

ECCK Information Session

Political Risk and the Korean Economy in 2017

Presented by Dr. Florian Kohlbacher
The Economist Group

Date: Thursday, May 11, 2017

Time: 08:00 – 10:00 (registration from 07:30)

Venue: [Coral Room \(3F\), Millennium Seoul Hilton](#)

Admission: 50,000 KRW

Agenda:

07:30 – 08:00 *Registration*

08:00 – 08:30 Breakfast

08:30 – 09:30 Presentation

09:30 – 10:00 Q&A

- Kindly inform us of your attendance by **May 8** through [RSVP Link](#) or contact Ms Chahee Kim by e-mail chahee.kim@ecck.eu or call 02-6261-2711.
- Cancellations will be accepted up to **May 8**.
- Kindly note that “No Shows” will be fully charged.

Registration

Name	
Title	
Company	
Tel / E-mail	

Speaker



**Dr. Florian
Kohlbacher**

**Director, Economist
Corporate Network,
North Asia**

**The Economist
Group**

Dr. Florian Kohlbacher is the North Asia Director of The Economist Corporate Network, managing the Networks in Japan and South Korea.

Florian is an internationally renowned expert on global business and consumer trends, focusing on how to manage innovation, strategy, sustainability and change. He is particularly well known for his work ageing and business and how companies can strategically manage the challenges and opportunities of population ageing. While global in nature, Florian’s work has a strong focus on the economies of Asia, in particular China, Japan and Korea and he has been based in Asia for the most part of the last 17 years.

Prior to joining The Economist Group Florian was an Associate Professor of Marketing and Innovation in the International Business School Suzhou (IBSS) at Xi'an Jiaotong-Liverpool University (XJTLU) in China and the Founding Director of the XJTLU Research Institute on Ageing and Society (RIAS); he also was a Senior Research Fellow and Head of the Business & Economics Section as well as Deputy Director at the German Institute for Japanese Studies (DIJ) Tokyo, Japan.

Florian holds both a master's degree and a doctorate from the Vienna University of Economics and Business (WU Vienna) and he began his career in B2B marketing in the transportation industry. A fluent speaker of Japanese, Florian is also an Adjunct Professor at Temple University, Japan Campus and Keio University where he teaches Asian Business and Global Marketing. Florian is also a member of the Executive Committee (Excom) for the British Chamber of Commerce in Japan (BCCJ). Among many international publications, Florian is co-editor of “The Silver Market Phenomenon: Marketing and Innovation in the Aging Society”, 2nd edition 2011, co-author of “Advertising in the Aging Society: Understanding Representations, Practitioners, and Consumers in Japan”, 2016, and author of “International Marketing in the Network Economy: A Knowledge-Based Approach”, 2007.