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**In the Face of Provocation:  
What are our Corresponding Measures?**



May 14, 2013 – In Part 3 of Asia Society Korea Center's Monthly Luncheon Series, "Perspectives on the Future of the Korean Peninsula," **General Min-Koo Han** gave a lecture called *In the Face of Provocation: What are Our Corresponding Measures? Possible counter-measures by South Korea in response to ongoing North Korean behavior.* General Han is the 36th Chairman of the Joint Chiefs of Staff of the Republic of Korea and his over 40 years of experience in the top echelons of military service enabled him to offer an unrivaled perspective on dealing with North Korea. General Han began by speaking of when **Kim Jong-un** took power in December 2011. "He established his foundation of power by adopting the military-first policy and sought to establish North Korea as a nuclear-armed state," General Han said. "By doing so, [he is] trying to abide by the guidelines set by his late father, Kim Jong-il." The world watched with alarm as North Korea subsequently conducted a long-range missile launch, a third nuclear test, and nullified the armistice agreement with the South. "Right now, we're seeing a breather, so to speak, a lull in North Korea's provocative behavior," said General Han. (continued on page 3)

**Strategy is Innovation**



August 26, 2013 – Asia Society Korea Center's first event as a part of the Big Thinkers/small dinners series took place with special guest **Dr. Vijay Govindarajan**. Dr. Govindarajan is the author of the *New York Times* and the *Wall Street Journal* bestselling book, "Reverse Innovation." He is widely regarded as one of the world's leading experts on strategy and innovation and is currently the Earl C. Daum 1924 Professor of International Business at the Tuck School of Business at Dartmouth College. Along with General Electric's CEO **Jeff Immelt**, he pioneered the concept of reverse innovation, which indicates "any innovation that is adopted first in the developing world." (continued on page 3)

**2013 Summer Camp**



August 6, 2013 – From August 6<sup>th</sup> to 9<sup>th</sup>, Asia Society Korea Center hosted the 2013 Summer Camp for children of multicultural families. The Summer Camp was launched in 2011 and is now in its third year. Twenty multicultural children in elementary school had an exciting camp experience during their school break outside of Seoul. With the generous participation of the embassies of India, Japan, and the Dominican Republic in Korea, the children were able to have hands-on experiences with traditional Indian

dance, Japanese culture, as well as Latin American music and dance. The children visited the Ganghwa Peace Observatory and the Demilitarized Zone (DMZ) to learn about Korea's national security. The Summer Camp provided the children an opportunity to receive personal mentoring and nurture their identities as global citizens. This educational initiative was jointly sponsored by the Lotte Foundation and Hyosung Group.

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## Ambassador Series

### Mongolia's 'Third Neighbor' Foreign Policy



H.E. Baasanjav Ganbold

June 18, 2013 – In Part 4 of Asia Society Korea Center's 2013 Ambassador Series, **His Excellency Baasanjav Ganbold**, Ambassador of Mongolia to the Republic of Korea, gave a lecture called *Mongolia's 'Third Neighbor' Foreign Policy: The Concept and Evolution*. While Russia and China are the giant neighbors that Mongolia shares borders with, the idea of a third neighbor refers to countries other than Russia and China that Mongolia has built relationships with. U.S. Secretary of State James Baker first mentioned the term 'third neighbor' during a meeting with Mongolian leaders during his visit in August 1990, "referring to the U.S. as a third neighbor." "That was a rhetorical gesture to support Mongolia's first move toward democracy," Ambassador Ganbold said. The concept of third neighbors was picked up by Mongolian policymakers and eventually became formalized in its foreign policy and legislation.

Ambassador Ganbold described the first stage of Mongolia's third neighbor policy as a success. In the early 1990s, when Mongolia began political reforms, the support of the U.S., the United Nations, and other Western countries was crucial to its transition to a liberal democracy. These third neighbors' expertise in drafting legislation about the electoral system helped establish the foundation of Mongolia's political system. The third neighbor policy was also an economic success.

Donor countries helped Mongolia overcome its hardships after the sudden end of Soviet investment and subsidies, guiding the country as it transitioned to a market economy.

Ambassador Ganbold highlighted the importance of third neighbors, particularly in their role of bringing financial capital, high technology, and much-needed eco-friendly strategies and management to Mongolia. "We talk a lot about the processing industries in Mongolia," Ambassador Ganbold said. "We need more processing factories in Mongolia with high technology so we can export finished products, not just raw products. "When the interests of potential investors don't match, it's difficult to move ahead on projects," Ambassador Ganbold said. "When the interests match, Mongolia can be a good partner."

### Why Australia and Korea are Important to Each Other

July 16, 2013 – In Part 5 of Asia Society Korea Center's 2013 Ambassador Series, **His Excellency William Paterson PSM**, Ambassador of Australia to the Republic of Korea, gave a lecture called *Why Australia and Korea Are Important to Each Other*.

Ambassador Paterson, who lived and worked in Asia for most of his career, explained how Australia was not a latecomer to understanding the importance of Asia, but already had a long history of engagement with the region. Through the Colombo Plan, Australia provided education for thousands of Asians, many of whom later became the leaders of Asia's economic development. In 1957, Australia was one of the first countries to sign a post-war commerce agreement with Japan and in 1974, Australia became ASEAN's first dialogue partner. "Our long-standing defense relationships have helped underpin the stability that has allowed for accelerated Asian growth," Ambassador Paterson said. "In short, we've been deeply committed to the region for a very long time."

Australia's military cooperation further emphasized that commitment. Just days after the Korean War began in 1950, Australia became directly involved, ultimately sending 17,000 servicemen and women to defend the country. Australia became the second country after the United States to establish a 2+2 dialogue with Korea, in which the defense and foreign ministers of both countries participate. Ambassador Paterson pointed out that stability and security was an "enduring national interest for Australia." In August, Australian participants will arrive to take part in the joint military exercise Ulchi Freedom Guardian, making Australian's contribution second only to that of the U.S.



H.E. William Paterson PSM

On the economic front, Australia and Korea are becoming ever more significant partners. "Our resources have fueled Korea's dramatic economic growth," Ambassador Paterson said. He described Korea as Australia's third largest export market and fourth largest trading partner overall. Two-way trade between the countries exceeds 30 billion USD per year and investment ties are growing.

"Our two economies are complementary," Ambassador Paterson said. "An FTA would bring benefits to consumers in both countries and stimulate trade flows between us. Service sector growth would build our respective skill bases and the capabilities of our economies, providing an impetus for collaboration in areas beyond agriculture on the Australian side and manufactured products on the Korean side."

## In the Face of Provocation: What are Our Corresponding Measures?

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(continued from page 1) General Han referenced a South Korean defense white paper to give a more nuanced understanding of the North Korean threat. The 2012 white paper reported that there had been 2,953 instances of North Korean provocations, 66% of which consisted of infiltration along the Demilitarized Zone (DMZ), maritime zones, rivers, and third-party countries. Another 34% involved acts of terror against the South's President, aircraft, and U.S. military stationed in the South. "Since 2009, we see more manifest threats in the form of cyberspace terrorism, GPS jamming attacks, and threats using nuclear weapons and missiles," said General Han.

General Han asserted that the key to understanding North Korea's behavior was its military spending. Experts have long questioned how North Korea has been able to build up its military capability despite poor economic conditions. General Han explained that between 1967 and 1971, North Korea announced that 30-32% of its budget went to the military annually. However, since 1972, the regime has taken to publicizing that it only spends 17% of its budget on the military. "The reason [for this] is that in 1972, North Korea adopted the principle of the 'second economic front' [that] deals with production and distribution of weapons," General Han said. "From that point on, experts conclude that North Korea has been systematically hiding the real extent of its military budget."

General Han shared that with the 4th largest standing military in the world and a high tolerance for risk, North Korea poses a very serious threat to Seoul and neighboring countries. "In order to achieve its strategic objective of regime survival, it has made it clear that it's willing to use the military as a means of diplomacy," he said. "I personally believe that North Korea's provocation will continue depending on its own domestic needs." In response, South Korea and U.S. combined forces are continuously conducting surveillance and reconnaissance over North Korea and have a stable handle on crisis management. General Han highlighted that the South Korean military has amassed several decades of experience in the case of localized counter-provocations. It also has an advantage over North Korea in terms of its Navy, Air Force, quality of weapons, and ability to continue with war. "We have made scenarios and we are preparing accordingly," said General Han.

According to General Han, North Korea considers it essential to have the ability to threaten America and hold South Korea hostage with its nuclear weapons. "The proper response to North Korea's nuclear weapons is to deny their strategic objectives," said General Han. "For all of us to integrate our diplomatic, political, economic, and military efforts to come up with a viable response to this problem." Given that North Korea has determined not to give up its nuclear weapons, General Han discussed the need for a more permanent solution to the issue. "In the short-term, we need a viable strategy of military deterrence against North Korea," he said. "In the long-term, we need to seek a change in North Korea's regime, or we need to make possible a reunification led by Seoul."

## Strategy is Innovation

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(continued from page 1) At this dinner lecture, Dr. Govindarajan shared in detail about the concept of reverse innovation. Traditionally, companies innovated in "rich countries" such as the United States and sold those products in "poor countries" such as India. "Reverse innovation is doing exactly the opposite," Dr. Govindarajan explained. "It's about innovating in a poor country like India and selling those products in a rich country like the U.S." Noting how counterintuitive this seemed, he went on to share successful cases of reverse innovation. Despite out-spending all other countries in the world, the American healthcare system is characterized by out-of-control costs, not necessarily the best quality, and no universal access. While it may seem logical that rich countries are better equipped to make healthcare innovations, Dr. Govindarajan illustrated how innovative experiments based on ultra low-cost, world-class quality, and universal access were taking place in developing countries.

For instance, while Dr. Govindarajan worked as the Chief Innovation Consultant at General Electric, he helped develop a \$500 electrocardiography (ECG) machine in India that eventually became a new innovation in the U.S. GE Healthcare's original ECG machine cost \$20,000 and weighed 500 pounds, effectively making it inaccessible for Indians living in rural areas. In the process of developing the \$500 ECG machine, GE Healthcare had to work with constraints including the lack of electricity, hospitals, and trained doctors in rural India. This innovation is now in use throughout 220 countries including the U.S. in a prime example of reverse innovation.

Dr. Govindarajan answered numerous questions from the attendees regarding reverse innovation. A representative of the UN World Food Programme (WFP) asked Dr. Govindarajan about his advice to fight global hunger, noting that the WFP recently created an innovation division with an R&D team and considered innovation very important to solving the issue. Dr. Govindarajan stated that the most complex problems in the world could not be solved by charity. "Charity is not scalable - there is not enough money in the world to donate ourselves out of poverty," he said. "The only way we can solve the most complex problems we have is through innovation...If you want to solve the problem of hunger, it has to be the challenge of business," Dr. Govindarajan said, because business knows how to innovate, scale, and execute. "Business will come in and play only if they're making money." He added that, "In my opinion, making money is an honorable thing. There is nothing wrong in business making a reasonable return on investment on solving social problems. My point is, business should help everybody share in their value creation."

## Korean Beauty Documentary

July 1, 2013 – After three years of rigorous preparation, Asia Society Korea Center is pleased to announce the launch of the “Korean Beauty” documentary, Part 4 of the Korean Wave Initiative.

Fair skin, a well-defined nose, peachy cheeks, and cherry-red lips. For thousands of years, Korean women have favored this standard of female beauty with remarkable consistency. This standard has certainly not been immune to the passage of time, and modern-day advancements such as plastic surgery mean that women can beautify themselves beyond the appearance given to them by nature. Nonetheless, scholars and scientists today reveal that there is an unchanging set of values that continue to define the Korean aesthetic. Thus, the art and stories that were passed down for hundreds and even thousands of years in the culture display a common thread when it comes to the ideal concept of female beauty.

Asia Society Korea Center has embarked on a journey to explore that thread of beauty throughout Korea’s history, from painter Shin Yun-bok’s famous *Portrait of a Beauty*; the “virtuous women” and “temptresses” of legends; as well as modern-day beauties that dominate *Hallyu*, or the Korean Wave. This journey will be captured in “Korean Beauty” with the aim of going beyond the façade and demonstrating the strength and inner beauty of Korean women to not only the young Korean generation, but also a global audience that is getting to know Korea. This documentary will also help people from around the world to delve deeper and encounter the unfamiliar treasures of Korean culture and history for the first time.



As of August 2013, the Korea Center has successfully captured several Korean luminaries on camera and production for the documentary is well underway. Among those interviewed include acclaimed Korean film director, **Kwon-Taek Im**; former principal dancer of Universal Ballet, **Yena Kang**; and one of the last living *gisaeng* in Korea, **Ryu Keum Sun**.

## New Lifestyle Webzine: ROK’n Seoul



July 11, 2013 – ROK’n Seoul is Asia Society Korea Center’s new lifestyle webzine that allows people to “Go beyond Gangnam Style and discover the real hidden gems of Korea.” This webzine will feature unique finds in Korean culture, art, food, travel spots, and history that foreigners may miss in the excitement of all the major sights and activities. ROK’n Seoul will also showcase work from a diverse range of contributors. Historian **Robert Neff** will present original articles on little-known aspects of Korea’s past and food writer **Joe McPherson** will offer insight into the best Korean dishes, both old and new. Visit Asia Society Korea Center’s homepage to see the latest updates to ROK’n Seoul.

## MOU with The Korea Herald



July 24, 2013 – Asia Society Korea Center and the *Korea Herald* signed a memorandum of understanding regarding future monthly forums. **Yvonne Kim**, Executive Director of Asia Society Korea Center, and **Chon Shi-yong**, Managing Editor of the *Korea Herald*, agreed to jointly hold the lectures that have been part of Asia Society Korea Center’s Monthly Luncheon Series.

Since June 2008, on the third Tuesday of every month, the Monthly Luncheon Series convened leaders from the public and private sectors to address the relevant issues that affect Korean society. The audience includes the Korea Center’s contributors and members, as well as Korea’s corporate, cultural, media and civic leaders. Under the MOU, the *Korea Herald* will provide news coverage of the monthly luncheons and help select speakers while Asia Society Korea Center will cooperate with the *Korea Herald* in promoting the monthly luncheons.

### Call for Nominations

**At Asia Society Korea Center’s 5<sup>th</sup> Anniversary Celebration in November, we would like to give a special honor to an individual who has made a significant contribution to relations between the United States, Asia-Pacific and Korea.**

**The fields of contribution may include the arts, culture, politics, and business, to name a few. Please send us your nomination for the 2013 honoree to [koreacenter@asiasociety.org](mailto:koreacenter@asiasociety.org).**

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**SAVE THE DATE!**  
**Asia Society Korea Center**  
**5th Anniversary Celebration**  
**Thursday, November 7, 2013**



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