Saying Goodbye to Seoul (cont.)

Korea is the world’s most innovative country, according to Bloomberg. Innovation is literally the name of the GIC’s game. Would you say the GIC and Slovenia are a good match? It’s a strategic advantage, in my view, to have an innovation lab that is in the back yard of what the world will look like 10 or 15 years from now. Having that ability to innovate in a market that is sort of futuristic is actually an advantage versus having it in a place that isn’t as advanced as Korea in terms of infrastructure and technology.

For me, the definition of innovation is “something new, that creates impact.” So if you go by that definition, I would say the GIC Korea is living up to that definition.

What were the biggest advantages of doing business in Korea? What was the hardest thing about living here?

For me, doing business is actually doing innovation. There are really three strong points that factor into my view: 1) It’s a technologically advanced market and infrastructure. To me, Korea is the “market laboratory” of the future. 2) Favorable demographics. I like the fact that Korea has two very important consumer segments that are emerging buyers, payers in the world. The first one is the millennials. The second demographic is the seniors. Having access to these consumers allows us to innovate new products and services that solve their problems. 3) I think Korea has a very strong respect for intellectual property. It’s a very important factor when you’re developing new products and innovations, that you can protect the intellectual property.

Any plans to expand and invest further in Korea?

We’re continuing to invest here in the sense that we’re continuing to grow our talent here, we’re continuing to build more capabilities.