



**Korea goes Europe**  
**Sky Stage in Tech Gate Vienna**  
**02.12.2015, 4 p.m.**

**kotra**

**The Potential of the Korean Automobile Industry  
In Central- and Eastern Europe  
“Triangle Partnership” in this Region:  
CEE - Korea - Austria**

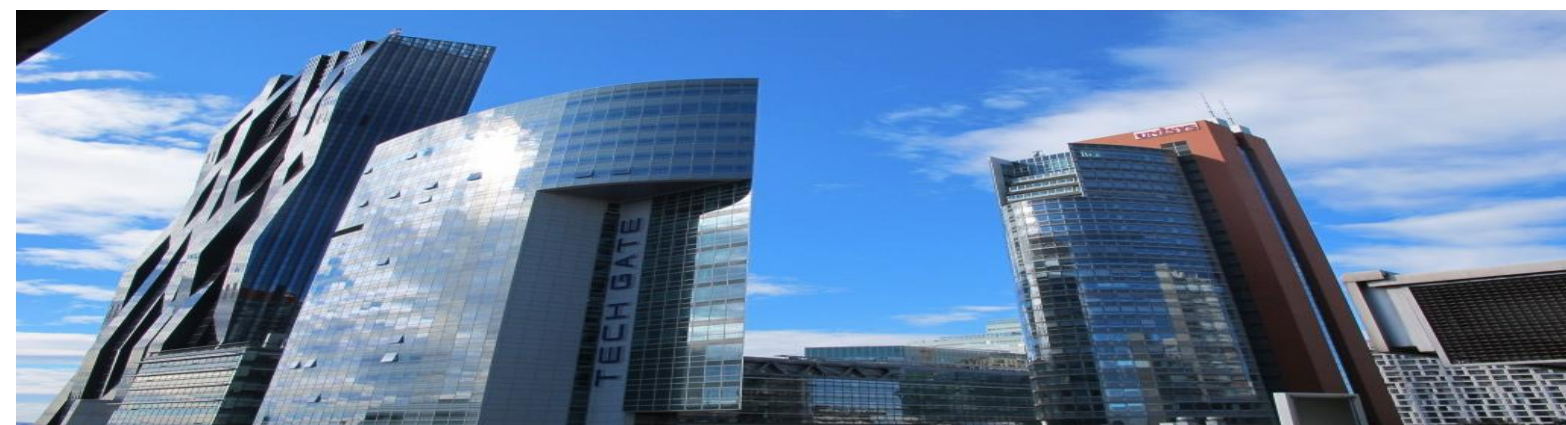
In 2014, 3.6 million vehicles were produced in Central and Eastern Europe and two-thirds of these came from the Czech Republic and Slovakia. Around 600,000 vehicles per annum are produced from Korea along with production centers in Zilina and Nosovice.

The auto industry in Central and Eastern Europe has long been motivated by investment from the Western Europe and Asia. Also, the Korean manufacturer KIA and Hyundai saw the potential for success in this region and invested in 2006 and 2007 in new production facilities. In the meantime, they have settled around 80 Korean suppliers in this region. Koreans are moving forward: NEXEN is building a tire plant in the Czech Republic, Hyundai plans a commercial vehicle production in Poland and other companies are already on the starting position.

**Following questions are going to be thematized by speakers  
for this event in Tech Gate Wien:**

- ▶ What challenges are the automobile industry and its suppliers facing in this region?
- ▶ Would this success be taken down by others? Would other trends or developments take place in this region?
- ▶ What is the significance and potential that Austrian suppliers have?
- ▶ Would Eastern Europe play the role as a bridge for Korean suppliers on OEMs? Europe goes Korea?
- ▶ How well are the cross-border networking and cooperation of companies in this region working?
- ▶ Will new investments follow after new technical developments? (e.g. e-car, battery-Technology)?

**Orientation:** This event is organized for automobile suppliers and Korean subsidiaries in Eastern Europe with the possibility of B2B meetings and networking





## Programm

**14:00 – 16:00 B2B-Meetings (made by registration regarding interest)**

▶ **Moderator:**

**Mag. Thomas Leitner, Marketing & Internationalisierung ACStyria**

**16:00 – 16:30 Registration**

**16:30 – 16:40 Welcoming & Opening Remarks**

- ▶ **Young-wan Song, Ambassador Republic of Korea**
- ▶ **President KOTRA Europe**

**16:45 – 17:35 Keynote**

- ▶ **The challenge of the Automotive Industry in Central & Eastern Europe and the Potential of the Koreans.**  
**Hanno Miorini, Robert Bosch AG, Vice President OE Marketing & Sales**
- ▶ **Korean Automotive Industry in Europe – The Korean OEMs and their Supplier Structure.**  
**Jan C. Maser, Director Automotives, Helbling Business Advisors, Düsseldorf**

**17:35 – 17:50 Coffee Break**

**17:50 – 18:50 Panel Presentation**

- ▶ **The Korean Autoparts industry and their branches in Eastern Europe: Potential Partners for cooperation?**  
**Hang-Koo Lee, KIET (Korea Institute for Industrial Economy & Trade), Seoul, Korea**
- ▶ **Are Koreans different? – Business experience report**  
**Martin Pazitt, AVL, Int'l Tech Center Management, Powertrain Engineering**
- ▶ **KIA in Slovakia – future perspectives for the company and the suppliers**  
**Jozef Bace, KIA Motors Slovakia, Spokesman**
- ▶ **CEE: A strong automotive region for east and west**  
**Patrick Sagmeister,  
Head of ADVANTAGE AUSTRIA Bratislava / Austrian Federal Economic Chamber**

**18:40 – 19:10 Panel Discussion**

- ▶ **CEE – Austria – Korea: Potentials of a strong automotive triangle**  
**Mr. Lee, Mr. Martin Pazitt, Mr. Sagmeister, Mr. Pribula, Mr. Bace,  
Magna-representative**  
**\*Moderation: Mag. Thomas Leitner**

**19:10 – 21:00 Networking – Sky Stage in Tech Gate Vienna**

## Organizer

**KOTRA, Korea Business Center Vienna**

## Partner

**ACStyria Autocluster**

**Korea Institute for Industrial Economics and Trade**

**KOTRA, Korea Business Center Bratislava**

## Supported by:

**Automotive Cluster OÖ**

**ZAP Automotive Industry Association Slovakia**

**Austrian Chamber of Commerce (WKO)**

**Slovak Investment and Trade Development Agency**

**Akakiko & Yori**

✧ **Patronage**  
**Embassy of the Republic of Korea**

## Registration

Please make your registration through KOTRA ([kotravie@kotra.at](mailto:kotravie@kotra.at)).  
Participation is free of charge.

## Main language

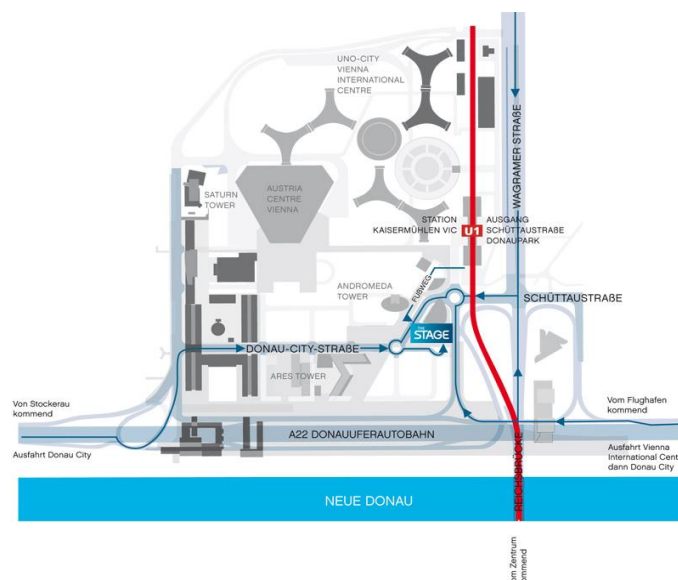
**English**

## Location

**The Sky Stage,  
Tech Gate Vienna Wissenschafts- und Technologiepark GmbH**

**Donau-City-Straße 1 | 1220 Wien**

## Directions



**kotra**  
Korea Trade-Investment  
Promotion Agency

**styria**  
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**SARIO**  
The Slovak Investment  
and Trade Development Agency

**Akakiko**  
**YO**  
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