

Asia Society Korea Center

Lotte Hotel Seoul, Suite 615
1 Sogong-Dong, Jung-Gu
Seoul, Korea 100-070, CPO Box 3500
Tel : 82 2 759 7806
Fax: 82 2 757 0034
Email: askoreacenter@gmail.com

Asia Society Korea Center Celebrates 3rd Anniversary



2011 ASKC Women Leader Awards recipients: from left, H.E. Na Kyung-Won, Ms. JiYi Chung, and Ms. Eun Hye Kim

SEOUL, May 18, 2011 - Asia Society Korea Center celebrated its third anniversary with a gala dinner and an award ceremony for three distinguished Korean women leaders in the Crystal Ballroom of the Lotte Hotel Seoul. Asia Society Korea Center Co-Chairmen Dong Bin Shin and Kyongsoo Lho presided over the dinner, along with Honorary Chairman H.E. Hong-Koo Lee, former Prime Minister of the Republic of Korea. Nearly 400 people attended the celebration. Joining them were Global Asia Society President Vishakha N. Desai and a delegation of Global Asia Society patrons. (continued on page 4)

2011 Summer Camp



SEOUL, August 13, 2011 — 30 children of multi-ethnic families in Korea participated in Asia Society's Summer Camp from August 10 to August 13 at the Hyosung Training Institute. The Summer Camp was hosted by the Asia Society Korea Center, and jointly sponsored by the Asia 21 Korea Chapter (K21) and the Seoul Global Center. (continued on page 3)

ASIA
Society



아시아
소사이어티
코리아센터
소식

Korea
Center

- HONG KONG
- HOUSTON
- LOS ANGELES
- MANILA
- MELBOURNE
- MUMBAI
- NEW YORK
- SAN FRANCISCO
- SEOUL
- SHANGHAI
- WASHINGTON D. C.

Monthly Luncheon Series

MAY 17

Mexico: The Country with Many Faces



Ambassador Martha Ortiz De Rosas

SEOUL, May 17, 2011 — In a presentation entitled “Mexico: The Country with Many Faces,” H.E. Martha Ortiz De Rosas, the Ambassador of Mexico to the Republic of Korea, shared the spectrum of Mexico’s culture, culinary, heritage and economy at Asia Society Korea Center’s monthly luncheon.

Mexico has successfully kept its environment standards up to having the fourth-largest biodiversity ranking in the world, and is further planning to protect the environment by lowering CO2 levels and expanding renewable energy industries. According to Ambassador De Rosas, Mexico has an installed capacity to generate 1,924 megawatts of power based on renewable energy sources, which could generate sufficient light in Panama for 40 years.

Economically, Mexico has developed many new industries in recent decades, in such varied areas as aerospace, automotive and the IT industry. In addition, Ambassador De Rosas pointed out how extensive deregulation has efficiently fostered competitiveness and increased productivity; as a result, Mexico has showed significant growth in its GDP, FDI, employment and economic stability rate. The Ambassador further alluded to ambitious reform plans on the current government’s agenda such as the public pension system, fiscal and tax, energy sector, and telecommunications.

As a member of G20, Mexico plays an important role in both regional and international level by actively participating in multilateral forums and in also hosting the G20 conference in 2012. In the Ambassador’s view, her country is following its own path of growth through the attraction of global investments, the liberalization of trade and the development of key industries, in order to face the new challenges that the 21st century poses.

At the conclusion of her address, the Ambassador remarked that Mexico will maintain its place in the international arena by promoting collective actions on such matters as climate change, international financial governance, and international peace and cooperation, among others.

JUNE 23

Singapore: The Singapore Difference



Singapore Tourism Board
Regional Director Soo Siew Keong

SEOUL, June 23, 2011 — In an exclusive appearance with Asia Society Korea Center, Singapore Tourism Board Regional Director of North Asia Soo Siew Keong spoke about the Tourism Board’s exceptional results for 2010 and the promising outlook for its tourism in the future.

As he explained, 2011 has also been an outstanding year for tourism in the Southeast Asian city-state. In this time, Singapore welcomed an all-time high of 11.6 million visitors and its tourism receipts rose by 49% to hit a record of \$18.8 billion. Finally, he enumerated the many steps Singapore is taking to sustain its growth momentum, in particular its looking out for new tourism concepts and developments which will add diversity to its current landscape of attractions.

Global Asia Society Co-Chairs visit the Korea Center



From left, Yvonne Kim, Executive Director, ASKC, Ronnie Chan and Henrietta H. Fore, Global Asia Society Co-Chairs, Kyongsoo Lho, Co-Chair, ASKC

Business leader Henrietta Holsman Fore, a former senior U.S. Government official who served as the first female chief of the U.S. Agency for International Development (USAID), and Ronnie C. Chan, one of Hong Kong’s and China’s top property developers, investors and philanthropists, effectively assumed joint leadership of the Asia Society Board of Trustees. As well as being Asia Society’s first Co-Chairs in Asia and the United States, Ms. Fore is the first woman, and Mr. Chan is the first Asian, to lead the Board since the institution was founded by John D. Rockefeller 3rd in 1956. After they were appointed, they paid each center a visit. Their visit was much appreciated and gave the Korea Center staff a chance to get to know the new Co-Chairs of the Global Asia Society.

ASKC Summer Camp 2011 (continued from page 1)

Asia Society Korea Center 2011 Summer Camp

K21 Members funded the program, arranged site visits and taught classes, which included the following opportunities:

- A T-shirt making class by Eddie Suk Hyun Kang, artist;
- A tour of the Demilitarized Zone and the 30th Mechanized Infantry division arranged by Lt. Col. Hae-il Jung;
- A tour of the National Assembly arranged by the Honorable Ryan Jung Wook Hong, a National Assembly member;
- A music class by You-young Kim, a world-renowned violist;
- A tour of the Korea Institute of Science and Technology arranged by Dr. Dohyeon Kim, university professor;
- A Korean cooking class with Sean Sea-Yeon Kim, accountant;
- A Korean history class led by Jonathan Dong Woo Lee, CEO of bookseminar.com;
- A talent show organized by filmmaker Wonsuk Chin.

H.S. (Hyun Sang) Cho, Chair of K21, generously provided the Hyosung Training Institute as a main venue for the Camp.

Scholarship Account # Shinhan Bank: 100-026-888933



Providing for the children of multi-ethnic families is a relatively new phenomenon in Korea, and poses particular challenges for the Korean government. As Korea has never traditionally been a haven for immigrants, for the most part it lacks both adequate relevant legislation or workable practical mechanisms for ensuring proper education for these children. Even when these families manage to overcome systemic hurdles, they often lack the financial resources needed to cover the high cost of education in Korea.

To help offset some of these costs, and to give greater voice to children of mixed-ethnicity families, Asia Society Korea Center established an education program and a scholarship fund in 2009 to help further their hopes and dreams of these children. According to Dr. Kyongsoo Lho, the co-chairman of the Korea Center, "the Center seeks to enhance people's awareness of such families, create a discourse about new partnership opportunities, to embrace non-governmental approaches and to stimulate the imagination, potential and future growth — not just of multicultural children, but of Korea itself."

In this respect, the Asia 21 Korea Chapter, also known as Korea 21 (K21), has proposed a line-up of projects that include speaking engagements, youth leadership programs, and most recently, a summer camp program for the children of the multi-ethnic families in Korea. This Summer Camp has the potential to be a signature activity of the Korea 21 as well as a model for Asia 21.

GOT BOOKS?

ASKC collects used books for children of multiethnic families

In 2009, Asia Society Korea Center collected toys kindly donated by our generous members, which were then given to the Seoul Global Center to be distributed to underprivileged children of families in Korea where one of the parents is not Korean. In 2010, ASKC started a book drive for these children. We encourage our members to donate used books written in any language that are in reasonable condition and are suitable for children between the ages of 5 and 13. For those wishing to give more than 5 books, please contact the Korea Center office.

Thank you!



ASKC 2011



ASKC 3rd Anniversary

The dinner was also distinguished by a hanbok (traditional dress) fashion show honoring designer Lee Young Hee, who was recognized with the Korea Center's 2011 Cultural Ambassador Award. 50% of all proceeds from Asia Society Korea Center's Third Anniversary Dinner were earmarked for the Asia Society Korea Center Scholarship Initiative for the multiethnic children of families in Korea.



Global Asia Society Patrons Visit to Korea

A delegation of Asia Society's distinguished patrons and supporters from the global Asia Society network came to tour and learn about Korea from May 17 to May 25. Our group of patrons met with a selected number of leading cultural, financial, and political experts in Korea. During their trip, the patrons toured a breadth of cultural and historical sites, including the Demilitarized Zone and Leeum Samsung Museum of Art. They also took a 3-day trip to Gyeongju for a hands-on look into Korea's rich history. Their visit concluded with a private tour of the Hyundai Heavy Industries and an impromptu tour of Busan's largest fish market.



Asia Society Korea Center Office Expansion



Korea Center

During the month of July, Asia Society Korea Center's much anticipated expansion was completed. Having spent the last few years establishing itself in the Korean peninsula, ASKC is ready to move to the next level nationally and internationally. ASKC has set its sights high and has many exciting plans for the next coming months taking place in Korea and abroad. We hope you will join us as we take ASKC to a larger audience. Stay connected and we hope to see you at our next event.

Asia Society Korea Center Membership Application Form

Asia Society Korea Center is a non-profit and non-partisan organization. Your membership support remains vital to our success. We invite you to become a member of the Korea Center and enjoy all the benefits that Asia Society has to offer.

New _____ Renewal _____ (check one)

Corporate Membership Levels:

Global Corporate Leader (50,000,000 KRW) _____
Corporate Partner (25,000,000 KRW) _____
Corporate Contributor (10,000,000 KRW) _____
Small Business Enterprise (5,000,000 KRW) _____

Individual Membership Levels:

Professional (1,000,000 KRW) _____
Young Professional (500,000 KRW) _____
Embassy/Press (100,000 KRW) _____

Name _____

Company _____ Title _____

Corporate/Personal Identification Number _____

Address _____

Telephone _____ (W) _____ (C)

Fax _____ Email _____

Date _____ Signature _____

Asia Society Korea Center

Lotte Hotel Seoul, Suite 615
1 Sogong-Dong, Jung-Gu
Seoul, Korea 100-070, CPO Box 3500
Tel: 82 2 759 7806
Fax: 82 2 757 0034
Email: askoreacenter@gmail.com

Account Number: Hana Bank 195-910004-19604

Tax Exemption Notice

On December 27, 2007, Asia Society Korea Center was designated as a public donation body by the Republic of Korea's Ministry of Finance and Economy. This means that donations to Asia Society Korea Center are subject to tax exemptions. The donor will therefore be able to receive full tax benefits, which gives prospective donors one more good reason to donate! The contributions will be used to develop innovative programs and world class events for Asia Society Korea Center's members. Help make a difference!

OFFICERS

BOARD OF DIRECTORS

Hong-Koo Lee *Honorary Chairman*
Dong Bin Shin *Co-Chairman*
Kyongsoo Lho *Co-Chairman*
Yvonne Kim *Executive Director*
Tae-Won Chey
H.S. (Hyun Sang) Cho
Woong-Yeul Lee
Ken Young-Gak Yoon

INTERNATIONAL COUNCIL

Sang-Hoon Bang
Sung-Joo Han
Hong-Choo Hyun
Dalchoong Kim
Hong-nam Kim
Song-Mi Yi

ASIA 21 KOREA CHAPTER

Wonsuk Chin
Hyun-Jin Cho
H.S. (Hyun Sang) Cho, *Chair*
Wonho Choi
Steve Woo Sung Chung
Ryan Jung Wook Hong
Christopher Sung Min Jun
Hae-Il Jung
Seungjoon Jung
Eddie Suk Hyun Kang
Bora Kim
Cecilia Heejeong Kim
Dohyeon Kim
Hee-Jung Kim
Myung Kyu Kim
Paul Hyon Tae Kim

Sean Sea-Yeon Kim
Shin Han Kim
Sun Yong Kim
Kyung Nam Koh
Daehyung Lee
Jae-Seung Lee
Jonathan Dong Woo Lee
Byoung Kwon Oh
Chan Ik Park
Gitae Park
Seung-Woo Seo
Jeong-Hoon Song
Seungheon Song
Seungjong Yang

CORPORATE MEMBERS

GLOBAL CORPORATE LEADERS (50,000,000 KRW or more)

ANZ
Bank of New York Mellon
Chevron
Honam Petrochemical Corporation
Hyosung
KPMG
Lotte Hotel
Lotte Shopping
Marriot
Morgan Stanley
SK Innovation
Sony Corporation

CORPORATE PARTNERS (25,000,000 KRW)

Daehong Communications
Korean Air
Hyundai Development Company
Samil PWC
Standard Chartered

CORPORATE CONTRIBUTORS (10,000,000 KRW)

Busan Bank
Edelman
Ernst & Young
Otis Elevator
Poongsan
Samsung Securities
Sungwoo Automotive
Yulchon Attorneys at Law

SMALL BUSINESS ENTERPRISES (5,000,000 KRW)

Boston Consulting Group
Samwon Tourism Development

PROFESSIONAL MEMBERS (1,000,000 KRW)

Bradley Buckwalter
Peter Yongwon Choe
Scott Kalb
Doo-Sik Kim
Sean Kim
Byung Jin Koo
Filippo Nicosia
Dong Bok Shin
Sunny Son



Asia
Society

Korea Center