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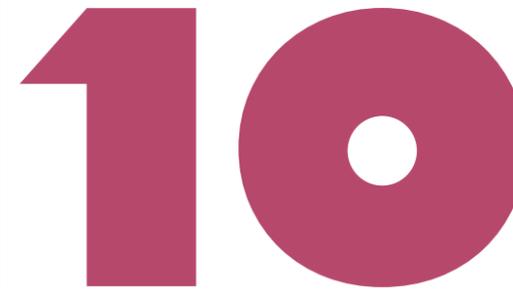
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### DOWNUNDER INTERVIEW: MEET DAVID CHUN - AUSTCHAM KOREA INTERN

*David Chun is working with AustCham Korea for three months under the Asian Business Engagement programme which is designed to broaden and deepen relationships between Australia and Asia. We speak with David to find out a little more about his experience of Korea and thoughts for the future...*

**DU:** So David, welcome to Korea and to AustCham.

DC: It's a pleasure to be here in Seoul and thanks for the opportunity to have this interview.

**DU:** So tell us about the "David Chun" story.

DC: I was born in Brisbane to my forward-thinking parents who had the vision (and courage) to raise our family in Australia. I am studying Law and International Relations at Australian National University.

**DU:** How did you get interested in Korean business?

DC: I have been drawn to all things Korean since birth, so I could say it is really "in my blood". My mother told me from a very young age that my Korean-ness made me bigger not smaller; not just different but unique. I think this is true to some degree in the sense that my bilingualism and cultural literacy from a very young age has allowed me to develop my interest in foreign languages and also react and adapt well in unexpected situations and different people.

**DU:** How long have you been interested in business between Korea and Australia?

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DC: To be frank, I have little training in business. My main interests have always been contained within the creative industry, legal field and international relations.  
I'm interested in business between Korea and Australia because I see business as a way to link people closely together.

**DU: Have you had much time to get around Seoul or Korea. I've been to Korea many times but this is the longest time I've been here.**

I love the fact that this time around I can walk past the same place every day and feel part of the daily rhythm and life of the city.

**DU: If you were head of Samsung Electronics where would you point the company?**

DC: As an Australian I feel that what I could bring to the table would be greater creativity in problem-solving and innovation.  
I'm really interested in creative technology such as tablets and smartphones, so I'd like to have better storage connectivity between devices.

Beyond this, I'd like to see Samsung be more innovative and integrate solar panel research with their products.

**DU: If you were PM of Australia would you sign a FTA with Korea?**

DC: I was very excited to hear about an imminent ratification of the Australia-Korea FTA (KAFTA).

KAFTA is a clear expression of the close relationship between our two countries. It says a great deal about how important our trading relationship is. What's more, I would personally welcome an FTA because it brings our societies even closer with more access, collaboration and exchange.

I think it's a big win for both countries.

**DU: Is the Hallyu wave real in Australia?**

DC: Yes, absolutely. I have many friends who keep me updated with the latest Kpop songs even before I've heard them – the interest is overwhelming!

I think what people forget is that Kpop does not need to make it to number one for it to have succeeded.

The fact that people readily accept Kpop as a music genre (and even know about it) is a huge accomplishment in my view.

I think it's time for Korean Australians to come to the forefront in mainstream Australian culture, business and society as ambassadors for Korea and to expand the perception of what it means to be Australian.

**DU: How can a Korean or Australian businesses attract talent in Korea ?**

DC: Tough question! From what I've seen I think Australians could do very well in Korea with their strong work ethic, sense of fair go, integrity and professionalism. So obviously, a company seeking Australians would need to have similar values.

But more importantly I think people need to be genuinely interested in Korea first. This process could really start with greater cultural awareness and literacy back home through organisations like the Australia-Korea Youth Dialogue.

**DU: Do you see yourself coming back to Korea ?**

DC: If you were to have asked me this question before the internship, I would have said, "No". Even with a Korean background, Korea has always presented itself as a mysterious puzzle for me.

But now I've come to see that puzzle start to line-up for me. It's been such an eye-opener that I am keen to return after graduating, hopefully in a role that where I could highlight both my Australian and Korean background.

**DU: Any thoughts on your internship experience?**

DC: First and foremost, I'd like to thank AustCham and Austrade for this very exclusive opportunity and for the hard work in arranging not just one, but five, interns to participate in this program.

I think I can speak for all of us when I say that this experience has definitely been life changing!

Personally, I have been incredibly humbled by the opportunity and I take away a sense of empowerment and confidence to dream bigger.

**DU: Would you recommend others to do so?**

Yes, without a doubt! I would encourage anybody who is looking for an opportunity to gain hands-on experience and professional development in Korea to apply for this internship.

All-in-all it has been an exceptional holistic experience providing invaluable insights into work life and culture – hands-on and very authentic.

*DU: David, from all the AustCham members we thank you for your efforts and wish you all the best in your studies and in the future.*



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