

TARGET COUNTRY SOUTH KOREA



International Training Program & Matchmaking



8th June 2023 | 09:00 - 11:00h
Matchmaking | 11:00 - 12:00h



TOPIC

Hop on the K-Food wave: Market trends, Collaboration cases and Know-hows

About the seminar

Our progress to the present owes much to the power of collaboration across borders. Therefore, it is imperative that we equip ourselves with the skills to thrive in diverse markets. This comprehensive program aims to offer participants a deep understanding of both Korean and European cultures, traditions, business frameworks, and inspirational stories of successful collaborations. Meticulously curated, this training initiative aims to enhance the readiness of businesses in forging fruitful partnerships and achieving mutual success.

Seminar Program

9:00 – 11:00h CET

09:00 – 09:05 – Welcome & General Introduction by Sofia Ros, Project Manager, Cluster Food+i. and Seonyoung Park, Assistant Manager of Public Relations Team, Foodpolis.

09:05 – 09:25 Food Trends in Korea by Dongmin Lee, Assistant Professor of Marketing for Food Industry Dept. of Marine Bio Food Science, Gangneung-Wonju National University.

We will have the opportunity to learn and discover more on Korea's current trends in the Food industry. Through extensive research and expertise, Professor Lee explores the dynamic and ever-changing Korean landscape, offering a deeper understanding of the current shifts in consumer preferences and emerging phenomena in Korea.

09:25 – 09:45 – Introduction of South Korea Foodpolis and collaboration programs by Seonyoung Park, Assistant Manager of Public Relations Team, Foodpolis.

Seonyoung Park will introduce us to the captivating world of South Korea Foodpolis and its collaborative programs. With great expertise, Park will shed light on the initiatives and opportunities provided by Foodpolis, showcasing the vibrant ecosystem that promotes innovation and collaboration within the food industry.

09:45 – 10:00 – Introduction of Health Functional Kimchi by Jaehwan Kim, Senior researcher of World institute of Kimchi.

Jaehwan Kim will present an insightful exploration into the future of functional ingredients and healthy food. We will learn more about the collaborative efforts between Foodpolis and various companies, showcasing innovative partnership cases that drive advancements in the realm of functional food.

10:00– 10:20 –International Collaboration opportunities for the sustainable food industry by Ditte Veise, Executive Director of Innovation Center Denmark, The Embassy of Denmark in Korea.

Korea is an innovation powerhouse when it comes to technology, but within the sustainable food agenda Korea's position as a global leader in seaweed production is interesting. How can we tap into the know-how of Korea in producing seaweed and what can we learn from the evolved market and gastronomy with seaweed? What partnership and market opportunities are there for innovative SMEs? Innovation Center will share their experiences from creating collaborative partnerships around seaweed between Korea and Denmark.

10:20 – 10:40 – Doing business across cultures: Europe and Korea by Marina Agualeles, PhD. Intercultural Studies, San Jorge University.

Successful collaboration between culturally diverse businesses requires improving intercultural communication skills and understanding institutional differences. Marina, is an experienced lecturer and researcher at San Jorge University in Spain, specialized in the fields of Intercultural Communication, Intercultural Mediation, and International Negotiation,

10:40 – 11:00 Q&A by Sofia Ros and Seonyoung Park

11:00 – Wrap up & closing.

11:00 - Opportunity for matchmaking via the Global Foodture Community platform - – if you have meetings scheduled, please log on to your profile at www.globalfoodture.eu and follow your meeting schedule.

12:00 – End of session.