





# People-centered Cultural Communication Empathetic Cultural Diplomacy

# National Identity Diplomacy

## ASEAN-ROK Culture Innovation Summit as part of the ASEAN-ROK Commemorative Summit

12 ASEAN-ROK Culture Innovation Summit

### **Promotion of Two-way Cultural Exchanges**

- 22 2019 Bilateral Cultural Diplomacy
- 24 Southeast Asia Book Fair
- 28 Culture Communication Forum (CCF) 2019
- **30** Bilateral Cultural Diplomacy

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## Cultural Diplomacy, connecting Koreans with the World

## CHARMING KOREA

Under the vision of "With the public, fascinating the world with Korea's charm", we elevate our national image through public diplomacy. By winning the trust of the international community, we strive to increase understanding on Korea's culture and key policies and have a good influence on the international community.

In consideration of local culture and diplomatic relations, our public diplomacy harnesses 166 Korean diplomatic missions across the globe as advance bases to provide customized public diplomacy. To that end, we put forth "National Identity Diplomacy" for more attractive and advanced national image, "Emotional Diplomacy" for utilization of rich cultural assets, and "Citizen Diplomacy" for cooperation with private sector to strengthen global capacity.

By communicating with the world and strengthening our soft power, Korea as a middle power seeks to develop public diplomacy strategies that will advance national status of Korea.

# CULTURAL DIPLOMACY

Power of Korea begins
with Cultural Diplomacy where
we share our empathy





# History of the Public Diplomacy and Cultural Affairs Bureau

By using a number of ways to apply soft power, such as culture, art, assistance, knowledge, language, media, promotion, we have directly approached foreign public, won their hearts, and created a positive image of Korea.

1961

Intelligence Bureau, Ministry of Foreign Affairs

Oct. 1961 - Dec. 1963

1963

Intelligence Culture Bureau, Ministry of Foreign Affairs

Dec. 1963 - Jan. 5, 1991

Public Affairs and Culture Division Dec. 1963 - May 1976 Cultural Cooperation Division May 1976 - Nov. 1981 PR and Culture Division Nov. 1981 - Apr. 1987 PR Division Apr. 1987 - May 1991

1991

Cultural Cooperation Bureau, Ministry of Foreign Affairs

May 1991 - Feb. 1998

Cultural Cooperation Division 1/ Division 2 May 1991 - Apr. 1994 Cultural Cooperation Division Apr. 1994 - Feb. 1998

1998

Cultural Cooperation Bureau, Ministry of Foreign Affairs and Trade

Feb. 1998 - May 1999

Cultural Cooperation Division Mar. 1998 - May 1999 Diplomatic Archives Division Mar. 1998 - May 1999 PR division Mar. 1998 - May 1999 1999

Public Diplomacy and Cultural Affairs Bureau, Ministry of Foreign Affairs and Trade

May 24, 1999 - Mar. 2013

Culture and Art Division Mar. 2008 - Mar. 2011 Cultural Cooperation Division Mar. 2008 - Mar. 2013

2013

Public Diplomacy and Cultural Affairs Bureau, Ministry of Foreign Affairs

Mar. 2013 - Present

Cultural Cooperation Division Mar. 2013 - Mar. 2018

Public Diplomacy Division Mar. 2013 - Mar. 2018

Multilateral Culture and Tourism Cooperation Division

Sep. 2016 - Mar. 2018

2018

Public Diplomacy and Cultural Affairs Bureau, Ministry of Foreign Affairs

Mar. 2018 - Present

Cultural Cooperation Division Mar. 2018 - Present
Public Diplomacy Division Mar. 2018 - Present
UNESCO Division Mar. 2018 - Present
Public Diplomacy on Policy Division Mar. 2018 - Present
Regional Public Diplomacy Division Mar. 2018 - Present



# Korea captures the world's attention

By consolidating our cultural competence of Korea, Korea boasts its national brand as the global leader



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## 

The Ministry of Foreign Affairs held an ASEAN-Republic of Korea (ROK) Culture Innovation Summit at the BEXCO 2<sup>nd</sup> Exhibition Hall in Busan, on November 25, 2019, as a special event in celebration of the 2019 ASEAN-ROK Commemorative Summit (November 25-26, Busan).



At the international summit-level event, participants shared best practices and visions with ASEAN countries on the cultural contents as a driving force for future growth in the Fourth Industrial Revolution era: Creation of cultural contents, spread of cultural contents using creative techniques and information technology (IT) and arts education for future generations.

The event brought together about 600 participants including the ROK citizens, government officials and private experts in the fields of creative arts.



### **Welcoming Remarks**

President Moon Jae-in emphasized cultural cooperation between Korea and ASEAN member countries and said, "If ASEAN and Korea team up, ASEAN cultures can be loved more by the world. The more the rest of the world learns about these cultures, the happier and richer their own lives can become."

President Moon also proposed increase two-way cultural exchange, establishment of an organization for promoting collaborative filmmaking projects between Korea and ASEAN member countries and the "Growing with Art Campaign" to expand cooperation in providing youth with education in culture and arts, along with holding the Culture Innovation Summit regularly.



### **Congratulatory Remarks**

State Counselor of Myanmar Aung San Suu Kyi said that Korea's cultural industry has been making a significant contribution to the global economy and ASEAN region has become the axis of consumption for cultural industry.

In addition, State Counselor Suu Kyi mentioned there would be vast opportunities for coprosperity in collaboration with Korea and ASEAN member countries, such as co-production of films between Myanmar and Korea and 'Project K', a Myanmar Boy Band inspired by K-Pop.



Session 1 was attended by two major speakers such as Bang Si-hyuk, CEO of Big Hit Entertainment that spearheads K-Pop's position on the global stage, and Reed Hastings, co-founder and CEO of Netflix, the world's leading online streaming service. The following Session 2 was attended by Park Jung-ho, CEO of SK Telecom that release "Wavve," its new OTT video service, Pierre Coffin, a film director of "Minions," the world-famous animated film, and Brian Chow, CEO of iME Group, the representative entertainment company in Asian markets, as major speakers.

The ROK Government hopes that the ASEAN-ROK Culture Innovation Summit would incorporate success stories of the ROK companies in the cultural industry, global companies' expertise and unlimited potential of ASEAN member countries and further seek co-prosperity, thereby contributing to the people-centered community founded on the basis of mutual understanding of the ASEAN-ROK relations through people-to-people and cultural exchanges.







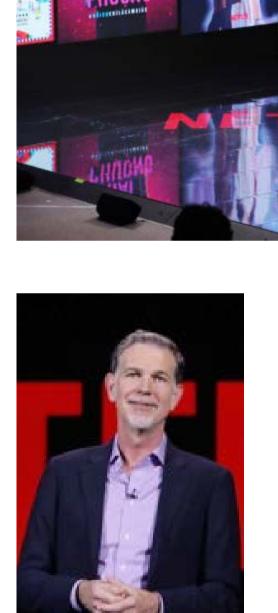
### **Bang Si-hyuk**

### **CEO**, Big Hit Entertainment

Big Hit Entertainment CEO Bang Si-hyuk, the producer of K-Pop Sensation BTS, stepped on the stage along with a video clip of BTS. His talk covered the "vision of cultural contents" as a growth engine of ASEAN.

He shared his perspective on "outstanding content we can acknowledge" today in the fourth industrial revolution era where technology changes people and lifestyles. He emphasized how such a production would not have been possible were it not for technology, referencing 1985 Live Aid concert through satellite technology and the success of BTS, the Beatles of the You Tube generation.

Bang honed in on strong content and said, "All contents are forms of expression, what's important is how universal it can ring." He also included the importance of investing in people who will prove the value of new technologies moving forward and tomorrow's cultural contents.







### **Founder and CEO, Netflix**

CEO of Netflix Reed Hastings said, "Since launching in Asian region including Korea, we have invested in over 180 Netflix originals from across the region, and we will continue to collaborate with Korea and Asian region."

He drew attention of many with a surprising announcement of major partnership with JTBC in Korea. In addition, he stated that Netflix is committed to building greater empathy between countries and increasing understanding of the world through genuine and appealing contents.



# Joint performance

Between sessions, the campaign song of 2019 ASEAN-ROK Commemorative Summit "Side by Side" was jointly performed. The song made headline for having various artists from 10 ASEAN member countries and Korean singers, including Sandeul (a member of K-Pop boy group B1A4), Laboum, a K-Pop girl group, and rapper Killa Gramz. A number of representative singers from the ten ASEAN member countries joined the process of music production.

Cultural Diplomacy 2019 CHARMING KOREA

Sandeul from Korea, Cinta Laura Kiehl from Indonesia, and Wyne Lay from Myanmar performed the song with children in different traditional costumes from 10 ASEAN member countries.









CEO of SK Telecom Jung Ho Park stated that, in media industry, what is more important than technology is cultural identity.

He proposed a plan to build "Asia Contents Studio" to do co-productions of cultural contents in order to target global market with "Asia Movement" beyond Hallyu, asserting that ASEAN spirit has been underrated and deserves more spotlight.





### **Pierre Coffin**

## Animator and Film Director of the movie 'Minions'

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Animator and Film Director Pierre Coffin shared his childhood, influenced by his mother who was an Indonesian writer, and emphasized the importance of cultural and art education at a young age.

In particular, he retraced the experiences of art education in school in the U.S., and underscored that the central and local governments and schools should build a support system to help children develop creativity and sense of identity.





### **Brian Chow**

### Founder and CEO, iME

CEO of iME Brian Chow revealed his plan to transform iME into a total entertainment firm with an intense focus on Korean market, based on the company's experience of K-Pop performance management. The plan entails an investment program of KRW 300 billion.



A networking reception was held by Foreign Minister Kang Kyung-wha at Park Hyatt Busan on the eve of ASEAN-ROK Culture Innovation Summit, November 24th, 2019. The event was attended by some 200 guests, including Secretary-General Lim Jock Hoi of ASEAN, President Park Kyungseo of Korean Red Cross, Ambassador Lim Sungnam of ROK to ASEAN, composer Kim Hyung-suk, delegation of ASEAN nations, entrepreneurs of cultural industry, and diplomatic corps in Korea.

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In her welcoming remark, Foreign Minister Kang mentioned that culture was acting as the catalyst for connecting Korea and ASEAN, and cultural industry would accelerate growth and co-prosperity of both sides in the Fourth Industrial Revolution era.



## 2019 **Bilateral Cultural Diplomacy**

A Cultural Agreement provides general contents of cultural exchanges and methods to promote cooperation in the overall cultural relations between nations. Upon the signing and effectuation of a cultural agreement between two countries, establishment of a Joint Cultural Committee and signing of the Cultural Implementing Programmes may follow to discuss further details of cultural exchanges and collaborations.



The 2nd Rok-Slovakia Cultural Joint Committee (2019, 10, 29)



The 2nd Rok-Slovakia Cultural Joint Committee (2019.

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The 4th Rok-Portugal Cultural Joint Committee (2019. 10. 11)



Director-General Meeting on Cultural Diplomacy between ROK and Israel (2019. 3. 7)

### **Cultural Agreement**

A Cultural Agreement is a comprehensive agreement that provides general terms for mutual exchanges and serves as the basis for other contracts for exchanges such as educational arrangement, Cultural Youth Exchange, and Cultural Exchange Programme. As of December 2019, Korea has signed Cultural Agreement with 106 nations.

- Agreement between ROK-Turkmenistan on cooperation in the cultural and humanitarian (April 17, 2019)
- Revision of ROK-Kuwait Cultural Agreement (May 1, 2019)

### **Cultural Implementing Programme**

An Implementing Programme is a document with detailed exchange plans on culture and education based on Cultural Agreement.

• 2019~2022 Signing of ROK-Portugal Cultural Implementing Programme (October 11, 2019)

### **Joint Cultural Committee and Director-General Level Meeting**

Based on provisions of cultural agreements, or based on a separate bilateral consent, Joint Cultural Committee or Cultural Director-General Level Meeting are held under the lead of the Director-General of Public Diplomacy and Cultural Affairs Bureau.

- Director-General Meeting on Cultural Diplomacy between ROK and Israel (March 7, 2019, Jerusalem, Israel)
- The 4th ROK-Portugal Joint Cultural Committee (October 11, 2019, Lisbon, Portugal)
- The 2nd ROK-Slovakia Joint Cultural Committee (October 29, 2019)

## Southeast Asia Book Fair

To celebrate the 30th anniversary of the establishment of Dialogue Partnership between the Republic of Korea and ASEAN countries as well as the 2019 ASEAN-ROK Commemorative Summit, the Ministry of Foreign Affairs held the Southeast Asia Book Fair at the Starfield Library, COEX, Seoul, from September 18 to 22, 2019.



17 publishers from six countries including Vietnam, Thailand, Indonesia, Malaysia, Singapore, and the Philippines joined the event in which various genres of books written in Southeast Asian languages were displayed. Together with the Eric Yang Agency, one of major publishing and copyright agencies in Korea, the Ministry of Foreign Affairs and 17 Southeast Asian Publishers donated 1,390 books to organizations such as university libraries, Multicultural Library in Ansan for local language learners and Southeast nationals residing in Korea.

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Joint Illustration Works by Puung(ROK) and Zulie(Indonesia)

Book from Thailand displayed at the Starfield Library, COEX



Special Cultural event at the Starfield Library



Puung, Korean illustration essay writer, giving a demonstration in public



Southeast Asia Book Fair Welcome Reception

In celebration of the book fair, a special cultural event took place at the Starfield Library on September 18, 2019. Illustrators and essay writers from Korea and Indonesia presented on their joint illustration works and writers from Korea, Thailand and Vietnam held a book talk. There were diverse side events on September 19 such as a workshop and business matching, during which the participants explored concrete ways to step up exchanges in the field, and achieve shared prosperity as well as the possibility of entering each other's markets in the future.

The Southeast Asia Book Fair contributed to promoting bilateral cultural exchanges by presenting various countries' cultural contents, and gave Koreans an opportunity to familiarize themselves with Southeast Asian countries.

# Culture Communication Forum (CCF) 2019

The Culture Communication Forum was held from June 30 to July 2, 2019, hosted by Ministry of Foreign Affairs, CICI (Corea Image Communication Institute), Ministry of Culture, Sports and Tourism and Korean Culture and Information Service.



Fabien Penone, the French Ambassador in Kore

Gabie Kook

Ito Ogawa & Jeff Benjamin

CCF 2019 invited 11 content creator delegates including Billboard Columnist Jeff Benjamin (U.S.), best-selling author Ito Ogawa (Japan), journalist and think tank director Bronwen Maddox (UK), and film director Ilya Khrzhanovskiy (Russia).

During the event, cultural figures had the chance to experience Korea through visits to museums, palaces and cultural spots and learn about partner countries. The delegates who are prominent in their fields will be bridging Korea to the rest of the world with other opinion leaders and cultural influencers.

Jashua Carrott & Lee Hee-moon

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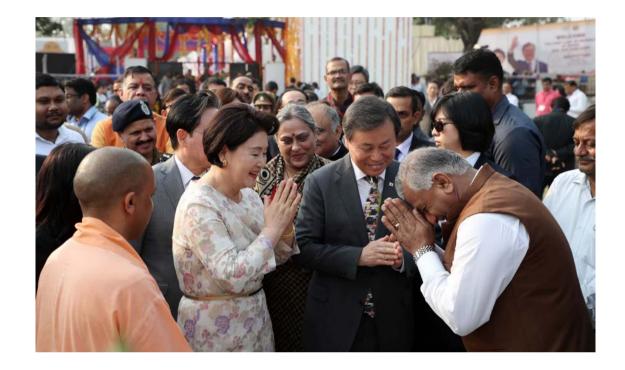


Delegates of COF 2019 held discussions on Cultural Content

### **ROK-India Cultural** Cooperation

**2018** —

In order to strengthen cultural cooperation between Korea and India, Korean representative attended the groundbreaking ceremony of Queen Huh Memorial Park and the Festival of Diwali, the traditional Indian festival of lights.



### Groundbreaking ceremony of Queen Huh **Memorial Park**



Queen Huh was a princess of Ayodhya, India, who traveled to Korea's Gaya Kingdom around 2,000 years ago to marry its ruler. This ancient account shows the time-honored ties between Korea and India. The two countries agreed to jointly establish the Queen Huh Memorial Park in Ayodhya to reaffirm their friendship and designed the park together.

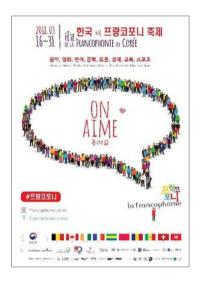
### Lighting ceremony of Diwali



Festival of Diwali is the largest Hindu festival and the biggest traditional holiday of India. The lightening ceremony signifies the beginning of the festival. In this year's ceremony, Lotus Lantern from Korea was used for the lightening ceremony to pray for further development of both countries and their friendship.

### 2018

### **Francophonie Festival**



2018 Francophonie Festival was held in 7 cities (Seoul, Busan, Daegu, Daejeon, Incheon, Gwacheon, and Paju) from March 16 to March 31. The festival encompassed a wide range of areas, including film, literature, economics, education, culinary culture, discussion, sports, music, and play. In over 40 locations, 28 countries were presented through diverse programs, and some 10,322 visitors enjoyed the festival.

- 1. Francophonie Film Festival: Held in Seoul History Museum, Francophonie Film Festival presented seven films from seven French-speaking countries (France, Burkina Faso, Switzerland, Cote d'Ivoire, Canada, Belgium, and Tunisia)
- 2. <Nine Little Girls> by the International Organization of the Francophonie: the International Organization of the Francophonie presented <Nine Little Girls> written by Sandrine Roche. The play was performed in Korean with French subtitles.
- 3. <Mars en Folie> Music Tour: <Mars en Folie> consists of Phanee de Pool, a singer from Switzerland; Stella Jang, a Frenchspeaking Korean singer; and KIZ from France. The group toured five cities in Korea for a joint concert.
- 4. Conte with picture and acting by Company de trolls: illustrator Richard Pettishener and comedian Olivia Supiot toured middle schools and high schools to perform a unique conte with picture and acting.
- 5. Festival Culinaire Francophone: Alliance Francaise de Daejeon hosted Festival Culinaire Francophone where visitors experienced traditional dishes and culture of French-speaking countries.

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Cultural Diplomacy 2019 CHARMING KOREA

2018 -

### Korea-Japan **Book & Music Concert**



To celebrate 20th anniversary of the "New Korea-Japan Partnership in the 21 Century", 「Korea-Japan Book & Music Concert "Wear Culture" was held at 100th Memorial Hall of Yonsei University on December 12, 2018 where Korea and Japan expanded exchanges and enhanced mutual understanding through culture and art.

### Part I. Book concert

Mitsuyo Kakuta (角田光代), writer of the novel <Pale Moon>, and Ito Ogawa (小川糸), writer of <Chubaki Stationaery Store> shared their daily lives and meaning of happiness with Korean audience, deepening the bond of sympathy between the two countries.

### Part II. Music performance

a joint performance for friendship between the two countries was held with Yang Bang-eon, recognized Korean musician residing in Japan; Depapepe, Japanese guitar duo; and Lalasweet, Korean acoustic duo.

### 2017 ——

### **Nordic Culture Festival**



By bringing sophisticated cultures from Nordic nations, the public can deepen their interest and understanding about Nordic countries. Public support for diplomatic relations would grow and promotion of PyeongChang 2018 Olympic and Paralympic Winter Games would see fruitful result home and abroad.

• 8 musician teams participated from Denmark, Sweden, Norway, and Finland

Date	November 24 - 30, 2017
Location	JCC
Host	Ministry of Foreign Affairs
Visitor	2,723 visitors to watch and participate

### Year of Korea-**Iran Cultural Exchange**



• 5 Turkic nations (Azerbaijan, Kazakhstan, Kyrgyzstan, Turkey, Turkmenistan)

November 8 - 13, 2016
Seoul, Gwangju, Gimhae
Ministry of Foreign Affairs
Around 9,500 visitors to watch and participate

### **2016 — Turkic Culture Festival**



### Iran Film Festival

In celebration of 2017 Korea-Iran Year of Cultural Exchange, Iran Film Festival was held between December 15 to 17, 2017 to offer the present and past of Iranian films. Hosted by the Ministry of Foreign Affairs, this film festival was designed to promote cultural exchanges between the two countries with films. A number of Auteurism films and art films from Iran were showed to offer in-depth insights on life and rich heritage of the country.

### **Exhibition <Amazing Hands: Craft Art From Iran>**

In celebration of 2017 Korea-Iran Year of Cultural Exchange, KF Gallery showed <Amazing Hands: Craft Art From Iran>, sponsored by Korea Foundation from November 23 to 26, 2017. This exhibition showed a wide collection of handicrafts from Iran that encapsulated the great civilization of Persia and its heritage. The collection of 100 items was selected by Iranian Ministry of Culture from carefully chosen modern artists. Prior to this exhibition, part of the collection was displayed in the commemoration event of 55th anniversary of establishment of Korea-Iran diplomatic ties on October 23, 2017 in Teheran.

### 150 artists from 5 nations (including national performance troop) visited Korea to share their Turkic music, dance, photos, films, costume, and more.

Date	November 8 - 13, 2016
Location	Seoul, Gwangju, Gimhae
Host	Ministry of Foreign Affairs
Visitor	Around 9,500 visitors to watch and participate

### 2015

2014

### Cuba Culture and **Arts Festival**

### ► Nuevo Cuba Jazz Concert

Date June 26 - 27, 2015

Samsung Hall, Ewha Womans University Location Ministry of Foreign Affairs Host Korea Foundation, Asociacion de

Intercambio Corea-Cuba

### ► Festival de la Cultura y las Artes de Cuba

Date June 27 - July 5, 2015 Korean Film Archive Location

Ministry of Foreign Affairs, Korean Film Host

Korea Foundation, Asociacion de Intercambio Corea-Cuba

Visitor 8,995 persons

Visegrad Music Festival

Participant Czech, Slovakia, Hungary, Poland

**Cultural Center** 

3,454 persons

Ministry of Foreign Affairs

Sep. 4 (Seoul), Sep. 8 (Daegu)/ Sep. 9

Concert Hall in Seoul Arts Center, Grand

Concert Hall of Daegu Concert House.

Medium Theater of Busan Cultural Center

Embassy of the Czech Republic, Embassy

of Slovakia, Embassy of Hungary, Embassy of Poland, Daegu Metropolitan City, Busan

with Geum Nanse

Location

Host

Visitor

July 4 - 6, 2014 Date Location AX Korea Hall (Gwangjingu, Seoul),

> Cheongsonggun (North Gyeongsang Province), Yeongdogu (Busan Metropolitan

Caucasus Cultural Festival

Participant Georgia, Armenia **Organizer** Ministry of Foreign Affairs

Sponsor 11,346 persons Visitor

May 1 - 7, 2014 Location Seoul Art Cinema Host Ministry of Foreign Affairs

Korean Association of Cinematheques Organizer Embassy of Portugal. Embassy of Brazil,

Lusophone Film Festival

Embassy of Angola, Embassy of East Timor

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Cultural Diplomacy 2019 CHARMING KOREA

### 2013 Cuban Culture and **Arts Festival**

Date

August 2 - 9, 2013 Date

Location Seoul (Yongsan Art Hall, Hankuk Universities of Foreign Studies),

Pyeongchang, Daegu, Andong, Suncheon

Participant Cuba

Ministry of Foreign Affairs, Korea foundation Asociacion de Intercambio Corea-Cuba. Sponsor

Pernod Ricard Korea

Visitor 13,354 persons

### Week of Asia & Africa **Performance Arts**

August 3 - 9, 2013 Date Seoul (Mulbit Stage, Yeouido Hangang Location

Park), Suncheon

Participant Afghanistan, Kenya, Uganda

Host Ministry of Foreign Affairs, Seoul Special

**Sponsor** Organizing committee of International

Garden Exposition Suncheon Bay Korea,

PARADISE GROUP 1,000 persons Visitor

### Latin Cultural Festival 2012

May 26 - June 3, 2012

Location Seoul(Hanbit Plaza of Cheonggyecheon, Korea Foundation Culture Center, Theater

"Yong" of the National Museum of Korea), Gyeonggi (Nami Island), Gyeongju (Bonghwang Music Square)

Participant Mexico, Brazil, Argentina, Colombia,

Ecuador, Jamaica, Peru

Ministry of Foreign Affairs, Korea Host Foundation

Embassies of Latin countries, National

Museum Cultural Foundation

Visitor 9,373 persons

### Adria Arts Festival =

Date December 2 - 5, 2012

Location Seoul (Sejong Center for Performing Arts)

Participant Slovenia, Croatia Ministry of Foreign Affairs, Art Council Korea Host

Sponsor Ministry of Culture of Slovenia, Ministry of

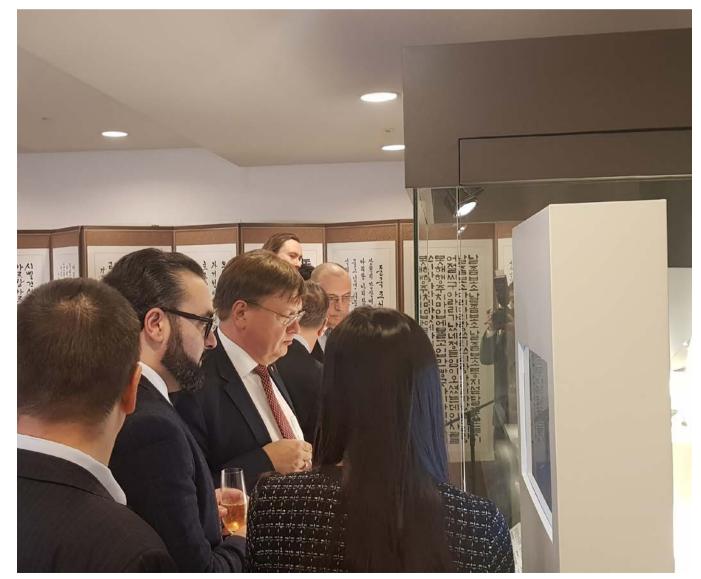
Culture of Croatia

Visitor

1,379 persons

# Exhibition of Cultural Assets at Diplomatic Missions

Representative cultural assets of Korea are on display at diplomatic missions across the world to promote originality and excellence of Korean culture. This year marks as the first year to put genuine cultural properties on exhibition at diplomatic missions.



Cultural Asset Exhibition Reception at Embassy of Korea to Russia

On December 6, 2019, the first event of exhibition of cultural assets at diplomatic missions was held. The sunken treasure of 12th century, excavated from Taean, South Chungcheong Province, Goryeo Celadon had a great reception among the audience, consisting of Russian culture experts and leaders of cultural industry.

In Russia and the UK, Goryeo Celadon captivated spectators with its simple and neat shape and natty shade.



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Cultural Asset Exhibition at Embassy of Korea to UK

# Special Exhibition at Diplomatic Missions

Special exhibitions are held to commemorate meaningful diplomatic milestones, such as establishment of diplomatic relations, year of friendship and exchange, and mutual visit year.



Embassy of Korea in Indonesia

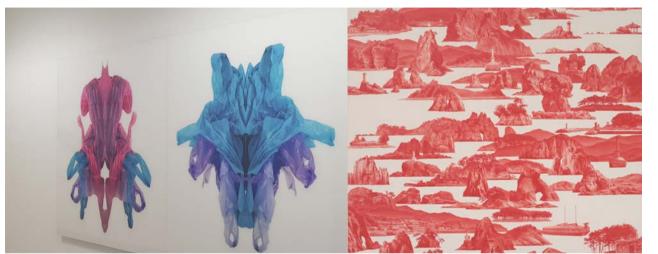
This year, in celebration of ASEAN-ROK Commemorative Summit, and in consideration of the current political situation between ROK Mission to ASEAN and Embassy of Korea to Indonesia, Embassy of Korea to Japan and Embassy of Korea to China were selected for the special exhibitions.



Embassy of Korea in Japan

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Cultural Diplomacy 2019 CHARMING KOREA



Mission of the Republic of Korea to ASEAN

Embassy of Korea in Indonesia



Embassy of Korea in China

# Art in Diplomatic Missions

In the reception area of Korean overseas missions, art work owned by the Ministry of Foreign Affairs and Art Bank of the National Museum of Contemporary Art are displayed to promote Korea's national brand.





The Grain-Returning by Kim Duckyong

Career of emotion by Kim Geonil

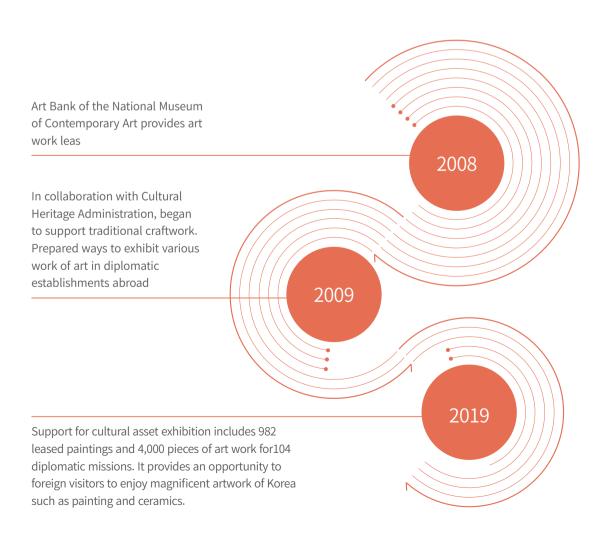


Memories by Lee Hyemin

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The exhibitions at diplomatic missions introduce various Korean artists of diverse genres and sizes, upgrading the standard of exhibition to another level.

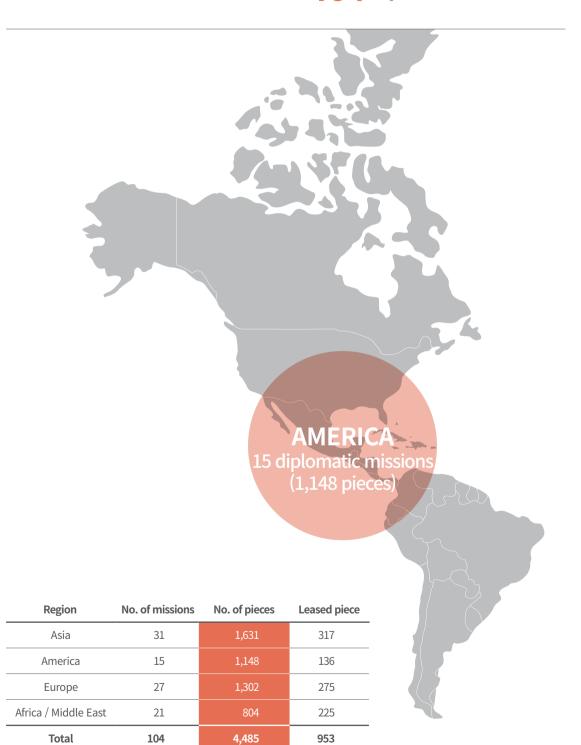


### Exhibitions at diplomatic missions to enhance Korea's national image by providing opportunities to visitors to understand Korea's art.



# **4,485** pieces of art work presented in **104** diplomatic missions

Cultural Diplomacy 2019 CHARMING KOREA



# HanStyle Remodeling Project

HanStyle Remodeling Project infuses into current diplomatic missions. Local and Korean guests visiting the missions can feel both comfortable and inspired by the Korean-style Interior.

### **Cultural Diplomacy Expansion of Korea**

The HanStyle Project helps promote Korea's national brand image and contribute to economic ripple effect such as creation of added value and jobs.

year	country
2019	UK, Germany
2018	Malaysia, Thailand
2017	Ghana, Colombia, Geneva, Poland, China, Sydney, Saudi Arabia, San Francisco
2016	Seattle, Mongolia, France, Morocco, Singapore
2015	Oman, Guangzhou

\*Source: Jeollabuk-do Office

Cultural Diplomacy 2019 CHARMING KOREA



Lobby of Embassy of Korea to Ghana



Small reception room of Embassy of Korea to Morocco

Small auditorium of Embassy of Korea to Colombia

Greenhouse of Embassy of Korea to U.K.

## Korean Audio Guide for Major Museums and Art Galleries Overseas

Ministry of Foreign Affairs of Korea has worked on provision of Korean audio guide in major museums and art galleries to make the service available across the globe.



Qin Shi Huang Dynasty Museum, China 🕟

Sagrada Familia, Spain 🕻 🤻



Country	Name of the venue	Availability
Austria	Gallery Belvedere in Vienna	Available
Spain	La Sagrada Familia in Barcelona	Available
Italy	Borghese Museum	Available
Italy	Colosseum	Available
Belgium	Royal Museum of Fine Arts of Belgium	Available
Spain	Reina Sofía National Art Museum	Available
Turkey	Topkapi Palace in Istanbul	Available
Turkey	Ephesus Ancient City, Izmir	Available
China	Qin Shi Huang BingMaYong Museum	Available
Papacy	Vatican Museum	Installation in progress
Italy	Duomo di Milano	Installation in progress
America	National Gallery of Art	Installation in progress
Czech Republic	Prague Castle	Installation in progress
Czech Republic	St. Vitus Cathedral	Installation in progress
Italy	Uffizi Museum	Installation in progress
Russia	Tretyakov Gallery	Installation in progress
Russia	Pushkin Museum	Installation in progress
Columbia	Gold Museum	Installation in progress
Belgium	René Magritte Museum	Installation in progress
Latvia	Latvian National Museum of Art	Installation in progress



## Made by Korea, empathized with the world

Korean culture is used in a variety of ways to elicit responses from the world, so that it draws more attention and affection based on cultural empathy



# Emotional Diplomacy

### **Sports Cultural Diplomacy**

- 48 ROK President Moon's Meeting with IOC President on occasion of the 74th Session of the UN General Assembly
- Taekwondo Competition and Other Sports Event

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# ROK President Moon's — Meeting with IOC President on occasion of the 74th Session of the UN General Assembly

On September 23th, 2019, ROK President Moon Jae-in met with IOC President Thomas Bach on occasion of the 74th Session of the UN General Assembly, and had a comprehensive discussion covering practical cooperation with IOC for peace on Korean peninsula, forming a joint team of the two Koreas for 2020 Tokyo Olympics, and the co-hosting of 2032 Summer Olympics by South and North Korea.



Meeting between ROK President and IOC President (2019. 9. 23)



IOC President Thomas Bach(left) and ROK President Moon Jae-in(right) (2019. 9. 23)



President Moon explained the Korean government's effort to advance peace and security on the Korean peninsula to IOC President Bach, and declared his will to continue working forward reconciliation and cooperation between South and North through sports, including forming a joint team of two Koreas in 2020 Tokyo Summer Olympics.

In addition, he expressed his sincere hope and expectation on the safe and peaceful hosting of Tokyo Olympics, which will contribute to the friendship and cooperation between Korea, China, and Japan, and peace and prosperity on the Northeast Asia along with 2018 2018 Pyeongchang Winter Olympics and 2022 Beijing Winter Olympics.

Besides, President Moon thanked IOC President Bach for his interest and intention to support the co-host of 2032 Summer Olympics of the two Koreas, and expressed his will to pursuit a proactive cooperation with IOC.

The meeting served as the opportunity to develop ways to contribute to Olympic spirit of peace and strengthen cooperation with the North in sports.

# 2019 Korean Ambassador's Cup Taekwondo World Championship

Centered around Korean Ambassador's Cup Taekwondo World Championship, various sports events are held to spread Sports Hallyu across the globe.



Medalist of 2019 Korean Ambassador's Cup Taekwondo World Championship (2019. 11. 13)

On November 13th, 2019 Korean Ambassador's Cup Taekwondo World Championship was held in Muju Taekwondo Center.

The Championship was held as the representative project of Sport Public Diplomacy. The 141 winners of Korean Ambassador's Cup Taekwondo Championship competed in Gyorugi and Poomsae for applicable divisions.

During the Championship, diverse additional events were held to boast Korea's originality and true character of Taekwondo, such as Taekwondo training with Olympics gold medalists, interaction with Taekwondo atheletes from universities in Korea, and performance demonstration team of the Kukkiwon.

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### 2019 Korean Ambassador's Cup Taekwondo World Championship

Many Korean diplomatic missions hold Ambassador's or Consulate General's Cup Taekwondo Championships in partnership with local Taekwondo associations and centers to promote and disseminate Taekwondo and Korean culture.

### Dubai



On November 6th, Korea-UAE Friendship Taekwondo Championship was held at Dubai Police Academy, jointly by Consulate General of Korea in Dubai, Dubai Police Agency, Korea National Sport Institute, and UAE Taekwondo Association. In particular, Korea National Sport Institute delivered an honorary Taekwondo Certificate to the Head of Dubai Police Academy, for increased support and dissemination from the school.

### **Czech Republic**



From November 2nd to 3rd, 2019 Korean Ambassador's Cup Taekwondo Championship was held at Slavia Gym in Prague, attended by 433 players. Prizes for winners included Korean products and Taekwondo training goods.

### Vancouver



On May 25th, 2019, The 3rd Vancouver Korean Consul General's Cup Taekwondo Championship was held at Langley Events Center. A total of 2,000 people attended the event. At the event, various booths were set up, including Korean hanbok, calligraphy, and traditional food, providing visitors with an opportunity to experience various Korean cultures.

### San Francisco



On September 29th, 2019, the Korean Consulate General in San Francisco held the 2nd SF Korean Consul General's Cup Taekwondo Championship, sponsored by California Taekwondo Foundation. The event was attended by 1,000 people, including 370 players, enhancing Korea's commanding position as the birthplace of Taekwondo.

### Milan



On May 24th, 2019, the Consulate General of the Republic of Korea in Milan hosted the 3rd National Day of Korea with Taekwondo at Gae Aulenti square in Milan. This event presented Taekwondo and other Korean cultural contents to promote Korean cultures in the region.

### **Argentina**



From July 20th to 21, 2019, Embassy of Korea in Argentina co-hosted the 5th Korean Ambassador's Cup Taekwondo Championship with Argentina Taekwondo Association. The Championship was live broadcasted nationwide on the sport dedicated channel "TyC Sports".

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### **Uzbekistan**



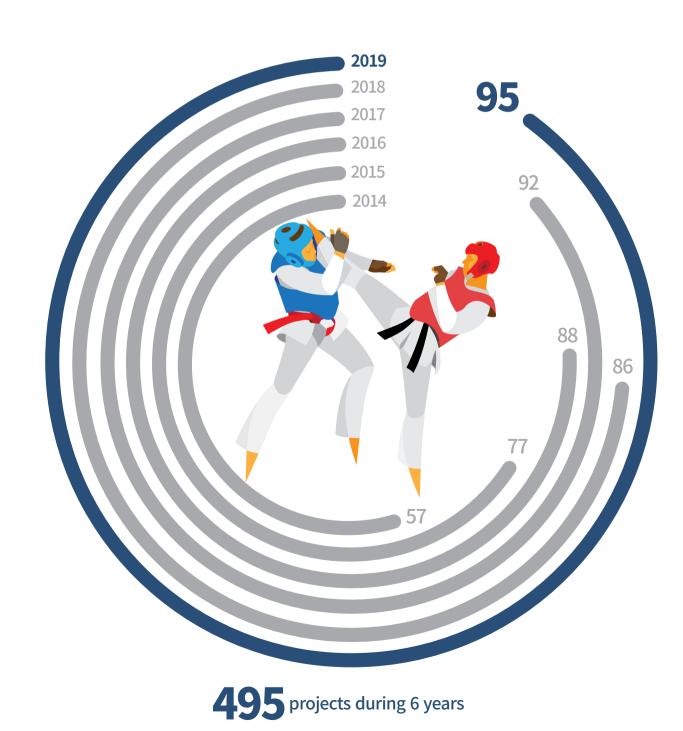
From October 3rd to 6th, 2019, the 18th Korean Ambassador's Cup Junior Taekwondo Championship was held co-hosted by Korean Embassy in Uzbekistan, Uzbekistan Taekwondo Association, and Korean Taekwondo Sponsorship Association. The event was held at Tashkent Taekwondo Gym with over 500 participants. Taekwondo is a beloved sport in Uzbekistan where there is a department of Taekwondo in a National University.

### Uganda



From September 21st to 22nd, 2019, the 7th Korean Ambassador's Cup Taekwondo Championship was held by Korean Embassy to Uganda at Kampala MTN Arena. As some 200 passionate players competed, the games were broadcasted and covered nationwide by 10 major news media.

In 2014, the Ministry of Foreign Affairs of Korea launched Korean Ambassador's Cup Taekwondo World Championship as an official and regular event to strengthen sport diplomacy.



A total of 495 Taekwondo Culture Diplomacy Projects were carried out for the last 6 years to promote and spread Teakwondo throughout the world.

### Asia

Mumbai, East Timor, Myanmar, Chengdu, Cambodia, Fukuoka, Pakistan, Yokohama, Siem Reap, Wuhan, Kobe, Papua New Guinea, New Zealand, Shanghai, Sri Lanka, Sendai, Nagoya, Nepal, Bangladesh, Bhutan, Singapore, Mongolia, Laos



### **Europe**

Spain, Finland, Bulgaria, Czech Republic, Croatia, Ireland, Milan, Tajikistan, Irkutsk, Ukraine, Turkmenistan, Slovakia, Romania, United Kingdom, Azerbaijan, Las Palmas, Uzbekistan, Poland, Latvia, Norway, Russia, Saint Petersburg, Kazakhstan, Hungary



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Venezuela, Trinidad and Tobago, Costa Rica, Brazil, Seattle, Boston, Vancouver, United States, Argentina, Mexico, Sao Paulo, Houston, Honduras, Montreal, Uruguay, Panama, Peru, Ecuador, Chicago, El Salvador, Dominican Republic, San Francisco



### **Africa/Middle East**

Tanzania, Senegal, Equatorial Guinea, Fiji, Angola, Uganda, Rwanda, Ivory Coast, Ghana, Mozambique, Congo, Gabon, Sudan, Qatar, Oman, Iran, Bahrain, Israel, Tunisia, Lebanon, Egypt, Palestine, Algeria, Morocco, Dubai, United Arab Emirates

# Imjin Hockey Classic 2019

On Saturday, October 26th, 2019 at TD Place, the 7th Imjin Hockey Classic 2019 was held jointly by the Korean Embassy in Canada and Canadian Army, and Senator Yonah Martin's Office. The event was attended by Mr. Claude Charland, who played hockey in Korea on Imjin River back in the days, Canadian Army Commander Lieutenant-General Wayne Eyre, and some 400 citizens.





All participants of Imjin Hockey Classic 2019 (2019. 10. 26)

# Sapporo Korean Consul General's Cup Park Golf Championship

The 2nd Sapporo Korean Consul General's Cup Park Golf Championship was held at PGJ clup with over 130 attendees on August 8th, 2019. Park golf, invented in Hokkaido in 1983, has many fans and players in Korea as well.



The 2nd Sapporo Korean Consul General's Cup Park Golf Championship (2019. 8. 8)

# Ambassador's Cup — Go Tournament

In an effort to promote Korea's stance as one of the Go(Baduk) leaders, and to affirm friendship with the partner country, we organized Go tournaments in a number of nations, including Dominica and Australia.

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The 2nd Ambassador's Cup Go Tournament in the Dominica Republic (2019. 8. 30~9. 1)

# K-Pop — World Festival

### 2019 K-Pop World Festival Regional Preliminaries: 99 diplomatic missions in 74 countries.

K-Pop World festival, began in 2011, is simply the largest Hallyu festival co-hosted by Ministry of Foreign Affairs, Ministry of Culture, Sports and Tourism and the public broadcasting station KBS. In 2019, 99 diplomatic missions in 75 countries held regional preliminaries. KBS 2TV and KBS World broadcasted preliminary rounds of 5 regions in 100 nations.



2019 K-Pop World Festival - Cambodia

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2019 K-Pop World Festival Final Round in Changwon

2019 K-Pop World Festival Grand Prize - Ireland

2019 K-Pop World Festival Top Achievement Award - Canada

In 2019 K-Pop World Festival, 99 diplomatic missions in 75 countries held regional preliminaries. The number of participating missions has steadily grown, which is the testament to the enhanced Korea's stance and love for K-Pop.



2019 K-Pop World Festival Preliminary Round in Italy

### **K-Pop World Festival Preliminaries**

Year	2013	2014	2015	2016	2017	2018	2019
County	58	61	67	65	70	75	74
Diplomatic missions	43	70	84	80	85	90	99



## Winners of K-Pop World Festival

2019	Grand Prize Ireland Top Prize the U.S. Canada	Excellence Award Singapore Madagascar	Congeniality Award Madagascar
2018	Grand Prize Thailand Top Prize the U.S.	Solo Performance Male Group Performance Vocal Performance Female Group Performance Audience Prize	Bangladesh Thailand Ukraine Canada South Africa
2017	Grand Prize Indonesia	Performance Division India	Vocal Division Singapore
2016	Grand Prize the U.S.	Performance Division Nigeri	a   Vocal Division Italy
2015	Grand Prize Nigeria	Performance Division Malaysia	Vocal Division Mexico
2014	Grand Prize Ireland	Performance Division Finlanc	Vocal Division Japan
2013	Performance Division Uzbe	kistan   Vocal Divi	sion the U.S.

# Promotion of — Korean Contents

Embassies and legations aborad hold Korean Film Festivals and promote Korean film screening at international film festivals in the region. Korean dramas have been promoted in an effort to expand cultural exchange between Korea and countries.



2019 New York Film Festival

# Overseas distribution of Korean dramas

Since 2006, Ministry of Foreign Affairs, in collaboration with Korea Creative Content Agency, has worked on provision of Korean TV series to Africa, Latin America, and CIS states where it is difficult for private sector to enter into.







## Support for Korean Film Festival from embassies and legations abroad

2019

Korean Film Commission 66 cases in 56 countries Korea Foundation 54 cases in 49 countries

2018

Korean Film Commission 57 cases in 57 countries Korea Foundation 49 cases in 49 countries 2017

Korean Film Commission 64 cases in 63 countries Korea Foundation 43 cases in 43 countries

2016

Korean Film Commission 55 cases in 52 countries Korea Foundation 54 cases in 52 countries 23

Cultural Diplomacy 2019

# Talk Talk Korea 2019 (Global Contents Contest)



Talk Talk Korea is a global contest that foreigners introduce Korea by making creative contents in their own perspective, jointly hosted by the Ministry of Foreign Affairs and the Korean Culture and Information Service. Participants from all around the world submit their works like pictures, videos, webtoons, calligraphies and postcards etc. Award-winning works get the chance to be introduced to the global citizens through television and social media.







Global Contents Contest with 7 categories under the slogan of "KOREA LOVERS" drew 32,519 entries from 167 countries, and 184 were selected as prize-winning works. Participating nations became more diverse, and in particular, considerably growing number of entries came from Europe and North America. For submission, the entries were uploaded on participants' social media, which naturally disseminated Hallyu contents on the web. Influencers of me-media with massive number of followers abroad were encouraged to join the contest.

In "Talk About Korea" division, "The thing to tell you (Malta)" won with the message "Do not go to Korea", which is a paradoxical expression of "You must experience Korea." In "Illustrations of Peace" division, "One Family (France)" was selected as the winner with an illustration image of North-South family reunion using the word "Peace". A German team won "Speaking Korean" division with "Why Germans study Korean".



## Citizen diplomacy by the people and for the people

We use global competence of private sector by implementing participatory public diplomacy projects



# Citizen Diplomacy

- Public Diplomacy Youth Envoy at Diplomatic Missions
- 72 Global Cultural Dream Project
- 6 Building Korea-Friendly Networks

## **Public Diplomacy Youth Envoy** at Diplomatic Missions

The youth are dispatched to Korean diplomatic missions to have opportunities to search for their career path and experience cultural diplomacy in governmental level.

### 2019 Public Diplomacy Youth Envoy at diplomatic missions

In 2019, 765 applied for the internship program for public diplomacy for embassies and legations abroad, and 30 were selected and sent to 30 diplomatic missions in Asia-Pacific, Europe, the Americas, Africa and the Middle East for 6 months of Public Diplomatic internship.

### Secondment status by region

Asia	10 countries	Malaysia, Asean, Osaka, Shanghai, Vietnam, Indonesia, India, China, Japan, Australia
Europe	10 countries	Russia, Bulgaria, Serbia, Austria, Geneva, Uzbekistan, Netherlands, Istanbul, Sweden, United Kingdom
The Americas	8 countries	Mexico, Peru, United States, Chicago, Trinidad and Tobago, Canada, Brazil, Chile
Africa · Middle East	2 countries	Ethiopia, Tunisia



2019 Public Diplomacy Youth Envoy Orientation Event





**On-site Trainees** at Korean **Embassy to** Mexico

• IBERA University lecture (history of Korea, relations with Mexico)

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- Mexico education forum seminar
- Introductory session and bilateral relation seminar for Guadalajara University students
- Korea Day held in City of Merida
- Frida Kahlo Museum audio guide project
- Cuba K-Pop World Festival
- Enlargement of Korean Office in Culture Museum, study abroad fair
- Cuba ARTCOR Korea culture event in October

**On-site Trainees** at Korean **Embassy to** Sweden

- Celebration of the 60th anniversary of diplomatic relations
- Korean food class (March 21st)
- Swedish preliminary of K-Pop World Festival
- Jeju female diver exhibition, Korea culture festival
- Stockholm suburb tour

**On-site Trainees** at Korean **Embassy to** Japan

- Japanese job fair "Il Chui Woel Jang"
- Kick-off ceremony of SNS supporters
- Tour to a middle school and embassy
- Japanese nationwide K-Pop contest
- A new Korean missions to Japan of university students
- Fire department music band concert in celebration of 70th anniversary

**On-site Trainees** at Korean **Embassy to** Chile

- My beloved K-Pop Stars in 2019
- Workshop and performance of Korean traditional culture in celebration of APEC
- Chilean preliminary for 2019 K-Pop World Festival
- Gayageum performance of 2019 Korean Culture Week
- Korea-Chile Classical Music Night in celebration of APEC



Intern at the Representative Missions of the Republic of Korea to Dalian

· 2018 Korea-China Food Festival (May 25)

· 2018 Koreanology Seminar (June 1)

· The 6th Korean Video Storytelling and K-Pop Contest (June 2)

· 2018 Meeting for the first half, Yuhanhakiaveonuihoe (June 29)

· 2018 Korea-China University Students' Cultural Exchange Group

(July 11 - July 15)

· 2018 Invitation Banquet for multi-cultural families (August 17)

· 2018 Public Holiday Reception (September 13)

Intern at the **Embassy of Korea** in Peru

· Reception for international organization (April 18)

· Koreanology Seminar (Seminario de Estudios Coreanos) (June 7 - 8)

· Preliminary for Changwon K-pop World Festival Peru (Concurso de K-pop Perú 2018) (July 14)

· 2018 Scholarship Certificate Presentation Ceremony invited by Korean Government (August 1)

· Korean Film Week (Ciclo de Cine Coreano 2018) (August 16 - 19)

· Taekwondo Event (Copa Embajado 2018) (September 29)

· Public Holiday Event (Díá Nacional) (October 1)

· Koreanology Seminar (Seminario de Estudios Coreanos) (October 10)

Intern at the **Embassy of Korea** in Rwanda

· Korean Fantasy (May 9, May 11)

Visual Korea quarterly film screening (June 1)

· The First Korean Song Singing Contest (August 2, August 1)

· Celebration Ceremony of Korean National Liberation Day (August 15)

· Visual Korea quarterly film screening (September 7)

· Public Holiday Event Reception (October 3 - 7)

· The Second Korean Song Singing Contest (October 4)

· 2018 Korean Film Festival (October 5 - 6)

· Embassador's Cup Taekwondo Championship (October 7)

· GKS Presentation (October 8)

· The Fifth Korean Speech Contest (October 9)

2017





### Embassy of Korea in Mongolia

Learning Samulnori with Mongolian friends

- The 2nd Singing Contest for the Reunification of
- Korea Day and exhibition to commemorate ASEM
- Performance of Cheorwon Junior Chorus
- Korea Week Korea-Mongolia Taekwondo demonstration of
- Korea Week Korea-Mongolia K-Food Festival / B-boy performance / Kim Changwan Band performance
- Korea Week Korea-Mongolia Eurasia International Go Tournament
- Ulaanbaatar International Korean Film Day
- Happy Together Performance (K-Pop Concert)

### **Embassy of Korea in Vietnam**

Korea-Vietnam Food Culture Festival (Nov. 11 - 13, 2016)

### Embassy of Korea in Belarus

- K-Friends speaks about Public Diplomacy
- Volunteer work at the Traditional Heritage Festival (Aug. 13, 2016)
- Beautiful Friends Concert (Oct. 26, 2016)
- Volunteer work at 2016 IT Friends (Oct. 26, 2016)
- Korea Alimi activities (Nov. 21, 2016)

### Consulate General of Korea in Xian

- "Korean Wave Guide" Project (Nov. 14, 2016)
- K-Pop WORLD FESTIVAL (Jul. 17, 2016)

### Croatia

Feeling Korea in Croatia with friends

Youth Envoy program for embassies and legations aborad attracted 351 participants and 107 diplomatic missions for 7 years. In 2019, 30 participants and 30 diplomatic missions are working hard on the ground to further advance their global competence.

Year	2013	2014	2015	2016	2017	2018	2019
No. of participants	35	34	51	95	72	34	30
No. of participating diplomatic missions	32	34	51	80	56	34	30

# Global Cultural Dream Project

We send young artists to other countries to implement cultural and educational exchange projects. By educating the youth, we contribute to make a better future.



2019 Global Cultural Dream Project in Laos

2019



In a culture, art, PE education program for children and teens, 25 Korean artists and youth were sent to Laos, Myanmar, Cambodia, and Indonesia.

### Picture Book Sisicolcol

By working with popular picture book experts, this project aimed to enhance interest in Korea and national image of Korea. Participants were selected among Chomthong school 1st graders for picture book making and face drawing activities. Children of primary school in Luang Prabang joined drawing on fan activities.

### Together, "Shink-Ole"

A cultural exchange opportunity between Korea and Myanmar was open in Jetawon, Bagan, with students, teachers, and local residents by sharing artwork and the creation process. The program was developed in consideration of culture and environment of Bagan to mix Korean patterns and materials in diverse activities, including drawing with colors and touch, mask making, pattern making, color hunting, dot painting. The exchange was well received by the school and local residents.

### Korean Fusion Traditional Ensemble SU

Korean Fusion Traditional Ensemble Su presented fusion Korean Traditional music performance and cultural exchange program for children in slum area in Cambodia. Students of Spitler Primary school joined a rhythm class with mini Janggu, and there was a street music performance on Siem Reap Pub Street. The group paid a visit to Wat Bo Primary School in Siem Reap to check and repair mini Janggu, donated to the school after "Cambodia Arirang" in 2017.

### Dance troupe ALL DANCE of Jinju University of Education

The project was prepared to boost interest in Korea among local students by giving K-Pop dance lesson and K-Pop contest. The troupe performed in the night market of Luang Prabang, and enjoyed a good time with children through the universal language of dance in the K-Pop contest and dance lesson.

Although they didn't share the same language, dancing on the same beat with innocent Laos children in K-Pop lesson was an amazing experience for teachers-to-be.

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### Ayo Main

Under the team name of "Let 'us' play, <Ayo Main>", Taekwondo was selected as the basis for empathy that could narrow down the space-time gap between Korea and Indonesia, and between past and present. With Taekwondo, we can learn from each other, play with each other, and create positive synergy in cultural diplomacy.

In Athirah Islamic School, we taught a basic Taekwondo class, and prepared a play and school sports day. It was overwhelming first, because we had to start from the scratch without having been to exposed to Indonesian culture before. But the sense of accomplishment was amazing after seeing students enjoy our program.



### **MEON Project**

MEON project team, consisting of music majors, ran music education programs in Nepal in 2017 and 2018 with sponsorship of "Global Cultural Kkumnamu". The goal of 2017 was to provide high quality music education to students in Nepal who did not have music education. In 2018, training program for music teachers was added to build a ground for continued music education in Nepal.

### Kamaindia

Kamaindia team, consisting of art majors, was sent to Chandigarh, India. The topic of their project was art activity using colors around the students' daily lives. Participants learned how to express their personality and opinion through Kamaindia's art class.

### Picture Book SISIKOLKOL

Picture Book SISIKOLKOL team consists of book artists such as writers, painters, planners, and editing designer of picture book. The team was sent to Du Kham Elementary School in Du Xieng Khouang, Laos, to make handmade picture books with students. They held an exhibition with the picture books and invited the community to have a village feast.

### **KKUMDALSA**

KKUMDALSA is a team with 4 magicians. The team aims to share their happiness with the world through magic. They hope to create unprecedented values and to deliver the childhood dream to children in Korea and abroad. With such goals, KKUMDALSA gave an cultural education of nonverbal performance to children and teenagers in Vietnam. Along with the street culture and art performances, 3D printing class created a joyful time for children and teenagers in the region.

### Heungkkwok

Heungkkwok wanted to create something beyond existing exchanges between Korea and Vietnam. It wanted to come up with a project where Vietnamese teenagers can play a key role.

"Heungminjeongeum" was planned as an art creation project among teenagers using K-Pop music, dance, and video. This project nurtured joint planning and production of art activities, facilitating genuine cooperative exchanges between youth of the two countries.

2017



### Ensemble Su (秀)

Ensemble Su is a preliminary social enterprise based in Gyeonggi-do that provides culture and art education and performances, and creates jobs for music majors. In Cambodia, Ensemble Su aims to promote Korean culture through fusion Korean music performance and music education programs and to enhance national image of Korea.

### Yeobbeulbi

Uzbek плов and Korean bibimbap are the most representative food of the two countries. With art, Yeobbeulbi hopes to prove that children are the future for all. Yeobbeulbi was created by artists of different genres (play, art, photo, media, etc.), and would like to make use of art and its value to cover various topics.

### Performance Group 153

Performance Group 153 is a creative culture and art performance group that produces and performs all types of expressive arts including dance, play, music. In Global Cultural Dream Project program, Performance Group 153 will work with teenagers in Sri Lanka for 2 weeks to teach them dance, play, video, and music, deliver Korean culture and art, and form a continued trust and empathy that will last.

### **GOMAD**

GOMAD is a student community in Hannam University that will interact with Indonesian artist communities to provide culture and art education program for children and teenagers in Indonesia. Through the collaboration with local artists, GOMAD will explore comtemporary art scene in Indonesia and leave a deep impression to the future generation.

Global Cultural Dream Project program had 332 membersfor the past 7 years. In 2019, 25 members from 5 projects have joined to interact with the world through artistic activities.

Year	2013	2014	2015	2016	2017	2018	2019
No. of participants	32	41	57	62	91	24	25
No. of projects	3	5	7	7	9	5	5

# Building Korea-Friendly Networks

We support voluntary events held by overseas communities related to Korean culture. By supporting the communities, we build Korea-Friendly networks and make amicable international opinion toward Korea.



Korean missions to Japan, reenacted by the Korean Consul General to Nagoya

### 2019



### Embassy of the Republic of Korea in Romania, K-Lovers Festival – the 4th Edition

K-Lovers Festival was held in Bucharest from November 1 to 2, 2019 in a blaze of publicity. The event was composed of various Korean Culture Workshop: Caligraphy, Samulnori (traditional percussion music), Hanbok experience, Fan dance, etc. It served as an opportunity to deepen mutual understanding and provided K-Lovers with the public diplomacy platform.



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### Embassy of the Republic of Korea in Vietnam, the 10th Hangeul Festival and Quiz on Korea

In commemoration of Hangeul Proclamation Day, the Embassy hosted the 10th University United Festival at University of Languages and International Studies in Hanoi, on October 11, 2019. Some 2,000 Korean language learners from 13 colleges and universities in northern and central Vietnam participated in various programs.



## Embassy of the Republic of Korea in Bolivia, the K-Pop Festival: Vamos por una Juventud Intercultural

The Korean Embassy in Bolivia, together with the Ministry of Foreign Affairs and the Ministry of Culture and Tourism of the Plurinational State of Bolivia, carried out the event 'K-Pop Festival: Let's go for an Intercultural Youth' on August 25, 2019. A total of 1,200 attendees included the vice ministers of the relevant ministries, dignitaries, 65 cover dance team and K-Pop fan club members.



2017

Citizen Diplomacy Building Korea-Friendly Networks



2018

### Embassy of Korea in the Netherlands Hallyucon 2018

Embassy of Korea in the Netherlands sponsored <Hallyucon 2018>, held on October 27, 2018, in Eindhoven, hosted by "Hallyucon", the Korean culture lovers' meeting in the Netherlands. Some 500 residents in the Netherlands and neighboring countries participated in Korea Tourism Workshop, Buddhist Lotus Lantern making class, and K-Pop party and the level of interest in Korean culture was raised.

### Consulate General of Korea in Nagoya Reenactment of Korean missions to Japan

On October 20, 2018, Korean missions to Japan was reenacted in Nagoya Festival sponsored by Consulate General of Korea in Nagoya. Some 70 Korean residents in Japan came to march, and the reenactment promoted the symbol of friendship between Korea and Japan.

### Embassy of Korea in Panama 2018 Korea Lovers' Festival

Embassy of Korea in Panama sponsored "2018 Korea Lovers' Festival" hosted by Korea Fans Panama (KFP), the local fan gathering, held on November 24, 2018 in Panama City. Some 1,500 fans and visitors participated in various programs in the festival such as Quiz about Korea, K-Pop contest, Korean traditional culture experience and more.

### 2017

### Brazil, "Korean Embassy Visiting Day"

Embassy of Korea in Brazil held "Korean Embassy Visiting Day" for local residents and provided various programs to promote understanding of Korean culture. Visitors rediscovered Korea thanks to beautiful pictures of Korean landscape, and enjoyed promotional video, quiz contest, and traditional snack.

### Arequipa "Korea Week" event

Embassy of Korea in Peru held "Korea Week" from Jun. 12 to 16, 2017 and showed 5 Korean films, which are "Welcome To Dongmakgol", "My Love, My Bride", "The Fatal Encounter", "The Thieves", and "Forever The Moment". On June 16, at the request of San Pablo University, a lecture was given on Korean economic and industrial development and Kore-Peru future cooperation direction. The K-Pop Cover Dance Competition in the afternoon of June 16 was a valuable opportunity to watch and feel Korean culture and 1,400 audience joined the event.

### Korean Culture Week and Korean Food Conference at UNAM University in Mexico

Korean Council of Korean Empassy in Mexico held "Korean Food Conference" in the Central University City Campus of the Universidad Nacional Autonoma de Mexico on May 22, 2017. Some 60 students and professors came to share Korean culture and learn about "Jeyuk-bokkeum", including recipe, origin, and general characteristics of Korean food.

# Building Korea-Friendly Networks supported 482 projects for 6 years. In 2019, 85 diplomatic missions are providing supports for 93 projects to share Korean culture with foreign friends.

Year	2014	2015	2016	2017	2018	2019
No. of participating diplomatic missions	72	75	93	52	72	85
No. of projects	73	75	96	61	84	93

People-centered
Cultural Communication
Empathetic
Cultural Diplomacy

### 2019 CHARMING KOREA

Published December 2019

**Publisher** Cultural Cooperation Division of the Ministry of Foreign Affairs

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