

SK TELECOM CO LTD  
Form 6-K  
February 07, 2005

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**SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

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**Form 6-K**

**REPORT OF FOREIGN PRIVATE ISSUER  
PURSUANT TO RULE 13a-16 OR 15d-16 OF  
THE SECURITIES EXCHANGE ACT OF 1934**

**FOR THE MONTH OF FEBRUARY 2005**

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**SK Telecom Co., Ltd.**  
*(Translation of registrant's name into English)*

99, Seorin-dong  
Jongro-gu  
Seoul, Korea  
*(Address of principal executive offices)*

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(Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.)

Form 20-F       Form 40-F

(Indicate by check mark whether the registrant by furnishing the information contained in this Form is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities Exchange Act of 1934.)

Yes       No

(If  Yes is marked, indicate below the file number assigned to the registrant in connection with Rule 12g3-2(b):82-\_\_\_\_\_.)

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**SK Telecom Co., Ltd. ( SK Telecom ) plans to hold a CEO conference call regarding expectations and business/operation plans for 2005 as follows:**

1. Agenda

Expectations and Estimates for 2005  
Business and Operation Plans for 2005 through 2009  
Q&A Session

2. Date and Time

January 26, 2005, 20:00 ~ 22:00

3. Place

Conference Room, 32th Floor, SK Telecom

4. Participants

Analysts and Institutional Investors

5. Dial-in Information

Calling from Korea: **1566-2255** (or **031-810-3000**)

Calling from Other Countries: **82-31-810-3000** (or **82-2-6677-2255**)

Passcode : **0102**

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, thereunto duly authorized.

**SK Telecom Co., Ltd.**

By: /s/ Sung Hae Cho

Name: Sung Hae Cho

Title: Vice President

Date: February 4, 2005