

# SENTINEL KOREA

## Better Safe than Sorry: Risk Mitigation for an Unpredictable Business Environment

Are you considering setting up business in Korea or have you already done so?  
 Are you uncomfortable with the security environment on the Korean Peninsula?  
 What might North Korea do next and how would South Korea react to further aggressions?  
 And how might that affect your business, staff and dependent families?

### A Land of Opportunity with its Challenges

Few international companies can today afford to discard the important market opportunities that exist in South Korea. The impressive growth of the past four decades sometimes referred to as The Miracle on the Han River has transformed a relatively small developing country into a prominent member of the OECD. With this transformation has come significant purchasing power of the South Korean people as well as noticeable technological and innovative capabilities of today's South Korean companies. So, whether your interest is in the consumer market or a strategic partnership with the country's private sector, the potential returns from an investment in South Korea cannot be ignored.

Unfortunately, there is a backside to this shiny medal. South Korea is still a very young democracy making the transition from authoritarian rule only within the past twenty years, and the country remains somewhat prone to civil demonstrations, which occasionally turn violent. Moreover, as a country that is fulfilling its responsibility in the international community's continued struggle against religious fundamentalism, South Korea faces a general threat from terrorist attacks. Finally and most importantly, South Korea remains one of the very few countries in the world that is still technically at war with the dispute with North Korea still not peacefully resolved, but only under a temporary armistice agreement. But what does this mean? Are the countries about to go to war again? The short answer is probably not, but the possibility cannot and should not be ruled out. The longer answer is much more complicated, and this is where Sentinel Korea comes in.

### Risk Mitigation Measures

While it is very difficult to know what the North Koreans might be up to, it is not impossible. And while risk analysis is by no means a fool-proof enterprise, it provides crucial insight upon which sound business decisions can be based. For Sentinel Korea, risk analysis and management is based on three elements: surveillance, sources and scenarios. Surveillance involves continuous monitoring of media reporting, think tank analysis and government policies to get the big picture. Sources are important for obtaining information that is not available in the public domain. Sentinel Korea makes use of a vast network of sources from both government agencies and non-governmental organizations. Scenarios provide probable and realistic contingencies upon which risk mitigation measures can be based. Through careful risk analysis based on surveillance, sources and scenarios, Sentinel Korea delivers bespoke contingency planning that is tailored to the special needs and wishes of our clients.

### Confidence in Contingency Planning

Business safety is all about confidence. Confidence in one's ability to interpret threats and vulnerabilities in a proper manner. Confidence in one's ability to plan for all contingencies and in particular for the most likely scenarios. Confidence in having done everything possible to avoid serious grievances to staff members and their families. And confidence in securing business continuity in a safe yet efficient manner. Have you done everything in your power to address such concerns? If not, give us a call.

**SENTINEL KOREA** provides high quality security and business risk consulting based on international standards and tailored to our clients' needs. For more information, send an email to [inquiry@sentinelkorea.com](mailto:inquiry@sentinelkorea.com) or call us at 82-2-2183-0640. You can also visit our website at [www.sentinelkorea.com](http://www.sentinelkorea.com) to learn more.



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