

# Yonsei-SERI EU Centre

Comments on Free Trade Agreements &  
EU Centre's role:  
Sharing our experience

EU-third country agreement negotiations: keeping stakeholders informed  
22/October/2012



# Our efforts to inform the public

Date	Outreach activities	Informer	Target	Title
2007. 5.	SERI Issue paper	Academic	All	Korea-EU FTA: Main issues and negotiation strategy
2009. 5.	Core Circle Society Seminar	Government	Academic	Korea-EU FTA and Korean economy
2009. 6.	Brussels Policy Forum	Government	Politicians	Korea-EU FTA- Progress and outlook
2009. 6.	EU Brief- Article	Academic	All	Key issues in Korea-EU FTA
2009. 7.	SERI Issue paper	Academic	All	Conclusion of Korea-EU FTA and its meaning
2009. 8.	EU Brief- Article	Academic	All	Meaning and Outlook of Korea-EU FTA
2009. 8.	EU Brief- Article	Academic	All	EU Common Commercial Policy and Korea-EU FTA
2009. 8.	Newspaper-Hankuk Kyungjae	Academic	All	Northeast Asia and Korea-EU FTA
2009. 10.	EU Brief- Article	Academic	All	Korea-EU FTA and its effects on their automobile industry
2009. 12.	EU Brief- Article	Academic	All	Korea must strengthen its IPP laws prior to conclusion of Korea-EU FTA
2010. 4.	Newspaper- Munhaw Ilbo	Academic	All	Gateway to a market with 500 million people: Korea-EU FTA
2010. 8.	EU Brief- Article	Academic	All	Safeguard clause in EU-Korea Free Trade Agreement
2010. 10.	Core Circle Society Seminar	Government	Academic	Korea-EU FTA era and implications
2010. 10.	SERI Issue paper	Academic	All	Corporate strategy in the Korea-EU FTA Era
2011. 2.	Academic Symposium	Academic	Academic	EU policy and Korea: FTA
2011. 3.	Business Symposium	Government	Businesses	Korea-EU FTA: A new time, a new agreement, new opportunities
2011. 4.	EU Brief- Article	Government	All	Time to plan effective EU market entry strategies
2011. 5.	Brussels Policy Forum	Government	Politicians	Korea-EU FTA and strategies
2011. 6.	EU Brief- Article	Academic	All	Korea's export structure to the EU and application of the FTA
2011. 10.	EU Brief- Article	Academic	All	Ratification of the Korea-EU FTA: effects in the first two months
2012. 1.	Core Circle Society Seminar	Academic	Academic	Korea-EU FTA and sustainable growth
2012. 1.	Brussels Policy Forum	Academic	Journalists	Comparison of Korea-EU, -US FTA
2012. 2.	Academic Symposium	Academic	Academic	Korea-EU FTA and strategies
2012. 2.	EU Brief- Article	Academic	All	Korea-EU FTA and EU's policy on labour and trade issue
2012. 6.	Brussels Policy Forum	All	All	First year of the adoption of the Korea-EU FTA
2012. 7.	EU Brief- Article	Academic	All	Korea-EU FTA: An Assessment of Trade and Investment in the EU
2012. 9.	EU Brief- Article	Academic	All	EU's efforts to escape economic downturn through FTA

Launched

Concluded

Officially  
signed

Provisional  
application

Tangible output

Offline events

# Key questions raised

Date	Outreach activities	Informer	Target	Key questions
2007. 5.	SERI Issue paper	Academic	All	>What is the outcome of Korea-EU FTA negotiations?
2009. 5.	Core Circle Society Seminar	Government	Academic	
2009. 6.	Brussels Policy Forum	Government	Politicians	>What is the meaning of adopting the Korea-EU FTA?
2009. 6.	EU Brief- Article	Academic	All	
2009. 7.	SERI Issue paper	Academic	All	>What are the possible effects?
2009. 8.	EU Brief- Article	Academic	All	
2009. 8.	EU Brief- Article	Academic	All	>How Korean companies should prepare prior to the application?
2009. 8.	Newspaper-Hankuk Kyungjae	Academic	All	
2009. 10.	EU Brief- Article	Academic	All	>What opportunities does the EU market offer?
2009. 12.	EU Brief- Article	Academic	All	
2010. 4.	Newspaper- Munhaw Ilbo	Academic	All	>What is the current state of the economy?
2010. 8.	EU Brief- Article	Academic	All	
2010. 10.	Core Circle Society Seminar	Government	Academic	>What market entry strategies should companies adopt to benefit from the FTA?
2010. 10.	SERI Issue paper	Academic	All	
2011. 2.	Academic Symposium	Academic	Academic	>What are the initial results of adopting the Korea-EU FTA?
2011. 3.	Business Symposium	Government	Businesses	
2011. 4.	EU Brief- Article	Government	All	>Can we continue to benefit from the agreement?
2011. 5.	Brussels Policy Forum	Government	Politicians	
2011. 6.	EU Brief- Article	Academic	All	>What is EU's FTA strategy? & how would the effects of the Korea-EU FTA change if the EU concludes FTA with other Asian countries?
2011. 10.	EU Brief- Article	Academic	All	
2012. 1.	Core Circle Society Seminar	Academic	Academic	
2012. 1.	Brussels Policy Forum	Academic	Journalists	
2012. 2.	Academic Symposium	Academic	Academic	
2012. 2.	EU Brief- Article	Academic	All	
2012. 6.	Brussels Policy Forum	All	All	
2012. 7.	EU Brief- Article	Academic	All	
2012. 9.	EU Brief- Article	Academic	All	

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# Flexibility is key

- When launched:
  - Keep the public up to date about the negotiation
- When concluded:
  - Provide in-depth analysis on the effects of the FTA
  - Help companies prepare prior to the adoption
- When signed (before ratification) :
  - Strongly promote the values of the agreement
  - Highlight the market opportunities
  - Provide a venue for the government to talk to various stakeholders
- When applied:
  - Analyse the actual effects
  - Find out the variables that could affect trade relationship in the future