

Asia Society's 14th Asian Corporate Conference

May 12-14, 2004
The Shilla Hotel
Seoul, Korea

CO-ORGANIZERS:

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The American Chamber of Commerce in Korea
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The Korea Society
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WITH SPECIAL SUPPORT FROM:

Government of the Republic of Korea
Seoul Metropolitan Government



Envisioning the World's Next Great Market:

Korea and the Economic Future of Northeast Asia

Opening Keynote Address, May 12:

Goh Kun, Acting President, Republic of Korea

Keynote Address, May 13:

Lee Hun-Jai, Deputy Prime Minister and
Minister of Finance and Economy, Republic of Korea



Conference Focus

Home to almost a quarter of the world's population and almost a third of global GDP outside of the United States, Northeast Asia is already a region with sizable economic strength. Yet fulfilling its true growth potential as a region means moving toward economic integration and the formation of a more cohesive market. This conference will examine the region's economic future and what its political and business leaders are doing to make Northeast Asia the world's most attractive area for investment. As its major economies, what roles will Japan, China and Korea play in the region's integration? How does the new leadership in Seoul envision Northeast Asia's economic future and Korea's role in it? How will American political and commercial relations with Northeast Asia evolve in the coming years?

Since 1989, the Asian Corporate Conference has attracted a combined audience of more than 12,000 participants from more than 26 countries around the world.

ORGANIZING SPONSORS:



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CONFERENCE TECHNOLOGY PARTNER: LG Ad



LOCAL MEDIA PARTNER: Maeil Business Newspaper



Confirmed Speakers (List in Formation)

Sang-Soo Ahn, Mayor of Incheon

Yong-Ho Baek, President, Seoul Development Institute

Bae Soon Hoon, Chairman, Presidential Committee on Northeast Asian Business Hub, Republic of Korea

Ban Ki-moon, Minister of Foreign Affairs and Trade, Republic of Korea

Dan Carroll, Managing Partner, Newbridge Capital, LLC

Reginald Chua, Editor, The Asian Wall Street Journal

Hyun-joon Cho, Senior Executive Vice President, Hyosung Group

Robert Cohen, Chief Executive Officer, Korea First Bank

Gordon Crovitz, Senior Vice President and President, Electronic Publishing, Dow Jones & Company, Inc.

Joshua Felman, Assistant Director, Asia and Pacific Department, International Monetary Fund

Stanley C. Gale, Chairman and CEO, The Gale Company

John Gledhill, Managing Director, Philip Morris Korea Inc.

Richard Holbrooke, Vice Chairman, Perseus; Chairman, Asia Society

James Huang, Deputy General Manager, China Galaxy Securities Company Ltd.

Thomas Hubbard, United States Ambassador to the Republic of Korea

Sung-jin Hwang, Managing Director, Warburg Pincus

John Hynes, President and CEO, Gale International

Hyun-joon Cho, Senior Executive Vice President, Hyosung Group

Hasung Jang, Professor of Finance and Director of the Asian Institute of Corporate Governance, Korea University

Jeong Se-hyun, Minister of Unification, Republic of Korea

Kang Chul-kyu, Chairman, Korea Fair Trade Commission, Republic of Korea

K. Kesavapany, Director, Institute for Southeast Asian Studies, Singapore

Kim Hak-su, Under Secretary-General, United Nations; Executive Secretary, United Nations Economic and Social Commission for Asia and the Pacific

Lee Hun-jai, Deputy Prime Minister; Minister of Finance and Economy, Republic of Korea

Lee Jung-jae, Governor, Financial Supervisory Commission, Republic of Korea

Lee Myung-bak, Mayor of Seoul, Republic of Korea

Wonduck Lee, President, Korea Labor Institute

Dinesh Malkani, Managing Director, Avaya Korea

Nicholas Moore, Executive Director, Investment Banking Group, Macquarie Bank Limited

William Oberlin, President, American Chamber of Commerce in Korea

Kongdan Oh, Research Staff Member, Institute for Defense Analyses

William Overholt, Asia Policy Chair, RAND Corporation

John Taylor, Under Secretary for International Affairs, Department of the Treasury, US

Michael Vatikiotis, Editor at Large, Far Eastern Economic Review

Joseph Winder, President, Korean Economic Institute of America

Marcus Wright, Senior Editor, Dow Jones Newswires

Yon Won-young, President & CEO, Korea Asset Management Corporation

Program Subject to Change

To register via the Internet
visit www.AsiaSociety.org/conference

Conference Agenda

Wednesday, May 12

Gala Opening Dinner and Keynote Address

Hosted by the Government of the Republic of Korea

Thursday, May 13

Session I: Understanding the New Korean Economy

- ▼ Korea's Sophisticated Consumer Marketplace: Understanding the Opportunity
- ▼ Confronting the Labor Issue and Other Barriers to Foreign Direct Investment
- ▼ The Impact of Shifting International Trade Patterns on the Domestic Economy
- ▼ Assessing Korea's Potential as a Regional Business Hub: How Far Has It Come?

Session II:

Banking and Financial Market Reform in Korea and the Region

- ▼ The Benefits and Risks of Building Credit-Fueled Domestic Demand
- ▼ Developing a Healthy Banking Sector and Attracting Foreign Investment
- ▼ Regional Cooperation in the Financial Sphere
- ▼ What Aspects of Financial Reform in Korea Provide a Relevant Model for China and Japan?

Special Session: New Songdo City

- ▼ Geopolitical Impact
- ▼ Implications for Korea as Northeast Asian Gateway

Session III: Overcoming "The Korean Discount"

- ▼ Causes and Long-Term Solutions
- ▼ The Impact on Growth Strategies of Korean Companies
- ▼ How Far Corporate Governance Has Come in Korea (And What's Still Missing)
- ▼ The Future of the Chaebols

Session IV: Does Korea Have What It Takes to Become a Services-Oriented International Business Hub?

- ▼ Developing the Hub Mindset and Fostering an Entrepreneurial Environment
- ▼ The Labor Conflict: Assessing the Obstacles to Korea's Hub Goal
- ▼ Enforcement of International Legal Standards
- ▼ Evaluating the Wisdom of the Business Hub Strategy

Gala Dinner and Cultural Performance

Hosted by the Seoul Metropolitan Government

Friday, May 14

Session V:

The Impact of North Korea on the South and Beyond

- ▼ Prospects for Peace and Security on the Korean Peninsula
- ▼ The Impact of US-DPRK Relations on South Korea's Business Climate
- ▼ Can Regional Security Cooperation Help Foster Regional Economic Cooperation?
- ▼ The Impact on Northeast China's Economy

Session VI: Prospects for Economic Integration in Northeast Asia and the Wider Region

- ▼ The Potential for a Comprehensive Trade Regime
- ▼ India and ASEAN: Carving Larger Niches in the Northeast Asian Economy
- ▼ Japan's Role in Facilitating Regional Economic Cooperation
- ▼ The Burden of History: Confronting Enduring Hurdles to Economic Integration

Session VII: China in the Region

- ▼ China's New Leaders: How They View China's Role in the Region
- ▼ China's Surging Regional Trade: How Investors and Multinationals Can Capitalize
- ▼ The Future of the Renminbi and its Impact on Asia's Economies
- ▼ The 2008 Olympics: A Boon for the Region?

Session VIII: Concluding Discussion: The Korean Political Environment in Context

This special session will address the current political environment in Korea and its implications for the foreign investors, corporations and governments that interact with the Korean leadership on a regular basis. How can outsiders best understand the situation, and to what extent does it reflect important long-term trends in the Korean political system? The session will be a completely interactive discussion between the moderator, the panelists and the audience.

The Conference Sponsors are grateful to the following outreach organizations: (List in Formation)

American Chamber of Commerce in Bangladesh
American Malaysian Chamber of Commerce
American Chamber of Commerce in Singapore
The American Chamber of Commerce in Thailand
The American Chamber of Commerce in Vietnam, Hanoi
American Chamber of Commerce in Vietnam, Ho Chi Minh City
American Indonesian Chamber of Commerce in New York
Asian Strategy & Leadership Institute (ASLI)
Australia Korea Business Council (AKBC)
Australia New Zealand Chamber of Commerce in Korea (ANZCCK)
The British Chamber of Commerce in Korea (BCCK)
Canadian Chamber of Commerce in Korea
China Council for the Promotion of International Trade (CCPIT)
Confederation of Indian Industry (CII)
The European Union Chamber of Commerce in Korea (EUCCK)
The Hong Kong General Chamber of Commerce
International Enterprise Singapore (IE Singapore)
IPR Forum
Korea Economic Institute (KEI)
Korean Chamber of Commerce and Industry in the USA, Inc. (KOCHAM)
Korean-German Chamber of Commerce & Industry (KGCCI)
KWR International, Inc.
Makati Business Club
Malaysian Industrial Development Authority (MIDA)
Seoul Japan Club (SJC)
Wealth Magazine/Bcomm Interactive Media Co., P.R.C.

For the latest conference agenda visit www.AsiaSociety.org/conference or email Seoul2004@asiasoc.org

Registration Form

Envisioning the World's Next Great Market: Korea and the Economic Future of Northeast Asia

Asia Society's 14th Asian Corporate Conference

Co-organized by Dow Jones & Company, Inc.

May 12-14, 2004

The Shilla Hotel • Seoul, Korea

To register, please fill out this registration form, then fax to 212-517-8315. You may also contact the Asia Society Box Office by phone: 212-517-ASIA (2742) (M-F 10AM to 5PM EST) or email: boxoffice@asiasoc.org

Given Name _____ Family Name _____

Honorific: Mr., Dr., Mrs., Ms., Other _____ Title _____

Company _____

Address _____

City / State / Zip / Country _____

Telephone _____ Fax _____

Email _____

If you are a member of a conference collaborating or outreach organization, please list: _____

Name of accompanying spouse: _____

I will attend the Gala Opening Night Dinner on May 12th. Yes No

I will attend the Gala Dinner on May 13th. Yes No

REGISTRATION FEE	US\$	KRW*
Member	\$600	700,000
Non-Member	\$1200	1,400,000
**Accompanying Spouse (not colleague)	\$100	120,000

* Estimated KRW; Actual rate of exchange will vary **Includes Opening Night and Second Night Dinner Only

Please contact the Box Office for NGO/Academic Rates

REGISTRATION OPTIONS:

Registration will only be accepted when accompanied by payment.

I. Via Asia Society in New York

- By Check: Must be in US\$ and payable to Asia Society/Corporate Conference
- By Credit Card: Send completed registration form and fee to: Asia Society c/o Business Programs, 725 Park Avenue, New York, NY 10021, USA Fax: (212) 517-8315, Attn: Christine Wraga. For more information call Megan Ford at (212) 327-9370 or email seoul2004@asiasoc.org

II. On Site Registration At Conference Secretariat

- From May 4 – May 12 you may register in person at the Asia Society Conference Secretariat, The Shilla Hotel, 202 Jangchung-dong 2-ga, Jung-gu, Seoul, Korea.
- By Check: Must be in US\$ payable to Asia Society/Corporate Conference
- By Credit Card: Please complete credit card information on this registration form.
- By Wire Transfer: In US\$ only. Email seoul2004@asiasoc.org for Asia Society bank information. Tel. (82-2) 2230 34 91 Fax. (82-2) 2230 37 21 Attn: Asia Society Secretariat

Visa Information

A visa is required of travelers from certain countries when entering Korea. Please contact Korean authorities in your area to determine if you need a visa. Please allow time for processing if a visa is required.

Travel Information

If you need help making travel arrangements, please contact Maria Sirico at New York Travel Service by phone at 800-727-6987, or by email at maria@newyorktravelusa.com.

Confirmation

Upon receipt of registration payment, confirmation of registration will be sent. Payment must be received before May 1st to guarantee your place. Registrations are on a first come-first serve basis; space is limited.

Cancellation Policy

All cancellations must be sent or faxed to the Asia Society by April 15th in order to receive a refund.

PAYMENT: Check in US Dollars only (payable to Asia Society / Corporate Conference) or bill my Amex Visa MasterCard

Name as it Appears on Credit Card: _____

Credit Card Acct. No.: _____

Total Due: _____ Exp. Date: _____

Signature: _____

HOTEL ACCOMMODATIONS



The Hotel Shilla
202 Jangchung-dong 2-ga
Jung-gu Seoul (100-392)

Reservations Contact:

Ms Yena Seo
Tel: (82-2) 2230 33 10
Fax: (82-2) 2230 37 20

Contact for Other Inquiries:

Ms. Yvette Lee,
Sales Manager at the Shilla
E-mail: yvette.lee@samsung.com
Tel: (82-2) 2230 34 91
Fax: (82-2) 2230 37 21

The most preferred 5 star hotel for business and leisure travelers is well known for its state-of-the-art facilities, personalized impeccable services and superb cuisine, all within close proximity to shopping and businesses.

To reserve a room at the Shilla Hotel, please contact the Shilla Reservation Center by email at shilla.reserve@samsung.com or fax at (82-2) 2230 37 20. If you require assistance, please contact Ms. Yena Seo, Special Group Booking, at (82-2) 2230 33 10. Please indicate that you are reserving a room for the Asia Society's 14th Asian Corporate Conference. There are a limited number of rooms at special rates available for conference delegates. Please make your reservation by April 20. After this date, reservations will be accepted on a space availability basis at prevailing rates.

Normal Floor:

Deluxe Single: US\$220.00+ per room per night

Business Deluxe Single:
US\$240.00+ per room per night

Extra charge for double occupancy:
US\$26.00+ per person per night

Royal Service Executive Floor
(Executive lounge breakfast incl.):

Executive Deluxe Single:
US\$250.00+ per room per night

Executive Business Deluxe Single:
US\$272.00+ per room per night

Extra charge for double occupancy:
US\$40.00+ per person per night

++All the above rates are subject to 11% service charge and VAT