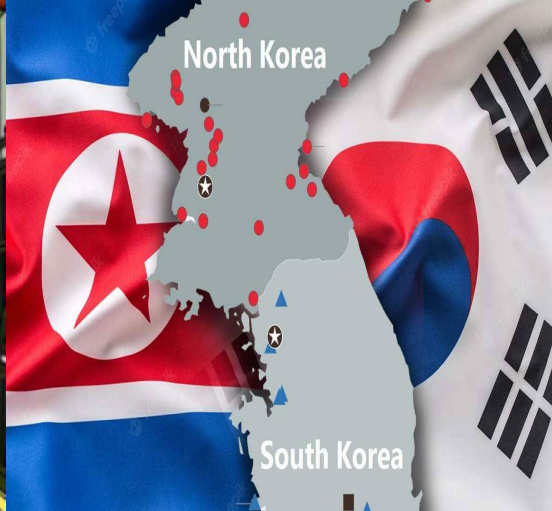




SPRING CHAZEN STUDY TOUR
SOUTH KOREA 2024 March 10 - 17

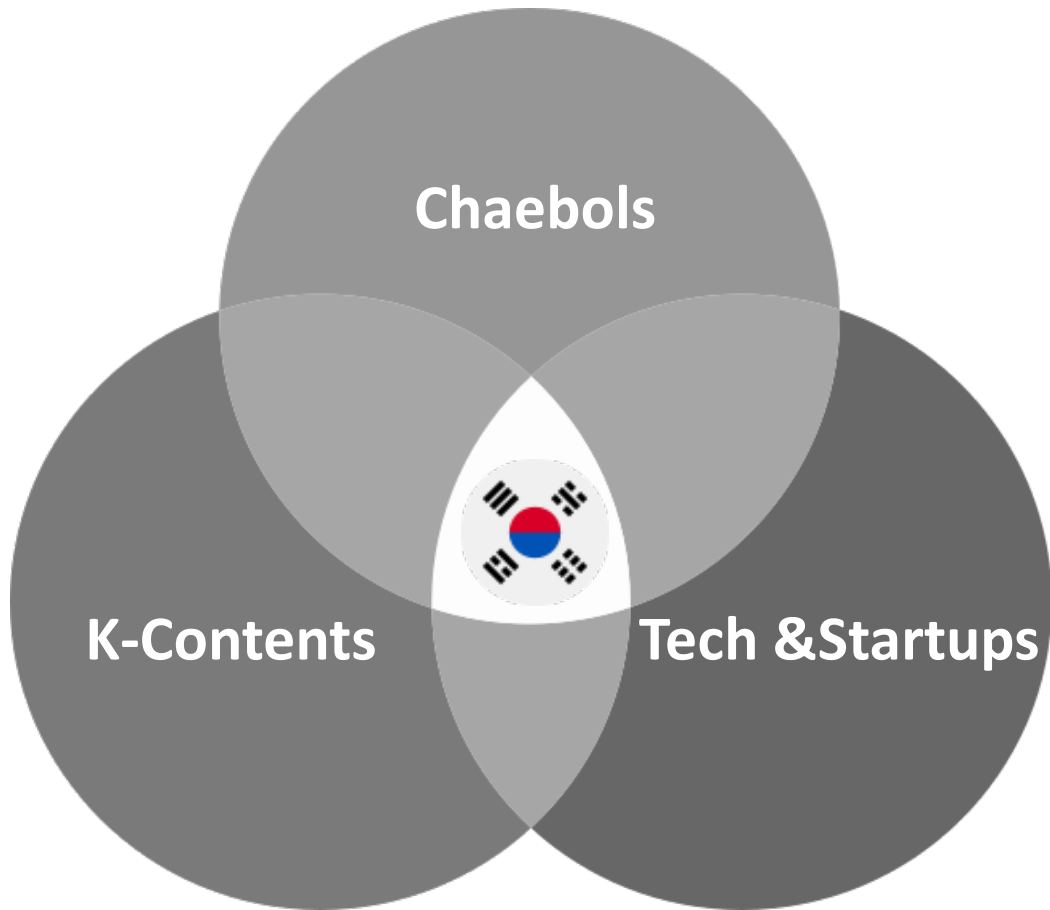


**Initial Impressions of Korea:
What Comes to Mind?**



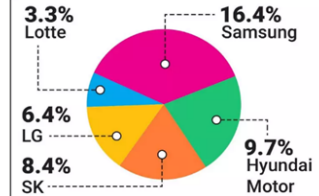
Beyond K-Contents: South Korea's Economic Growth

1950 GDP Per Capita: \$70 | Today: \$33,000



Chaebol Power

Top Korean conglomerates generate sizable revenue compared to GDP

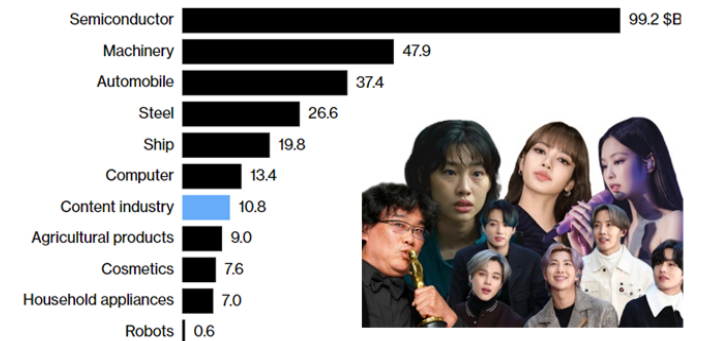


Note: Revenue of each chaebol group as a percentage of Korea's 2019 GDP



Selling K-Pop, Dramas Overseas

Exports of cultural content are small but growing



WOOWABROS.

NAVER

toss

coupang

kakao

*POTENTIAL
COMPANY
VISITS*

LOTTE



AMORE PACIFIC
GROUP





UNFORGETTABLE CULTURAL EXPERIENCES



GLOBAL EDUCATIONAL OPPORTUNITIES





PHENOMENAL FOOD



AMAZING NIGHTLIFE



TENTATIVE ITINERARY

- **Day 1 (Sun, Mar 10)**
 - Fly into Seoul Incheon Airport
 - Welcome Dinner
- **Day 2 (Mon, Mar 11)**
 - Gyeongbok Palace(with Hanbok)
 - Company Visit #1: CJ
 - Korea BBQ Dinner
- **Day 3 (Tue, Mar 12)**
 - Company Visit #2: HYUNDAI MOTOR STUDIO GOYANG
 - Korean cooking/K-pop Dance class
 - Alumni dinner and reception
- **Day 4 (Wed, Mar 13)**
 - Company Visit #3: Hyundai Card
 - Company Visit #4: HYBE or YG
 - Chicken and beer ("Chi-maek") dinner
 - Karaoke-night
- **Day 5 (Thu, Mar 14)**
 - Company Visit #5: AmorePacific
 - Company Visit #6: HEYGROUND
 - Korean fine dining dinner
- **Day 6 (Fri, Mar 15)**
 - Company Visit #7: Woowa Brothers
 - Company Visit #8: Lotte
 - Homemade Korean food dinner
 - Clubbing at Times (Apgujeong)
- **Day 7 (Sat, Mar 16)**
 - DMZ Tour
 - DDP visit
 - Clubbing at LBD (Itaewon)
- **Day 8 (Sun, Mar 17)**
 - Fly back to NYC



LOGISTICS



■ Budget

- Estimated costs per person with no sponsorships: \$2,000 - \$2,300
- Estimated costs per person with sponsorships: \$1,300 - \$1,600
- Costs above include: 1) Group meals 2) Stay at a 4 hotel
3) Cultural excursions 4) Ground transportation and tour guide
- Costs exclude international airfare, visas, optional activities/meals

■ 28 Available Seats

- Full-time CBS students (no significant others)
- Students with holds on their accounts may not participate
- Shadowing is not allowed

- *All company visits are mandatory*
- *No significant others*
- *No shadowing*



- Q1. DO I NEED A VISA TO VISIT KOREA?

- Depends on your nationality. You can check requirements here:
South Korea Entry Requirements | KeTA South Korea (<https://www.ketasouthkorea.com/visa-requirements>)

Q2. WHAT IS THE WEATHER LIKE IN MARCH?

- Korea will be transitioning from winter to spring, with max / min temperatures of around 15 C (60 F) / 0 C (30 F) in Seoul.
- Weather in Korea during March tends to fluctuate year by year. We advise you wear layers, including a light jacket that you can take on and off throughout the day.

Q3. I HAVE DIETARY RESTRICTIONS WILL THAT BE OKAY?

- We will try our best to accommodate dietary restrictions, but please note that much of traditional Korean cuisine has seafood/meat based ingredients. Not all restaurants may be able to provide vegan/vegetarian/other options off the menu.

Q4. IS KOREA SAFE?

- Korea is generally a safe destination for travelers with low crime rates, including petty crimes.
- Exercise normal precautions, and you should have a safe experience.

Q5. HOW DOES PAYMENT WORK IN KOREA?

- Credit cards (Visa, Mastercard, AMEX) are widely accepted, including taxis.
- We advise you carry a small amount of cash for street food, public transportation, and any emergencies.



HAZEN STUDY TOUR MATCHING

- **Matching Round:** Thursday, Nov 9, 2:00 PM – Tuesday, Nov 14, 4:00 PM
 - 1 round; no add/drop; students can add or switch their preferences at anytime during the matching round
 - Results will be released on Nov 15, 12:00 PM
 - Successful matches will have 48 hours to pay a \$1,000 non-refundable deposit in order to secure their spot
 - Unsuccessful matches will be placed on a waitlist
 - Tours are based on preference (similar to CourseMatch); please ONLY rank tours you want to go on
 - Students are not allowed to swap tours/sell seats

THE TEAM

- *For questions or concerns please reach out to Chuck and Jin.*

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Jinwoo Lee : jlee24@gsb.columbia.edu



Chuck Choi
CBS 2024



Jinwoo Lee
CBS 2024



Daniel Keum
Faculty



THANK YOU