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Special Lunar New Year/Winter 2018 Edition

Plans for 2018 Florida-Korea Summit To be Announced Soon

FLOR/KOR will soon announce plans for its next Florida-Korea Summit to be held in this coming fall (exact date, hosting partner and venue TBD). This important annual event is organized by FLOR/KOR as a statewide gathering of Florida-Korea business leaders and representatives of FLOR/KOR's key Korean partners such as the Korea-U.S. Economic Council (KUSEC), the Korea International Trade Association (KITA), the Korea Trade Center Miami (KOTRA), and the Korea Embassy and/or Consulate General.

This year's Summit will rotate to Northeast Florida, and will most likely be hosted by one of FLOR/KOR's key partner organizations in the Jacksonville area. The Korean Consul General and a senior Florida official are expected to deliver opening keynote remarks at the event. The Port of Jacksonville has a sister port relation with the

Port of Changwon, Korea, and the Jacksonville Chamber has actively participated in past FLOR/KOR missions to Korea and previous Summit programs.

"We are excited about having the next Florida-Korea Summit in Northeast Florida," said FLOR/KOR Executive Director, Mr. Dave Woodward. "During the Summit, we will also announce plans for FLOR/KOR's next mission to Korea in conjunction with the 41st Annual SEUS/Japan Joint Meeting in Tokyo this coming October," he added.

A networking event is being planned as part of the Summit program, and FLOR/KOR will hold its annual meeting of members in conjunction with it as well. More details of the Summit program including a preliminary draft agenda, registration info and other details will be announced soon. In the meantime, anyone interested in attending

is welcome to contact us with any questions by e-mail at info@florkor.org or by phone at 786-235-8289. You may also visit us online at www.florkor.org.



Dave Woodward, Executive Director, FLOR/KOR (third from left) at the 2017 Florida-Korea Summit with representatives from last year's host, Port Miami, and guest speakers.

Korean Lunar New Year "Seollal" 2018

Seollal is one of the largest holidays of the year. Seollal celebrates the lunar New Year. This year the lunar new year holiday falls on February 15-17. The primary purpose of Seollal is to pay respect to ancestors, but it has also become a mechanism of keeping families together. As parents and siblings drift apart due to work, school, marriage, and other obligations, Seollal brings the family back together for a time of respect of happiness. The people of South Korea often receive time off to celebrate the five-day holiday. During this time, people will spend happy moments with their relatives while they rest for the New Year. Prior to the Seollal celebration, people celebrating have many preparations to make. In South Korea, many gifts are given, so there is much shopping

to be done. People must also travel to a single location to celebrate with their families, so transportation must be arranged.

Seollal is one of the busiest travel periods for South Korea, so it is important for people to purchase tickets and book accommodations well in advance. Food must also be purchased for the family meals and ancestral rites. Once all of the preparations are completed, it is time for an enjoyable holiday to enjoy with the family. Many families in South Korea use Seollal as an opportunity to travel while enjoying each other's companies. Cities and various recreation areas are often not very crowded during this holiday, so these can be ideal places to visit :

National Museum of Korea

The National Museum of Korea in Seoul is a location where people can enjoy about the history of Korea during Seollal. It houses many pieces of art and artifacts that can be appreciated by people of the family. The National Museum of Korea also hosts various cultural events during the lunar New Year holiday.

Changdeokgung Palace and Huwon

Changdeokgung Palace is a historical location that has been recognized by UNESCO as a World Heritage Site. At this location, families can view historical architecture and check out

some beautiful sites such as the rear garden, a place with a large tree that is over 300 years old. Seollal is a lunar New Year celebration that emphasizes family closeness and happiness.

Seollal is known for its large feast of traditional Korean food. One of the main dishes during this holiday is tteokguk. Tteokguk is a soup made of beef, vegetables, egg, and rice cakes. According to Korean traditions, this dish is supposed to promote longevity through life-extending properties. Galbijjim is another dish commonly enjoyed during Seollal. Galbijjim are beef short ribs that are steamed and sliced into small pieces and cooked in a pot of soy sauce, pepper, sesame oil, scallions, and sugar. The dish is slow cooked so that the meat is tender and full of a savory flavor. These dishes are sometimes paired with three-color namul, a popular Korean vegetable dish. While the exact composition of the dish varies depending on area and preference, the three-color namul is made up of three vegetables that are colored green, white, and brown. Popular choices include spinach, fern shoots, and balloon flower roots. After finishing a meal during the lunar New Year in Korea, it is customary for the entire family to pay respect to ancestors with a brief prayer. (See back cover for greeting card and related image.)

Source: publicholidays.co.kr/seollal

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Samsung's South Carolina Plant Opens

South Korea's Samsung Electronics Co. will open a washing machine plant in South Carolina next week, the first time in nearly three decades that the consumer electronics giant will manufacture home appliances directly in the United States after it pulled out of a TV plant in 1991. The company moved up the opening date after a U.S. International Trade Commission (ITC) recommendation that a tariff-rate quota of 40 to 50 percent be placed on imported washers, mainly manufactured by Samsung and LG Electronics Inc., if imports exceed 1.2 million units over the next three years. The ITC's ruling came after Michigan-based Whirlpool filed a complaint to contain its Korean rivals. The duties would become final upon approval from President Trump.

The new facility in Newberry County will be capable of producing up to 1 million washing machines annually, which would account for about 60 percent of supply in North America. Samsung Electronics' U.S. subsidiary announced that it was holding an opening ceremony for the Newberry factory on Jan. 12, while making its appeal at a hearing of the U.S. Trade Representative in Washington D.C., on Wednesday Jan. 10. Samsung Electronics decided to open a \$380 million home appliance manufacturing facility in South Carolina to counter rising trade barriers under President Donald Trump.

Samsung Electronics had initially planned to begin operations of its Newberry factory in the first half of this year but moved up the date to this month. LG Electronics is also building a \$250 million washing machine factory in Montgomery County in Tennessee with an aim to complete construction by the end of this year. Once Samsung Electronics and LG Electronics begin operations of their new facilities in North America, overall output from their plants in Vietnam, that so far are responsible for much of their global production, will drop significantly.

Samsung already has a call center located in Greenville, South Carolina. The office supports 800 full time and contracted jobs. Meanwhile, the Newberry County facility, when fully operational, will support 954 employees, including engineers, operators, craftsmen, as well as technical and non-technical positions.

Samsung chose the Newberry County as the most strategic site for its new manufacturing facility. "The fact that one of the world's largest and most respected technology companies is choosing to invest in South Carolina speaks volumes about the innovation and excellence our talented workforce is capable of," South Carolina Governor Henry McMaster said. "I'm thrilled to strengthen our state's partnership with Samsung and look forward to working with them to get this new facility up and run-



Samsung's Newberry County, SC washing machine manufacturing plant opening ceremony on January 12, 2018.

ning, and producing high quality made-in-South Carolina products."

"For nearly forty years, Samsung has steadily expanded our operations in the United States – creating thousands of jobs and investing billions of dollars in cutting edge manufacturing facilities, research and development," Samsung Electronics America President & CEO Tim Baxter said. "With this investment, Samsung is reaffirming its commitment to expanding its U.S. operations and deepening our connection to the American consumers, engineers and innovators who are driving global trends in consumer electronics."

Source: Maeil Business News Korea 1-05-18

North & South Korea March Under One Flag at Winter Olympics Opening Ceremony



Flag-bearers carried a Korean unification flag to lead their teams into the opening ceremony of the Winter Olympics in Pyeongchang on February 9, 2018.

The Winter Games kicked off in this ski-resort town with a volatile blend of geopolitics and Olympic pageantry, foreshadowing an event in which international intrigue will provide a dramatic backdrop for sporting grandeur. In an Opening Ceremony on Friday staged just 50 miles south of the inter-Korean border, delegations from the two Koreas walked into the stadium together under a unified flag.

U.S. Vice President Mike Pence, who earlier in the day called North Korea "the most tyrannical regime on the planet," was among the attendees, along with Kim Yo Jong, the younger sister of North Korean leader Kim Jong Un, a surprise last-minute guest whose every move was tracked closely by the South Korean media. The North Korean delegation, which included Kim Yo Jong and Kim Yong Nam, the country's ceremonial head of state, sat just one row back from Mr. Pence and his wife on the dais at the Open-

ing Ceremony. The two sides appeared to have avoided any interaction. The ceremony itself was filled with nods to traditional Korean motifs, including the yin-yang symbol of cosmic harmony that appears on the South Korean flag. The traditional Korean folk song "Arirang," a mournful song of longing that is an unofficial national anthem on both halves of the Korean Peninsula, played a prominent role in the proceedings. Meanwhile, a mix of South Korean pop music, including rapper Psy's ubiquitous global 2012 hit "Gangnam Style," provided the soundtrack.

The entry of the inter-Korean delegation, under a unified flag depicting a silhouette of an undivided Korean Peninsula against a white backdrop, marked the emotional climax of an Olympiad that just a few weeks ago appeared set to be overshadowed by inter-Korean strife. Instead, as the North and South Korean delegates marched into the stadium, South Korea's president and his wife turned around to shake hands with Mr. Kim and Ms. Kim—the first handshake between a South Korean president and a member of the North's ruling Kim family in more than a decade. Later, two members of the inter-Korean women's ice-hockey team carried the Olympic torch up a set of stairs and handed it to South Korean gold-medal figure skater Kim Yuna, the country's most celebrated Olympic athlete. The two Koreas have walked into the Olympic Opening Ceremony together three times before, but never against such a backdrop of geopolitical crisis. Last year, North Korea detonated its sixth and most powerful nuclear weapon and launched two new intercontinental ballistic missiles capable of reaching the U.S. mainland. Mr. Kim, meantime, has traded public threats with President Donald Trump, whose administration is weighing military options to halt North Korea's nuclear program—a move that could trigger a broader conflict

in a region that is home to more than a quarter of the world's population. With those tensions hanging over the Games, organizers in South Korea spent the past few months aggressively courting North Korea's participation in the Olympics—as insurance against any provocations from Pyongyang, but also as a powerful symbol of the "Peace Olympics" that the Pyeongchang bid committee successfully pitched when it won hosting duties back in 2011.

Hours before the Opening Ceremony, South Korean President Moon Jae-in hosted Mr. Pence and a North Korean delegation that included Kim Yong Nam at a nearby reception. "Had it not been for the Pyeongchang Olympics, some of us might not have had chance to be together in the same room," Mr. Moon said in remarks directed at the North Korean and U.S. delegations, as well as other political dignitaries from around the world. "We are here together and that alone will be a precious starting point for a step forward toward world peace." But Mr. Pence, who had left the door open to a meeting with North Korea's delegation, didn't shake hands with Kim Yong Nam during the reception, according to a pool report and a statement from South Korea's presidential Blue House. He dismissed North Korea's participation at Pyeongchang as a "charm offensive" that the regime had launched at three previous Opening Ceremonies—most recently at the 2006 Winter Games, which came just eight months before it tested its first nuclear bomb. "Whatever images may emerge against the powerful backdrop and idealism of the Olympics, North Korea has to accept change," Mr. Pence said. "They have to abandon their nuclear ambitions."

Source: The Wall Street Journal 2-9-18

LG to Open Clarksville, TN Washing Machine Plant by Year End

Zachary Bates, manager of Government Affairs & Community Relations for LG Electronics USA, Inc., says the company "is moving ahead very rapidly on the construction of the one-million-square-foot LG washing machine plant" in Clarksville. According to Paul Bradford, LG's local head of construction management, overall preparation of the 310-acre Clarksville LG site, including mass grading, storm water infrastructure and utility installation, is now nearing completion.

The project is huge. After installing 1,000 micro-piles to support the foundation, LG just poured over 2,000 yards of concrete on the foundation for the plant. "With American-made steel having been delivered in late December," Bates said, "the process of erecting the steel girders will be under way starting in January. The foundation for the utility building also will be completed in January." "In Clarksville, we encourage foreign investment and do everything we can to promote our business-friendly environment. Construction on the new factory is moving quickly, and when this plant is completed, LG washing machines will be Tennessee-made products, and that is something we are extremely excited about," McMillan said. "Switching from imports to domestically produced washers cannot happen overnight. During the transition, restrictions on

LG imports can be counterproductive. "LG needs to preserve its customer base during the transition so there are retailers ready to take the Tennessee-produced washers. Good manufacturing jobs – American jobs, Tennessee jobs, Clarksville jobs – are in jeopardy here," she told the ITC.

Both local mayors seek to present a unified front in the matter, emphasizing that once LG and Samsung open planned, new factories in Clarksville, and South Carolina, respectively, they will be creating thousands of domestic jobs, producing appliances manufactured in the U.S. In September, state Sen. Mark Green joined McMillan and Durrett in D.C. in an initial hearing on the matter before the ITC.

Green told The Leaf-Chronicle Wednesday he continues to stand with the local delegation and its position supporting LG. "These hearings are about free-market principles," Green said. "Our Clarksville workforce is the best in the nation and it will produce the best washers if allowed to compete fairly. "Trade restrictions unfairly lower LG's market share and adversely impact the start-up of the Clarksville plant. That's not fair," Green said, "and it's certainly not how you get the consumer the best product for the best price." Nevertheless, by November, the ITC was



U.S. Secretary of Commerce Wilbur Ross speaks at the groundbreaking for LG's washing machine plant in Clarksville, TN on August 24, 2017.

recommending to President Trump, a set of tariffs as possible trade restrictions on imports of appliances. It's a measure that officials for LG Electronics have said will be damaging to their company. LG is in the process of building the Clarksville plant on 310 acres of Corporate Business Park North, that is to employ about 600 people there in the first phase, and there are fears of heightened trade restrictions putting a damper on those plans. LG's new U.S. washer factory in Clarksville will serve the North American market. Construction on the site is under way.

Source: The Leaf-Chronicle 1-3-18

Korean-American Chloe Kim Wins Team USA Gold Medal at PyeongChang Winter Olympics



Chloe Kim, after learning she had won the Olympic gold medal in the halfpipe competition, on February 13, 2018 in Pyeongchang.

On the morning his teenage daughter flipped and McTwisted her way to a gold medal at the 2018 Winter Olympic Games — and thereby cemented her status as America's newest superstar of the PyeongChang Olympics — Kim Jong Jin, father of halfpipe snowboarding champion Chloe Kim, sent her a text message. Kim immigrated to the United States from South Korea and Chloe, 17, was born in 2000 — the Year of the Dragon in the Chinese zodiac. According to Korean fable, it can take 1,000 years for an imugi — a mythological snake — to morph into a fully fledged dragon. Kim first took Chloe snowboarding when she was 4-years-old, when the family lived in Torrance, Calif. He later quit his engineering job to support Chloe's pursuit of the sport.

Today, Kim told Chloe before she dropped into the pipe, is the day the imugi turns into that dragon.

Dad was right. With her extended family — five South Korean relatives, including her 75-year-old grandmother, who has never seen her compete, an aunt from Switzerland, plus mom, dad, and her two sisters — holding "Go Chloe Kim!" signs at the bottom of the hill, the 17-year-old won the Olympic gold medal in the halfpipe competition at the Phoenix Snow Park Tuesday morning, overwhelming her opponents with a stunning aerial display. She dropped the hammer in her first run. Kim scored a 93.75, which was more than eight points higher than the second-place rider, eventual silver medalist Liu Jiayu of China. Chloe quickly set a standard that no one would catch. After sticking that first landing, she hugged her family cheering section. "Okay, don't cry," she said as they swarmed her.

Though each rider had two more chances to top her, the rest of the day felt like a coronation. The young rider slipped in her second run, but no one could pass her. When Liu scored an 89.75 in her last attempt, the gold became official. The Kims mobbed each other. American Arielle Gold took bronze, while Kelly Clark, the veteran American who won halfpipe gold 16 years ago, finished just off the podium in fourth. Team USA has now swept all three of the snowboard golds at the Pyeongchang Games. Though already the gold

medalist, Chloe Kim still had one run to go. She could have sauntered down the pipe, taking a victory lap. Instead she went huge, unleashing back-to-back 1080s — that's three full revolutions in the air per trick. Back in 2016, she became the first female athlete to land this difficult maneuver in an international competition. She was 15. Now, she's the first woman to do it in the Olympics. She's also the youngest woman to win the Olympic halfpipe. She scored a 98.25 in her third run, nearly 10 points ahead of silver medalist Jiayu.

Why risk injury when you've already won? Snowboarders are wired to show off. "I wasn't going to be completely satisfied taking home the gold, knowing I could have done better," she says. She also dedicated her performance to grandma. "I can't wait to go shopping with her," she says.

After his daughter's victory became official, Kim senior raced from one end of the halfpipe venue to the other, looking for Chloe so they could embrace. He thought back to those early days in Southern California, when he took little Chloe to the mountain because he wanted his wife, Boran Yun Kim, to go snowboarding with him. "She was what they call they decoy," he says. About a dozen years later, the Kims are living this wondrous moment. "The American dream," says Kim, pumping his fists. "Woooo!" Finally he found his daughter. The dragon, arms around her family, stood smiling in the snow.

Source: Time 2-13-18

FLORIDA-KOREA TRADE

The total merchandise trade with South Korea in \$millions

	2014	2015	2016	2015-2016 (%change)
Total Trade	2,130.0	2,214.8	2,153.9	-2.8
Florida Exports	342.6	268.1	315.3	18.5
Florida Imports	1,787.4	1,948.7	1,838.0	-5.7

Note: Total Trade between Florida and Korea fell 2.8% during the most recent two-year reporting period, while Florida exports grew about 18.5% according to the most recent trade data available from Enterprise Florida.

Top 10 Florida-Origin Exports to Korea:

1. Liquid Crystal Devices Nesoi; Lasers; Opt Appl; Pt
2. Civilian Aircraft, Engines, and Parts
3. Fruit Juices Not Fortified with Vitamins or Minerals
4. Automatic Data Process Machines; Magnetic Readers Etc
5. Turbojets, Turbo-propellers & Other Gas Turbines
6. Waste and Scrap of Paper or Paperboard
7. Chemical Woodpulp, Dissolving Grades
8. Print Mach Incl Ink-Jet Mach Ancil T Prnt Pt Nesoi
9. Instruments & Apparatus for Physical or Chemical Analysis
10. Polyamides in Primary Forms

Seollal (Korean Lunar New Year) 2018

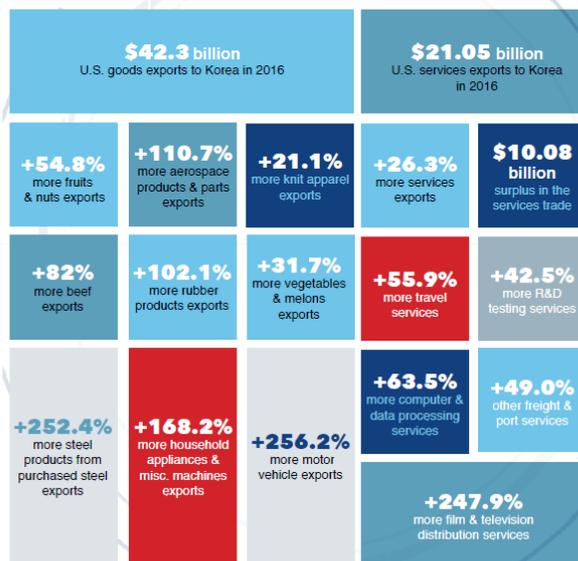


This year's Korean Lunar New Year marks the beginning of the Year of the Dog on February 16. (See related article on p. 1)



KORUS Creates New Opportunities for American Exporters

KORUS creates new opportunities for American exporters



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