



한국산업경영학회
KAIBA
Korean Association of
Industrial Business Administration



한국경영학회
Inspiring Insight in Business Society



Korean Academy of
International Business
한국국제경영학회

2020 K-WCEB International Symposium

Building Business Relationships between World Chinese Entrepreneurs and Korea

November 13 (Friday), 2020

Convention Hall of CECO(Changwon Exhibition Convention Center)



Invitation

Greetings to you all. We, Asian Business scholars meet for a symposium under the theme of 'Win-win Growth in Korea-World Chinese Business'.

As the global economy is contracted due to COVID-19 and the era of deglobalization that each country seeks its own interests is accelerating, business activities are becoming increasingly difficult. In particular, the trade war between the US and China and the trade conflict between Korea and Japan are raising the uncertainty of the domestic and international political and economic environment. Korea, which has enjoyed the benefits of the era of globalization through export-led growth so far, is facing even greater difficulties due to hegemonic race between powerful countries. As an alternative to overcome this, the Moon Jae-in government is advocating the new southern policy, developing a new economic bloc centered on the Indochina Peninsula. Especially, in Southeast Asia, overseas Chinese entrepreneurs dominate the economy, so the network with them is essential. The population of the world Chinese entrepreneurs is about 60 million, and their assets are about 3 trillion dollars. In particular, 9 of the 10 richest people in Southeast Asia are the Chinese, and they dominate 70% of the Southeast Asian economy.

In this situation, we are holding an international symposium during the "Korea-World Chinese Entrepreneurs Business Week" hosted by Changwon City, where Southeast Asian business scholars and Chinese entrepreneurs gather together to seek new vitality in Asia-centered economy. Due to COVID-19, only those who have applied for the participation in advance can enter the venue, and those who cannot attend the site can participate in real time through the Youtube and Zoom. Please apply in advance even if you are busy, and if you are unable to attend, I sincerely ask that you make it an active forum for sharing good opinions online.

Lastly, thank the Mayor of Changwon, Heo Seong-moo for his active supporting for this symposium.

2020. 11.

Young-Gun Park (President of KAIBA)

Young-Myon Lee (President of KASBA)

Min-Kyo Seo (President of KAIBS)

2020 K-WCEB Symposium Program

📍 Venue : Changwon Convention Exhibition Center(CECO)

📅 Date : 2020. 11. 13. (Friday) 13:30~18:20 (Korean Time)

Time	Program	
	Opening Ceremony	
	Moderator : So-Jin, Park (Kyungnam University, Korea)	
13:30~ 14:00	<ul style="list-style-type: none"> Opening Address Welcome Speech Congratulatory Address Congratulatory Address 	Young-Gun, Park (President of KAIBA) Seong-Moo, Heo (Mayor of Changwon, Korea) Dae Bok, Beom (The Committee Chairman for K-WCE) Young-Myon, Lee (President of KASBA)
	Keynote Speech	
14:00~ 14:30	Moon Jae-In Government's New Southern Policy	Young-Gil Song (Chairman of the Korea National Assembly's Foreign Affairs & Unification Committee)
	Topic Session	
	Moderator : Dong-Jin, Pyo (Changwon National University, Korea)	
14:30~ 17:00	1. The New Southern Policy and Win-win Strategy between Korea and World Chinese Entrepreneurs	Yoon-Min, Kim (Keimyung University, Korea)
	2. Current Status of Chinese Entrepreneur in Philippines and Ways to Expand Trade between Them and Korea	Jeanette, Angeline Madamba (Philippines University, Philippines)
	3. Current Status of Chinese Entrepreneur in Indonesia and Ways to Expand Trade between Them and Korea	Kristina, Sisilia (Telkom University, Indonesia)
	4. Current Status and Competitiveness of K-pop Wave on the Southeast Asian	Min-Ren, Yan (Chinese Culture University, Taiwan)
	5. Success Factors and Success Cases of Southeast Asian Business	Jong-Bae, Kim (Sungshin Women's University, Korea)
17:00~ 18:00	Discussion	<ul style="list-style-type: none"> Bun-Soon, Park (Korea University, Korea) Soon-Hwan Jeon (Korea Trade Research Association) Pham Quoc, Trung (Technology University, Vietnam) Peter, Ractham (Thammasat University, Thailand)
18:00~ 18:20	Closing Ceremony	

Host

KAIBA (Korean Association of Industrial Business Administration)

KAIBS (Korean Academic of International Business)

KASBA (Korean Academic Society of Business Administration)

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