



DE NEDERLANDSE ZAKENCLUB KOREA

DRAFT

DUTCH BUSINESS CLUB IN KOREA (DBCK)

2006 HAMEL AWARDS

FOR IMMEDIATE RELEASE

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COMPANIES NOMINATED FOR HAMEL TRADE AWARDS 2006

The Dutch Business Club in Korea (DBCK) announced today that six Dutch companies have been nominated for the Hamel Trade Awards 2006. Chairman Mr Max Smits congratulated the six nominees, all with excellent performances in the Korean market: ASM International NV, ING Life Insurance Korea, Total Identity, OTB Solar, Frico Cheese and Naco. The winner of the Hamel Trade Award will be announced during an Award Ceremony in the Hyatt Hotel on the 12th of december.

The Hamel Trade Award was launched in 2003. It is a yearly award for excellence to a company that has contributed substantially to business and trade relations between South Korea and the Netherlands. Former winners of the award include ASML, LG Philips-LCD, Inalfa Roof Systems and Irdeto.

Since 2005, two awards are granted: one that is already well established in the South Korean market, and one that has only recently entered the South Korean market.

The Nominees for the 2006 Hamel Award for a Company that is already well established in the South Korean market are:

- **ASM International NV:** ASM, a semiconductor machinery maker, is in Korea since 2001. Customers include Samsung, Hynix and Dongbu. In 2006 the company announced to invest USD 20 million into a Korean production line and a R&D center.
- **ING Life Insurance Korea:** ING Life was established in 1989 and is currently the 4th largest life insurer in Korea servicing 900,000 customers for their financial needs. In 2006 it was rewarded

with the Korea Social Contribution Coporporate Award and Korea Service Management Award in the financial service – life insurance category.

- **Total Identity:** Total Identity helps organisations to achieve their ambitions in a dynamic context. The cornerstone of Total Identity's strategy is corporate identity. Corporate Identity is the foundation on which corporations build their organisations and translate their ambitions in communication, their image, their future. The belief that expressing own identity is more relevant than following trends, fashions and styles is now also gaining support rapidly in Asia. Total Identity is active in Korea since 2003. Among its clients are HyundaiCard and Hyundai Capital, Hanaro Telecom, Shin Young, GWell and GWell City.

The Nominees for the 2006 Hamel Award for a company that has only recently entered the South Korean market are:

- **OTB Solar:** OTB Solar is a leading Dutch manufacturer of solar cell equipment. In 2006 OTB announced the successful installation of a 30 MW production line to the South-Korean solar cell manufacturing company KPE. The total annual capacity of this new production line equals the yearly power consumption of 10,000 European households.
- **Frico Cheese:** In 2006 fast food chain Lotteria introduced its European Frico Cheese Burger with cheese from Frico. Between March and August around 5 million of these burgers were sold.
- **NACO:** NACO, Netherlands Airport Consultants, is one of the world's leading airport consulting and design firms. In 2006 Incheon International Airport Corporation (IIAC) commissioned a review of its current Master Plan by NACO. During this Master Plan Review a new strategy toward 2035 for the airport will be drafted.

The jury of the Hamel Trade Awards 2006 consists of Mr. Tong-Soo Chung, Head of Invest Korea, Mr. Jean-Jacques Grauhar, Secretary General of the EUCCK, Mr. Max Smits, Chairman of the Dutch Business Club in Korea and H.E. Hans Heinsbroek, Ambassador of the Netherlands.

The following criteria were applied in the selection process so far:

- Dutch company or institution
- Presence in South Korea is not a prerequisite (exporting companies can be awarded)
- Business strategy with a clear role for the South Korean market
- Understanding for the demands of the South Korean market
- Creativity in solving uniquely "Korean" problems
- Demonstrated success in the field of export or technology transfer to South Korea, or investment (through a branch, subsidiary or joint venture in South Korea).

The Hamel Awards winners 2006 will be announced during an award ceremony on the evening of 12 December 2006 in the Grand Hyatt Seoul.

Note for the press (not for publication)

For more information, please contact Taco Stoppels at 02 737 9514 or e-mail seo-ea@minbuza.nl

Journalists are very welcome to attend the award ceremony on 12 December in the Hyatt hotel in Seoul. Further details, including information on photo opportunities, will be sent to you two weeks before the ceremony.