

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

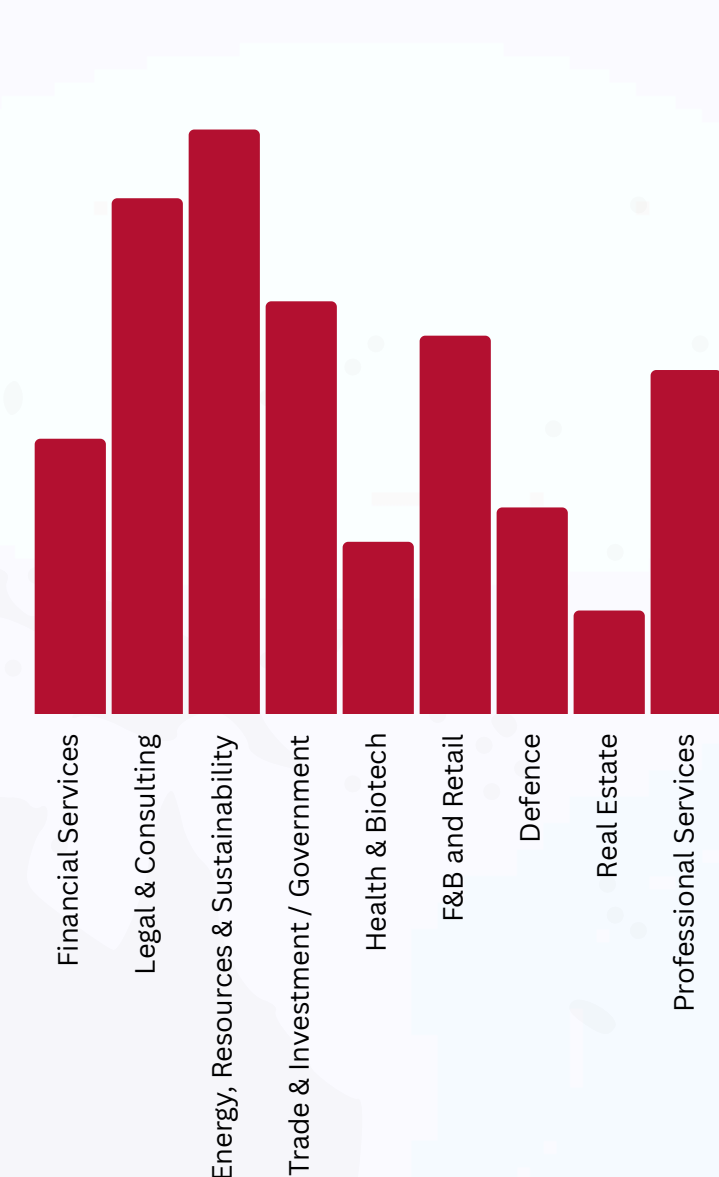
With years of business experience, expertise and knowledge within the bilateral relationship, the Board, consisting of 13 Board of Governors and two government representatives, are here to assist, promote and serve its members.



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

CHAIR



ROSS GREGORY
Partner



MICHAEL CHANG
Senior Foreign Attorney
(Partner)



ANNA CHUNG
Partner



DAVID GARSIDE
Partner



NICHOLAS GRAMBAS
Representative



VIVIEN LIM
Senior Trade and
Investment Commissioner



EX OFFICIO



SANDRA PARK
Country Chair



VICE CHAIR



PETER HILDEBRAND
General Manager



VICE CHAIR



MITCHELL KILLEEN
CEO



TREASURER



ROWAN PETZ
CEO



CEO

EX OFFICIO



CHRIS KIM
Director, Head of Workplace
Strategy & Change
Management



BO SUNG (BEN) KIM
Head
Global Relations Office



DAVID LEE
Senior Foreign Attorney
(Partner)



KEN NAM
Foreign Attorney



ALEXANDRA DAWES
Counsellor (Economic)



EX OFFICIO



SUPPORTING OUR MEMBERS GROWTH IN THE MARKET



ADVOCACY



NETWORKING



BUSINESS
DEVELOPMENT



BRANDING &
PROMOTION



INDUSTRY
CONNECTIONS
& INTRODUCTIONS



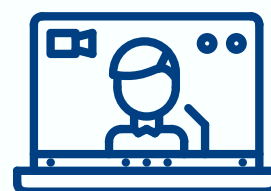
COMMUNITY
ENGAGEMENT



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. Jeff Robinson, 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. Jeff Robinson
- 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 50 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
- 'Big Aussie BBQ' and 'Taste of Australia' F&B 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-sight 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



*Hosted on an ad-hoc basis

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 2022-23, 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 ecologically disturbing species and revitalising native flora

These donations, programs and initiatives would not be possible without the continued support from our 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 FIVE 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

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
Deputy Director



Shelly (Yerang) Lee
Project Manager



Jacco Zwetsloot
Senior Advisor





**A sample of members at AustCham Korea