**IEEE Standards Association Standards Board (SASB) Seoul Engagement Event – AGENDA**

**4:00 – 4:20 PM KST (Welcome & Introduction)**

* Tony Zertuche, Sr. Director, Global Market Engagement - IEEE SA Staff
* Lei Wang, FutureWei Technologies - IEEE SASB Chair
* Kishik Park, Ph.D. - IEEE SA Board of Governors, Member

**4:20 – 4:50 PM KST (Benefits of Standards in Industry)**

* Lei Wang – SASB Chair, FutureWei Technologies
  + Importance of Global Standards
* Doug Edwards, Siemens Industry
  + Standards Development Life Cycle
* David Law, Past SASB Chair, HPE
  + Standards & 802.3 Case Study

**4:50 – 5:00 PM KST (BREAK)**

**5:00 – 5:30 PM KST (Seoul Local Engagement & Activities)**

* Prof. Jong Chang Yi, Past Seoul Section Chair, Hongik University
  + Seoul Section Engagement Activities
* Lei Wang, Women in Engineering (WIE), IEEE SA Representative to IEEE WIE
  + Role of WIE
* Kyoungro Yoon, Ph.D., KU Institute of Technology
  + Smart ICT Convergence & Digital Content Technology Standards

**5:30 – 6: 00 PM KST (Questions & Answers)**

* Q &A Standards-related questions
* Engage & network with SASB members, industry & Young Professionals

**6:00 – 7:00 PM KST (Social Event & Networking)**

* All

Note: Agenda items are subject to change.