

Inside

Monthly Luncheon Series	2-3
Women Leaders of New Asia	3
Networking Night	4
Membership	6

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

Women Leaders of New Asia Summit in Singapore



The Honorable Na Kyung-won, member of the 18th National Assembly, and Yvonne Kim, Executive Director of Asia Society Korea Center, at the closing panel session moderated by Dr. Vishakha N. Desai, at the Second Annual Summit of Women Leaders of New Asia in Singapore on April 1, 2011. The National Assemblywoman encouraged women to refocus their leadership policies and establish an action agenda that must zero in on the needs of their industry and focus on the quality, not quantity, of female leadership in Asia.

Full story on National Assemblywoman Na's perspective on women leadership in twenty-first century Asia on page 3.

Asia Society Korea Center Establishes Disaster Relief Fund for Japan



A Disaster Relief Fund for the victims of the recent Japanese tsunami and earthquake was established following the tragedy, with contributions by Asia Society Korea Center members. Yvonne Kim, Executive Director of Korea Center, presents a check to Suzuki Hiroshi, Head of the Public Information and Culture Center, affiliated with the Embassy of Japan, on March 23, to be donated to the Red Cross for relief efforts in Japan.

Asia Society



Korea Center

아시아사이어티 코리아센터 소식

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

Monthly Luncheon Series

JANUARY 18

Korea-African Relations



Ambassador Hilton Anthony Dennis

Speaking at the Lotte Hotel Seoul, H.E. Hilton Anthony Dennis, South Africa's Ambassador to Korea, said the Korean government and private investors need to develop a fresh approach to the African continent. In order to deal with the destroyed system of multiple trade partners and the obliterated knowledge that sustained the African economy, Dennis called for greater collaboration between Africa and Korea to address issues such as Africa's energy crisis.

"Most of the social challenges that arise are from its colonial legacy and Korea shares this experience with Africa," said Dennis. "The needs of African countries have special needs and Korea and its companies should look at these needs as business opportunities." Just as Korea diversified its economy away from a single commodity by partnering with a wide array of trading partners, Dennis stated that Africa needs new kinds of partnerships in which countries trade with emerging companies for greater trade investment and technology transfer. He said, "Korea is well placed to customize this model for individual countries. What is required of Korea is to develop a unique knowledge system by partnering with knowledge institutions and to delve into the essence of a partner country's goals and go behind the caricatures and the stereotypes."

FEBRUARY 15

India: A Land of Silent Revolutions



Ambassador Skand Ranjan Tayal

A diverse land of silent, internal revolutions, is how H.E. Skand Ranjan Tayal, Ambassador of India to the Republic of Korea, described India's development. While most people are well informed on the topic of India's foreign policy, very little is known about India's own "silent revolution" that has been going on for the last 64 years, said Tayal. As the culture of political education developed, the transfer of opportunities was made readily available for those who did not have access to those opportunities prior to independence, such as affirmative action. As for investors looking to invest in India, Tayal advises looking at India's industry sectors rather than as a whole industry, "India and Korea have what is a comprehensive economic partnership, with Korean companies having more than 2 billion dollars in investment in India and India having almost 1 billion in Korea. Korea's industrial and manufacturing capabilities match with India's intellectual capacity."

Tayal remains hopeful with the ongoing silent revolution of peaceful, nonviolent changes, "India is a land of a million mutinies with so many conflicts but we somehow manage those within these limitations. We have a diverse group of 1.2 billion people. That statistic is not one that we are proud of; however India is a fairly successful example of a diverse group of people with diverse beliefs trying to have a common destiny."

MARCH 15

Chances for Peace in the Middle East



Ambassador Tuvia Israeli

"Maybe it is not the best time to discuss chances for [peace in] the Middle East," said H.E. Tuvia Israeli, Ambassador of Israel to the Republic of Korea, "But actually, it is never the right moment and on the other side of the coin, it is always the right time."

Amb. Israeli began by saying he considered himself lucky to be posted to the Republic of Korea, explaining, "I can turn to the political situation upon free choice, whereas my other colleagues need to answer questions and be challenged on a daily basis."

The veteran diplomat also acknowledged the many strides that the leadership in Jordan had made, and that he hoped for negotiations and more concrete dispute resolutions with both Syria and Lebanon. "My hope is to get to a point where we can put the Arab-Israeli conflict behind us and be sure it will bring prosperity and much development to the region."

Responding to a question from the audience, His Excellency discussed the future prospects of the several peace treaties Israel currently has with Egypt and Jordan. "The treaty is to be expected and we have followed some of the candidates for the president position. Some say they will keep the peace treaty, some say there are reservations. We in Israel hope this peace will be maintained, although only a little was said about the benefits this treaty will bring to Egypt."

Monthly Luncheon Series

APRIL 19

Transformation: The First Step to a New Beginning

A Globally Competitive Environment and Our Decision

Young-Gak (Ken) Yun

“Transformation is a trend and the theme is globalization,” said Chairman Young-Gak (Ken) Yun of Samjong KPMG, at the monthly Asia Society Korea Center luncheon held at the Lotte Hotel Seoul, “but that also includes cross-border mergers and acquisitions.”

Mr. Yun spoke on the importance of companies in Asia, and in particular Korea, broadening their approach to globalization by investing in cross-border M&A’s to guarantee longevity. He cited companies like Apple, Suzlon, and the Korean company Doosan, as examples of successful cross-border M&A’s that led to their sustainable transformation in a globally competitive environment.

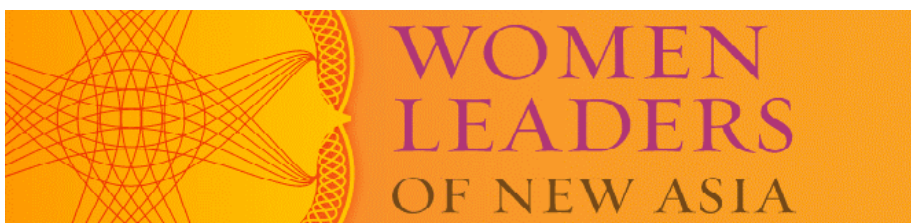
While there is currently a trend of “Asianization,” with China leading economic growth worldwide, the aggregate GDP of Northeast Asia is still smaller than Europe and North America combined even when accounting for ASEAN. Mr. Yun commented that while Korea has done well over the last sixty years with an economic transformation from heavy industries to information technology and now globalization, it still lags behind in some institutional rankings, such as the UNDP’s Human Development Index and the Corruption Perception Index. Additionally, the number of Fortune 500 companies in Korea has fluctuated in tandem with the U.S., Japan, and the



U.K., while China has gone from 0 in 1993 to 46 in 2010, showing the greatest transformation as a global factory to a global bank. Mr. Yun urged traditionally family-owned Korean companies to get on board and discover the value of shareholders; he welcomed the idea of continued Chinese investment in Korea as it may fend off North Korean aggression, and believes Korean companies can only benefit from the Chinese acquisition of companies with low valuation.

When responding to the domestic market in Korea, however, Mr. Yun stressed the idea of “responsible capitalism” as the bigger conglomerates must restrain themselves.

“What is important is what we do in volatile and uncertain times, and companies need to transform themselves more effectively and timely using these cross-border M&A’s if they want to continue.”



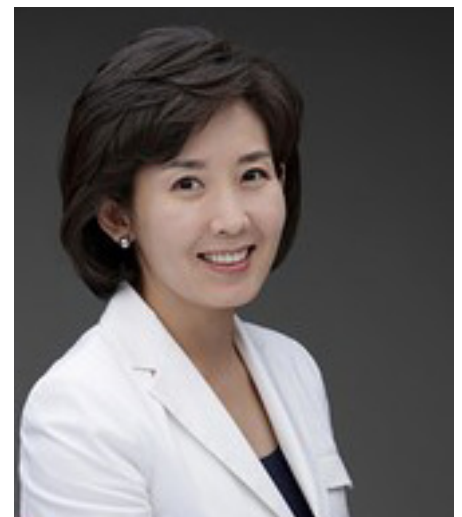
A Korean Perspective on Leadership in Asia

Speaking on the varying modalities that women are coming to assume in sector-specific leadership, Ms. Na Kyung-won, member of the 18th National Assembly of the Republic of Korea, was one of eight featured international speakers at the Second Annual Summit of Women Leaders of New Asia in Singapore on April 1, 2011.

Ms. Na offered a Korean perspective in the closing plenary session on “Establishing an Action Agenda,” hosted by Global Asia Society’s President, Dr. Vishakha N. Desai. Accompanying Ms. Na was Ms. Yvonne Kim, Executive Director of Asia Society Korea Center, who attended the summit as an Advisory Board member of

Asia Society’s Women Leaders of New Asia Committee.

An experienced judge and attorney-at-law, as well as noted special needs and disabilities advocate, Ms. Na recommended policy makers to educate themselves on the kinds of measures needed in order to support women with high potential. Rather than evaluate the changing trends of women leadership with a traditionally male-dominated approach, Ms. Na said that women need to evaluate leadership by carrying with them a 21st century sensibility focused on the 4F’s: fashion, femininity, fusion, and film. For example, women cannot expect men to have babies, Ms. Na remarked. If



Na Kyung Won, 18th National Assembly (Courtesy of Na Kyung Won)

women are going to champion the cause of equality then they must also create policies that allow men to help women during their maternity leave.

Women who want to establish an action agenda must zero in on the needs of their industry and focus on the quality, not quantity, of female leadership in Asia.

ASKC Networking Night Series

Asia Society Korea Center Networking Night was held on February 9, March 9, and April 6 at Pierre's Bar at the Lotte Hotel Seoul.

By providing an opportunity for busy ASKC members to kick back and relax after work and network, as well as introduce their friends to Asia Society membership, Asia Society Korea Center is looking to expand its outreach and keep our members better informed about our events and ways to get involved.

To receive more information about our events, visit our websites:

<http://asiasociety.org/korea>

<http://twitter.com/AsiaSocietyKR>

<http://flickr.com/photos/askoreacenter>

<http://facebook.com/askoreacenter>



Top: Dohyeon Kim, Professor at Kukmin University (L), and artist Eddie Kang (R), both Asia 21 Korea Chapter members

Left: Tom Vining, CEO of Otis Elevator (L), and Gerald G. Kaplan, Senior Architect of TJD (R)

Right: Steven Herman, Bureau Chief of Voice of America (L), Beney Lee, Second Secretary of the U.S. Embassy (M), and Kelly Ko, Protocol Officer of United Nations Command (R)

Bottom: Min Ji Hong of Seoul Global Center (L) and Steve Cha, President of Shincelin Co., Ltd. (M), and Anne Ladouceur of Korea4Expats Consulting (R)

Asia Society Korea Center Membership Application

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** _____

Corporate Membership Levels:

Global Corporate Leader (KRW 50,000,000) _____

Corporate Partner (KRW 25,000,000) _____

Corporate Contributor (KRW 10,000,000) _____

Small Business Enterprise (KRW 5,000,000) _____

Individual Membership Levels:

Professional (KRW 1,000,000) _____

Young Professional (KRW 500,000) _____

Special (Press/Embassy) (KRW 100,000) _____

(Company Name) _____

Title _____

Name _____

Address _____

Telephone _____

Fax _____

Email _____

Fax your application to 02-757-0034

**Download our membership application online at
<http://asiasociety.org/korea>
and email it to askoreacenter@gmail.com**

*Asia Society Korea Center is a nonpartisan nonprofit, designated as a public domain body by the Republic of Korea's Ministry of Finance and Economy in December 2007.
All donations to Asia Society Korea Center are tax exempt.*

OFFICERS

BOARD OF DIRECTORS

Hong-Koo Lee Honorary Chairman
Dong Bin Shin Co-Chairman
Kyongsoo Lho Co-Chairman
Tae-Won Chey
H.S. (Hyun Sang) Cho
Bon-Joon Koo
Woong-Yeul Lee
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
Kyung Nam Koh
Daehyung Lee
Jae-Seung 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)

Bank of New York Mellon
Chevron
Honam Petrochemical Corp.
Hyosung
Kolon
KPMG
LG Group
Lotte Hotel
Lotte Shopping
Morgan Stanley
SK Energy
Sony Corporation

CORPORATE PARTNERS (25,000,000 KRW)

Daehong Communications
Korean Air
Hyundai Development Company
Samil PricewaterhouseCoopers
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



Korea Center