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## Asia Society Korea Center

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## ASIA SOCIETY KOREA CENTER

### 2010 Holiday Cocktail Reception



From left: ASKC Co-Chairman Kyongsoo Lho, President of the Korea University Ki-Su Lee, ASKC Honorary Chairman Hong-Koo Lee, ASKC Co-Chairman Dong Bin Shin, and Chairman of the Hyundai Development Company Mong-Gyu Chung

Asia Society Korea Center celebrated the holiday season by hosting a cocktail reception on Thursday, December 9, at the Lotte Hotel Seoul with over 200 guests in attendance.  
(See page 4)

ASIA  
Society



Korea  
Center

아시아  
소사이어티  
코리아  
센터  
소식

## FROM KOREA: A CALL FOR COLLABORATION

### Latest Asia Society Task Force Report Launches from Seoul



Global Asia Society Executive Vice President Jamie Metzl and Asia Society Task Force Chair Bill Rhodes at the Korea Center on November 9 discussing the report, *Growing Together Beats Falling Apart: Making Asian Economic Integration Work for Asia, the United States, and the World.*  
(See page 5)

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

## Monthly Luncheon Series

**SEPTEMBER 14**

### **South Korea: The Unloved Republic?**



Dr. Brian R. Myers

Have South Koreans lost their national pride? Such was the question posed by Brian R. Myers, Professor of International Politics at Dongseo University.

In his talk, "The Unloved Republic? On the Lack of State-Nationalism in South Korea," Dr. Myers argued that a tradition of state "blood-based" or ethnic nationalism on a divided peninsula runs the risk of undermining loyalty to one republic and promoting loyalty to the other, competing, state.

In Dr. Myers' telling, South Korea's political right for decades neglected to instill any sense of pride in the Republic because there was little for which to be proud; but for now, both right and left still preach race nationalism. With regard to North Korea's leadership, Dr. Myers suggested that a young, urbane leader will make it hard for young people in South Korea to maintain any sense of loyalty to the southern Republic and its corrupt old political scene. The most imminent danger of all is the apathetic response to the Cheonan sinking, which can only encourage the North to continue.

The political left and right need to join together to move away from a focus on the 1940s and post-colonial heritage and shape a healthy loyalty to the Republic of Korea. Patriotism is not the last refuge of the scoundrel, as Samuel Johnson famously suggested; nationalism is.

**OCTOBER 19**

### **Is Korean Traditional Music a Stay-at-Home Diaspora?**



Dr. Jocelyn Clark

The future of Korean traditional music was the topic of discussion when Asia Society Korea Center hosted Dr. Jocelyn Clark, an assistant professor at Pai Chai University's Appenzeller School.

She first came to Korea 18 years ago to study the gayageum, a traditional Korean stringed instrument. She fell in love with it, but she was surprised to discover the lack of knowledge and interest among Koreans.

According to Dr. Clark, Koreans' understanding of "Korean-ness" as being something expressed in the blood is undermining Korean traditional culture. As a result, Korean music has become distant from the everyday lives of its people, and its instruments are now seen as exotic in their own land—a "stay-at-home diaspora" of sorts. Instead, it is Western classical music that is played at Korean events and in concert halls.

Because of this, Dr. Clark believes it may be the responsibility of both cultures to save each other's musical traditions.

Dr. Clark is doing her own part to save Korean traditional music, notably through ILLZ+, a musical ensemble that she helped to create in 2001. She has been reluctant to bring them to Korea, where, she says, audiences are closed to outsiders participating in their music.

Dr. Clark said it is time for Koreans to hear their own music as music, and not as anything else.

**NOVEMBER 23**

### **New Zealand Positions Itself as Important Diplomatic Player**



Ambassador Richard Mann

Beyond beautiful natural landscapes, New Zealand is rich with a well-educated population, a vibrant political system, and is poised to become an important player in international diplomacy, according to H.E. Richard Mann, New Zealand's ambassador to Korea.

Speaking at a luncheon at the Asia Society Korea Center in Seoul, Amb. Mann said that New Zealand is a modern and innovative country underpinned by a high quality education system that emphasizes applied knowledge and practicality.

Since capturing international attention for its sweeping public sector reforms in the 1990s, New Zealand's parliamentary democracy has led the way in environmental policy-making, becoming the first nation to establish a carbon trading emissions scheme.

But New Zealand's position at the vanguard has not always been a comfortable one. The landmark declaration to remain a nuclear-free state in the 1980s was derided by some at the time, but has now come to be accepted and respected.

Amb. Mann stated that diplomatically, New Zealand has niche skills, and is a committed regionalist and a capable internationalist. He concluded by saying that New Zealand and South Korea are natural coalition partners as they both seek to establish themselves as reliable and relevant partners in bilateral discussions and regional forums such as APEC and ASEAN.

## Asia Society Korea Center Past Events and Programs

### 2008

April 2, 2008

Asia Society Korea Center Inauguration Ceremony  
Christopher Hill, former U.S. Assistant Secretary of State for East Asian & Pacific Affairs  
Richard Holbrooke, U.S. Special Envoy for Afghanistan and Pakistan  
Vishakha Desai, President, Global Asia Society

June 17, 2008

Monthly Luncheon  
South Korea's Multilateral Diplomacy  
Oh Joon, Special Advisor, MOFAT

June 24, 2008

Special Film Screening: Crossing

June 27, 2008

Chicago Children's Choir Concert

July 22, 2008

Monthly Luncheon  
Internationalizing Korean Global Firms: Perspectives from a Global Securities Group  
John Walker, Chairman, Macquarie Group, Korea

August 26, 2008

Monthly Luncheon  
Raising Korea's Global Profile: The Media Perspective  
Evan Ramstad, Correspondent, Wall Street Journal  
Jie-ae Sohn, Bureau Chief, CNN

September 22, 2008

Monthly Luncheon  
The Songdo Reconstruction Project: Global Urban Development in South Korea  
James Tyrrell, Managing Director, Jones Lang LaSalle

September 26, 2008

Asia Society Korea Center Special Lecture  
Michael Green, Senior Advisor, Center for Strategic and International Studies

October 23, 2008

Monthly Luncheon  
A Passion for Asia: The Rockefeller Legacy  
Vishakha Desai, President, Global Asia Society

November 25, 2008

Monthly Luncheon  
Celebrating the 60th Anniversary of Philippine-Korea Relations  
H.E. Luis T. Cruz, Ambassador, Philippines Embassy

December 23, 2008

ASKC 2008 Holiday Luncheon  
H.E. Kathleen Stephens, Ambassador, U.S. Embassy Seoul

### 2009

January 20, 2009

Monthly Luncheon  
Global Refugee Situation: Mixed Migratory Flows in Asia  
Janice Lyn Marshall, Representative, UNHCR

February 17, 2009

Monthly Luncheon  
Covering Korea in Time of Crisis  
Don Kirk, Correspondent, Christian Science Monitor

March 17, 2009

Monthly Luncheon  
The Challenges and Joys of Living and Working in Korea as an Expatriate  
Alan Timblick, Head, Seoul Global Center

April 21, 2009

Monthly Luncheon  
The Current Status of World Taekwondo: How Taekwondo Has Helped the World  
Jin Suk Yang, Secretary General, World Taekwondo Federation

May 26, 2009

Monthly Luncheon  
Past, Present and Future of the Six-Party Talks  
Nobuyoshi Sakajiri, Senior Diplomatic Correspondent, Asahi Shimbun / 2009 Asia Society Bernard Schwartz Fellow

June 30, 2009

ASKC 1st Anniversary Event  
H.E. Kathleen Stephens, Ambassador, U.S. Embassy Seoul

July 21, 2009

Monthly Luncheon  
The Future of Brazil-Korea Relations in a Global World  
H.E. Edmondo Sussumu Fujita, Ambassador, Brazil Embassy

August 25, 2009

Monthly Luncheon  
How Irish are the Koreans? Some Impressions & Reflections  
H.E. Eamonn McKee, Ambassador, Ireland Embassy

September 22, 2009

Monthly Luncheon  
Najib Tun Razak, Anwar Ibrahim and Political Reforms in Malaysia  
James Chin, Professor, Monash University

October 27, 2009

Monthly Luncheon  
A Tale of Two Crises: Korea's Role in Tackling Climate Change and the Global Economic Downturn  
H.E. Martin Uden, Ambassador, British Embassy Seoul

November 17, 2009

Monthly Luncheon  
A United Korea? Reassessing North Korea Risks  
Kwon Goocheon, Senior Economist, Goldman Sachs

December 8, 2009

ASKC Holiday Dinner  
Prime Minister Dr. Chung Un Chan

### 2010

January 19, 2010

Monthly Luncheon  
The Status and Prospects for the KORUS FTA in the U.S.  
Amy Jackson, President, AMCHAM Korea

January 25, 2010

Barbara Demick Book Signing

February 11, 2010

Special Lecture  
Breakfast Discussion with the Japanese Minister for Foreign Affairs  
H.E. Okada Matsuya, Japanese Minister for Foreign Affairs

February 23, 2010

Monthly Luncheon  
Blood Brothers or Worlds Apart? A Canadian Ambassador's Personal Reflections on the Two Koreas  
H.E. Ted Lipman, Ambassador, Embassy of Canada

March 16, 2010

Monthly Luncheon  
A Hermit No More Korea in the 21st Century A German Perspective  
H.E. Hans Ulrich-Seidt, Ambassador, Embassy of Germany

March 17, 2010

Special Lecture  
Ireland & Korea: Narratives of Hope over History  
H.E. Bartholomew "Batt" O'Keefe, Irish Minister for Education and Science

April 20, 2010

Monthly Luncheon  
Lessons Learnt from the Global Financial Crisis: Impact on Korea  
Michael Hellbeck, Chairman, Foreign Bankers Group

April 29, 2010

ASKC 2nd Anniversary Event  
H.E. Yu Myung-Hwan, Minister for Foreign Affairs and Trade

May 25, 2010

Monthly Luncheon  
Pakistan and Security Environment in the Region  
H.E. Murad Ali, Ambassador, Embassy of Pakistan

June 6, 2010

Special Movie Screening: Barefoot Dream

June 23, 2010

Monthly Luncheon  
Asian-European Relations: Building Blocks for Global Governance  
H.E. Massimo Andrea Leggeri, Ambassador, Embassy of Italy

July 20, 2010

Monthly Luncheon  
Belgian EU Presidency and ASEM 8: What We Do Together We Do Better  
H.E. Pierre Clement Dubuisson, Ambassador, Embassy of Belgium

August 24, 2010

Monthly Luncheon  
Korea Sovereign Wealth Fund, Who We Are and What We Do  
Scott Kalb, CIO, Korea Investment Corporation

September 14, 2010

Monthly Luncheon  
The Unloved Republic? On the Lack of State-Nationalism in South Korea  
Brian Myers, Professor of International Studies, Dongseo University

September 28, 2010

Special Conference  
Tourism in the Asia-Pacific Region: Improving Public-Private Partnerships for Economic and Social Development  
Simeon Marfori, II, Undersecretary, Philippine Department of Tourism  
Soo Siew Keong, Northeast Asia Regional Director, Singapore Tourism Board

October 19, 2010

Monthly Luncheon  
Is Korean Traditional Music like a Stay-at-Home Diaspora?  
Jocelyn Clark, Assistant Professor, Pai Chai University

November 9, 2010

Asia Society Task Force Launch  
William R. Rhodes, Senior Advisor and Former Senior Vice Chairman of Citigroup  
Jamie Metz, Executive Vice President, Global Asia Society  
Lawrence Summers, Director of the U.S. National Economic Council and top advisor to President Obama on economic policies

November 23, 2010

Monthly Luncheon  
Falling Off the Map: New Zealand, Nation Branding and Small State Diplomacy  
H.E. Richard Mann, Ambassador, New Zealand Embassy

December 9, 2010

2010 Holiday Cocktail Reception

## News & Events

### 2010 Holiday Cocktail Reception

Asia Society Korea Center celebrated the holiday season by hosting a cocktail reception on Thursday, December 9, at the Lotte Hotel Seoul with almost 200 guests in attendance, including Dr. Hong-Koo Lee, ASKC's Honorary Chairman and former Republic of Korea's Prime Minister; Mr. Dong Bin Shin, AKSC's Co-Chairman and the Lotte Group's Vice Chairman; and Dr. Kyongsoo Lho, ASKC's Co-Chairman and Professor of International Politics at the Seoul National University.

Last year, ASKC, in cooperation with the Seoul Global Center, established a scholarship fund for the children of multiethnic families, and the Seoul Foreign Correspondents' Club had made a generous contribution towards the scholarship initiative.

Seven children had been chosen to win the award last month. The award ceremony took place at the reception: Mr. Dong Bin Shin and Dr. Kyongsoo Lho presented Kyung Hwa Park of the Seoul Soeui Elementary School and Inumiya Lisa of the Seoul Yangjon Elementary School with awards; while Steven Herman, the Seoul Bureau Chief of the Voice of America and representative of the Seoul Foreign Correspondents' Club, and Alan Timblick, the Head of the Seoul Global Center, presented Anna Kim, Gun Woo Chun, Ea Eam Hyun, and twin sisters Ezrahz Masigla and Estherz Masigla with prizes and gift certificates from ASKC's corporate contributors.

Continuing with Asia Society Korea Center's initiative to aid multiethnic children in Korea, Ms. Yvonne Kim, Executive Director of the Asia Society Korea Center, presented the Multicultural Team of the Seoul Global Center with 2,000 books donated by the Taipei Mission in Korea, the Royal Thai Embassy, the Ministry of Justice, Yulchon Law Firm, the Lotte Scholarship Foundation, Injicom, Samjong KPMG, and other private donors for ASKC's "Got Books?" campaign. Participants were also invited to donate books at the event.

During the reception, Ms. Kim acknowledged the special friends and partners of ASKC: Seoul Global Center, the Seoul Foreign Correspondents' Club, Edelman, CJ CGV and the Visit Korea Committee. She also thanked Mr. Sunny Son, CEO of SAT Study, who introduced five of his friends to join the Korea Center as Professional Members, and Mr. Kag-Gyu Hwang, Vice



**Mr. Alan Timblick (far right), and Mr. Steven Herman (far left) present students Ea Eam Hyun, Gun Woo Chun, Estherz Masigla, and Ezrahz Masigla with prizes and gift certificates (L-R).**

President of the Lotte Group, who has brought three corporate contributors to the Center.

The evening closed with a special performance by Drumcat, an all-female percussion group based in Seoul.

Since the inauguration of Asia Society Korea Center in August 2008, the Center has conducted 42 high-profile programs and events in policy, business, journalism, art and culture, and has hosted 50 guest speakers with nearly 4,500 participants.



**ASKC shows appreciation to Mr. Sunny Son (left) and Mr. Kag-Gyu Hwang (right), the Most Active Members of the Year for introducing their friends and colleagues into ASKC membership.**



**Past Speakers, from L-R: Donald Kirk, Jin Suk Yang, John Engstrom, H.E. Martin Uden, Jocelyn Clark, Alan Timblick, Michael Hellbeck, H.E. Richard Mann, H.E. Eamonn McKee**

**ASKC would like to  
acknowledge the following  
individuals**

**Best Attended Members  
of the Year**

**Bernhard Brender**  
Grand Hilton Seoul

**Anna Ladouceur**  
Korea4Expats.com

**Francis X. O'donoghue**  
Embassy of Ireland

**Ernesto Torres Pereyra**  
Embassy of the Dominican Republic

**Devin Whiting**  
Arirang TV

**Most Active Members  
of the Year**

**Kag-Gyu Hwang**  
Lotte Group

**Sunny Son**  
SAT Study

**Special Friends & Partners**

CGV

Edelman

Seoul Foreign Correspondents' Club

Seoul Global Center

Visit Korea Committee



**FROM KOREA:  
A CALL FOR COLLABORATION**  
**Latest Asia Society Task Force Report  
Launches from Seoul**

(continued from page1) At a packed press conference on November 9 in Seoul at the Lotte Hotel Seoul, Asia Society launched its Task Force report on Asian economic integration and global trade the same week as the G20.

Titled *Growing Together Beats Falling Apart: Making Asian Economic Integration Work for Asia, the United States, and the World*, the 39-page report outlines some of the challenges facing the global and Asian economy while offering recommendations on how to move forward.

The Asia Society Task Force spent a year researching and preparing the report. Project chair William R. Rhodes (President and CEO of William R. Rhodes Global, and Senior Advisor and Former Senior Vice Chairman of Citigroup) and project coordinator Jamie Metzl (Executive Vice President of Asia Society) were on hand to address the assembled journalists and business leaders about the report and take questions.

To highlight the intellectual weight behind this project and the support it enjoys in policy circles, Director of the U.S. National Economic Council and top advisor to President Obama on economic policies Dr. Lawrence Summers participated via live video conference from Washington, DC.

Dr. Summers spoke about the helpfulness of taking a long view of human history—and in that vein, declared that one of the single most important events of our time was the dramatic and unprecedented increase in living standards around the world, particularly in Asian countries, over the last 50 years. He also underscored the importance of a collaborative relationship between the United States and Asia that allow them to grow together. Following Dr. Summers, Jamie Metzl emphasized that the report is intended to counter the nascent market protectionism, economic nationalism, and beggar-thy-neighbor policies in the world today.

William R. Rhodes elaborated on the theme of "growing together" by stating that he saw Asian economic integration as inevitable and imminent. To that end, he envisages some kind of Northeast Asian trading bloc forming within four years. Like Mr. Metzl, Mr. Rhodes laid stress on the danger of economic nationalism and protectionism stemming from the recent global financial crisis and recession. But he pointed out that as an optimist, he believes the crisis can lead to an opportunity to rebalance the world economically, politically and strategically.

**Tourism Key to Development in Southeast Asia**



**(L-R): Charm Lee, CEO, Korea Tourism Organization; Soo Siew Keong, Regional Director North Asia, Singapore Tourism Board; Kyongsoo Lho, Co-Chairman, ASKC; Simeon P. Marfori, II, Undersecretary, Philippine Department of Tourism; Dong Bin Shin, Co-Chairman, ASKC.**

On September 28, ASKC members and friends welcomed vice ministers from the Philippines and Singapore to the Lotte Hotel Seoul for a discussion on public-private partnerships for economic and social development.

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