

Dr Tony Michell

CEO - Korea Associates Business Consulting
Managing Director - Euro-Asian Business Consultancy

Advisor, Speaker
North East Asia Business Strategy



Professional Experience

- Dr. Michell has about 28 years' experience working in, observing, analysing economic and political developments as well as the business operating environment in Korea and North East Asia
- Founder of both Euro-Asian Business Consultancy (EABC) and Korea Associates Business Consulting (KABC), Tony advises foreign companies on business strategy for Korea and also works with local Korean companies and government departments on international issues.
- He is a leading authority on North Korea -- EABC was the first Western firm to set up a North Korea office, structuring the first foreign business deals
- EABC coordinates associate offices in Vladivostok and Ulan Bator
- EABC was the Economist Group's Korea Associate for almost 10 years and still runs a senior business executive programme in Seoul, *The Korea Business Group*
- Tony has organised and chaired a number of business investment forums including three *Korean Government Roundtables* under the Economist Conferences brand
- Tony organises and chairs various business conferences and seminars in Seoul
- EABC is part of a research and advisory network, *Asian Expertise* (AXP) on regional syndicated projects
- Tony speaks at in-house briefings and writes reports and advises on a host of Korean business issues

Published papers - an authority on Korea and NE Asia region

- Dr. Michell has authored various publications on Korea and North-east Asia including regular reports on chaebol reform, success factors for foreign firms investing in Korea and on opportunities for M&A
- He collaborated with Mark Clifford, whose *Troubled Tiger* is considered the best business history of South Korea
- He publishes an annual report on the Chaebols
- He is interviewed regularly on radio and television including CNN, CNBC, BBC and Bloomberg and in print media including the International Herald Tribune
- He also teaches at the KDI School of Public Policy and Management

Sample assignments

- Invited to present to Board members at a main board meeting in London
- A confidential personal briefing to the CEO visiting Seoul on his Asia itinerary
- Kick-off presentation and facilitation of a regional strategy and planning meeting in Hong Kong
- Special pre-dinner guest speaker at an investment bank's CEO client servicing dinner debate
- Keynote address at a large regional business investment forum

Tony Michell - Personal information

- His experience has been built up from consulting on the Korean business environment since 1978 and has been a resident in Seoul since 1989
- Prior to launching EABC in 1989, he was a director of Tetra Pak Korea (1987-89) and a consultant to the UNDP, the World Bank and the South Korean Economic Planning Board.
- He was a lecturer at the University of Hull (1972-86) during which time he held a numerous visiting positions in Europe and the USA
- Tony was awarded BA in Economic History (first class honours 1969) from Corpus Christi College, Cambridge University and later earned his MA (1972) and PhD (1978)

Tony Michell has briefed the Chairmen, Chief Executives and regional heads of a wide spectrum of financial, industrial and service companies. Recent assignments have included briefings to consumer marketing companies, consumer and investment banks and a pharmaceuticals industry group, to name a few. He has also spoken recently at the Standard and Poors Sovereign Risk meeting.

He speaks at numerous annual international forums in Asia, Australia, Europe and North America.