

Understanding Cultural Differences to Maximize Business Opportunities in the International Business Fashion Field

Pierre Lequeux

President of GLI Consulting Co., Ltd.,

Head of Korea Branch of Pret a Porter / Premier Vision, Representative of French Fashion Brands

GLI KOREA: 19/10/04

SCHEDULE

I - PROFILE / INTRODUCTION OF GLI

II - PRELIMINARIES

- . The growing exposure to the international business
- . Evolution of the Korean fashion industry in the international arena
- . Opportunities to deal with foreign companies

III - SOURCES OF CULTURAL DIFFERENCES

- . The school system
- . The company culture
- . The way of thinking

IV - BUSINESS LIFE - KEY DIFFERENCES

- . The business plan and the contract
- . Medium term vs. short term
- . Global business model vs. flexibility
- . The "Korea is different" syndrome
- . Communicating with foreigners
- . The relationship with your counterparts

V - HOW TO OVERCOME CULTURAL DIFFERENCES

- . The education system
- . Business practices
- . A pragmatic and balanced attitude

VI - CONCLUSION