

**ROBERT MANSFIELD AND MARSHALL HOROWTIZ TO LEAD PANEL WITH
CONSUL GENERAL OF THE REPUBLIC OF KOREA AND
DIRECTOR OF KOTRA LOS ANGELES**

SALT LAKE CITY (February 2, 2012) - The business culture of the Republic of Korea is at a major crossroads, following an economic downturn and currency crisis in Asia. The opportunities for business are right for those who understand the country's culture as well as its business and legal climate.

"Doing Business in Korea," a panel discussion on the opportunities, risks, legal implications and cultural issues companies should know will be held this month in Salt Lake City. [Robert E. Mansfield](#), a Partner with Snell & Wilmer, and Honorary Consul of the Republic of Korea, State of Utah, will be moderating the panel. The panel program will include [Marshall P. Horowitz](#), a Snell & Wilmer partner in the firm's Los Angeles office whose practice focuses on advising both U.S. and international clients on a broad range of transactional matters. Also on the panel are Jeong Gwan Lee, Consul General, from the office of the Consulate General of the Republic of Korea in San Francisco, Wonsok Yun, Director General, Korea Trade-Investment Promotion Agency (KOTRA) Los Angeles and Greg Rigby, owner of PacRim Business Solutions.

**Thursday, February 9, 2012
8:00 to 10:00 AM
Snell & Wilmer
15 West South Temple
Suite 1200**

The workshop is free and open to people who are currently doing business or would like to begin doing business in South Korea. Reservations must be made in advance due to limited space. Contact Matt Fankhauser, mfankhauser@swlaw.com, by February 7, 2012.

The workshop is sponsored by the World Trade Center – Utah, The Governor's Office of Economic Development, Ministry of Foreign Affairs and Trade, and Snell & Wilmer.

About Snell & Wilmer L.L.P.

Founded in 1938, Snell & Wilmer is a full-service business law firm with more than 400 attorneys practicing in nine locations throughout the western United States and in Mexico, including Salt Lake City, Utah; Phoenix and Tucson, Arizona; Los Angeles and Orange County, California; Denver, Colorado; Las Vegas and Reno, Nevada; and Los Cabos, Mexico. The firm represents clients ranging from large, publicly traded corporations to small businesses, individuals and entrepreneurs. For more information, visit www.swlaw.com.

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