

Project Plan: Internship High Tech Sector

What?

The government and the private sector are working more and more together in the field of economic diplomacy. To make economic diplomacy more effective, the ministry of Foreign Affairs and FME are setting up a pilot in which a staff member of the Netherlands Embassy in Seoul is placed within the High Tech Systems and Materials sector for a certain period of time, after which he returns to the Dutch Embassy in Korea. The goal of his internship is to generate more business for the Dutch High Tech sector in Korea, by increasing market access for, and creating higher visibility of the Dutch High Tech in Korea.

Why?

Korea offers enormous potential as a market for the High Tech industry. The identification of market opportunities for OEM's and suppliers, however, needs to be enhanced by specific activities focused on the Korean market. In order to set up these activities close cooperation between government and industry is required, since there is a strong interconnection between Korean companies and the Korean government. Maintaining good relations with the local government and governmental organisations is therefore crucial in order to successfully operate in the Korean market.

Assignment & Output

In a period of 12 weeks the Embassy staff member will identify opportunities and market access problems in Korea for the different OEM's and manufacturing suppliers active in the Dutch High Tech sector. The program consists of an introduction on the technological industry and the High Tech sector, followed by an introduction at ASML, the Korea Desk and their manufacturing suppliers. To get a broad perspective other High Tech companies, High Tech regions and knowledge intuitions related to the sector are also visited.

In the end some clear-cut results are expected:

- Seminar "*Opportunities and challenges for the Dutch High Tech industry in Korea*"
- Detailed report on potential for the Dutch High Tech industry in the Korean market
- Action plan on how to realise this potential

This output is used to actively represent the Dutch High Tech sector in Korea by organising focussed activities, increasing market access, identifying market opportunities and maintaining good relations with the relevant (local) policy makers.

Participating companies/institutions

In order to give the diplomat a complete overview of the High Tech sector other companies and knowledge institutions related to High Tech are invited to participate.

Participating companies are asked to fill in one or two day(s) of the program by opening their company doors and demonstrating their activities. This gives the company the opportunity to explain their business, future opportunities, challenges and difficulties related to the Korean market. But also to ask questions and address issues which the diplomat can take back to Korea.

Initially week 6, 7 and 8 are scheduled for these company-meetings (*see program*). In consultation with the organisation it is possible to schedule a visit in week 5, 10, 11 or 12.

Where?

The focus of operations for this program will be ASML, where the diplomat will spend two weeks on the ASML Korea Desk. The rest of the time the diplomat is stationed at the regional office of FME at Eindhoven or within the participating companies.

Contact

Vereniging FME-CWM, Patrick Walison, T (079) 353 12 80, E patrick.walison@fme.nl

Program

Start: Introduction: 23 till 27 January 2012. Start internship: 30th of January 2012

End: Last week of March 2012

Week 2 & 3	9 January – 20 January	Preparation in Korea
<ul style="list-style-type: none"> ▪ Visiting ASML and Vanderlande in Korea ▪ Visiting other Dutch Companies in Korea ▪ Appointments with Korean agents used by Dutch Companies 		
Week 4	23 January – 27 January	Introduction Week
<ul style="list-style-type: none"> ▪ Visit Ministry of Foreign Affairs and Economic Affairs, Agriculture and Innovation ▪ Getting to know FME and the technological industry ▪ Visiting High Tech Campus 		
Week 5	30 January – 3 February	Start Internship at ASML
<ul style="list-style-type: none"> ▪ Introduction within ASML and the Korea Desk ▪ Possibility to visit manufacturing suppliers of ASML 		
Week 6	6 February – 10 February	Visit High Tech companies
<ul style="list-style-type: none"> ▪ Visiting Dutch High Tech companies ▪ Companies have the opportunity to address their current situation, opportunities, challenges and problems in the Korean market ▪ Duration of a visit depends on the number of registrations and interests of companies 		
Week 7	13 February – 17 February	Visit High Tech companies
See week 6		
Week 8	20 February – 24 February	Visit High Tech companies
See week 6		
Week 9	27 February – 2 March	2nd Period within ASML
<ul style="list-style-type: none"> ▪ Experience the delivery of a machine 		
Week 10	5 March – 9 March	Visit High Tech organisations
<ul style="list-style-type: none"> ▪ Subject: Valorisation of Innovation ▪ Institutions/regions with knowledge of high tech ▪ Organisations like: HTSP, Brainport Industries, Point1, M2I, ESI, Automotive NL, TU Delft, TU Eindhoven, TNO, region Twente 		
Week 11	12 March – 16 March	Visit High Tech organisations
See week 10		
Week 12	19 March – 23 March	Visit High Tech organisations
See week 10		
Week 13	27 / 28 or 29 March	Seminar
<ul style="list-style-type: none"> ▪ Seminar '<i>Opportunities & challenges for the Dutch High tech in the Korean market</i>' ▪ With a matching report for the participants 		