



Otto Group to Launch e-Trade Here

The world's largest mail order enterprise, Otto Group, plans to use an e-trade system for trade with Korean apparel suppliers. The group has reportedly decided to adopt the system to maximize work efficiency and cut cost in worldwide sourcing of products and shortening of business processing time.



"Bolero Rollout in Korea" seminar underway Apr. 28 at WTC Seoul.

The Otto Group will link 10 Korean apparel suppliers to its global e-trade network based on the Bolero system, according to business sources on April 18. The group's decision is expected to provide momentum to the proliferation of domestic e-trade-utilizing businesses, presently at somewhat of a standstill situation.

To carry out its plan, the group has conducted a pilot test with Korea's ShinWon Group for introduction of the e-trade system, and the test results have been very good. Bolero, Korea Exchange Bank and Commerzbank (as export/import banks), KTNET and shipping firms, etc. participated in the test.

The number of trade documents exchanged annually between the Otto Group and Korean apparel supplier firms reaches about 10,000. Under the new system, only one employee of a respective Korean supplier firm is needed for transmission and reception transactions and also the document processing period can be shortened to two days compared with more than 10 days required for the processing of paper documents.

As for the Otto Group, with its existing method of trade alone, it seems to have been impossible for the group to maintain on-time delivery and efficient inventory management (the most important factors for a mail order company) and to maintain smooth trade transaction relations with thousands of product suppliers worldwide.



Hqs of the Otto Group, Germany

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Asia-Europe Trade Automation Progress

French government officials decided to suggest organization of a special e-trade working group at the ASEM e-Trade Council, and Korean government representatives agreed to support the suggestion actively.

The ongoing Korea-France e-trade cooperation project is expected to expand to Asia-Europe trade automation, with an agreement at a 'Korea-France e-Trade Meeting' held on March 30 in Seoul to discuss the e-trade establishment project between the two continents from ASEM's perspective.

At the meeting, French government officials decided to suggest organization of a special e-trade working group at the ASEM e-Trade Council, and Korean government representatives agreed to support the suggestion actively.

The projected special working group is expected to be suggested at the fourth ASEM e-Trade Council meeting slated for November this year in the U.K. or at the ASEM Senior Officials Meeting on Trade and Investment (SOMTI) to be held earlier.

In regards to the Korean government's proposal to set up an ASEM global trade network, the French government discussed the idea with the tax bureau, information & social bureau and external secretariat of the EU Executive Committee and agreed with the committee to expand the scope and to push for activation of Asia-Europe e-trade, including Korea and France.

The two governments also decided to promote trade automation through linkage to the e-Customs Project by the tax bureau of the EU Executive Committee, in particular, which is promoting free customs clearance between Europe and external regions. The French government will decide on the details after future consultations with the Korean government.

The two sides agreed to mutually discuss e-trade clauses of the agenda to be announced in the e-commerce field at the eighth Korea-France Industrial Cooperation Council Meeting scheduled for June this year in Paris.

Ethical Trade Center Management

Korea International Trade Association (KITA) and its three subordinate companies - COEX, KTNET, and KCAT - organized "Ceremony to Declare Ethical Trade Center Management" to demonstrate their determination to

practice ethical management of the Trade Center at home and abroad and to solidify the foundation for transparent management. The ceremony was held on March 26 at COEX Conference Room with Jae-Chul Kim, Chairman & CEO of KITA, the presidents of the three affiliates and about 400 officials and staff participating.



6 Sectors to Get Support for B2B Network

The Ministry of Commerce, Industry and Energy (MOCIE) announced that the six business sectors had been chosen among a total of 16 consortiums which participated in the B2B model project after its evaluation of business promotional will, success possibility, ripple effect, public interest, etc.

The government selected six industrial sectors newly to receive its support for establishment of B2B networks this year: measuring equipment, handicraft, fisheries, e-learning, franchise and plant. This is the government's fifth B2B model project by business sector.

The Ministry of Commerce, Industry and Energy (MOCIE) announced that the six business sectors had been chosen among a total of 16 consortiums which participated in the B2B model project after its evaluation of business promotional will, success possibility, ripple effect, public interest, etc.

As for the selected six sectors, the ministry plans to support up to maximum 70% of the total project cost for establishment of their B2B infrastructure in the form of government-private matching fund. With a total annual budget of about 3.3 billion already allocated, the average support scale for each sector is expected to be more or less 550 million won.

Director General Yoo Young-Hwan of MOCIE's Industrial Policy Bureau said "26 experts from various related fields participated in the screening work of business sectors for the fifth model project, and top priority was given to the business sectors which can produce substantial effects through their organize consortiums with a will to spread B2B e-commerce in connection with business viability."

He added that the ministry will expand the project to cover about 50 business sectors next year, while placing a focus on the creation of success models by applying stern yardsticks also to those sectors which are already under promotion.

31 e-Gov't Projects to Be Implemented

The Ministry of Government Administration and Home Affairs (MOGAHA) plans to embark on the promotion of 31 projects to build the e-government system.

Recently the ministry got transfer of e-government affairs, finalized business agreement with the National Computerization Agency (NCA) and received informationization promotion fund from the Ministry of Planning and Budget (MPB).

On April 13, the ministry also held an explanatory session on 2004 e-government support business for central administrative agencies and local autonomous bodies at the government complex in central Seoul.

Through collaboration with the NCA, the ministry issued orders for urgent 15 projects first, such as 'Expansion of People's Online Participation' and 'Establishment of Real Estate Information Management Center,' and plans to order 10 more projects in May additionally.

In this regard, Director General Chung Kook-Hwan of e-Government Bureau, MOGAHA, said that he has received this year's e-government business promotion plan from his frontline department, and will confirm the budgets for each task after consultations with the NCA and e-Government Specialized Council. He added the ministry would invest a total of 90 billion won for the 31 e-government tasks this year.

Electronic Parts e-NL with Paper

The Korea-Japan electronic parts e-marketplace will be re-launched in June this year, becoming the world's first global e-sourcing marketplace targeting electronic parts customers worldwide. The e-commerce site is also expected to set link e-markets in China and Taiwan, and play a hub role in Northeast Asia's electronic parts trading.

The Electronic Industries Association of Korea (EIAK) said on Apr. 21 that it plans to add e-sourcing and single-sign-on functions to the Korea-Japan e-marketplace to introduce a global e-parts e-market service in June this year.

It added that it would introduce a fee-based business model to the e-marketplace, which it aims to foster as Northeast Asia's leading e-market by the year's end after linking with e-commerce sites in China and Taiwan.

The planned Northeast Asia e-parts site will allow customers across the world to easily access parts supplies provided by the four Asian industrial powerhouses over the Internet. e-Parts manufacturers in the four countries, for their part, will find it easier to push into the European and American market.

Advances into SI Markets in Latin America

The Ministry of Information and Communication (MIC) dispatched a private-government SI project cooperation mission to Central & South American markets April 20-29.

The mission comprised of government officials and business representatives from the Ministry of Foreign Affairs and Trade, National Computerization Agency (NCA), Korea IT Industry Promotion Agency (KIPA), Korea Agency for Digital Opportunity & Promotion (KADO), the Export-Import Bank of Korea and private SI firms.

The SI project cooperation mission plans visited three countries, Dominican Republic, Panama and Guatemala, for 10 days and to hold e-government symposiums with participation of about 100 key government officials involved in the promotion of respective countries' informationization.

Accord on Vietnam's e-Gov't Project

On March 29, the Korea Information Strategy Development (KISDI) held a report meeting to take up 'Vietnam's e-Government Strategies and Roadmap Project' and signed an official agreement with the National Institute of Post and Telematics Strategy (NIPTS) of Vietnam which will carry out the project jointly.

The project is for the two institutes to cooperate each other in suggesting Vietnamese e-government vision and strategies and preparing a roadmap for major projects and implementation procedures by phase to be promoted until 2008. Also participating in the project with the KISDI are domestic SI firms, Samsung SDS, LG CNS and Hyundai Information Technology (HIT).

The attendants on the signing ceremony were Vietnamese officials, including President Tran Minh Tien of NIPTS, Director General Nguyen Thanh Hai of Ministry of Posts and Telematics and three Korean SI firms, Managing Directors Lee Byung-Hun of Samsung SDS, Yoon Kyung-Won of LG CNS and Cho Young-Chun of HIT.

■ **Electronic Parts e-NL with Paper**

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'ebXML Council' to Adopt Global Standards

ebXML standardization will continue as e-trade infrastructure not only for Korea but also for APEC. Adoption of global standards here is purposed to minimize expenses for mutual operability among various standards.

The 'ebXML-Specialized Council' under the Korea Institute for Electronic Commerce (KIEC) decided to accommodate various global standards, RosettaNet, web service, etc. broadly for ebXML, the standard of e-commerce documents.

On April 5, KIEC revealed its decision to promote the second stage project for establishment of Korean-type next-generation cooperative integrated framework that will adopt a wide variety of e-business-related global standards introduced in Korea.

The KIEC's second-stage project will proceed in a way to accommodate such e-business standards as web services/RosettaNet (electronic business), XBRL (financial accounting) and HL7 (e-health). Also to be adopted are global e-document standards, UBL (Universal Business Language) of OASIS and OAG (Open Applications Group), etc. centering on UN/CEFACT.

For this, KIEC plans to reorganize the 'ebXML-Specialized Council' in April and newly launch 'e-Commerce (Documents) Standardization- Specialized Council' (tentative name) to joined by even standardization experts of web service, RosettaNet, XBRL and HL7 in order to confirm its future project schedule in detail.

As its first project, the new council plans to upgrade 'e-Document Development Guideline' for linkages between ebXML and RosettaNet and also between international ebXML standards and UBL/ORG. It will also deliberate and enact 'e-Business Cooperation Process' to be utilized practically for the first time in Korea as the standard of Korea e-Document Exchange Council.

A related official at KIEC said: "ebXML standardization will continue as e-trade infrastructure not only for Korea but also for APEC. Adoption of global standards here is purposed to minimize expenses for mutual operability among various standards.

eXedi Events Scheduled with 2 Banks

The Chohung Bank

Period: Apr. 1-June 30, 2004
Content of Premium Services

Division	Subjects	When window is used	When EDI is used
KTNET	Minimum charge	20,000	Exempted
	Transmission fee	388/KB	
The Chohung Bank	Telegram fee for opening L/C	18,000 ~ 25,000/case	5,000/case
	Fee for L/C notification	20,000/case	15,000/case
	Issue of purchase confirmation letter	7,000/case	3,000/case

Contact: KTNET: 02-6000-2074
Chohung Bank: Person in charge at each branch

The Industrial Bank of Korea

Period: Apr. 1-May 31, 2004
Content of Premium Services

Division	Subjects	Current rates	Minimum charge
KTNET	Minimum charge	20,000	Exempted
	Transmission fee	388/KB	
The Industrial Bank of Korea	Fee for notification on export L/C	20,000	10,000
	Telegram fee		
	L/C at sight	20,000	10,000
	Usance credit	25,000	12,500

Note: 1. The premium rates apply only to new clients during the event period.
2. Chohung Bank rates continue to apply beyond the event period.
3. Applicable on when the Industrial Bank of Korea has been chosen as the main bank on the application.

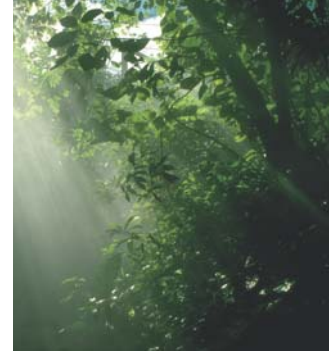
Natural Recreation Forests

Clean, Green Resting Places

Imagine yourself standing amidst a forest full of fresh air, clean water and dense trees. Indulge in the incessant singing of birds, while listening to the murmuring water in the valley.

The recreational forests operated by the central and local governments, in particular, are located not so far from away. Forests are the best leisure sites, providing learning and experience opportunities, as well as resting space.

Created in 1970 as part of the government's afforestation policy, 'Natural Recreation Forests' are being equipped with basic facilities so that people can enjoy recreation and relaxation in there. The recreational forests are utilized for a wide variety of purpose, not just resting but also forest exploration, forest culture experience and nature learning, thereby significantly contributing to the enhancement of people's lives.



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Major Natural Recreation Forests

Region	Name	Address	Tel	Website
Gyeonggi-do	Sanumm	84, Saneum-ri, Danwol-myeon, Yangpyeong-gun, Gyeonggi-do, Korea	82-31-774-8133	www.huyang.go.kr/rest/foarest/sanumm
	Jungmisan	San 194-1, Sinbok-ri, Okcheon-myeon, Yangpyeong-gun, Gyeonggi-do, Korea	82-31-771-7166	www.huyang.go.kr/rest/foarest/jungmisan
	yumyongsan	San 35, Gail-ri, Sorak-myeon, Gapyeong-gun, Gyeonggi-do, Korea	82-31-589-5487	www.huyang.go.kr/rest/foarest/yumyongsan
Gangwon-do	Gagok	San 128, Punggok-ri, Gagok-myeon, Samcheok-si, Gangwon-do, Korea	82-33-573-4657	www.huyang.go.kr/rest/foarest/gagok
	Kariwangsan	San 21, Hoedong-ri, Jeongseon-eup, Jeongseon-gun, Gangwon-do, Korea	82-33-563-1544	www.huyang.go.kr:81/rest/foarest/kariwangsan
	Daekwanryoung	San 2-1, Eoheul-ri, Seongsan-myeon, Gangneung-si, Gangwon-do, Korea	82-33-644-8327	www.huyang.go.kr/rest/foarest/daekwanryoung
	Bangtaesan	Bangdong-ri, Girin-myeon, Inje-gun, Gangwon-do, Korea	82-33-463-8590	www.huyang.go.kr/rest/foarest/bangtaesan
	Chongtaesan	San 1-4, Sapgyo-ri, Dunnae-myeon, Hoengseong-gun, Gangwon-do, Korea	82-33-343-9707	www.huyang.go.kr/rest/foarest/chongtaesan
Chungcheong-do	Oseosan	Janghyeon-ri, Cheongna-myeon, Boryeong-si, Chungcheongnam-do, Korea	82-41-936-5465	www.huyang.go.kr/rest/foarest/oseosan
	Sokrisan Maltijae	San 5-1, Jangjae-ri, Oesongni-myeon, Boeun-gun, Chungcheongbuk-do, Korea	82-43-543-1667	www.huyang.go.kr/rest/foarest/maltijae
Gyeongsang-do	Gummasan	San 26, Sinwon-ri, Subi-myeon, Yeongyang-gun, Gyeongsangbuk-do, Korea	82-54-682-9009	www.huyang.go.kr/rest/foarest/gummasan
	Unmunsan	San 29-6, Sinwon-ri, Unmun-myeon, Cheongdo-gun, Gyeongsangbuk-do, Korea	82-54-371-1323	www.huyang.go.kr/rest/foarest/unmunsan
	Jirisan	San 161, Samjeong-ri, Macheon-myeon, Hamyang-gun, Gyeongsangnam-do, Korea	82-55-963-8133	www.huyang.go.kr/rest/foarest/jirisan
Jeolla-do	Chilbosan	San 214, Young-ri, Byeonggok-myeon, Yeongdeok-gun, Gyeongsangbuk-do, Korea	82-54-732-1607	www.huyang.go.kr/rest/foarest/chilbosan
	Dukyusan	San 1, Samgeori, Mupung-myeon, Muju-gun, Jeollabuk-do, Korea	82-61-394-5523	www.huyang.go.kr/rest/foarest/bangjangsan
	Bangjangsan	San 282-1, Jukcheong-ri, Bugi-myeon, Jangseong-gun, Jeollanam-do, Korea+C18	82-61-394-5523	www.huyang.go.kr/rest/foarest/bangjangsan
	Hoimoonsan	Anjeong-ri, Gurim-myeon, Sunchang-gun, Jeollabuk-do, Korea	82-63-653-4779	www.huyang.go.kr/rest/foarest/hoimoonsan
	Chonkwansan	San 72-1, Nongan-ri, Gwansan-eup, Jangheung-gun, Jeollanam-do, Korea	82-61-867-6974	www.huyang.go.kr/rest/foarest/chonkwansan