



# Pan-Pacific Business Association

Sang M. Lee, President and Program Chair

Dear Colleagues,

While our fond memories of Machu Picchu and Lima are still very fresh, it is already autumn and we should be thinking about the 35<sup>th</sup> Annual Pan-Pacific Conference in Seoul, Korea. As you know, Seoul is a high-tech metropolis of over 12 million people. This vibrant city is a hub of technological innovation, culture, education, historical heritages, and global exchanges. I would like to remind our members of several important pieces of information about the special celebration conference of the 35<sup>th</sup> PPC.

**CONFERENCE DATES:** May 28-30, 2018

**CONFERENCE THEME:** Innovation for Value Creation and Beyond

**CONFERENCE PARTNER ORGANIZATIONS:** Korea University, Yonsei University, Inha University, The Korean Society of Quality Management, The Korean Production and Operations Management Society, and The Korea Society of Public Enterprises

**CONFERENCE VENUE:** The K-Hotel ([www.thek-hotel.co.kr](http://www.thek-hotel.co.kr)) Late May is almost the peak tourism season in Korea. However, we were able to negotiate terrific guestroom rates for our members (from May 26-June 1). Details will be provided soon and a special link will be set up on the hotel's website.

## DEADLINES

**February 5, 2018** - Submissions for papers, panels, and special sessions proposals

**April 2, 2018** - Submissions for papers accepted for publication in the conference Proceedings

**March 19, 2018** - Online conference registration on or before March 19, 2018 - \$400.00

Online registration AFTER March 19, 2018 - \$450.00

**April 8, 2018** - Hotel reservation at The K-Hotel

## SPECIAL ACTIVITIES

May 28, 2018 - Samsung Electronics and Kia Motors

May 27, 2018 and/or May 28, 2018 – City and vicinity tour

May 28, 2018 Evening – Welcome Reception and Cultural Show

May 29, 2018 - Luncheon Program

May 30, 2018 - Luncheon Program

May 30, 2018 - Farewell Dinner

We are looking forward to the celebration of our 35 years of Pan-Pacific Conferences in more than 20 countries. See you soon in Seoul!!

Sang M. Lee