

AUSTRALIAN CHAMBER OF COMMERCE IN KOREA

AUSTCHAM KOREA



Your Voice in the Australia-Korea Business Community

The Australian Chamber of Commerce in Korea is the peak body representing the Australia - Korea business community, located in Seoul, South Korea.

Representing approximately 110 companies, the Chamber's mission is to foster a vibrant Australia-Korea business community through business development, information sharing and networking.

With a focus on providing representation, advocacy, access and information, the Chamber hosts up to 40 events and initiatives each year, including monthly business forums, roundtable discussions, marketing promotions, ministerial receptions, social networking functions and a Corporate Social Responsibility (CSR) program.



AUSTCHAM KOREA AT A GLANCE



Ross Gregory
Chair



Rowan Petz
Executive Director



20+ years of in-market experience

Representing members from across all industries and sectors, the Chamber has been helping businesses achieve in-market and cross-border success for more than two decades.



Representing 110+ companies

The Chamber represents Australian, Korean and multinational companies and organisations from across all sectors and industries.



An experienced Board & Secretariat

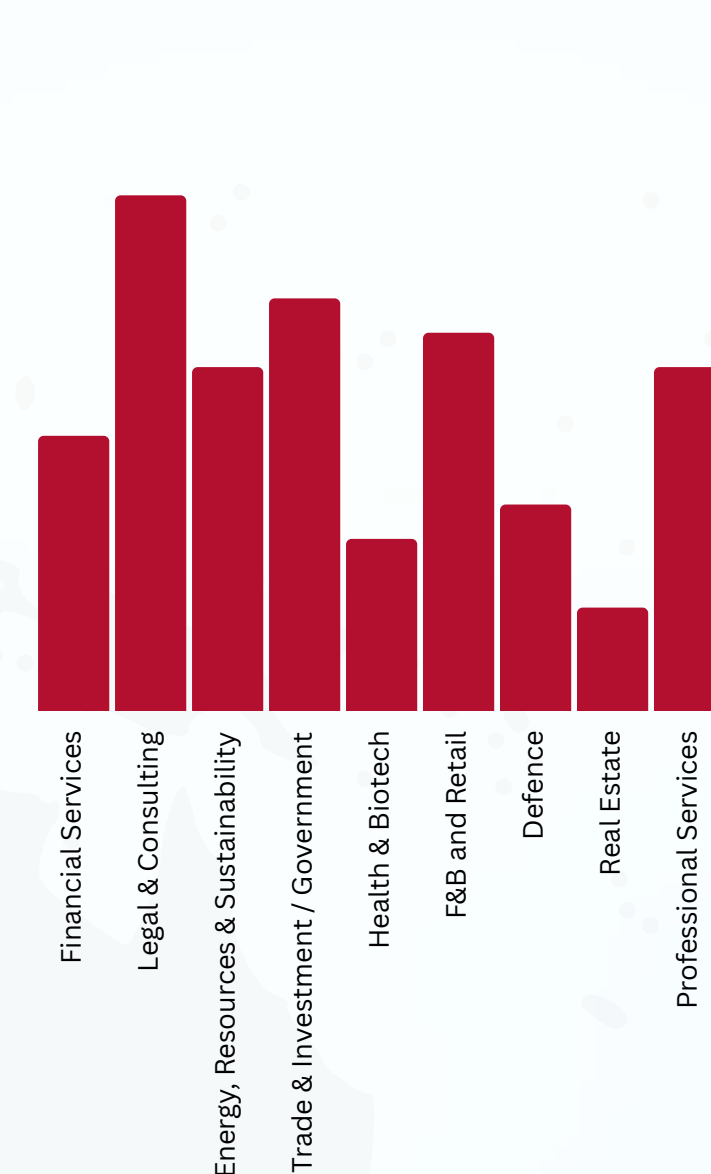
With years of business experience, expertise and knowledge within the bilateral relationship, the Board, consisting of 13 Board of Governors and two government representatives, are here to assist, promote and serve its members.



Highly active & engaged

With a passionate team to deliver on targeted events and initiatives, the Chamber prides itself on its commitment to promoting business-to-business, business-to-government and people-to-people relationships.

AustCham Korea members by sector



AUSTCHAM KOREA BOARD OF GOVERNORS



MICHAEL CHANG
Senior Foreign Attorney
(Partner)

SHIN & KIM



RYAN FREER
Adviser

elecseed




DAVID GARTSIDE
Partner

Milbank



ROSS GREGORY
Partner

NEW ELECTRIC PARTNERS



PETER HILDEBRAND
General Manager

GRAND | HYATT
SEOUL



CHRIS KIM
Director, Head of Workplace
Strategy & Change
Management

CBRE


EX OFFICIO



JULIE QUINN
Senior Trade and
Investment Commissioner


Australian Government
Australian Trade
and Investment Commission

EX OFFICIO



ROWAN PETZ
Executive Director

AustChamKorea




KELLY (KI JEONG) LEE
Director & Korea Branch
Representative

IFM Investors



DAVID LEE
Senior Foreign Attorney
(Partner)

YOON & YANG




JAEWAN LEE
Senior Vice President

POSCO HOLDINGS




MONICA LEE
Research Innovation
Center Manager

PERSOL KELLY



TANYA MOON
Associate Director

NEW ELECTRIC PARTNERS



SANDRA PARK
Country Chair

Woodside

EX OFFICIO



ALEXANDRA DAWES
Counsellor (Economic)

Australian Embassy
Republic of Korea



SUPPORTING OUR MEMBERS GROWTH IN THE MARKET



ADVOCACY



NETWORKING



BUSINESS
DEVELOPMENT



BRANDING &
PROMOTION



INDUSTRY
CONNECTIONS
& INTRODUCTIONS



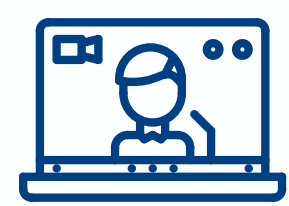
COMMUNITY
ENGAGEMENT



INDUSTRY
INSIGHTS



PROFESSIONAL
LEARNING



EVENT
COLLABORATION



INDUSTRY
SUB-COMMITTEES



CORPORATE
SOCIAL
RESPONSIBILITY



TEAM AUSTRALIA

REPRESENTATION & ADVOCACY

As the peak body representing the Australia-Korea business community, the Chamber plays a pivotal role in representing and advocating the interests of its members across both the public and private sectors.

With a dedicated team located in Seoul, South Korea, the Chamber provides unparalleled access to senior government officials and industry leaders alike.

The Chamber is honoured to have the Australian Ambassador to the Republic of Korea, H.E. Catherine Raper, serve as its Honourary Patron, in addition to having senior members from both the Australian Embassy and Australian Trade and Investment Commission (Austrade) sit on the Chamber's Board as Ex-Officio Directors.

Advocating on behalf of its members, AustCham Korea continues to work closely with Korea's Ministry of Industry and Energy (MOTIE), Trade and Investment Promotion Agency (KOTRA), Foreign Investment Ombudsman and Anti-Corruption and Civil Rights Commission (ACRC) as well as the Australian Department of Foreign Affairs & Trade (DFAT) and Australian State trade offices. Since 2022, the Chamber hosted exclusive meetings and engagements with the following representatives and delegations:

- Australian Federal Minister for Trade and Tourism, Senator the Hon Don Farrell
- Premier of NSW, the Hon. Dominic Perrottet MP
- Premier of SA, the Hon Peter Malinauskas MP
- Premier of WA, the Hon Mark McGowan MP
- ACT Chief Minister, Andrew Barr MLA
- NT Deputy Chief Minister, Hon Nicole Manison MLA
- SA Ministers, Nick Champion MP and Tom Koutsantonis MP
- WA Minister, Hon. Bill Johnston
- Australian Ambassador to ROK, H.E. Catherine Raper
- Chairman of the AKBC, the Hon. Simon Crean
- Tasmanian Department of State Growth Delegation
- Korea's Foreign Investment Ombudsman, Kim Sung Jin
- Commissioner of Invest KOREA, Kim Tae-hyung
- SA Governor, H.E the Hon. Frances Adamson AC
- Deputy Head of Mission to the ROK, Dr Alexandra Siddall



BUSINESS DEVELOPMENT & NETWORKING

AustCham Korea provides the opportunity for members to network with over 500 representatives from the Australian, Korean and broader business & government communities.

Working closely with the Australian Trade and Investment Commission (Austrade) and state government representative offices, the Chamber organises and co-hosts up to 40 events per year, facilitating forums for meeting new contacts, potential clients and suppliers, and opening up business opportunities for its members.

In addition to networking, AustCham events provide its members with an opportunity to showcase their goods and services to a captive audience.

- Monthly Industry Business+ Forum
- Industry webinars and seminars
- Premium B2B & B2G networking nights
- Australia-Korea Business Awards*
- Business delegations visit to industry partners
- 'Taste of Australia' food & beverage showcase events*
- Business to government roundtable discussions



40+ events per year

Build your in-market presence by attending and participating at one of our many events.



Build strong network connections

Get personal introductions and connect with key decision makers, industry representatives, business leaders, government officials and members of the broader community.



Event collaboration

Lead, co-host, support or sponsor influential events, engagements and/or Corporate Social Responsibility projects. AustCham can assist with event organisation, liaison with venues, event marketing, invitations and registration, on-site event management and more!



Marketing & promotion

Promote your brand, product and or service to a highly engaged and captive audience.

Australian Chamber of Commerce in Korea



MEMBER MARKETING & PROMOTION

Get connected! Our vast network of individuals, corporate members and government institutions place your organisation at the forefront of the Australia-Korea business community.

AustCham Members receive priority access to Chamber advertising, social media, website and e-Newsletter platforms. AustCham Korea members also receive exclusive Members' discounts on Email Direct Marketing (EDM) promotions and complimentary listing in AustCham Korea's digital Business Directory.

AustCham Korea regularly posts news, information and event updates across its social media (SNS) channels, including LinkedIn, Facebook, YouTube and Instagram.



EDM mailouts

The Chamber sends out more than 130,000 industry and chamber-related emails each year, including a monthly newsletter, event schedule and industry updates.



News & social media

Be noticed! AustCham shares daily news, industry updates and member-related content across its SNS network, including press releases, company news, reports, events and promotions.



Member marketing

Launching a new product or service? Got a discount to promote? Want to publish a report or have a success story to announce? The Chamber provides complimentary marketing promotions for all members.



Corporate marketing

Have your corporate logo and brand showcased on our website, event banners and on every EDM mailout to thousands of members and subscribers across the region.



PROFESSIONAL LEARNING

Regular seminars, webinars, industry-related panel discussions and professional development talks are coordinated by the Chamber to enable members to meet their peers and increase their knowledge of sector interests, whilst promoting their businesses.

Throughout the year, AustCham Korea hosts various online seminars that cover topics of interest to entities doing business in Korea. These sessions aim to provide members with opportunities to learn, develop and grow their expertise within the Australia-Korea business corridor.

In a recent MOU with the Korean Trade and Investment Promotion Agency (KOTRA), the Chamber is also co-hosting a series of in-person industry-related seminars through the joint Business+ Forum initiative.

Australian Chamber of Commerce in Korea



CORPORATE SOCIAL RESPONSIBILITY

AustCham Korea aims to foster a vibrant and positive Australia-Korea Corporate Social Responsibility (CSR) agenda. We aim to work alongside the business community in playing a meaningful role by raising awareness and funds for important causes, whilst also being a conduit for businesses to connect and interact with the local community.

In 2022, the Chamber's CSR program raised over 40 million Korean won with the aim to assist underprivileged youth, support the elderly and infirm, provide educational support for students and raise awareness for environmental sustainability programs.

AustCham's 2022 CSR program included:

- 2022 Busan to Seoul Charity Bike Ride: 'Team Australia' rode 528km to raise funds for Ronald McDonald House
- Funding & awareness for those with hearing impairments and requiring surgery / cochlear implants
- Educational scholarships to Gapyeong schoolchildren to honour the ANZACs during the Korean War
- Seodaemungu Housing Project: Providing funding and manpower to renovate an apartment for a less fortunate community member
- Community Service: Assisted Seoul Senior Welfare Center in providing meals for the elderly, homeless, the underprivileged and those generally in need
- Yeouido Hangang Eco Conservation Project: 70 AustCham volunteers assist with the upkeep of the Saetgang Ecological Park by removing ecological disturbing species and revitalising native flora

These donations, programs and initiatives would not be possible without the continued support from our Sponsors, Members and the community.



MEMBERSHIP TIERS & PRICING

** Click on the description text to see an example of the stated benefit

| | | SMALL BUSINESS MEMBER | CORPORATE MEMBER | SILVER MEMBER | GOLD MEMBER | PLATINUM MEMBER |
|---------------------|--|-----------------------|------------------------------|---|---|---|
| MEMBERSHIP TIER | Level of access and benefits | TIER 3 | | TIER 2 | TIER 1 | TIER 1 PLUS (LIMITED TO THREE MEMBERS) |
| GOVERNMENT ACCESS | Exclusive invitations to ministerial events and engagements (both Australian and Korean) | - | | TIER TWO ACCESS | TIER ONE ACCESS WITH PRIORITY SEATING | TIER ONE ACCESS VIP SEATING |
| VIP INVITATIONS | Attend exclusive senior business leaders engagements and events between the Chamber and the government | LIMITED | | TIER TWO ACCESS | TIER ONE ACCESS WITH PRIORITY SEATING | TIER ONE ACCESS VIP SEATING |
| GOVERNMENT BRIEFING | Invitation to an exclusive dinner or lunch with senior representatives of the Australian Embassy | - | | LUNCHEON WITH THE DEPUTY HEAD OF MISSION | DINNER WITH THE AUSTRALIAN AMBASSADOR | DINNER WITH THE AUSTRALIAN AMBASSADOR |
| INDUSTRY ENGAGEMENT | Invitation to join Chamber-led delegations to industry partners and events | INVITATION ONLY | TIER THREE PRIORITY | TIER TWO PRIORITY | TIER ONE PRIORITY | TIER ONE PRIORITY |
| ENGAGEMENT | Invitation to senior-level business and government receptions, seminars and networking events | INVITATION ONLY | TIER THREE PRIORITY | TIER TWO PRIORITY + INVITATION TO AMBASSADOR BRIEFING | TIER ONE PRIORITY + INVITATION TO AMBASSADOR BRIEFING | TIER ONE PRIORITY + SPONSOR AT AMBASSADOR BRIEFING EVENT |
| EVENT COLLABORATION | Opportunity to co-host, co-brand and sponsor industry-related webinars, seminars, roundtable discussions and Chamber-led events and initiatives | LIMITED | | TIER TWO OPPORTUNITY | TIER ONE OPPORTUNITY | TIER ONE OPPORTUNITY + NAMING SPONSOR FOR TWO NETWORKING EVENTS |
| MARKETING | Promote your business, news, reports, events and initiatives to thousands of AustCham subscribers via our social media platforms & monthly newsletter | INCLUDED | | TIER TWO PROMOTIONS | TIER ONE PROMOTIONS | TIER ONE PROMOTIONS |
| BRANDING | An introductory article based on your company and its activities, published across our network | INCLUDED | | INCLUDED | INCLUDED + PAID AD | INCLUDED + PAID AD |
| SUPPORT | Personalised introductions to business leaders, organisations and government representatives | INCLUDED | | TIER TWO PRIORITY | TIER ONE PRIORITY | TIER ONE PRIORITY |
| SUPPORT & ADVOCACY | Leverage the Chamber's Secretariat, Board of Directors and vast community of experts for industry-related assistance with in-market support | LIMITED | TIER THREE PRIORITY | TIER TWO PRIORITY | TIER ONE PRIORITY | TIER ONE PRIORITY + ADDITIONAL SECRETARIAT SUPPORT |
| BUSINESS LISTING | Company profile listed in the Chamber's digital business directory | INCLUDED | | FEATURED | FEATURED | FEATURED |
| CORPORATE BRANDING | Company logo featured on all EDM emails, newsletters, on-site event banners and featured on the Chamber's website | - | | TIER THREE PLACEMENT | TIER TWO PLACEMENT | TIER ONE PLACEMENT |
| CSR / ESG | Collaborate or sponsor Corporate Social Responsibility (CSR) and Environmental, Social and Corporate Governance (ESG) events, initiatives and activities | LIMITED | | TIER TWO PRIORITY | TIER ONE PRIORITY | TIER ONE PRIORITY + NAMING SPONSOR FOR ONE CSR ACTIVITY |
| CSR | Educational scholarships to be donated on your behalf to Gapyeong school students in recognition of Australia's commitment to the Korean War and sacrifices made during the Battle of Gapyeong | - | | - | INCLUDED | INCLUDED |
| DISCOUNTS | Discount ticketing to AustCham events and initiatives | INCLUDED | | INCLUDED + GUESTS | INCLUDED + GUESTS | INCLUDED + TWO FOC TICKETS |
| REPRESENTATION | 1 Voting Member + # company representatives listed as Members | 1 + 2 | | 1 + 4 | 1 + 4 | 1 + 9 |
| | | KRW 500,000 | KRW1,500,000 KRW3,000,000 | KRW 6,000,000 | KRW 12,000,000 | KRW 20,000,000 |

*Memberships are calculated per calendar year with benefits and pricing subject to change. A suitable substitute will be provided if a particular event, activity, or benefit is unavailable.



MEMBERSHIP APPLICATION

The image displays six membership application tiles for AustChamKorea, arranged in two groups. Each tile features the AustChamKorea logo at the top left and a red 'CLICK TO APPLY' button at the bottom right. The tiles are as follows:

- Platinum Member:** Tier 1 Plus VIP Access & Support, KRW 20,000,000.
- Gold Member:** Tier 1 VIP Access & Support, KRW 12,000,000.
- Silver Member:** Tier 2 Access & Support, KRW 6,000,000.
- Corporate Member (Left):** Tier 3 Access & Support, More than 50 staff globally, KRW 3,000,000.
- Corporate Member (Right):** Tier 3 Access & Support, Less than 50 staff globally, KRW 1,500,000.
- Small Business Member:** Tier 3 Access & Support, Less than 10 staff globally, KRW 500,000.

High-level in-market support and access to VIP B2G and B2B events and engagements

General in-market assistance with branding, networking and connections

Click on the membership tile to access application form



*Memberships are calculated per calendar year with benefits and pricing subject to change.



Be active, be noticed.

Join the Australian Chamber of Commerce in Korea today!



Rowan Petz
Executive Director



Arnold (Sang Ho) Lee
Business Development
Manager



Shelly (Yerang) Lee
Project Manager



