

# KOREA EUROPE & YOU



**KEY**  
KOREA EUROPE & YOU

## ABOUT US WHO WE ARE

KEY is a Think Tank also functioning as a platform for collaboration, support and networking for various actors from Korea and Europe. KEY aims to bring together Korea and Europe with your support, vision and creativity. KEY's uniqueness and specificity lie in its in-depth knowledge of both Korean and European ecosystems and its extensive, high-level network of companies, academics, experts and students, which allows the elaboration of projects and joint actions across various sectors and areas of interest to Korea and Europe.



### THINK TANK

Analysis in areas such as geopolitics, regulation, soft power, sustainable development, human resources, and innovation & technology



### COLLABORATION PLATFORM

*Working Groups* identifying new business models and opportunities  
*Comprehensive Assistance Program* tailored to the needs of institutions or individual companies



### NEXTGEN PROGRAM

Engage the young generation in all of KEY's projects and work streams to create synergies and launch new initiatives together



### WORKING GROUPS & CO-LEADS

**PHILIPPE LI**  
Founder & President of KEY  
Lawyer at Kim&Chang



### EDITORIAL TEAM

**PHILIPPE LE CORRE**  
professor  
ESSEC Business School



**CHIYOUNG HONG**  
Senior Editorial Writer  
SBS Broadcasting Group

### HEALTHCARE/BIOTECH



**PASCAL ROBIN**  
General Manager  
Sanofi Vaccines Korea



**JISOOK MOON**  
Associate Professor  
CHA University



### DIGITAL TRANSFORMATION

**CHRISTOPHE PRADERE**  
Founder/CEO  
BETC Design & BETC Asia



**CHANGHOON MOON**  
Founder/CEO  
OutCode

### ESG/SUSTAINABILITY



**STEPHANE FERREIRA**  
Chief Business Officer  
Carbiosl



**JAY LEE**  
Team Leader  
ESG Consulting Team at KB Bank



### NEXTGEN

**THERESA VON BOETTICHER**  
Trainee Lawyer



**JEEMIN CHUN**  
Freelance Consultant