

International Conference “2016 Non-tariff Barrier, Solutions for corporation?”

Outline

- 1) **Date:** November 16 (Wed.), 2016
- 2) **Venue:** KOTRA Main Building, B1, International Seminar Hall (Seoul, Korea)
- 3) **Sponsor:** Ministry of Trade, Industry and Energy of Republic of Korea
- 4) **Host:** Korea Trade-Investment Promotion Agency(KOTRA), KyungHee University and Deloitte Korea
- 5) **Main Theme:** Non-Tariff Barrier, solutions for corporation?

Program

Time	Program	Speaker	
09:30– 10:00	Registration		
10:00 – 10:30	Welcoming Speech	V. President. Lee, Taesik (KOTRA)	
	Opening Speech	Park, Gunsoo (Director, Ministry of Trade, Industry and Energy)	
10:30 – 12:00	Session 1‘Policy Issues and Strategies forNon-Tariff Barriers’	Chair: Prof. Park, Sunghoon (Korea Univ. Graduate school)	
10:30 – 10:50	Policy Issues and Implication of Technical Barriers to Trade	Presenter: Prof. Jang, Yongjoon (KyungHee Univ.)	
10:50 – 11:10	Non-Tariff Barriers in Service and Investment	Presenter: Prof. Sung, Keukje (KyungHee Univ.)	
11:10 – 11:30	IDB Information System for Tariff and Non-tariff Measures	Presenter: Dr. Jeremy Harris (IDB)	
11:30 – 12:00	Panel Discussion and Q&A	Panel: Prof. Sung, Hankyung (Univ. of Seoul), Dr. Kim, Hyungjoo (LG Economic Research Institute), Jeon, Yoonjong (Ministry of Trade, Industry and Energy)	
12:00 – 13:00	Networking Luncheon		
13:00 – 14:30	Session 2 ‘Strategic response to Chinese Non-Tariff Measures’	Chair: Jung, Hyunggon (KIEP)	
China	13:00 – 13:20	Hidden Barriers to Promote Export to China : Trend in Chinese Non-Tariff Measures	Prof. Park, Seungchan (YoungIn Univ.)
	13:20 – 13:40	Current Issues and Strategies to deal with Non-Tariff Barriers : Related to Food and Medicine Products	Dr. Han, Jaejin (Hyundai Economic Research Institute)
	13:40 – 14:00	Brief Introduction on Chinese Certification for Food and Cosmetics : Focused on SFDA	Mrs. Baek,Mira (Director, CCIC)
	14:00 – 14:30	Panel Discussion and Q&A	Prof. Jang, Yongjun(KyungHee Univ.), Lee, Hyungeun (The Federation of Korean Industries)
14:30 – 15:00	Coffee Break		
15:00 – 16:30	Session3 ‘Strategic response to Southeast Asian Non-Tariff Measures’	Chair: Prof. Kim, Jongsup (Seoul National Univ. Graduate school)	
South East Asia	15:00 – 15:20	Market Trend and New Difficulties to Export in Southeast Asia	Presenter: Prof. Sim, Wonsup (KITA Trade Academy)
	15:20 – 15:40	Non-Tariff Measures for Agri-Food Products in ASEAN region	Presenter: Dr. Kim, Youngil (Korea Agro-Fisheries & Food Trade Corp.)
	15:40 – 16:00	Corporate Strategies to Freeze the Barriers to Trade and Foreign Investment	Presenter: Mr. Nguyen Ngoc Lan (Lawyer, InvestConsult in Vietnam)
	16:00 – 16:30	Panel Discussion and Q&A	Panel: Prof. Baek, Sanghyun (Kunkuk Univ.), Lee, Byungwon (Korea Construction Equipment Manufacturers Assoc.), Kim, Moonyoung (KOTRA)