

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	Informers	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- Munhwa 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	Informers	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	
2009. 6.	EU Brief- Article	Academic	All	>What is the meaning of adopting the Korea-EU FTA?
2009. 7.	SERI Issue paper	Academic	All	
2009. 8.	EU Brief- Article	Academic	All	
2009. 8.	EU Brief- Article	Academic	All	
2009. 8.	Newspaper-Hankuk Kyungjae	Academic	All	
2009. 10.	EU Brief- Article	Academic	All	>What are the possible effects?
2009. 12.	EU Brief- Article	Academic	All	
2010. 4.	Newspaper- Munhwa Ilbo	Academic	All	
2010. 8.	EU Brief- Article	Academic	All	>How Korean companies should prepare prior to the application?
2010. 10.	Core Circle Society Seminar	Government	Academic	
2010. 10.	SERI Issue paper	Academic	All	>What opportunities does the EU market offer?
2011. 2.	Academic Symposium	Academic	Academic	
2011. 3.	Business Symposium	Government	Businesses	
2011. 4.	EU Brief- Article	Government	All	
2011. 5.	Brussels Policy Forum	Government	Politicians	>What market entry strategies should companies adopt to benefit from the FTA?
2011. 6.	EU Brief- Article	Academic	All	
2011. 10.	EU Brief- Article	Academic	All	>What are the initial results of adopting the Korea-EU FTA?
2012. 1.	Core Circle Society Seminar	Academic	Academic	
2012. 1.	Brussels Policy Forum	Academic	Journalists	>Can we continue to benefit from the agreement?
2012. 2.	Academic Symposium	Academic	Academic	
2012. 2.	EU Brief- Article	Academic	All	
2012. 6.	Brussels Policy Forum	All	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?
2012. 7.	EU Brief- Article	Academic	All	
2012. 9.	EU Brief- Article	Academic	All	

Launched

Concluded

Officially
signed

Provisional
application

Tangible output

Offline events



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