



INTERVIEW

ALAN TIMBLICK
Director
Seoul Global Center

India Tests Prithvi-II Missile

INTERVIEW

JEONG SUN TAE
Minister of Government
Legislation, Korea



ASIA-PACIFIC

Business &

WWW.BIZTECHREPORT.COM

Technology

REPORT

Vol. 3, No. 12, 2011



Sweden and Korea Have Much To Share With Each Other

Korea Electronics Show
Back on Top in 2011

The Mongolian Sandwich

A Whisper of Hope Rises
in Myanmar Again

Vietnam and India
Ink Energy Accord

Hong Kong's
Education Gets
Fresh Funding

Growing Chinese
Pharmaceutical
Market

Himalayas to
Become a Future
Solar Power Base

Lars Danielsson

Ambassador of Sweden to the
Republic of Korea



Growing Europe- Northeast Relations

- **Transportation**
- **Natural Resources**
- **Sustainable Growth**



9 772092 773001
ISSN 2092-7738

W8,000 | £5.00 | €6.00
₹30 | US\$7.00 | CN\$7.00

I am your
POWER



*Max. Power
500ps*

Tata Daewoo Premium Truck
PRIMA

Also available in : Cargo and Dump Truck
Power range : 250ps to 500ps

**Free
2011 Membership to
IEEE Communications
Society**

When You Join IEEE

www.ieee.org/join

Promo Codes:

Regular Member: IEEECOMSOCP

Student Member: IEEECOMSOCPST

(Free offer expires on 28 February 2011.

New members only.)

Members entitled to
free digital subscriptions of
IEEE Spectrum Magazine &
IEEE Communications Magazine



Run Ahead of the Curve

IEEE Communications Society

Global Community of Communications Professionals



For free digital sample copy, go to
<http://www2.comsoc.org/Digital-Sample>

Society Membership benefits include:

- Monthly Digital Delivery of *IEEE Communications Magazine*.
- Online access to industry resources and technical papers.
- Online Tutorials, Webinars and other Educational Programs.
- Networking opportunities with technical experts around the world.
- Member discounts on the ComSoc Training, and the **Wireless Communication Engineering Technologies (WCET) Certification Program**.
- Monthly *ComSoc e-News* issues.
- Digital Delivery of *ComSoc Community Directory*.
- Additional ComSoc Member discounts on conferences, publications, and member-only products.
- Volunteer opportunities and eligibility for awards and recognition.
- Much more.

Become a 2011 Member – www.ieee.org • www.comsoc.org

Headquarters - New York, USA
3 Park Avenue, 17th Floor
New York, NY 10016 USA
Tel: +1 212 705 8900
Fax: +1 212 705 8999
society@comsoc.org, www.comsoc.org

Singapore Office
Fanny Su Beh No, Manager
1 Fusionopolis Walk, #04-07, South Tower
Solaris, Singapore 138628
Tel: +65 778 2873, Fax: +65 778 9723
fsul@ieee.org

China Office
Ning Hua, Chief Representative
Rm 1530, South Tower,
Raycom Info Tech Park C,
Haidian District
Beijing, 100190, China
Tel: +86 10 8286 2025, Fax: +86 10 8262 2135
n.hua@ieee.org

IEEE Member Services
IEEE Operations Center
445 Hoes Lane,
Piscataway, NJ 08854-4141 USA
Tel: +1 800 678 IEEE (4333)
Outside USA & Canada: +1 732 981 0060
Fax: +1 732 562 6380
member-services@ieee.org, www.ieee.org

Join us on Social Networks: www.facebook.com/IEEEComSoc • twitter.com/ComSoc • www.linkedin.com/in/ComSoc

Join hundreds of senior marketers worldwide

in providing valuable insight for Marketing Outlook 2011



Marketing Outlook 2011, the CMO Council's fifth annual benchmark of marketing priorities, spend allocations, and operational and organizational mandates, will evaluate how social, mobile and digital channels are changing the marketing landscape and mix. The results of this study will serve as a valuable and reliable barometer of media and marketing spend, as well as a sound indicator of where and how marketers expect to drive campaign effectiveness, efficiency, and yield in the months ahead.

Complete the online survey to receive a complimentary copy of the detailed findings report upon publication. Link to survey: http://www.cmocouncil.org/programs/surveys/mo_11/



Contents

Vol. 3, No. 12, 2011



Publisher: MR. LEE DEUK HO
Editor-in-Chief: MR. LEE DEUK HO

Published by: Asia-Pacific Business & Technology Report Co.
Registration date: 2009.09.03
Registration number: 서울중. 라00307
Price: ₹30, ₩8,000, US\$7.00, CN\$7.00, £5.00, €6.00
Annual subscription fee: ₩62,000/US\$62

Senior Editorial Advisor:
MR. SUNG-WOOCK CHO
Chief Consultant:
DR. LAKHVINDER SINGH
Chief Business Development Officer:
MR. KIM CHEOL HO

Editorial Advisory Board:
MR. SURESH P PRABHU
Former Union Cabinet Minister for Power, Government of India
MR. N K GOYAL
President, Communications & Manufacturing Association of India, CMAI
DR. MEZYAD ALTERKAWI
Associate Professor, King Saud University
DR. EMANUEL YI PASTREICH
Director, The Asia Institute
MR. JUNGSOO JANG
President, Korea Future Institute
MR. MICHAEL BREEN
Insight Communications Consultants
DR. DONALD KIRK
Author and Journalist
DR. EVA LATHAM
Corporate Social Responsibility Expert

To contact Asia Pacific Business and Technology Report for advertising, submissions, subscriptions or general comments please email to contact@biztechreport.com
The views and opinions expressed in the articles are those of the authors and do not in any way reflect the editorial policy of Asia Pacific Business and Technology Report
Vol. 3, No. 10, 2011
PRINTED IN SOUTH KOREA

COVER STORY

Growing Europe-Northeast Asia Cooperation

Page 8



Lars Danielsson..... Page 9
Alan Timblich..... Page 16
Marco Tellarini..... Page 31
Dr. Joseph R. Ferrari..... Page 38
Jeong Sun-Tae..... Page 50

EUROPE & NORTHEAST ASIA

- 9 Sweden and Korea Have Much To Share With Each Other
BY KIN CHEOL HO
- 14 The Tide Turns For TSR Transportation
BY HISAKO TSUJI
- 15 Arctic Railway: Rovaniemi - Kirkenes
BY TIMO LOHI
- 18 Time is Running Out: British Government's Chief Scientific Advisor Gives Talk on Climate Change Crisis in Seoul
BY JENNIFER CHANG
- 19 Finland As The European Outpost of Northeast Asia
BY MARKKU HEISKANEN

DIPLOMACY

- 20 The KORUS FTA and its Implications for the South Korean Agricultural Sector
BY KIM MIN SOO
- 21 A Whisper of Hope Rises in Myanmar Again
BY XIE-YAN

BUSINESS

- 22 India's Highly Competitive Small Car Market
BY ANSHU SHRIVASTAVA
- 23 Korea Electronics Show Back on Top in 2011
BY JENNIFER CHANG
- 24 Rich-Poor Gap Spurs Leftist To Victory as Mayor of Seoul
BY DONALD KIRK
- 25 India's First Affordable Tablet Finally Makes its Debut
BY ELAINE XIANG
- 26 Hong Kong's Education Gets Fresh Funding of US\$643 Million
BY KEVIN LIU
- 27 Vietnam and India Ink Energy Accord
BY KEVIN LIU
- 28 \$100 Billion Chinese Market Attracts Pharma Giant AstraZeneca
BY DING DING

- 29 India Celebrates Tagore's 150th Birthday Anniversary with International Conference
BY XIE-YAN
- 30 The Mongolian Sandwich
BY ELAINE XIANG
- 34 Taiwan Builds Patent Bank To Protect Its Native Companies From Patent Suits
BY XIE-YAN
- 36 India's Retail Sector: Opportunity and Long Waits for Global Multi-Brand Retailers
BY ANSHU SHRIVASTAVA
- 37 India Tests Prithvi-II Missile
BY XIE-YAN
- 40 Korea's US\$1 Trillion Trade Volume Accomplishment Should Not Lead To Complacency
BY KIM MIN SOO
- 41 First Indo-French Space Collaboration Tastes Success: PSLV-18 Launches India Into Elite Group
BY ANURADHA SHUKLA
- 42 South Korea's FTAs with EU and US Portend Rising 2-Way Trade
BY ANURADHA SHUKLA

GREEN

- 44 Can the Himalayas Become a Future Solar Power Base?
BY DING DING

CULTURE

- 46 When in Punjab, Do as the Punjabis Do
BY ANURADHA SHUKLA

TRAVEL

- 48 Amusement Parks of South Korea
JIN-SUK YANG

NEW & NOTABLE

- 50 Jeong Sun-Tae, Minister of Government Legislation
BY KIM CHEOL HO

FOR ADVERTISEMENTS AND OTHER BUSINESS ENQUIRIES PLEASE CONTACT:

South Korea, Asia-Pacific, & United States:

- 207 2nd Floor, Construction Association of Korea Building
- 31-23 Taeyeongro 1-ga, Jung gu, Seoul Korea 100-101
- Phone: 822-766-8230
- Email: contact@biztechreport.com



COMPANIES COVERED IN THIS ISSUE

COMPANY	ARTICLE(S)
ABB Group	• Q & A: Marco Tellarini
AhnLab, Inc.	• Newest & The Best
Allied Security Trust	• Its Native Companies From Patent Suits
Datawind Ltd.	• India's First Affordable Tablet Finally Makes its Debut
Dh Lighting Co., Ltd.	• Newest & The Best
FESCO	• The Tide Turns for TSR Transportation
Finnair	• Finland As The European Outpost of Northeast Asia
Ford Motor	• India's Highly Competitive Small Car Market
Gartner Inc.	• Finland As The European Outpost of Northeast Asia
Honda Motor	• India's Highly Competitive Small Car Market
Honda Siel Cars India (HSCI)	• India's Highly Competitive Small Car Market
Hyundai Lifeboats Co., Ltd.	• Newest & The Best
Hyundai Motors	• India's Highly Competitive Small Car Market • Rich-Poor Gap Spurs Leftist To Victory as Mayor of Seoul • The Tide Turns for TSR Transportation
Jinsung Refrigerator Ind. Co., Ltd.	• Newest & The Best
Kia Motors Corp.	• The Tide Turns for TSR Transportation
LG Electronics	• Its Native Companies From Patent Suits • Rich-Poor Gap Spurs Leftist To Victory as Mayor of Seoul
Maruti Suzuki	• India's Highly Competitive Small Car Market
Nissan Motors	• India's Highly Competitive Small Car Market
PolyIC	• Finland As The European Outpost of Northeast Asia
PolyIC GmbH & Co.	• Korea Electronics Show Back on Top in 2011
RPX Corp	• Its Native Companies From Patent Suits
Samsung Electronics Co., Ltd.	• Its Native Companies From Patent Suits • Korea's US\$1 Trillion Trade Volume Accomplishment Should Not Lead To Complacency • Rich-Poor Gap Spurs Leftist To Victory as Mayor of Seoul
Seowon Co., Ltd.	• Newest & The Best
Siel Ltd.	• India's Highly Competitive Small Car Market
Skoda Auto	• India's Highly Competitive Small Car Market



DISCOVER THE WONDERS OF THE WORLD



Original. Remarkable. Exceptional.

Wherever in the world you travel, you'll be assured of a warm welcome with WORLDHOTELS, a collection of almost 450 of the world's most unique and interesting independent hotels.

Book your unique stay at worldhotels.com or contact your nearest travel agent for Best Available Rates.



New Year in Stockholm

© Ola Ericson | Dreamstime.com



Ericsson Globe

© Ola Ericson | Dreamstime.com



Lapland

© Staffan Widstrand | Dreamstime.com

Of course talking about an Asia united in currency, economics, and fiscal policy is seen by many as a very tall order to fill indeed...But the success and example of the European Union have set many Asian policymakers thinking.

like this. Rumors and innuendo are all that flies around this idea now, but the possibilities are very profitable for some Korean chaebol.

There have also been rumors of a deal being struck between Russia, North Korea, and South Korea for a natural gas pipeline from Russia to be built into South Korea through North Korea. It is doubtful whether North Korea can be trusted with a vital piece of infrastructure like that, however. One can easily imagine several scenarios in which the shady regime either siphons off a significant amount of the energy, or throws tantrums and cuts off the flow periodically in order to gain some temporary political advantage. However, if countries on both sides of the pipeline object to such antics the regime might be hard-pressed to pull anything like that off. Even though it is only tangentially related to EU-Asia cooperation, any avenue through North Korea is

good for international relations. It would be one more crack in the ice of Korea's northern neighbors.

Ice Keeps EU Apart

Another way that the European Union might be able to help Asia is by example. Several policymakers in Japan, Korea, and China have spoken before and continue to toy with the idea of trying to follow in Europe's footsteps in creating a Union of their own. The first step in this idea would be the implementation of a common currency between participating countries. It would simplify and encourage trade, the lifeblood of modern politics, which would also bring the countries closer together. However, any potential Asian economic cooperation might want to make a note of Europe's current economic troubles. Some experts say that the current problems with the EU banking system stem from having a

Growing Europe-Northeast Asia Cooperation

BY MATTHEW WEIGAND

Certain movers and shakers are abuzz with the possibilities of closer Europe-Asia cooperation and ties. Of course, the recently-passed Korea-EU FTA has helped with this, but other geographical and political factors are also contributing to the growing energy around the idea.

That the northern polar ice cap is melting reality. However, not all of the ramifications of this fact are bad. Perhaps the best result from this extremely significant change in our planet is that ocean traffic between Europe, the US, and Northeast Asia will become much more direct. The Northern Sea Route, the name given to the ship route between Europe and Asia by sailing in waters north of Russia, is 4000 nautical miles shorter as measured from Rotterdam to Ulsan, South Korea, than going through the Suez Canal. It was known to have opened in 2005 but closed again by 2007. However in 2008 it was reported to be open again. In 2009, a

Bremen-based company claimed to have traversed the Northern Sea Route without the assistance of icebreaker ships. However, they did contract Russian icebreakers for a more well-documented trip from Ulsan back to Rotterdam. They claimed savings of 300,000 Euros (US\$412,000) per ship, although the price for the Russian icebreakers is not known. It is believed that the average time taken and average fuel necessary to traverse the Northern Sea Route will consistently beat out the Suez Canal and going past India for shipping to and from Asia and Europe.

Metaphorical Melting

But as South Korea is benefiting from literal melting ice which connects it more tightly to the rest of Asia and Europe, it might also benefit from some metaphorical melting of its northern brother. The North Korean regime is said to be considering allowing a rail and/or natural gas pipeline through its territory to South Korea. The railway line is extremely promising for South Korean businesses which manufacture high-end electronics in the country and sell them in the lucrative European market. It would cut down the shipping times of goods from a few weeks to a few days. Proponents of the idea point to East and West Germany, which had a similar setup. Trains could pass from Eastern Europe through East Germany into West Germany, but the train cars were closed up and no one was allowed to get on or off for the duration of the trip through the communist nation. If a trans-North Korean railroad was implemented it would probably work something

Lars Danielsson

Ambassador of Sweden to the Republic of Korea



Sweden and Korea Have Much To Share With Each Other

BY KIM CHEOL HO

Diplomat Lars Danielsson, newly appointed Ambassador of the Embassy of Sweden in Seoul, brings tremendous experience and knowledge to Korea's political culture. Prior to his current position, Danielsson served as State Secretary and Ambassador for the Ministry of Foreign Affairs in Sweden. In 2008, he was appointed Sweden's Consul-General to Hong Kong and Macau. In this exclusive interview, Danielsson speaks about North Korea, denuclearization, the EU-Korea FTA and the future of Europe-Korea relations.






common currency but not a common fiscal policy. That created the problem of nation-states that shared a common currency and a common web of debt, but with one state being more fiscally irresponsible than others. Out of an obligation of the web of debt, the other states are now caught between a rock and a hard place - both helping or refusing to help their neighbors bring bad consequences.

Other Examples

Of course talking about an Asia united in currency, economics, and fiscal policy is seen by many as a very tall order to fill indeed, and not something that can happen within the next 10, 20, or perhaps even 50 years. But the success and example of the European Union have set many Asian policymakers thinking. There are also other examples from the EU that Asian policymakers can use in order to solve problems at home. There is the issue of renewable energy and energy efficiency. Northern Europe is especially good with these issues, since

they have to be. The polar ice caps may be melting, but it still gets cold in winter, and so energy efficiency is a very important part of the economies of countries like Sweden, Norway, and Finland. With excellent track records like being able to heat every home in the country with renewable energy, these northern EU countries can share a lot of ideas with Asian countries along those lines.

Another possible area of cooperation is in social policy. Asia is being faced with the problem of an aging population, where the elderly are going to outnumber their descendants by an economically-significant amount soon. EU nations have a much higher birthrate and policies to support that, and such policies can be used as examples which East Asian nations may be able to use to adapt to their own societies.

Not everyone likes change, but as winter always melts into spring, change always comes. It is best if one is prepared for change and anticipating what can be uncovered from melting snows, rather than wasting time crying over the icemelt rivers. 



Nobel Museum © Ola Ericson | Dreamstime.com

Q&A

How long have you been here in Korea?

I have been here one month. On the other hand I've dealt with Asia off and on for 30 years. I started my

career as a sinologist, thus China is my main focus. I came here from a posting as Sweden's Consul-General in Hong Kong. Before that I was in Sweden working for two Swedish prime ministers. I was quite often in Korea in that capacity, which included a visit to North Korea in 2001 with the Prime Minister of Sweden and some senior European officials. I had the privilege of meeting Kim Jong-il for 5 hours, which was 10 years ago. It is a thing of the past, and things have certainly changed.

Ten years ago North Korea was engaged, but now that has been declining.

I would say of course the main issue is the nuclearization, or denuclearization, of North Korea. The most important vehicle for the international community related to this is of course the six party talks. The EU is not part of these talks, for good reason, but some people think it would be a good thing. We, as representatives of Sweden, however, don't. On the other hand, the trade agreement on the first of July has led to a trade increase, and with that comes increasing interest in other fields.

The Americans have a very extreme approach: denuclearization or nothing. Do you agree with that or should we put it aside and work on other issues which can help directly or indirectly solve the North Korean problem?

I think the issue of denuclearization is crucial and pivotal, in that there has to be

some advancement on this issue before other things can be done. I think Sweden and the EU see eye to eye on this issue. On the other hand, we in Sweden have a strong humanitarian tradition. This means that we do see that we have a moral imperative when we know that, as in this case, a vast number of North Koreans are suffering from malnourishment, and so we have a moral imperative to try to alleviate that suffering. Now, this is all provided that we can ensure that such assistance can reach the right people. And it is here that I think we may differ a little bit from the Americans. The crucial importance of denuclearization is imperative for them.

The issue is security. For North Korea it is a matter of survival. Let's be honest. North Koreans are talking about what the EU is doing to North Africa. If Qaddafi had nuclear weapons he would most likely not be dead now. So as long as the North Koreans have nuclear weapons they will survive. But without nukes, Americans can always find some excuse to destroy them.

The key solution to a long-standing issue is not looking from one angle but several angles. On the other hand, the situation with a country that may be the most authoritarian in the world, and which has nukes, is something we have to deal with in a very straightforward manner. Right now there seem to be small positive steps being taken. We have no alternative than to try to ensure that the various parties get back to the negotiation table. This is not time to change tactics or strategy. It is time to use somewhat better conditions on talks for this issue.

There is an impression among some Koreans that China is not fully supporting the six party talks. What do you say about it?

That depends on what you mean by China. In China you have a number of differing voices. Many players such as the foreign ministry, the Communist Party international department, the military, various think tanks, say different things. In the US, India, and Sweden, you have a plethora of opinions. And we see more and more of this in China. My own conversations with Chinese officials in the foreign ministry give me every reason to believe China is as anxious as everyone else to solve this issue. You hear different voices from different areas of China but the foreign ministry is quite clear on the need to denuclearize North Korea.

Let me give you a further example. North Korea did nuclear testing, and the UN responded with sanctions. China was not on board with the sanctions. They still traded with North Korea and gave them all the resources that they needed to continue.

You are quite right. The Chinese position with North Korea is ambiguous. We are in a very interesting phase in Chinese foreign policy. Take the Chinese position on Libya. China abstained from the resolution which gave the legal basis for NATO and others to attack. The resolution was contrary to the normal Chinese position that a country's domestic affairs should not be interfered with by the UN Security Council. China is no longer guided first and foremost by principles but rather by its own economic self-interest. Whether this will have an effect on the Chinese position vis-a-vis North Korea is yet to be seen. Chinese foreign policy is by no means static, and I think that the main reason why we have to seem to be getting closer to six party talks is due to a large extent to Chinese pressure on North Korea.

To what extent can the Chinese take this to its logical

I'm very impressed with the way in which Korean society is in a broad front moving towards a sustainable society. This is a market economy, but this is a place where government and business are used to doing things together.

conclusion? They have a strategic interest which doesn't match with the US.

Yes, and also historical links between both parties. But I would say that all in all I think there are clear signs of Chinese constructive actions when it comes to the issue.

Changing the topic from security to economic cooperation, how do you view the EU-Korea FTA?

The jury is still out. The agreement has been in effect only for a couple of months. Very preliminary trade statistics have been increasing, but we don't know if that is because of the trade agreement or what. Korea is proud to have FTAs with powerhouses around the world - the US, ASEAN, the EU, India, etc. These benefit Korea in the long run, and I'm sure it will also benefit the EU. The trade commissioner of the EU was here last week, and had a first assessment session with his Korean counterpart, the minister for foreign trade. When you have new agreements there are always problems in the beginning. In the absence of a global agreement on free trade, the kind of bilateral agreement that the EU has with Korea has enormous importance to mitigate economic problems in the EU, US, and eventually in China. I'm sure that the Chinese economy is heading towards a low, not as dramatic as in the US or EU, but it will no doubt slow down.



Ambassador Lars Danielsson with Dr. Lakhvinder Singh, Chief Consultant of Asia Business and Technology Report, in his office in Seoul.

Let's talk about the EU. Will the economic crisis in the EU countries be solved? Or what are you looking at for the next five years?

I think we have two problems here. One is the construction of the Euro Zone as such. I think the founding fathers of the EU underestimated the potential problems that may occur when you have a common currency, especially when you do not share a common fiscal policy.

The second and more serious problem is a number of countries that did not handle public finances in a responsible way. It has very little to do with the Euro. One thing about the Euro is that a number of countries, including Greece, can benefit from low interest rates, stemming from the fact that Germany has a strong economy. So they could borrow money too cheaply and that was a problem. The short-term problem requires two things - the recapitalization of a number of EU banks, which otherwise may default because they have liabilities with Greece that they will never get back. Second, there has to be some sort of agreed solution to not underwrite Greece's problems,

if it's an organized default or not just a fight over words. But most economists agree today that Greece can't repay its debt without any sort of agreement or reduction. That's a short-term problem.

The longer-term problem is much more difficult. In order for the Euro to work, given the fact that the EU consists of 27 nation states, it is more likely necessary to have better instruments that provide for common economic policy. The problem is that this is not included in present EU treaties. If this is to be changed, it requires agreement among not only the 17 members of the Eurozone, but also the entire 27 member states of the European Union. So the short-term problem can be solved. For the long-term problem to be solved, it will require a period of consolidation inside the EU and a period of democratic dialogue between governments and their citizens on the theme of how much EU integration can we accept? How does one balance between national sovereignty and EU integration? Where can we have political support? Up until now EU leaders have acted upon the notion that they will lead and the people will follow. But there will always come a point when leaders must look back and see if people are

following them. The problem is that right now they are not.

For a long time, many have been talking about integration in

Northeast Asia, and the example of the EU is always given as a model to look at. But it is in serious crisis now. So to what extent can Northeast Asia still look to the EU as an example for integration? Japan, China and Korea, etc., are talking about a common currency. Is the era of integration over and are we back to square one?

I think the EU can still be a role model, absolutely. There are important lessons to learn from our experience. Regional cooperation is necessary, that is the most important lesson. Regional cooperation is necessary for prosperity. If we didn't have that we would be much worse off. In order for regional cooperation to work, in my mind, it has to be taken step by step, with clear democratic support for each step being taken. This is where we may have failed from time to time in the EU. Because in democracies you have to have democratic legitimacy, or people will ask, "What is this?" When it comes to trilateral cooperation in this part of the world, you are talking about two democracies and one authoritarian regime. How do you handle that? The ambitions of the Korean government impress me. They seem to be starting very carefully and realistically. The trilateral cooperation commission opened in Seoul, very humbly, very slowly. That is absolutely the way to do it, given the historical baggage in this part of the world. But historical baggage is in the EU too. So I think it is important to learn not only from our achievements but also from our failures.

We are focusing on transportation, green sustainable development, and energy. Please tell us your views on these.

That's the easy part. It's a given that there are great distances between the EU and Korea. There are interesting possibilities opening up. One of the few positive effects of global warming is the fact that we are now pretty close to having usable sea lanes going north of Russia. I think we are only in the beginning of exploring these possibilities. We all know sea transportation is, together with trains, the most eco-friendly way of transporting things. In Sweden's case, of course, being part of the northern EU, this opens up particular possibilities to connect to this part of the world. Arctic cooperation has a very real economic meaning. Right now, to trade with this part of the world we have to go the long way through the Suez Canal. But we open up completely new possibilities by going north.

As far as Korean investment in Sweden is concerned, it's the big ones – LG, Samsung – the ones you see all over the world, they are expanding their presence and doing very well. The big chaebols are making inroads in Sweden. Tourism is growing, particularly Korean tourists to Sweden and other Nordic countries.

Do you support a railway line from northern Europe to Korea?

Very interesting subject. Connecting South Korea to a railway line that includes anywhere has to go through North Korea. For the time being this is an insurmountable problem. But basically if we try to look through to the future, we hope that some day the political problems on the peninsula will be solved. Both sea lanes and rail lanes together are excellent possibilities. Incidentally, the closest air link between this part of the world and that part of the world is Helsinki. The possibilities for closer transportation between the northern EU and Korea are very good.

What about a gas pipeline that might go through North Korea?

My opinion on this is that you should not believe what the North Koreans say, you should believe what they do. Deeds rather than words count here. As an observer I have great hesitations of the feasibility of this project in the short term. It's not up to me. I'm an ambassador. I can be an observer but not a policymaker here.

Let's talk more about the energy cooperation between EU and Korea.

On energy, Korea has a problematic situation. It lacks its own energy resources to some extent, though it has nuclear power. My own country relies 50 percent on hydroelectric power. Korea is not fortunate on this issue. I think that this is where Russia comes in as an interesting part of the equation. What the EU can do and what Sweden can do is share our experiences and sell our technologies when it comes to achieving a more sustainable use of energy. Sweden is a very cold and dark country, which means in wintertime you will have 3 or 4 hours of light and relative darkness for the rest. That means we need a lot of energy. We have been able to reduce our dependence on fossil fuels dramatically by energy savings achieved through a mixture of incentives and taxes. And an investment in technology that will save energy.

Right now we have a very interesting example in Europe, where the biggest economy in the EU, Germany, has decided to abolish nuclear power. I'm not saying Korea should follow that example, but what I would strongly recommend Korea

to pay attention to is how does a country achieve this dramatic change in its energy supply? What Germany will do is cut off 25 percent of its energy supply. How is it possible? I believe it's possible. My country has been good at reducing energy use. One hundred percent of district heating in Sweden comes from renewable resources. We do not use any fossil fuels to heat our houses. This has been achieved through taxing but most of all giving strong incentives to developing alternative resources. We have a lot of forests, so we can use a lot of trees. Not by putting logs in the fire, but using byproducts of forestry to heat up our houses. In any forest you should cut down your trees because you should use them. There are byproducts of paper and pulp production which can be used in heating. You can do a lot of stuff in waste collection. The waste you collect you can use in incinerators and then recycle it and get heat from it. This is I think an area which is only in the beginning of development in Korea, and we should do a lot more work together. I would like to emphasize this. Connect a growing Korean interest with my own country's experiences in this.

I'm very impressed with the way in which Korean society is in a broad front moving towards a sustainable society. This is a market economy, but this is a place where government and business are used to doing things together. I think that it seems to be the policies that President Lee has introduced in this area which have every chance to be successful. It is not only a policy that has been laid out, it's also being underpinned by concrete actions undertaken by business. This kind of partnership is a more effective means to achieve more sustainable development. This is a system we have tried in Sweden for many years, to try to get consensus around achieving many goals, and then making sure government and business work together. Market forces cannot deal with this on their own. Even though I'm a strong believer in a market economy, I also believe it cannot take care of this itself. It often needs a push from the government. You can use market mechanisms to push, but still there is a need for a government push in this direction. From what I've seen, I'm pretty impressed with the steps that this research is taking. They are looking very much to the experiences of Sweden, Denmark, etc.

How do you see the bilateral relationship of Sweden and Korea now and where does it go from here under your leadership?

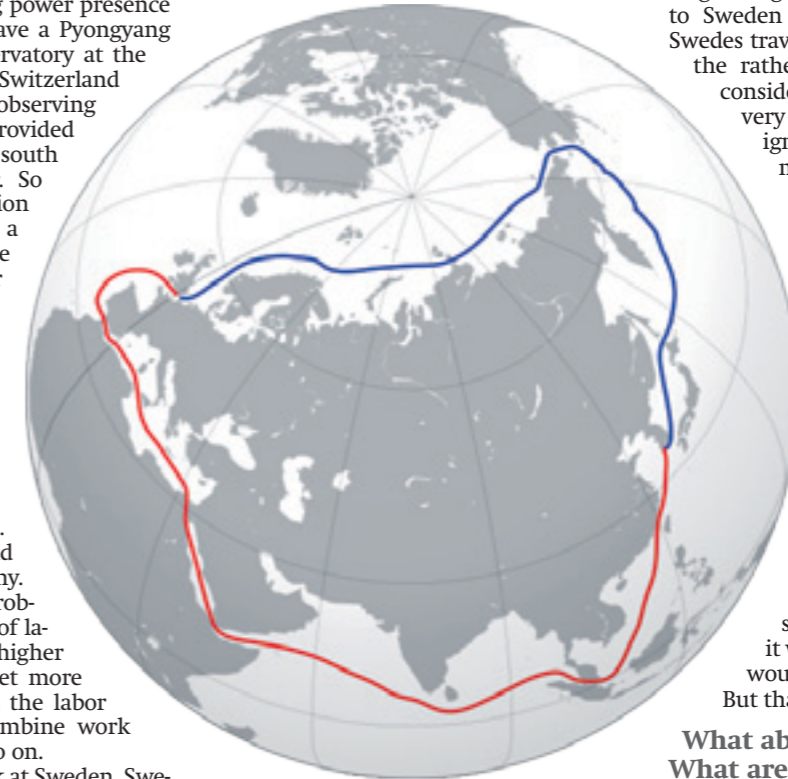
Under my leadership? Forward! The trade volume is increasing rapidly, particularly in Korean exports. I'll have to look at the exact figures. Sweden is a small country, only nine million people. So the volumes per se are not extremely high, but they are growing, and that is the important thing in my mind. And they are also going to grow with the FTA. It's not only a question of trade volume. Sweden is, in a way, a big power presence in Southeast Asia. We have a Pyongyang embassy, a military observatory at the DMZ, and together with Switzerland have military personnel observing the DMZ here. We also provided a military hospital to the south during the Korean War. So even though we are a nation that does not belong to a military alliance, we have always been ready for humanitarian support. I sense a very strong Korean interest in Sweden in some areas. One is the area you have talked about, the green economy. Another one, equally important, is what we may call experience in a welfare state. Korea is facing a more and more developed economy. It is facing very acute problems, such as a shortage of labor, how can it achieve a higher birthrate, how do you get more women to participate in the labor market, how do you combine work life and family life, and so on.

Of course they can look at Sweden. Sweden has one of the highest birthrates in Europe. Maybe you could say that Swedish women are more fertile but that is not the case. It is possible for Swedish women to participate in the labor market. They have an eighteen month paid maternity leave, at 80 percent of salary. Now when a child is 18 months old, the local government is required by law to offer childcare of high quality. This is required by law. This means that it is quite possible for a woman to be assured that she gives birth and has maternity leave which will not cause her economic suffering or undue obstacles for her professional career.

Changing the subject again to defense cooperation, defense is of course very important for South Korea. How is Sweden's defense industry doing currently?

Defense is something interesting. We have been outside military alliances and have not been at war since 1814. Why have we been able to succeed at this? We have built up a very strong defense industry on our own. But now Korea of course has a very strong security relationship

with the U.S. We are not questioning that. That is Korea's position. Yet I find a growing interest in Swedish competence and Swedish experience in the area of defense. In the recent air show that was held in Korea, there was big Swedish exhibition. The SAW jet fighter has garnered big interest in particular. We will probably not sell airplanes to Korea, they will probably continue to buy F-16s and F-35s, etc. However, Korea is also very interested in developing its own air power. Already to some extent we are cooperating. A country outside of wars for 200 years may claim defense



Northern Sea Route vs. Southern Sea Route

as one of its most interesting areas of cooperation.

Which product of your defense industry is most suitable for Korea? What is a possible area of cooperation?

Well it's a very difficult question to answer just with one possibility. Actually we have probably the best-developed shallow water submarines in the world. The problem is that right now this technology, although it is developed in Sweden, and manufactured in Sweden, is owned by a German company. So the German owners should decide if they should cooperate with Korea. But if you wanted me to name one specific area, that would be it. It's a private industry though, and it is industry that decides, not government.

What are the investment potentials for both countries?

You can see the usual suspects: Volvo, Ericsson, pretty big companies. What we are seeing now is two new trends. Consumer companies such as IKEA, the furni-

ture store, they are in the process of opening up their new stores, and more stores in a few years' time. We will see more consumer products coming in from Sweden. The second trend is small high-tech companies. We have a number of bio-gas companies who are good at tech-producing bio-gas who have established themselves in Korea. These are small but very advanced technologies. As far as Korean investment in Sweden is concerned, it's the big ones – LG, Samsung – the ones you see all over the world, they are expanding their presence and doing very well. The big chaebols are making inroads in Sweden. Tourism is growing, particularly Korean tourists to Sweden and other Nordic countries. Swedes travel all over the world, but even the rather adventurous Swedes don't consider Korea as a travel destination very much. This is mostly due to ignorance. Sweden, though, like many other EU countries, is now becoming exposed to K-pop. My children know quite a bit more about Korean culture than I do. They follow this stuff. There is a very strong interest in art both ways. I've been here four weeks and we've opened two different exhibitions – crafts art and Swedish music being exported here. Swedish groups come here. I've been struck by the open-mindedness of Koreans in wanting to learn more and adopt foreign culture. That surprises me because I thought it was a more closed country that would focus on its own culture. But that is not the case.

What about education? What are the potential areas of cooperation?

We have about one hundred Korean students in Sweden and vice versa. A lot of Swedish students who study in Korea tend to stay on. Once you go to Korea you don't go back. It gets under your skin. You have this very strong quest in Korean society for higher education. There is every opportunity. A lot of our academic education is in English. If you speak English the obstacles to study in Sweden are not that great. Germany and France would have a much greater dominance of teaching in their own language. We don't have that, and vice versa. Quite a few Swedish students try to learn Korean, but a lot of education is in English.

It is very important to make sure a lot of people know about the mutual exchange between Korea and Sweden. We also have a lot of adopted Koreans in Sweden. They have a lot of interest to try to get back in touch with their roots. There is a certain stigma in Korea about this issue – the fact that Korean children are adopted. But this carries a potential for creating closer links, because for many adoptees, at some point you want to come back and see where you were born.



The Tide Turns for TSR Transportation

BY HISAKO TSUJI

The TSR (Trans-Siberian Railway) International Container Transportation transports containers on the route that connects Japan/ Korea/ China with Russia and Europe through the combination of feeder vessels and the Trans-Siberian Railway. The route was developed in the 1970s and has played an important role as the shortest trade corridor to European countries from East Asia for about 40 years.

The feature of the route is the shorter distance and smaller number of days required for transportation compared to the Deep Sea route to Europe via Suez Canal. For example, in a case where goods are transported to Moscow from Japan or Korea, the number of required days is reduced from the 40 to 45 days for Deep Sea transportation to the 18 to 25 days for TSR transportation. Moreover, the Trans-Siberian Railway is network-linked with China, North Korea, Mongolia, Central Asia and European countries through its many branch lines, which enables the establishment of a variety of transportation routes to suit the destination.

The key question has been how much premium cargo owners are willing to pay for the reduced transportation days, considering the historical facts that the Deep Sea tariff rate fluctuates severely depending on the world market conditions.

Brief history

The history of 40 years can be divided into three phases.

During the first phase, or between 1970 and the 80s, the route was used for transit transportation from Japan to Europe and the Middle East. The annual volume reached 110,000 TEU (twenty-foot equivalent units) in 1983, counting only the loaded containers. During that time, the Soviet Union set a rate for transit transportation about 30 percent lower than that for Deep Sea transportation in order to secure foreign currency earnings, which successfully won support from cargo owners.

The second phase was in the 90s, or during the days of confusion after the collapse of the Soviet Union, when the economic competitiveness of the route was lost and the volume of transportation remained low.

President Putin assumed office in 2000 and the third phase started, during which time the Russian economy boomed aided by the surging crude oil price. Newly affluent Russian people demanded consumer goods, and home electric appliances made in Korea and consumer products made in China were transported by TSR directly or via Finland transit to Russia. The Finland transit was actually disappeared in 2006, as Russia practically eliminated the transit discount. The volume of cargoes increased further in the form of direct export to Russia, which replaced the Finland transit transportation.

In addition to finished goods, production parts were transported to Russia by TSR. Ko-

rean car manufacturers established production bases in Russia and the CIS, and the system worked to regularly transport a large volume of production parts to assembly factories on block trains. The total of cargo transported to and from East Asia reached 620,831 TEU in 2007 according to the Coordinating Council on Trans-Siberian Transportation (CCTT). Port Vostochny, the doorway to the Russian Far East, set a record cargo handling volume of 400,724 TEU, and the Commercial Port of Vladivostok (VMTP) handled 267,288 TEU in 2008.



Hisako Tsuji
Honorary Collaborative Researcher
Economic Research Institute for Northeast Asia

Global financial crisis

The cargo volume started dropping sharply due to the global financial crisis triggered by the Lehman Shock in September 2008. First, the financial sector of the Russian economy was hit hard, which stalled the momentum of the production, consumption and trading sectors. Moreover, due to the rapid drop of ocean freight rates caused by the global economic downturn, the TSR transportation lost its economic competitiveness and as a result lost many of the trade cargoes to the European Deep Sea route.

Thus, the year 2009 was a year when the TSR transportation was battered by the global financial crisis. In 2009, the volume of TSR transportation, to and from East Asia, dropped by 55 percent over the previous year, according to CCTT. Container handling volume at Port Vostochny was 60 percent lower than the previous year, about equal to the 2002-2003 level, suffering mainly from a big drop of shipments of automobile manufacturing parts for Korean car manufacturers who operate assembly plants in Russia.

On the other hand, container handling volume at the Commercial Port of Vladivostok (VMTP) dropped only 15 percent in 2009 compared to the previous year. One of the reasons for the small damage was that coastal (domestic) cargo represented about 30 percent at VMTP, which was almost free from the impact of the financial crisis. Another important reason was that the owner company, FESCO, actively supported VMTP by giving priority to FESCO vessels in calling the VMTP.

Port Vostochny has been the leading container port in the Russian Far East for many years. However, the leading position was replaced by VMTP since February 2009. Please note that about 85 percent of lifted containers are transported to various destinations by rail from Port Vostochny, while about 35 percent is shipped by rail, and a fairly large volume of containers are delivered by trucks or coastal vessels from VMTP.

Recovery from the crisis

As the world-wide economic recovery became clear from the second half of 2009, Deep Sea charges gradually increased. Similarly, as the Russian economy recovered slowly, TSR transportation also regained liveliness from the spring of 2010. Container handling volume in 2010 was 59 percent up at Port Vostochny and 49 percent up at VMTP compared to the previous year (Figure 1). The growing trend continues in 2011. Container handling volume during the January-August period in 2011 was 44 percent up at Port Vostochny and 30 percent up at VMTP compared to the same period of a year ago (Figure 2). Similarly, according to CCTT, in the first half of 2011, TSR carried 219,500 TEU in international traffic, an increase of 52 percent, with imports increasing by 66 percent, exports by 41 percent and transit by 32 percent. These facts indicate that the TSR cargo volume to/from East Asia has recovered to the pre-crisis level.

The market is driven by Korean cargo, including electrical appliances, auto-parts, plastic ingredients and chemicals. However, major auto-parts for Hyundai Motor Company and Kia Motors Corp. have declined severely, since Hyundai closed the assembly plants at Taganrog and Kia stopped the assembly operation at Izhevsk. Hyundai Motor Company has opened an own manufacturing plant near Saint Petersburg in 2011, and is using Deep Sea route for auto-parts delivery from Korea. The TSR route is still used for delivery of Korean auto-parts for GM-Uzbekistan to Uzbekistan, as an alternative route to the Trans-China Railway (TCR).

Container share by country at Port Vostochny in 2010 was 75.5 percent for Korea, 22.6 percent for China and only 2.0 percent for Japan. China is believed to exceed Korea if containers passing through Zabaikalsk-Manzhouli border were added. The actual Japanese containers are esti-

mated to be larger than this if containers shipped to/from Russia transshipped at Busan were included. Although Japan took the initiative in developing the TSR transportation in the 1970s, Japan has lost presence since 2000, surpassed by Korea and China. The main reason for the long term decline of Japanese share is that Japanese export makers have relocated manufacturing sites to other Asian or European countries in order to optimize manufacturing cost.

Figure 1: Annual container handling volume at VMTP and Port Vostochny

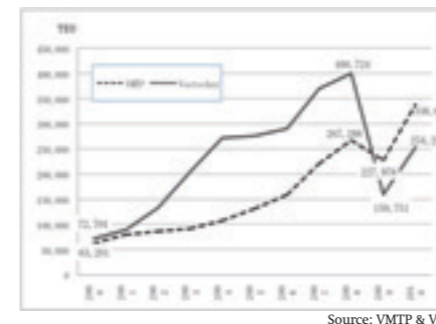


Figure 2: Monthly container handling volume at VMTP and Port Vostochny



Economic competitiveness and 'Watershed'

The key factor determining the business of TSR transportation is economic competitiveness versus Deep Sea route. For the TSR route, however, there is the plus of speed, adding a slight premium, estimated up to \$500 per 40 feet container (FEU or 2TEU) in case of transporting from East Asia to western Russia.

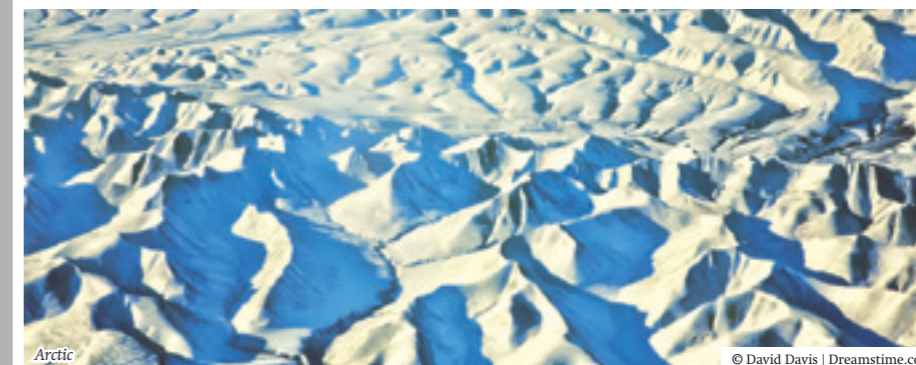
Then the question is 1) up to which destination TSR transportation is competitive over the Deep Sea transportation; and 2) how the economic competitiveness changed over time. To find answers to these questions, a concept of 'watershed' could be useful.

'Watershed' is a geographical line where entering from the east and entering from the west compete on an equal footing. The former route consists of feeder vessel and TSR transportation, while the latter route consists of the Deep Sea to Baltic ports and trucking to inland destinations (Figure 3).

In theory, the further east the destination the TSR route has the greater advantage, and the further west the Deep Sea route has the greater advantage. For instance, for a delivery from Korea/Japan to Siberia, TSR route has big advantage. However, the advantage will gradually diminish.

Continued on Page 20

Arctic Railway: Rovaniemi – Kirkenes



BY TIMO LOHI

The significance of the Arctic region is continuously growing. One reason for this is the utilisation of the Barents region's natural resources.

Additionally, the melting of sea ice is gradually making it possible to use sea routes in the Arctic region. When realised, these new sea routes will change the logistics systems of world trade. This will also have a significant impact on northern Europe's transport infrastructure.

The Northern Sea Route (Northeast Passage) will cut shipping time from Europe to Asia to half of the current 40 days (via the Suez Canal and the Strait of Malacca). The trip would take 20 days in winter and 11 days in summer. Ships sailing along the Northern Sea Route would consume about one-third less fuel and produce correspondingly less emissions. Only super ice class vessels would be allowed on the route, and due to its shallow waters, it would be trafficked primarily by mid-sized vessels. Studies have shown that shipping along the Northern Sea Route is technically possible and economically feasible. To make traffic profitable, the passage must be navigable for a greater part of the year. Industry and shipping companies are very interested in the new sea route as a shorter and faster alternative to current transport routes.

Long-term development work connected to the Northern Sea Route is needed in routing systems, navigation safety equipment and hydrographical surveying of the Arctic regions. Also, maritime communication systems, rescue and search services, and coordination and information related to icebreaking require particular attention in Arctic conditions. Environmental protection, extreme seasonal variation in conditions, supervision and regulation of traffic nor the broad strategic significance of the Arctic regions, both nationally and internationally, should not be forgotten.

The Arctic Council has estimated the future development of marine transports on the Arctic Ocean. Today the volume of freight transports along the Northern Sea Route is about 1.5 million tonnes a year, and the amount of mainly oil and gas transports

is expected to grow to 40 million tonnes by 2020. Due to the ice conditions, by 2020 Northern Sea Route transports are expected to be comprised primarily of oil and gas transports from the Arctic Ocean to Europe, freight transports between local harbours and cruises connected to tourism, with less trans-Arctic transports from Europe to the Far East. As freight traffic increases, channel payments will decrease, leading to economically more efficient marine traffic along the Northern Sea Route. According to

If marine transports between Europe and Asia increase 5-9 percent a year...annual marine traffic between Northern Europe and Asia will grow from today's nine million tonnes to around 30 million tonnes or even up to 70 million tonnes by 2030.

estimates, as vessel and transport technology develops, the cost of marine transports of oil and gas along the Northern Sea Route in the future will be lower than the cost of transporting through pipelines (Arctic Council 2009).

Marine transports between Northern Baltic Sea countries (Finland, Sweden, Baltic countries, Poland) and Asia (China, Japan, South Korea, Vietnam) have grown robustly in recent years. There has been nearly 40 percent growth from 2005 to 2008, when transport volume totalled over 9 million tonnes. The value of marine transports during the same period grew over 60 percent to around US\$28 billion.

In all, the amount of container goods transported by sea between the European and Asian markets came to about 24 mil-

Continued on Page 21

By Kim Cheol Ho

The Seoul Global Center was opened four years ago. How has your center done so far?

We have done better than expected in the last four years. One of our primary issues is making the foreign community aware of our existence. We had a good piece of news at the job fair in COEX a few weeks ago where we did an on-the-spot survey of awareness of the Seoul Global Center among foreign job seekers there. It was a very high percentage of awareness, approaching 70 percent. The interesting thing is that when analyzing awareness in terms of respondents, there was higher awareness among non-OECD respondents than those from OECD countries. I would say the shift is that former concentration in caring for the non-Korean resident population has been mostly towards OECD-sourced investment and businessmen. It is now very much supporting the larger number of people from Southeast Asia, East Asia, and Mongolia who are seeking jobs here.

You help foreign people who are doing business in Korea. Have there been increased or changed responsibilities with the Seoul Global Center?

Initially when we were set up we were under the wing of the Seoul Business Agency, a corporation run by Seoul City. We were regarded as a quasi-business unit. Increasingly over the years we've come under more and more direct control from the SMG itself. It's more direct and immediate and therefore more in keeping with the policy decisions of the city. In fact, the city of Seoul has set up a Foreign Residents Assistance Division, which is located right next to us. We are very closely integrated

with them, sharing staff and having regular meetings, and in effect they provide the policy and we implement it.

Do you have any success stories to share?

There are an increasing number of expatriates who want to stay in Korea, and instead of working for a foreign corporation, they want to set up their own business. We're continuing to offer business consulting services, but since they fall into the category of a small and medium enterprise, there isn't systematic support that exists for FDI investment inducement efforts that exist in other government positions. We are not here to help big companies make investment decisions, although if they are influenced by the living condition environment, we may have had some impact. But for SMEs we have set up a business start-up course, and we have now reached the 8th of such courses. These courses have 12 modules with qualified lecturers in different subjects, such as how to write a business plan, how to go about setting up a business in Korea specifically, and areas like labor law, employment, compliance with health and safety, real estate experts – a whole array of subjects. The classes average 22 attendees per class. Enrollment is always full. There's always a waiting list for the next class.

We've had a couple of dozen businesses that have started up fairly shortly afterward, real new businesses. They may be small in terms of people involved, but each of them has potential growth and they employ Koreans, thereby contributing to the fabric of business. Previously those startup courses were in English, but more recently there have been a lot of non-Koreans who don't speak English, so now we have a parallel course in Korean for non-Koreans who don't speak English. We have run four of these so far and are about to launch the fifth.

Is there one particular company that you can point out as a success?

I don't think I should mention a specific one, but there are several kinds of businesses in the service industry, consulting in services and high tech, the catering industry, restaurants, and hospitality; all of these, since they are open to foreign investment and open to foreign ownership, are quite popular.

Open to foreign investment? Which are restricted?

There's nothing to stop someone from opening a bar or restaurant with a foreign owner and actu-

ally owning the business. There are only a few areas still restricted – telecoms companies (in terms of ownership), the defense industry, and mineral extraction. Ninety-eight percent of all business sectors are now open for foreign ownership.

What percentage of EU-related entrepreneurs are in Korea? What kind of businesses are they usually opening?

I would think it is about 20 percent of the total. They often do consulting. For example, one gentleman is a finance specialist, and he was working for a Scandinavian multinational. He decided to settle here and set up a consulting business in the computer technology area. That is one typical example.

What is your opinion on the potential of cooperating on natural resources, energy, solar energy, renewable energy, and transportation?

I can't give you an expert opinion, only my personal opinion. One of the issues about an Asian-European rail link is of course connectivity across North Korea. I think that if the natural gas pipeline becomes a real project from Russia through North Korea, and if that becomes not just functional but also safe in terms of the security of supply, without interruption and without political involvement, then we could see the next step being the opening up of the rail connection. If you think of the parallel of a divided Germany, it was possible to travel to West Germany through East Germany, though the train was closed during that time. But it was possible nevertheless, and that's a good example of how you could take a train across North Korea. The train could remain closed until it reached the Chinese or Russian border. The original laying of the lines took place almost 100 years ago, so the basic route is there. They need upgrading – the North Korean railway system is badly in need of investment. I've traveled on a train in North Korea, and the average speed was 22kph. The other issue of course with Russia was the difference in the gauge. The Russian railways have a wider gauge than in the EU. So if you're taking trains through Russia you need to have either different gauges or switching. But Russians just invested in upgrading a rail connection to Naseong in North Korea with the intention of bringing more goods into the port of Naseong. So that is the beginning of this link. There are even grandiose schemes, although a deep feasibility study has not been undertaken, for a rail link between Japan and Korea via the undersea route. It's technically possible. If you did that then you could imagine the kind of traffic you could bring and the cargo you could move from Japan right away through to Europe.

Yes, the potential is very high. Now it takes 20 to 30 days by sea. They can do it in 22 hours with a train.

The other thing, which is a side effect of environmental changes, is that the Northwest Passage is opening. You see increasing use of that between the Atlantic and Pacific oceans. So Korea, being in Northeast Asia – one could see a role there of ships instead of heading south or east, setting off to the north and going over the polar route.

If it becomes reality, it will be one good side effect of global warming.

So I think, in transportation, one can see the possibility that there already is considerable engineering input into infrastructure work in Korea. One doesn't necessarily see it publicly, but if the main contractor is Korean, they are perfectly capable of carrying it out. But for bridges, they look for top international standards, and EU countries have a role in that – British, French, and Swiss. A Swiss company just set up an office here and their specialty is building bridges.

There is always a connection between politics and commerce. In colonialism trade followed the flag, but now I think the flag follows trade. In China and Korea, long before there were official diplomatic relations, there were increasing trade relations and investment in China. There was a Korean commercial liaison office in Beijing before it was upgraded to an embassy. To use an anatomical term, if you regard the people carrying commerce as the blood of an entity, then the rest of the body has to protect that and thrive on the oxygen that is carried in that way. Trade is the same. If you institutionalize trade links, you are building a ground for peaceful relations. People get vested interests in maintaining peace and making sure that trade can be conducted securely without a threat.

Another point I want to ask about is that in the EU, currently, there is a campaign against nuclear energy. South Korea is dependent on nuclear energy. How might the EU influence South Korea's nuclear energy industry?

When South Korea started building nuclear power plants, they started sourcing from Westinghouse in the US, Candu of Canada, and Framatome of France. Eventually their knowledge became self-sufficient, and now they are exporters of nuclear energy. The tsunami in Japan didn't cause so much worry here because, seismically, South Korea is not threatened. But, also, technology in Korea is more modern. Japanese plants were older. Most plants in Korea are less than 20 years old, and older ones are being phased out. Cooperation in nuclear energy is probably going to be followed in the nuclear market. Korea is an exporter of knowhow. Again, there are always pieces of the puzzle that can't be completely provided by one country. There are always possibilities for contracts in other areas to provide expertise to complete the plant.

What potential is there between the EU and Korea for cooperation in sustainable energy and growth?

Northern Europe uses a lot of wind power, and Germany and Denmark are the big powerhouses of wind power in Europe. Now China is growing very fast as well. But still there is a technological lead, particularly in Denmark. The potential in Korea is I think in offshore wind farms. And these take a lot of building. So then you've got not just the tech of setting up turbines and propeller sizes, but also the columns, the pillars that the propellers stand on. And if you're going to build on a seabed, then you need very, very good engineering tech, and that will come from the EU.

What about other forms of sustainable energy in Korea?

Solar power is definitely invested in quite heavily. That seems to have come largely from Japan. Sharp is very good in production of solar cells. Solar power is also picking up in domestic use, and households are often granted financial benefits if they put up solar panels on their roof to supplement the main grid supply of electricity. There are a number of Korean firms that have seen an opportunity there, on the grounds that 40 percent of cost is covered by a grant. The issue for large-scale solar panels is a little more limited given the topography of Korea. You need a big open space to lay out panels, and Korea is too hilly to have huge areas of sunlight farms. But having said that, certain cities like Daegu have looked at projects such as putting solar panels over the whole top of the industrial estate, and putting plants and manufacturing underneath. So they're actually working under a solar panel array.

What is the current economic relationship between the EU and Korea in education and in culture?

Yes, well, in terms of language, there are very strong links with English language teaching. The British Council has done quite a lot since it was first established here. And of course they teach British English. They are running their own tests to qualify in English. The British government cultural promotion organization is equivalent to the American USIS Institute. Most of their work is in English teaching but also British culture, visiting orchestras, visiting performers, etc. The British Council has also just launched an online application for English. It's a kind of dictionary/encyclopedia which is available for smart phones. They launched it in Korea before anywhere else.

**What are the important challenges of Europeans doing business in Korea, or vice versa? And what areas can be improved?**

Okay, let's look at Korean companies operating in Europe, for example. The investment in Europe has been pretty big. If you look at Hyundai and Kia investing in the Czech Republic and Slovakia, there is significant investment. On the sale side, all the major electronics companies have got big market share in the EU. That is supported by their own organizations. But there is still a gap in terms of the personnel practices and management practices carried out in a Korean company, when compared with those carried out in a foreign company. If you're bringing Korean staff into an EU branch, there is a gap in the perception of roles and the way people relate to each other. The challenge in a Korean company is to give more responsibility to local management abroad. And that's rather difficult, because it's a Confucian thing to not know when to let go. That applies to the way the Korean government runs itself too. It doesn't know when to let go because it feels responsible all the time and wants to control everything.

How about foreign companies working in Korea?

There is too much regulation, and Korea is still, in terms of its legal and regulatory framework, unfamiliar to people from the EU background on a day-to-day basis. You can look at this when you see that in order to apply for a phone, in order to apply for a credit card, a job, the forms go through details which the Korean citizen is very used to and understands and provides the answers. But some of those details a westerner might look at with a bit of a question mark. In Korea, you have your address and your registered address as well. The idea of the registered address as the source of your I/D documents doesn't exist in the EU. That's one small example of a different approach. (A&P)



Time is Running Out: British Government's Chief Scientific Advisor Gives Talk on Climate Change Crisis in Seoul

BY JENNIFER CHANG

Unless solutions are found soon, in just 30 years from now, the world will not only have to cope with a climate change crisis that causes an overwhelming number of weather-related disasters, it must also face massive shortages in energy, food and water.



John Beddington speaking at the Joint Conference on Climate Change and Green Growth in Seoul.

That was the message of a talk given by Sir John Beddington, the British government's chief scientific advisor, in October in Seoul at the Joint Conference on Climate Change and Green Growth, hosted by the Global Green Growth Institute, the German and British embassies in South Korea, and the Delegation of the European Union to the Republic of Korea.

Beddington also said that sometime in the next couple of weeks, the population of the world, which had been about 6 billion people only ten years ago, was going to have reached 7 billion. This type of continuously explosive population growth would cause humanity to face what he described as "formidable problems." Beddington called population growth one of the major changes that would drive the way the world will look in the future. He added that population growth differed vastly by region, with the OECD shrinking or keeping constant, while Asia and Africa will continue to expand.

The second major issue, he said, was urbanization. Last year, according to Beddington, the number of people living in towns and cities topped those living in rural areas for the first time in human history. And there were signs that by as early as 2030, a significant majority of the world's population would live in cities and towns. Given this explosive growth in population and urbanization in China alone, a city larger than Sydney, Australia would have to be built every year until 2030 just to allow for internal migration from rural regions to cities in China itself.

And, he added, the third major change driving the future of humanity was the climate change problem, which is already causing a huge rise in weather-related disasters such as floods, wildfires, droughts and typhoons. Beddington urged the world to do something about the climate change crisis, lamenting the fact that there seemed to be little chance that countries would reach

a legally binding agreement to address the problem by cutting greenhouse gas emissions and thereby holding an increase in the temperature of the world as a whole to somewhat below two degrees centigrade. In his opinion, even a two-degree rise would be problematic, leading to an increase in floods and storms, shortage of water, impacts of food production, and greater depth of permafrost thaw.

But four degrees would be a complete disaster, and the world was on a trajectory that was headed in that direction. If the world doesn't cut back on greenhouse gas emissions now, the most optimistic scenarios indicate a possible four degree rise by about 2110, according to Beddington. Meanwhile, the more pessimistic scenarios show that this might come as soon as 2060, with the more likely areas falling somewhere between those extremes.

In a four degree warmer world, yields of the major food products would go down. But also, very importantly, sea levels would likely rise, and incidents of major surges and major changes in severe weather would likely be much greater. Beddington stressed that avoiding such a world was a "formidably difficult" problem, but one which had to be avoided "at all costs."

As for the fourth major driver shaping the world's future, Beddington said it was poverty, and he emphasized the importance of alleviating this global affliction. However, he also pointed out that the four drivers should not be thought of in isolation, since climate change needs to be considered in the context of other major problems the world faces.

Beddington stressed that these four major changes were going to pose "phenomenal, really difficult" problems to humanity, with developing countries facing the greatest challenges from them. He also said those problems stemmed from a "gross inequality" in people's access to food, water and

energy, pointing out that even now, about a billion people live in food poverty and are malnourished, a little under a billion people cannot access fresh, clean water, and around one and a half billion people lack access to electricity. So "just 19 years away, by 2030, all the expectations are we need 40 percent more energy, we need something on the order of 40 percent more food, and 30 percent more availability of fresh water. And at the same time, the challenge we have is to actually mitigate an adaptive climate change," he said.

Beddington also said "we don't have the time" to be avoiding any particular technology to produce energy, and said the world needs to recognize it has "technology that works now," so it should not be avoiding nuclear energy out of safety concerns such as those that arose from the Fukushima nuclear accident earlier this year. He said that instead of moving from nuclear power to solar energy and other renewable energies, mankind should not be forbidding the use of any type of energy. Instead, it needs to focus on the increase in demand in energy - especially in the developing world, and in particular, China - that is looming in the coming years.

In addition to voicing concern at moves in recent months to abandon nuclear energy, saying it was necessary to fight global warming, the expert told the forum that "there is very clear analytical work that says this is not feasible for the United Kingdom to abandon nuclear without a completely catastrophic increase in energy prices." And he emphasized that nuclear power would have a significant role to play in the United Kingdom's energy sources.

Beddington said the crippled reactors at Fukushima, Japan posed only "moderate" dangers. He also said expert studies showed there was no need at all to evacuate British nationals from Japan as a result of radioac-

Continued on Page 25



Marrakuo Lokakuu

Finland As The European Outpost of Northeast Asia

BY MARKKU HEISKANEN

Finland, the easternmost member country of the European Union, and neighbour of the Russian Federation, was in 1809 - 1917 the western outpost of the then Imperial Russia, which extended from the Åland Islands in the vicinity of the eastern coast of Sweden even up to Alaska by 1867, when it was sold to the United States.

Finland, the then autonomous Grand Duchy of the Imperial Russia, became independent in 1917, and its traditions of connections with Northeast Asia remain still today.

In 1901 the over 9,000 kilometers long Trans-Siberian railway was opened from Moscow to Vladivostok, and it was also connected to Helsinki, the capital of Finland.

As early as 1878-80 the Finnish-born explorer Adolf Erik Nordenskiöld, under the flag of Sweden, had for the first time navigated the Northern Sea Route from northern Europe along the Arctic Ocean to Japan.

In 1980s the Finnish national airline company Finnair opened direct flights from Helsinki to Tokyo, and then to major cities in Northeast Asia including Osaka, Beijing and Seoul.

The shortest air route from northern Europe (and North America) to Northeast Asia goes from Helsinki. One can fly to Tokyo non-stop in less than ten hours.

Finnair has become one of the most popular routes from Northeast Asia to Europe. One can leave Tokyo in the morning, and thanks to the time difference, have a dinner in Rome the same evening. At the Helsinki airport the passengers can relax during the stop-over in the spa offering the Finnish sauna and other bathing facilities, and/or enjoy services of high-standard restaurants.

Accordingly, Finland can undoubtedly be considered today the main outpost of Northeast Asia in Europe.

Psychologically the Finns can be considered "remote cousins" of people in Northeast Asia. During the autonomous Grand Duchy period of the Imperial Russia, thousands of Finns worked in the Russian Far East, and there were even Finnish governors in then Russian Alaska.

Numerous renowned Finnish explorers, among them Finnish officer in the Russian army, C.G. Mannerheim, who in 1939 - 1945 was the commander of the Finnish Army, as Marshall, and Professor Gustaf John Ramstedt who studied Altaic languages in Japan, Mongolia and Korea, visited and stayed several years in Northeast Asia. Professor Ramstedt became the first Finnish envoy in Japan, China and Siam in 1919-29. He wrote the first Korean grammar published in the West in 1939.

There are theories according to which Finnish, Japanese, Mongolian and Korean languages have common ancient origins. These theories have not been proved, but similarities exist, especially as far as the grammatical structure of these languages is concerned. As a curiosity it can be mentioned that there are hundreds of words in the Finnish and Japanese languages one pronounces in the same way, but meaning is different.

It is not, however, excluded that today's Finns have somehow ancient roots with the Japanese, Mongolians and Koreans. People, like myself, who have been living in these countries for several years have sensed the

similar mentality, the genuine love for nature as one example.

What does this outpost position mean today?

As mentioned above, Finnair offers the best example how the logistic position of Finland can be utilized in contacts with Northeast Asia.

A recent example of the logistic position is the utilization of the modernized Trans-Siberian Railway from Moscow to Vladivostok. Today it takes eight days to send containers from Vladivostok to Finland, instead of some 35 days along the so-called deep-sea route via the Suez Canal. Russia and Finland have the same gauge, and there is only one border to cross, between Russia and Finland, which is also a border between Russia and the EU.

The concept of "Eurasian railways" was promoted in Helsinki in April 2002, when some 70 officials and experts from 13 countries from Northeast Asia, Europe and North America, both Koreas included, examined the possibilities to open direct railway corridors from the Korean peninsula to Europe...

There are shorter railway corridors from Northeast Asia to Western Europe, but the problem is the many border-crossings and bureaucracy, and even corruption, on the way.

In October this year the Russian railways were connected to the North Korean port of Rajin, an ice-free port south of Vladivostok. Obviously the extension on the North Korean side can use the same gauge as in Russia (and Finland), offering certain technical benefits, and saving time.

The grand scheme in the development of railways on the Korean peninsula is the opening of the trans-Korean railway from the South Korean port of Busan to Pyongyang, and further to Europe via the neighbouring countries China and Russia.

A major step forwards of this scheme was the opening of two railway corridors across the heavily mined inter-Korean demilitarized zone in May 2007. For some time there was even daily regular freight traffic from the South Korean side to the South Korean industrial park in Kaesong with tens of thousands North Korean workers, in the

Continued on Page 26

The KORUS FTA and its Implications for the South Korean Agricultural Sector

BY KIM MIN SOO

The U.S.-Korea Free Trade Agreement (KORUS FTA) will likely finally be ratified in the near future, despite various pending obstacles such as the disagreements with the opposition parties over aspects of the FTA such as the controversial (Investor-State Disment) article.

However, the long-stalled FTA deal is expected to generate considerable mutual benefits after its ratification.

Upon winning a final approval from the U.S. Congress, the FTA pact became a hot issue not only in South Korea's National Assembly, but also in various related sectors of the economy.

The biggest Korean FTA in history is currently facing a final impasse in its long, drawn-out process to be ratified by the small but powerful trading nation's parliament. While welcoming the KORUS FTA, in spite of some undesirable specific clauses, I would like to outline the current status of South Korean agricultural sector, focusing on the historical aspect of systematic sup-



Korean Rice Planter

© Richard Lindie | Dreamstime.com

port provided by the nation's successive administrations over the years.

The sector has so far taken the symbolic position as one of the essential tools for ensuring sustainable national strategic benefits in the long term. While reflecting the importance of the agricultural sector and ultimately anticipating political support from the industry, the last several Korean administrations have continuously injected massive accumulated capital into the agricultural sector, mostly in the form of public funding.

But this kind of boosting strategy mostly

failed to deliver the anticipated results, in spite of the massive amounts of capital investments over the past few decades. This ultimately led to the accumulation of an excess supply of unskilled agricultural workers compared with some of the advanced agricultural nation's workforces, an unfortunate situation given the gradually toughening competition in global agricultural markets.

This was exacerbated by the related authorities based in each province nationwide frequently misappropriating the allotted

Continued on Page 27

Continued from Page 15

ish if the destination shifts to west.

TSR transportation has economic competitiveness between East Asia and Moscow at this moment. In other words, the 'watershed' is located around Moscow. However, in case of shipment from East Asia to Saint Petersburg, TSR transportation isn't economically competitive. That's why for auto-parts delivery to Saint Petersburg plants, Hyundai and Toyota use the Deep Sea transportation.

Tracing back through history, in phase one of the 1970s and 80s, the watershed was in western Europe, having leapt clear of former Soviet Union. Subsequently, when Russian Railways entered the turbulent period in the 1990s, the watershed is estimated to have shifted east to the vicinity of Irkutsk. From 2000 on, because of the relative relationship in the changes of the Deep Sea and TSR routes, the watershed is believed to have moved to the vicinity of Moscow.

The global financial crisis which occurred in the fall of 2008, has forced to shift the watershed to east, probably to Ural mountain area, mainly due to the declined Deep Sea tariff. Russian side agents decided to lower the TSR rate in early 2009 to recover the economic competitiveness of TSR route. In fact, TSR rate was lowered by 42 percent during the Jan-Apr. period in 2009. As a result, the watershed seems to have moved back to Moscow region by the end of 2009.

Lessons from historical experiences tell us that when the watershed lies to the west

of Moscow, it is possible for the TSR route to take on freight bound for Moscow, but when it moves east of Moscow the TSR route losses freight.

What can consequently be considered is the gearing of the total TSR rate to the Deep Sea rate. Generally speaking, the maritime freight charges on the Deep Sea route change greatly - they are high in the economic good times, and become low in recession. As the changes for rail freight charges are small in relation to this, freight volumes change drastically according to the business tide.

Figure 3: 'Watershed' of TSR and the Deep Sea routes

The Trans-Siberian Land Bridge Network



Economic Research Institute for Northeast Asia, Japan 2007

The new phase of the TSR transportation: Revival of European transit

Now the TSR transportation is handling the historically highest volume of con-

tainers. Terminal expansion projects are planned at Commercial Port of Vladivostok, which has been heavily crowded due to the soaring container handling volume. There will be a capacity limitation for the Russian Far Eastern ports.

A possible scenario for the next phase of the TSR transportation could be a use of alternative route of Far Eastern ports. The most promising route is the Manzhouli-Zabaikalsk border crossing route, merging to the Trans-Siberian main line at China. The route was improved by constructing a transshipment station at Zabaikalsk in October 2008, by TransContainer. The maximum annual transshipment capacity is 550 thousand TEU (Figure 4).

Right now this route is used mainly for China-Russia trade, but the future potential will be great, including transit transportation between China and Europe. Transit transportation between Korea/Japan and Europe has disappeared since that lost economic competitiveness in 2006 as mentioned before. As long as the 'watershed' for Korea/Japan lies in Russian territory, transit transportation to Europe will not revive. However, the story becomes different if 'watershed' for Northeast China is defined assuming the Manzhouli-Zabaikalsk route, there is a possibility that the watershed lies in Europe, since the cost of feeder vessel can be eliminated in this route.

Recently, DB Schenker announced launching a daily container train service beginning in November 2011, between

Continued from Page 15

lion TEU in 2008, which accounts for about 30 percent of container transports on the world's oceans. According to UN economists, container transports by sea will grow 9 percent per year until 2015, meaning marine container transports between Europe and Asia will total around 44 million TEU in 2015 (United Nations 2007). This 9 percent annual increase means container transports will grow to nearly 160 million TEU by 2030. Moreover, according to a long-term prediction made by Hamburg's international economic institute HWWI, the volume of trade between Europe and Asia will grow at an annual rate of 9 percent by 2030 (HWWI 2006).

If marine transports between Europe and Asia increase 5-9 percent a year, as the above-mentioned forecasts indicate, annual marine traffic between Northern Europe and Asia will grow from today's nine million tonnes to around 30 million tonnes or even up to 70 million tonnes by 2030.

Transport connections from the EU and Finland to the oil and gas fields in Norway, northwestern Russia and the western end of the Northern Sea Route currently consist only of road connections. The main part of northern Finland and the whole northern Norway do not have a railway network and railway connections. Significantly increasing transport needs require the development of a cost-efficient and ecologically sustainable transport system in the area.

The utilization of natural resources and

Continued on Page 25

Leipzig and Shenyang via Zabaikalsk, for transporting BMW auto-parts, to be manufactured at Shenyang. The total transit time is expected to be 23 days, which is more than twice as fast as the Deep Sea transportation. This project could open the 4th phase of the TSR transportation as transit transportation between China and Europe.

Russian Railways has recently approved an integrated development concept for the container business of its holding company. In the concept they pay special attention to the growing trade between the countries of the Asia-Pacific region and Europe, and much of this traffic could be potential transit via Russia. (A-P)

Figure 4: Zabaikalsk transshipment station



Photo, taken by Hisako Tsuji



Bagan twilight, Myanmar.

© Luciano Mortula | Dreamstime.com

A Whisper of Hope Rises in Myanmar Again

BY XIE-YAN

Myanmar today is an isolated political state. Years of international economic sanctions in protest against the suppressive rule there has led to severe economic struggle for citizens of this ethnically-divided nation.

However, recent news from Myanmar indicates a whisper of hope that far-reaching changes could finally be coming soon.

In August of this year, the politically suppressed opposition leader, the much acclaimed and high-profile 1991 Nobel Peace Laureate Aung San Suu Kyi, was invited for a personal discussion with President Thein Sein. Aung San Suu Kyi is the daughter of slain Aung San, who was the first Burmese ethnic leader to head the transitional government of Myanmar (then Burma) after the British withdrew as colonial rulers.

The next step brings the country toward an important but contentious political change, to say the least. The traditionally pro-China government in Myanmar is now headed by an ex-general (Sein), and it has struck a different note towards traditional political relations with its giant neighbor to the north. For one thing, President Sein has defiantly struck down the construction of the Myitsone dam.

Being built over the River Irrawaddy, the dam had the blessings of the Chinese government and was backed by it. Now the sudden move to put a stop to the construction of the dam definitely symbolizes a political shift, and it is perhaps predictive of the sea-changes happening in Myanmar.

That this defiance by the present rulers of Myanmar would rattle the Chinese authorities is an understatement. However, this growing Myanmar independence and

attempt to implement more pro-people projects is not a flash-in-the-pan occurrence.

Another significant political change has been the growing inclination of the Myanmar rulers to listen, increasingly, to the opinion of its own people and to accede to Western pressure.

For years, Aung San Suu Kyi has been under house arrest, despite being a popular elected leader. President Thein Sein's government has now grown more lenient towards Suu Kyi. In the last few weeks, she has gained greater personal freedom of movement and is being permitted to meet foreign visitors.

Furthermore, changes in the country's social and legal climate have been introduced. New laws now permit workers to form umbrella organizations and trade unions. Such reform can be seen to represent the greater openness the present regime is trying to establish in the country.

Yet such changes are not new to Myanmar. Earlier in the mid-1990s, there was widespread political shifting that gave rise to the hope that a more democratic governance would emerge. History proved otherwise, however, thanks largely to hardliners within the regime.

Again, in 2002-03, there was increasing possibility of political amenity as talks between Suu Kyi and the government looked to improve. However, this too proved futile, as rulers failed to bring in substantial reforms to install the popularly-elected government. Instead, under pressure from hardliners from within, the backlash only resulted in reinstating the status quo, ensuring further suffering of the people of Myanmar.

Myanmar's Ethnic Diversity and Military Dominance Continue to Influence Political Changes

Burma was a dynastic royalty until its colonization by Great Britain in the late 19th century. It was part of British India up until 1937 and later it continued to be ruled by the British, officially as a Princely State.

However, after the Second World War, Burma was left splintered between the Japanese supporting ethnic population and an anti-British population. After the British withdrew from the region, a transitional parliamentary government was instituted under the leadership of Aung San, the popular political leader who led the Myanmar

Continued on Page 28

Mongolian Sandwich p. 30
Taiwan Builds Patent p. 34
Prithvi-II Missile p. 37
Korea's FTAs p. 42



India's Highly Competitive Small Car Market

BY ANSHU SHRIVASTAVA

The competition in the Indian small car market is heating up, and the upcoming months will see a pitched battle between all the major automobile companies to grab a chunk of this high-volume selling market space.

South Korea's automobile maker Hyundai Motors has intensified the competition by launching its hatchback, the Eon, just two weeks before the major Hindu festival of Diwali. This annual period always involves a surge in automobile demand in India, as for Hindus it's the most auspicious time to buy new products. The Eon, priced between US\$5,500 and \$7,500, is eyeing the market space of the iconic Maruti 800, which is being phased out, and is projected as a challenger to the highly popular Maruti Suzuki's Alto, the high selling (20,000 per month) entry level car priced between US\$5,200 and \$7,100.

Almost all the major automobile companies have either already launched or are in the process to launch their new hatchback models by next year. Japanese automobile giants Toyota and Honda also entered the Indian small car market this year. Toyota came in with the Etios Liva in June, while Honda joined its peer by launching the Brio in September. Another well-known Japanese auto-maker, Nissan Motor, introduced its hatchback, the Micra, in mid-2010.

India is the second fastest growing automobile market in the world after China. This growth is being driven by the 160 million strong middle class, which has abandoned its once upon a time prized possession, the scooter, having taken to the steering of four wheels. Hatchbacks are the new darlings of this class and automobile companies are leaving no stone unturned to woo them.

For the Indian middle class, the rising disposable income and easily obtainable loans have effaced the distance between

the dream and the reality of owing a car. Luxury cars are still beyond their budgets' reach but the smaller cars have made the roads shorter to the showroom, leading to high-volume sales in the entry-level small car segment.

In fact, small car sales account for more than 70 percent of the Indian car market. Maruti Suzuki is the leading automobile company in this market, with more than 40 percent market share, while Hyundai is second with a market share of 16 percent, and Tata Motors in third spot with around 12 percent.

Maruti Suzuki's Alto is currently the top selling car in the world and the main driver of the company's high volume sales. The company actually had a monopolistic control of the Indian market for more than two decades. The iconic Maruti 800, launched in 1983, was the best selling car for the company till Alto topped its reign. However, there look to be tough times ahead for the company, mainly because of the labor unrest at its Manesar plant in Gurgaon, Haryana. The workers are on strike, which has hit production and increased the waiting period for customers. Morgan Stanley said in a note that any worsening in labor disputes could potentially drive structural downside risk to Maruti Suzuki's margins from higher staff costs in the long run. Until now, the company has reportedly incurred a revenue loss of US\$300 million due to labor unrest.

Increasingly, the competitors are making a dent in the market leader's market space and it'll only get more competitive in the coming years, making it difficult for the

company to regain or hold onto its market share. Hyundai's Eon, market analysts believe, will change the game in the entry-level segment - the same segment which provides Maruti Suzuki the leadership position in the Indian automobile market. Credit Suisse said in a note, "We believe that even if (Hyundai's) Eon manages to garner a 20 percent market share in the entry segment, its launch could alone potentially result in a 5 percent market share loss for Maruti."

Hyundai Motors was one of the first companies to enter the Indian market after the Indian government began opening the economy, paving way for the entry of foreign players. Hyundai entered in 1997 with the Santro. The car in a short time became a visible brand name because of intelligent marketing and promotion strategy. Its sales overtook the then second best selling car the Maruti Suzuki Zen in four years time.

The Santro also provided Indian customers with another option, which was very significant, as the Maruti 800 was the only car in the small car segment for the generation that grew up in the 1980s and early 1990s. Today, there is a long line-up of small car models to pick from and this line is only going to increase.

Czech based auto-maker Skoda indicated that it plans to launch its new small car Citigo, originally designed for Europe, for Indian customers. The car is scheduled for a European launch later this year. Talking to the Times of India, Winfried Vahland, global chairman of Skoda Auto, said, "The Citigo, which is mainly a small car for Europe, also has a potential in a market like India." Volkswagen has announced its plan to unveil its hatchback next year.

The first hatchback from Ford, Figo, was launched in March, 2010, and the company plans to roll out more models for the small car market. Michael Boneham told Hindu Businessline that the company will launch more products in the hatch segment. "The base is huge in this segment, which justifies more products."

Continued on Page 30

Korea Electronics Show Back on Top in 2011



Analog Semiconductors Leaders' Forum

BY JENNIFER CHANG

After some disappointing performances in recent years, the annual Korea Electronics Show has managed to climb back to the top despite the sluggish global economy.

This year, it showed a five percent growth in participating companies from last year, with over 800 companies taking part. 2011's event was held from October 12th to the 15th at the KINTEX in Ilsan, Gyeonggi Province. It was very well-received, living up to expectations that it would effectively showcase South Korea's progress and might in the electronics industry over the last year.

The theme of KES 2011 was "Be Smart!", with smart electronics, parts and software being introduced for the first time in household electronics, telecommunication/multimedia, IT and software mobile convergence, digital broadcasting, semiconductor displays, and a 3D exposition.

The show kicked off amid much fanfare with dazzling opening and tape cutting ceremonies. At the opening ceremony, Korea Electronics Association Chairman Yun Jong-yong, Vice Minister of Knowledge and Economy Yoon Sang-jick, and Knowledge Economy Committee Chairman Kim Young-hwan addressed a huge audience. Mr. Yun told the crowd, "The information technology sector is now exploring a convergent service of IT telecom-broadcasting and green IT technology. This is the development global information technology businesses must

pay attention to." Mr. Yoon told the packed ballroom, "The South Korean government views the IT sector as the key to South Korea turning into a more advanced nation." And Mr. Kim said in his speech, "South Korea will create new information technology sectors that can progress to the next level in a global market by making its software and component sectors stronger."

Also during the ceremony, 42 people were honored for their contributions to the development of South Korea's information technology sector with awards and applause. Following the opening ceremony, the tape-cutting ceremony took place. A long line of white-gloved dignitaries cut the tape on a red carpet in front of the exhibition hall, after which cutting-edge technology was showed off on a huge screen to the huge audience of visitors and journalists.

The exhibition drew many distributors from nearby Asian countries like China and Taiwan, as expected. But it also attracted numerous companies from faraway countries such as Germany and Switzerland that took part to promote their fascinating state-of-the-art goods. For instance, VAT Vakuum-ventile, a Swiss firm that manufactures vacuum valves for semiconductors and solar industry products, and PolyIC GmbH & Co., a German company which specializes in printed electronics, both had set up booths at the fair that were manned by European staff.

Thomas Schleicher, Product Manager of VAT's Control Valve Group, said the KES 2011 gave VAT an opportunity to focus on the business, rather than the private consumer side, of the company by keeping in closer contact with its designers and buyers who had booths at the exhibition, and presenting its latest products to them. These include the Sovat valve, which is used to shut

down different process chambers in solar energy instruments and flat panel devices. Schleicher added that at the KES 2011, which is known for being one of the world's top events of its kind, his company was able to meet its goal of drawing almost all of its customers in South Korea to its booth and the show was therefore deemed a success.

Martin Schewe, Product Manager of Applications at PolyIC, was showing off his firm's latest products as part of a section of the exhibition with signs bearing German flags that were marked "Germany" which had been set apart for the numerous German booths there. These included transparent conductive films, which he explained could be used for touch displays as a thinner, more flexible and cheaper substitute for the ITO (indium-tin-oxide) films now used for touch screens in devices like mobile phones, and which also had better conductivity than the ITO films, meaning they were more sensitive to touch. Schewe said the exhibition had lived up to his expectations by showcasing how South Korea's electronics industry has done very well over the past year. "Big companies here in Korea had a very impressive show and very new, impressive products. For example, the 3D displays and televisions and so on are very impressive."

As part of the fair, the four-day Smart Korea 2011 event, comprising a forum and two conferences, was also held, where distinguished speakers from Asia-Pacific countries discussed Asia's role in the smart revolution's future, forecasted the outlook for the information technology sector and talked about IT-related policies in Asian nations. John P. Roberts, a vice president in Australia at Gartner, a global IT research company that provides advice to many companies around the world on technology trends, was one of the pundits who spoke. Roberts gave a talk on top technology trends in 2012, and stressed that at the current time, the future trends in the electronic industry that companies should be on the lookout for are "undoubtedly, the whole issue of mobility and mobile applications." "Always being connected is going to be the key for the next 12 months," he said, adding, "That's where the greatest focus is."

Roberts also said that the KES 2011 had succeeded in living up to his expectations. "I think there are signs of some very creative thinking of the future of the Korean industry. And there's a lot happening, and there's a lot of good things happening," he explained.

In addition to Smart Korea 2011, the show also featured the fourth annual Analog Semiconductor Leaders' Forum, which was hosted by Dongbu HiTek, a South Korean semiconductor company which also had a booth at the exhibition. The central theme of this year's forum was High Performance Analog ICs: Key Enabler of Real World Applications. Lou N. Hutter, Senior Vice President at Dongbu, gave a lecture there on analog integrated circuits as an industry expert. Hutter said he thought the show had lived up to the expectations surrounding it, saying, "It's not the top technology forum in the world. There are huge ones. But this is very targeted. It's really our opportunity to show mainly local community and business leaders what we're doing."

Continued on Page 34

Rich-Poor Gap Spurs Leftist To Victory as Mayor of Seoul

BY DONALD KIRK

A lawyer with a long background espousing leftist causes is now the mayor of Seoul, a capital city of 10 million people (20 percent of South Korea's population), after his overwhelming success in an election that has grave implications for policies vis-a-vis North Korea.

Park Won-soon, a 55-year-old activist who has called for the withdrawal of US troops and repeal of the National Security law for tracking Communist sympathizers and spies, easily defeated Na Kyung-won, 45, the attractive wife of a judge, a member of the National Assembly and the candidate of the ruling conservatives.

Park, who has been attacking central government policies ever since he was expelled from Seoul National University for leading protests 36 years ago, credited voters with showing "common sense and principles" in a contest that gave him 53 percent of the votes as opposed to 46 percent for Na. Clearly, his victory reflected severe differences in social class and income – and deep discontent among middle and working-class Koreans. Increasingly, they're unhappy with a system in which the sprawling chaebol, from the Chinese characters for "fortune clusters," including Samsung, Hyundai Motor, LG, SK and dozens of others, grow ever wealthier while most people struggle to make ends meet in a time of inflation and unemployment.

One of the country's most powerful financial officials, Kwon Hyouk-se, governor of the Financial Supervisory Service, acknowledged the discontent, saying "Korea does have to contend with the problem of social disharmony." He called the "Occupy Wall Street" movement in the U.S., which has caught on in Seoul in demonstrations in the financial district, "an expression of the frustration at the gains and advantages financial firms and their executives enjoy even after one of the worst financial crises ever." In the case of Korea, Kwon told the American Chamber of Commerce, "Many attribute this to uneven sharing of growth and prosperity" amid "voices calling for more responsible corporate citizenship in our financial industry."

The accuracy of that view was borne out as the returns rolled in, showing Park ahead in every district except for the wealthiest neighborhoods south of the Han River that bisects the capital. Park had widespread support among young office workers who

seem to form the backbone of the movement that propelled him to success. "We are struggling so much, we are not even 'middle class' any more," said an office manager, Kim Yun-mee, reflecting growing unhappiness with the Grand National Party, the conservative organization that controls the central government. "They are good only for the rich people. Look at the whole economy. The rich get richer, the poor get poorer."

The surge for Park represented an astounding reversal that began when the previous mayor, Oh Se-hoon, called a referendum in August on a costly school lunch program. The conservative Oh, who had won a second four-year term by a narrow margin just last year, opposed the populist notion of free lunch for Seoul's 800,000 schoolchildren as approved by a city council controlled by opposition liberals. Warning of the need for raising taxes if the kids got free lunches, Oh proposed a referendum giving voters an option: free lunch for them all or free lunch only for those whose families could not afford it. The opposition Democratic Party organized a boycott of the referendum, which was rendered invalid after failing to get a minimum one third of the voters to cast ballots. Humiliated, Oh resigned.

Although the mayor of Seoul has no power over foreign or defense policy, the election is seen a bellwether for pivotal National Assembly elections next April and then for election of a new president in December of next year. President Lee Myung-bak, who in December 2007 won a landslide victory in a backlash against a decade of liberal rule, cannot succeed himself under Korea's 'democracy constitution,' adopted in 1987 amid protests against dictatorial rule.

Voters have become increasingly critical of Lee's hard-line policy toward North Korea, including his reluctance to extend aid or enter into negotiations unless the North shows signs of giving up its nuclear program. "The young generation are angry at Lee Myung-bak," said Kim Kee-sam, a former official of the National Intelligence Service, now working as a lawyer in the US. "They are frustrated because of unemployment. It's impossible for them to buy a house. It's only the chaebol – the conglomerates – that are growing rich."

Ironically, Park was nominated initially as an independent, without the support of the opposition Democratic Party, but finally ran on a unified ticket. Some observers believe that as mayor he will adopt a more moderate stance than indicated by his rants against the government, including his claim that South Korea "provoked" North Korea into sinking the navy vessel the Cheonan in March of last year and then shelling Yeonpyeong Island in the Yellow Sea a year ago in November, with a loss of 50 lives. "People worry about him being very liberal," said Jeffery Jones, a long-time lawyer in Seoul.



Seoul Tower, Seoul © Korea Tourism Organization

The election called into question the issue of popular support for the U.S.-Korean alliance at an incredible juncture, the day of the annual visitation to South Korea of the U.S. defense chief.

"He sounds liberal, but he'll come back to the middle of the road." Still, Jones added, "he's clearly social progressive."

Moderation, however, is not likely to temper the critical anti-American outlook of one whose election provides "a boost for the anti-establishment sentiments that the Democratic Party has never been able to effectively manage or represent," observed

Continued on Page 37

Continued from Page 21

growth of tourism require fast and cost-efficient transport connections. The existing transport needs of forest industry are already significant in northern Finland. A nickel-copper mine will be constructed in Kevitsa on the northern side of Sodankylä, which has significant transport needs. In addition, there are several significant pending mining projects in Lapland and in the Barents area which will require an efficient transport system already in forthcoming years. The latest discovery announced recently in Sodankylä by Anglo American Exploration is estimated to be one the largest nickel and copper discoveries in Europe in 40 years. Functional service and transport connections are also needed in the utilization of the large oil and gas deposits on the Arctic Ocean coast. The construction of a railway equipped with broad rail gauge to a deep-water harbor located on the Arctic Ocean coast would provide a new, competitive and reliable transport route for industry. On the other hand, the increasing use of the Northern Sea Route due to the progress of climate change together with the implementation of the Arctic railway will provide significant opportunities for developing the logistics system and competitiveness of Finland and the entire Baltic Region.

The goal is to use the existing transport corridors as much as possible when identifying different railway alternatives. Depending on the railway alternative, the total length of the Rovaniemi-Kirkenes railway is 480-550 kilometers. The total construction costs of the Arctic railway are estimated at about US\$2.2 billion.

The implementation of the railway has been examined in two development phases: in the first phase the railway would be constructed to Sodankylä by the year 2020, and in the second phase railway construction would reach the Arctic Ocean by the year 2030. According to a preliminary estimate, the annual freight transport potential of the railway is 1-2 million tons in the first phase and as much as over 10 million tons in the second phase when the railway is extended to the Arctic Ocean. These transport volumes are supplemented by tourist and other passenger traffic flows. The transport demand of the railway in the first phase of implementation would already correspond to the existing freight traffic volumes on several rail sections in Finland. Extension of the railway to the Arctic port of Kirkenes will become topical when the Northern Sea Route is opened to international freight transport.

The greatest uncertainty in the realization of the Northern Sea Route's transport potential is related to the progression of climate change and the usability of the route. There are also uncertainties connected to the region's strategic significance and political situation. It is currently not known who would manage and administer the route. A sufficiently high shipping frequency and a well-developed harbour infrastructure are also prerequisites for starting intercontinental transports.



The Union Minister for Human Resource Development and Communications and Information Technology, Shri Kapil Sibal, launching the "Aakash Low Cost Access Device (LCAD)", in New Delhi on October 05, 2011. The Minister of State for Human Resource Development, Dr. (Smt.) D. Purandeswari, is also seen. © pib.gov.in

India's First Affordable Tablet Finally Makes its Debut

BY ELAINE XIANG

India's very own low-cost tablet (perhaps a challenge to Nicholas Negroponte's \$100 laptop) is the result of a technical collaboration between India's leading scientific and technology institutes – IIT and IISc, Bangalore.

Priced at Rs.1,500 (US\$35) this will be the world's lowest-priced tablet, and it is expected to be available to every Indian student in schools and colleges.

Features

The tablet will support most common software features such as Open Office, SciLab for remote printing, Internet browsing with a Flash plug-in, JavaScript, video web conferencing, in-built PDF reader, and multimedia content in a variety of formats (pdf, docx, ods, adp, xls, jpeg, gif, png, bmp, odt, zip, AVCHD, AVI, AC3).

Continued from Page 18

leagues in other nations in Asia and around the world, including South Korea, to try to produce more detailed predictions of the future significance of climate change for individual countries. Results of the cooperation in this area between scientists of the United Kingdom and Republic of Korea would be published in the next month or so, he said.

Beddington highlighted the seriousness of the climate change crisis and resulting weather catastrophes, saying the global warming problem would be with us worldwide for the next 20 or 30 years. And developing countries are massively more vulnerable to it, as such countries have the lowest climate change coping capability. So the international community needs to think about how it can address these issues, recognizing that "time is against us."

Developed on an open source platform, this tablet has the latest features, including a touch screen and a built-in keyboard. The operating system is called Bharath Operating System, or BOSS, and was developed by the National Resource Centre for Free and Open Source Software of India. It runs on top of Android 2.2.

Delayed Launch

Five years since the idea of low-cost tablets was first pitched, the Indian Minister Mr. Kapil Sibal finally launched it on October 5th, 2011. The model was made by Canadian/UK firm Datawind Ltd., and it comes with a seven-inch display screen.

Carrying a Sanskrit name, the tablet is commercially available as Aakash (meaning sky). It has pre-loaded software such as an Internet browser, as well as multiple content viewing software.

The future devices will include telephony features with GSM bands. It is proposed that the Government of India, which has purchased 100,000 units at US\$50 each, will sell it at subsidized rates of \$35. The same will soon be available at retail costs of \$60.

Hong Kong's Education Gets Fresh Funding of US\$643 Million

BY KEVIN LIU

Donald Tsang, the chief executive of Hong Kong, believes that it is crucial to increase the investment in academic research in tertiary Hong Kong institutions to compete in the intense global scenario.

To be able to compete at the global level, he proposed to inject US\$643 million (5 billion HK dollars) into the Research Endowment Fund. Tsang also announced that 3 billion HK dollars would be injected into the development of self-financing tertiary institutions, on a competitive basis.

Resource Outlay

The remaining 100 million dollars goes to the Research Grants Council to promote and provide stable research funding institutions. While presenting the policy for 2011-12 to the Legislative Council, Tsang announced that the government would sign a Supplement VIII of the Mainland and Hong Kong Closer Economic Partnership Arrangement. The government setup dedicated liaison units in Chongqing and Fujian to strengthen and deepen its multi-faceted co-operation.

Research Endowment Fund

The Research Endowment Fund was setup in 2009. About US\$2.3 billion dollars

were assigned to this fund. With this help, the government took the initiative to introduce the Theme-based Research Scheme. The aim was to finance the research projects of strategic importance for the city's development.

More specifically, the plan is to introduce as many colleges and training centers as possible. Tsang has proposed many measures to promote, develop, and introduce several types of colleges. Proposals to expand the multiple study pathways for Cuisine College, the youth college as well as the construction workers training center are in the pipelines. He has also proposed enhanced support to students with special educational needs, as well as a proposal to develop electronic textbooks.

Remain Competitive

To help Hong Kong to compete with the mainland market, Tsang has proposed a dedicated fund of US\$1 billion. There are elaborate plans to encourage Hong Kong enterprises to build their own brands, by developing the strengths of Hong Kong. It is all for the development and establishment of the Hong Kong economy, trade and culture.

Hong Kong to Become International Educational Hub


The policy is keen on building Hong Kong into an international educational center, as it provides the ideal environment to attract quality students from overseas.

Hong Kong has many top quality universities and a rich history in meritorious students. This city not only produces talented local youngsters, but it also welcomes such talent from all around the globe. The gov-

ernment of Hong Kong has set up US\$129 million in scholarship funds, which are available to both local and foreigners. There are many other scholarships available, such as the Ph.D. Fellowship Scheme for students from around the world.

Tsang was also interested to raise the attending rate of higher education among young people. He wanted to see continuous improvement in providing quality and diversified education to the younger generation of Hong Kong. He has proposed a fund of 2-5 billion HK dollars (US\$300-650 million) for development and self-financing of post secondary education. Tsang has also announced that students will have the opportunity to participate in Chinese mainland learning and exchange activities. 

ernment of Hong Kong has set up US\$129 million in scholarship funds, which are available to both local and foreigners. There are many other scholarships available, such as the Ph.D. Fellowship Scheme for students from around the world.

Tsang was also interested to raise the attending rate of higher education among young people. He wanted to see continuous improvement in providing quality and diversified education to the younger generation of Hong Kong. He has proposed a fund of 2-5 billion HK dollars (US\$300-650 million) for development and self-financing of post secondary education. Tsang has also announced that students will have the opportunity to participate in Chinese mainland learning and exchange activities. 

ernment of Hong Kong has set up US\$129 million in scholarship funds, which are available to both local and foreigners. There are many other scholarships available, such as the Ph.D. Fellowship Scheme for students from around the world.




Hongkong Meeting and Exhibition Center © Yejun | Dreamstime.com


ernment of Hong Kong has set up US\$129 million in scholarship funds, which are available to both local and foreigners. There are many other scholarships available, such as the Ph.D. Fellowship Scheme for students from around the world.

Tsang was also interested to raise the attending rate of higher education among young people. He wanted to see continuous improvement in providing quality and diversified education to the younger generation of Hong Kong. He has proposed a fund of 2-5 billion HK dollars (US\$300-650 million) for development and self-financing of post secondary education. Tsang has also announced that students will have the opportunity to participate in Chinese mainland learning and exchange activities. 

ernment of Hong Kong has set up US\$129 million in scholarship funds, which are available to both local and foreigners. There are many other scholarships available, such as the Ph.D. Fellowship Scheme for students from around the world.

Tsang was also interested to raise the attending rate of higher education among young people. He wanted to see continuous improvement in providing quality and diversified education to the younger generation of Hong Kong. He has proposed a fund of 2-5 billion HK dollars (US\$300-650 million) for development and self-financing of post secondary education. Tsang has also announced that students will have the opportunity to participate in Chinese mainland learning and exchange activities. 

ernment of Hong Kong has set up US\$129 million in scholarship funds, which are available to both local and foreigners. There are many other scholarships available, such as the Ph.D. Fellowship Scheme for students from around the world.

Tsang was also interested to raise the attending rate of higher education among young people. He wanted to see continuous improvement in providing quality and diversified education to the younger generation of Hong Kong. He has proposed a fund of 2-5 billion HK dollars (US\$300-650 million) for development and self-financing of post secondary education. Tsang has also announced that students will have the opportunity to participate in Chinese mainland learning and exchange activities. 

ernment of Hong Kong has set up US\$129 million in scholarship funds, which are available to both local and foreigners. There are many other scholarships available, such as the Ph.D. Fellowship Scheme for students from around the world.

Continued from Page 20

budgets by allowing unauthorized persons to illicitly use official funds for the purposes of purchasing non-agricultural machinery, while also using the funds illegally for unauthorized personnel activities.

This problematic system is attributable to the illegally and unsystematically operated national allocation mechanism, under which all the public funds could not easily be preferentially, properly and strategically distributed among some promising national strategic industries in the likes of the agricultural sector, etc.

Most of the former administrations in South Korea who strongly needed to show an impressive performance within a comparatively short period of time were the main contributory factors to this problematic system.

With this unique South Korean political system, the wrongly utilized nationwide policy funds reportedly contributed to the accumulation of astronomical costs.

Which brings up the following question: What were the resulting negative effects from this repeated inappropriate use of public funds over the past several decades? For one thing, it led to the misuse of overall national budgets, thus eventually hampering both the agricultural sector's development, along with the livelihoods of the concerned people and other industrial sectors of the nation.

As a side-effect, nationwide potential farming ventures were deprived of the valuable opportunity of receiving timely and large investments in their high value-added prospective farming businesses from essential public funding. They thus lost optimal application time for their independently developed advanced agricultural technologies.

Recently, despite the long-lasting negative effects of these structural problems, innovative farming ventures in Korea using new global-leading technologies mixed with new ideas are recording unprecedented outcomes in some specific high-tech agricultural sectors across the nation.

These kinds of ventures which are operating enterprise-type farming currently are leading the new trends in farming in South Korea. They are keen to learn advanced new trends from abroad in their specific fields and gain new insights from various sources overseas by innovatively applying them to their globally competitive farming areas.

Collaborating effectively with related agencies also made it possible for these innovators to lead the agricultural market, not only domestically, but also overseas.

In this context, potential late-starters in similar farming fields in South Korea also urgently need to be supported and equipped with new ideas, enabling them to venture into promising markets in the short term.

The late-starters should also strategically and innovatively seek to apply applicable strategies and methods, especially in their existing professional fields, thus saving valuable experimental time.

Once these strategic moves go into effect, there is huge scope for young people who are keen to broaden their experience

Continued on Page 29



The Acting Chairman, President & CEO of Petro, Vietnam, Dr. Phung Dinh Thuc and the Managing Director, OVL, Shri D.K. Sarraf signing an agreement on Cooperation between Vietnam Oil and Gas Group (Petro Vietnam) and ONGC Videsh Ltd (ONGC-VL) in Oil and Gas Sector, in the presence of the President of Vietnam, Mr. Truong Tan Sang and the Indian Prime Minister, Dr. Manmohan Singh, in New Delhi on October 12, 2011. © pib.gov.in

Vietnam and India Ink Energy Accord

BY KEVIN LIU

Vietnam's natural resources, including oil and gas, and its booming economy have attracted the nation of India, and the two have recently signed an accord to promote oil exploration along the Vietnamese shore. According to reports on October 12, 2011, the agreement was signed between Oil and Natural Gas Corporation Limited, Videsh Limited, the Vietnam Oil and Gas Group, and the National Oil Company of the Socialist Republic of Vietnam. The accord was signed in the presence of honourable Prime Minister of India Dr. Manmohan Singh and the President of the Socialist Republic of Vietnam Mr. Truong Tan Sang.

Objectives of Energy Accord

The intention of this agreement is to develop long-term co-operation in the oil and gas industry between the two nations, which would be effective for three years. It consisted primarily of new investments towards the exploration and supply of oil and gas. The companies were passionate to exchange information on the petroleum industry and new investments. Other key areas where they showed partnership ambition were in expansion and operation of oil and gas exploration and production.

Reports also indicate that China and Vietnam have agreed to strengthen military ties and establish a good relationship between high-ranking officers. A hotline was established for the respective defence ministers.

The two countries agreed upon a joint patrol along the land borders, continuing with joint naval patrols in the Beibu Gulf. The Vietnamese Communist Party's chief Nguyen Phu released a joint statement when he visited China. Media reports indicate that this is a step to minimize tension between the two Southeast Asian nations.

Sino-Vietnam Accord

China and Vietnam signed an agreement to overcome the

bitter maritime disputes and to find a long-term solution to the ongoing mistrust. Two yearly meetings and a hot line would be set up to deal with any emergencies. China views India with suspicion in Vietnamese waters. Chinese ships had recently driven away fishing vessels on behalf of both Vietnam and the Philippines. China also cautioned an Indian warship when it was about 45 nautical miles off the Vietnamese coast. Lately China had objected to OVL for exploring for oil and gas in Vietnam's territorial waters. India insisted upon having freedom of navigation in international waters, including the South China Sea.

Indo-Vietnamese Energy Accord is Strategic

Vietnam is one of the fastest growing economies in Asia. Dr. Manmohan Singh was committed to investing more between the two countries. Several Indian companies are established in Vietnam and vice versa. The two countries have thus come to an agreement to safe guard the sea-lanes in the region. Singh also stated that the two maritime neighbours have to face the same security challenges. Both have to work closely to tackle the threats posed by these security challenges, such as terrorism, piracy and natural disaster. Singh agreed up on a two-way trade target of US\$15 billion by 2015.

Beijing assertively claims a large portion of the South China Sea that links China with Southeast Asia. As tensions between Vietnam and China have increased,

Vietnam has first turned to the U.S and now to India in order to counter balance growing Chinese power.

That Beijing and Delhi are viewed as regional rivals will definitely prove productive for Vietnam.



Buddha Statue in Nha Trang, Vietnam © Anthony Ngo | Dreamstime.com

\$100 Billion Chinese Market Attracts Pharma Giant AstraZeneca

BY DING DING

China's booming economy and its massive gross domestic product growth has been increasingly attracting the pharmaceutical market. AstraZeneca, the London-based pharmaceutical giant, already has a substantial presence in China now.

Of Anglo-Swedish origins, AstraZeneca is one of the largest multinational companies operating in China in the prescription market, with 23 branches distributed in major cities across the mainland. The company

focuses mainly on cardiovascular, respiratory, anaesthetic, oncology, and central nervous system medicines. AstraZeneca first entered the Chinese market in 1993 and established a local research base there as well.

Most of its business comes from the major hospitals of Chinese cities. It is also trying to build a sustainable business, however, in the rural market by increasing its sales capabilities in an additional hundred cities.

There has been a substantial growth in the Chinese pharmaceutical market, from US\$10 billion in 2004 to US\$41 billion in 2010. The forecast is that by 2015 the growth would be US\$100 billion, with the help of Chinese government investment in the health-care sector and expansion of private insurance coverage.

AstraZeneca is now also investing US\$200 million in a new manufacturing facility in



Chinese Medicine © Norebbo | Dreamstime.com

China Medical City, which constitutes its largest investment in a single manufacturing facility. The aim is to reach about 900 million people in urban and rural Chinese communities who lack access to quality medicine.

AstraZeneca has opened up jobs in the market and currently has 5000 employees in China, working in different sectors like manufacturing, sales and marketing, and clinical research. It has the potential to exceed 1.3 billion customers, and the company has forecast a growth rate of 9.4 percent by the end of this year. **A-P**

Continued from Page 21

struggle against British Raj. He was assassinated by rival leaders, however, and soon in 1948, a political rival named Sao Shwe Thaik declared himself president and renamed his country as the Union of Burma.

This young nation with close to twenty minor ethnic groups and one predominant ethnic group, the Bamar, was never able to achieve political consensus, and it could not unify to establish a good government. There were widespread ethnic clashes and people continued to struggle under divisive politics.

By 1962, a Burmese Socialist military regime was established when General Ne Win affected a successful coup and established the economic policy of autarky, or economic isolation.

Despite democratic elections and popular leaders like Suu Kyi being chosen to head the governments, the military has continued to play a larger role in ruling Myanmar.

Now with economic compulsions and growing Chinese influence, military rulers are now loosening the reins to allow fresh changes that could well charter new political and economic growth in Myanmar.

New Changes to Stay, Say Opposition

Political analysts, studying the significant political shifts in Myanmar, predict that these changes are no longer an olive branch by the quasi-civilian government. Rather, these pro-liberal changes are in reality the result of economic compulsions and a strategy to break free from the impending dominance of China. The country's opposition members themselves believe that, this time around, these changes could well be the beginnings of better, more independent days for Myanmar.

The economic sanctions imposed by Western governments to bring pressure on the military rulers to bring in reforms in the country actually backfired in the early years. It practically pushed the military leaders, or the junta, to seek Chinese support. However, maintaining relations with China have come at a cost for Myanmar over the years.

China has gradually increased its presence and influence in the economy, and both the political regime as well as the people of Myanmar now resent this Chinese presence.

As Myanmar's citizenry continue to be subject to yearly economic struggles, China's hugely successful economy has become a source of resentment for them.

Next Move for Myanmar

As the regime continues with various reforms, such as the greater freedom of movement for political opposition leaders, Myanmar will require assistance on several fronts from other nations.

As evident by the present government's pro-change moves, the economic sanctions imposed by Western countries have finally begun to pressurize the military rulers. It appears now that constitutional reforms need to be made.

Yet a highly controversial law was introduced in the 2008, in which the military was given complete powers of final say on all constitutional laws to be implemented.

The future of Myanmar's growth will hinge on this law. As long as it continues to be in effect, there is scope for hardliners in the regime to fall back to old oppressive ways. This law has also been the cause of the long-standing lack of a well-defined political consensus.

As censorship rules are gradually being

rolled back, however, there is increasing scope for journalists and even Aung San Suu Kyi herself to publish articles. Websites, which were formerly blocked in Myanmar, are now accessible, and many are truly bringing in positive changes.

From all of this, it can be seen that the next move for the socialist military regime will be to introduce political normalization.

Political Normalization: the Final Step

The steps towards normalization are several, and they are steeped in complexity. First of all, the release of political prisoners, like the National League for Democracy (NLD) members who were imprisoned after their refusal to participate in 2010 elections, is the most important step forward.

Secondly, a defined role for Suu Kyi needs to be determined. For many years now she has been the de facto Myanmar leader in the people's eyes, and she has carried the legacy of her father Aun Sung admirably. The future of Myanmar now depends in part on what role the quasi-civilian government will offer her.

Political Will is Present

The present regime has to now show that it is pro-change. It has to establish its credibility and follow it up with the implementation of all of its commitments. Their Sein's government and its recent policy changes are indicative that the political will to march towards change is indeed present.

Defying the Chinese government in any sense would have been impossible when the previous President was in power. Their Sein's actions, however, are indicative that pro-change is the only option for Myanmar's success.

Continued from Page 27

accumulated through their existing non-agricultural fields. This could generate many direct and indirect positive effects, such as: solving the problem of the surplus young urban workforce; delaying the gradually aging trend in many of the rural communities; and transforming the existing agricultural sector into an integrated farming community where both rural traditional merits and new types of fresh contemporary cultures coexist in harmony.

Amidst the current moves toward finally winning approval from the South Korean opposition parties for the ratification of the KORUS FTA with the United States, it is very important for the Korean people to implement various successful models for differentiated and diversified agricultural high-tech methods. They also need to apply aggressive global marketing strategies for bolstering not only the agricultural sector, but also eventually contributing to the nation's overall prosperity and sustainability.

There has been welcome news that Korea's agricultural exports to the U.S. market reached US\$42 million as of September of this year, showing a year-on-year 18 percent growth and further indicating positive signs of further growth in export volume for the agricultural sector. **A-P**

Achieving Economic Independence will Lead to Growth

The many tentacles of China's gigantic economic growth penetrating into Myanmar's oil resources, minerals, industries and most core economic segments present a rather overpowering obstacle for Myanmar's independence to overcome.

Yet looking West for stronger political ties and at its immediate neighbors to maintain a political balance in the region is a positive option for Myanmar as it takes baby steps to emerge as a sovereign democratic nation.

The future of Myanmar's growth lies in being able to forge greater consensus amongst the various ethnic factions. It also needs to highlight its traditional role as an important trading center of the region.

Nations across the world are waiting for Myanmar to re-emerge from an oppressive regime and achieve economic liberty. Once the current Myanmar leadership is able to prove its positive intentions for reform, rollback of economic sanctions can be expected. This will eventually lead to economic aid from global organizations to help it build back its economy.

Developing the country's physical infrastructure is the next big obstacle, and it will have to be tackled with regional and international help.

Myanmar's strategic location does give it great potential as a key-player in the region. If it is to sustain the present whippers of changes and aim to implement reforms in a phased manner, it will one day soon achieve the ultimate goal of complete democracy. **A-P**

India Celebrates Tagore's 150th Birthday Anniversary with International Conference



The Union Finance Minister, Shri Pranab Mukherjee addressing the International Conference on "Tagore's Vision of the Contemporary World", on the occasion of the 150th birth anniversary of Gurudev Rabindranath Tagore, in New Delhi on October 10, 2011. The President of ICCR, Dr. Karan Singh is also seen.

BY XIE-YAN

On the 150th birth anniversary of Indian poet Rabindranath Tagore, India hosted a three-day international conference at the Indian Council of Cultural Relations (ICCR).

As a part of the celebrations, Tagore's vision of the contemporary world and the relevance of his outlook on humanity was the central topic of the conference.

It was held between October 10th and 12th at the Azad Bhavan in New Delhi, under the aegis of the ICCR. The Finance Minister, Pranab Mukherjee, also a Bengali and a staunch student of Gurudev Rabindranath Tagore, inaugurated the conference.

The President of the Council, Dr. Karan Singh, in his address discussed at length the greatness of Tagore and also expressed his personal views on Tagore and his work. In Dr. Singh's opinion, Tagore, though proud to be an Indian, was perhaps also one of the first who believed in being a global citizen. As a Renaissance man, Tagore was the vital bridge who forged the links between Indian culture and world culture.

The participants at the conference included academics and artists of various streams, both from India and abroad. The

In Dr. Singh's opinion, Tagore, though proud to be an Indian, was perhaps also one of the first who believed in being a global citizen. As a Renaissance man, Tagore was the vital bridge who forged the links between Indian culture and world culture.

discussions focused on the present day challenges of the contemporary world and the usefulness in adopting Tagore's global visions and philosophy to achieve the goals he envisioned – freedom and unity of mankind.

The themes of the conference, which the ICCR had announced prior to the conference, included: Beyond Nationalism: Contesting the Boundaries between the Home and the World; Man and the Universe: The Ecological Oneness; Writings of Tagore and his Integrated Vision; and The New Education: Reasoning in Freedom. **A-P**



Statue of Genghis Khan

© AP Report | biztechreport.com

The Mongolian Sandwich

BY ELAINE XIANG

Mongolia has two neighbours, China and Russia. Both of these countries are huge and have dominated Mongolia for several centuries, despite Mongolia being a sovereign republic.

Mongolia is rich in natural resources such as copper, coal, gold and other minerals, which are providing new paths for success and prosperity. Its biggest market is China, while to the north, Russia forms an alternate route to other markets. However, many Mongolians believe that the possession of natural resources could lead to greater dependence rather than independence, as its commercial success may come to rely solely on either neighboring country's economic stability.

Sandwiched Between Two Great Neighbours

Mongolian State Secretary Tsogtbaatar Damdin announced that his country has a good relationship with its giant neighbors. Sandwiched between China and Russia, Mongolia maintains peace like many other countries, though it now finds itself looking further outward. It might be said that this nation wishes to make further friendships with other parts of the world.

Mongolia's Disenchantment with China

Mongolians are neither motivated nor ebullient about China or the Chinese. Even at a governmental level, Mongolia does not have basic human rights for Chinese workers in place. Some Chinese professionals pretend they are Koreans when doing business in Mongolia, as this is a more welcome ethnic group.

This seems to be a form of historical retribution. According to historical records, during the rule of ethnic-Manchu Qing dynasty,

China ruled Mongolia rather inhumanly.


One sixth of the population is Mongolian along the area of China bordering Mongolia, and there is continuous conflict there. When the Dalai Lama visited Mongolia, China simply closed the border. This sort of behavior has led many Mongolians to fear for their future with China as a neighbor.

Mongolia is a sparsely-populated vast and poor country, whereas the neighbouring countries are overly populated and economically booming. Eighty percent of the exports of Mongolia are bought by China and half of the imports are from China.

To fulfill the demands of China, hundreds of small mines have been developed in Mongolia. Two big copper and gold mines have practically transformed this country. The production of copper and gold in the mines at Oyu Tolgoi is expected to start in 2013 and at the same time, the coal production is expected to increase from 16 million tonnes a year to 240 million tonnes in 2014. Both these mines are in the province of South Gobi bordering China, which appears to be increasingly integrating into China.

All necessary supplies have to pass across this border. To improve the marketing strategy and to have access to South Korea and Japan, plans are being laid out to build railways, not only to China but also into Russia and eastern Mongolia.

Mongolia's relationship with Russia, on the other hand, has improved in the recent past. Russia has at least helped preserve Mongolian independence. Yet the relationship is not a perfect one. On a logistical note, Mongolia was importing diesel from Russia until the latter nation was unable to supply the required fuel amount. This led to a shortage of domestic supply in the summer.

For this and many other reasons, Mongolia needs to pursue a third neighbor policy and cannot afford to remain sandwiched between the two giants of China and Russia. Mongolia is a strong Western ally. It contributed troops to America during the war with Iraq and Afghanistan. Look for this nation to increasingly reach out to the world in the near future, perhaps starting with the West. 

In October, Nissan Motor India started exporting its 'Made-in-India' compact hatchback, the Nissan Micra. The company said that the first major consignment

Continued from Page 22

The automobile market, however, may witness a post-festival slump season, and the demand may further reduce drastically due to increasing interest rates and rising petrol cost. Also, the passenger vehicles segment grew marginally at 1.94 percent during April-August 2011 over the same period last year, according to the Society of Indian Automobile Manufacturers (SIAM), an apex industry body representing 46 leading vehicle and vehicular engine manufacturers in India. In addition, the passenger car sales growth forecast was also lowered by SIAM for the financial year – to around 2 to 4 per cent.

Market analysts, however, believe that it's all only a short-term set back, and that the market's growth potential remains buoyant in the long-term. The automobile-penetration rate is still very low in the country, which presents a huge untapped market potential for automobile companies. The growing middle class households will also translate into huge demand for cars, according to reports. Add to that customers graduating from scooters and motorcycles, the strong purchasing power of millions, and the untouched rural market – it all adds up to a market which is going to remain attractive for auto-makers for years to come.

The Indian automobile scene is evolving quickly, and the increasing competition and customer demand is keeping the global auto-players on their toes. They are designing smaller cars, especially for the Indian market. "Superior small-car portfolio, a wide distribution and service network and competitive pricing on the back of locally sourced auto components are going to be the key factors in determining the success of a foreign OEM in the Indian market," according to a report published by ICRA in March, 2011, a provider of investment information and credit rating services in India.

Additionally, India is also transforming into a small car headquarter due to Indians' expertise in "frugal engineering." Companies are increasingly using their India-based manufacturing unit to manufacture and export. Earlier this year, Alan Mulally, CEO of Ford Motor, told the press that the company will make India its small car hub. "India is a tremendous operation for us, it has tremendous capability in all elements of the automobile business, including design, and it's already integrated with our entire global system."

Honda SIEL Cars India (HSCI), a joint venture between Honda Motor and SIEL Limited, has indicated that it plans to export its newly launched Brio to Nepal and Bhutan, starting in 2012. The company already exports some components of the Brio to Southeast Asian countries such as Indonesia and Malaysia. Around 80 percent of the components used in the car have been manufactured locally, and in the coming months it aims to produce nearly 90 percent of components at its Indian manufacturing unit.

In October, Nissan Motor India started exporting its 'Made-in-India' compact hatchback, the Nissan Micra. The company said that the first major consignment

Continued on Page 34

Q&A

Marco Tellarini

ABB Korea's Executive Vice President

By Jennifer Chang

Marco Tellarini is Executive Vice President of the South Korea branch of the ABB Group, a multi-billion dollar conglomerate operating worldwide that is a leader in power and automation technologies for electrical utility and industry applications.

Why is the ABB Group important to the industries it belongs to?

ABB is a large worldwide conglomerate; we have 130,000 employees in 100 countries this year. It's a global leader in two main sectors. One's electrical power – transmission and distribution in particular – for which it produces transformers, switchgear, substations and the like – everything needed to get electricity from the power plant to consumers. The other is industrial automation, or the equipment and parts needed to automate factories or to optimize process, such as control systems, sensors, robots and mechanical arms.

What's ABB Korea's significance to the power and automation industries?

The company focuses specifically on the South Korean market, which is highly challenging because Korea is not only a domestic market, but a very strong re-export country as well. This means the company works with other South Korean firms, which automatically implies that it is working with the rest of the world. It also serves South Korean customers all over the world, not just in Korea, and it links them to ABB's numerous branches in countries outside Korea so they get any product or assistance they need from ABB's huge worldwide network.

What are the historical milestones in ABB's South Korea operation?

ABB Korea was established with headquarters in Seoul in 1988 after the conglomerate, headquartered in Zurich, was founded through a merger between a Swiss company and a Swedish corporation the same year. In 1998, ABB Korea's first factory, which mostly produces medium and low voltage switchgear, was opened in Cheonan, South Chungcheong Province. And in 2010, its second factory, which manufactures distribution transformers, was also inaugurated in Cheonan.

Who are ABB Korea's competitors?

We compete with other global players in our industry. In addition, we have rival companies from many different countries as well as local competitors with activities in both domestic and export markets.

What distinguishes ABB Korea from its competition?

What sets us apart from South Korean rivals is that we give our South Korean customers access to ABB's massive international web of companies. We're dedicated to providing these clients with the tremendous products, services, expertise and resources of ABB's global network at

Tellarini first joined ABB as an engineer with its R&D center in Italy and later rose through the global company's ranks by working in engineering and management jobs in Switzerland before being named to his current post. Here are excerpts of his exclusive interview with Asia-Pacific Business and Technology Report.

competitive prices. So we can serve our South Korean clientele anywhere in the world, not just in South Korea.

As for global competitors, ABB Korea differs from them in that it's invested very significantly and has very strong roots



in Korea. In our industry, we're the only global company with factories in Korea. Our higher investment in South Korea shows our greater priority on the Korean market and consumers, which enabled us to be valued at more than half a billion dollars.

As part of a conglomerate with a record of providing customers with high-quality products, what's ABB Korea done to consistently deliver such goods?

Some of ABB Korea's products are designed in South Korea, while others come from different locations around the world where ABB has branches. ABB is huge, with units all over the world, but we stay abreast of its best technological developments so we can offer the same top quality to South Korean consumers that other ABB operations across the globe manage to deliver to their clients. So we always succeed in presenting a global portfolio of great ABB cutting-edge technologies and products to our South Korean customers.

Does ABB Korea engage in research?

We do research, particularly for products we manufacture here. We have a research and development center for transformers and switchgear. And we ensure continuous innovation in our design and deliveries which comes not just from work executed here in Korea, but also work resulting from our center's interaction with other ABB R&D centers throughout the world.

What will ABB Korea's upcoming goals and undertakings be?

For the power sector, in the next several years, there will be a very strong transformation related to the fact that we will have an electricity smart grid and integration of distributed energy sources like renewables. All of these will require a very strong transformation in our society and industry with the introduction in the market of new technologies. From the ABB point of view, we see that this transformation is something where Korea as a country will be in a leading position in the world. And we want to really be contributing to this transformation, bringing all the knowledge and capacity that the ABB Group can offer.

What advice do you have for our young readers who want to be successful like you?

The technical expertise and competence is at a very good level among young people in the Asia-Pacific. But they should not be too tied to their cultures and afraid to interact with other countries. If they take part in cultural exchanges, it can create a very powerful engine for generating ideas on how to do things better.

One way young South Koreans can get exposed to international working environments that encourage cultural exchanges is the Europe Korea Business Plan Competition, established by the European Chamber of Commerce in Korea and supported by several European companies, including ABB. Every year, young Korean talents submit business plans for innovative business development ideas in five areas – Energy, Web/IT, Mobile, Automobile, and New Products and Services. This helps European companies based in South Korea to know and attract the best local talent in technology, business and engineering. 

Lifeboat

Established in 1975, Hyundai Lifeboat has become the world's second largest lifeboat manufacturer, after the Norwegian giant Schat-Harding, by exclusively supplying lifeboats for polar regions and 32-seat and 42-seat boats to globally renowned domestic shipbuilders.



Jin Yang-gon, Chairman of Hyundai Lifeboat, said, "We are expecting annual sales of nearly US\$43 million in 2011 by providing more than 700 units of state-of-the-art lifeboats to world-famous local shipbuilders, as a globally competitive lifeboat manufacturer showing over US\$86 million in sales capacity for the upcoming year."

Asked about the significance of its flagship lifeboat product, the Chairman responded: "As vessel accidents are increasingly occurring, it is becoming essential for general vessels to equip themselves with the highest-quality lifeboats from lifeboat professionals like Hyundai Lifeboat, to effectively save as many lives as possible. Equipping ships with these kinds of lifeboats is especially essential for vessels engaged in international voyages."

The company's lifeboats are applicable to over 85 meter-long vessels and 500-ton-plus passenger ships, based upon the standard of the type, size and course of the ship, and the number of passengers. In addition to the production of lifeboats, the company further plans to advance into the maritime leisure industry in order to meet demand from world markets. Currently the company maintains close trading relations with many European countries, while further seeking to broaden its global presence, especially in Asia and North and Central America.

Jin Yang-gon added, "To meet customers' requirements to the maximum extent, Hyundai Lifeboat strives to improve safety, quality and service as well as to maintain competitive prices."

The only domestic lifeboat manufacturer in Korea has also recently succeeded in commercializing industrial parts and materials by utilizing glass-reinforced fiber. It recently unveiled its plan to supply US\$260 million worth of GRP pipe to Gimens, a Germany-based specialized company in the field, by the end of this year, starting with shipping glass-reinforced fiber plastic (GRP) pipe to a land plant base in India.

He went on to say, "Our next-generation composite of glass-reinforced fiber has a superior fire-resistance and enough impact-resistance to be used in bullet-proof helmets. As the application of our next-generation composite of glass-reinforced fiber is increasingly expanding in such various areas as water purification plants, desalination plants, petrochemical plants, etc., this year's products sales in the section of land plants are expected to attain more than US\$8.6million."

Hyundai Lifeboat will be mass-producing glass-reinforced fiber Epoxy Pipe, an essential material of ballast water treatment facilities, which is currently being wholly imported from abroad, in the forthcoming year.

The ballast water treatment facility is expected to play an important role in maintaining the equilibrium of ships, while also preventing the destruction of marine ecosystems by purifying sea water.



Hyundai Lifeboats Co., Ltd.
186-4, Daejung-ri, Onsan-eup, Ulsan, Korea
Tel: (82-52)240-3521 Fax: (82-52)237-4855
E-mail: jwshim@hdboat.com
Website: www.hdboat.co.kr

Security Solutions for Online Games

"We are ceaselessly advancing toward a total software enterprise providing solutions for new fields such as smartphones, cloud computing, and social network services (SNS), based on our independently developed security technologies," said Kim Hong-sun, president of AhnLab, celebrating its 17th anniversary as of 2011.

"As a leading innovator in the information security arena since 1995, AhnLab has been professionally developing cutting-edge technologies and services to meet today's dynamic security requirements, ensuring business continuity for our clients, and contributing to a safe computing environment for all."

Following the supplying of the world-class V3 antivirus software for desktops and servers, AhnLab provides systems and solutions for mobile security, online transaction security, network security, security consulting services, and managed security services (MSS).

As the market leader in South Korea, AhnLab strives to develop industry-leading information security solutions and services for consumers, enterprises, and small and medium-sized businesses worldwide.

AhnLab Hackshield is a comprehensive security solution for online games, which is independently developed with AhnLab's professional technology accumulated over the past 11 years in the PC security technology field.

On the basis of AhnLab's highly recognized security technology and services, AhnLab Hackshield leads in the global online game security solution market.

The solution provides greatly enhanced security functions including memory modification detection, extended server compatibility, anti-SW/HW automouse and speeder XP block. Additionally, the anti-hack toolkits support HSMS (HackShield Monitoring System) and HSDN (HackShield Developer Network).

The ASEC (AhnLab Security Emergency response Center) and CERT (Computer Emergency Response Team) help neutralize any hacking attempt by providing comprehensive support.

The president added, "Our future embraces our core values, especially fulfilling the promises to our customers. We will endlessly focus on developing products and services in order to provide our customers with a safe IT environment. As a part of our endeavors to reinforce our global presence, AhnLab is currently operating offshore branch offices in China and Japan, maintaining a powerful global network of sales and research operations in more than 100 countries around the world."

**Moving Toward
the Next 100 Years**
AhnLab will be a company
that contributes to the society



AhnLab, Inc.
Fl. 6, Fl,CCMM Bldg., 12 Yeouido-dong,
Yeongdeungpogu, Seoul, Korea
Tel: (82-2)2186-7955 Fax: (82-2)2186-6100
E-mail: seemeffy@ahnlab.com
Website: http://global.ahnlab.com



Automotive Halogen Bulbs

Established in 1993, DH Lighting has positioned itself as a professional and reliable OEM partner for car makers.

Currently, the company's business priority is to become a leading and long-term partner providing auto bulbs for worldwide car manufacturers, while seeking continuously to realize the development of innovative, value-added auto lighting solutions.

The company's automotive halogen bulbs boast more than 200 percent longer life than standard bulbs, and are specially designed by halogen mixing of gas and filament. As daytime running lights, they are applicable for full-time daytime running light systems.

The company offers several ranges of bulbs, from standard long-life super vision (+50%), to super vision ultra (+80%), Xenon White Ultra, Xenon Yellow, Night Vision and Eco Vision Rally.

The company maintains close trading relationships with markets in the U.S.A, Mexico, Germany and 30 other countries worldwide, and it is expecting to discover potential overseas customers in Colombia, Portugal, Poland, Australia, Argentina, Sweden and other European and Asian countries.

Dh Lighting Co., Ltd.
21Bl-14LT,429-12, Nonhyun-dong,
Namdong-gu, Incheon, Korea
Tel:(82-32) 819-0355 Fax:(82-32) 819-9006
Email: excelite@doohee.com
Website: www.doohee.com

Irrigation Equipment

Drip irrigation, also known as trickle irrigation or micro-irrigation, is an irrigation method that saves water and fertilizer by allowing water to drip slowly to the roots of plants, either onto the soil surface or directly onto the root zone, through a network of valves, pipes, tubing, and emitters.

Seo Won's irrigation equipment is comprised of drip irrigation tape, water disc filter, fertigation system, spray watering hose, lay-flat hose, PE pipe, and fittings.

Seo Won's major drip tapes production include Silver drips, Green Drips and Golden drips. Green drip was firstly launched in the market to meet a more diversified market demand. Silverdrip appeared in the market in 2006 for the low flow rate market, which has now become one of the major market trends these days. This product has very excellent pressure-reducing effects and an inside filtering structure which shows excellence in anti-clogging.



Its unique hoof-shaped channel has superior pressure-reducing effects compared to the existing channels in the market. Overall characteristics of all these three drip tapes from Seo Won show excellence in performance related to prices and ideal low flow rates, which are hardly effected by bad quality of water.

From 2003, the company started exporting to various overseas markets, covering more than 70 countries including Russia, Ukraine, India, Thailand, Iran, Algeria, Tunisia, etc. Among the newly emerging potential markets are the U.S.A, Mexico, China, Australia, and Europe.

Seowon Co., Ltd.
165-3, Choonye-dong, Wonmi-gu, Buchon,
Gyeonggi-do, Korea
Tel:(82-32) 663-0033(ext.603) Fax: (82-32) 663-0555
E-mail: sales@seowonco.com
Website: www.seowonco.com

Eutectic Cold Top

Launched in 1991, Jinsung Refrigerator has been professionally engaged in manufacturing refrigeration equipment and eutectic cold tops.

The company's eutectic cold top is suitable for use in hot climates, where eutectic cold top vehicles for freezing storage can reduce fuel costs, environmental pollution and operational noise. With it, users do not need to operate a refrigerator attached to the car engine.



When operating the refrigerator with AC power (220-380V), the PCM (Phase Change Material) plate inside the cold top is slowly cooled down to 37°C, thus being charged with chill. While the vehicle is running, the stored chill is slowly emitted, thus stably keeping the interior temperature at an average -30~20°C. It is strongly recommendable for users wishing to transport frozen food, ice cream, seafood, etc. in hot climates. Thus, the refrigerator is operated regardless of the car engine's operation.

Given that high oil prices are increasingly becoming a major obstacle to normally operating businesses, the product is gaining a very good reputation among these industries. Jinsung Refrigerator is further seeking to broaden its presence in global markets, especially in the Americas and Europe.

Jinsung Refrigerator Ind. Co., Ltd.
742-8, Seokjeong-ri, Poseung-eup, Pyeongtaek,
Gyeonggi-do, Korea
Tel:(82-31) 432-2984 Fax:(82-31) 432-3385
E-mail: jinsung@jinsungref.com
Website: www.jinsungref.com

Taiwan Builds Patent Bank To Protect Its Native Companies From Patent Suits

BY XIE-YAN

The Taiwanese government has plans to return to the country's original patent system, as there has been an increasing number of entanglements involving Taiwanese LCD panel makers.

In the month of November, a draft of intellectual property strategy guidelines is set to be finalized. It is expected to include a controversial item, referred to as a patent bank, which is to be partially funded by the government. The patent bank will back all Taiwanese multinational manufacturers facing patent disputes from foreign companies.

Constitution of the Patent Bank

Plans for constituting the intellectual property bank were announced on September 1st of this year by the quasi-government agency and the Industrial Technology Research Institute. The plans would be similar to the existing defensive patent aggregators RPX Corp and Allied Security Trust. These patent aggregation companies will buy out all the patents that will/may potentially be asserted against their members.

Patent Bank will Assist Manufacturers at Planning Stages

According to a report in Xiangsheng Xie, the ITRI and IP bank will now assist Taiwanese manufacturers in the creation of patent portfolios and patenting strategies, when manufacturers are in the R & D phase of product development. They will also assist



© Jacnwill | Dreamstime.com

in defending them from patent suits and in expanding their market share.

The IP bank would back up defensive actions or other strategies in case the Taiwanese firm has any infringement lawsuits filed by its competitors. Moreover, with the help of ITRI, companies can use available funds for further product development. The Intellectual Property of Taiwan's universities and research institutes will also be available to these industries.

Korean, Japanese Examples for Patent Protection

To strengthen the global competitiveness of the Korean IP industry, the 'Intellectual Discovery' was established in 2010. The aim was to help protect domestic manufacturers against foreign patent rolls. Any patent disputes that are filed against Korean firms are overseen and bought out by the Intellectual Discovery. It also helps in creating


funds to help universities and research institutes, generate patents and file patent applications overseas. ITRI formed a public private partnership with Japan, called the Innovation Network Corporation of Japan, in 2009 to provide similar services to Japanese firms.

Patent Bank will be Independent

The IP bank is 100 percent funded by private capital, which shows a detachment from the government. By the preliminary operation of the new companies, ITRI raised NT\$50 million (US\$1.6 million). The latest reports of ITRI indicate that within six months the IP bank is expected to raise its counterclaim fund to NT\$500 million (US\$16 million). About US\$32 million will also be spent on Taiwanese technology firms to have better international IP strategies.

Shang-Jyh Liu, professor of the Graduate Institute of Technology Law of National Chiao Tung University, says that the support of IP bank is necessary for Taiwanese firms that are facing patent disputes with foreign firms.

According to Liu's research, 81 percent of the cases were related to Taiwanese firms, and foreign patent trolls have targeted many Taiwanese companies. Liu notes that buying patents defensively would not be a long-term solution for the booming Taiwanese high tech companies. It would also strengthen R & D capacity and later help out with the process of possessing own core technologies.

Taiwanese Premier Wu Den-yih stressed that the government should not interfere if Taiwanese companies violate foreign laws in other countries. Wu was informed, however, that ITRI is already assisting South Korea's Samsung Electronics and LG display with their own patent disputes. 

Continued from Page 23

"But does it live up to its hype? I mean this place was packed. We had to kick some of our people out earlier in the show because we didn't have enough seats. So I think the attendance was very good." He also emphasized, "A lot of them are students that are here, which I think is good because to me, if Korea wants to maintain a long position in the semiconductor industry, analog is what's going to remain after logic and memory are gone. And they will go at some point."

Thomas Lee, an electrical engineering professor at Stanford University, also spoke at the forum on analog microchips as an authority on the subject. Lee pointed out that in the future, electronic companies need to work on adopting terahertz technology to develop the products that will benefit them the most. Such technology, he said, would let people copy one terabyte hard drives in a mere eight seconds rather than the current time (two or three hours) it takes to copy


a hard drive with one terabyte of memory.

With respect to the show's performance, Lee said it had been a success, saying "Overall, as a Korean-American, I'm very, very proud of what Korea has done in an amazingly short time. This kind of thing just makes me smile with great pride at the achievements of my ancestors." He explained that blood, sweat and tears went into making Korea's electronic devices, and that it was "actually a miracle" that South Koreans could produce the gadgets and sell them at a price that almost everyone can afford. "If you go back and hunt down the engineering team that wrote the code, who designed the chips, who put everything into manufacturing, who tested everything to make sure that it withstands all the injustices that consumers put their devices through, they would have more of an appreciation for just what a fundamentally human endeavor these high-tech devices really represent. It's an achievement that I think rivals the building of the pyramids." 

Continued from Page 30

of 3,866 cars left Ennore Port to cater to the demands of the European markets. The Nissan Micra is expected to be exported to over 100 countries in Europe, Middle East and Africa.

The company had set up its Chennai plant last year with the aim to make it a strategic hub for both the domestic market and also for exports. Maruti Suzuki is the major shareholder, with 54.21 percent equity stake, and it aspires as an Indian company to emerge as a global hub for the manufacturing and exporting of small cars.

In the battle between the global auto giants, it's the customers that will benefit the most, and they'll soon be spoiled for choice. Also, the significant investment of these companies in manufacturing units and R&D will provide employment opportunity and also give engineering graduates a chance to play a key role in the creation of world-class cars. It's an interesting time for the Indian small car industry. 

MAKE BIG IDEAS TAKE ROOT

BECOME AN AGENT FOR INSPIRED CHANGE IN YOUR ORGANIZATION

JOIN the Business Performance Innovation (BPI) Network

BPI NETWORK. INSPIRING CHANGE FOR THE BETTER.

www.bpinetwork.org





Retail shop in Mumbai selling Indian spices.

India's Retail Sector

Opportunity and Long Waits for Global Multi-Brand Retailers

BY ANSHU SHRIVASTAVA

India offers a treasure trove of attractive, profitable opportunities for retailers – both local and foreign – due to the expanding customer base, the burgeoning middle class with a disposable income, and also a fundamental change in customer behavior.

The country's 160 million strong middle class – projected to touch 267 million by 2015 – is becoming brand-conscious and is willing to loosen its purse strings for branded products. The change in customers' shopping behavior can also be seen in tier 2 and tier 3 cities, which means that retailers are no longer limiting their business to major metros, but they are now also entering smaller cities.

US-based global management consulting firm A. T. Kearney's research report, entitled Global Retail Development Index (GRDI) 2011, has ranked India as the fourth most attractive nation for retail investment among 30 emerging markets.

Business Monitor International (BMI) India Retail Report Q4 2011, released in August, projects that retail sales will grow from US\$411.28 billion in 2011 to US\$804.06 billion by 2015. Factors such as increasing wealth of individuals, rapid construction of organized retail infrastructure and economic growth will fuel this growth.

India's retail sector is divided into organized and unorganized markets, and over 90 percent is still unorganized. Counter

stores – general and kirana stores – and street vendors dominate the unorganized market, and these are mostly family-run businesses. Research analysts, however, predict that the growth in the overall retail market will be driven largely by the explosion in the organized retail sector.

Organized retailing is slowly gaining acceptance but, "it accounts for only 7 percent of India's roughly US\$435 billion retail market," according to A.T. Kearney's report. The organized retail market is projected to have 20 percent of overall Indian market share by 2020.

CARE Research expects that the penetration of organized retail in the total retail pie will increase by the financial year 2013 due to the expanding reach of retailers to tier 2 and 3 cities, accompanied by higher consumer spending on discretionary items.

India's retail sector currently accounts for 22 percent of the country's GDP and contributes to 8 percent of its total employment, according to a report published by Research and Markets earlier this year. Hypermarkets have 14 percent of mall space and are expected to witness high growth. The report notes the demographic dividend, with over 50 percent of the country's populace under 25 years of age, as a prime driving factor for the modern retail sector.

India currently allows up to 51 percent foreign direct investment (FDI) in single-brand retail and up to 100 percent in wholesale trade. Abheek Singhi, partner and director at Boston Consulting, told a business news publication that FDI worth US\$1.6 billion came into India after the country opened its cash and carry wholesale trading markets in 2006, while FDI worth US\$200 million was made in single brand retail.

Global multi-brand retailers, however, are still waiting in the wings, despite recognizing India as one of the top retail markets in the world. The world's leading multi-

brand retailers such as Wal-Mart, Carrefour, and Tesco are all in India, seeing the huge growth potential of India's emerging retail market, but they have largely been playing the role of bridesmaids because of government regulations.

The US-based retail giant and world's largest retailer, Wal-Mart, has invested in the cash and carry model to operate in the country and has a joint venture with Indian company Bharti Enterprises for nine wholesale stores, begun in 2007. Under the brand Best Price Modern Wholesale, the joint venture company now has six Indian stores to its credit.

Last year in December, Paris-based Carrefour, the world's second largest retailer, entered India's retail space by opening its first cash and carry store called Carrefour Wholesale Cash&Carry in New Delhi. This first step was in line with the company's strategy to be present in emerging markets like India, which the company believes offers significant expansion and medium- and long-term growth opportunities.

UK-based third largest retailer, Tesco, entered into a joint venture with Tata Group's promoted retail arm, Trent, in 2008. The agreement calls on the company to provide its retail expertise to Trent and help the Indian retailer expand its hypermarket operations. Recently, the company's plans to open its first Cash and Carry store in Bangalore went kaput when Karnataka government denied it the license to sell agriculture produce, including grains and vegetables. The government reportedly gave in to the pressure from local traders. Traders all across the country have been against allowing FDI in multi-brand retail.

India has thus become an endless game of waiting for these global multi-brand retailing giants. For the past five years, successive Indian governments have made the right noises but have shied away from taking bold initiatives to invite FDI in the multi-brand retailing market that comprises supermarkets and department stores.

In 2006, the then-incumbent government opened up the retail sector for FDI, allowing 51 percent ownership investment in single-brand retail stores, but it did not extend the same for multi-brand retailers. The Economic Times recently reported that the government is mulling over allowing 100 percent FDI in the single-brand retail sector. In contrast, FDI in multi-brand retail still awaits political consensus despite a committee of secretaries earlier this year having endorsed a proposal to allow 51 percent FDI in multi-brand retail. The proposal, however, came with a string of riders such as minimum investment of US\$100 million; investment of 51 percent in back-end supply chain, and so on.

Traders, however, fear that if the government allows FDI in the multi-brand retailing sector, they will lose their foothold in the retail market, and thus their livelihood. In addition, it's also seen as a death warrant for neighbourhood kirana stores. Sanjay Gupta, president of UP Adarsh Vypar Mandal, which organized the demonstration, told Business Standard that if FDI is allowed in multi-brand retail, it would also take away the clientele of lower middle class families away from small-time retailers. He said, "The retailers are already fac-

Continued on Page 43

India Tests Prithvi-II Missile

BY XIE-YAN

India's technical prowess with indigenous nuclear missile technology continues to advance with the successful tests of its latest Prithvi-II missile.

The Indian armed forces conducted the test at the mobile launch facility on the Integrated Test Range Launch Complex III, off the Orissa coast at Chandipura, in the last week of September of this year.

Prior to the Prithvi-II, a short-range missile was tested successfully and is now deployed by specialized command forces.

Prithvi-II is a medium-range ballistic missile that can remain in flight for 483 seconds and reach altitudes of 43.5 km, carrying a 500kg warhead. The missile is 9 meters in length and one meter in width. Two engines



running on liquid fuel propel it, using technology based on the latest inertial guidance system of maneuvering trajectory.

Prithvi-II is one of five missiles that form

India's integrated Guided Missile Development Program.

Two days before Prithvi-II's testing, a surface-to-surface ballistic missile, the Shourya, was tested successfully from the same center.

The director of the test range, commenting on the testing, reiterated that the launch met all mission objectives and reached its defined target placed in the Bay of Bengal with great accuracy.

In comparison to its earlier versions which have larger warheads but lesser range, the Prithvi-II has a longer range. It presents high-accuracy which is likely to be further improved by incorporating a Global Positioning Satellite (GPS) system, and it has a maneuvering range of up to 15 degrees.

Since being deployed in 2004, it has been tested several times, and in a November 2006 testing, Pakistan too responded by testing its own missile called Hatf-4.

India has about 70 Prithvi missiles in operation.

Continued from Page 24

long-time consultant Tom Coyner. "Traditionally, going after the U.S. as a proxy for attacking the establishment has been a safe and nationalist way to release many people's frustrations."

The election called into question the issue of popular support for the U.S.-Korean alliance at an incredible juncture, the day of the annual visitation to South Korea of the U.S. defense chief. No sooner had the people of the South Korean capital just elected an anti-American, anti-bases, anti-everything candidate as their mayor than Leon Panetta, the defense secretary, spoke in Seoul about the non-stop North Korean "threat." Allaying concerns about a U.S. pull-out, Panetta pledged to maintain the level of 28,500 American troops while preparing for "Op Con," the transition of "operational control" in time of war from U.S. to South Korean command by 2015.

The coincidence of Panetta's reaffirmation of the U.S.-Korean alliance and Park's victory dramatized an underlying dichotomy of Korean society. At the crest of an era of good-will between official Washington and official Seoul, a current of dissent was tugging the carefully contrived edifice beneath the waves. To outward appearances, the visitation of Panetta and the celebration of Park's success bore no relationship to each other. One minute, President Lee was saying how "heavily" he regarded the defeat of his Seoul mate Na Kyung-won; the next, he was chatting with Panetta about the enduring nature of the alliance and the Korea-U.S. Free Trade Agreement.

Clearly, the candidate for president next December is going to have to adopt a softer line toward North Korea – and not speak in praise of the U.S. alliance or American bases. The big loser in the election may not have been Na Kyung-won, who will go back to her job in the National Assembly, but Park Keun-hye, the daughter of the long-ruling former dictator-president Park Chung-hee, assassinated in 1979 by his intelligence

chief. She's been a leading prospect to run as a conservative next year as successor to Lee, but she lost points by speaking out for Na. Severely embarrassed by Na's defeat, she will doubtless be rethinking her 2012 campaign strategy.

As for Park Won-soon, he had the support of Ahn Cheol-soo, an IT entrepreneur who is also seen as a presidential prospect – and he will be playing upon anti-American sentiments along with the need for social and economic reform. Ahn, a professor at Seoul National University, has made a fortune from anti-virus programs – and he has the resources to campaign as an agent for change in fundamental policies.

Such considerations were conspicuously missing, however, from the meetings between Panetta and Korea's top leaders on the day after the election – not a word from Panetta about what the Seoul mayoralty election might mean for the alliance, nothing from Lee about the backlash against his "hard-line" stance against North Korea. After all the talk, the great unanswered question was what did the election of one who's called for American troops to leave really portend for the duration of their welcome. The answer for now may be not a great deal since the mayor of Seoul has no power over foreign or defense policy. Considering all the bureaucratic and political problems with which he has to contend, he'd be lucky to be able to do much about such mundane matters as traffic jams, drinking water, sewage and helter-skelter construction.

If the Seoul mayoralty election was about the economy, however, leftist demands for "change" always come down to the American relationship. Park, as one-time leader of the gaffly People's Solidarity for Participatory Democracy, has made a career of playing upon such sentiments. Besides denouncing the National Security Law that historically gave authorities carte blanche to go after radical malcontents, he has blamed the government for having "provoked" North Korea into sinking the navy corvette Cheonan in March of last year and then shelling

Yeonpyeong Island in the Yellow Sea with a total loss of 50 lives.

Perhaps Park's gravest offense, however, was that he also helped to organize the massive demonstrations in the summer and early fall of 2008 against the government's approving American beef after having banned it for years for fear of "Mad Cow" disease. As mayor, Park is not likely to welcome a repetition of such a display on the broad grassy circle in front of City Hall, now under reconstruction as a huge modern building above its Japanese-era antecedent. Still, he's not likely to give up his ideals and beliefs just because he's on the inside looking out, not the outside looking in.

The frustration is going up as voters criticize President Lee's policy toward North Korea, including his reluctance to extend aid or enter into negotiations unless the North shows signs of giving up its nuclear program. That frustration puts the Americans in a quandary. Talks in Geneva in late October between a U.S. team led by Stephen Bosworth, who stepped down immediately afterward as chief U.S. envoy, and Kim Kye-gwan, the long-time North Korean negotiator, got nowhere, leaving U.S. spokespeople to describe them as "useful" and "business-like."

"There are major pent-up pressures that have made it possible for an independent, technically non-politician to be elected to the second most important position in South Korea," said consultant Tom Coyner. "The Mad Cow disease demonstrations essentially had nothing to do with public health. Rather, the protests were a way for the disaffected young masses to make repeatedly clear over several weeks to the Korean establishment that they can take over the streets." In that spirit, they got their hero elected mayor – and may also win the next presidential election with an agenda that calls for cozying up to North Korea and reducing the American troop presence, regardless of whatever assurances Panetta gave the Koreans while in Seoul.

Dr. Joseph R. Ferrari, Ph.D.

Professor of Psychology &
St. Vincent DePaul Distinguished Professor

By Victor Fic

Is Your Life in Neutral? Do You Realize You Procrastinate? Dr. Joseph Ferrari comes to your rescue. This Brooklyn native is a distinguished Professor of Psychology at DePaul University, Chicago, IL. He is considered the pioneer – and leading world expert – on procrastination, based on his decades of study. Joe’s media appearances span the BBC, Washington Post and Psychology Today. He gave this exclusive interview to Victor Fic, our special correspondent for economics and politics.

How did you first become interested in procrastination?

In graduate school, I studied self-defeating behaviors and asked the instructor if procrastination is one form of it. She said yes but did not know of any research. I looked it up, which back then meant going through the stacks of library journals. I found practically nothing. I then decided to make this my area of scholarship over the next 25 plus years.

Do you procrastinate, Joe? Confess!

No! Victor, I responded to your message immediately, right? But seriously, as I often assert, everyone procrastinates, but not everyone is a procrastinator. We all may put off a task for varied reasons. But some people live a life of chronic procrastination. I talk about this below and in my 2010 consumer book entitled, *Still Procrastinating? The No Regrets Guide to Getting It Done*, from Wiley & Sons.

What special training do you have, or does one need to examine it?

I have my Ph.D in Experimental Social-Personality Psychology from Adelphi University Garden City, New York. It provided me with theoretical and methodological skills to scientifically study procrastination. But that does not mean others can’t explore the topic. In fact, I encourage all psychology majors, both undergraduates and graduates, to examine it.

Is the field receptive to your findings?

In the early years, it was hard to get work published. When I presented at professional meetings, the organizers made me the last presenter at the last hour—“because you study procrastination,” they would laugh. I never laughed. It is too important a social issue.

How is it defined and how does it differ from mere postponement?

I stress that procrastination is dissimilar to postponement, delay, and dawdling. In procrastination, the person is active, that is, actively not doing the task or project he should be. At this point, many readers

might recognize themselves. Please see the 2010 book.

What is the cause?

You sound very medical. Actually, procrastination is learned. There is no gene for it. You see, we offer no incentive for people to do things early. Wait until the last minute for Christmas shopping and you get a maximum discount as the shop tries to clear stock. So why shop early? Let’s give that discount in November, and then slow-

...procrastination is dissimilar to postponement, delay, and dawdling. In procrastination, the person is active, that is, actively not doing the task or project he should be.

ly lower it until December 25th. On the day before, let’s add a surcharge of 25 percent for being late! It’s the same with taxes. File early and you should get a discount or rebate. But we don’t think like this. Instead, we punish people for filing late. Let’s give the early bird the worm, or some other form of reward.

Can you do a diagnostic test for procrastination?

Yes, there are reliable and valid standardized measures of procrastination. In my 1995 book entitled *Procrastination and Task Avoidance*, by the Springer Press, New York City, Chapter 3 talks about the varied measures of chronic and more situational forms like academic procrastination. I also discuss scales of measurement. One must study the book for an in-depth understanding. But to summarize the main points that readers can apply to themselves, ask yourself if you recognize yourself here. You find that you procrastinate at home with washing dishes, cleaning and also work through late reports, not responding to e-mail. You do it at school in the form of late papers,



Dr. Joe Ferrari looking relaxed because he does not procrastinate.

reading at the last minute, and then in relationships; for instance you miss events with friends because you never arrive on time or you lose out on concerts and sporting events because you never get the ticket. And this also occurs in general life, such as with paying bills only when they are way overdue, purchasing milk after the carton in your fridge goes bad, buying gas when the gauge hits empty, and so on.

How common is the problem among various groups such as college students, white collar professionals, etc.?

It depends on the type of person. As I said, everyone procrastinates but not every one is a procrastinator. Some 20 percent of adult men and women are chronic procrastinators. They delay as a maladaptive life-style at home, school, work, relationships, etc. This is their way of living.

Is there any cultural variation?

My published work shows chronic procrastinators comprise 20 percent of men and women in countries as numerous and diverse as Peru, Venezuela, Spain, England, Australia, Canada, Italy, Poland, Austria, Turkey, Israel and Saudi Arabia.

It seems common among college students, who typically joke about watching reruns of an old TV show rather than writing their term paper...

As for college students, an astounding 70 percent report that they procrastinate,

but many will refuse to admit this, so that number is likely higher. Let me stress two key points here. Collegians engage in situational procrastination. They enjoy partying, and only when facing their academic obligations do they procrastinate. But 20 percent of all people do it across the board.

How about among white collar professionals?

Several of my studies show that they are more likely to procrastinate than blue collar workers. Corporate workers are more prone than self-employed types such as lawyers and physicians. Also, within corporations, sales persons procrastinate more than managers. Then within sale employees, those working within the northwest of the USA are most guilty. That last finding is based on a small sample, but it is a trend from my national studies.

How about professions such as banking, advertising, finance, civil service and journalism?

I have no published data on them. But reporters tell me it is the norm in journalism.

Journalists face deadlines. You mean they wait until the last minute to do their work to meet that cut-off point?

Yes! Just today, I got a message needing an interview done within the next 24 hours. And the larger and more prominent the newspaper, the more demanding they seem to be - “because we are famous, we can impose our deadlines on you.” They wait until the last minute, often claiming they do their best work under the pressure to meet a deadline. But as we have found in our experiments, they do not do their best work at that time.

Do white collar people also situationally procrastinate, say when facing a common task like dealing with debt?

I would think yes.

Can you offer hard number or any indication of how much it costs in lost productivity to the US economy?

No, but I have seen several economists estimate it at being in the billions of dollars. But even if you doubt that figure, let’s be realistic – it’s a lot.

How else can it disrupt a life?

In my 2010 book, I examine the consequences in every aspect of life. For instance, relationships and productivity suffer or fail.

How about the mental stress it causes?

Mental? You mean cognitive and emotional- sure. It includes worry about not completing.

Do procrastinators tell white lies or worse to cover delays and failures?

Procrastinators are excellent excuse makers. So, they will read this and say “but, however” and have their excuse ready. The problem is it is never their fault. But in life

we are the fault for our missteps more often than we admit.

But some claim they need time pressure for motivation.

My 2010 book’s chapter two is entitled *The Myth That I Work Best under Time Pressure*, which means delaying work to the last minute. We find it is false! Experimental studies we did at DePaul and published showed that people did not do better- they only thought they did.

How can corporate executives and other white collar professionals get better at handling this problem area?

The good news is that my 2010 book offers details on technology, such as Chapter 6, *Does Technology Make It Easier to Procrastinate?* and time/task treatments, found in Chapter 7, *Why Time of Day and Tasks That Need to be Done Matter*. Remember, we don’t manage time- we must actually manage our lives. But to whet readers’ appetites, I observe that time management (TM) classes may work with the 80 percent of situational procrastinators. But it will not for the 20 percent of chronic ones. They are the excuse makers. It is never their fault. They must first take ownership for the delays. But if they go to a TM class, they will assert that, “That was well intended, but in my case it is different...maybe that works for others, but not for me.” I call these cop outs the “but-however” factor.

What can be done for the chronics if you work with one and want to change him?

You must let chronic procrastinators fail- really hit bottom. The many 12-step programs that help people get over substance abuse get it. People must bottom out before they change. So stop doing their tasks for them! Do not let them hurt themselves, but let them fail enough and then they realize, “Ok, I have to change now!” That is the start of conversion.

Can you name famous procrastinators?

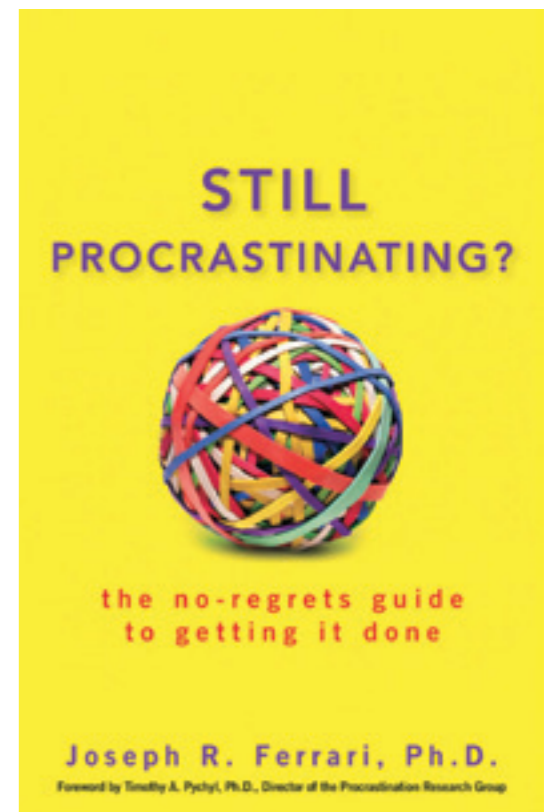
There are many, such as, for instance, Scarlett O’Hara, Hamlet, and even Leonardo

Why do you warn that many of the books are not helpful? Can you personally assist our readers?

I am available to businesses and organizations as a motivational speaker. People say the sessions are insightful, funny, engaging, and informative- I can offer referrals. Here are some pod casts:

- <http://iprocrastinate.libsyn.com/still-procrastinating-an-interview-with-dr-joseph-ferrari>
- <http://life.depaul.edu/index.aspx?id=Ferrari&p=t>
- <http://www.youtube.com/watch?v=3qoSnFUzrJU>

Please feel free to contact me at jferrari@depaul.edu.



His book cover asks readers, do you recognize your self sabotage?

da Vinci. I talk about them and other examples in my motivational presentations on procrastination.

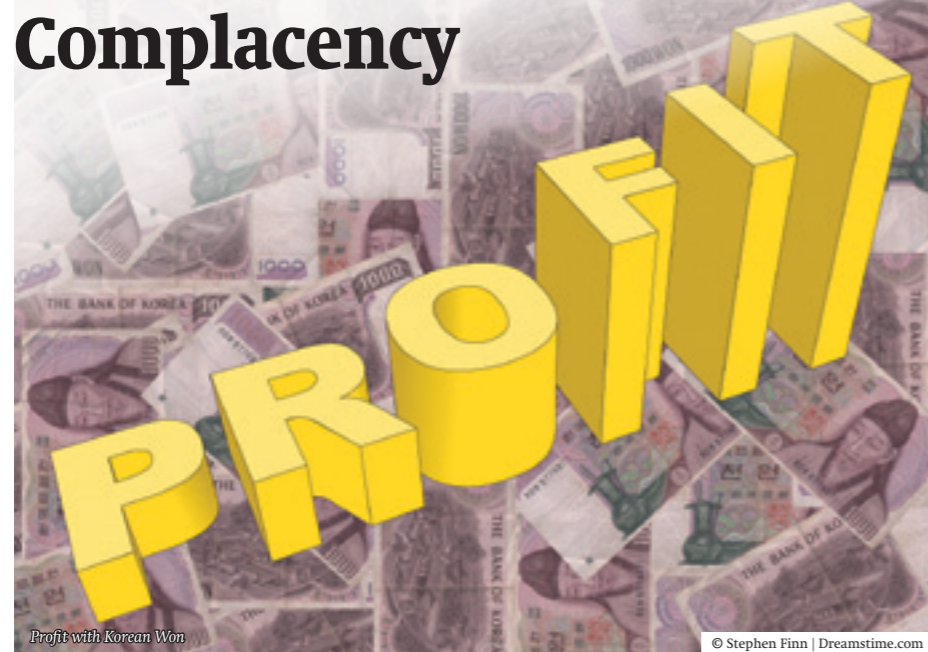
But da Vinci did enough for five men! What proof is there he was a procrastinator?

He took 25 years to finish the painting called the Mona Lisa.

What unique or major contributions have you made as an expert?

Before my publications (meaning, three scholarly books, one popular book, over 60 publications and more than 200 presentations), there was no interest, no serious work on the topic. It was not even mentioned much in popular culture. Only one song used the word as its last lyric when the singer faded off. That is “Sexual Healing” by Marvin Gaye, and the line is “please don’t procrastinate”. But now, we see it on TV, in advertising, and in so many poor books out there. [A]

Korea's US\$1 Trillion Trade Volume Accomplishment Should Not Lead To Complacency



BY KIM MIN SOO

South Korea will be the ninth nation to record a trade volume of US\$1 trillion by the end of this year, despite the full-blown global financial crisis triggered by some European countries and the United States.

This remarkable achievement amidst the tough competition in global trading is undoubtedly praiseworthy, especially against the late-starters who have had the same initial conditions in trading as South Korea, as well as comparatively advanced trading giants including the US, Japan, Germany, France, etc.

In the course of accomplishing such surprising trading results, South Korea successfully overcame the IMF bail-out program started just after the occurrence of the financial crisis in 1997, which was caused by both its weak financial system and the fragile global financial structure. Korea effectively turned crisis into a valuable opportunity for strengthening the regulatory framework of its economy.

In fact, South Korea started its export drive with low value-added agricultural and fishery products in the late 1940s just after regaining its sovereignty from the Empire of Japan, in an endeavor to transform its nationwide gloomy status into a successful and thriving nation.

By adopting the unique initial development strategy of preferring some large-sized

conglomerates to drive its rapid economic growth, South Korea successfully reshaped its status of less-developed country into a developed nation particularly from the 1970s through the 1990s. This paved the way for the country to later become a member of the Organization for Economic Cooperation and Development (OECD).

Korea's economic growth strategy seems worthy of being recognized as a very effective development approach to be benchmarked especially by developing countries in terms of securing natural resources, administrative system, infrastructure, social overhead capital, etc. Unlike most less-developed countries worldwide, the nation effectively and successfully reaped the fruits of its vastly expanded trading performance.

The strong leadership by the late president Park Chung-hee, combined with the South Koreans' national character of persistently and energetically striving for a better future, were strong factors contributing to the nation's remarkable growth.

By fortuitously taking advantage of the nation's unique development tactic of accomplishing greater visible outcomes within a comparatively shorter period than those of advanced nations, some local conglomerates (chaebol) were selected as the main builders of the Social Overhead Capital (SOC). Unfortunately, this deprived numerous small and medium-sized South Korean enterprises of opportunities to become larger enterprises.

This historical and structural domestic economic environment made it possible for some domestic relatively large-sized companies to exert their initiative in the local market up until the present time, further wielding hegemonies in their business areas.

Within the long period of this undesirable business environment structure, most

of the local potential small and medium-sized ventures, even those equipped with state-of-the-art technology, brilliant entrepreneurship, etc., could hardly transform themselves into larger ventures exerting a global presence, except for a few prominent companies.

In this context, I now want to examine the fair distribution of the fruits resulting especially during the chaebol-friendly development period, and I shall focus on the following aspects affecting the overall trading volume of South Korea – especially amidst the hot news of Korea soon attaining the position of the world's ninth trading nation to accomplish a trading volume of US\$1 trillion. I also want to focus on the comparatively less-emphasized aspect of the equitable sharing of the accumulated windfall since the government-led export-oriented industrial development strategy began.

Despite the fact that most of the local conglomerates, in fact, significantly contributed to the nation's gradual growth of export volume, while also ultimately greatly helping to enhance the country's global brand, most of the Korean conglomerates currently cannot avoid the burden of sharing their success with small and medium-sized ventures that helped their significant achievements.

It is frequently remarked that non-conglomerates have lost their competitive industrial merits in competition against large-sized companies, saying they didn't share in the fruits owed to them in recognition of their comparative sacrifices.

While utilizing the profits accumulated over the past few decades, most of the local business giants have eagerly striven to generate various business types of subsidiaries, to further dominate the remaining potential business areas in the local markets while steadily growing into unique types of conglomerates in the world.

With the accumulated capital, the conglomerates even rushed into business sectors where small and medium-sized enterprises (SMEs) already had competitive edges, eventually partially blocking the opportunity for the SMEs to advance into global markets and to contribute to the national trade growth.

Naturally, the major conglomerates have played the greatest role in the steady growth of the nation's aggregate trading volume so far. However, during the chaebol-friendly era, most of the SMEs have directly or indirectly missed opportunities to grow into larger companies, thus not taking part in the valuable chances of contributing to the nation's conspicuous growth, especially in export.

Most of the large-scale enterprises had to show more future-oriented stances toward non-conglomerates, including abstaining from advancing into the SMEs' comparatively strong areas to eventually help their more aggressive global drives to contribute to the tangible overall trading volume growth than now.

There also had been bad news. The conglomerates were frequently energetic in acquiring the advanced technology that most of the small and medium-sized enterprises had developed with their own R&D, in spite of their poor development conditions in terms of professional manpower,

capital, etc. The chaebol thus saved the costs that the SMEs had paid in advance in developing them, in the end, using the technologies in competition against numerous potential small and medium-sized companies.

Ironically, the conglomerates were seriously reluctant to transfer essential technologies even to partnership enterprises. Recently, this has begun to change, but the technology transfer issues still remain unresolved.

Accordingly, the chaebol have fully enjoyed the fruits gained through the principle of opportunity cost sacrificing small and medium-sized ventures, while the latter could not fully enjoy the fruits derived from this principle.

It is thus a welcome development that a government-affiliated committee for shared growth is now actively carrying out the mission of controlling and monitoring the often irrational and unfair business dealings between the conglomerates and small and medium-sized enterprises across almost all industries.

It is a very late development but still very positive news in this time of welcoming the outstanding trading performance that is expected with a tangible specific figure of over US\$1 trillion as of late December this year.

It is not, however, yet the time for all walks of life to expend too much time in self-praise over the accomplishing of the US\$1 trillion trade volume.

It should in fact be the very time for all economic units to put their combined efforts into achieving the next level of trading performance. This would help boost performance by drastically supporting SMEs to become globally competitive enterprises by taking joint responsibility for contributing to the higher trade targets together with typical conglomerates, thus helping transforming South Korea into a really powerful global trading giant contributing to the prosperity of the entire world.

Lastly, I hope and suggest that the government and such global-level Korean conglomerates as Samsung Electronics Co., Ltd., with a single-minded vision, need to be more strategically and energetically focused in their cooperation.

Such desirable collaborations include more targeted selection of the potential companies with future-oriented self-developed technology sufficient to serve the future economic growth of South Korea, strategic and steady support for the designated beneficiaries, and setting a good example continuously for the next versions of cooperative models, etc.

The structural financial crisis now running rampant worldwide seems to continue apace for the foreseeable future, steadily aggravating the uncertainty of the global financial system and thus delaying the restoration of a brisk global economy for a considerable time.

Toward achieving the next target of attaining US\$2 trillion in trade volume, it is a very essential strategy for each of the economy's sectors to create at least several such global top level companies as Samsung Electronics. 

First Indo-French Space Collaboration Tastes Success

PSLV-18 Launches India Into Elite Group

BY ANURADHA SHUKLA

Megha-Tropiques Satellite is a joint endeavour of ISRO and the French National Space Agency. The satellite will conduct in-depth research of the tropical regions on weather in the short-term and climate in the long-term in the tropical regions. It will also research and study water cycle and energy exchange on either side of the equator.

How the Space Collaboration Began

It has been a rather long and difficult journey for scientists from both France and India in the run up to the launch of the weather-reading satellite. The journey began in 1998, when scientists from the Indian Space Research Organization (ISRO) in India and the Centre National d'Études Spatiales (CNES) realized that they were both contemplating exploring the same aspect of space. CNES in the late 1980s-1990s was working on building a satellite named Tropiques, while India was exploring a satellite for climate studies called Climatstat in the mid-1990s.

Eventually, in 1998, both signed a Statement of Intent aimed at "enhancing the understanding of tropical weather and climate."

The satellite, which would carry the hopes of both the nations, was called Megha-Tropiques after both the space missions. The term Megha in the ancient Indian language, Sanskrit, means clouds, the principal focus of study of the satellite, and Tropiques for the tropical region to which the study would limit itself.

In 2001, a Memorandum of Understanding was signed between both the space agencies. However, the budgetary cuts in the French agency's outlay affected the overall development of the satellite and it was only in 2004, following a second Memorandum of Understanding, that work on the satellite began in earnest.

Execution of the Joint Indo-French Venture

One of the first satellite studies to forecast weather was the American TIROS 01 in 1960. Since, then three hundred satellites



have been launched to study the weather, carrying cameras and sensors to measure the several parameters of oceans and atmosphere accurately.

The Megha-Tropiques Satellite is a joint contribution from India and France to the global scientific community. The data on climate and weather systems that affect the daily life of mankind in the tropical regions are collected by the help of the instruments loaded in this satellite for research analysis.

Satellites offer a global view of the movement of the ocean, thereby help meteorologists to accurately predict the weather specifically in particular parts of the global. For India, this is of particular significance, considering the depth to which Indian farmers are dependent on the arrival of the monsoon rains to properly cultivate their farms. As a matter of fact, the impact of the rains affects the overall economy of the country, as these rains determine the amount of food grains, crops, and cash crops grown in the country year after year. Thus the success of Megha-Tropiques is critical to India's space mission and agricultural sector's growth.

The Launch

The PSLV-C18 launch authorization board met at Satish Dhawan Space Centre on October 9, 2011. On October 10, 2011 the 50 hour countdown started at 9:00 hours. Mandatory checks on launch vehicle, spacecraft, charging of batteries and propellant tanks were conducted before the launch. The various ground system, tracking radars, communication network were also given a thorough check.

The launch of PSLV-C18 took place at Sriharikota at 11:00 hrs on Wednesday, October 12, 2011. It was ejected into orbit at an altitude of 867 km and at an inclination of 20 degrees with respect to the equator. Apart from the PSLV-C18 there were four other satellites sent into space orbit at 26 minute intervals.

Successful Launch

The PSLV-C18 launch was indeed a grand

Continued on Page 47

South Korea's FTAs with EU and US Portend Rising 2-Way Trade

BY DONALD KIRK

South Korea stands on the brink of a brave new world. Free trade agreements with the U.S. and the European Union are certain to result in a great leap forward in Korean trade with both those regions.

To be sure, the era of free trade has provoked outcries from those in fear of losing out to the competition. Still, all sides are bound to be importing and exporting as never before. For South Korea, one special dividend may be the country's rise as a global "hub" of business and finance – a dream of Korean leaders that has yet to come true.

Proof of the impact of free trade agreements – FTAs – is that South Korean trade with the European Union went up 17 percent from the year before, following the EU-Korea FTA having taken effect on a provisional basis, in July. The impact of the EU-Korea FTA has been great enough to spark concern in Japan, where the Japanese ambassador to the EU, Kojiro Shiojiri, urged Japan and Europe to negotiate their own deal.

Vital Moreira of Portugal, chairman of the international trade committee of the European parliament, sensed intense Japanese interest in an FTA with the EU during a recent visit to Japan. The EU-Korea FTA, he said, had been "a watershed in terms of reaction from the Japanese" – enough for Japanese industry to be pressuring the Japanese government to get serious about negotiating its own deal with the EU.

Everywhere, though, protests arise, notably among motor vehicle manufacturers and farmers who thrive in closed markets and hate to have to cut prices due to foreign competition. What would the Japanese really think of a flood of cars made in Europe washing up on their shores? And how will the Europeans take to ever more Korean vehicles entering their markets? The EU-Korea FTA already is endangered by the that prospect. Adolfo Uro, an Italian foreign trade official, warned that Italy, one of the 27 European countries that has to approve the agreement, may yet reject it for fear of excessive Korean competition. Italy's Fiat, it seems, already has enough problems without a rising influx of Hyundais and Kias.

Nonetheless, Korea remains "an attractive bilateral FTA partner for the EU from an economic and non-economic perspective," according to Dilip K. Das, director of the Institute of Asian Business at SolBridge International School of Business, Woosong University, in Daejeon. There was "strong economic rationale for Korea to pursue an FTA with the EU," he has written, "because it is a credible instrument for expanding its exports and increasing its GDP." With exports accounting for more than 45 percent of the Korean gross domestic product, he went on to state that, clearly, "the external

sector is an important source of growth and employment for the Korean economy. Within three years, tariffs would be eliminated on 96 percent of imports from the EU to Europe and 99 percent from Korea to EU countries." The final objective, he noted, was "to lift all tariffs, with minor exceptions, in five years on trade in manufactured goods."

In the face of increasing competition from the European Union as a result of its FTA with Korea, the United States could not be left behind. U.S. Senate Republican leaders had just one criticism as the FTA sailed through the Senate by an 83-15 vote in October. Why, asked the Senate Republican leader, Mitch McConnell, had President Obama waited for nearly three years to send the Korea FTA bill, and bills for FTAs with Colombia and Panama, to Congress?

As the Republicans knew perfectly well, American motor vehicle manufacturers had insisted on revising terms that they contend will still make it difficult for them to get U.S. vehicles into the Korean market in significant numbers. And other manufacturing sectors, notably textiles, are complaining loudly, if vainly, that an influx of Korean products will destroy what's left of their business after all the effects of imports from everywhere else, notably China.

On top of that, Obama had to contend with the aggrieved complaints of labor unions that the bill would strip more jobs from workers in a wide cross-section of industries, notably motor vehicles. Union leaders remain unconvinced by assurances, and some important allies, notably the Senate majority leader, Harry Reid, voted against all three FTA bills. The bill got the reluctant approval of the United Autoworkers, but United Steelworkers was clearly not happy. Steelworkers International President Leo Gerard predicted Korean manufacturers would buy parts on the cheap from China for cars that will flood U.S. markets.

Moreover, in the moment of triumph over approval by the U.S. Congress of the KORUS FTA, as the bill is widely known, South Korea's President Lee Myung-bak still faced major hurdles. While Lee got standing ovations when he addressed a joint session of Congress, his foes in Seoul dug in against quick approval by South Korea's often obstreperous national assembly. The fear of a sharp increase in U.S. farm exports gave Korea's opposition Democratic Party ammunition for protests even though the



EU Korean Trade
© Stephen Finn | Dreamstime.com

party had supported it while their late leader, Roh Moo-hyun, was president.

The agreement was thrashed out by U.S. and Korean negotiators in 18 months of talks that had the enthusiastic endorsement of governments quite different from those in office now. The Republican George W. Bush, a conservative whom Obama has strongly criticized for jettisoning regulations and lowering taxes on business, was president of the U.S. at the time. The left-leaning Roh, whom the conservative Lee blamed for economic difficulties and his soft-line policy toward North Korea, committed suicide more than two years ago amid an investigation into a corruption scandal.

Incredibly, leaders of Roh's Democratic Party talked as if the KORUS FTA were almost a betrayal of Korea's birthright. The most sensitive issue was the elimination of tariffs on imports of beef and pork. The tariff on beef, now 40 percent, goes to zero by 2026 and the tariff on pork, 25 percent, goes to nothing in five years. Negotiators did not dare, of course, do anything about rice, sold at exorbitant prices in Korea while imported rice is virtually banned. Any effort to open up the rice market, as both sides are well aware, would touch off violent mass protests that could actually endanger national security.

There was no denying, however, the joy of a wide range of supposedly qualified observers on either side of the Pacific. Korea's two most powerful trade groups, the Korea Chamber of Commerce and Industry and the Federation of Korean Industries, said in unison that ratification of the FTA by the legislative bodies of both countries would "be a boon to exports that have been the main engine of economic growth" and that it would "raise competitiveness of locally made automobiles, car parts, textiles and electronics."

The American Chamber of Commerce Korea was just as happy. "The agreement is a win-win deal that will increase bilateral trade and create much-needed jobs in both countries," said AmCham, urging final passage "to ensure that businesses, workers,

and citizens in Korea and the United States fully benefit from this historic agreement."

The cheering was infectious. "For once, we were treated to a display of mature, adult behaviors by the U.S. Senate," wrote Tom Coyner, a long-time economic consultant in Korea, though "we also need to soberly remind ourselves that the real work has yet to begin." As Coyner warned, "Fair and appropriate implementation of trade deals can be much more difficult than negotiating and ratifying such treaties."

Despite misgivings, the prevailing atmosphere in Washington and Seoul was one of unalloyed relief after all the debate and haggling since the KORUS FTA was signed five years ago. The final victory marked a high point in an era of surprisingly good relations between Washington and Seoul – and a respite from nasty fighting between Republicans and Democrats in the U.S. Congress after Senate Republicans had destroyed Obama's attempt at ramming through a far more important bill to create jobs for American workers.

Amid recurrent criticism from workers in the U.S. and farmers in Korea, Lee in his address to the U.S. Congress declared the opening of "a new chapter" in U.S.-Korean relations that would "strengthen and elevate our military and political alliance to a whole new level." As if on cue, the Senate finally confirmed, by unanimous vote, the appointment of a new U.S. ambassador to Korea, Sung Kim, a veteran Korean-American diplomat whom some senators believed had been too soft in talks with the North before deals brokered with North Korea during the Bush presidency finally broke down.

Estimates of the benefits varied wildly. There were predictions that Korean exports to the U.S. would go up five or six percent and two-way trade might increase by US\$ 10 billion – though Korea would inevitably have a highly favorable balance. Secretary of State Hillary Clinton said the agreement, the biggest FTA deal since the conclusion in 1994 of NAFTA, the North American Free Trade Agreement, would mean 70,000 more jobs for Americans.

Continued from Page 36

ing the heat from mall culture and the new proposal would spell doom for us."

Indian Prime Minister Manmohan Singh also has expressed concern about protecting the small traders. "It is our task to go about it in a manner in which the nation enjoys the benefits of more FDI in retail trade without hurting our domestic interests."

He also said that the government will do nothing which will hurt the essential interests of the small Indian trade community.

Uttar Pradesh, India's most populous state, goes to the polls next year and the general election is scheduled for 2014, which makes it highly unlikely that a Congress-led central government will take any decision that may antagonize the voters and harm the political party's electoral prospects. Also, the government is busy fire-fighting a range of graft charges, and ministries are hesitant to take any significant economic decisions.

Business Standard recently reported that FDI in multi-brand retail has been put on the back-burner, again. Quoting an official close to the developments, the magazine

The fact was that the real winners on the U.S. side were likely to be farmers, not manufacturers. Some analysts doubted the agreement would create more jobs, and the Economic Policy Institute warned that nearly 160,000 workers would be laid off amid spiraling deficits. Still, South Korean tariffs on vehicle imports, now eight percent, are to go to nothing in 2016 when the U.S. drops its own tariffs on vehicle imports,

"There was strong economic rationale for Korea to pursue an FTA with the EU because it is a credible instrument for expanding its exports and increasing its GDP."

Director Dilip K. Das
Institute of Asian Business

now 2.5 percent – an incentive that may not mean much considering the thousands of cars turned out by Hyundai Motor in the U.S.

Obama, who had spoken out against the FTA when he was a junior Democratic Party senator from Illinois during those talks, and Lee Myung-bak celebrated the Korea-US FTA's passage at a White House dinner. Whatever differences the U.S. and Korea may have had, you would never have known it from their euphoric words. The U.S. com-

said that the government is expected to take a call on the proposal in the next financial year. "Any policy decision on this issue is expected only after April 2012," the official told Business Standard.

K.V. Thomas, Food and Consumer Affairs Minister, told the press that there are some differences among ministries over FDI in multi-brand retail, and the department is processing what stand they have to take.

There are growing voices in favor of allowing FDI in multi-brand retail, especially from the corporate world. Commenting on reports that the government is planning 100 percent FDI in single-brand retail, Kumar Rajagopalan, CEO of Retailers Association of India, told India's news agency PTI that relaxing FDI limits for single-brand retail is not a substitute for opening the multi-brand retail sector to FDI.

He said that the need for FDI in multi-brand retail was more crucial as it would have a lot of impact on inflation, supply chain, and infrastructure, which cannot be achieved by single-brand retail.

Opening-up multi-brand retail, analysts believe, will benefit the producers, as they

mitment to South Korea "will never waver," said Obama. "The alliance is unbreakable."

Hanging over the verbiage was the constant threat of North Korea's nuclear program. The U.S. and South Korea might be "united" on confronting the issue, as Obama said, but there was no knowing what might happen next. Obama did indicate, however, that Washington would not be sending aid to North Korea as long as South Korea opposed it. The two had changed "the equation with the North by showing that its provocations will be met not with rewards, but with even stronger sanctions and isolation" – a remark that came as a jibe at the softened line of the Bush administration as well as a rebuff of Lee's predecessors, notably Kim Dae-jung, who preached the Sunshine Policy of reconciliation during his years as president from 1998 to 2003.

Nuclear talk aside, Lee's mission was about trade – and allaying American misgivings. Just to show everyone how much the deal will do for the U.S. motor vehicle industry, the two presidents were off to Motown, Detroit, the historic but decaying hub of the industry, and a tour of a General Motors plant at nearby Lake Orion. The claim to fame of the 1,500 workers at the plant was that their union, the United Auto Workers, agreed on a 15 percent pay cut for producing a Chevrolet subcompact, the Sonic.

In South Korea, the world's 13th biggest economy, no one forgot the months of rioting in central Seoul in the summer and early fall of 2008 after Lee had agreed, in smiling happy talk with Bush at Camp David in the final year of the latter's presidency, to accept American beef imports, banned for the previous five years due to fears of "Mad Cow" disease. "U.S. ratification of the FTA may be a mixed blessing for President Lee," wrote Edward Reed, Asia Foundation representative in Seoul, while Lee was in the U.S. "The opposition party and civil society are already mobilizing to call for renegotiation or rejection of the pact, or at least to make the political debate very difficult, as Korean parliamentarians and demonstrators are wont to do."

will get the right cost for their produce while the employment rate will shoot up. Also, they say that the investment by multi-brand retailers in supply chain infrastructure will substantially reduce waste of perishable farm produce such as fruits and vegetables.

In the absence of foreign players, Indian business houses have made inroads in the organized multi-brand retail market and are aggressively working on expansion plans. However, even these business houses need foreign investment to sustain the market for the long-term and have been vocal in their support.

Kishore Biyani, CEO of the Future Group, which is leading the retail revolution in the country, told Business Standard that FDI in multi-brand retail will be a game-changer for Indian retail.

It'll take some years to know whether FDI in multi-brand retail is in fact a game-changer or not, but for now it's a patient wait for global multi-brand retailers at the doors of the most happening retail market.



Himalayas - Ama Dablam © Janhadac | Dreamstime.com

Can the Himalayas Become a Future Solar Power Base?

BY DING DING

According to new research by Japanese scientists, the Himalayas, the world's tallest mountain range, have plenty of potential to provide solar energy in the near future.

Traditionally, deserts have been regarded as hotbeds of solar energy, as they capture or receive more energy from the sun. However, researchers such as Takashi Oozeki and Yutaka Genchi have disproved this theory, and they have published their work in the Environmental Science of Technology. The researchers have interpreted that the loftiest and coldest regions can receive more energy from sun than the deserts.

Solar Cells on the Himalayas?

Setting up a solar cell project on the Himalayas is definitely a daunting task. There are many challenges to face. The researchers at the National Institute of Industries Sciences and Technology in Japan have pointed out that there would be transmission losses due to heavy snowfall, which would have to be taken into consideration of any future project viability there.

The high altitude of the Himalayan region makes it an ideal spot to implement this new research by the Japanese scientists, however. According to the study, the close proximity of the Himalayan region to China and India will prove to be cost-effective if it can be harnessed to produce energy that these two countries will require in the near future.

They have also identified the Andes in South America and Antarctica as the other cold regions that receive more solar power. For several generations, people believed hot deserts were the regions where the most solar energy is absorbed, yet this recent study now dispels that belief. The study concludes that some of the coldest landscapes like the Himalaya Mountains, the Andes and the Antarctic could eventually become the Saudi Arabias of the solar energy belt.

Creating Solar Belts

According to Kotaro Kawajiri and colleagues, the potential for the generation of electricity with solar energy solely depends on geographical location. The regions with plenty of sunshine like the arid and semi-arid regions are considered as good solar belts. Since there is very limited data on weather-related conditions on a global scale, scientists find it difficult to identify the best geographical areas for the production of solar energy.

Still, researchers have worked around limitations and have established a technique for evaluating solar energy potential with the available data. The technique is based on the effects of temperature on the output of the solar cell, as well as consideration of variables such as transmission losses and snowfall.

They have also recognized some of the hotter regions in US deserts as ideal locations for solar energy. Yet researchers have already identified that the cold regions at higher elevations which receive more sunlight have a greater potential to produce solar power in these areas than the deserts. In fact, Kotaro Kawajiri has identified that Mt. Everest is the ideal solar belt region for producing electricity for the fast-growing economy of the People's Republic of China.

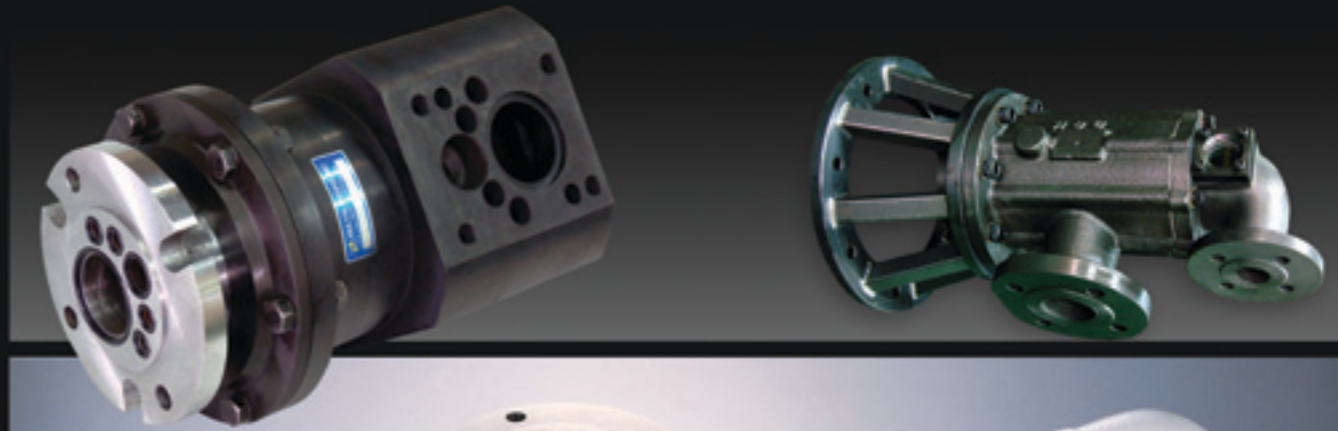
A simple framework has been developed

According to the study, the close proximity of the Himalayan region to China and India, will prove to be cost-effective if it can be harnessed to produce energy that these two countries will require in the near future.

by Japanese industrial standard to evaluate the effects of temperature on photovoltaic potential. The researchers have found out that the Southern Andes, the Himalayas, and Antarctica have the largest PV potentials. Studies also show that regions with higher altitudes have higher performance ratios due to lower temperatures. A correlation between the estimates obtained by the framework developed by Japanese industrial standards that use the JIS C 8907 evaluates the irradiation and temperature on PV potential. The study of temperature effects is having the effect of increasing the collection of data intensively. The world will certainly be hearing more about this area of endeavor in the coming years. (A)

MULTIS HYDRO

ROTARY JOINTS



2004. Design ver. 1.0



336-29, Doksan 1-dong, Kumcheon-ku, Seoul, Korea
 Phone : 82-2-864-2591 Fax : 82-2-864-2594
 E-mail : multishydro@hanmail.net

When in Punjab, Do as the Punjabis Do

BY ANURADHA SHUKLA

There is a quintessential essence in Punjab – a rich, vibrancy, a blend of rustic practices flavored with modernity – that compels one to become a part of the people every time one visits it. Therefore, it may be said that while visiting Punjab you are assured of a great experience if you behave as the Punjabis do!

The Punjabi diaspora across the globe represents the essential Punjabi spirit of Enterprise and Endeavor. Wherever they have struck down roots, they have continued life with the same zest, liveliness, and vibrancy of their native Punjab, along with their foot-tapping music, energetic dancing, and lip-smacking food. A visit to Punjab would essentially include all of the above.

Visiting Punjab

For a first time visitor, Punjab will surely be a surprise. Landing at the Amritsar airport, Punjab's only international airport (New Delhi's Indira Gandhi airport is just a couple of hours away) is an assault on the senses. As colorful turbans bob everywhere around you and a variety of noise engulfs you – be it honking ambassador-taxis weaving their way between goods-heavy speedy scooters (carrying anything from chicken to heavy machinery), cycle bells ringing, and speedy carts pulled by oxen - the essence of Punjab seeps into you as you watch spellbound. And you are sure to understand that your travels in Punjab are not going to be the sanitized, perfect orchestral vacation or business tour you had planned it to be.

For the seasoned business executive or tourist returning to tour Punjab there is a déjà vu sense of being able to experience again the quintessential Punjabi culture, mannerisms and of course the food.

Punjab's location

Punjab, in the local dialect, translates to the land of five (punj) rivers – the Indus, Ravi, Sutlej, Beas, and Jhelum, which all flow southeast through the land and irrigate the state, and hence the rich agrarian landscape, for which the region is so famous.

Punjab is a northern state in the Indian mainland sharing international borders with neighboring Pakistan on the west, and it is locked in by Rajasthan, Jammu, Kashmir, Himachal Pradesh, and Haryana in the other directions.

A Brief History of Modern Punjab

Punjab is also the delta, or the doab, as



Jindwa-Folk Dance of Punjab, India

© Maharaj Khazanchi | Dreamstime.com

it is locally called, where the Indian civilization began, and which is now located physically in the area of Punjab that lies in Pakistan.

As one of the cradles of human civilization, Punjab was the verdant valley of the River Indus with its tributaries. On the banks of this mighty river rose a civilization that held aloft the greatest of human minds. Dating back to 2000 B.C., several planned cities, like Harappa and Mohenjodaro, arose with perpendicular roadways, sewage systems, and construction materials that hundreds of floods could not destroy.

Very few ruins of this civilization are found in modern Punjab, with the exception of a few sites or ruins at Lothal in Gujarat, where the river flows into the Arabian Sea.

Punjab is steeped in Indian history, as it was one of the borders over which foreign invasions happened into the Indian mainland. Hence, there is a rich mix of historic monuments, religious sites, vast expanses of green mustard fields, and modern structures in the cities.

Must-visit Places in Punjab

A visit to Punjab should include all of the following places:

Amritsar, with its glistening and beatific Golden Temple, the sacred pilgrim center for Sikhs, is the heart of Punjab and is the starting point for any visit to Punjab. It is the center of Punjabi culture, music and dance, giving you glimpses of it throughout the city.

At Jallianwala Bagh, the gruesome massacre of Indian freedom fighters in 1919 was one of the turning points of India's freedom struggle from British rule. Even today, the bullet marks are visible on the walls of the enclosed park. A regrettable historical moment, the place is a necessary visit for its historical significance.

Chandigarh, the administrative capital of both Punjab and Haryana, is a tribute to the modern standards that the state

has achieved. The entire city is the first planned city of India, designed by the great French architect Le Corbusier.

In Chandigarh, the main attraction is the Rock Garden made of industrial, urban waste, which is highly attractive and innovative. The Rose Garden, named after Zakir Hussain, has one of the largest collections of roses in Asia, with over 1600 species. The garland of gardens at the Chandigarh Leisure Valley is popular for its romantic theme gardens.

Ludhiana, a busy industrial town, is the largest city in Punjab and has the most impressive line-up of gardens and forts. Nehru Rose gardens, Rakh Bagh and a visit to the Raja Ranjeet Singh Fort are necessary visits to capture the historical essence of Punjab.

You will also enjoy the Tiger Safari that is well organized, with efficient staff doing their best to let you catch a glimpse of the Indian national animal.

Patiala

A very historic place in Punjab is Patiala, with its rich culture and aristocracy. Beautiful palaces belonging to the former royal family of Patiala include the Moti Bagh, greatly resembling the Shalimar Garden of Lahore. Presently, the National Institute of Sports operates from the palace and has a well-curated art gallery.

You should not miss the Quila Mubark Complex, the Sheesh Mahal, or the Lachman Jhoola.

Jalandar is around 100 km from Amritsar and is one of the oldest cities of Punjab. This is the authentic Punjab, with the rustic richness and the fervor for life that so epitomizes Punjabis.

Jalandar's most ancient historical and religious monument is the Imran Mausoleum. It also has the 400-year-old Jamma Masjid as well as the Devi Talab Mandir. These monuments are examples of the architecture of this region and reflect the engineering excellence of the artisans of the region. Listening to the history of these

magnificent buildings transports one to a lost greatness that leaves one fascinated to learn more.

Jalandar is also home to the most modern Science City in India, spread over a sprawling 72 acres of land. Its unique attractions make it a very popular tourist destination.

The Wagah Border is a must-visit place for every visitor to Punjab. This is the last border between India and its neighbor Pakistan. The Beating of the Retreat at sunset each day is a ceremony that brings a lot of nationalistic emotions and a ceremony bordering on a showing-off of strengths and morale by military personnel from both sides.

The border is 29 kilometers away from Amritsar, and is easy to reach. At the end of the ceremony, an excellent evening of music and dance is organized in which women and children participate avidly and become the high point of the visit.

Culture and Food

A visit to Punjab is incomplete if you have not experienced the bhangra. This local dance form is a traditional movement that is very energetic and robust. A natural form for the physically fit race, it includes a lot of flailing of hands and jumping and twirling with gusto to the mesmerizing beat of the drums. The music and colorful dresses, and the majestic turbans all create an out-of-the-world experience that leaves one thoroughly happy, invigorated and panting for breath.

After that exhausting dance and music, the visitor will reel under the hospitality

As one of the cradles of human civilization, Punjab was the verdant valley of the River Indus with its tributaries. On the banks of this mighty river rose a civilization that held aloft the greatest of human minds.

that one's local hosts will extend, whether at the home-stay, five star hotel or the roadside eatery or dhabba.

There is hardly anything which is more important in Punjab (other than of course the visit to Golden Temple at Amritsar) than the single most pan-Punjabi factor called FOOD.

Food – Second Main Attraction in Punjab

Food is synonymous with Punjab and there is a whole cuisine named after this region.

Gregarious as hosts, Punjabis are quick to be offended if a guest refuses their hum-

ble offering. They believe in working very hard, eating well and living well and do not compromise on any of these aspects at any time.

Food typically consists of a variety of vegetables and non-vegetarian dishes eaten with a variety of oven-baked breads. Flat breads (called rotis, or naan) dripping ghee (clarified butter) are eaten with flavorful, predominantly non-vegetarian curries, dressed up colorfully in red or bright yellow with ringlets of onion or juliennes of ginger. Punjabi cuisine is famous for its dry tandoor dishes that are served along with the main course or as starters.

Shopper's Paradise

If shopping interests you, then, Punjab is indeed a paradise. However, you will have to be prepared to haggle and bargain energetically to pick up your purchase at a price that will leave you satisfied.

As a foreigner visiting Punjab, you will need to carry bills of lower denominations, as credit cards are not acceptable at all commercial establishments and restaurants.

Visiting Punjab: Exhilarating, Energetic and Indelible Memories

Punjab is the hallmark of typical Indian culture. The people of Punjab are friendly and energetic people who welcome guests, as it is an integral part of their culture which holds that guests are next only to God – "Guest is God personified."

A visit to Punjab will bring a trove of indelible memories that will last a lifetime.

Continued from Page 41

success. The Megha-Tropiques carried three payloads, one jointly owned by ISRO and CNES, two by the French space agency, and another complementary scientific instrument. The information collected by this satellite is not only useful for India, it is also advantageous to other parts of the world, especially in the regions of the Indian Ocean.

There are 21 scientific teams from different countries other than India and France which are waiting for the data from Megha-Tropiques, including those from Australia, Brazil, Italy, Japan, Korea, Niger, Sweden, UK, and the US.

Second Weather-Based Mission

It is important to note that Megha-Tropiques is the second such global mission of its kind. The first was the Tropical Rainfall Measurement Mission, launched jointly by the USA and Japan in the year 1997. At present both America and Japan are coordinating to establish a Global Precipitation Measurement Mission, made up of an 8-satellite constellation.

Why Study the Tropics?

Roddam Narasimha, the doyen of ISRO, has contributed immensely to the growth of the organization, especially in the kind of missions Indian has undertaken. Narasim-

ha explains that the American meteorologist Jule Charney inspired India to take up the study of the tropics. According to him, the tropical region is more predictable, and besides, an in depth-analysis of the region has not been carried out so far.

The Megha-Tropiques satellite is likely to cross up to six times daily over places that are in the region of twenty degrees of the equator. The increased frequency of passes like this allows a satellite to study, say, cloud systems over the Bay of Bengal and follow their evolution.

Special Data Expected

The data from the satellite will be analyzed by a principal investigator at the Divecha Centre for Climate Change at the Indian Institute of Science, Bangalore.

According to Dr. Narasimha, the satellite is expected to provide special data on factors such as humidity, water vapour, rainfall and several other factors in real-time. The payload on the satellite measures real-time values since it is a Microwave Imager for Detection of Rain and Atmospheric Structures (or MADRAS).

Data Receiving and Analysis Centre

The scientific data that the satellite is to collect will be streamed to the ground sta-

tion at Byalalu, located off Bangalore and to Kourou in French Guiana. So, as the satellite traverses the planet, it will take approximately 24 hours to complete one-cycle. All data the satellite collects in the process of its orbit around the equator will reach the ISRO data receiving centres within three hours.

The other three satellites launched by PSLV 18, including the ten kilo SRMSat, a pollution and global warming monitoring by studying the water vapour and carbon dioxide, belong to SRM University from Chennai. The second is the three kilogram Jugnu, satellite sent by IIT Kanpur, to study vegetation and water bodies, and the third is the twenty-nine kilogram VesselSat, sent by LuxSpace from Luxembourg, which can locate ships at sea along the areas the satellite travels.

After a short-period during which all the data will be used purely for research purposes, it will then be available free for simulation models to predict the weather.

What Next?

The successful launch of Megha-Tropiques has encouraged both teams of scientists to follow it up with the Indo-French satellite the SARAL, which will focus on the study of the oceans. It is likely to be launched next year.

Amusement Parks of South Korea

JIN-SUK YANG

Seoul is the capital and the largest city of South Korea, located in its northwestern region. There are numerous amusement parks in Seoul which are very popular as tourist attractions, such as the well-liked Lotte World and Everland. These and others are destinations that provide wholesome entertainment for tourists and visitors who come here from all over the world.

Most of the amusement parks in Seoul are based on certain themes. If visitors are driven by the age-old idea that an amusement park consists of a park and some games and rides, then they will be in for an eye-opening visit to these next-generation parks that have gardens, zoos, and rides, each adhering to the specific theme on which the park has been built.

Everland

Everland Amusement Park of Seoul is the largest theme park in Korea. In the year 2002, Everland was selected by the US-based Amusement Business as one of the top five theme parks of the world. Besides its vast garden, Everland offers visitors numerous rides.

The park is located in Yongin, just 25 miles northeast of Osan Air Base. It is a fun-filled, family amusement park which was built and dedicated by the global enterprise Samsung. Among the gigantic amounts of land that Everland was built on, 82 acres were dedicated to family fun, and were appropriately called Family Land.

Everland also includes a zoo, snow sledding, and a botanical garden. The park contains three distinct themes, which are Festival World, Caribbean Bay, and Speedway. Festival World includes Global Fair, American Adventure, Magic Land, European Adventure and Equatorial Adventure, each created with their own unique style. Also, there is much more indoor and outdoor entertainment, such as the sea lion show, magic show, laser light show, and much more.

The rides in Everland are spectacular. T-express, the steepest wooden roller coaster in the world, presents sudden drops and sharp rises at 104 kph. There is also a ride by the name of Hurricane. It is a megaton-grade tornado ride, which revolves 19 meters up from the ground,



Christmas Parade, Everland
© Tiong Jin James Kho | Dreamstime.com

and gives park-goers the thrilling experience of a powerful hurricane. Double Rock Spin, which has a powerful spinning rhythm, also provides exhilarating thrills to visitors. Last but not least, there is the Let's Twist ride, which provides an exciting experience of twists in all directions, with great music.

There is also much in the way of sightseeing within Everland. Perhaps most prominent is the Herbivore Safari, which grants visitors with the opportunity to meet the biggest herbivores right in front of their eyes. The safari has, for the first time in Korea, allowed herbivores such as elephants, giraffes, and carnivores like tigers and lions to be gathered all in one place.

Within the safari there is a unique zone by the name of White Tiger Safari, which is the world's one and only mixed safari, where visitors can see twelve rare white tigers. They can also take a giant bus and travel through the bushes for wild animals and adventure.

Lotte World

Lotte World is a park that attracts around six million tourists per year. The park boasts different indoor and outdoor sections. Strolling around Lotte World gives tourists impressions of the streets of various countries of the world. It was the first theme park in South Korea, and is currently considered as the largest indoor theme park in the world. Opened on July 12, 1989, Lotte World started the full-fledged theme park era in Korea and is regarded as a world-class theme park along with Disneyland of the US and Japan.

About 8 million visitors come to Lotte World each year, and the total number of visitors exceeded 70 million in April of 2002. About 10 percent of the visitors are foreigners, and this number shows the status of Lotte World as a world-renowned tourist spot as well as the most visited theme park domestically.

Lotte World was constructed on an area

of 115,000 square meters at Jamsil-dong, Songpa-gu, the secondary center of Seoul, on July 12, 1989. It was established to represent a new conception as another city in a city, and it also played the role as a future city designed to provide a one-stop solution for leisure, sightseeing, shopping, accommodations and so on, by linking to a hotel, a department store, a duty free shop, and an outlet mall.

The Magic Island is a mysterious lake park which is the harmonization of the beautiful landscapes of Seokchon Lake and surrounding leisure facilities. The place draws young people with attractions of thrill, romance and festival. There is also the Folk Museum, consisting of a Historical Exhibition Hall, Miniature Village, Performance Hall and Traditional Market Place, which makes visitors feel the spirit of Korean history. The Sports Center provides enjoyable sports activities for 365 days a year under natural light, including an ice rink, swimming pool, bowling alley and so on. There are also streets of specialized shops, a food court where visitors can enjoy special foods of each country, and a shopping mall representing diverse cultures and refined shopping items.

In an attempt to become known as a world famous theme park, Lotte World has constantly introduced the latest rides, such as Gyro Drop and Gyro Swing, and has continued to grow as a vital theme park. It has also developed stage performances such as Character Show and large-scaled performances such as World Carnival Parade, consisting of worldwide festivals of 8 countries and street performances with bands and mimes.

Lotte World operates up to 11 PM 365 days of the year. As it is located in the central part of Seoul, it is easy to access by public transportation. In addition, indoor facilities are not affected by bad weather. With these advantages, it has become a very popular and easily visited place of fun and leisure for visitors of all ages.

Each year, thousands of tourists from different parts of the world flock to these parks for a bit of fun and relaxation. Both Everland and Lotte World have continuously developed and adopted new ideas and rides to make their amusement parks appealing. Both parks have also endeavored to attract not only the young generation but also the elderly, which has made these destinations enjoyable to people of all ages.



Do you know Samsung, LG and Hyundai? They are the pride of Korea!

Do you want to transfer your technology & commercialize into feasible business with Korea?

We are the public organization of Ministry of Knowledge and Economy and we have professional groups for consultant with Technology Transfer Business Network as below:

- **Information** • Providing Information about Technology & Technology Transfer
- **Evaluation** • Assistance with Technology, Feasibility Study and Evaluation
- **Transfer** • Support of all the matters related to Technology Transfer
- **Commercialization** • Support Technology Commercialization
- **M&A or J/V** • M&A of Korean company, R&D Support with Korea Institutes
- **IP Consulting** • Support creating, protecting and using intellectual property



Hoguk-ro 1007 beon-gil, Pocheon-city,
Gyeonggi-do, 487-711, Korea
www.gdtp.or.kr
ris.gdtp.or.kr
js80913@gdtp.or.kr



Down International Co., Ltd.

Head Office: 82-2-501-3106
www.down.com, www.down.co.kr

- IP Information
- Technology Transfer
- M&A
- Specialized in China
(www.down.net, www.Ktt114.kr,
www.patyellow.com)



Kim, Soocheon / CEO
boss@down.com



EurasTech. Corp.

Head Office: 82-2-454-9204
www.eurastech.com

- Technology Transfer
- Commercialization & Introduction
- Sales (technology and goods)
- M&A or J/V
- Specialized in Russia and Eurasia
(www.eurastechdb.com)



Lee, Sunyoung / CEO
ceoyoung@eurastech.com



EDResearch Co., Ltd.

Head Office: 82-2-2627-8810
www.edresearch.co.kr

- Technology Transfer
- Commercialization
- IP Consulting
- M&A or J/V
- Specialized in USA & EU



Soh, Juwon / CEO
jwsoh@edresearch.co.kr

Gyeonggi Daejin Technopark

Head Office: 82-31-539-2302
www.gdtp.or.kr
ris.gdrp.or.kr

- Technology Transfer & Commercialization
- IP Consulting
- M&A or J/V
- Specialized in Government & Public Organization in Korea



Joo, Jaeman / Executive Director
js80913@gdtp.or.kr



NEW & NOTABLE

Jeong Sun-Tae Minister of Government Legislation

By Kim Cheol Ho

The 1st Asian Forum of Legislative Information Affairs was held in Songdo Convensia, Incheon on November 10-11 with the aim of strengthening ties and mutual understanding between Asian countries. Organized by the Korean Ministry of Government Legislation (MOLEG), the forum provided an opportunity for the participants to exchange views on information related to legislation and for Korea to work closely with other nations from the Asian region. On the sidelines of the forum, Asia-Pacific Business and Technology Report was able to sit with Korea's Minister of Government Legislation, Jeong Sun-Tae. Here are excerpts of the interview with him.

The focus of the forum is very unique, new and very unconventional. Please give us some insight into the main themes of the conference.

I hope that this forum can succeed in helping to build a realistic cooperation system throughout Asia, through cooperation towards an advanced legislation. Hence we think this is the best opportunity to share and expand to communicate with information on industrial matters, academics and overall legislation among Asian countries.

Why was the need felt to start this forum?

Currently there is no international summit related to the Law Policy & Government Legislation bureaucracy. That is why we felt that if we scrutinize the current and historical background of the legal system of the past 60 years via trial and error, we can learn many important lessons for future development.

We need to consider and communicate not only the economic points of view but also legal frameworks governing one country and people who make and enforce the law. It is high time that every Asian country who has achieved economic development shares their knowledge and experience with less developed countries.

The Asian Forum of Legislative Information Affairs appears as a very impressive gathering of top legislative pan-Asian elite individuals. Can you please name some top country participants at this conference?

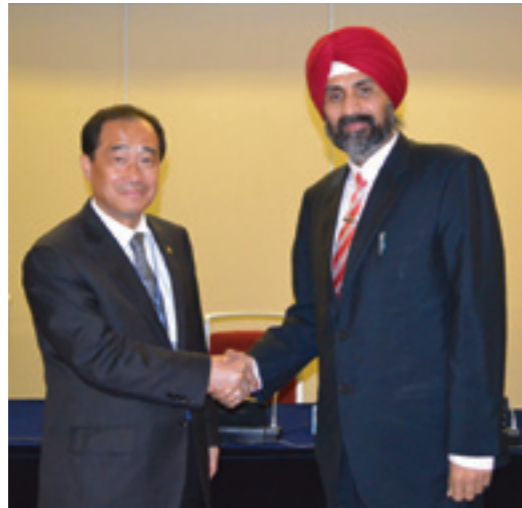
Yes. Even though this is the first conference of this kind, it has managed to attract the attention of many countries. The Cambodian legislation Minister AngVongVathana, Uzbekistan legislation Minister NigmatillaYuldashev, Japan legislation Minister Tsuneyuki Yamamoto, Vietnam legislation Vice-Minister Le Thanh Long, Philippine legislation Vice-Minister Francisco Baraan, and Saudi Assemblyman Saud A. Alshammari attended this forum.

I understand that a joint declaration will be issued at one point during the forum. Can you tell us the primary purpose of such a declaration?

After this main session, we will announce joint declaration regarding the bond of sympathy of and forward direction to develop the Asia Legislation Forum, a Legislation Information Network and the way of operation of this organization in the future.

Do you think a forum like this can play an important role in promoting Korea's legislation system around the world and are you exchanging views and opinions with other countries about their legislation systems?

Yes. I think so. For example, we have already made an agreement with Cambodia, and we have opened many kinds of channels to share and develop each country's legislation system.



Dr. Lakhvinder Singh, Chief Consultant of Asia-Pacific Business and Technology Report, seen with Korean Minister of Government Legislation, Mr. Jeong Sun-Tae.

A key topic that was discussed at the forum included legislation on urban development. Please tell us about how Korea is dealing with this specific issue and more.

Firstly, regarding legislation on urban development, housing redevelopment and reconstruction projects have recently been postponed due to real estate recession and low feasibility. To strengthen the function of urban development we have laid a bill in congress regarding legislation on green growth and disaster prevention legislation.

Can you give us an example of how the Korean Ministry of Government Legislation (MOLEG) is promoting the legislation of Korea around the world?

We published the Korea Economic Legislation History from the establishment of Republic of South Korea up to the present time in order to promote the Korea Economic Legislation Case. In particular, we want to show how Korea set about developing its economy and overcoming economic crises. We'd of course like to share this case with developing countries.

Please let us know more about the critical connection between

law-making and economic prosperity.

Even though economic growth is not automatically related with good legislation, it certainly contributes to bringing about positive conditions for economic growth. In the Korean case, at the beginning of our economic development, we created many kinds of legislation about facilitation and fostering acts to promote government-initiated strong economic growth policy. As a result of this kind of legislation, we did in fact accomplish super-speed economic growth. In conclusion, the modification of the right direction of the right kind of legislation will contribute to the economic growth.



Did you encounter difficulties when inviting high profile figures from the world over?

Certainly. First, let's look at the structure of the organization. To invite Ministers or other high profile dignitaries from around the world is very difficult, even only if once a year. However, using the online system through the support of foreign embassies in the Republic of Korea in Seoul, we have managed to connect with legislative offices from all over Asia. That process was initiated this early spring season.

What are the future plans for this conference?

Let's look at the forum from a realistic point of view. This is our first summit. Individually we have been cooperating with China and Japan for 10 years, yet many other countries are also working in the same direction. For example, a similar forum was held in June this year in Malaysia. With the passage of time we are getting more experience and after we accumulate enough knowledge this forum can be re-positioned as an international forum. The results of this meeting will be reported to UNESCO, ADB and other international bodies. There has been wide media coverage of this forum across Southeast Asia, the Middle East and India. In the future, we hope this forum will be held in various other countries as well. Also European countries are also showing high interest. So it seems this forum has a very bright future.

In closing, could you tell us more about the direction of the forum to take it forward?

Today Asian countries are faced with challenges from various aspects of governance. But it is worthwhile to try to meet those challenge to build our common prosper future. Until now, various countries could not cooperate with each other on this front for various reasons. This forum can thus provide excellent opportunity for future cooperation.  

Welcome to Naminara Republic
Nami Island, Korea



Outsourced Product Development Unleashed...



Innominds

US Address

2055 Junction Avenue, Suite 122,
San Jose, CA 95131
Phone: 408-434-MIND
Fax: 408-904-5820

India Address

#8-2-334, SDE Serene Chambers
1st Floor, Road No. 7
Banjara Hills
Hyderabad - 500 034
Phone: +91-40-66126300
Fax: +91-40-66126330