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

Growing Europe-Northeast Relations

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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 and Asia by sailing in waters north of Russia, is 4000 nautical miles short as measured from Rotterdam to Ulsan, than going through the Suez Canal. It was known to have opened in 2005, but going back to Rotterdam. They claimed savings of 300,000 Euros ($US412,000) 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 considerably reduce travel time and average fuel necessary to traverse the Northern Sea Route will considerably reduce travel time and average fuel necessary.

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.

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

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.

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

Q&A
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.

Let’s talk about the EU. Will the economy in the EU countries be sustained? 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 other problem is 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 longer-term problem can be solved. For the longer-term problem to be solved, it will require a period of consultation inside the EU and a period of consultation between the EU and the rest of the world. This is a period that cannot be solved by the EU alone. 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 longer-term problem can be solved. For the longer-term problem to be solved, it will require a period of consultation inside the EU and a period of consultation between the EU and the rest of the world.
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 insanamountable 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 strong.

What about a gas pipeline that might go through North Korea? A mission on this issue. I am not a gas expert and I do 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 am an ambassador. I can be a sweeper in this process. I can’t be an expert of my own country’s experiences in this.

Talk more about the energy cooperation between EU and Korea.

In Korea, energy is a problematic situation. It lacks its own energy resources to some extent, though it has nuclear power. My country relies heavily on nuclear power. What is more, it is clear that this situation is in a part of the world where government and business are used to seeing huge projects that seem to be the policies that President Obama has set out. They believe that every country, every region, every city, every district, every province has every chance to be successful. It is not only a policy that has been laid out, it is a policy that is executed by concrete actions undertaken by business. This kind of cooperation is a more appropriate model to achieve more sustainable development.

This is a system we have tried in Sweden to make sure that the environment and economy work together. Market forces cannot deal with the environment. We have been able to reduce our dependence on fossil fuels dramatically by adding investments achieved through a change in the structure of incentives and taxes. And an investment in technology that will have room for more.

To support a railway line from northern Europe to Korea is considered, 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.

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?

Under my leadership? Forward! The trade volume is increasing rapidly, particularly in Korean exports. I’ll have to look at the volume. We have developed a small country, only nine million people. So the trade volume is quite high, but they are growing, and that is the important part. They are also going to grow with the GTA. It’s not only a question of trade volume. Sweden, in a way, is a small country, only nine million people.

How do you see the bilateral relationship of Sweden and Korea?

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How do you see the bilateral relationship of Sweden and Korea and what is a possible area of cooperation?

What is a possible area of cooperation?

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

Where does your defense industry stand to do business in Korea? What is a possible area of cooperation?

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The Tide Turns for TSR Transportation

BY HISAKO TSUJI

The TSR (Trans-Siberian Railway) International Container Transportation transports containers on the route that connects capitals in Japan, Korea and Russia with Europe through the contribution of fewer vessels and the Trans-Siberian Railway. The route was replaced by the Deep Sea route to Europe via Soviet Canal. However, 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 1990, the TSR route was a transportation from Japan to Europe and the Middle East. In the second phase, from 1990 to 2000, the number of TEU (twenty-foot equivalent units) in the TEU for shipments was less than 110,000 TEU (twenty-foot equivalent units) in the previous year. During that time, the Soviet Union set a tariff rate fluctuates severely depending on the historical facts that the Deep Sea route.

The cargo volume started dropping sharply due to the global financial crisis. The cargo handling volume at Port Vostochny was decreased 64,883 TEU in 2007 compared to the previous year. One of the reasons was the fall demand of coastal (domestic) cargo represented about development in the days of confusion after the collapse from cargo owners.

The cargo handling volume of 400,774 TEU, and the volume of transportation remained low. The shipping company, FESCO, actively supported VMTP by giving priority to FESCO vessels in calling Port Vostochny.

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 its outlook from the spring of 2010. Container handling volume in 2010 was 59 percent up at Port Vostochny and 49 percent up at VMTP in total (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, 40 containers per vessel Flow was kept in place over 22,000 containers handled by VMTP from the January-August period in 2011.

The market is driven by Korean cargo, including electrical appliances, auto-parts, and machinery shipped to or transported from Russia. Korean auto industries, including Hyundai GM-Uzbekistan, have been established in Uzbekistan, using the TSR transportation as an alternative route to the Trans-China Railway (TCR). The former route consists of feeder vessels and TSR transportation, while the latter route consists of feeder vessels and trucking to inland terminals (Figure 3).

In theory, the further east the market demand for 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 a big advantage. However, the advantage will gradually diminish and the amount of mainstay oil and gas transports is expected to grow to 40 million tonnes by 2020. Due to the ice conditions, 2020 in Northern Europe will not be able to be comprised primarily of oil and gas transports from the Arctic Ocean to Europe. Freight transports both locally and across the Baltic Sea countries, which are connected to the Far East. As freight traffic increases, the Arctic Ocean will be able to become economically more efficient marine traffic along the Northern Sea Route.

The Arctic Route: Kovaniemi - Kirkenes

BY TIMO LOH"
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 piece of news at the job fair in COEX a few years ago which stated we ran an on-the-ground survey of the Seoul Global Center among foreign job seekers there. It was not 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 had a direct control from the SMG itself. It was very immediate and there more in keeping with the policies of the city. In fact, the Seoul Council has set up a Foreign Residents Assistance Division, which is looked at directly by us. We have been 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 start businesses. Instead of working for a foreign corporation where they want to set 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 any systematic support that exists for FDI investment. In fact, the 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 return in different sectors. We’re trying to write a business plan, how to go about setting up a business in Korea specifically, and areas like labor law, employment, and compliance with health and safety, real estate experts – a whole array of subjects. The classes average 22 attendees per class. Enrollment is always high. There’s always a waiting list for the next class.

There are a number of small businesses that have started up fairly quickly, often 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 these startup courses were run by KETEP, and 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.

I 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 company, but there are several kinds of businesses in the service industry, consulting, and high tech, the catering industry, restaurants, and hospitality; all of these, since they are open to foreign ownership and open to foreign ownership, are of particular concern.

Open to foreign investment? Which are restricted?

There is a whole lot of red tape to stop someone from opening a bar or restaurant in a foreigner and actually owning the business. There are only a few areas still restricted – telecoms companies (in terms of ownership), the defense industries, and so on. It would be 80 percent of all sectors are open.

What percentage of EU-related entrepreneurs are in Korea?

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

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

If you talk about 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 between Korea and China went through North Korea, and if that doesn’t just not cause many problems, the lack of the security of supply, without interruption and stability of supply that you could see the next step being the opening up of the rail connection. If you think of the rail more and less of a deal, it is possible to travel to West Germany through East Germany, thereby the train was closed during that time. But it was possible nevertheless, and now we have a parallel course in Korean for non-Koreans who don’t speak English. The train could take a train across North Korea. The train could remain closed until it reached the border.

I think in offshore wind potential in Korea is very high.

What kind of businesses are they open to foreign owner investment? Are there any restrictions?

Yes, the potential is very high. Not talking about the sea. They can do it in 24 hours with a train.

The train, which is a side effect of environmental changes, is that the North-west corridor is opening and the use of that between the Atlantic and Pacific oceans. So Korea, being in Northeast Asia – one of the most attractive areas of heading south or east, setting off to the north and north-east, it is expanding. If it becomes reality, it will be one side effect good global warming.

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 there. There is also being done in domestic use, and household are often granted financial benefits if they can put up solar panels on their roof to supplement the main grid supply of electricity. There are a number of Korean companies that have been given an opportunity there, on the grounds that 40 percent of cost is covered by the government. 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 solar 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 as putting solar panels on the whole top of the industrial estate, and putting plants and manufacturing underneath. So they are actually working under a solar panel area.

What is the current economic relationship between the EU and Korea in technology 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 and of course they teach British English. They are running their own tests now, the CMAL test. If you look at the British English language test, they’re equivalent to the American USIS Institute. Most of their work is in English language, but also British culture, visits, orchestras, and American cultural promotion organization is equivalent to the American USIS Institute. It’s run by universities in English language, but also British culture, visits, orchestras, and American cultural promotion organization. A German cultural promotion organization is equivalent to the American USIS Institute. It’s run by universities in English language, but also British culture, visits, orchestras, and American cultural promotion organization. A German cultural promotion organization is equivalent to the American USIS Institute. It’s run by universities in English language, but also British culture, visits, orchestras, and American cultural promotion organization. A German cultural promotion organization is equivalent to the American USIS Institute. It’s run by universities in English language, but also British culture, visits, orchestras, and American cultural promotion organization. A German cultural promotion organization is equivalent to the American USIS Institute. It’s run by universities in English language, but also British culture, visits, orchestras, and American cultural promotion organization.
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 growth in weather-related disasters, it must also face massive shortages in energy, food and water.

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 government and the European Union representatives 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 exploding population growth would cause humanity to face what he described as “formidable” problems, and called for a form of global population stabilization. Last year, according to Beddington, the population growth differed vastly by region, with the OECD countries in Europe growing, while Asia and Africa will continue to expand.

In the security field, the second major driver shaping the future of humanity was that in the next 40 years, the world would be going through an energy revolution. The security of energy supply, the third major change that would drive the way the world will look in the future, he added that population growth differed vastly by region, with the OECD countries in Europe growing, while Asia and Africa will continue to expand.

The security of energy supply, he added, was the second major change that would drive the way the world looked in the future. He added that population growth differed vastly by region, with the OECD countries in Europe growing, while Asia and Africa will continue to expand.

In a four degree warmer world, yields of the major food products would go down. But also, very importantly, there was a remarkably likely chance of major disasters and major changes in severe weather would likely be much greater. Beddington stressed that avoiding such a world was a “formidable 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 looking at this global affliction. However, he also pointed out that the four drivers alone would not be enough to be thought of in isolation, since “there are many complex issues that are not independent of each other.”

Beddington stressed that avoiding such a world was a “formidable difficult” problem, but one which had to be avoided “at all costs.”

Finland, the then autonomous Grand Duchy of the Imperial Russia, became in 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 1917-1926 the Finnish-born explorer Adolp Erik Nordenskiold, 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 1930 the Finnish national airline company Finnair opened direct flights from Helsinki to Tokyo, and it was also connected to Helsinki, the capital of Finland.

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.

Finland 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 enjoy services of high-standard restaurants.

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 Korea included, examined the possibilities to open direct railway corridors from the Korean peninsula to Europe...

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

Psychologically the Finns can be considered “remote cousins” of people in North-Eastern 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 government in then Russian Alaska.

Numerous renowned Finnish explorers, among them Finnish officer in the Russian army, C.G. Mannheimer, who in 1919 – 1945 was the commander of the Finnish Army, as Marshall, and Professor Gustaf John Ramstedt, who studied Alaksa 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 1919-1929.

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 hundreds of words in the Finnish and Japanese languages share the same pronunciation in the same way, but meaning is different.

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 Korea included, examined the possibilities to open direct railway corridors from the Korean peninsula to Europe...
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 within the opposition parties over aspects of the FTA as the controversial (Investor-State Dispute) article.

However, the long-stalled FTA deal is expected to generate considerable mutual benefits, both in terms of economic and political gains. The KORUS FTA, if ratified, would be the first FTA between the United States and a major Asian country. Although the FTA has faced numerous challenges and delays, its ultimate ratification is expected to generate considerable mutual benefits in the long run.

KORUS FTA is expected to bring economic benefits to both countries, particularly in the agricultural sector. The KORUS FTA includes provisions that are expected to reduce tariffs on agricultural products, including rice. The agreement is expected to boost trade in agricultural products, leading to increased economic growth and job creation in both countries.

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However, the agreement has faced opposition from some domestic agricultural groups, who have concerns about increased competition from foreign producers. The agreement also includes provisions that are expected to reduce tariffs on automotive products, including vehicles.

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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, targeted at the lower end of the small car market, will be sold in the price range of 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 will be in the market space of the iconic Maruti 800, while Honda joined its peer by launching the Brio Hatchback in the lower-middle segment. Suzuki’s Alto, the high selling (20,000 per month) entry level car priced between US$5,400 to $7,000, is currently the top selling car in the Indian small car market.

In fact, small car sales account for more than 50 percent of the Indian car market. Maruti Suzuki is the leading automobile company in this market, with more than 50 percent market share in India. Honda’s Jazz 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. According to the company’s recent figures, the Alto recently became the first vehicle of the company’s high volume sales. The company actually had a monopolistic control on 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 toppled its reign. However, there is now a tough competition ahead for the car, mainly because of the labor unrest in its plant in Gurgaon, Haryana. The workers are on strike, which has hit production and increased the waiting period for these cars, which previously stood at 2 to 3 months.

Market analysts have also predicted that Indian customers are the car is scheduled for in 1990 and 1995.

today, there is a long queue of customers who want to own a new Alto, which is priced at Rs 3.15 lakh.

The competition 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.
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 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 assuming central government policies ever since he was expelled from South Korean National University for leading protests 36 years ago, credited voters with showing "common sense and principles" in a contest in which he garnered 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 are unhappy with a system in which the sprawling chaeol, from the Chinese characters for "fortune clusters," including Samsung, Hyundai Motor, and dozens others, grows 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 firms and one of the top 10 banks, controls the central government. "They are growing rich," said 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 in 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 an 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 popular 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 rejected by the public, Park ending up 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 to control foreign or defense policy, his election is seen as a bellwether for presidential National Assembly elections next month. For election of a new president in December is crucial for one of Park's key goals: to make South Korea's long-standing"middle class" Democrat Party politician, a "one-term" verdict, especially given the large number of voters then will cast ballots.

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 abandons its nuclear weapons program. "The young generation are angry at "K mommy," said Kim, speaking of the official of the National Intelligence Service, now working as a lawyer in the US. "They are frustrated because of our response to the North's aggression. It's impossible for them to buy a house. It's only the chaeol -- 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. "Many believe that as mayor he will adopt a more moderate stance than indicated by the GNP against the government, including his claim that the South Korean "preserved" North Korea into sinking the navy vessel the Cheonan in March of last year and then shelling Yeonpyeong Island in the Yellow Sea in November," with a loss of 50 lives. "People worry about him being very liberal," said Jeffrey Jones, a long-time lawyer in Seoul.

The election called into question the popular support for the US's Korean alliance at an incredible juncture, the day of the annual visitation to South Korea of the US's defense chief.

"He sounds liberal, but he'll come back to the middle of the road," said Jones, adding, "he clearly is social progressive."

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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 1,250 ($35) this will be the world's lowest-priced tablet, and is expected to be available to every Indian student in schools and colleges.

Features

The tablet will support most common software features such as OpenOffice, compatible with Microsoft Office, remote printing with a Flash plugin, javascript, video web conferencing, online multimedia content viewing software.

The future devices will include telephony, data and internet at a remote SIM bands. It is presumed that the Government of India, which has been purchasing 100,000 units at Rs35 each, will sell it at subsidized rates of Rs5. The Government said it will soon be available at retail costs of Rs60.
**Business**

**Hong Kong’s Education Gets Fresh Funding of US$613 Million**

By Kevin Liu

Donald Tsang, the chief executive of Hong Kong, believes that it is crucial to increase the investment in education, and 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$613 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 in North East Asia for projects of global significance. This is according to the Legislati...
### Business

**$100 Billion Chinese Market Attracts Pharma Giant AstraZeneca**

By Ding Ding

China’s booming economy and its massive growth in domestic products have been increasingly attracting the pharmaceutical giant AstraZeneca, the London-based pharmaceuticals company, 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$1 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 China Medical City, which constitutes its largest investment in a single manufacturing facility. The aim is to reach about 900 million people 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.🔥

### India Celebrates Tagore’s 150th Birthday Anniversary with International Conference

By Xie-Yan

On the 150th birth anniversary of 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. K.aran Singh, in his address at length discussed 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 conscious 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.

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 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 felt was necessary prior to the conference, included: Beyond Nationalism: Confronting the Challenges of the 21st Century, The Shoulder of Tagore between the Home and the World: Man and the Universe: The Ecological Osmosis, Wittgenstein’s of Tagore and Has Integrated Vision; and The New Educa: Reasoning in Freedom.
The Mongolian Sandwich

BY ELAINE XIANG

The Mongolian Sandwich

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 the North Russian Federation needs to pursue a third neighbor policy in order to diversify its economic interests. For the past two decades, China has become Mongolia’s most important trading partner, providing approximately 80% of Mongolian exports.

The government of Mongolia is keen to preserve its sovereignty and independence. Its foreign policy is therefore focused on balancing its relationships with China and Russia, rather than aligning with either country. This is particularly important given the historical tensions between the two neighbors, which have at times led to military conflicts.

The Mongolian government is also keen to attract foreign investment, particularly from companies that are interested in the country’s natural resources. This has led to a number of international companies establishing operations in Mongolia, including mining and manufacturing enterprises.

In conclusion, the Mongolian Sandwich is a complex and multi-faceted phenomenon, with both advantages and challenges. It is clear that the country has the potential to become a major player on the global stage, but it must navigate carefully in order to maintain its sovereignty and independence.

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 falling petrol cost. Also, the passenger vehicle segment grew marginally at a 9.4 percent during first 11 months of the year compared to the same period last year, according to the Society of Indian Automobile Manufacturers (SIAM), an apex industry body representing 46 leading vehicle and vehicle engine manufacturers. In April, the passenger car sales growth forecast was also lowered by SIAM for the financial year – to around 4 to 5 percent.

Marketers, however, believe that it’s all only a short-term set-back, and that the market’s growth potential remains intact as the increasing competition and customer demand is keeping the prices of the vehicles even lower and they are designing smaller cars, especially for the Indian market. The small-car portfolio, a wide distribution and service network and competitive pricing on the back of locally sourced components are going to be the key factors in determining the success of OBM in the Indian market, according to a report published by IERA in the report.

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

The company focuses specifically on the South Korean market, which is high growth and challenging for Korea. It is not only a domestic market, but a very strong export country as well. The company has worked with South Korea’s firms, which automatically implies that it is working with the best in 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 where they get any product or assistance they need from ABB’s huge worldwide network.

What are the historical milestones in ABB’s Korea operation?

ABB Korea was established with head-quarters in Incheon in 1987 after the conglomerate, headquartered in Zürich, was founded in 1889. It is a Swiss company and a Swedish corporation that makes the entire range of products in the country, from small to large.

In addition to its South Korean operations, ABB’s huge worldwide network makes it easy for Korean customers to have access to the best manufacturing and engineering services in the world.

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

ABB is a worldwide conglomerate and it has business operations in 100 countries this year. It’s a global leader in two main segments of the power – transmission and distribution in particular – for which it produces transformers, switchgear, power cables, and so on. The other is industrial automation, or the equipment and machines that the factories or to optimize process, such as control systems, sensors, robots and mechanical arms.

What will ABB Korea’s upcoming goals and understanding technology?

For the power sector, in the next several years, there will be a very strong transformation. It is very important to us that we have an electricity smart grid and infrastructure. It is very important to us that we have an electrical infrastructure like renewables. All of these will require a very specific knowledge of our society, and technology with the introduction in the market of new technologies. From the ABB point of view, ABB is the world’s leader in technology. What will ABB Korea’s upcoming goals be?

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Security Solutions for Online Games

“Security solutions are becoming more important as electronic transactions increase. In our efforts to prevent cyber crimes, we have developed various products and solutions to address the needs of our customers,” said AhnLab’s CEO, Kim Hong-seob. “AhnLab has already succeeded in commercializing industrial parts and materials by utilizing the latest security technologies,” said Kim Hong-sun, president of AhnLab.

Automotive Halogen Bulbs

Established in 1995, DL 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.

Irrigation Equipment

Drip irrigation, also known as trickle irrigation or micro-irrigation, is an irrigation method that saves water and energy by modifying the distribution of water to the root zone, through a network of valves, pipes, and emitters. It is becoming increasingly important as water resources become more scarce.

Butec Cold Top

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

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 excellent in performance related to prices and ideal low flow rates, which are hardly affected by bad quality of water.

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 30–35°C. It is strongly recommended 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 American and European markets.
台湾建立专利银行 保护本土公司免受专利诉讼

BY XIE-YAN

台湾政府计划重返国内原生专利系统，因为有越来越多的专利纠纷涉及台湾LCD面板制造商。

在11月，台湾知识产权战略规定被制定，它计划在涉及到专利的网络中成立一个相关机构，称为专利银行。

在过去的六个月，专利银行已经成立，并且正在为保护台湾公司免受专利诉讼而工作。

专利银行的负责人说，它计划在未来几年内成立一个专利银行，以便为台湾公司提供更多的保护。

专利银行的首个任务是帮助台湾公司保护其知识产权，包括专利、商标和版权。

目前，专利银行已经为台湾公司提供了多方面的支持，包括法律咨询、知识产权培训和专利申请。

未来，专利银行将继续为台湾公司提供更多的支持，包括知识产权的战略规划和管理。

总的来说，专利银行的成立是一个重要的里程碑，它将有助于保护台湾公司的知识产权，从而促进其经济发展。
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 funamental 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 brand-products. The change in customer 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 and research firm A.T. Kearney’s report on India’s retail sector currently accounts for 22 percent of the country’s GDP and contributes to 8 to 10 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 estimes 36 percent of the total retail pie is still unorganized.

Organized retailing is slowly gaining acceptance but, “it accounts for only 7 percent of India’s roughly US$453 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 to 10 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 estimates 36 percent of the total retail pie is still unorganized.

India’s Retail Sector

Opportunity and Long Waits for Global Multi-Brand Retailers

BY ANSHU SHRIVASTAVA

India is a profitable market 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.

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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 brand-products. The change in customer 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.

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I s 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. He is considered the pioneer – and leading world expert – on procrastination, based on his decades of study. Joe’s media appearance spans 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 the area of scholarship over the next 25 plus years.

Do you procrastinate, Joe? Confess!

Not Victor. I responded to your message immediately, right? But seriously, as a lobser, everyone procrastinates. But no one is a procrastinates. We all put off a task at some point. Some people live a life of chronic procrastination. I talk about this below and in my 2010 consumer book entitled, 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 must PhD 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 I do not think 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 would laugh. It is too important a social issue.

How is it defined and how does it differ from more positive forms?

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. It is in no one’s gene. If 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 shops try to get their sales.

And this also occurs in general life, such as with paying bills only when they are way overdue, purchasing milk after the cartoon 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 procrastinates. 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: procrastination engages 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.

...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.

And the larger and more prominent the newcomer, 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 debugging their ‘A’ class, as they do their best work under the pressure to meet a deadline. But if we look at 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 productivity to the US economy?

No, but I have seen several economists estimate the cost to 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?

You mean you stick with the job for the 20 percent chronic ones. They are the excuse makers. It is never their fault. They must first take ownership for the delays. But if they do, they will assert that, “That was well intended, but in my case it was 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. The 80/20 rule applies here. You can do tests and see them! Do not let them hurt themselves, but let them change. So stop doing their tasks for them. Do not let them hurts themselves, but let them fail enough and then they realize, “Oh, I have to manage 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 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 procrastinators? He took 25 years to finish the painting called the Mona Lisa.

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

I have 25 years of publications, 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. True 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. We are the fault for our missteps more often than we admit. But some claim they need time pressure for motivation.

I'm happy to answer any of your questions! My latest book, Procrastination: the no-regrets guide to getting it done, is available now. I am an available to businesses and organizations as a motivational speaker. People love the sessions are insightful, funny, engaging, and informative—I can offer references. Here’s to help:

• http://life.depaul.edu/index.aspx?id=FerrariR
• http://www.youtube.com/watch?v=7goj1AaZ3jU

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

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

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Dr. Joseph F. Ferrari, Ph.D.
Professor of Psychology &
St. Vincent DePaul Distinguished Professor
By Victor Fic
First Indo-French Space Collaboration Takes Success
PSLV-18 Launches India Into Elite Group

BY ANURADHA SHUKLA

Megha-Tropiques Satellite is a joint endeavor 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

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 regions. CNES realized that they were both contemplating exploiting the same aspect of space. CNES in the late-1980s began working on building a satellite named Megha-Tropiques, while India was exploring a satellite called CloudSat.

The Launch

The PSLV-C18 launch authorization board met at Sriharikota Space Centre on October 9, 2011. On October 10, 2011 the 530 kg satellite was launched from the Indian Space Research Organisation (ISRO) at the spaceport, making India the third country after the US and Russia to have launched polar satellites in earth's orbit. Ten minutes after takeoff, the satellite was injected into a polar orbit.

Successful Launch

The PSLV-C18 launch was indeed a grand success for India as it marked the operational use of the PSLV-C18. This is also the 18th launch of satellite on PSLV-C18 in 1994. Since then, three hundred satellites have been launched to study the weather, carrying advanced technology payloads to study the several parameters of oceans and atmosphere.

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

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, according to the chairman of the Korea Productivity Center, Dr. Seo Sang-Mok. "It is not, however, the time for all walks of life to expect too much in self-praise, over the accomplishment of the US$1 trillion trade volume.

Not that the trade volume was not achieved at a cost. While utilizing the profits accumulated over the past few decades, most of the local enterprises have been gradually struggling to compete against various business types of subsidiaries, the well-organized global business enterprises in the local markets have been competing in the global markets and to contribute to the national trade growth.

Naturally, the major conglomerates have played the greatest role in the steady and continuous growth of the trade volume so far. However, during the chaebol's swift rise to their unique and powerful status in the global markets, some conglomerates, especially those owned by family-run businesses, have been notably lagging behind their counterparts in the global market and have failed to contribute to the national's conspicuous growth, especially in the global financial crisis.

Moreover, the massive conglomerates that have played the greatest role in the steady and continuous growth of the trade volume so far, have not taken part in the valuable chances of contributing to the national's conspicuous growth, especially in the global financial crisis.

Most of the large-scale enterprises had to shrink competition in the retailing and non-conglomerates, including abstaining from advancing into the SMEs' comparably small and medium-sized companies, to become major conglomerates and large companies, thus helping transforming South Korea into larger companies, thus not taking part in the competition 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 a 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.

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

By adopting the unique initial development strategy of preferring some large-sized conglomerates to drive its rapid economic growth, South Korea succeeded in transforming 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 Organisation for Economic Co-operation and Development (OECD).

South 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, sound overheard capital, etc. Unlike most less-developed countries worldwide, the nation successfully 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 Korea's 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 tactics of accomplishing greater visible outcomes within a comparatively shorter period than those of advanced nations, some local conglomerates (chaebol) were selected as the designated beneficiaries, and setting a more targeted selection of the potential enterprises by taking joint responsibility for the future economic growth of South Korea, an effort that was strong factors contributing to the nation's remarkable growth.

One of the first satellite studies to forecast tropical regions was working on building a satellite named Megha-Tropiques for the tropical region to which the study would limit itself. The term Megha in the ancient Indian language, Sanskrit, means clouds, the principal focus of study of the satellite, and Tropiques for the tropical regions.

The structural financial crisis now runs spiraling and, the budgetary cuts in the French agency's outlay affected the French agency's outlay affected the French agency's outlay affected the French agency's outlay affected the French agency's outlay affected the French agency's outlay affected the French agency's outlay affected the French agency's outlay affected the French agency's outlay affected the French agency's outlay affected the French agency's outlay affected the French agency's outlay affected the French agency's outlay affected the French agency's outlay affected the French agency's outlay affected the French agency's outlay affected the French agency's outlay affected the French agency's outlay affected the French agency's outlay affected the French agency's outlay affected the French agency's outlay affected the French agency's outlay affected the French agency's.
South Korea's FTA with EU and U.S. Fortified 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 pro-\[\ldots\]
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.

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 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.

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.
When in Punjab, Do as the Punjabis Do

By Anukrata Shukla

There is a quintessential essence in Punjab: its sound, its vibe, 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 Punjab diaspora across the globe represents the essential Punjab spirit of Enterprising and Pierced. Wherever they have struck down roots, they have continued to live with the same zest, liveliness, and vibrancy of their native Punjab, along with their footstomping energy, musical and dancing food. A visit to Punjab would essentially include all of the above.

Visiting Punjab

For a first-time visitor, Punjab will surely be a dream destination. Amritsar airport, Punjab’s only international airport (New Delhi’s Indira Gandhi airport is just a couple of hours away by road), is the hub of various colors. As colorful turbans bob everywhere around you and a variety of fragrances engulf you—be it honking ambassador cars weaving their way between goods heavy-speedy scooters (carrying anything from chicken to heavy machinery), cycle bells ringing, and speedy cars passing by—there is no essence of Punjab seeps into you as you step out of the airport. It will take some time for you to understand that your travels in Punjab are not going to be the sanitized, Persian carpet show of orchestral music and belly dances that you had planned to it.

For the seasoned business executive or tourist returning to tour Punjab there is a deja vu feeling of being able to experience again the quintessential Punjab culture, mannersisms and of course the food.

Punjab’s Location

Punjab, also known as Punjabi, translates to the land of five (pun) rivers—the Indus, Ravi, Beas, Sutlej, and Jhelum. It has an area of 50,319 sq km, lying between 30°46’—32°02’ N and 73°14’—76°46’ E, which is divided into eight districts and four zones. It is bordered by Delhi on the north, Haryana on the northwest, Himachal Pradesh on the northeast, Jammu and Kashmir on the southeast, and Pakistan on the southwest. Punjab is the sixth largest state of India.

A Brief History of Modern Punjab

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

At the confluence of the rivers 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.

The Indus Civilization

The Indus civilization, one of the earliest and most advanced urban civilizations in the world, flourished in the Indus Valley region from about 3300 BCE to 1400 BCE. The Indus Valley Civilization was one of the earliest known urban civilizations in the world, and it was home to some of the most advanced and sophisticated societies of their time. The Indus Valley Civilization is known for its standardized system of weights and measures, its advanced urban planning, and its remarkable architecture. The Indus Valley Civilization was also home to a rich cultural and artistic legacy, with a variety of styles and traditions, including the famous Harappan script.

Visiting Patiala

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 beats. The dancers are dressed in colorful and vibrant dresses, and the majestic turbans all create an out-of-the-world experience that leaves one spellbound with the very first glimpse of the dance. For an experienced dancing and music fan, the visitor will feel under the hospitality of the entire city.

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 Gardens 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 Mubarak Complex, the Sheshi Mahal, or the Lachhman Jhula.

Must-Visit Places in Punjab

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

Amritsar, with its glistening and beauteous Golden Temple, the sacred pilgrimage center for Sikhs, is the heart of Punjab and is the starting point for any visit to Punjab. It is the center of Punjab culture, religion, dance, giving you glimpses of it throughout.

Jallianwala Bagh, the gory massacre of Indian freedom fighters in 1919, is an iconic place in Punjab. It is a symbol of the sacrifice of India’s freedom struggle from British rule. Even today, bullet marks are visible on the walls of the enclosed park. A regrettable historical moment, the place is a necessary visit for its historical signification.

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, an 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 lineup of gardens and forts. New Rose gardens, Rakhi Bagh and a visit to the Raja Ranjit 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.

Continued from Page 41

The Mehga-Tropiques carried three payloads, one owned by ISRO and CNES, two by the French space agency, and another complementary scientific instrument by the CNES, two by the French space agency, and another complementary scientific instrument by the CNES, two by the French space agency, and another complementary scientific instrument by the CNES. The Trillion Instruments satellite is likely to cross up to six times daily over places that are in the region of twenty degrees of the equator, which are inhabited by different countries other than India and France which are for the data from Megha-Tropiques, including those from Australia, Brazil, Japan, Italy, Korea, Nigeria, 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 ISRO and NASA in 1997. This is the only instrument present both America and Japan are co-operating to do Global Precipitation Measurement Mission, made up of an 8-satellite constellation.

Why Study the Tropics?

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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.

Food

Food is a key part of Punjab’s culture, and there is a whole cuisine named after this region. Gregariousness is the key in the Punjab—be offended if a guest refuses their humble 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 combinations, non-vegetarian dishes are: assorted classes of meat, mutton, vegetables, and flat breads. Flat breads (called rotis, or naan) are made from flour and are usually very soft. The most popular are called parathas (leavened flat breads). Bread (or MADRAS).

The Wagah Border

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

The border is 29 kilometers away from Amritsar, and it is a part of the ceremony. An excellent evening of music and dance is organized in which various performances are held daily and become the high point of the visit.

Cultural and Food

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

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Amusement Parks of South Korea

JIN-SUK YANG

South Korea is the capital and the largest city of South Korea, located in its northeastern region. There are numerous amusement parks in Seoul which are very popular as tourist attractions, such as the world’s largest amusement park, Everland and Yongin. These and others are destinations that provide wholesome entertainment for tourists and visitors who come 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 grounds, Everland offers visitors numerous rides.

The park is located in Yongin, just 25 miles northeast of Seoul. It is a fun-filled, family amuseme Park which was built and dedicated in 1974 by the Korean company 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 sledting, and a botanical garden. The park contains three distinct themes, which are Festival World, Caribbean Bay, and Speedway. Festival World includes Global Island, American Adventure, Magic Land, Europe Continental, Executive Director Jinho Park.

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 13, 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 success that Lotte World has achieved as a world-class tourist spot as well as the most visited theme park domestically.

Lotte World was constructed on an area of 155,000 square meters at Jamalsong-Dong. The time came when it was decided to build a new amusement park, which would become the largest in Korea and was to be a world-class theme park. The park was opened on July 13, 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, a snow park and a botanical garden. The park also has a zoo, Olimpo, a mixed safari, which includes numerous rides. 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 specialist shops, a food court where visitors can enjoy special foods of each country, and a shopping mall representing diverse cultures and refined shopping items.

Lotte World operates up to 11 PM 365 days a year from the day the park opened 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 them destinations enjoyable to people of all ages.

TRAVEL

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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 Ang Vong Vetha, the Uzbekistan legislation Minister Nigmatulla Yuldashev, Japan legislation Minister T monstrous, Vietnam legislation Vice-Minister Le Thanh Long, Philippine legislation Vice-Minister Francisco Razaan, and Saudi Arabian legislation Minister 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 the results of the forum related to legislation and for Korea to work closely with other nations from the Asian region. On the sidelines of the forum, the Asia-Pacific Business and Technology Report was able to sit with Korea's Minister of Government Legislation Jeong Sun-Tae. Here are excerpts to the interview with him.

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.

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.

First, 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 (MOLLEG) is promoting the legislation of Korea around the world?

We published the Korea Economic Legislation History from the establishment of the 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 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-organized as an international forum. The results of this meeting will be reported to UNESCA, 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 challenges to build our common prosperity. 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.

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 two and mutual understanding among Asian countries. Organized by the Korean Ministry of Government Legislation (MOLLEG), 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, the 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.
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