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Asia Sociey Korea 2019 Leo Gala

Celebrating Korean Beauty: Beyond The Façade



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Asia Society Korea's Inaugural Leo Gala was hosted at Lotte Hotel Seoul on Friday, June 28. Chairman Shin Dong-Bin welcomed more than 200 dignitaries, members of the diplomatic community, and the Asia Society family, to celebrate the beauty of Korea beyond façade. (Continued on Page 2)

# **Trade Wars or Trade Truce:** Off-the-Record Conversation with Wendy Cutler



On Tuesday, May 14th, Asia Society Korea had the honor of inviting Wendy Cutler, the vice president of the Asia Society Policy Institute, as the speaker for its May special lecture event, titled "Trade Wars or Trade Truce". (Continued on Page 10)

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아 소 사 이 어 티



# Asia Sociey Korea 2019 Leo Gala

# Celebrating Korean Beauty: Beyond The Façade













#### (Continued from Page 1)

Chairman Shin's welcoming message was followed by a toast from Mr. Charles Rockefeller, Asia Society Global Trustee, Head of Partnerships for Composite Apps Inc., and grandson of Asia Society founder, John D Rockefeller III.

The keynote speech for the gala was given by H.E. Harry Harris, Ambassador of the United States to South Korea. Ambassador Harry Harris is an honorary member of Asia Society Korea, who plays a pivotal role in cementing ties between United States and South Korea. H.E. Sung Y. Kim, U.S. Ambassador to the Philippines, joined the evening as the Guest of Honor.

One of the highlights of the evening was the Awards of Appreciation, which were presented to the Ambassador of the United Arab Emirates H.E. Abdulla Saif Al Nuaimi, Ambassador of New Zealand H.E. Philip Turner, Ambassador of Rwanda H.E. Emma-Françoise Isumbingabo, and Ambassador of Mexico H.E. Bruno Figueroa Fischer. The awards were presented for the ambassadors' commitment and dedication towards Asia Society Korea. In addition, a Lifetime Honorary Ambassador Membership was presented to H.E. Bader Al Awadi, Ambassador of Kuwait for his unwavering support towards Asia Society Korea over many years.

LOTTE CHEMICAL Asia 21 Korea Chapter **Young Joon Kim** 













# **Monthly Luncheon Series**

# Art & Culture During the Reign of King Sejong



Asia Society Korea's final luncheon before the summer break took place on Tuesday, June 18. Notably, this month's event took a step away from politics and focused on a historical aspect of Korea's artistic and cultural past. Thanks to the guidance of Professor Song-Mi Yi, Emerita of Art History at the Academy of Korean Studies and Director of the University Museum at Duksung Women's University in Seoul, those in attendance were fortunate enough to garner an understanding of "Art & Culture During the Reign of King Sejong".

Professor Yi opened with a brief introduction on the early days of Hangeul, with a demonstration of some important early documents such as essays, memoirs, and newspaper articles. She then moved on to the central point of her talk, which highlighted important records of King Sejong's reign. The professor noted, interestingly, that King Sejong's veritable records reveal four features that differ from all of the other Korean kings: the five rites, music, geography, and astronomy/calendar.

The five rites, Professor Yi explained, are directions on how to conduct oneself during important ceremonial and state events. Examples of costumes, utensils, and guidance on behaviors were shown to the audience as representative examples.

Next, Professor Yi demonstrated the importance of music during this period, particularly ceremonial court music that used Chinese influence to produce a novel Korean style. Instruments used throughout King Sejong's reign were shown to the audience; for example, bells that looked identical but differed in sound due to their thickness. Professor Yi also explained that music was critical to ancestral worship and this was a time when regular citizens, not just those of higher status, were able to enjoy music. A number of music sheets from that era also revealed that a pentatonic scale was used.

In relation to geography, Professor Yi showed a book that highlighted the eight provinces and contained sections that covered areas such as administration, economy, military, and industry. Thus, geography, at that time, was observed from a human perspective rather than physical; moreover, the document provided helpful insights into industries such as farming and production methods.

Finally, the astronomy/calendar section demonstrated how King Sejong ordered scholars to study the movement of the seven major planets. His motivation was to figure out the timing of lunar and solar eclipses. Important discoveries in this area resulted in the calendar becoming more accurate, which was critical for important tasks such as farming. Professor Yi also showed an example of a rain gauge and a large celestial globe from this period.

Before wrapping up her talk, Professor Yi displayed a number of other paintings and artifacts by artisans from that time, and then took a couple of questions from the audience. The first clarified King Sejong's desire to advocate and elevate the position of artists at that time. The second made it clear that Korean art and culture should not be seen as an imitation of Chinese art, but rather an extension that has its own unique features worthy of similar admiration. This concluded another highly informative luncheon, with those in attendance even more enamored with Korea's captivating history.





# In the News: From Asia Society

# 북한 주식회사, 혁신을 통해 대북 제재를 회피하다



북한 개성공단에 위치한 훼미리마트 (출처: 미무라, 위키미디어 커먼스)

TED x Palo Alto 2019 에서 Asia 21의 젊은 리더 존 박 박사는 대북제재의 허점을 짚으며, 이것이 오히려 북한의 사업방식이 발전하고 심지어 번창할 수 있는 여지를 주었다고 주장했다. 2012년 북한 미사일에서 미국, 서유럽, 아시아의 첨단 회로 및 전자부품이 발견되었는데 존 박 박사의 연구는 북한의 이러한 기술 확보 경로를 확인하기 위해 촉발되었다. 이 연구에서는 북한을 국가로 인식하지 않고 사업, 파트너십 그리고 판로를 가늠하는 하나의 사업체로 규정하여 진행되었으며 이는 국가로써 북한의 안보 전략에 연구 초점을 두는 기존의 관행을 탈피한 것이다.

김정은 위원장의 사업을 위해 존재하는 북한 정권의 국영 무역 체계를 일컬어 존 박 박사는 (주) 북한이라 통칭하였다. 그에 의하면, 이전 세대의 (주)북한 사업가들은 동남아, 동유럽, 중동 지역에서 제품 조달을 위해 단순히 단기 출장을 떠나곤했는데 이 때 출장 목적 이외의 폭 넓은 활동은 자제하였으며, 관련 업무 이해도 또한 낮았었다고 한다. 대조적으로 현 세대의 (주)북한 관계자들은 동남아시아 등 타지에서 장기적으로 거주하며 지역 사업 네트워크의 일원으로써 적극적인 활동을 보이고 있다. 이러한 사업 방식은 (주)북한 관계자들로 하여금 지역 파트너를 식별하고 관련 계약 체결하거나 중간 상인들과 협력을 꾀하는 등 포괄적인 업무 역량을 숙달하게 하였으며, 결과적으로 국제적인 제재 속에서도 북한 정권의 사업 경쟁력을 성장하게끔 도왔다.

존 박사의 연구 과정 중 인터뷰를 진행한 북한 사업가 김씨는 한 때 동남아시아에서 사업을 관리하였으나 지금은 탈북자신원으로 대한민국에서 거주하고 있다. 지속적인 북한의 미사일 실험으로 인한 대대적인 대북 제재의 압박 속에서 사업을 했음에도 불구하고 "대북제재를 매우 즐겼다 "고 그는 말했다. 김씨에 따르면 대북제재로 증폭된 북한 관련 사업리스크가 목적과는 대조적이게도 위험을 안고서라도 높은 사업 수수료를 원하는 민간기업들을 대북사업현장으로 대거끌어들였다. 북한 사업가들은 북한 정권의 자금으로 이러한 고위험 거래를 성사 시킴과 동시에 해당 민간기업의 지역네트워크에 접근할 수 있었다. 존 박사는 대북제재에 따른 북한의 예상치 못한 사업 전개가 마치 항생제 투약과 같다고비유했다. 항생제를 지속적으로 더 독하게 투약할 때, 이는 오히려 내성을 생기게 하는 것 뿐만 아니라 신체가 적응하고 변이하고 진화하도록 만들기 때문이다.

존 박사는 위성사진속에 보이는 칠흑 같은 북한의 밤하늘의 그 이면을 보아야 한다고 강조한다. (주)북한의 미래는 동남아와 중국 등 잠재력이 높은 곳에서 사업을 키우고 있는 (주)북한 관계자들을 통해 여전히 열려있다. 효과적인 대북정책 수립을 위해서는 (주)북한에 대한 정밀한 이해도가 전제되어야 한다.

(By Global Initiatives intern Amanda Lee )



# In the News: From Asia Society Policy Institute

#### 무역에서 아시아 태평양 지역의 주도적 역할의 중요성



(출처: 세계은행)

아시아 소사이어티 정책 연구소가 새로 발간한 보고서에는,아시아 태평양 지역 정책 입안자들에게 국제 무역 규칙을 수정하고 갱신하는 데 주도적인 역할을 촉구하는 여러 아시아 무역 전문가들의 의견이 수렴되어 있다. 미중 무역 분쟁과 세계무역기구(WTO)의 기능 마비에 대한 위기의식이 고조되는 가운데 이번 보고서가 다루는 내용의 시급함이 부상하고 있다.

'거래의 위기: 아시아-태평양 지역은 어떻게 발전과 개혁을 주도할 수 있는가'의 제목으로 출간된 이번 보고서는 웬디 커틀러 아시아 소사이어티 정책연구소 부소장 및 미 전 무역대표부 대표보, 김종훈 전산업통상자원부 통상교섭본부장, 피터 그레이 전 호주 통상협상가, 마리 팡게슈 전 인도네시아 통상장관, 스즈키 요이치 전 일본 대사 및 무역협상 수석, 그리고 투 씬콴 베이징 국제 경제 대학 학장이 공동 집필하였다.

이 보고서에서 저자들은 아시아-태평양 무역의 최근 동향을 재고하고 많은 정책 권고안을 제시한다.저자들은 미-중 무역 분쟁과 WTO의 난개발로 인한 세계와 지역적 영향을 무역 시스템을 긴장시키는 주요 난제들로 파악하고 있다.

커틀러는 "아시아 국가들은 미국과 중국의 무역분쟁의 십자포화에 휘말려 있다고 느낀다 "고 말한다. 그는 "일부 국가가 중국으로부터 무역과 투자로 이득을 보고 있지만 이러한 단기적 이익보다는 세계 경제 성장 둔화와 불확실성 증가 등장기적인 부정적 영향이 더 크다 "고 말했다.

더불어 저자들은 디지털 커머스와 3D 프린팅, AI, 로봇 공학 등 첨단 기술이 제공하는 전례 없는 경제적 기회들로 인하여 무역 시스템 혁신의 수요가 더욱 증폭될 것이라고 주장하였다.

이러한 도전에 직면하여, 전통적으로 미국의 주도 하에 추진되었던 무역 규정 중심의 합의 이행 촉구를 이제는 아태지역 국가들, 특히 '중대 강국'과 무역 의존적인 경제국들이 도맡아야 한다고 보고서는 강조하였다.

또한 아태지역 국가들이 WTO 개편을 주도해야 하며, 이에 대한 일환으로 선진국과 개발도상국가의 구분 완화, 다자간 합의 추구, 상소기구에 배당된 현 분쟁 사항들에 대한 1년 유예기간을 통한 수습 여건 보강 등의 방안들이 거론되었다. 아울러 미국과 중국은 무역협상에서 유의미한 합의를 맺어 근본적인 쟁점들을 해결하고 아태지역 국가들과 함께 현재 부상하고 있는 디지털 및 첨단 기술, 경제 정책, 투자와 협력 분야에 적합한 새로운 국제무역 규정 체결을 이번 보고서는 촉구하였다.

저자들은 아태지역 국가들이 환태평양경제동반자협정(CPTPP) 가입 확대, 2019년 역내포괄적경제동반자협정(RCEP) 협상 타결 등 능동적인 무역협정을 지속적으로 추진해야 한다고 강조했으며, 지적재산권, 무역 서비스, 그리고 국제기준과 같은 기존 무역 규칙에 새로 부상하는 기술 반전이 끼치는 영향을 연구하기 위한 독립적인 아태지역 전문가 그룹 구성을 권고하였다.



# In the News: From Asia Society Policy Institute

# 핵무기 보유국 북한에 대해 예측할 수 있는 것

한반도의 현실은 극명하다. 수십 년간 이행되지 못한 약속과 부진한 외교적 노력 끝에 북한은 사실 상 핵무기 보유국이 되었다. 도널드 트럼프 미국 대통령 등 정상들과의 회담에서 볼 수 있듯이 김정은은 지난 1년간 매력 공세를 통해 핵 보유를 포기하지 않으면서 은둔 국가의 이미지를 벗을 수 있었다. 2019년 2월 하노이 정상 회담이 무산된 이후 북한은 다시 연말 미사일 시험의 강행 조짐을 보이고 있다. 아시아정책연구소(ASPI) 다니엘 러셀 국제 안보 및 외교 담당 부소장은 새로운 ASPI 발행 논문에서 북한이 선택할 차세대 전략무기는, 자본을 훔치고 기밀정보를 해킹하며 테러를 조성하기 위해 사용될 수 있는 고충격, 저비용, 저위험의 디지털 사이버 무기가 될 가능성이 높다고 주장했다. "미래의 시나리오: 핵 보유국 북한에 대해 예측할 수 있는 것" - 에서는 북한이 정당한 핵 보유국의 지위를 향해 느리지만 꾸준한 궤도로 나아가는 과정과 그 여파에 대해 상세히 기술하고 있다.

#### 미래의 시나리오:

수십 년의 이행되지 못한 약속과 부진한 외교적 노력 끝에 북한은 사실 상 핵무기 보유국이 되었다. 도널드 트럼프 미국 대통령 등 정상들과의 회담에서 볼 수 있듯이 김정은 위원장은 지난 1년간 매력 공세를 통해 핵 보유를 포기하지 않으면서 은둔 국가의 이미지를 벗을 수 있었다. 김 위원장은 핵실험 동결을 약조한 반면, 핵 전력을 계속 확장하고 안보리 결의를 회피하며 제재 완화를 촉구하는 중국으로부터의 지지까지 받고 있다.

2019년 2월 하노이 정상 회담이 무산된 이후 북한은 다시 연말 미사일 시험의 강행 조짐을 보이고 있다. 만약 북한이 핵미사일 프로그램 전체를 동결하는 데 합의하고 이행하더라도 미국을 포함한 동맹국을 위협할 수 있는 북한의 역량은 줄어들지 않을 것이다. 설상가상으로 김 위원장은 새로운 형태의 대량살상무기 개발을 통한 영향력 행사를 시도하려는 것으로 분석되고 있다.

아시아정책연구소(ASPI) 다니엘 러셀 국제 안보 및 외교 담당 부소장은 새로운 ASPI 발행 논문에서 북한이 선택할 차세대 전략무기는, 자본을 훔치고 기밀정보를 해킹하며 테러를 조성하기 위해 사용될 수 있는 고충격, 저비용, 저위험의 디지털 사이버 무기가 될 가능성이 높다고 주장했다. 5G 시대 속에서 미국과 같은 선진국들은 사이버 공격에 특히 취약하다. 북한의 사이버 공격은 이미 중요한 해외 인프라를 무력화하고 수억 달러를 인출해 내는데 성공한 바 있어 국제사회 제재의 실효성을 떨어뜨리고 있다.

"미래의 시나리오: 핵 보유국 북한에 대해 예측할 수 있는 것" - 은 북한이 정당한 핵 보유국의 지위를 향해 느리지만 꾸준한 궤도로 나아가는 과정과 그 여파에 대해 상세히 기술하고 있다. 논문은 급속히 성장하고 있는 북한의 사이버 전력과 그 위협에 맞서 미국의 국가 안보 노력에 초점을 맞추는 것이 시급함을 강조하고 있다. 러셀은 북핵과 사이버 전력이 복합적으로 내포하는 위협은 강압적 제재를 통해서만 낮출 수 있으며 이는 핵심 이해당사국들의 긴밀한 협력을 바탕으로 한 외교 전략, 국방 정책, 경제적 재제 도입을 포함 할 수 있다고 주장했다.



#### 다니엘 러셀

다니엘 러셀은 아시아정책연구소의 국제 안보 및 외교 담당 부사장이다. 미 국무부 고위 외교담당관인 그는 최근 국무부 동아시아태평양 담당 차관보를 지냈다. 또한 그는 백악관에서 대통령 및 국가안전보장회의(NSC) 아시아 담당 선임보좌관의 특별보좌관으로 근무하며 오바마 대통령의 아시아태평양 지역 전략적 균형 조성을 도왔다.



#### Interview with H.E. Durmuş Ersin Erçin, Ambassador of Turkey



H.E. Durmuş Ersin Erçin

I. You hold an impressive political pedigree, having served in various nations as a representative of Turkey. How has your tenure in Korea been different from your experience in previous posts?

Thank you. As you pointed out, being a diplomat for over 35 years I have traveled and lived in many cities. From Paris to Khartoum, Damascus to Vienna, New York to Brasilia and Seoul, I have served in and explored places that have shaped my thoughts and perceptions in ways that I could not have imagined when I first set out in my career.

Every place has its own character. It is all about how you manage to blend in. Depending on your attitude and outlook on life even the most challenging hardship post might become a place of unforgettable and joyful memories. And to be fair, I can say without a doubt that I have cherished each one of my postings, seeking a good balance between work and leisure. Whenever my expectations fell short, I tried to synthesize happiness concentrating on the positives and always looked for the adventurous side of things. I came to Seoul as a more senior diplomat. Despite it being my first posting in Asia, I was already familiar with the culture and the region since I had served as Director General of Asia Pacific in my previous tenure at my Ministry.

Korea, being one of the most advanced countries of not just its region but the world is exemplary in many ways. One can derive valuable insights from its economic miracle achieved in merely half a century.

With its deeply rooted culture and traditions, Korea has been a source of inspiration for me to further discover the cultural and historical aspects of the region. I feel highly privileged and honored to represent Turkey in a country that we consider our blood -brother.

2. Research has shown that Turkey and South Korea share the common root language of Ural Altali. The similar structures of the two languages allow Koreans to adopt Turkish easier, and vice versa. Likewise, what other common cultural traits between the two nations may deliver opportunities for enhanced collaboration?

As you mentioned, our excellent relations with Korea date back many centuries when our ancestors shared the same Altaic culture in the steppes of Central Asia. Through marriages and alliances, they established close bonds and learned much from each other. Although time and space have pushed us to evolve in different parts of the world, the essence of our cultures and language remain very similar. This is apparent, in cultural memes such as respect for elders, strong family ties, work ethic, and group bonding. As you mentioned, our languages come from the same Ural-Altaic language family and are grammatically very similar.

Thanks to the longstanding strong ties and the strategic partnership that has been forged between our countries, we are on the right track for deeper and stronger political and economic interactions. There is also a lot of potential for strengthening our people -to-people ties as well, since we share many cultural similarities.

The solidarity between Turkey and Korea has clearly manifested itself during the Korean War, when many Turkish troops fought and died for their Korean brothers and sisters. During that time Turkish soldiers also established the Ankara School, which took care of Korean orphans. The blood-brotherhood that developed between us is unique. Today, when Turkish and Korean people meet, they can feel an instant connection, warmth, and familiarity between themselves, which translates into strong and lasting relationships.

Although we have longstanding cultural ties with Korea, our diplomatic relations were established 62 years ago and more recently, in 2012, bilateral relations were upgraded to the level of "strategic partnership". Turkey and Korea work closely not only on the bilateral level but also at the multilateral level on international platforms such as the United Nations, MIKTA, and the G20. Turkey and Korea, which share common international norms and values as well as interests in maintaining world peace and stability, cooperate on various global issues, ranging from climate change to terrorism.



3. Talking more about culture, the Yunus Emre Institute Seoul Office began its operations very recently, with its office situated at Hankuk University of Foreign Studies. It is very exciting to see that the Turkish government is engaged in promoting the rich culture of its nation. Could the Ambassador provide more insight on the institution's inception and its core missions in Korea?

There is plenty of interest in Turkey about Korean culture, especially K-pop music and groups as well as TV dramas are very popular among youngsters in Turkey. I personally know many teenagers that are attending Korean language courses because of their growing interest towards Korea. The number of tourists from Turkey has also increased drastically in the last few years. Turkish tourists traveling to Korea greatly enjoy its vastly diverse culture as well as your beautiful cities and landscapes. Our students continue to come to Korea to enroll in your world-renowned universities, and at the same time, building bonds of friendship that will last for a lifetime. Our business people are also showing increased interest in doing business in Korea and with the Korean companies, further fueling our cultural exchanges through commercial interactions.

Similarly, an increasing number of Koreans travel to Turkey to explore its rich culture and diverse natural beauty. The number of Koreans that visited Turkey last year was around 160 thousand. Turkey is a modern country with a captivating blend of antiquity and contemporary and of East and West. It is one of the leading tourism destinations in the world, with stunning scenery and a rich historic legacy. With its cosmopolitan cities, quaint villages, natural wonders, beautiful coastline, and spectacular historical icons, Turkey is one of the world's most fascinating destinations, hosting around 40 million tourists a year.

With the establishment of the Yunus Emre Institute, which is the first and only Turkish cultural center in Korea, I believe that a new cultural bridge is now in place to narrow down the geographic gap between our countries. It will further expand the exchanges between our citizens. I therefore kindly invite all Koreans to closely follow the activities of our cultural center and also invite your family and friends to participate in their programs, be it language courses or showcases of Turkish art and culture. As you might be aware, Turkey went through an unfortunate event on 15 July, 2016, when a group called FETÖ (Fettullah Terror Organisation) tried to stage a coup against the democratic system in Turkey, killing many civilians in the process, but failed thanks to the Turkish nation's active and strong support of the values of the Turkish Republic and its secular democracy. The perpetrators of the failed coup are now either being tried in Turkey or are on the run around the world. Unfortunately, some of these terrorist affiliated groups are still active in various countries in the world, including Korea, through their schools, business associations, media outlets, restaurants, and so-called cultural centers. Therefore, in order to render the efforts of these hostile circles ineffective, I would urge our Korean friends aspiring to learn about the Turkish language and culture to consider the Yunus Emre Institute to be the only Turkish Cultural Center in Korea.

4. South Korea has maintained a robust alliance with the Republic of Turkey for a long time. South Korean people refer to Turks as 'blood-brothers', as the two nations fought together shoulder to shoulder during the Korean War. I imagine that you also served in the Turkish Military. How are the two nations maintaining such steadfast alliance in recent years?

Turkey joined the UN Coalition Forces in 1950 with a brigade to defend the independence, freedom, and democracy of the Korean people. The total number of troops that participated in the war was over 20 thousand. Turkey was the first country to pledge troops to the UN Command. In total, 21 countries participated in the war. Turkey was fourth in terms of troop size (after the US, Britain, and Canada) and ranked third in the number of the fallen soldiers.

Turkey comes from a deeply rooted tradition of helping others in need and has always deemed it a moral obligation to stand by the side of the oppressed. Turkey, with its founding foreign policy principle of "Peace at Home, Peace in the World" has always promoted peace and independence and fought against those who threaten these fundamental values. This was basically what compelled thousands of soldiers to fight alongside Korea.

The North Korean issue, beyond its regional impact, has global implications that concern the future of the entire international community. My tenure in Korea started on a positive note with the commencing of the denuclearization negotiations between the US and North Korea in 2018. In line with our policy "Peace at Home, Peace in the World", we strongly support the ongoing peace process between the concerned parties. We hope that both sides will find common ground that will secure lasting peace and that the negotiations will yield positive results for the prosperity of the Korean peninsula. The eventual peace should also address the economic development of North Korea, that will allow for better living standards for its people. We also welcome the Inter-Korean Dialogue that has gained impetus as a result of this rapprochement, and despite the ups and downs in the process, hope that it will promote fruitful exchanges between the two Koreas with the eventual prospect of reunification.

#### 5. What are some cultural aspects of Turkey that you would like to introduce to the Korean public?

One thing you cannot escape in Turkey is the abundance of food and it is hard to resist the smells and flavors of our spices. For me, there isn't a gourmet restaurant in the world that can rival the exquisite taste of the İskender kebab followed by some pistachio baklava or künefe and some tea along with it to ease digestion.

Turkish cuisine has a longstanding tradition which was perfected in the Ottoman Court. It goes beyond kebabs and baklavas, into rich and diverse delicacies, which range from dishes like "imam bayıldı" (literally translated as "the imam has fainted" due to its exquisite taste) to "karnı yarık" (translated as sliced belly, basically eggplants stuffed with meat) and various kinds of stuffed vegetables like "sarma" and "dolma".



My favorite Turkish deserts are künefe (a traditional Turkish desert made with thin noodle-like pastry soaked in a syrup and layered with cheese inside) and baklava (pastry made of layers of filo filled with chopped nuts or pistachios). But I would also recommend şekerpare (almond-based pastry dipped in lemon-flavored syrup), sütlaç (rice pudding with milk and cinnamon), and kazandibi (caramelized milk pudding with chicken breast meat flakes)

#### Final remarks from the Ambassador:

Korea is not only diverse in terms of its culture and tradition but also in its geography and seasonal changes. If you allow me to plagiarize from a song, I can say I love Seoul in every season, in every moment of the year. In winter, although a bit gloomy and cold at times, there are plenty of activities to fill your weekend at the mountains, trekking in the snow and skiing. When spring comes, life blooms with cherry blossoms and flowers in its beautiful parks. Summer is an excuse to head to the ocean on the east coast, relaxing on the long stretches of beach. And when autumn leaves turn red and gold, I would find solace in its forests and hills, taking romantic strolls with my beloved wife Müge and my little princess Melisa (my pet).

# **Monthly Luncheon Series**

## **Trade Wars or Trade Truce**





(Source: Brendan Smialowski/AFP/Getty Images)

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(Continued from Page 1)

Ms. Cutler's illustrious career of nearly three decades included stints as a diplomat and negotiator in the Office of U.S. Trade Representative (USTR). She has played important roles on a range of U.S. trade negotiations and initiatives in the Asia-Pacific region, where she led the Trans-Pacific Partnership (TPP) agreement and the US-Korea Free Trade Agreement. Drawing from her deep knowledge and experience on trade issues, Ms. Cutler provided intriguing insights on US-China trade negotiations at this month's special lecture.



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#### Interview with H.E. Umar Hadi, Ambassador of Indonesia



H.E. Umar Hadi

I. What was the most memorable event during your tenure as the Indonesian Ambassador to Korea, in regards to strengthening diplomatic relationship between the two nations?

I arrived here on May 10 of 2017. I remember this specifically because it was an election day in Korea. I was very lucky for having the honor to be among the first ambassadors to receive credentials from President Moon Jae In. I relayed President Jokowi's invitation to President Moon to visit Jakarta, and by November he was already in Jakarta. In return, by September of the following year, President Jokowi visited Seoul.

I think the most memorable event was when I suggested that President Jokowi and I take a walk together during his visit in Seoul, and we did. We walked up to the Chunggyecheon stream, where we were greeted by the mayor of Seoul. President Jokowi asked whether he could replicate the concept of the stream in Jakarta, and Mayor Park agreed to that. As a result, a pilot project is now underway to revitalize parts of the streams in Jakarta.

2. Indonesia is rapidly rising as a major economic powerhouse in Asia. Experts expect the Indonesian economy to be the 7th largest in the world by the year 2030. Does the ambassador have any suggestions for the young startup teams that are hoping to launch their models in Indonesia? How should prospective companies approach the Indonesian market, which is diverse in culture, religion, and lifestyles?

For Korean investors and businesspeople willing to work in Indonesia, the embassy is currently providing a one-stop service for the business community of Korea. Whether it be trade, investment, business collaboration, or pitching a portfolio, the embassy provides relevant services free of charge.

As you mentioned, the Indonesian market is showing great potential. There are more and more younger people coming onto the scene, who are very open-minded and fluid. I understand that in the past, in terms of work ethic, there was a difference between Indonesians and Koreans, where the typical Korean 'fast fast' method of working boded not so well in Indonesia. Now it is not the case. Younger Indonesians prefer to work at a faster pace. Bear in mind that 55% of Indonesians are below the age of 25, which is a very young demography. This generation has parents with a better level of education, who are more knowledgeable about nutrition and a healthy lifestyle. This generation is also a lot more interconnected through the internet and social media, and has better access to education and health services.

Hence, we have high hopes, but it is not without any challenges. We must make sure that the current young generation receives proper education and training, so that their skills match the demands of current industries. Coordination between education and employment is important. Furthermore, creating more jobs is important.

# 3. Those are very interesting remarks. With such quickly evolving markets, what type of industries are growing in Indonesia nowadays?

That is a very interesting question. Data suggests that the Indonesian economy is shifting from manufacturing to services. The lifestyle industry is one of the biggest magnets for young employees. Small businesses such as cafés spring up every day in Jakarta. Fashion, film, and art industries are also exponentially growing. For example, CGV started its investment and business there five years ago. Now there are already over 50 CGV cinemas across the country, along with films produced by CGV. Lotte Cinema also began its services in Indonesia, with the goal of opening up at least 50 cinemas over the next five years. These are all indicative of the growing purchasing power of the middle class in the nation. Education and training-related industries are also growing. The digital economy is big. There are now four digital unicorns in Indonesia. Korean businesses are aware of the potential of the Indonesian market, and are acting accordingly. Hyundai Motors, for example, has already invested USD 250m.



The market is quite exhilarating, exciting, and challenging. The Indonesian Government is well aware of this momentum and is launching relevant projects to expand development to other regions of the nation. President Jokowi has been specifically working on an initiative called the 'Smart Indonesian Card'. The card is mainly distributed to poor families in Indonesia. With this card, children of these families are guaranteed access to education and textbooks free of charge.

Also, over the past five years the government has been heavily investing in infrastructure projects, such as new airports, seaports, express roads, and railroads across all regions of Indonesia. This has been very profitable for the economy. For example, in the past, it was very difficult to ensure that the price of goods was the same between Jakarta and Papua, because of the logistical cost. But now, with the massive infrastructure upgrades connecting the nation, we can have practically the same price for goods everywhere in Indonesia.

# 4. Speaking of the entertainment industry in Indonesia, over a very short period of time, the Indonesian entertainment industry has made rapid improvements. Is the Korean Wave, or 'Hallyu', still relevant in Indonesia?

Absolutely. The demand for Korean pop culture is still very consistent in Indonesia. One example of this is the growing number of Indonesian tourists visiting Korea. From teenagers to grandmothers, they visit Korea because they are attracted by its culture. Now we are working hard on boosting the number of tourists from Korea to Indonesia. I recently released a film that I coproduced called 'Bali: Beats of Paradise' in April. The film depicts the beauty of Bali beyond its famous beaches and scenery. We received a very positive response from Korean viewers.

The strongest point of Indonesia as a tourist destination lies with its cultural diversity. It's not only about its beautiful scenery. There are diverse cultural expressions from one island to another. For example, many Korean men visit Indonesia for golfing. To them, I recommend scuba diving as an alternative experience, which is an activity that allows you to explore the rich marine ecosystem of Indonesia.

# 5. There are many Indonesians employed in Korea at the moment. How is the Indonesian Embassy in Korea assisting these workers?

Currently we have about 36,000 Indonesian workers in Korea. They go through the EPS employment permit system, which is a bilateral agreement that allows workers to receive the same treatment and rights as Korean workers. The initial contract is for three years, but it can be extended up to four years and ten months. After that, the workers have to return home, but they will have the opportunity to reenter Korea once more and work up to four years and ten months with an extension.

Here, we are talking about very young workers from small, marginalized villages of Indonesia. These men and women, who have never been abroad let alone Jakarta, work in small and medium-sized factories in Suwon while earning huge sums of money compared to the Indonesian economy. It is difficult for these people to go back home and find a job that would pay as much. So the embassy tries to empower these workers while they are in Korea, to motivate and inspire them on the prospects and opportunities back in Indonesia. Whether it be entrepreneurship, or working for a Korean firm in Indonesia, the embassy provides practical information on finance and business, along with networking.

# 6. When you first arrived in Korea, every issue in the media revolved around North Korea. How does the Indonesian general public feel about the nuclear tensions on the Korean peninsula?

In Indonesia, there is a strong sense of urgency on nuclear deterrence. Indonesians believe in a world free of nuclear weapon, where up to this day there aren't any regular nuclear reactors installed in the country. The debate on nuclear technology has been going on since the 60s and is still very much alive. So naturally, the public is very interested in the nuclear affairs on the Korean peninsula. From history, we know that our Western counterparts have coined the terms differentiating 'East Asia' and 'Southeast Asia'. However, we always consider East Asia as our immediate neighbors. Hence, whatever happens on the Korean peninsula is important to us. Right now, we have the best opportunity to mend the relationship between the two Koreas. I believe there hasn't been another moment in history over the past 40 years where the probability of a peaceful resolution was so tangible on the Korean peninsula, and Indonesia is always willing to help in any way we can.

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