Spring Chazen Study Tour – South Korea
March 17-24, 2019
Why visit South Korea now?

October
- President embroiled in a political crisis for allowing a personal friend to meddle in affairs of state

December
- South Korea’s military says its cyber command came under attack by North Korean hackers

May
- Centre-left candidate Moon Jae-in is elected president in a landslide, and pledges to solve the North Korean crisis by diplomatic means

April
- Kim Jong-un becomes first North Korean leader to enter the South when he meets President Moon Jae-in for talks

February
- North and South Korea marched together under one flag at the Pyeongchang Winter Olympics

Present
Theme: Old Chaebol and New Chaebol

*Chaebol: a Korean term for a family-controlled business conglomerate*

After the Korean war, the government made an intentional decision to select and nurture a small number of business groups to lead economic growth. Chaebols played a central role in the rapid economic growth of South Korea and are still deeply rooted in the Korean economy.
A key driver of Hallyu is the South Korean government’s continued funding and support of its entertainment industry, most notably across music, movies and television. This media has been exported to different markets, first to Asia and then globally, educating consumers about Korean culture, food and lifestyles over the past fifteen years.
Potential Company Visits

SAMSUNG

HYUNDAI

LOTTE

S.M.ENTERTAINMENT

Big Hit Entertainment

AMOREPACIFIC CORPORATION
Experience Past, Present, Future
Han River: Lined with parks and recreational facilities, it’s the perfect place to rent bikes, go on a cruise up the river, go for a jog or cool off in public swimming pools during the summer months.
Samcheongdong: Samcheongdong street is lined with cafes, museums, antique shops and a number of famous art galleries.
Dongdaemun Design Plaza: voted as the top 10 places to visit by the Times. Go on a shopping-spree at Dongdaemun Market, a large fashion district consisting of over 20 shopping malls and traditional markets, and shop the latest trendy fashion items!
AMAZING FOOD
OCTAGON club, ranked #1 in Asia and #3 in the world by Passenger 6A (above Spain's Ibiza, UK's Ministry of Sounds, and Brazil's Green Valley)
Short Promo Video
Itinerary (Tentative)

- **Day 1 (Sun, Mar 17)**
  - Arrive in Seoul

- **Day 2 (Mon, Mar 18)**
  - Company Visit #1: Lotte Entertainment
  - Company Visit #2: Lotte F&B
  - Dinner ("Korean BBQ" – Traditional Korean outing style)

- **Day 3 (Tues, Mar 19)**
  - Company Visit #3: Hyundai Card Capital
  - Company Visit #4: Samsung
  - Dinner in Hongdae, known for urban art and indie music

- **Day 4 (Wed, Mar 20)**
  - Company Visit #5: AmorePacific Headquarters
  - Gyongbok-gung Palace, Leeum Museum
  - ChiMac (Chicken & Beer) on the Han River

- **Day 5 (Thurs, Mar 21)**
  - Day trip to Ulsan
  - Company visit: 6: Hyundai Motor, Hyundai HI

- **Day 6 (Fri, Mar 22)**
  - Company Visit #7: CJ (sugar manufacturer, media & entertainment, biotechnology)
  - Company Visit #8: Big Hit
  - Social event with alumni and admits

- **Day 7 (Sat, Mar 23)**
  - DMZ/JSA tour or other excursion
  - Free time to explore smaller neighborhoods
  - Clubbing night at Octagon

- **Day 8 (Sun, Mar 24)**
  - Say goodbye to Seoul!
Logistics

- **Total Estimated Cost: $1600-1800. What is included?:**
  - Ground Transportation
  - 5-star hotel (double occupancy)
  - Cultural activities
  - Group meals
  - Excludes international airfare (~$1400-1600)
  *Note: In the process of seeking sponsorship for hotel. If sponsored, the cost will be around $900-$1100*

- **Group of 40 students (including organizers)**
  - Full-time CBS students only (no significant others)
  - Students with holds on their accounts are unable to participate
  - Students must have valid travel medical insurance that covers routine and emergency care
  - Shadowing is not allowed

- **All company visits are mandatory**
Bidding

- [https://chazentours.gsb.columbia.edu](https://chazentours.gsb.columbia.edu)
- **1 round of bidding**
  - Thursday, Nov 8, 2pm to Tuesday, Nov 13, 4pm
  - Results released on Wednesday, November 14 by noon
- Successful bidders will have 48 hours to pay a $500 non-refundable deposit in order to secure their spot
- Unsuccessful bidders will be placed on a waitlist (based on bid amount - highest to lowest). If a student gets a spot on the tour, she will be charged this bid amount.
- No swapping
The Team

If you have any questions, please reach out to:
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Questions?