

## KOREA



## DELIVERING MAJOR SPORTING EVENTS

A Seminar Mission to South Korea focussing on the 2014 Asian Games

On behalf of UK Trade & Investment (UKTI), British Expertise is organising a seminar mission to South Korea focussing on the 2014 Asian Games. The city of Incheon will host the 17th Asian Games in the Autumn of 2014. The Games will comprise 38 sports, potentially 15,000 athletes and officials from 45 countries and will have a budget of around £1billion. The organisers' key objectives for the Games include:

- The promotion of sports development in Asia;
- To host a 'green' games, with eco-friendly venues, transportation systems and publicity campaigns.

This seminar mission will provide an excellent opportunity to meet the organisers of the Games.

We are looking for speakers to present to the organisers of the Games and Korean government officials. There are significant opportunities for UK companies including: legacy planning; green technologies (transportation, building design, materials); cost control; advanced engineering; project management; contracts; IT; environmental planning; risk management, insurance; construction management; partnering on both the Asian Games and other projects in third countries.

Key officials from the Pyeongchang bid committee for the Winter Olympics 2018 will also be invited to meet with the missioners.

30 November –  
4 December 2009

Meet Korean  
partners and  
potential clients



### Funding Arrangements

UKTI will fund group costs associated with the seminar mission (including the organisation of the seminar, reception, group meetings and internal land travel). Companies will be responsible for the cost of travelling to South Korea, hotels, and meals (other than those provided).

UKTI can help your overseas business strategy take flight thanks to an offer from British Airways. The airline has provided UKTI with international return flights to help SMEs expand their business to new markets. Flights have been allocated to this Global Sports Projects Seminar Mission to South Korea but are **subject to some restrictions and availability**. As British Airways flies indirectly to Seoul the flight offer is restricted to cover only the BA proportion of the journey. The connecting flight to Seoul is not included in the offer, and the outward and return flight must be via the same connecting city. Please contact Andrew Whitnell at UKTI on 020 7215 4856.



### Booking Procedure

Please complete the form over (including a proposed title for your paper/presentation) and return to Richard Pelly. Email: [rp@britishexpertise.org](mailto:rp@britishexpertise.org) Fax to 020 7824 1929. Enquiries can be made to Richard Pelly, Tel: 020 7824 1922, or to Yvonne Jones, Tel: 020 7824 1931, [yj@britishexpertise.org](mailto:yj@britishexpertise.org)

The closing date for applications is Friday 30 October, however you are advised to book as soon as possible. Please do not book any travel until we confirm your place.

British Expertise is managing this seminar mission on behalf of UK Trade & Investment's Global Sports Projects Team



# OUTLINE PROGRAMME

## ■ Sunday 29 November

Delegates arrive Seoul

## ■ Monday 30 November

Briefing from British Embassy staff  
Round table meeting with Korean Olympic Committee

## ■ Tuesday 1 December

Travel to Incheon  
AM: Briefing from organisers of Incheon Games and site visits  
PM: Seminar followed by networking event

## ■ Wednesday 2 December

Free for follow up meetings

## ■ Thursday 3 December

Round table meeting with key officials of Pyeongchang bidding city for Winter Olympics 2018

PM: Free for follow up meetings

## ■ Friday 4 December

Delegates depart

### DATA PROTECTION QUESTIONS

Please tick below if you wish to receive other information about our services or events.

UK Trade & Investment, local UK Trade & Investment Team (or your equivalent in Scotland, Wales or Northern Ireland)

Regional Development Agencies in England (and the Development Agencies for Scotland, Wales and Northern Ireland) or selected UK based trade associations or Chambers of Commerce who may also contact you directly to offer related services

Please tick if you are content, as part of the delivery of UK Trade & Investment services, for your contact details to be given to overseas contacts outside the European Economic Area

Please tick if you are content to receive information about UK Trade & Investment by e-mail

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Enquiries can be made to Richard Pelly, Tel: 020 7824 1922, [rp@britishexpertise.org](mailto:rp@britishexpertise.org)  
Or to Yvonne Jones, Tel: 020 7824 1931, [yj@britishexpertise.org](mailto:yj@britishexpertise.org)

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Name:

Company:

Position:

Address:

Phone Number:

Fax Number:

Email:

Proposed Seminar Paper Title:

### OMIS

To make best use of your limited time in South Korea, we recommend that you prepare for your visit by identifying and contacting potential business partners before you arrive. Trade & Investment staff at the British Embassy in Seoul can undertake specific, targeted research on your behalf as part of their Overseas Market Introduction Service (OMIS).

They can provide fully verified ("warmed") lists of business contacts, with background information, and assist you in arranging meetings. The cost will be agreed in advance. For more information, please contact Douglas Barrett email [douglas.barrett@fco.gov.uk](mailto:douglas.barrett@fco.gov.uk).