



**University of Economics
in Bratislava
Faculty of International Relations**



in cooperation with



**University of Economics in Prague,
Corvinus University of Budapest
and
Pusan National University**

have the honour of inviting you to

the International scientific conference

***“Mutual Relations between the Republic of Korea and V4 Countries
in Trade and Investment”***



University of Economics in Bratislava (*Auditorium*)

22nd – 24th June 2015

to be held as a part of

International Visegrad Fund co-funded Project

Scientific Committee:

Chairman:

Ludmila Lipková
University of Economics in Bratislava

Vice-chairman

Martin Grešš
University of Economics in Bratislava

Members:

Tomáš Dudáš
University of Economics in Bratislava

Martin Grančay
University of Economics in Bratislava

Pavel Hnát
University of Economics in Prague

Dong-Jin Kim
EU Center, Pusan National University

Kutasi Gábor
Corvinus University of Budapest

Organization Committee:

Martin Grešš
Nina Galanská
Martin Grančay

Program

International scientific conference *“Mutual Relations between the Republic of Korea and V4 Countries in Trade and Investment”*

22nd June 2015 (Monday)

- 10.00-11.00 Registration
- 11:00-12:00 Plenary Session (Opening Speeches)
- Denisa Čiderová*** – Vice-rector of the University of Economics in Bratislava
- Karla Wursterová*** – Executive Director of the Visegrad Fund
- H.E. Sang-Hoon Park*** - Ambassador of the Republic of Korea
- Dong-Jin Kim*** – Director of the Pusan National University EU Center
- Ludmila Lipková*** – Dean of the Faculty of International Relations
- 12.00-13.30 Lunch
- 13.30-15.00 Session 1 – Mutual Trade between Korea and the V4 countries
- Ondřej Sankot and Pavel Hnát***
- Comparative Advantage of V4 Countries: Trends and Changes between 2003-2013*
- Martin Grančay***
- Korean trade with the Visegrad countries – past, present and trends for the future*
- 15.00-15.30 Coffee Break
- 15.30-17.00 Session 2 – Business Environment
- Sang-Hoon Nam***
- Attractiveness of the Visegrad Region for Trade and Investment*
- Martina Jiráňková and Ilya Bolotov***
- Business Environment in the Visegrad Group 2004-2014: A Ten-Year Perspective*

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23th June 2015 (Tuesday)

- 09.00-10.00 Panel Discussion
- 10.00-10.30 Coffee Break
- 10.30-12.00 Session 3 – Korean Investment in the V4 Countries
Tomáš Dudáš
Korean investment in the Visegrad countries – past, present and trends for the future
Viktória Endrődi-Kovács, Gábor Kutasi and Tamás Stukovszky
Korean Investment in V4 Car, Electronic and Banking Sector
- 12.00-13.30 Lunch
- 13.30-15.00 Session 4 – Selected Issues of Mutual Economic Cooperation
Aniko Magashazi, Norbert Szijarto and Andras Tetenyi
Integrated in Global Value Chains by Korean – V4 Participation
Katarína Mrkvová
Tourism between South Korea and the V4 region
- 15.00-15.30 Coffee Break
- 15.30-17.00 Panel Discussion

24th June 2015 (Wednesday)

- 09.00-10.00 Final Conference Evaluation – Summary of Findings
Closing of the Conference