

**FKCCI GALA 2015**

# **FRANCE 2100**

a journey to the future



**5 december 2015**  
**Grand Hyatt Seoul**

# **FKCCI Gala 2015**

## **France 2100:**

### **a journey to the future**



**Date: 5<sup>th</sup> December 2015**  
**Venue: Grand Hyatt Seoul**

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# FKCCI Annual Gala Overview

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.

The 26th edition will take place on Saturday, December 5th, 2015, at Grand Hyatt Seoul.

## Highlights of the Gala

- ❖ Reception party
- ❖ Entertainment
- ❖ Lucky Draw
- ❖ Opening Ceremony
- ❖ Gourmet Dinner
- ❖ Dance Party





# FKCCI Gala 2015

## France 2100: a journey to the future



# France 2100, a journey to the future



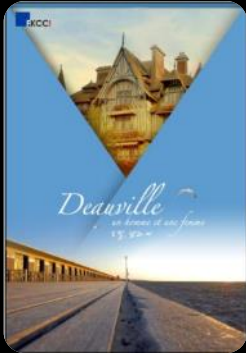
Greenness, symbiosis between humankind and Mother Nature, renewable energies and eco-friendly development...

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.

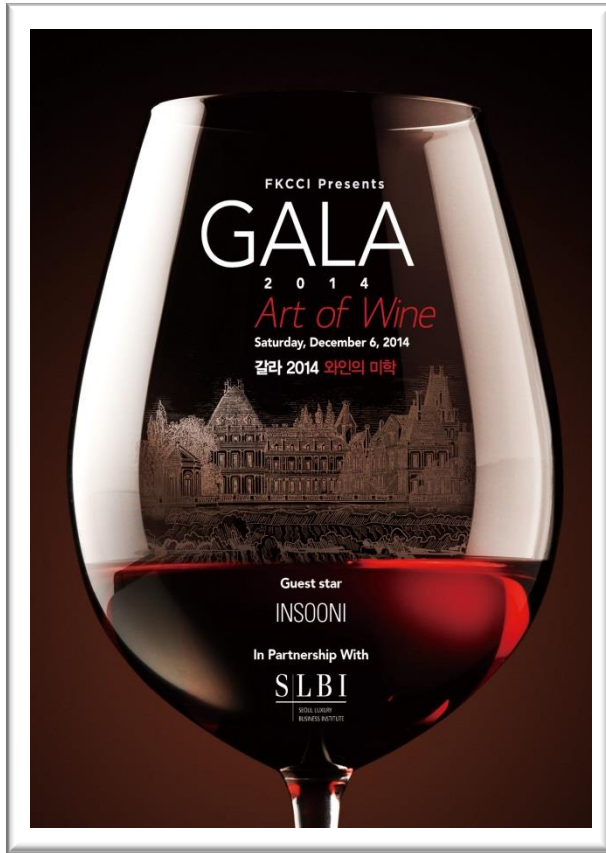
An ode to Mother Nature. From the entrance to the interior of the hall, stunning and breathtaking sceneries will lead you to a wonderful journey running from natural heritage to new technology, from ocean to sky.

Welcome to the future, welcome to France in 2100!

# FKCCI PAST GALAS



# 2014: Art of Wine



❖ 2014 official Gala website address:  
<http://www.fkcci-gala.co.kr/>

## DIAMOND SPONSOR

In partnership with Seoul Luxury Business Institute (SLBI)

## THEME

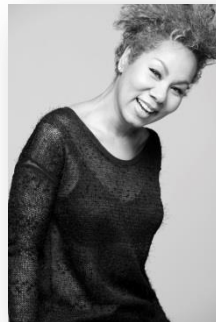
The 25<sup>th</sup> edition of FKCCI Gala was an exceptional journey through French wineries from Burgundy to Bordeaux. A wonderful voyage through French heritage and *savoir-faire*. Guests smelt, tasted and enjoyed new flavors and aromas which took them straight to wine cellars and French provinces!

They also discovered and explored stunning and breathtaking sceneries, reproduced by an acclaimed French architect in Korea.

## MUSICAL PERFORMANCE

One of the most popular Korean divas « Insooni » staged a music performance to celebrate this special night. Her powerful and soulful voice will definitely captivate everyone's heart.

## THE ARTIST



Born to a South Korean mother and an African American father, Kim In-Soon, better known by the stage name « Insooni », is a Korean R&B diva. She made her debut in 1978 in the Korean group « Hee Sisters » and has recorded 19 albums. Even though 35 years have passed since her debut, she is still one of the most acclaimed and famous female singers in South Korea.

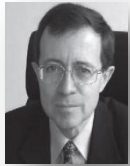
Insooni also performed at Carnegie Hall in New York City and is well-known for her rich, throaty voice on stage.



# 2014: Art of Wine



## VIP Guests



**H.E. Jérôme PASQUIER**, French Ambassador to Korea



**Mr. Tomasz KOZLOWSKI**, Head of Delegation of the EU to Korea



**Mr. Fabien YOON**, Master of Ceremonies



**Mr. Joo-Hyun KIM**, Secretary General of Community Chest of Korea



**Ms. Ida DAUSSY**, Master of Ceremonies



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



**Mr. Thierry de MONTBRIAL**, Economics and international relations specialist and researcher



**Ms. Mina SOHN**, Editorial Director of Huffington Post Korea

## Settings and Decoration



# 2013: L'Art du Voyage



❖ 2013 official Gala website address:  
<http://www.fkcci-gala.co.kr/>

## DIAMOND SPONSOR

In partnership with BARBARA RIHL PARIS

## THEME

This unique event is synonymous with “voyage” and FKCCI has prepared an unforgettable night under the theme “*L’art du Voyage (Travel in Style)*”. Stunning and breathtaking sceneries reproduced by David-Pierre Jalicon, Chairman of FKCCI, will take you into an idyllic journey through the air. Be ready for the take off!

## MUSICAL PERFORMANCE

A concert staged by famous K-pop singer Yeona SHIN and her husband, Alexandre themed “Journey to the world music”. She performed and sang about 7 beautiful and exotic songs on stage and provided moments of pure pleasure and happiness.

## THE ARTIST



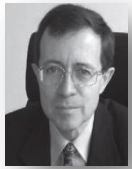
Yeona SHIN became the leader of the Korean female band Big Mama in 2003. Big Mama has been successful in both Korea and Japan, due to their vow to concentrate more on their musical performances than their appearances. They sold over 1,000,000 albums. After 8 years together, the group disbanded in 2011. She gave her first solo concert in June 25th and 26th 2011.



# 2013: L'Art du Voyage



## VIP Guests



**H.E. Jérôme PASQUIER**, French Ambassador to Korea



**Mr. Tomasz KOZLOWSKI**, Head of Delegation of the EU to Korea



**Mr. Choong-Young AHN**, Foreign Investment Ombudsman, KOTRA



**Mr. Joo-Hyun KIM**, Secretary General of Community Chest of Korea



**Ms. Ida DAUSSY**, Master of Ceremonies



**Mr. Seok Won SONG**, Vice President of Asiana Air

## Settings and Decoration



# 2012: Chamonix Mont-Blanc



❖ 2012 official Gala website address:  
<http://www.fkcci-gala.co.kr/>

## DIAMOND SPONSOR

In partnership with Chamonix Mont-Blanc, France

## THEME

The 23<sup>rd</sup> edition Gala presents Chamonix Mont-Blanc. It is situated near the South-Eastern border of France, with convenient passages from neighboring Switzerland and Italy. Standing majestically as an important tourist destination, the historic mountain offers extraordinary views that are accessible to all.

The region is renowned for its Mont-Blanc, the tallest mountain in the European Union. Millions of visitors flock the slopes of this 'White Lady', as it is affectionately called. Mountaineering, hiking, skiing, and snowboarding are popular activities enjoyed by enthusiasts of all ages and experience.

## MUSICAL PERFORMANCE

The 23<sup>rd</sup> gala has in store three big spectacles. The tragic love stories of **Notre Dame de Paris**, ladies' man **Don Juan** and futuristic **Starmania**.

## THE ARTISTS



Ms. Hye Won MOON  
Mr. Jo Soon CHANG  
Mr. Sung Min KIM  
Mr. Bum Seok SEO



# 2012: Chamonix Mont-Blanc



## VIP Guests



**Mr. Joong-Gon AHN**,  
Director General of  
Daegu-Gyeongbuk  
Free Economic Zone  
Authority (DGFEZ)



**Mr. Fabrice LEGGERI**, first  
counselor and deputy head  
of mission of the French  
Embassy in Seoul



**Mr. Joo-Hyun KIM**,  
Secretary General  
of Community  
Chest of Korea



**Mr. Bernard  
PRUD'HOMME**, General  
Director of Chamonix  
Mont-Blanc Tourist  
Office



**Mr. Jung Man KIM**,  
Photographer



**Mr. Kyung-Shik SOHN**,  
Chairman of the Korea  
Chamber of Commerce and  
Industry



**Mr. Tomasz  
KOZLOWSKI**, Head  
of Delegation of the  
EU to Korea



**Mr. Seok Won SONG**,  
Vice President of  
Asiana Air

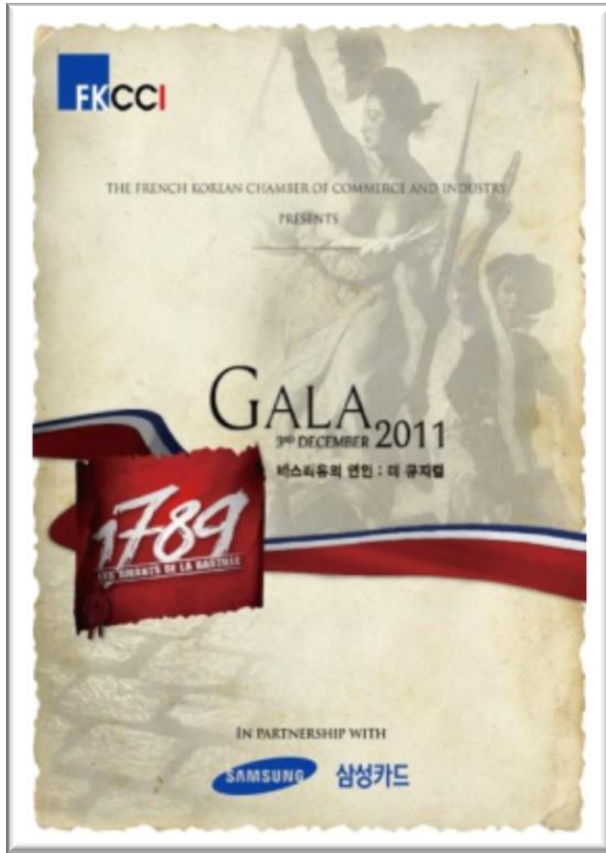


**Mr. Hong Gil UM**,  
Mountaineer and  
Um Hong Gil  
Foundation

## Settings and Decoration



# 2011: 1789, les Amants de la Bastille



❖ 2011 official Gala website address:  
<http://www.fkcci-gala.co.kr/2011/>

## DIAMOND SPONSOR

In partnership with Samsung Card

## THEME

The 22<sup>nd</sup> edition Gala boldly came before the guests in the theme of the late 18<sup>th</sup> century. It was also a historical night for the musical “1789, les Amants de la Bastille,” who staged its world premier this evening.

## MUSICAL PERFORMANCE



### <1789, les Amants de la Bastille>

Producers Albert Cohen and Dove Attia comes to the FKCCI Gala with a new performance. <1789, les Amants de La Bastille>, backdrop set during the French Revolution, is a love story between Ronan, a young peasant leading the revolution against the ruling King Louis XVI, and Olympe, an assistant governor of the Marie Antoinette’s children. Their love mirrors the tumultuous stirrings of the Revolution and their encounter at the Bastille prison on July 14<sup>th</sup>, 1789, seals their faith as a new era begins.



### <Mozart, l’Opera Rock>

Producers Albert Cohen and Dove Attia’s most ambitious production <Mozart, l’Opera Rock> has once before been staged at the FKCCI Gala in 2008. A story of music, romance and rivalry, this musical drew in over 1 million spectators in Paris alone and won 3 NRJ Music Awards. Mozart’s masterpieces get an update with styles of Electronic rock, Opera Rock and Pop Rock.



# 2011: 1789, les Amants de la Bastille



## VIP Guests



**Mr. Petros AVIERINOS**, Greek Ambassador to Korea



**Mrs. Elisabeth LAURIN**, French Ambassador to Korea



**Ms. Ida DAUSSY**, Master of Ceremonies



**Mr. Eamonn C. MCKEE**, Irish Ambassador to Korea



**Mr. Michel IDIAQUEZ BARADAT**, Honduran Ambassador to Korea



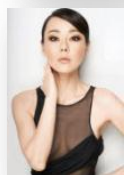
**Mrs. Martha ORTIZ DE ROSAS**, Mexican Ambassador to Korea



**Ms. So-Ra JUNG**, Miss Korea 2010



**Mr. Kyung-Shik SOHN**, Chairman of the Korea Chamber of Commerce and Industry



**Ms. Yun Jin KIM**, Lost Actress



**Ms. Ye-Rim SON**, Singer, *Superstar K*

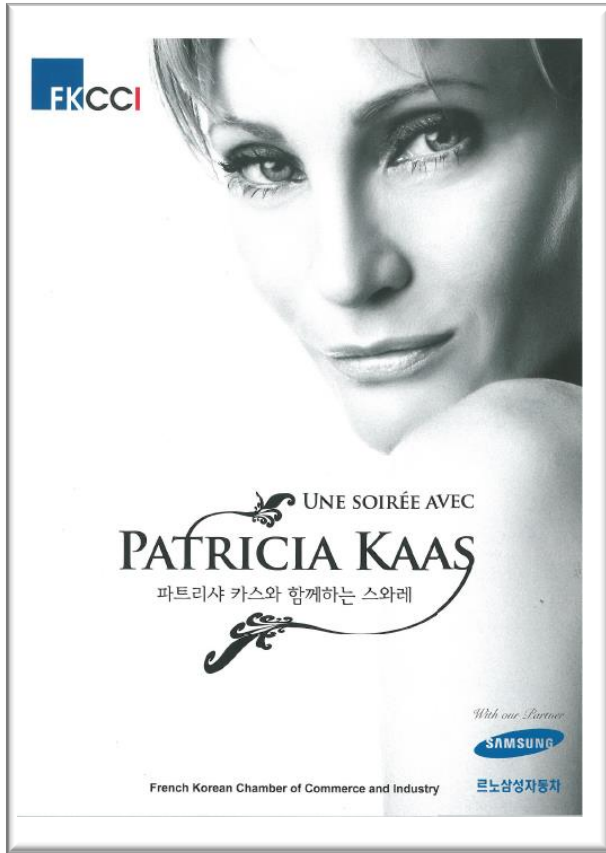


**Ms. Ji Won YE**, Actress

## Settings and Decorations



# 2010: Une Soirée avec Patricia Kaas



❖ 2010 official Gala website address:  
<http://www.fkcci-gala.co.kr/2010/>

## DIAMOND SPONSOR

In partnership with Renault Samsung Motors

## THEME

The 21<sup>st</sup> edition Gala was a special night for our esteemed guests to enjoy an exclusive concert of French singer Patricia Kaas. With a strong international following, Ms. Kaas graced the evening with her third appearance in Korea after 1994 and 2005.

## MUSICAL PERFORMANCE

Patricia Kaas performed from her 8<sup>th</sup> album, *Kabaret*. With 12 emotional and rich tracks, it best showcases the feel and sound of Europe. The graceful sound of her music paired with Ms. Kaas' signature velvety, husky voice resonated within the banquet hall to give the guests a glimpse of the enchanting 30's.

## THE ARTIST



The youngest out of seven siblings, Patricia Kaas started singing on various stages at the young age of 8. Due to her distinctive voice and captivating stage presence, she performed with the Rumpelkammer, a famous cabaret in Sarrebruck, from the age of 13 to 20. She collaborated with artists such as Michael Jackson and even appeared in Claude Lelouch's movie *And Now Ladies & Gentlemen* opposite Jeremy Irons. Her success as a singer is self-explanatory simply by looking at her album sales of 16 million copies and 20 accolades.



# 2010: Une Soirée avec Patricia Kaas



## VIP Guests



**Mrs. Yoon-Sun CHO**, Government official



**Mrs. Elisabeth LAURIN**, French Ambassador to Korea



**Ms. Ida DAUSSY**, Master of Ceremonies



**Mr. Charm LEE**, President of Korean Tourism Organization (KTO)



**Mr. Yoon-Dae EUH**, Chairman of KB Bank



**Ms. Hye-Young LEE**, *Shu Uemura* model



**Ms. Patricia KAAS**, French singer



**Mr. Jeong-Chul LEE**, Commissioner



**Mr. Seong-Bae KIM**, Commissioner

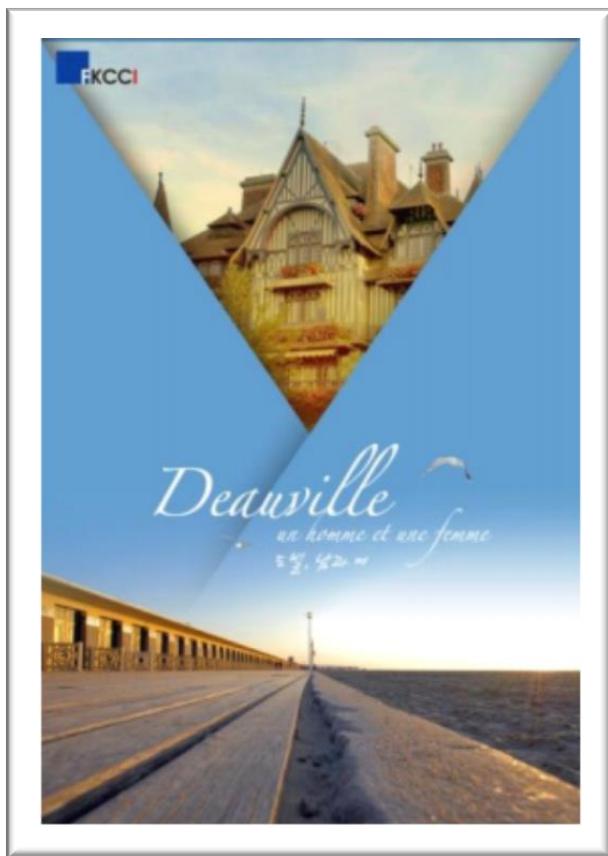


**Mr. Woo-Young WON**, Sportsman

## Settings and Decorations



# 2009: Deauville, un Homme et une Femme



❖ 2009 official Gala website address:  
<http://www.fkcci-gala.co.kr/2009/>

## DIAMOND SPONSOR

In partnership with Deauville, France

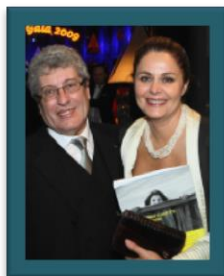
## THEME

The 20<sup>th</sup> edition Gala invites the city of Deauville and its Mayor, Mr. Philippe Augier as well as one of the biggest names in French cinema, Mr. Claude Lelouch to Korea. The evening transports the guests to the heart of Normandie, Deauville - the elegant and sophisticated capital of the Côte Fleurie. Mr. Claude Lelouch's legendary film "Un Homme et une Femme" that takes place in the exceptionally charming and romantic city of Deauville will have the guests reminiscing about the boardwalk while humming "chabadabada chabadabada..."

## MUSICAL PERFORMANCE

A concert staged by songwriter and composer Christian Gaubert and wife Karine Michel to the beloved music scores of the films of famed director Claude Lelouch, from "Un homme et une femme", "Vivre pour vivre" to "Itinéraire d'un enfant gâté" filled the room with melodic notes of nostalgia.

## THE ARTIST



**Christian Gaubert** : A graduate of the Marseille Conservatory of Music, Christian Gaubert likes to improvise on the piano. Boasting an eclectic repertoire (pianist, composer, conductor, songwriter), Mr. Gaubert shows endless potential ranging from jazz music to movie scores. He became the youngest French conductor at the Royal Albert Hall and starting in the 1980s, he started working with his wife, **Karine Michel** and recently released the album <Jazzus>.



# 2009: Deauville, un Homme et une Femme



## VIP Guests



**Mr. Philippe AUGIER**, Mayor of Deauville, France



**Mr. Claude LELOUCH**, French movie director



**H.E. Il-Hwan CHO**, Korean Ambassador to France



**Mr. Sang-Bong LIE**, Fashion designer



**Ms. Ida DAUSSY**, Master of Ceremonies



**Mr. Brian McDONALD**, Ambassador of Delegation of the European Commission to Korea



**Mr. Julien KANG**, Actor and model



**Mr. Sung-Joon YIM**, President of Korea foundation



**Mrs. Elisabeth LAURIN**, French Ambassador to Korea



**Ms. Jin-Seo YUN**, *Oldboy* actress

## Settings and Decorations



# Lucky Draw & Charity Donation





# Lucky Draw & Charity Donation



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. In 2014, guests had a chance to win from **171** prizes donated by **30** sponsors.



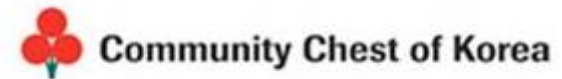
The top five prizes are drawn on stage, allowing the opportunity for sponsors to promote their new products.



The prizes are collected after the dinner.

## COMMUNITY CHEST OF KOREA (FRUIT OF LOVE)

Last year, the FKCCI Gala joined hands with the *Community Chest of Korea (Fruit of Love)* Charity organization. Part of the proceeds from the FKCCI lucky draw ticket sales are donated to the organization.



This year FKCCI will support an association promoting sustainable development and environment protection.

# Press Coverage





# Press Coverage



## 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** 아웃도어 뉴스

**YAHOO! SPORTS**

**YONHAP NEWS AGENCY**









# Gala 2015 Sponsorship



# 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.

# Sponsorship Benefits



Sponsorship Benefits	Platinum	Gold	Silver	Honor
<b>Total Fee/Minimum in cash (KRW)</b>	<b>4.2M/2.3M</b>	<b>2.9/1.5M</b>	<b>1,6M/1.1M</b>	<b>Product only</b>
<b>[Off-line Promotion]</b>				
<Invitation Card>				
❖ Company recognition on card	✓ Logo	✓ Logo	✓ Logo	✓ Company name
<Program Brochure>				
❖ Company recognition on sponsor page	✓ Logo	✓ Logo	✓ Logo	✓ Company name
❖ Company name and product description on Lucky Draw Prize page *Top 5 prizes will have photo of product on the Lucky Draw Prize page and will be presented on stage.	✓	✓	✓	
❖ Advertisement page of company's brand or product	✓ 1 page	✓ ½ page		
<b>[On-line Promotion]</b>				
❖ Company recognition on Gala Website + Gala Newsletter	✓ Logo	✓ Logo	✓ Logo	✓ Company name
❖ Company recognition on SNS (facebook, blog, twitter)	✓ Logo	✓ Logo	✓ Logo	✓ Company name
<b>[On Site Promotion]</b>				
❖ Promotional video	✓ 30 sec.	✓ 15 sec.		
❖ Logo display on balcony banner at main lobby	✓ Logo	✓ Logo	✓ Logo	✓ Company name
❖ 20 Lucky Draw Tickets	✓ If reserving at least one table			
❖ VIP Lounge	✓ Right to reserve (paid service)			



# Diamond Sponsorship Benefits



In addition to the general benefits, the prestigious **DIAMOND** sponsors get to enjoy added, **exclusive benefits** (Sponsor fee starts at 20,000,000 KRW  $\approx$  15,000 €, minimum cash amount):

Benefits are not limited to the list below. All aspects of the Diamond Sponsorship benefits and sponsor fee are **open to negotiation and modification** according to the sponsor's preference and interest.

Off-line Promotion	On-site Promotion	Other Benefits
Custom decoration and menu	Logo on all POP of Gala (Logo wall, Banners, indication, etc.)	Brand / Product promotion to all FKCCI network via email advertisement
Special mention in the editorial + logo appearance on cover and back of program	Prize distribution by CEO during Lucky Draw	Company mention on press releases and press coverage
Editorial advertising (2 pages; product promotion)	Logo on main Gala banner in lobby	1 VIP table (10 seats)=3,200,000 KRW
CEO interview (2 pages)	Presentation & Interview of CEO ( 3 min.)	Espace VIP Lounge
Recognition on invitation envelope and card		

## PAST « DIAMOND » SPONSORS



르노삼성자동차



삼성카드



BARBARA RIHL  
PARIS



# Sponsorship Benefits Examples

## Off-line Promotion

Invitation Card sending to more than 800 guests by post

- ❖ Company recognition on invitation card



# Sponsorship Benefits Examples

## Off-line Promotion

- ❖ Promotional video during gala
- ❖ Logo or company name displayed on balcony banner at main lobby
- ❖ Mention on quiz flyer

### Quiz Flyer



### Balcony Banner



### Promotional Video





# Sponsorship Benefits Examples

## On-line Promotion

- ❖ Company visibility on Gala Website
- ❖ Company visibility on Gala Newsletter
- ❖ Company visibility on SNS (Facebook, blog, Twitter)



Over 2,700 Fans



Over 17,000 Followers



Over 960 Members



Over 20,000 visits/month  
on FKCCI websites and blogs



# Sponsorship Benefits in Pictures



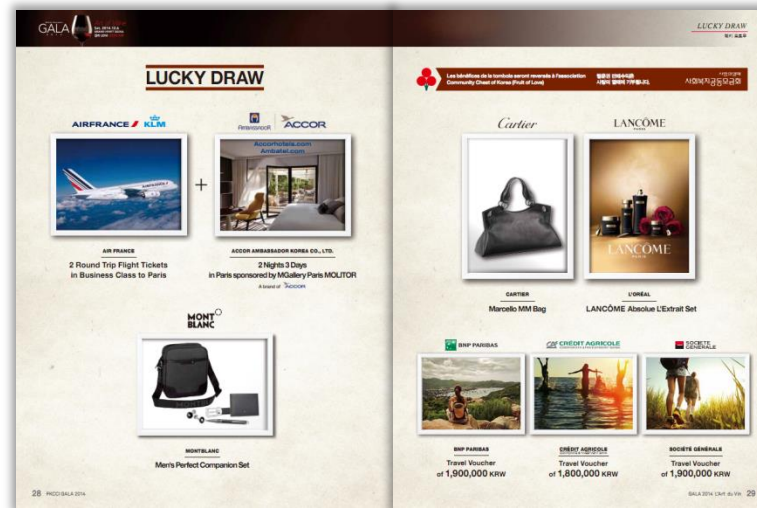
## Off-line Promotion

**Program brochure** distribution to more than 800 guests during the gala

- ❖ Company recognition on sponsor page
- ❖ Company name and product description on Lucky Draw Prize page
- \* Top 5 prizes will have photo of product on the Lucky Draw Prize page and will be presented on stage.
- ❖ Advertisement page of company's brand or product



Sponsor Page



Lucky Draw Prize



Advertisement Page

# FKCCI Gala Sponsors





# Contact

For more information, please contact:

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PR & Communication Director

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[e.jeon@fkcci.com](mailto:e.jeon@fkcci.com)

**Ms. Eun Jeong LEE**

PR & Communication Project Manager

82+ (0)2 553 7217

[e.lee@fkcci.com](mailto:e.lee@fkcci.com)

FKCCI Website:

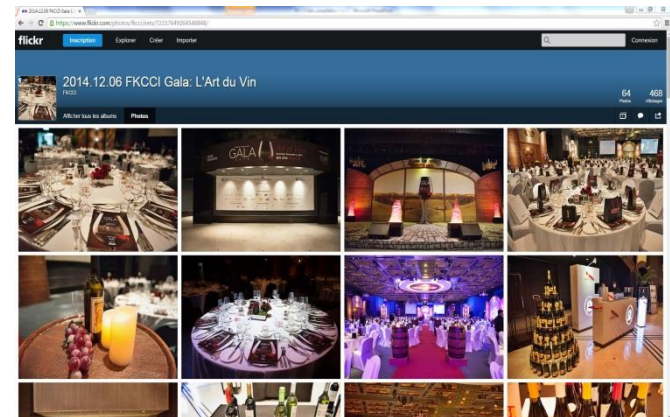
[www.fkcci.com](http://www.fkcci.com)

FKCCI Gala Website:

[www.fkcci.com/fr/gala-de-la-fkcci](http://www.fkcci.com/fr/gala-de-la-fkcci)

For more photos of the gala, please visit:

<https://www.flickr.com/photos/fkcci/sets/72157649264548848/>



FKCCI GALA 2015

# FRANCE 2100

a journey to the future



French Korean Chamber of Commerce and Industry

