

Seoul Youth Forum

Korea's Nation-branding Strategy

2016. 11. 25. 17:00 ~ 20:00

The Plaza Hotel Seoul



Ministry of
Foreign Affairs



Hangang Network

FOR ACADEMIC AND CULTURAL EXCHANGES

모시는 글

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- ▶ Fosuaa Perpetual (Ajou University)
- ▶ Indira Jimenez, Cecilia Park (Ewha Womans University)
- ▶ Eriks Varpahovskis, Dilshod Akbarov (Hankuk University of Foreign Studies)
- ▶ Flora Smit (KAIST)
- ▶ Torin Hovander, Maria Lynette (Seoul National University)

한강네트워크 소개

About Hangang Network

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We would like to welcome each of you to Seoul Youth Forum. Seoul Youth Forum is co-organized by Hangang Network for Academic and Cultural Exchanges (Hangang Network) and Ministry of Foreign Affairs to facilitate mutual understanding between Koreans and international students. More specifically, the Forum aims to stimulate international students' interest in Korean history, society and culture and to give international students a chance and a platform to reflect their ideas about Korea.

Ten special lectures related to Korean history, society and culture were organized at five universities which are Ajou University, Ewha Womans University, Hankuk University of Foreign Studies, KAIST and Seoul National University. Five working group sessions took place at above-mentioned five universities on the topic of Korea's nation-branding strategy. Students freely discussed their ideas and finalized their reports which are going to be presented at today's final event.

In this booklet, you can find more information about the special lectures and students' working group session reports. You can also visit the Facebook page of Seoul Youth Forum at www.facebook.com/hangangsyf.

We hope that Seoul Youth Forum becomes a platform that brings Koreans and international students together and facilitates mutual understanding and collaboration going beyond today's event.

Thank you for being with us for today's special event and please continue your valuable support and feedback for our future events.

Jeff Yavuz

Hangang Network Chairman
Chairman

Kim Tae-Il

Hangang Network Advisory Board
Chairman

시 간	내 용	비 고
17:00 ~ 17:10	축사 Welcoming Remarks	전 호주 대사, 유엔협회 세계연맹 부회장 조창범 / Dr. Cho Chang-Beom (Former Ambassador, Vice President of the World Federation of the United Nations Associations (WFUNA))
17:10 ~ 17:25	기조연설 Keynote Speech	Brendan Howe (Ewha Womans University)
17:25 ~ 18:50	발표 Presentation	▶ Fosuaa Perpetual (Ajou University) ▶ Indira Jimenez, Cecilia Park (Ewha Womans University) ▶ Eriks Varpahovskis, Dilshod Akbarov (Hankuk University of Foreign Studies) ▶ Flora Smit (KAIST) ▶ Torin Hovander, Maria Lynette (Seoul National University)
18:50 ~ 20:00	만찬 Dinner	



INTRODUCTION

- Brands and Reputation
- National Branding
- Links to Public Diplomacy
- Korea = late convert but enthusiastic adopter
- Mostly soft power strategy
- Essentially contested concepts
- So soft power approach may not be the best

PUBLIC DIPLOMACY, SOFT POWER, AND BRANDING

- “Soft” approaches to diplomacy came of age at turn of century due to two phenomena:
- [1] Terrorist attacks = branding became literally a matter of life and death;
- [2] CIT Revolution = rise of social media, democratization of information, new avenues for promotion of brand.
- ‘public diplomacy can be seen as the implementation process that appropriately uses the soft power assets of the country by targeting the foreign public with the fundamental starting point and purpose of heightening the country’s image or national brand’.

ESSENTIALLY CONTESTED CONCEPTS?

- Danger that overt pursuit of influence comes off as, at best, unobtrusive propaganda, and at worst, as meddling in the internal affairs of partner states.
- = Move towards “network” model = diplomacy ‘by’ rather than ‘of’ publics.
- Two-way street – active listening.
- Outward versus Inward Public Diplomacy.
- Active promotion versus convergence.

PUBLIC DIPLOMACY IN KOREA

- Good global citizen and role model
- [i] Cultural diplomacy, including, but not limited to support for the ‘Korean Wave’ (Ministry of Culture; Ministry of Tourism).
- [ii] Soft power (MOFA)
- [iii] Niche diplomacy, including ODA, education, humanitarian assistance (KOICA and others)
- [iv] Conference Diplomacy (G20, Green Growth, HLF4, OECD DAC, etc.)

CHALLENGES AND OPPORTUNITIES

- Soft power emphasis
- Coordination and Communication
- Fragmented voice/message
- **BUT**
- Recognition at all levels of communication and coordination short-comings.
- Increasingly successful at the network version of public diplomacy and the politics of attraction.
- Shining City on the Hill

CONCLUSION

- PD = defining characteristic of contemporary IR.
- As a middle power ROK = considerable opportunities denied by geostrategic constraints in traditional diplomacy.
- ROK holds a number of competitive advantages in terms of self-promotion through PD.
- Support for Korea's enhanced role needed within the country, and the wider international operating environment.
- Active listening and network approach = best?

THANK YOU!



Seoul Youth Forum is co-organized by Hangang Network for Academic and Cultural Exchanges (Hangang Network) and Ministry of Foreign Affairs to stimulate international students' interest in Korean history, society and culture. Ten special lectures related to Korean history, society and culture were organized at five universities which are Ajou University, Ewha Womans University, Hankuk University of Foreign Studies, KAIST and Seoul National University.

Moreover, international students were given a chance to reflect their ideas about Korea's nation-branding. Five working group sessions took place at above-mentioned five universities on the topic of Korea's nation-branding strategy. Students freely discussed their ideas and finalized their reports which are going to be presented at today's final event.

In this booklet, you can find more information about the special lectures and students' working group session reports.

We hope that Seoul Youth Forum becomes a platform that brings Koreans and international students together and facilitates mutual understanding and collaboration.

서울유스포럼은 외국인 유학생들의 한국의 역사와 사회문화에 대한 관심을 높이기 위해 외교부가 주최하고 한강네트워크가 주관하여 기획된 행사입니다. 포럼의 일환으로 5개 대학교에서 한국의 역사와 문화에 관한 10번의 강의가 이루어졌습니다. (5개 대학 : 아주대학교, 이화여자대학교, 한국외국어대학교, 카이스트, 서울대학교)

또한 유학생들이 한국의 국가브랜드에 관한 생각을 나누는 기회를 가졌습니다. 각 대학교에서 워킹그룹세션을 가지고 학생들이 자유롭게 의견을 펼치고 그 내용들을 바탕으로 보고서를 작성하였습니다.

오늘 열리는 서울유스포럼에서 학생들의 보고서 발표가 이루어질 것이며, 이 책자에 발표자료가 담겨져 있습니다. 한강네트워크는 이번 서울유스포럼 행사를 바탕으로 한국 학생들과 외국 학생들이 한자리에 모여 서로를 이해하고 협력하는 사이가 될수 있는 대화의 장이 되기를 기원합니다.

Ministry of Foreign Affairs		2016 Seoul Youth Forum				Hangang Network
EVENT	서울대학교	이화여자대학교	한국외국어대학교	KAIST	아주대학교	
Lecture1	10.27 (Thu) 15:00 Dr. Lee Gyu-Tag (The Story of Korean Wave)	10.28 (Fri) 15:30 Dr. Kwon Kyong-Mi (Historicizing Korean Wave: then and now)	10.26 (Wed) 15:00 Dr. Cho Chang-Beom (Korea in a Changing World, Challenges and Opportunities)	10.27 (Thu) 14:00 Dr. Oh Young-Dal (Understanding Korea's Economic and Political Development)	10.21 (Fri) 14:00 Dr. Han Kyu-Sun (Korea's Economic Development and Democratization)	
Lecture2	11.3 (Thu) 13:30 Dr. Park Tae-Gyun (Historical Approach on Economic and Political Development of Korea)	11.4 (Fri) 15:30 Dr. Kim Eun-Mee (Korea's Development and Status in the world)	11.1 (Tue) 11:00 Dr. Park Jin-Kyung (Modern Korea Seen Through Advertisement)	11.1 (Tue) 15:00 Dr. Choi Dae-Yong (Korea's Nation-branding and Culture Policy)	11.4 (Fri) 14:00 Dr. Choi Dae-Yong (Korea's Nation-branding and Culture Policy)	
Working Group Session	11.10 (Thu) 15:00 Dr. Kadir Ayhan (Korea's Nation-branding Strategy)	11.11 (Fri) 15:30 Dr. Brendan Howe (Korea's Nation-branding Strategy)	11.9 (Wed) 13:00 Dr. Ogtontsetseg Damdinsuren (Korea's Nation-branding Strategy)	11.9 (Wed) 15:00 Dr. Jeff Yavuz (Korea's Nation-branding Strategy)	11.11 (Fri) 14:00 Dr. Jeong Hyoung-Wook (Korea's Nation-branding Strategy)	
Forum	DATE: 11.25 (Fri) 17:00-20:00 VENUE: Seoul Plaza Hotel (119 SOGONG-RO, JUNG-GU, SEOUL) THEME: Korea's Nation-branding Strategy					

◆ Lecture

Korea's Economic Development and Democratization

◆ Lecturer

Kyu-Sun Han / Institute for National Security Strategy

◆ 강의

한국의 경제발전과 민주화

◆ 강연자

한규선 박사 / 국가안보전략연구소



◆ Lecture

Korea in a changing World, Challenges and Opportunities

◆ Lecturer

Chang-Beom Cho / Former Ambassador of Australia and Czech Republic

◆ 강의

변화하는 시대속의 한국, 도전과 기회

◆ 강연자

조창범 전 대사/ 주 호주대사관



◆ Lecture

Understanding Korea's Economic and Political Development

◆ Lecturer

Young-Dal Oh / Chungnam National University Department of Political Science and Diplomacy

◆ 강의

한국의 경제와 정치 발전 이해하기

◆ 강연자

오영달 교수 / 충남대학교 정치외교학과



◆ Lecture

The Story of Korean Wave_K-Pop Goes Global

◆ Lecturer

Gyu-Tag Lee / George Mason University Korea

◆ 강의

한류이야기_세계화되는 케이팝

◆ 강연자

이규탁 교수 / 한국조지메이슨대학교



◆ Lecture

Historicizing Korean Wave_then and now

◆ Lecturer

Kyong-Mi Kwon / Ewha Womans University Graduate School of International Studies

◆ 강의

한류의 역사_그때와 지금

◆ 강연자

권경미 교수 / 이화여자대학교 국제대학원



◆ Lecture

Modern Korea Seen Through Advertisement

◆ Lecturer

Jin-Kyung Park / Hankuk University of Foreign Studies Graduate School of International and Area Studies

◆ 강의

신문 광고를 통해 본 현대 한국의 모습

◆ 강연자

박진경 교수 / 한국외국어대학교 국제지역대학원



◆ Lecture

Korea's Nation-branding and Culture Policy

◆ Lecturer

Dae-Yong Choi / KDI School of Public Policy and Management

◆ 강의

한국의 국가브랜드와 문화정책

◆ 강연자

최대용 교수 / KDI 국제정책대학원



◆ Lecture

Historical Approach on Economic and Political Development of Korea

◆ Lecturer

Tae-Gyun Park / Seoul National University Graduate School of International Studies

◆ 강의

역사적으로 들여다 본 한국의 정치와 경제 발전

◆ 강연자

박태균 교수 / 서울대학교 국제대학원



◆ Lecture

Korea's Nation-branding and Culture Policy

◆ Lecturer

Dae-Yong Choi / KDI School of Public Policy and Management

◆ 강의

한국의 국가브랜드와 문화정책

◆ 강연자

최대용 교수 / KDI 국제정책대학원



◆ Lecture

South Korea's Development and Its Global Role

◆ Lecturer

Eun-Mee Kim / Ewha Womans University Graduate School of International Studies

◆ 강의

한국의 발전과 세계속의 역할

◆ 강연자

김은미 교수 / 이화여자대학교 국제대학원



◆ Working Group Session

Roundtable Discussion

◆ Theme

Korea's Nation-branding Strategy

◆ Moderator

Dr. Otgontsetseg Damdinsuren (Hankuk University of Foreign Studies)

◆ 워킹그룹세션

자유토론

◆ 주제

한국의 국가브랜드 전략

◆ 사회자

Otgontsetseg Damdinsuren 교수 (한국외국어대학교 몽골어과)



◆ Working Group Session

Roundtable Discussion

◆ Theme

Korea's Nation-branding Strategy

◆ Moderator

Dr. Yavuz (KAIST Department of Chemistry, College of Natural Sciences)

◆ 워킹그룹세션

자유토론

◆ 주제

한국의 국가브랜드 전략

◆ 사회자

Jeff Yavuz교수 (카이스트 자연과학대학 화학과)



◆ Working Group Session

Roundtable Discussion

◆ Theme

Korea's Nation-branding Strategy

◆ Moderator

Dr. Kadir Ayhan

(Seoul National University University Graduate School of International Studies)

◆ 워킹그룹세션

자유토론

◆ 주제

한국의 국가브랜드 전략

◆ 사회자

Kadir Ayhan 교수 (서울대학교 국제대학원)



◆ Working Group Session

Roundtable Discussion

◆ Theme

Korea's Nation-branding Strategy

◆ Moderator

Dr. Jeong Hyoung-Wook (Ajou University Graduate School of International Studies)

◆ 워킹그룹세션

자유토론

◆ 주제

한국의 국가브랜드 전략

◆ 사회자

정형욱 교수 (아주대학교 국제대학원)



◆ Working Group Session

Roundtable Discussion

◆ Theme

Korea's Nation-branding Strategy

◆ Moderator

Dr. Brendan Howe (Ewha Womans University Graduate School of International Studies)

◆ 워킹그룹세션

자유토론

◆ 주제

한국의 국가브랜드 전략

◆ 사회자

Brendan Howe 교수 (이화여자대학교 국제대학원)



A PRESENTATION
ON
REPORT OF THE WORKING GROUP
SESSION OF SEOUL YOUTH FORUM
HELD AT
AJOU UNIVERSITY
THEME: KOREA'S NATION-BRANDING
STRATEGY

INTRODUCTION

- ▶ This report entails a compilation of ideas and discussions of various groups created during the working group session of the Seoul youth forum at Ajou University on 16/11/11.
- ▶ The idea of nation-branding was thought of as a country working to erase all sort of misconceptions, as well as enhancing its reputation on the international stage.
- ▶ It is regarded necessary because such a positive image offers the nation a competitive advantage in attracting investors, tourists, foreign consumption of the nation's products, among many other benefits.

MAIN ISSUES

- ✓ Even though there has been an advancement in Korea's branding in recent times, largely, in economic aspects through its technological products, e.g. electronic gadgets and automobile. A lot more needs to be done, since a successful nation branding encompasses several other indicators.
- ✓ Comparatively, even though nation branding remains a concern, commitment to implementing strategies seem relatively low. Meanwhile, such strategies being offered the necessary commitment is the headway to success.

- ✓ Considering the technological strength and opportunities of Korea, there are several other creative brands of products that could come up to be promoted worldwide, other than over-concentration on Samsung products .
- Immense support should be offered the private companies for varied brands of quality products, as well as for drama and music productions.
- ✓ Exhibiting uniqueness in Official Development Assistance (ODA) programs.
- Enhancing transfer of technical expertise, technologies in their assistance to most developing countries.
- Reaching out to as many countries as possible, especially developing nations through diplomatic relations, towards spearheading and sharing their development experience through the Saemaul Undong.

RECOMMENDATIONS

- ✓ Promoting cultural heritage, since a nation's culture is an eloquent communicator of the countries image and uniquely linked to the nation itself. Korea needs to project its food, arts, outfit, touristic attractions, etc. both internally and externally through documentaries, drama, exhibitions, music etc. to enable people appreciate beautiful aspects of the land.
- ✓ English language studies should as well be intensified while foreigners also find motivation in learning the Korean language to enhance communication

These could be spearheaded through ;

- Reviving operations of Korean embassies in various countries to hold such activities and programs. They could as well organize periodic drama, documentary etc. shows, which could help entertain people, as they get to know about Korea better in the process.
- Youth group formation and enhancing support for existing ones, such as world friends Korea, to widen their scope and activities of their overseas volunteering programs, as well as supporting foreign students' youth group activities.

- ✓ Ensuring an enabling and welcoming environment to foreigners.
- Ensuring flexibility in immigration policies, where foreigners can be assured of long-term stay and work permits in Korea to help offer a sense of belonging.
- Easing foreigners' access to job opportunities.
- ✓ National sensitization on the nation-branding goal, target and its indicators, to better inform citizens as to how valuable it requires of them to be hospitable, as well as treat foreigners, with respect and dignity.
- Effective government-private sector partnerships for nation-branding through public advertisements, national campaigns, service provision, etc.

- ✓ Reviewing educational curriculum, to incorporate or intensify aspects of foreign studies, since most people have little knowledge about the cultures of other countries, hence behave quite indifferent upon seeing them. For instance most countries of Sub-Saharan Africa.
- Considering that Korea in recent times has opened up to the international world calls for a greater concern because any negative experiences encountered by foreigners tarnish Korea's image worldwide.
- ✓ Service provision agencies, for instance banks, hospitals, restaurants etc. should as well be kind and welcoming to foreigners. Provisions should be made for translations into English language to help offer better services to them.
- ✓ Increasing the amount of scholarships awarded to foreign students, while ensuring this Investment benefits Korea by engaging foreign students who return to their home countries through Korean companies or embassies.
- With a database of such students, they could be easily followed up, even after graduation, where they can offer voluntary services in projecting Korea in their home countries.

CONCLUSION

- ✓ South Korea, though have attained some degree of reputation on the international front, a lot more needs to be done if it is actually concerned about its branding.
- ✓ The issues and recommendations discussed above are essential factors towards success if pursued.
- ✓ As Mario Andretti (a renowned American sportsman) puts it, desire is the key to motivation but it is determination and commitment to an unrelenting pursuit of a goal that enables attainment of success. Korea will only make headway by intensifying commitment to nation branding strategies, such as those listed above.

Korea's Nation Branding Strategy

Presented at
Seoul Youth Forum
November 25, 2016

Round-table Discussion held at
Ewha Woman University



Prepared by
Ekaterina An
Indira Jimenez
Ruxandra Motoi
Cecilia Park
Sunny Park
Emily Przulucki
Mohamed el Tayeb

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5. Solutions & Policy Recommendations
6. Conclusions

Introduction



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Cecilia Park & Indira Jimenez

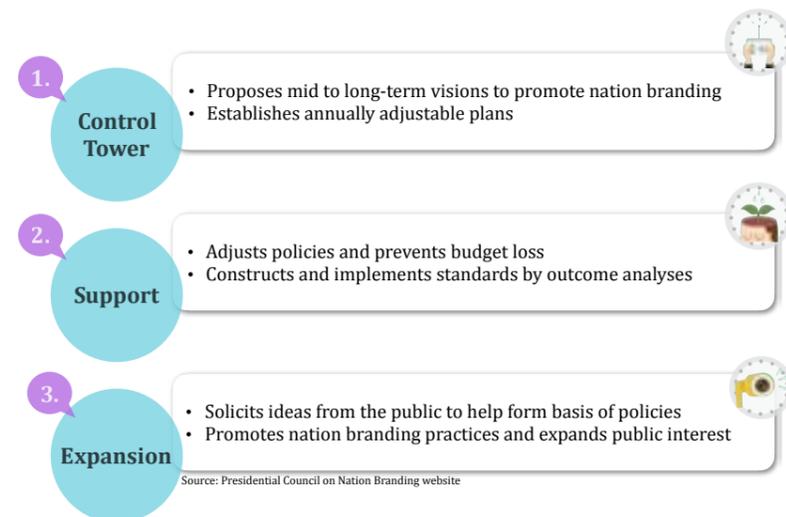
Branding Approaches



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Cecilia Park & Indira Jimenez

Presidential Council on Nation Branding

Main Initiatives



Seoul Youth Forum 2016 - Ewha Womans University
Cecilia Park & Indira Jimenez

Challenges of Korea's Nation Branding (I)

Expats Life
Dissatisfaction Level

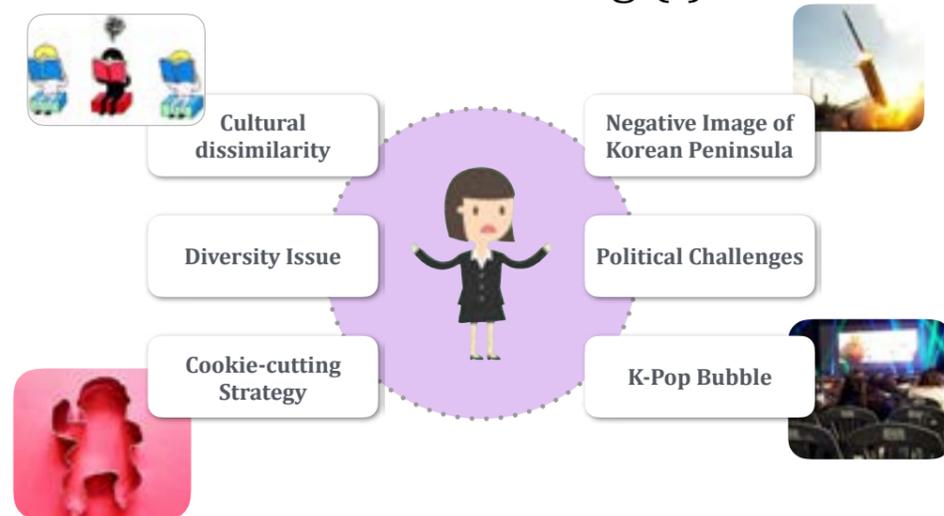
- Work-Life Balance
- Personal Happiness
- Friendliness
- Safety & Security
- Welcomeness
- Job & Career
- Language
- Family Life
- Cost of Living
- Leisure Options



Source: Expat Insider The InterNations Survey, 2016.

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Cecilia Park & Indira Jimenez

Challenges of Korea's Nation Branding (I)



Seoul Youth Forum 2016 - Ewha Womans University
Cecilia Park & Indira Jimenez

Solutions & Policy Recommendations

- Promote city projects which are open to foreigners (e.g. Sharehub)
- Create and ameliorate more places like Seoul Global Center
- Publicize objective Korean image through real time news



Seoul Youth Forum 2016 - Ewha Womans University
Cecilia Park & Indira Jimenez

Vision & Strategy

1. Share the strategy, then the market!
2. Avoid heavy reliance on K-culture alone
3. Focus on Korea's value on 'workmanship'
4. Long-term outlook and investment on building positive nation brand image

Seoul Youth Forum 2016 - Ewha Womans University
Cecilia Park & Indira Jimenez

Key takeaways



Source: Google Images



Seoul Youth Forum 2016 - Ewha Womans University
Cecilia Park & Indira Jimenez

Thank you for your attention!
Q&A



Prepared by
Ekaterina An
Indira Jimenez
Ruxandra Motoi
Cecilia Park
Sunny Park
Emily Przylucki
Mohamed el Tayeb

Korea's external and internal branding: Innovative approach
Hankuk University of Foreign Studies

Organized by

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Modern History of Korea

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- Challenge #1: Demographic "time bomb"
- Challenge #2: Confusing ads
- Challenge #3 Maintaining success
- Challenge #4: Feedback
- Challenge #5: Branding the Peninsula

Modern History of Korea

Development

Before

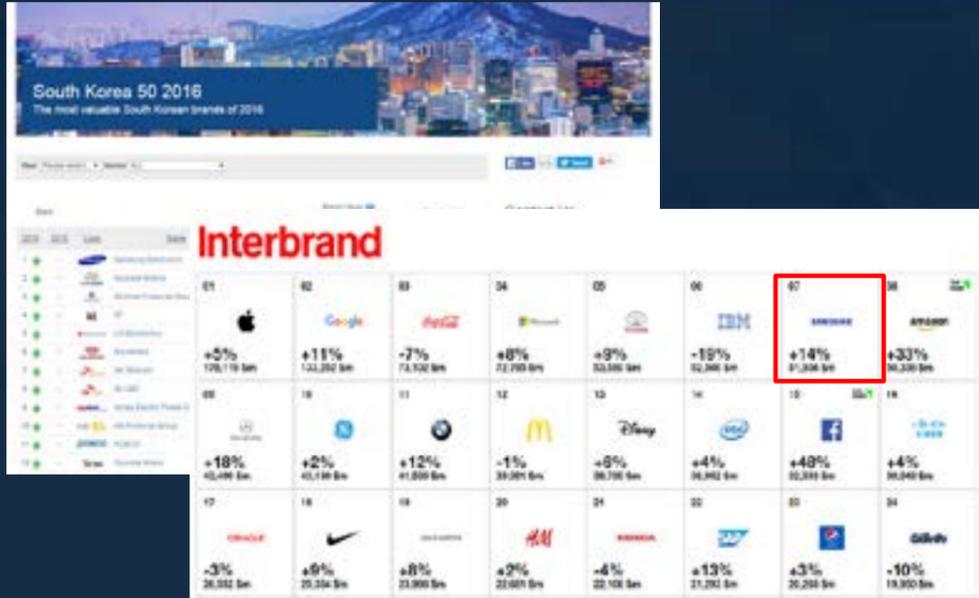


Now

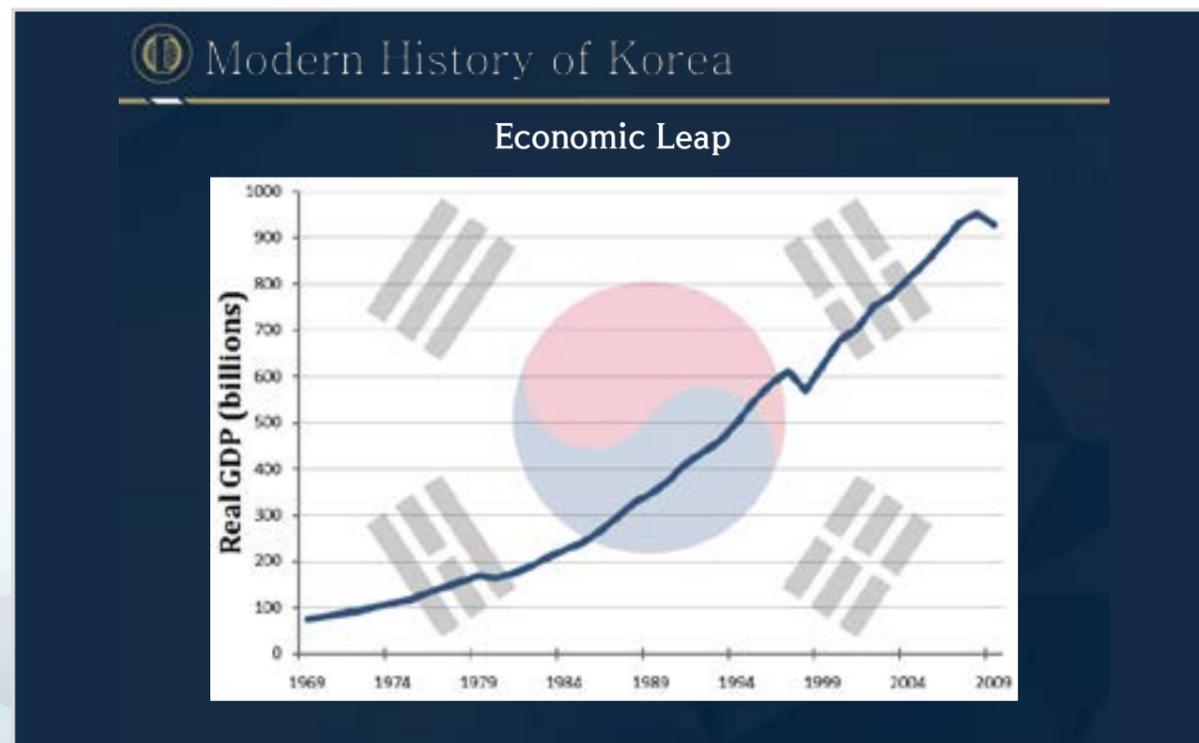


Korea's External Branding

South Korea 50 2016
The most valuable South Korean brands of 2016



Rank	Brand	% Change
01	Apple	+5%
02	Google	+11%
03	McDonald's	-7%
04	Microsoft	+8%
05	IBM	-9%
06	Samsung	+14%
07	Amazon	+33%
08	Intel	+18%
09	Skoda	+2%
10	BMW	+12%
11	McDonald's	-1%
12	Disney	-8%
13	Intel	+4%
14	Facebook	+48%
15	IBM	+4%
16	Unilever	-3%
17	Nike	+9%
18	Mercedes-Benz	+8%
19	Mercedes-Benz	+2%
20	Mercedes-Benz	-4%
21	Mercedes-Benz	+13%
22	Mercedes-Benz	+3%
23	Mercedes-Benz	-10%



Korea's External Branding



Logos displayed include: SAMSUNG, posco, KIA, SKIN FOOD, Holika Holika, innisfree, HANSKIN, MISSHA, HYUNDAI, THE FACESHOP, Re:NIK, HYUNDAI HEAVY INDUSTRIES CO., LTD., LANEIGE, TONYMOLY, IOPE, LG Electronics, KEEP CALM AND LOVE DORAMAS, I ♥ KPOP.

WHY? 왜?

Korea's place in ratings:

•19* – 31**

*NBDO
** Good Country Index

Internal Branding & Happiness Index

Overall Rank	Country
1	Denmark
2	Switzerland
3	Iceland
4	Norway
5	Finland
6	Canada
7	Netherlands
8	New Zealand
9	Australia
10	Sweden

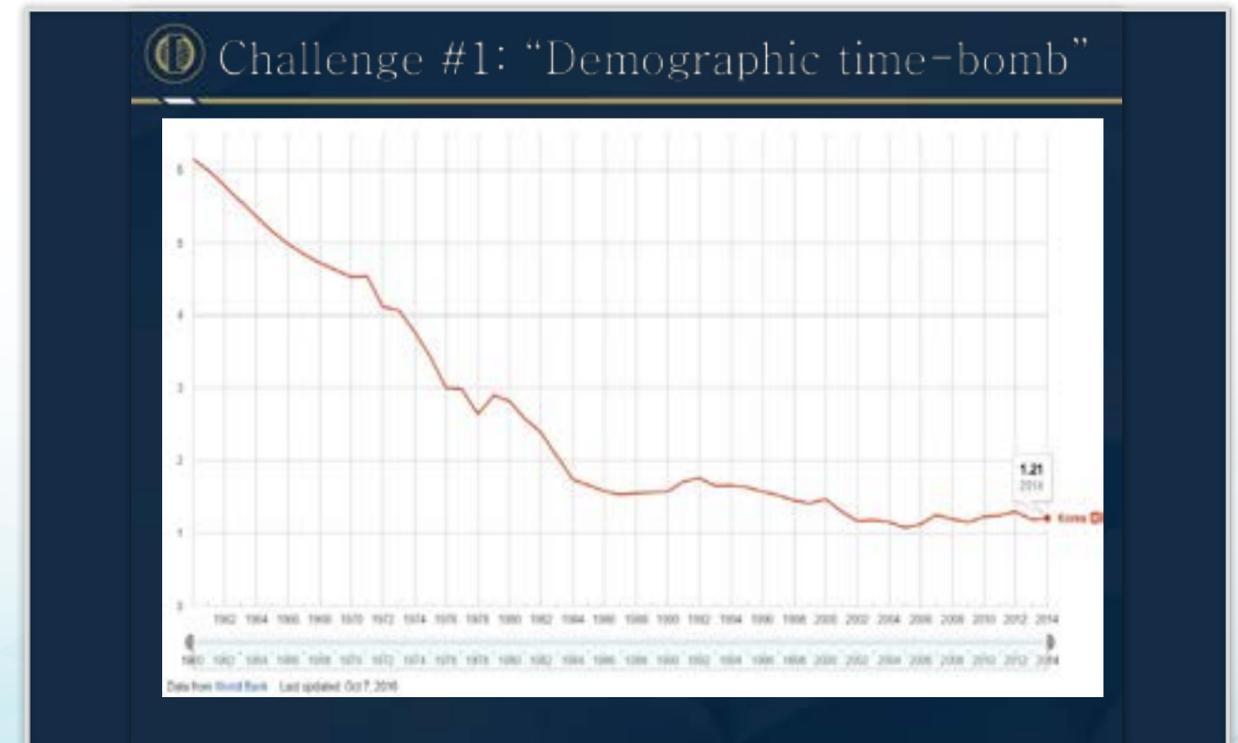
58 South Korea

Nation Brand Index

External branding index: How the country is perceived by foreigners

Internal branding index: How the country is perceived by locals

NONE



Challenge #1: Approach

Country	2015
Mexico	2 246
Costa Rica	2 230
Korea	2 133
Greece	2 042
Chile	1 980
Australia	1 665
Ireland	1 646
Austria	1 625
Sweden	1 612
Switzerland	1 590
Belgium	1 541
Luxembourg	1 507
France	1 482
Denmark	1 457
Norway	1 424
Netherlands	1 419
Germany	1 371

OECD, gender pay gap, 2015

Best parental leave countries*: Finland, Sweden, Belgium, Norway, Serbia, Iceland

OECD, annual working hours, 2015

*World Economic Forum, 2016

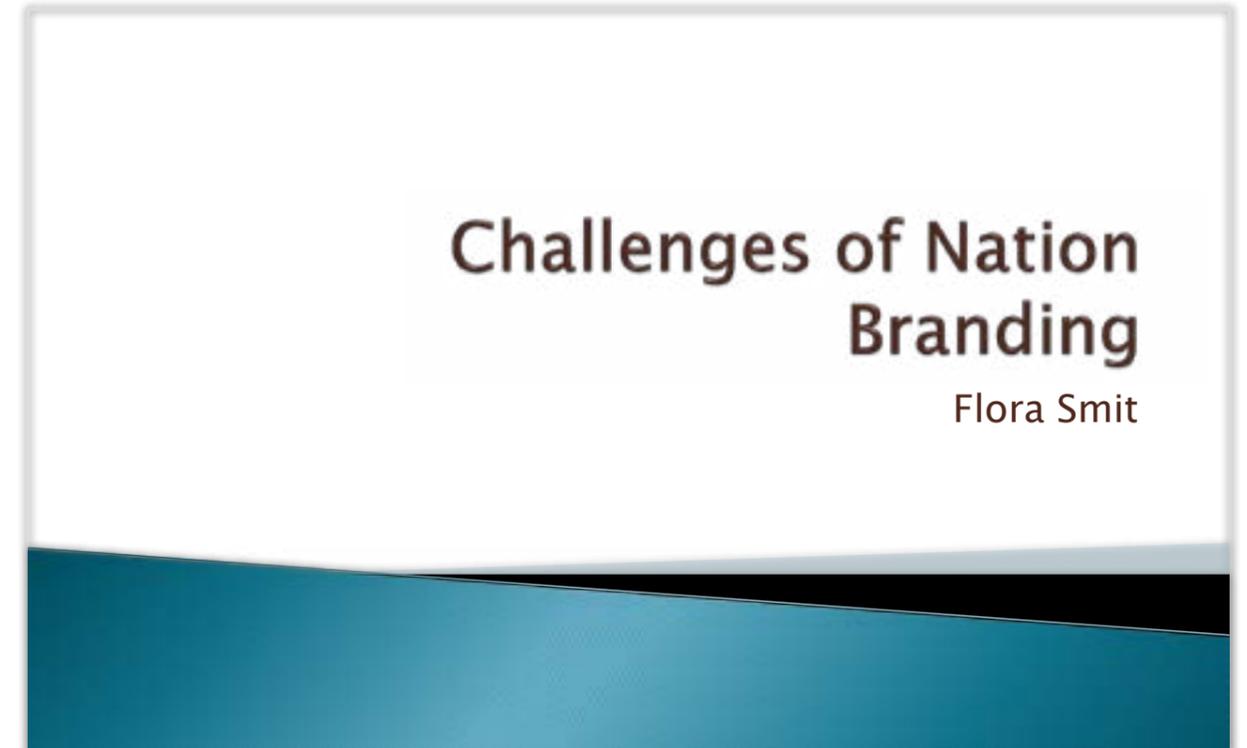
Challenge #3: Maintaining success. Approach

NO WASTE OF...

Challenge #2: Confusing ads. Approach.

Challenge #4: Feedback

etc



Contents

- ▶ Korean Image Oversees (3)
- ▶ Korean Image Inside (2)
- ▶ Suggestions (3)
- ▶ Conclusion

Korean Image Oversees (2/3)

- ▶ Latin America & Middle East
- ▶ Hallyu is popular:
- ▶ Dramas and music not explicit
- ▶ Chaebol less known:
- ▶ No connection with Korea

Korean Image Oversees (1/3)

- ▶ Asia
- ▶ *Hallyu*: example & boosting Asian Identity (Huang, 2011)
- ▶ *Hallyu*: Sign of developed, 'Western' world (Walsh, 2014)
- ▶ *Hallyu*: Promoting domestic products (Ubonrat&Shin, 2007)

Korean Image Oversees (3/3)

- ▶ Europe, America & Africa
- ▶ Hallyu less known:
- ▶ Culture difference
- ▶ Chaebol less known:
- ▶ No connection with Korea

Korean Image Inside (1/2)

- ▶ Plus:
- ▶ Tourism
- ▶ Safety
- ▶ Education System
- ▶ Service Industry

Suggestions (1/3)

- ▶ Nation Branding through Chaebol
- ▶ Connect Korea with Big Brands
- ▶ Accessible Korean domestic products
- ▶ Culture through products

Korean Image Inside (2/2)

- ▶ Minus:
- ▶ Language & Connections
- ▶ Living Costs
- ▶ Education System
- ▶ Smash of the *Hallyu* dream

Suggestions (2/3)

- ▶ Promoting Values and High Culture
- ▶ Importance Korean Values
- ▶ Emphasis on High Culture

Suggestions (3/3)

- ▶ Promoting Safety and Education System
- ▶ No Foreign threat
- ▶ Ranking high in Safe Index
- ▶ Education System (English)
- ▶ Quality of Education

Sources

- ▶ Huang, S. (2011). Nation-branding and transnational consumption: Japan-mania and the Korean wave in Taiwan. *Media, Culture & Society*, 33(1), 3-18.
- ▶ Ubonrat, S., & Shin H. (2007) Asianizing K-pop: production, consumption and identification patterns among Thai youth. *Inter-Asia Cultural Studies*, 109-136
- ▶ Walsh, J. (2014). Hallyu. In Y. Kuwahara, *The Korean Wave* (1st ed., pp. 13-31). New York: Palgrave Macmillan.

Conclusion

- ▶ Popular Culture VS High Culture
- ▶ Identity of the Chaebol
- ▶ Life within Korea

Korea's National Brand

Think Tank: Seoul National University
Presenters: Lynette and Torin Hovander

Entertainment

Korean entertainment is a strong tool for generating interest in Korea.

1. National recognition
2. Foreign consumption
3. Increased tourism



Today's Students are tomorrow's leaders

This presentation will focus on exchange students.

1. Students will hold powerful positions in the future.
2. Korea's long term military, political, and economic interest are dependent on a strong alliance with the world leaders.



Foreigners are enticed to visit/study in Korea.

1. The Korean education system creates stress and anxiety.
2. Foreigners studying in Korea are not able to create personal bonds.



Expectation



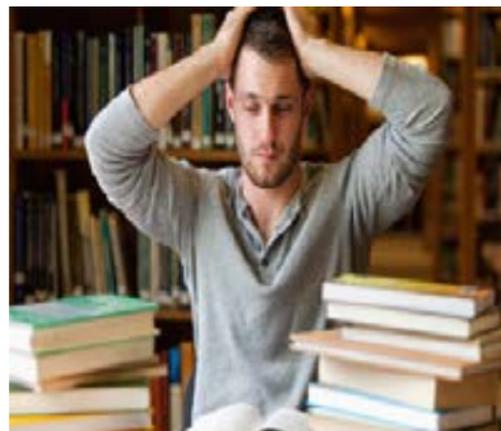
Proposals

1. Reduce the focus on achieving TOPIK Level 3.
2. Educate teachers and “buddies” on how to address the needs of foreigners.
3. Decentralize the reward and feedback system.
4. Construct an integrated website for foreigners living in Korea.

Reality

KGSP students are required to obtain a level three in Korean to maintain their scholarships.

1. Stress from studying creates a negative association with the Korean language.
2. Students are unable to have cultural, social, or professional experiences.
3. Students can not create strong relationships with Korean nationals.



Teachers and “buddies” need some training on the psychology of foreigners.

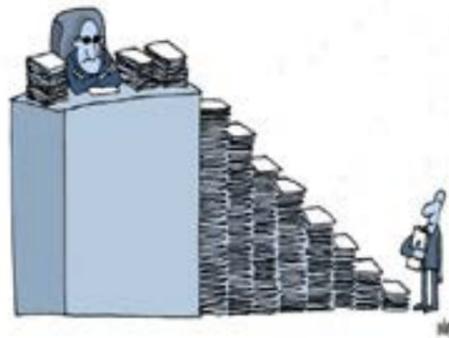
1. Trained personnel are able to address the needs of students.



Feedback and Reward Systems

The current system of reward and feedback is highly centralized.

1. Universities and local government need the autonomy to address concerns and reward participants.



Website compatibility

The integrated sites needs to be compatible with multiple operating systems.

1. The majority of Korean sites use Internet Explorer.
2. Chrome, Firefox and, and Safari are more frequently used by foreigners.



Non-Governmental Organizations

Government

Business

Integrated Website

Costs VS Benefits

Costs

1. Training teachers and “buddies” will be expensive and time consuming.
2. Decentralizing the feedback and reward system will use limited resources.
3. Creating an integrated website will require a dedicated team of IT specialist.

Benefits

1. Korean personnel can understand the psychology of foreigners.
2. A localized network is more affective in addressing students’ needs and building personal relationships.
3. The staff and time required to create a website is relatively minor.



Long Term Personal Relationships

The Relationships created at a young age have the potential to grow stronger.

1. An encouraging experience creates a positive association with Korea. This relationship can be exploited later on in the student's career.
2. Friendships created at a young age have the potential to become stronger over time.
3. Personal relationships with foreign leaders, gives Korea a complete edge in the political, economic, and cultural arena.



Who will be the next world leader?



Hangang Network is founded on 23rd of May 2016 in Seoul to foster mutual understanding and promote collaboration between Korean people and foreigners through academic and cultural exchanges. Main activities of Hangang Network include the following:

- **Seoul Youth Forum:** Lectures and roundtable discussions among students on specific topics in English.
- **Hangang Youth Forum:** Lectures and roundtable discussions among students on specific topics in Korean.
- **Korea's Public Diplomacy Conference:** A graduate students conference to contribute to the English literature and trigger more academic interest on the topic.
- **International workshops:** Meetings, seminars, roundtable discussions and trips that bring together Korean and foreign intellectuals in Korea and overseas.
- **Thursday Book Club:** Discussing pre-selected books with book lovers.
- **Family Matching Project:** Bringing together Koreans and foreigners at their homes to share food and become sister families.

How to meet Hangang Network?

- www.hangangnetwork.org
- www.facebook.com/hangangnetwork

• **Address** 12, Teheran-ro 26-gil Gangnam-gu, Seoul (Near Yeoksam station)

• **Phone** 02-566-2016

• **E-mail** info@hangangnetwork.org



Seoul Youth Forum

Korea's Nation-branding Strategy



Hangang Network

FOR ACADEMIC AND CULTURAL EXCHANGES

- **Address** 12, Teheran-ro 26-gil Gangnam-gu, Seoul (Near Yeoksam station)
- **Phone** 02-566-2016
- **E-mail** info@hangangnetwork.org