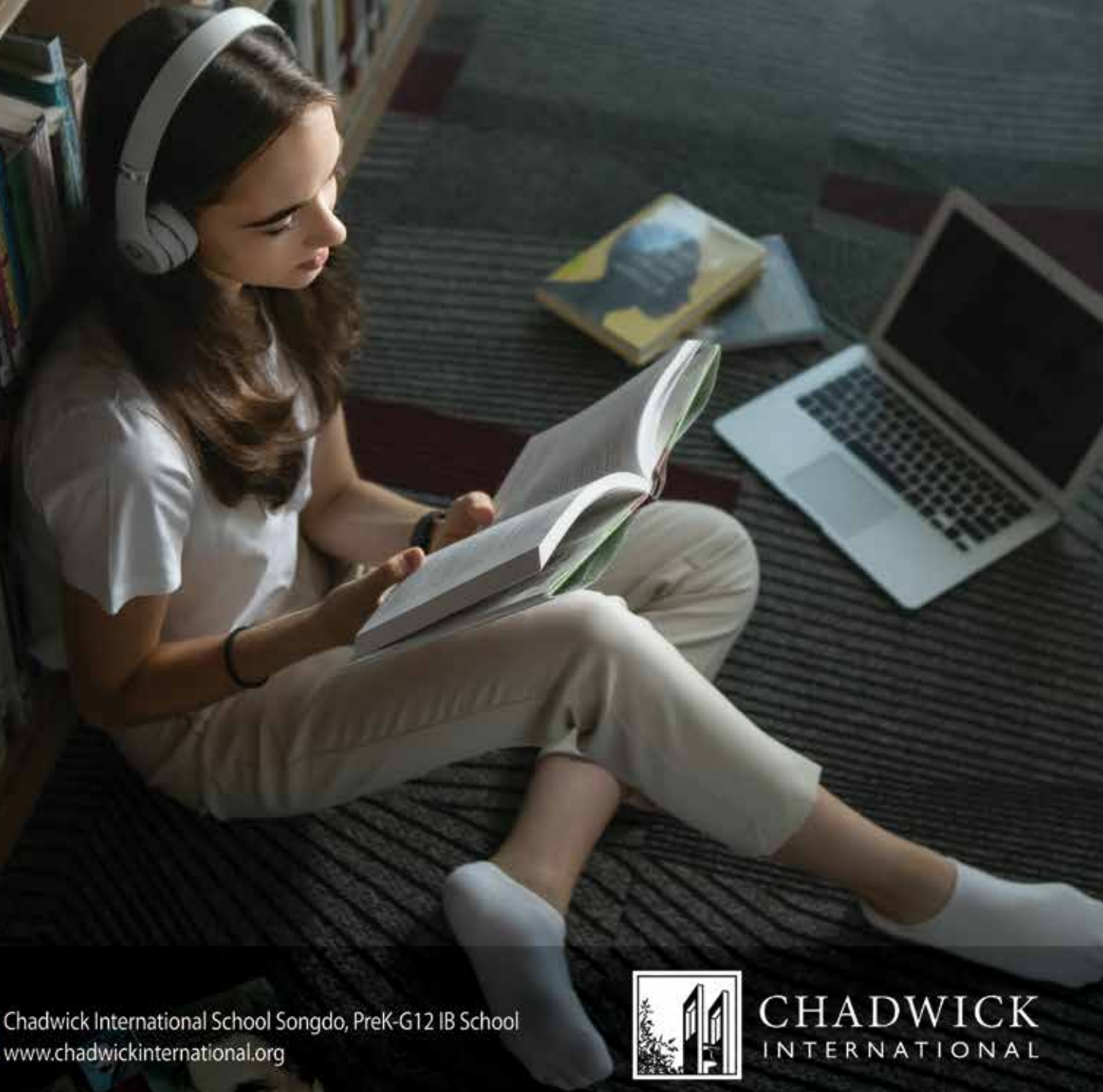
### In Closing, Thank You

What makes the Journal a quality magazine are the efforts by experts, both AMCHAM members and others, who contribute their time and knowledge to the magazine and ultimately, to the AMCHAM membership. The AMCHAM Journal would like to thank you for your efforts in the creation of a successful publication and looks forward to reading your article.

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