

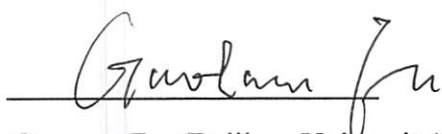
## MEMORANDUM OF UNDERSTANDING FOR COOPERATION

China Marketing Association of University and Global Alliance of Marketing & Management Associations have discussed and understood following issues:

1. Future Cooperation for the Benefits of the Members of both Organizations
2. Management Level Visits

The participating organizations agree to endeavor to achieve cooperation mentioned above, which will make significant contributions to the fields of marketing and management.

Both of participating organizations respect local law and culture regarding this MOU.



Guoqun Fu (Beijing University), Chairman of Board  
China Marketing Association of University

Date: 2019.7.28



Kyung Hoon Kim (Changwon National University), Executive Secretary  
Signed for

Eunju Ko (Yonsei University), President

Global Alliance of Marketing & Management Associations

Date: 2019.7.28