



**THURSDAY** **DOING BUSINESS IN EURASIA**  
**03.04.25** **SERIES 4 : SOUTH KOREA**

**“TECHNOLOGICAL ADVANCEMENT AND  
MANUFACTURING TRANSFORMATION  
IN SOUTH KOREA: WHAT ARE THE  
OPPORTUNITIES AND CHALLENGES FOR  
SWISS FIRMS?”**

## DESCRIPTION

South Korea has driven economic growth and social progress through strategic policies and significant investments in research and development since the 1980s. South Korea has been highlighted as one of the most leading innovation economies in recent years. Investments in infrastructure and education, alongside a focus on digital transformation, underscore South Korea's dedication to technological advancement. Prioritizing innovation, South Korea invests in cutting-edge technologies, such as advanced semiconductors, next-generation networks, Artificial Intelligence, big data, quantum computing, cybersecurity and batteries. Alongside the government plans, large local companies are investing in new technologies and advanced manufacturing environments are evolving as local companies seek to improve their productivity and become more responsive to customer expectations and needs making use of data and digital connectivity with measurement, automation and robotics.

## OBJECTIVES

This event aims to offer insights into the opportunities and challenges for Swiss firms in light of the transformation occurring in South Korea. Executives of Swiss companies as well as representatives of S-GE and Science and Technology Office in Seoul will share examples and experiences, to provide participants with answers to questions, such as:

- How can technological advancements and digital connectivity in South Korea benefit Swiss firms?
- What opportunities do South Korea's technological advancements and digital connectivity provide for Swiss firms?
- What challenges need to be addressed?
- What support is available to Swiss firms

## TARGET AUDIENCE

- Managers
- Entrepreneurs
- Students

# APRIL 3RD

15H00 TO 20H00

# DOING BUSINESS IN SOUTH KOREA

## PROGRAMME

- 15h30 Welcome coffee & arrivals
- 16h00 Opening and introduction of speakers
- 16h15 Ms. Michela Giuliano  
Consultant South Korea; Switzerland Global Enterprise
- 16h30 Mr. Grégoire Bagnoud  
Director Business Development; MPS Microsystems
- 16h50 Mr. Tony Arquisch  
Head of Corporate Development; Asyril SA
- 17h10 Mr. Baptiste Busch  
Co-Founder & CEO; AICA
- 17h30 Ms. Tatiana Benavides Damm  
Project Manager; Swissnex
- 17h50 Question & Answer
- 18h20 Closing
- 18h30 Networking aperitif

### Working language

English

**Registration :**

Online: <https://jp-portal.gestion.he-arc.ch/form/140>

Deadline : 27th of March 2025

**Fee :**

50.- CHF

Registration will be confirmed by email. In case of withdrawal after the registration deadline, the registration fee will be considered due and non-refundable.

**Location :**

HEG - Haute école de gestion Arc

Campus Arc 1

Espace de l'Europe 21

2000 Neuchâtel

**Access :**

We invite you to use the public transports.

By foot: 5 min from the main train station CFF Neuchâtel

By car: parking places at P+R 2

More information: [www.he-arc.ch/contact](http://www.he-arc.ch/contact)

**Contact :**

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