

The Korea Securities Dealers Association and The Korea Society invite you to attend the "Portfolio Korea 2000 Conference"

# INVITATION

## Portfolio Korea 2000 Conference

**JUNE 28, 2000 • THE FOUR SEASONS HOTEL**

200 Boylston Street, Boston, MA 02116

**JUNE 29, 2000 • THE FOUR SEASONS HOTEL**

57 East 57th Street, New York, NY 10022

**JUNE 30, 2000 • THE WILSHIRE GRAND HOTEL**

930 Wilshire Boulevard, Los Angeles, CA 90017

The Korea Securities Dealers Association (KSDA) and The Korea Society invite you to attend the Portfolio Korea 2000 Conference, to be held on June 28-30, 2000 in Boston, New York and Los Angeles. During these half-day events, leading experts will speak to you about exciting new developments and trends in Korea's securities market. This will include detailed presentations covering investment opportunities, outlook and potential, the impact of financial reform, the rapid growth of emerging venture and information technology firms, and an analysis of the North-South summit meeting that will take place in Korea mid-June.

This event has been organized by the KSDA, following the completion of its recent successful investment road show in Japan. We are now visiting the U.S., reaching out to investors, financial professionals, corporate executives and other targeted individuals to offer insights into the financial opportunities that have been created as a result of Korea's impressive emergence from the Asian financial crisis.

The KSDA, established in 1953, has strived continuously for the betterment of Korea's securities industry. As a self-regulatory organization—not unlike the NASD, the aim has always been to establish a fair and transparent securities market in Korea. KSDA is presently composed of over 100 regular, special and associate members, including all major Korean, and many leading foreign, financial institutions.

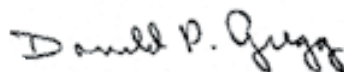
Please join us at the Portfolio Korea 2000 Conference. Each event will begin at 8:30 am with a coffee reception, followed by a seminar and luncheon. Enclosed you will find materials highlighting our program, along with speaker profiles, and a fax reply form to confirm your attendance.

Thank you and please do not hesitate to contact our US contact, KWR International, at 212-532-3005, fax 212-532-3345, e-mail [kwrintl@kwrintl.com](mailto:kwrintl@kwrintl.com) for additional information.

Sincerely yours,



Mr. Chang Mo Bae  
Chairman  
The Korea Securities Dealers Association



Honorable Donald P. Gregg  
President & Chairman  
The Korea Society

# A WORD OF WELCOME



Welcome to the Portfolio Korea 2000 Conference.

The financial crisis was indeed a blessing in disguise to Korea. It presented an unprecedented opportunity to fix the structural weaknesses in our financial and economic systems. A comprehensive reform program was swiftly fashioned, centering on liberalizing capital restrictions and embracing free market discipline.

A dizzying array of changes and developments has occurred since this time. Without a doubt, Korea has openly embraced the New Economy, standing at the cutting-edge of Internet and technology development in Asia. Online trading, for example, has become explosively popular and Korea is now undergoing an Internet revolution, not an evolution, as financial services rapidly move online. More broadly speaking, a transformation of unseen proportion is taking place. Simply put, Korea is shifting from an industrial powerhouse to a knowledge-based economy.

Another exciting development is being witnessed along the political front. The North-South Summit Meeting offers a positive dialogue that promises to reduce tension and expand business opportunities on the Korean peninsula. This issue will be given fresh insight during the luncheon talks.

Let me add that these are just a few of the exciting new issues that will be addressed. So I hope to see you at the Portfolio Korea 2000 Conference.

A handwritten signature in black ink, appearing to read 'Chang Mo Bae' in a cursive style.

Chang Mo Bae

Chairman

The Korea Securities Dealers Association

Co-hosted by  
**The Korea Securities Dealers Association**  
**The Korea Society**

**US Contact: KWR International, Inc.**  
461 Park Avenue South, New York, New York, NY 10016  
Tel: 212-532-3005, Fax: 212-532-3345, E-Mail: kwrintl@kwrintl.com

## Portfolio Korea 2000 Conference

### PROGRAM\*

**JUNE 28, 2000 • THE FOUR SEASONS HOTEL**

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<b>08:30-09:00</b>	<b>REGISTRATION &amp; RECEPTION (Coffee/Pastry Provided)</b>
<b>09:00-09:10</b>	<b>OPENING REMARKS</b> Malcolm Binks, U.S. Advisor, The Korea Securities Dealers Association
<b>09:10-09:30</b>	<b>KEYNOTE SPEECH: "THE FUTURE OF KOREA'S SECURITIES MARKET"</b> Chang Mo Bae, Chairman, The Korea Securities Dealers Association
<b>09:30-09:50</b>	<b>KOREA'S ECONOMIC RECOVERY: OUTLOOK AND POTENTIAL</b> James Rooney, Governor, American Chamber of Commerce in Korea
<b>09:50-10:20</b>	<b>THE IMPACT OF FINANCIAL REFORM ON PORTFOLIO INVESTMENT IN KOREA</b> Buhmsoo Choi, Senior Counsellor, Financial Supervisory Commission
<b>10:20-10:40</b>	<b>Q&amp;A</b>
<b>10:40-11:00</b>	<b>COFFEE/TEA BREAK</b>
<b>11:00-11:20</b>	<b>THE BIRTH OF A NEW KOREAN ECONOMY: OPPORTUNITIES AMONG EMERGING VENTURE AND IT FIRMS</b> Nam Park, Head of KODIS Team, Hyundai Securities Co.
<b>11:20-11:50</b>	<b>PRESENTATIONS BY INFORMATION TECHNOLOGY COMPANIES</b>
<b>12:00- 13:30</b>	<b>LUNCHEON</b> <i>An Analysis of Korea's Recent North-South Summit Meeting</i> Hon. Donald Gregg (New York), Former US Ambassador to South Korea Hon. William H. Gleysteen, Jr. (Boston), Former US Ambassador to South Korea

**Lunch will be Provided by Sponsors • Registration closes at 9:15**

\* An updated program is available at [www.ksda.or.kr/Portfoliokorea](http://www.ksda.or.kr/Portfoliokorea) or [www.koreasociety.org](http://www.koreasociety.org)

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**Portfolio Korea 2000 Conference**  
**June 28 - June 30, 2000**  
**Boston • New York • Los Angeles**

**Please RSVP by Monday June 19\* to**  
**Fax: 212-532-3345**  
**Tel: 212-532-3005**  
**E-Mail: kwrintl@kwrintl.com**

\*Confirmations received after this date will be accepted pending space availability

**To request any further information, please contact**  
**Keith W. Rabin at 212-532-3005, Ext. 1**

Name		
Title/Position		
Company/Org.		
Address		
City	State	Zip
Telephone	Fax	E-Mail

I would like to attend the Portfolio Korea 2000 Conference on:

- \_\_\_\_\_ June 28, 2000 at the Four Seasons Hotel, 200 Boylston St., Boston, MA 02116
- \_\_\_\_\_ June 29, 2000 at the Four Seasons Hotel, 57 East 57th St., New York, NY 10019
- \_\_\_\_\_ June 30, 2000 at the Wilshire Grand Hotel, 930 Wilshire Blvd., Los Angeles, CA 90017
- \_\_\_\_\_ I will not be able to attend any of these events but please add me to your mailing list.
- \_\_\_\_\_ Please call me at the number indicated above to discuss this event.

**For additional persons, please fill out a duplicate copy of this form.**



# SPEAKER PROFILES

## **CHANG MO BAE**

*Chairman*

*The Korea Securities Dealers Association*

Chang Mo Bae was elected Chairman of the KSDA in February 1998. Prior to assuming the Chairmanship, Mr. Bae served for nineteen years as the President and CEO of Daeyu Securities Company, Ltd., one of the oldest securities firms in Korea. He is active in various committees in and around the Korean financial community, such as the National Commission for Rebuilding Korea and the steering committee member of the Korea Deposit Insurance Cooperation. Bae earned his bachelor's degree in business administration from Korea's Seoul National University. He later completed a CEO program offered by his alma mater's graduate school of management.

## **MALCOLM BINKS**

*U.S. Advisor*

*The Korea Securities Dealers Association*

Malcolm Binks serves as the U.S. advisor to the KSDA. Recently retired as a Senior Vice President, Merrill Lynch International, Mr. Binks serves as a member of the Advisory Board of the Korean Economic Institute of America, member of the Merrill Lynch Australasia Advisory Board, Chairman of American Australian Association, and Chairman of the Capricorn Development Fund Ltd, a proposed venture capital fund to invest in Australian e-business applications. Mr. Binks holds a Barrister-at Law degree from Gray's Inn in London.

## **DR. BUHMSOO CHOI**

*Senior Counselor*

*Financial Supervisory Commission*

Dr. Buhmsoo Choi has been working since 1989 as a Research Fellow with the Korea Development Institute, a government think-tank providing analysis and advice on all aspects of short- and long-term national policies. Then starting May 1998, he also took on the role of Senior Counselor to the Chairman of the Financial Supervisory Commission. Dr. Choi received his B.A. and M.A. in Economics from Seoul National University, and later a Ph.D. in Economics from Yale University.

## **HON. WILLIAM H. GLEYSTEN, JR.**

*Former U.S. Ambassador to*

*Republic of Korea*

William H. Gleysten, Jr. is a specialist on East Asia. During his Foreign Service career he served as the U.S. Ambassador to Korea (1978-81), Deputy Assistant Secretary of State for East Asia, and Senior Staff Member for East Asia in the National Security Council. In addition to Korea, he was posted abroad to Taiwan, Japan, and Hong Kong, and was involved in normalization of U.S.-P.R.C. relations under two successive Secretaries of State. Born and raised in China, Mr. Gleysten received a B.A. and M.A. from Yale University. He was President of the Japan Society in New York (1989-95). Currently a non-resident fellow at the Brookings Institution in Washington, he recently completed a book on his Korean experience: Massive Entanglement, Marginal Influence: Carter and Korea in Crisis -- Washington, DC: Brookings Institution Press, 1999. He is a member of the Council on Foreign Relations and resides in Bethesda, Maryland.

## **HON. DONALD P. GREGG**

*Former U.S. Ambassador to  
Republic of Korea*

Donald P. Gregg is the President and Chairman of The Korea Society. After serving in the United States Army, he earned a B.A. (cum laude) in philosophy from Williams College. Gregg joined the Central Intelligence Agency immediately after graduation and over the next quarter century was assigned to Japan, Burma, Vietnam and Korea. Gregg was seconded to the National Security Council staff, where he was in charge of intelligence activities responsible for Asian policy affairs. In August 1982, he was asked by Vice President George Bush to become his National Security Advisor, supporting the Vice President in the areas of foreign policy, defense and intelligence. From September 1989 to 1993, Gregg served as the U.S. Ambassador to Korea. While ambassador, his efforts were directed toward helping the U.S.-Korea relationship mature from a military alliance into an economic and political partnership. He is a member of Honorary Committee of the American Committees on Foreign Relations, a member of Council of Advisors of ASIANetwork, a consortium of liberal arts colleges to promote Asian Studies, and member of the Council on Foreign Relations.

## **DR. NAM PARK**

*Head of KODIS Team  
Hyundai Securities Company*

Dr. Nam Park has been heading the KODIS (Kosdaq, Internet, Small & Medium Cap) Team of Hyundai Securities Company in Korea since June 1999. Previously, he served overseas as Lead Analyst at Paribas Asia Equity in Hong Kong; Assistant Director at ING Baring Securities in Hong Kong; and Associate Director at Standard Chartered Bank in Hong Kong, New York and London. Dr. Park is recognized as a leading expert in his field, and Korean dailies have voted him as one of the top Kosdaq and Internet analysts in Korea. Dr. Park received his Ph.D. in Biophysics from the Imperial College of the University of London.

## **JAMES P. ROONEY**

*Governor  
American Chamber of Commerce in Korea*

After serving as President & CEO of Templeton Investment Trust Management Company in Korea, Mr. James Rooney is currently a Governor of the American Chamber of Commerce in Korea. Previously, he was a managing director of Franklin Templeton Group. Last year, he was the first winner of the “Taeguk Award” (Foreign Investment Enterprise Prize), presented by the Korean government. Mr. Rooney currently serves as a member of the Foreign Investment Advisory Council for the Korean Minister of Commerce, Industry & Energy and also as a member of the Foreign Investment Advisory Council for the Mayor of the City of Seoul. Mr. Rooney received his B.Sc from the Imperial College of Science & Technology in London and an MBA from Harvard University.

# PORTFOLIO KOREA 2000 CONFERENCE

Boston : June 28, 2000

New York : June 29, 2000

L.A. : June 30, 2000



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