



**Southeast United States  
Korean Chamber of Commerce**

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# **Southeast United States Korean Chamber of Commerce**

**Mission & Strategy  
March 2021**

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# Mission 2023

- **Why we exist. Our aspiration. WHERE we want to go.**

**Our Chamber strives to enable collaboration, business and friendships between South Korea and the Southeast United States. We will become recognized as the “go to” organization for networking, business and education.**

Tagline:

**Connecting South Korea and Southeast United States Business**

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# Key Strategic Focus Areas (through 2023) - the HOW

## 1. Networking

- a. Broadly defined. Developing connections/relationships/friendships
- b. Includes Social and Community Outreach event coordination

## 2. Business

- a. Facilitating business opportunities between SEUS and South Korea
- b. Includes business-related Programs (e.g., regular seminars and lectures on the topics of trade, economy and other topics that further our Chamber mission)

## 3. Education

- a. Seminars and lectures and other events that further our Chamber mission
- b. Includes Cultural understanding and Academic exchange

Note: **Co-leaders for each** strategic focus area will plan and execute initiatives. All qualified members asked to actively join each focus area. The Chamber strives to increase Korean representative and prominent local US organization engagement in these initiatives.



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# Choosing your Focus Areas (through 2023) – join us

## Networking

### Keywords:

*Friendship, Social, Community, Outings*

### Previous events held examples:

- Annual dinner event (biggest of the year)
- Annual golf event outing
- Braves game and social outreach programs
- Other organization joint programs
- Attracting other organizations to join the Chamber for co-events and joint effort involvements.

## Business

### Keywords:

*Business opportunities, Facilitating, Programing*

### Previous events held examples:

- Opportunities in changing world webinars
- Economy/Accounting/Legal/Tariff seminars
- Business information seminars
- Business development work to support networking/education coordination efforts
- Attracting businesses to join the Chamber for involvements.

## Education

### Keywords:

*Educating, Exchanges, Cultural, Academics*

### Previous events held examples:

- Trade seminar at Auburn University
- Korea Corner cultural education
- University professors' seminars
- Internship coordination with Universities and industry possibilities
- Attracting educational institutions to interact and join the Chamber



# Next Steps

1. As a qualified member (paid dues, approved by membership committee), please choose a focus area to be involved and email one of our board members of your interest.
2. Co-leaders of each strategic focus areas named (March 2021) will reach out to members who has been approved to join and participate.
3. Each focus areas create and present their plans including budget and resources required for each focus area (May 2021).
4. Develop an overall Chamber financial plan/budget (June 2021)
5. Decide/execute with the Co-leaders of each focus area on key initiatives (for 2021 or 2022)
6. Report on progress of strategy execution (at each Board meeting in 2021+)

