

Dr Tony Michell

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

Advisor, Speaker
Korea and North East Asia Business Strategy



One of the most knowledgeable authorities on Korea, its political, economic and business development and the North East Asian region.

Professional Experience

- Dr. Michell has over 34 years' experience working in, observing, analysing economic and political developments as well as the business operating environment in Korea and North East Asia.
- He is the 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.
- Through KABC, he was also a research partner for several years with Doran Capital, a privately held diversified real estate investment management company.
- 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

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 and published a book about Samsung Electronics.
- 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

- Dr Mitchell is invited to present to Board members at board strategy meetings, and to provide confidential personal briefings to CEO visiting Seoul.
- He is regularly asked to provide kick-off presentations and to facilitate discussion at regional strategy and planning meetings about Korea and the region. Recent assignments have included briefings to consumer marketing companies, consumer and investment banks and a pharmaceuticals industry group.
- He speaks at numerous annual international forums in Asia, Australia, Europe and North America and is also asked to be the guest speaker at various client-invitation events.

Dr 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)
- He was also 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 Michell 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).