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# **From Minority to Majority: Collective Action Strategies Promoting a Fair Business Environment in South Korea**

**20 October 2016, Basel, Switzerland**

**Collective Action Conference 2016 : Evidence, Experience, and Impact**

**Research Panels – Evidence of effectiveness, results, and advocacy: selected research  
Case studies specific to national contexts in Asia and opportunities for lessons learned**

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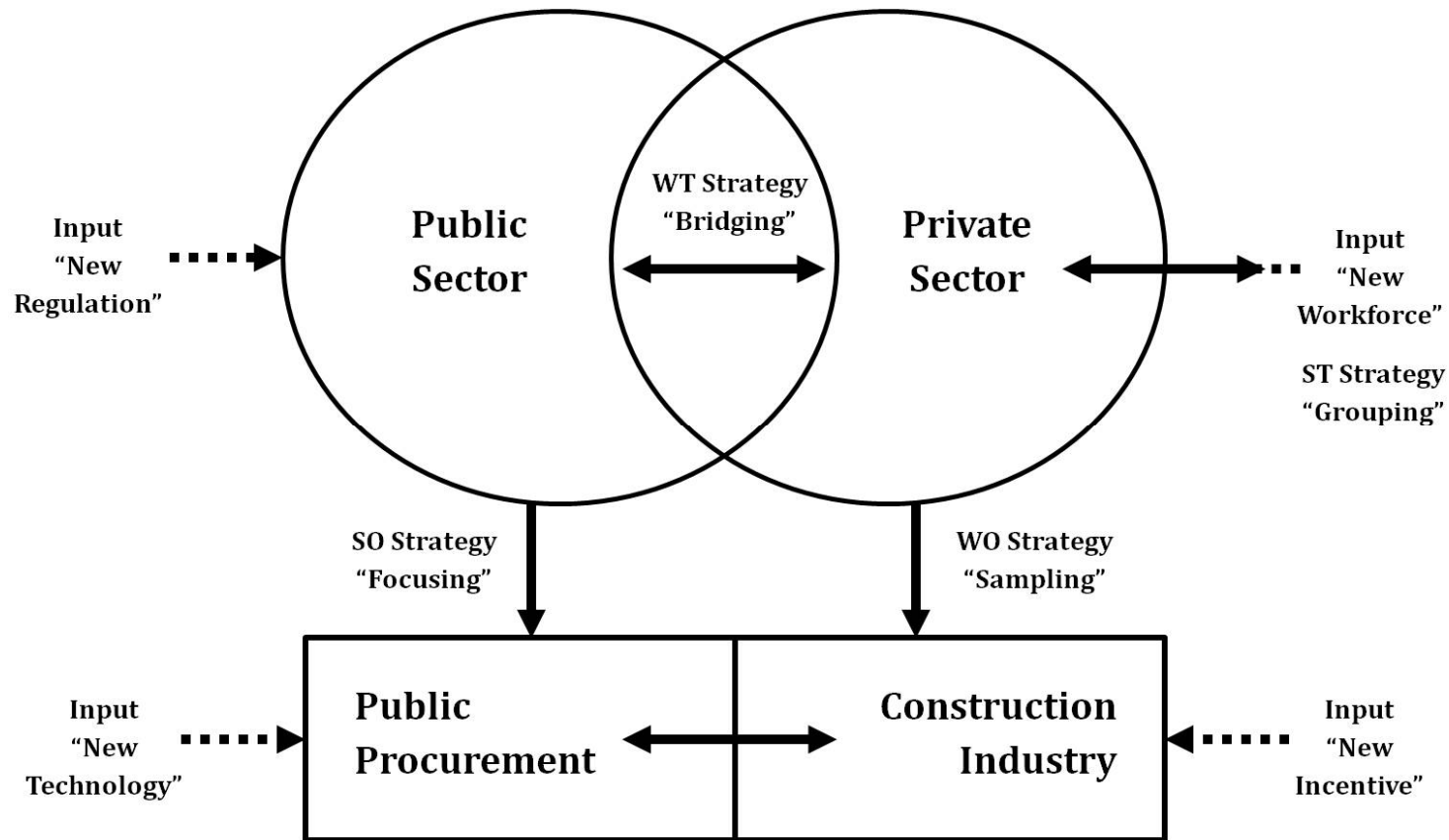
Global Competitiveness Empowerment Forum (GCEF)

Infrastructure Taskforce Member of B20 China &

Financing Growth & Infrastructure Task Force member

and Responsible Business Conduct & Anti-Corruption Cross-Thematic Group Member of B20 Germany

# SLEPT and SWOT analysis, leveraging inputs, and strategies of change agents



# Change from minority to majority

[SWOT Analysis] [Strategy] [Direction] [Goal] [Pilot Project]	Opportunity (O)	Threat (T)
	[Legal] International laws and new anti-corruption laws of South Korea [Political] Strong drive of public policies for anti-corruption and fair business	[Economic] Business dilemma by putting ends ahead of means [Economic] Economic downturns making companies back to business-as-usual
Strength (S)	ST Strategy (Max.-Min.)	
[Economic] Importance of procurement in B2B/B2G business [Technological] An e-procurement system of public procurement [Social] Strong dedication for education of South Koreans	<ul style="list-style-type: none"> <li>• [Strategy] Grouping</li> <li>• [Direction] Training of future business leaders by current compliance managers</li> <li>• [Goal] Nurturing principles based business leadership</li> <li>• [Pilot Project] <b>Northeast Asia Business Integrity School (NABIS)</b> <a href="http://www.nabis.kr">www.nabis.kr</a></li> <li>- Training of technology-savvy university students majoring in business administration and economics as change agents by compliance managers of 24 NABIS companies with their own cases through its joint collective action efforts</li> </ul>	
Weakness (W)	WT Strategy (Min.-Min.)	
[Social] Cultural barriers based on paternalism [Economic] prisoner's dilemma in business environment	<ul style="list-style-type: none"> <li>• [Strategy] Bridging</li> <li>• [Direction] Building public-private collective action platform for anti-corruption</li> <li>• [Goal] Improving understanding of public-private interconnectivity</li> <li>• [Pilot Project] <b>Fair Player Club</b> <a href="http://www.fairplayerclub.org">www.fairplayerclub.org</a></li> <li>- Collaboration building: The Ministry of Trade, Industry, and Energy- Industry Associations, City Government-Local Chamber of Commerce, and Foreign Embassy-Foreign Chamber of Commerce</li> <li>- Capacity building: Fair Player Club seminars etc.</li> <li>- Consensus building: Non-binding and cost-free Fair Play Pledge</li> </ul>	

