2018 Spring Chazen Study Tour

KOREA: RISE OF CHAEBOL
MARCH 11-18, 2018
After the Korean war, the government made intentional decision to select and nurture a small number of business groups to lead economic growth. Through government support and the charismatic leadership of founders, Chaebol served critical role in rapid economic growth of Korea. However, Chaebol is being scrutinized as source of income disparity, lack of innovation, and corruption these days.

Through this trip, we want to help CBS students learn about the history, current status, transformation efforts, and social contributions of Chaebol – and through that, help students understand the unique characteristics of Korea’s business eco-system.
Engine behind economic growth: Chaebol
Delve into Seoul & the heart of Chaebol
...and Culture and Nightlife!
...and KOREAN FOOD

yum!
Pretty much exactly like this

...but for 8 days, not 2 minutes!
Itinerary (Tentative)

- **Day 1 (Sun, Mar 11)**
  - Arrive in Seoul
  - Casual cultural tour (optional)

- **Day 2 (Mon, Mar 12)**
  - Hyundai Marine & Fire Insurance
  - Hyundai Card & Capital
  - Korean style business dinner

- **Day 3 (Tues, Mar 13)**
  - Lotte visit
  - Samsung Global Strategy Group
  - Alumni night reception

- **Day 4 (Wed, Mar 14)**
  - Cultural visits
  - Gyongbok-gung Palace, Leeum Museum
  - ChiMac (Chicken&Beer) along the Han River

- **Day 5 (Thurs, Mar 15)**
  - Hanwha Dream Plus
  - CJ Headquarters
  - Welcome party at Hyundai Music Library

- **Day 6 (Fri, Mar 16)**
  - Seoul City Government
  - SK Social Responsibility Committee
  - HeyGround

- **Day 7 (Sat, Mar 17)**
  - DMZ/JSA tour or other excursion
  - Free time to explore smaller neighborhoods
  - Clubbing night at Octagon

- **Day 8 (Sun, Mar 18)**
  - Say goodbye to Seoul!
Who’s Who In Chaebol? We’ll Meet Them

Ted Chung
Vice Chairman of Hyundai Motor Group
CEO of Hyundai Card, Capital

Dongwon Kim
VP of Strategy, Hanhwa

Kate Kyeonghwoo Kim
VP of Marketing, CJ

*Subject to change based on executives’ schedules*
Which Industry, You Ask? All of Them*

*Basically
Details, details, details

- **Total Estimated Cost: $800-1000. What is included?:**
  - Ground transportation
  - Hotel (sponsored)
  - Some cultural activities
  - Most meals
  - Excludes international airfare (~$1400-1600)

- **Group of 30 students (including organizers + 2 ‘19 J-termers)**
  - Full-time CBS students only (no significant others)
  - Students with holds on their accounts are unable to participate
  - Please do not try to shadow this study tour

- **All company visits are mandatory**

- **Bidding dates: https://chazentours.gsb.columbia.edu**
  - Thursday, November 2, 2 p.m. – Monday, November 13, 4 p.m.

- Final results will be released on noon Tuesday, November 14. Successful bidders will be asked to pay a non-refundable deposit within 48 hours to secure their spot. Unsuccessful bidders will be placed on a waitlist based on points bid.

- **If you have any questions, please contact Joe Maier: jmaier19@gsb.Columbia.edu**
The Team

Hyun Soo Lim ’19  Joe Maier ’19  Kaitlin Butler ’19  Kyungsun Chung ’19  Brandon Kong ’19
Questions?