

The Europe-Korea Foundation (EKF), in association with the PR & Marketing Committee of the European Union Chamber of Commerce in Korea (EUCCK), would like to invite you to:

## Special CSR Luncheon

### “10 Reasons Not to Give up Corporate Community Involvement in Difficult Times”

Our guest will be

#### **Ms Angela Joo-Hyun Kang**

CSR Expert, founder and CEO of Global Competitiveness Empowerment Forum,  
Advisor to the Community Relations Center

**Date:** Tue, April 14th 2009, 12:00 ~ 14:00

**Venue:** Ritz Carlton Hotel, Kumkang Room (A1)

Intense restructuring, massive unemployment and job sharing, the pressure of economic slow down and the overall economic recession...When businesses and the global economy experience historic periods of belt tightening, corporate community involvement is no exception to the survival games of the fittest.

Together, we will think of 10 reasons that corporate community involvement can still be powerful even during an economic recession. Pursuing economic, environmental and social values, the corporate community can add strategic corporate philanthropy to its involvement portfolio in its strategy, practice and communication.

**Please feel free to bring your questions and suggestions to Ms Kang, and help us to create a fruitful session and a productive debate. The setting will encourage interactions between participants and the speaker.**

Sponsored by:



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Host:



THE EUROPEAN UNION  
CHAMBER OF COMMERCE IN KOREA

For more information, please contact Mr. Frederic Ojardias - Manager of the Europe-Korea Foundation  
or Ms Choi Eun-Jin – Manager of PR & Marketing Committee of EUCCK

**E-mail** [csr@ekf.or.kr](mailto:csr@ekf.or.kr) – [eumarketing@eucck.org](mailto:eumarketing@eucck.org) **Tel** 02-725-0382 – 02-725-9994 **Fax** 02-725-9886

Angela Joo-Hyun Kang is currently Founder and CEO of G-CEF (Global Competitiveness Empowerment Forum) based in Seoul, South Korea. She advises the Community Relations Center as CSR Advisor and Korea Human Right Foundation as Business and Human Rights Advisor to bridge business and civil society.

Starting her career from 1992, she worked in PR, international marketing and sales fields in the private sector as well as in nonprofit and CSR fields. She is a founder and chair of Emerging Economies Working Group of Corporation 20/20.

Ms. Kang holds a mid career master degree of public administration from Harvard Kennedy School. She is a former Mason Fellow of the Edwards S. Mason Program in Public Policy and Management and a former Asia Program Fellow at Harvard Kennedy School researching Asian perspective of CSR and human value centered management.

She translated the Korean version of "Beyond Good Company – Next Generation of Corporate Citizenship" by Bradley K. Goodgins, Philip H. Mirvis and Steven A. Rochlin, published by FKI media.

Find her Curriculum Vitae here-attached.



**fax 02-725-9886**

**EKF Special Luncheon on Corporate Social Responsibility**  
Tue, April 14th 2009, 12:00 ~ 14:00 – Ritz Carlton, Kumkang Room

11:30 ~ 12:00	Registration	
12:00 ~ 12:10	Welcoming Remarks	Dr. Seol Do-won, Senior Executive Director <b>Chairman of the PR &amp; Marketing Committee of EUCKK</b>
12:10 ~ 12:45	Luncheon	
12:45 ~ 13:10	10 Reasons Not to Give up Corporate Community Involvement in Difficult Times	Ms Angela Joo-Hyun Kang <b>CSR Expert, founder and CEO of G-CEF</b>
13:10 ~ 13:50	Q&A, debate	

Please fill the following form:

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<b>Name</b>		<b>Position</b>	
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<b>I will invite</b>			

I will pay through bank transfer ☐ I will pay in person ☐

	<b>EKF Member</b>	<b>EUCKK Member</b>	<b>Non-Member</b>	<b>Bank Deposit</b>
<b>Participation fee</b>	KRW 45,000	KRW 50,000	KRW 55,000	SC Korea First Bank Europe-Korea Foundation Account number: 130-10-015608

All participants will receive a free copy of the book "Beyond Good Company – Next Generation of Corporate Citizenship" by Bradley K. Goodgins, Philip H. Mirvis and Steven A. Rochlin (Korean version).

Please RSVP by **fax 02-725-9886** to Mr. Frederic Ojardias No later than April 10<sup>th</sup>

**Tel 02-725-0382 E-mail [csr@ekf.or.kr](mailto:csr@ekf.or.kr)**

Please kindly note that "no shows" will be charged