



## **Korea is Calling You!**

### **The Second Annual Conference for Business with Korea**

**Monday, December 5<sup>th</sup> , 9:00-15:00**

**Leonardo City Tower, Ramat-Gan**

09:00 - 09:30	<p><b>Opening Session</b></p> <ul style="list-style-type: none"><li>• <b>Mr. Yigal Haccoun</b>, Deputy Director-General, The Israel Export and International Cooperation Institute</li><li>• <b>Itzik Yona, Cpa</b> , CEO, YONACO Group</li><li>• <b>H.E. Kim Ilsoo</b>, Korean Ambassador to Israel</li></ul> <p>Host: <b>Dr. Alon Levkovitch</b>, Director, East-Asian Studies Program, Bar-Ilan University and Korea expert</p>
09:30 -09:45	<p><b>The Korean Experience from a Diplomacy Point of View</b></p> <p><b>Mr. Yigal Caspi</b>, Deputy Director General, Ministry of Foreign Affairs, Media &amp; Public Affairs, Former Israeli Ambassador to The Republic of Korea</p>
09:50- 10:15	<p><b>Developments in Economy, Foreign Trade and Foreign Investment in Korea</b></p> <p><b>Mr. LEE Yung-Sun</b>, Managing Director, KOTRA - Korea Business Center Commercial Section, Embassy of Korea</p>
10:15-10:35	<p><b>Korea as an Export Target for Israel – Economic Aspects</b></p> <p><b>Mr. Shauli Katznelson</b>, Chief Economist, The Israel Export and International Cooperation Institute</p>

10:35 - 10:55	<b>Building Cooperation in Korea – The Success Story of “Elta”</b> <b>Mr. Igal Karni</b> , Director of Marketing to Korea, Elta – IAI
10:55 - 11:25	Networking Break
11:25 - 11:50	<b>One-Stop Shop for all Incentives for Israeli – DGFEZ Free Economic Zone</b> <b>Mr. Ki-Won Park</b> , Deputy Commissioner, DGFEZ Authority
11:55 - 12:20	<b>Variety of channels to raise funds from South Korean Sources</b> <b>Mr. Joo Seong-Jin</b> , Managing Partner, L&S Venture Capital
12:25 - 12:50	<b>Lessons from an Acquisition of Korean Company</b> <b>Itzik Yona Cpa</b> , CEO YONACO Group
12:50 - 13:10	Networking Break
13:10 -13:30	<b>SK Group - \$100 Billion Conglomerate Looking for Technologies and Cooperations.</b> <b>Mr. Alon Shlesinger</b> , Managing Director, Technology Sourcing and Global Projects, SK Group
13:35 - 13:55	<b>Logistical Aspects of Doing Business with Korea and the Far East in Times of Crisis</b> <b>Mr. Asaf Fridenson</b> , VP Business Development, Fridenson Air & Ocean
14:00-14:20	<b>Q&amp;A Session</b> Host: <b>Itzik Yona, Cpa.</b> , CEO YONACO Group <ul style="list-style-type: none"> <li>• <b>Mr. Alon Shlesinger</b>, SK Group</li> <li>• <b>Mr. Ki-Won Park</b>, DGFEZ</li> <li>• <b>Mr. LEE Yung-Sun</b>, KOTRA</li> <li>• <b>Mr. Joo Seong-Jin</b>, L&amp;S Venture Capital</li> <li>• <b>Mr. Yigal Karni</b>, Elta - Israel Aerospace Industries</li> </ul>
<b>Lunch and Networking</b>	

⇒ Some of the lectures will be given in English. The program is subjected to change

## Business meetings!

During the day of the convention and the following day (December 6<sup>th</sup>) the following delegations will conduct personal meetings with Israeli companies and Venture Capital funds that take part in the conference:



### **L&S Venture Capital – Korean Venture Capital Fund**

The fund interested to invest in Israeli companies that possess a technology or a product that is ready for promotion or assimilation in Korean industries. The fund will also examine the promotion of innovative technologies within the fund investors.

The fund is interested in meeting venture capitalists and companies seeking investment.

[To download an application form for a meeting with the fund](#)



### **DGFEZ – Administration of the Deagu Free Trade Zone**

The management of the Deagu Free Trade Zone area is interested in the promotion and assistance to Israeli companies who wishes to establish business activities (production, logistics or R&D) in the free trade zone. The companies approved for investment in the area will receive various benefits including grants.

[To download an application form for a meeting with the fund](#)