

GOVERNOR'S FALL MISSION TO KOREA

NOVEMBER 19 - 23, 1985

NOVEMBER 19, 1985 - TUESDAY

- 12:30 pm Mission arrives at Kimpo Airport via JAL-951. Mission to be met by George G. B. Griffin and transfer to Westin Chosun Hotel
- 3:00 - 4:00 pm Briefing meeting with First Interstate Bank - Kyobo Building
- 4:30 pm Courtesy call on Mr. Park, Kyong Bok, President, Chosun Brewery Co., Ltd. and visit Crown Beer factory at Youngdeungpo, Seoul
- 6:30 pm Dinner hosted by Mr. Park, Kyong Bok, President, Chosun Brewery Co., Ltd. at Shilla Hotel

NOVEMBER 20, 1985 - WEDNESDAY

- 8:00 - 9:00 am Embassy/AmCham breakfast briefing chaired by George G. B. Griffin, U.S. Commercial Counselor, American Embassy and James M. Riddle, President, American Chamber of Commerce in Korea at Westin Chosun Hotel, Grand Ballroom
- 10:30 - 11:15 am Courtesy call on the Hon. Chung, Se Yung, President, Hyundai Motor Co., Ltd. and Hon. Chung, Mong Hun, President, Hyundai Merchant Marine Co., Ltd.
- 11:45 am Courtesy call on the Hon. Nam, Duck Woo, Chairman, Korea-U.S. Economic Council, Inc. (KUSEC)
- 12:00 - 1:30 pm Luncheon hosted by the Hon. Nam, Duck Woo, Chairman, KUSEC, at the WTCK Club
- 2:00 pm Courtesy call on the Hon. Cho, Choong Kun, President, Korean Air Line and Hon. No, Joong Yoel, President, Hanjin Container Lines, Ltd.
- 3:00 pm Courtesy call on the Hon. Koo, Cha Kyung, Chairman, Lucky-Goldstar Group
- 4:00 pm Courtesy call on the Hon Yoo, Sam Suk, Vice Chairman, Sammi Corporation
- 6:30 pm Dinner hosted by Governor Atiyeh at Mr. Griffin's Residence

NOVEMBER 21, 1985 - THURSDAY

10:00 am Courtesy call on the Hon. Lee, Byung Chull, Chairman, Samsung Group - other attending include Mr. Lee, Kun Hee, Vice Chairman, Mr. Hong, Jin Ki, Chairman, Chungang Daily Newspaper and Mr. Kang, Jin Koo, President, Samsung Semiconductor and Telecommunications Co., Ltd.

11:45 - 1:45 pm Governor Atiyeh attends the American Chamber General Membership Meeting and gives a speech at the luncheon at the Hilton Hotel

2:30 - 3:00 pm Courtesy call on the Hon. Huh, Shin Koo, Chairman, Electronic Industries Association of Korea

6:30 pm Dinner hosted by the Hon. Lee, Hee Il, President, Korea Flour Mills Industrial Association at Jangwon

NOVEMBER 22, 1985 - FRIDAY

10:20 - 10:50 am Courtesy call on Ambassador Kim, Ki Hwan, Secretary General, International Economic Policy Council, Economic Policy Board

11:00 - 11:30 am Courtesy call on the Hon. Kum, Jin Ho, Minister of Trade and Industry

Courtesy call on Ambassador Richard L. Walker at the Chancery Building

2:00 - 4:00 pm Visit Korea InsuPanel, Echon Factor for possible joint venture with Oregon firm

7:00 pm Possible dinner hosted by Mr. Lee, Jung Myung, President, Korea InsuPanel

NOVEMBER 23, 1985 - SATURDAY

1:05 pm Depart Seoul, Korea for Tokyo via JAL-952

GOVERNOR'S FALL MISSION TO KOREA

NOVEMBER 19 - 23, 1985

\* MEETING SHEET \*

MEETING WITH: ECONOMIC PLANNING BOARD

DATE: November 22, 1985

TIME START/FINISH: 10:20 - 10:50 am

OREGON ATTENDEES: Governor Atiyeh, Tom Kennedy, Rick Schulberg,  
Sang Lee & David Lutjen

SPOKESPERSON: Governor Atiyeh

KOREA/OTHER ATTENDEES: Ambassador Kim, Ki-Hwan, Secretary General,  
International Economic Policy Council,  
Economic Planning Board

BACKGROUND: Mr. Kim at one time taught at Portland State  
University. The Economic Planning Board is  
an important government agency that has a  
role in authorizing foreign investment. Mr.  
Kim is now in charge of the North-South Korea  
economic talks - a highly visible and  
important position.

MEETING AGENDA: - thanks for taking time to meet with us

- we want to be involved in assisting your  
agency wherever possible

- OEDD and the Asia Representative Office in  
Tokyo are at your disposal

- with so many firms looking to Oregon from  
Europe and the Pacific Rim, there must be  
some very good reasons: Labor force, land  
prices, location, quality of life and image

ACTION REQUESTED: - invite him to visit Oregon and to consider  
Oregon as a site for future expansion for  
Korean companies

- invite their inquiries and requests for  
information

HANDOUTS: Profile of OREGON, U.S.A. and Oregon Blue  
Book

GOVERNOR'S FALL MISSION TO KOREA

NOVEMBER 19 - 23, 1985

\* MEETING SHEET \*

MEETING WITH: MINISTRY OF TRADE AND INDUSTRY

DATE: November 22, 1985

TIME START/FINISH: 11:00 - 11:30 am

OREGON ATTENDEES: Governor Atiyeh, Tom Kennedy, Rick Schulberg, Sang Lee & David Lutjen

SPOKESPERSON: Governor Atiyeh

KOREA/OTHER ATTENDEES: Hon. Kum, Jin Ho, Minister of Trade and Industry

BACKGROUND: We want to invite Korean firms to invest in Oregon and for Korean firms to use Oregon as a point of entry into the U.S. Hyundai can be cited as a very good example.

MEETING AGENDA:

- thanks for taking time to meet with us
- OEDD and the Asia Representative Office in Tokyo are at your disposal
- with so many firms looking to Oregon from Europe and the Pacific Rim, there must be some very good reasons: Labor force, land prices, location, quality of life and image

ACTION REQUESTED: - invite their inquiries and requests for information

HANDOUTS: Profile of OREGON, U.S.A. and Oregon Blue Book

GIFTS: To be determined

GOVERNOR'S FALL MISSION TO KOREA

NOVEMBER 19 - 23, 1985

\* MEETING SHEET \*

MEETING WITH: KOREA INSUPANEL

DATE: November 22, 1985

TIME START/FINISH: <sup>14:00</sup>~~12:00~~ - 1:30 pm (tentative)

OREGON ATTENDEES: Governor Atiyeh, Tom Kennedy, Rick Schulberg,  
Sang Lee & David Lutjen

SPOKESPERSON: Governor Atiyeh

KOREA/OTHER ATTENDEES: Mr. Lee, Jung Myung, President

BACKGROUND: This firm is investigating the possibility of  
entering into a joint venture with an Oregon  
firm - most likely in the Coos Bay area.

MEETING AGENDA:

- thanks for taking time to meet with us
- we want to be involved in assisting your  
firm wherever possible
- OEDD and the Asia Representative Office in  
Tokyo are at your disposal

ACTION REQUESTED:

- invite them to visit Oregon and to consider  
Oregon as a site for a joint venture or other  
production facility
- invite their inquiries and requests for  
information

HANDOUTS: Profile of OREGON, U.S.A. and Oregon Blue  
Book

GIFTS: To be determined

GOVERNOR'S FALL MISSION TO KOREA

NOVEMBER 19 - 23, 1985

\* MEETING SHEET \*

MEETING WITH: CROWN BEER - CHOSUN BREWERY

DATE: November <sup>22</sup>~~19~~, 1985

TIME START/FINISH: ~~To be informed~~ 16=00

OREGON ATTENDEES: Governor Atiyeh, Tom Kennedy, Rick Schulberg, Sang Lee & David Lutjen

SPOKESPERSON: Governor Atiyeh

KOREA/OTHER ATTENDEES: Mr. Park, Kyong Bok, President, Chosun Brewery Co., Ltd.

BACKGROUND: See attached

MEETING AGENDA:

- thanks for taking time to meet with us
- we want to be involved in assisting your firm wherever possible
- OEDD and the Asia Representative Office in Tokyo are at your disposal
- with so many firms looking to Oregon from Europe and the Pacific Rim, there must be some very good reasons: Labor force, land prices, location, quality of life and image
- Oregon has excellent transportation and distribution system
- Blitz-Weinhard has a good reputation in Oregon and in the Pacific Northwest

ACTION REQUESTED:

- invite them to visit Oregon and to consider Oregon as a site for future expansion
- invite their inquiries and requests for information

HANDOUTS: Profile of OREGON, U.S.A. and Oregon Blue Book

GIFTS: To be determined

GOVERNOR'S FALL MISSION TO KOREA

NOVEMBER 19 - 23, 1985

\* MEETING SHEET \*

MEETING WITH: U.S. EMBASSY / AMERICAN CHAMBER OF COMMERCE  
IN KOREA

DATE: November 20, 1985 @ *Crown Hotel*

TIME START/FINISH: 8:00 - 9:00 am

OREGON ATTENDEES: Governor Atiyeh, Tom Kennedy, Rick Schulberg,  
Sang Lee & David Lutjen

SPOKESPERSON: Governor Atiye

KOREA/OTHER ATTENDEES: George G.B. Griffin, U.S. Commercial  
Counselor  
Mr. James Riddle, . President, American  
Chamber of Commerce in Korea

BACKGROUND: The is a breakfast briefing similar to those  
attended by Governor Atiyeh in Taipei and in  
Seoul previous visits.

MEETING AGENDA: None

ACTION REQUESTED: None

HANDOUTS: Profile of OREGON, U.S.A. and Oregon Blue  
Book

GIFTS: None

GOVERNOR'S FALL MISSION TO KOREA

NOVEMBER 19 - 23, 1985

\* MEETING SHEET \*

MEETING WITH: THE HON. NAM, DUCK-WOO

DATE: November 20, 1985

TIME START/FINISH: 11:45 - 12:00/noon - 1:30 *luncheon hosted by KUSEC*

OREGON ATTENDEES: Governor Atiyeh, Tom Kennedy, Rick Schulberg, Sang Lee & David Lutjen

SPOKESPERSON: Governor Atiyeh

KOREA/OTHER ATTENDEES: The Hon. Nam, Duck-Woo

BACKGROUND: This individual is the former Prime Minister and currently the head of the Korea-U.S. Economic Council

MEETING AGENDA:

- thanks for taking time to meet with us
- thanks for the continuing assistance of KUSEC
- we want to be involved in assisting your firm wherever possible
- OEDD and the Asia Representative Office in Tokyo are at your disposal
- with so many firms looking to Oregon from Europe and the Pacific Rim, there must be some very good reasons: Labor force, land prices, location, quality of life and image

ACTION REQUESTED:

- invite them to visit Oregon and to consider Oregon as a site for future expansion
- invite their inquiries and requests for information

HANDOUTS: Profile of OREGON, U.S.A. and Oregon Blue Book

GIFTS: To be determined



GOVERNOR'S FALL MISSION TO KOREA

NOVEMBER 19 - 23, 1985

\* MEETING SHEET \*

MEETING WITH: HANJIN GROUP / KOREA AIR LINES

DATE: November 20, 1985

TIME START/FINISH: 2:00 - 2:30 pm

OREGON ATTENDEES: Governor Atiyeh, Tom Kennedy, Rick Schulberg,  
Sang Lee & David Lutjen  
+ Lloyd Anderson and Del Pearson

SPOKESPERSON: Governor Atiyeh

KOREA/OTHER ATTENDEES: Hon. No, Joong Yorl, President, Hanjin  
Container Lines, Ltd.  
Hon. Cho, Choong Kun, President, Korea Air  
Lines

BACKGROUND: Provided previously by the Port of Portland

MEETING AGENDA: - thanks for taking time to meet with us  
- we want to be involved in assisting your  
firm wherever possible  
- OEDD and the Asia Representative Office in  
Tokyo are at your disposal  
- with so many firms looking to Oregon from  
Europe and the Pacific Rim, there must be  
some very good reasons: Labor force, land  
prices, location, quality of life and image

ACTION REQUESTED: - invite Hanjin Group to use Oregon port  
facilities  
- invite KAL to call on Portland  
- invite their inquiries and requests for  
information

HANDOUTS: Profile of OREGON, U.S.A. and Oregon Blue  
Book

GIFTS: To be determined

*AIR FLIGHT*

*M.O.C.*

GOVERNOR'S FALL MISSION TO KOREA

NOVEMBER 19 - 23, 1985

\* MEETING SHEET \*

MEETING WITH: LUCKY-GOLDSTAR GROUP

DATE: November 20, 1985

TIME START/FINISH: 3:00 - 3:30 pm

OREGON ATTENDEES: Governor Atiyeh, Tom Kennedy, Rick Schulberg,  
Sang Lee & David Lutjen

SPOKESPERSON: Governor Atiyeh

KOREA/OTHER ATTENDEES: Hon. Koo, Cha-Kyung, Chairman, Lucky-Goldstar  
Group

BACKGROUND: See attached

MEETING AGENDA: - thanks for taking time to meet with us

- we are aware of their growing presence in  
the American electronics industry

- we want to be involved in assisting your  
firm wherever possible

- OEDD and the Asia Representative Office in  
Tokyo are at your disposal

- with so many firms looking to Oregon from  
Europe and the Pacific Rim, there must be  
some very good reasons: Labor force, land  
prices, location, quality of life and image

ACTION REQUESTED: - invite them to visit Oregon and to consider  
Oregon as a site for future expansion

- invite their inquiries and requests for  
information

HANDOUTS: Profile of OREGON, U.S.A. and Oregon Blue  
Book

GIFTS: To be determined

GOVERNOR'S FALL MISSION TO KOREA

NOVEMBER 19 - 23, 1985

\* MEETING SHEET \*

MEETING WITH: SAMMI CORPORATION

DATE: November 20, 1985

TIME START/FINISH: 4:00 - 4:30 pm

OREGON ATTENDEES: Governor Atiyeh, Tom Kennedy, Rick Schulberg, Sang Lee & David Lutjen

SPOKESPERSON: Governor Atiyeh

KOREA/OTHER ATTENDEES: Hon. Yoo, Sam Suk, Vice Chairman

BACKGROUND: Firm is a large diversified firm with a base in ocean shipping. Governor Atiyeh has previously met with the Chairman, Mr. H.C. Kim and the President, Mr. S.T. Rhim.

MEETING AGENDA:

- thanks for taking time to meet with us
- we want to be involved in assisting your firm wherever possible
- OEDD and the Asia Representative Office in Tokyo are at your disposal
- with so many firms looking to Oregon from Europe and the Pacific Rim, there must be some very good reasons: Labor force, land prices, location, quality of life and image

ACTION REQUESTED:

- invite them to visit Oregon and to consider Oregon as a site for future expansion
- invite their inquiries and requests for information

HANDOUTS: Profile of OREGON, U.S.A. and Oregon Blue Book

GIFTS: To be determined

*Next Meeting =*

*18-30 Dinner hosted by Governor Atiyeh at Mr. Griffin's residence*

AMERICAN CHAMBER OF COMMERCE IN KOREA

Briefing Breakfast Meeting for

OREGON TRADE MISSION

Wednesday, November 20, 1985  
The Westin Chosun, Orchid Room  
0800 - 0900 AM

A G E N D A

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0800-0805	OPENING REMARKS	PRESIDENT	RIDDLE
0805-0810	REMARKS ON MISSION	GOVERNOR (OR)	ATIYEH
0810-0815	FOREIGN INVESTMENT	<i>- MOSTLY DOMESTIC MARKET</i> V.P. - <i>ST. VENTURE</i>	JONES
0815-0820	BUSINESS CLIMATE	GOVERNOR	WEIGHTMAN
0820-0825	TRADE & MARKET ACCESS	GOVERNOR	DODDS
0825-0830	BANKING & FINANCE	TREASURER	COOPER
0830-0835	COMMERCIAL OVERVIEW	COMMERCIAL COUNSELOR	GRIFFIN
0835-0840	AGRICULTURAL OVERVIEW	AGRICULTURAL COUNSELOR	CONABLE
0840-0845	ECONOMIC OVERVIEW	ECONOMIC OFFICER	DEVINE
0845-0855	QUESTION PERIOD		
0855-0900	CLOSING REMARKS	PRESIDENT	RIDDLE

*"OPPORTUNITIES"*

*EMOTIONAL ASPECTS:  
"HAND SHAKE"  
"HONOR"*

*PERSONAL  
APPROACH*

*TRANSFORMATION / COMMUNICATION  
I/OB  
SKILLED WORKFORCE  
PROPERTY*

*(OFFER INCENTIVES)*

GOVERNOR'S FALL MISSION TO KOREA

NOVEMBER 19 - 23, 1985

\* MEETING SHEET \*

MEETING WITH: SAMSUNG CORPORATION

DATE: November 21, 1985

TIME START/FINISH: 10:00 - 11:00 am

OREGON ATTENDEES: Governor Atiyeh, Tom Kennedy, Rick Schulberg,  
Sang Lee & David Lutjen

SPOKESPERSON: Governor Atiyeh

KOREA/OTHER ATTENDEES: Hon. Lee, Byung Chull, Chairman, Samsung  
Group  
Mr. Lee, Jin-Ki, Chairman, Chungang Daily  
Newspaper  
Mr. Kang, President, Samsung Semiconductor  
and Telecommunications Corp.

BACKGROUND: Samsung Semiconductor is actually looking to  
make a U.S. investment for a semiconductor  
facility. Oregon and Washington (Clark  
County) appear to be the finalists. This is  
a critical meeting. A pre-meeting oral  
briefing will be provided.

MEETING AGENDA:

- thanks for taking time to meet with us
- we want to be involved in assisting your  
firm wherever possible
- OEDD and the Asia Representative Office in  
Tokyo are at your disposal
- with so many firms looking to Oregon from  
Europe and the Pacific Rim, there must be  
some very good reasons: Labor force, land  
prices, location, quality of life and image

ACTION REQUESTED:

- invite them to visit Oregon and to consider  
Oregon as a site for future expansion
- invite their inquiries and requests for  
information

HANDOUTS: Profile of OREGON, U.S.A. and Oregon Blue  
Book

GOVERNOR'S FALL MISSION TO KOREA

NOVEMBER 19 - 23, 1985

\* MEETING SHEET \*

MEETING WITH: AMERICAN CHAMBER OF COMMERCE IN KOREA  
DATE: November 21, 1985  
TIME START/FINISH: 11:45 - 1:45 pm *Luncheon at Hilton Hotel*  
OREGON ATTENDEES: Governor Atiyeh  
SPOKESPERSON: Governor Atiyeh  
KOREA/OTHER ATTENDEES: N.A.  
BACKGROUND: None  
MEETING AGENDA: (Governor's speech)  
- Oregon's success with foreign investment  
- "Oregon Story" and purpose of trip  
- OEDD and the Asia Representative Office in Tokyo are at your disposal  
- with so many firms looking to Oregon from Europe and the Pacific Rim, there must be some very good reasons: Labor force, land prices, location, quality of life and image  
ACTION REQUESTED: -recommend Oregon as a location for Korean investment  
HANDOUTS: Profile of OREGON, U.S.A. and Oregon Blue Book  
GIFTS: To be determined

*15 = 30 .  
Next Meeting :  
Courtesy call on Mr. Kim Yong Won,  
President of Daewoo*



GOVERNOR'S FALL MISSION TO KOREA

NOVEMBER 19 - 23, 1985

\* MEETING SHEET \*

MEETING WITH: HYUNDAI MOTORS / HYUNDAI MERCHANT MARINE CO.  
/ HYUNDAI ELECTRONICS

DATE: November 20, 1985

TIME START/FINISH: 10:30 - 11:15 am

OREGON ATTENDEES: Governor Atiyeh, Tom Kennedy, Rick Schulberg,  
Sang Lee & David Lutjen

SPOKESPERSON: Governor Atiyeh

KOREA/OTHER ATTENDEES: *Good Golfers  
at 11:15 AM* → Mr. S. Y. Chung, President, Hyundai Motors  
Mr. M. H. Chung, President, Hyundai Merchant  
Marine & President, Hyundai Electronics

BACKGROUND: See attached

MEETING AGENDA: *7-11 PM from 10:00 -  
SOURCE U.S. PARTS  
FOREIGN TRADE ZONE*

- thanks for taking time to meet with us
- we want to be involved in assisting your firm wherever possible
- OEDD and the Asia Representative Office in Tokyo are at your disposal
- with so many firms looking to Oregon from Europe and the Pacific Rim, there must be some very good reasons: Labor force, land prices, location, quality of life and image

ACTION REQUESTED:

- invite them to visit Oregon and to consider Oregon as a site for future expansion
- invite their inquiries and requests for information

HANDOUTS: Profile of OREGON, U.S.A. and Oregon Blue Book

GIFTS: To be determined

Dinner Guest List

1. George G.B. Griffin, Commercial Counselor, American Embassy
2. James H. Riddle, President, American Chamber of Commerce  
in Korea
3. Chung, Se Yung, President, Hyundai Motor Co., Ltd.
4. Chung, Mong Hun, President, Hyundai Merchant Marine Co., Ltd.
5. Nam, Duck Woo, Chairman, Korea-U.S. Economic Council, Inc.
6. Cho, Choong Kun, President, Korean Air Lines
7. No, Joong Yoel, President, Hanjin Container Lines, Ltd.
8. Lee, Kun Hee, Vice Chairman, Samsung Group
9. Kang, Jin Koo, President, Samsung Semiconductor & Telecom.
10. Huh, Shin Koo, Chairman, Electronic Industries Association  
of Korea
11. Lee, Jung Myung, President, Korea Insu Panel
12. Kim, Ki Hwan, Secretary General, Int'l Economic Policy Council,  
EPB
13. Kum, Jin Ho, Minister of Trade and Industry
14. Yoo, Ki Bum, E.V.P., Daewoo Corp.
15. Park, Ken Suk, Chairman, Pan Ocean Shipping Co., Ltd.
16. Koo, Cha Kyung, Chairman, Lucky-Goldstar Group
17. Lee, Hee Il, President, Korea Flour Mills Industrial Assn.
18. Kim, Hyun Chul, Chairman, Sammi Group
19. Roh, Tae Woo, Chairman, DJP
20. Park, Moon Hyo, E.V.P., Crown Beer
21. Arveen Romain, Deputy General Manager, First Interstate Bank
22. Kim, Jin Won, Rep., Port of Portland
23. Robert J. Selder, Arthur Young & Co.
24. Kim, Chul Su, Asst. Minister, Ministry of Trade and Industry



25. Paul McGuire, General Manager, Nike
26. Park, Kwang Bo, President, Sammi Corporation
27. Seung, Un Ho, President, Donghwa Enterprise
28. Kim, Dong Soo, President, Guhsung Industrial Co., Ltd.
29. Ambassador Richard L. Walker
30. Daniel B. Conable, Agricultural Counselor
31. Thomas A. Rosengren, Director, U.S. Trade Center
32. Carol Murray Kim, Commercial Attache
33. Richard C. Devine, Economic Officer
34. Frederick C. Krause, Executive Vice President, American Chamber of Commerce in Korea
35. Mrs. Griffin
36. Ambassador Moon, Duck Choo, President, Korea-U.S. Economic Council, Inc.
37. H.G. Kim, Director of Planning, Samsung Semiconductor & Telecom.
38. Floyd Gagnon, V.P. Foreign Marketing, Korea Insu Panel
39. Park, Soo Hwan, Managing Director, Gold Star Co., Ltd.
40. Yoo, Sam Suk, Vice Chairman, Sammi Corporation
41. Kim, Yong Won, President, Daewoo Electronic Co., Ltd.
42. Park, Kyong Bok, President, Chosun Brewery Co., Ltd.
43. Mrs. Elizabeth Berry, Agricultural Attache
44. Lee, Byung Chull, Chairman, Samsung Group
45. Hong, Jin Ki, Chairman, Chungang Daily Newspaper
46. Baik, Sung Hak, President, Young An Hat Co.

Mission Members:

1. Victor Atiyeh, Governor of the State of Oregon
2. Thomas F. Kennedy, Director, Oregon Economic  
Development Department (OEDD)
3. Rick Schulberg, Manager, Business Development Programs  
for OEDD
- \$. David Lutjen, Director, State of Oregon Asian  
Representative Office
5. Sang Lee, Economist
6. JAY LEE

TOTAL: 51