



Consulate General of the  
Republic of Korea in Atlanta

# Purpose of the Event

This forum aims to connect community leaders in the Southeast U.S. region through a panel of sharing to highlight the importance of the NEXT-GENERATION WORKFORCE DEVELOPMENT topic that is dynamic and multi-facet issue today.

The theme for the next chapter of U.S. – Korea Alliance and the joint economic relationships has a shared challenge and opportunity. In the center of it all, it is the journey to creating the betterment of next generation workforce.

The first panel, “**The cultural expectations**” in workforce development will explore the core issues of Korean and American cultures, recent labor issues, and some of the ever-changing challenges, opportunity landscape and trends driving the workforce of today for U.S.-Korea relationship-based companies in our region.

The second panel, “**The retention**” in workforce development will consist of a discussion exploring the rising challenges of retaining workers in our changing demographics and the need for next generation of benefit of benefits and key trends in the landscape of retention topics for Korean companies in the Southeast United States.

**NEXT- GENERATION WORKFORCE FORUM** 으로 초대 합니다.  
**11월 9일** 개최되는 본 행사 취지는, “**새로운 세대의 인력개발 포럼**”  
이라는 주제 입니다.



<행사 내용>

미국 진출 한국기업 뿐만 아니라 전세계의 공장과 제조업체들 “노동력” 이라는 인력개발을 단순히 기업의 효율성과 “Cost” 만으로 보았습니다. 최근 인력난을 접하게 된 Post-코로나 시대에는 각종 법적 이슈나, 차별 등, 인력보충 및 유지가 어려움이 지속되어서 기업 운영에서는 쉽지 않은 과제가 되었습니다. 기업마다 차이가 있지만 많은 제조업체들은 인력개발과 발전을 위한 “Value” 를 창출하고 양성하는데 투자를 해야 하는 시대가 왔습니다. 이전의 트렌드가 아닌 새로운 트렌드를 만들고, 산업 변화와 제조업의 일자리 상황이 변화해야 하는 시점에 왔습니다. 새로운 세대를 맞는 인력개발과 발전은, 자동화, AI, 로봇화, 그리고 새로운 미래 산업을 준비 할 수 있는 미래 지향적인 일자리를 창출하고자 하는 산업 트렌드에 맞도록 발전에 나아가야 할 필요가 되었습니다.

조지아와 미국 동남부는 현재 한미 경제 협력을 이루어 다음 세대 산업을 공동 투자하는 원대한 계획을 가지고 있어 화두가 되어 가고 있습니다. 여기서 가장 중요한 주제는 새로운 인력 개발과 양육 그리고 일자리 발전을 위해서 공동으로 힘을 써야 할 때가 왔습니다. 한미 협력으로 이루어진 우호적인 나라 간의 관계 중심을 넘어서, 이제는 새로운 산업을 구축하고 리드해야 하는 공동협력으로 지속해서 미래의 일자리와 단합되어 소통과 발전을 함께 감당해야 하는 역할이 중요하게 될 것이라 전망합니다.

다음 세대의 한미 동맹은 경제 협력과 기업이 주도하는 시대가 열리고 있어, 무엇보다 문화적 차이나 갈등을 넘어서, 인력개발의 발전 그 중심에 중요한 전략적 시작점이 되고, 공동으로 이끌어 나가야 하는 중요한 숙제가 되었다는 것입니다.

본 행사는, 애플랜타 총영사관, 라그란지 로컬 상의, 경제개발 관계자, 기아자동차, 현대자동차, SK 배터리 등의 주요 인사분들과 여러 HR 전문가 귀빈들을 모시고 포럼 자리를 마련하고자 합니다. 최근 인력개발의 관련 주제가 중요하게 다루어지고 있어 한미 협력에도 큰 이바지 하는 반면, 기업들에게 중요한 과제 토픽으로 정보교류의 발판을 만들고자 포럼을 준비 하였습니다. 최근 미국 시장을 진출하셨거나 미국진출을 고려하시는 한국기업이 참석하고, 기존의 제조업체들도 함께 고민하여 나갈 수 있기를 바랍니다.

본 행사 전문가들은 영어로 포럼을 진행하지만, 한국어 동시 통역 하시는 분이 있을 예정이며, 추후 많은 공장들과 새로운 제조업 확장을 미국에서 하려는 한국기업들에게 유용한 정보와 교환이 이루어 지기를 바랍니다.

좋은 의미가 있는 저희 행사의 적극적인 관심과 성원을 부탁드립니다.

감사합니다.

김재천 / 한미동남부상공회

Thank you for your contribution as the leader in helping develop the U.S.-Korea alliance in our economic and business communities.

I know you may be busy during this time therefore I personally thank you for sharing a portion of your busy day to be sharing your insights and thoughts as the speaker of the event.

As you may already know, recent issues in labor shortages and workforce retention had led to some tensions among companies, which is why we decided to focus on this topic with a more comprehensive view-point specific to our U.S. – Korea based companies. We would extremely value the frank talks and idea sharing for the speakers to represent thought leadership. Our mission as an organization is provide a platform where exchanges such as this topic can thrive to continue to create success stories and solutions for the future.

**First, the view on importance of U.S. – Korea alliance for culture and workforce development.**

In the past, manufacturing jobs around the world lacked cultural development as a value driven approach for companies, because cost and efficiency was to be the key driver. However, such approach in the post-covid era with the labor shortages and changing next generational swifts has resulted in various issues that rises a need to revisit cultural aspects of a better workforce development. For the U.S. – Korea relationship-based companies a joint effort to develop next generational workforces is a must. The center of a project failure or success will highly depend on how to best create wining workplace cultures for both employees and employers. Such trends are changing as the world is changing. The next-generation workforce will lead next world issues, such as climate change and technological advancements of the future. Today, a more strategic comprehensive joint efforts to get employees and employers a stronger partnerships is needed more than ever before. Let’s talk.

**Second, the next generation of workforce retention – as an opportunity to share and lead.**

The future oriented workforce is faced with next level of high complexity. Automation, Robotics, AI, Higher-Tech environment, Generational gap, etc. - these are some of the multi-facet nature to the modern workforce challenges. This has a unique position for the Next-Generation Manufacturing jobs being newly created. The United States is transitioning to building back manufacturing facilities in the next years in various ways, especially with the U.S. – Korea alliance’s stronger joint venture projects. This movement is expected to rapidly grow over the next 10 years with the push from policy and economic ties that will continue the success. Korea-U.S. alliance is now moving further in the economic partnership journey. However, retention of next generation workforce lacks more success stories to come. How we influence our next workforce place now will be the gateway to shape the way in the future. This leadership to shape the next generation of workforce development requires key demographic understanding and companies to show interest to educate, bridge, network, and create opportunities that will enhance our next generation workers as a joint project.

Thank you & Yours Sincerely.

Jae Kim  
President of Southeast U.S. Korean Chamber of Commerce

# SCHEDULE OF EVENT

05:00 PM	<b><u>REGISTRATION :</u></b> Cocktails / Drinks served
05:30 PM	<b><u>INTRODUCTION :</u></b> Southeast U.S. Korean Chamber of Commerce – Jae Kim
05:35 PM	<b><u>OPENING REMARKS :</u></b> Atlanta Consul General H.E. PARK Yoonjoo
05:40 PM	<b><u>GRACE FOR DINNER :</u></b> Southeast U.S. Korean Chamber of Commerce / Georgia Quick Start – Steve Daniel
05:45 PM	<b><u>DINNER</u></b> (Provided as buffet style full-course starts the line)
Intermission	<b><u>OUR SPEAKING SESSION WILL BEGIN AT 6:20 PM</u></b>

# SCHEDULE OF EVENT

PANEL ONE – THE “CULTURAL” EXPECTATIONS IN WORKFORCE	
<b>06:20 PM</b>	<p><i>Introduction Preface – Landscape of Culture in HR in the U.S. :</i>  <b>Jonathan Martin</b>, <i>Constangy Brooks, Smith &amp; Prophete</i></p>
<b>06:40 PM</b>	<p><i>Moderator – Panel Discussions :</i> <b>Jim Whitcomb</b> – <i>Southeast U.S. Korean Chamber of Commerce, Nomination Chair</i></p> <p><i>Panelists</i>  <b>Stuart Countess</b>, <i>Kia Georgia</i>  <b>Julius Choi</b>, <i>Zinus USA</i>  <b>Steven Jahng</b>, <i>SK Battery America</i></p>
<b>Transition</b>	<p><b><u>Recognitions of sponsors and support:</u></b> Southeast U.S. Chamber of Commerce – Dan Usher</p>

# SCHEDULE OF EVENT

PANEL TWO – THE “RETENTION” OF NEXT-GENERATION	
<b>07:10 PM</b>	<p><i>Introduction Preface – Landscape of Retention in the U.S. :</i>  <b>Kyle Healy, NFP</b></p>
<b>07:25 PM</b>	<p><i>Moderator – Panel Discussions :</i> <b>Jamey Jackson, TalentKinect</b></p> <p><i>Panelists</i>  <b>Gerald Wyatt, THINC</b>  <b>Eddie Mabe, Hyundai Transys</b>  <b>Robert Burns, Hyundai Motors Manufacturing America</b>  <b>David Kim, KB Autosys Manufacturing America</b></p>
<b>07:55 PM</b>	<p><b><u>CLOSING REMARKS:</u></b> LaGrange-Troup County Chamber of Commerce – Connie Hensler</p>

# Panel 1 Speakers – Q&A Session Dialogue Example

- **Starter Questions (Choose one) –**

- *Tell us about your role and what does successful workforce development mean for you or your Company?*
- *What are key trends (or wild guess ) you see today – on what the next years in workforce development needs look like in the future?*

- **In-depth Questions (Choose one or two) – “Culture”**

- *Provide us some insights to what is the VISION and MISSION of the next generation workforce development mean for your Company you lead?*
- *How do you ensure a healthy culture for your employees as a top manager for the plant and company you work for?*
- *What is the major difference between American Corporate Culture and Korean Corporate Culture? What do you do with conflicts or are there times it supplement each other?*
- *How does the Company develop leaders to build the culture that drives behaviors to exceed company goals. What is your view on how you attract and retaining top talent ?*
- *Do you have a diversity and inclusion (D&I) program to help workforce development agendas?*

- **In-depth Optional Questions (Choose one or two) – “Culture”**

- *What are current examples of successful Korean workforce culture today ? What are current examples of successful American workforce culture today ?*
- *What are current challenges for corporate meeting when we have Korean and American collaborative projects ?*
- *Share us example or programs that were helpful to better bridge workforce development and preparing cultural collaborative teams at your current work-place today? What would be upcoming in future?*
- *How does culture positively or negatively impact the workforce development today?*
- *How can good and positive workforce culture be a benefit to the bottom-lines of companies and what are examples in practice done today or plan to do in the future ?*

# Panel 2 Speakers – Q&A Session Dialogue Example

- **Starter Questions (Choose one) –**

- *Tell us about your role and what does successful workforce development mean for you or your Company?*
- *What are key trends (or wild guess ) you see today – on what the next years in workforce development needs look like in the future?*

- **In-depth Questions (Choose one or two) – “Retention”**

- *What are your top 3 factors of retention? How are you measuring success in these 3 areas?*
- *In Robert Half's 2022 Job Optimism Survey, 65% of workers said a salary boost is the main reason they are seeking a new job. How do you and your company monitor the current market to be sure you maintain competitiveness in wage and benefits for new and existing team members?*
- *What are best practices that are out there for retaining workers in the U.S.? What are some of the Korean companies doing that might not make sense for the U.S. company?*
- *How do apprenticeships and internships play a role in the development of “next generation” workforce development? (I took this from your existing questions).*
- *What does the phrase “Employer of Choice” mean to you and your company?*
- *Keeping employees (retention) has a huge bottom-line impact for companies, What are ways to track and establish KPI helpful for ways or encouragement we need to give next generation workforces today?*

- **In-depth Optional Questions (Choose one or two) – “Retention”**

- *What are some of the creative, or out of the box, benefits your company offers to internal employees?*
- *How are you training and developing your existing team members for succession planning and advancement opportunities?*
- *How are generational differences in the genetic makeup of your workforce influencing retention strategies?*
- *What focus do you place on candidate experience when onboarding new team members to your company? What do their first 30 days look like?*
- *Tell us about some of the partnerships or programs your company has with your local, or regional, technical college, if any?*
- *Larger cause approach i.e., the ESG movement is huge – how does a mission driven environment (i.e., sustainability) help retention – any stories how it was successful?*

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