

# 5<sup>th</sup> KOREA-LAC Business Summit

Shilla Hotel, Seoul, Republic of Korea, October 7~8, 2019

## DAY 1 | Monday, October 7: Business Summit

9:00~9:25 VIP Introductory Meeting

9:30~9:40 Opening Remarks

- **Nam-ki Hong**, Deputy Prime Minister and Minister of Economy and Finance, Korea

9:40~9:50 Keynote Speech

- **Luis Alberto Moreno**, President, Inter-American Development Bank

9:50~10:10 Coffee Break

10:10~11:10 Plenary Session I

### **Korea and the IDB: the experience and a partnership model since 2005**

This year marks the 14th anniversary of Korea's membership to the IDB. Since joining, Korea has been a key partner in the region through the mobilization of multiple trust funds and knowledge sharing programs to facilitate technological innovation, poverty reduction, increasing access to basic infrastructure, and promoting social development. The panel will discuss the impact that Korea has brought to the region and analyze new potential areas of collaboration.

Moderator: **Jae Sung Kwak**, Kyung Hee College of International Studies, Korea

#### Panelists:

- **Federico Gutiérrez**, Mayor, City of Medellín, Colombia
- **Hoe Jeong Kim**, Deputy Minister, Ministry of Economy and Finance, Korea
- **Dolores Cortés**, Director, Institutional Relations, Innovation Park of Buenos Aires, Argentina
- **Kijoong Kim**, Regional President, Regional Headquarter of LAC, Korea Trade-Investment Promotion Agency, Korea
- **Camilo Kejner**, Managing Partner, Angel Ventures, Mexico
- **Juan Antonio Ketterer**, Chief, Capital Markets & Financial Institutions Division, Inter-American Development Bank

**11:10~11:30 Fireside Chat**

**Connecting Latin America to Asia: an entrepreneur's view**

Among other things, Moishe Mana develops real estate but, in his eyes, buildings are just a means to an end. The end? To build THE hub that will connect Latin America to Asia. The approach is fivefold: fashion, art, entertainment, technology, and trade, with business as the connective tissue. An entrepreneur himself, Mr. Mana's vision is a Latin American Silicon Valley, and as Softbank leads the charge for Asian investment in Latin American innovation, the time for Korean stakeholders to make the most of this momentum, is now. Mr. Bendersky and Mr. Mana will discuss what Korea can do to capitalize this opportunity and will explore existing and potential cultural synergies that both regions can leverage to ensure long-term success.

- **Moishe Mana**, Chairman, MANA Group, United States
- **Matías Bendersky**, Chief, Resource Mobilization Division, Inter-American Development Bank

**11:30~12:30 Plenary Session II**

**Korea and LAC: an agenda for prosperity through trade and investment**

Korea was the first East Asian country to seek Free Trade Agreements with LAC partners in the early 2000s, signing FTA with Chile (2004), Peru (2011), Colombia (2013) and Central America (2018). Trade between the two regions experienced a fast and sustained growth, increasing 9.2% per year on average between 2000 and 2018, while Korean investment in the region has expanded sixfold in the last decade alone. This panel will discuss the strategic alliance between Korea and LAC and how to optimize the effect of the FTAs based on the experiences of entrepreneurs and high-level officials from both regions.

Moderator: **Fabrizio Opertti**, Manager, Integration and Trade Sector, Inter-American Development Bank (United States)

Panelists:

- **José Manuel Restrepo**, Minister of Commerce, Industry and Tourism, Colombia
- **Sayuri Bayona Matsuda**, Vice Minister of Foreign Trade, Peru
- **Han-Koo YEO**, Deputy Minister, Office of FTA Negotiations, Ministry of Trade Industry and Energy, Korea
- **María Luisa Hayem Brevé**, Minister of Economy, El Salvador
- **Mauricio Castillo Arismendi**, CEO, Ingeniería y Construcción Sigdo Koppers Brasil, Brazil
- **Daniel (Yang-Kyoo) Ju**, Executive Vice President, SK E&C, Korea

**12:30~14:00** **VIP Business Luncheon**

*Hosted by the Inter-American Development Bank*

**14:00~15:00** **Plenary Session III**

**Investment in Infrastructure Services and PPPs for improving lives**

Latin American and Caribbean countries are actively pursuing to invest in construction, upgrade and maintenance of public infrastructure for economic and social growth and improve public services. In 2018, the LAC region attracted the world's second highest investment in infrastructure from the private sector, which accounts for 16% of the global investment. This panel will analyze Korea-LAC opportunities and cooperation in investment in infrastructure services and innovation, PPPs, and financing options, in strategic sectors such as: smart cities, information and communications technology (ICT), transport, energy, water and sanitation, as well as discussing Korea's overseas experience in developing PPP projects.

Moderator: **Agustín Aguerre**, Manager, Infrastructure and Energy Sector, Inter-American Development Bank

Panelists:

- **Christy Mastry**, General Manager, Belize Infrastructure Limited, Belize
- **Hwan-joon Yang**, Executive Director, Project Finance Group, The Export-Import Bank of Korea, Korea
- **Rosane Menezes Lohbauer**, Partner, Infrastructure, Regulatory and Public Law, Madrona Advogados, Brazil
- **Yong-Jin Yun**, Vice Chairman, Hydropower Department, DOHWA Engineering, Korea
- **José Luis Domínguez**, Vice Minister of Transport, Chile

**15:00~16:00** **Plenary Session IV**

**Unlocking the potential of the 4th Industrial Revolution in LAC**

The advent of the 4th Industrial Revolution is changing how we live. Additionally, E-commerce or the Digital Economy, is enabling entrepreneurs to reach a broader network of customers and access to global value chains. This is especially impactful in LAC as it has one of the highest internet penetration rates in the world, climbing from less than 5% being online in 2000 to 55% in 2017. In this regard, Korea is the first country with 5G phone on the market and keeps promoting laws, systems, and policy reforms so that this new phenomenon becomes a new economic growth engine. Along the same line, LAC should strive to upgrade its regulatory environment, human capital development, and industrial structure. The panel will explore the challenges and opportunities brought about

and innovations that can grow our economies, educate our people, and improve the quality of life for everyone.

Moderator: **Byung-Tak Zhang**, Professor, Computer Science and Engineering, Seoul National University, Korea

Panelists:

- **Agostinho Almeida**, Director, Center for the Fourth Industrial Revolution in Latin America
- **Cristina Martínez**, Director, AI for Good Lab, C Minds, Mexico
- **Guillermo Castelli**, CEO, QuadMinds Technologies, Argentina
- **Álvaro Ons**, Secretary, Productive Transformation and Competitiveness, Uruguay
- **Won-Tae Kim**, CEO/CTO, JLK Inspection Inc., Korea

**18:30~21:00** Welcome Banquet

- *Hosted by the Deputy Prime Minister and Minister of Economy and Finance, Korea*

**DAY 1 | Monday, October 7: Special Events**

**All Day** **LAC Investment Opportunities Exhibition** October 7 & 8

Throughout the two days of the Summit, representatives from Investment Promotion Agencies from Latin America and the Caribbean will be available at their respective booths to talk about investment opportunities and existing incentive programs for Korean investors.

**DAY 2 | Tuesday, October 8: Special Events**

**11:00~17:00** **LAC Investment Opportunities Exhibition** (Continued)

**11:00~17:30** **1 on 1 Business Meetings**

During this business matchmaking session, one hundred SMEs from Latin America and the Caribbean will hold one-on-one 30-minute meetings with Korean counterparts to explore commercial opportunities.

## **DAY 2 | Tuesday, October 8: Workshops**

**08:30~10:30**

### **Smart City Technology**

Organizer IDB (INE) / Ministry of Land, Infrastructure and Transport of Korea (MOLIT)  
Venue Shilla Hotel Seoul, Topaz (1F)

#### **Agenda**

08:30~09:00 **Registration**

09:00~09:10 **Opening Remarks**  
**Agustín Aguerre**, Manager, Infrastructure and Energy Sector, IDB

09:10~09:20 **Welcome Remarks**  
**Manhee Han**, Dean, Urban School, University of Seoul

09:20~09:35 **Presentation** Smart Cities of Korea  
**Bumhyun Lee**, Korea Research Institute for Human Settlements

09:35~09:50 **Presentation** Smart City Strategy of Medellin, Colombia  
**Federico Gutiérrez**, Mayor of Medellin, Colombia

09:50~10:10 **Presentation** Successful Cases of Smart City Solution  
**Ka-yun Jin**, Manager, Smart City Association, Korea

10:10~10:30 **Panel Discussion and Q&A**

**Moderator:** **Sanghun Lee**, Vice-President, Korea Agency for Infrastructure Technology Advancement

**Panelists:** **Agustín Aguerre**, Manager, Infrastructure and Energy Sector, IDB

**Sangju Lee**, Director of Urban Policy Division, Ministry of Land, Infrastructure and Transport

**Bumhyun Lee**, Senior Researcher, Korea Research Institute for Human Settlements

**Federico Gutiérrez**, Mayor of Medellin, Colombia

**María Mercedes Jaramillo**, Sustainable Urban Planning Manager, ProBogota, Colombia

**Kwang-Bum Lee**, CEO, Data Alliance Co., Korea

**Ka-Yun Jin**, Manager, Smart City Association, Korea

**08:30~10:30**

## **Digital Healthcare Technology**

Organizer IDB / Ministry of Health and Welfare (MOHW), Korea Healthcare Industry Development Institute (KHIDI)  
Venue Shilla Hotel Seoul, Lilac (3F)

### **Agenda**

08:30~09:00 **Registration**

09:00~09:10 **Opening Remarks**  
**Hyeosun Kim**, Director General, MOHW

09:10~10:30 **Presentations and Discussion**

**Liliana Má Cárdenas**, Director General of Telehealth, Reference and Urgent Care, Ministry of Health, Peru

**Luis Acevedo Arroyave**, Vice Dean, University of Antioquia Hospital, Colombia

**Yumi Oh**, Director of Non-Communicable Disease Prevention Department, Korea Health Promotion Institute

**Jongsu Han**, Seoul National University Bundang Hospital

**Moderator:** **Jiyoung Yang**, Bureau of Global Healthcare, Korea Healthcare Industry Development Institute

**08:30~10:30**

## **Agri-Technology**

Organizer IDB (INT)/ Ministry of Agriculture, Food and Rural Affairs of Korea (MAFRA)  
Venue Shilla Hotel Seoul, Marronnier (3F)

### **Agenda**

08:30~09:00 **Registration**

09:00~09:10 **Opening Remarks** Myongchul Choi, Director, General Division of International Cooperation, MAFRA

09:10~09:30 **Presentation** Food Market Trend of Korea  
**Bong-jun Yoo**, Executive Vice-president, Korea Food Industry Association (KFIA)

09:30~9:50 **Conversation** Current situation and Opportunities of Agri-Tech in LAC  
**Bernardo Guillamon**, Manager, Office of Outreach and Partnerships, IDB  
**Lino Barañao**, Secretary of Science, Technology and Innovative Production, Argentina

09:50~10:20 **Presentation** Successful Cases of Agri-tech  
**Ms. Sun-Young Lee**, CEO, Purespace / Freshness Innovation  
**Sang-Ho Moon**, Global Team Manager, CRK Corporation / Cold Chain

10:20~10:30 **Q&A**

**Moderator:** MAFRA

### **08:30~10:30 Innovation in Trade Facilitation and Investment Promotion**

Organizer Inter-American Development Bank (INT)  
Venue Shilla Hotel Seoul, Orchid (3F)

#### **Agenda**

08:30~09:00 **Registration**

09:00~09:10 **Opening Remarks**  
**Fabrizio Opertti**, Manager, Integration and Trade Sector, IDB

09:10~09:30 **Presentation** Internationalization of Startups: New motor to create jobs and invigorate the economy  
**Marcus Yoon**, Director, Born2Global Centre

09:30~09:50 **Presentation** Custom Modernization Applying New Technologies  
**Jung-Sub Yum**, Senior Officer in Information Planning Division, Korea Customs Service

09:50~10:10 **Presentation** How to streamline Investment Promotion Activities?  
**Deok-Rae Jeong**, Director, Investment Public Relations Team, Korea Trade-Investment Promotion Agency

10:10~10:30 **Q&A**

### **14:00~16:00 IDB Technical Cooperation Opportunities: A Practical Guide for Korean Consultants and Engineering Firms**

Organizer IDB (ORP)/ The Export-Import Bank of Korea (KEXIM)  
Venue Shilla Hotel Seoul, Topaz(1F) in Yeong Bin Gwan

#### **Agenda**

- 14:00~14:10 **Opening Remarks**  
**Matías Bendersky**, Chief, Resource Mobilization Division, IDB
- 14:10~14:30 **Presentation** Introduction of Korean Trust Funds, Operation Procedures  
**Hyun Ik Kim**, Senior Operations Specialist, Grants and Cofinancing Management, IDB
- 14:30~14:50 **Presentation** IDB Procurement Policy and Procedures  
**Matías Bendersky**, Chief, Resource Mobilization Division, IDB
- 14:50~15:10 **Presentation**, Practical Guide for the MDB TC projects  
**Jung-soo Yang**, Director, MDB Operations Department, KEXIM
- 15:10~15:50 **Presentation** Case-studies for IDB TC participation and project origination  
**KEITI** (Korea Environmental Industry & Technology Institute) & **Korea Expressway Corporation**
- 15:50~16:00 **Q&A**

**Moderator:** KEXIM

*\* Special Note: Will be conducted in Korean language*

## **DAY 2 | Tuesday, October 8: Networking Activities**

**19:00~21:00**

### **Farewell Dinner**

Location

Signiel Seoul (76<sup>th</sup> Floor, LOTTE Tower)

Participants

Participants from LAC Countries and invited guests from Korea

Host

Export Import Bank of Korea