



# TradeView

A Kentucky World Trade Center Publication

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## Korea Caravan Visits Kentucky to Promote Trade

Each year the Korea Economic Institute (KEI) organizes and leads a speaking tour, known as the Korea Caravan, to several cities in a particular geographic region of the United States. The purpose of the tour is to provide business leaders and the public in the United States with a greater understanding of Korea and the U.S. - Korea relationship, as well as to promote trade and investment ties between the two countries.

This year's tour of the Mid-West included a visit to Louisville on December 14th. The Caravan was led by Korean Ambassador to the United States, Yang Sung-chul, and U.S. Ambassador to Korea, Thomas C. Hubbard. The Ambassadors gave keynote addresses at a luncheon held in their honor at the Seelbach Hotel before a group of civic leaders and local international business representatives, addressing U.S.-Korea economic relations and security issues in the region.

"It felt like coming home," Korean Ambassador Yang said of his visit to Kentucky, where he lived for nearly 20 years in the cities of Berea, Richmond, Lexington and Louisville. The Ambassador first conveyed his heartfelt support of the U.S. campaign against terrorism in Afghanistan, calling the September 11th tragedy a "crime against humanity." He lauded the close relationship the U.S. and Korea have shared as treaty allies for over 50 years.

In terms of the two countries' economic partnership, the Ambassador asked attendees to "take a fresh look at Korea," and the enormous progress it has made since the financial crisis of 1997. He reminded the business community that Korea is the U.S.'s 7th



(L) Korean Ambassador to the United States, Yang Sung-chul, and (R) U.S. Ambassador to Korea, Thomas C. Hubbard



Jefferson County Judge Executive Rebecca Jackson (L) met with the two Ambassadors during the luncheon in their honor.

largest trading partner and 4th largest market for U.S. agricultural products, with Kentucky ranking 15th among the 50 states.

The U.S. Ambassador to Korea also related his tie to Kentucky, being born in Maysville. The Ambassador actually took office in Seoul on September 11th, and spoke of the supportiveness of Korean leaders and outpouring of love from the Korean people after our national tragedy. He specifically called for increased U.S. exports and investment in Korea, stating that "as a result of reforms since the '97 crisis, Korea is now a place where Americans can do business." He also emphasized America's personal ties to Korea, with 1 million Koreans and Korean-Americans living in the U.S., and our shared values for maintaining democracy and free market principles.

Prior to the luncheon, a morning business panel discussion addressed issues specific to U.S. firms doing business with Korea. The panel was comprised of Ko-

rean and American business and government representatives from Seoul.

The panel highlighted issues such as Korea's business environment, the sustainability of Korea's reform efforts, Korea's emerging high-tech market, and foreign investment opportunities in Korea. Panelists expressed enthusiasm that American firms are well placed to expand their trade and investment within Korea. Foreign direct investment into Korea in 2000 reached a record \$15.6 billion, with the United States accounting for only \$2.9 billion, whereas two-way trade between the two countries amounted to over \$68 billion in 2000.

Frederic Maerke with the U.S. Embassy in Seoul stated that "there is a lot of potential for U.S. companies to export products to Korea." Korea exported \$172.6 billion in 2000, while importing \$160.5 billion, of which 50% were related to energy, 35% to industrial inputs and 10% to consumer goods. This trade surplus,

which has been close to \$10 billion for the past 10 years, leaves significant room in the Korean economy for import growth. In addition, Korea has few import barriers, strong domestic demand, a per capita GDP of over \$10,000, a stable growing middle class, and an increasingly high standard of living.

Tami Overby with the American Chamber in Seoul continued this theme on the side of U.S. investments in Korea, saying that American businesses are doing "extraordinarily well, but being outpaced by companies from the EU...which should serve as a wake up call to American companies to move quickly in this market and not miss out on current growth opportunities."

Bell J.C. Park with the Korea International Trade Association highlighted the advantages of investment in Korea, including its economic strength, proximity to China and Japan, superior human resources, and highly developed infrastructure and information technology network. He specifically addressed the massive reform efforts which have taken place in Korea since the financial crisis of 1997, leading to the removal of restrictions on foreign investment, greater incentive packages, improved labor relations, a more Westernized business culture, and a commitment to

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You are invited to submit your application for  
**WORLD TRADE SUCCESS AWARDS 2002**  
Lexington, April 25, 2002



World Trade Success Awards are presented annually to Kentucky companies demonstrating outstanding success in international business during the KWTC's World Trade Day, a celebration of international trade in Kentucky. This year, awards will be presented in four categories: Agriculture, Manufacturing, Service, and International Trade Services. The deadline for submitting your applications is February 28, 2002.



Call the KWTC at 800-233-5982 or access our online award application at [www.kwtc.org](http://www.kwtc.org) to nominate your company today!

**2001 World Trade Success Award Winners:**

- \* Greenebaum, Doll & McDonald ..... *Service Category*
- \* Hitachi Automotive Products ..... *Manufacturing Category*
- \* Alltech ..... *Agricultural Category*
- \* Papa John's & Vogt Tube Ice ..... *Thoroughbred Award*

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# A Touch of Bluegrass South of the Border: Kentucky Exports Thoroughbreds to Mexico

By Chauncey Morris, Advisor for International Agricultural Market Development, Kentucky Office of Agricultural Policy

Governor Patton's trade mission to Mexico last March has proven to be an overwhelming success for the state's thoroughbred industry. Twelve Mexican thoroughbred owners and breeders purchased 83 horses during the September 2001 yearling sale at Keeneland, valued at US\$975,100, as a direct result of the mission outreach. It was the first time in several years that Mexican owners had traveled to Kentucky. Mexican owners and their agents have subsequently purchased additional bloodstock at both Keeneland and Fasig-Tipton sales.

Racing in Mexico is centered around the Hipódromo de las Américas racetrack in Mexico City. The original Hipódromo closed in 1995, due to the peso devaluation. When this happened, most owners sold off their stock, the fledgling breeding industry disappeared, and horse farms fell into disrepair. However, in 1999, a private holding company, CIE (Interamerican Entertainment Corp.), breathed new life into the Hipódromo. CIE operates the Ticketmaster franchise in most of Latin America, and envisioned a business, entertainment and gaming complex, including the largest exposition center in Latin America, with the Hipódromo as the centerpiece.

After spotting an article on this project in Latin Trade, the Kentucky Department of Agriculture (KDA) encouraged a representative from the Kentucky Thoroughbred Association (KTA) to accompany an existing trade mission to Mexico in March 2000, sponsored by the KDA and the Commonwealth's Agricultural and Commercial Trade Office in Guadalajara. The trade mission sought to identify sufficient interest on the part of Mexican owners for repopulating their stables with Kentucky Thoroughbreds.



Chauncey Morris



Governor Paul Patton and First Lady Judi Patton with David Switzer, Kentucky Thoroughbred Association, and his wife, Kay

Participants toured the impressive and recently renovated racetrack, as well as the sole remaining thoroughbred training center in Mexico. During meetings with the directors of thoroughbred owners, breeders, and trainers associations, we learned that years of neglect had severely crippled the industry. The racetrack wanted its owners to purchase more horses, due to low purse structure and five-horse races, while owners did not want to purchase new thoroughbreds due to low purses.

Kentucky's sales pitch was simple: sell Kentucky. We would enlighten the Mexican thoroughbred industry to the fact that Kentucky is a premier source for high-quality, competitively-priced racing and breeding stock, and that we would be an active partner in the redevelopment of the racing industry in Mexico. Mexico's key to future success was cooperation and Kentucky bloodstock.

Agriculture Commissioner Billy Ray Smith and the KTA invited the racetrack directors to Kentucky for the Breeders' Cup in November 2000. With Keeneland as a

backdrop, we proposed that higher profits would result for the racetrack, owners and breeders by racing Kentucky thoroughbreds. A larger group composed of Mexican journalists, racing executives and trainers traveled again to Kentucky for Derby 2001, and attended Governor Patton's Derby Gala.

KTA assembled a training seminar for the Mexican thoroughbred community. "The Thoroughbred Horse: A Kentucky Perspective," July 21-22, 2001, shared technical expertise with 180 participants at the Hipódromo in Mexico City. The Hipódromo raised awareness of the event in an effort to support existing owners and attract new ones. Topics included equine infectious diseases, breeding techniques, breaking techniques, sales preparation, conformation analysis, and racing and training problems such as upper respiratory bleeding and lameness.

Mexican print and television sports as well as social and news media, including "ESPN2 en Español," covered the seminar and Governor's Cup race, raising awareness of Kentucky thoroughbreds. Attendees were impressed by the expertise in the Kentucky entourage, which included representatives from the Kentucky Thoroughbred Association, Keeneland Association, U.K. Gluck Equine Research Center, Colony of Equine Practitioners, Kentucky Racing Commission, Kentucky Department of Agriculture, various Kentucky thoroughbred owners and breeders, and Governor Paul E. Patton.

Mare Reproductive Loss Syndrome and dips in the global economy have recently impacted Kentucky thoroughbred breeders. Developing foreign markets, such as Mexico, can offset some of these losses, keep our horse farms profitable, and strengthen our farm economy. Next time you're in Mexico City, spend a day at the Hipódromo and bet on the Kentucky-bred horses. You'll be glad you did!

Chauncey Morris may be reached at (502) 564-4627, or visit [www.kyagpolicy.com](http://www.kyagpolicy.com) for more information on Kentucky agricultural initiatives.

## KWTC Breakfast Roundtable Series

### THE EURO - IS YOUR BUSINESS READY?

Louisville - February 26th

Lexington - February 27th



Speakers: Steven D. Olson, Bank One & Eric Cornette, Greenebaum, Doll & McDonald

On January 1, 2002, the European Union (EU) made the biggest currency switch in history by introducing euro notes and coins. The euro replaced individual state currencies in the 12 EU countries adhering to the European Monetary Unification agreement. The arrival of notes and coins means that citizens are able to shop anywhere within a 12-country "eurozone" with complete price transparency.

Even in non-participating EU countries such as the UK, the euro will have a significant impact on the way you do business in Europe by affecting key business segments such as accounting, marketing and sales, information technology, manufacturing, and distribution. Join us for a breakfast roundtable sponsored by Bank One to gain insight into strategies which can help you manage this new financial landscape.

Contact the Kentucky World Trade Center at 800-233-5982 (in Lexington) or 502-574-2400 (in Louisville) to register your company today!

#### European Monetary Unification

##### Participating Countries:

Austria	Germany	Luxembourg
Belgium	Greece	Netherlands
Finland	Ireland	Portugal
France	Italy	Spain

##### Non-Participating Countries:

Denmark  
Sweden  
United Kingdom



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# BRS Update: Air France

## Air France Takes Off in Kentucky!

By Anne Cappel, Sales Executive, Air France



Service providers can benefit from KWTC membership by participating in the Business Referral Service (BRS) program, through which services are promoted to KWTC members. The BRS Update, which profiles different categories of service providers in each issue of TradeView, is just one aspect of the BRS program.

**A**ir France was established in 1933 as the French national airline, and has since become one of the leading European airlines, and the third international airline in the world. Now Air France is taking off in Kentucky to destinations worldwide with outstanding services for the international business traveler!

### Easy access to Air France from Louisville and Lexington

In 1998, Air France opened a sales office in Cincinnati to serve the states of Ohio, Kentucky, Indiana and Michigan. Subsequently, in 2000, a new SkyTeam Alliance was created, offering one daily Air France connection to Louisville and Lexington (Delta operated) to allow passengers to catch the Air France transatlantic flight to Paris and beyond at the Greater Cincinnati/ Northern Kentucky International airport.

The Cincinnati airport is a gateway to Europe, Africa and the Middle East via the Air France hub at Charles de Gaulle airport in Paris. From there, passengers conveniently reach over 125 cities in 31 countries across Europe, over 40 cities in Africa, and 10 cities in the Middle East and the Indian sub-continent.



Anne Cappel

Currently, Air France offers one daily flight (Delta operated)

to Paris and its 175 destinations beyond. However, starting April 15th 2002, Air France will bring its own aircraft to the Greater Cincinnati/ Northern Kentucky International airport, offering two daily flights to Paris. Passengers may conveniently choose the departure and arrival times that best suit their schedule. A 6:50 p.m. departure allows for morning meetings in Paris or earlier connections, while a 9:50 p.m. departure gives the traveler a chance to complete a working day before taking off to Europe.

### New Global Alliance

The new SkyTeam Alliance, which now brings together Air France, Delta, Alitalia, Aeromexico, Korean Air and Czech Airline, marks an important stage in Air France's expansion as it focuses on the full thrust of a strong alliance that is 100% dedicated to serving its customers. This new global air transport network offers convenient schedules and genuine benefits for frequent flyers: qualifying miles and reward tickets throughout the SkyTeam network, access to 265 SkyTeam lounges worldwide, an air transport network offering 6,402 flights to 451 destinations daily, short and easy connecting flights (thanks to our many partner hubs), and a wide choice of fares to more destinations.

Air France aircrafts offer comfort, style and convenience in their two-class cabins:

**Business Class:** Business Class travelers enjoy whisper-quiet electronic controls on their modular seats, an adjustable foot-rest, and a head-rest with an inclination of 127 degrees for maximum comfort. A satellite telephone, in-seat video, adjustable reading lamp, travel kit, choice of two meal services (gourmet or fast), wine list, and pure wool blankets are just some of the amenities available to the traveler.

**Coach Class:** Coach Class offers the most attractive fares all year round. Passengers enjoy a selection of French regional dishes, and champagne is served free of charge. Entertainment includes French and international publications, 8-16 music channels, video entertainment, including up to two newly released feature films, and even individual in-seat video on selected flights.

**Concorde:** Since December 2001, Air France has brought the Concorde back to the USA. Passengers enjoy a 3 1/2 hour transatlantic flight between New York and Paris in this prestigious aircraft, which offers unparalleled service and distinction.

Air France has enjoyed Kentucky's hospitality for the past 4 years, developing privileged relationships with local and global Kentucky-based corporations, and is a proud member and supporter of the Kentucky World Trade Center.

For more information on Air France's services for the international business traveler, please contact Sales Executive Anne Cappel at 800-621-8058, ext 937.

## Korea Caravan

Continued from page S1

maintaining a free market economy.

The message of a strong economic recovery and improved environment for business was reiterated by Mr. Kim Sung-jin with the Korean Ministry of Finance & Economy who pointed out that Korea has become the world's 5th largest economy with the 3rd highest rate of growth after China and India. Korea is only one of two Asian economies that will see

growth in 2001. In addition, the country is home to the top five companies in the world in the semiconductor, steel, electronics, ship building and auto industries.

Louisville was the final stop on the delegation's tour of the region, which also included visits to Detroit, St. Louis, Chicago and Kansas City.

The Louisville event was sponsored by the Kentucky World Trade Center, The Asia Institute, Inc., Louisville

International Cultural Center and the Louisville World Affairs Council, in cooperation with the Kentucky Cabinet for Economic Development, U.S. Department of Commerce and Greater Louisville, Inc.

For more information about the Korea Caravan, please contact R. Ben Weber, Director of Business & Public Affairs for KEI at 202-371-0690 or via e-mail at rbw@keia.org.



The two Ambassadors address questions from local business representatives concerning trade and investment in Korea.



KWTC Chairman Jay Tannon welcomes the delegation of Korean trade representatives during a morning seminar on doing business in Korea.



Kim Sung-jin, Acting Director-General, Korean Ministry of Finance & Economy, gives a presentation concerning Korea's current economic situation.



Left: Over 60 business representatives attended the morning panel discussion on doing business in Korea.



Left: (L to R) Charles Park, Federation of Korean Associations USA, Korean Ambassador to the United States, Yang Sung-chul, U.S. Ambassador to Korea, Thomas C. Hubbard, Jay Tannon, Chairman, Kentucky World Trade Center

# MARK YOUR CALENDAR!

*Fax Your Upcoming Events to Susan Cook at 502-574-1585!*

DATE	LOCATION	EVENT	SPONSORED BY	VENUE	CONTACT
<b>February 21</b>	Louisville	<b>Central Asia and Afghanistan: A Journey Through Time</b> Speaker: Dr. Scott Livi, Assistant Professor of Asian History, Eastern Illinois University	Crane House	Crane House 6:00 pm	Crane House at 502-635-2240
<b>February 22</b>	Louisville & Lexington	<b>Video Conference: China, Hong Kong &amp; the WTO: New Business Opportunities</b> Speaker: Raymond Fan, Director of Hong Kong Economic & Trade Office in New York	Co-Hosted By: Kentucky World Trade Center & Frost Brown Todd	Frost Brown Todd offices in Louisville & Lexington 11:45 am -1:30 pm	Kentucky World Trade Center at 800-233-5982
<b>February 26 February 27</b>	Louisville Lexington	<b>The Euro - Is Your Business Ready?</b> Speakers: Steven Olson, Bank One & Eric Cornette, Greenebaum, Doll & McDonald	Hosted By: Kentucky World Trade Center	Greenebaum, Doll & McDonald Offices 8:00 am -9:30 am	Kentucky World Trade Center at 800-233-5982
<b>February 28</b>	Louisville	<b>China Past - A Unique View of the Late 19th Century Middle Kingdom</b> Speaker: Jeanadair Fisher	Crane House	Crane House 6:00 pm	Crane House at 502-635-2240
<b>March 4</b>	New Albany, IN	<b>Discussions of Kyrgyzstan</b> Speakers: visiting scholars from the American University in Kyrgyzstan		Indiana University Southeast 12:30 pm - 1:15 pm	Deborah Finkel at 812-941-2668
<b>March 5</b>	New Albany, IN	<b>International Festival</b> International food, cultural presentations, multicultural artifacts		Indiana University Southeast 6:00 pm - 8:30 pm	Deborah Finkel at 812-941-2668
<b>March 21</b>	Louisville	<b>Myth and History Regarding the Roots of Islamic-Western Conflicts</b> Speaker: Al Andrea, Professor of history at the University of Vermont	Crane House	Crane House 6:00 pm	Crane House at 502-635-2240
<b>April 11</b>	New Albany, IN	<b>Impressions of Saudi Arabia</b> Speaker: Gary Pinkston, Assistant Professor who lived in Saudi Arabia with his family for 10 years		Indiana University Southeast 12:30 pm - 1:15 pm	Deborah Finkel at 812-941-2668
<b>April 15-17</b>	Bowling Green	<b>Global Automotive Conference 2002</b> Conference Theme: The Competitive Implications of the Changing Structure of the Global Automotive Industry: Ownership, Acquisitions, Mergers & Alliances...Who's in Control?	Hosted By: Office of Global Business & Entrepreneurship at Western Kentucky University	University Plaza Hotel & Convention Center	Drucilla Belcher at 270-745-6481 ore-mail: global.business@wku.edu, web: www.gac.ky.net
<b>April 25</b>	Lexington	<b>World Trade Day 2002</b> Join us for Kentucky's largest international trade event! Meet with foreign dignitaries from around the world and network with over 400 Kentucky international manufacturing and service firms as we present World Trade Success Awards to Kentucky companies.	Kentucky World Trade Center	Radisson Hotel, Downtown Lexington	Kentucky World Trade Center at 800-233-5982

## KWTC New & Renewing Members

### NEW MEMBERS

#### Non-Profit Memberships

Sister Cities of Louisville, Inc.

#### Club Memberships

John Lina

### RENEWING MEMBERS

#### Regular Memberships

Age International, Inc.  
Airguard  
Alltech  
Brown-Forman Corporation  
C. Lee Cook  
Carpenter, Mountjoy & Bressler  
Central Bank & Trust Co.  
Crowe Chizek  
DecoArt Inc.  
Elan Home Systems, LLC  
Genfab, Inc.  
Greenebaum Doll & McDonald PLLC  
Hitachi Automotive Products, USA  
Kelco, Inc.  
Kentucky Thoroughbred Association, Inc.  
King and Schickli, PLLC

Louisville Tin & Stove Co.  
Mas-Hamilton  
MPD, Inc.  
National City Corporation  
Phoenix Process Equipment Co.  
PIC USA Inc.  
PNC Bank  
Rev-A-Shelf  
Sargent & Greenleaf, Inc.  
Squire Boone Caverns, Inc.  
Tekno Inc.  
Toyota Motor Manufacturing, Kentucky, Inc.  
Toyota Tsusho America, Inc.  
Valvoline International, Inc.  
Wyatt, Tarrant & Combs, LLP  
Zeon Chemicals LP  
Ziniz, Inc.

#### Non-Profit Memberships

Kentucky League of Cities

#### Club Memberships

Countertel Group  
Kentucky Derby Hosiery  
PR Network



You are invited to  
**WORLD TRADE DAY  
2002**

**Radisson Hotel  
Lexington, April 24-25, 2002**

Join us for Kentucky's largest international trade event! Meet with foreign dignitaries from around the world and network with over 400 Kentucky international manufacturing and service firms as we present awards to Kentucky companies who have achieved outstanding success in international trade for the past year.

Call the KWTC at 800-233-5982 for more information or to register today!

