

The French Korean Chamber of Commerce and Industry presents



GALA

3RD DECEMBER 2011

바스티유의 연인 : 더 뮤지컬

1789
LES AMANTS DE LA BASTILLE

IN PARTNERSHIP WITH

SAMSUNG

삼성카드

G20 Summits in Seoul (2010) and Cannes (2011), entry into force of the EU-Korea Free Trade Agreement, visit of President Lee Myung-Bak in France and Prime Minister François Fillon in Seoul, over 200 French and Korean Companies Members of the Chamber...

Let's celebrate the dynamic French-Korean business ties!

Every year in December, the French Korean Chamber of Commerce and Industry organizes a prestigious Gala considered as the main annual social event, beating all the business communities' expectations. Throughout the years, it has become a must attend event for the Korean-French business affiliates.

Widely covered by national newspapers last year, the FKCCI Gala is a unique and original way to highlight the French-Korean relations with VIP guests, Korean celebrities (Lee Hyo-Ri, Lee Hye-Yeong, Um Jung-hwa, Lie Sang-Bong, Daniel Henney, etc.) and French and Korean business C-level top managers.

Through its enchanting sceneries created by French architect David-Pierre Jalicon, Chairman of the FKCCI, the Gala recreates the magical atmosphere of the most beautiful places in France: *Jardin à la française* (2006), *Paris-Seoul, Riverside Mood* (2007), *A Night in Provence* (2008), *Deauville: un homme et une femme* (2009) and *Une soirée avec Patricia Kaas* (2010) through a French Cabaret atmosphere. On top of the amazing scenery, the FKCCI Gala is a place where you can experience international musical show Premiere performances ("*Don Juan*", "*Mozart l'Opéra Rock*", "*Romeo & Juliette*"...) and Premium concert with French celebrities (Patricia Kaas).

The Gala is hosted by the most famous French-Korean Ida Daussy, the Master of Ceremony.

GALA 2011 – World Premiere Showcase of the Musical “1789, Les Amants de la Bastille”

The FKCCI Gala 2011, to be held on December 3rd, at Grand Hyatt Seoul, will be the consecration to French-Korean successful business relationships and a toast to new business opportunities brought by the entry into force of the EU-South Korea FTA.

On that occasion, FKCCI is pleased to welcome the French artists of the musical "*1789, Les Amants de la Bastille*" for a world Premiere Showcase, and the Korean artists of the French musical adaptation "*Mozart, l'Opéra Rock*", to be launched in March 2012 in Korea.

Both shows will take place in fabulous scenery on the theme of Paris late 18th century, by David-Pierre Jalicon, Chairman of the FKCCI and a figure of Korean architecture who received the title of Honorary Citizen of Seoul by the Seoul Metropolitan City for his conceptual bridges.

Gala 2011 will include VVIP guests, especially the participation of Miss Korea 2010 Jung So-Ra this year.

During the magical evening, the Korean business community will be introduced to French culture, with a musical journey and a delicious French Gourmet Gala dinner.

GALA 2011 – Enhancement of FKCCI Mission

Over the years France has become one of the key partners of South Korea, ranking 4th European Partner with trades valued to more than 6.36 billion Euros in 2010. It is also the only country to have activities in every business sectors in Korea: finance, automotive, construction, luxury, tourism, services, engineering, defense, NICT, environment, etc.

France is currently in the 4th place in terms of foreign investments with about 200 companies established in South Korea in 2010.

As a growing number of French investors understand the potential of doing business in Korea, the FKCCI registers today over than 213 members, both French and Korean companies. Further to the implementation of The EU-South Korea FTA (July 1st, 2011), the number of French companies planning to invest in Korea keeps growing, enhancing the role of the FKCCI as a business link between France Korea.

« The Chamber must prepare to host the French companies and develop the missions between France and Korea in order to assert the mutual attractiveness of our two countries » said David-Pierre Jalicon, Chairman of the FKCCI.

FKCCI

Officially created in 1986 with a dozen of Members, the FKCCI represents today more than 213 member companies. Most of them are French or French-related Korean, or even overseas companies settled in Korea, but the number of Koreans seeking partners to develop their activity in France or with French business actors, keeps increasing over the years.

Since 1986, the FKCCI is the first support to French investors in Korea.

The Chamber offers a wide range of services that meet with any kind of companies' needs, from SME Korea –located companies to CAC40-listed French multinational companies: Korean market studies, surveys, B2B partners meetings, follow-up, part-time agent, incubation, legal issues, etc.

Known as a business platform for French-Korean economic relations, the FKCCI has become a strong partner for French companies willing to invest and develop their business in Korea. On the other hand, the FKCCI helps Korean companies go through French regulations or find partners in France.

Among the European Union countries, France is one of the most important investors in South Korea with 2,7 billion Euros of direct investment in 2010. The application of the EU-South Korea FTA since

July 1st, has already shown a positive effect with the first tariffs elimination: France has recorded a trade surplus for the first time in 7 years, and the export volume of the EU has increased significantly in industrial and agricultural industry (+34%).

To highlight the success of French investments in Korea, the FKCCI organizes a wide range of business meetings, some of the events held this year:

- Luncheon Meetings:
“Online/Offline Retail Channels, Korean Market outlook”, “Japan Crisis, 4 months later”, “Korea’s Retirement Pension”, “EU-South Korea FTA”, “Economic Forecast”, “Special Meeting with French Prime Minister Mr. François FILLON visit in Korea: France, Europe and Korea before Cannes G20 Summit”.
- Expert Training Club, training sessions organized for the members on diverse topics:
“Social Networking Systems”, “Culture Marketing Strategy”, “Digital Marketing Tools for the Korean Market”, “Cultivating Corporate Reputation in an Age of Transparency”, “Korean title, English Title, the great dilemma!”

Moreover, the FKCCI’s activities are not limited to Seoul or South Korea. In order to attract French Direct Investments, roadshows are organized all along the year in different cities in France (Paris, Marseille, Lyon, Strasbourg, Grenoble, Le Havre, Lille etc.). The FKCCI network embraces global partners (institutions, embassies, Korean companies, associations, ministries, etc.), the UCCIFE (Union des Chambres de Commerce et d’Industrie Françaises à l’Etranger) French chambers of commerce and industry association, gathering 114 Chambers in 78 countries, and the ACFCI (French Chambers of commerce and industry assembly) including 148 Chambers in France.

The FKCCI also supports Korean investors by helping them visit France and find new opportunities and partners. In 2010 and 2011, Free Economic Zones asked the FKCCI to become their first partner to attract investments from francophone countries.

2011 Main Projects

Visit of French Prime Minister François Fillon in October 2011

First visit of a French Prime Minister in Korea, in 20 years: aimed to promote expanding trades and enhance investment ties between France and Korea, especially further to the entry into force of the EU-South Korea FTA.

Signature of MoU to promote and enhance the cooperation, by increasing the visibility of the Korean organizations among the French exporters and investors

- with COEX in May 2011
- with FKI (Federation of Korean Industries) in November 2011

Guidebook of French Restaurants in Korea: listing 72 French restaurants based in Korea and 24 on double-pages. The Guidebook will be printed in 3000 hard copies, published in 3 languages: French, Korean and English, and released December the 3rd, 2011.

Organizational Structure

A dynamic bicultural team accomplishing the Chamber's activities

Direction and Administration

| | | |
|----------------------|---|-------------------------------------|
| Edouard CHAMPRENAULT | - | Executive Director |
| Jung-Mi JUN | - | Administrative & Accounting Manager |

PR & Events

| | | |
|------------------|---|-----------------------|
| Sandrick VIALARD | - | PR & Events Director |
| Byoung-Hi HA | - | PR & Events Manager |
| Su-Hyun KIM | - | PR & Events Assistant |

Commercial & International Cooperation

| | | |
|-------------|---|----------------------|
| Stella YOON | - | Commercial Director |
| Mabin RHO | - | Project Manager |
| Do-Hui KIM | - | Commercial Assistant |

Communication & Marketing

| | | |
|-----------------|---|-------------------------------------|
| Clément CHARLES | - | Marketing & Communication Director |
| Kyoung-Ju BAE | - | Publication Designer |
| Ju-Hyun CHAI | - | Marketing & Communication Assistant |

The Board

David-Pierre JALICON, D.P.J. & Partners, CEO, architect D.P.L.G. / FKCCI Chairman
Jean PELLEGRIN, Thales Korea, President & CEO / FKCCI Vice-President
Daniel MAYRAN, Bluebell Korea, President / FKCCI Vice-President
Richard CYMBERG, L'Oréal, President / FKCCI Vice-President
Olivier MOUROUX, Asiance, Co-founder / FKCCI Treasurer
Vincent BERNARD, Christian Dior Couture, Country General Manager / FKCCI Secretary General
Ida DAUSSY, Le Monde Real Estate, Communication Manager / FKCCI Board Member
Jenny KIM, Kim&Chang, Associate / FKCCI Board Member
Jou-Young KIM, JCDcaux, President / FKCCI Board Member
Philippe LI, Jones Day, Attorney / FKCCI Horary Chairman and Board Member
Charles PIERRON, Société Générale, Chief Country Officer / FKCCI Board Member
François PROVOST, Renault Samsung Motors, CEO / FKCCI Board Member
Michel PUCHERCOS, Lafarge Halla Cement, CEO & President / FKCCI Board Member
Philippe REYNIEIX, BNP Paribas, Chief Country Officer / FKCCI Board Member
Philippe SHIN, Shin&KIM, Senior Foreign Legal Consultant / FKCCI Board Member

Members

In 2011, more than 213 companies registered at the FKCCI. **Patron Members are:**

FKCCI Patron Members



1789, Les Amants de la Bastille



Further to “The Ten Commands”, “the Sun King” and “Mozart l’Opéra Rock”, Dove Attia and Albert Cohen present: “1789, Bastille Lovers”, original title in French “1789, Les Amants de la Bastille”, staged and choreographed by Giuliano Peparini, and on stage in Palais des Sports performance hall in Paris, from September 2012.

The first title “Ca ira mon amour”, interpreted by Rod Janois (playing Camille Desmoulins role), referring to the Revolutionary song “A ça ira, ça ira, ça ira...” is already available. It wants to be trendy by mixing dance and pop style.

The show will take us to the time when a whole generation dreamed to change the world: the greatest period of the French Revolution, between spring 1789 and August 26th, 1789, date of Universal Declaration of Human Rights. Two totally opposed heroes: him the young revolutionary farmer, her, the lady-in-waiting of Marie-Antoinette; will be passionately in love, until the rising of a new world, promise of Freedom and Human fraternity. This love story, purely fictional, is going to interact with History. Thus, the life of the two heroes will cross that of Louis XVI, Marie Antoinette, Mirabeau, Danton, Camille Desmoulins and the other Heroes of the Revolution.

Mozart, l’Opéra Rock

How Mozart l’Opéra Rock makes dance a million

Source : Capital



This musical show, orchestrated by Dove Attia and Albert Cohen, already exceeded million of spectators. A battalion of technicians came especially from Seoul, a dozen 3D cameras and a stage material truck transported by cargo aircraft of the United States... On December 22, a Korean armada arrived to Palais des Sports performance hall in Paris, to film the performance of *Mozart l’Opéra Rock* “in relief”, a world premiere showcase.

SK Telecom, the agent of the operation, invested 1,5 million euros in order to collect the show, five times more than an investment for a simple concert. “It is an enthusiastic, colored and universal charming show”, says Kim, smiling, spokesperson of the company. The film in 3D, which will be distributed in theaters, could attract 500.000 people in Korea, hopes the young woman. The distribution should therefore extend to Japan and China.

“*Mozart l’Opéra Rock*” is on top of the bill in France since the autumn 2009, with, over a million spectators to date. And now it is exported to Asia! “That is called a triumph! We certainly have a know-how”, says without false modesty, Albert Cohen, co-producer of the spectacle. With his alter ego Dove Attia, they have been in their fourth mega hit in ten years: “*The Ten Commands*” (2000) and “*Gone With The Wind*” (2003) exceeded 500.000 entries, while “*the Sun King*” attracted 1,6 million fans (from 2005 to 2007), a great success that “*Mozart l’Opéra Rock*”, on the road until July, could definitely attend.

BIOGRAPHIES



David-Pierre Jalicon and Edouard Champrenault will be hosting the event in the name of the FKCCI and Ida Daussy, famous Korean TV host, will be the Master of Ceremony.

David-Pierre JALICON, *Chairman of the FKCCI*

David-Pierre JALICON, is the founder and CEO of DPJ & Partners, Ltd., and President of the French Korean Chamber of Commerce and Industry. He is currently the only French Architect D.P.L.G, permanently implanted in South Korea. His major works include; "Sono Felice" VVIP Resort in Vivaldi Park, Cartier Maison in Cheongdamdong, the "Aqua Art Bridge" near the Seoul Art Center, the "Central Point Bridge" in front of the Marriott Hotel, the French School in Sorae Maeul.



David-Pierre Jalicon is the designer for new concept showrooms of RSM and the developer of high luxury brands boutiques, such as Cartier and Louis Vuitton.

He gained recognition through his innovative, unique, and strongly identifiable projects, and has been awarded with 'Grand prix d' Architecture' from the Beaux-Arts Academy (Ex: Grand Prix de Rome), Villa Medicis Hors les Murs and Pierre Cardin Prize in 1994.

In 2006, David-Pierre was named Honorary Citizen of Seoul City and in 2008, the French government gave him the prestigious title 'Knight of the Order of Arts and Letters'.

Since 2002, he is a member of the Board of the Chamber of Commerce and Industry in Korea and was elected Chairman in March 2011.

Edouard CHAMPRENAULT, *Executive Director of the FKCCI*

Edouard Champrenault graduated from University Panthéon-Sorbonne, with a Master's Degree in Management. In 1995, he moved to Manila, where he worked as a Commercial Attaché at the French Embassy, then at Javlon Datamart in Sales division. In 1999, Edouard joined Club Méditerranée, worked in Club Med World in Paris, as a Commercial Director, and then in 2004, he took over the position of Commercial Director in charge of Eastern countries, in Brussels. Back in France in 2005, he worked at Agapes Express as a Regional Director. In September 2009, Edouard joined the French Korean Chamber of Commerce and Industry in Seoul, as a Commercial Director, and he is the Executive Director since January 2011.



Ida DAUSSY, *FKCCI Gala Master of Ceremony*

Ida Daussy got a MA in Le Havre University in Business. In 1992, she worked as a professor of French Department in Yonsei University. She also appeared on EBS, which is an education channel, teach French. Since the year, she has taken an active part in broadcasting and she became the most famous French woman in Korea. In 2005, she received a presidential citation.



Publications: 이다도시의 행복공감(Sigongsa, 2006), 한국 수다로 풀다(Image Box, 2007), *Bonjour Wine* (Wisdom House, 2009). Ida is an FKCCI Board member, since May 2011.