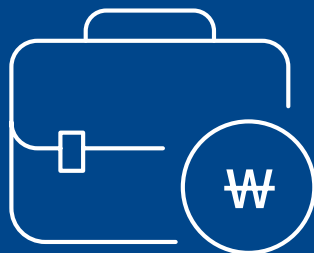


**ASIALINK
BUSINESS
ACADEMY**

DOING BUSINESS SERIES



KOREA

ADVANCED LEVEL

ACCELERATE YOUR

**Business
in Korea**



Accelerate Your Business in Korea

The Republic of Korea (ROK) is the fourth largest economy in Asia and the 12th largest in the world. It is an innovative, free-market economy with a highly educated workforce and democratic government. Australia and Korea enjoy a complementary trade relationship, with Australia sending raw materials to Korea and Korea exporting manufactured goods to Australia. The Korea-Australia Free Trade Agreement (KAFTA) has opened up even more opportunities for Australian enterprises.

This program provides an opportunity to expand your knowledge of how to conduct business, build capability to engage meaningfully and maximise business outcomes with stakeholders in Korea.

Who should attend?

- Exporters
- ASX Listed organisations
- SMEs
- Professional services organisations
- Federal, state or local governments

Program Details

DURATION



8 hours

FORMAT

This program is available in two formats:



Online
in modular
format



Onsite
in an intensive
1 day format

PRICE



Programs are designed for groups.
Please contact us for program price.

Key takeaways



Build critical capabilities for long-term interaction with your Korean stakeholders.



Develop and apply tools and approaches that aid in the development of trust and relationships with your Korean stakeholders in both face-to-face and virtual working contexts.



Improve your communication skills and build a toolset for working effectively with Korean stakeholders.



Connect with local state and / or federal government leads to continue your discussions about engaging with Korean stakeholders.

Topics covered

1.

Understanding Korean business culture

- Intercultural perspectives on Korean society, context, and culture.
- Korean key business cultural drivers - “the why behind the behaviour.”
- Practical cultural concepts that influence business interactions with Korean stakeholders.

2.

Building trust and relationships with Korean stakeholders

- Managing challenges when engaging Korean stakeholders and project teams (hierarchy, communication).
- Establishing credibility and fostering trust both virtually and in person.

3.

Enhancing communication and collaboration with your Korean stakeholders

- Creating a cross-cultural communication toolkit for virtual and in-person meetings.
- Strategies for bridging cultural gaps in team collaboration with Korean stakeholders.

4.

Strategies for success in Korea

- Understanding the critical success factors for advancing your Korea strategy.

Learning methods

- **Expert speakers** with deep market experience and expertise.
- **Business case studies** sharing examples of successful strategies for Korea.
- **Practical application** of engaging content and frameworks relevant to your context.
- **Interactive & peer-learning activities** encouraging networking, insight sharing, and mentoring to build a community with a collective and ongoing interest.

About the Asialink Business Academy

The Asialink Business Academy offers programs that transform skillsets and mindsets, building practical skills and connections to grow your business in Asia.

The Academy is part of Asialink Business, Australia's National Centre for Asia Capability.

Contact us



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