

ECCK Connect

Spring 2019

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Dear Readers,

Welcome to the Spring edition of ECCK Connect. The new year celebration feels like yesterday, but the year is well under way. It seems that the warm embrace of spring is quite near.

As for the ECCK, the first few months have been quite rewarding with a number of major events and activities. We officially welcomed the year 2019 with New Year Party at Four Seasons Hotel Seoul. In February, the ECCK elected a new Board of Directors during the Chamber's Annual General Meeting. I would like to congratulate the new Board members and give special thanks to everyone who took time to participate in the meeting.

Moreover, the Chamber released the fourth publication of the Business Confidence Survey, conducted jointly with 11 other European national chambers and Roland Berger. In the meantime, the ECCK hosted a luncheon meeting with Governor Yoon Suk Heun of Financial Supervisory Service as well as actively participated in the Global Engagement & Empowerment Forum 2019 as a strategic partner of the Ban Ki-moon Center for Global Citizens.

More highlight events are being arranged as we speak. Following the great success of last year's inaugural event, we will be hosting the second EU-Korea Future Automotive Forum on March 26, featuring renowned specialists in the automotive field including Secretary General of European Automobile Manufacturers Association (ACEA). Also, the ECCK will be hosting its annual Global Alternative Investment Insights forum in April, again in partnership with the Maekyung Media Group.

It is my pleasure to present the first ECCK Connect of 2019. I hope you find this spring edition interesting and insightful.

Dimitris Psillakis

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Chairperson, European Chamber of Commerce in Korea

Key Benefits of Joining the ECCK



Advocacy: ECCK strives to ensure a fair and open business environment for its members by facilitating dialogues with the Korean government, EU Delegation to Korea, European Commission, influential business associations as well as the media.



Committees and Forums: ECCK regularly hosts professional forums to closely follow market trends and changes in the regulatory environment relevant to the interests of our members.



Business Promotion: ECCK members can maximize their company exposure by distributing or sponsoring promotional materials at selected ECCK events or publishing company news on our website on request.



Networking Opportunities: ECCK functions as the first point of contact for European executives or officials visiting Korea and regularly hosts various formal and informal gatherings to help our members expand their networks.



Prominent Platform for Information: ECCK members receive a variety of complimentary periodicals—newsletter, magazine, white paper, membership directory, and survey report—to stay updated on the current market and regulatory issues in Korea.

Beyond Smart Cities

Interview with Dr Stellios Plainiotis



Recipient of the EUROPA Award for Sustainability 2017 (Best Sustainability Leader), Stellios Plainiotis is widely recognised as one of Asia's leading Sustainability experts. Since 2001 he has consulted over 50 building projects in Asia, Australia

and in Europe, including the award-winning Issam Fares Institute with Zaha Hadid Architects, the Crystal Palace Park regeneration in London and the Kuala Lumpur International Airport 2. He is the co-author of one of the first Chinese Guidebooks on Urban Sustainability: "Design for Sustainability", which is now used as a textbook at the Tongji University, Shanghai and the University of Nottingham (UK).

For Stellios inventing the city of the future is not a profession, it's a passion; a city that is adaptable, increasingly sustainable, intelligent and makes the most out of the ongoing digital revolution. This is why in 2010 he created NEAPOLI, an environmental design & engineering firm with a name that in Ancient Greek means New City. Today NEAPOLI has offices in London, Kuala Lumpur (KL) and Seoul and a portfolio that includes projects such as the Paya Lebar Masterplan in Singapore, the new Petronas Cititowers in KL and Menara PNB, the 644-metre mega tall skyscraper, currently under construction by SAMSUNG C&T.



What are the challenges Cities will face in the future and what solutions are needed?

Cities are very important hubs of economic and social power. Yet they are facing myriad challenges: bad air quality, noise, waste management, traffic congestion, deficient infrastructure, energy security, social inequality, etc. These challenges will be intensified in the coming years by rapid demographic, environmental, economic and social shifts. Governments need to address them now in an economic, sustainable way, to create the right conditions for growth. This means identifying how urban environments and their citizens can be given the very best chance to thrive. Reducing inequality, improving resource efficiency and addressing environmental problems are objectives that should be pursued.

Because we can't predict the future challenges of cities,

we have to lay solid foundations by developing the deepest possible understanding of the present cities. A resilience agenda is necessary for cities to become more adaptable and able to learn and respond to changed circumstances. We may have to reinvent the city and rethink policy that leads to different types of work and living.

What makes a city "smart" and what is the role of urban planning and architecture?

Cities of the Future are economically successful cities that are able to sustain an evenly distributed growth. Smart Cities aim to assist in these goals by integrating intelligent information and communication technologies (ICT) such as fast internet, big data and the Internet of Things.

Although ICT can help to make the city function in a better way it would be naïve to believe that technological solutions



NEAPOLI's 4m sq ft mixed use development in Kuala Lumpur City Centre is pursuing GBI Gold and LEED Platinum accreditations

alone can fix complex social and economic problems. Smart cities are the intersection of ICT, disruptive innovation and urban environments. Hence, their success will depend on the underlying architecture and urban planning. Urban design and smart city have bi-directional relationship with the smart city having to align to urban planning dimensions, while the urban planning needs to capitalise and to respect the existence of a smart technology.

Planners and architecture are better versed in engaging society and enabling Smart City technologies. They can bring a different, more human-focused understanding of the city and technology which may improve the adoption of Smart City technology. It is much easier to design a sustainable building with concepts such as ICT, connectivity, efficiency, health & comfort already in place than it is to retrofit existing buildings.



Revitalising neighbourhoods by improving thermal comfort



Rain shelter design optimisation with raindrop simulations at an airport

At NEAPOLI we start by optimising the Built Environment to enable the Smart City transformation. We work at aspects like street walkability, urban microclimate, air quality, land use and public spaces provision. We use smart technologies such as Building Information Modelling (BIM), algorithmic design, parametric optimisation and building simulation to provide informed and optimised solutions to design problems.

Several measures have been created -such as the Korea Green Building Certification (KGBC) in Korea and the Leadership in Energy and Environmental Design (LEED) program-to guide architects and planners design sustainable smart-city-ready spaces. NEAPOLI's current green building portfolio alone results in 400,000 tenants living in sustainable spaces with adequate health and comfort conditions and avoiding over 200,000 tons of CO₂ emissions per year.

In 2018, Korea announced its plan to transform Busan and Sejong into smart cities by 2023. What is your advice for those cities?

For a successful transition, Busan and Sejong need adaptable, organic and bottom-up forms of innovation in hyperlocal contexts within the city. In order for this to happen, there should be communication between their governments and other institutions and local communities. Busan and Sejong will only really be smart cities if a large number of their citizens can constantly participate in the process of collecting data, setting goals and forming policies. We also have to consider that concept and technology of smart cities change over time so it should be flexible enough to adapt to future needs. Otherwise technologies could become obsolete in a few years' time and we would find ourselves with a rundown digital infrastructure. Today's equivalent of abandoned railways.



NEAPOLI's project PKNS headquarters, winner of the ASEAN ENERGY AWARD 2018, is pursuing GBI Platinum & LEED Platinum accreditations reducing energy use by 65%

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