

FKCCI GALA 2022

NOVEMBER 11TH * THE SHILLA SEOUL



FKCCI
한불상공회의소

In partnership with



La Région
Auvergne-Rhône-Alpes



**ORCHESTRE
NATIONAL
D'Auvergne**
CLERMONT-FERRAND



MICHELIN
CORPORATE
FOUNDATION



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FKCCI GALA 2022

Introduction



FKCCI Gala Introduction

FKCCI
GALA 2022

The prestigious FKCCI Annual Gala is the most anticipated event within the French-Korean business community. Over **800 distinguished guests** are invited by the most significant French Korean companies based in Korea. Enjoy the beautiful, awe-inspiring decorations and mise-en-scène while interacting with celebrities and exceptional VIPs. At the occasion of the 31st edition, FKCCI will dedicate its annual gala event to *Auvergne-Rhône-Alpes*.

The 31st edition will be held on Friday, November 11th, 2022, at The Shilla Seoul.

< Highlights of the Gala >

- ❖ Champagne Reception
- ❖ Orchestra Concert
- ❖ Lucky Draw Prizes
- ❖ Opening Ceremony
- ❖ Gourmet Dinner
- ❖ Dance Party





This Gala will be supported by our main partner, the Auvergne Rhône-Alpes region. Under the theme "**Auvergne Rhône-Alpes, Land of Serenity**", we will take guests on a journey in the rich heritage of the French South-Eastern region: a true sensorial experience between its rich gastronomy, its breath-taking mountainous landscapes, and its talented music artists. In particular, we will feature programs tailored to the region:

- A concert by the Auvergne National Orchestra
- A customized gastronomic menu with products from the region
- Tailored-made immersive decorations to feature the region's atmosphere and landscapes

FKCCI Gala 2022 Tentative Agenda



Title	FKCCI Gala 2022 < Auvergne-Rhône-Alpes: Land Of Serenity >
Date/ Time	Friday, November 11, 2022/ 17:30 – 00:00 KST
Venue	<u>The Shilla Seoul</u> ◆ Reception - Emerald (Yeong Bin Gwan 2 nd FL) ◆ Main Hall - Dynasty Hall (Main Building 2 nd FL)
Language	French / Korean
Participants	+/- 800

17:30-18:30	Registration & Welcome / Champagne cocktail reception
18:30-18:40	Welcome by masters of ceremonies
18:40-18:55	Opening Speech (<i>speeches in French, projected translation in Korean</i>) <ul style="list-style-type: none">◆ Mr. David Pierre JALICON, Chairman of FKCCI◆ H.E. Mr. Philippe LEFORT, French Ambassador to Korea◆ Representatives of the Auvergne-Rhône-Alpes Region / Delegation
18:55-19:30	Concert - Orchestre National d’Auvergne
19:30-21:00	Dinner
19:30-19:35	Toast
19:50-20:05	Quiz about Auvergne-Rhône-Alpes
20:20-20:35	Lucky Draw – Part. 1
20:45-21:15	Drone Soccer show
21:25-21:45	Lucky Draw – Part. 2
22:00-00:00	Dance Party

FKCCI GALA 2022 Partnership



Affiliate with Annual FKCCI Gala



INCREASE YOUR BRAND AWARENESS

This is a unique opportunity to expose and promote your brand at the most eventful evening of the leading Korean and foreign business community. Promote your products and service through our sponsorship benefits.

BROADEN YOUR NETWORK

This exceptional event will allow you to gain excellent contacts from diverse industries including advertising, automotive, banking and finance, communication, consulting, luxury goods, fashion and cosmetics companies, food and beverage, hospitality, law offices, airline and travel and more.

REWARD YOUR VIP CUSTOMERS

By inviting your most valued customers to this prestigious event, you will reinforce their customer loyalty.

DEVELOP YOUR CLIENT PORTFOLIO

Reach our international attendees from the senior executives and professionals to the affluent group of customers.

FIND NEW BUSINESS OPPORTUNITIES

Benefit from a highly targeted audience of business decision-makers.



FKCCI Gala 2022 Partnership Benefits



Partnership Benefits	Platinum	Gold	Silver	Honor
Total Fee/ Minimum in cash⁽¹⁾ (KRW, VAT Excluded)	5M / 3.5M	3.8M / 2.5M	2.5M / 1.5M	Product only
❖ Offline Promotion				
▪ Gala Brochure				
• Company recognition on sponsor page	Large size	Medium size	Small size	Company name
• Company name and product description on Lucky Draw Prize page	*Top 10 prizes will have photo of product on the Lucky Draw Prize page and will be presented on stage.			
• Advertisement page on the brochure for company's brand or product	1 page	½ page		
▪ On Site Promotion				
▪ Promotional video or logo on the screens of event hall	30 sec. video or logo	15 sec. video or logo	5 sec. logo of all companies	
▪ Logo display on Photo wall	Large size	Medium size	Small size	Company name
▪ Logo display on every event banners	Large size	Medium size	Small size	Lucky Draw Banners
▪ Logo on the table	Large size	Medium size	Small size	
▪ Standing banner at the VIP lounge	Each company			
❖ Online Promotion				
▪ Company recognition on FKCCI Website + Gala Newsletter	Large size	Medium size	Small size	Company name
▪ Company recognition on FKCCI SNS (Facebook, LinkedIn, Twitter, Instagram) & Blog	Large size	Medium size	Small size	Company name
▪ Company logo visibility on YouTube published after the event	Large size	Medium size	Small size	
❖ Others				
▪ Press Release, Partnership feedback document after the event etc.				

(1) For sponsorship in kind, please contact us at event@fkcci.com

FKCCI GALA 2022

Partnership Benefits



Offline Promotion

1. Brochure

AD contents

- ❖ The brochure includes
 - Main Cover
 - Gala program
 - Partner logo pages
 - Introduction page of theme
 - Lucky draw prizes presentation
 - Interview of artists
 - Sponsor advertising pages

Distribution

- ❖ These brochures will be put on the gala table to distribute to each participants.



▲ Main Cover Example

(Left) GALA 2016 – Impressive Normandy

(Right) GALA 2019 – Extended Monaco



1. Brochure

Editorial Advertising

- ❖ Company recognition on sponsor page

DIAMOND SPONSORS



PLATINUM SPONSORS

GOLD SPONSORS

SILVER SPONSORS

		
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HONOR SPONSORS

<p>ATELIER DES CAHIERS CONRAD SEOUL FOURSEASONS HOTEL GROUP SEB KOREA LA GRAND JATTE LE CELLIER MAGNUM IN PARIS OCEAN SPRAY SEOUL WINE & SPIRITS THE SHILLA SEOUL</p>	<p>BADOIT EVIAN FRANCE GOURMET HOTEL CRESCENDO SEOUL LA VALLEE VILLAGE LOTTE HOTEL MAISON GUILLAUME SAINT JAMES TASTEBUD (SASSY)</p>
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▲ Advertising page example

FKCCI Gala 2019 Partner

1. Brochure

Editorial Advertising

- ❖ Company name and product description on Lucky Draw Prize pages

TOP 13 LUCKY DRAW
탑 13 행운권 추첨상품

TOP 1



AIRFRANCE

2 Round Trip Flight Tickets with Air France in Business Class from Seoul to Nice

+ **MONACAIR**
Transfer from Nice to Monaco by Helicopter

+ **FAIRMONT MONTE CARLO**
2 nights stay in an Ocean View Room

TOP 2

AIRFRANCE



2 Round Trip Flight Tickets with Air France in Economic Class to Paris

+ **LA VALLEE VILLAGE**
Vip Shopping Day Experience Package

TOP 3

LOUIS VUITTON



LOUIS VUITTON KOREA LTD.
Twist bag

36 FKCCI GALA 2019

DeLonghi



DE LONGHI KOREA
Primadonna Elite Experience

VonEstis



VONESTIS
1 VonEstis Esthetic Voucher (3,000,000 KRW)

Cartier



CARTIER KOREA
Guirlande of Cartier bag (Mini)

MICHELIN



MICHELIN KOREA CO., LTD.
Michelin tire voucher

BNP PARIBAS
The bank for a changing world



BNP PARIBAS
1 Travel Voucher of 1,900,000 KRW

CREDIT AGRICOLE
CREDIT AGRICOLE CORPORATE AND INVESTMENT BANK



CREDIT AGRICOLE CORPORATE AND INVESTMENT BANK
1 Travel Voucher of 1,900,000 KRW

SOCIETE GENERALE



SOCIETE GENERALE SEOUL BRANCH
1 Travel Voucher of 1,900,000 KRW

L'OREAL



L'OREAL
Helena Rubinstein set

LBI



LUXURY BUSINESS INSTITUTE
1 Access to Luxury Attitude Academy and 1 iPad Pro

ACCOR



ACCOR AMBASSADOR KOREA
2 Nights Stay at Novotel Ambassador Seoul Gangnam Premier Suite including breakfast for 2 persons

FKCCI GALA 2019 37

▲ Advertising page example (FKCCI Gala 2019)

Top 10 prizes will have photo of product on the Lucky Draw Prize pages and will be presented on stage.

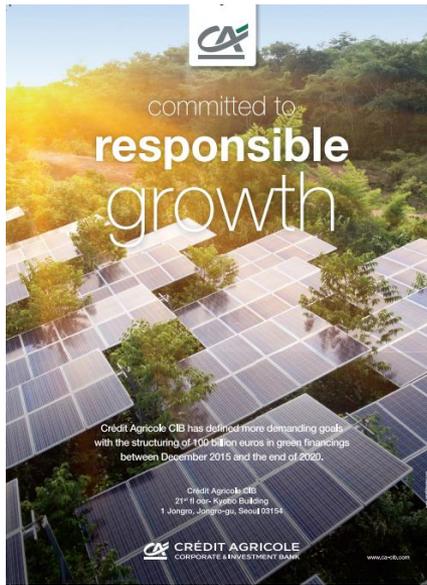
1. Brochure

Editorial Advertising

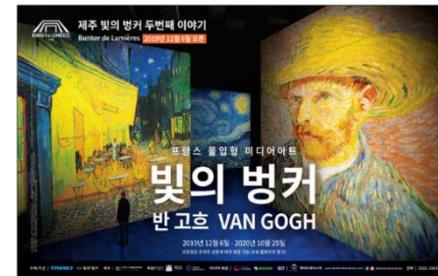
- ❖ Advertisement page on the brochure for company's brand or product

Explore your **company and/or product visibility** to the highest level with our brochure dedicated to the Gala!

This brochure will be given to each participant of the Gala, to present the program of the evening, the lucky draw as well as our sponsors.



▲ Advertising page example



½ page included in Gold Sponsor

1. Brochure

Editorial Advertising

❖ Advertisement page on the brochure for company's brand or product

Maximize your visibility with your **optional upgrades!**

(KRW/ VAT Excluded)

PLATINUM	GOLD	SILVER	ADVERTISING ONLY
Inside front hard cover ➤ KRW 600,000	Inside front hard cover ➤ KRW 700,000	Inside front hard cover ➤ KRW 1,000,000	Inside front hard cover ➤ KRW 2,000,000
Inside back hard cover ➤ KRW 500,000	Inside back hard cover ➤ KRW 600,000	Inside back hard cover ➤ KRW 900,000	Inside back hard cover ➤ KRW 1,900,000
(1 standard page included in sponsorship)	1 Standard page ➤ KRW 500,000 (½ standard page included in sponsorship)	Standard page ➤ 1 page: KRW 800,000 ➤ ½ page: KRW 500,000	Standard page ➤ 1 page: KRW 1,800,000 ➤ ½ page: KRW 1,200,000

- ✓ The number of Inside front & back hard covers is limited to only one or two companies, so please make a reservation early.
- ✓ You can apply for this optional advertisement through the attached file "Registration_Sponsorship-Advertising" in the same email or event@fkcci.com

2. On Site Promotion

Promotional video or logo on the screens of event hall

❖ On the screen of the foyer



Platinum
30 sec. video
or logo

Gold
15 sec. video
or logo



Silver
5 sec. logo of
all companies

❖ On the screen of the main hall



2. On Site Promotion

Exposure of your company recognition during Gala

❖ Photo & Logo Walls



❖ Table Card



2. On Site Promotion

Exposure of your company recognition during Gala

- ❖ Logo display on every event banners



Partnership Benefits: Offline Promotion



2. On Site Promotion

Exposure of your company recognition during Gala

❖ Brand and product visibility



2. On Site Promotion

Exposure of your company recognition during Gala

- ❖ Brand and product visibility by Lucky Draw

The Lucky Draw is one of the main highlights of the evening. Tickets to participate in this event are sold on the day of the gala. The top fifteen prizes are drawn on stage, allowing the opportunity for sponsors to promote their new products.



FKCCI GALA 2022

Partnership Benefits



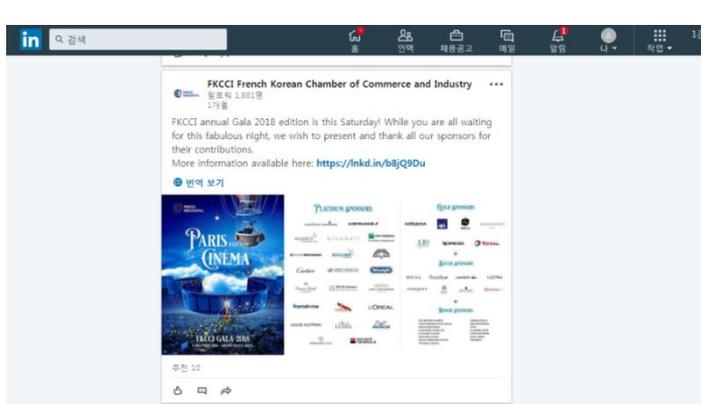
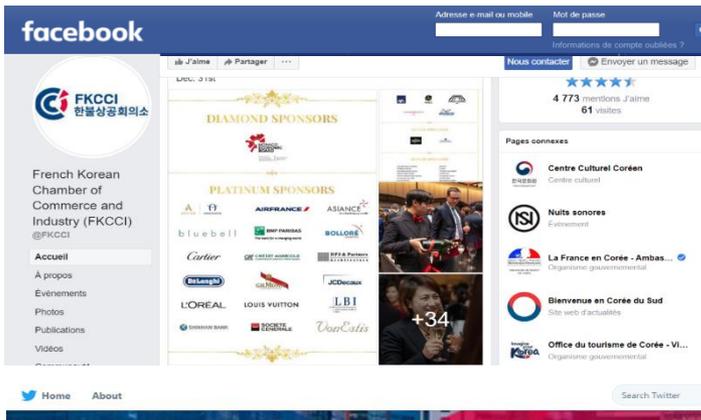
Online Promotion

Recognition on FKCCI Website, Blogs, SNS, E-mailing

- ❖ Company recognition on FKCCI website and blogs (**over 180,000 visitors** per year) as well as on SNS (**over 28,000 followers** on all SNS platforms)
- ❖ Company logo on the event promotion e-mailing (**over 5,400 email subscribers**)



DIAMOND Partnership Benefits: Online Promotion



오는 12월 7일 토요일 한불상공회의소는 그간의 커다란 성공에서 30회 달이 되며 성사를 거두었습니다. 이번 달이 열리는 한 800여명의 호스트와 1만 2천명의 게스트가 한불상공회의소의 주유권 소유를 기념하기 위해 모일 것입니다. 이번 30

▲ FKCCI Blog



▲ FKCCI E-mailing

FKCCI GALA 2022

Partnership Benefits



Others

Press Release

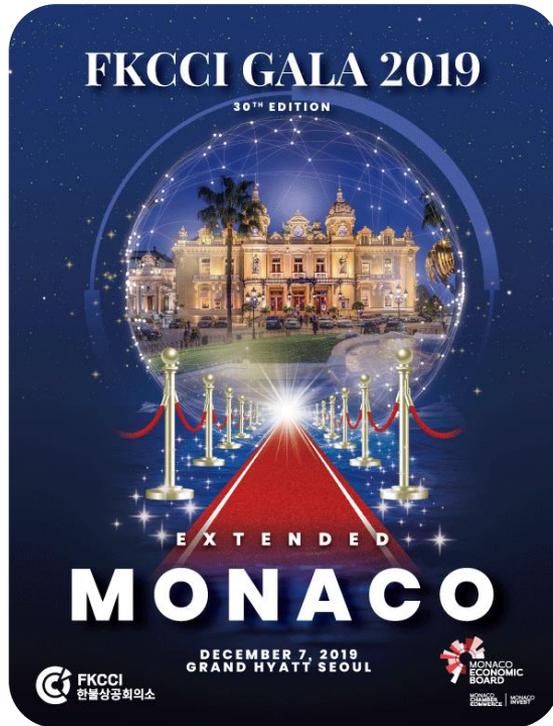


< Media Partners >

- chosun.com**
- THE DONG-A ILBO**
- FINANCIAL NEWS**
- Forbes**
- FORTUNE**
- hankooki.com**
- INVEST KOREA**
- JoongAng Daily**
English JoongAng Ilbo - IHT Partner
- The Korea Herald**
The Nation's No. 1 English Newspaper
- THE KOREA TIMES**
- MT** 머니투데이
- OutdoorNews** 아웃도어뉴스
- YAHOO! SPORTS**
- YONHAP NEWS AGENCY**

FKCCI GALA

Previous Editions



THEME

For this edition, on the theme "Extended Monaco" in collaboration with Monaco Government, our guests were able to enjoy a beautiful evening in a wonderful atmosphere drawn from films presenting the French capital. We thank our 800 guests for sharing this warm and welcoming moment with us, which represents a year of intense work for the FKCCI.

SPECIAL PERFORMANCE : EMJI & FASHION SHOW



VIP Guests



H.E. Philippe Lefort,
French
Ambassador
to Korea



H.E. Michael Reiterer,
Head of
Delegation of
the EU to Korea



Mr. Kyung Shik Sohn,
President of
CJ Group



Mr. Frédéric Genta
Country Chief
Digital Officer
of the
Principality of
Monaco



Ms. Ida Daussy,
Master of
Ceremonies



Mr. Fabien Yoon,
Master of
Ceremonies

Settings and Decoration





THEME

For this edition, on the theme "Paris fait son cinéma", our guests were able to enjoy a beautiful evening in a wonderful atmosphere drawn from films presenting the French capital. We thank our 800 guests for sharing this warm and welcoming moment with us, which represents a year of intense work for the FKCCI.

SPECIAL PERFORMANCE : MAXIMILIEN PHILIPPE



VIP Guests



H.E. Fabien PENONE,
French
Ambassador
to Korea



H.E. Michael REITERER,
Head of
Delegation of
the EU to Korea



Mr. Kyung Shik SOHN,
President of
CJ Group



Ms. Yeonjae SON
Former Korean
national
gymnastics
team



Ms. Ida DAUSSY,
Master of
Ceremonies



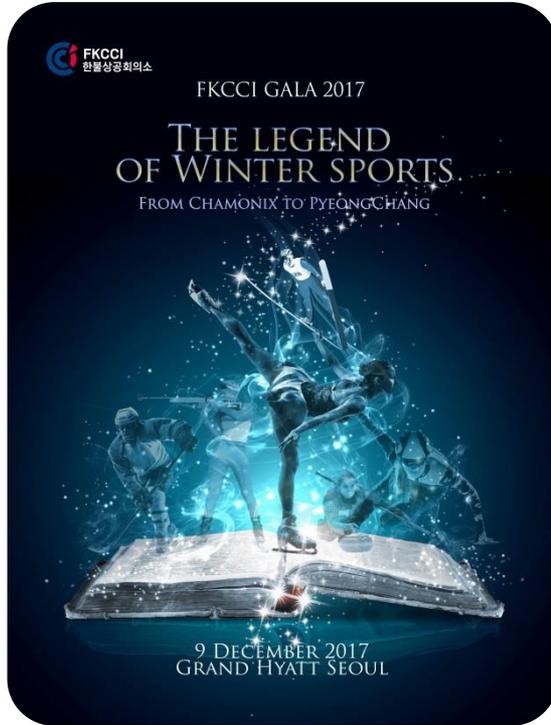
Mr. Fabien YOON,
Master of
Ceremonies

Settings and Decoration



2017 : The Legend of Winter Sports

From Chamonix to Pyeongchang



THEME

The FKCCI has prepared an unforgettable night around the theme "From Chamonix to PyeongChang: the Legend of Winter Sports". At the occasion of the upcoming worldwide sports competition which will take place next year in Korea and in cooperation with PyeongChang's committee, the FKCCI decided to create a Gala atmosphere focusing on winter sports and the beauty of mountain winter nights.

SPECIAL PERFORMANCE : ALMA & FASHION SHOW



2017 : The Legend of Winter Sports

From Chamonix to Pyeongchang



VIP Guests



H.E. Fabien PENONE,
French
Ambassador
to Korea



H.E. Michael REITERER,
Head of
Delegation of
the EU to Korea



H.E. Adrien THEATRE,
Belgian
Ambassador to
Korea



H.E. Chafik RACHADI,
Moroccan
Ambassador
to Korea



Mr. Jeffrey I KIM
Foreign
Investment
Ombudsman,
KOTRA



Mr. Kyung Shik SOHN,
President of
CJ Group



Mr. Hee-beom LEE,
President and
CEO of the
PyeongChang
2018 Organizing
Committee



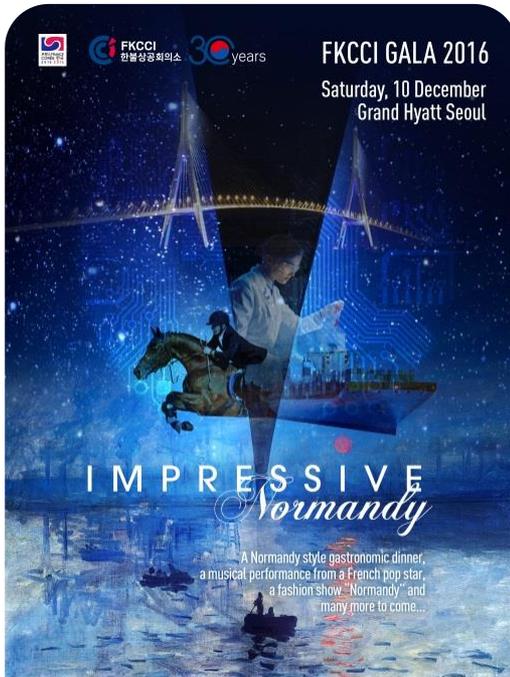
Ms. Mina SOHN,
Editorial Director
of Huffington
Post Korea



Settings and Decoration



2016: Impressive Normandy



In partnership with



DIAMOND SPONSOR

In partnership with Region Normandie

THEME

Let's take a pleasant stroll through charming Normandy, historic French region renowned for its rich culture and for being a throbbing heart of today's French economy and innovation. Passing through the beautiful sceneries and flourishing nature that inspired the greatest artists and gave birth to impressionism, we will get a taste of Normandy's cultural wonders and gastronomy.

MUSICAL PERFORMANCE : GAIN & CORSON



VIP Guests



H.E. Fabien PENONE, French Ambassador to Korea



Alain GOURNAC, Senator President of France-Korea Group



Philippe AUGIER, Mayor of Deauville



Thierry MARIANI, Member of the French National Assembly for French residents overseas



Ms. Christianne VULVERT, Regional Counselor of Normandie



Ms. Genevieve FIORASO, Depute for Isère



Ms. Ji Yeon BAEK, Journalist



Mr. Kyung Shik SOHN, President of CJ Group

Settings and Decoration





DIAMOND SPONSOR

In partnership with Seoul Luxury Business Institute (SLBI)

THEME

Greenness, symbiosis between humankind and Mother Nature, renewable energies and eco-friendly development...

The FKCCI cordially invites you to the fantastic and unique voyage through time and through magnificent landscapes reminding the importance of protecting nature and how leading environmentally friendly and sustainable technologies can make a difference for a better tomorrow.

An ode to Mother Nature. From the entrance to the interior of the hall, stunning and breathtaking sceneries will lead you to a wonderful journey running from natural heritage to new technology, from ocean to sky.

Welcome to the future, welcome to France in 2100!

MUSICAL PERFORMANCE : YOUN SUN NAH



Youn Sun Nah is well regarded for her remarkable vocal prowess. The Korean jazz vocalist's ability to present each song in her own unique style filled with emotion and passion has consistently captured her audience in attentive silence, ending with roaring appreciation. The songstress traverse the vocal spectrum effortlessly to the extent where she's not just another vocalist, she's a musical instrument. French newspaper, Le Monde described her as "a UFO touching the universe of jazz with a magnificent voice and passionate originality; Jubilation in triple time"



VIP Guests



H.E. Fabien PENONE, French Ambassador to Korea



Gerhard SABATHIL, Head of Delegation of the EU to Korea



Mr. Fabien YOON, Master of Ceremonies



Mr. Thierry MARIANI, Member of the French National Assembly for French residents overseas



Ms. Ida DAUSSY, Master of Ceremonies



Mr. Jeffrey I KIM, Foreign Investment Ombudsman, KOTRA

Sung-Guk, DOO, Senior Vice-President, ASIANA

Mr. Yung-Kyu HWANG, Seoul Energy Fund

Settings and Decoration



FRENCH KOREAN CHAMBER OF COMMERCE AND INDUSTRY



FKCCI GALA 2022 NOVEMBER 11TH * THE SHILLA SEOUL

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