



Seoul - City Business Guide

brought to you by SkyTeam

Overview

The political and economic heart of the Republic of Korea, Seoul's role as capital of the country dates from 1394. Its long elaborate history can be explored through the city's many historic monuments and the several palaces that figure on UNESCO's World Heritage list. The fifth largest city in the world with 12 million inhabitants, it is also among the world's safest. Since the end of the Korean War in 1953, Seoul has undergone a rapid revitalization, and its diversified economy plays a significant role in Korea's impressive economic development. Home to many branch offices for international companies, Seoul's downtown is a blend of East and West, where office towers loom over historic structures and sales staff in European fashion boutiques bow to clients. Major industries of this truly international city are financial services, communications, information technology, retail, textile, chemical, food and beverage and media.

Business Etiquette

- * On first being presented to a person, and in formal business contexts, use his or her title and family or personal name.
- * On greeting, bow politely.
- * Make appointments in advance, and be punctual.
- * When giving or receiving any object, be it a gift or a business card, use both hands.
- * Business attire is conservative. Suits are appropriate for men, while conservative ensembles are suitable for women.
- * Business cards are customarily exchanged right after being introduced to any new business contact. Make sure you have an adequate supply.
- * When you receive a business card, look at it for a few moments and acknowledge it with a comment. Refrain from writing on the card in front of the Korean giver.
- * Hierarchies are important and should be respected. Address yourself to the most senior person present.
- * The concept of saving face is important ensure that your behavior "saves face" of your Korean business associates.
- * Personal relationships play a key role in business negotiations. For this reason, receive introductions if possible.
- * In business dealings, Koreans tend to be very serious and formal.
- * Koreans make great efforts to avoid saying "no", or giving bad news in front of others.
- * Consensus is important to Koreans.
- * It is customary for Koreans to ask about your family, age, marital status, place of birth and education in order to get to know you better. This should not be interpreted as intrusive questioning.
- * Agendas should be set and followed closely.
- * If invited to a Korean lunch or dinner, accept and take care to make a positive statement about the food.
- * Show respect to persons senior in age.

Chamber of Commerce

International Chamber of Commerce Korea 45, Namdaemun-ro 4-ga, Chung-gu, Tel.: +8202 316-3536/38

Korea Chamber of Commerce and Industry 45, Namdaemunro 4-ga, Chung-gu, Tel.: +82 02 316-3114

American Chamber of Commerce in Korea 4501, trade tower 159-1, samsung dong, Kangnam-gu, seoul 135-729, +82 2 564 2040

European Union Chamber of Commerce in Korea 20th Floor, Kyobo Building, 1 Chongro 1-Ga, Chongro Gu, Seoul 110-714, Tel : +82 2-725-9910

French Chamber of Commerce and Industry in Korea Sofitel Ambassador Hotel, Suite 316, Chung-gu Changch'ung-dong 2-ga 186-54, Tel.: +82 02 2268-9505

The British Chamber of Commerce in Korea 4th Floor, Joongwhoo Building, 61-21 Taepyungro 1-ka, Chung-ku, Tel: +82 02 720-9406/7

Italian Trade Commission 45 Namdaemunro 4-ga, Choong-gu, Tel.: +82 02 779-0811

Japanese Chamber of Commerce 45 Namdaemunro 4-ga, Choong-gu, Tel.: +82 02 755-6672

Korea-German Chamber of Commerce and Industry 28-2, Hannam-dong, Yongsan-gu, Seoul tel +82-2 3780-4600

Embassies and Consulates

Brazil 192-11, Ulliji-ro 1-ka, Chung-ku, Tel.: +82 02-765-3170

China 83, Myong-dong 2-ga, Chung-gu Tel.: +82-2 779-7387

Czech Republic 1-121 Shinmoonro 2-ka, Chongno-gu, Tel.: +82 02 725-6765-6

France 30, Hap-Dong, Sodaemun-Ku, Tel.: +82 3149 4400

Ireland 15 Floor Daehan Fire & Marine Insurance Building 51-1, Namchang-dong, Chung-ku, Tel.: +82 02 774-6455/7

Italy 1-398, Hannam-Dong, Yongsan-Ku, Tel.: +82 02 796-0491

Japan 9th Fl. - Kyobo Building, Chongro-ku, Tel.: +82 02 765-3011/2/3

Mexico 33-6, Hannam-dong, Yongsan-gu, Tel.: +82 02 798-1694-5

United Kingdom 4, Chung-Dong, Chung-ku, Tel.: +82 02 3210-5500

United States of America 82 Sejong-ro, Chongro-ku, Seoul 110-710 , South Korea, +82 2 397-4114, consular section : +82-2 397-4429

Business Centers

Business centers provide a range of services that include secretarial, translation/interpretation, and office services, including computer rentals, audio/visual equipment rentals, cellular phone rentals, copy and printing services, and temporary office space and staff.

Unico Business Center 27th Fl., World Trade Center Seoul, 159 Samsung-dong, Kangnam-ku, Seoul 135-729, Tel +82-2-551-2771

U.S. Trade Center 82 Sejong-ro, Chongro-ku, Tel.: +82 2 397-4114

World Trade Center Seoul #4603 Trade Tower, World Trade Center, 159-1 Samsung-dong, Kangnam-gu, Tel.: +82 02 6000-5301

Grand Hotel Intercontinental 159-8 Samsong-Dong Gangnam-Gu Seoul, Tel : +82 2 555 5656

Seoul Finance Center 21F., Seoul Finance Center, 63 Moogyo-dong, Chung-gu, Tel.: (82) 2 37824500

Conference and Exhibition Centers

COEX World Trade Center, Samseong-dong, Kangnam-gu, Tel.: +81 02 6000-0114

SETEC 514 Daechi-dong, Kangnam-gu, Tel.: +82 02 2222-3800(ARS), 3811

SYEX 23, Youido-doing, Young deungno-gu, Tel.: +82 02 761-6100

Translation Offices

ITS International Translation Service Tel.: 822 4431 434

Korea Translation-Interpretation Service Tel.: +82 2 777 4290

Star Communications Inc. Tel: +82 02 756-0761

Seoul Translation Services Tel.: +82-2-589-1557

The Korea Herald Translations Tel.: +82 02 778-2028-

Courier/Messenger Services

Airborne Express/Nam Sung Express Co. Ltd. Tel.: +82 02 334-8200

DHL toll free Tel: +821588-0001, +82 2-716-0001

FedEx Tel.: 82 2-333-8000

TNT Tel.: +82 2 666 6660

UPS Tel.: (82-2) 3665-0016

First Express International CPO Box 1824 Seoul Tel : +822 757 5431 / 9161

Fax : +822 332 5864

Internet Connection Place

All upper-range and most medium-priced hotels are equipped with dataports that allow guests to use laptop computers. Many hotels offer business centers equipped with computers and Internet access. In addition, there are thousands of PC rooms with high-speed connections and charge between 500-2000 won per hour. Some also offer printing and scanning services and are open 24 hours.

Visas & Customs

Citizens of the European Union, the U.S. Japan, Mexico, Brazil, and the U.K. do not need a visa to enter Korea. Citizens of the U.S., Japan, Mexico, Brazil, the European Union (except Italy and Portugal who can stay up to 2 months), and the U.K. may stay up to 90 days without visas. Citizens of the People's Republic of China need to obtain a visa to enter Korea. Citizens of the People's Republic of China need a visa.

Duty-free allowances are 200 cigarettes or 50 cigars, 1 liter of alcohol, 2 oz. of perfume, and gifts worth up to 300,000 won. Illegal drugs and hazardous goods are prohibited.

Phone Information

Country code is 82. The main local area code for Seoul is 02, or 2 from outside the country.

Emergency Phone Numbers

Travel Phone (English-language service for foreign visitors) 1330

Emergency Rescue (Fire & Ambulance) 119

Medical Emergency 129

Police 112

Tips and Rules for Use of Phone in Country

For local calls, you can simply dial local number without the city code. For long distance calls within Korea, you can dial the city code followed by the local number. Public phones are run by Korea Telecom and take 10 won, 50-won, and 100-won coins. Little beeps during a call indicate more coins need to be inserted. No change will come for 50- or 100-won coins.

Tips and Rules for Use and Rental of Mobile Phones

GSM 1800 and 900 networks are in use. SK Telecom is the main network provider. KT Freetel and LG Telecom are the other two major mobile service operators. Mobile phone numbers follow the regular telephone number convention, with the telephone number followed by the area code.

If you choose to bring your cellular phone into Korea, be sure to check with your home cellular service provider to establish compatibility of your phone with systems abroad. Rent a locally compatible cellular phone before you arrive to obtain reasonable rates and reliable service.

Money

The local currency is won (W). Notes are in denominations of W10,000, W5000 and W1000. Coins are in denominations of W500, W100, W50, W10, and W1. Money can be exchanged at international airports, hotels, banks, or other authorized money changers. Cash access with your credit card or ATM is possible, but instructions are in Korean. Travelers' checks are the most convenient way to obtain cash in Japan; however, only few stores and restaurants accept them. The most commonly accepted credit cards in Korea are American Express, Visa, MasterCard, and Diner's Club.

Tiping

Tiping is not an established practice. Hotels and hotel restaurants will add 10% service charge to the bill. Taxi drivers are not tipped unless they help with the luggage, or provide an extra service.

Time Difference

Seoul is nine hours ahead of Greenwich Mean Time (GMT) and does not observe Daylight Savings Time.

Proud
Members
Include





Seoul - City Business Guide

brought to you by SkyTeam

VAT & Taxes

A value-added tax (VAT) is levied on most goods and services at a standard rate of 10% and is included in the retail price. In hotels, 10% tax applies to rooms, meals and other services and is automatically added onto the bill.

Voltage

The voltage and current is 110/220 volts AC, 60Hz. Government policy is to phase out the 110-volt supply and many hotels now have a 220 volt supply.

Local Transportation

Seoul has an extensive bus network with over 400 bus routes. There are three kinds of urban buses: city, city express, and deluxe express. Seoul also boasts a state-of-the-art subway system with eight subway lines and one surface line. In general, subway trains operate at intervals of 2.5 to 3 minutes during the rush hours, and at intervals of 4 to 6 minutes during the non-rush hours. Seoul has two types of taxis: general and deluxe. General taxis are white or gray, while deluxe taxis, called "mobum" taxis, are black with a yellow sign on the top. Mobum taxis are considerably more expensive. 20% extra is added to the fare between 12 a.m. and 4 a.m.

Health Info

No specific immunizations are needed to enter Korea. However, if you plan to visit rural areas, visitors are recommended to seek advice from their doctors concerning immunization against Hepatitis, Tetanus, Polio, Cholera, Malaria and Typhoid.

Climate

Seoul experiences four distinct seasons. Generally humid, hot and rainy, summers have high temperatures of 35 degrees Celsius. Winter lows can sink to 10 degrees Celsius. Spring and autumn are usually pleasant and moderate. Total annual precipitation is around 137 cm, with large amounts of rainfall during July to September.

Public Holidays

- * **New Year** January 1-2
- * **Lunar New Year** February 1-3 for year 2003, January 22-24 for year 2004
- * **Independence Movement Day** March 1
- * **Arbor Day** April 5
- * **Labor Day (banks and workers, not Government)** May 1
- * **Children's Day** May 5
- * **Budda's Birthday** May 8, 2003
- * **Memorial Day** June 6
- * **Constitution Day** July 17
- * **Liberation Day** August 15
- * **Choo-Suk** (Thanksgiving) 10-12 September 2003
- * **National Foundation Day** October 3
- * **Christmas Day** December 25

Where to Eat

Very popular amongst visitors, **Arirang Minsokgwan** features traditional Korean dishes and an opportunity to watch artistic performances while dining. For excellent Korean BBQ, try **Sheobul**, within the Westin Chosun. The upscale Chinese restaurant **Golden Dragon** is a favorite among business executives, while **Xian** specializes in fine Korean/Japanese/Chinese fusion cuisine. **La Continentale** features sumptuous French dishes and flawless service, and **Top Cloud** spreads the fusion trend in Seoul with a French-Korean food. **Situated** inside the Hilton is Genji, a fine Japanese restaurant. Hanazono, inside the Ritz-Carlton, and **Benkay**, in Hotel Lotte, are two other excellent venues for Japanese food.

Local Gift Ideas

Renowned for its shopping, Seoul has wonderful selections that range from designer fashion to custom-made clothing, from fine jewelry to local artisans' wares. For designer fashion, Myongdong is the best shopping area north of Han River, while Apgujung-dong and Chungdam-dong are its counterparts south of Han River. For custom-tailored shirts and suits and leather fashions, Itaewon is worth a visit. Inexpensive clothes and accessories can be found at the Dongdaemun market, while Insa-dong is the place to find antiques, ceramics and craft items.

Leisure Time

Seoul is home to a large number of historic attractions. Kyongbokkung is the city's most spectacular palace; it currently is the site of the National Folk Museum and the National Museum of Korea. The Museum of Modern Arts can be found within the lovely Toksukung, formerly a royal residence. The former royal palace Chongdokkung features the elegant Secret Garden. Ancestral tablets of the Yi Dynasty Kings are on display at the Chongmiyo Shrine. The Seiong Center for the Performing Arts and Seoul Arts Center offer year-round programming, featuring theater, dance, opera, classical and contemporary music. You can enjoy traditional Korean theater at Seoul Nori-Madang. Two spots that afford spectacular views of the city are Seoul Tower on top of Namsan Mountain and 63 Building in Yeouido. Close to the city, the Korean Folk Village simulates traditional Korean culture. The National Museum of Contemporary Art, an hour away from the city, displays interesting contemporary works by Korean artists.

Seoul has a lively nightlife scene. Late-night cafés, clubs, restaurants and karaoke bars can be found in Apgujung-dong and Myongdong districts. The Sheraton Walker Hill Casino, open 24-hours, is for a foreign clientele.