

ALUMNI PROFILE

THRIVE
TOGETHER
WITH AUSTRALIAN DAIRY

SOO-YONG CHUNG



Chairman Korean Dairy
Industry Association (KDIA)

CEO Scholarship Program
participant: 2004

How long have you been in your role?

I have been working for the KDIA for the past year. Prior to KDIA, I worked at Binggrae for 20 years.

What does your role involve?

In my role, I endeavour to promote the interests of our member companies and to improve the Korean citizens' health by increasing the dairy consumption.

Which company were you working with and in what role when you participated in the Scholarship program?

At the time I was the CEO of Binggrae.

What did you learn from the program?

I gained in-depth understanding of the trends in the Australian dairy industry as well as marketing, environment protection and quality control. It was also wonderful to experience first-hand how the Australian dairy products are manufactured at the factory level.

What was the best part of the program?

Through the meetings with the Australian dairy industry leaders, Korean dairy industry leaders were able to share common concerns and had a valuable opportunity to learn about an advanced dairy nation such as the Australian dairy industry. The past Australian Dairy Scholarship Programs were offered to the working level staff. However, through the inaugural CEO level program, the relationship between the senior representatives of the two countries were deepened.

How has participating in the program helped with your career?

I was able to expand my perspective on the Australian dairy industry which is a world leader as well as the global

dairy industry in general. Participating in the program provided me very useful insights when making strategic decisions for the company.

Would you recommend the program to other people? If so, why?

There have been Australian Dairy Scholarship Program for the staff but it was a rare opportunity to have the senior managements of the two countries meeting face-to-face. By continuing the CEO program, it would further enhance the relationship between the Australian-Korean dairy industries, especially following the Australia-Korea Free Trade Agreement.

How important is it to be part of the alumni program now after completing the scholarship program?

The participation in the Alumni program is crucial to share the valuable experiences gained from the program and to consider ways forward for ongoing success.

FOR FURTHER INFORMATION

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