



Korea Research Association
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Dear APRC colleagues,



Jeonghoon Kim, The President of KORA

I am very delighted to report that for this year, the 4th international conference for APRC is supposed to be held in Seoul, the capital of Korea, in this coming fall which is very beautiful season.

Nowadays, as the difficulties and instability of finance/ economy situation are getting bigger and bigger, the importance and responsibility of research industry is getting broader and broader. Especially, Digital environment is spreading very rapidly nowadays. Given that situation, it should be worthwhile to discuss about the present and future of our research industry within Digital Environment. That's why the key theme of this year's Seoul conference was selected as 'Drive the Smart Future'. This theme is believed to drive very productive research and discussion in the coming Seoul conference.

As you might know, Korea is the economically developed country which has the famous global companies such as Samsung, LG, Hyundai motors. In addition, Korea is also famous for 'HanRyu' which is composed of very dynamic, exciting and beautiful Korean music/dance/drama. Further, Korea is very proud of outstanding natural views from beautiful & clean mountain, river, field and sea as well as world-class levels in various sports.

I eagerly hope that the year's Seoul conference will become really meaningful in the sense of 'exchange together', 'cooperation together', and 'discussion together' among all the APRC researchers in this beautiful & exciting country of Korea. For this meaningful conference preparation, KORA is meticulously doing our best with the help of secretariat of APRC.

I believe that you should be very busy due to the daily business, but your attendance should be our great honor for the success of this year's Seoul conference which is the event to exchange the most up-to-date methodology and share knowledge/information on our business area. I am looking forward to see you all in Seoul in October.

Thank you very much.

Best regards,

A handwritten signature in black ink, appearing to read "Jeonghoon Kim". The signature is fluid and cursive, with a prominent initial 'J'.

Jeonghoon Kim
The President of KORA