



# GR Korea

For Immediate Release

## GR Korea Expands Its Leadership Team with Top Executive Hire

- Immediate past President of the European Chamber of Commerce, Christoph Heider, Joins GR Korea as Associate Director -

**Seoul - 18 October 2023** - GR Korea Ltd., the leading and largest government relations and public affairs consultancy in Korea, today announced the appointment of Christoph Heider as Associate Director with immediate effect. With a distinguished career spanning over three decades, Mr. Heider brings a wealth of international experience, leadership, and policy expertise to the company.

Most recently, he served as President of the European Chamber of Commerce in Korea (ECCK), where he contributed to fostering international cooperation and trade relations between Korea and the European Union.

Prior to the ECCK, Mr. Heider held key positions in Japan as well as Korea at one of the largest pharmaceutical companies in the world, Bayer AG, including the role of Chief Financial Officer.

Commenting on his appointment, Mr. Heider said, "I am pleased to join GR Korea and excited about the opportunity to contribute to the company's growth and success. I look forward to working with the talented team here and helping drive our mission forward."

Jakob Edberg, President & CEO at The GR Company, said, "We are thrilled to welcome Mr. Heider to the team. His vast experience and proven skill of connecting businesses, people, and ideas at a global scale will undoubtedly contribute to our company's growth and continued success. We look forward to his leadership and support in guiding us towards new heights in the industry."

Juyun Moon, Director of GR Korea, said, "Mr. Heider's appointment represents a significant milestone for our company. His exceptional qualifications, international experience, and dedication to our industry's values align perfectly with our vision for the future."

###



## **【About GR Korea】**

GR Korea Ltd. offers a full range of government relations, public affairs and related services, including issue mapping, stakeholder mapping, policy monitoring, discreet intelligence gathering, stakeholder outreach and engagement, and public affairs. Any service that requires professional legal support under Korean law is conducted in partnership with legal professionals.

The GR Korea team leverages established networks of contacts throughout government, major political parties, media, business, and academia. We are politically neutral and enjoy excellent working relations across the political spectrum.

GR Korea is part of The GR Company, with offices in Seoul, Tokyo, Osaka, Washington DC, London and Singapore.

<<https://grkorea.com>>

## **【About The GR Company】**

The GR Company is the group brand and umbrella organization for GR Japan and GR Korea, which are the pioneers in professional government relations consulting in Japan and Korea. Its team of over 100 policy and industry specialists helps clients navigate the complexities of politics and work with stakeholders from all sides of the political spectrum to drive change and deliver societal impact.

As a market leader in government relations consulting across its region, the GR Company deliver unique, unparalleled strategies built on the highest global compliance standards.

The GR Company also offers exceptional global support through a network made up of best-in-class government relations and public affairs consultancies across the globe, which is underpinned by its own regional hub offices in Washington D.C., London, and Singapore.

<<https://grcompany.com>>

## **【Contact】**

Mina Takahashi  
The GR Company  
Email: [info@grcompany.com](mailto:info@grcompany.com)