

Asia Society Korea Center

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**Asia Society Korea Center
Launches the Search and Correct Campaign**

**CORRECTION CAMPAIGN VOWS TO BOOST KOREA'S GLOBAL IMAGE
Social Media Initiative Takes On "Konglish" Signs, Misleading Texts**



The SCC project will produce a comprehensive document spelling out suggested changes in signage and other forms of public communication. The clear, actionable information contained in the SCC committee's final report will make it simple for public officials to implement changes that immediately make their cities and towns more understandable and accessible to the international community, potentially boosting tourism revenues and enhancing global esteem for Korea on the world stage. In addition, this project will engage the broadest possible public awareness of and participation in the project. (continued on page 4)

2012 Summer Camp



Asia Society Korea Center's Summer Camp for multi-ethnic children was held from August 7 to August 10 at the Hyosung Training Institute in Anyang. The annual summer camp, launched last year, is hosted by Asia Society Korea Center, and jointly sponsored by the Asia 21 Korea Chapter (K21) and the Seoul Global Center. (continued on page 5)

ASIA

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News & Events

Partnership between Kazakhstan and Korea



H.E. Dulat Bakishev
Kazakhstan's new Ambassador to Korea

June 12, 2012 — **H.E. Dulat Bakishev**, the Republic of Kazakhstan's Ambassador to Korea, spoke about the partnership between the two countries in a lunchtime presentation at Asia Society Korea Center.

The Ambassador began with a brief introduction to Kazakhstan: as a 20-year-old "young" country, he explained, it is doing well economically, with a 7.5% increase in last year's GDP and per capita GDP exceeding US \$11,000, a significant growth compared to US \$700 in 1991. Kazakhstan, he went on, understands the importance of economic development, is very keen on attracting foreign investment and technology, and is also undertaking huge infrastructure projects like railroads for both domestic and international use (the latter since Kazakhstan connects Asia and Europe).

Although Korea and Kazakhstan have only had diplomatic relations with each other for 20 years, Ambassador Bakishev remarked that the two countries' relationship reaches far back into the history of Shilla and Goguryeo dynasties in the early Common Era. Before the 1997 Asian financial crisis, Korea was the third-largest investor in Kazakhstan, with a prime interest in mining and energy. Korean investments are back in Kazakhstan after falling off as a result of the crisis. The Ambassador noted the listing of Kazakhmys, a mining company that is now a "global player," on the London Stock Exchange with the help of Samsung as one success story stemming from the partnership between Kazakhstan and Korea.

Moreover, financial companies like Kookmin Bank, Shinhan Bank and Hanwha Securities are also investing or trying to invest in Kazakhstan, and LG Chemical is trying to build a petrochemical plant next to Capsi while Samsung and KEPCO are trying to build an energy plant in Balhash. In addition, the Korean car companies SsangYong and Hyundai have set up assembly plants in Kazakhstan. The Ambassador proudly stated that Kazakhstan was the first country to have voluntarily abolished the nuclear arsenal it inherited from the Soviet Union. Kazakhstan firmly believes nuclear power will bring no tangible good, but it also supports a country's "inalienable right" to use nuclear power for peaceful purposes — which he stressed again when the issue of Iran's nuclear ambitions came up. Amb. Bakishev explained that Kazakhstan has made a formal request to Iran to pursue peaceful use of nuclear energy, but also stressed that this matter should be dealt with diplomatically.

When asked about Kazakhstan's relationship with North Korea, the Ambassador remarked that the two countries have no embassies in each other's country and that the relationship is limited to cultural interaction between North Koreans and Koreans in Kazakhstan.

Amb. Bakishev reassured potential investors that concern over political instability and a shaky regulatory apparatus are only natural and not limited to Kazakhstan. "We live in a world where what we can only predict is the unpredictability of things." Over the past 20 years, Kazakhstan has gone from being a completely communist country to a market economy and is moving toward becoming a democracy — as one proof, Amb. Bakishev cited the President's power-sharing arrangement with the parliament.

Corporate Diversity

July 17, 2012 — Asia Society Korea Center hosted two leading figures as speakers at its July luncheon on Corporate Diversity. **Myung-Soon Yoo**, Managing Director and Head of Global Transaction Services of Citibank Korea, and **Jade Chung**, Executive Senior HR Managing Director of GE Korea, shared valuable insight about how Citibank and GE incorporate diversity to their respective corporate cultures.

Showcasing Citibank Korea's current engagement in reaching out to the community, Yoo highlighted Citibank's vision for managing talent under a meritocratic culture, where recruits from all backgrounds are rewarded based on their performances. She explained that Citibank envisions becoming a "talent-centric" organization where young talents are fostered via company training to rise as greater global talents.



Myung-Soon Yoo, Managing Director
and Head of Global Transaction
Services of Citibank Korea

Receiving the baton from Yoo, Chung continued the discussion with an explanation of GE Korea's core beliefs regarding human resources management. Chung introduced GE as a "value-oriented" firm, where only those who hold values matching the corporation's receive the "prize" of employment. These values included inclusiveness, clear thinking, imagination, expertise and external focus.

The two speakers ended the lecture with a joint question-and-answer session, willingly answering the inquiries of eager students soon to enter the job market. They encouraged young minds to become actively engaged in the pursuit of their dreams and not to be discouraged by any supposed limits imposed by their backgrounds.



Jade Chung, Executive Senior HR
Managing Director of GE Korea

News & Events

The Relations between the Russian Federation and the Republic of Korea

On May 15, 2012, **H.E. Konstantin V. Vnukov**, Russia's Ambassador to South Korea, was the guest speaker at Asia Society Korea Center's monthly luncheon series. The following are highlights of his remarks.



Russian Ambassador, H.E. Konstantin V. Vnukov (fifth from left)

Partnership and cooperation with the Republic of Korea have significant value for our country in the development of wide-scale bilateral political and economic interaction, as well as in the creation of multilateral security in North East Asia. Russia and the Republic of Korea are united by joint interest in eliminating military threat in the region. The main source of such threat is the military confrontation on the Korean Peninsula between North and South Korea, aggravated nowadays by the non-resolved nuclear issue. Being responsible participants of the Six-Party Talks, Russia and the Republic of Korea demonstrate close cooperation, commonality, and proximity in positions toward basic aspects of the nuclear problem. Our two states are working both for the possibility of resuming the Six-Party Talks and at the elaboration of the Guide Principles of Peace and Security in Northeast Asia within the framework of the relevant Working Group under the presidency of the Russian Federation. Currently the situation on the Korean peninsula has changed

from hopeful to seriously concerning. Unfortunately, the leadership of North Korea adhered neither to the requirements of the UN Security Council resolution nor to the warnings of the international community, and launched another rocket. Our position is clear that Russia does not deny the sovereign right of DPRK to pursue peaceful exploration of outer space. However, as it is known, the UN Security Council Resolution 1874 requires Pyongyang to stop launching ballistic rockets, both military and civil. We call Pyongyang not to oppose itself against the international community, refrain from worsening the situation in the region and creating additional difficulties for resuming the Six-Party Talks. We evaluate Pyongyang's rocket launch as a defiant violation of the UN Security Council Resolution 1874.

At the same time, we expect maximum restraint from all Northeast Asian countries. From one side, it is necessary to convince Pyongyang that it is inadmissible to be ignorant of the international community's requirements. From another side, it is essential not to play up to Pyongyang's hawks – we cannot provoke an arms race and a full-scale military conflict on the peninsula. We hope that the Republic of Korea and its allies in the region will refrain from one-sided, coercive actions toward DPRK. Moreover, it is also important to keep a "window of possibilities" open for Pyongyang. Only planned, well-paced steps will result in real changes in inter-Korean relations. Russia intends to actively support peace and stability on the Korean peninsula. We are confident that resuming Six-Party Talks and settling the region's problems via diplomacy are the only ways of improving the situation on the Korean peninsula, as well as a path to gradually remove sanctions imposed by the UN Security Council against DPRK, including the right to peacefully launch rockets.

Russia is ready to contribute to the normalization of inter-Korean relations. To support this process as well as to create a mutually beneficial, wide-scale economic interaction on the Korean peninsula, we suggested earlier several large trilateral projects of cooperation among Russia, North and South Korea. This includes the connection of the Trans Korean and Trans Siberian railway, establishment of a united energy system, as well as construction of a gas pipeline from Russia running through the two Koreas. The realization of such projects may provide not only considerable economic benefits for both Koreas, but also improve inter-Korean relations.

Nowadays there is practically no area in which Russia and the Republic Korea do not cooperate; they collaborate in areas such as the economy, international security, foreign trade, culture, science and technology, and energy. The large scale legal base for bilateral cooperation has been established: agreements were signed on trade, investment guarantees, fishery, prevention of double taxation, cooperation in military technology, peaceful use of atomic energy, cultural exchange, and more. We expect cooperation to extend its reach in infrastructure construction of the 2012 Vladivostok APEC Summit and the 2014 Sochi Winter Olympic Games.

Civic relations are also strengthening. An example may be taken from the joint forum, "Dialogue Russia - the Republic of Korea," with Saint-Petersburg State University and Korea University. Russo-Korean cooperation in the spheres of culture and the arts are characterized by active interaction between our countries in training employees, regular art group and exhibition exchanges, and many other joint events. With satisfaction, I would like to note the steady growth of South Korean interest in Russia and the Russian language. The Russian language is studied in many secondary schools in Korea as a second foreign language, including schools in remote provinces. Almost all of the renowned universities in all Korean provinces have Russian departments. The total amount of students in your country, studying the Russian language, is about six thousand.

Nowadays, there are about 2000 students from South Korea, studying in various universities in Russia, and more than 300 Russian students studying the Korean language in South Korea. Our countries annually provide twenty-five grants for students from each country to cross-attend our universities. We are pleased that the youth of both countries have great interest for each other. The young generation should know each other to avoid bias, and to overcome negative stereotypes of the past.

News & Events

ASKC Launches the Search and Correct Campaign

(continued from page 1)

Globalization in the 21st century has brought the world closer together than ever before, and Korea continues to advance its reputation in the global marketplace. At the same time, Korea has been increasingly active in developing cultural exchanges with other countries.

Since its launch in 2008, Asia Society Korea Center has established a firm footing in Korea's cultural landscape and is making a difference in the lives of future generations. In 2009, we partnered with the Seoul Global Center to fund a scholarship for children of lower income multi-ethnic families in Korea, in order to help them reach their dreams and become young leaders of the future. We are seeking ways to broaden the scope of such cultural and educational activities in the years ahead. Our goal is to foster a discourse about new partnership opportunities and non-governmental approaches to stimulating the imagination and potential of the young. Koreans of all generations are embracing globalization, and strive to engage people of many nationalities. They devote a significant amount of their time and income to developing foreign language proficiency, which they view as crucial to competitiveness in the global workforce. From restaurant menus to road signs, multilingual information is available all over the country, including at tourism and heritage sites.

Still, when it comes to global connections, enthusiasm is not always enough. Accuracy is also required. Signs in many places are often translated from Korean to English in an awkward manner that can leave international visitors confused. Other places, meanwhile, lack the resources to offer any translation whatsoever.

Not only linguistic inaccuracies pose a challenge, but factual ones as well. Koreans and international visitors alike are shown a skewed picture of the world in school textbooks and other resources that incorrectly recount world history. Students often accept misinterpretations as facts, and ultimately are liable to misperceive people of different cultural backgrounds. Instead of enhancing Korea's cultural infrastructure by bridging differences, inaccurate informational resources can potentially undermine mutual understanding.

Asia Society Korea Center is taking action to improve the situation. In partnership with the Asia 21 Korea Chapter, we launched the **Search and Correct Campaign (SCC)** in August 2012. The SCC will have two core projects: the textbook correction project and the Korean-English translation correction project.

An old Korean proverb states "an open house can provide for guests only when it is clean." The Search and Correct Campaign will make Korea a better place for guests, by cleaning up the country's signs, and other public means of international communication. We will focus our energies on enhancing communication between ethnic Koreans, multicultural newcomers to Korea, and the expatriate visitors who work and invest here.

Your participation will bring invaluable insight and energy into this project. Join us!

www.askcorrect.com

Committee Members

Asia Society

Yvonne Yoon-Hee Kim, Executive Director, Asia Society Korea Center
Grace Norman, Managing Editor, Education Online, Global Asia Society

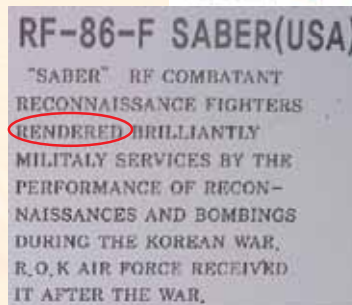
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Bradley Buckwalter, President, ADT CAPS Korea
Suzanne Crowder Han, Representative, Royal Asiatic Society Korea Branch
Terri Hartman, President, Seoul International Women's Association
Stephen Revere, Managing Editor, 10 Magazine
David Waters, Regional Counsel, IBM Korea

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물에 빠진 사람에게
구명환을 던져 구조합시다.
Throw this LIFE RING to rescue a drawing man

News & Events

2012 Summer Camp

(continued from page 1)

Following the first Summer Camp in 2011, Asia Society Korea Center continued to create more educational opportunities for multi-ethnic children and launched the second Summer Camp with new, stimulating programs such as the following:

- A drawing class by Eddie Suk Hyun Kang, artist;
- A musical class by Professor Cecilia Heejeong Kim and her students;
- A tour of Lotte World in Jamsil arranged and guided by the Lotte Group;
- A baseball game between the Lotte Giants and the LG Twins arranged by the Lotte Group;
- A tour of the Joint Security Area and military activities arranged by Lt. Col. Hae-il Jung;
- A tour of the Korea Institute of Science and Technology arranged by Professor Dohyeon Kim



This year, Asia Society Korea Center focused on boosting the confidence of multiethnic children and improving their communication and networking skills. The Korea Center and the Asia 21 Korea Chapter (K21) planned a series of educational programs to stimulate children's creativity and help them reach their potential. The children learned about Korean traditional fairy tales by creating and performing their own musicals, enhanced their awareness of Korean history through a tour of the Joint Security Area, and expanded their imaginations through a creative drawing class. Asia Society Korea Center will continue to develop new projects to give a greater voice and a better chance to the children of multiethnic families.

Sponsored by:

The Lotte Foundation, Hyosung Group, SPC Group, Lotteria, Krispy Kreme and the Asia 21 Korea Chapter



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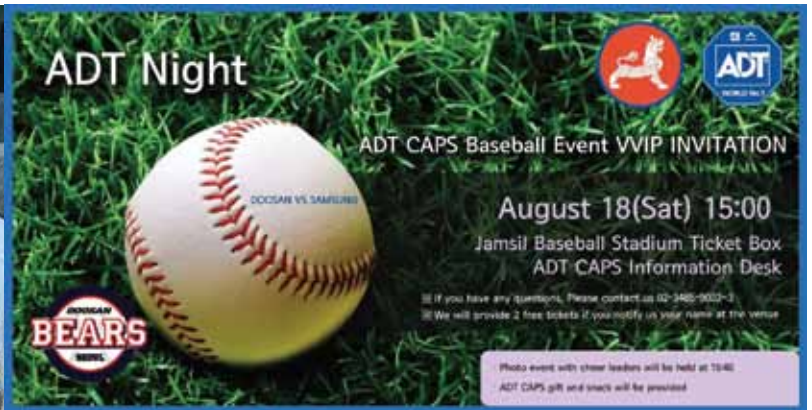
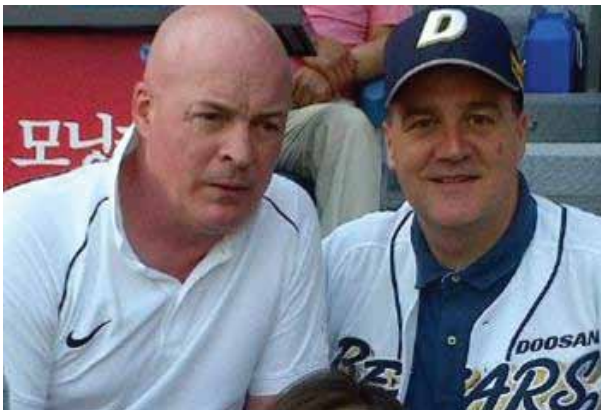
Evening with the Makers of the “Wedding Palace”



May 3, 2012 — **Christine Yoo's** award-winning feature debut, “Wedding Palace,” is the 1st US-Korea independent co-production and was shot on location in Los Angeles and Seoul. The film is set for theatrical release in 2012 after screening to sold out festival audiences and college campuses nationwide. She produced, directed and co-wrote the film with the support of the Los Angeles Koreatown business community, Korean corporate sponsorship, along with the Korean government support. Prior to making “Wedding Palace,” Yoo worked as a freelance writer and editor for more than a decade in features, television and commercials. Highlights include writing the hit anime series “Afro Samurai” starring Samuel L. Jackson for FujiTV/Spike TV. Yoo comes to filmmaking with a background in music, as a competitive pianist and fine art. Currently, Yoo is developing a commercial directing reel. Yoo served as a judge for the White House Asian American Pacific Islander Initiative (AAPII) 2011 video challenge, “What’s Your Story?”

Yoo also was selected to represent Asian Americans in Hollywood at the first ever White House AAPII National Philanthropy Briefing in the arts & culture forum in April 2012.

ADT CAPS & Asia Society Korea Center Baseball Night



August 18, 2012 — ADT CAPS President and CEO **Bradley Buckwalter** supported this event for the members of Asia Society Korea Center to promote the business and diplomatic partnership among global leaders in Korea.

Meet the Members of the Global Asia Society Family!

Several members of the Global Asia Society visited the Korea Center this year.



Henrietta Holsman Fore, co-chair of the Global Asia Society (far left) visited the Korea Center on August 30. Ms. Fore is Chairman and CEO of Holsman International, a manufacturing, consulting and investment company. From 2007 to 2009, she was Administrator of the U.S. Agency for International Development (USAID) and Director of U.S. Foreign Assistance, holding the equivalent rank as Deputy Secretary of State. From 2005 and 2007 she served as Undersecretary of State for Management. She was the 37th Director of the U.S. Mint in the Department of Treasury from August 2001 to August 2005. She currently serves as Co-Chair of Women-CorporateDirectors, and of the North Africa Partnership for Economic Opportunity.



Bruce Pickering, Executive Director of the Asia Society Northern California Center, met with the members of the Korea Center on May 22.



Alice Mong, Executive Director of the Asia Society Hong Kong Center, met with the members of the Korea Center on August 3. This was her first visit to Korea.



Michael Roberts, Executive Director of New York Public Programs, visited the Korea Center on June 26. He was also the guest speaker at the International Communication Foundation’s 30th anniversary symposium.

Asia Society Korea Center

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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!

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