



The Greater Kokomo Chamber of Commerce presented a special community event in March titled “Intercultural Understanding and Communication: South Korean Corporate Culture in the 21st Century.” With StarPlus Energy’s development of a \$2.5 billion electric vehicle battery plant in Kokomo, the community will see an influx of Korean residents and business. By familiarizing the community with these new neighbors, we hope to create the most welcoming space possible here in Kokomo. Speaking at the Korean Culture Integration event was Seung-kyung Kim, director of the Institute of Korean Studies at IU Bloomington.

The topics discussed were:

- The value and respect of learning proper pronunciation of Korean names.
- Overview of Korean society and culture
- A historical look at Korea and how it’s impacted the Korea of today.
- Corporate culture in Korea and how it’s different from the American corporate culture.
- Samsung and Samsung SDI’s corporate culture.

The event filled all seats and was live-streamed and recorded for those who wish to play back the training and share with co-workers. The video can be viewed at [greaterkokomo.com/culture](http://greaterkokomo.com/culture). The series was very well received from the Kokomo community and needed to be built off of.



From this special event, the Greater Kokomo Economic Development Alliance received a grant from the Community Foundation of Howard County to partner with Moyars Consulting to be able to showcase a five-part Korean Culture Business Training Series aimed at helping the business community prepare for interactions and opportunities surrounding the new \$2.5 billion electric vehicle battery plant currently under construction by StarPlus Energy.

The series is listed below:

**April 24: Business Etiquette**

This session will teach the basics of business interaction, introductions and name clarifications, handshaking and bowing, business card exchanges and gift giving.

**May 23: Cultural Norms**

This session will teach the typical day in the life of Koreans, specifically focusing on weekdays and weekends, as well as colleagues, families, and friends.



**June 27: Food & Beverage**

This session will teach the importance of sharing food, Korean food scene, chopstick training, connecting through food, and beverage knowledge.

**July 18: Cultural Practicum**

This session will teach scenario based-training, body language, showing appreciation, conflict management, how to apologize, gift giving situations and cultural faux pas.

**August 29: Tie It All Together**

This session will be a panel discussion on networking events for Koreans and Americans. This will also give the opportunity to practice components learned in previous workshops.