



The 6<sup>th</sup> Jeju Forum  
for Peace & Prosperity

# New Asia for Peace and Prosperity

Edited by **Jeju Peace Institute**



## **New Asia** for Peace and Prosperity

Edited by Jeju Peace Institute

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# **New Asia**

## for Peace and Prosperity

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# Preface

During the 6<sup>th</sup> Jeju Forum for Peace and Prosperity in May 2011, a former head of state, renowned thinkers, international and national leaders, experts, business leaders, and journalists, convened in Jeju, the Island of World Peace, for three days to exchange ideas on a New Asia vision for peace and prosperity. I am very pleased at the publication of *New Asia for Peace and Prosperity* that documents three days of discussions and the exchange of ideas. I hope that this book spreads the vision and wisdom of the conference participants as well as contributes to regional peace and prosperity.

It is significant that an international forum on peace and prosperity is held annually at the island where the “Jeju 4.3 Incident” took place. It is also a historic development that Asia, which suffered a severe financial crisis some ten years ago, has recovered quickly and strongly from the 2008 Global Financial Crisis to become an economic engine for global economic recovery. The theme of the 6<sup>th</sup> Jeju Forum, *New Asia: For Peace and Prosperity*, captures the vision of Jeju as a center for discourse on peace

and prosperity as well as the ascent of Asia and its increasing international responsibility. The 6<sup>th</sup> Jeju Forum explored the opportunities and challenges rising from the peaceful ascent of China and the reunification of two Koreas; it also took a closer look at the prospects of growth propelled by Asian entrepreneurship. I am happy that the Jeju Forum is evolving into a comprehensive forum that covers diverse issues emerging in the process of Asia's ascent and Korea's development. I hope that the 7<sup>th</sup> Jeju Forum will also comprehensively continue to address new trends and the future of Asia.

I would like to express my appreciation to the International Peace Foundation and the East Asia Foundation that co-hosted the forum with the Jeju Special Self-Governing Province. I would like to thank the Jeju Peace Institute(the organizer of the forum) and the Ministry of Foreign Affairs and Trade, the Ministry of Land, Transport and Maritime Affairs, the Presidential Council for Future and Vision, the Jeju Free International City Development Center, the Korea Foundation, the Northeast Asian



History Foundation, Jeju National University, Seoul School of Integrated Sciences and Technologies(aSSIST), the Korea DMZ Council, the United Nations Project Office on Governance, Hyundai Motors, the Peace Research Institute Oslo(PRIO), Hankuk University of Foreign Studies, and the Geological Society of Korea, which sponsored the Forum. I would also like to thank the staff of the Jeju Peace Institute who put this publication together.

I hope that Jeju citizens and those who love Jeju will continue to show their growing interest in and support for the Jeju Forum. Thank you.

January 2012

**WOO, Keun-min**

Governor of the Jeju Special Self-Governing Province  
Chairman of the Organizing Committee of the 6<sup>th</sup> Jeju Forum

# The Program Table of the 6<sup>th</sup> Jeju Forum

Time		May 27 [Friday]				
13		Registration				
14	00	Responsibility to Protect in Asia and the Pacific	International Cooperation for Peaceful and Ecological Conservation and Utilization of the DMZ	Trends in Korea's Official Development Assistance	UN Global Compact and Contribution to MDGs through 5W Projects I	Earthquake and Tsunami in Asia-Pacific Region
	10					
	20					
	30					
	40					
	50	59p	167p	188p		
15	00	Coffee Break				
	10	Coffee Break				
	20	Coffee Break				
	30	Great Tumen Initiative and Peace in East Asia	The Korean Wave( <i>Hallyu</i> ) and Cultural Fusion in East Asia: Toward an East Asian Cultural Community	Leap to the Leading Brand: Future and the Present of Nation/Local Brands	UN Global Compact and Contribution to MDGs through 5W Projects II	Is There Any Countermeasure to Climate Change and Disasters?
	40					
50						
	00	103p	395p	195p		
16	10	Coffee Break				
	20	Coffee Break				
	30	Coffee Break				
	40	Coffee Break				
	50	Coffee Break				
17	00	World Natural Heritage and Environmental Conservation	Listing the Chinese Enterprises in the Korean Stock Market	Sustainable Management for Korean Companies	International Cooperation for Preventing Infectious Disease in Developing Countries	Art Tourism in Korea and China
	10					
	20					
	30					
	40					
	50	183p		331p		
18	00	Break				
	10	Break				
	20	Break				
	30	Dinner				
19		Dinner				

Time		May 28 [Saturday]					
8	Registration						
9	00	<b>Plenary Session II(World Leaders Session)</b>			<b>Plenary Session III</b>		
	10	New Asia for Peace and Prosperity			G20 Era, Changes in the Financial Market and Prospects of a New Asia (Keynote Speeches)		
	20						
	50	44p			243p		
10	00	Coffee Break					
11							
12	00	<b>Opening Ceremony(Keynote Speeches)</b>					
	10						
	20	Break					
	30	Luncheon					
13							
14	00	The Rise of China: Opportunities and Challenges 112p	Financial Regulation Reform at the G20 Process and Safety Net 213p	Importance of Women in the Era of Knowledge Property	New Power in Business: Asian Young Leaders	The New Challenges of Urban Management since G20	Green Mega Trends in Business and World 227p
	10						
	20						
	30						
	40						
15	00	Coffee Break					
16	10	Is Nuclear-free East Asia Possible?: Opportunities and Constraints 90p	Enhancing Educational Cooperation in East Asia: Toward a Global Epistemic Community 355p	Prospects of WEB 3.0: New Power of E-Commerce	New Issues Concerning State and City Competitiveness after the G20	Successful Strategy of Multinational Corporations in the World since G20	Listing the Korean Enterprises in the Chinese Stock Market
	30						
	40						
	50						
	00						
17	10	Maritime Security in East Asia 96p	The Future of Asia-Pacific Region and the Role of Higher Education 368p	Reconciliation of Historical Conflict and Cooperation in East Asia 83p	Creative Industry: Asian Beauty(Movies, Journalism, and Fashion)	China! A Billion People	Asian Value and Global Leadership
	20						
	30						
	40						
	50						
18	00	Break					
19	10	Welcome Dinner(Performance by Jeju Special Self-Governing Provincial Dance Company)					
	30						
20	00	Break					
	30						
21	Global Asia Night						
22							



Time		May 29 [Sunday]													
8		Registration													
9	00	Green Energy - Utilizing Technology			Plenary Session IV Tripartite Collaboration between Korea, China and Japan(Keynote Speeches)		Business Design Keynote Speech	273p							
	10														
	20														
	50														
10	00	Coffee Break	Plenary Session VI Korean Reunification and New Opportunities		123p	Coffee Break									
	20														
	30	Business Design							Coffee Break	Industrial Security Policy for Today and Tomorrow					
	40	Trends of Management in Asia, Europe and America													
50		131p													
11	00	Business Design Discussions by University Leaders on the Education of Design Management	Break	289p	Plenary Session V Eastern Philosophy, Entrepreneurship and Business Leaders' Humanitarian Activities		Break								
	10														
	20														
	30								Break	The Future of Business Management as a Discipline of Convergence					
	40								Business Design						
50															
12	00														
	10	278p		139p		251p									
	20	Break													
30	Luncheon														
13															
14	00	Jeju International Advisory Board Session Future Vision of Jeju	Power Succession in North Korea and the Prospects for Opening and Reform	Global Trade, Currency Wars, and FTAs towards Protectionism or Liberalism?	Current Issues and Tasks in Peace Studies	Women, Creativity and Culture : She's Coming	Future of the Automotive Industry in Asia	Business Design Workshop I Collaboration							
	10								258p	146p	205p	67p	389p	294p	
	20								Coffee Break						
	30									Jeju Process & Building Multilateral Security Architecture in Northeast Asia	Medical Tourism Presentation and Discussion of Successful Examples and Policies of Domestic and International Medical Treatment	Jeju Free International City and Realization of the Island of World Peace in Jeju	Long-run Company	Prospect and Tasks of the Industry of Journalism and Media	Business Design Workshop II Mutual Learning
	50														
15	00	Coffee Break													
16	10														
	20														
	30														
	40														
17	00	Journalists' Roundtable Predicting on Political Developments in Asia-Pacific Region in 2012	International Conservation Area and Jeju Model of Conservation	Medical Tourism II Panel Discussion to Promote Jeju Medical Tourism	Secrets of the Longer-Lived People		Business Design Workshop III Convergent Education								
	10							77p	173p			313p			
	20							Break							
	30							Break							
18	00	Break													
	10	Break													
	20	Break													
19	30	Farewell Dinner(Hosted by the Chief Director of Jeju Free International City Development Center)													

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Part I

# New Asia for Peace and Prosperity

- Opening Remarks
- Welcoming Remarks
- Keynote Speeches
- World Leaders Session







# Opening Remarks

WOO, Keun-min

Governor, Jeju Special Self-Governing Province

Good Morning, Honorable Kim Hwang-sik, Prime Minister of the Republic of Korea, Gloria Macapagal Arroyo, former president of the Philippines, Qi Zheng Zhao, Director of the Foreign Affairs Committee, Chinese People's Political Consultative Conference(CPPCC), Distinguished representatives of governments from around the world, I warmly welcome all of you attending this Jeju Forum for Peace and Prosperity co-hosted by Jeju Special Self-Governing Province, the International Peace Foundation, and the East Asia Foundation.

It is our honor and privilege to have world leaders and prominent experts gather here. The keynote speeches for each session and the thoughtful contributions of panelists will make a great contribution to the Jeju Forum, which we hope will gain global recognition. Jeju is firmly committed to being an Island of Peace with a promising future that transcends the historical pain of the April Third Uprising. It was here that world leaders from the U.S., China, and the Soviet Union gathered for discussion on world peace, which I believe resulted in the establishment of peace in Northeast Asia. The Korean government officially declared Jeju as an Island of World

Peace in January 2005 and made it into a Free International City.

The center of the global economy is now rapidly shifting to Asia. It is estimated that the Asian economy will represent about 40% of the global economy by 2030, which will raise Asian standards to the level of world standards. We are fortunate to have a number of Chinese business leaders gathered here today. I sincerely hope that meetings between global leaders from China and Korea will provide the opportunity to discuss peace and prosperity that leads to a better future, to create a higher Asian standard, and to cooperate in economic management. Just as Davos, Switzerland is host to the World Economic Forum's annual meeting, I am confident that Jeju will become the birthplace of an "Asian Davos Forum".

We are joined today by Gloria Macapagal Arroyo, former president of the Philippines, representatives from Asian nations, and distinguished scholars and leaders from countries around the world including America, Europe, and Australia. Given this opportunity, I wish to suggest to you that, through the Jeju Forum, we share in the undertaking of the duties and responsibilities that will lead to cooperation and a harmonious co-existence in Asia, and peace and prosperity throughout the world.

The recent nuclear reactor crisis in Japan and North Korea's nuclear weapons development have made clear the importance of the preservation of life and Asian security issues. There is now a prevalent need for security, cooperation between neighboring nations and peaceful co-existence. In addition, we must stress the importance of efforts and collaboration by Asian countries to preserve our natural environment.

Honored guests, The Jeju Forum was designed to offer the opportunity for distinguished individuals to engage in meaningful discussions on a wide range of issues, including politics, the economy, the environment, culture,

women's issues, design and urban restructuring.

It is my sincere hope that the forum will generate substantial debate and suggestions regarding issues such as world safety, future development, peace in Northeast Asia, environmental conservation, the generation of new growth engines, free trade, economic networks, and the role of women in society. I also humbly request you to evaluate the new challenges and opportunities that would result from Korean reunification, which is of great interest to us.

Distinguished guests, as you have taken precious time out of your busy schedules to visit Jeju for intellectual discussion, I hope you also take this opportunity to enjoy the beautiful nature and ocean around Jeju Island, which is a contestant in the 'New 7 Wonders of Nature' contest. Thank you.

# Welcoming Remarks

GONG, Ro Myung  
Chairman, East Asia Foundation

I would like to extend a sincere welcome and greetings to all distinguished domestic and foreign guests who are joining us at the 6<sup>th</sup> Jeju Forum for Peace and Prosperity jointly hosted by the Jeju Special Self-Governing Province, the International Peace Foundation, and the East Asia Foundation. I would like to especially thank Prime Minister Kim Hwang Sik, Director of the Foreign Affairs Committee of the CPCCC, Zhao Qi Zheng, and former president of the Philippines, Gloria Macapagal Arroyo, for attending this significant meeting. Personally, it is a great honor to be here at the start of the 6<sup>th</sup> Jeju Forum for Peace and Prosperity which has grown from previous forums. I am also very happy to meet with you here in beautiful Jeju Island, especially at an important time for Jeju Island, which is competing for the ‘New 7 Wonders of Nature’ contest in November 2012.

An old Korean proverb says, “Every ten years can change the landscape of a country.” In keeping with this, Asia’s international status has risen far above where it was ten years ago. The economic growth rate of the region is historically unprecedented; accordingly, international politics and economics also face huge currents of change. The 6<sup>th</sup> Jeju Forum for Peace and

Prosperity, with the aim of meeting the demands of this time of change and re-establishing itself as a more comprehensive Asia forum, provides a stage for dialogue and communication on diverse ideas and opinions in broader fields. For Asians, having weathered and learned from the 1997 Asian Financial Crisis and the 2008 Global Financial Crisis, have proven their potential for sustainable growth, this forum will be a rich source of ideas that will enable them to convert themselves into “Asians in the Era of Globalization” — that is, “Global Asians.”

The East Asia Foundation, which I represent as Chairman, is a non-profit and for public-good foundation, established in 2005 and based on the philosophy of Hyundai Automobile Group Chairman Chung Mong Koo to build trust, promote peace and further prosperity through human and knowledge networks. The “Forum for Peace and Prosperity” is an important embodiment of that vision of the East Asia Foundation. The East Asia Foundation co-hosted the 3<sup>rd</sup> Jeju Peace Forum in 2005, the 4<sup>th</sup> Forum in 2007, and the 5<sup>th</sup> Forum in 2009.

I have no doubt that the 6<sup>th</sup> Jeju Forum for Peace and Prosperity attended by world leaders and intellectuals from various fields, will be a meaningful meeting to enhance mutual trust and collective wisdom to further peace and prosperity in East Asia. Through active and productive discussions, this meeting will be an invaluable opportunity for us to hear your insightful views.

Lastly, I would like to end my welcoming remarks by expressing my deepest gratitude to those who worked hard to make this 6<sup>th</sup> Jeju Forum for Peace and Prosperity successful, especially to all institutions and officials who organized and sponsored this conference and the participants who are here with us now. Thank you.

# Keynote Speech

KIM, Hwang Sik

Prime Minister, Republic of Korea

Honorable President Arroyo, former Prime Minister Han Seung-soo, Distinguished Guests, it is a great pleasure to again hold this forum for peace and prosperity on the beautiful Island of Jeju. Jeju is widely known for its beauty and is a leading candidate for designation as one of the ‘New 7 Wonders of Nature’.

I would like to extend my warmest welcome to all our guests who have travelled so far from around the world. I would especially like to thank Governor Woo Kun Min of Jeju Island, President Han Tae Kyu of the Jeju Peace Institute, and our officials who have worked hard to prepare for this event. In addition, I greatly welcome that this forum is firmly establishing itself as a comprehensive forum that is moving beyond addressing issues of peace and prosperity to discussing a wider range of topics, including environmental issues.

It has been said that the 19<sup>th</sup> century was the European century and that the 20<sup>th</sup> century was a period of Western dominance. Many now proclaim that the 21<sup>st</sup> century will be a time for Asia to shine. Asia is rising once again as the center of the world shifts from the Atlantic to the Pacific

and from the West to the East.

Following the 2008 Financial Crisis, Asia played a critical role in driving the global economic recovery and in the reform of global governance. In this process, East Asia, in particular, has played a major role and established a core presence in the G20. Therefore, greater expectations than ever before await the role of East Asia. However, the reality is that many challenges and problems lie ahead for East Asia as we seek to pursue peace and prosperity.

First, we must address the security threat from North Korea. North Korea, although suffering from chronic food shortages and international sanctions, has yet to renounce its military adventurism or its ongoing nuclear program. In addition to North Korea's sinking of the Cheonan naval ship and the shelling of Yeonpyeong Island last year, and its previous two nuclear tests, it has recently publicly revealed a Uranium Enrichment Program(UEP). Such North Korean adventurism poses a serious threat that disrupts peace and stability on the Korean Peninsula as well as in the entire region. Resolving regional instability is our top priority. However, due to the lack of institutional arrangements for the pursuit of political and military trust and cooperation, security concerns compounded by a burgeoning regional arms race still weigh heavily on our region.

Unique historical experiences such as the scars from colonial rule, ideological indoctrination, and territorial conflicts remain as seeds of conflict and distrust among nations in the region. Non-traditional threats such as climate change, natural disasters, energy and food security, terrorism, cyber attacks, and narcotics trafficking, are new sources of regional security challenges.

The economic challenges also cannot be ignored. Due to a high level

of foreign dependence, the East Asian economy is feeling a direct impact from the uncertainty in the world economy. Insecurity in the Middle East and North Africa, continued global imbalances, and the spread of a financial crisis in Europe, cast shadows of uncertainty on the East Asian economy. Addressing the development and growth gap between countries is a vital task for the achievement of a common regional prosperity. In East Asia, there are developed countries in which the GDP is more than \$30,000 USD per capita; however, in some least developed countries the average person lives on less than \$1 per day.

The era of Asia must be an era of hope. It is imperative that we move beyond confronting challenges to proactively engage them. First, we must realize the goal of a denuclearized Korean Peninsula and prevent North Korea from continuing any further provocations. We are always willing to talk with North Korea with an open mind, and it is our sincere hope that there will be productive discussions on denuclearization through the Six-Party Talks. However, Six-Party Talks should be resumed to bring about progress on denuclearization and not just for the sake of talk. North Korea must demonstrate its sincerity through inter-Korean dialogue.

President Lee, on his visit to Germany on May 9<sup>th</sup> stated that “If North Korea firmly agrees to denuclearization with the international community, I am prepared to invite Kim to the Nuclear Security Summit in the spring.” We urge North Korea to commit to the clear and early implementation of our proposal on denuclearization. North Korea must recognize that abandoning its nuclear program and joining the international community is the only way for North Korea to be guaranteed a bright future.

Second, we must build an institutional mechanism to effectively respond to regional security concerns and discuss security issues on a regular



basis. The mechanism of the Six-Party Talks(which a responsible attitude by North Korea is an essential prerequisite) and the “ASEAN Regional Forum”(ARF) for multilateral security cooperation in the region, may serve as valuable catalysts for regional peace and stability. In addition, we must continue our efforts to promote democracy and human rights. We must institutionalize and strengthen cooperation to cope with unconventional, transnational security threats such as terrorism, natural disasters, and climate change.

Combining our efforts for a prosperous East Asia is equally important. The starting point for this is to expand the regional Free Trade Agreement network. The Free Trade Agreement between ASEAN countries and Korea-China-Japan has acted as a catalyst for East Asian economic cooperation. If the framework of ASEAN+1 acts as a line of longitude and the FTA among Korea, China and Japan(which account for 17.6% of world trade) act as a line of latitude, then the FTA network in East Asia will become denser. This is expected to facilitate further discussions on economic integration among regional states.

Korea has so far signed Free Trade Agreements with 45 countries. Among the East Asian countries, the FTAs with ASEAN countries and India are already in effect; in addition, we are currently engaged in discussions with China and Japan. FTAs are expected to revitalize trade and investment, as well as the enhancement of transparency in the regional economy. I hope that Korea’s promotion of FTAs will serve as a foundation for the promotion of economic co-prosperity in East Asia.

East Asia should be an area of co-existence where all share in the fruits of prosperity. To this end, the Millennium Development Goals(MDGs) in our region must be achieved and joint efforts are needed to bridge the

development gap among countries. South Korea rose from the ashes of a civil war in half a century to become a donor nation. Therefore, Korea acutely recognizes the value of international assistance, more than any other country.

In 2009 we joined the OECD's Development Assistance Committee (DAC), and plan to expand the scale of ODA by threefold(compared to 2010 levels) by the year 2015. First, we are willing to support the region by sharing our successful development experience with East Asian countries. In addition, we played a leading role in the Seoul Development Consensus at the G20 Summit last year, and this year, we are planning to hold the Fourth High Level Forum(HLF-4) to find ways to ensure that East Asian countries can contribute to the development of a global development partnership.

The basis for prosperity in East Asia should be Green Growth and sustainability. In 2008, President Lee Myung-Bak announced a "Low-carbon, Green Growth" strategy. Through the 'East Asia Climate Partnership' program, we have supported green growth policy in the region, such as the development of renewable energy. In June of 2011, we established the Global Green Growth Institute(GGGI) to support the reduction of greenhouse gas emissions. Further, we have contributed actively to the adoption of "the OECD's Green Growth Strategy Report," and based on this report, the "OECD Green Growth Strategy" was launched at the OECD Ministerial Meeting held in France earlier this week.

As an aspiring leader in green growth, Korea is seeking to host the 18<sup>th</sup> Conference of the Parties to the UN Framework Convention on Climate Change(COP18). The pursuit of the 'Smart Grid Demonstration Project' here on Jeju Island is also one of our major efforts. In my keynote speech

at the “Boao Forum” last April, I stressed the need to achieve inclusive growth and inclusive development in order to solve the problems of the polarization of wealth and to promote sustainable growth. It is expected that under the vision of ‘Prosperity in Asia’ a comprehensive and balanced approach will be taken, one that encompasses environmental protection, job creation, and bridging the development gap between nations.

East Asia is a region with great potential. Korea-China-Japan and ASEAN countries account for 31% of the world’s population, 20% of total GDP, and 22% of total global trade. In order to tap this potential, it is essential to build a stable security system and regional economic integration as well as further a community established on peace and prosperity.

We must put in place an institutional framework to resolve conflicts and disputes, eliminate restrictions on international trade and investment activities, and further increase mutual understanding by diverse cultures and societies. In addition to addressing regional issues, the future Asian community should embrace an open and progressive approach that addresses global problems in order to promote mutual prosperity across the entire international community.

The 4<sup>th</sup> Korea-China-Japan Summit held in Tokyo last week, as well as the ASEAN+3 Summit, APEC and various other forms of regional cooperation, are all expected to contribute in a mutually complementary way for the development of an Asian community in Asia.

Korea seeks to promote the development of the East Asian community and make every effort to help establish peace and prosperity in East Asia. Korea also hopes to actively play its part in contributing to the solution of global problems. I look forward to many constructive opinions and lively discussions during the next two days. Thank you.

# Keynote Speech

Gloria Macapagal ARROYO

Former President, Republic of the Philippines

Prime Minister Kim, Governor Woo, Director Shou, Mr. Chairman of the East Asia Foundation, and ladies and gentlemen. I thank the Jeju Peace Institute for inviting me to be among the keynote speakers for this forum on the New Asia for Peace and Prosperity. This current theme cannot be more timely at this juncture in the history of the region and the world. In the past half century, Asia has transformed from an impoverished Cold War battleground to a global economic juggernaut.

After the Americans left Vietnam in 1975 and the Russians relinquished Central Asia in the 1990's, our region has been blessed with rapidly spreading prosperity. In China and India, economies are doubling in size every half dozen years; lifting poor people by the tens of millions into a better life. East Asian smaller economies have rebounded from the global recession; Japan too, except for the devastation and disruption caused by the March 11 earthquake.

Meanwhile, North America and Western Europe remain mired in financial woes that hold back recovery and limit future gains for next economies in Latin America and Africa. The Asian Development Bank says

that if Asia continues to grow on its current trajectory, by 2050, it could account for more than half of the global domestic product trade and investment and enjoy widespread prosperity afterwards. This six-fold rise in income would be similar to current European levels. It thus holds the promise of bringing affluence for 3 billion additional Asians. Asia would regain its dominant global economic position held some 250 years ago before the industrial revolution. Some have called this possibility, the Asian Century.

The upcoming Asian Century calls for a new vision for Asia. A new vision of Asia's growth, that leads to the prosperity and development of the world economy. A vision for Asia where chronic poverty is marginalized and the marginalized become part of a robust middle class, a new vision of Asia that drives its economies to a first world status within 20 years, a vision of Asia with improved efficiency of natural resource use, a vision of Asia with a decrease in the disparities across countries and sub regions, a vision of Asia with a minimal carbon footprint, and a vision of Asia with whole models of a modern society where institutions are strong. In some, the new vision for Asia should be one where economic growth is able to sustain the social and environmental fabric in a responsible manner. Asia's present trajectory gives me confidence, I am optimistic that it should be well on its way to achieve this vision of prosperity. The growth engine of Asia can promise robust economies and lift up the poor; it must.

As our economic engines drive all of Asia to a first world status, we must not do so by surrendering the battle for the poor or at the expense of our environment. As a region, we have the chance to get it right. We can realize the best profits of development, while avoiding the mistakes of modernization that have plagued many nations. We must use every tool

available to us, education, technology, and micro finance, to lift up the poor and achieve equitable sustainable growth.

The Philippines is a case in point. My country needs to continue to develop a larger manufacturing base along with improving our service economy to create good jobs. At the same time, we must also become more self-sufficient and cost-effective in our energy consumption. We can do both through innovation, proper policy planning, a united political governance, and civic leadership.

For some time, I was the president of the Philippines. We launched a bio fuels program. It relied on investment and innovation to create jobs, skills, and self-reliance while keeping our environment clean. In this case, our model was Brazil because bio development needs bio fuels. We must continue to learn around the world and in our region.

In our region, we have much to learn from China as a model for development. China's remarkable rise reflects the promise and challenge of the world in which we live. China has unleashed the human potential of a vast citizen league for effective use of technology, science, and engineering. We have seen their dramatic growth, lifting millions of people out of poverty and catapulting their nation squarely onto the world stage as a new and responsible global power. As a result, China is the fastest growing country in the region and the world. It presents a significant opportunity for the region.

Certainly, this was also true for the Philippines during my term as president. During my administration, our overall relations with China became more confident, mature, and comprehensive, punctuated with substantial and important projects and the deepened exchanges in a number of areas that included trade and investment.

China became our sincere trading partner with whom we developed a substantial trade surplus. In terms of mining, China is one of the world's biggest consumers of metals. For the Philippine mining industry, this represented significant opportunities in terms of mineral exports, particularly at a time when we were looking to develop one trillion US dollars worth of mineral reserves across the country. From the Philippine experience, we can say that a rising China is more of an opportunity than a tangible threat.

During my administration as president, Texas Instruments decided to invest 1.7 billion US dollars to build a world-class fiber plant in the Philippines, instead of China. However, China has invested heavily in our electric power sectors. To cope with the competition for investments, my administration invested heavily to improve the quality of the nation's human resources, lower the cost of doing business, develop efficient access to financing, and build a seamless infrastructure network.

Another opportunity for prosperity and peace in Asia would be the eventual unification of North Korea and South Korea. This unification will lead to better lives on both sides of the demilitarized zone. Studies indicate that Korean reunification in the short term will first result in an economic downturn, but in the medium and long term, it will be followed by a rebound as South Korea rebuilds the North's economic productivity and income level. Yet, the people of North Korea suffer right now and live under the uncertain specter of a nuclear issue that must be resolved. The denuclearization of the Korean Peninsula is a key to attaining long-term peace, progress, and stability throughout our region. I hope that the recent visit of the North Korean leader to China will contribute to a peaceful and a diplomatic solution to the nuclear standoff. North Korea should return to the negotiating table for the greater benefit of peace and stability in the

region. The whole region should stand ready to provide any assistance that will facilitate a diplomatic resolution to this issue.

I have a personal interest in seeing a peaceful Korean Peninsula. In 1950, when Korea found itself embroiled in an ideological warfare that pitted brother against brother, my father, the late president Diosdado Macapagal was still a congressman. It was he who authored and sponsored the congressional resolution to send troops to Korea and made the Philippines one of the first countries to send soldiers to help the freedom loving people of South Korea.

My father's congressional resolution premised the success of the United Nation's action in Korea and as the best hope and security for the maintenance of world peace. In sending troops to the Republic of Korea to assist the United Nations, the Philippines would be participating in its own defense. The Korean government recognized my father's contribution to that effort. A few years after he left the presidency in 1965, the Korean government officially invited him to honor him with a decoration.

We were with the people of South Korea during the Korean War. We both shed blood and sacrificed lives for a common dream of freedom. South Korea won its freedom and prosperity with the help of friends like us and I am glad that we still remain such good friends.

During my administration, the relationship between Korea and the Philippines reached a new level of vibrancy. I made a state visit to Korea in 2003 and an official visit in 2009. President Noh Muhyeon made a return visit in 2005. Approximately 50,000 Filipinos have found a second home in South Korea as professional students, workers, missionaries, and spouses of Korean nationals.

During my state visit in 2003, we signed a MoU on the employment




permit system for overseas workers implemented in 2004. The Philippines was the first to avail themselves to the benefits of this program. In turn, there are 300 thousand Koreans in the Philippines and South Korea is our top source of tourists. The Philippines have become an affordable alternative for Korean students who travel abroad to further their studies in English. Korean soap operas and Korean pop culture like the movie 'Nobody' are huge hits in the Philippines.

During my administration, the Philippines was a regular transit point for those who wish to leave North Korea and come to live in South Korea. In addition, during my administration, Korea became one of our largest investors with billions of dollars invested particularly in shipbuilding, power, energy, electronics, and tourism. Korea has become a very important source of official development assistance for the Philippines that includes some of our most important highways and airports.

I come here once again on a visit to Korea on this beautiful island of Jeju, a symbol of peace and prosperity. I am filled with a hope that the people of the Republic of Korea and the people of the Philippines continue to join hands and continue to build upon our gains toward an Asia full of peace and prosperity. It is with great sincerity that I hope and wish that the Jeju Forum becomes a notable venue that brings Asian minds together to bring about the Asian Century.

# Opening Ceremony Synopsis



- **Opening Remarks**

WOO, Keun-min(Governor, Jeju Special Self-governing Province/Chairman, Organizing Committee of the Jeju Forum)

- **Welcoming Remarks**

GONG, Ro-Myung(Chairman, East Asia Foundation)

- **Keynote Speeches**

KIM, Hwang-Sik(Prime Minister, Republic of Korea)

Gloria Macapagal ARROYO(Former President, Republic of the Philippines)

ZHAO, Qi Zheng(Director, the Foreign Affairs Committee of CPCCC)

## *Opening and Welcoming Remarks*

Governor Woo Keun-min expressed his gratitude to all the participants for accepting the invitation to come to Jeju, world renowned leaders for sharing their insights and experiences on how to chart the future development of Jeju, and, co-organizers and partners such as the International Peace Foundation and East Asian Foundation for their continued support to further develop the Jeju Forum into a leading international policy dialogue in Asia. In his Opening Speech, Governor Woo highlighted

two points: (1) the role of Jeju in the world and (2) the future direction of the Jeju Forum. As for the role of Jeju, Governor Woo posited that Jeju would play a significant role towards the future of the world. He prided that Jeju had become an international free city, one of the Seven Wonders of the World, a symbol of peace and the future when it was designated an Island of World Peace in 2005, and a place of discussion for the US, China, Russian Federation, among other role players on the future order of peace.

Governor Woo believes that the self-governing character of Jeju is an appropriate platform where government strategies can be best enabled and realized. However, as for the future direction of the forum, Governor Woo envisions that the Jeju Forum must discuss ways to cooperate, co-exist, and the roles and responsibilities of each state to improve world peace and prosperity. The importance of peace and security as one of its agenda, he said, could never be ignored in view of the recent catastrophe brought by tsunami in Japan that destroyed its nuclear facilities, and the alarm and distress from the nuclear provocation of North Korea a year ago.

Governor Woo hopes that the Jeju Forum will become a venue and opportunity to discuss various areas in politics, economics, culture, environmentalism, the role of women, urban design, and regeneration. It shall spawn fruitful discussions on peace in the East Asian Region, environmental protection, development of new growth engines, free trade networks, role of women, world stability, future global development, and opportunities and challenges towards the reunification of the two Koreas.

Governor Woo envisions that the Jeju Forum will evolve into an Asian version of the World Economic Forum of Davos, Switzerland. He describes that the center of world economy has been shifting towards Asia and by 2030 Asia would represent 40% of the world economy. He then

contends that the standards of Asia would become the standard of the world. He aspires that there is great opportunity that the Jeju Forum shall advance to such a state.

In his Welcoming Speech, Chairman Gong Ro-Myung expressed his gratitude to the participants, co-organizers, world leaders, and the people of Jeju Island. He further hopes that Jeju would be able to realize its goal to become a new member of the Seven Wonders of the World this November. Chairman Gong reiterated that the East Asia Foundation would continue its relentless support to the Jeju Forum as a venue for building trust, promotion of peace and prosperity through human and knowledge network in Asia and eventually to the rest of the world. He describes that Asia had successfully survived the 1997 regional financial crisis and the 2008 world economic crisis; and, contends that Asia has now the advantage and potential for sustainable growth. Chairman Gong then envisions that the Jeju Forum would become a bank of ideas and eventually become as an established venue for regular dialogue in Asia.

### *Keynote Speeches*

Prime Minister Kim Hwang-Sik envisions that Jeju will continue as an important tourist destination as well as, more importantly, become one of the 'New 7 Wonders of Nature'. He posits that the Jeju Forum would further evolve into a comprehensive forum moving beyond peace and prosperity to include a wider range of topics such as environmental issues. In his Keynote Speech, Prime Minister Kim shares two visions: (1) the rise of Asia and (2) role of East Asia. He describes that the 19<sup>th</sup> century was the

period of Europe, the 20<sup>th</sup> marked western dominance, and that the current century would be the time for Asia to shine. He contends that Asia is a rising center of gravity in world affairs that shifts from the Atlantic to the Pacific and from the West to the East. He stresses that Asia has been leading the world economy since the 2008 Global Economic Crisis. He believes that Asia's rising influence in world affairs has provided East Asia an opportunity to become influential as well. East Asia now, he said, is a region with great potential and represents the leading economic drivers of the G20. Korea, China, Japan, and ASEAN account for 31% of the world's population, 20% of the world's GDP, and 22% of total trade. To tap such potential, Prime Minister Kim suggested: (1) The building of an institutional security system and framework to resolve conflicts and dispute. (2) Strengthening regional economic integration through the elimination of restrictions on free trade and investment activities. (3) The mutual understanding of culture and societies through regional cooperation forums such as the Korea-China-Japan Summit; ASEAN+3, APEC, among other policy dialogue mechanisms.

Prime Minister Kim stresses that the rise of Asia may be challenged by a variety of problems. (1) Security threats from continued military adventurism and nuclear program development by North Korea that create tension in the Korean Peninsula as well as regional instability. Such problem persists due to the lack of institutional cooperation for the pursuit of peace in East Asia compounded by an arms race and territorial conflicts in the region. (2) Nontraditional threats such climate change, natural disasters, food crisis, energy needs, terrorism, cyber-attacks, drug trafficking, among other new sources of insecurities. (3) Economic challenges such as dependence from foreign direct investment and a growth gap between the

countries.

Prime Minister Kim recommended a three-pillar strategy towards these multitudes of challenges. First, pursue the denuclearization of North Korea and the abandonment of its nuclear program through the resumption of Six Party Talks. Second, build an institutional mechanism to effectively respond to regional security concerns on a regular basis (the Six Party Talks is an essential pre-requisite as well as participation in the ASEAN Regional Forum). Third, promote inclusive growth & development by avoiding polarization of wealth and institute comprehensive and balanced strategy that would address environmental protection, job creation, bridging development gap. Prime Minister Kim prides that Korea is leading the green growth and sustainability strategy through the pursuit of a smart grid in Jeju and the establishment of the Global Green Growth Institute. It will further host the 18<sup>th</sup> Conference of Parties to the UN Framework for the Convention on Climate Change.

Director Zhao Qi Zheng shares his insights on the current conditions and future of Asia, the rapid and export oriented growth in East Asia, skepticism of Chinese attitudes towards North Korea, and the increasing dominance of China in world affairs. He further stresses that China will continue to support the Jeju Forum and envisions that it will soon evolve into a Global Forum.

First, according to Director Zhao, Asia's influence is rising: it shelters the BRIC and 2.5 countries and accounts 27% of the global GDP in 2010 (projected to become 50% in 2030). Through active cooperation and political interdependence, he stresses that Asia will achieve remarkable growth towards such direction that will allow it to eventually rise above Europe and the rest of the Atlantic that dominated economic activities for

many decades.

Second, Director Zhao recognizes that Asia's rising influence may be attributed to the rapid and export oriented growth in East Asia. It could never be contested that the leading economic drivers of Asia today are in the East Asian region: China, Japan, and Korea. Among them, he explains, China came late as its liberalization and open policy only started in the 1980s. He further contrasted the different patterns of growth between China and Japan. According to him, China's GDP is the second largest in the world; however, its per capita GDP remains 100<sup>th</sup> in the world. Japan's GDP, he said, is the same as China. However, he contrasts that Japan's GDP comes mainly from the high-tech industries, service industries, and heavy industries, whereas, China's GDP comes from menial and labor intensive industries. He further describes that China's outside investment is 45% of its whole economy, while other countries only account for 15%. In the long-run, Director Zhao shares that China intends to lessen its dependence on labor-intensives industries and will develop high-tech industries. China will further increase its investment in health care and education and will play a significant role to develop strategies to curb terrorism, enhance environmental protection, prevent drug trafficking, and realize green growth.

Third, skepticism on the attitudes of China towards North Korea still prevails and remains a persistent cause of distrust for the Chinese government. Director Zhao admits that China is continuously supporting North Korea in addressing its problems on food shortages and intermittently in dialogue with its leaders. He explains that such close ties have a strong foundation as China and North Korea share the same history and traditions that other countries cannot understand. Through such shared experiences,

Director Zhao stresses, China has a limited discretion in that it continuously utilizes in a constructive way. The late Kim Jong-il's visit to China, he said, was North Korea's effort to learn from the open policy of China. Director Zhao explains that such circumstances must be viewed as a positive effort by a North Korea that is gradually willing to be engaged. He emphasizes that China has been supportive on the resumption of the Six Party Talks and discussions on the denuclearization of North Korea. China is further hopeful that through the resumption of dialogue, Japan and Russia would soon yield an influence on North Korea. Director Zhao explains that China has to have a balanced view and position on North Korea so that the resumption of the Six Party Talks can be utilized as a constructive forum for all parties concerned. He cautions that China will not set the standard for building the structure for maintaining peace in the region.

Fourth, there is an apprehension that China is becoming too powerful in the region and that the Chinese standard and model may soon be imposed on others. Director Zhao strongly reiterates that China is not going to dominate the entire world. The current developments, he explains, only foster the renaissance of a culture and values that are unique and distinct to China and that cannot be imposed on others. There may be a perceived dominance of China, he stresses, but one cannot just mimic the structure of other countries. It would be very beneficial to first benchmark in the region. He exemplifies that Japan and Korea's industrial development and complexes are more dynamic and rapidly growing compared to China. If one looks at China itself, he describes, it has many issues on labor, social welfare, education, judiciary, social order, and housing. China, he adds, has border issues that are quite different and more complicated than the US. Unlike the U.S. that only shares its borders with Mexico and Canada,



China shares its borders with 20 countries, some of which have nuclear capabilities such as Japan, North Korea, Pakistan, and Russia. Director Zhao then concludes that China's apparent power and dominance in the region may be overstated as its own geography itself creates intricate conditions.

Former President Gloria Macapagal Arroyo expressed her gratitude for allowing her to share the Philippine experience for the development of Jeju. Her remarks focus on the inevitability of an Asian Century that the region has spawned and truly deserves. Jeju Island, she said, as the Symbol of Peace and Prosperity shall become a venue for Asian minds to come together to chart the Asian Century.

Former President Arroyo believes that the Asian Century has begun. This is evident from the rapid transformation of East Asia and its continuous economic prosperity while North America and Europe remain in a financial quagmire and uncertain economic recovery. She supplemented such observations by citing the Asian Development Bank's projection that, by 2030, Asia will account 50% of the world's GDP. She then contends that Asia is regaining its Pre-Industrial Revolution dominance of some 250 years ago. Former President Arroyo explains that the inevitable Asian Century requires a new vision of Asia: new growth engines towards the development of the world economy so that poverty is marginalized and the marginalized develop into a robust middle class, new economic drivers leading each country to a first world status, a responsible carbon footprint, natural resource use efficiency, a modern society where public institutions are strong, and economic growth that would be able to responsibly sustain the social and environmental fabric. Through the positive trajectory, Former President Arroyo stresses that the growth engines of Asia can lift up the

poor as there are various development practices on education, technology, industry, microfinance that can be further enhanced. In the Philippines, she exemplifies that her government developed strategies to strengthen and enlarge the manufacturing sector along with the booming service sector that spawned job creation, self-sufficiency, and cost-effective energy consumption. Adopting the Brazilian Model, her government further instituted a bio-fuel program that increased investment and technological innovation while keeping the environment clean.

Former President Arroyo posits that China's rising influence in the region and the world is an opportunity rather than a threat for the Asian Century. She believes that China, being the fastest growing global economy has set off new and remarkable standards and models to unleash innovations in technology, science, and engineering. She stresses that the Philippines has benefited from China's development. China has become the number one trading partner of the Philippines with a subsequent trade surplus. China's increased metal consumption has given the Philippines an opportunity to venture into mining where it has developed and exported its mineral reserves and resources to China. China has further invested in electric power transmission and built a seamless energy network infrastructure.

Former President Arroyo envisions that the inevitability of Asian Century will further create opportunity for the reunification of the two Koreas. She shares the reservation that reunification may result in short-term uncertainties; however, she is optimistic that there will be prosperity in long-term scenarios where South Korea lifts North Korea into a rapidly growing economy. Former President Arroyo explains that a short-term economic downturn will be expected, but this can be countered by assistance from regional allies and partners. One challenge, she said, that may constrain

them to provide assistance are the unresolved nuclear issues of North Korea. Reunification of the Korean Peninsula, she stresses, must find peaceful and diplomatic solutions to pursue denuclearization. Once these issues have been addressed, she assures that the Philippines will provide international assistance to Korea so that it will be able to cope with the initial challenges of reunification. She explained that the Philippines' special relationship with Korea could be traced back as early as the presidency of her father President Diosdado Macapagal, which she further improved during her incumbency. During the term of her father, Former President Arroyo prided that the Philippines was one of the countries who responded to the call of the United Nations to send military force during the Korean War. Then during her incumbency, Philippines-Korea relations became stronger and better. According to her, South Korea provides the largest number of investors for shipbuilding, power, energy, tourism, and electronics in the Philippines. South Korea's Official Development Assistance is often used to finance highway and airport infrastructure development; in addition, South Korea has become a second home to 50,000 Filipino overseas workers. She commented that there are 300,000 Koreans in the Philippines as investors, students, or tourists. The Philippines, she said, has become an alternative and affordable choice for English education; in addition, it also serves as a transit point for those who wish to leave North Korea.

# World Leaders Session



- **Moderator**

PARK, Jin(National Assemblyman)

- **Panelists**

Gloria Macapagal ARROYO(Former President, Republic of the Philippines)

HAN, Seung-Soo(Former Prime Minister, Republic of Korea)

This plenary session focused on issues that concern Asia's growth engines for prosperity, economic cooperation among Asian countries, and the establishment of an Asian Free Trade Area. The session was chaired by Hon. Park Jin, Assemblyman of the Korean National Assembly.

## ***Presentation***

The first Speaker is former Philippine President and now Congresswoman Gloria Macapagal Arroyo. Arroyo opened her presentation by pointing out that the growth engines of Asia can lead the development of the world economy in the 21<sup>st</sup> century. According to a report by the Asian Development Bank, if Asia continues to grow on its recent trajectory, it could by 2050, account for more than half of the global GDP and its per

capita income could rise six-fold and be on par with current European levels. As such, this prospect holds the promise that Asians will be affluent and regain the dominant economic position held 250 years ago before the Industrial Revolution, and may lead to the Asian Century. However, while this outcome is plausible, it does not imply that the path ahead is to just do more of the same. According to Arroyo, for Asia to realize the Asian Century there needs to be many improvements that include national strategic and policy changes, collective regional action to bridge national and global agendas, and Asia's increased interaction with the global community.

In regards to national strategies, one of the most important challenges for Asia is to ensure that economic growth will sustain social and environmental fabric in a responsible manner. As the economic engine drives Asia to first world status, Arroyo iterated that it must not do so at the expense of the poor or the environment. There must also be collective regional action enhanced by the interdependence of Asian economies. Currently this regional interaction is to replace export dependence on America and Europe. Asia should also welcome the emergence of China as major power that has caused a surge in economic growth and development in the region. In the Philippines for example, it has benefitted from the rise of China and provided a good market by investing billions in Asia. Internal market demands have also had positive impacts on Asia such as the creation of jobs and investment. With this, China's obligation to the international community also increases separate from its obligations to its own citizens. Its ascendance into the world stage has implications for economic development as well as sustainable environmental management and the maintenance of regional and global stability.

Within Northeast Asia, Korea, Japan, and China should maintain strong friendly relations. ASEAN also hopes for stronger integration with Japan, China, and Korea as it takes several steps forward towards a regional community by 2015 such as the creation of the ASEAN Charter that highlights the Association's pledge to become an integrated economic bloc and a single market with a free flow of goods, common standards, a stable policy environment and strengthened connectivity. It is hoped that this integration will bring long-term peace to the peoples of ASEAN and strengthen domestic ties. ASEAN has also forged free trade agreements with Japan, China, Korea, and India that will strengthen partnerships on the economic front.

Arroyo then posits a question: With Asia as the growth engine for development and with its increasing interdependence, is not it time for an 'Asian identity' to harness Asia's potential and give the pan-Asian region more voice in shaping the global economic order? According to her, the best way for cooperation is to think outside the regional context, outside ASEAN, ASEAN+3. Another question is, will Asia be stronger with a more united region in an Asian community that will strengthen the economy and regional security prosperity. It is essential that vital alliances be formed to strengthen the world and an Asian community is a bold step in that direction. An economic community in Asia that is wide in scope will maximize growth, trade, and investment opportunities; in addition, it may help address the risks towards an Asian community. This may include open markets, support for multilateral trading systems, and the objectives of the Doha Round, increase capital investment flow that could address currency volatility, strengthen credit markets, and develop surveillance mechanisms. There is also a need to consider macroeconomic policy

coordination to sustain the growth engines of Asia. To conclude, Arroyo stressed that the Jeju Forum could be the venue for percolating this idea in the future. This can be an innovative contribution of the Jeju Forum. When the time comes that we achieve this community, we can recall that the Jeju Forum had a great contribution to this idea and implementation.

The second speaker is former Prime Minister Han Seung-soo of Korea. He recalled that he was Korea's Foreign Minister during the 1<sup>st</sup> Jeju Forum. It has since then made great strides and prospered in its advocacy to rapidly become an influential regional forum. His presentation focused on the path that Northeast Asia may be headed on, the critical issues that shape intraregional dynamics, and how to conceptualize a closer cooperative association related to climate change challenges. He pointed out that visible and invisible forces could be critically important for the establishment of a new Northeast Asia. In the 19<sup>th</sup> century, cataclysmic changes characterized the region. The Sino-centric world order had prevailed and so are the great powers of Europe and US. However, the rapid decline of the Chin dynasty and subsequent rise of Japan meant that China's role as the epicenter of the Northeast Asian order was being supplemented by Japan who had successfully implemented social, political, and economic reforms as well as acquired advanced military technology. Power transition affected domestic politics within countries as well as Northeast Asia's geopolitics. This paved the way for the Sino-Japanese War of 1894, Russo-Japanese War of 1904, and, World War II. The 19<sup>th</sup> to mid 20<sup>th</sup> century conflicts were the picture of the regional order: the Opium War to the foundation of the People's Republic of China in 1949 has been referred as the 'Century of Shame'; for Korea, the loss of sovereignty through colonization by Japan and forced partition and the Korean War continue to resonate even today. Japan's war

with China and Russia compelled it to reshape Asia into a Great East Asia Co-Prosperty Sphere that was crushed by the allied powers in WWII.

Han pointed out that in a span of two generations East Asia has risen from the shadows of war and poverty to become an important economic political center. Northeast Asia has become one of the principal economic engines of the global economy. China is now the second biggest economy in the world; in addition, Korea has transformed into a robust economy. Northeast Asia will continue to expand because of the fast growing Chinese economy, and will continue to play an important role as the economic engine of Asia and the world, as well as in the globalization of Northeast Asia. Despite growing interdependence and transnational issues calling for a collaborative approach, Han argued that the path to a sustainable institution for cooperation in Northeast Asia is still with obstacles. Common problems exist such as low levels of confidence, lack of a common identity and conflicting views on historical issues, North Korean nuclear ambitions, territorial disputes, distortion of regional history and insensitivity by nationalistic leaders that are an affront to the sensibilities of neighbors who suffered under their rule.

In this regard, healing the wounds of history and achieving reconciliation is a challenge for Northeast Asia. Europe provides an example for reconciliation, confidence building, and cooperation that eventually led to integration. European integration paved the way for reconciliation, and idealist leaders such as Charles de Gaulle and Konrad Adenauer were brave enough to try a new path and change the course of history. Northeast Asia, in contrast, is still in a security dilemma: the power reconfiguration presented by a rising China, a consolidating Russia, a reasserting Japan, a nuclear program-developing North Korea, and the US renewed commitment



to the region. Experts agree that in the coming decades, China will constitute the single most critical strategic factor in Northeast Asia and beyond as it continues to enjoy economic growth. Yet according to Han, weaknesses such as state enterprises and disparities between urban and rural areas, coastal and inland regions, and rich and poor still make China vulnerable. Against this backdrop, Han shared his views on how to conceptualize the formation of a greater cooperative community in Northeast Asia with particular reference to the challenges of climate change.

The governments of China, Japan, and Korea have forged trilateral cooperation agreements in trade, investment, finance, education, and energy. The first Korea-China-Japan Meeting in Fukuoka in 2008 is considered a milestone, as it is the first time in history that their leaders came together to form their own summit. Leaders have committed to continue on a regular basis that is hoped to develop cooperation to a higher level. While Han welcomes these significant developments, he wants to see more focus on common crucial issues. He related how the Industrial Revolution expanded economies across the globe and how carbon-based fuels were the driving force behind continued economic prosperity. However, the impacts of carbon emissions have long been neglected. Three countries' greenhouse gas emissions are higher than their share of global GDP — China contributes 21% of total global emissions. Japan is the 5<sup>th</sup> largest emitter, Korea 7<sup>th</sup>, Russia 3<sup>rd</sup>, and India 4<sup>th</sup>.

Han shared various programs that Northeast Asian countries are doing in response to global environmental problems. Korea has implemented various policies to expedite the shift from fossil-fuel dependent growth to quality oriented low carbon growth since 2008. China and Japan have also been doing their share for energy efficiency and reducing emissions. He

also mentioned the necessity of policy coordination among three countries, since every issue and policy is affected by changes that are beyond domestic controls. Climate change is a good example of how to internalize externalities that have become a major test that every nation must face. In the absence of united resolve, issues such as climate change will never be tackled successfully. When cooperation happens, it will have a huge synergy impact and is why these countries need to cooperate. He also notes that it is worth considering the promotion of green growth as a priority for regional cooperation and the creation of channels and dialogue in the form of a Northeast Asia Green Growth Cooperation where a development of green technology should be a key objective. This can also be extended to ASEAN and beyond. He shared his recent visit to Denmark where an agreement to forge an alliance between Korea and Denmark was signed, the first of its kind in the world which can eventually be incorporated within the desired green growth cooperation mechanism.

In conclusion, Han pointed out that Asia stands at a critical juncture in the history of humanity, marked by progress and challenges. We must not be afraid of crisis but hope that Northeast Asia will embark on a pioneering effort to explore the new frontier of cooperation through green growth and present viable solutions to the challenges that confront Northeast Asia and the world. He also hopes that this forum will lay a solid groundwork as a major regional forum for creative discussions on peace and prosperity in Northeast Asia and beyond.

## *Discussion*

An open discussion followed the presentation with questions and issues raised such as:

- potential and obstacles in moving towards closer community building vis-à-vis the European Union(EU)
- challenges and opportunities that the rise of China will bring in community building, as well as use the US which has proposed that a transpacific partnership should be the common agenda to be discussed within the Asia-Pacific region
- recent changes in Northeast Asian political and economic conditions, such as the recent meeting of three Northeast Asian countries and the nuclear disaster in Japan, and how such changes are perceived by ASEAN countries in relation to moving towards FTA agreements
- the impact of Fukushima in terms of the peaceful use of nuclear energy in Asia as well as nuclear safety regulations
- perspectives in regards to relations between North Korea and China, where is North Korea is going, and how can the Korean Peninsula be unified peacefully in the future;
- the Kyoto protocol and prospects for a new international agreement to address climate change
- the role of cultural interchanges in Asia for community-building, especially in relation to the Korean wave

In regards to community building, Arroyo states that as far as ASEAN is concerned, it has a very cohesive organization and hopes to achieve its 2015 single market target. In the case of the present day EU, before it was EU it was the European Community, and that is where ASEAN is headed

in 2015. ASEAN countries want to eventually move beyond that. She added her idea of moving beyond ASEAN to a greater Asia because we are the only continent that really does not have a continent wide organization like the African Union(AU) or the Organization of American States(OAS). The potential of Asia can be more fulfilled if we look into the wider pan-Asian region. However, obstacles exist such as heterogeneity as compared to other regions, differences in ethnic identities, colonial history, social organizations, forms of government, and different religions. However, ASEAN is the same thing and it is able to forge a regional community. What is needed according to Arroyo is somebody to convene it like how ASEAN convened ASEAN+3 and the East Asia Summit, and that the Jeju Forum could be a percolator for that. For Han, the integration process in Asia is rather slow compared to Europe, where soon after WWII and within 5 years they signed the *Treaty of Paris* that established the European Coal and Steel Community(ECSC) in order to prevent future wars, as coal and steel were important materials for waging war, and subsequently the *1956 Treaty of Rome* to establish the European Economic Community(ECC). In Asia, there is no such movement yet because the level of idealism and great political leadership is weak; however, he is still hopeful that new leaders will communicate and will eventually bring about closer cooperation among three nations and beyond.

On the issue concerning major powers such as the US and China, Arroyo pointed out that the rise of China has transformed Asia's growth from export dependence to interdependence because China is such a huge market and has helped us move closer towards an Asian community. As for the US, it would not want to lose that market or such a huge trading partner in Asia; this is why it is logical for it to propose a transpacific trade

area. She added that in the absence of progress in the WTO, any movement towards greater trade and increased areas for trade are welcome. She does not see any conflict between rise of China and continuation of trading arrangements with US. Han believes that China has and will always be an economic driver in Asia and the world; however, it has problems too such as inflation and inequity, which is why they reduced growth rate for the sake of inclusive growth this year as the beginning of the 12-year plan. Asian countries require very close cooperation with China, since China's growth influences the future of regional cooperation. He also hopes that China will be more active in community building. Unlike Europe, the three countries future on this issue is a little pessimistic; however, he hopes that leaders will come to realize that the future of these nations is important for the future generations to create favorable trade conditions. As for the role of US, he argued that it has always been involved — in 1989 when APEC was formed, US was originally not included in the plan; however, since then has been very active in the forum. The presence of the US will be helpful for the future prosperity of the region as a whole and he pointed out that US involvement has more security implications than community building implications for the region.

On the recent Northeast Asia developments, Arroyo commented that it is important for China, Japan, and Korea to be at peace with one another to promote peace and prosperity in the region. During the ASEAN Summit in Manila in 1997 where ASEAN+3 was born, she said that they are very glad that even outside the ASEAN+3 framework the +3 countries have met with one another, and hopes that this will continue. She added that where there is peace there is greater momentum for growth in the +3 countries and the rest of Asia. For Han, he hopes that countries in the

region will continue to show solidarity with Japan after the recent disaster. During their 4<sup>th</sup> meeting in Fukuoka in 2008, leaders of the countries met and went to Sendai, an affected region of the earthquake in Japan. He also hopes that this tripartite meeting will continue. He reiterated that we have to work very hard on agreeing to nuclear plant safety measures, as all of us are heavily reliant on nuclear power for energy. The future of nuclear plants greatly depends on safety measures and the recent Tokyo meeting has great implications for nuclear energy. He also hopes that they will continue personal and state relationships that will produce policies that are more tangible and focused on issues such as climate change.

As regards the Fukushima incident in March to the issue of nuclear power, Arroyo related the experience of the Philippines that attempted to use nuclear power in the 1970s; however, it was discontinued after a change in administration. During her presidency, the Philippines was about 60% dependent on foreign energy. The country tried to reduce this dependence by promoting alternative power sources such as geothermal and wind power. Recently the country developed a capability for nuclear energy since many years ago when the country's nuclear program was stopped and it lost its nuclear human resources. There are also congressional bills pending to revive the nuclear power sector but the accident in Japan put those on hold. According to her, it is a pity since nuclear power is clean and of low cost; we need a reasonable power source in the Philippines since it has high-energy costs, and hopes that the world can find global solutions for nuclear safety. Han commented by saying that the Chernobyl incident in 1986 created many problems for nuclear power supporters.

With what happened recently in Fukushima, the world is on alert on how to make use of nuclear energy and simultaneously safeguard public

safety. He argued that more time will be spent in the future for safeguarding power plants and addressing climate change, since at present emissions are creating huge problems for humanity. As such, there should be drastic moves to be done to reduce emissions so that the future can also live such as finding clean energy substitutes. More research is important to safeguard nuclear energy in the future in this regard.

On the issue of North Korea and other major powers, Arroyo said that China is just about the closest friend of the North Korean regime and thought it is good that they have at least one good friend. For Arroyo, North Korea's denuclearization is an important pre-requisite for peace and prosperity in the region, as resources that should be allocated to fight extensive poverty are being allotted to the military and its nuclear program. She added that if there is someone who can convince North Korea that would be China, and hopes that China's rise brings with it responsibility to its citizens as well as its neighbors. China has been the convener of the six-party talks, and hopes they will revive it because denuclearization in the Korean Peninsula will be for the good of the region. She also mentioned her sympathies with the aspirations of the Korean people for reunification, and hopes that all nations in the region will cooperate and support means to resume the six-party talks. Han, on the other hand, noted that when South Korea was developing in the 1960s looking far away to countries to learn such as the US and Europe, North Korea was actually in the best position at that juncture since it is the nearest country from China. China should learn policies and try to integrate the North Korean economy with the global economy and is the only way for the North Korean economy to have hope. Ae sincerely hopes that North Korea will become a responsible member of international community by ending its nuclear ambitions.

On the issue of climate change and the expiration of the Kyoto Protocol next year, Han addressed the question by saying that unfortunately there are no current alternatives. In December this year the 17<sup>th</sup> Conference of Parties of the UNFCCC in Durban, South Africa will be held, but many experts think that even Durban will not solve problems. Korea for its part has been offering alternatives such as urging reducing emissions of some countries. He added that maybe next year there would be no agreement on how to deal with climate change while this issue is continuously creating problems for present and future generations. Presently, Korea is in the process of soliciting support from Asian countries. In addition, he added that Korea would like to be the first to include climate change as a domestic variable in policy making through its green growth approach, and that green growth is the only answer to climate change and the consequences that it has produced.

Finally, Arroyo commented on the prospects of intercultural exchanges for community building, based on the observations that Korean pop culture has become a bug hit in the Philippines. She mentioned that the Korean pop culture has tremendous influence in Philippines and one of Korea's biggest stars Sandara lived in the country and had a successful career, and thinks that such cultural exchanges lead to greater understanding among peoples. As what she mentioned, obstacles for integration are diversity and heterogeneity, so these kinds of exchanges can lead to greater unity among peoples of the region.



# Peace and Security: Asia and the World

- Responsibility to Protect in Asia and the Pacific
  - Current Issues and Tasks in Peace Studies
- Predicting on Political Developments in Asia–Pacific Region in 2012
  - Reconciliation of Historical Conflict and Cooperation in East Asia
- Is Nuclear–free East Asia Possible? Opportunities and Constraints
  - Maritime Security in East Asia
  - Great Tumen Initiative and Peace in East Asia
- The Rise of China: Opportunities and Challenges





# Responsibility to Protect in Asia and the Pacific

- **Moderator**

CHOI, Jong-moo(Head, United Nations Project Office on Governance)

- **Panelists**

Boris KONDOCH(Director, Asia Center for Peace & Security Studies / Editor-in-Chief of *the Journal of International Peacekeeping*)

- **Discussants**

Christian BAUREDER(Protection Officer, United Nations High Commissioner for Refugees Korea)

CHO, Chang Beom(Vice President, United Nations Association of Republic of Korea)

Recalling the horrific tragedies in countries such as Rwanda and the former Yugoslavia, Choi Jong-moo(United Nations Project Office on Governance) discussed the report published by the International Commission on Intervention and State Sovereignty(ICISS) that introduced the concept of the Responsibility to Protect(RtoP). He mentioned that the goal of the session is to shed light on how the RtoP has been received as a concept by the international community and how it has been applied in recent cases such as Libya. For Choi, the essence of RtoP is the emphasis on the duty of the international community and international organizations such as

the United Nations(UN) to protect people from atrocities.

### ***Presentation***

The main speaker, Boris Kondoch(Asia Center for Peace & Security Studies), divided his presentation into three parts — the origin of the RtoP concept, the positions adopted by Northeast Asian states on the RtoP and the possibility of applying the RtoP to North Korea. He started by elaborating on the concept of the RtoP. As a concept, it emerged as a response to the mass atrocities committed during the 1990s and the failure of the international community to prevent them. The RtoP recognizes that every state has the responsibility to protect the rights of its citizens and(when unable or unwilling to do so) the principles of non-intervention are suspended and the responsibility to protect that country's citizens is transferred to the international community. The RtoP is founded on three key aspects — the responsibility to prevent, the responsibility to react and the responsibility to rebuild. Kondoch emphasized that the RtoP is limited to four crimes - genocide, war crimes, ethnic cleansing, and crimes against humanity.

The use of military intervention under certain conditions is allowed, but only as exceptional and extraordinary measures. In the 2005 World Summit, states have pledged to take collective action to address mass atrocities in a timely and decisive manner through the United Nations Security Council in cooperation with regional organizations. Kondoch noted that unlike the ICISS report, the 2005 World Summit document does not propose any criteria for military intervention. States like China feared that establishing criteria would only be used to legitimize unilateral

interventions. In 2006, the Security Council adopted UN Resolution 1674 that sets the criteria to form a basis for humanitarian intervention in situations of armed conflict. In 2011, the Security Council also embraced the RtoP in the context of the popular uprising against the late Libyan leader, Col. Muammar Gaddafi, by adopting UN Resolution 1973 that authorized the use of force to protect civilians and established a no fly zone. Within the UN system, a strong supporter of the RtoP is Secretary-General Ban Ki-moon. In 2009, the UN General Assembly discussed the RtoP and there was a wide agreement that the application of the concept should still be limited to the four crimes.

Kondocho also stressed the importance placed by countries on prevention; however, countries are wary on the possibility of having double standards in the identification of situations where the RtoP is to be applied. Since the release of the ICISS report, the debate on the RtoP has taken different directions. An important question is how the RtoP can be implemented in practice and whether it is applicable to Myanmar or the Darfur conflict. The latest controversy concerns the legality and appropriateness of the measures adopted by the Security Council and the international community to address the past situation in Libya. Some scholars fear that the RtoP could be abused and applied to situations other than those for which they are originally intended. There have been suggestions to expand the scope of the R2P to include the protection of civilians from tyrannical rulers and terrorist groups. Another group of scholars would like to completely cover the human security agenda under the RtoP, which would call for actions in response to natural environmental disasters and health epidemics.

Another issue that Kondocho raised is the role of a civil society in the implementation of the RtoP. He stressed that non-governmental organiza-

tions(NGOs) can provide necessary information and an analysis of RtoP-related scenarios that governments are unable to obtain. He also said that the reception of the RtoP by the legal community has been mixed. Some international lawyers characterized the RtoP as “old wine in new bottles” since some elements of the RtoP can already be found in the UN Charter, existing international criminal and humanitarian laws. The reluctance in accepting the 2005 World Summit document also indicates that states are still not prepared to accept new legal obligations to systematically act with regard to mass atrocities. States have simply declared that they are prepared to take collective action through the Security Council, but on a case-by-case basis.

The second part of Kondocho’s presentation deals with attitudes of Northeast Asian states towards the RtoP. With the exemption of North Korea, the three countries — Japan, China, and South Korea — have been cautious supporters of the RtoP concept. North Korea remains critical of the application of the RtoP and considers it more important to take steps on the fundamental resolution of wars and conflicts under the current framework rather than by the new arrangement provided by the RtoP. North Korea fears, in particular, that the RtoP may be used in justifying interference in the internal affairs of weak and small states; however, China, Japan and South Korea have stressed the need to apply the RtoP to only four crimes. Japan and South support the role of the UN peace-building commission and the UN Human Rights Council in the implementation of the RtoP and urge countries to ratify UN treaties on human rights, as well as the Rome Statute of the International Criminal Court. Likewise, China has traditionally taken a strict non-interference stance with regard to the foreign policies of different states based on the principles of peaceful co-

existence. China has also strongly opposed Western intervention in recent years such as in the Iraq War in 2003 and NATO's intervention in Kosovo in 1998. The speaker underscored that China has insisted that the RtoP should not be abused for unilateral military intervention. Nevertheless, most states in Northeast Asia have welcomed the RtoP because of its emphasis on the responsibility to prevent, rebuilt and react. The speaker emphasized that the RtoP should not be understood as pseudo humanitarian intervention but as an ongoing process and debate on the best means in helping those who are in need. China's negative stance on humanitarian intervention finds support in customary international law that does not permit unilateral humanitarian intervention. Many scholars agree that allowing individual states to intervene on humanitarian grounds may lead to the erosion of the existing legal system on the use of force. This is because the focus is no longer on the rights of individual states but on the requirement of those individuals who need and seek assistance.

An important aspect for the RtoP is to prevent mass atrocities before they occur although it is unclear how this should be done. The speaker recommends strengthening the capacity of UN peacekeepers involved in peace building in order to prevent and mitigate violence in the face of mass atrocities. At the same time, he recommended that states(especially China) ratify the Rome Statute of the International Criminal Court. Unlike South Korea and Japan, China is not a member of the International Criminal Court. The function of the court is to punish those guilty of war crimes and genocide, as well as prevent these crimes from happening. He argues that among the states in Northeast Asia, China plays the most important role in implementing the RtoP in practice since it is a permanent member of the Security Council.

With regard to the case of North Korea and the RtoP, Kondoch noted that North Korea ranks among the least free societies in the world according to Freedom House. There have been many reported cases concerning extrajudicial killings, disappearances, arbitrary detentions and other human rights violations. The UN General Assembly has expressed its serious concerns on this by creating the position of the Special Rapporteur on the Situation on Human Rights in the Democratic People's Republic of Korea. Despite the continuing reports of systematic and grave violations of human rights, North Korea has rejected all allegations. In its national report submitted to the UN Human Rights Council, North Korea argued that the policies of the United States, the European Union, and Japan have been major obstacles to promote and protect human rights in the country. At the same time (despite the gravity of human rights violations in North Korea) there has been relatively little recognition that these violations could amount to genocide and trigger the response of the entire international community to protect North Korean citizens. This raises questions on the options available to the UN to improve the human rights situation of North Korea. The Security Council could adopt measures under Article 7 of the UN Charter that could include the establishment of a commission to investigate reports of human rights violations as it was in the case of Darfur. Kondoch said that although North Korea is not a party to the Rome Statute, the International Criminal Court could still have jurisdiction if the Security Council brings a case to the Court based on Article 7 of the UN Charter. However, the Security Council dynamics are highly complicated; therefore, China will probably veto the establishment of a commission on inquiry for it has never acknowledged a situation of human rights violation in North Korea. It has even praised North Korea for its constitution and laws in



providing protection for human rights. China will possibly point out that the Security Council should only be involved in situations where there are threats to international peace. Kondocho raised the question on whether the continued interest of the international community to use RtoP in the case of North Korea will lead to any improvement in its human rights situation.

### ***Discussion***

The first discussant, Cho Chang Beom(United Nations Association of Republic of Korea), remarked that Boris Kondocho's presentation has done a great job to summarize the concept of RtoP, as well as the current state of the debate over the concept. He agreed that the 2005 World Summit has made a critical step towards the achievement of a wider consensus on the concept of RtoP. He pointed out that the international community should celebrate the progress it has made in placing the responsibility to protect people in the hands of the international community and exclusively in sovereign states. He also recognized the importance of UN Secretary General Ban Ki-moon in operationalizing the concept and advocating the use of the RtoP. He also agreed with the threat of double standards in the application of the RtoP. The Security Council is composed of 15 countries and decisions cannot be made without the consensus of the 5 permanent members. He also advocated the expansion of the scope of RtoP to include mass starvation and serious disasters in the scope of the RtoP. He mentioned that it would be better if a regional arrangement is established in Northeast Asia that allowed intervention in cases of extreme suffering and atrocities(as in the

case of the African Union). He also suggested in-depth studies on whether and how RtoP can be applied to North Korea.

Another discussant, Christian Baureder (United Nations High Commissioner for Refugees Korea), emphasized that the RtoP is not a new concept and that it may be unnecessary. He said that the concept of human rights encompass the issues that the RtoP is made to address. He also mentioned that the RtoP does not clarify how intervention is to be made and how situations that could lead to any of the four crimes are to be identified. He also noted the preventive capacity of the RtoP as intervention is usually done after the crime has been committed. However, he said that while part of the shortcomings of this concept is that it is limited to the four crimes, this feature is what also makes the concept powerful.

The discussion touched on the security threats of North Korea to its neighboring countries, especially with its possession of nuclear capabilities. The question is whether the RtoP will be useful to address this issue as well the protection of individual human rights. The emergence of the RtoP concept sends warnings to dictators to observe human rights and contributes to the creation of a more engaging international community. However, international organizations such as the United Nations must accept the limitations on the aspect of intervention and recognize that the power to intervene is exclusive to sovereign states.

# Current Issues and Tasks in Peace Studies



- **Moderator**

LEE, Sang-hwan(Professor, Hankuk University of Foreign Studies)

- **Panelists**

Scott GATES(Professor, Peace Research Institute Oslo)

YI, Seong-Woo(Associate Research Fellow, Jeju Peace Institute)

- **Discussants**

JUNG, Ki-Woong(Professor, Hankuk University of Foreign Studies)

James MEERNIK(Professor, University of North Texas)

The session is dedicated to the discussion of international trends of peace studies and the status of peace studies in East Asia. The session is organized by the Peace Research Institute of Oslo, the Center for International Area Studies and Hankuk University of Foreign Studies, and the Jeju Peace Institute. The session was moderated by Prof. Lee Sang-hwan from the Hankuk University of Foreign Studies.

## *Presentation*

The first speaker was Prof. Scott Gates of the Peace Research Institute

Oslo(PRIO), Norway. He talked about peace research in previous years and changes that have recently developed. He provided a short and critical history to show this. In 2009, two big anniversaries were celebrated, one of which is the anniversary of the PRIO, considered the oldest peace research institute in the world. The establishment of PRIO in 1959 also coincides with the creation of the International Studies Association; Prof. Gates started his discussion with this background.

Conflicts(particularly armed conflicts since 1946) have subsided steadily since and now there are very few wars throughout the world; however, the number of civil wars countries in the post-Cold War era has increased and while it has come down for quite some time, it has been steadily increasing in recent years. The number of people killed in the conflicts of the 20<sup>th</sup>-21<sup>st</sup> century is very high(World War I, World War II, the Korean War, the Chinese Civil War, Vietnam War, and the Iran-Iraq War). In the 21<sup>st</sup> century, fewer and fewer people have been killed in conflicts compared to previous centuries. The general trend is downwards in terms of the number of people killed and can be indicative of the current global peace status.

In terms of peace research, Gates discussed its brief history in terms of various important global events, its present academic status, methodology, and debates over peace research. In its early years, disciplines such as law, history, philosophy, and political science dominated the study of peace with no defined notion of 'peace research.' They were traditional methodologies and legal approaches as well as the dominance of realism and alliance politics thinking; therefore, *realpolitik* was a strong dominant force. It was particularly pro-West and traditional. Currently, institutionalization has come a long way with government institutions and NGOs doing foreign

studies and analyzing foreign policy. In general, in its early years, there was skepticism on the establishment of research that focused on peace issues as a serious academic concept.

The year 1959, he argued, reflected the start of the history of peace research as a distinct area of study. This started with sociology and economics as the ideal interdisciplinary model for peace studies. It was quantitative and people interested in doing 'peace science' with a liberal approach and a significant Gandhian influence. It was also politically neutral, and its ideology was rooted in pacifism and non-violence, with the analogy of a sick world that needed to be studied. Peace research was first under the auspices of mental health research (such as at the University of Michigan) as it was deemed that war was psychologically motivated. There were many institutions created around the world during the 1960s dedicated to the advancement of global peace research. There was also a focus on the notions of negative peace (avoidance of war), and positive peace (further integration) which matched its liberal, pro-globalization, and interaction stance.

In the years of the Socialist Revolution in the late 1960s, there was still a transdisciplinary ideal for peace research and political science dominated this area. It tended to be revisionist and Third World-inspired; subsequently, research focused on anti-establishment viewpoints. Peace, as such, became a negation of direct and structural violence. The 'wilderness years' was a period where peace research was almost completely taken over by political science, as it had no methodology and was complacent. Many institutions began entering into trouble and almost collapsed, including PRIO. They were unorganized and almost completely disappeared, and repair to the damages has been imminent. In the Cold War years, a multi-

disciplinary approach was more evident in peace research, and peace research entailed a sociological, economic, and political approach while moving away as a separate area of study. A pluralist methodology took over and multifaceted approaches became acceptable.

The neo-liberal thinking with a focus on liberal peace was challenged in the post Cold War years. It tended to be pro-West, and there was increased contact with the establishment particularly in Scandinavian countries. During this period also, there was a de-institutionalization and privatization focus for peace research. Human security and human rights also emerged as it changed the focus of security from the national to the individual. This significantly impacted international law, as it has now become more individual-focused in various issues. Peace as reduction of violence is also related to human security with more focus also on the concept of sustainable peace.

At present, there are now many conceptualizations of peace, according to Gates. Among them, liberal peace, concerns how free trade and democracy stand for peace and not war. From the realists, the concept of hegemonic peace is realized because of a dominant power (in this case the US) that safeguards and secures international peace. On sustainable peace, it is more related to culture according to integration scholars. From a feminist perspective, there is the concept of 'male peace'. Gates has also argued that those peace researchers should include other issues beyond death in conflict studies such as rape. Some skeptics, however, do not believe in peace, particularly those who believe in the 'clash of civilizations' such as Islam versus Christianity.

Scott ended by discussing the three types of power relating to peace, as described by Boulding who is considered the father of peace research:

threat power(realist-based, hegemonic peace), economic power(liberal peace), and integrative power(sustainable, cultural integration).

The next speaker was Dr. Yi Seong-woo from the Jeju Peace Institute. His presentation focused on the World Peace Index(WPI) as a scientific measure of world peace.

Yi started his presentation by saying that in Korea, there is significant controversy regarding the notion of peace. There are at least three to four indicators of peace in the peace index of Korea according to Yi. He related how many indices have measured the concept of peace according to many indicators, such as the number of causalities, quality of life, and economic equality, among others; however, Yi noted some problems with these kinds of measurements because there is a theoretical problem in combining different dimensions into a single number. There is also a level of measurement problem in terms of ratio and percentage of how relative a particular indicator is measured in terms of peace. Producing one single number is mathematically possible; however, it is theoretically inaccurate because annual measurements of peace indicators(such as democracy scores and military expenditures) sometimes do not make sense and can contribute to measurement problems.

Yi then introduced how he employed the event count data scheme which is basically understanding and analyzing what types of behaviors occurs in newspaper and magazine articles related to peace and war that address the question 'who did what to whom and where?' This is like developing software that analyzes particular news events to answer the question. He also took into consideration different foreign policy behaviors of different states. The event count data scheme can be used in every time frame(not just annually like other measurement schemes) since it focuses

on the absence of violence in a particular time and as such, Yi focused his research on negative peace.

Yi then presented his data set that he used in the peace index. He noted how he included the number of dispute events in his sample countries and the level of cooperation. Some of his findings showed that the world was more cooperative than conflict-driven from 1990 to 2002; however, in 2002 the number of conflicts increased due primarily to the tragedy of the 9/11 attacks. He focused on every nation as his unit of analysis and summed up each case using a weighted scheme. Israel, for example, is considered as the second most conflict-prone country in the world. South Korea ranks better than North Korea, and Norway is considered the most peaceful country in the world.

Yi also measured the levels of cooperative state behavior, although he mentioned that it is conceptually complicated and challenging. The US, according to him, is the most conflict-prone as well as the most cooperative state in the world, which means it has the greatest international scope. Japan is the second most cooperative nation, followed by Germany. Fortunately, South Korea also ranked high among the most cooperative nations of the world. Israel poses the most conflict behavior than cooperative behavior in all states. Interactions among selected countries can also be utilized in Yi's scheme of measuring peace, such as for example, how the US treats the members of the Six-Party Talks and how they treat cooperative partnerships in specific areas. From the US point of view, it exhibited the most cooperative behavior with Japan, China, Russia, and South Korea. In terms of conflict behavior, the US also exhibited more conflict behavior with Japan as well. US cooperative behavior with North Korea is pretty low and cooperative behavior with the rest are higher than that of North Korea,



including Japan and China.

### ***Discussion***

After the two presentations, the discussant, Prof. Jung Ki-woong from Hankuk University for Foreign Studies, followed. He noted Gates' discussion of peace research and its history and further discussed some points. He started by pointing out how Gates' father contributed to the peace in the Korean Peninsula as a member of the United Nations Army during the Korean War. As such, the second Generation of the Gates family(Prof. Gates) is now doing peace research to contribute further to peace in Korea. Moving forward, Jung mentioned that throughout PRIO's history, it has contributed to the field of peace research in the world following the three classifications of peace identified above. Nowadays, the focus is on sustainable peace research and development as an integrative peace effort. Soft power and public diplomacy are now closely associated with this kind of sustainable peace and as introduced in the 2011 G20 Summit. In conclusion, Jung argued that the effort to help developing countries through ODAs and knowledge sharing about development is another contribution to human peace and organizations such as the PRIO and the Jeju Peace Institute can work together on the mission to bring about peace on earth.

The next discussant was Prof. James Meernik of the University of Northern Texas, USA. His discussion focused on the challenges and prospects for peace research. He noted how peace research has made great strides throughout the years. Given this, the field faces more challenges in the future particularly the US since it has unique views on its internal politics

and hegemonic role in international affairs. There are however, more issues to be addressed.

First, is the need for much of the field of peace research to be policy-relevant? There is significant scientific research that arrives at logical and result-driven findings; however, the implications remain elusive to governments and ordinary citizens. Research oftentimes speak to or is only understood by a very small circle of people; subsequently, scientific work unfortunately becomes inaccessible to so many people. Policy-makers look at peace research as normative and prescriptive that reflects the author's perspectives and makes it more understandable to policy-makers. For example, he noted his transitional justice research and how postwar countries deal with people accused of human rights abuses.

In the US, the word 'peace' and 'peace studies' often times has a certain symbolism to many people, for example the government associating the term with making love and not war, and is linked to the 1960s 'hippies' era. Many times, research looking into peace is distrusted, for example, the Peace Studies Program that Meernik was part of where the term peace studies were not really acceptable. The concept of human security was more acceptable as it has little linkage to the 1960s.

Meernik also argued for the need for a better data analysis on peace. There is a need to study events that take place domestically as well as regionally among groups of states, locally within states and individually. There is also a need to focus on the consequences of conflict, as for many years the research focus has been on the causes of war. This is part of solving the problem of achieving sustainable peace, as some specific countries are the ones experiencing repeated wars. Different kinds of violence throughout the world must also be considered such as civil wars, private

economic conflicts, and drug trafficking-related wars such as in Mexico. Lastly, as peace studies research and peace studies becomes more institutionalized and popular, people who are studying it and activists who are committed to peace develop as important actors in the peace processes with an individual influence that shapes the course of conflicts worldwide. As such, there is a need to understand how research and activism become part of the conflict puzzle. Currently, there is a significant understanding of these challenges with many scholars and researchers around the world aware of this reality. Meernik looks forward to making good progress in this area to contribute to a more peaceful world in the future.

After the presentations and discussions, an open forum followed. Among the questions raised were:

- On the institutionalization of peace studies and the role and actions that students may do as part of this process
- On the status of the US as an exhibitor of both cooperative and conflict behavior, and the aspects to be considered as signifiers of such behavior
- On the development of various projects related to peace research since Johan Galtung

On the first question, the presenters said that when they speak of institutionalization they meant institutionalizing research with government institutions. More individual activism is occurring now, and it can be referred to as sociological institutionalization that has developed into a variety of groups and activists concerned about a variety of peace and conflict issues (Africa and the diamond conflicts in Angola and Sierra Leone). Many organizations (mostly NGOs) have been involved in peace research and

this is where many individual activists interact. In terms of research, there is a different point of view compared to involvement with organizations. Peace as such, can also develop from individuals apart from the equally important role of governments.

On the question in regards to US behavior, Yi mentioned the conceptual arrangement with regard to the US, and argued that conflict and cooperation are not opposites because the opposite of cooperation is defection and the opposite of conflict is peace. In this sense, a country can simultaneously employ cooperative and conflict behavior to achieve foreign policy goals. As a hegemonic power, the US can employ both behaviors to get what it wants, at least in the empirical sense.

On the third question regarding Johan Galtung, the presenters said that Galtung is the principal driver of the Behavioral Revolution who abandoned statistics to join the socialist bandwagon. In the 1970s, he formed the Transactions Press that is a new formulation of his orientation. All operations are still concurrent and with active individual participation in Europe and Hawaii. Galtung changes each time, and now there are different groups in Romania, Canada, and Norway. The history of peace research can be reflected in the history of the work of Galtung. Contemporary peace research is more open to robust ways of understanding the idea of peace and contributing to global peace.

# Predicting on Political Developments in Asia-Pacific Region in 2012



- **Moderator**

KIM, Young Hie(Editor-At-Large, JoongAng Ilbo)

- **Panelists**

Martin FACKLER(Tokyo Bureau Chief, New York Times)

Sebastien FALLETTI(Seoul Correspondent, Le Figaro)

LEE, Byung Jong(Seoul Correspondent, Newsweek)

Arten SANZHIEV(Seoul Bureau Chief, Rossiyskaya Gazeta)

SUMIDA, Takushi(Seoul Bureau Chief, Kyodo News)

The year 2012 marks an important year for political change in East Asia. The year features leadership shifts in China and North Korea as well as presidential elections in South Korea and the United States. In this session, foreign and local correspondents share their views on Asia-Pacific political developments. The session moderator, Mr. Kim Young Hie, Editor-At-Large of the JoongAng Ilbo began the session by stating that this session's uniqueness rests in its attempt to cover all imaginable security issues. He mentioned that compared to 2011 is relatively quiet; however, uncertainty pervades whether such quietness will last throughout 2012. After which, Mr. Kim Young Hie introduced the outstanding journalists that comprised the panel.

The first speaker, Mr. Martin Fackler, Tokyo Bureau Chief of the New York Times, focused his presentation on the future of Japan. He stated that it seems that Japan has a wonderful ability to defy predictions of change. The country continues at a desired pace, within its own manner of doing things; however, contemporary Japan is marked by a slow decline of international prominence. Twenty years ago, Japan was the premier Asian power; however, it has now fallen behind China. Mr. Fackler argued that he is seeing some possibilities for change to move forward. He noted that the international community is hoping for Japan to reach a breaking point that will force it out of complacency. He hoped that a Junichiro Koizumi-like character might suffice to address public frustration over political paralysis. Mr. Martin Fackler also briefly discussed the upcoming presidential election in South Korea in connection to its possible implications for the direction of the country towards North Korea. He wondered whether the new president would continue to be tough or adopt a modified sunshine policy towards North Korea.

The second speaker, Mr. Sebastien Falleti, Seoul Correspondent of Le Figaro, discussed the strategic and political implications of the change in leaderships to the position of North Korea in the Six-Party Talks. Four members of the Six-Party Talks will change leaders in the main question Mr. Falleti stated was how North Korea will play out possible power vacuums. He argued that the circumstances of 2012 might create a very volatile context that could lead to unprecedented scenarios. Political change in the US and in China may affect the ability of the two major powers to undertake groundbreaking political initiatives. Mr. Falleti stated that Pyongyang might take this opportunity to advance its goals. Experience indicates that reclusive states may take advantage of the final year of the US administration to reap

political benefits at the negotiating table. During the last months of the Bush presidency, North Korea was able to get economic aid and fuel in return for the dismantling of its nuclear installation in Yongbyon. Nonetheless, the chance of repeating this scenario in 2012 seems limited. President Obama will vie for re-election and would have less incentive to engage in risky negotiations.

The third speaker, Mr. Sumida Takushi, Seoul Bureau Chief of the Kyodo News, shared that 2012 will be an important turning point in East Asia. Despite the multitude of problems besetting the region, one cannot really determine what the future holds. The prospects for 2012 are dim. For Japan to recover from the difficulties it is experiencing, it needs three factors: (1) strong leadership(similar to the personality of Prime Minister Koizumi), (2) simplified decision-making process to avoid political stagnation; and (3) welfare and social system reform. Mr. Sumida Takushi acknowledged that the status of Japan in the current international order is in decline; however, as an important trading partner of the United States and China, the flow of money is still fluid. Should Japan suffer from a serious economic downturn, it will severely affect neighbouring countries. In East Asia, Japan and North Korea face the biggest risks. The power succession in North Korea has raised concerns on the stability of the regime. Aside from the uncertainty brought about by the power succession, North Korea is experiencing difficulties brought about by the sanctions imposed by the Six-Party Talk members.

The fourth speaker, Mr. Arten Sanzhiev, Seoul Bureau Chief of the Rossiyskaya Gazeta, argued that with one ruling party in Russia holding an absolute majority in parliament, no significant changes would influence Russian political power and policies. Currently, there is no popular oppos-

ition leader in Russia. Policy will remain more focused on the modernization of the Russian economy. The upcoming years, will also mark significant events in Russia including the APEC Summit of 2012 and the 2014 Olympic Winter Games of. Mr. Sanzhiev predicts that the soon-to-be-elected Russian president will continue to push for policies that will facilitate North-east Asian cooperation, particularly in regards to the Korean Peninsula. The Russian government will continue to support initiatives for cooperation between the North and South Korea that will facilitate the denuclearization of the region.

The fifth speaker, Mr. Lee Byung Jong, Seoul Correspondent for Newsweek, predicted that South Korea and the region in general would maintain a status quo. Despite the upcoming elections for 4 of the Six-Party Talks member-states there will not be significant policy direction changes. Newly elected officials are likely to carry-over policies advocated by earlier administrations. There might be new names and faces; however, current policies will remain. It is still very difficult to predict the future outcome of this political transition and politicians are advised to avoid risks due to the ambiguity of the coming year.

## ***Discussion***

Prior to opening the floor for queries from the audience, Moderator Mr. Kim Young Hie, asked members of the panel for personal insight on particular issues related to their presentation.

- A question was raised to Mr. Martin Fackler on possible candidates for the upcoming election in Japan. The moderator specifically



asked whether Mr. Fackler sees any prospective candidate projecting the same characteristics as Koizumi. Mr. Fackler noted that if we look at potential leaders in Japan, we would have to examine the local leaders (governors and mayors) for their strong personalities and clear mandates. Mr. Fackler identified the governor of Osaka and the mayor of Nagoya as prospective worthy-candidates.

- Mr. Sumida Takushi was asked about his opinion on whether it is possible for Japan's Ichiro Osawa to return to politics. He argued that Osawa may experience some difficulty in convincing the public of his intentions because of his negative image. Ichiro Osawa is considered a corrupt person. What Japan seems to be aspiring now is a reformist with strong leadership skills; someone who can effectively implement changes in the bureaucracy and combat corruption.
- Both Mr. Sebastian Falleti and Mr. Lee Byung Jong were asked whether they think that North Korea will try to disrupt the South Korean presidential election of 2012. Both speakers agree that North Korea would want to avoid a major clash between the two countries. North Korea may be tempted to do something, but it is hesitating because of the uncertainty and ambiguity of its implications to the South Korean election.
- Mr. Arten Sanzhiev was asked to comment on the limited presence of Russian experts in security-related forums. Mr. Sanzhiev candidly replied that few Russian analysts are invited to dialogues and discussions due to the limited interest on Russia's stake in particular issues affecting the international system. Nonetheless,

he pointed that Russia is significantly improving its economy and continues to play an important role in the Six-Party Talks.

- Finally, the moderator inquired whether the panel thinks that North Korea will eventually relinquish its nuclear weapons program. All of the speakers answered that it is very unlikely for North Korea to relinquish its nuclear ambitions. Yet, despite this stance, they also argued that the Six-Party Talks should not be abandoned because it provides information on the status of North Korea. Mr. Lee Byung Jong argued that North Korea is a very dangerous country to ignore. The Six-Party Talks provide an opportunity for the international community to gauge what North Korea is doing and thinking about.
- The open forum queried the role of the media as an interlocutor or hindrance to historical reconciliation. Mr. Fackler argued that political leadership, public attitudes, and the state of the economy are the real factors that influence the reconciliation of historic disagreements.

# Reconciliation of Historical Conflict and Cooperation in East Asia



- **Moderator**

CHUNG, Jaejeong(President, Northeast Asian History Foundation)

- **Panelists**

Peter DUUS(Professor, Emeritus Department of History, Stanford University)

ONG, Keng Yong(Director, Institute of Policy Studies, National University of Singapore)

Sven SAALER(Professor, Sophia University)

SHIN, Jung-seung(Director, Center for Chinese Studies, Institute of Foreign Affairs and National Security, Ministry of Foreign Affairs and Trade)

## *Presentation*

The first presenter, Prof. Sven Saaler(Sophia University, Japan), noted that similarities and differences exist between Japanese and German approaches to history and reconciliation. Both countries, Saaler stated, started late in coming to terms with the past. In academia, the process to reconcile historical conflicts came later in Germany and entailed considerably larger opposition among conservative elites than in Japan. Furthermore, Saaler noted that in Germany the level of denial of historical wrongs was more pronounced even at the popular level. This denial on the part of Germans

has been more prevalent in the private sphere. In the public sphere or at the official level, Germany has been relatively more open to alternative historical viewpoints, given its need to reconstruct itself after World War II.

Japan, however, acknowledged the need to reexamine its official view of history and was more successful in doing so during the 1990s. Saar noted that during this period, apologies were issued by Japan to other East Asian countries, particularly on its responsibilities and conduct during World War II. Even today, reconciliation remains an important Japanese foreign policy issue.

The moves on the part of Japan to acknowledge its wartime past may also be attributed to the changes in its trade relations, as during the 1990s, Japan has had more open trade relationships with other East Asian economies. Saaler also noted that isolationism(to a large extent) is still a part of the Japanese psyche. As an example of this, Saaler mentioned the recent Fukushima accident where Japan arguably acted with little consideration of the effects of radioactive pollution on the environment of its East Asian neighbors. Japan's inward-looking attitude(as shown by this particular development) may therefore impede its short-term relationships with East Asian neighbors unless measures are taken by the Japanese to curb internal isolationist tendencies.

The second speaker, Prof. Peter Duus(Department of History, Stanford University) began by stating that there is a very high level of distrust among countries in the East Asian Region with regard to inter-state relations. There is also a very strong trend for countries in East Asia to feel an affinity with their neighbors, as reflected by public opinion polls. Duus also noted that the issue of historical reconciliation in East Asia is usually regarded as

only concerning Japan and its neighbors, when in fact, historical reconciliation is also a problem in inter-state relations between individual countries within the region, and that the cases of, North Korea and South Korea as well as China and Taiwan, are indicative of this. Hence, despite the spread of popular culture and the increase of trade, there is a strong and serious problem at the level of public opinion in individual East Asian countries in regards to historical understanding. The production of history textbooks for students in the elementary and high school level is a site where this ‘understanding of history’ becomes contentious. Duus noted that all East Asian countries (with the exception of Japan) have centralized policies on the production of history textbooks for use in elementary and high school classrooms, and these history textbooks are mandated to ground individual students to a national identity. The production of textbooks becomes contentious because the writing of these books necessitates the establishment of attitudes regarding war that may or may not be antagonistic towards other countries. The factual accuracies in these textbooks therefore also become open to question. The stories that these textbooks tell also pose various problems. For example, Chinese history textbooks largely tell the story of World War II as the story of Chinese liberation against imperialist forces versus American history textbooks that may tell the same story of World War II as that of America acknowledging global responsibilities. However, Japanese textbooks are noted by Duus as not having a defined story, but an emphasis on a narrative that details the evils of war and how Japan does not want to get involved in wars again.

Duus made a final point that maybe a consensus on history is not what should be aimed for as it may not be possible. Historical reconciliation,

for Duus, may more likely be attained through the adoption of regional rules such as the avoidance of negative stereotyping towards neighboring countries. The willingness to present competing accounts on the same event may also prove beneficial and that historical disputes should be presented in textbooks. Students of East Asian history should be taught examples of national successes as well as national failures. Lastly, a more comparative stance on the teaching of history should be in place among East Asian educational systems because interesting comparisons could be made that could teach students of their own histories.

The third presenter, Mr. Shin Jung-seung(Center for Chinese Studies, Ministry of Foreign Affairs and Trade, China) focused on efforts among three Northeast Asian countries(China, Japan, and South Korea) to achieve cooperation with regard to their views on history and its teaching. Chin stated that efforts at building common views on history among the three countries already aim at a view of history as a means for cooperation rather than an obstacle that impedes mutual understanding. For their part, China and Japan have already completed the first phase of a joint history study in late 2010 that produced a preliminary study report. At the civilian level, scholars and teachers in the three countries jointly published a history book titled “Open the Future: A Modern History of Three Countries in Northeast Asia” in 2005. In 2006, Chinese and Japanese scholars published a book on the perception of history that was simultaneously released in the two countries. Chin admitted that the results of these efforts are still far from satisfactory; however, attempts at narrowing the differences among the three countries in regards to historical viewpoints remain meaningful and need to be continued to foster greater understanding.

Chin also noted the growing number of Internet users in China and

in other Northeast Asian countries. This, according to Chin, offers both benefits and disadvantages. The Internet facilitates the integration of the region through the active promotion of communication among its peoples; however, the Internet could also be used to deepen the mistrust among peoples through the dissemination of false stories. In this regard, China, according to Chin, has put more importance on public diplomacy as a tool to build mutual understanding and trust among the peoples of Northeast Asia.

The fourth presenter, Mr. Ong Keng Yong(National University of Singapore), stated that Southeast Asia also has its own share of difficulties with regard to various viewpoints on history and alternative readings of historical events(particularly with China and Japan). Ong stated that the past 40 years, the focus on national development in most Southeast Asian countries has been on the realm of economics that deal with trade and economic growth. Because of this, the attention of most Southeast Asian leaders has been on the establishment of good economic relations with Japan and subsequently with China. Southeast Asia's relationship with Japan has been very good, as evidenced by Japan's influence and role as a key driver of economic growth in Southeast Asia. This is also evidenced by Japan's provision of scholarship and educational opportunities to Southeast Asians.

Southeast Asian relationship with China only improved after Deng Xiaoping's opening of China's economy, which provided a greater level of engagement(particularly on trade and economic development) with Southeast Asia. The maintenance of a peaceful coexistence with Northeast Asian countries remains at the core of Southeast Asian engagement with China, Japan, and South Korea. Ong also stated that because of this, not enough

attention has been given on the part of Southeast Asia on the question of how history must be approached in relation to the aforementioned Northeast Asian countries.

Historical differences among the three aforementioned Northeast Asian countries only gain prominence in Southeast Asia when certain controversial issues emerge, such as the debate on the battle of Nanking. Ong stated that for their part, Southeast Asians view history as complicated with a context-dependent interpretation. Ong noted that the attitude of Southeast Asians with regard to the three aforementioned Northeast Asian countries is to espouse the view that history does not need to be divisive. Ong stated that increased attention must be given to economic cooperation, as this may shift the debate away from divisive historical concerns and into more real economic concerns.

## ***Discussion***

The following issues were raised in the discussion among the presenters:

1. The formation of regional identities; an example has been made of the European Union as a regional context that was able to transcend the divisions caused by World War II. As regards this, evidences of Pan-Asian ideology have also been discussed in relation to Asian Solidarity.
2. Negative effects of opinion polling; the effects of public opinion polls on views on history were also discussed, particularly in the Chinese and South Korean context. The negative perceptions that



opinion polls may engender are viewed by one presenter as indicative of the lack of cultural sensitivity that probably abounds in the teaching of history.

3. The exchange of cultural products (pop groups, dramas, and films) is seen as a welcome development for greater inter-state cultural understanding.
4. The different perceptions on 'nationalism' and 'patriotism,' and the varying degrees on how peoples can be nationalistic and patriotic, also creates disconnect in efforts towards unity. Nationalism and patriotism may be taught in ways that engender distrust and suspicion towards other nationalities, and a more culturally sensitive teaching of history may remedy this.

# Is Nuclear-free East Asia Possible?

## Opportunities and Constraints



- **Moderator**

Peter HAYES(Director, the Nautilus Institute for Security & Sustainability)

- **Panelists**

ABE, Nobuyasu(Director, Center for the Promotion of Disarmament and Non Proliferation, Japan Institute of International Affairs)

CHOI, Kang(Professor, Institute of Foreign Affairs & National Security)

Gareth John EVANS(Chancellor, Australian National University)

KIM, Bong-hyun(Deputy Minister for Multilateral and Global Affairs, Ministry of Foreign Affairs and Trade, R.O.K.)

PAN, Zenqiang(Professor, Institute for Strategic Studies, National Defense University)

This session explores the possibility of an East Asia without nuclear weapons amidst the complicated global problems of terrorism, new nuclear weapon states, and breakdown of the global non-proliferation and disarmament regime. This session examines the likelihood of nuclear weapon abolition despite competing solutions to the no-exit of the Nuclear Proliferation Treaty(NPT), and transfer of nuclear related technology. The session moderator, Mr. Peter Hayes, Director of the Nautilus Institute for Security and Sustainability then introduced a panel of experts that discussed the realism and idealism of a nuclear-free East Asia.

## *Presentation*

The first speaker, Mr. Kim Bong-hyun, Deputy Minister for Multilateral and Global Affairs, Ministry of Foreign Affairs and Trade of South Korea, argued that the nuclear issue is very important for Koreans. As the country faces threats from North Korea, it shows great concern for nuclear proliferation, nuclear terrorism, and safety. Mr. Kim Bong-hyun emphasized that NPT, safety, and security are interconnected issues that should be simultaneously tackled. He also argued that nuclear security should be prioritized because of the catastrophic consequences that nuclear terrorist attacks pose. The security of conventional as well as non-conventional nuclear weapons should also be looked into. The Nuclear Security Summit (NSS) provides for avenue for international cooperation in addressing nuclear security issues particularly as regards prevention, detection, and disruption of illicit trafficking of nuclear materials. South Korea will be hosting the Nuclear Security Summit(NSS) in March 2012.

The second speaker, Prof. Pan Zenqiang of the Institute for Strategic Studies at the National Defense University, argued that we cannot overestimate the importance of nuclear proliferation. He pointed that a nuclear-free East Asia would solve the proliferation problem in the region as well as create a more favorable environment for cooperation. A nuclear-free East Asia may also be a model of how countries can collectively address issues of deterrence and disarmament. There are certain conditions that undermine the prospect of an East Asia free of nuclear weapons. These difficulties include the ongoing nuclear crisis in North Korea, intensifying arms competition between major powers in the region, extended US deterrence in the Korean Peninsula, and the lack of mutual trust among these

major players. Prof Pan Zenqiang stressed that if the world is serious about creating a nuclear weapon free zone in East Asia, it must address deep-seated distrust among the major players. Only by enhancing mutual confidence and trust, we can attain that end.

The third speaker, Mr. Abe Nobuyasu of Center for the Promotion of Disarmament and Non Proliferation, Japan Institute of International Affairs, focused his presentation of the regional aspect of the nuclear proliferation issue. He argued that unless major powers renounce their nuclear weapons, we can never have a nuclear-free East Asia. President Obama's Prague speech in 2009 provided the necessary impetus to renounce nuclear weapons. The United States and Russia are on the right track in reducing their strategic nuclear forces. Mr. Abe Nobuyasu stated that no other country would follow unless the strongest countries advocate relinquish their weapons because weaker states are generally afraid of strong ones. There is also a need to engage China in nuclear weapons reduction despite its claim that its nuclear arsenal is insignificant compared to the US and Russia. Mr. Abe Nobuyase stated that countries around China are concerned about the Chinese military modernization and buildup. Thus he posited that it is better if China joins nuclear reduction efforts soon rather than engage in a buildup first and then they reduction at a later stage. Furthermore, he stated that North Korea presents another challenge to nuclear disarmament efforts in East Asia. In so far as North Korea engages in what it claims the buildup of its nuclear deterrence, South Korea, Japan and the U.S. are obliged to maintain a credible deterrence to prevent any provocation, intimidation or increased aggression from the North. Finally, he argued that the Fukushima reactor tragedy maybe an opportunity to let the other countries know how terrible it is.

The fourth speaker, Dr. Gareth Evans, Chancellor of the Australian National University, argued that a nuclear-free East Asia will not happen unless in the context of a wider nuclear free world as a whole. The leadership to achieve this is going to come from both the United States and Russia, which have a combined 22,000 nuclear warheads. The International Commission of Nuclear Non-Proliferation and Disarmament stated that it is possible to get into a state of minimization with the number of nuclear weapons reduced to about 10% of the present global stockpile by 2025. Dr. Gareth Evans argued that they are unable to fix a date of achieving zero stockpiles of nuclear weapons because of significant technical issues such as verification and enforcement that must first be resolved, as well as the psychological issues of status, prestige, and the comfort that states continue to have from the old Cold War utility of nuclear deterrence. He posited that it was sheer dumb luck that we had not had a nuclear weapons catastrophe in the last 65 years. He stated two important steps towards disarmament. These include Russia and United States taking initiative to reduce the number of nuclear warheads. In Asia, it is also critical that no state increases the number of weapons particularly India, Pakistan, and China. Dr. Evans stated that the plea is to try to hold the line. Another important step involves the issue of doctrine on the role and utility of nuclear weapons. He stressed that there will be no progress unless we can change our perception that nuclear weapons are an important part of deterrence against other forms of weapons of mass destruction and biological chemicals. There is also a need for China to become party to serious bilateral and multilateral talks in stabilizing nuclear weapon numbers at their present levels, and ultimately reducing them.

Dr. Gareth Evans argued that it will be a very long haul before we can

look to a completely nuclear free East Asia that includes China and Russia, and difficult to imagine this other than in the context of global agreement to go to zero. However, it is not impossible to reach that destination, and the journey should certainly start now.

## ***Discussion***

Prior to opening the floor for queries from the audience, Moderator Peter Hayes asked members of the panel on their insights on particular issues related to their presentation.

- *Defining Nuclear Deterrence.* Questions were raised on how nuclear deterrence should be defined and whether there is consensus in its scope. Furthermore, questions on how nuclear deterrence applies to Asia and how it complicated multilateral arrangements and negotiations were put forth. Mr. Abe Nobuyasu argued that all countries want to give up nuclear deterrence but under specific circumstances, they are allowed to retain them as a last resort. From the East Asian point of view, he noted that North Korea's nuclear weapons might not be that serious a threat for some; however, the thought of destruction in Seoul and Tokyo makes people anxious.
- *Competing perspectives on the use of nuclear weapons were raised.* Some of the speakers argued that the use of atomic bomb was wrong no matter what Japan did during the Second World War. Nonetheless, as of the moment, the international community could not figure out whether Japan really wants nuclear disarmament

or nuclear deterrence.

- *Nuclear Security Summit 2012 Invitation to Kim Jong-Il*. A question was addressed to Mr. Kim Bong Hyun on whether President Lee's invitation to Kim Jong-IL to the NSS is indeed serious. Mr. Kim Bong Hyun stated that South Korea is very serious about its invitation. It would have been great should North Korea become open for engagement to discuss disarmament and non-proliferation.
- Finally, the moderator of the session asked each of the speakers on their take whether a nuclear-free East Asia is possible. Everyone answered positively though they argued that it will take a long while for this to be achieved

# Maritime Security in East Asia



- **Moderator**

FUNABASHI, Yoichi(Former Editor-in-chief, The Asahi Shimbun)

- **Panelists**

G. John IKENBERRY(Albert G. Milbank Professor, Princeton University)

Satu LIMAYE(Director, East-West Center in Washington)

PAIK, Jin-Hyun(Dean, Graduate School of International Studies, Seoul National University/ Judge, International Tribunal for the Law of the Sea)

YAN, Xuetong(Director, Institute of International Studies, Tsinghua University)

Funabashi Yoichi(Former editor-in-chief, The Asahi Shimbun) opened the session by describing the different maritime issues in East Asia and the series of crises that transpired in the region in 2010. He posed the question on how countries in East Asia are to handle the challenges arising from maritime issues as well as what mechanisms should be developed to address them.

## *Presentation*

The first speaker, Satu Limaye(Director, East-West Center in Washington) stressed that lessons can be learned from the maritime security



situations themselves but on the important reactions to these events. He pointed out that maritime disputes in East Asia are manageable but remain unresolved. Limaye points out that the disputes in the region have not had a spillover effect on other regions in Asia and this is due to the hardened positions taken by the United States(US) on the South China Sea disputes and its open dialogue with China. He also emphasized the role of the US and China in order to overcome maritime issues in the East Asian region. His suggestions include: (1) reducing reconnaissance activities in contested areas, (2) ratifying the United Nations Law on the Sea(UNCLOS), (3) developing a more formalized agreement on sea regime, and (4) having more dialogue between the US and China. He mentioned that structural arrangements are reasons for the continuation of maritime problems. More ways for handling these maritime issues are likely in the future but an actual resolution would be difficult.

John Ikenberry(Albert G. Milbank Professor, Princeton University) discussed the lessons that can be derived from the situations that occurred in 2010. The maritime realm is where the real conflict over the rise of China exists. China is enhancing its naval presence through its ambitious naval modernization programs aimed at addressing its commercial stake in sea-lanes. He sees the maritime conflicts in the region as an issue between China and its neighboring countries as well as between China and the US. China is projecting its influence in the region; however, the US also wants to protect its maritime pre-eminence by signaling its ability to be a security provider in the region. He proposed that China allow multi-lateral conflict resolution mechanisms to address the crises; however, the United States should provide a regional security structure that is more coherent and effective to handle the US-Chinese power transition. The US should make

diplomatic efforts to ensure that security and military strategies are transparent, that there are regular dialogues, and that there are region-wide security mechanisms to handle disputes. Long-term measures should also be developed by China and the United States to ensure the containment of disputes.

Yan Xuotong of the Institute of International Studies at Tsinghua University proposed the separation of economic and sovereignty issues in maritime disputes. He supported Deng Xiaoping's proposition to set aside sovereignty claims in order to focus on economic and development cooperation. He described disputes over sovereignty claims as a zero-sum game because he sees it more beneficial to look for arrangements to address the economic interests of states. In addition, Yan highlighted that the maritime disputes in the region have not escalated to wars. What states should focus on are ways to solve maritime issues. He identified developing political relationships as a pre-condition for settling territorial disputes. When states have a good political relationship, then it is easier for people to reach agreements like in the case of land border disputes. Finally, Yan emphasized that the involvement of the US in maritime territorial disputes complicates the situation. The more countries involved, the harder it is to come up with solutions to a problem. He said that unilateral engagements are better than multilateral ones to address regional maritime disputes in the region. In addition, the key to prevent the escalation of existing conflicts is to develop more constructive problem-solving methods.

The last speaker, Paik Jin-Hyun(International Tribunal for the Law of the Sea) traces the history of existing regional maritime disputes. He noted that most of them are not new and that regional maritime security has been a major and ongoing concern. He said that what was extraor-

dinary(with the 2010 tensions) is the perceived rise of China and the growing tension between China and the US. He cautioned the possibility of a deterioration of relationships among countries in the region if disputes are not managed well. Cooperative approaches to conflict management and preventive diplomacy should be developed to reduce tensions. It is also important to make maritime issues a priority in summit meetings held among Northeast Asian countries. He also suggested: (1) the openness and transparency of maritime practices and policies of countries in the region, (2) development of confidence-building measures among countries, (3) the creation of dispute settlement mechanisms based on international laws and conventions such as the UNCLOS, and (4) the separation of economic or resource issues from jurisdiction or sovereignty issues in order to find areas for cooperation and mutual benefit.

## *Discussion*

The followings are the questions on maritime security in East Asia that were addressed during the discussion.

- What did China actually learn from the series of crises in 2010?  
: There was significant discussion within the Chinese community on how we should address maritime issues that saw the establishment of two camps over the issue. There are those who suggest that sovereignty issues be set aside in order to look for areas for common development and there are those who say that current arrangements should continue to be used as they have proven effective in normalizing China's relationship with Japan. In order

to resolve the issue, the agreement should be amicable to all parties. The problem is that countries are no longer willing to cooperate. Mechanisms for discussing disputes among the parties should be revived.

- What are the implications of China's interest in new military doctrines on maritime issues in East Asia?

: Doctrines such as anti-access or area denial reflect both sovereignty and shifts in power issues. There are still unresolved issues between China and the US especially on the nature of activities allowed in the exclusive economic zone (EEZ). The US has used the UNCLOS in defining the activities allowed in the EEZ, while China has used its own laws in its definition. This complicates issues that lead to tensions due to a denial of access to essential resources.

- What is the role of the United States in maritime disputes in East Asia?

: China has regarded the involvement of the US in the South China Sea disputes as irrelevant and unnecessary. However, Secretary Clinton has expressed the interest of the US in playing a mediating role in order to resolve conflicts and help parties reach a consensus. In conflict management, a mediator country should be recognized by all parties involved. If one party is not amenable to the mediator, then the process will not work. An important party to this issue is China and it is very reluctant about the US playing a mediation role. However, there is no doubt that the US has legitimate security concerns on security, especially on the issue of navigation within the South China Sea. Like any other country,

the US has to establish its own opinion on issues where their political and economic interests are at stake.

- How important is the UNCLOS in settling maritime disputes in the region?

: The UNCLOS provides a legal framework for adjudicating maritime disputes. If all relevant parties become parties to it, it would help to create a basis for which territorial boundaries can be claimed. In the case of the US, the UNCLOS is critical to establish the international importance of seas that is the basis for their involvement. Thus, there has been significant support for its ratification, especially among the military and it has been a part of the Obama administration's strategy in strengthening its position. However, the dynamics of American policy-making is significantly complicated because it is uncertain enough its ratification will happen in the near future.

- Is it possible to establish a code of conduct where there are sanctions for non-compliance?

: Given the consensual approach and preference for dialogue among Southeast Asian countries, an intrusive form of a formal code of conduct with possible sanctions might not be possible. However, its creation will definitely contribute to a better maritime regime in this part of the world.

Two important points were simultaneously raised by panel members:

- There should be a separation of territorial and resource issues. Japan and South Korea (despite territorial disputes) were able to embark on a joint development project for the exploration on oil

and gas resources. A panel member pointed out that if this has been possible in the past, and there is a huge possibility that states can come up with creative cooperative announcements to develop resources while putting sovereignty claims aside.

- Some problems arise due to the absence of regional and international laws governing the use of aquatic resources. A case was cited where Vietnamese fishermen were arrested by Chinese authorities due to a law banning overfishing to protect the ecological balance of the area. After a while, these fishermen were released but the question remained on how states could effectively implement laws (such as those protecting environmental resources) if these are not adopted by other countries.

# Great Tumen Initiative and Peace in East Asia



- **Moderator**

LEE, Su-Hoon(Director, Institute for Far Eastern Studies, Kyungnam University)

- **Panelists**

GONG, Keyu(Deputy Director, Center for Asia-Pacific Studies & Center for World and Shanghai Studies, Shanghai Institutes for International Studies)

HONG, Myeon-ki(Research Fellow, Northeast Asian History Foundation)

James MEERNIK(Dean, Toulouse Graduate School, University of North Texas)

TAGA, Hidetoshi(Dean, School of Social Sciences, Waseda University)

ZHU, Shu(Officer in Charge, Tumen Secretariat UNDP)

The session focused on the achievements, challenges, and prospects of the Greater Tumen Initiative(GTI) for a more peaceful and stable East Asian region. The session was composed of participants from relevant parties, GTI delegates, scholars from the United States and Japan, among others. The aim of the session was to evaluate the achievements of the GTI and discuss future strategies for multilateral cooperation. The session was chaired by Mr. Lee Su-Hoon, Director of the Institute for Far Eastern Studies at Korea's Kyungnam University.

## *Presentation*

The first speaker was Dean James Meernik of the Toulouse Graduate School at the University of North Texas. His discussion focused on the GTI as perceived by the United States through its foreign policy. He first discussed the United States' interests in the Greater Tumen Initiative and pointed out three points. First is the denuclearization of North Korea. He also relates this issue with the rise of North Korea's important political and economic partner China. According to Meernik, interest in this area is driven by the need to contain North Korea and realize, if possible, its denuclearization. This position emphasized the need to deny North Korea a further acquisition of weapons and especially nuclear weapons that could be used to extract preferred policies from other governments in the region. Second, the US wants to maintain regional stability and peace between the two Koreas as well as prevent North Korea from fermenting any kind of trouble or using its nuclear technology (or any other kinds of tools) at its disposal whether legal or otherwise. Third, the US is also interested in regime transformation that can accommodate better human rights conditions, open democracy, and economic development, which is something that the US would expect to occur from within the country. Finally, the US maintains its interest in promoting economic prosperity and stable conditions that can facilitate economic progress by its allies.

In this regard, the GTI could tie into these goals but it will depend whether such initiatives can progress and if North Korea will continue to try and move forward with this initiative. GTI could also lead to more opening of the North Korean economy and greater prosperity for the people. However, this depends ultimately in its regime to open up its economic



system in a sustained and deep fashion. Meernik argued that if that occurs, North Korea might become more secure and have a stake in a stable peninsula, eventually becoming a channel of economic development in concert with other US allies in the region. As such, there is presumably less need from North Korea for aid, and will therefore lead to more prosperity that will facilitate stability, which is the US chief concern in the region. In this regard, the US will benefit from the GTI if its allies who are also GTI members gain from such arrangements. However, there are concerns that if it does proceed that greater openness could precipitate other problems. Openness of borders between China and North Korea, for example, can facilitate other kinds of movements of people such as trafficking and illicit trade. Another concern is that if the country's regime were to stay in place and prosper (due to of GTI) that this kind of development will allow them to divert more resources to the military, which is a major concern of the US.

There is also the issue of North Korean relations with China. According to Meernik, dependency with China (with regard to trade) may decrease the willingness of China to confront North Korea as China has more stake in the North Korea's development as it heavily invests money in North Korea. The US fears that this kind of investment would lead the Chinese to be more reluctant to press North Korea to change its stance on issues such as nuclear weapon development and human rights. There is also concern shared by some over China's role in GTI and that the Chinese are interested in keeping North Korea at its current status as a means of pre-occupying the US militarily with the Korean Peninsula which will politically encumber the US and it less space to maneuver. It is also possible that there are some security benefits for South Korea if the North Korean regime is

able to deemphasize its threats and its willingness to rattle its military sword(ultimately making North Korea more stable) which will benefit South Korea. Meernik however warned that it is still difficult to predict what will happen in the future, as it will depend upon whether people believe that China is serious in pressuring North Korea or is content with what North Korea does that will ultimately depend on what happens with this greater openness in the region.

Mr. Hong Myeon-ki, Research Fellow at the Northeast Asian History Foundation in Korea, discussed and shared his reflections on how the GTI will affect North Korea. He started by saying that one the greatest threats to peace and stability is the North Korean nuclear issue that will require strategic decisions from surrounding countries as are currently observed with the GTI. However, taking into consideration North Korea's geopolitical situation, he said that the GTI would face difficulties unless North Korea takes an active role. This is because North Korea pulled out in November 2009. He added that North Korea will be a key actor in the future and was evident by Kim Jong Il's three visits to China on three different routes which shows signs of a positive movement towards cooperation and signals possible future changes. He also shared his insights with regard to China's involvement. He argued that unless China has a peaceful and market-oriented focus and unless North Korea takes part in the international community as a peaceful member, the two countries cannot become stable and that the success of GTI will be undermined. With the GTI, people can say that there is economic cooperation, but this is a passive stance according to Hong. He argued that there is a need to move beyond a passive economic perspective and toward how we can bring about peace in the region in a more active manner. He mentioned that although North Korea pulled out of the GTI,

many members still gathered for a meeting, and this kind of system is needed for North Korea to become more engaged with the outside world. This will secure peace on the peninsula and bring life back to the GTI that will provide a new vision for Northeast Asia. Leaders(especially political leaders of Korea and China) should play a bigger role because there are significant concerns in regards to China's involvement with North Korea; in addition, Hong believes that they will still exert a moral stance and help North Korea. This has been seen in other regions, where(for example) Central Europe has initiatives to help transitional East European states that can be emulated. Central European initiatives also started with the support for their economic and social development so that they can be integrated into the greater European zone with a vision towards a more peaceful and united Europe, particularly focusing on mechanisms to lessen inequalities that narrow the gaps between East and West Europe.

Hong also added that the Tumen region is a good gauge to measure the cooperation between members and is a very useful tool to test how we can move forward in the future. China and Japan's involvement as well as other changes in the region will have a great impact on the Korean Peninsula, and unless we reflect on this history and focus on economic aspects, Hong argued that such a limited view would not take us that far. Leaders of concerned countries should be more active and should have a more strategic goal that incorporates historic perspectives. East Asian countries need to have a deep understanding of what GTI means in the political or economic sense as well as from a historical point of view for a broader vision of true peace and prosperity in the region. This requires changes in the conceptions that we have. He concluded by saying that we should share a common view that surpasses geopolitical and economic interests which surrounds

the initiative at present.

Mr. Zhu Shu of the Tumen Secretariat UNDP followed next. His presentation focused on the GTI and economic cooperation in Northeast Asia. Mr. Zhu started his discussion by providing an overview on the economic and development situation of Northeast Asia. As a region, Northeast Asia is considered as an important economic power with vast resources and has the potential for further development. However, many challenges for Northeast Asian economic integration and cooperation gravely affect such potential. Among these challenges are the diverse political and economic systems, the lack of consensus on how cooperation will proceed, the absence of any free trade agreement, and the differences among each country's development stage. The GTI has been seen as an attempt to address these concerns, and this initiative has been supported by the United Nations Development Programme. Since its inception in 1995, GTI has served as an active catalyst to expand policy dialogue among its member-states China, Mongolia, Korea, and Russia. The GTI's mission includes increased mutual benefits and a common understanding among member-countries, strengthened economic and technical cooperation, and an improved process to attain greater growth and more sustainable development.

Mr. Zhu also discussed briefly details of GTI cooperation. GTI has focused on the areas of transportation, tourism, energy, trade and investment, and the environment as key sectors for cooperation. Its institutional structure consists of the GTI Consultative Commission(CC), which serve as the decision-making body of the GTI, the Tumen Secretariat whose operations are under the administrative support of the UNDP, national coordinators as the national focal points, and the sectoral boards that oversee specific cooperative activities of key sectors. Some of the important recent

developments that the GTI achieved include the adoption of the Strategic Action Plan of 2005-2015 at its 8<sup>th</sup> CC Meeting in Changchun in 2005, the development and promotion of GTI projects at the 9<sup>th</sup> and 10<sup>th</sup> CC Meetings in Vladivostok in 2007 and in Ulaanbaatar in 2009, and the reaffirmation of UNDP's commitment to the GTI at the 11<sup>th</sup> CC in Changchun in 2010. In regards to the GTI's projects, there have been efforts to promote projects in various key sectors that include a study for integrated transport corridors, capacity building programs in the fields of energy, tourism, trade, and investment, and a water protection feasibility study for the Tumen River.

Equally important for the success of this regional set-up is the strengthening of local level cooperation among local Northeast Asian governments. Mr. Zhu argued that current challenges exist that serve as obstacles for cooperation. Among these challenges are the lack of effective coordinating channels and an institutionalized platform for cooperation at the local level, the diversity of interests and understanding on policies and development, the limited engagement of local governments in central government cooperation platforms, and the insufficient capacity of local governments for multilateral cooperation. To be able to overcome these challenges and strengthen local cooperation, Mr. Zhu offered some recommendations. One of his suggestions is to initiate a new local cooperative mechanism among local governments in Northeast Asia that was already proposed at the 11<sup>th</sup> CC by the creation of an additional mechanism for local government cooperation. He also added the need to extend the scope of cooperation to involve other Northeast Asian local governments from non-GTI members (notably Japan and North Korea) and noted that there have been some improvements in strengthening local level cooperation. A consultation workshop was successfully concluded on May 11 in Yanji

where the Director-Generals of 9 local provincial governments and members from 4 international partners (namely UNDP, Asian Development Bank, GIZ and the Hanns-Seidel Foundation) agreed to establish the Northeast Asia Local Cooperation Committee at the provincial/gubernatorial level. Among the functions of this local mechanism would be to create an effective institutional platform that will enhance local-central coordination and interaction, develop and implement cross-border projects in key sectors, facilitate communications, enhance the capacity of local governments in the region, and mobilize resources for local cooperation and development. Finally, Mr. Zhu shares the GTI's experience in regards to regional cooperation (such as GTI's identification of priority areas) and its institutional set-up. He also pointed out the importance of the support of international partners for the sustainability of GTI's programs, the involvement of the private sector through public-private partnerships (PPP), increased coordination between central and local governments, and encouragement for local initiatives. It is sincerely hoped that the GTI in the future will be transformed into a Northeast Asian Summit were all 6 countries of the region are members.

Finally, Dean Hidetoshi Taga of the Waseda University's School of Social Sciences gave a brief presentation on Japan's position in the GTI and opened his presentation by thanking everyone for their thoughtfulness after Japan disaster in March. He began by pointing out to the previous speaker's discussion on local initiatives and said that this is the very reason why Japan is indifferent to the GTI since there are hurdles to promote the participation of local authorities in Japan as the central government wants to occupy the lead role instead of local governments. He cited the Japanese policy (in regards to the Tumen project) as similar to land reform policies

in Japan. Coastal areas in Japan are among the least economic developed areas because all investments and labor force have traditionally been concentrated on the 'Pacific Belt' in Japan and is why the Japanese government has been indifferent. Taga also shared a research survey he did on the records of the Japanese parliament regarding the GTI that showed only four times when the concerns related to the Tumen region were mentioned and that most of the members of parliament have no interest in this plan. However, the calamity in northern Japan will consist of very strange pressures for this project. He pointed out 4 major and current discourses in Japan. First, the conflict between central and local governments in Japan is too delicate and dangerous, especially since local entities want to do things that they have advantages over. Second, the central government controls all things dealing with North Korea. Third, the position of local enterprises is that politics and economics can be separated, and that there is a need for improved technology, skilled labor, and international confidence facilities. Lastly, the central government believes that China and the US should not be involved with their internal affairs. He concluded by saying that the East Asian community will remain another uncertain project unless we can establish a sub-region without borders.

Mr. Lee ended the session by saying that the key issue is North Korea. The challenge for the region is to bring North Korea back into a framework where it can express interests, concerns, and discuss what benefits it seeks. In regards to China, the GTI is Chinese-driven, as China puts substantial money into it and has direct linkages with development plans such as those with North Korea. China has been modernizing its country and in the Tumen river area which includes the construction of harbors and ports.

# The Rise of China: Opportunities and Challenges



- **Moderator**

Nayan R. CHANDA(Director of Publications, Yale Center for the Study of Globalization)

- **Panelists**

FUNABASHI, Yoichi(Former Editor-in-chief, The Asahi Shimbun)

Tan Sri Mohamed Jawhar HASSAN(Chairman, ISIS Malaysia)

G. John IKENBERRY(Albert G. Milbank Professor, Princeton University)

SHIN, Jung-seung(Director, Center for Chinese Studies, IFANS, MOFAT)

YAN, Xuetong(Director, Institute of International Studies, Tsinghua University)

This session examined the rise of China vis-à-vis the relative decline of the United States. Through careful analysis of the various possible interpretations of China's rise, renowned experts shared valuable insights on the challenges, opportunities, and avenues for cooperation this phenomenon entails. It seeks to address three main issues: whether the China's rise and America's decline is a reality or myth, factors that need to be examined to understand this phenomenon, the opportunities and challenges posed by China's rise to the security and peace of East Asia. The session moderator, Dr. Nayan R. Chanda, Director of Publications of the Yale Center for the Study of Globalization, began by sharing that when he did a Google search



on the keywords “rise of China”, 1.6 million hits were shown, reflecting the timeliness and significance of this phenomenon. As moderator of the session, he then preceded to introduce the stellar panel.

### ***Presentation***

The first speaker, Tan Sri Mohamed Jawhar Hassan, Chairman of the Institute for Strategic and International Studies (ISIS) Malaysia, argued that what we are seeing today is not just the rise of China, but also the resurgence of the greater part of Asia. He noted that some lesser economies are rediscovering their past glories and past economic dynamism. Not only China but also South Korea, India and countries in Southeast Asia are becoming more prosperous. The second point raised by Tan Sri Jawhar Hassan centers on our tendency to examine the phenomenon in binary terms- the rise of one power and the fall of another. He rebuked this by arguing that both the developed and developing countries are rising; some are just rising faster than others. Thus looking into the horizon, some 20 or 30 years from now, United States will be richer and more prosperous but so will China, Japan and the rest of the world economies. Economic projections indicate that by 2040-2050, China will have the largest economy per Gross Domestic Product (GDP) but the United States will not be far behind. United States will be the second most powerful economy. Even if China may have 21-22% of the global GDP share, United States will have about 19%, followed by Japan, India, Brazil, and the other European countries. The world economic order will be diverse and multi-polar, very different from the situation of the United States following the Second

World War, when it has about 50-60% of the global GDP.

Nonetheless, Jawhar Hassan argued that militarily, United States would remain number one. China's military expenditure for ten years is comparable to what the United States spends in a year. Based on the SIPRI figures of 2009, the military expenditure of United States is six times more than that of China. Thus even if China has been rising economically, it is still weak in terms of military and lack the expansiveness of US network of allies. The United States will continue to retain tremendous soft power due to the appeal of its democratic and liberal values. The growing global interconnectedness as indicative of the presence of various international institutions like the G20, ARF, and APEC are effective forces that may neutralize possible hostilities from developing. Finally, China's military threat is essentially confined to cases of territorial disputes. Tan Sri Jawhar recognized that territorial disputes have always been a problem anywhere in the world, and are normally resolved by force. He is thankful that the situation in East Asia has not escalated to that level of Britain and Argentina over the Falklands. Thus even if the potential for conflict is high, it remains to be limited and of short duration.

Funabishi Yoichi, Former editor-in-chief of The Asahi Shimbun, discussed the Japanese perspective on the rise of China and its implications for East Asia. He argued that economically speaking, the rise of China has greatly benefited Japan. He pointed that China acts as a huge dynamo- an economic engine- that boosts that Japanese economy, as well as, that of other Asian economies. Through Japan's deep economic ties with China, its steel industries, construction, shipping, and other traditional industries have developed significantly. Certainly, there have also been many challenges to Japan-China relations including: rising inflation, labour union unrest,

intellectual property rights issues, but these are manageable. Thus, in the near future, the rise of China will continue to benefit Japan economically.

Funabishi stated that the direction and nature of China's rise continues to be extremely uncertain. For instance, China's capitalism or market mechanism has been evolving. China is very challenging to define economically, conceptually and politically for advocates of the liberal internationalist order. Furthermore, questions remain to how China will translate its newly acquired economic gains into political and strategic assets. Particularly troubling is China's view of its place in the world, as shaped by its ambitions, passions to restore their "anointed place in history". Will China's future be compatible with the liberal international order or will China explore a different international system? Funabishi acknowledged the great difficulty of finding China's *modus vivendi* in the greater China world. Geography and history play crucial factors from which Japan have been trying to articulate China's strategy and place in the world.

Yan Xuetong, Director of the Institute of International Studies of Tsinghua University, argued that it would take a long time for China to catch up with the United States in terms of comprehensive power, military, culture, and political influence. Even in terms of security relations, United States has 36 major allies while China only has one country with that kind of substantial relationship. Despite its economic gains, China does not have the capacity to change the international norm that swiftly. Indeed, China's market will become the major market in the region. It will become the main importer and will play a major role in promoting economic integration through building of a common market; however, in terms of security capability, Yan Xuetong recognized the huge gap between China's economic and military power. He stated that China cannot provide for the

same level of security for the region and surrounding countries comparable to the benefits of its economic prosperity. China's rise will bring about changes in the international system but as Yan Xuetong pointed out this will bring about more benefits to the world than to China.

G. John Ikenberry, Albert G. Milibank Professor of Princeton University, started his presentation with the discussion of the shift in the global distribution of power and its implications for international world order. Following the narrative of states rising up and using their power to usher a world order of their creation, Ikenberry asked whether China would embrace the core features of the liberal international order or see new rules and institutions. Ikenberry is skeptical on whether China wants to or will be able to build an order that would break the current international system. He argued that retains the basic framework for doing international business despite the turmoil and challenges in the global system. He further added that we often forget the impact of the international system on nations-states like China, just as China will have an impact on the international system. Furthermore, he noted that the existing international order is open, integrated, and rule-based. It is thicker and deeper; harder to overturn, easier to join into. The international system has integrative tendencies; it has functional attributes that makes its open and very blunt, thereby allowing nation-states to trade their way to world power. Recognizing these features, Ikenberry argued that China would find it difficult to overturn for this system. It also has incentives to use the rules and institutions of the current international order to protect its interest. Building on this thesis, Ikenberry further discussed why the rise of China would not be accompanied by an agenda for a transformation of the deep principles of international order. He stated that a Chinese alternative to a liberal

international order is not sustainable. There have been questions of what this alternative would be and who would be part of it. The possibility of a Beijing consensus that is organized on exclusive blocs, spheres of conflict and mercantilist networks would simply do not work. It would not be able to advance the interest of any major states including China.

The final speaker, Shin Jung-Seun, Director of Center for Chinese Studies, IFANS(MOFAT) noted that China has undergone remarkable economic development since the past 30 years. The rise of China became more apparent as China's economy toppled Japan as the second largest in the world. He argued that as China continues to grow, its importance and place in the international community will increase, and its influence over the Korean Peninsula will be more significant than ever. Much concern over the rise of China is expressed by South Korea these days, particularly as regard China's sympathetic culture towards North Korea as seen in the Cheonan sinking and Yeonpyeong shelling. China's assertiveness in its territorial claim to the South China Sea and Senkaku Island has also been the focus of debate and analysis. Nonetheless, as argued by Director Shin, Chinese government indicated that territorial disputes would be on hold for 50 years for the deliberation by the next generation. He further noted that most Koreans believe that the rise of China is more as an opportunity than a threat. Director Shin hopes that China will continue to respect its neighbors with open-mindedness and tolerance as its power grows stronger. He stated that as long as China continues to walk on the path of peaceful development, South Korea is also willing to walk with China for peace and prosperity in the region.

## *Discussion*

Prior to opening the floor for queries from the audience, Moderator Chanda asked members of the panel on their insights on particular issues related to their presentation.

- **Paradox of China's rise.** Moderator Chanda asked Tan Sri Jawhar on his perception on the statement of one Malaysian strategist that when China is weak it is a problem for Southeast Asia, but when it is also strong, it is also a problem. According to Jawhar Hassan, China's rise has raised apprehensions in the region as well as outside particularly as regards its assertiveness to its territorial claim. Nonetheless, Jawhar Hassan argued that so far China has been remarkably restrained and moderate despite recent spikes in its behavior vis-à-vis territorial claims. China has also become the engine of growth in the region. China provides for positive and constructive influence on Southeast Asian economy. Thus in terms of pluses, China's economy is closely integrated with Southeast Asia and its rise will bring about economic development in the region. The negative side of it other posits is that China's industrial growth is hollowing out Southeast Asia.
- **Peaceful Rise and Peaceful Development.** Moderator Chanda asked Yan Xeutong on why the change in the terminology used to define China's rise. According to Yan Xeutong, China used the term "peaceful rise" from 2003-2004. From spring of 2004, they changed it to "peaceful development" due to the concern that whenever China uses the term it is considered a challenge to the US.
- **China's Self-Encirclement.** According to Funabishi Yoichi, the

Japan-Chinese maritime incident was a litmus test to China's peaceful economic development strategy. They were crudely awakened that probably something has been happening in China. Funabishi stressed that Japan could not be complacent on the direction and nature of the China's rise. They are also looking forward how China will respond to the challenges to its economic growth and development. He stated that when a nation is in difficult times, how the nation responds to that crisis tells more of its objective, goals, and stance. China has not yet been tested since the late 1970s.

- North Korea- China Relations. According to Shin Jung Seung, he doubts whether China intended to be assertive in the cases of the Cheonan sinking and Yeonpyeong shelling. Shin argued that the focus of China is in maintaining peace and development in the Korean Peninsula.
- China and the Liberal International Order. A question was raised to Ikenberry on whether China will challenge the liberal international system. Ikenberry argued that there will be a power oriented struggle posed by the rising of new states. China would want to have more authority and leadership in the international system. Nonetheless, it is very unlikely that China will break the existing international order.
- Libya No-Fly-Zone. Yan Xuetong argued that China voted for the resolution to penalize Libya but abstained in voting to take the necessary action to protect its civilians because the No-Fly-Zone resolution is no different from a declaration of war, China realized that he stated.





Part III

# Peace and Security: Jeju and the Korean Peninsula

- Tripartite Collaboration between Korea, China, and Japan
  - Korean Reunification and New Opportunities
    - Korean Reunification and New Opportunities [Diplomats' Roundtable]
- Power Succession in North Korea and the Prospects for Opening and Reform
- Jeju Process & Building Multilateral Security Architecture in Northeast Asia





# Tripartite Collaboration between Korea, China, and Japan

## ■ Chair

HAN, Tae-Kyu(President, Jeju Peace Institute/ Chairman, Executive Committee of the Jeju Forum)

## ■ Keynote Speakers

Arai HIROYUKI(Former Secretary General, Liberal Democratic Party, Japan/ Secretary General, Japan New Party Reform)

KIM, Do-yeon(President, National Science & Technology Commission)

LEE, Hee-beom(President, STX Energy/President, Korea CEO Association)

YOUNG, Soo-gil(President, Green Growth Committee)

ZHAO, Xiao Gang(President, China South Locomotive Group)

This session focused on the tripartite relationship of Korea, China, and Japan. Korea and China are finding ways to further mutual collaboration in order to provide a brighter future for Asians. Japan, despite current hardships, has found ways to achieve economic rehabilitation and future prosperity. The session moderator, President Han Tae-Kyu of the Jeju Peace Institute, declared that this session's focus is reflective of the major theme of the Jeju Peace Forum and the emergence of the New Asia with China at the forefront. On the topic of Korean-Chinese bilateral collaboration, President Han Tae-Kyu noted that diplomatic relations

are nearing their 20<sup>th</sup> anniversary. China has a major role in the Korean economy as indicated by the countries' expansive trade and exports relations. Nonetheless, Koreans are still skeptical of the Chinese because of their stance on the North Korean nuclear issue. Yet, since the forging of diplomatic relations between the two, significant developments have taken place to solidify their bilateral ties. In this session, three keynote speakers will talk about the future of China-Korean bilateral relationships.

### *Keynote Speeches*

Mr. Kim Do-yeon, President of the National Science and Technology Commission(NSTC), began his keynote address with discussions on the background of the NSTC. The NSTC was inaugurated two months earlier in recognition of the role of science and technology as pathways towards sustainable economic growth and development. Realizing its importance to achieve further Korean growth, the government has increased its Research & Development(R&D) investment budget by 10% since last year. The 2011 R&D budget has increased to 14 billion US Dollars. In terms of percentage against the GDP, Korea is among the top countries investing heavily in R&D. In the absolute value for money, Korea is the 7<sup>th</sup> in government spending. The NSTC is involved in presenting a new vision and policy direction for science and technology development. The NSTC will be in charge of planning, budget allocation, and R&D project assessment.

Mr. Kim Do-yeon stressed that science and technology features as an important engine for the evolution of humanity. Developments brought

about by science and technology have greatly influenced the way we live and the manner in which we do things. We are living a dreamlike environment compared to 200 years ago. Furthermore, in Northeast Asia, China and Korea represent the center of civilization. China invented paper, gunpowder, and the compass, while Korea was the pioneer of metal printing. He further noted that in 1766, Ling Qui of China said that the, “treasures of the world are something to be shared to by the world”. Science is the treasure of the world and by bringing together Chinese and Korean wisdom, the future of both countries will shine brighter. Thus despite the late industrialization move of Korea and China(compared to the West) both have recorded groundbreaking growth as attributed to their intrinsic energy.

Since the 1960s, Korea has issued significant science and technology promotional plans. It has established the Ministry of Science and Technology. There have been nationwide efforts to advance and support science and technology initiatives. The Korean government has been extremely proactive in welcoming technology and promoting innovation. It has supported and laid the industrial sector foundation for heavy chemicals, petro-chemical development, semiconductors, automobiles, and mobile telecommunications. Since 1978, China has been involved in economic reform and opening up. China has chosen science and technology as their core national strategy. In the 1980s and the 1990s, China has accelerated the growth of Information Technology(IT) devices and other industrial technologies that include energy, agriculture, and the environment. For the past ten years, China has expanded its R&D investment by five-fold; China is now third(after Japan and the United States) in terms of R&D investment. China has trained a large pool of experts and has attracted

many international scientists under the logic of science and technology, and education as a method to achieve national prosperity.

Within this economic and technological frame, there have been high hopes for partnerships between Korea and China. The year 2012 marks the 20<sup>th</sup> anniversary of diplomatic relations between the two countries. There have also been visible exchanges and cooperation in the field of economics, society, and culture. China is among the largest trade partner of Korea. Trade and export between the two has surpassed 200 billion US dollars; in addition, many Korean companies have also established subsidiary branches in China. South Korea and China have entered into a number of science & technology cooperative agreements and have hosted ten ministerial joint committee meetings. From 2003, both countries have been involved in conducting joint research on yellow-dust storm surveillance, prevention of desertification, development of lasers and new medical drugs.

Mr. Kim Do-yeon stated that South Korea and China must hold firm on their partnership to be able to surpass the challenges of the new international system. He expects that both will develop stronger partnerships and initiatives that promote economic and technological cooperation. There is also a need to review the pros and cons of joint research and analyze methods of how it may work for optimal human benefit. Particular areas of research should be nuclear energy and nuclear reactor safety as well as the mitigation of air pollution. Exchange among young scientists should also be encouraged and facilitated. South Korea is planning to establish a new scientist exchange program that will promote exchanges from academia and other institutions of learning.

After the keynote address, President Han Tae-Kyu provided a

summary of the key points raised by Mr. Kim Do-yeon. He then also introduced the next speaker.

Mr. Young Soo-gil, President of Green Growth Committee, stated that since the commemorative speech given by Pres. Lee Myung-Bak during the 60<sup>th</sup> anniversary of the governmental establishment, concrete frameworks have been established to support green growth as the new national development strategy. The Presidential Committee on Green Growth consists of 40 members, including ministers and representatives from the public and private sector, to ensure policy coordination. The Presidential Committee on Green Growth is headed by the President of Korea (the government chairman) and an expert on green growth (the private sector chairman). This committee meets once every two months to decide on particular issues that include climate change adaptation, a self-sufficient energy supply, new economic engine growth, and enhancing the quality of life. A five-year plan was drafted to elucidate national strategies. Last November 2009, it was announced that by 2020, carbon emissions should be cut by 30% and that a number of carbon emission reduction schemes will be implemented starting in 2015. Based on this policy direction, the private sector and industry will focus on the development and commercial applications of renewable energy. At the May 25 meeting of the Organization for Economic Co-operation and Development (OECD) headquarters in Paris, France, a green growth strategy was announced. In the OECD report, the nature, benefits, strategy, and implementation ways were highlighted. The OECD will also continue to suggest, advise and support green growth strategy. Pres. Lee Myung-Bak significantly contributed to the initial draft of the report. With humor, he is regarded as the 'Father of Green Growth' and Prime Minister Kim as the "Uncle of Green Growth". The Korean

government is at the forefront of green growth strategy. Last July, a global green growth institute(3Gi) was established. The 3Gi aims to engage developing countries in green growth strategy and projects. The 3Gi is comprised of a global board director and executive director. Countries like Denmark, the United Arab Emirates(UAE), Australia, and Japan are supporting the operation of this initiative. The 3Gi also has a global network. It established local offices in major regions around the world, an example of which is the partnership with the Denmark Institute of Academy in Copenhagen.

The Korean government did not invent green growth strategy; however, the country was among those that proactively advocated green growth as a pathway for sustainable economic development. Mr. Young Soo-gil stressed that South Korea and China should join hands to create a green growth economic community. A consensus was also formed that there is a need to return to the traditional Asian values of Confucianism and Buddhism. Engagements and open discussions involving civic group movements must also be further conducted to heighten efforts for green growth values inculcation. Mr. Young Soo-gil ended his keynote address by acknowledging the efforts of Jeju Island to become a carbon-free island that uses zero fossil fuel.

After the keynote address, President Han Tae-Kyu provided a summary of the key points raised by Mr. Young Soo-gil. He then shared some information about Jeju Island and how tremendously popular it is(particularly to the Chinese people). After which, he invited Mr. Zhao Xisao Gang to deliver his keynote address.

Mr. Zhao Xisao Gang started his keynote with a short clip about the China South Locomotive Group. He argued that the China South Locomo-



tive Group manufactures trains and vehicles. Its history dates back some hundred years ago. The China South Locomotive Group manufactured half of the trains used in China. Mr. Zhao Xisao Gang argued that high-speed railway is directly proportional to the number of visitors in a particular area. Aside from the mobility and easiness that railways provide, it also influences the lifestyle of the people especially in urban areas. High-speed railways are also economically and environmentally friendly transportation modes. It is an effective and efficient way to solve transportation congestion and mitigate pollution in the face of urbanization. Railway networks may also provide for an opportunity to wage peace and prosperity in East Asia. There are many opportunities for China, Japan, and Korea to further cooperation.

### *Discussion*

The floor was opened to inquiries from the audience in regards to the three keynote addresses delivered.

- Relative Advantage of South Korea. The first issue raised was on the relative advantage of South Korea to China. The speakers argued that Korea and China science & technology collaboration indicates a win-win strategy where we can mix the advantages of each state. One country's advantage may be the advantage of another.
- Railway vis-à-vis Other Modes of Transportation. A question was raised whether railways are really the more effective and efficient mode of transportation. The speakers indicated that railways

help conserve energy, protect the environment, and limit carbon emissions.

# Korean Reunification and New Opportunities

- **Moderator**

KWAK, Seung-Jun(Chairman, Presidential Council for Future and Vision)

- **Main Speaker**

LEE, Geun(Professor, Graduate School of International Studies, Seoul National University)

- **Panelists**

Evgeny AFANASIEV(Director-General, the Personnel Department, Ministry of Foreign Affairs of the Russian Federation)

Walter KLITZ(Director, Friedrich Naumann Foundation for Liberty)

Mark Clements MINTON(President, the Korea Society)

OKONOGI, Masao(Emeritus Professor, Faculty of Law and Graduate School, Keio University)

SU, Changhe(Dean, the School of International and Diplomatic Affairs, Shanghai International Studies University)

## *Presentation*

The keynote speech for this session was given by Lee Geun, Seoul National University. Lee began his speech by arguing that the concept of Korean reunification is no longer a natural concept because Korea has now been divided for more than 70 years. Lee argued that the younger generation

of South Koreans(those aged 40 and below), for good or ill, are not as involved or interested in the plight and history of the North Koreans. North Korea is quickly becoming a foreign country to the younger South Korean generation and is widely regarded as a potential burden. This viewpoint contributes to the perception of Korean reunification as not possible as a natural occurrence.

Lee also noted that efforts at Korean unification have become more difficult, as the model of integration gains credence, following the example of the European Union. The logic that there should be ‘one country for one nation’ has also been increasingly devalued as South Korea becomes more multiethnic due to the inflow of immigrants. These developments require new programs and new solutions for the South Korean Government. Subsequently, efforts at reunification may remain static and programs ‘Koreanizing’ new immigrants may figure more prominently on the agenda of the South Korean Government.

Lee also argued that the reunification of the two Koreas would have costs and benefits. Lee argued that the benefits of reunification would include advances in economic investment. In the realm of security, reunification for Lee would mean greater benefits, as defense expenditures could be curtailed due to the disappearance of the threat of another inter-Korean war. The defense requirements that Lee sees following a reunification are exclusively for the strategic need of a unified Korea to retain a defense capability against other regional powers such as China and Russia. The socio-cultural and psychological costs and benefits of Korean reunification must also be examined. Lee identified the following issues as likely costs of reunification: (1) The possible discrimination against North Koreans, (2) Educational mismatch and cultural collision between North and South

Koreans, (3) Increased population density in a few cities of South Korea, and (4) Administrative problems both in the North and in the South.

Lee argued that the strategy of keeping the North Koreans in the North and the South Koreans in the South might be a viable action that could be adopted post-reunification to avoid economic and cultural shocks in the period immediately following reunification. Lee also cautioned against South Korean firms having ‘imperialistic mindsets’ in making investments in the North after reunification because problems regarding the exploitation of the North’s cheap labor may arise. In this regard, South Koreans should not treat North Koreans as second-rate citizens should reunification become reality.

Lastly, Lee stated that the majority of the NGOs currently working in North Korea have Christian or religious advocacies that may have negative impacts vis-à-vis an inaccurate image of South Koreans to North Koreans. Lee therefore called for a healthy balance between social work and evangelism when NGO and civil society efforts in North Korea are concerned.

## ***Discussion***

The first panelist, Mr. Mark Clements Minton of The Korea Society enumerated several courses of action that may be taken on the issue of Korean reunification. First, Minton stated that there is a need to disengage talks of reunification from talks of de-nuclearization. Increased attention must be given to core inter-Korean issues such as the fundamental separation of the two Koreas. An emphasis on providing channels for inter-Korean communication channels must also be made on the diplomatic agenda.

The absence of sustained communication has contributed to the state of the two Koreas' fundamental estrangement from one another. A focus on the North-South dynamic is therefore imperative. The United States role in fostering the interaction between the two Koreas may also prove helpful. A Pyongyang Institute in Seoul or a Seoul Institute in Pyongyang manned by former diplomats and supplemented by academics may establish sustained channels of communication in the two Korean capitals that could provide enormous practical and symbolic significance. The United States should also take a lead in establishing a Washington Institute in Pyongyang and a Pyongyang Institute in Washington; however, these institutes should be private and must be free to engage in discussions without unofficially committing governments. Perhaps the benefits that the establishment of such institutes would provide would lie in the better understanding of motives, the passing of timely messages, the management of potential crises, and the prevention of breaks in direct communication between the two Koreas.

The second panelist, Mr. Walter Klitz (Friedrich Naumann Foundation for Liberty) stressed the need to speak a plain language and the capacity to think outside the box, are of utmost importance on the issue of Korean reunification. Klitz stated that there has been too much focus on possible problems and not enough attention towards practical considerations. Klitz argued that a break in the loop of recrimination, and a renouncement in the use of force are necessary to solve the problems on the Korean Peninsula. The use of confidence-building measures and the adoption of reconciliatory gestures are strategies that should be adopted. Klitz argued that exchange programs between the two Koreas would prove beneficial for the achievement of mutual understanding between the peoples of the North and South.

The visiting tours to Kumgangsan region in North Korea, Klitz noted, is an example of this. Economic cooperation between the two Koreas must also be developed and the abundance of natural resources in North Korea must provide an impetus for South Korea to harness these resources in cooperation with the North. The North's possession of nuclear capabilities should not be a deterrent for reunification efforts. Klitz, for his part, stated that de-nuclearization must be a part of the long-term process and prospects of reunification.

The third panelist, Su Changhe, Shanghai International Studies University, noted that while the Cold War might have been over in other parts of the world, it is still very much in place in Northeast Asia due to the hostilities between North and South Korea. This, according to Su, puts the peace in East Asia in a fragile state. Su also argued that China has contributed to the attainment of peace in East Asia through its pursuit of common security, common development, and common interests with states in Southeast and Central Asia. Comparatively, according to Su, internal(domestic) and external(international) factors make China's cooperation with Northeast Asian countries more difficult. Su noted that commitment to a process like the Six-Party Talks might remedy this. Su also stated that political dialogue and political exchange might contribute to the improvement of China's relationship with other Northeast Asian states. Su also invoked Chinese President Hu Jintao's notion of an 'Asian Spirit' in the attainment of greater cooperation among East Asian states.

The fourth panelist, Mr. Evgeny Afanasiev of the Ministry of Foreign Affairs, Russian Federation, stated that the prospects of Korean reunification looked better when he served as Russian ambassador to South Korea a decade ago. However, Afanasiev noted that there remain several

causes for optimism and focused his presentation on key new opportunities that may be taken for the reunification of the two Koreas to take place.

Afanasiev stated that an enabling international environment is key to the reunification of the two Koreas. The political elites' will for reconciliation, the commitment to the establishment of relations for peaceful coexistence, the development of comprehensive contacts; in addition, the imperatives for exchanges and cooperation were identified by Afanasiev as the bases for the Korean reunification. These, coupled with support for reunification by citizens of the two Koreas would make reconciliation efforts more possible. Reunification also entails material and financial costs. The readiness of both Koreas' citizens to incur certain costs in order to restore broken economic relations and equalize the level of social and economic development is imperative. In addition, there is the issue of psychological compatibility by citizens of both Koreas on their readiness for mutual tolerance and conflict-free coexistence within one state.

Afanasiev closed by stating that Korean reunification will also be in the best interest of Russia. Russia has already taken a few initiatives to engage the two Koreas, such as the construction of a Trans-Korean Railway that will connect with the Trans-Siberian Railway, as well as the construction of gas pipelines and a power grid from the Russian border to South Korea.

The fifth panelist, Prof. Okonogi Masao, Keio University, argued that the divide between the two Koreas may be compared with the division between the two Germany's during the Cold War, and the German case may provide lessons for the prospects of Korean reunification. Okonogi stated that the denuclearization of North Korea is unlikely to happen in the near future; however, insights on Korean reunification may be gleaned from examining North Korea-China relations and its direct implications



for North Korea-South Korea relations. Okonogi believes that good North Korea-China relations ultimately put a strain on inter-Korean relations. The implications of the change in North Korean leadership must also be examined closely, as this may provide opportunities for Korean reunification. Okonogi also discussed the concept of regime reunification. He asked the question: would Korean reunification also mean the unification of regimes? He said that this would be very unlikely, as the North Korean regime would take a long time to transform. The reconstruction of the North Korean economy must be the first priority in the event of reunification. The current move on the part of North Korea towards a market economy (with China's aid and advice) will provide increased avenues for engagement with Northeast Asian neighbors.

### ***Discussion***

The following issues were raised in the discussions among the panelists and members of the audience:

1. The Issue of North Korean human rights abuses. A concern was expressed that further engagement with North Korea might mean condoning its alleged human rights abuses. Klitz responded to this concern by stressing the need for economic cooperation with North Korea by South Korea as well as by other Northeast Asian and East Asian countries. Subsequently, North Korea may realize the benefit of a market economy as well as be prompted to open up economically and politically.
2. China as an economic model for North Korea. It has been noted

that China could serve as an economic model for North Korea. Both countries have centralized political authorities but different economic systems, and China could be a model for a possible North Korean market economy. The economy could also be essential to overcome the North Korea-South Korea stalemate because South Korea would have increased opportunities to engage with North Korea once it opens up economically.

3. The issue of sanctions. A view that sanctions do not work in North Korea was expressed. A panelist noted that there is an abundance of luxury goods in North Korea, such as Chinese, Japanese, and even German luxury cars. There is also an increase in foreign direct Chinese investment(FDI) in North Korea with a direct impact on North Korea-South Korea relations
4. Reunification versus integration. An observation was made that North Korea is slowly integrating with the Chinese economy; however, the reunification process may slow down if this trend continues. It is therefore important for South Korea to independently engage with North Korea.
5. Korean reunification also needs a diplomatic framework. Minton noted that while economic cooperation and engagement with North Korea is important, attempts at this would not be successful if diplomatic relations with North Korea are not properly in place. For his part, diplomatic ties must be set up before *rapprochement* for economic cooperation to take place.

# Korean Reunification and New Opportunities [Diplomats' Roundtable]

## ▪ Moderator

KWAK, Seung-Jun(Chairman, Presidential Council for Future and Vision)

## ▪ Panelists

Tomasz KOZLOWSKI(Ambassador, Delegation of the European Union to Korea)

LEE, Joon-gyu(Chancellor, Institute of Foreign Affairs & National Security)

Skand Ranjan TAYAL(Ambassador, Embassy of India, Seoul)

Mark TOKOLA(Deputy Chief of Mission, U.S. Embassy, Seoul)

Konstantin V. VNUKOV(Ambassador, Embassy of the Russian Federation)

The moderator introduced the four speakers for the roundtable discussion. The first of which was Mark Tokola, the Deputy Chief of Mission of the United States of America Embassy. The second was Lee Joon-gyu, the Chancellor of the Institute of Foreign Affairs and National Institute, Korea. The third was Konstantin Vnukov, Ambassador of the Russian Federation. Lastly was Tomasz Kozlowski, Ambassador of the European Union(EU).

## *Presentation*

The first to present was Mark Tokola, the Deputy Chief of Mission of

the United States of America Embassy. He made the introduction on the topic of Korean re-unification and assured that the United States is with the Korean people in their hopes for a re-united Korean peninsula. He pointed out that Korean president and US president have come to an understanding in regards to the same intent to achieve peace and prosperity in the East Asian Region; this goal will be easier to achieve with a re-united Korean peninsula. However, Mark Tokola also pointed out certain obstacles that hamper the vision of a re-united Korean peninsula. One such obstacle is North Korean nuclear proliferation and the territory being at the heart of instability in the region. He made the comment that North Korea's behavior goes against American and other international norms as well as is inimical to the direct interests of other countries in the region. Mark Tokola affirmed the US position on the achievement of peace and prosperity in the region by ending the division through the combined efforts of stakeholders such as the Six-Party Talks among South Korea, North Korea, China, Japan, Russia, and the US. He pointed out the role that China has in the desire to achieve regional stability due to its influence over North Korea. He also emphasized that the US never wanted a divided Korean peninsula. The US never took advantage of this situation and that the US is with the Korean people in desiring a re-united Korean peninsula through peaceful means. Lastly, he said that the US would continue to commit to negotiations and multilateral means and he hoped that North Korea would do the same and comply with its commitments.

The second to present was Lee Joon-gyu, Chancellor of the Institute of Foreign Affairs and the National Security of Korea. He opened his discussion through negating a finding that the re-unification of the Korean peninsula is no longer considered natural among Korean people. He said

that such a finding is not true, and gave figures and reasons as to how it was probably conceived. He said that this statement was probably due to the wants of the younger generations compared to the desires of the people who actually experienced the Korean War some 60 years ago. The desire of the South Korean people to reunite the Korean peninsula never ceased and was definitively reaffirmed by a survey conducted for such purpose in 2009 and 2010. He also said that the desires of the neighboring countries matter as well such that they must also be willing to support re-unification because a re-united Korean peninsula will provide significant advantages in peace and democracy as a nuclear free country that guarantees freedom, welfare, and human dignity to all, and achieving green growth. Given the size of the Korean peninsula, a united Korea's territory and economy can even be compared to that of the members of the G8 and prominent members of the Security Council it may even surpass great economies such as those of Germany and Japan. Aside from this, a united Korea will have a more active participation in world governance.

The third speaker was Konstantin Vnukov, the Ambassador of the Russian Federation. He started his speech by recalling the end of the Cold War through the fall of the Berlin Wall as historical events; however, it is still very much alive in Northeast Asia, particularly on in the Korean peninsula. He pointed out how unstable the situation is due to the crises of 2010. On the issue of re-unification, the Russian Ambassador emphasized that the Russian Federation is supportive of such occurrences and is a major stakeholder in the Six-Party Talks. He said that North Korea is more willing to tackle issues such as uranium-enrichment programs, North Korea's pre-conditions(such as the lifting of UN sanctions) before resuming Six-Party Talks, and the clarification of the amnesty status of

1953 to a peace treaty. Other demands made to North Korea include a moratorium on nuclear warheads as well as the clearance for inspections of North Korean nuclear facilities. He he also opened up the topic on trilateral economic projects between Russia, North Korea, and South Korea. Lastly, he addressed the necessity to establish a mechanism that will ensure peace in the region given the crises that happened in 2010.

The last speaker was Tomasz Kozlowski, the Ambassador of the European Union. He talked about the role of the European Union as another party that would help to achieve peace and prosperity through re-unification. He said that in most instances it is always the neighboring countries and US that are usually at the forefront of negotiations and dialogues. He said that the European Union is also interested in the outcome of negotiations and if re-unification is imminent. This is because EU members regard this region as important for economic growth and as an investment hub. The Ambassador pointed out that the stability of the region economically, politically, and socially has positive effects on the EU; however, its instability as manifested by the crises of 2010 and the nuclear proliferation of North Korea is detrimental to the interests of EU members. The EU showed its desire to help in the cause of nuclear non-proliferation by joining projects and giving substantial contributions to said projects; however, the projects did not go as well as they should have. He emphasized on the assistance that the EU could provide to address the issue of nuclear non-proliferation in the region especially in giving financial support. He also asked North Korea to show increased participation in dialogues as well as comply with the agreements made through dialogue. In addition, he showed concern on how re-unification would affect North and South Korea. He gave German re-unification as an

example and a contrast to what can be expected in the Korean situation. He said that the difference between the two situations is that Germany re-united with fewer differences on each side; however, Korea needs to address the past disparity between a conservative and poverty-stricken North and a democratically progressive South. However, if they will be successful, the international community is likely to look up to Korea in the process of rebuilding and will have the support of the international community particularly the EU.

### *Discussion*

- North Korea Abandoning its Nuclear Ambitions. According to Tokola, most of the members of the Six-Party Talks are in unity that the dialogue should ensue for other progressive things to follow in the search for peace and prosperity.
- Support of the International Community and North Korea for Korean Re-unification. According to Lee, although the support of the international community is vital to achieve Korean re-unification, it is the acquiescence and support of North Korea that is most essential. North Korea must see that a united Korean peninsula is more advantageous than the present division.
- Effect of Administrative Changes in Members of the Six-Party Talks. The 2012 changes in the governments that will occur in the US, Russia and South Korea will influence the foreign policy towards the Korean peninsula. However, due to the necessity for the achievement of regional peace and stability, the big five of the

Six-Party Talks will most likely adhere to a policy that will be advantageous to all on the Korean peninsula.

- Conflict is Unacceptable to All. From all the speeches given by the Ambassadors, conflict is not an option as it will be detrimental to everything achieved through peaceful dialogue. Re-unification may be difficult but it is the best option. Germany was able to do it (so was Poland in the European context) why cannot the Koreans follow?

\* Follow-up Questions

- In the discussion, South Korea would like to convince North Korea to re-unify; however, North Korea would also like to convince South Korea to re-unify.

: Re-unification is considered natural for the Korean people. The difference lies on the conditions of the two Koreas. North Korea would like to re-unify through communist means while South Korea would like to re-unify through democracy and a market economy.

- What happens if North Korea does not sincerely participate in the denuclearization dialogues? Will there be alternatives? If so, what are they?

: Diplomats cannot speculate and they need to stick with the Six-Party Talks.

- Is the goal of the Six-Party Talks denuclearization or the setting of a cap on the nuclear warheads of North Korea?

: Diplomatic talks include bargaining. North Korea has to think that they also win so they are not likely to give in to closed



conditions.

- On what basis will the Six-Party Talks resume?  
: The concrete action of North Korea in the willingness to resume the Six-Party Talks is the basis.

# Power Succession in North Korea and the Prospects for Opening and Reform

## ■ Moderator

T. J. PEMPEL(Professor, Political Science, University of California at Berkeley)

## ■ Panelists

John Patrick DELURY(Assistant Professor, Graduate School of International Studies, Yonsei University)

JIN, Jing yi(Professor, Center for Korean Studies, Peking University)

JO, Dongho(Professor, North Korean Studies, Ewha Womans University)

OKONOGI, Masao(Emeritus Professor, Faculty of Law and Graduate School, Keio University)

John Harold SWENSON-WRIGHT(Director, Faculty of Asian & Middle Eastern Studies, University of Cambridge)

This session examined the status of North Korea with an examination of the succession issue and its implications for economic and political reform within the regime. The speakers were tasked to address the following questions: (1) Will the attempt to cling to power within the Kim family succeed? (2) How will the power succession turn out? (3) Is there a possibility that the regime will collapse during the transition period? (4) What would be the most desirable measures to be taken by South Korea, the US and China, respectively, in the event of an unstable North Korean regime? (5) Is the current power succession within the Kim family compatible with

innovative measures or an open-door policy? (6) Can the North Korean style modernization be realized? If so, how? The session moderator, Prof. T.J. Pempel of the Political Science Department of the University of California at Berkeley began the session by introducing the speakers.

### ***Presentation***

The first speaker, Prof Okonogi Masao of the Faculty of Law and Graduate School, Keio University started by saying that power succession in North Korea has proceeded quite smoothly. He argued that there would be no troubles over the power succession issue because the decisive moment had already passed. There is already a third generation power successor in North Korea through the person of Kim Jong-Eun; however, concern pervades on whether Kim Jong-Eun will be a benevolent North Korean leader of North Korea warrior he has the capacity to become a dictator. Prof. Okonogi argued that Chairman Kim was healthy and was strongly supported by China. Reflective of these are the recent travels of Chairman Kim, particularly his meeting with Hu Jintao. This, Prof. Okonogi believes, will greatly affect the relationship between North Korea and China as well as power succession within the North. The manner from which power succession occurred is that Chairman Kim Jong-Il has designated who the next leader will be and there have been no major problems involved in the process. Nonetheless, Kim Jong-Eun's young age and lack of experience may raise concerns. Since 2010, there have been discussions on whether Kim Jong-Eun is suited to become the next leader. However, given the high military position appointed to Kim Jong-Eun elucidates that

the current North Korean government is confident in Kim Jong-Eun and shows that power transition is going smoothly. Chairman Kim Jong-Il will be the de facto leader of North Korea as long as he maintains his health.

The second speaker, Prof. Jo Dongho of North Korean Studies, Ewha Womans University, argued that North Korean economic conditions are improving. Prof. Jo attributed improved economic conditions due to market reforms. He posited that since 2003, markets have been allowed in North Korea. The people can now do bidding, sell items, and provide services; in addition, there have been many avenues for market activity. Positive market conditions can also be attributed to the increase of Chinese corporations in the country. The 2011 record indicates that Chinese-North Korea trade reached record high and exports increased by 50%. The main import items for North Korea are production items that include energy, machinery, and electronic products. These developments are believed to have a positive effect on the North Korean economy; however, there are also side effects such as a vast income disparity and gaps in living conditions among the classes. Thus, in North Korea there are big winners and big losers. The second side effect is that the increasing market challenges the socialist regime. The leadership is then in a dilemma of what strategy they will take to maintain legitimacy and simultaneously provide for better quality of living.

The third speaker, Prof. John Patrick Delury of the Graduate School of International Studies of Yonsei University, focused on the sequencing of economic change and the security situation, the economic policy of North Korea, and implications on the best response to the economic situation. He argued that North Korea's future draws on historical models, particularly on China. China(post-1949) teaches North Korea that security precedes

development. North Korea's perception of their security environment would have to improve significantly, before there could be a serious and systemic push for reform and opening up. The second point that Prof. Delury raised is that North Korea is currently in a grey zone between a centralized, autocratic-planned economy (that is currently dysfunctional) and an open based commercial one. The third point, North Korean short-term policy implications are very different from those of South Korea and the US because North Korea draws from the Chinese experience. The avenues for economic engagement would include business dealings and joint ventures as well as (more importantly) human capability building, people-to-people exchanges, and knowledge trainings. There is a need to send more people to North Korea to realize and learn about its culture as well as to economically engage them. Sanctions should also be narrowly focused on nuclear proliferation and military issues, otherwise engagement should be greatly encouraged throughout the region. The reason behind the need for exchange and engagement lies on the possibility that when North Korea is finally ready to embark on reform, it would need a critical mass or a pole of experts within their system that can advise the political leadership on how to effectively manage and make policy decisions. It is in the best interest North Korea's neighbors to improve the capacity of its elite.

The fourth speaker, Prof. John Harold Swenson-Wright of the Faculty of Asian and Middle Eastern Studies, Cambridge University, stated that the DPRK leadership is preparing Kim Jong-Eun to assume the succession mantle from his father. While the Chairman Kim's youngest son has yet to be officially anointed as heir, a number of key decisions have indicated that he is being gradually prepared to assume such a role. His promotion to the

rank of 4-star general in September 2010, along with his appointment as a vice-minister on the country's influential Central Military Commission and his appearance at a number of local inspections alongside his father create the impression that a formalized process to gradually introduce him to the DPRK public is underway. There have been unconfirmed reports of Kim Jong Eun travelling to China to meet with Chinese officials that favor an orderly succession. The release of an official photograph featuring the son in a prominent position and in close proximity to his father as well as speculation (by South Korean media) that his birthday (January 1<sup>st</sup>) has been designated as a new national North Korean holiday gives credence to the view that a succession process is underway. On January 9<sup>th</sup>, the North Korean media aired an hour-long documentary on Kim Jong-Eun and is perhaps further evidence that a concerted campaign is being developed to introduce the youngest son to the wider public; however, at 27 years old, Kim Jong Eun is likely to be ill suited to assume the full burdens of a sudden leadership role. Kim Jong-Il took 17 years to solidify his political authority, between being officially designated as heir apparent in 1980 and formally taking on the role of leader in 1997 after an official period of mourning after his father's death in 1994. The illness and frailty of his father suggest that Kim Jong Eun is unlikely to have such a gradual and drawn out apprenticeship. Subsequently, there will be pressure to install a regency of sorts, headed by Kim Kyong Hui (Kim Jong-il's sister) and Jang Song Thaek (husband to Kyong Hui) to ensure a stable and orderly transition from one leader to the next.

Looking beyond the personal issues and thinking about the institutional balance of power in North Korea, Prof. Wright stressed that we should move from the monolithic model of politics to a more pluralistic system

with three key institutions(Army, Party, and Cabinet) that compete for influence. The Army has a consistent policy to advocate the permanent retention of the country's nuclear capabilities, the Party has argued for the preservation and extension of the country's ideological distinctive traditions of independence(Juche) and state-socialism, and the Cabinet(primarily the Foreign Ministry) has adopted a more pragmatic posture that incorporates a willingness to embrace economic reform and engagement with the outside world. Since 2009, there have been indications that the authority of the Cabinet has been overshadowed by an increase in the influence of the Party and the Army. In particular, the expansion of the National Defense Commission(NDC) to include civilian members with close Party ties may indicate a relative increase in the position of hard-line opinion. Similarly, both the Yeonpyeong attack and the Cheonan sinking could signify a shift of authority to the military and a strengthening of those opposed to any compromise on the question of nuclear disarmament.

In contrast to the argument of Prof. Jo Dongho, Prof. Wright argued that even if there have been changes on the ground in terms of marketization, rather than seeing it as an active attempt of the state to introduce change, it should be regarded as a process of bottom-up reform and a factor of economic necessity. All of these changes represent the fragmentation of the state and the creation of a context of new emergent stresses and strains. In response, the North Korean government has sought to reassert its authority with an emphasis on the importance of more indoctrination of state party officials. In terms of solution, Prof. Wright encouraged the international community to prioritize North and South Korean dialogue and restart the Six-Party Talks process. Echoing the recommendation provided by Prof. Delury, Prof. Wright emphasized educational engagement, cultural

content, and the role of NGOs. In this context, the European experience is important since Europe established a residential presence in North Korea, whether through humanitarian assistance or like last year the establishment of Pyongyang Science and Technology. These create a real framework of trust and collaboration that provides an important blueprint on how to promote dialogue with the North. He further noted that we should not forget that one of the key hallmarks of the North Korean government approach to its relations with neighbors is its willingness to intentionally provoke. The dialogue and discussion in this type of engagement is a necessary means of reducing conflict and miscalculation that encourages trust and wider cooperation.

The fifth speaker, Prof. Jin Jing yi of the Center for Korean Studies, Peking University, stated that he has pessimistic view of the power succession in North Korea. He points to the abruptness of the process. The main point he raised is that as the process of power succession will speed up long as Chairman Kim Jong-Il's health deteriorates. The fact that Kim Jong-Eun was designated as the next leader is reflective of the nature of the regime. There will be significant instability if power is given to someone other than a family member of Chairman Kim in the event of an emergency. It would seem like the North Korean regime did not have a viable and stable alternatives to the selection of the son of Chairman Kim as the next leader. Prof. Jo stressed that the first phase of power succession have proceeded smoothly. North Korea is also experiencing some gradual changes in terms of its posture towards reform and a market economy; however, the route that North Korea took is through development of nuclear capabilities. Prof. Jin argued that this is a very important time to observe what is happening to the country and create opportunities for it to



solve its own problems through economic development. There is a necessity to collaborate, induce change, and induce cooperation with North Korea.

### *Discussion*

Prior to opening the floor for queries from the audience, Prof. Pempel asked members of the panel on their insights on regime transformation, succession, and steps that should be taken by surrounding countries to encourage reforms and changes within North Korea.

- *Smooth political transition.* Prof. Pempel asked the panelists on their perception on the possibility of a smooth transition or internal disputes between the political leadership given that Kim Jong-Il has already designated a new heir. Prof. Okonogi replied by arguing that though there have been swift movements in the process of power succession, it will not end until the death of Kim Jong-Il. We are uncertain whether Kim Jong-Il will lead North Korea in the next 5-10 years down the road. We cannot really predict. The longer he stays alive the process will continue. Therefore, he argued that the process cannot be completed as long as Kim Jong-Il is still alive. Prof. Jin also supported the argument of Prof. Okonogi. He stated that whether power succession will be smooth or not will depend on the health of Kim Jong Il. Prof. Wright argued that it is very important that a new North Korean leadership be seen as legitimate by the people. An element of persuasion is necessary to convince the public that Kim Jong-Eun is the rightful successor. He stated that this situation presents a new opportunity for the

international community to advocate fresh political initiatives. Some may argue that with the transition of power, the West or the US may utilize this as a chance to make ambitious diplomatic overtures.

- *Economic success of North Korea attributed to its close relationship with China.* The moderator asked Prof. Jo and Prof Jin on their thoughts on the downside of the close economic relationship between North Korea and China as indicated by the dependence of North Korea on Chinese foreign direct investment and assistance. Prof. Jo demonstrated that North Korea has to declare that it has achieved a *Kangsungdaeguk*(strong and prosperous) country next year, which means that Kim Jong-Eun's leadership will start next year. The economic relationship between North Korea and China will expand in the near future and the country's dependence on China will increase. Prof. Jin argued that despite the imbalance between China(a market driven economy) and South Korea(a planned economy), North Korea will try to induce significant changes in its economic system to enable room for Chinese assistance. North Korea will be initially dependent on China; however, it will try early on to build a self-sustaining foundation.
- *State confiscation of currency made in the market as an impediment to the deepening of market reforms.* Prof. Delury stated that North Korea's entire currency system has to be cleaned up and massive amounts of sovereign debt have to be dealt with to normalize economic conditions. Fundamental economic reform is necessary to Institute some modicum of security to engage in business and investment. However, Prof. argued that the reason behind the

currency reform is the realization of the inefficiency of the past market strategy. Prof. Jo went further and argued that economic reform was initiated for the benefit of trade companies that are often owned by military officials.

- *Prospects for engagement by the international community.* The session moderator asked Prof. Delury whether he sees North Korea analogous to that of China wherein US President Nixon's security guarantee became a pivotal role in transforming China's posture to the West. Prof. Delury responded by saying that the North Korean case goes beyond ideology. Pres. Nixon took serious political risks attributed to geopolitics and the common threat of the Soviet Union. He argued that probably Kim Joon Il is willing to be Mao but no American president is wanting to be Nixon.
- *North Korea and Japan Relations.* According to Prof. Okonogi, Japan is in a position to provide substantial assistance to North Korea, in terms financial and infrastructure. The moderator inquired whether this is still possible given the three major disaster that hit Japan. Prof. Okonogi noted that the effect of the three disasters on the current stance to North Korea has been positive. From associating North Korea with abduction and the nuclear issue, the public is more empathetic and community orientated to overcome the horrifying aftermath of disasters.

The moderator opened the floor for questions from the audience.

1. A question was raised on the connection between the economic condition and political succession to improve the level of livelihood as a prerequisite for a successful succession. Prof. Jo argued

that Kim Jong-Il is not evil and is concern about the welfare of its people. The North Korean government has every interest improve the quality of life of its citizens. Prof. Delury noted that the language of economic reform and quality of life predates the issue of succession. He argued that discussions on living conditions have already been examines prior to the issue of Kim Jong Il's health.

2. The second question raised is on the perception of the speakers on the re-opening of Six-Party Talks and of accepting Japan's nuclearization because of those six-party engagements. Prof. Okonogi that Yes, he would want the Six-Party Talks proceed; however, he is against a nuclear Japan. Prof. Jo negatively replied on those issues and argued that the international community should be more sincere and serious in its efforts. Prof. Delury said that if the relationship changes, then the international community would consider living with a nuclear North Korea. Prof. Wright gave a qualification of his response. He argued that it depends on what we mean by a nuclear North Korea. In de facto terms, there is already a nuclear North Korea that requires talks. Prof. Jin approves the reopening of the Six-Party Talks for it would provide the impetus for the resolution of other issues in the East Asian region.

# Jeju Process & Building a Multilateral Security Architecture in Northeast Asia



- **Moderator**

MOON, Chung-in(Professor, Department of Political Science, Yonsei University)

- **Panelists**

Charles E. MORRISON(President, East-West Center)

PAN, Zenqiang(Professor, Institute for Strategic Studies, National Defense University)

PARK, Cheol-hee(Associate Professor, Seoul National University)

Nodari A. SIMONIYA(Professor, MGIMO University/Formal Director of IMEMO)

YUN, Byung-Se(Visiting Professor, Graduate School of International Studies, Sogang University/Formal Senior Secretary to the President on Foreign, Defense & Unification Policy)

The Session Chair, Prof. Moon Ching-in, Yonsei University, Republic of Korea, began the session with a brief background on the Jeju Process. According to Prof. Moon, the Jeju Process, started in 2007, is about the adoption of European models of conflict resolution, particularly the Helsinki model for Northeast Asia. The Jeju Process(as agreed upon by the participants of the First Jeju Forum) was considered a viable and doable strategy of engagement. The problem in the successful adoption of the Jeju Process lies in the preference of governments to depend on alliances with regard to security issues. As a result, multilateral efforts such as the Jeju Process

received limited attention. Prof. Moon expressed hope that multilateral efforts to attain peace and security(such as the Jeju Process and the Six Party Talks) will be increasingly utilized in the future.

### ***Presentation***

The first presenter, Prof. Nodari A. Simoniya of MGIMO University, stated that his image or idea of multilateral security architecture might be described in one word, fragmentation. Fragmentation, according to Simoniya is a key feature of the East Asian region. For Prof. Simoniya, the comparison of East Asia with European countries may be impractical because of the differences between European and Asian experiences. Foremost are differences in geopolitical conditions. Unlike Asia, Post-war Europe had a prevalence of left-leaning forces that participated in governments. The role of Americans in the post-war reconstruction of Europe should also be emphasized. Efforts such as the Marshall Plan were indicative of the rising influence of the United States(US) in world affairs after the Second World War. The creation of the North Atlantic Treaty Organization(NATO) and the emergence of the Union of Soviet Socialist Republics(USSR) are particular European developments. The threat brought by the USSR allowed Europe to participate in NATO. This driving force for cooperation in Asia is not seen by Simoniya. The question of 'security for whom' must also be addressed. A key feature of American engagement with East Asia is bilateral security alliances with Japan, South Korea, and Taiwan, and these largely bilateral efforts, in Simoniya's view, hampers the creation of a truly multilateral approach to security in the East Asian region.

The second presenter, Gen. Pan Zenquiang, argued that community building in East Asia could be characterized as having three core features. The first feature is reconciliation. The present state of affairs in Northeast Asia is beset by a trust deficit, the most serious roadblock towards community building. Reconciliation, General Pan argued, would depend on peaceful approaches towards the resolution of conflicts. Furthermore, reconciliation entails living together in peace in the spirit of mutual respect and tolerance in political values. These principles are important in Northeast Asia, as different political systems and political values are at play in the region. The second feature of community building is inclusiveness that denotes the existence of broad participation among concerned actors. Community building must be an ideal that Northeast Asian states adhere independently and engagement with states outside the region (particularly the US) is of importance. North Korea, for this matter, must also be engaged. Gen. Pan expressed his opinion that engaging North Korea at subsequent Jeju Forums would indeed be a welcome development in regards to community building.

Institutionalization is the third feature of community building that Gen Pan identified. The Six Party Talks may be helpful in this regard because they provide a useful venue for multilateral security cooperation. In addition to official avenues of cooperation, Gen. Pan also stressed the importance of utilizing unofficial venues for cooperation to take place and this is where the Jeju Process could have an important role because it could be a venue to build a consensus, while supporting the official track. South Korea therefore could play a lead role in this unofficial track.

The third presenter, Prof. Yun Byung-Se of Sogang University, began by saying that there have been many debates in regards to multilateral

approaches to security during the past few decades. For Prof. Yun, the most action-oriented of these multilateral efforts are the Six Party Talks that resulted in two key documents: the *September 19 Document* and the *February 13 Action Plan of 2007*. A key contribution of the Six Party Talks, according to Yun, is the realization that the potential denuclearization of North Korea could lead to further advances in peace and security in the Northeast Asian region. Yun also argued that paradoxically, an unwelcome development that resulted from the Six Party Talks is the emergence of other security concerns beyond the North Korean denuclearization issue. Yun also mentioned the existence of another multilateral security venue, the Working Group for the Northeast Asian Peace and Security Mechanism (chaired by Russia) which has met three times as of 2009. A question then posed by Yun was: Should the Six Party Talks be resumed even if there has been no progress on North Korean denuclearization? Yun argued that the talks should not resume, absent of a considerable progress on North Korean denuclearization. For Yun, the prospects for attainment of peace and security in the Northeast Asian region should be viewed in conjunction with North Korean denuclearization; however, this does not mean that no action or initiatives should be taken on peace and security without progress in North Korean denuclearization. Other countries in Northeast Asia could band together over common peace and security concerns. An example of such an initiative is the Trilateral Summit by South Korea, Japan, and China that also provides an avenue for the discussion of non-traditional security issues and socio-economic concerns. Yun argues that the unique features of the Northeast Asian environment, East Asian-Northeast Asian relationships, the pace of developments, the importance of bilateral relationships, and a healthy sense of reality (realpolitik), must be considered when efforts at



building a multilateral security architecture in Northeast Asia is concerned.

The fourth presenter, Dr. Charles Morrison of East-West Center, focused his presentation on three main concerns in regards to peace and security in the East Asian region: What We Need, What We Have, and What the Jeju Process can do;

- *What we need.* Dr. Morrison identified European ideals as things to be aspired to with regard to the attainment of regional security architecture. However, Morrison stated that the East Asian landscape is characterized by strategic competition rather than a common undertaking. A set of common principles therefore needs to be identified as this could form the basis of norm building. Furthermore, the experience of Europe showed that there is an advantage to security architecture not to be dominated by any one country.
- *What we have.* The 20 years of the Asia Pacific Economic Cooperation(APEC), while quite institutionalized, do not directly address political and security issues. However, the East Asia Summit(EAS), now expanded into the ASEAN+8 and is quite inclusive and does not have the same basis as APEC. The EAS is ASEN-driven and ASEAN-led; in addition, it currently does not include(nor is it likely to in the near future) North Korea. There are also ASEAN+3 Meetings focused on Economics and the Six-Party Talks that do include North Korea and remain a venue for the negotiation of a very specific issue. Various second-track activities also exist where most progress is seen and reported. Dr. Suggest the avoidance of references to Helsinki, as it mainly refers to the creation of regime change in the socialist parts of Europe.

- *What Jeju can do.* The Jeju Forum may be patterned to be like the World Economic Forum, characterized by the existence of a large meeting every year or every two years. The Pacific Economic Cooperation Council started before the APEC and consisted of networks. North Korea is undoubtedly an important part of the agenda for a forum like Jeju; however, there is also a limitation to this as exemplified by the Jeju Process being hostage to the agenda of the South Korean Government.

In closing Dr. Morisson stated that increased attention should be given to the North Pacific, comprised of the US and Canada.

The fifth presenter, Prof. Park Cheol-hee of Seoul National University, stated that he is not overly pessimistic on the progress of multilateralism in the Northeast Asian Region because a multiplicity of venues developed after the Cold War. China, for its part, is also showing a greater willingness to engage in multilateral efforts. He discussed the different strategies employed by Japan and China in to engage in multilateral initiatives. China, for its part, is more engaged with the ASEAN+3 process; however, Japan is more participative in multilateral venues where the US also actively engaged. Japan provides more importance to the East Asia Summit. In the realm of security, Japan may also be seen as more important to its bilateral alliance with the US. Japan also takes a more functional approach and gives more importance to issues in regards to the economy. In the realm of political and security cooperation, Japan's territorial disputes with South Korea are also an impediment.

## *Discussion*

The following issues were raised in the discussion:

1. *On China and multilateralism.* A view has been expressed on the floor that China is not likely to participate in a multilateral effort that is largely driven by the US. This is because the existence of US military bases in several parts of the East Asian region is largely seen by China as a possible means to support the defense capability of Taiwan
2. *On the involvement of North Koreans in multilateral processes.* The Jeju Forum may be regarded as an opening for the gradual engagement of North Korea in the East Asian region. A broadening of the scope and level of inclusiveness of the Jeju Forum is necessary.
3. The different atmospheres provided by different tracks of diplomacy have also been noted. A view held by members of the panel is that these different tracks complement each other and require investment.
4. *On US military bases and bilateral security alliances with the US.* Dr. Morrison expressed the view that they provide help states like Japan and Korea on positive engagement with the rest of the region, while bilateral security ties with the US are not permanent. Morrison also stated that the security alliances with the US are not meant to be antagonistic towards other states, but should serve a psychological benefit in the form of a secure order.
5. *On Japan's role in the Six Party Talks.* A view was expressed that (despite opinions that Japan would want to disengage and dis-

continue its participation in the Six Party Talks) Japan would still want to have a foothold in this process and make its voice heard; however, initiative should come from the inter-Korean Dialogue.

# Environment and International Cooperation

- International Cooperation for Peaceful and Ecological Conservation and Utilization of the DMZ
  - International Conservation Area and Jeju Model of Conservation
    - World Natural Heritage and Environmental Conservation
- UN Global Compact and Contribution to MDGs through 5W Projects I
- UN Global Compact and Contribution to MDGs through 5W Projects II





# International Cooperation for Peaceful and Ecological Conservation and Utilization of the DMZ

- **Moderator**

LEE, Choon-ho(Chairman/ Chairman, DMZ United)

- **Main Speaker**

KIM, Kwi-gon(Chairman/Emeritus Professor, Seoul National University)

- **Panelists**

HAHM, Kwang-bok(Director, National Affairs/Director General, Korea DMZ Research Center)

LEE, Jae-seung(Director, International Affairs/Professor, Korea University)

MOON, Seong-mook(Director, Inter-Korean Affairs/Former Head Representative Inter-Korean Working-Level Military Meetings)

SON, Gi-wong(Secretary General/Director, Korea Border Forum)

Moderator, Lee Choon-ho(DMZ United), opened the session with a comment on the well-preserved ecological environment of the Jeju Island and related it to the Korean's commitment to promote the demilitarized zone(DMZ) as a symbol of peace and ecological value.

## ***Presentation***

The main speaker, Kim Kwi-gon(Seoul National University), started his presentation on how the DMZ. Be a model for sustainable development. He suggested that the DMZ as an ecological heritage should also be an ecological preservation zone. He recommended techniques that can be useful to establish strategies for the conservation and utilization of the DMZ. They include Habitat Management Approaches, Ecosystem Approaches, Bioregional Approaches, and Sustainable Management Approaches.

Through the years, there have been many changes in the use of land in the DMZ. Among them is the conversion of rice paddies into wet land. From 1918 to 1950 the ecology of the DMZ has been very rich but the Korean War from 1950 to 1953 caused significant destruction. However, also due to the war, it has remained untouched by humans for decades and the ecosystem has been able to regenerate and flourish. At present, there are 20 different types of habitats in the area with almost 2000 different species living in it. The DMZ can be divided into three areas according to type of land, water resources, and ecology.

Kim Kwi-gon discussed the idea of differentiating areas within the DMZ. Following the Diversity Theory, the DMZ should be designated as a core area and the rest be considered as buffer zones. However, his research shows that the civilian controlled area(CCA) should also be designated as a core area. He elaborated on a different model depicting single and multi-cores in the DMZ.

The tension in the DMZ influences humans and animals. Barbed wire in the DZM restricts animal mobility. It is therefore necessary for the DMZ Council to come up with environment-friendly models to conserve



and preserve the area. Domestic and international initiatives to preserve the DMZ are also being encouraged. Two important international initiatives in the DMZ were mentioned. The first was undertaken by the Korean government in cooperation with United Nations Educational, Scientific and Cultural Organization(UNESCO) and the other is the UN-Redd collaborative programme of the United Nations Development Programme (UNDP), United Nations Environment Programme(UNEP) and Food and Agriculture Organization(FAO). The UN-Redd programme use to control carbon emissions by preventing forest degradation and devastation in protected areas. It is about maintaining or preserving forest ecosystems to limit the emissions of carbon dioxide through carbon financing. The hope of Kim Kwi-gon is that the DMZ will be seen as a site for international environmental protection as well as for promoting peace between North and South Korea.

Son Gi-woong(Korea Border Forum) looks at South Korea's strategy for co-existence and mutual prosperity. Part of the Green Growth Policy is the peaceful and ecological use of the DMZ. The DMZ has now recreated itself as an ecological treasure. There are many species exclusive to Korea living in the area. Political, economic, and ecological interests in the DMZ have also been the root causes of conflict. As such, the two Koreas were not able to pursue joint projects except those that deal with environmental problems. At present, the South Korean government pursues political, economic, and cultural integration on the Korean peninsula under a co-existence and mutual prosperity strategy. As a part of the co-existence strategy, the Green Growth strategy is aimed at pursuing the harmony of humans and nature. In this process, South Korea needs to take the initiative to create ways to economically cooperate with North Korea. It is

a strategy where the environment is always at the center. Environmental issues should be taken into account from the very beginning of the implementation of the Green Growth strategy. The establishment of an inter-Korean environmental community and an inter-Korean economic community is necessary in order for the Green Growth strategy to be implemented on the peninsula. The combined economic and environmental capabilities of the two Koreas will also facilitate a sustainable development that will create an environment for co-existence and a foundation for reunification. Son Gi-woong also pointed out that environmental issues cut across boundaries and that it becomes increasingly necessary to deal with them in a cooperative manner. The DMZ can be used as a venue to identify methods and areas for joint action.

Hahm Kwang-bok(Korea DMZ Research Center) discussed the Korean version of landmine removal in the form of the “Re-Born Flower” campaign. He narrated how humans have destroyed the earth and used landmines as weapons for destruction. He recalled how landmines have taken the lives of thousands of people and caused serious physical injuries. Landmines also contribute to the destruction of nature and harming of wildlife. They have huge economic and developmental implications due to the high cost for clearing landmine areas for infrastructure. He encourages people to support awareness programs such as the “Peace Tree,” which aims to construct a ‘Re-Born Flower Zone’ belt in one of the world’s conflict areas.

Moon Seong-mook(Director of Inter-Korean Affairs) elaborated on the development of North and South Korean relations through the peaceful use of the DMZ. When we talk about the use of the DMZ, the cooperation, and partnership of North Korea is essential. There has been significant tension between the two Koreas. The concern of North Korean on the use

of the DMZ is to be able to utilize it to advance their military and economic interests. In the past, they have used the area primarily for agricultural purposes; however, South Korea sees the DMZ as a venue for creating national security arrangements as well as to preserve and conserve Korean ecological assets. Moon Seong-mook suggested that the two Koreas cooperating on excavating bodily remains for humanitarian purposes. He also suggested that measures be created to prevent confrontations within the area. Doing so would lead to a relaxation of military tension between the two Koreas, economic growth, development, and even possible reunification. The only challenge is the disinterest by North Korea.

Finally, Lee Jae-seung(Korea University) discussed prospects for international cooperation in order to achieve ecological peace in the DMZ. The past image of the area is one of conflict and confrontation; subsequently, the goal now is to make it an area for cooperation and peace. This transformation requires collaboration between the two Koreas and the international community. There are multi-faceted issues over the DMZ. The most prominent is its use as stepping stone for peace and reunification; simultaneously, the DMZ is an area that collectively addresses environmental issues that require immediate action. The reason why there has been limited results from projects initiated by international organizations is that they were made in partnership only with the South Korean government. DMZ projects should have a strong foundation for cooperation from both Koreas for them to be effective. At the same time, maintaining international networks to mobilize people is important in making the DMZ a symbol of reunification as well as a symbol of international cooperation.

## *Discussion*

A brief discussion followed that emphasized the importance of the DMZ as a symbol of the end of the Cold War and a model for ecological conservation. The speakers also encouraged the audience to support the campaigns and projects of the DMZ council.

# International Conservation Area and Jeju Model of Conservation



- **Moderator**

CHOI, Chung Il(Chair, UNESCO, Man & Biosphere Programme, International Coordinating Council)

- **Panelists**

CHO, Do-Soon(Professor, Catholic University of Korea)

LEE, Byung-Wook(Professor, Sejong University)

LEE, Sang Don(Professor, Ewha Womans University)

YOON, Yong-Taek(Professor, Jeju National University)

The moderator, Dr. Choi Chung Il(Man and Biosphere Programme, International Coordinating Council), opened the session with a discussion on peace and prosperity(a central theme of the entire Jeju Peace Forum). In regards to prosperity, the concept of development and its sustainability is crucial when it comes to environmental conservation. There has been heightened interest on environmental conservation since the declaration of the Jeju Volcanic Island and Lava Tubes as a UNESCO World Heritage Site; however, Dr. Choi stressed that protecting the environment should be about promoting biodiversity as well as sustainable development. Local residents should benefit from sustainable development and government agencies and international organizations should provide logistical support

to achieve this goal. Mr. Choi emphasized that the Jeju province is currently doing very well in conserving nature and the promotion of sustainable development. The goal of this session is to look at the Jeju model of conservation and how it could be replicated in other areas of Korea or other countries.

### ***Presentation***

Prof. Cho Do-Soon(Catholic University of Korea) discussed the impact of the designation of many areas in the Jeju Island as UNESCO World Heritage Sites, biosphere reserves, Ramsar sites and global geoparks. A discussion on the different kinds of protected areas and environmental programs in Jeju Islands followed. He described geoparks as primarily for natural conservation and sustainable development. He emphasized that the basic criteria for the nomination and declaration of a certain area as a geopark is geological diversity; however, the scope in terms of land area is bigger for a biosphere reserve than for a geopark. The intention for creating a biosphere reserve is for conservation as well as for uplifting the standard of living of the local residents. It is geared towards the promotion of conservation, local empowerment, and development. Likewise, the United Nations Educational, Scientific, and Cultural Organization(UNESCO) Man and Biosphere Programme(which started in 1971) help bring together education, science and technology for the conservation of natural sites in the island. As of the moment, there are 4 biosphere reserves in South Korea and 3 in North Korea. Compared to world heritage sites that prioritize conservation, biosphere reserves also aim to promote sustainable devel-

opment through the improvement of local community living standards and simultaneously promote sustainable environmental development. Currently, there are 563 biosphere reserves and there is a need for a global network that will promote the exchange of information between and among stakeholders, government agencies, and non-governmental organizations from different areas. However, what makes the Jeju Volcanic Island important is its designation as a UNESCO World Natural Heritage Site. Jeju Island is a proud case of a protected area that has been declared as both a biosphere reserve and a UNESCO World Heritage Site. This has helped to promote natural conservation because the site has now become a source of pride and a treasure for the Korean people. As such, Korea has been working on the inclusion of other areas in the country into the World Heritage list.

Prof. Cho also discussed that while it is difficult to simultaneously achieve environmental conservation and development, the biosphere reserve model at Jeju(divided into 3 zones) provides a solution. First, there is a core center area where the priority is conservation. Second, there is a buffer zone where the priority is education, training and ecotourism. Finally, the outer area is the place for habitation where agricultural activities are also practiced. However, since Jeju's designation as a World Heritage Site is given more importance, biosphere reserve projects are not being given much attention in terms of implementation.

Finally, Prof. Cho pointed out that the government should not focus on creating more protected areas but on the development and cultivation of existent protected areas through the creation of new programs. For instance, the government should promote scuba diving off of Jeju Island and create facilities that attract local and foreign tourists. Ecotourism should be

promoted by banning certain types of fishing which are harmful to the ecosystem. This way, a conservation model that is unique and truly suited for Korea may be developed.

The second speaker is Prof. Lee Sang Don(Ewha Womans University). He talked about protected areas and the International Union for the Conservation of Nature(IUCN) protected area management categories with a focus on wetland protection and conservation in Korea. In the first part of his presentation, he enumerated the different categories of protected areas created by the IUCN and their characteristics. The categories were:

- Category 1a: Strict Nature Reserve
- Category 1b: Wilderness Area
- Category 2: National Park
- Category 3: National Monument or Feature
- Category 4: Habitat/Species Management Area
- Category 5: Protected Landscape/ Seascape
- Category 6: Protected area with sustainable use of natural resources

In category 1a, human access is highly restricted and strict measures are implemented to ensure the protection of biodiversity. In category 1b, human access is not as restricted as in category 1a; however, the goal is still to preserve the natural characteristics of the protected area. Category 2 protected areas are developed for human recreation, education and research. Category 3 areas are protected and hailed as a natural heritage site. Category 4 areas are dedicated to the protection of biodiversity. Category 5 areas are significant due to intrinsic ecological, biological, cultural, and scenic values. Finally, category 6 comprises protected areas for the sustainable use of natural resources as well as includes the goal of the preservation of historical



landmarks and cultural traditions.

Prof. Lee Sang Don pointed out that the 7 categories of protected areas and the criteria for each category are not really reflected in the designation of protected areas in Korea. The government has only been concerned with creating and increasing the number of protected areas in the country. He emphasized that Korea should follow the guidelines set by the IUCN and conform to international standards in order to make the studies conducted in these protected areas relevant and comparable to those conducted in other countries. He suggested that protected areas be managed by specific agencies and that laws be enacted to provide a framework on how protection and conservation should be done.

Prof. Lee Sang Don also discussed the Program of Work and Protected Areas(POWPA) that focuses on how the protection projects should be implemented. He cited 6 points that were raised in a communiqué:

1. A general motive is needed for national activities to be undertaken in protected areas.
2. In regional initiatives and partnerships for environmental conservation, the involvement of local communities is an important component. Government plans and actions will be successful only if the local communities are well-informed and involved in the process.
3. The people should be aware of the benefits being provided by the ecosystem in order to boost their desire to protect the environment. Government agencies and non-governmental organizations should think about environmental protection as well as consider the benefits gained from the protection of such areas.
4. Government and environmental groups should ensure that there

is secure financing to continue regional environmental protection projects.

5. Capacity-building measures conducted in partnership with regional and global networks, should not only be just about seeking participation but also for the enhancement of environmental awareness among local residents and providing them proper training and education.
6. National and regional networks should be strengthened.

The management of protected areas (such as wetland protection) in Korea are complicated since there are many agencies involved and the implementation of programs is not well-coordinated. There is no clear management system. Government agencies should consider the area or scope of protected regions as well as assess the effectiveness of the protection efforts instead of a single focus on the number of protected areas. There is a plan to have 70% of land, water and coastal ecosystems designated as preservation areas by 2020 and create an eco-region. The residents in communities within and near protected areas should also be a part of the process. The expertise of scholars and other practitioners is also necessary in collecting data and in designing suitable management programs. Different agencies should come together to discuss the necessary steps in order to effectively conserve and protect natural resources.

The third speaker, Prof. Lee Byung-Wook (Sejong University), gave a philosophical discussion on environmental conservation. He talked about the difference between conservation for development and conservation from development. He analyzed whether conservation and development can be achieved together. He agreed that the zoning approach to conser-

vation is the way to achieve both goals. The zoning approach will contain an area where the primary aim is to conserve natural resources and a zone dedicated to developmental activities. However, he noted that while he was working for the government, the zoning approach sometimes fails because the people try to go beyond the developmental zone and it is the role of policy-makers to create laws to solve these problems. So far, the government has created a national resource center and is establishing a national eco-center to address the needs in terms of resources and policy management. Prof. Lee Byung-Wook also noted that the 2012 World Conservation Congress will be held at Jeju Island and hopefully it will help make people on Jeju Island more aware of and involved in conservation activities. Academics, non-governmental organizations, civil society groups, and stakeholders should collaborate with the government to create a better governance structure for environmental conservation and protection in the Island. An integrated sustainable model for conservation should be developed; in addition, he emphasized the need for experts in this field as well as the importance of education, research, and training in order to form such a model.

Prof. Lee Byung-Wook noted that if a good conservation model is implemented, then it could boost ecotourism in the island. This shows the economic dimension of environmental conservation. Political, economic, and social factors need to be considered for Jeju Island to become an eco-friendly environmental capital. In terms of governance, there is a need to bring together the ideas and views of environmental groups, government authorities, and stakeholders as indicated in the Jeju Island Biosphere Reserve Plan.

The last speaker, Prof. Yoon Yong-Taek(Jeju National University)

centered his presentation on the development of the right conservation model. Jeju Island is known for its wonderful landscape, interesting geographical characteristics, and rich ecosystem. The Halla area, coastal areas and the inland wetland areas are well-known for their beautiful landscapes that have received significant local and international attention. Jeju Island is considered a natural treasure of Korea and is considered an important global conservation area. Prof. Yoon also talked about government campaigns to include Jeju Island in the New Seven Wonders of the World. He pointed out that even though the central government and international agencies have designated Jeju Island as a protected area, its natural resources and landscape continues to be damaged because of current policies that are unable to address the conservation and protection requirements of the island. Effective policies for the protection of the environment should complement each another and be crafted according to the regional characteristics.

Prof. Yoon also talked about current developments on Jeju Island to boost tourism. In order to realize the goal of becoming a free international city, Jeju has expanded and modernized its infrastructures by building roads and establishing resorts. The central government has also launched strategic projects near protected areas, such as the new airport hub; however, he cautioned the government, that these projects could also have a negative impact on the protected areas. He thinks that large-scale developments should be avoided for the sustainability of protected areas and reserves. The reason being given by the provincial government and the central government for all their efforts to get Jeju Island recognized around the world is environmental conservation and protection. However, it seems to Prof. Yoon that these efforts are primarily to attract more tourists by

uplifting the image and reputation of Jeju Island.

Prof. Yoon highlighted that Jeju Island has been very blessed for having a wonderful natural environment. Thus, the provincial and central government should prioritize its preservation and protection. Being recognized internationally is important for Jeju Island; however, more essential is the intensification of conservation measures due to international recognition.

Environmental protection should be the responsibility of the government as well as international organizations and institutions (such as UNESCO) that play an important role in encouraging a global campaign for environmental protection.

## ***Discussion***

A summary of the presentations by Dr. Choi followed the presentations. He noted that there were certain overlaps in the models for Jeju that were presented. He mentioned Mr. Cho's discussion of ecotourism and the opportunities that the traditional female oyster divers of Jeju can provide, especially when it comes to the attraction of more tourists. With regard to the conservation and protection of the environment, he emphasized that it is the people living in the area and the government should have the primary responsibility; in addition, international organizations such as UNESCO should also be a key players. He noted that environmental degradation is primarily a result of irresponsible human acts.

Dr. Choi also thinks that the question on whether the Jeju Model of conservation can be a universal model is still subject to further research

and study. He mentioned the three different approaches to conservation that were given in the presentation and suggested that a multi-faceted model be developed from these. In terms of conservation and protection, Dr. Choi thinks that a clarification on the delineation of areas in the zoning approach should be made. Identifying areas for development should be a collaborative process where stakeholders, environmental groups, and academics are consulted.

Choi also agreed on the proposition of branding the region as this would open doors for business opportunities to develop a brand label and create economic value. Aside from developing Jeju as a scuba diving hotspot, the government should also promote other products such as its famous tangerines and other natural products to help designate the entire Jeju Island as a biosphere reserve.

Finally, the members of the panel agreed that the government should collaborate with the local communities to develop a conservation model that is suited to the characteristics of Jeju and paves the way for sustainable development.

# World Natural Heritage and Environmental Conservation



- **Moderator**

YOO, Jay Kun(President, Korea National Federation of UNESCO Clubs and Associations)

- **Panelists**

KIM, Hee Hyon(Member, Jeju Special Self-Governing Provincial Council)

Imbrahim KOMOO(Co-chair, Asia Pacific and Geoparks Network)

LEE, Yong Il(President, Geological Society of Korea)

Guy MARTINI(International Expert, World Geoparks)

## *Presentation*

The first speaker, Guy Martini(World Geoparks) sheds light on the concepts of geoparks and geotourism. He emphasized the importance of the international recognition of geology as a heritage as the first step in the development of geoparks. In 1997, the European community supported the United Nations Educational, Scientific, and Cultural Organization (UNESCO) in the development of the geopark concept. Subsequent and various initiatives have resulted to the expansion and creation of global geopark networks. In Latin America, geopark networks were based on a declaration made in Brazil that affirms the importance of indigenous groups

in geopark projects in both Latin America and the Caribbean. This has sparked interests in creating geopark networks in other regions, especially in Africa. The European geopark network is the most active among existing ones as it is being supported by local companies and industries. The support of these industries provides funding for promotional materials and tools such as leaflets, magazines, and websites. The role of UNESCO is also crucial for further cooperation among various networks and in evaluating the progress of geopark networks.

According to Martini, the involvement of the population living near and within the geopark is essential for success. The objectives of geopark projects must be connected with the vision of the population in each territory. In addition, the participation of local authority helps to ensure sustainable development. A geopark is not merely a natural park or a protected areas but a community of people working to preserve geological and ecological resources. The creation of geoparks provides a framework for sustainable development that meets the needs of the people living in that area and simultaneously ensures that the future generation will still have the necessary resources to provide for their needs. Geopark programs should be characterized by social equality, respect of local community, and human diversity. The goal of geoparks is the development of biodiversity, tourism, and sustainable development through collective action.

The second speaker, Imbrahim Komoo(Asia Pacific and Geoparks Network), discussed the relationship between geoparks and geoconservation and the importance of cultural heritage in nature conservation. Geoheritage is about looking at water and landforms, such as rocks, minerals, and fossils, as integral parts of natural heritage. In defining natural heritage, people tend to focus on the flora and fauna when non-living things are actually the



building blocks of natural heritage. Geoheritage also has cultural, historical, and ecological values and provides opportunities for sustainable tourism, education, and landscape acquisition. Many geoscientists have looked at geoheritage sites for their scientific values but they also have aesthetic, recreational, and cultural values. Geoparks, like many heritage sites, are a development tool that emphasizes local community participation in the encouragement of integrated natural and cultural heritage conservation; however, the term geoearea(or geozone) is being used in China to refer to areas for protection, recreation, and geotourism activities.

Komoo explained that geoconservation is a term for sustaining the part of physical resources that represent a cultural heritage that includes a geological understanding and inspirational response of the natural resources as the reason for seeing the grandeur of landscapes. He explained that we could see the link among georesources, geodiversity, geoheritage, and geoconservation when we look at resources developed for exploitation. The utilization of geological resources need not entail destruction or exploitation because there are conservation strategies that would enable acquisition without destruction. The concept of geoscience involves public education in regards to earth science, heritage conservation, as well as geological and environmental protection; in addition, it also talks about resource utilization on a sustainable manner through geotourism with a discussion on local community economic development, collaborative management, and acknowledgment of cultural heritage. Linking culture and nature introduces a holistic conservation approach in a single heritage system

Komoo also cited the Malaysian case where the terms ‘geoforest park’ and ‘innovative conservation’ area are used to refer to geoheritage sites

protected under forest conservation programs. He described the Langkawi Geopark as an outstanding tropical cast landscape and diverse geological site that blends conservation and the sustainable use of resources as a promotion of the geopark concept. It also provides a model for an integrated conservation program where living organisms and non-living objects are protected for the purpose of protection, recreation, and education. Geoparks are created for protection as well as for education and sustainable development. It is about regional sustainable development and conserving a geoheritage site that has developed into a new paradigm to integrate the conservation of nature and culture.

The third speaker, Lee Yong Il(Geological Society of Korea) described the status of conservation measures in South Korea. First, he looked at the role of the International Union of Conservation of Nature(IUCN), the United Nations Environment Programme-World Conservation Monitoring Centre (UNEP-WCMC) and UNESCO. Among their contributions were the implementation of policies focused on biodiversity, protection, and conservation of geoparks.

In Korea, geoheritage sites are disregarded due to lack of academic research as well as the limited communications between stakeholders and ordinary citizens; in addition, the criteria to select geoheritage sites as not been established. There is a need for periodic research and monitoring; however, the country lacks the necessary guidelines and agencies for its implementation. Lee Yong Il suggested that lectures be conducted to enhance public awareness that would help them realize the importance of geoheritage sites. Another way to promote awareness is by building museums, organizing guided tours for schools, and publishing educational materials. Scientific research on geoheritage sites should also be promoted

among universities and not just in one or two geoheritage centers. The knowledge that comes from such activities should always be shared with the public, especially those living near the geoheritage sites. Doing this would help boost local participation in conservation and preservation initiatives. The creation of geoparks is the most effective way to enhance local participation and gather legislative support for conservation programs.

Lee Yong II considers the Jeju Park as the most prominent geoheritage site in Korea. Korea should establish links with other geoparks networks in the Asia Pacific region and also around the globe to promote the creation of more geoparks; in addition, a structure for managing geoparks in the country should be established to promote growth and development. The speaker also suggested that Koreans look at the experiences of Jeju (as well as geoparks in other countries) to develop better ways to encourage public participation in environmental conservation.

### *Discussion*

There was a short discussion on the administrative structure for geoparks in South Korea, as well as the integrated approach being utilized to promote the continuous exchange of ideas for promotion and preservation.

# UN Global Compact and Contribution to MDGs through 5W Projects I



- **Chair**

JU, Chul-ki(Secretary General, Global Compact Korea Association/  
Former Ambassador to France)

- **Main Speakers**

KIM, Ki-seok(Professor, Seoul National University)

KIM, Jeon(Professor, Seoul National University)

This session was dedicated to the discussion of the eradication of poverty through the 5W Projects(particularly education and health services) and how these could contribute to the achievement of Millennium Development Goals(MDGs). The global recession has greatly affected developing countries; however, the United Nations(UN) observed significant progress in the arena of development. There are however, gaps that still exist and efforts shall be accelerated to attain various MDG targets.

The session was chaired by Mr. Ju Chul-ki of the Global Compact Korea Association. He first introduced the work being done by UN Global Contact, an international network that pushes corporate social responsibility (CSR) aimed to improve working labor conditions, human rights, environment, and governance. As a product of the UN, Global Contact also tries

to help attain the targets of the MDGs through the potential of the private sector because the Global Compact is composed of around 8,000 private companies and institutions; subsequently, it is considered the biggest global CSR movement. In Korea, there are around 191 members that include 140 companies and small and medium size enterprises. Global Compact in Korea has helped introduce the MDGs through education and the Korean case of CSR is a good example of how private companies and institutions may help achieve various MDG targets. He then introduced the first part of the session that focused on education and medical services as means to improve social conditions and realize MDG targets. Some of the inputs that may be generated as well as the draft paper on the 5Ws may be transmitted to the UN Secretary General as well as to a conference in Busan so that this may be introduced to a wider audience.

### ***Presentation***

The first speaker was Prof. Kim Ki-seok from Seoul National University. His presentation focused on education and how it relates to development and the role of development assistance. He shared experiences with a small project in Burkina Faso. He began his presentation by relating Korea's similar circumstances of poverty in the past, saying that Korea had been a beneficiary of foreign aid, notably from countries such as the United States and Japan. Personally, he mentioned his personal experience as a direct beneficiary of development assistance programs, such as the American construction of Korean school buildings in the 1950s. The US assistance to Korea has made remarkable progress; now Korea has become one of the

leading foreign aid donors around the world with increased efforts in recent years. It has been forecasted that until 2015, appropriation for foreign aid will amount to USD 3 Billion, or around 0.25% of the country's gross national income.

One of the important aspects for the success of development assistance in beneficiary countries is the role played by local knowledge and the sustained leadership of political leaders. He also noted the new promise by current leaders in regards to the support for continuous global development. However, while in Korea and other developed countries governments are moving towards achieving MDGs, these goals are still not targeted in most countries, particularly developing ones. For instance, HIV AIDS has become a more serious problem in Sub-Saharan Africa that could be attributed to weak leadership where leaders passively await assistance from other countries.

Given the abovementioned realities, Prof. Kim proceeded to discuss the role of a Global Compact in relation to the Burkina Faso project. He noted that Global Compacts are 'rigorous fighters' against poverty through the adaptation of local knowledge and personal experiences to share with the rest of the world. To achieve this, there is a need to focus on quality education, as education may support a path out of poverty. One of the projects in this regard is called the Global Alliance for Poverty Alleviation, or GAPA. Interestingly, *gapa* in Korean means 'pay forward.' As such, this project aims to give back to others, since Korea has also become a beneficiary of past foreign aid. As a means to achieve these goals, a Global Compact also works with NGOs on projects particularly focused on education and literacy, such as teaching in the mother tongue of different countries. They also conduct basic health training, teach vocational and income generating

skills, and provide microcredit and scholarship programs. Such range of programs constitutes an integrated and comprehensive framework necessary to achieve desired goals. The project has been extended until 2013 due to the significant improvements in education in Burkina Faso. He concluded by mentioning the need to advocate for education without borders.

The second speaker, Prof. Kim Jeon from Seoul National University, discussed the role and importance of providing medical services as a means to eradicate poverty. He started by saying that while Asia has assumed a leading role in the development of human societies around the world, such development has always been in conflict with other societal issues, and as such should be adequately addressed. He argued that sharing is the best way to resolve conflicts over material things (such as money) as well as in regards to time and effort. He focused on the concept of sharing throughout his presentation.

He related the importance of immigrant workers in Korea to begin his points on the importance of sharing. Immigrant workers played an important role in the economic growth of the country. However, many of these immigrants are in Korea illegally and are not covered by medical insurance from the government. To add to this, most of these workers are employed in unfavorable and dangerous conditions. In addition, clinical and medical fees in general are higher than for native Koreans. To help respond to these concerns, the Catholic Professors' Association, together with medical schools and other organizations in Korea opened free medical clinics in 1997 for immigrants working or staying illegally in Korea. The clinics are opened every week with more than 300 doctors and 100 medical students and volunteers giving free medical services. Based on statistics, from 1997 to last year these clinics have helped more than 20,000 patients

who are immigrants from various countries such as China, Mongolia, Uzbekistan, the Philippines, Bangladesh, Nigeria, and Ghana.

The success of these programs has led to the formulation of a new 10-year plan embodied in the acronym GRACE that consists of five approaches: Globalizing medical insurance, Reproduction through training of new sets of volunteers, AGAPE cooperation for sharing, Community partnerships for volunteerism, and Environment that is peaceful and comfortable for patients. To achieve this plan, they have created various activities and programs such as visiting areas and doing preliminary research on prevailing health conditions, establishing medical camps for treatments, and establishing counter measures for preventive action against diseases. Currently the G component of the project as commenced in Ulan Bator in Mongolia, where local governments have assisted local residents in medical projects. In the last 3 years, they have dispatched 7 medical camps with doctors and medical staff. Some medical staffs from the Mongol National Medical University as well as from other hospitals and medical schools were tapped to participate in the training programs. Seminars were also conducted, such as the Mongolia Korea Nephrology Seminar where prominent nephrologists in Korea spearheaded the event. Over the next years, Prof. Kim shared other projects that included an EENT seminar and education initiatives on personal sanitation, anti-parasite infection treatments, prevention of dental diseases, improvement of the medical environment through free facilities and medical devices and the improvement of sanitary conditions in villages. They also hope to extend the G programs to other countries such as Burma/Myanmar and Nepal.

As for the other components of the GRACE project, Prof. Kim noted that most of these are internal. This include systematic volunteer training,



lectures on volunteerism, the establishment of mobile clinics, treatment and vaccination programs, continuous cooperation with various hospitals, community activities such as concerts and bazaars, and the establishment of a medical recording system. In conclusion, Prof. Kim reiterated the goal to improve the local medical environment by sharing their facilities, knowledge and skills, and self-empowerment through local participation, and promised to contribute to medical peace and achieve MDGs that will contribute to a more secure peace in Korea, Asia, and the rest of the world.

### ***Discussion***

An open discussion followed the presentation. Among the questions and issues raised were:

- The duration, budget and time frame of the project in Burkina Faso
- The community activities and how people and Burkina Faso received the Koreans
- The ways by which local knowledge can be combined with the knowledge brought by Koreans

On the issue of the project details, Prof. Kim Ki-seok said that there is a need to find more time so that they will be able to go back to Africa since at least 8 days is required if ever they will travel back there. In addition, there is still the problem of human resource and money and that they should find more ways to improve their financial capacity to help more Africans in need. In regards to the relations between Koreans and the people of Burkina Faso, Prof. Kim said that while the locals have their own

ways, they were still receptive of the Korean approach and method. Finally, on how to combine local and foreign knowledge, the speakers emphasized the importance of mutual cooperation, trust, and respect. For example, they have cooperated on AIDS effectiveness because of a special jargon; however, they have also exerted efforts to push for ownership of the issue and they should be pushed more to become determined to address their concerns.

# UN Global Compact and Contribution to MDGs through 5W Projects II



- **Moderator**

JU, Chul-ki (Secretary General, Global Compact Korea Association/Former Ambassador to France)

- **Main Speakers**

HAN, Moo-young (Professor, Seoul National University)

KIM, Ki-seok (Professor, Seoul National University)

KIM, Jeon (Professor, Seoul National University)

LEE, Do-won (Professor, Seoul National University)

LEE, Ho-young (Professor, Seoul National University)

YOON, Yeo-chang (Professor, Seoul National University)

The session was a continuation of an earlier session that focused on how various 5W Projects can contribute to the attainment of the MDGs. This session also served as a workshop dedicated to address questions in regards to 5W Projects from each presenter and aimed to finalize the agenda for the United Nations that would be presented to Secretary General Ban Ki-moon. All speakers in the session were from Seoul National University.

## *Presentation*

The first speaker was Prof. Lee Do-won. His presentation focused on the ecological aspects of Korean landscapes based from a natural science perspective. He started by saying that the Korean landscape has drastically changed over time, particularly in Seoul. He showed some of the images of Seoul that included old photos from the early 19<sup>th</sup> century. Seoul City had many buildings surrounded by mountain ranges and other landforms. He also showed images of Korean villages and other places in Korea during the early years of the city.

He then discussed his conceptualization of typical Korean villages. The Koreans are used to being surrounded by mountain ranges. As such, Koreans used different kinds of materials from nature such as rocks, soil, and stone in earlier village landscapes. Planting trees has also been done to enhance the landscape of villages, especially when mountain ranges are relatively low. He showed various images and pictures such as maps to explain and discuss the village landscapes, such as how villagers have created ways to protect themselves from the outside. He also showed a recording of community activities in some Korean villages. However, Korean traditional growth is slowly changing and some of them are disappearing. Consequently, he argued that nature and landscape(as well as community relationship) is a very important feature of Korean culture.

Prof. Yoon Yeo-chang supported Lee's statement that Korean traditional growth is slowly disappearing, and related how he has investigated the disappearance of such growth. The Korean Peninsula has lost almost half of its traditional villages since liberation from Japanese occupation. He believed that the main reasons for this were social and cultural change,

institutional change, and economic change.

In terms of social change, community spirit among Korean villagers is now weakening. Local people become less aware of village growth in terms of ecological and social significance. An important aspect of village growth is the forest because the forest is considered sacred. The first King of Korea prayed to a big tree; however, people now seem to forget this tradition and are unaware of its importance. This is one of the main reasons why Korea is losing its villages. In terms of institutional change, land ownership also contributed to this problem. Most forest areas owned by communities are now privately-owned and are not part of the community. As such, community members are uninterested in the growth of forests. This relates to economic change, especially in terms of opportunity costs in maintaining the land. In the villages, maintaining the land becomes costly because there are more demands for land use for road construction, schools, and housing; subsequently, forests maintenance has now become prohibitively expensive for communities.

He added that because of social change, organizations keeping the communal forests are becoming weak. Korea is losing its forests as well as the wisdom based on these forests. Traditional wisdom derived from the land (such as agriculture practices) is now disappearing. The project they propose, he argued, will better conserve traditional forests and traditional wisdom that can be useful for all of society. For example, many cities lack spaces for green areas that have resulted in many diseases, such as respiratory illnesses and an unhealthy environment. To solve these, more green spaces must be allotted and more trees must be planted in various city areas. Yoon concluded with his recommendation that planners should learn from traditional wisdom since this has been used even by the

country's great ancestors. Local communities should work together to sustain traditional culture and learn more about the ecological and cultural value of the eco-system. Other stakeholders such as the industrial society must also be invited. Companies must also learn to respect fair trade principles so that local problems will be solved and make forests sustainable.

The next speaker was Prof. Lee Ho-young. His presentation was about writing systems, the documentation of traditional wisdom, and mother tongue-based education. He aims to raise awareness on the importance of writing systems, traditional wisdom, language preservation, education on poverty eradication, and development. He proposed a mother tongue-based multilingual education to achieve MDGs. He started by discussing some background on the project that he is involved with in regards to the abovementioned objectives. On poverty, he said that almost 1.4 billion people live on less than USD 1.25 per day; in addition, 3 billion live on less than USD 2 per day as of 2005. On average, 27,000 children aged 5 and below suffered from starvation and treatable diseases in 2007. He then related this to the problems of spoken and written language. Language barriers in education exist in many countries, where about 1.38 billion people speak and unwritten language that are not taught in school. Half of out-of-school youths worldwide do not have access to their language in school. Some languages are also becoming extinct and half of the world's languages will be extinct within 21st century. As such, the loss of human cultural heritage that contains traditional wisdom is more apparent.

Throughout the world, the country's official language is used as the medium of instruction in schools and other educational institutions. In Korea, Korean is used in education. In minority groups, their indigenous

language is being used and instruction is mainly in the official language. Many problems may arise from this. For one, most students have difficulty in understanding what their teachers say because their mother tongue is different from the language used in school. Language barriers have resulted in high dropout rates, low literacy, and poor academic performance.

Lee believes that teaching using only the official language is a violation of linguistic human rights because each child has the right to learn their mother tongue in school. This monolingual education also results in language genocide. In China for example, there are 56 minority groups; however, most of the languages spoken by these groups are almost extinct. He also relates this problem to the problem of educational exclusion where some groups are excluded from getting education as they face language barrier challenges in class.

A mother tongue-based education, according to Lee, is very helpful and beneficial. Student achievements were higher when the mother tongue was the same as the medium of instruction in schools. Multilingual education guarantees higher academic improvement and lower dropout rates. Minority groups and women can also participate in education, since education enhances human capabilities that lead to poverty reduction.

In Bolivia, teaching is facilitated using Spanish and other local languages. Successful mother tongue-based multilingual education has been practiced in countries in Africa as well as in Papua New Guinea. Currently, mother tongue-based multilingual education is becoming a norm, as compared in the past where the use of official language as the medium of instruction was mandated by the central government to help achieve national unity.

Lee argued that there are some difficulties in a mother tongue-based

approach. For example, most indigenous tribes do not have traditional writing systems and instruction can be difficult. They also do not have textbooks and other material to aid in learning, and there are not enough qualified teachers for this purpose. Lee then proposed the use of Hangeul to devise writing systems and publish textbooks to promote mother tongue-based multilingual education. He then showed some pictures that they have done in Indonesia two years ago, where an indigenous tribe chose to adopt Hangeul as their writing system.

Lee ended by saying that they want to expand this program to other indigenous tribes who may want to choose Hangeul as their system of writing. This can be done through textbook publications, teacher training, and partnerships with local experts to improve educational environments and document traditional wisdom that can be used to solve their education problems.

Prof. Han Moo-young, the last speaker, talked about how the 5Ws is related to Jeju and peace, specifically on the water component. He showed some of the images related to the World Water Programme. Korea has experienced spring droughts and summer flooding in recent years. This phenomenon will increase in the coming years in a similar pattern to other parts of the world. Korea, however, has survived all of these and has maintained its landscape. The solution, according to Han, lies in traditional wisdom. This is exemplified in the recent use of alternative energy (such as wind and solar energy) and its contributions to improvements particularly with in regards to rainwater. An important principle in this regard is to make everyone happy while addressing the challenges facing society. In traditional wisdom, even the King and his people were involved in nurturing traditional wisdom. Environmental conservation can be done by public



instruction on the values of cooperation since resources, such as water should be shared. This same traditional wisdom in Korea can also be applied to modern societies who should aim for a society where water can be accessible to everyone even after development. While other countries are pushing for low-impact development, in Korea, as Han argued, there are no impacts from development. He then related to a program he is part of and their work on the provision of water that included creating water tanks for water safety and emergency use during typhoons. Another is collecting water from the roof and using it for irrigation. These projects are designed to benefit everyone, and they will help save and conserve water resources. A 'everybody happy' solution is possible and the extension of this philosophy to other countries may help resolve water conflicts worldwide and contributing to peace. He then shared the experiences of Jeju Island, where good rainwater systems have been utilized to contribute to the establishment of Jeju as a peaceful and livable island.

Rainwater, as such, should be understood as good and products such as water tanks that collect rainwater must be propagated since it makes water more available to various communities. Companies should also be able to help and support such initiatives through financing programs and products that make rainwater safe and accessible to everyone. Lastly, rain gauge networks must be further enhanced through the internet and other advancements in technology to share knowledge and experiences among various communities around the world. He concluded by saying that we should change the current rainwater paradigm by teaching people the value of rainwater systems.

## *Discussion*

An open discussion followed the presentation. Among the questions and issues raised were:

- The financing of rainwater systems, and some issues that concerned the workability of such systems, such as wells
- The quality of well water in South Asia
- The possibility of using rainwater for agriculture and other industries, as well as preservation of rainwater to avoid evaporation
- The use of Hangeul and its applicability to other cultural groups (such as in Africa) because of Hangeul's distinct features, such as pronunciation

On the first two questions, Han answered by saying that in Africa, they built not just one well for the entire community as well as consistently monitored wells for their sustainability. In regards to water quality, he used the mileage concept that refers to the age of the groundwater. With rainwater, there can be no contamination. In regards to the use of rainwater, Han said that, collecting rainwater from roofs and fields can help since rainwater drops are practically everywhere; however, he also cautioned to avoid evaporation. On the issue of Hangeul's applicability in Africa, Lee clarified by distinguishing transliteration from transcription. Transliteration makes representations of sounds through the letters, while transcription details that the pronunciation must be written. There are many languages that are not suitable for Hangeul, such as English. In Africa, there are many languages not suitable for Hangeul, but it can work for most languages, Lee believes.

# Business and Economy

- Global Trade, Currency Wars, and FTAs: Towards Protectionism or Liberalism?
  - Financial Regulation Reform at the G20 Process and Safety Net
- Successful Strategy of Multinational Corporations in the World since G20
  - The New Challenges of Urban Management since G20
- G20 Era, Changes in the Financial Market and Prospects of a New Asia
  - Eastern Philosophy Entrepreneurship and Business Leaders' Humanitarian Activities
  - Future Vision of Jeju





# Global Trade, Currency Wars, and FTAs: Towards Protectionism or Liberalism?



- **Moderator**

AHN, Choong Yong(Chairman, Presidential Regulatory Reform Committee)

- **Panelists**

CHEONG, Inkyo(Professor, Department of Economics, Inha University)

CHOI, Seok-young(Deputy Minister for FTA, Ministry of Foreign Affairs and Trade)

Amy JACKSON(President, American Chamber of Commerce Korea)

WANG, Yong(Professor, School of International Studies, Peking University)

The Session Chair, Ahn Choong Yong(Presidential Regulatory Reform Committee, Republic of Korea), identified the scope of topics that the session addressed: methods to resolve global trade imbalances, the United States and China trade imbalance, Chinese Yuan and the US Dollar exchange rate adjustments, prospects for the internationalization of the Chinese Yuan and associated policy implications. Multilateral free trade agreements such as the Doha Round of Free Trade negotiations will also be discussed. The session also discussed the issue of regional free trade agreements(in East Asia and Northeast Asia) as opposed to multilateral free trade agreements.

## *Presentation I: On Trade Imbalance and Currency Wars*

The first presenter, Amy Jackson(American Chamber of Commerce Korea), stated that there is significant rhetoric over free trade issues in Washington. She cautioned that anything that comes out of Washington on issues of trade should be taken with a grain of salt. She expressed the view that the Obama Administration thinks that the Chinese currency issue places the United States(US) currency at a huge disadvantage and that particular issue needs to be its priority. The US Treasury department has not cited China as a currency manipulator for a number of years and this absence is very telling of the desired direction of the Obama Government.

Jackson also mentioned several keys statistics on US businesses in China According to a 2010 survey, 83% of American companies investing in China want to increase their investments and 85% of companies operating in China also reported an increase in revenues in 2010. This figure is 29% higher than the one reported in 2009. Clearly, there are many good things going on for American companies in China and this should have an impact on the policies that the Obama administration will adopt and where the currency debate will go in the future. Obama's engagement with China through the G20 process, particularly its finance ministers meeting, may also be regarded as a sign that something precipitous or dramatic will happen in regards to US-China economic relations.

The second presenter, Wang Yong(Peking University), stated that the impact of political factors on public policy(regarding currency and trade) should be examined. He stated that he is cautiously optimistic of China-US economic relations. Notwithstanding the friction and tensions on both sides, China and the US still have common economic interests. The two

countries, Wang stated, are major trading partners. The Chinese domestic market is booming and the US cannot leave this market to other countries. Wang also pointed out that China and the US have formed special relations, with China being the largest creditor to the US government. Furthermore, China and the US complement each other's economies. Wang also argued that the exchange rate is not the key to the US's economic problems. Wang notes that Chinese Yuan has increased in value by 30% since 2005. The problem of the US lies in its complicated domestic politics. Improvement of US-China relations and strengthening the strategic and political confidence will help the two countries avoid future economic and trade conflicts.

The third presenter, Cheong Inkyo(Inha University), argued that the US and China are actually in the same boat with regard to trade and currency. This, according to Cheong, may be gleaned from recent developments. The US and China recently had a strategic economic dialogue. Before this dialogue, US officials argued for the adjustment or the devaluation of the Yuan; however, the US now seems more open to compromise.

The fourth presenter, Choi Seok-Young(Deputy Minister for Foreign Trade Agreements, Republic of Korea) acknowledged the existence of a global trade imbalance, which also accounts for the trade imbalance between China and the US. Choi also noted that there are two mechanisms to correct this imbalance. First is the multilateral track through the G20, and the other is a bilateral track through the independent efforts of the US and China. Choi mentioned that the G20 Finance Ministers Meeting agreed to conduct a study on global trade imbalances, the findings of which will come out by the end of 2011. Regarding the implications of global trade imbalance, Choi stated that the adoption of a "beggar thy neighbor policy" would not be sustainable for states. Changes on the part of the US and

China to remedy the trade imbalance are also evident, Choi stated. On the part of China, expanding domestic consumption and the introduction of new fiscal policies to curb inflation are steps already underway. Choi also acknowledged that the internationalization of the Yuan has already started. The internationalization of the Yuan is observed as a medium for international transactions in trade and as a means for capital accumulation in investment. The further internationalization of the Yuan, Choi stated, will depend on the policies of China and Hong Kong.

### ***Presentation II: On the Doha Development Agenda(DDA)***

Deputy Minister Choi, the first speaker in the second round of presentations, argued that the inequality in the capacity of states, particularly in agriculture, contributed to the failure of the negotiations in the DDA. There is also a gap in the ambition levels between developed and developing states in the service and investment sectors. However, prospects for the development of alternatives are also being discussed. Part of these, Choi argued, is that all participating states must agree to continually explore the possibility of regional agreements. The failure of DDA, according to Choi, also gives a negative impression of the WTO to the world, as trade liberalization may be viewed as a dead end. The failure of DDA may also compel states to act bilaterally rather than multilaterally, and this gives a negative signal in regards to the future viability of successful multilateral trade agreements.

The second presenter, Prof. Cheong was pessimistic in regards to the outcome of the DDA. His pessimism stems from the fact that there are too



many agendas to be agreed upon, that include the sensitive concerns of domestic agricultural sectors. Furthermore, the preponderance of actors, including those from very strong emerging economies, results in the multiplicity of voices and viewpoints that results in the impossibility for a consensus to emerge. As a testament to this, Cheong mentioned that the Uruguay round of negotiations on free trade agreements only involved around 80 states, while the Doha round involved around 160 states. The lack of leadership on the part of large economies (such as the US and the EU) also compounds the problem, according to Cheong.

Prof. Wang, the third presenter stated that in China, the WTO free trade agreements are largely regarded as a public good. China has also been very realistic in regards to its expectations of the DDA, because the WTO is actually a member-driven organization, and trading power is naturally skewed towards leading trading nations. Wang however stated that leading trading nations such as the US, European States, Japan, and China must work together and have the right political decisions in regards to the achievement of free trade mechanisms.

Ms. Jackson, the last speaker for this round of presentations, expressed a view that no country will ever want to declare DDA “dead” because no country would want to take the political heat for saying that it failed. Fast-track efforts in regards to the DDA should also be taken, ideally before the end of 2011. These fast-track efforts (to identify commonalities and areas of agreement) could work, in Jackson’s view, if all the actors involved are committed. She also said that the domestic political contexts of states would figure prominently in future DDA developments as a number of important countries will be holding elections in 2012, the US included.

### ***Presentation III: Multilateral, Regional, and Bilateral Free Trade Agreements(FTAs)***

Ms. Jackson focused on American Trans-Pacific Partnerships(TPPs) and argued that President Obama and his government came into the “trade game” relatively late, as domestic concerns such as healthcare reform, and the 2008 Financial Crisis occupied much of his policy agenda immediately upon his election. Furthermore, US domestic perception of trade agreements has been negative. The Obama administration currently has three FTAs that it intends to conclude with Korea, Panama, and Colombia; the FTA with Korea, Jackson argued, is the top priority. Jackson also argued that regionalism would be a dynamic and important driver of future trade agreements, and the Obama administration’s TPPs might be viewed as a testament to this.

Prof. Wang, spoke on Chinese trade relations. In regards to the US, Wang stated that China forms part of an assembly line of East Asian economies that the US engages. It is also important to recognize that the balance of trade across the Pacific has not changed much. More efforts and demands on the Chinese side in regards to trade are also existent; in addition, political and security considerations are important motivators of China’s FTA decisions.

Prof. Cheong argued that China could be seen as occupying the driver’s seat in East Asian regionalism, as China is also active in promoting FTAs. However, Japan has had difficulties in liberalizing its agricultural sector. Cheong also argues that regional approaches to FTAs may be beneficial, as this may produce a “domino effect” or the benefits accorded by many overlapping FTAs.

Deputy Minister Choi spoke on the prospects for a South Korean-China FTA. The reality is that China and South Korea have major trade relations and an FTA would more or less institutionalize these relations. Sensitive industries must be taken into account in the drafting of an FTA. Examples of such industries are the agriculture and textile industries of South Korea. Furthermore, non-tariff barriers in China, as well as its views on intellectual property are also issues that need to be examined if an FTA between the two countries is to be drafted.

### *Discussion*

- A question was asked to Prof. Wang with regard to the internationalization of the Yuan. Prof. Wang was asked if he believes that China is ready for the complete liberalization of its capital market and if this would be possible in the near future. Prof. Wang believes that the internationalization of the Yuan might be an answer to the trade imbalance. Wang also stated that in his view, China is ready for the internationalization of the Yuan and the liberalization of its capital market. Prof. Wang believes that it will take a considerable amount of time for the Yuan to achieve the same level of internationalization that the US Dollar or the Euro has. China's domestic financial market also needs to be strengthened further before the internationalization of the Yuan could take place. The competitiveness of China's banking system also needs to be further developed. In the meantime, Prof. Wang sees Hong Kong as a very important venue in the internationalization of the Yuan.

- Relatedly, Ms. Jackson was also asked on the American views on the internationalization of the Yuan. For her part, Jackson stated that she thinks that there is complacency on the part of Americans in regards to issues like the internationalization of the Yuan and other economic issues.
- The similarity between the Euro and the Yuan were also put on the floor and discussed. A view among the panelists is that for the Yuan to be a strong international currency, China really needs to strengthen its financial institutions.
- A question on the possibility of the US Congress approving the US-Korea FTA was asked to Ms. Jackson. For her part, Ms. Jackson stated that the US is fully committed to having its FTA with Korea approved by congress and that it has enough support. Deputy Minister Choi argued that US support for a US-Korea FTA is regarded by the Korean Government as a positive development.

# Financial Regulation Reform at the G20 Process and Safety Net

## ■ Moderator

PARK, Yung Chul(Distinguished Professor, Division of International Studies, Korea University)

## ■ Panelists

Michael HELLBECK(Executive Vice President, Standard Chartered Korea/ Standard Chartered First Bank Korea)

HONG, Kyttack(Professor, Dept. of Economics, Chung-Ang University)

LEE, Jang Yung(Former Senior Deputy Governor, Financial Supervisory Service of Korea)

William H. OVERHOLT(Senior Research Fellow, Kennedy School of Government, Harvard University)

YOSHINO, Naoyuki(Professor, Dept. of Economics, Keio University)

The session moderator, Prof. Park Yung Chul(Korea University), began by enumerating the lessons learned from the 2008 Financial Crisis. He said that the most important lesson that the 2008 Financial Crisis gave was that the laxity in or almost absence of financial regulations contributed to the boom-bust cycle of the US financial system and the subsequent collapse of other financial systems around the world. Consequently, G20 leaders agreed to discuss and propose solutions to reform of financial regulations at the regional and global level, particularly in those institutions

perceived to be “too big to fail”(TBTF). However, many international actors are not satisfied with these solutions because they will take a long time to take effect. Emerging market economies also have concerns that do not fit into the problems of larger economies. Prof. Park stated that this panel would attempt to answer the question of which particular reform efforts are most important.

### ***Presentation***

The first speaker, Mr. Michael Hellbeck(Standard Chartered Bank, Korea), represented the banking industry. He opened by stating that the Basel 3 Accord(or, the new bank capital liquidity standards) has achieved its goals in record time and has unified different opinions from different markets. He also stated that most international banks have complied with this standard, given the long amount of time(10 years) accorded to them. Progress has also been achieved on the de-leveraging and recapitalization of banks, and a complete revamp of bank behavior. Mr Hellbeck also noted that the behavior of banks must change along with fiscal and monetary policies. The handling of derivative markets is also relevant for all markets. A reflection on the size of banks is also needed, as large banks and small banks have the tendency to fail together. Hellbeck stated that risk concentration is a factor that needs to be looked into in regards to financial institutions. Hellbeck believed that size in itself is not necessarily a factor that contributes to the failure of financial institutions. In light of these, risk management and bank behavior are factors that need to be thoroughly examined.

The second presenter, Mr. Yoshino Naokuki, stated that the monitoring of bank credit especially housing loans or real property loans, are important, as these are indicative of bank behavior. Yoshino also noted that when the economy is in recession, central banks are focused on monetary policy, and this causes excessive liquidity with a rise in consumption. Under these conditions, central banks delay the tightening of money markets and this contributes to the existence of economic bubbles. Yoshino also noted the Basel 3 Accord's orientation towards microeconomics. He however stressed that macro-based approaches to regulate capital requirements also have their benefits. Each country then must have different minimum capital requirements, as the requirements indicated in the Basel 3 Accord should not be identical for all countries, but must be tailored to different states. Yoshino also stated an aversion towards TBTF institutions. Smaller scale institutions are more crucial, because too-big-to fail institutions have the tendency to be monopolistic. In aiding financial institutions that are on the brink of failure, governments must disclose the amount of money they are lending to these institutions. Governments must also ensure that this amount of money will be returned to them once the concerned financial institutions have recovered. Japan did this, and was very transparent in doing so.

Yoshino ended his presentation by asking whether Asia and emerging economies will benefit by the G20 reform efforts. He said that as Asian markets are dominated by banking industries, the need for a regional bonds market targeted at Small and Medium Enterprises(SMEs) and venture businesses are essential.

The third presenter, Dr. William Overholt(Harvard University), began his presentation by stating that almost all aspects of the G20 are contro-

versial. He argues that the existence of the G20 in itself is controversial, and perhaps what needs to be done is the acknowledgement among by the G20 members that the world has changed and impart this on the leadership of the International Monetary Fund(IMF).

Overholt believed that bank regulatory reforms are in the right direction; however, these remain incomplete and do not address the main issue of avoiding another economic bubble. In regards to capital liquidity requirements, a different calculation for each country and different regions is essential. A shared understanding of what kinds of bailouts are required is also essential because it would contribute to the lessening of any kind of systemic collapse. There is also a need for greater transparency in the derivatives market and that G20 has not done enough to address this problem.

The issue of addressing the financial compensation of bankers through legislation is also relevant. In regards to this, common accounting standards must be in place. Incentives for bankers must be incorporated and systematized. Unlike Hellbeck, Overholt believed that the size of financial institutions, however, does matter. The effect of the failure of a huge bank is also huge. The practice of bailing out huge banks that failed through the acquisition of smaller banks that also failed should not be common practice. If a huge bank failed miserably, then it should be dismantled.

The range of institutions that need to be regulated is a question that needs to be examined. Where do hedgefunds fall? Where do private equity funds fall? These questions are indicative of the initial steps taken in the reform of the global financial system. The ability of the political system to sustain a rigorous bank regulatory system is also a potentially insuperable



problem. This is because the global financial system relies on diverse domestic political realities. Finally, in regards to the issue of global liquidity, Overholt argued that the great bubbles and crises are caused by governments, and any effort on the part of the G20 to reform the global financial system will be futile if governments remain closed to reform.

The fourth presenter, Mr. Hong Kyttack(Chung-Ang University), focused his presentation on the measures adopted by the Korean Government to reduce vulnerabilities in the wake of the 2008 Financial Crisis. The first of these measures would be the introduction of ceilings on the forward market foreign exchange derivatives positions of banks as a ratio to their capital, in June 2010. This measure sought to reduce the short-term external debt that resulted from banks' provision of forward contracts to corporations that would prevent the possibility of a sudden and massive withdrawal of capital especially by foreign bank branches. Second, in January 2011, the government re-introduced a withholding tax on foreign purchases of treasury and monetary stabilization bonds. The third measure, which will take effect on August 1, 2011, is concerned with the imposition of macro-prudential stability levy on the non-deposit foreign exchange liabilities of banks. These measures appear to have succeeded in preventing banks' external debt from returning to pre-crisis levels and the reduction of banks' outstanding external short-term debts. Hong however cautioned against excessive economic intervention of central banks, and at the same time acknowledged the importance of regional mechanisms such as the Chiang Mai Initiative to respond to challenges to the global financial system.

The fifth presenter, Mr. Lee Jang Yung(Financial Supervisory Service, Korea), began by describing the dynamic of the G20 reform initiatives on

the global financial system. Lee stated that that the US and the UK were at the forefront of reform, while Germany, France, and Japan were largely in opposition to reform efforts proposed by the US and the UK. China, for its part, surprisingly sided with the US and the UK, while Korea(the G20 chair) tried to mediate between these two camps.

Lee believed that if properly implemented across the globe, the Basel 3 Accord would significantly reduce the likelihood of another financial crisis. Lee also argued that the 2008 Financial Crisis(that started in the US) was not caused by lax regulations on the part of financial institutions as well as due to the political maneuverings of these financial institutions by politicians in Washington. For example, the US Welfare-State-like housing programs forced banks to offer very high-risk mortgage loans. No amount of regulations can prevent bad economic policy choices to be made by governments.

## ***Discussion***

Following the presentations, the following issues were raised and further discussed:

1. *On global liquidity*: the chair noted that there is no common understanding of what global liquidity means, and this poses conceptual and definitional problems on discussions to reform the global financial system.
2. *On the Basel 3 Accord*: the presentations gave discussions on the features of this accord, especially on the part of emerging market economies. The 10-year adoption period that this accord gives to

concerned nation-states and financial institutions, however, remains a central point of discussion. A definite time-period may be beneficial for reform efforts to take place; however, further developments in world affairs and in the global financial landscape must be considered in regards to the provisions of the Basel 3 Accord.

3. *On the size of banks and other financial institutions*: a concern that the inevitability of the existence of large banks was expressed, as banks may not be exempt from the economies of scale principle.
4. *On incentive systems*: a view that incentive systems have not resolved the moral hazard and selection problems in global finance has also been expressed.
5. *On Macro-Prudential Policies*: views have been expressed that macro-prudential policies stated in the Basel 3 Accord are still difficult to define. How these particular types of policies differ from macroeconomic policies is an issue that needs further examination.
6. *On the transparency of accounting mechanisms*: a key problem that was also raised by the presentations is the difference in accounting procedures and standards among different countries. The difficulty of establishing common accounting procedures that could make banks more transparent is therefore another hurdle for meaningful reforms in the global financial system to take place.

# Successful Strategy of Multinational Corporations in the World since G20

## ▪ Chair

JEONG, Chan-bae(Deputy General Manager, YTN)

## ▪ Speakers

CHEN, Jin Ya(President, Asia Pacific, Alcoa National Aluminum Ltd)

Takahiro FUJIMOTO(Professor, Tokyo University)

KIM, Jong-sung(Professor, Boston University)

KIM, Tae-young(CEO, Philips Electronics Korea Ltd.)

PARK, Kyung-mi(CEO, Hewitt Associate Korea)

Heikki RANTA(CEO, Cargotec Korea)

Dahuri ROKHMIN(Professor, Bogor Agricultural University of Indonesia/Former Minister of Ministry of Marine Affairs and Fisheries, Republic of Indonesia)

YE, Ying(Global Vice President & Chairman of North Asia Region, Nalco)

ZHOU, Wei Min(President, MCC Overseas Group)

This session reviewed the wisdom of successful businesspersons in Asia and discussed the management expertise of successful American, European and Korean companies in China. The session also looked into issues of development plans for localization strategy, marketing, government administration, and personnel management. Information transition and management systems between the head office and the branch offices have

also been examined. The session moderator, Mr. Jeong Chan-bae, Deputy General Manager of YTN, began the session by introducing the panel.

### ***Presentation***

The first speaker, Prof. Kim Jong-sung of Boston University, discussed the various strategies of multinational corporations(MNCs) in engaging China. He noted that there are several MNCs around the world that utilize fluid and adoptive strategies in an ever-evolving China. Focusing on General Electric's experience in the country, Prof. Kim Jong-sung discussed the theoretical aspects of MNC's changing business strategies, its future prospects, and its implications for the international market system. Examining within the context of the contemporary medical industry, Prof. Kim Jong-sung narrated how General Electric(GE) underwent diverse innovation developments that transpire in a reverse direction. The company's experience in China illustrated that certain factors shaped the favorability and desirability of an item into the medical industry. Ultrasounds developed by GE did not adapt well in the Chinese market because of high cost and technical complexity. Through diverse innovation, GE personnel researched the Chinese market; subsequently, GE built new ultrasound machines that fit the Chinese hospital and economic environment. Originally, GE built a machine that costs US\$30,000 and then later reduced it to 10% the original price of the machine. The price then went down from the initial US\$150,000 per ultrasound unit to US\$15,000. This change developed China(later India and other developing states) into very big and significant markets for ultrasound machines. This scenario, Prof. Kim Jong-sung

argued, is a big paradigm shift in MNC. Usually, MNCs function based on globalization, where technology developed in Japan and US, are sold internationally. Now, MNCs are designating experts to research the exact needs of local markets. They are taking on strategic investments in research and technology to implement changes to their products. With extensive management research, MNCs are able to effectively engage China and avoid management mistakes along the way. China, in its part, is also changing. There are numerous improvements in its commitment to science and technology. The purchasing power of the middle class has also increased. The Chinese government is now respecting intellectual property rights. To conclude, Prof. Kim Jong-sung stressed that MNCs must adhere to the creation of affordable innovation, cost-efficient matters to improve the quality of goods and services to adapt well in the emerging markets.

The second speaker, Mr. Kim Tae-young, CEO of Philips Electronics Korea Ltd., discussed the strategic direction of Philips Electronics Korea in Asian and other emerging markets. He stated that Philips has assumptions that draw into the global demographics. Philips realizes the importance of Asia Pacific as the centre of global economics and understands the needs and demands of the new era. In order to succeed in emerging markets as a business, Philips has to have innovation to enhance the quality of life. Philips sees urbanization as an emerging trend in the world where small cities transform into mega-cities. Rapid aging and ecological reduction are also issues that need to be addressed; in addition, consumer empowerment is necessary to improve the quality of life. Philips devised a strategic direction to address the following concerns. They invested significantly in R&D to improve the quality of living in urban communities. Philips realized that carbon fuel-based pollution and unprecedented resource consumption

require solutions; therefore, they invested in energy efficiency. The increasing number of states with an aging population is motivated Philips to develop sustainable and affordable healthcare services. Mr. Kim Tae-young stressed that in order for MNCs to be successful, they need to create a strategy that does not go against the interests of the local community. If it is not a sustainable business strategy, the business itself cannot survive. Products marketed at a very high price and targeted exclusively at a minority cannot survive in the long-term.

The third speaker, Mr. Heikka Ranta, CEO of Cargotec Korea, shared the success story of Cargotec. He blamed that Cargotec's brand is an elephant that denotes trust, long life, and lifting. Cargotec has three main divisions, road transportation, lifting devices and container handling, and shipload handling solutions. Mr. Heikka Ranta stated that Cargotec's strategy is formed around important values. Together with the company's mission and vision, sustainable performance and global presence with local services is ensured. Cargotec's vision is to become the leading supplier of cargo-handling solutions. Its mission is to improve the efficiency of cargo flows. Values of trust, companionship, and professionalism are applied in all countries of operation. Working together entails taking on global opportunities, finding the best solutions, and inspiring culture and leadership. It means transparent human resource policies and opportunities that include systematic and regular development plans. The sustainability of Cargotec's performance and customer satisfaction through the enhancement of customer sustainability guarantees that the company follows smart, energy efficient strategies for lifetime product support. Cargotec also has a global presence with local services. It has 13 manufacturing units across the globe that feature extensive production facility while maintaining sales offices

and service units in strategic markets. Cargotec utilizes reverse engineering when they conduct research on the needs of a particular region. The company is moving to a transnational strategy that requires the standardization of products and processes for local use. Cargotec is to develop a leading position in services and become the most widely recognized hardware provider.

The fourth speaker, Prof. Dahuri Rokhmin of Bogor Agricultural University of Indonesia and Former Minister of Ministry of Marine Affairs and Fisheries, discussed ways to apply green development to the practices of MNC. He argued that the world has witnessed an unprecedented double crisis brought about by negative economic growth. The root cause of the ongoing global economic and environmental crises is that the global demand for natural resources and environmental services has surpassed the capacity of the planet to provide those resources and services. Such a condition has been the fault of a conventional development paradigm that pursues only high economic growth for developed nations and rich citizens in developing countries without distributing the economic wealth to people throughout the world on a fair basis. In addition, the conventional development paradigm also does not take into consideration environmental integrity and quality in earnest. Prof. Rokhmin also noted that China is on the verge of massive ecological meltdown. Like many other industrial countries, China is exceeding the capacity of its current ecosystem. It is overplowing its land, over-grazing, over-cutting its forests, and over-pumping its aquifers. China is now at war with an expanding desert that is occupying a larger area of China's territory each year. Prof. Rokhmin proposes a new development paradigm that provides for growth but in an economically and ecologically balanced manner.



The fourth speaker, Ms. Park Kyung-mi, CEO of Hewitt Associate Korea, discussed ways to manage talent to achieve business objectives. She stated that Hewitt Associate features business solutions in HR consulting. It has 200 offices across the globe, and makes it a true multinational company. Hewitt is engaged in human capital consulting and outsourcing. It is considered the most pre-eminent firm in the field. Ms. Park Kyung-mi stressed that her presentation would focus on how to utilize talent in emerging economies and how financial institutions can attain business objectives. The emerging economies of Asia feature higher risks in personnel management due to higher turnover rates and fierce competition. There are also higher cost pressures to achieve success in Asia and other emerging economies. Ms. Park Kyung-mi identified some of the long-term risks that exist for people of Asia that include insufficient skilled talent, higher turnover due to higher cost pressures to re-train staff, and inadequate flexibility to engage in economic restructuring. Despite these risks and limitations, MNCs still find ways to succeed in the Asian region. Ms. Park Kyung-mi suggested that companies look into resource and asset requirements for talent management. Understanding the needs and issues of existing staff is imperative. An approach utilized by Hewitt Associate is the examination of differing levels of employee engagement. Depending on the level of engagement, employees show three types of behaviour: Say, Stay, and Strive. Say denotes the manner of how employees talk to their customers, family, and staff, stay pertains to the desire to be and maintain a member of the organization, and Strive is about going the extra mile. Together this means that employees must go beyond the basic fulfillment of their duties and obligations. The more a company engages employees, the higher the level of productivity. In order to increase employee engage-

ment, one needs to employ certain measures or drivers to enhance employee engagement. Companies need to understand the priority drivers of employees. These priority drivers are career aspirations, desire for better career opportunities, and Human Resource(HR) practices. The priority driver is a factor of the location, culture, and traditions of particular country. MNCs when they advance in Asian markets, need to take into account diversity, and are encouraged to create an inclusive culture and environment.

# The New Challenges of Urban Management since G20

## ▪ Chair

SHIN, Cheol-ho(Professor, Sung Shin Women's University)

## ▪ Main Speakers

Thomas CHAN(Director, Institute of Public Policy of Hong Kong Polytechnic University)

HE, Dong Yan(Chairman, Zhongxin Tianjin Eco-city Investment and Development Co., Ltd)

KIM, Chang-hee(Director, Management Planning, Jeju International City Development Center)

LEE, Myung-no(Chairman, Saemangeum Gunsan Free Economic Zone Authority)

MEI, De Wen(General Manager, China Beijing Environment Exchange)

MENG, Qun(President, Tianjin Eco-City Investment and Development Co., Ltd)

YANG, Zhu Ze(Director, Zhongxin Tianjin Eco-city Management Committee)

The session was devoted to discussions on new trends in city management and city management systems. An important approach that was considered is how to provide a high quality of public life by best managing cities, and that there must be a robust basis for city management that will provide a high quality of life. The session also highlighted related issues such as municipal branding and marketing strategies, as well as the emergence of 'green cities' and city performance. The session was chaired

by Prof. Shin Cheol-ho from Sung Shin Women's University.

### ***Presentation***

The first speaker is Mr. Lee Myung-no, Chairman of the Saemangeum Gunsan Free Economic Zone Authority. His presentation focused on the experience of Saemangeum in current urban management, planning, and practices. He began with an overview of Saemangeum. It is located in the southwest part of the Korean Peninsula. It is also surrounded by many important rivers in Korea. It is also very close to the Chinese mainland. He then proceeded to provide some of the details of the Saemangeum project. In April 2010, the construction of a dike that created a landfill in this area was completed. With its completion, they have started various development projects, and the Korean government confirmed a comprehensive plan for the Saemangeum Economic Zone. Some of the projects in the first phase plan until 2020 included building cultural facilities and a green infrastructure. Based on this plan, it is expected that around 760,000 individuals will live in Korea's first waterfront city. Infrastructure projects for roads include three road corridors from north to south. Currently the dike sits in the western side of the area. Railway construction will begin this year on railroad networks and associated harbor facilities. In the land use plan, there will be a city located in the area, as well as industrial zones(18.7 km<sup>2</sup>), facilities for leisure, tourism(9.9 km<sup>2</sup>) and agriculture. In 2008, 3 zones were designated as free economic zones, where tax benefits were provided to foreign corporations and entities. Access by car is currently not possible; however, two years from now the roads will be finished. Of

the free economic zones, development is active in the industrial and tourism zones.

Lee then talked about the details of the industrial zone. The land area is 18 km<sup>2</sup> and the project is due to be completed in 2018. The landfill is almost complete in this zone. There will be another landfill activity and groundbreaking this year for the next phase of construction. The planners have also made an agreement with OCI, a company developing polysilicon. Automobile parts, shipbuilding equipment, and energy resource companies are the types of businesses that the planners hope to attract in the future. The Saemangeum area brings together industries, peoples, and cultures; therefore, tourism development projects are considered as another important approach to be included in the plan. The tourism plan includes parks, golf courses, resorts, and leisure type residences. Currently, the planners are developing a link between the dike, the islands, and the National Park in creating a tourism belt.

In terms of urban management strategies, in the case of Saemangeum, Lee mentioned that according to the plan, in terms of electricity supply, a collective supply method will be applied that includes a co-generator that will be supplied and distributed to the entities in the zone. In making it a very core city they are increasing developments for alternative energy sources such as wind and solar energy. Greenery will also play a major part of the plan that is hoped to sprawl to around 20% of the entire area. One key issue that needs to be addressed is the governance of the city or from whose administrative authority Saemangeum will be a part of since most of the development is on landfills. Some cities want it to be a part of their administrative districts, and the government is now deciding on how to manage the area. Maintaining the high quality of the local water environ-

ment is also important since it is envisioned to be a premier waterfront area. Mechanisms (such as building facilities to improve water quality) are now being studied to mitigate eventual pollution problems. A third party was also hired to conduct services for the design and landscape of the area to ensure that it is aesthetically pleasing and that a consistent design is followed. The Urban Development Plan is now completed, and companies are currently being managed by the Economic Authority, Ministries of Land, Culture and Tourism, Agriculture and Fisheries, and Environment. In conclusion, Lee iterated that they want to see this area as an effective urban city in the future that meets the increased demand.

The second Speaker, Mr. Kim Chang-hee, the Director of the Management Planning Team of the Jeju Free International City Development Center (JDC), followed. He discussed the Jeju Free International City (JFIC) and the development center of the project, and shared the concept of an international city that Jeju has adopted.

He started by presenting Jeju as an international city. Jeju Island is at the center of Northeast Asia and represents 1.8% of the total area of the Korean Peninsula with a population of around 560,000 people. The number of inbound tourists was 7.5 million in 2010 and is expected to increase to 10 million this year. JFIC is a city where there will be a free flow of people, goods and capital, and efforts are now underway to achieve this goal. He then talked about the JDC. The JDC was established to effectively develop Jeju and its tourism capacity. Its objective and function is to effectively implement JFIC development projects under the auspices of the Korean government. In order to achieve this, the JDC attracts private investments and joint ventures in various strategic projects that are currently under way. Some of these projects include the Global Education City, Science

Park, and the Jeju Health Care Town. He added that the plan also calls for the use of pristine natural resources to develop a beautiful cityscape that employs various strategies that include the creation of a quality city by converging education and technology through building education complexes, and bringing together tourism and medical services through the Jeju Health Care Town. Completion of wellness parks, medical parks and R&D parks should have been finished by 2015 as part of this health town. Another strategy is to bring together tourism and culture through the Myth and History Park project. The project will house entertainment theme parks, food and beverage facilities, history parks and an aerospace museum that are now in the planning phase. To promote high technology, Kim also stated that the JDC also wants to build manufacturing and production as well as R&D infrastructures in building a high-tech science park in Jeju. Clean environment and green resources as well as biotechnology will also converge within this industrial park. Currently, the planners are in the process of having companies see and assess the park as they come in as tenants. Bringing together tourism and recreation is another strategy of the JDC that includes a resort type residential complex. JDC has collaborated with a Malaysian company in order to achieve this goal. Lastly, this project is developing the cityscape by bringing together the natural resources of Jeju in building recreational centers.

Kim argued that after the G20 Summit, Korea has made itself known more than it has in the past and wished to utilize the natural resources of Jeju to make Jeju a city that provides a better livelihood, a friendly city for business and investment, and its redevelopment into an entertainment city for tourists. It is also envisioned to be an advanced city that will further development in Korea and the entire region. In order to achieve these

goals, Kim said that we first have to define what kind of final success we want that the patents on the nature of entities included in the vision of the JFIC. Success is for every stakeholder to benefit from these projects; the JDC wishes to establish a virtuous cycle that will realize benefits for all parties involved.

The third speaker was He Dong Yan from the Tianjin Eco-City Investment and Development Co. His presentation was about the Tianjin Eco-city Project and the concept of eco-cities. He began by quoting a Chinese philosopher who said that, 'When we are in pursuit of a grand vision, what is most important is time given by heaven, as well as advantages of environmental conditions and harmony with human beings,' and this has been the inspiration he shared in talking about the Eco-city project. In 2008, the planners started to plan the Eco-city in Tianjin as part of the worldwide trend to respond to global warming and climate change. As such, China and Singapore agreed to create an eco-city that fits into this new global trend. In the 1980s, Tianjin was the first to be designated as an economic zone, and now a new city area is now the focus. This tells us that the second condition of a self-sufficient environment was met. In regards to harmony among human beings, this is probably in line with the cooperation with Singapore to create a strong foundation for cooperation especially at the ministerial level between the two countries in establishing a better eco-city. They also have a dedicated an agency to coordinate efforts between the two countries.

Considering such structures, Mr. He said that this is an innovative approach in city management. They have been receiving concentrated investment from the government, which makes this a different project. In the future, they will be able to develop 30 km<sup>2</sup> of new development. He



mentioned that some of their guidelines in developing eco-city focus on low carbon emissions and energy efficiency; however, for companies, low carbon and energy conservation should always be reiterated since it may clash with the internal principles of companies. As such, they have devised a set of guidelines for green development and established the details of how these can be achieved. On green transport, specific indicators are given so that the developers can abide by such rules. For waste management, 60% must be reused or recycled. Specific targets will enable the realistic implementation of guidelines as well as promote environmental protection.

The creation of an entirely new city such as an eco-city will be successful because of investment and support by the central government. The Chinese government has enabled a free capital inflow to the city and provided many benefits(especially during the 2008 Financial Crisis) where flexibility can be utilized. In Korea, the situation is the same, wherein municipalities receive corporate taxes. In Tianjin, companies in the eco-city are exempt from taxes for up to 10 years. In addition, the Chinese government supplies generous financial support to help develop the city. The new city being built is attracting new industries and is supported by the cultural agency of the government. In addition, medical services, transport, leisure activities, transportation, and other infrastructures are currently being developed as patterned with developments in Singapore. The goal of the eco-city is to create the best city in North China where everyone can work, shop, and engage in leisure activities. He added that many businesses would be interested in this project. New technologies will enable the easy achievement of these goals.

The fourth speaker is President Meng Qun of the Tianjin Eco-City Investment and Development Co.(TCID). He first introduced TECID, the

company involved in the Eco-city project in Tianjin together with Chinese and Singaporean partners who will invest in the eco-city facilities and infrastructure. TECID is also a shareholder of the Chinese side of the joint venture with Singapore. He noted three important points of his presentation: the history of China's infrastructure operations and management, the development model of the Tianjin eco-city, and the current efforts in regards to infrastructure projects. According to him, infrastructure is the basic capital for a city to exist. This includes electricity, water, and road systems.

China has had many government-led investments in the past due to historical reasons. They were undertaking construction management of various facilities. There was a limited source of capital during those times; however, bank loans started to be provided during the wave of reform such as in 1978. In 1988, the government adopted a reform plan for investments, propagated the reform scheme, and enabled the establishment of investment companies; in addition, banks were allowed to provide loans as well. Current investment projects in China are competitive, and many different kinds of projects now exist. Many projects now are guided by the government but with the strong market participation that attracts social and private capital.

In regards to the reform process and model for Tianjin City, Meng described the project as government-led with the fiscal burden on the government. Back in 1996, an infrastructure office was set up to build road works, pipelines and other infrastructures in order for a unified management of these structures. They were also able to secure the funds needed to start the project. Based on the government provided budget they were also able to receive loans from international institutions and invested in various city

infrastructures. This approach was desirable; however, Meng mentioned that after the construction was complete, there were ambiguous maintenance-related provisions that created maintenance conflicts with the facilities. For instance, an upscale residential area built in the 1960s that requires fixing pipelines that have caused conflicts between the owners and development companies in regards to the responsibility for maintaining the pipelines. Since then, people began to realize that maintenance aspects should also be considered at the onset of planning development projects.

Meng discussed the infrastructure construction and management model for the eco-city. According to him and based on reform history of Tianjin, the eco-city is an integrated investment providing one-stop services. Ambiguity in ownership and responsibility for maintenance has also been sorted out from the beginning. Tianjin city management guidelines provides that investment companies will have the authority for investments and maintenance of areas they occupy; in addition, they will also have management control and rights over profits generated by the facilities. The eco-city council is tasked the role of management of services in an integrated manner as well. Investment companies are now able to make investments and provide integrated services solution. They are considered as the very agents of investment; therefore, clarification of the ownership structure will prevent any issues arising from ambiguity over responsibility of maintenance and tenants rights. In order to achieve the objectives of consolidated investments in energy, environment, and aesthetics, Meng argued that all aspects should be taken care of by subsidiaries who will implement the projects. Infrastructure building is complicated and investment companies must have master plans and standardize construction efforts, documentation, and performance that will enhance efficiency.

Adequate allocation of resources is also necessary to achieve over-all efficiency. IT technology should also be used to aid in infrastructure development.

With regard to investment, integration in investment is being standardized and systematically arranged. Mend shared that the company's motto is to have one platform that utilizes one information network and four centers(customer service centers, operational centers, maintenance centers, and command centers). This will ensure a consistent plan for infrastructure management that will direct three different networks into a convergence with smart networks. It has been three years since the establishment of TECID, and construction efforts are underway. He concluded by saying that even though there are also shortcomings, he looks forward to inviting everyone in Tianjin in the future.

The fifth speaker, Director Yang Zhu Ze of the Zhongxin Tianjin Eco-city Management Committee followed next. He focused on the perspective of Singapore with regard to the joint ventures in Tianjin. He started by saying that in the context of China, dealing with a sustainable organization is a must given the large population that is expected to live in cities over the next few decades. China has pledged to cut its greenhouse gas emissions by 40-50% by 2020 and its latest 5 Year Plan includes many initiatives for sustainable development. These initiatives represent the background for the establishment of the eco-city. The agreement for the project was signed in 2007 and represents the second cooperation effort between China and Singapore. This eco-city is seen as the next phase of cooperation as both countries face the challenges of sustainable development. The key principles in building the eco-city include practicability (project must not just be an expensive showcase), replicability(ability to

replicate eco-city in China and beyond) and scalability(ability to be done bigger or smaller). This is also driven by the private sector through a commercial joint venture to spearhead the development, which the speaker is part of. It is a 50-50 venture between Chinese and Singaporean consortiums.

Why was Tianjin chosen from the many places in China? He said that this is because the governments must agree on the on conditions, and one of them is that the area should be non-arable and must have a shortage of water. This is a challenging requirement and goes against the normal understanding of what an eco-city looks like; however, if an eco-city can be built in such a harsh area such as Tianjin then this formula can be replicated elsewhere. He then gave details on the eco-city location in Tianjin, such as its economic conditions, its relation to China's major rivers, and land area. Tianjin's growth rate has also been significant over the last decade. In fact, Tianjin's GDP surpassed that of Pudong's in 2010. Another consideration for choosing Tianjin is its location adjacent to the Tianjin Economic Development Area that has been a very successful economic area and attracted many companies from Korea, such as LG, Hyundai, and Samsung. He further highlighted that this project is a commercial venture and not just to highlight green technology; there is a strong economic potential underlining this project.

He then discussed the key attributes of the city that include its cost-effectiveness and practicability. The 'eco-cell' the building blocks of the eco-city is another important attribute. This allows people to walk around the project and reduces the need for vehicular transport. The eco-valley cuts through the entire eco-city and contributes to the walkability of the city. Walkability is important in promoting green transport that is

not very costly at all. The integration of this design in the city, it will help it emerge as a sustainable urban center. Renewable energy is also tapped for use in Tianjin with 100% of the buildings in the city classified as green buildings. There are many eco-cities in the world, but the question of how green these are should also be raised. For this project, an eco-city has quantifiable standards that it follows to ensure the establishment of sustainable communities. In regards to the role of the company, he mentioned that they are in charge of developing the city, including roads, water pipes, building businesses, public housing, and international schools, among others. All these will be meaningless without results, and so far, the market response has been impressive. Many international businesses have invested in the eco-city, mostly from other countries such as Japan, Malaysia, Taiwan, and China. The collaboration with Samsung is also a noteworthy collaboration in building residential units.

He further argued that the project is an attractive and high profile springboard for sustainable development. Chinese President Hu Jintao visited the eco-city in April; in addition, it was also featured on CNN earlier this year. It is a concentrated market for green solutions as well. Many other developments will be in place in the eco-city, such as the city center with a green CBD and avoiding problems such as traffic congestion and unpleasant working environments. In conclusion, he mentioned that factors that Korean companies might consider in investing in the Tianjin Eco-city. This includes the opportunity to ride on the growth of Tianjin that is supported by two governments, availability of green options and solutions, and involvement in supplying solutions such as service operations and research and development for future products. All these efforts are dedicated towards building a green tomorrow.

The sixth speaker, Mr. Mei De Wen, General Manager of the China Beijing Environmnet Exchange, talked about carbon trading markets and the work being done by the Low Carbon Society. His presentation focused on three points: emissions trading market and relations to low carbon cities, the emissions trading market in Beijing, and initiatives undertaken in China. He started by discussing the current state of climate change. According to him, climate change is a scientific issue as well as a political, international and trade related issue, and a such an international panel (called the International Panel on Climate Change, or IPCC) has engaged in comprehensive discussions on issues, such as the debate on the right to development vis-à-vis climate change. As such, he argued that in building a city, a carbon market could be an innovative idea where cities that emit low levels of carbon and redefine themselves as an environment friendly city will be given appropriate benefits.

In terms of climate change, people started to think about emissions trading market, and an innovative financing tool to support a low carbon city. For instance, mechanisms that exist in a capital market can be applied to the emissions market. He added that in the past, we have faced crisis in finance, energy, and the environment, and as cities experience them, people felt the need to come up with a financing tool that will lead to an emissions trading scheme. Nowadays, urban cities account for 40% of total global emissions and are considered the main culprits for the omission of pollutants. It was also felt that such a trading scheme could also be used in the building sector to cut emissions. In regards to these issues, from the 1980s many people have developed market solutions, such as different types of incentives that can be provided for low emission construction. In 2005, a Nobel laureate provided a construction mechanism

that will enable low emissions buildings to enhance efficiency and reduce pollutants. However, he argued that there is still a need to further facilitate low carbon mechanisms through a comprehensive solution that includes technical solutions as well as support for the new system.

In regards to the transportation sector, the sources of pollution are so diversified. Various vehicles are on the move so it is difficult to include the transportation sector in the trading scheme and emissions credit trading is not applicable. However, even if one cannot trade transportation emissions credits, the market can work as a facilitator in mitigating the pollution from the transportation sector, since reducing emissions from different industries is critically important especially in countries where these industries play an important economic role. In this case, cities in the North-East US can be used as an efficient model. He then mentioned that in Beijing, pilot tests have been done with the building and transportation sectors, since there are limited industrial facilities there.

He then discussed the difficulties and challenges in creating emissions trading mechanisms that include laying the baselines for all industries. Other East Asian megacities that can also serve as an inspiration for research conducted in Beijing, such as Tokyo. Tokyo has been involved in various zero-emissions projects and adopted carbon trade systems that focused on building sector. It has also introduced the mandatory use of energy efficient equipment, the use of renewable energy, and has conducted active promotional activities; Tokyo's system is considered an exemplary model that other megacities can adopt. He argued that such system could be used with innovative ideas for transportation, such as replacing old cars to mitigate pollution coming from such vehicles. In regards to the use of resources, China has defined certain indicators for the 'Panda standard', a



method that is being applied in the agriculture industry. In conclusion, He said that China has a significant effort effort to establish their cities as low carbon cities, and wishes to cooperate more with various stakeholders such as Korea to strengthen their efforts in the future.

The seventh speaker was Mr. Thomas Chan, Director of the Institute of Public Policy at the Hong Kong Polytechnic University. His presentation focused on Hong Kong and its urban management practices. He started by giving a brief background on Hong Kong's economy. In 1997 when it became a part of China, there have been some cross boundary challenges. However, economic restructuring, industrialization and a finance-based economics became the dominant force for Hong Kong's economy. This is currently symbolized by numerous high-rise buildings in Hong Kong, such as the HSBC Building.

In terms of urban planning, real estate development and urban regeneration projects became a trend in Hong Kong. However, the increased surge in the construction of buildings and a housing boom has created a series of problems related to pollution. He said that while cities are continuously being built and rebuilt, there have been inevitable tensions between planners and the desires of businesses that have resulted in buildings that are more expensive. The extent of urbanization in Hong Kong has also created cross boundary development. In 2008, the whole Delta region became a large urban belt. Hong Kong and Guangzhou have been connected by high-speed railways and the entire region is now being integrated in the process of metropolitanization. New improvements in transportation and communications(such as high-speed trains) facilitate integration through faster travel times that are similar to those found in Tokyo and Paris.

Speaking of integration, Chan said that this could be done through two targets: the 2012 infrastructure integration and the 2020 economic integration and equalization of public services. In this plan, Hong Kong and Macau will become one city. However, there are no plans yet for the integration of Mainland China with the two areas. To address the potential problems of pollution, such integration will require cross-country cooperation in energy and the environment, such as the supply of green energy from Guangzhou to Hong Kong. In terms of serious water pollution the plan to reduce water pollution has spread into Hong Kong; in addition, the governments of Hong Kong and Guangzhou have now established a cross boundary green network, the first large scale green project of its kind. In the entire Delta region cooperation has already started on initiating a plan for the bay area of the Delta with the goal of creating a quality bay area for the region.

Chan then discussed his thoughts on Hong Kong's green initiatives. A green region, according to him, is a region with quality resources, a peaceful region for the public, an accessible region with sufficient transport, and an intelligent region. Action plans to establish green and blue networks should promote a sense of place and establish low carbon communities to create more livable cities for citizens and tourists. Given this, Chan mentioned that he had doubts about the current plans of Hong Kong, as he believes that it is too commercialized. For example, at the local level high-rise buildings are still being constructed which contributes to Hong Kong being a very modernist city. The symbols of financial power are also too dominating with similar problems in Macau. For him, Hong Kong's city management has transformed the city into a commodified place to live.

# G20 Era, Changes in the Financial Market and Prospects of a New Asia



- **Chair**

CHO, Dong-sung(Professor, Seoul National University)

- **Keynote Speeches**

HYUN, Jae-Hyun(Chairman, Tong Yang Group/Chairman, Economic Policy Committee)

JIN, Soo-hyung(Vice President, Korea Exchange)

Virginia KAMSKY(CEO, Kamsky Management Corporation)

SHEN, Ning(Vice President, JP Morgan Asia Pacific Research)

This session examines the new economic and financial environments and discusses their effects on Asian countries and businesses. The session moderator, Cho Dong-sung, began with an anecdote he heard about China. He shared that in 1949, when Mao Zedong defeated Chiang Kai-shek, the people said that, “Only communism can save China”. Almost 40 years later, when the Tiananmen massacre occurred, the people said, “Only China can save communism or socialism”. In 2009, in the wake of the 2008 Financial Crisis, the people said, “Only China can save capitalism”. He argued that perhaps these anecdotes show the confidence that China has in solving the challenges and problems of the existing economic order. In the same note, Cho said that perhaps there are some “secrets” that the

Chinese people relay to the world. Thus, this session will feature an examination of old wisdom -liberal international doctrine- and new wisdom- Chinese and Korean's economic development.

### ***Presentation***

The first presenter, Ms. Virgina Kamsky, shared her experience as an American living and working in China since 1978. She argued that the economic and financial environment of China thirty years ago was so diametrically opposed to the country's present conditions. Then, China has only nine foreign trade corporations empowered to engage in purchase agreements and lacked foreign exchange reserves and savings. In comparison to contemporary economic conditions, China has about 3 trillion US dollars of foreign exchange and reserves. In a remarkable feat, China became the "biggest factory in the future of Asia's economy". Its economy has expanded at an average annual rate of 10% annually. It overcame the 2008 Financial Crisis to emerge stronger and most stable than other nations. China is now the second largest economy in the world after the United States; in addition, economists from Goldman Sach predict that China will surpass the United States as the leading economy by 2027. Kamsky argued that economic developments in China provide significant opportunities in East Asia. There is much to gain and look forward to in the coming era.

Following the presentation of Kamsky, session moderator, Cho Dong-sung, inquired on the reason behind the speaker's decision to learn Mandarin and live in China. Kamsky shared that through the influence of

her mother who had such great foresight, she was worried about the global security order when China becomes a formidable actor in the system, then she decided to learn Mandarin and became engaged in affairs related to China.

The second presenter, Shen Ning of JP Morgan Asia Pacific Research, discussed the market aspects of the economic environment following the 2008 Financial Crisis. Shen stated that the main changes to the economic framework in the financial market include changes in the regulatory system of the United States. Self-regulation greatly restricted derivatives in the financial market, alongside the Volcker Rule prohibiting banks from doing proprietary trading. This greatly affected United States and European markets. Other factors that shaped the global financial market include investments banks setting up subsidiary capital banks in economic hubs like Singapore and Hong Kong; risk transparency wherein financial institutions are required to declare their risk to investors to ensure adequate risk management. An emerging trend also is the promotion and emphasis of product simplicity, transparency, and understanding. According to Shen Ning, Asia was able to respond maturely to the challenges posed by the 2008 Financial Crisis; however, Asia still lags behind in financial market development with a need to develop public knowledge in economics and management particularly its system and control. Furthermore, improvement on the policy and regulations on transparency and accountability should also be established. Banks and other financial regulators need to have proper risk system to operate efficiently in the financial market.

After the presentation of Shen, Prof. Cho asked for his thoughts on the reason why Korean and Chinese banks were relatively immune to the 2008 Financial Crisis. He inquired whether size was a defining factor in

this phenomenon. Mr. Shen stated that size itself is not a critical factor. Size may be important for the government should they need to bailout any financial institution. The United States and European banks went through such big difficulties, due to the large extent on their single-minded profit driven management. Prior the 2008 Financial Crisis, US and Europe created highly complex products that were outwardly very attractive but contained high risks for the financial institutions. The leverage was very high that these financial institutions were not able efficiently manage it. The second question raised by Prof. Cho was on the differences of JP Morgan compared to other US banks. Mr. Shen argued that JP Morgan is attuned with risk management. It has a higher threshold on risks and control. JP Morgan engages through quantity research. There were also questions raised by Prof. Cho on the financial opportunities in Asia, particularly Korea. Mr. Shen was positive that East Asia has significant potential in terms of strategic investment and actual capability.

Prof. Cho, gave a brief background on South Korea's financial markets before introducing the third presenter for the session. South Korea has two markets: Seoul Security Markets and KOSDAQ Stock Market. The KOSDAQ is further sub-divided to into four venture companies. Prof. Cho noted that recently, the KOSDAQ launched a new system of a foreword looking model for business and commerce. Despite being traditional competitive in Information Technology(IT), South Korea has also showed significant biotechnology developments. In this regard, he introduced Jin Soo-hyung, Vice President of the Korea Exchange.

The third presenter, Jin Soo-hyung started his presentation with a discussion on the financial markets of Korea- Korea Stock Exchange, KOSDAQ, and Korea Futures Exchange. KOSDAQ celebrated its 15<sup>th</sup>

anniversary with about 100 listed companies, 10 of which are foreign companies. According to Jin Soo hyung, in the Asian derivatives market, Korea will continue to grow. He then proceeded to discuss the G20 and the changes in the financial and economic environment. Jin Soo-hyung stated that it was important that Seoul hosted the G20 Summit last November 2011. The G20 he argued features a great opportunity for nations to cooperate beyond those avenues promulgated by the Group of 7. Through Pittsburgh, Toronto, and Seoul, G20 leaders have made remarkable contributions to prevent various barriers to trade and investment.

Some of the other milestones of G20 summits include the introduction of a peer review system, enhanced consultation, and cooperation to facilitate financial crisis recovery, discussion of the future directions and structure of the new financial order. The 2011 G20 Summit produced the Seoul Initiative that provided new guideline to address the imbalances in the implementation of the balance plan. The Seoul initiative will provide a direction for develop and underdeveloped countries to grow together. As the largest business forum representing 120 Chief Operating Officers(CEO) and 12 leaders from across the globe, the G20 provides avenue to discuss discuss issues like financial reform, disclosure and regularity, improvement of compensation, tax issues, terrorism and financing to areas that are not compliable. The G20 Summit next year will be hosted by France, will draft new policies focused on developing countries.

The fourth speaker, Hyun Jae-Hyun, was also a close friend of the session moderator and was introduced as a renowned businessperson as well as the youngest person to pass the bar exam in Korea. Hyun Jae-Hyun is the chairman of Tong Yang group and Vice Chair of the Federation of Korean Industries, a “Man of Integrity”. Hyun Jae-Hyun focused his

presentation on the shifts in global hegemony, the pros-cons of highly emerging global markets, economic cooperation, and win-win strategies for China and Korea's financial industries.

Hyun Jae-Hyun stated that advance economies have been slow to recover from the aftermath of the 2008 Financial Crisis, whereas developing countries have featured steady growth. This phenomenon can be attributed to the accumulated high debt of advance economies and the substantial supply of resources that can be exported from the emerging ones. Furthermore, the G20 is a testimonial of the shift in the global economic hegemony from advance countries to emerging countries. Under the G20 system, the global economic system was able to address imbalances. In addition, to achieve sustainable growth, effective and efficient policy regulations that feature a balanced development model are necessary. The development of the South Korean economy has been used by Hyun Jae-Hyun as an example and benchmark for many emerging countries. Since the 1970s, South Korea has experience rapid urbanization and population growth in urban areas. Following the experience of the 1997 Financial Crisis, financial institutions, and companies underwent proactive restructuring and reform. Based on World Bank figures, there have been the six emerging economies such as Brazil, Russia, India, China, and South Korea. Hyun Jae-Hyun argued that Asia is emerging as a new financial market driver. With the Asia Macroeconomic Research Office and Asia Bond Market Initiative, Asian economies are set to increase their level of cooperation and collaboration. To reach this objective, Hyun Jae-Hyun suggests the establishment of a cross-border market, common currency of payment(Chinese Yuan) to develop the financial market. The other suggestions provided by Hyun Jae-Hyun include the establishment of a financial hub in key Asian cities,



integration of the Asian stock exchange, increased transparency, openness in the Chinese market, and solutions for an aging population.

Hyun Jae-Hyun stressed that there is a need for more proactive collaboration between South Korea and China. Both countries need to strengthen their cooperation so that it can exercise leadership in handling the next financial hurdle.

Following the presentation of Hyun Jae-Hyun, session moderator Prof. Cho asked about the concrete measures that can be undertaken to involve Pyongyang to achieve global development. Hyun Jae-Hyun responded with the need for China to be more open to engage other Asian economies. Prof Cho then asked Virginia Kamsky on her thoughts on the possibility of China opening up towards other parts of the world. She responded with optimism that China understands the need to engage with the West. The leadership is taking new strides to further its commitment to growth and development. She emphasized the need for greater transparency and cooperation. Mr. Shen Ying also echoed the statement of Miss Kamsky regarding the need for China to open more. Prof Cho then asked whether the situation in China could be applied to South Korea. Jin Soo hyung answered by saying that he is positive that South Korea will continue to grow with China. There have been a number of financial developments in the country that include the consolidation and integration of Korea's market, high frequency trade, advancements in IT systems, and policy coordination.

## ***Discussion***

In the open discussion, questions were raised on how South Korea

must engage with China economically, and improve the quality of life in an evolving China. Virginia Kamksy shared that the quality of life relating to issues of clean water and clean air are presently included in the agenda for sustainable development.

# Eastern Philosophy Entrepreneurship and Business Leaders' Humanitarian Activities



- **Moderator**

LEE, Ui-chul(Politics & Economic Dept, The Asia Economy Daily)

- **Speakers**

LEE, Jeong-woo(Director, Ethnic Management Research Center of Seoul School of Integrated Science & Technology)

Margaret LIU(Vice President, Board of Directors, International Vaccine Institute)

SHI, Yan Da(Abbot, Shaolin Temple)

YANG, Won-chan(Founder, Kim Man Duk Foundation)

The session chair, Lee Ui-chul(The Asia Economic Daily) remarked that while the keywords(Eastern Philosophy, Entrepreneurship, and Humanitarianism) found in the session's title appear to be topics ripe for discussion in and of themselves, the link between these three concepts would be the focus of the session.

## *Presentation*

The first presenter, Yang Won-chan(Kim Man Duk Foundation), began by giving a brief biography of the father of his organization, Kim Man Duk. Kim Man Duk, Yang said, is a woman entrepreneur who lived

in 19<sup>th</sup> century Korea. Kim Man Duk, according to Yang, was orphaned at a young age and was unable to get a proper education; subsequently, she was forced to work a variety of jobs to support herself and later became a self-made woman. Kim Man Duk's fortune started when she began to manage a small inn and engaged in commerce. Kim Man Duk's legacy in Korean history was her generosity in food aid to the people of Jeju when a famine hit the island. The aid she gave was out of her own earnings, and was able to feed 3.5 million people on Jeju Island. Yang made a case for Kim Man Duk as a successful entrepreneur, a successful woman, and a philanthropist. Yang also argued for a memorial to be made in honor of Kim Man Duk's contribution to the Island of Jeju.

The legacy of Kim Man Duk also lives on in the foundation named after her. Yang stated that in 2007, a rice drive was organized by the foundation, and the rice gathered was donated to various African States. Kim Man Duk Middle Schools are also being built in Vietnam (in Hanoi and in Ho Chi Minh City) as a means to foster the spirit of generosity exemplified by Kim Man Duk. Preparations to commemorate the 200<sup>th</sup> memorial of Kim Man Duk are also underway. Activities planned for this include another rice drive, the inauguration of the Kim Man Duk Memorial in Jeju Island, and the opening of the Kim Man Duk Middle Schools.

The second presenter, Margaret Liu (International Vaccine Institute) began by giving a brief background of her institute. The International Vaccine Institute's goal is to save the lives of children in poor countries. Liu stated that the global incidence of infectious diseases predominantly affects those in poor countries. 4.5 billion people suffer annually just from one type of disease. Diarrheal diseases, malaria, measles, tuberculosis, and hepatitis, are diseases that those in the Affluent North do not worry about.

Liu also stated that there is a difference between morbidity and mortality rates concerning infectious diseases. Morbidity rates refer to the number of people afflicted by diseases, while mortality rates refer to the number of people who actually die from infectious diseases. Liu argued that there is also a very huge economic impact that infectious diseases pose, as diseases contribute to the lowering of productivity rates, and increased health spending.

For Liu, human suffering is the most troubling effect of infectious diseases. The increasing number of orphaned children(17 million globally) due to HIV/AIDS is a testament to this. Another problem that Liu identified is the inverse relationship between the wealth of a country, and the percentage of disease mortality a country has. This only means that there are a lesser number of people(17%) dying from infectious diseases in richer countries and a larger number of people(90%) dying from these diseases in poorer countries.

Liu argued that the solution to the problems posed by infectious diseases actually originated from the East. Liu mentioned an ancient Chinese custom of taking the crust from an infected person and applying this to the noses or scars of uninfected persons to protect them from contracting similar diseases. This, Liu stated, may be regarded as an early form of vaccination. This practice spread throughout Asia and reached Europe, where vaccines have been developed and allow a majority of the world's population to be inoculated against infectious diseases.

A current problem that Liu identified is that despite the availability of vaccines for a variety of infectious diseases, millions of people(particularly children) continue to suffer and die due to such diseases. Liu argues that this problem is largely due to poor health spending of the world's poorest

states. Issues of access, vaccine production, and competing state priorities also compound this problem. For her part, Liu argues that the establishment of an International Vaccine Institute(IVI) could help mitigate these problems. The production of new vaccines and the collection of data by concerned health agencies in aid of policymaking are a few of the efforts of the IVI, Liu noted.

The IVI, according to Liu, is guided by the transformational philosophies of individuals, corporations, and governments. These principles include mercy, compassion, social welfare, harmony of the universe, and wisdom. These principles have been used by the IVI as synergies for philosophy and entrepreneurship. The IVI is hosted by the Korean government as part of its goal to provide aid to developing nations. The IVI relies on the Korean Government as well as various other institutions that provide aid and charity, most notably concerned pharmaceutical companies and The Bill and Melinda Gates Foundation. Thus, The IVI, Liu argued, may be regarded as a product of collaboration among like-minded corporations, governments, and individuals all committed to the principles of Eastern Philosophy.

The third presenter, Shi Yan Da(Abbot at the Shaolin Temple) noted that while Eastern Philosophy and Entrepreneurship, at first glance, may be regarded as two divergent, unrelated concepts, there might actually exist a strong impetus to link the two on the part of business. Shi stated that Eastern Philosophical principles might inspire corporations to do business that is good and morally upright. Furthermore, there are lessons in Eastern Philosophy that might prove helpful to modern workers. The effective management of work-related stress may be further informed by the practice of Zen Buddhism, Shi argued. Meditation through silence,

according to Shi, may prove beneficial to workers in this regard. A core principle of Zen Buddhism is the pursuit of enlightenment and an enlightened corporate culture focused on service, charity, and philanthropy rather than greed, may be ideal for these trying times, Shi argued.

The fourth presenter, Lee Jeong-woo(Seoul School of Integrated Science and Technology) focused his presentation on the image of organizations. Image, for the purposes of Lee's presentation is defined as the method in which people view corporations. Image may also mean as a succinct representation of what organizations and corporations stand for. With regard to this, metaphors are important. Lee noted that organizations and corporations might be viewed through three different metaphors: (1) the organization/corporation as a machine, (2) the organization/corporation as an organism, and (3) the organization/corporation as part of a cultural code.

For Lee's part, the organization as a machine may be gleaned through the writings of Frederick Taylor, who advocated the use of assembly lines. While Lee argued that the machine metaphor might already be dated, it is still worth examining when looking at the development of organizations and corporations through time. The organism metaphor is one where the organization is similar to an organism. Lee argued that the main contribution of the organism metaphor is its acknowledgement that change and growth in organizations and corporations are necessary to ensure their survival. The cultural code metaphor looks at organizations and corporations as part of a linguistic system. This type of metaphor, Lee noted, veers away from natural-scientific explanations offered in the previous two metaphors, and places an emphasis on the inherent nature of humans to communicate and forge relationships.

Lee offered a fourth type of metaphor for organizations and corporations, centered on dynamic networking, and he elected to call this the rhizome metaphor, taking its name from the root of plants. Gleaned from the writings of philosopher Gilles Deleuze, this particular type of metaphor emphasizes the establishment of connections or networks between and among members of organizations and corporations. Rhizomic networking is largely seen as relevant in today's accelerated, fast-changing nature of corporate and organizational relations.

Lee closed his presentation by stating that in Northeast Asian countries, there is a need to move away from top-down management styles and corporate cultures and to encourage innovation and new ideas from the bottom-up.

### ***Discussion***

Due to time constraints, only one question was raised on the floor. A participant asked the fourth presenter, Dr. Lee on the similarities and differences between Chinese, Japanese, and Korean business cultures. Dr. Lee replied by saying that business culture in the three states is a complex and difficult issue to address. Nonetheless, Lee stated that the three countries have barriers for the creation of an open and organic business culture. Japan, Lee noted was the first to go through industrialization and was at the forefront of business management by the middle of the 20<sup>th</sup> century; however, Japan is characterized by a hierarchical society that also influences its attendant business culture. Korea, however, exhibits the same symptoms, as it went through military rule in the second half of the 20<sup>th</sup> century.



Although democratization has already taken part in Korea, the rigidity brought about by the military influence can still be felt through its business culture. China, for its part, has a very state-centric business culture because most of its industries are still state-run. Hence, even corporate social responsibilities(CSR) in China have features that are akin to state policy. Nonetheless, Lee argued that there also exist openings in these three countries for a vibrant business culture to thrive, as the presentations have shown. Lee therefore believes that a cultivation of positive values inherent in Northeast Asian cultures may be helpful for a more open business culture to emerge in the region.

# Future Vision of Jeju

## ■ Moderator

LEE, Tae Sik(Senior Advisor, SK Energy/Former R.O.K. Ambassador to the U.S)

## ■ Panelists

JIANG, Xian Yun(President, Jeju Benma-Iholand co., Ltd and Heilongjiang Benma Industry Group Co., Ltd)

LY, Sang Joon(Chairman, Golden Bridge Finance Group)

Virginia KAMSKY(Chairman & CEO, Kamsky Associates, Inc)

Spencer H. KIM(Chairman, CBOL Corporation)

KWON, Byong-Hyon(President, Future Forest/Former R.O.K. Ambassador to China)

William H. OVERHOLT(Senior Research Fellow, Kennedy School of Government, Harvard University)

Maurice Frederick STRONG(Honorary Professor, Peking University/Former Under Secretary-General of the U.N)

Alan John TIMBLICK(Head, Seoul Global Center, Seoul Metropolitan Government)

WOO, Keun-min(Governor, Jeju Special Self-Governing Province)

YOO, Chong-Ha(President, The Republic of Korea National Red Cross/Former Foreign Minister)

The central government but also the local government needs to proactively think about and respond to the opportunities and risk factors that follow from changes in the world in order to achieve sustainable

growth. Jeju has made considerable efforts to transform itself to proactively respond to changes and move forward as a 'Global Jeju'. In promoting the competitiveness of food, cosmetics, and pharmaceutical industries through combining its clean resources and primary produce with its state-of-the-art technologies, and increasing the number of direct flights from major cities, Jeju can become a tourist destination for the world. Jeju can also develop into a model city of environmental and green growth for the world. By utilizing its clean resources, Jeju can develop a state-of-the-art renewal energy industry as engine of the future. As more issues require the cooperation of the international community and its collective response, Jeju can play an active role as a locus where such international discussions can be held and as a hub of international exchange and cooperation. The newly launched international council for Jeju will offer diverse opinions of the future of Jeju.

### ***Presentation***

Governor Woo Keun-min of Jeju Special Self-Governing Province, expressed his gratitude to the International Advisory Group on the acceptance of his government's invitation to share their international experiences and insights, give their objective diagnosis, and, suggest practical and concrete strategies on how to develop Jeju into an international free city. He envisions that the Jeju Forum shall become a venue for international cooperation and policy exchanges. In his remarks, Governor WOO focuses on two themes: (1) the potential of Jeju and (2) four strategies that his government intends to conduct.

Governor Woo envisions that Jeju will become a better place to live 10 years from now as well as 100 years later. He is fully aware that Jeju has great potential and is one of the reasons why conveyed an International Advisory Board to assist him to better chart the future of Jeju and move its growth in the right direction. At present, Governor Woo stated that Jeju accounts 27% of the marine territory of South Korea and it is strategically located in the central area of the Pacific Ocean, it is a two-hour flight away from 60 countries, and is 1.7 times bigger than Hong Kong. Governor Woo adds that Jeju is an international free city and is a self-governing territory that exhibits the autonomy of a city-state. However, its export-oriented industry is still in its infancy and only accounts for 0.1% of South Korea. Therefore, it has strongly ventured towards the promotion of green growth economy by tapping into its biodiversity and environmental resources.

Governor Woo then presented his four-pillar strategies for Jeju before the International Advisory Group: (1) improvement and expansion of enterprises, (2) tourism, (3) development of high-tech and green industries, and, (4) creation of a global brand for environment and cultural values. First, existing enterprises may further be improved and new ones may be developed. Second, to develop Jeju as a global tourist destination since foreign tourists spend 3 times more on the domestic economy; this strategy is also an opportunity to enhance existing services, expand food choices and cuisines, strengthen language facilities, and promote eco-tourism. Third, there are the development of high-tech and green industries for healthcare, energy generation, biodiversity(improvement of water resources), bio-industry(food, cosmetics, and medicine) and smart grid projects. Fourth, the creation of a global brand for environmental and cultural values which

promote the natural environment and scenic view of Jeju, values of women, unique culture, scientific potential, world heritage, global geo-park, and environmental conservation. This strategy is also a preparation for Jeju when it will host the World Conservation Congress in 2012.

President Yoo Chang-Ha of the National Red Cross, praised Governor Woo for convening an International Advisory Group as such is an investment on ideas on how to further develop Jeju as international free city of Northeast Asia. His insights highlighted the four significant factors that will be critical for the development of Jeju. These are: (1) location and size; (2) natural beauty and climate; (3) administrative and legal status of the island; and, (4) service industry.

He described the strategic advantages of Jeju in terms of location and size. It is accessible to 700 million population within a two-hour travel by air, 1.7 times bigger than Hong Kong, and it is adjacent to the centers of dynamic Northeast Asia economies. Above all, Jeju is considered as a virgin island where land resources are cheap and can strongly attract investors.

In terms of natural beauty and climate, he stressed, that Jeju has been chosen by the UNESCO World Heritage Sites, recognized for its geo-park and biosphere of reserves, and, is a new member of the 'New 7 Wonders of Nature'. Through such recognition, Jeju has a great potential to become a global tourist destination where summit meetings and conventions are held.

In terms of the administrative and legal status of the island, he explains that Jeju is a special and free economic zone where a visa-free policy may be implemented. This can attract more Chinese tourists who do not need to secure their visa from the Central Government.

In terms of its service industry, he suggests that Jeju has a variety of fields to pursue: tourism(resort hotel and other forms of accommodation), education(new global center for foreign universities), medical services, and financial centers. He believes that Jeju is a conducive place for youth to start their future careers.

Prof. Maurice Frederick Strong of the Peking University/Former Under Secretary- General of the U.N. shared his insights on the potential of Jeju and the future direction of the Jeju Forum. He observed that the geo-political and economic gravity has moved to Asia and Jeju has a strategic location towards becoming a unique international center of the region. Through its natural beauty and environment, he said, Jeju can soundly compete in the tourism market. Jeju can establish a World Environment University and World Tourism Institute. Professor Strong believes that Jeju can simultaneously promote tourism and the environment as these activities can become an avenue to foster peace through cultural and intellectual interaction and encourage practical strategies towards the preservation of the natural environment and green growth. As for the future direction of the forum, Professor Strong envisions that the Jeju Forum would evolve into an Asian equivalent of the World Economic Forum, become a venue for discussion towards the reunification of the two Koreas, and, advance into a regional cooperation mechanism for the prevention and resolution of conflicts as well as disaster preparedness and capabilities.

Ms. Virginia Kamsky, Chairman and CEO, Kamsky Associates, Inc. shared her perspectives on the three specific areas where the US and China have complementary interests and shared place in terms of investment. These three areas are: (1) renewable energy, (2) healthcare, and (3)

education. In terms of renewable energy, the US and China have been investing in alternative and clean energy as well as the smart grid projects that Jeju has already initiated. In terms of healthcare, China has a rapidly ageing population and Jeju can venture into resort-fitness facilities and nursing homes for prospective Chinese clientele. This is one of the most profitable investment ventures that the US has pursued for its ageing population, she stresses that Jeju can follow as well. In terms of education, she believes that Jeju is a conducive location for high-class universities (an alternative from the American education system) where it can develop specialized degree programs and international intellectual exchange programs for various professions that will cater to the needs of the region.

Former Ambassador Kwon Byong-Hyon, President, Future Forest/ Former R.O.K Ambassador to China, envisions that the Jeju Forum must spawn the discussion on sustainability revolution where Jeju can promote tourism development and advocacy over environmental protection. As for the future direction of the Jeju Forum, he explains that there are 100 forums in the world and the Davos and Dubai Fora were among the first to emerge and become recognized as they had specific advocacies to promote. Former Ambassador Kwon suggested that if the organizers of the Jeju Forum are keen to follow such directions, then one advocacy that the Jeju Forum may initiate is a sustainability revolution. He observes that the current theme is to promote peace and prosperity; in addition, he is hopeful that the Jeju Forum will soon move beyond such themes and focus on environmental sustainability and survival. Former Ambassador Kwon explains that the earth is 120% overshoot and the total carrying capacity of the world is at a tipping point and such conditions deserve full attention. However, he suggested that Jeju could venture into tourism

development and environmental protection. In terms of tourism development, the Chinese are a prospective clientele as they can easily access Jeju. In terms of environmental protection, Jeju's promotion on green growth through its smart grid projects can further be complemented by developing new strategies on how to tap local biodiversity and natural resources towards ecotourism activities.

President Jiang Xian Yun, President, Jeju Benma-Iholand Co., Ltd and Heilongjiang Benma Industry Group Co., Ltd, stressed that there are various strategies to improve tourism development in Jeju and he further provided suggestions on how to entice tourists, especially the Chinese, to come to Jeju. He believes that the theme of the forum to promote peace and prosperity in the region is very timely, as limited results have been achieved in such areas. For tourism to take off, he said, efforts must be exerted to promote peace in the region. There are many possibilities that Jeju may venture into as well models that can guide its development. However, President Jiang cautions that Hong Kong is not an appropriate model for Jeju as its natural beauty and scenic environment are its significant character. He identified the casinos and other cardinal industries(as modeled by Macau) or the buildings and boutiques of Europe as some of the development options available for Jeju. However, as for attracting the tourists to come to Jeju, he believes that the location, geography, and nature are very good for Chinese tourists. In terms of natural resources, land is very expensive in China and its water resources are not as good. He thinks that such are influential factors that can encourage Chinese tourists as well as investors to come to Jeju. In terms of tourism facilities, he suggests, Jeju can venture into resort-hotels, beautiful building artwork and convention centers, wellness and cosmetic centers(affordable plastic



surgery), and cuisines(Korean, Japanese, and Chinese). If such facilities are complemented with open, positive, and hospitable attitudes, then Jeju can easily become a global tourist destination. President Jiang further observes that, aside from tourism development, Jeju can become a global center for education where a visa-free policy may be implemented which would make it more accessible than Seoul.

Prof. William Overholt, Senior Research Fellow of Kennedy School of Government, Harvard University, stresses that planning for development must coincide with the current affairs of the world that he calls the “tides of history.” In order to find the proper place of Jeju in the world, he said, one must consider the existing and perceived developments in its surrounding environment. According to Professor Overholt, these tides of history are: (1) increasing prosperity of the South Koreans and Chinese resulting in higher standards of living, (2) changes in the tourism market when South Koreans become richer than the Japanese, (3) Japanese prominence in high-tech industries has been taken over by the South Koreans(Samsung has risen above Sony), and, (4) South Korea’s rising prominence as the favored US ally(President Obama has mentioned South Korea four times in his State of the Union Address). Such developments, Professor Overholt stresses, may provide Jeju infinite choices on how to find its right place under the sun. He further suggests that Jeju has a great potential for education and tourism development. In terms of education, he explains, China sends more students abroad than any other country and Americans finally realize that they need to learn Asian languages as well. Professor Overholt believes that Jeju can establish world-class universities that can cater to Chinese and Americans. In terms of tourism development, Professor Overholt contends that Jeju can follow many

models but it is very important to choose a specialization where it can expertly develop a global brand. For instance, he identified: Las Vegas and Macau(gambling); Phuket, Hawaii, Hainan(tropical beaches and a wonderful environment); Orlando, Florida(theme parks such as Disneyland and Universal Studios); Xian, Kyoto(cultural tourism); Costa Rica(ecological tourism); Hong Kong, Singapore(shopping centers and conferences); Florida, Arizona(retirement communities); or, Geneva(the center for peace negotiations).

Chairman Spencer Kim of CBOL Corporation, remarks focused on who, when, what, why, and how to further develop Jeju into an international free city. He first asked as to who will do it. He stressed the important role of the Jeju people as Governor Woo cannot do it alone. He also projects that if Governor Woo will be elected again by the Jeju people then he will have the responsibility to lead them and push for the development of Jeju. Chairman Kim then reiterated that Governor Woo's long-term perspective to plan for Jeju not only 10 years from now but 100 years later is a laudable effort to value the future of the next generation that will inherit and sustain Jeju. As to the what, why, and how, Chairm Kim explains, this is where the International Advisory Group becomes indispensable in sharing their valuable insight and varied international experiences that Jeju may be able to adopt. As for him, Chairman Kim suggests that, in terms of tourism development, Jeju must develop strategies on how to obliterate the conventional 3-day routine and encourage an extensive 7-day itinerary for tourists. In order to realize this, he suggests that airfare tickets must become affordable, places for entertainment and convention centers must be improved, professionalism, hospitality, and friendly service complemented with impressive language skills must be fostered,

and infrastructure(for seamless travel within and out of Jeju) must be built.

Mr. Alan John Timblick, Head of the Seoul Global Center, Seoul Metropolitan Government, shared his insight on three areas: (1) logistical challenges, (2) development options, and (3) non-tourism spheres that may be pursued by Jeju. He stressed that Jeju can benefit from the rapid development of Korea and China in terms of identifying existing markets and the opportunity to create new ones.

From a logistical point of view, Mr. Timblick was displeased that traveling to Jeju seems like descending to a funnel as there is only one international airport and that airtickets are difficult to purchase due to a very tight travel schedule. He learned that it is more affordable to access Jeju via Shanghai than from Seoul. Such logistical challenges, he said, are further compounded by a longer drive to the hotel. Mr. Timblick then suggests that perhaps Jeju may built an extra airport and rationalize the location of hotels and other accommodations for greater accessibility.

In terms of development options, Mr. Timblick praised Governor Woo's long-term perspective to value the role of the next generation to sustain Jeju. Through the uniqueness of the island, he suggests that Jeju can build better buildings than Seoul that can last more. It can establish the Jeju University of Asian Architecture — a Mecca for urban planners, architects, designers, experts and human habitation scholars. Jeju's pioneer initiatives on smart grid projects, he adds, can establish the Jeju Institute for Renewable Energy, where various thermal, tidal, solar, wind, hydro, volcanic, and seismic resource strategies can be pursued through the promotion of green growth. Its natural beauty and scenic environment is a attractive place for performing arts and music, where there is a festival of digital drama that can be streamed live around the world.

As for non-tourism and geopolitical concerns, Mr. Timblick envisioned that Jeju shall become a platform for diplomatic breakthroughs where world leaders convene and arrive at milestone decisions on regional security, human rights, and religious freedom.

### ***Discussion***

Prior to accepting questions from the plenary, Governor Woo responded to the remarks made by the members of the International Advisory Group. He admitted that the development of Jeju cannot be done by his government alone as it must also be fully supported by the Jeju people. This would be further completed by institutional innovation and development of other legal infrastructure or frameworks to initiate and encourage activities towards the development of Jeju. Governor Woo reiterated his vision for Jeju, to be known in the world (to let the world know that such an island exists and that it deserves the attention of the world). The theme of the forum, he stressed, promoted peace and prosperity as there has been insignificant gains in such areas but has already been initiated in other critical international and domestic policy issues. He further envisioned that the Jeju Forum should become a conception or inception center for ideas. As for the development of Jeju as world tourist destination, Governor Woo stressed the role of the central government to propagate such an idea. In addition, he plans to invite filmmakers and movie producers, musicians, artists, performers to come to Jeju and consider it as an alternative place for entertainment and popular culture.

As for the question from the plenary, it was asked as to how the

discussions during the sessions and recommendations of the members of the International Advisory Group would be disseminated to the local residents of Jeju. In response, Govern Woo responded that there would be an assessment on the gains from the current forum to provide the organizers a basis on which aspect and areas local residents of Jeju can be engaged in as participants or organizers of a particular session that may be significant to Jeju.



Part VI

# Business Design

- Business Design
- Discussions by University Leaders on the Education of Design Management
  - Trends of Management in Asia, Europe, and North America
    - Collaboration
    - Mutual Learning
  - Convergent Education







# Business Design



- **Moderator**

CHO, Dong-sung(Professor, Seoul National University)

- **Keynote Speaker:**

Richard BUCHANAN(Professor, Case Western Reserve University)

This session focused on urban design and the design policy of Jeju-do. The presentation centered on how management can be incorporated into design. The session began with the remarks delivered by Prof. Cho Dong-sung of Seoul National University. He expressed his sincere gratitude for the honor of opening this session on design plus management as well as for the opportunity to introduce keynote speaker, Prof. Richard Buchanan of Case Western Reserve University.

## ***Presentation***

Keynote speaker, Prof. Richard Buchanan of Case Western Reserve University explained that three groups or cultures exist: the dominant group that controls most of the things we know with their ideas already well established, the residual group that originates from an earlier epic and

earlier period, and the emergent group that holds the ideas that will change the way we work. Prof. Buchanan noted that the participants of the Jeju Peace Forum were part of this emergent group for their efforts to bring design into management and organization. He shared that he is interested in looking at how we positively organize and make organizations work for the attainment of peace, joy, and satisfaction. Looking through the origins of business design, Prof. Buchanan explained that there are three great movements in design composed of engineering, management, and design. Engineering gave us automobiles, airplanes, and advanced medical practices. Management, contributed to efforts necessary for the creation of new capable organizations. The third movement includes graphic design, industrial design, and architecture and fashion design. The design group has its origins in mass communication. It began with the explosion of newspaper, magazine, and other print media that emerged in Europe, North America, and Asia. Graphic design was established to respond to the greater need for communication, for a discipline that could design letterforms, organizational materials, and images. Industrial design pertains to the artifacts designed in cooperation with engineering. These artefacts can be manufactured and distributed improve the quality of lives and reduce profit.

Prof. Buchanan noted that these three great strands are converging. This convergence began 20-25 years ago with the subtle connections between the engineering and design group. This convergence resulted in product development. Second convergence features the gradual connection between management and design. Design management, Prof. Buchanan stated involves getting designers to live an easy organized existence. Thus, design management brings together the creative possibility of designers

and a new understanding of social science and human behavior. Design management features the engagement of design within the context of an organization. Prof. Buchanan argued that the convergence of the discipline of design with management instigates remarkable change in the world.

There are certain factors that shape contemporary design management practices such as the rising tide of service design and growing populations coupled with increasing number of needs resulting to problems in health-care and services. Prof. Buchanan elucidated that design management can be used to examine problems of healthcare, tax collection and other service issues within the government. Connecting this to the definition of organization in a design point of view, we then have organization as collection of people organized among a common theme with divided and coordinated work activities to achieve a purpose. Thus in looking into the experience of a person using a product, design managers consider technological reasoning, human use, and the desirability of character or voice.

How does it relate to the organization? Prof. Buchanan stated that designers need to look at the business model as a core argument of the organization. It is fundamental in analysing the quality of human interactions. The issue of brand should also be taken into consideration. He stated that a brand features the company vision and its relation to the individual. It goes beyond the logo, the quantity of form, and language of the product.

Prof. Buchannan emphasized that design is a strategic advantage that should be used wisely. In transforming design into strategic purpose, convergence meetings are highly significant. There are certain graduate courses that help students visualize the information relevant to their study. These Design Masters in Business Administration(MBA) course teach

information design, design thinking, and design process. In Design MBA, students need to find issues of variability, do background research, and analyze the strengths and weakness of the products. Following the curriculum of Design MBA, the students write a design brief, a problem structure given contextual research and issues to be addressed. Instead of calling the companies as clients, in Design MBA they are regarded as sponsors. Sponsorship indicates that there is no contractual relationship. At the end of the first semester, the sponsor reviews the statement of design. They assess, examine, and provide comments. Following the assessment and conceptualization, the students provide ten possible solutions to the problem. With that range of possibilities, students are advised to be careful in choosing what they think is the most feasible solution to adopt that can actually be done and make a real difference. Prof. Bucharan stressed that feasibility is a big issue that ultimately affects the transformation from being a sponsor to becoming a client.

In conclusion, Prof. Bucharan recommends that participants read Walter Kiechel III's *The Lord of Strategy*, for its interesting take on the intellectual history of the consulting industry. This according to him is an eye-opening book. Walter Kiechel points to the strategy of consulting firms over time. He argues that strategy consulting firms are coming to design to help execute strategy. The role of design is to raise a set of values and not be a tactic.

## ***Discussion***

Following the keynote address of Prof. Bucharan, the floor was opened for discussion. Some of the issues were raised during the open

forum include the speaker's thoughts on Alexander Osterwalder's model generation, his personal design policy, and conceptualization of value. Prof. Bucharan said that he liked Alexander Osterwalder's model generation but thinks that it lacks an emphasis on human interaction. In terms of personal design policy, he said that he is not particularly fond of power point presentations. Finally, he emphasized that the function of an organization is not profit, but to provide goods and services.

# Discussions by University Leaders on the Education of Design Management



- **Main Speakers**

LEE, Nahm-sik(President, Jeongju University/Member, National Brand Committee)

Jurgen FAUST(CAO IED, Milan/Professor, MHMK Munich)

Moshe PORAT(Dean, Fox School of Business)

YONEKURA, Seiichiro(Director, Institute of Innovation Research, Hitotsubashi University)

This workshop tackled the future of education and design management in the region. The five presenters for this workshop were: Lee, Nahm-sik, President of Jeongju University and a member of the National Brand Committee, Jurgen Faust, Chief Academic Officer of IED, as well as a Professor from MHMK in Munich Germany, Moshe Porat, Dean of the US Fox School of Business, and Seiichiro Yonekura, Director of the Institute of Innovation Research at Hitotsubashi University, Japan.

## *Presentation*

The first speaker of the workshop, Lee, Nahm-sik shared his thoughts on how to improve the sustainability of regional universities of design. The most popular issue in the conference was sustainability, he said. Now the

question being raised is, “What type of relationship exists between sustainability and design?” Moreover, in this vein, are design principles applicable to the revival of regional universities? In Lee’s opinion, it is possible. He believes there is insufficient explanation about design management but there are many success stories that could support its utility to regional universities.

There are many difficult problems in Korea especially in regards to population. The aging population and the low birth rate are influencing the future of universities because the total annual number of students is decreasing. Back in 2003, when Lee said he first arrived at Jeongju University, it was still a very conventional regional university. The image at Jeongju University at the time was very traditional and it had a limited identity. To address this, Lee and his colleagues decided to develop their own university identity program. The image they came up with was that of “superstars” and human resources defined it as a “capable person in the secular world”. Being a Christian University, the term also pertained to Jesus Christ Superstar, he explained. With these changes, the identity of the university took shape and it ushered in a change in the dynamic and the different aspects of the campus. In order to be consistent, Lee said they also applied design styles that matched the image to all the buildings, structures, and furniture in the university. The result was it helped attract more students to the university. The “star” concept likewise was applied to the university’s other facilities such as the fitness center, the library, and the dormitories.

Aside from the physical structures in the university, Lee said they also applied the new identity to the curriculum through the implementation of academic convergence in many different disciplines. The university for

example established new departments related to manufacturing and design engineering. Furthermore, new disciplines were introduced in the form of participatory classes to educate students. These types of participatory design processes helped the students understand what design is all about, he explained. Engineering students in particular benefitted from the ability to conduct design synthesis, rather than just design analysis. Overall, the project, Lee opined was quite successful and many student-university and industry-university collaborations developed as a result.

Another design application that has potential, Lee pointed out, is the revival of small, agricultural villages. According to him, agricultural villages are typically poor. Tourists and visitors rarely visit these towns. To promote the town to more tourists, Jeongju decided to apply the public design in assisting these towns. What they did was to place very interesting billboard signs in the village, Lee said. The signboards and a small amount of regional government support allowed the town to be able to attract interest and develop into a famous tourist-friendly destination. Lee further shared that mass media also helped make the town famous and the local people's lives have changed because of this effort.

At Jeongju University, the total number of applicants has tripled in the last eight years, Lee disclosed. The university has also increased its annual income and student satisfaction level. Lee believes there is still hope for regional universities and concluded that a focus on university brand values has merit and could be considered part of the effort to improve sustainability in the region.

The second speaker, Jurgen Faust, Chief Academic Officer of the IED, Munich, Germany and MHMK professor discussed sustainability in his presentation. In particular, he talked about the "3 Es" or the issue of the



sustainable triangle of: environment, economy, and ethics.

The sustainability issue, Faust believes, has to be focused on what he referred to as the “3 Es”—or the environment, economy, and ethics. These three aspects, he said, need to be addressed in the discussion of sustainability that can obtain attention and discourse from all levels of education. Design and management education should think about issues related to: how we conserve resources, the sustainable production of energy, the reduction of global warming, and the rise of the sea level. Faust calls this the “sustainable triangle” which stems from a theoretical perspective. It consists of three equally important aspects of the environment, the economy, and ethics. Faust believes that these three are intertwined and that the current problems in the world can only be solved if they are all addressed. Openly radical designs and thinking, in his view, should be adapted towards this end. What is needed is a radical change of policy. In his opinion, we need to redesign and change the policy and introduce a fearless “cost by cost” principle. Changing the way we act and behave towards the planet is imperative. Privatizing profit and socializing loss as a common practice throughout the world that needs to be stopped.

From the perspective of the economy, Faust calls for a shift towards responsible and sustainable action. Businesses, he said should not neglect their responsibilities to social causes. They should assume an intentional attitude to social issues and assist in empowering the poor and solving problems.

As for the third “E”—ethics, Faust explained that all our actions related to the environment and the economy are dictated by group reasoning and behavior. Therefore, we need to look for a sustainable reason to do things, he emphasized. If the current value system adhered to is not credible,

then future losses are inevitable. Whether one is a private entity, a business, a government, or a country, it is important to practice what one preaches.

Faust stated that managing and design education should take into account all these issues. Design and management is always based on a discourse. There is no single entity to focus on. Faust emphasized the need to think, act, and live in a complex system of networks. In addition, managers and designers need to possess a highly developed system of thinking and management. Management paradigms should progress beyond the visible outcomes of signs and products. In his opinion, the most fearless and best decision maker is the manager who adopts an intelligent design attitude. The mindset that there is always improvement should not be set aside. Decision can be enhanced and re-decided should there be a need for improvement in policy. Lastly, Faust concluded by stating the importance of organized movement or the organization of management as a design discourse.

The third speaker, Moshe Porat, the Dean of the Fox School of Business gave a presentation that calls for modifications on how design and business management schools think. Citing situations related to university and business schools, he sought to open the discourse on design and its application to business school curriculums.

There are many economic systems that influence the way economies grow and change, Porat stated. In the US, the concept of moral capitalism has recently become popular. In this paradigm, the individual and self-interest is secondary to the larger interest. Business schools, Porat believes, must implement changes in its curriculum and programs to promote this type of thinking. In the case of integrating ethics in business education,

Porat suggests going about it in a creative way to circumvent objections from those who are resistant to changing traditional practices. There is a need to think about the process of introduction and adopt a sophisticated method of how to incorporate all of this into the curriculum because business schools and other professional schools are set in their ways, Porat added.

Global interconnectedness is a concept that very few people really think about, Porat further added. In the field of design, he believes there is an opportunity to think about solving problems. Design inquiry could especially be utilized to answer questions related to, the identification of problems, defining the stakeholders and their needs, predicting potential impacts and consequences, and proposing solutions. In addition, in conjunction with the proposed solution, questions on what resources are needed to make the solution more sustainable should also be addressed. Porat stated that if one has a problem, one must also think about the implications and this is the connection to moral capitalism. Potential impact to people in his view must be taken into consideration.

Regardless of the politics in academia and the people who wish to sustain and maintain respective courses, Porat suggests the introduction of business ethics as a compulsory course after it has been eased into the curriculum. According to him, there are plans to introduce and develop the Center for Design and Innovation at the Fox Business School. In addition, they also have a Center for Competitive Government that deals with modifying the mentality of governments who think like businesses. Porat also shared that they have an annual Mayor's Technology Summit where mayors from the US and overseas come together to think about solving problems through technology. Similarly, they have now introduced

the essentials of design as part of their MBA curriculum. Porat said they intend to spend some time to introduce these to students and teach them how to design. In his opinion, these students are ideal since they are not tainted and are open to new ways of thinking. In addition, experiential learning is being implemented at the Fox Business School because Porat believes that learning is best done through experience. Similar to the method of experiential learning that they have done for several years now—the “EMC”—enterprise, management, and consulting is where students are paid to solve real problems by real companies. Setting up in teams, students work with faculty members and other practitioners to find solutions to corporate problems and even start-up companies. Lastly, Porat stated that further efforts are being made at Fox that relate to social entrepreneurship, to address the social aspects of human needs.

The last presenter for the session, Director Seiichiro Yonekura of the Institute of Innovation and Research at Hitotsubashi University, Japan meanwhile discussed several innovative products that could help his country overcome the many difficulties it is currently experiencing. Yonekura believes that Japan is in serious trouble and is losing its global competitiveness. Japanese products like Sony are no longer patronized, the country has acquired a huge cumulative national debt, leadership is weakening with prime ministers changing every six months, and that they suffered in the aftermath of the March 2011 tsunami and earthquake. Recent events he added have also made it clear that there is no future for nuclear energy and with no final solution in sight, should the recourse be to stop. Despite these difficulties, Yonekura pointed out that this is not the first time Japan will be undergoing reconstruction and the Japanese people are good in this respect. In Japan, there are now calls for a reduction of 30 percent of

energy consumption and he believes adherence to this goal will not be a problem for the Japanese people. History has shown that they are good at saving energy if situations call for it, he said.

Against the backdrop of such difficulties, Yonekura believes that innovativeness has become more essential in Japan. He cited the aftermath of the tsunami and earthquake disaster where electricity was rationed for two weeks with no recourse but to rely on solar energy products. During this time, the solar lamps and solar hearing aids, Yonekura said, were extremely helpful. This situation helped contribute to the realization that alternative means should be explored in Japan.

Inujima is another good example that adheres to this trend, Yonekura added. The Inujima Art Project follows the philosophy of utilizing existing elements to create something new. The museum on the island made use of the remnants of the industrial facilities and the copper refinery to create architectural art pieces. Kahuku High School meanwhile, he added, has also explored innovative methods with current plans to construct buildings with solar panels in the school.

For his part, Yonekura shared that his experience in driving a Tata Nano car has been very positive. Many people in Japan he explained have reservations in using the micro automobile due to the perception that it is a toy. However, he pointed out that this was the same reaction of the American people back in the 60s' when they saw the Toyota and the Corolla for the first time. The Tata he explained is a cheap and energy-efficient car worthy of use by any driver.

In the last part of his presentation, Yonekura talked about the field of robotics. According to him, the first time he heard about the robots invented by Sony, his initial sentiment was that it was the worst product

Sony ever invented. However, people are now saying it is great because by 2015, one-third of the Japanese population will be over the age of 65. With thirty percent of these ageing people living alone, the robot will become very beneficial. He explained that the robot has a sensor that could detect if light, gas, or water is left unattended in the house and could alert the human occupants. Furthermore, the robot could also sense if there is a substantial period of in activity in the house and could alert medical workers and the police of the situation. All these innovations, Yonekura concluded, would be truly useful in helping Japan recover and overcome from its current difficulties.

### ***Discussion***

1. The first question pertained to the funding sources for the various design projects engaged in by Jeongju University. The participant wanted to know how the university received its financial support. Lee replied that through the change in branding of the university that was implemented, more students enrolled at the university that produced a subsequent budgetary increase. Second, the government grants they have received have also helped. Though it is very quite hard to compete with 200 universities in Korea, Jeongju does its best to come up with proposals for government-funded projects. According to him, they recently won a 112 million dollar project from the government.
2. The last question was addressed to all the panel speakers. A participant raised the issue of cultural influences on the implemen-

tation of the design management paradigm. Does culture in each of the respective countries enable or inhibit the absorption of the design influence in the management world?

In the US, Porat explained that the government is rarely involved in the operations of higher education. Therefore, for their part, he believes that what is adhered to is a kind of “free-for-all” system in fighting for their positions. Faculty negotiations, he added in relation to this, are a complex process. Business schools (except for a few leading ones) traditionally have not had a design program; however, the opportunity is now there. Some recent market crises, he said for example, have become opportunities to introduce design into the business curriculum.

From the perspective of Germany, Faust thinks the question of culture could be addressed through systematic thinking and organized movement. He believes in the necessity of first introducing topics to generate interest — this is what he has done for the past three years and thus far has observed a kind of movement in their management faculty. Faust shared that the management faculty in his institution are slowly adapting to the ideas he introduced. In addition, a 2012 conference is being planned to talk about the subject of “managing creativity” versus “creative management”; in addition, the creation of a dual Master’s program is also underway for this purpose. Faust believes there is an ongoing improvement for the attainment of cultural shifts and radical thinking. Lee, for his part, answered the query by stating that design is a very powerful tool for communication in his university. To illustrate he shared his experience when they first presented the “Stars”

concept as the new identity of Jeongju University. According to him, the idea was initially met with skepticism and negativity. However, after it was presented using visuals, people warmed up to it and even volunteered for some of the tasks involved. Lee believes this is a good example of the power of design in the internal communications of the organizations that also could be considered by others.

Lastly, Yonekura addressed the question of culture by stating that the Japanese culture and society is very sustainable and process-oriented. He emphasized that teamwork is observable in their country and that necessity often dictates innovation rather than cultural impediments.



# Trends of Management in Asia, Europe, and North America



- **Main Speakers**

CHO, Dong-sung(Professor, Seoul National University)

Green LEE(Vice President, Brand Experience and Strategic Design)

Justus THEINERT(Professor of Design Dept., University of Applied Sciences Darmstadt)

This session examines design and management convergence from the North American, European, and Asian perspective. The speakers represented differing perspectives from various parts of the world. The session moderator began with an introduction of the speakers followed by a discussion of the guidelines for the presentation.

## *Presentation*

The first speaker, Mr. Green Lee, Vice President of Brand Experience and Strategic Design in the United States, mentioned that his presentation would take off from the keynote address delivered by Richard Buchanan in the earlier session. He shared his experience of being in charge of IBM's overall design for 17-18 years. Mr. Lee posited that design can have a significant impact on trading corporations. In this session, he elucidated

the methods for design management at IBM. Design methods, he noted, have the ability to transform into business change. IBM believes in the progress and application of human intelligence, reason, and science as factors for the improvement of business and society. What differentiates IBM from other companies rests upon its core values, forged from 100 years of consultation and expertise. These values were formed by thousands of IBM-ers across the world in an internet conversation. These values include a focus on client success, societal change through innovation that influences the world, and personal accountability in all relationships. IBM adheres to the principle that one can only manage operations globally through values that are at the core of IBM's every decision. A few decades ago, IBM experienced a number of setbacks and challenges as one of the companies that was deconstructing the computer industry. Its annual income and stock price were down. There was also a dramatic decrease in the number of employees. The new CEO of IBM showed the necessity for the enhancement of design and devaluation of the product. Furthermore, IBM's progress from a hardware to a software system resulted in the promotion of its sustainability initiatives. There were numerous conservation initiatives advocated by IBM, such as work at home options, recycling and non-incineration, world community grid, and super computer capability. Mr. Lee argued that three things brought about the discussion of design management and its initiatives. It focuses on the world becoming increasingly instrumented or interconnected, thus making everything more intelligent in capturing data, providing analysis, and changes. Mr. Lee also discussed how design is used to affect changes in IBM and its clients. He acknowledged the argument posed by Mr. Buchanan that all designers work against a particular type of process. Observational changes are made

by seeing things that have not been previously articulated. After the presentation of Mr. Lee, a participant audience asked how IBM uses product development. Mr. Lee answered by saying that experience with a new product starts when you receive it. It is measured in terms of how intuitive it is, how one can map it, and how you try to fix it after you see that someone is actually struggling using it.

The second speaker, Mr. Justus Theinert, Professor of Design Dept. at the University of Applied Sciences Darmstadt, Germany, proceeded with his presentation that focused on the discussion of design competence in a global, political, and economic context. Mr. Theinert hoped that his presentation would provide information on the fundamental idea of design and management as well as exemplify the political and historic context of why designers and their methods are predestined to contribute to a wider society and why it is important for designers to take this responsibility. Mr. Theinert also talked about creative strategies, particularly on the necessity for fundamental and enduring changes of mindset due to the explosive political dimension that widespread design competence has in the future. According to him, from the historic perspective, the emergence of design was a result of massive political, economic, and cultural reorientations in Europe. The industrialization had tremendous positive and negative effects on daily life. The worse impact was that industrial labor has estranged people from the natural life. It was a question of how to survive in surroundings that do not meet human needs. Thus, many social movements have tried to develop design concepts for the appropriate modern life. These innovative ideas covered all fields of daily life, education, health, food, clothing, and propagated a resolute back to nature lifestyle. In art and architecture, historicism dominated the last four decades of century.

This domination was not just a style phenomenon or simply quoting elements from Roman architecture, but an extremely inflexible mindset that set the past as inappropriate to cope with the challenges of industrialization. Consequently, the back to nature idea has found its way to applied arts.

Mr. Theinert stressed that design started from the vicious and innovative concept of social development. It was not an artefactual issue. On the contrary, design in the beginning tries to improve life as a synthesis of art. Both the new educational years are made in response to the humanization of living and working conditions.

The third speaker, Prof. Cho Dong-sung of Seoul National University, shared that during the formative months in preparation for the Jeju Peace Forum, the organizers thought of a dual triangulation to represent the speakers and issues in this session (i.e., Europe, Americas, and Asia, as well as, design, management and brand). These three components, Prof. Cho Dong-sung further noted should be an integral component of our life, yet these have been approached separately with very little coordination. Thus in this session, the focus is on the integration of the three groups and the perspective of individuals from the management field about this integration. Prof. Cho Dong-sung stated that his discussion is divided into the discussion of Jeju Province's design initiatives and approaching design from a perspective of a management scholar.

Prof. Cho Dong-sung explained that in lieu of the confusion that the concept "design management" entails, he utilized the term "management design" instead. He also argued that management could be applied to business, family, government, and even to our own individual value systems. Design too can be applied to anything, anywhere, and anybody. The

current state of design and management has many loopholes and problems. Prof. Cho Dong-sung noted that corporate governance is a plausible way to remedy the inherent problems of the corporate system. He suggested that perhaps it is time for us to consider designing corporations differently. He pointed that management is a kind of technique to approach management design. The failure of corporations can be attributed to a lack of sensitivity on image and ethics. Prof. Cho Dong-sung proposed a number of strategies to effectively manage designs that include corporate identity strategy and total image management. These techniques will change the perceived image of the customers and influence how customers evaluate the corporation. Specific changes (depending on the needs of the corporation) can be made. Prof. Cho Dong-sung said the development of a kind of checklist for the company is necessary. In addition, comparing the results of this checklist would lead to the proper identification of the problem that needs to be addressed.

# Collaboration



- **Moderator**

YOO, Young-jin(Professor, Fox School of Business, Temple University)

- **Speakers**

CHUNG, Kyung-won(Director, Culture, Tourism and Design Department, Seoul City/Professor, Industrial Design Department, KAIST)

Jamer HUNT(Professor, Parsons the New School for Design)

KIM, Miso(Professor, Carnegie Mellon University)

KIM, Won-tak(Professor, International Design School for Advanced Studies, Hongik University)

RYANG, Seung-ene(IDEO, Tokyo Office)

Marc STICKDORN(Professor, Management Center Innsbruck)

Jennifer WHYTE(Reader in Innovation and Design, University of Reading)

This session focused on the presentations in regards to urban design and the design policy of Jeju-do. The overall contents of their presentations were focused on management. The main question it seeks to address was how we collectively work together to address urgent and critical social challenges in the area of business design.

## *Presentation*

The first speaker, Prof. Yoo Young-jin of Fox School of Business, Temple University, discussed the convergence of the different roles of management and design by describing the dynamism of the artificial world. He explained that we live in an artificial world shaped by businesses and filled with many artefacts; however, business is shaping local forces (values and services) that must enhance the dignity of the people and quality of their lives. The three important artifacts that management builds are products, organization, and information. Prof. Yoo explained that products are created from designs through complex information systems and networks based on management decisions. Through such management decisions, he stressed, products can save lives or harm people. From these perspectives, Prof. Yoo puts forward three questions: (1) how can the field of design and management collaborate together to address pressing societal changes, (2) what can managers and designers learn from each other, and, (3) how we can develop an integrated educational system that can groom new type of professions who are trained to address societal challenges.

The second speaker, Mr. Ryang Seung-ene of IDEO-Tokyo Office, proposed two design solutions in the era of accelerated change: open innovations and foresight in service design. Open innovations, he said, are technological breakthroughs where everything has been described as 2.0s and they are accelerated as well. He also explained that foresight service design highlights the significance of service-centered models that value individual behavior towards consumption, drive the expansion of the manufacturing service sector to complement the demands for various

types of services, and, instigate the creation of new markets that can offer new innovative services. Mr. Ryang emphasized that foresight service design must inevitably deal with the challenges of how to improve the quality of user interfaces and customer service.

The third speaker, Prof. Chung Kyung-won, Director of Culture, Tourism, and Design Department, Seoul City and Professor at the Industrial Design Department, KAIST, presented various design strategies and innovations towards the development of Seoul as a dynamic international city of the world. According to him, the basic value that is inherent in their design is transforming the ordinary to become extraordinary. Such values are undertaken, he said, in five areas: economic, environment, living, culture, and tourism. Prof. Chung explained that the key strengths of Seoul in terms of design are the vision of a design-conscious Mayor, expertise of a mixture of designers, collaboration of state and private design organizations, integrated and holistic design systems, updated design guidelines; and, design summits where current challenges and new ideas are presented and deliberated. Through such synergy, Seoul has been recognized by the New York Times and UNESCO; in addition, its mayor and design team will continue to elevate its rank among the cities of the world. Prof. Chung concluded that design is about preserving customs and culture to develop the future of our lives.

The fourth speaker, Prof. Jamer Hunt of Parsons the New School for Design, discussed scale as a design tool to address complexity and collaboration issues and argued that changing the scale(through scale shift) is changing the nature of the problem. He stressed that design is a collaborative process between multiple experts and the concept of scale is a significant tool to address different complexity levels. Professor Hunt then described



the different kinds of scale and concept of scale shift. According to him, scale may be classified into perceptual scale and conceptual scale. Perceptual change is the ability to perceive and understand measure that is conventionally associated with the mass of an object. Technological and electronic innovations, he said, have disrupted the conventional notions of scale where electronic data can easily be transmitted and accessed with minimal physical effort. However, ecological disasters are perfect examples of conceptual scale as the degree and level of environmental problems are difficult to precisely measure or quantify. Such notions of scale, Prof. Hunt explains, can be a tool to deal with social issues and problems that evolve into different levels of complexities. He then introduced the concept of scale shift where designs can be transformed from linear to non-linear or from quantitative to qualitative values. He explains this concept through an example of how the natural state of water changes into a gas when it becomes heated. To explain how such concept can be applied in addressing societal problems, Professor Hunt analyzed the adoption of bicycle use in the city. If people are concerned about conveyance, then they need a bicycle that is flexible, lightweight, and easy to fold; subsequently, this becomes an issue of industrial design. If people are concerned about safety, they need streetscapes suitable for biking; subsequently, this becomes an issue of urban design. In his concluding remarks, Professor Hunt explained that an increased scale intensifies the nature of the problem; therefore, shifting the scale may provide feasible avenues for intervention.

The fifth speaker, Ms. Jennifer Whyte of the Reader in Innovation and Design, University of Reading, explained that technology is changing the delivery of projects, in terms of integration and coordination. Some of the social issues that management must address, she stressed, are its impact

on the carbon footprint, climate change adaptation, and sustainability in the quality of lives. In particular, she identified that the most significant aspect of the digital economy that is indispensable for the management is the use of integrated software solutions to coordinate the delivery of large-scale infrastructure projects. However, based on her experience, Ms. Whyte explained that the management is faced with three challenges from such practices: organizational complexities across regions, degree of information sharing, and questions of sustainability. According to her, through integrated software solutions, the designing and building of large-scale infrastructure can be conducted easily by multiple firms, organizations, and individuals across different regions in the world, which may be driven both by private and public ventures. Such organizational complexities, she said, may contribute to societal challenges that are not only confined in one place. The second challenge that she identified is the degree to which information is processed and strategies are compared, that is, different approaches would lead to different solutions that may not be applicable to one area. Lastly, management must address the issue of sustainability in designing and building large-scale projects to learn from the failures of previous projects as well as to build the foresight to prepare for human resource challenges that can influence the different stages of the project.

The sixth speaker, Prof. Marc Stickdorn of Management Center Innsbruck, discussed the three management perspectives to adapt to societal changes and the five basic principles of service design thinking. According to him, the three management perspectives are service dominant logic, experienced economy, and, social media. First, the service dominant logic highlights the utility and value of services that each product provides. This focuses on what type and quality of service the product delivers to the

customers, consumers, or users. Second, the experienced economy perspective stresses the dynamic experiences from the service or experiencing the service. Third, social media builds trust. For instance, people use and rely on travel web services to plan their itineraries because through such media advertisements are supplanted by the quality of experiences disclosed by customers or users. As society is always changing, Professor Stickdorn explained that the demands for the delivery and quality of services would continue to change as well. This is where service design thinking becomes significant. He then identified five basic principles on how to understand the concept of service and its delivery: user-center, co-creation, sequencing, evidencing, and holistic. A service is always assessed and valued from the eyes of the customers that suggest a reliable ethnographic research methodology is critical to capture tastes and preferences. A service is a process of co-creation as it entails many stakeholders from providers to costumers. A service entails sequencing, a process that can be experienced overtime and not just in one instant. A service presents evidence or a tangible proof that captures the value of a certain experience such as travel souvenirs. A service is holistic as it draws together the synergy of all factors towards its delivery and quality. Professor Stickdorn concludes that service design thinking is a way of thinking amidst the diversity of disciplines as it highlights the sharing of a common language, a common approach, and the same toolbox towards the development and enhancement of the delivery and quality of businesses services.

The seventh speaker, Prof. Kim Miso of Carnegie Mellon University shared her insights on service group thinking and its various models of a service blueprint and the meaning of service. Service group thinking, she described, is the melting pot of designers for different services as it highlights

the diversity of services that are being delivered or offered by multiple individuals, organizations, entities, or businesses. It entails designing for service; a present way of thinking where business and design collaborate and converge. Professor Kim then identified the different models of service group thinking such as the mass production model, molecule model, services as argumentation, and customer journey. Designing for service, she said, is complex because it involves the synergy of all factors where the experiences of customers are valued to the highest. She added that providing service is also a process and interaction between people and through their experiences, new forms of services could be created with their participation and collaboration. Therefore, in order to develop a blueprint for service, she stressed, the customers and the people must be engaged (as this would serve as their reference) with a place that suggests the bigger picture as well as a common place for them to participate and collaborate. In conclusion, Prof. Kim raised the question: what is the meaning of service? The meaning of service is changing, she said, even at this very moment.

### ***Discussion***

Due to time constraints, only one discussion was initiated from the plenary. An issue was raised in regards to the simplification and reductionism of the complex universal system through service blueprinting. In response, Professor Kim explained that systems are eternally complex and the function of service blueprinting is to simplify them so that humans can experience and explore them. The varied experiences that can be generated from such a complex system, she said, are significant because these factors motivate people to participate and collaborate in the delivery of services.

# Mutual Learning



## ▪ Speakers

Nicholas BERENTE(Professor, University of Georgia)

Erin CHO(Professor, Parsons The New School for Design)

KIM, Tae-hyung(Professor, Institute of Urban Architecture Korean National University of Arts)

KWON, Yoo-jin(Professor, Korean National Open University)

MB Sarkar(Professor, Fox School of Business, Temple University)

Lars RADEMACHER(Professor, The Macromedia University for Media & Communication)

XIN, Xiang(Professor, Hong Kong Politechnique University)

This workshop is part of the Business Design Session that examined various management design schemes. In this particular workshop, the focus was on mutual learning between business managers and designers.

## *Presentation*

The first speaker was Mr. Kim Tae-hyung, Professor at the Institute of Urban Architecture of the Korean National University of Arts. His presentation focused on the future of design and its relation to his work as

an architect. He began his presentation with the definition of designers as an emerging force of artists, inventors, mechanics, economists, and evolutionary strategists. He then related this to his personal experiences with various design and urban management projects. He described his first project in Jeju. His team was invited to do the design guideline for Jeju Island, and was faced with challenges that included the conflict between preservation and development issues. In order to address this and to move about the project, they did some initial research on the topography and geography of Jeju and analyzed the development projects in the area. Based on their initial research on setting the design plan, they first encountered challenges related to money issues such as high costs in setting up projects in coastlines. Another project Kim Tae-hyung described was the establishment of an elementary school in Sichuan, China in 2000. During the initial phase, they worked to create a plan and form employment partnerships with local designers. However, the design ended up differently from what was planned since their partner was not very familiar with the design features.

In his assessment, he argued that such projects were affected by various development issues, and that the role of design and its scope have become larger than ever. For instance, the scale and complexity of projects in Korea are unprecedented. Like in other projects, they were asked to do urban planning, but before that, they have to set up a strategy from both the management and design points of view, such as how to use water resources to make the project financially and ecologically sustainable.

In conclusion, he offered his views in regards to visualizing a design. He related the need to have a strong perspective and style for what they did in a project where Australian designers have already designed the site but

the investors chose their work because of their added style to it. Finally, designers need to have a vision that has brought them success over the past years. Designers are also artists, economists, and dreamers; therefore, their designs must have more imagination and vision to change the world.

The second speaker was Prof. Kwon Yoo-jin of the Korean National Open University. She shared her thoughts on cultural branding strategies. She started by saying that the vast amount of interest in design stems from the fact that design is a user-centered innovation. Traditionally, design was viewed as a mode of expression that facilitated production. However, it is now considered an important factor in business practices. Design thinking as a method, can provide a foundation for a variety of innovations within human-centered design ethos. This is exemplified in iconic products such as Apple, and its success demonstrates the integration of design and management at various strategic and operational levels.

She then discussed the two myths in design creation and its implications for management and innovation. The first is about human centerness that is reflected by societies' infatuation with humanity. For example, Steve Jobs framed Apple's competitive edge as the successful integration between technology and liberal arts, and lately many companies have given more attention to research on humanities education for their employees. However, problems in investment are often aimless both at the individual and corporate levels. The second relates to how people believe that design thinking is solely a product of individual spark, and how design thinking involves intuitive thinking that is seen as thinking with minimal reasoning. Based on these myths, she then discussed the relationship between culture branding and myths. Roger Martin defined design thinking as based on the integration of analytical and intuitive thinking,

while cultural branding refers to aligning a brand with a particular kind of myth and building the cultural myth of the brand identity in a type of cultural activism based on the socio-cultural analysis of iconic brands.

An ideal model for businesses can be the culture innovation model that consists of ideology, myth, and cultural codes. Applying this model to the Starbucks case, the coffee company capitalized on the ideology of artisan and cosmopolitan, often demanded by consumers. Their identity myth is an accessible form of cultural sophistication that uses many cultural codes such as coffee displays and a Bohemian retail design. Kwon added that in creating this cultural brand identity, the manager should be the one to assemble cultural knowledge, as it provides a framework for the designers. The designer's role is to compose a cultural expression and embody knowledge through the creation of the myth. The brand should not always be the first to respond to new cultural contradictions, as they can employ texts from existing myth markets that include films and the arts, which create a charismatic aesthetic.

Kwon further argued that myths should be kept relevant, and need to be re-invented to respond to economic shifts. As such, the integration of management and design is critical. She then discussed what designers and managers need to learn in relation to cultural strategies. First, designers need to understand that design is not isolated and must develop works that have an impact on consumers since they are at the forefront of composing myths. Second, managers need to understand and be more involved in the iterative process and need to be more flexible. Third, both designers and managers should continue to participate in the creative process. Fourth, managers need to be more knowledgeable in the accumulation of cultural capital and experience. She concluded that the object of consumption has



now changed into consumption of myths and that cultural branding requires an integrative process with lots to learn from both sides of managers and designers.

The third speaker, Prof. Erin Cho of the Parsons New School of Design in New York followed. Her presentation focused on designing social networking models that harnessed a community-centered collaboration for creativity that require the integration of technology, design and business for design education in the future. Specifically, she introduced the business model taking advantage of crowdsourcing. Crowdsourcing was first introduced by Jeff Howe in 2006 and refers to outsourcing tasks traditionally used by an employee or contractor within a community through an open call. The difference between crowdsourcing and open innovation can be illustrated through an analogy between a fishing pole and fishing net.

The idea of open innovation was promoted by Henry Chesbrough in 2003. Open innovation is about collaboration involving two or more companies working together. It uses a fishing pole approach since it targets specific communities, and knowledge-sharing is done with a limited number of parties. However, crowdsourcing means a sponsor asking a crowd of people for wisdom and solution, relies heavily on the use of internet that serves as a critical interface in terms of connecting people. Several new business models have already been developed to leverage crowdsourcing for their businesses. Cho then mentioned some examples of this approach, such as collaborations on research and development, design and management, and peer productions. In other words, it is like matchmaking, linking a solution seeker to a solution provider. Such business models can serve a group of professionals who can join together

to improve the quality of work and in the process promote collaboration among its members. Nowadays, many global platforms enable individuals to collaborate creatively for business solutions, such as an engineer in Nanjing, a designer in Sao Paolo, a creator in Berlin, and a design team in Boston who work together through internet technology and inspired business models. Indeed the importance of technology innovation is crucial in the success of such business models.

For Cho, the goal of any business is success, and success relies on the maintenance of a happy community and with a minimal feeling of exploitation. To achieve this, design incentives must be maintained to retain existing talents and recruit new ones. Factors that motivate them (networking, information, names being recognized by community, and building a good reputation) should also be addressed adequately. The challenge now is to manage the amount of information and remove low quality content. This may require close observation of intellectual property, cross border collaboration and collective work to develop holistic solutions.

The fourth speaker is Mr. Lars Rademacher, Professor from The Macromedia University for Media & Communication, Germany. His presentation focused on how organizations can be sustainable through his personal perspective as a manager, a member of an organization, and as a European. He started by claiming that designers and managers have become accustomed to living in different worlds. They are located in different departments and hierarchy levels; however, this gap is not tolerable anymore because it represents a total waste of opportunity for pooling resources and finding sustainable solutions. In the past, managers have also underestimated the value and profile of designers that greatly limited their scope. Managers should now accept that design is more than

dealing with the surface. As for the designers, they have limited themselves by not reflecting on design and by focusing too much on them being artisans.

In regards to institutions, organizations are now becoming dependent on designers and design even after the 2008 economic crisis. Major institutions have grown, and this growth has resulted in leaving big organizations more abstract. As such, there is a need to rethink shape and structure as growth creates new management problems. Given this institutional background, Rademacher argued that managers are unskilled to cope with these complexities since the problem rests on the nature of management as producing decisions. These decisions are often conducted under time pressure and risks; in addition, tasks to prevent premature decision-making are becoming more demanding. These demands now need new decision structures to reduce complexities and prevent premature management decisions. As such, new ways of business management demand a different way of management and communication strategies. Successful companies, he said, are those that are open, flexible and focus on stakeholder interaction. To be able to sustain this, there is a need to constantly work for flexibility and stability to achieve a more athletic organization.

Rademacher concluded by saying that design helps overcome the era of branding, and the current gauge for success involves participatory designs and sustainable solutions. The need for new approaches in design and communication has implications for design and corporate branding since it is necessary to convince consumers through quality and a new style of behavior.

The fifth speaker was Prof. MB Sarkar from the Fox School of Business at the Temple University, USA. He focused on the issue of

emerging markets and how designers or managers could learn from innovation experiences in emerging markets. He employed his framework of reverse innovation and how the lens of design inquiry can be used to examine this phenomenon. He started by claiming that traditionally, products were developed in the richer countries for their consumers. When companies started to globalize, they have to adapt to local realities and hit the price point of the local markets. Recently, machines and financial systems that surround innovation have now moved into emerging markets. The question, then, is, is it possible to design local innovations for local markets? It seems that (according to Sarkar) the bogus choice now suddenly becomes desirable as some innovations can actually come back and disrupt markets in the West. These innovations carry the potential for disruption because they tend to be cheaper, lighter, and consist of attributes that the mainstream market does not have. Such phenomenon is becoming important and economists are now saying that the world is changing radically as innovations are not happening in the West alone.

Prof. MB Sarkar then discussed the working definition of design. While there is no one definition, a couple of things stand out. Design can be considered as an approach to innovation that combines empathy and analysis. The more important part is how to find unarticulated needs that include the hidden desires of the market. Such is the ideal perspective, but according to Sarkar, in a parallel world life is a little different. In reality, 75% of the global population lives under 2 dollars a day and famine has contributed to worldwide experiences of poverty due to the concentration of wealth in a few people. In recent years, conversations on the international level have been about poverty alleviation and the creation of sustainable solutions for the future. The challenge, for design thinking is to manage

and work in a sphere of poverty and manage the tensions between extreme constraints and infinite scales since most people live under a substandard 'good enough' paradigm.

There are some noteworthy innovations in emerging markets, and as such Sarkar gave a brief discussion into the services model. In India, for instance, 51% of farmers do not have a bank account and this poses huge challenges for Indian farmers. Zero Mass Foundation, a microcredit foundation in India, came up with a very simple technology of a biometric scanner mobile phone that has brought 23.7 million within the ambit of banking within 3 years. Another innovation is the introduction of mobile banking that can be considered as a product of the introduction of Vodafone in Africa, and now it is the turning to the West to help reinvent multinationals.

Given all these, Sarkar said that there is a need to revisit the concept of design inquiry and suggested that we look at the 'bottom of the pyramid' perspective, as emerging markets have obvious needs. Design inquiry will become more collaborative and holistic. Solving problems means bringing private solutions to complex public problems; case design has to improve lives, empower people, and address poverty issues.

The sixth speaker, Prof. Nicholas Berente of the University of Georgia in the US followed. His presentation answered the question of what managers and designers can learn from each other by proposing a metaphor that involved surfing. The assumption underlying the aforementioned question, according to Berente, is that there is a concept that management and design are somehow different; however, he argued that a good manager is also a designer and that a good designer is also a manager.

First, to distinguish design and management, there is a need to

caricature the two. Managers are seen as executing and doing; designers think, reflect, and never execute. He thinks that the perfect blend is to think and execute at the same time, since we cannot make this distinction between the two if we empirically look at the world. The distinction is a 'construct' we have to create in order to make sense of the world. Speaking of a construct, he then discussed the 'construct' of management as a control that is an essential part of the concept of management.

In an increasingly complex, very indeterminate, problematic, and non-linear world, Rabente argued that when managers become disappointed when they control with second level effects. The moment government regulate, for example, they meet disappointed because people can figure out ways around it. In today's complex environment, people are finding it difficult to control. To address this issue, he introduced a cybernetic concept called 'requisite variety' that argues that it 'takes variety to manage variety' that means that complexity in the controller and the system to be controlled must be equal. This involves two strategies: reduce the complexity of environment and increase the complexity of the controller. The caricatured management is about reducing complexity; however, design is about making people more complex through prototyping, trial and error, and testing.

He then related the foregoing discussion to his surfing metaphor. He argued that people have to surf through complexity. Like in surfing, where surfers control only a few things like the surfboard, there is a need to adapt to the complexity of the wave in the process, the factor that surfers have no ability to control. This is where management and design can learn from each other in terms of complexity and control. He concluded by saying that we have to consciously start iterating the balance between control and

inquiry.

The seventh speaker was Prof. Xin Xiang from the Hong Kong Polytechnic University. His presentation focused on attitudes and principles to answer the question of what designers need to learn from business managers and vice versa. He started by claiming that such questions suggested a sense of professional skill, and that by going through collaborative work they can interactively learn; however, as Xin argued, this is often not the case.

He cited a car design business story as an example. One designer made a beautiful clay model, and the manufacturers took the model to a 3D scanner and generated all the technical specifications. Afterwards, the designer found out that it was not the same as his original design. In such a case, some professional skills can be overturned by collaborative work. Designers may find it hard to learn managerial skills, and sometimes may require 'skills beyond professional skills'. He cited the development of a radio design conducive to working sites as an example, where a company started by trying to extend their product line but never succeeded because they did not consider the working environment for their products. The radio became the best selling product of the company because there was no competition in this market.

Given these examples, Xin argued that design is a constant process to identify and adjust to goals that are not pre-defined. This is very different from managers who are very comfortable with their objectives. There are also certain closures at certain operational times that managers observe. In this case, the attitude towards work are what managers can learn from designers, such as being comfortable with uncertainty, respecting instant and spontaneous inspiration, respecting intuition and practical

wisdom, being comfortable with open ended possibilities and being willing to redefine their objectives in the process. Respect is also important, as designers can significantly care about their designs for their satisfaction.

Designers can learn from managers the need for interest in professional efficiency and decision-making. Goal oriented attitudes of managers include accountability through justified decision making, emphasis on operational capability and efficiency; in addition, emphasizing analytic and scientific methods to support operational precision. Designers sometimes think very hard on the creation of work, while managers focus on solutions and the consumption of work. It is important to be aware and respect complementary professional skills, learn from each other's attitudes to adjust to potentially shared problems, and be open to the possibilities of convergence with shared principles of prosperity and diversity.



# Convergent Education

## ■ Speakers

Kaja Tooming BUCHANAN(Professor, Cleveland Insitute of Art)

Erin CHO(Professor, Parsons the New School for Design)

CHO, Dong-sung(Professor, Seoul National University)

CHOI, Sooshin(Professor, University of Cincinnati)

KIM, Won-taek(Professor, International Design School for Advanced, Hongik University)

LEE, Kipum(Ph.D Candidate, Case Western Reserve University)

LEE, Soon-jong(Professor, Seoul National University)

Brigitte Borja de MOZOTA(Academic Director, Ecole Parsons Paris, Universite Paris Ouest)

SHIN, Suejin(Professor, Yonsei University)

The topic for this workshop was the development of integrated undergraduate and graduate education for training new types of professionals who can contribute to society. There were seven speakers for this session: Shin Suejin from Yonsei University, Lee Soon-jong from Seoul National University, Brigitte Borja de Mozota from the Ecole Parsons Paris, Universite Paris Ouest, Kaja Tooming Buchanan from the Cleveland Institute of Art, USA, Lee Kipum from the Case Western Reserve University in USA, and Choi Sooshin from the University of Cincinnati in USA.

## *Presentation*

Prof. Shin Suejin of Yonsei University tackled the relationship between Art and Science in her presentation and used her psychology and photography background to explain their connections.

As a photographer and a psychologist, Shin stated that she has often thought about the possibility of an educational system that supports and integrates Science and Art. In the past, there was no way for these two fields to interactively communicate and the main reason for the lack of communication between the two fields was in the way they approached their goals and solve problems. Recently, the gap between Art and Science is less with both fields utilizing creativity towards their respective goals. The most important and fundamental goal of college and higher education, Shin said, is the fostering of creativity in people. A creative person, she explained, is somebody capable of creative thinking, problem-solving, and decision-making. These creative people have the opportunity to contribute to society through the propagation of creative communication. With this in mind, the current question is how to educate students to live curiously and engage in creative communication. Shin made several proposals in in regards to this.

First, she believes that we have to educate people and enable them to integrate values and resolve conflicts with each other. Scientists should think like artists and vis-à-vis artists should apply the scientific method to their works. The spirit of imagination should be embraced by science because artistic spirit guarantees sustainability; however, scientific techniques and predictability are also important aspects that are necessary in accomplishing goals in the field of the arts. To illustrate, Shin used her current

research as an example. Using her background in psychology and photography, Shin shared that she sought to determine how technical aspects in photography could influence aesthetics and affection. A picture, she explained, usually contains various properties such as color, shape, space, and motion. In her research, her goal was to find out how these characteristics are expressed in a picture. Another project she is pursuing exemplifies the merging of scientific and artistic methods in her ongoing investigation on subject image quality estimation. The purpose of this project she said was to develop new criteria to design digital cameras that also consider the affective aspects of users.

Another method to encourage creative communication in students, is through thinking about the “what”, “how”, and “why” questions. Using photography as an example, Shin said that “what” questions could be related to how subjects are initially selected. Photography begins by making a choice in regards to subject matter. After the “what” subject question is answered, the “how” is addressed. Again, in photography, Shin likened it to the choices a photographer makes in regards to effect, distance, composition, exposure, and lighting. All these factors and techniques create a photograph with diverse messages.

The first two questions, the “what” and the “how” are easy enough to answer, the problem, Shin surmised is the third question “why”. She believes that a strong faith or a strong answer to the “why” is necessary in the field of management. In the field of the arts, the relationship of faith and creative communication is obvious. Artists cannot do anything without faith in their works and themselves. The question of “why” therefore is the one big problem that all universities must consider. Having a strong faith and principle that determines individual behavior is the driving force that

propels people to move forward and continuously participate in creative activities. In this constantly changing world, the people who are capable of answering the “why” question are best able to adapt and flourish. People who maintain their faith and engage in creative communication in particular have the means to contribute to society. Shin also emphasized creative communication rather just creativity because in her view creativity stems from communication among people. Creativity does not solely come from a genius individual and is a necessary ingredient that should be added to the educational system that enables students to integrate conflicting values and methods, as well as have faith in the ability to affect change in society.

The second speaker, Lee Soon-jong, Dean of the College of Fine Arts at Seoul National University(SNU) discussed the multi-disciplinary approach currently pursued at his university. For the purposes of cultivating talented students and creating cultures that are sustainable, in the 21st century, Lee said that SNU is currently focused on establishing a more inter-disciplinary program. The goal is to require students to attain competency through compulsory classes and programs.

The design education program is receiving significant attention to address the changing contexts of society. The slogan being adhered to at SNU, Lee explained, is that of the 21st century being the century of the “creative society”. By “creative society” he clarified that the focus will not be directed only at honing creative pupils, artists and designers. Attention will likewise be given to the social sciences, not just economics and technology. The design education model to be followed is that of a multi-disciplinary and integrative approach. Establishing connections and links among different fields and professions will be part of this strategy. The “integrated creative design program” will be pursued together

with other design faculties at SNU, as well as the Department of Engineering, and the College of Business Management. There are currently plans as well to expand the collaboration to include the humanities and social sciences.

So far, Lee said that SNU would focus more on soft power. The educational structure, cultural studies, technological studies, business management skills, as well as communication skills, will also be addressed. In order to push for the educational goals set by them, he also said that SNU has plans to spread many related classes on these programs. Specifically, they intend to implement a more practical and customized style of education in a globalized educational environment context. In this integrated design program, faculty from different departments related to design, engineering, and business management, have mostly expressed a sincere interest to participate. Lastly, Lee mentioned that international collaborations and strengthening networks are also part of the plans of SNU. Conferences on international design programs, global integration, and integrating design faculties will all be part of this endeavor.

The third speaker, Prof. Shin Suejin from Yonsei University was the third presenter for this panel. She contributed her thoughts to the issue of convergent education and shared her experiences and observations working for the establishment of a design department for the new international campus being built by Yonsei University. The new international campus according to Shin will feature a design department. She also explained that the character of the international campus being built would adhere to a convergent program. Shin admits that they are encountering many issues and difficulties. They are still in the process of developing the curriculum, identifying the faculty, and designing the structures. She expects the preparations to succeed though and looks forward to opening the school

for its pilot run next year.

Shin shared her ideas on the topic of convergent education. In Korea and in many parts of the region (particularly in colleges and higher education institutions), multidisciplinary, interdisciplinary, integrated, and convergent education is a popular trend. Shin attributes this phenomenon to the changing needs of society in terms of educating students. The current purpose of education has become the teaching of students for them to turn out as individuals who can produce “multiple things, thinking, and doings”. The commonality between designing and managing is also gaining recognition. It is therefore inevitable that designing and managing fields are converging since these two together do not just teach different analytical, synthetic, or aesthetic skills, but cultivate thinking. Furthermore, big companies are no longer just seeking graduates that are designers or technicians. Instead, they are interested in hiring design managers who can manage the process, project, and the whole organization.

In order to catch up with all these shifts in trends, educational institutions are exerting more efforts to offer courses that are multidisciplinary or interdisciplinary. However, Shin believes it is easier to combine different disciplines in the graduate, rather than undergraduate programs. Undergraduate programs, she explained, usually already have a fixed curriculum and departments. Therefore, in her view, instead of adopting a convergent multi-disciplinary program, close collaborations among faculty members could be an option. Shin also suggests the creation of other majors that provide students the option to enroll in double-majors.

Convergent education, in Shin’s view, meant the enlargement of the circle to widen the core and include different emerging disciplines within. She views their current efforts towards the establishment of a new design

school as an opportunity to test out all the ideas she has mentioned. Currently, she explained they are developing the design program from scratch. She welcomes the challenge of thinking about what courses will be offered, what foundations will be built, and what type of image will be crafted for the new design school scheduled to be launched in March 2012.

Lastly, to emphasize her point, Shin ended her presentation by sharing this quote: “Give a man a fish and you feed him for a day, but teach him how to fish and you feed him for a lifetime.” Managing and design is not just limited to discussions, she said. The merging of these two areas and its applicability to education, she expects, will lead to the cultivation of different modes in thinking and doing.

The fourth speaker, Prof. Brigitte Borja de Mozota, Academic Director of Ecole Parsons Paris, Universite Paris Ouest, France, addressed the question of the convergence of design and management using the “single-loop” and “double-loop” metaphors. There are many changes in the way people see both education and economics, Borja observed. The terms design and management have become intertwined in the discussions about education and it is evident that the design thinking buzz has had a positive impact on CEOs and business managers alike. Managers are for example beginning to see design as a process that could possibly be implemented in their organization. The convergence of design and management can be analyzed, according to Borja, from the perspective of the “single-loop” and the “double-loop” change.

Analyzed through the “single-loop” change, Borja explained that at the moment what is missing is basically going forward to double loop change — what she meant by this is there is some kind of change in

behavior limited only to the microeconomic side. Design is typically understood as an industry, and the focus is on honing designers' skills, level of performance, and influencing incomes in design education. Design value meanwhile is assessed through the aesthetics and economics of the products. All of these issues stem from the way design is perceived at the microeconomic level, Borja explained.

“Double-loop” change meanwhile meant that whatever we have done now so far should go into the education of managers. The problem with double-loop change however, Borja said, is that the change is in the level of one company as well as at the industry level.

Borja suggests structuring design education with an emphasis on honing skills. She believes this is the only way to attain the convergence between management and design. The idea of convergence in education is recognition of what needs to be changed in the general curriculum. In addition, pushing the convergence between designers and managers with an emphasis on the basic skills of designers is needed at the microeconomic level. Ultimately, the goal is to utilize education to enable people to confront uncertainties. Producing design students is important; however, the applicability of design skills can likewise be spread to other disciplines.

The fifth speaker in the workshop is Kaja Tooming Buchanan, Professor from the Cleveland Institute of Art, USA. In her presentation, she sought to answer the question: “How can we develop an integrated education program and groom new types of professionals who can help society?” Buchanan remarked that answering the above question would be very challenging. However, she believes that producing such individuals is possible. In the Cleveland Institute of Art and School of Management for example, she said that they are in the process of developing a career



program in design and entrepreneurship.

Nobel Peace Prize winner *Muhammad Yunus* has characterized problem-solving business with the following words, “The starting point is in impossibilities”. What he means by this, Buchanan explained, is that doing the opposite and going against the flow could sometimes be necessary. Yunus for example developed a bank for women and for the poor based on the idea that people should not go to a bank but rather the other way around. All this supported the principle that the nature of design and management is to be in a “happy marriage.” However, she pointed out that there are significant issues and differences between the two that make integration complicated.

Buchanan underscored the importance of education that cuts across all the disciplines by citing a speech by US President Barack Obama that “countries should be unified by ideas and not divided by differences.” She also pointed to the significance of integrating design and management as well as the implementation of new programs of education. Unification is a question of parts and wholes, she explained. The challenge is how to identify the parts and what integrates or connects a part to the whole. In Buchanan’s view, there are three center features in a strategy: (1) identification of essential functions of the elements of design, (2) exploration of those elements, in an appropriate degree, and the (3) integration of those elements in design and management practice. The exploration of elements is a process of designing that also involves phases of analysis and synthesis; in addition, concrete production with a reflection on the implications and principles while being immersed in the causal-creative work. How do the functions of the elements of design matter as efficient-cost, material-cost, or purpose-as-final-cost. Buchanan believes it is important to work

together to develop meaningful and desirable products.

Buchanan, before ending her presentation, discussed the many challenges for the convergence of design and management. According to her, three stand out. The first, she said, is related to learning how to work together in an interdisciplinary method that requires a willingness on the part of students to go outside their comfort zones. The second challenge is related to the process of thinking, doing, and making, she stated. The challenge is embedded in the process of design, in learning to focus, use experiences, and use methods in research. Management students tend to enter into decision-making too rapidly without a proper analysis of the whole; however, design students love to focus on the process of sketching and problem solving. A convergence of these two methods will be very helpful in the design process. The third challenge is attaining the ability to move beyond an artifact solution to problems. Design students, in Buchanan's view, tend to fall back to physical artifacts as the final solution, despite dealing with problems in the area of interaction services or systems. A change in mindset pertaining to problem-solution should be adopted.

The sixth speaker, Mr. Lee Kipum from the Case Western Reserve University, USA, delved into the question of producing future leaders in business design and management. Specifically, he discussed certain methods that he deemed could potentially contribute to the convergence issue. Education has a role in producing leaders, Lee stated. The questions: "how can we create leaders of the future?" and "how can we create or develop professionals who will impact society?" are interrelated; especially when the topic of education is merged with the issue of design.

Lee proposed that one way to examine the intersection of management and design is to look at the boundary and consider the idea of a design

leader. One of the things that characterize design leadership in his opinion is the expression of a genuine desire to address society's problems. In many instances, design has often been reduced to the idea of providing tactical work for management. However, for broadening the concept, Lee suggested analyzing design and management in terms of strategic planning. He provided past examples of the strategic planning styles he has encountered, to illustrate. Relating to his experience working with Marriott Hotels International, Lee shared that one of the things he noticed about the organization is its emphasis on data collection. While he was working there, he narrated that he attended many meetings where company figures and numerical data related to company projections were shared. In this situation, Lee said that he quickly came to realize that strategic planning could do without numbers and there are other ways of collecting data such as through qualitative means like focus group discussions. However, attempts in this vein were not wholly welcomed at Marriott and he was often cautioned to ensure that no harm would be done in his efforts at innovation at data collection.

The other experience Lee shared in connection to strategic planning took place at the Cleveland Clinic. The philosophy and culture dominant in the clinic, according to Lee, was that of metrics. In past years, he said that the Cleveland Clinic has meticulously collected data on cardiovascular procedures. The breadth of data enabled the clinic to “slice, dice, and manipulate” the data using different perspectives. This studious collection of data also helped make Cleveland Clinic the number one center for cardiovascular technology. However, Lee argued that if the data collected is applied in a different context (for example, patient experiences) the outcome was different. When the Cleveland Clinic attempted to measure

patient experience using the method they used in the past, the results were disappointingly insubstantial. Lee attributes this failure to the lack of congruence in the method of data collection employed and the phenomenon being studied at the time in Cleveland.

Lee concluded his presentation by proposing two ways for designers to contribute in the convergence of design and management education: (1) first, through re-defining data. Lee thinks it is important to consider other forms of data collection. Organizations as designers should be challenged in the type of data they consider. The idea that measurement can only be conducted through numerical means should also be modified to include assessments of human experiences and interaction; this is where the power of narratives becomes useful, Lee added. (2) The second idea Lee proposed is that of visualization. Based on his experience at Marriott, he stated that the merging of different values and perspectives could be made possible if goals are clearly visualized.

The last speaker of the workshop was prof. Choi Sooshin, Director of the Design School at the University of Cincinnati, USA. Choi talked about the meaning of design, who the designers were, and design education. As a verb, design refers to the creation of things that are beautiful, useful, and meaningful, Choi explained. A good designer must incorporate all these qualities into their creations; otherwise, a product is not designed well. Aside from creating things, he also added that designers create a better life, better business, and better services. Design makes things work. It is more than just putting things together. The point of it is to put things together and to create more value.

Choi believes that unlike other disciplines, design comes with many dynamic faces. The current nature and characteristic of design, he said,

could be explained as having three faces— logic, magic, and music. Design, in Choi’s opinion, should be logical. A good design should work. In addition, design should offer surprises and be magical. As for a musical face, design, Choi thinks it should be likened to music particularly in the way it enhances emotion in people’s lives. The goal of the designer is to design something that incorporates these three design faces. Designers are professionals who create concepts and develop specifications of things and services. More importantly, the creation must have value. If something is truly valuable then we would keep it forever, Choi surmised.

In relation to designer thinking, Choi believes designers should also consider how to connect and communicate with other disciplines. Designer education should allow designers to learn how to speak different languages in marketing and management so they can design something that is more valuable. In the past, designers walk in the studio without thinking about other people. In this new era, designers are now connected to other areas and are more aware of different perspectives. The portrait of the designer they are advocating for is that of a designer who is a “conceptor, conductor, and connector”. By conceptor, somebody who sees and lets others see their vision, conductor refers to someone who can handle tests as an individual or part of a team, and connector connects with others to create creations that have a bigger future value.

## ***Discussion***

The following were the recommendations and proposals made to conclude the workshop on the convergence of design and business education.

1. The first suggestion related to making design and management work together for value. Business and design should move beyond making more people wealthier or providing consumers with material things. Trivial concerns should be minimized, as these are a waste of talent and effort. One way to make this concrete is through an emphasis on implementation. Instead of just thinking about what should be done, we need to put together a concrete plan of action that will bring stakeholders together to share in resources and efforts; in addition, the establishment of a global or international society of people who share the same goals, interests, and passions could likewise be explored. Aside from creating ways to connect through events, there must also be continuous movement throughout professional schools that teach managers and designers.
2. Creativity and sharing are rooted in the principles of art and design. Those in the design field have the responsibility to be creative and simultaneously share and those who are gifted with creativity have the responsibility to share their gifts with others. In this line, the following actions were proposed to further the ideals of this workshop:
  - Creativity and sharing are two concepts that may aid in addressing current issues in society. Leaders must possess creativity that they could use to benefit society at large. Practitioners in design management and design leaders (and educators for their part) have the responsibility to groom practitioners and foster creativity and the spirit of sharing.

- The best education is by example; therefore, practitioners and educators in design and management should act rather than talk. The concept of “Designers and Managers without Borders” may be considered for this purpose.
- In line with the previous suggestion, an association similar to a “Society of Designers and Managers” could also be established to form a basis for future social activities.
- A network of scholars and practitioners in design and management for cross sharing of knowledge in design and management is another option to consider. Such a network would be helpful to explore new frontiers of convergence between these two concepts and move to serve society through the development of social enterprises.

In conclusion, the workshop ended with formal calls of commitment from design and management practitioners and educators who are present. The establishment of a formal network that consisted of designers and managers, as well as a possible agreement or constitution to be drafted for everybody’s consideration was also announced.





# Health and Education

- International Cooperation for Preventing Infectious Disease in Developing Countries
- Presentation and Discussion of Successful Examples and Policies of Domestic and International Medical Treatment
  - Enhancing Educational Cooperation in East Asia: Toward a Global Epistemic Community
- The Future of Asia–Pacific Region and the Role of Higher Education





# International Cooperation for Preventing Infectious Disease in Developing Countries

## ■ Chair

PARK, Sang-dae(Chairman, Korea Support Committee for the International Vaccine Institute)

## ■ Main Speakers

BANG, Yeon-ho(Manager, Global Policy, Ministry of Education, Science and Technology)

John CLEMENS(Deputy Secretary, Resource Development, International Vaccine Institute)

Anthony FLYNN(Secretary General, International Vaccine Institute)

## ■ Speakers

CHO, Dong-sung(President, Korea Support Committee for the International Vaccine Institute)

CHO, Wan-kyoo(Executive Advisor, Korea Support Committee for the International Vaccine Institute)

The session discussed mission achievements and future activities of the International Vaccine Institute(IVI) that started as a UNDP initiative in 1997 exclusively devoted to vaccines for underdeveloped countries. The session also focused on decisions to locate the IVI in South Korea, its vision, mission, major achievements, and future directions for the institute.

## *Presentation*

The first speaker was Mr. Bang Yeon-ho from the Ministry of Education, Science and Technology of Korea. His discussion focused on Korea and its role in hosting the IVI and supporting the development of the institute. To start, he discussed how infectious diseases in developing countries result 1 million children dying per year due to the lack of proper vaccination. In September 1990, the UN Declaration for the Promotion of Worldwide Vaccination was signed with the support of other agencies such as the UNICEF, UNDP, WHO, and World Bank. Consequently, they have agreed to establish a children's vaccine institute. As such, the International Vaccine Institute(IVI) was established. One important consideration is that the IVI should be established in a newly developed country in the Asia-Pacific region since it is home to half of the global population. Some of the countries considered included Australia, Vietnam, China, Japan, and Indonesia. Other considerations include sufficient financial support, technology, and available research equipment. After an onsite inspection in 1994 Korea was chose as the final destination. In August 1994, Korea president approve the IVI Plan through the(then) Ministry of Education.

Korea's hosting of the IVI will promote human welfare by contributing to the international community through the development of new vaccines, research, and the creation of a global infrastructure for scientists. The IVI will also contribute to the academic development of science and technology capacity. Bang also mentioned that economic growth, good science and technology environment, research work force and adequate research capacity as the reasons why Korea was chosen as the site for IVI.

There have also been significant improvements in Korea to support

the IVI. From a capital GNI that was as low as Ghana's in the 1980s, Korea's economy is now growing faster and the government is making investments at the highest international levels. Many international are now conducting research and development activities in Korea. Since the 1980s the Korean government has provided companies with a competitive advantage by providing them with tax benefits and financial support. The number of private research institutions has also increased. In conclusion, Korea's economic growth, skilled labor force, strong government support, and the scientific environment paved the way for the introduction of IVI in Korea.

The second speaker was Mr. John Clemens, Deputy Secretary for Resource Development at the International Vaccine Institute. His presentation focused on the mission and goals of IVI as well as its accomplishments. He started by discussing one of the MDGs goals to reduce (by 2/3 between 1990 and 2015) the under-5 mortality rate and the global accomplishment of lowering the mortality of young children in developing countries. In 1990 the under-5 mortality rate was 100/1000 live births. In 2008 that figure fell to 72 deaths per 1000 live births or a 28% drop. While this is a big improvement, it is still a long way from the goal of MDG 4 of a 2/3 reductions. To help achieve this MDG target, it is generally accepted that vaccines should play a key role to achieve MDG 4, as vaccines were responsible for the elimination of various diseases such as small pox. He added that various vaccines are currently on track to eliminate polio since vaccines are the most cost effective tool in combating the disease. Available vaccines that could prevent over 2 million deaths per year, but newer vaccines against diseases that currently lack vaccines could prevent even more deaths. In recognition of the importance, cost effectiveness and impact of vaccines in achieving reduction of deaths, Bill and Melinda Gates

pledged 10 billion dollars in January 2010 at the Davos World Economic Forum in a call for 'Decade of Vaccines', a decade in which vaccines will flourish and help MDGs. Clearly for the decade of vaccines(which has been already catalyzed by Gates) there must be sufficient funding; however, the USD 10 billion pledge is insufficient to what will be required to succeed. Clemens also cited the need for, the political will of leaders and donor countries, the need for improved health systems capable of reaching children who need vaccines, and the need for innovation in discovering introducing and developing vaccines for developing countries.

Clemens also discussed the traditional method for the development and introduction of new vaccines in a trickle down process. In this old paradigm, vaccine innovation was synonymous with vaccine discovery and development. The moment that a vaccine was licensed it was overtaken by companies in rich countries where products are designed for affluent populations. However, new vaccines that took into account the needs of developing countries were virtually unheard of, and those that did, reached developing countries in a trickle down process decades after the licensure and use in the industrialized countries. The failure of this old process to make the discovery of new vaccines available to developing countries led to a new paradigm called the 'bench to field' approach. This biological innovation is of great importance for a new paradigm, as there is a need for biological innovation for the discovery of vaccines against HIV AIDS, tuberculosis, and malaria. This however needs to be integrated in a comprehensive framework, and Clemens said that there is a need for consultations with local policy makers(not merely to meet commercial market needs in rich countries) to target the diseases that afflict developing countries. Product design and development are focused on providing feasible and

financially affordable vaccines as well as the evidence required for policy decisions according to this new paradigm that will be generated before licensure to enable and accelerated introduction. Public-private partnerships are also employed, since the business of developing and deploying vaccines are not just the business of companies alone. Clemens also added that capacity building of professionals is crucial to achieve the sustainability of vaccines.

Clemens believes that the IVI is probably the world's foremost champion and developer of new 'bench to field' paradigm because of its new approach. The IVI strategy has three interrelated prongs: discovery of new antigens and potency enhancement innovations such as vaccine under tongue, identification of new pathogens and development of activities designing new manufacturing processes for efficient and cost effective vaccines, technology transfers to companies in developing countries since those companies are becoming more important in the supply of vaccine for developing countries, and vaccine delivery research that includes translation of research and improvement of acceptability of vaccines to help policy research. A critical feature is that all activities are conducted by people who talk together and influence each other so that people who understand the realities of delivering vaccines in developing countries can inform the people that create vaccines and guide them to develop useful vaccines. Underpinning all this is capacity building since disease priorities are very broad. Clemens added that there is a need to work on new vaccines against infections, diarrhea, meningitis, respiratory infections, mosquito transmitted diseases, and dengue because these diseases cause millions of deaths in developing countries every year. Beyond the work in its headquarters donated by the government of Korea, Clemens also shared their work in

the field and in partner countries. They are currently working in 30 countries in Asia, Africa, and Latin America. A very good example of their current work is the development of a new cholera vaccine. IVI has worked with Vietnamese producers to modify the vaccine to conform to international standards. IVI has also transferred this vaccine to a company in India whose regulatory authority is approved by the World Health Organization that makes the vaccine internationally available. This vaccine was practically designed to be cheap and simply administered by oral syringe. Currently the vaccine is now licensed to be sold and will soon be prequalified by WHO for international use.

Clemens also reported that the IVI has conducted a multi-country program study to generate evidence that policy makers need to support this vaccine through studies, assessment of feasibility, acceptability, and impact demand. The programme of IVI has yielded an evidence-based product that in 2010 received a recommendation by the WHO for use to control of cholera internationally and this year in Geneva at the World health assembly, a resolution was adopted to support the use of oral cholera vaccines. He concluded by saying that a successful decade of vaccine is crucial to the achievement of MDG 4. It will require funding, political will, innovation in developing and introducing vaccines. Part of the innovation would be in basic science and product profile that meets the needs of developing countries. They must also be effective and cost effective to inform policy options on vaccine, and a comprehensive 'bench to field strategy' that has been pioneered by the IVI is designed to provide critical innovation in the development and implementation of future vaccines.

The last speaker was Mr. Anthony Flynn, the Secretary General of the International Vaccine Institute. His presentation focused on the international



and social duties of IVI. He began by briefly discussing the institute. IVI was founded in the belief that vaccine science is a key tool to address the gap between health of the rich and the poor. Currently, it is the world's only research organization dedicated to the search for new vaccines for the world's poorest people. It is also the first international organization hosted by government of Korea. The IVI believes that the health of children in developing countries can be dramatically improved by the development and use of new and improved vaccines, and that they be developed with the dynamic interaction among science, public health, and business. Flynn also shared the vision and mission of the IVI. Their vision is to effectively control poverty-related infectious diseases through an accelerated and sustainable introduction of new generation vaccines. Their mission is to combat infectious diseases through innovation in vaccine design development and introduction that addresses the needs of people in developing countries. To adhere to their institute's values, they follow high medical standards and ethical conduct, and adhere to the highest international standards in clinical trials. The IVI also aspires to help achieve MDG 4 by combating other diseases, develop global partnership for development, develop affordable, easy to administer, effective, safe and high quality vaccines that conform to international standards. He also shared IVI's operational principles that include the speedy development of vaccines, organizational efficiency, innovation and systematic exploration of new avenues to develop new vaccines, access to vaccines and a commitment to the rapid introduction of affordable vaccines for developing countries as well as knowledge transfer and building capacity to ensure knowledge and proper transfer of technology. Other principles include dynamic collaboration and partnership among science, public health, and business. IVI also

engages in partnership with governments, NGOs, academic institutions and the private sector in over 40 countries. In forging a partnership with the private sector, Flynn said that it is done through product development formed to bring vaccines into poor countries and bring together vaccine producers, technical agencies, governments, and donors. This includes pediatric dengue vaccine, cholera vaccine, and typhoid vaccine initiatives as well as corporate social responsibility(CSR). Such initiatives were also partnered with stakeholders in countries such as India, Brazil, Belgium, Australia, France, and Korea. Pharmaceutical companies such as Pfizer have also shown support for these initiatives across Asia. As regards IVI's CSR activities, Flynn mentioned that one of its most important partnerships is with one of Korea's leading electronics companies, LG Electronics that has supported programs to eradicate diseases, such as cholera vaccination in Ethiopia. In conclusion, Flynn said that the IVI welcomes partnerships with the public and private sector and looks forward to future partnerships and to a world with enough vaccines for everyone.

## ***Discussion***

An open discussion followed the presentation. Among the questions and issues raised were:

- The financial support for IVI, and a proposed program called the 'IVI Day' to further attract the Korean people to participate as donors and raise more funds for the institute
- Finding creative alternatives to raise funds, such as partnerships with baseball teams and companies

- Directions of IVI in the future that includes the development of public relations and communications
- Directions for research and development of IVI in the future

In regards to the financing of IVI, the speakers mentioned that one of the reasons why Korea was chosen to host the IVI is the financial support extended by the Korean government that covers 40% of the administrative costs of the institute. As such, the speakers find it hard to answer the question as of the moment. In regards to IVI's future direction, Flynn answered that it is important for all stakeholders in the IVI to realize that we live in a very fragile time in regards to the financial resources available to support an organization because the world is still in an economic crisis. Budgets for development aid have decreased and there is always a risk that the work done can be regarded as expendable. He argued that the Korean government should be complemented and praised for its steadfast support for the IVI and hopes that it continues to do so in the future. In terms of directions for research, Clemens said that there are many promising research platforms and directions to exploit. He argued that it is often commented that all the easy vaccines have already been developed and the vaccines of the future would be technologically tougher and more expensive. He added that we should think strategically on how we can continue to provide vaccines that will realistically get into the poorest countries despite the technological and economic challenges. On the issue of public awareness, one of the speakers said it is critical to enhance visibility and find donors; however, it has yet to succeed and that it will only become more important in the future.

Some suggestions were also given during the session. This includes

communicating well with the Korean government and the Korean community, which is deemed important since the Korean government has provided sufficient financial support of USD 200 million so far for operations of the IVI. With its achievements, IVI should also improve its scientific work since it is an international organization with an international obligation to the world. To conclude the session, Prof. Cho of the Korea Support Committee of the IVI discussed how the IVI was operated. He said that when UNDP tried to initiate an institute devoted to the creation of vaccine for children, many international organizations and other agencies supported this initiative. The government of Korea has supported this initiative, and the IVI's role has been strengthened because of its support. The economic environment of Korea has also influenced the IVI's work. He also emphasized the commitment and opportunities that the Korean government has given the IVI that influenced its success and achievements. Other foundations have also played an important role in the development of IVI's programs and initiatives. The IVI has now produced low-cost vaccines that are now produced in India. He hopes that later on, there will be no more children suffering from cholera worldwide. This will be a very good achievement for IVI if this vision will be realized. For such to be a reality, Cho argued that there is a need to have more top-level scientists, create a better environment, and recruit capable employees. It needs significant funds, yet we need to do these things to be able to meet all the aspirations of the IVI. For the Support Committee, they have created various programs and in a couple of years, it is hoped that the funding will increase. The committee also seeks funding from domestic and international donors, and according to him it is now time to discuss more ways to financially support the institute.

# Presentation and Discussion of Successful Examples and Policies of Domestic and International Medical Treatment

- **Moderator**

PYO, Jeong-ho(Professor, Soon chunhyang University)

- **Main Speakers**

LEE, Chul(President & CEO, Yonsei University Medical Center)

Kumar Nair PREM(Director, Raffles Hospital)

- **Discussants**

CHO, Hyun-joon(Director, Hyndaimedis)

Han, Dong-woo(Director of International Medical Policy Team, Korea Health Industry Development Institute(KHIDI))

LEE, Ki-hyo(Professor, Graduate School of Public Health Care, Inje University)

JIN, Su-nam(Executive Director, Medical Tourism of Korea Tourism Organization)

KANG, Chang-soo(President, Culture & Tourism Dept. of Jeju Youth Association)

KIM, Min-Jeong(Board Member, Delloitte Consulting Co.)

The session was devoted to the discussion of successful cases of medical tourism in Asia. It also provided an opportunity for these cases to be presented and discussed with the view of further developing medical tourism, as health care is becoming a new focus for countries and a new engine for economic growth. The moderator for this session was Prof. Pyo

Jeong-ho of Soon Chunhyang University.

### ***Presentation***

The first speaker was Mr. Lee Chul, President and CEO of the Yonsei University Medical Center. His presentation focused on Korea's status in regards to medical tourism. He started by pointing out that in 2012, projections for the medical tourism market will amount to USD 10 billion. Many countries are now pursuing medical tourism strategies in Europe, Southeast Asia and Latin America since national borders are no longer considered a hindrance to travel. The top destinations for medical tourism are found in Thailand, Hungary, Singapore and India, as well as Korea, China and Japan, China, Russia, and the Middle East countries. In Korea, 85% of tertiary hospitals in these countries above have attracted over 60,000 patients, and the number visitors who will use Korea's medical facilities is expected to rise further in 2013.

Lee then further discussed the details of Korea's medical tourism programs. In terms of human resources, there are private practitioners in Korea who are doing medical work in the fields of screening and severe diseases. Many hospitals and medical companies have also been responsible to attract many foreign visitors. The Korean government issues medical visas for foreigners and licenses medical establishments to attract foreign patients. New hospitals are also being established in the country, and the requirements for building such establishments were eased to better facilitate medical tourism. Unit expenditure for foreign patients show that they spend three times more than domestic patients(in-patient expenditure amounts

to 6 Million won, outpatient spending is around 540,000 won). Citizens from the US, China, Japan and Russia are the main consumers of medical services in Korea, and most hospitals that cater to their medical needs are concentrated in the metropolitan areas that surround Seoul.

He then identified new hospitals that are dedicated to treatments for foreign patients, particularly Severance Hospital. Severance Hospital is the first hospital in Korea that received accreditation from the Joint Commission International(JCI). This accreditation is important to receive insurance benefits that conform to international standards. The hospital also has a foreign clinic center that has entered into a memorandum of understanding (MOU) with various hospitals and organizations to strengthen cooperation. They also plan to build an international hospital at the Incheon Free Economic Zone(IFEZ).

Lee then proceeded to discuss some of the problems and challenges faced by medical tourism. For one, there seems to be an overheated competition among small practicing clinics and hospitals. Local governments are trying to make medical tourism a local industry in their respective regions and subsequently a number of agencies are demanding high commissions. Medical care infrastructures and medical personnel also devote insignificant time to foreign patients of approximately 3 minutes seen by foreign patients as unfriendly and not the service they desire. There is also no robust legal framework to cover the legal aspects of medical tourism. As such, there seems to lack a centralized approach to provide support to medical institutions.

Lee shared his perceptions on the future prospects for medical tourism in Korea. According to him, the country must have a strategy of 'selection and concentration' by selecting lead hospitals and a focus on the cultures

of various potential foreign patients such as food and customs. There should also be a sufficient number of medical experts and personnel, and a medical hub to facilitate various networks of transportation, residences, and tourist destinations to attract more patients. The aftercare system should also be strengthened and well established to provide health screenings for Korean-Americans. Strategic relations between stakeholders such as hospitals, insurance companies, tourism agencies, schools, and airlines, among others should also be in place that can be facilitated with new information and communication technologies. The support of the government, he argued, is another critical factor in the success of medical tourism programs and that it should build on the current strengths that Korea such as innovations in medical science and technology. He concluded by asking for everyone's support so that medical tourism can become a new engine of growth for Korea.

The second speaker is Mr. Kumar Nair Prem, Director of the Raffles Hospital, Singapore. His presentation highlighted Singapore's medical tourism strategies and current policy framework as well as the Raffles Hospital that he is a part of. Singapore is one of many Asian countries well known for its medical tourism programs, together with Thailand, South Korea, Malaysia, and India. Asia has been a popular destination for foreign patients because of lower costs (especially Thailand). In addition, the post-9/11 environment in the US has restricted entry of potential foreign patients (particularly from the Middle East) to seek medical services in the US and is why Asia became the new alternative. Many countries including Singapore have set up national agencies to promote medical tourism. Medical tourism in these countries flourished because many people seek medical care as well as enjoy tourist attractions.



In terms of health care systems, Prem noted that based on the latest ranking of the World Health Organization(WHO), the system of Singapore is ranked as the best in Asia and 56<sup>th</sup> in the world. This is the case given that the country has low health care expenditure(less than 4% of national GDP). He discussed why Singapore is a good destination for medical travel. He cited the following reasons: the history of Singapore as a medical hub that can be traced back to the 1970s and 1980s long before the advent of medical tourism, the strong political, economic, social and environmental conditions of Singapore, the use of English as a working language, good international accessibility through its international gateways such as airports, good infrastructure, the diversity of people who speak different languages, and outstanding patient safety records, as every hospital in Singapore is JCI accredited.

Prem then discussed the history of Singapore's health care and medical tourism policy, tracing it from the 1970s to the 1997 Financial Crisis period when Singapore lost its competitiveness due to the strong Singapore dollar that led to increasing costs of medical services. The Thai baht during this same period became very weak and Thailand became more attractive. To address this challenge, the Singaporean government set-up a health care service working group to develop Singapore as a total service hub. Singapore has since had a very large biomedical services cluster that is among the largest in the world. With the vision to develop Singapore as a health care hub, they created a multi-agency incentives mechanism in early 2000 called Singapore Medicine that provided incentives for health care providers and companies to promote medical travel, such as cash incentives. He then proceeded to discuss about Raffles Hospital where he is currently a director. Raffles Hospital is considered a key player in

Singapore's health care system. It is an established health care provider, with complete facilities and hospitality and hotel-like features. All the doctors are staff members. The Raffles also run the hospital of the Singapore Changi Airport and have the capability to take patients from the jet bridges upon arrival, straight to the hospital through their ambulances. These differentiate Raffles from all other private hospitals in the country. Today, the hospital has patients from over 100 countries that seek treatment and comprises more than a third of all patients. Some of the services for medical travel include patient meetings at the airport, various surgeries, and operations of different kinds of diseases; in addition, the Raffles International Patient Center connects international patients to hospital specialists and assists patients with all the required arrangements for treatment such as referrals, visa application, and other services.

He concluded by saying that medical travel is more than just running hospitals. It is also about the country's infrastructure and the appeal, accessibility of medical services, good medical professionals, quality accreditation systems, patient safety, and the cost of medical services that have to be transparent and affordable.

## ***Discussion***

The session's moderator, Prof. Pyo then invited the panelists to talk about their comments and proposals in regards to facilitating further medical industry travel.

The first discussant was Ms. Kim from Deloitte Consulting Korea. She has been involved in the medical industry as a consultant. Kim commented

on the two presentations of the previous speakers and talked about what kind of hospital strategies are needed for the medical tourism industry in Korea. She started by presenting the 2010 MTQUA list of the top 10 best hospitals for medical tourists, and mentioned seven criteria for designating the top hospitals in the list. These are, medical quality and outcome, effective international patient management, accessibility of information through internet and social networking sites, value for service, patient safety and security, transparency affordability in medical costs, and international medical networks and provision of tourism-related packages.

Applying these criteria to Korean hospitals, Kim argued that when international patients visit a hospital they have specific needs, such as quality service and improved quality of care and that Korean hospitals should be receptive of these specific needs. This should include provisions for unique proposals for international patients. Health care providers who are interested in medical tourism should have personal expertise and products should encompass all these advantages into complete packages. However, many hospitals face the challenge of reviewing the profitability of the packages that they can offer to international patients. Significant resources are needed to address the needs of such patients and hospitals have to review the market, less their approach remain unsustainable. Some strategies include return of investment(ROI) analysis, segmentation of the market, and engagement in marketing strategies. As such, hospitals should take a strategic approach and provide an over-all program that makes medical tourism more convenient for international patients. For this to become possible, Kim argued that there is a need for resources(such as health care providers) that will serve as pillars for the medical tourism industry and the support of the government will be critical in this undertaking.

The second discussant is Prof. Lee Ki-hyo of the Graduate School of Public Health Care at Inje University. He is an expert on health care policy and industrialization. He started by arguing that there is a need to revisit the concept of medical tourism, and define it very clearly in order to develop the right policies. Medical travel is a different concept from medical tourism in the broader context of what he referred to as global health care. If health care providers mix with the overseas market, then the services are the ones moving across borders and not the patients. He argued that people should not be bogged down by the medical tourism concept because it implies a strong adherence to national borders.

He then discussed the difficulties faced by international patients arriving in Korea. The biggest problem is communication and language. In Seoul, for example, communication is very difficult, and although there are trainings for interpreters, they are not considered as experts in the field. What patients need is that doctors and medical practitioners should be able to communicate in English. Currently, interpreters and coordinators are utilized to fill in this communication gap. He then talked about providing internships abroad for medical practitioners in order to address this issue. Korea, he argued, should have a different organizational and operational model to address the demands of the international market as well as the desires of international patients that include adjusting the current system to global standards. Medical records should be more systematic and standardized to facilitate the efficient provision of medical services. Compensation and pricing schemes should also be transparent and open to the patients to minimize patient risks and uncertainties.

The current reality of Korean hospitals is that they are very restrictive. The following actions can be done to improve this: have a dedicated space

and personnel to support international patient needs, revise medical advertisements to further attract foreign patients, allocate certain number of beds for use of international patients, consider reasonable and flexible pricing, hire medical practitioners with good communication skills, create dedicated fast lanes to avoid long queues, maximize current capabilities and resources such as registered medical agents and private insurance companies(domestic and foreign) revisit unnecessary regulations that could curb the growth of the industry.

The third discussant, Mr. Cho Hyun-joon, the Director of Hyndaimedis followed. He is at the frontline to attract foreign tourists for his company. His comments are related to his observations in the field. In the process of attracting international patients, there are specific country guidelines that need to be followed. Although there are many players in the industry, Cho argued that there is a need to renew discussions on what kind of role agencies these guidelines should play. For example, medical agents can also serve as facilitators and coordinators to attract foreign patients and not just intermediaries. In regards to cooperative partnerships, there must be a guideline for it to be effective and efficient. A representative brand for medical tourism is also necessary, such as Singapore's Raffles Hospital. In Korea, there is currently no representative brand for medical tourism, but Jeju is now in the process of building a medical town to attract many hospitals. There is also a need to nurture medical practitioners and consultants as marketers and tap into domestic and foreign demands, thus creating a synergy effect.

Cho also discussed some of the challenges to foreign tourists(such as in Vietnam and Thailand, for example) there are cases in which patients would like to come to Korea; however, the embassies are inefficient in

issuing visas and even VIP tourists have difficulties. As a recap (in terms of environment) Cho argued that medical services should be about providing medical information as well as patient motives, and as such marketing is a key consideration in this regard. Institutional frameworks and policies must also be reviewed to include international integrated marketing communications (IMC) strategies. Medical tourism should include strong marketing frameworks and required approaches to attract potential tourists. Each actor and stakeholder must know their position in the medical tourism paradigm to be able to function efficiently in coordination with other relevant agencies.

At the end of his discussion, Cho asked a question to Mr. Prem from the Raffles Hospital regarding the relationship between medical agencies and the hospital, and asked if he could discuss the guidelines in terms of this cooperative partnership.

The fourth discussant is Mr. Jin Su-nam, Project Director for Medical Tourism of the Korea Tourism Organization. His discussion focused on the various strategies being employed by the Korean medical tourism industry. He started by looking at inbound tourists (which numbered 880,000 in 2010) and represents a growth of 36% in the past two years. Given this statistics, medical tourism can help Korea generate added value and globalize its health care providers.

Jin then discussed some current strategies undertaken by the government in relation to medical tourism. Korea is focusing on new types of markets and has opened up offices in other countries (such as in Kazakhstan and Uzbekistan) to attract more potential patients. In order to facilitate travel, Jin argued that there is a need to increase awareness on the high quality of medical services that Korea can offer. Unless Korea can develop

a strategy that will significantly influenced the flow of international patients, the high quality medical products, services and technology from Korean medical providers will be wasted. Celebrity marketing can also be utilized in this regard. Service infrastructures must be developed and follow Korea's own model to leverage local strengths and competitive advantages.

Jin then relates the work being done by medical providers such as the training of coordinators to develop manuals, open partnerships, create exhibitions, produce documentaries about Korea's medical services, and forge partnerships with other agencies such as the media. Even if Korea's health care quality is high, there is a need to ensure that such information is communicated very well to the people. Medical providers in Korea have also been also engaged to provide charity activities and medical procedures, such as medical assistance extended to victims in the aftermath of the Christchurch earthquake in New Zealand, medical services to obese patients, and recent cleft lip and palate operations for Russian patients free of charge.

Medical travel should be able to bring together various forms of wellness and relaxation as well where patients can be treated for their body and mind, such as the Jeju Olle Promenade that boasts one of Jeju Island's unique landscapes. This can be used as an advantage to promote medical tourism in Korea. Stories from previous tourists and patients in Korea can also be used as a marketing strategy to attract more patients, travelers, and visitors. Modern and traditional medicine can also be integrated to provide uniqueness to Korea's medical tourism program. Access to data and information must also be easy for potential patients through what Jin called a 'digital humanism' strategy. In short, the strategies, according to Jin, must 'move' people to be able to consider Korea for their health and medical needs. The sharing of medical expertise and capabilities can also enhance

Korea's international image. In this regard, Jin mentioned that Korea aims to strengthen cooperation among stakeholders to help its medical tourism industry blossom on the world stage.

The fifth discussant was, Mr. Han Dong-woo from the Korea Health Industry Development Institute(KHIDI). His discussion focused on KHIDI's international patient attraction policy. KHIDI engages in marketing and public relations activities that provides data, statistics and information to international patients. He argued that we must take a closer look at the needs of patients since there is a possibility that some personal needs will be overlooked and result in inconvenience and difficulty that includes stress factors that can be brought about by the fact of being in a hospital in a foreign country. In many Korean hospitals, there are custom-based differences between the medical providers and patients that create an uncomfortable environment especially for foreign patients. In inviting international patients we need to examine if the medical framework takes for granted the aforementioned factors. These include different cultural, dietary, and communication needs. Addressing these can increase confidence and trust in medical providers that contribute to their treatment.

The government, he said, has provided significant support for medical tourism and this has been reflected in the 30% annual growth in the number of international patients arriving in Korea. The formulation of appropriate policies are necessary. Such a policy requires a patient-oriented approach to maintain the increasing growth rate of international patients who choose Korea for their medical needs. He added that the government must look into emerging markets such as Mongolia for potential international patients.

Korea has also developed a national branding called Smart Care



Medical Korea. This brand was created to recognize and improve the medical credibility of Korea's medical industry, much like Singapore Medicine as a national brand. Managing this national brand then is of utmost importance. In conclusion, he said that Korea must provide a more hospitable environment for international patients.

The moderator then asked some questions directed to Mr. Prem of the Raffles Hospital. He asked about the secret to the success of Singapore's medical tourism strategy, and his advice for Korea. He also asked for his advice on how Korea can make Jeju a medical travel hub. In response, Prem said that the top three factors that promoted medical tourism in Singapore were: medical quality outcomes and patient safety, facilitating the whole experience of medical travel for patients (inquiries about medical services, their arrival at the airport, their stay at the hospital, their recovery and return home and includes visa arrangements, foreign exchange, extension of stay procedures), and the accessibility of Singapore. In regards to Jeju, Prem noted that some officials from Jeju have come to visit Raffles in the past and have been told that since Jeju is becoming a well-known tourist destination, it needs to be more accessible through increasing flights in and out of Jeju. He further noted that successful medical tourism destinations are well serviced by international flights from various airlines.

To conclude the session, Lee concluded by saying that the main difference between Singapore and Korea lies in the system (50% of hospital beds in Singapore are actually private) and such private hospitals are the ones catering to the international medical tourism market. In Korea, 90% of hospitals are privately run, and since these hospitals run within an insurance scheme, the government has not made investments in this regard. Korea is also wary that accommodating international patients will result in

a backlash by local patients, and as such, institutionalized regulations for this market. Lee argued that regulation without any preceding investment is a problem. Therefore, there is a need to establish a hospital solely dedicated to international patients. Support is a key factor to make these ventures successful, and dedication to the needs of all patients is of utmost importance.

# Enhancing Educational Cooperation in East Asia: Toward a Global Epistemic Community



- **Moderator**

MOON, Woo-sik(Professor, Graduate School of International Studies, Seoul National University)

- **Panelists**

CHOI, Hyeon-Seon(Director, Korean Studies Department, The Korea Foundation)

John B. DUNCAN(Director, the Center for Korean Studies, University of California in Los Angeles)

Christine RHEE(Professor, Korean Studies, Waseda University-SILS)

XIE, Tao(Associate Professor, School of English and International Studies, Beijing Foreign Studies University)

This session focused on cross-border educational cooperation(specifically on the Korea Foundation's Global E-School Program) as well as related initiatives by other educational institutions in East Asia. The need to establish an epistemic community in East Asia through practical efforts and the cooperation of educational networks will likewise be discussed in this session. The moderator for this panel was Professor Moon, Woo-sik of the Graduate School of International Studies at Seoul National University.

## *Presentation*

The first speaker, Prof. Xie Tao of the Beijing Foreign Studies University, tackled the question of how to build an epistemic community in Northeast Asia by giving an overview of the state of higher education in the region followed by suggestions on how to enhance collaboration among the universities and educational institutions in China, Japan, and South Korea.

According to Xie, Northeast Asia is the home of many economic powerhouses. However, the region is behind in terms of rankings in higher education. Looking at the top 100 universities ranking, the region lags behind North America and Europe. Based on the Time's Higher Education and US News World Report 2010 rankings, only a handful of Northeast Asian universities are included in the top ranks. Northeast Asia is not the top destination for international students, Xie stated. The United States and Europe have the largest share of international students(including Northeast Asian students). The US particularly in 2010, for example, had an estimated 25 thousand Chinese, Japanese, and Korean students studying there. For a variety of reasons, Northeast Asian universities do not attract as many foreign students as the US and Europe. Xie also noted that student exchanges within the region are adequate, but in need of further enhancement. In terms of collaborative research in the social sciences, Xie remarked that there is limited collaboration among the three countries in the region; however, research collaborations in the fields of Physics, Chemistry, and Material Sciences are common.

The next issue raised by Xie was the number of internationally acclaimed think tanks that are based in Northeast Asia. According to him,

there are close to 2,000 – 425 in China, 103 in Japan and 35 in South Korea. These think tanks engage in intra-regional collaborative research in the areas of Science and Engineering that have increased at a steady and impressive phase. However, he pointed out that collaborative research in social sciences lags, especially if compared against internationally acclaimed think tanks based in North America and Europe. Xie shared the following suggestions for the enhancement of higher education and research in the region:

1. Universities in the region should double their efforts to promote collaborative research in the social sciences. Disciplines in the social sciences are crucial to the education of future leaders, he said. Ideals and discourse that matter are typically produced by social scientists (not by engineers and scientists) especially in terms of influencing people. Social scientists therefore, he stated, play a special role.
2. Governments and universities should establish initiatives to attract more students from within and outside the region. He calls it the “internationalization of college education” within the region. A diverse student body contributes to cultural sensitivity and tolerance as well as critical learning. To achieve this endeavor, Xie suggested increasing scholarships for international students as well as more diversity in degree and non-degree programs. One must offer more than a language program, Xie said, if you want to educate foreigners as well as increase their awareness and appreciation of the local culture. In addition, the private and government-funded learning and teaching of Northeast Asian languages and culture in foreign campuses should be actively

promoted. The effort would not only increase awareness and appreciation of Northeast Asian culture but also attract potential students. This cultural promotion must be carefully handled lest it be perceived as cultural invasion by local residents. Xie cited the Korea Foundation's Global E-School Program as a good example due to its unobtrusive method; however, the method to establish the Chinese Confucius Institute in many countries has been the opposite experience. The physical presence in foreign campuses of the Confucius Institute in is danger of being perceived as Chinese cultural imperialism, especially if there are managerial issues, conflicts, and disputes that arise between the local universities and the Chinese management.

3. Xie also suggested that governments and universities in Northeast Asia should take measures to attract expatriates working or studying in elite western universities. The advantage of this is that these people can teach and publish in English. In addition, he believes they are at the forefront of advanced research. Moreover, unlike foreigners, they will have little difficulty to adapt to their home culture.
4. Since the quality of think tanks depend heavily on the quality of education, and academic or policy research, Xie thinks the first step to take in building influential Northeast Asian-based think tanks in the region is to improve higher education, Ph.D education in particular. In China for example, Xie shared that there is a fierce debate about the state of Ph.D education in the country. According to him, China currently produces the largest number of Ph.D graduates in the world; however, the quality of graduates there is

questionable.

In conclusion, Xie observed that Northeast Asia has all the economic underpinnings of a vibrant and influential epistemic community. With proper policy adjustment and institutional restructuring, the whole region can quickly build into a greater community and produce the next generation of regional and global leaders.

The second speaker for this session was John Duncan, a historian and Korea specialist from the University of Los Angeles California(UCLA). Duncan's presentation focused on his experiences engaging with various E-Learning programs between South Korea, the United States, and Latin America, and the advantages and disadvantages he observed with such programs.

Duncan shared he was first exposed to the concept of E-Learning during the 90s' but found the technology to be still limited and disappointing at the time. He was asked to give a lecture on Korean history from UCLA to an Australian university and was uncomfortable because he could not see his audience or gauge their reactions. The technical limitations and the time differences requiring him and his students in Australia to conduct meetings at odd hours also led him to conclude that E-Learning had not yet developed to a point to be worthy of his time.

Several years ago, he was asked to give a lecture in Korea on Korean-US relations, and because real-time visual interaction with the audience was assured to him, he consented. Duncan shared that unlike the first time he found the experience significantly more rewarding. He was able to engage in a question and answer exchange with his students in Korea and remarked that the only problem that he noted in the set-up was coordinating

the time difference between Korea and the US. The experience led him to reconsider his opinions about E-Learning and its potential to further an interest in Korean studies across the globe.

According to Duncan, there is a rising interest in Korean studies in light of Korea's continued economic development, international trade, the North Korean issue, and even the Korean wave. There is also a rise in the number of people teaching and studying Korean in Latin America; however, only a handful are genuine Korea specialists. The rest deal with East Asia studies in general. Due to this gap, UCLA approached their Latin American colleagues with a proposal to create a program funded by the Academy of Korean Studies in Korea geared towards the enhancement of the study of Korea in Latin America. The proposal received a positive response and a program that includes faculty and student exchange was designed. Duncan said the program greatly contributed to the increased interest in Korean studies. He however cited some limitations. The program(except for a few large lectures) caters only to a small number of students. He concluded that there is a further need to develop a more systematic program of education that will reach more students.

The Korea Foundation's Global E-School initiative, Duncan believes, has great potential in Latin America. UCLA has discussed the merits of the program with universities in Argentina, Brazil, Chile, and Mexico who have all expressed interest. However, he believes the difference in time zones will make it difficult for them to use Korean universities for Latin America. In terms of logistics, the most logical choice would be to establish Korean studies either in the US or Canada. Expected challenges in such a move would be the coordination of academic calendars and finding relevant scholars with the expertise and time to provide the courses. In the conduct



of the courses, issues that may arise are: the degree of proficiency in English of Latin American students, how websites will be designed, and how to handle submission of requirements and examinations. The expense of holding regular workshops would also be an issue. Duncan however argued that these are minor issues that could be resolved. The larger issue he thinks is how to encourage Latin American students to invest themselves in the program in the long run. He also cautioned against constructing a program that does unilaterally impose one culture on the other. He underscored the importance of developing a distinctly Latin American view and understanding of Korea that reflects Latin American interests and will contribute to a global discourse on Korea and East Asia. Duncan suggested the following steps for consideration: (1) forming an executive committee made up of Latin American scholars, (2) allowing Latin American universities to choose courses and lectures, and (3) encouraging Latin American scholars with Korean expertise to develop their own E-courses. Duncan believes these approaches will further the goal of creating a global epistemic community that will create a healthy diversity of understanding about Korea and the rest of the world.

The third presenter, Prof. Christine Rhee of Waseda University meanwhile tackled the impact of Korean E-Courses and Studies in Japan, as well as the benefits that could be derived from the program.

Korean Studies in Japan, especially higher education, faces unique challenges, Rhee explained. One such challenge is how Korean language is perceived in Japan, typically identified in two ways: *chosengo* and *kankokugo*. In Waseda, Rhee stated that Korean language is identified as *chosengo*. Not because there are many pro-North Korean scholars there but because it is considered an academic tradition, she said. Nonetheless, Rhee thinks this

perception needs to be changed because there are many misunderstandings when it comes to representing the Korean language. In Waseda for example, those taking Korean studies are identified as learning *chosengo*, which Rhee believes is inaccurate and should therefore be corrected.

The Korean E-Courses initiated by the Korea Foundation are in their initial stages. Rhee believes they have potential significance to properly inform students of the differences between North and South Korea. It could also address the ethnic Korean divide and ease many of the issues faced by pro-North Koreans and ethnic South Koreans living in Japan. Such issues, according to Rhee, include the naturalization process and immigration policies in Japan and the limited professional options that are available to ethnic Koreans in Japan.

The fourth speaker, Choi Hyeon-Seon of the Korea Foundation meanwhile added to what was already tackled by Rhee by delving into the foundation's KF Global E-School initiative. Her presentation discussed the global trends and the Korea Foundation's mission to strengthen educational cooperation and networks in East Asia, and the expected outcomes for the initiative. The global trend, said Choi, is soft power emphasis rather than hard power. Knowledge power is especially important. When dealing with regional cooperation issues in general, Rhee thinks politics and economic issues come before humanitarian and cultural issues. She believes educational issues should be the fundamental infrastructure that would form the basis for any type of regional collaboration. In this connection, the Korea Foundation has identified the development of human resources for international exchanges as crucial for the procurement of regional and global collaboration. Nurturing of global professionals with Asian values and global perspectives will be the key to establish global cooperation in East

Asia as well as the global community at large.

The Korea Foundation view political democratization and economic modernization as the two factors that can be utilized as benchmark cases for East Asia. Moreover, since a major characteristic of today's society is that of a network society, Choi explained the foundation saw the opportunity to nurture future generations of Korean studies scholars using the E-School program as a platform. With advances in information technology, the program is deemed ideal as a promotional tool for Korea and Korean studies. The KF E-School program will cover various academic fields that include the social sciences and the humanities. The curriculum that overseas professors are developing will be focused on Korea from an objective-comparative perspective. Lecturers will be both Korean professors and foreigners and the medium will be English or Korean in the case of Korean language and culture subjects. Currently, the KF E-School is focused on East Asia, but it will expand to other regions in the future. Under the E-School, the regular courses related to Korea will be offered from fourteen to sixteen weeks. Courses will be conducted online and in real time. Choi expects there might be significant obstacles in terms of physical distance and online communication. However, in order to address this, the Korea Foundation is planning to conduct face-to-face sessions also. The Korea Foundation is also looking into the option of selecting high-performing students who will be invited to Korea or another country to participate in further studies.

As to the extent of support that the Korea Foundation intends to give in this program, Choi said these would include expenses related to course offerings including curriculum development, workshops, and seminars. In addition, the Korea Foundation will also extend support through their

existing programs such as the Korean language training program, graduate studies fellowships, and field research fellowships.

Lastly, Choi said the desired outcome for the initiative is to enhance international academic cooperation, strengthen networks, and to nurture Korean specialists and professors who teach Korea in other countries and East Asia. In doing so, Choi believes the Korea Foundation can build up an epistemic community where all the regional and global issues can be tackled efficiently.

The fifth speaker, who is also a moderator for the panel is Seoul National University(SNU) professor Moon, Woo-sik. He talked about the endeavor Campus Asia, which his university will be launching in partnership with the Korean Ministry of Education.

According to Moon, Campus Asia was launched by the three governments in Northeast Asia: Korea, Japan, and China, in an effort to enhance higher education mobility viewed as the “Collective Action Student Mobility”. It has been noted, Moon said, that no strong collaboration between top universities in East Asia exist despite the seeming high number of student exchanges. The collaboration therefore needs to be enhanced to promote the education of future leaders, Moon stated. Campus Asia is scheduled for launch this year. In the program, a hundred students from each country(including poor students) will be given the opportunity to be selected and sent to other Northeast Asian countries for further education. In addition, the program will also encourage universities in each country to improve their faculty and curriculum to accommodate different types of students. Campus Asia is also intended to create Asian double-degree or joint-degree programs in many areas that include the social sciences, technology, and humanities. For convenience, English is planned as the medium of in-

struction; however, other East Asian languages may also be considered for specific subject areas in the program.

In conclusion, Moon believes a project such as Campus Asia will further the appreciation of Korea by other countries. It will also be advantageous in terms of attracting more students. Campus Asia therefore, he stated, is a worthwhile initiative that will further the aim to create more Asian studies programs. He also suggested a possible collaboration between institutions like the Korea Foundation, Japan Foundation, and the Chinese Confucius Institute in order to promote a “East Asian Studies” program.

### ***Discussion***

Prior to opening the floor for queries from the audience, Moon asked members of the panel for their reactions to the other presentations. With regard to the KF Global E-School program, Rhee raised a suggestion to improve the method. She recommended the addition of the Polycom device (similar to a black board) to allow every student to interact with their professors and each other. She believes this slight modification will make the E-School program better.

In connection to his experience in overcoming the epistemic divide between Korea and the US, Duncan meanwhile remarked that the gulf in perceptions of Korean history between historians working in Korea and those working in the US have been vast. What they did at UCLA fifteen years ago was to launch an initiative where all Ph.D students in Korean history at UCLA were required to spend at least a year as graduate exchange students at a Korean university. The immersion, he observed, gave their


students a deeper understanding of Korean studies and created a less divided epistemic community. Previous young scholars from UCLA, Korea, and China are now collaborating on various projects. Duncan thinks this is a gratifying result of the collaboration they established years ago. As to the concern of fellow panelists regarding how to elevate the quality of graduate education, Duncan suggested the establishment of formal collaborative relationships with universities outside of China to help improve the quality of Ph.D education in China. Following Duncan's remarks, a question addressed to Xie and some comments were raised by members of the audience.

In connection to Xie's recommendation to establish collaborations among universities in Northeast Asia; how will language issues be addressed? Are there other options that may be considered to overcome language issues aside from attracting English-speaking professors? Xie in response suggested forming a consortium of data. In the social sciences, some types of data (numerical data or statistical models) are universally understood and could be shared among colleagues. In the US for example, there is an inter-university consortium for social sciences at the University of Michigan. Researchers may post surveys or economic data that are accessible to colleagues from other universities and may even be helpful for those searching for potential research partners.

The session tackled two things: how to promote intra-regional cooperation in research as well as student mobility and Korean studies. Northeast Asian governments should strengthen efforts to attract more students through such initiatives as Campus Asia. However, it is suggested that the region should spend more resources to first address the language barrier issue.

In terms of Korean studies, several interesting points were raised. The initiative launched by UCLA to develop Korean studies in Latin America merits consideration. It is also a good idea for Korea, Japan, and China to work together to promote East Asian studies such as the Global E-learning program. This could be done by the Korea Foundation but also by their Japanese and Chinese counterparts. Such a move is expected to have larger impact and gain wider audience.

# The Future of Asia-Pacific Region and the Role of Higher Education



- **Co—chairs**

HUH, Hyang-Jin(President, Jeju National University)

MOON, Chung-in(Professor, Department of Political Science, Yonsei University)

- **Panelists**

Gareth John EVANS(Chancellor, Australian National University)

KOH, Choong-suk(President Emeritus, Jeju National University)

LI, Weian(President, Dongbei University of Finance & Economics)

NINH, Ton-nu-thi(President, Tri Viet University)

SEIKE, Atsushi(President, Keio University)

This session delved into the opportunities and challenges that face higher education in the changing landscape of the Asia Pacific region. Taking into account the current educational environment and situation in the region, the discussions sought to answer question related to higher education missions, the outlook for Asia Pacific universities, and the manner by which these institutions should address human capital goals, moral obligations, and competitive mandates. The session was co-chaired by Moon, Chung-in, Political Science professor from Yonsei University, and Huh, Hyang-Jin, President of the Jeju National University.



## *Presentation*

Session co-chair, Huh Hyang-Jin, President of the Jeju National University, began the presentations by discussing the current situation in the Asia Pacific region, the role of higher education in this era of growth and development, and the potential directions higher education could take in the current context.

The world focus has shifted from the Atlantic to the Pacific due to its robust growth and development, Huh stated. As such, the responsibilities and tasks of the Asia Pacific region in the global scene have also increased. With this change comes a need for modifications on current ways of thinking. Higher education, as an important aspect of society must also alter certain practices to fit the changing times.

It is undeniable that the Atlantic region has contributed to the human race in the areas of modern cultural development and technology. Such an “Atlantic model” of culture and development has ensured individual freedom and increased the consumer level; however, Huh argued that the Atlantic model has reached a saturation point. Issues related to the environment, justice, and the aspiration to attain a communal society, are of interest again, he stated. The challenge for Asia now, Huh stated, is to come up with something more than what the Atlantic model has already accomplished. There is now pressure to create a “more civilized” model and only if Asia has fulfilled the obligations entrusted upon it can the region truly “stand tall in the central part of history”. From this perspective, the responsibilities and challenges faced by Asia Pacific universities are “herculean”, said Huh, and the question now is whether these institutions can grasp the opportunity to implement changes and progress. Such an

outlook will only be possible if there is an objective and diagnostic measurement of the situation, as well as continuous efforts to reform and innovate. To guarantee a future for the Asia Pacific region, Huh proposed the following actions:

1. First, he encourages the region to “wake up from passivity”, particularly with regard to the complacent adaptation of the “Atlantic” model. He thinks Asia must re-evaluate the value of the unique indigenous culture that lies within its locality and exercise imagination through questioning the current situation to be able to create a new model.
2. Aside from becoming less passive, Asia must respect diversity and difference. Huh stated that the current era has a historical significance in the solid merging of East and West. The world therefore has become one in a true sense of the word and mutual respect for diversity and difference is inevitable. Universities in the region must go with the flow of the times, seek the highest quality, and adopt a variety of ways to highlight their respective specialties.
3. Lastly, Huh called for international cooperation. Within an increasingly diversified environmental structure, each university cannot help but be interdependent, Huh said. There must be “mutual will” to take on the responsibilities and issues at hand. The universities should work towards minimizing (if not remove) linguistic, systematic, and cultural obstacles that impede the way for international exchange and cooperation.

To illustrate his point, Huh ended by mentioning how some universities in Korea are now looking at various ways to innovate with the aim of

strengthening academic and industrial cooperation through education, research competitiveness, and better employment. Jeju University for example, he said, is currently seeking continuous innovative reforms under the slogan “New Leaders in the Global Era”. Huh hopes the present forum will generate other proposed methods that could practically and actively address the historical tasks faced by Asia Pacific universities.

Ninh Ton-nu-thi, President of the Tri Viet University the next panel presenter, talked about the many opportunities and challenges facing higher education institutions in Asia Pacific at the moment. According to Ninh, higher education has a crucial and strategic role to determine whether the 21<sup>st</sup> century will be the century of the Asia Pacific region. She cited several reasons to elaborate how.

First, there is a challenge to bring into play higher education as a means for poverty reduction. The question of tension between access and excellence need to be resolved against the background of tighter budgets, Ninh stated. In the Asia Pacific area especially, the relationship between the public and private provision of higher education enters the whole issue of quality for profit or not-for-profit.

The type of teaching and learning, higher education wants to deliver comes into question in the development of higher education in the region, Ninh also said. She explained that there is tension between training and education that is career and lifelong oriented. Citing an article written in regards to the rise of Asian universities, Ninh opined that the outlook for the region is optimistic and challenging; however, great challenge is whether changes in the pedagogy of Asian universities shall be applied. In her view, failing to do so will hamper the promising outlook for the region.

The next point Ninh mentioned is the challenge of investment in

research and development(R&D) in the Asia Pacific region. She believes it is necessary to advance technology and innovation in order for Asia to become the center of the 21<sup>st</sup> century. The question for developing countries (particularly for smaller to medium-sized developing countries) though is the kind of research to be emphasized.

Ninh next opined that we live in a globalized world. Internationalization for all universities(including the Ivy League) in her view, is necessary. However, the demand for internationalization must work together with due respect for integration of national and regional community identities. Ethnic, religious, or cultural identities must not be set aside; however, upholding such a belief must not create inflexibility in terms of the adaptation of certain world practices. As an example, Ninh mentioned the indispensability of the English language as the lingua franca of knowledge and scientific exchange.

Finally, Ninh address the outflow of Asian students. Every year, according to her, hundreds of thousands of Asian students move to more developed countries(mostly in the US and Europe) to partake of higher educational services there. In the case of Vietnam for example, thousands of citizens are studying abroad. Ninh proceeded to make an economic calculation that if we take the average tuition and living expenses per Vietnamese student to two hundred ninety thousand US dollars a year, then Vietnam(considering that it is a poor country) is paying out two billion US dollars a year in reverse flow of remittances. Ninh believes this problem should be addressed by Asia or else it will lead to a further brain drain or a financial hemorrhage. She acknowledges that having Asian students educated in the West has its merits. The danger in the situation is if these students are not encouraged to return to their home countries in Asia

to contribute towards development. The aim is to create a sustainable and attractive environment in Asia to create a win-win situation, she said.

Seike Atsushi, President of Keio University in Japan spoke next about sustainability in his presentation. According to Seike, many of the diverse global problems troubling the world are related to sustainability. Examples of such problems that relate to sustainability include: global warming that relates to the sustainability of the planet, the nuclear issue which relates to sustainability of international security, and the fiscal situation related to the sustainability of states. In this context, the role of universities as research and educational institutions is to come up with solutions to the problems.

Education is important to nurture in students the ability for independent thinking. In the current situation (where the sustainability of many aspects is in question) we must ponder situations while considering past events. People who are able to think independently are more necessary than ever to understand new situations and solve problems. To solve problems related to sustainability, we need in-depth analysis and interdisciplinary approaches in research. Seike believes that Asia Pacific universities (which have a host of high caliber faculties) have the potential to synthesize their various strengths across many fields to find solutions. One research area Asia Pacific universities may consider collaborating in is population in Asia. The shrinking population is a particular problem in East Asia. In Seike's view, the situation is threatening the sustainability of societies and it will become a serious problem for other countries in Asia Pacific eventually. When this happens, it will cause negative outcomes for social security systems and economic growth. There is also an opportunity for Asia Pacific universities to work together to make themselves more attractive to local and foreign students. One way to ensure that is to engage

in further educational collaborations. Seike added that academic collaborations would also contribute to fewer wars. Through the “3Cs(competition, collaboration, and contribution)” the quality and advancement of education and research, as well as contributions for the improvement of society, can be achieved.

The next presenter for the panel is Li Weian, President of Dongbei University of Finance and Economics in China. In his presentation, he talked about the challenges faced by higher education in the contexts of the post-financial crisis, post-enlargement, post-assessment, and de-administration. Higher education, if assessed against the backdrop of the post-financial crisis recovery period, is increasing in terms of consortium-building and enhancing its competence, Li said. More countries are spurning new and diversified mechanisms in higher education, to come up with a brand new educational character to attain cohesive reform. Li pointed out that this trend carries great significance for universities in the region. The world is changing so much faster, he argued, and attempts at adjustment(especially in the part of higher education) are necessary.

The next point Li discussed in his presentation was related to educational recruitment and enlargement. According to him, higher education in China has entered into a state of popularization. By the end of 2005, the total number of college students in China reached more than twenty-three million and in 2006, the number climbed to twenty-five million students. China’s enrollment rate in higher education has likewise increased steadily in the past few years. Recent surveys indicate that in 2010, the number of college students reached thirty million in China. Such an upward trend signaled the the need towards efforts at to improve teaching quality and modify the higher education structure in China, Li opined. The focus

should be centered upon quantity as well as the improvement of quality. In line with improving educational quality, assessment activities in higher education have also received more attention in China, Li said. Diversification efforts are being undertaken to improve teaching quality as well as simultaneously regulate the government payroll in China. Higher education reform in general is a great challenge, Li believes. More importantly, the primary task of universities in the region is to improve teaching quality and propose effective methods in teaching and measurement.

Lastly, Li tackled the challenges faced by higher education in the context of de-administration. In the modern academic elite, Li explained, the academic authority plays the role of gatekeeper for the academic community as well as functioned as a mediator between academic and administrative forces. China at present is undergoing de-administration in order to balance administrative forces and the academic elite. Li however pointed out that significant work is still required in this area and further reflection by those involved must be conducted.

Koh Choong-suk, the former president of Jeju National University also shared his thoughts on the future of the Asia Pacific region and the role higher education will play in terms of contributing to its future. Asia is emerging as a new and important global economic block, Koh said. Attaining peaceful prosperity, collaboration and joint vision are therefore desired for the success of the region; however, there remains many obstacles blocking these ideals, he said. Past differences and problems have hampered progress in regional cooperation. In addition, the value systems of Asian countries are so diversified that it contributes to difficulties in the establishment of regional collaboration. Koh believes this can be remedied through efforts to arrive at common points and values. To illustrate, Koh

mentioned the situation in Northeast Asia where cooperation is being strengthened and trends like the “Korean Wave” are contributing to the development of common regional values and cooperation. The Japan Earthquake and Tsunami disaster have recently brought the region together with many of the countries in Asia expressing sympathy and voluntary support for Japan.

Economic cooperation in Northeast Asia between Korea, Japan, and China is also contributing to regional integration; however, political mistrust is limiting this collaboration. Koh believes that as long as this mistrust in security and political issues remain, further economic cooperation will be stifled. A new approach is therefore needed. Regional or city-based collaboration, he suggests, should be established to transcend national borders. The emergence of city-states that is an observed phenomenon in the region particularly among Northeast Asian countries may be considered. In addition, cities and networks are being established. In Koh’s view, regional, local, and city-based cooperation will make it possible to achieve practical collaboration among countries in the region.

Another idea Koh proposed is the enhancement of collaboration and networking among universities in the region. In Europe, universities (specifically in the area of research) played an important role in Europe’s integration. Koh believes Northeast Asian universities should similarly embark upon collaborative and practical research. Rather than just limiting collaboration through formal means, there needs to be research geared towards understanding. Furthermore, along with academic collaboration, student exchanges could also increase understanding among the different people living in the region. The “One Asia” concept, Koh said, may be achieved. Such a concept overarches all the efforts he mentioned and could



come together in the East-West Center in Hawaii to engage in discussions and enhance understandings. Based on that model, Jeju National University is working towards establishing the “Jeju East Asia Institute”.

The last presenter for the session is Australian National University Chancellor Gareth John Evans. His presentation focused on the issue of access to education and cited Australian efforts towards this obligation. According to Evans, education is the third largest export industry in Australia and that most of their international students come overwhelmingly from Asia, with the largest single number coming from China. With such a huge number, Australia is strongly committed to strengthening regional partnerships. Regional teaching arrangements with institutions around are numerous and higher education is an important area to establish regional engagement. Evans believes that it is in the interest of moral equity and social harmony to ensure that no talents are wasted particularly given the need for more skilled and trained human capital. The issue he said is important for three reasons: (1) First, because it is a particularly relevant and important issue that cuts across the Asian region along with other issues related to the quality and quantity of educational delivery, (2) Second, it is an issue close to his heart given his long political background, and (3) Third, it is an issue that Australia may have found an innovative solution to, a solution currently not widely embraced internationally but could have some real utility as a solution or partial solution to the problem being experienced in Asia.

The issue of financing student study is very difficult to come to grips with, Evans said. Government grants or subsidized funding for this purpose is not deemed worthy in the future of poor countries or available on a necessary scale. In the US, there is tremendous reliance on private sector

alumni and general philanthropic scholarship support. Efforts such as these however are unlikely to fill-in the gap in our region. Ordinary bank loans meanwhile are simply too expensive for poor students to be able to repay, Evans added. The particular solution, he explained, the Australian government came up with back in 1989 are Systematic Income Contingent Loans. Under this system, repayments of the government loans are calculated as a portion of the income earned by the student after they have graduated. The repayments are only required of the graduate if they actually earn above a certain threshold. There is no repayment hardship issue in the event a graduate loses their job. People pay more if their income goes down, and pay less if they earn less or nothing at all. Thus far, Evans surmised that the system is working in Australia and in other countries that have adopted the method. The system has worked very well from the perspectives of government and taxpayers as well as students. Lower income students, Evans further explained, demonstrably suffer minimal disadvantages. The only problem with this system, he pointed out, lies in an effective implementation and the administrative capacity of the tax system of the country in question. Thailand for example had to discontinue the system shortly after introducing it four years ago because of administrative problems. Evans believes execution and administrative issues will not be a major barrier should they wish to adopt the system in East Asia.

### *Discussion*

1. The first question was addressed to Seike. In connection to Keio University's success during the past decades, what directions will

the university take in the coming years? What types of students does the university want to produce and what type of faculty and educators will it create?

Seike responded by acknowledging that it is always a problem for universities at present to balance tradition and addressing new challenges. However, he believes that to some extent, history still has to be understood. In Keio University, Seike explained that they still consider tradition very important. Fortunately, the university's founder, Fukuzawa Yukichi, emphasized the importance of science. Fukuzawa emphasized science because he believed in the importance of producing students who can think independently. In this current situation, the need for young people who can think independently, define problems, and construct solutions is very necessary. Seike believes it is still important to maintain this trend or tradition of thinking in young people. Providing more efforts to contemplate problems and opportunities for young students to obtain a scientific way of thinking should not be set aside. In regards to adjusting to the very diversified world we are now living in, Seike pointed to the establishment of a faculty that echo the diversity through hiring people of different nationalities, genders, and ages. Such a diverse faculty to interact with will teach students to deal with people who have different cultures or backgrounds.

2. Second question raised is addressed to Ninh and the type of university model that will fit Vietnam. In relation to the mandate to emphasize scientific thinking at Keio University, what type of

university does Tri Viet want to build for its part? What kind of model does the university wish to adhere to?

Ninh responded by stating that the age of “set models” is over in Vietnam. In her opinion, Vietnam is not just going to adopt one single model. At the moment, she explained that the US model they are implementing seem to be able to cope with the challenges faced by higher education in her country (particularly in terms of nimbleness, flexibility, and adaptability) to emerging challenges. So just as in economic restructuring and reforms, Vietnam has been shopping and synthesizing, she said. In her opinion, Vietnam will not depart from that kind of fundamental approach in the field of higher education. She also added that Tri Viet has recognized the importance of academic engagement. In line with its goal to become a “top notch” Vietnamese university, Tri Viet has plans to enhance engagement with international academic partners. Fortunately, Vietnam is in a favorable situation in terms of good relations with other countries. Tri Viet for its part also aims to establish the university as an institution that is globally connected and boldly open to the modern world. Ninh clarified though that ultimately the aim is not to turn “elitist” in the sense that tuition fees are expensive at Tri Viet. She firmly believes that education should be part of the solution in poverty reduction. It should not create more problems in the fight against poverty and disenfranchisement. Tri Viet above all else, wants to nurture leadership and produce leaders in all fields.

3. In connection to Evans’ statement regarding Australia’s status of

having education as its third largest industry, what recommendations could he make to other Asian universities to attract more foreign students?

Evans recommended Asian universities to continue being the best at what they do and be affordable at the same time. Australia he said is becoming an attractive destination for students abroad due to efforts to simplify restrictions and the strength of the Australian dollar compared to the US currency. In his view, universities have to relish the competition, roll up their sleeves, and just be very good at what they do. There should no place for “shoddy educational provisions”. Universities must have a product that is distinctive and based on very high quality education since there is a demand for it in the region.

4. The question for Koh also relates to the type of educational model Jeju National University seeks to uphold. In his opinion, will Jeju National University be able to achieve an elite status in terms of the quality of education it would provide?

Koh answered in the affirmative and shared his sentiment that educating is more important than selection, which he considers a fundamental issue faced by universities. In Korea, universities place too much focus on the selection of good students rather than educating them and honing them to be the best they can be. Koh surmised that if Jeju National University could focus on their strengths, it is very possible that it could become a world-class university. He thinks they should focus on quality and educate the human talent that society needs. Collaboration should be

encouraged. Becoming more holistic in related fields is also an option to consider. Though Korean universities enjoy a high score on all indices, there is remains room for improvement when it comes to internationalization. They need foreign students as well as foreign faculties as well. To ensure this, Jeju is planning to send ten percent of their students to study abroad and accommodate the same percentage of international students in Korea to attain its endeavor to become a global campus and a top-notch university.

5. The next query pertains to the performance assessment of faculty members. The panel presenters were asked to comment on the issue of assessing professors based on their achievements in academic research.

Huh addressed the question by expressing his agreement with Koh's statement that Korean universities overfocus on selection. He believes there is a need to come up with a system that will manage students well. Furthermore, he said that they are currently focusing more on basic studies and providing education that is more student-centered rather than just formal instruction. Another problem faced by regional universities he observed is the deficiencies in language education. In order to address this, they are now looking at enhancing English proficiency and providing scholarships to students who are strong in English. By doing so, they will be able to educate people required by local communities. As to the topic of collaboration with other educational institutions, Huh shared that next year the Ministry of Educational Science

and Technology will be selecting the top universities to collaborate with in this endeavor. Currently, Jeju is in the process of drafting a proposal for submission to this government project. As a final remark, Huh stated that globalization is an area that needs to be addressed by higher education institutions in the region. There has been some growth in the number of international students in their university compared to last year. Substantial changes are taking place, he said, and by 2013, he expects that their university would have send out 500 Korean students abroad each year already and that 1000 or so international students would already be studying in Korea.

For his part, Seike pointed to peer reviewing as an assessment method for gauging the performance of faculty members. Peer review, he said, is very important to assess a university professor as a researcher. A good referee group or committee could make use of some indicators like the “impact index” to determine a professor’s performance in research. As a teacher, Seike thinks it is not so easy to evaluate. There are some ways to do this. Students for example are asked to rate the extent by which certain teachers perform in terms of effectiveness or willingness. Seike perceives this method to be useful to some extent; however, he does not think there are precise indicators that will currently evaluate the ability of teachers.

Evans added his thoughts on this issue by citing Australian universities that currently rely significantly on student evaluations; however, he believes the procedure can be problematic at times. Some of the most popular teachers mark in the softest fashion

and are subsequently rated highly by students regardless of actual teaching effectiveness and performance. Another problem in evaluating the comparative performance of university teachers, Evans remarked this is the question of local and international performance evaluations of individuals and he believes is a contribution that universities can offer to the public policy debate. A good university in his view is one that is great in terms of pure and applied research, excellent in educational experience, teaching, and learning to students, and contributes to the national and international policy debate. Evans however cautioned against an overemphasis of the number of publications in peer review journals that are useless in terms of actual real world impact. He believes we should concentrate on what is objectively measured and not forget the larger values of what good universities should really be about.

Ninh meanwhile suggested the employability of graduates as another way to measure university performance assessment. The question of how soon and where do their graduates end up, she said, could be looked into by universities. Furthermore, she remarked that there are universities that promote their institution through claims of having groomed many presidents, prime ministers, or heads of multinational companies. Therefore, this could be another way to consider for assessment. In addition, she mentioned the kind of students universities attract. The quality of students who apply as well as the types and diversity of professors in the university could be used as gauges in assessment as well.



6. In connection to Evans' presentation of the system of providing student financial support in Australia, Seike made a query regarding the rationale behind the program and whether it also covers international students who are studying in Australia.

Evans clarified that the program is only offered to Australian citizens. Foreign students studying in Australia are not subsidized by taxpayers but instead pay for their own education. He believes such a move will be difficult to rationalize and will be met with resistance. So mostly, Australian universities depend upon maintaining quality educational services to attract foreign students to come and study in Australia.

7. The last comment came from an unnamed participant who wished to contribute to the discussion by sharing his experience working in higher education. In his opinion, cooperating with each other and understanding the mutual benefits to be had in collaboration will aid greatly in furthering higher education in the Asia Pacific region. Having many Chinese students in Korea for example and the simultaneous establishment of many Korean companies in China is an example of a mutually beneficial relationship between countries in the region. He believes that through this kind of experience, mutual benefits and student satisfaction can be attained. Continuous cooperation in the Asia Pacific region, in his view, should be pursued through attempts at understanding what would be the benefit for the universities and students.

Huh expressed his agreement to the last observation and mentioned that local universities in particular experience many of the challenges

mentioned. Among other things, most local residents and parents seek to send their children to universities in Seoul. Recently, there has been a change in this mindset because Jeju High School has been producing very good outcomes. More people are opting to have their children educated at Jeju University and not somewhere else. Another issue Huh brought up is the matter of deregulation and lack of support from the Education Ministry. He believes that it is quite difficult for them to operate as a good local university if the same standards are applied to them as those in Seoul. Lastly, before closing the session, Huh stated that in Korea's experience, having citizens educated abroad does not necessarily lead to brain drain. He thinks there is no reason for Asia to be worried because of the brain drain. During the decade of the 70's and 80's, there were many students who went to the US but they eventually returned to Korea decades later to contribute to its economic development. He therefore views sending students abroad as an investment that would benefit the students' country of origin eventually.

Part VIII

# Women and Culture

- Women, Creativity and Culture: She's Coming
- The Korean Wave(*Hallyu*) and Cultural Fusion in East Asia:  
Toward an East Asian Cultural Community





# Women, Creativity and Culture: She's Coming

## ■ Moderator

LEE, Hye-kyoung(Chairwoman, Seoul International Women's Film Festival/  
President, Feminist Artist)

## ■ Main Speaker

Gloria Marie STEINEM(Journalist, Feminist of America)

## ■ Discussants

CHUNG, Hyung-kyeong(Professor, Union Theological Seminary, New York/  
Buddhist Judiciary, New York Goddess of Mercy)

Jocelyn CLARK(Professor, Appenzeller International Studies of Pai Chai University)

DO, Sung-hee(Director, Kiwi Stone Institute)

GUO, Yan Wen(Secretary General, Asian Council of America/Deputy Dean, EXPO  
Economy Research Academy, Shanghai University of Finance and Economics)

JANG, Pil-hwa(Professor, Asian Women's Association/President Asian Women's  
Association)

KIM, Hong-hee(Former Director, Gyenggido Museum)

The moderator, Lee Hye-kyoung(Seoul International Women's Film Festival), began the session by commenting on the immense changes in the status and roles of women over the past century. She claimed that most of the changes have originated in Western culture and it is time to examine the roles of women in Asia to be able to contribute to these global changes.

## *Presentation*

The main speaker, Gloria Marie Steinem (Feminist of America) discussed the power relationships between men and women. She focused on how politics is assumed to be the realm of men, while women are confined to the realm of culture. She noted that while men's status is changeable, women's status is constant and less changeable. She emphasized the need to make people understand that culture is political. A democracy that does not consider feminism is illogical. Women are oppressed in different ways. Those who belong to the superior group are restricted by norms and practices, while those who belong to the inferior group are exploited. Women of different class and status have specific motives to eliminate gender prejudice. She identified the family as the unit that normalizes the culture of inequality between genders. In the family, gender roles, stereotypes, and norms are established.

She considered feminism as a worldview that rejects hierarchies and labels and sees people as linked rather than ranked. As such, men can also be feminist. Different forms of hierarchy exist in our society and she pointed out how hierarchy can take the form of religion. She expressed how she has always been suspicious when God looks like the ruling class. Looking at early cultures, God is in everything. However, as time passes by, God starts to withdraw from nature. Some religions say that human beings are superior to nature and this has justified the destruction of nature that we are all now dealing with.

When it comes to culture, Steinem also pointed out the politics of the arts. Often art is associated with what men do; however, crafts are what women and indigenous people do. Culture and politics are not mutually

exclusive realms. She expressed that it is time that people recognize the achievements of both men and women in different fields and allow for the diversity of roles among genders.

Feminism is a worldview that can transform the world by saying no to hierarchies and the division politics and culture. Women should define their own history and identity. However, this should be done in a non-violent manner as exemplified by Mahatma Gandhi. She mentioned instances where women have fought to change their status and role in society. The YouTube video of a woman in Egypt has led to demonstrations in her country. She also mentioned the importance of the two Irish women who won the Nobel Peace Prize in their help to strengthen the work being done in support of women's rights around the world. She emphasized that women should support each other in discovering their individual identities. She hoped that the Jeju Forum would serve as a seed to empower women that would eventually blossom and flourish.

### ***Discussion***

The first discussant, Kim Hong-hee(Gyenggido Museum), discussed the role of women on culture and the arts. She sees women's creativity as essential to improve livelihoods. In Korea, feminists have looked at the relationship between culture and economics to reveal patterns that could lead to the development of a new kind of feminism. While, women in the 20<sup>th</sup> century have contributed greatly to industrial development, women in the 21<sup>st</sup> century contribute significantly to cultural development. Women are important actors to preserve cultural traditions and the arts. She argues

that the knowledge derived from the examination of women and culture could help break the patriarchal system of society and facilitate the establishment of women's roles and value. Asian women should focus on the creation of productive cultural artifacts. Female Asian artist should seize the opportunities provided by new technology and be ready to face the challenges of globalization and localization over the role of women. Interactions and exchanges among female Asian artists should be encouraged in order to identify commonalities and differences that would help to establish their identities as individuals and as a social group. There are still very few women artists and it is important to learn from the experiences of Western culture on how the role of women in Asian culture, arts, and traditions can be cultivated.

The second discussant is Jang Pil-hwa(Asian Women's Association). She said that women are the source of beauty in the world. Women are cultural resources that are precious to humanity. Masculinity and femininity is an issue that feminist have consistently addressed. The women's movement in France emphasized the idea of women being made rather than born. Specific gender roles that are ascribed to women are not inherent but rather imposed by society. She emphasized that women have been considered as organisms for reproduction so they were associated with the earth and nature. This suggests that the role of women is to bring life to the earth. In this new century, she proposed that people respect each other regardless of gender. People should focus on living more harmoniously in this world.

Modernity has brought significant improvement on the status of women. They have gained more independence and were able to assume more roles in society. Plato said that men and women must be politically equal. Men have their roles to play in the public sphere and women have



their own roles to play in the public sphere as well. Even though, there are certain things that women cannot do, it does not mean that they are inferior to men. There are also things that only women can do and this in turn makes men and women complementary. Jang Pil-hwa suggests that societal changes should take place in order for women to realize their full potential. Women should break free from the notion that women are the weaker sex. They also need to create a new self-image. They have to keep abreast with different changes brought about by globalization and modernity. They should also be aware of developments in the information and technology(IT) industry as they provide a means for women to communicate better and offer new mechanisms for women to express themselves. Women should keep up with the requirements of modern society so that their creativity and innate potential are realized to the fullest. She ended by quoting Helen Fisher who said that the first and foremost role of women is to find their place in society and be independent. Jang Pil-hwa stressed that women need to be more self-confident and utilize their potential to make more contributions to society.

The third discussant, Do Sung-hee(Kiwi Stone Institute), looked at peace and prosperity as an important theme to analyze women's roles. It is important to address women's issues and struggles in order to achieve peace and prosperity. Working in the movie industry, she has done significant research on culture and the arts in order to develop movies that cater to different age groups and genders. Film is an important art form that expresses the identities of men and women. It has been very influential to shape the perception and mindsets of people. Nevertheless, there has been a reciprocal relationship where the preference of consumers affects the values and norms that films project. It is thus important for women to

realize that they have the ability to use these resources to change the perception of their roles in society. Women should use the media to propagate ideas and values. They have to look for new opportunities to overcome constraints and promote their status in society.

The fourth discussant, Jocelyn Clark(Appenzeller International Studies, Pai Chai University), examined the relationship of music and women with its implications on nationalism. In the past, men have dominated the realm of music. There was also a division in the creative and the interpretive aspects of music. Composers are mostly male, while most instrumentalists are female. However, there have been drastic changes in the role of women in music production. She mentioned that the first “Women’s National Drama” production was performed in the same year when the the Republic of Korea was founded and the United Nations Declaration on Human Rights called for worldwide equality between the sexes.

Clark concluded by saying that in Confucianism, music reflects the morals and values of a society and that good music is equated to good governance. As music increasingly becomes the realm of women, developing the moral fiber will be greatly shaped and influence by women.

Finally, Chung Hyun-kyeong(New York Goddess of Mercy) raised concerns over the increasing rate of suicide among women in South Korea. She thinks that despite economic growth and progress, women commit suicide because they are unable to unleash their natural creativity. In recognition of women’s contributions to Korea’s economic development, the Korean government should develop areas where women could realize their potential outside the domestic realm.

# The Korean Wave(*Hallyu*) and Cultural Fusion in East Asia: Toward an East Asian Cultural Community

## ■ Moderator

HONG, Kiwon(Associate Professor, Graduate School of Public Policy and Industry, Sookmyung Women's University)

## ■ Panelists

CHUNG, Han-yong(CEO, the EnterKorea Co. Ltd.,)

HAN, Kyung-Ah(CEO, Show & Arts Inc/Show&Arts USA LLC · Adjunct Professor, Cultural Contents, Konkuk University)

KO, Jeongmin(Professor, Culture and Art at the Hongik University Business School)

LIU, Qing(Director, Department for American Studies, China Institute of International Studies)

PARK, In Taek(President & Drama Producer, Touchsky)

## *Presentation*

The success of Korean dramas, observed Mr. Park In Taek(Touchsky Production), has had a huge impact on Asian culture and lifestyles. He defined the phenomenon, *Hallyu* or the Korean Wave as a pattern of consumption of Korean culture is different from other Asian regions. This phenomenon has brought many new economic and commercial opportunities

to people in South Korea. His presentation focused on how the Korean Wave can be sustained by making Korean content more palatable to Asian consumers while simultaneously maintaining Korean values and principles.

The Korean wave started with the popularity of Korean dramas such as “Winter Sonata” and “Full House” in countries such as Japan and China. The phenomenon then spread even farther, reaching South and Southeast Asia, and increased the demand for other Korean products and content such as films, fashion, and cuisine. Working with Japanese and Chinese film production outfits, Park In Taek observed that there are three main reasons for the popularity of Korean dramas and films among Asian viewers. First, Korean dramas serve as a reminder of the joyful past and dreams of middle-aged viewers. Second, Korean dramas carry Asian norms and values such as filial piety and respect for authority to which Asian viewers are able to relate to. At the same time, it empowers Asian women by showing ways by which they could express themselves in a highly restricted society. Third, Korean dramas provide high-quality images and stories that are comparable to Hollywood. Films that feature good-looking actors and depict luxurious lifestyles live out the fantasies and dreams of viewers. The success of Korean dramas and films abroad are due to the ability to connect to the inner longings and values of its target consumers.

The second speaker, Mr. Liu Qing (Department for American Studies, China Institute of International Studies), provides a regional perspective on the impact of the Korean Wave on the East Asian community. The entry of Korean cultural products on the Chinese market in the mid-1990s was said to be the start of the Korean Wave. People in China consider cultural products from Korea as symbols of modern lifestyle. The speaker noted the huge economic and cultural achievements that this phenomenon has

brought to South Korea. Korean brands such as Samsung and Hyundai became popular. Koreans also began to set the trend in fashion and cosmetics. Korean dramas and films have also boosted tourism; in addition, some Chinese even prefer Korean over Hollywood films. Qui emphasized that the success of Korean dramas is the ability to portray modernity while living out traditional Korean norms and values. Movies continue to uphold Confucian values that emphasize family relations. At the same time, people across the region were able to see similarities between their culture and that portrayed in Korean dramas. This has contributed to the development of the existence of Asian cultural values.

Liu Qing also discussed how the Korean wave has affected Chinese-Korean relations. He said that cultural, historical, and geographic similarities are based on communication between China and South Korea. The similarity of culture patterns among the Chinese and the Koreans also paved the way for political and economic exchanges between the two countries. In the early 1990s, the relationship between China and South Korea was civil; however, the popularity of Korean cultural products in China has contributed to improve bilateral relations. Mass media and globalization are also important facilitators of these cultural exchanges as they help to mitigate constraints in time and in space. Cultural artifacts are able to move freely across country borders.

Liu Qing suggested that the Korean Wave has contributed significantly to regional cultural interactions and the building a more cohesive East Asian community. Norms, values and ways of living are imbedded in culture products transported to different countries in the region. The Korean Wave has made countries closer through the establishment of cultural affinity and sympathy. As such, Liu Qing suggested that there should be

more cultural exchanges among the countries of East Asia. He ended his presentation by quoting a Chinese proverb that says, “One flower is less attractive than a bunch of flowers; and one tree cannot become a forest.” The Korean Wave and the “China Wind” are like flowers in the garden of East Asia. Cultural pluralism in East Asia could contribute to economic prosperity in the region.

In relation to this, the third speaker, Mr. Chung Han-yong(The EnterKorea Co. Ltd.), discussed the political, economic and social implications of the Korean Wave. The success of *Hallyu* is attributed to the uniqueness of Korean lifestyle. During the early stages of exporting Korean films and dramas, producers were wary that the contents would only be appreciated by local audiences so they thought of altering and modernizing them to have more impact on international audiences. This strategy was however proven wrong especially when, they equated modernization to westernization. In the process, traditional and cultural values were lost and the Korean dramas that were produced had minimal impact on international viewers. However, the *Hallyu* proved that by highlighting traditional Korean values, customs, traditions and way of life, it has attracted the attention of the international audiences who seek unique and interesting themes in the market. *Hallyu* has emphasized the ingenuity of Koreans in combining modernity and tradition in cultural products. She emphasized that the Korean Wave is not something that Koreans have created or led. It was a natural phenomenon that occurred due to the highlighting of indigenous Korean values and norms in Korean cultural products. Aside from being a cultural phenomenon, *Hallyu* has become a mass culture among East and Southeast Asians that espouses certain norms and values and identifies a specific way of living, clothing, and behavior. The *Hallyu* proved that the

emphasis of uniqueness and identity is a better way to propagate culture rather than mimic what has been previously successful.

Prof. Ko Jeongmin(Hongik University Business School) dealt with the possibility of Asian cultural and industrial cooperation through the Korean Wave. He pointed out that the East Asian region has captured the attention of many scholars due to its rich cultural assets and impressive economic development. China is home to one of the oldest human civilizations and its government is investing heavily in the promotion of its culture and the movie industry. In the 1980s, the popularity of Hong Kong films in East Asian countries as well as in the United States contributed to the awareness of Asian culture. China has set a good example in converging Western and Asian values in its culture system. Meanwhile, Japanese culture has had significant influence on many Asian countries in the 19<sup>th</sup> and 20<sup>th</sup> centuries. In Bangladesh, 50-60% of their animation is based on Japanese models. In the same way, Korean culture became popular through the export of its dramas and films. It has been well received by viewers of different age groups. Ko Jeongmin pointed out the success of the fusion of Chinese, Japanese, and Korean culture in other regions that has encouraged partnerships and collaborations among film production companies. He also highlighted the role of web-based media technology, such as YouTube to facilitate the promotion of Korean culture across the globe. He said that they could also be used as a test market to see how well other cultural products will be received internationally.

Prof. Ko Jeongmin also discussed different models of cooperation in the cultural industry. Among them are the industrial division model, the nation committee model, and the free trade market model. He emphasized that the combination of the industrial division model and the committee

model will work in the short-run; however, the combination of the industrial division model and the free trade market model will be more beneficial and productive in the long-run. However, there are many issues to be addressed for cooperation to flourish. First, the cooperative arrangement should benefit all parties. Second, a gradual and phased approach is needed. Third, mutual and reciprocal international cultural linguistic barriers should be overcome. Third, regional measures should be set to counter piracy that is greatly impeding the film and music industry. Through regional cultural exchanges and cooperation, Ko Jeongmin envisions the creation of a stronger East Asian community.

The last speaker, Prof. Han Kyung-Ah(Konkuk University) talked about the roles and future of East Asian cultural alliances. Web-based technology has helped in the reduction of the constraints in time and in space. New forms of mass media have enabled the simultaneous export of different Korean cultural products in Asia as well as in Europe and the US. The popularity of Korean, Japanese, and Chinese cultural products in the global market has encouraged collaborations and paved the way for more constructive cultural exchanges among these countries. He noted the growing number of successful foreign artists in the Korean entertainment industry. With the success of cultural fusion, particularly in films, dramas and music, the examination of local cultures is necessary in order to find better ways to combining them as well as preserve unique identities. Han Kyung-Ah expressed that economic gains help strengthen East Asian cultural alliances and that the East Asian values and norms developed in this process further helps to create the foundations of an East Asian community.



# Participant List

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### **ABE, Nobuyasu**

(Director, Center for the Promotion of Disarmament and Non-proliferation, Japan Institute of International Affairs, Japan)

Prof. Abe, Nobuyasu has been serving as Director of the Center for the Promotion of Disarmament and Non-proliferation of the Japan Institute of International Affairs in Tokyo since 2008. He served as U.N. Under-Secretary-General for Disarmament Affairs under Secretary-General Kofi Annan(2003-06). He served as Ambassador of Japan to the IAEA and other international organizations in Vienna(1999-2001), Saudi Arabia(2001-2003), and Switzerland(2006-2008). He was Director-General for Arms Control and Science Affairs at the Japanese Ministry of Foreign Affairs(1997-99). He was a member of the Advisory Board of the International Commission on Nuclear Nonproliferation and Disarmament(ICNND) (2008-10). He currently serves as a member of the U.N. Secretary-General's Advisory Board on Disarmament Matters, the Board of Trustees of the U. N. Institute for Disarmament Research(UNIDIR), and the Advisory Board of the Geneva Centre for Security Policy(GCSP). He also serves as a member of the United Nations University Council. He is a Visiting Professor at Doshisha University in Kyoto. He was born in Japan and graduated from Amherst College in Massachusetts, U.S.A.

### **AHN, Choong Yong**

(Chairman, Presidential Regulatory Reform Committee, Republic of Korea)

Mr. Ahn, Choong Yong is Chairman of Presidential Regulatory Reform Committee, simultaneously serving as member of Presidential Council on National Competitiveness, Foreign Investment Ombudsman, and a distinguished professor of Chung-Ang University. Dr. Ahn also served as President of the Korea Institute for International Economic Policy and also as the president of several major academic associations; Korea Association of Trade and Industry Studies, Korea Development Economics Association, and Korea International Economics Association. He is a distinguished scholar with academic and practical experience in international economics and trade. Dr. Ahn is a graduate of Kyungpook National University(BA 1963) and the University of Hawaii(MA 1968). He received his Ph.D. from Ohio State University.

### **Gloria Macapagal ARROYO**

(Former President, Republic of the Philippines and Member of the House of Representatives, Republic of the Philippines)

H.E Gloria Macapagal Arroyo is a Filipino politician who served as the 14<sup>th</sup> President of the Philippines(2001-2010) and as the 12<sup>th</sup> Vice President(1998-2001). Currently a member of the House of Representatives, she was the country's second female president(after Corazn Aquino), and the daughter of former President Diosdado Macapagal. She was a professor of economics at Ateneo De Manila University where Noynoy Aquino was one of her students.

She entered the government in 1987, serving as assistant secretary and undersecretary of the Department of Trade and Industry upon the invitation of President Corazon Aquino. After serving as a senator (1992-1998), she was elected to the vice presidency under President Joseph Estrada, despite having run on an opposing ticket. After Estrada was accused of corruption, she resigned her cabinet position and joined the growing opposition to the president. Estrada was forced from office by the EDSA Revolution of 2001, and Arroyo was sworn into the presidency by Chief Justice Hilario Davide, Jr. on January 20, 2001. She was elected to a full six-year presidential term in the May 2004 elections, and was sworn in on June 30, 2004. Following her presidency, she was elected to the House of Representatives, making her the second Philippine president after Jos P. Laurel to pursue a lower office after their presidency.

### **Christian BAUREDER**

(Protection Officer, United Nations High Commissioner for Refugees Seoul, Republic of Austria)

Christian Baureder has worked for the United Nations High Commissioner for Refugees (UNHCR) Seoul as a protection officer since 2009. He obtained Master's degree in International Law and Armed Conflict at the University of Nottingham, UK, and a Master's in Law at University of Vienna, Austria. He also worked as protection officer at the Head of the Field Office of UNHCR Somalia and Executive Assistant to the Director at Bureau for Europe of UNHCR HQ. Before joining the United Nations, he served as consultant for the Austrian Ministry of Foreign Affairs, Legal Assistant at Federal Court of Vienna, Assistant at Kraft Medical Networks, and Project Assistant at the Society for Austro-Arab Relations in Jerusalem.

### **Nicholas BERENTE**

(Assistant Professor, University of Georgia, United States of America)

Nicholas Berente is Assistant Professor of Management Information Systems with the Terry College of Business at the University of Georgia. He studies the intersection of organizational innovation, design, and information technologies from a social systems perspective. He draws upon institutional, discursive, and complex system traditions in his research. Nick earned his PhD and MBA from Case Western Reserve University, and conducted his post-doctoral studies at the University of Michigan.

### **Nayan CHANDA**

(Director, Yale Center for the Study of Globalization, United States of America)

Mr. Nayan Chanda is Director of Publications at the Yale Center for the Study of Globalization at Yale University. Before joining Yale he was editor and correspondent of the Far Eastern Economic Review in Hong Kong for nearly 30 years. He is a founding member of

the Yale Center for the Study of Globalization and member of the editorial board of *Global Asia* and *New Global Studies Journal* and a regular columnist for the *Times of India*, *Business World* and the *Straits Times* of Singapore. He is the winner of the 2005 Shorenstein Award for Journalism presented jointly by the Walter H. Shorenstein Forum for Asia Pacific Studies at Stanford University and the Shorenstein Center on the Press, Politics, and Public Policy at Harvard. Chanda is a Fellow of Yale Saybrook College. He is the author of *Bound Together: How Traders, Preachers, Adventurers and Warriors Shaped Globalization*, which has been translated into seven languages(including Korean). His earlier book *Brother Enemy: The War After the War* was translated in three languages. He has co-authored over a dozen books on international politics and security.

### **CHEONG, Inkyo**

(Professor, Inha University, Republic of Korea)

Dr. Cheong, Inkyo is Professor of Economics at Inha University, Incheon, Korea. He also serves as Director of the Jungseok Research Institute([www.ejri.net](http://www.ejri.net)), and President of Korea's International Trade Economist Association. He had been Research Fellow for eight years (1996-2004) at the Korean Institute for International Economic Policy(KIEP). He had been instrumental in the establishment of the groundwork for Korea's FTA policy, and has been actively involved as a member of Korea's negotiation team and advisor in negotiating phase for Korea's FTAs with Chile, Singapore, ASEAN, US, EU, Japan, and Mercosur. He was awarded with several prizes due his research performances such as the Prize of the Best Research from the Northeast Research Foundation in June 2008, the Best Research Prize from Inha University in January 2007, and the Grand Prize for the Best Publication on Market Economy from the Federation of Korean Industries in October 2006. He has published 20 books on FTA, APEC, and East Asian economic cooperation, and 50 papers in academic journals. Recent publications include: *FTA and Trade*(2010), *East Asian Economic Integration*(2009), *Economic Assessment of EU-Korea FTA*(2008), *How to Utilize the Korea-US FTA?: Guidelines for Businessmen*(2008), "A Search for Closer Economic Relations in East Asia" by the *Japanese Economic Review*(2007), *East Asian Regionalism: Prospects and Challenges* by Springer(2005), "The FTA Approach towards East Asian Economic Integration: Progress and Challenges" in *Towards East Asian Economic Community* by Gioi Publisher(2004), and "Korea's FTA policy: background and current progress," in *The Korean Economy at the Crossroads* by Routledge Curzon(2004).

### **CHO, Chang Beom**

(Vice President/Invited Professor, UN Association of Korea/Konkuk University, Republic of Korea)

Amb. Cho, Chang Beom currently teaches International Relations at Konkuk University (Chungju Campus) as an Invited Professor under the NRCS program and serves as Vice President of the UN Association of Korea and Advisor to the President of the World

Federation of the United Nations Associations(WFUNA). As a career diplomat, he worked as Ambassador Extraordinary and Plenipotentiary of Korea to Australia, Republic of Austria, and the Czech Republic. Ambassador Cho also served as the Permanent Representative to the United Nations and International Organizations in Vienna, Governor to the IAEA, Head of Delegation to the OSCE, CTBTO PrepCom. Ambassador Cho was Deputy Foreign Minister for Policy Planning and International Organizations, Korean Foreign Ministry and SOM leader to the ASEAN Regional Forum(ARF), Asia Europe Meeting(ASEM), and Community of Democracy(CD). He also worked before as Ambassador/Deputy Permanent Representative to the United Nations, New York. He is a graduate of the Seoul National University(College of Law) and studied International Law and Diplomacy at the Graduate Schools of Seoul National University and Georgetown University, Washington, D.C.

### **CHO, Dong Sung**

(Professor, Seoul National University, Republic of Korea)

Dr. Cho, Dong-Sung is a professor of Dept. of Strategy and Design at Seoul National University. He received a doctoral degree from Harvard Business School in 1976, and worked at Gulf Oil Corporation and Boston Consulting Group before joining SNU. He was a visiting professor at HBS, University of Michigan, Duke University, INSEAD, Helsinki School of Economics, University of Tokyo, and Peking University. Among 57 books he published are *The General Trading Company* by Lexington Books, *Tiger Technology: the Rise of the Semiconductor Industry in Asia* by Cambridge University Press, and *From Adam Smith to Michael Porter: Evolution of Competitiveness Theory* by World Scientific. He received Honorary Doctoral Degrees from Inje University and Aalto University in Helsinki. He was Dean of College of Business Administration, SNU. He has been on the Board of Directors of 17 multinational companies and research organizations. He was President of the Korean Academic Society of Business Administration; and Chairman of Korean Association of Academic Societies, the umbrella organization of 651 academic societies. He chaired the Committee for Government Innovation Management; and co-chaired the Committee for Synergistic Cooperation between Big and Small Corporations jointly with the Prime Minister of Korea. Since 2008, he has been part of the Presidential Council for National Competitiveness of Korea. His current responsibilities include President of Korea Support Committee for the International Vaccine Institute, the Uncreated research lab for vaccines needed in developing countries, President of Seoul Research Center of UN Global Compact, President of Korea Auto Forum, President of Korea Reprographic and Transmission Rights Association, Managing Director of Ahn Jung Geun Memorial Museum, and Honorary Consul General of Finland in Korea. He is on the Board of Directors at the Korea National Opera Company.

### **CHO, Do-Soon**

(Professor, Catholic University, Republic of Korea)

Dr. Cho, Do-Soon is a professor in the Department of Life Sciences at the Catholic University of Korea. He has studied the structure and function of tropical rain forests, the role of disturbances on forest communities, and longterm ecological studies on plant phenology. He has worked for the nature conservation of Jeju Island and Korea as a member of the Cultural Heritage Committee of Korea and IUCN Korea Committee. He currently serves as the chairman of the Korea Protected Areas Forum and the vice-chair of the UNESCO MAB National Committee of Korea. His publications include the book "Natural Protected Areas of Republic of Korea."

### **CHO, Wan Kyoo**

(Executive Advisor, Korea Support Committee for the International Vaccine Institute(IVI), Republic of Korea)

Prof. Cho, Wan Kyoo graduated from SNU majoring Reproductive Biology in 1952, and rose from a full time lecturer to professor at SNU(1957-'93). He received Dr. of Science Degree from SNU in 1969. He was a visiting scientist in reproductive biology at the University of Pennsylvania(1964-'66), Johns Hopkins University and Harvard University (1971-'72) and Cambridge University(1973). He had served as the first Dean of College of Natural Science(1975-'79), Vice President(1979-'80), and President of SNU(1987-'91). He had served as the minister of Education(1992-'93). He was deeply involved in the IVI program from the beginning of its installation as Chairman of the Committee for Hosting IVI in Korea(1994), as a member of Board of Trustees(1997-'00), as Chairman of the Korea Support Committee for IVI(1998-'5), and currently as the Executive Advisor of the KSC. Meanwhile, he served on several organizations such as the Korean Federation of Science and Technology Societies as President(1984- '87), Bioindustry Association of Korea as a founding President(1991-2009), Korean Academy of Science and Technology as a founding President(1994- '98).

### **CHOI, Chung Il**

(Chair, Man & Biosphere Programme, International Coordinating Council UNESCO, Republic of Korea)

Prof. Choi, Chung Il is the Chair of United Nations Educational, Scientific and Cultural Organization(UNESCO) Man and Biosphere Programme(MAB) International Coordinating Council(ICC). He graduated from Seoul National University with major in aquatic ecology. He was the founder of IUCN National Committee of Korea and served as its first president. He currently serves as the Chair for the Ecotourism Korea, Korea DMZ Policy Forum, and UNESCO/MAB National Committee of Korea. He served as the president of Korean Society of Limnology, and the Korean Biodiversity Council, Dean of Natural Sciences College,

Hanyang University and the Roster of Experts of United Nations Environmental Programme (UNEP) Convention on Biological Diversity(CBD) Subsidiary Body on Scientific, Technical and Technological Advice(SBSTTA) Jakarta Mandate(JM). He was a research scientist on board the “Hudson-70 Oceanographic Expedition” of Canada that was the world first circumnavigation of North and South Americas. His publications in books, scientific papers, and articles are widely acknowledged.

### **CHOI, Jong-moo**

(Head, United Nations Project Office on Governance, Republic of Korea)

Mr. Choi, Jong-moo is Head of the United Nations Project Office on Governance under the United Nations Department of Economic and Social Affairs. He graduated from Seoul National University with a major in Foreign Affairs, and studied at Harvard Kennedy School. After joining the Ministry of Foreign Affairs through the 6<sup>th</sup> Foreign Service Examination, he worked at various embassies around the world including Taiwan, Britain, and Montreal. He also served as the Ambassador to the Netherlands from 2006 to 2009.

### **CHOI, Kang**

(Professor/Director-General American Studies, Institute of Foreign Affairs & National Security, Republic of Korea)

Dr. Choi, Kang(Ph.D., the Ohio State University) is a professor and Director- General for American Studies at the Institute of Foreign Affairs and National Security, Ministry of Foreign Affairs and Trade. From 1992 to 1998, and from 2002 to 2005, Professor Choi worked at the Korea Institute for Defense Analyses(KIDA). When at KIDA, Professor Choi assumed various positions such as Chief Executive Officer, Task Force for Current Defense Issues, Director of International Arms Control Studies, and as one of the editors of Korean Journal of Defense Analysis(KJDA). He has done research on arms control, crisis/consequence management, North Korean military affairs, multilateral security cooperation, and the ROK-US security alliance. From 1998 to 2002, he served on the National Security Council Secretariat as Senior Director for Policy Planning and Coordination. He was one of the South Korean delegates to the Four-Party Talks. Professor Choi has published many articles that include “An Approach toward a Common Form of Defense White Paper,” “International Arms Control and Inter-Korean Arms Control,” “Inter-Korean Arms Control and Implications for the USFK,” “Future ROK-US Security Alliance,” “North Korea’s Intensions and Strategies on Nuclear Games, and “A Prospect for US-North Korean Relations: beyond the BDA issue.” Professor CHOI holds several advisory board memberships.



## **CHOI, Seok-young**

(Deputy Minister for Trade/Chief Negotiator, FTAs Ministry of Foreign Affairs and Trade, Republic of Korea)

Mr. Choi, Seok-young assumed the post of Deputy Minister for FTAs(Free Trade Agreements) at the Ministry of Foreign Affairs and Trade in June 2010. Previously he served as Ambassador for DDA(Doha Development Agenda)

Negotiations from April 2009 to his present assignment. A career diplomat since 1979, Mr. Choi has held various diplomatic postings such as at the Korean Consulate General in Hamburg, Germany, Embassy in Kenya and Permanent Mission to the United Nations in Geneva and New York. His recent overseas posting(related to the Korea-U.S. FTA) was at the Korean Embassy in Washington DC as Minister for Economic Affairs and Trade. Mr. Choi also served as Executive Director for the APEC(Asia-Pacific Economic Cooperation) Secretariat before serving in Washington DC. Mr. Choi was educated at Seoul National University(BA) in Korea, the University of Heidelberg in Germany, and the Korean Development Institute School of Public Policy and Management(MBA) in Korea. He is author of numerous articles particularly in the fields of trade and environment.

## **CHOI Sooshin**

(Director, School of Design Associate Professor of Industrial Design University of Cincinnati, Republic of Korea)

Prof. Choi, Sooshin is the Director of School of Design at University of Cincinnati. He studied industrial design and transportation design at Seoul National University of Technology, Hong-ik University Graduate School, Royal College of Art, and The Ohio State University. His 25-year professional career includes automotive designer at Daewoo Motors and Kia Motors, design director at Fursys and Iloom, innovative design director at DEKA Research and Development in New Hampshire, USA. He was involved in a number of products-passenger sedans, SUV, trucks, minivans, office furniture systems, chairs, iBOT, and can't application of Segway Human Transporter. He has talked industrial design studios, theory of industrial design, and universal design seminar at the University of Cincinnati since 2003. His focuses of research interest include product innovation and inclusive design; in addition, he has been an invited lecture at institutions and conferences in Canada, Japan, Sweden, Mexico, China, Korea, and the USA. He has been managed interdisciplinary design projects for product innovation as the Director of Designnovation Studio at UC since 2008. He has actively served the design community as a member of the Korea Industrial Designers Association(KIDA), Vice Chair of Southern Ohio Chapter of Industrial Designers Society of America(IDSA), US Director of Korea Society of Design Sciences(KSDS), and Founder and Moderator of Korean Designers in America.

### **CHUNG, Han-yong**

(CEO, EnterKorea Company, Republic of Korea)

Mr. Chung, Han-yong is currently CEO of EnterKorea Co. Ltd. that exports and imports Korean media contents. He holds two additional posts: first, as the president of CN Company, an entertainment production company, and second as the publisher of Korea Style, a magazine on the Korean Wave(Hallyu). Mr. Chung served as a member of the 15<sup>th</sup> National Assembly of the Republic of Korea. He is also a renowned actor of numerous Korean television shows, movies, and plays.

### **CHUNG, Jaejeong**

(President, Northeast Asia History Foundation, Republic of Korea)

Dr. Chung, Jaejeong is a professor in the department of history at the University of Seoul. He served as a Dean of College of Humanities at the University of Seoul, and various positions in other councils, associations, and advisory boards. As a specialist in modern Korean history and the history of Korea-Japan relations, he has dedicated himself to the discussion of historical reconciliation that includes the Korea-Japan Joint History Research Committee, which was supported by the two nations' governments. From September 2009, he has served as a president of the Northeast Asian History Foundation. His publications include Japanese Colonial Control over Korean Railroads and Korean People's Response (1892-1945), A New History of Nineteenth-and Twentieth-Century Korea(Japanese), The History of Korea-Japan Relations view from Kyoto(Korean), and book chapters in history textbooks and the Wars in Asia(English), and Designing History in East Asian Textbooks (English).

### **CHUNG, Kyung-Won**

(Professor, Department of Spanish, Hankuk University of Foreign Studies, Republic of Korea)

Dr. Chung, Kyung-won is a Professor in the Department of Spanish in Hankuk University of Foreign Studies. He is also Director of the Institute of Latin American Studies(ILAS) and Director of the Green Convergence Center - Korea, Latin America and the Caribbean(GCC-KOLAC). Prof. Chung's recent positions include President of Asociacion Coreana de Hispanista(ACH) and President of Association of World Literature and Comparative Studies. His recent publications include "A Study of Latin American Cultural Identity: Focusing on Popular Culture, The Journal of Latin American Studies(2010) and Korean's New Scheme for Enhancing Economic Cooperation toward Central America: Green Industry(2011). Prof. Chung holds a Ph.D. from UNAM in Mexico.

### **John DELURY**

(Assistant Professor, Yonsei University, United States of America)

Dr. John Delury is Assistant Professor of East Asian Studies at Yonsei University's Graduate School of International Studies and the Underwood International College, where he teaches modern Chinese history and East Asian relations. John is also a Senior Fellow of Asia Society's Center on US-China Relations, Term Member of the Council on Foreign Relations, and Leadership Council member of the National Committee on American Foreign Policy. He is currently co-authoring a history of modern China, has published numerous articles, and appears regularly in the media. Dr. Delury received his BA, MA, and PhD in Chinese history from Yale University, studying under Jonathan Spence. He has previously taught at Columbia, Brown, and Peking University.

### **John B. DUNCAN**

(Director, Center for Korean Studies, University of California in Los Angeles, United States of America)

Mr. John B. Duncan has been a faculty member of the Department of Asian Languages and Cultures at UCLA since 1989. He is also the director of the UCLA Center for Korean Studies. He has published numerous books on Korea and its history that include the *Reform and Modernization in the Taehan Empire* and *The Institutional Basis of Civil Governance in the Choson Dynasty*, acknowledged as one of the most comprehensive works written in English on the Choson government. In 2009, he was selected as a Korea Foundation Prize recipient and as a Manhae Grand Prize Academy recipient in 2010.

### **Peter DUUS**

(Professor Emeritus, Stanford University, United States of America)

Dr. Peter Duus is William H. Bonsall Professor Emeritus of History at Stanford University, where he taught for thirty years. Before joining the faculty at Stanford he taught at Washington University, Harvard University and Claremont Graduate School. He has served as President of the Association for Asian Studies and was one of the editors of the Cambridge History of Japan. His publications include *The Abacus and the Sword: The Japanese Penetration of Korea, 1895-1910* as well many articles and book chapters on Japanese imperialism and colonialism. His latest book, *Rediscovering America: Japanese Perspectives on the American Century*, will appear this fall.

### **Gareth EVANS**

(Chancellor, Australian National University, Commonwealth of Australia)

Prof. the Hon Gareth Evans AO QC has been Chancellor of the Australian National University since January 2010, a Professorial Fellow at The University of Melbourne since July 2009, and is President Emeritus of the Brussels-based International Crisis Group that he led from

2000 to 2009. He was Australia's Foreign Minister 1988-96, Leader of the Government in the Senate, and held three other Cabinet posts 1983-88. He was Co-Chair of the International Commission on Intervention and State Sovereignty(2000-01) and International Commission on Nuclear Non-Proliferation and Disarmament(2008-10) and a member of numerous other high-level international panels. He has written or edited nine books - most recently *The Responsibility to Protect: Ending Mass Atrocity Crimes Once and for All*(Brookings Institution, 2008) and published over 100 journal articles and chapters on foreign relations, human rights and legal and constitutional reform. He received the 2010 Roosevelt Institute Award for Freedom from Fear, for his pioneering work on the Responsibility to Protect concept, and his contribution on conflict prevention and resolution, arms control and disarmament.

### **Martin FACKLER**

(Tokyo bureau chief, New York Times, United States of America)

Mr. Martin Fackler is the Tokyo bureau chief for the New York Times. A native of Iowa who grew up in Georgia, he was first captivated by Asia more than 20 years ago when he spent his sophomore year at college studying Mandarin and classical Chinese at Taiwan's Tunghai University. A chance to study Japanese at Keio University in Tokyo led him to Japan, where he later did graduate work in economics at the University of Tokyo. He has Master's degrees from the University of Illinois at Urbana and the University of California, Berkeley. In addition to the New York Times, he has also worked in Tokyo for the Wall Street Journal, the Far Eastern Economic Review, Associated Press and Bloomberg News. Besides Tokyo, he has also worked in New York, Beijing, and Shanghai. He joined The New York Times in 2005, working first as the Tokyo business correspondent before assuming his current position in 2009. He covers Japan and the Korean Peninsula.

### **Sebastien FALLETTI**

(Seoul Correspondent., Le Figaro, Republic of France)

Since 2009, Mr. Sebastien Falletti is the Seoul based correspondent for Le Figaro, the number one daily newspaper in France. He covers political, economic, social, and cultural development on the Korean Peninsula as well as in North East Asia. He is also a contributor to Jane's Defence Weekly, the Financial Times and Europolitics. He has made field trips report to North Korea, Japan, China, and Mongolia. Between 2004 and 2008, Sebastien Falletti was based in Brussels where he covered EU news. Sebastien Falletti holds a Master's from the London Schools of Economics and Agregation histoire from Sorbonne University. He published a historical biography of Captain Dreyfus in Paris in 2001.

### **Anthony FLYNN**

(Deputy Director General, Development and Communications International Vaccine Institute, United States of America)

Mr. Anthony Flynn is the Deputy Director-General(DDG) for Development and Communications of the International Vaccine Institute(IVI). Prior to joining the IVI, Mr. Flynn headed Resource Development and was a member of the Executive Board of the International AIDS Society(IAS), the leading independent association of professionals working in the HIV field. Based in Geneva, Switzerland, the IAS has over 16,000 members from more than 196 countries that were at all levels of the global response to AIDS. From 2002 to 2006, he was the Director of Grants and Donor Communications and the European Development Manager at the International AIDS Vaccine Initiative, a public-private partnership whose mission is to ensure the development of safe, effective, and accessible HIV vaccines. He has an extensive background working in communications and resource mobilization for major international organizations such as Amnesty International and the United Nations Environment Programme, as well as for leading educational, scientific, and cultural institutions in the United States. He received his B.A. and M.A. degrees from the University of Dublin, Trinity College.

### **Scott GATES**

(Research Professor/Director, Centre for the Study of Civil War, United States of America)

Dr. Scott Gates is a Research Professor/Director at the Centre for the Study of Civil War. He is also Director of PRIO(The International Peace Research Institute, Oslo). Previously, Dr. Gates taught at the Norwegian University of Science & Technology, University of Trondheim, and Michigan State University. He holds a Ph.D. and M.A. in political science from the University of Michigan.

### **GONG, Keyu**

(Associate Professor, Institute for World Economy Studies, the Peoples Republic of China)

Prof. Gong, Keyu is Associate Professor, Institute for World Economy Studies. Deputy Director, Center for Asian-Pacific Studies and Center for World and Shanghai Studies, Shanghai Institutes for International Studies, China. Her main research interests are Asian-Pacific politics, economics and security, including: the North Korea Nuclear Issue, Sino-DPRK & Sino-ROK relationships, the strategy of major powers in the region, regional multilateral cooperation and possible mechanism. Dr. Gong's recent articles include: "How to Resolve the North Korea's Nuclear Crisis: A Chinese Perspective", "Obama Administration and Korea-China Strategic Cooperation", KINU, 2009; (co-author) "Proliferation of International Crisis And Sino-US Joint Response", Shishi Press, 2010; "The Tension on the Korea Peninsular and China's Policy", International Journal of Korea Unification Studies,

### **HAHM, Kwang-bok**

(Director, National Affairs at the Korea DMZ Council, Republic of Korea)

Mr. Hahm, Kwang-bok is Executive Director of Gangwon Television Broadcasting(GTB) and Director of National Affairs at the Korea DMZ Council. He also serves as Director General of the Korea DMZ Research Institute and Research Director General of DMZ United. In addition, he is a distinguished Chief Reporter for both the Kangwon Ilbo and Kangwon Domin Ilbo. Until the end of last year, he served as the Director General of Choon- Cheon City Cultural Foundation and Co-Executive Director of Dancer Choi Sung-Hui's Memorial Association. He has worked as a press reporter for more than thirty years prior to turning into a broadcaster. He is a key figure at GTB where he is a renowned Grand Reporter and Member of Broadcasting Committee. Dedicated to understanding and investigating the DMZ throughout his life, he is now one of the most well known authorities in the field. His broad and colorful experience includes decisions as Advisory and Steering Member of DMZ Biodiversity Committee, Park Soo Keun's Art Gallery, Dong Art Gallery, Committee for Establishing DMZ Museum, Cheorwon Peace Plaza, Gyeong-Ui Line Railroad Linkage Project, DMZ Peace And Life Garden, Kangwon DMZ Help Center, Ministry of Culture and Tourism's PLZ Project, Korea Tourism Organization, DMZ Society, DMZ Otto Project, and Salmon Loving Citizens' Group. He is a prominent DMZ writer where his published books have been translated into many languages. He has also received prestigious awards that include a Korea Special Award for Journalists. He is also a television celebrity on KBS, NHK, and GTB.

### **HAN, Kyung-Ah**

(CEO/Adjunct Professor, Show & Arts Inc/Konkuk University(Cultural Contents), Republic of Korea)

Ms. Han, Kyung-Ah has organized overseas performances and international festivals for the Sejong Center for the Performing Arts and the Sunnam Art Center. She is the CEO of Show and Arts Inc. and an adjunct professor of cultural content at Konkuk University. The U.S. subsidiary of Show and Arts USA LLC was established in 2008. Through its efforts, Korean cultural contents, including non-verbal musical performances such as *Jump* and *Break Out*, took to the stage on Broadway and the broader global markets of Europe, South America, and Southeast Asia. The company was awarded the Million Dollar Export Trophy in 2008 and the President's Award for Contributors of Advancement of Content into the Overseas Market in 2009.

## **HAN, Moo young**

(Professor, Seoul National University, Republic of Korea)

Prof. Mooyoung Han teaches Civil and Environmental Engineering at Seoul National University, Korea where he is also a director of the Rainwater Research Center. He started teaching at Kyunghee University(1991-1999) and moved to Seoul National University in 1999. He initiated the RWHM(Rainwater Harvesting and Management) specialist group in IWA and became the chairman of the group and hosted several International Rainwater Harvesting Workshops and Conferences. He is a leading NGO(RainForAll) and extending the Rain City concept to cities in Korea and in the world as a climate change adaptation measure. Recently, he earned the 2010 Project Innovation Award from IWA and 2010 Korean National Green Technology Award. He is the vice president of “Engineers Without Borders” to transfer appropriate technologies to developing countries. He also received the 1<sup>st</sup> Social Service Award from SNU, recognized by his voluntary rainwater harvesting work with students in developing countries. He is leading the Gosung Dinosaurs Theme Park Rainwater Project to make an internationally famous rainwater showcase project and rainwater museum. The vision of his group is to promote rainwater and try to change the mind of urban water management with the slogan “Rainwater Revolution: From Drain City to Rain City By Training Braining Citizen”

## **HAN, Seung-Soo**

(Former Prime Minister, Republic of Korea)

Dr. Han, Seung-Soo, former Prime Minister, is currently a member of the UN Secretary-General's High-Level Panel on Global Sustainability and the UN Secretary-General's Advisory Board on Water and Sanitation and Chair of High-Level Expert Panel on Water and Disaster/UNSGAB. He is also Chairman of the Global Green Growth Institute(GGGI), He was Special Envoy of the UN Secretary-General on Climate Change and Chairman of the OECD Ministerial Council Meeting in Paris where he played a pivotal role to unanimously adopt the OECD Declaration on Green Growth on 25 June 2009. He was President of the 56<sup>th</sup> Session of the UN General Assembly, Korea's Foreign Minister, Deputy Prime Minister and Finance Minister, Minister of Trade and Industry, Chief of Staff to the President and Korean Ambassador to the U.S. He was a three-term Member of the National Assembly. Before his entry into politics in 1988, he had a distinguished academic career as Professor of Economics at Seoul National University and taught economics and researched at the Universities of York, Cambridge(Emmanuel), Harvard, and Tokyo. His most recent publication is *Beyond the Shadow of 9/11; A Year at the UN General Assembly*(SAIS, Washington, DC, 2007). He was awarded the Honorary Knighthood(KBE) from Queen Elizabeth II and accepted the Nobel Peace Prize on behalf of the United Nations in 2001.

## **HAN, Tae-Kyu**

(President, Jeju Peace Institute, Republic of Korea)

Amb. Han, Tae-Kyu is the president of the Jeju Peace Institute. He graduated from Seoul National University (BA in Law, 1967-1971), studied the Foreign Service course at Oxford University (1972-1973), and started his career as a diplomat in 1971. He held positions mainly in foreign and security affairs; chancellor of the Institute of Foreign Affairs and National Security (IFANS) (2004-2006), Chairman of Foreign and National Security Affairs Sub-committee of the Presidential Committee on Northeast Asian Cooperation Initiatives as additional post during the period, and Deputy Secretary-General of National Security Council (1999-2001). He served as Secretary of Political Affairs at the Korean Embassy in US (1980-1982), Director of Security Affairs Division at the Ministry of Foreign Affairs (1985-1987), Counselor of the Korean Embassy in the United Kingdom (1987-1989), Advisor to Foreign Minister (1990-1991), Minister of Korean Embassy in Canada (1991-1994), Director-General for European Affairs (1995-1996), Ambassador Advisor for International Relations in Daejeon Metropolitan City (1996-1997) before being appointed as Ambassador to Bangladesh (1997-1999), Greece (2001-2004) and Thailand (2006-2008). His publication is *'The Road to Athens'* (2004).

## **Peter HAYES**

(Director, Nautilus Institute for Security & Sustainability, Commonwealth of Australia)

Dr. Peter Hayes, is Director, Nautilus Institute [[www.nautilus.org](http://www.nautilus.org)] and Professor of International Relations, RMIT University [[www.rmit.edu.au](http://www.rmit.edu.au)]. He works at the nexus of security, environment, and energy policy problems. Best known for innovative cooperative engagement strategies in North Korea, he has developed techniques at the Nautilus Institute for near-term solutions to global security and sustainability problems that have been applied to East Asia, Australia, and South Asia. Peter has worked for many international organizations that include the UN Development Programme, Asian Development Bank, and Global Environment Facility. He was founding director of the Environment Liaison Centre in Kenya in 1975. He has traveled, lived, and worked in Asia, North America, Europe, and Africa. He has visited North Korea seven times during which he was responsible for the construction of a village power plant at Unhari. He was born in Melbourne Australia and is a dual national of Australia and the United States. He currently runs the Nautilus branch office at the Royal Melbourne Institute of Technology. In 2000, he received a MacArthur Fellowship from the United States.

## **Michael HELLBECK**

(Executive Vice President, Standard Chartered Korea Federal, Republic of Germany)

Since August 2010, Mr. Michael Hellbeck holds the dual role as COO and Head of



Regulatory Affairs for Standard Chartered Korea and Standard Chartered First Bank. From 2005 till August 2010 Michael HELLBECK served as Branch Manager and Chief Operating Officer for Deutsche Bank Seoul Branch. Prior to this position, Mr. HELLBECK worked for Deutsche Bank as Chief Country Officer and Head of Global Banking in Taiwan(2003-2005) and the Philippines(2001-2003) respectively. From 1993-2001, Mr. HELLBECK was assigned to Deutsche Bank Seoul Branch as Head of Risk Management(1993-1997) and Head of Corporate Banking(1997-2001). Mr. HELLBECK has 27 years of banking experience in the areas of risk management, corporate & institutional banking, internal controls, compliance, and general management. He has worked in Asia since 1990 without interruption.

### **HONG, Kiwon**

(Associate Professor/Director, Graduate School of Public Policy and Industry, Sookmyung Women's University, Republic of Korea)

Prof. Hong, Kiwon teaches at the Graduate School of Public Policy and Industry at Sookmyung Women's University and serves as the director of the Cultural Policy and Administration Program. Before joining the university, she was chief researcher of the Korea Culture and Tourism Institute(KCTI). Her areas of expertise include cultural policy, diplomacy, and arts policy. She has participated in many government research projects, specifically under the Ministry of Culture and Tourism, and has published numerous reports on diverse topics regarding cultural policy and arts administration.

### **HONG, Kyttack**

(Professor, Chung-ang University, Republic of Korea)

Dr. Hong, Kyttack is a professor in the Department of Economics at Chung-Ang University in Seoul. He received his Ph.D in economics from Stanford University. In the past, he has worked as a consultant for UNIDO and the Bank of Korea, and has served as an outside director on the corporate board of many financial companies that include Toyang Securities Company, Samsung Credit Card Company, and Korea Securities Depository Company. He has also served on the executive committee of many academic research associations that include the Korean Economic Association and Korea Money and Financial Association. Since 2009, he has been the managing editor of the Journal of Economic Development. He is also a member of the Regulatory Reform Committee of the Korean government, and a member of the steering committee at the Korea Investment Corporation, the sovereign fund of Korea. His current research focus is on designing new financial supervisory systems that promote economic stability, and growth and income distribution. His recent publications include books on post-crisis financial reform and numerous articles on exchange rate movements and investment fund performance.

## **HONG Myeon-ki**

(Research Fellow, Northeast Asian History Foundation, Republic of Korea)

Dr. Hong, Myeon-ki is a research fellow in the Department of Policy Planning at Northeast Asian History Foundation (NAHF). Before joining the faculty, he has served at the Ministry of Unification for the past 18 years. He is currently staying in Beijing as a visiting scholar to Peking University. His publications include *Territorial Imagination* and the *Geopolitics for the Unification of the Korean Peninsula*, and numerous articles regarding borderland cooperation and related issues.

## **Jamer Kennedy HUNT**

(Director, Parsons the New School for Design, United States of America)

Prof. Jamer Hunt collaboratively designs open and flexible programs that respond to emergent cultural conditions. He is the Director of the experimental graduate program in Trans-disciplinary Design at Parsons the New School for Design. His practice, Big Tall Design, combines conceptual, collaborative, and communication design and he is co-founder of DesignPhiladelphia, now the largest city-based design festival in the US. He is a Fast Company Expert Design Blogger, and has served on the Board of Directors of the American Center for Design, the Editorial Board of the journal *Design and Culture*, the Board of Directors of the Victor Papanek Foundation, and on the steering committee that helped draft the 2011 ICOGRADA Design Education Manifesto. With MoMA and SEED Magazine he collaborated on and cohosted MIND08: The Design and Elastic Mind Symposium as well as the project *Headspace: On Scent as Design* in 2010. He has consulted or worked at Smart Design, frogdesign, WRT, Seventh Generation, and Virtual Beauty. His written work engages the poetics and politics of the built-environment and has been published in various books, journals, and magazines, including *I.D.* magazine that published his *Manifesto for Postindustrial Design* in 2005.

## **HYUN, Jae-Hyun**

(Chairman, Tong Yang Group, Republic of Korea)

Mr. Hyun, Jae-Hyun is chairman of Tong Yang Group, a South Korean conglomerate primarily engaged in two key industry-financial services that include investment banking and life insurance, and manufacturing, namely cement and home appliances. Prior to joining Tong Yang in 1977, Hyun served two years as public prosecutor at the Public Prosecutor's Office in Busan and three years as judge advocate officer in the Korean Navy. Hyun currently holds a number of civic and professional appointments that include: chairman of the Korea-U.S. Business Council('09), chairman of the Economic Policy Committee('08), vice-chairman of the Federation of Korean Industries('97), vice-chairman of Korea-Japan Economic Association('11), member of the Trilateral

Commission Pacific Asia Group('00), member of the Prudential Asian Advisory Board ('98), and member of the Seoul Bar Association('77). From 1996 to 2008, Hyun served as one of three members on the Korean delegation of the Asia-Pacific Economic Cooperation(APEC) Business Advisory Council(ABAC). In 2005, he was appointed chairman of ABAC when Korea was host economy to APEC and went on to chair the APEC CEO Summit that same year. Hyun received his bachelor's and master's degrees in law from Seoul National University. He earned his MBA from Stanford University in 1981.

### **Amy JACKSON**

(President, American Chamber of Commerce Korea, United State of America)

Ms. Amy Jackson joined the American Chamber of Commerce in Korea(AMCHAM Korea) as its new President on August 31, 2009. She is responsible for managing the day-to-day operation and activities of the Chamber. Ms. Jackson was formerly a Director at C&M International(CMI), an international trade and investment consulting firm based in Washington D.C From 2002-2005, Ms. Jackson served as the Deputy Assistant U.S. Trade Representative for Korea. In this position, she was responsible for the development and implementation of U.S. trade policy toward Korea that included preliminary work to support of the launch of a U.S.-Korea FTA. From 1998-2002, Ms. JACKSON was the Director of Japanese Affairs for the Office of the U. S. Trade Representative, during which time she negotiated and oversaw the implementation of agreements related to insurance, autos, and telecommunications. Prior to moving to USTR, Ms. JACKSON worked at the National Aeronautics and Space Administration(NASA) for eight years where she was the lead negotiator on behalf of the United States for numerous U.S.-Japan space agreements. Ms. Jackson has a Master's degree in International Relations from the Johns Hopkins University School of Advanced International Studies and a Bachelors degree in Government from Pomona College.

### **JIANG, XianYun**

(President, Jeju Benma-Iholand Co., Ltd, the Peoples Republic of China)

Mr. Jiang, XianYun is President of Jeju Benma-Iholand Co., Ltd. Jiang is also President of Heilongjiang Benma Group Company since 2001. Born in 1962, Jiang previously served as Manager at Harbin Dongha Machine Shop(1983- 1990), General Manager at Heilongjiang Overseas Material Trade Company(1991-1994), General Manager at China Chemical Ne Materials Company, Heilongjiang Branch Company(1994-1998), Director at Heilongjiang Northeast Electric Power Company,(1998-2000), and President of Harbin Qiulin Group Company Shares Ltd.

### **JIN, Jingyi**

(Professor, Peking University, the Peoples Republic of China)

Dr. Jin, Jingyi, is a professor of the Foreign Language College Peking University. In 1982, he graduated from Yanbian University, Chinese Department, and received Bachelor of Arts degree. In 2001, he graduated from Peking University, College of International Relations, and received a Doctor of Laws. Has been a visiting scholar at the Research Institute for Regional Planning and Development of Keio University, in Japan; Institute of Far Eastern Studies of Kyung Nam University, in Korea; and Academy of Korean Studies, in Korea, giving lessons about Relationship between China and Korean Peninsula, research on Korean Peninsula in Hanyang University, Korean, and Chuo University, Tokyo. He is now a professor of Foreign Language College in Peking University. Research aspects include Modern History and Culture of the Korean Peninsula, History of Relations between China and the Korean Peninsula, Research on Korean Peninsula. Publications include Academic work: Origin of China involved in the Korean War and numerous articles and book chapters over 40 articles.

### **JIN, Soo-nam**

(Executive Director, Medical Tourism Department in the Korea Tourism Organization, Republic of Korea)

Mr. Jin, Soo-nam is Executive Director of the Medical Tourism Department in the Headquarters of the Korea Tourism Organization. He started work at the headquarters of KTO from January 1987 through open recruitment. He is a previous a manager of the Toronto office and the Director General of the Paris Office of the KTO. He has an MBA degree of from the KDI school of Public Policy and Management. He had finished his undergraduate studies at Hankuk University of Foreign Studies in Seoul. His publications include many in-house books, numerous articles, and book chapters in the field of medical tourism.

### **JO, Dongho**

(Professor, Ewha Womans University, Republic of Korea)

Dr. Jo, Dongho is a professor of North Korean Studies at Ewha Womans University and a director at the Center for North Korean Studies at the East Asia Institute. Before joining the university in 2007, he worked at the Korea Development Institute for 16 years as a senior fellow and director of North Korean economic studies. He graduated from Seoul National University and received a Ph.D. degree in economics from the University of Pennsylvania in 1991. He has also had significant additional professional experience. He is now policy advisor for the chief secretary to the President of Korea for diplomacy and national security, advisor for the national assembly budget office, advisor for the advis-

ory council on democratic and peaceful unification for the President of Korea, advisor for the promotion of inter-Korean exchanges and cooperation at the Ministry Of Unification. His research areas are mainly on the North Korean economy and inter-Korean cooperation.

### **Virginia A. KAMSKY**

(Chairman/CEO, Kamsky Associates, United States of America)

Ms. Virginia A. Kamsky(Ginny) is the Chairman and Chief Executive Officer of Kamsky Associates, Inc., a strategic advisory firm with offices in Beijing and New York City. Ms. Kamsky has worked in China since 1978, when she headed the Chase Manhattan Bank's corporate China division. Ms. Kamsky is currently serving under a White House Appointment on the US Secretary of the Navy Advisory Panel, providing advice on US strategy in the Asia Pacific region and alternative energy. Ms. Kamsky is Chairman of the Board of Trustees and Chief Executive Officer of the China Institute in America, positions she has held since December 2003. She is a member of the Council on Foreign Relations, and has served on the Board of Trustees of Princeton University and the Dalton School(her alma maters). Ms. Kamsky's writings have appeared in The Harvard Business Review and Directors & Boards Magazine. She was chosen by Newsweek as one of "America's 25 Top Asia Hands" Ms. Kamsky was also featured on PBS in the award winning Adam Smith Money World production, Kamsky Associates Models of Enterprise, and was a commentator on trade and investment in China for the PBS series The Heart of the Dragon.

### **KANG, Chang-soo**

(President, Jeju Youth Association, INC. Republic of Korea)

Mr. Kang, Chang-soo is currently the president of the Culture & Tourism Committee of the Jeju Youth Association, he was appointed in October 2010. Previously he was an adjunct professor in the Tourism Management Department of Kyonggi University. He also worked as a member of the Jeju Social Agreement Commission from 2008 to 2009 and was an advisor to the Presidential Committee on Regional Development between 2007 and 2008.

### **KIM, Bong-hyun**

(Deputy Minister for Multilateral and Global Affairs, Ministry of Foreign Affairs and Trade, Republic of Korea)

Amb. Kim, Bong-hyun is a career diplomat. He was recently appointed Deputy Minister for Multilateral and Global Affairs in the Ministry of Foreign Affairs and Trade for the Republic of Korea, covering the area of UN affairs, development cooperation, legal affairs, and cultural affairs. He is working as a Sherpa for the Nuclear Security Summit in 2012. He has

worked intensively in the field of multilateral diplomacy since he entered the Ministry of Foreign Affairs in 1982. He served at the Korean Mission to the UN from 1996 to 1999 as 1<sup>st</sup> Secretary and from 2008 to 2011 as Ambassador and Deputy Permanent Representative. He also worked at the office of the President of the General Assembly of the UN as an assistant to the President from 2001 to 2002. His foreign service includes Japan for 3 years, the former Soviet Union and the Russian Federation for 3 years and Pakistan for 2 years. He received B.A. from Seoul National University and an M.A. from the University of Illinois at Urbana-Champaign in the U.S.A. His doctoral degree thesis relates to negotiations between the weak and strong states.

### **KIM, Hee Hyon**

(Vice President and Director, Jeju Special Self-Governing Provincial Council, Republic of Korea)

Mr. Kim, Hee Hyon has been vice-president and director of the Jeju Special Self-Governing Provincial Tourism Association since 2006 and has been a member of the Culture & Tourism Committee since July 2010. He has actively worked as a board member of the Jeju Tourism Organization and a member of the Community Chest of Jeju since 2006. He was also executive director of the Committee against Airfare Increase.

### **KIM, Hwang Sik**

(Prime Minister, Republic of Korea)

H.E Kim, Hwang Sik assumed office as the 41<sup>st</sup> Prime Minister of the Republic of Korea on October 1 2010. Before his appointment, Prime Minister Kim served as Chairman of the Korean Board of Audit and Inspection from 2008. During his term as Chairman, he also held the position as Chair of the UN/INTOSAI Platform on Public Accountability INTOSAI (International Organization of Supreme Audit Institutions), Secretary General of ASOSAI (Asia Organization of Supreme Audit Institutions) and was a member of the Governing Board of ASOSAI and INTOSAI. During his post, he contributed to the improvement of the audit system in the Asian region by adopting best practices of transparency through more active exchanges among Asian audit institutions. As a leading member of the Korean judiciary, Prime Minister KIM served as a Justice of the Supreme Court from 2005 to 2008 and as Vice Minister of the National Court Administration in 2005. Prior to that, he served as a Judge for over 30 years in various major courts including the Gwangju District Court, the Seoul High Court, and the Seoul Criminal Court since starting his legal career in 1974. Prime Minister Kim received his Bachelor's degree in Law from Seoul National University (1971) and studied at Philipps University of Marburg in Germany(1978-79). He is the coauthor of *The Interpretation of Civil Law*(Vol.1-19)".

**KIM, Kwi-Gon**

(Chairman, Korea DMZ Council, Republic of Korea)

Dr. Kim, Kwi-Gon is Professor Emeritus of Environmental Planning and Landscape Architecture at Seoul National University(SNU) and Chairman of the Korea DMZ Council. Professor Kim is a leading urban ecologist of our time and is actively involved in a diverse community of environmental and ecological causes including Director of International Urban Training Center supported by UN-HABITAT, Honorary Chair-President of the Korean Society for Environmental Education, Group leader for the DMZ Survey of Environmental Ecology, Honorary President of Korea Environmental Policy and Administration Society, Senior Advisor of the Korea Society for Environmental Restoration and Revegetation Technology, Chair Member of the Advisory Committee for Seoul Hangang Parks Business Head Office, Member of Scientific Review Board of Horizon International based at Yale University, President of International Consortium for Landscape and Ecological Engineering, President of the Korean Society for Good Community, President of Korea Eco-City Network (KEN), Member of Management Advisory Committee for the Korean Water Resources Corporation, Head of the DMZ Environmental and Ecological Joint Survey Team, Vice-Chair of UNESCO MAB National Committee, Member of Green Growth Council, and Member of the Sustainable Development Council of Ministry of Environment. Professor KIM holds a B.Sc. in Forestry from Seoul National University and an M.A. in Landscape Architecture from the University of Canterbury, New Zealand and an M. Sc. in Regional and Urban Planning Studies from University of Reading, England, and a Ph.D. in Planning Studies from the University of London, England.

**Spencer H. KIM**

(Co-founder, Pacific Century Institute, United States of America)

Mr. Spencer H. Kim is chairman of CBOL Corporation, a global manufacturing and distribution company for high-tech products, and Celltron, Inc., a manufacturer of aerospace and industrial wiring harnesses. Kim also has led Pioneer Aluminum, Inc as its chairman. In addition to his business interests, Mr. Kim is a founder of the Pacific Century Institute, a non-profit foundation dedicated to the improvement of understanding and communication by the peoples of the Pacific Rim. He serves as a board member of The Korea Society, the United States Asia Pacific Council, the Korea Economic Institute, the Center for Asia-Pacific Policy at the RAND Corporation, the Pacific Basin Institute at Pomona College, and the International Student Conference. Kim has also represented the United States on the Asia-Pacific Economic Cooperation(APEC) forum's Business Advisory Council from 2006-2008. Kim is a trustee at United Methodist Church Higher Education Foundation and the Claremont School of Theology.

### **KIM, Tae-hyung**

(Chief Researcher, Institution of Urban Architecture Korea National University, Republic of Korea)

Dr. Kim, Tae-hyung is senior designer and chief researcher in the institution of urban architecture at the Korea National University of Arts(KNUA). He has also taught urban design studio at the graduate school of KNUA since 2006. He is the founder of Taehyung Kim urban architecture research unit(OUEM), and currently workd as a director. He has focused on urban design issues as practitioner and researcher with numerous publications of works, reports, and books.

### **KIM, Tae Young**

(CEO, Philips Electronics Korea, Republic of Korea)

Mr. Kim, Tae Young, was appointed as CEO of Philips Electronics Korea on December 1<sup>st</sup> 2006. He entered the company in 1982 and has been with Royal Philips Electronics for 28 years. Mr. Tae Young Kim served the company as the General Manager for Philips Healthcare in 1985, He was appointed as a member of APAC Management Committee of Philips Medical Systems in 1990. He then served as the Director for Strategic Planning in 1994 for 3 years at Philips Healthcare in North America Company in United States. Upon his return to Korea in 1997, he was re-instated as the General Manager of Philips Healthcare. Until his call of duty as the CEO of Philips Electronics Korea, he has also served as the Vice President and on the Management Committee for MCRAPAC. After his appointment as the CEO and his overall command for all three sectors of Philips Electronics Korea(Healthcare, Lighting, and Consumer Lifestyle), Mr. Tae Young Kim has been motivated to pursue various Korean companies to strategize his plan for LED and related healthcare business growth.

### **KIM, Young Hie**

(Editor-At-Large, JoongAng Ilbo, Republic of Korea)

Currently Editor-at-Large at JoongAng Ilbo, Mr. Kim has pursued his career as a journalist since he joined the Hankook Ilbo in 1958. He has served in several major posts at the newspaper, including editor of the International News Desk until 1970, Washington correspondent(1971-1978), chief editorial writer, executive managing editor(1983-1986) and as the managing director. He also worked as a founding editor and publisher of Newsweek Korean edition, president of Kwanhoon Press Club and as Journalist-in-residence at the Samsung Economic Research Institute. Mr. Kim has taught at Korea University, Sokang University, and Ewha Womans University in Korea and he is the author of many publications on international relations such as Koreans in Washington: Koreagate Scandal and Korea-American Relations(1980), Perestroika Journey in the Soviet Union and Machiavelli's Advice(2003).



### **Walter KLITZ**

(Director, Fridreich Naumann Foundation for Liberty, Republic of Germany)

Mr. Walter Klitz is the Resident Representative of the Friedrich Naumann Foundation in Seoul since 2007. He served as Head of Central of the South East and East European Desk from 2005-2007 and Director of the Foundation's Transatlantic Dialog Program. Until 2005 he was Representative at the United Nations and the Bretton Woods Institution, in Washington D.C./USA. From 1996 to 2000 he was the Executive Manager and Spokesman for the Department "Press, Public Relations and Communications" at the Foundation's head office in Knigswinter(Bonn) and later in Potsdam(Berlin). After the collapse of the Iron Curtain, Mr. Klitz became Director of the new Project Baltic States in Tallinn/Estonia. Before working for the Frierich Naumann Foundation he was Head of Staff for the Free Democratic Party parliamentary group, Officer of the Chief Whip and legislative Assistant of the Member of Parliament Manfred Richter. Mr. Klitz studied law at the Rheinische-Friedrich-Wilhelms-University in Bonn and was elected as a Member of the City Council of Bonn from 1980-1994. He is author of numerous articles and publications i.e. about Federalism, Privatization, European Integration, and North Korea. In September 2010, he was awarded an honorary doctorate degree of law at Hanyang University.

### **KO, Jeongmin**

(Professor of Culture and Arts, Hongik University Business School, Republic of Korea)

Dr. Ko, Jeongmin is a professor of Culture and Arts at the Hongik University Business School. He also currently serves as the president of the Korea Creative Industry Research Institute(KCIRI), a think tank providing research and consulting services in the fields of creative industry and arts, the knowledge service industry, the "Korean Wave," and the cultural industry. Before joining the KCIRI, Dr. Ko was a senior researcher at the Samsung Economic Research Institute(SERI). Prior to this, he also worked at the Samsung Entertainment Group, as the planning director. Throughout his career, Dr. Ko has published numerous books and academic papers on the cultural/entertainment industry and the "Korean Wave." His books include *Cultural Content Management Strategy*(2007) and *Hallyu Forever*(2009).

### **KOH, Choong-suk**

(Professor Emeritus, Jeju National University, Republic of Korea)

Dr. Koh, Choong-suk has been professor of Dept. of Public Administration at Cheju National University since 1982. He is also chairman of the committee for restructuring public administration system in the Jeju Special Self-Governing Province and the Yeido Research Institute. He was chancellor of Cheju National University, president of the Jeju Development Institute, nongovernmental delegate of the Presidential Committee on the

Northeast Asia Hub Project & Chief of the Jeju Special Committee, board member of the Korea Foundation for the Advancement of Science, and chairman of the National University's Chancellors' Committee and board member of the International Peace Foundation, Chairman of the Promoting Committee for 'Jeju Island for Peace,' Chairman of the Regional Innovation Council in Jeju Special Self-Governing Province, member of the Supporting Committee for Jeju Special Self-Governing Province under the Prime Minister's Office, and joint representative of the Civic Organization for Jeju Economic Justice. He was educated at Yonsei University and earned a Master's & PhD degree in Public Administration from Yonsei University specializing in public administration theory and organizational theory. He was awarded a Service Merit Medal of the Republic Of Korea.

### **Ibrahim KOMOO**

(Co-chair/Professor, Asia Pacific and Geoparks Network/University Kebangsaan Malaysia, Malaysia)

Dr. Ibrahim Komoo(PhD, FIGM, FASc, DSNS) is a Professor of Engineering Geology at the Universiti Kebangsaan Malaysia(UKM), Bangi. He graduated from UKM in 1976 and obtained his PhD from Strathclyde University, Glasgow in 1979. He initiated the new field of Conservation Geology that focuses on the concept of utilization of earth resources without destruction. His research interests include the assessment of geodiversity, geoheritage conservation, geological landscape, and governance for geosites and geoparks. He was a founding Chairman of the Geological Heritage Group Malaysia, and member of the International Experts and Bureau Global Geoparks Network. As a scientist, he has published more than 250 articles in journals and proceedings, particularly in the areas of general geology, engineering geology, geohazards, conservation geology and sustainability science. He also published numerous articles for public reading in national magazines and newspapers. He has served as Vice President, International Association for Engineering Geology (IAEG), President, Geological Society of Malaysia, and Vice President, Institute of Geology Malaysia. He has also held various positions in UKM, such as, Head, Department of Geology, Director, Institute for Environment and Development(LESTARI), and Deputy Vice Chancellor (Research & Innovation). He is currently Director, Southeast Asian Disaster Prevention Research Institute(SEADPRI). He has been appointed as Fellow, Institute of Geology, Malaysia(1995), Fellow, Academy of Sciences, Malaysia(2002), Datukship from the King of the State of Negeri Sembilan(2007), and Langkawi Award(2009).

### **Boris KONDOCH**

(Director, Asia Center for Peace & Security Studies, Republic of Germany)

Dr. Boris Kondoch is currently Professor at the UPEACE Asia Pacific Centre and the Editor-in-Chief of the Journal of International Peacekeeping published by Brill/Martinus Nijhoff. He worked as a research fellow for the President of the German Society of International Law, Michael Bothe at the Institute of Public Law, Johann Wolfgang Goethe

University, Frankfurt am Main, Germany and as a guest professor at Korea University/ Graduate School of Law. He is a member of the editorial board of the *International Studies Review* and *East Integration Studies*. He has presented papers at conferences in Asia, Australia, and Europe. Major publications include inter alia, *The Applicability of Human Rights Standards to International Policing*, *Journal of International Peacekeeping*, Vol. 15, 2011, *The Responsibility of Peacekeepers, Their Sending States, and International Organizations* in D. Fleck, T. Gill(Eds.), *The Handbook of International Law of Military Operations*, Oxford University Press, 2010 and *Human Rights Law and UN Peace Operations in Post-Conflict Situations* in N.D. White, D. Klaasen(Eds.), *The United Nations and Human Rights Protection in Post-Conflict Situations*, Manchester University Press, 2005, and *The United Nations Administration of East Timor*, *Journal of Conflict and Security Law*(Oxford University Press), Vol. 6, No. 2, 2001.

### **Tomasz KOZLOWSKI**

(Ambassador, Delegation of the European Union to the Republic of Korea, Republic of Poland)

Amb. Tomasz Kozlowski has a Master's Degree in International Relations. Ambassador Kozlowski served from 2008 to 2010 as Principal Adviser for Asia and Latin America, European Commission in Brussels, and from 2004 to 2008 as Head of Task Force Asia, Policy Planning Unit of the EU High Representative Javier Solana, Brussels. He has held positions in Ministry of Foreign Affairs, Republic of Poland, Director, Department for Asia and the Pacific(2003-2004), Ambassador of Poland to Pakistan and Afghanistan(2001-2003), and Head of Task Force for Development Cooperation. Ambassador Kozlowski has several publications on development cooperation, Asian financial crisis, security issues, and EU-Asia relations.

### **KWAK, Seung-Jun**

(Chairman, Presidential Council for Future & Vision, Republic of Korea)

Dr. Kwak, Seung-Jun chairs the Presidential Council For Future & Vision. He has had a varied career in the public and private sectors of Korea and abroad. Prior to his current position, he worked as a Senior Secretary to the President for State Affairs Planning, as a Planning and Coordination Sub-Committee Member for the 17<sup>th</sup> Presidential Transition Committee, as Chief Editor of the Korea University Newspaper, Director for Policy Planning for Global Strategies Institute and as a Visiting Professor at Vanderbilt University. He received a Bachelor of Economics from Korea University in 1984 then later moved on to achieve his Master's and Ph.D. in Economics from Vanderbilt University in the United States. In 2003, Dr. KWAK received the Best Paper Award by the Korea Research Institute for Human Settlements. He has published *The North Korean Economy in the Transitional Period* and *Interviews with Distinguished Scholars in the 21th Century*. In addition, he co-authored *The Emissions Trading System* and *Science and Society*.

### **KWON, Byong-Hyon**

(President/Former Ambassador to China, Future forest, Republic of Korea)

Amb. Kwon, Byong-Hyun is the former South Korean ambassador to China and founded Future Forest in 2001 to combat desertification. He has planted more than five million trees at the Green Great Wall project in the Kubuqi Desert, one of the major sources of dust storms in Northeast Asia. The United Nations Convention to Combat Desertification(UNCCD) designated him as the first Sustainable Land Management Champion and Greening Ambassador in 2010.

### **KWON, Yoo Jin**

(Assistant Professor, Korea National Open University, Republic of Korea)

Dr. Kwon, Yoo Jin is assistant professor at the Clothing and Textiles at Korea National Open University(KNOU). Before joining the faculty of KNOU, she was faculty at Washington State University for 4 years and worked for the Samsung Corporation for 3 years. She is a member of the International Textile and Apparel Association and Association for Consumer Research. Her scholarship is in apparel design and consumer culture research. She has presented creative design work at international exhibitions and has published papers in journals that include Advances in Consumer Research and Clothing and Textiles Research Journal.

### **LEE, Byung Jong**

(Seoul Correspondent, Newsweek, Republic of Korea)

Mr. Lee, Byung Jong is a professor at the Graduate School of International Service, Sookmyung Women's University in Seoul. He is also a contributing correspondent for Newsweek magazine. Mr. Lee has covered the Korean Peninsula for the last 25 years as a correspondent for a number of publications, including Newsweek, the South China Morning Post, the Associated Press, and Bloomberg News. Mr. Lee originally covered the South Korean economy, but later expanded his news coverage to political, social, cultural, and other aspects of South Korea as well as inter-Korean relations. He once served as the president of the Seoul Foreign Correspondents' Club. Mr. Lee received his B.A. and Ph.D. in mass communication from Yonsei University in Seoul and M.A. in mass communication from California State University, Fresno.

### **LEE, Byung-Wook**

(Professor, Sejong University, Republic of Korea)

Dr. Lee, Byung-Wook is currently a professor of Graduate School of Policy Science, Sejong University, and Chairman of the Korean Environmental Policy and Administration Society, after he finished his position of Vice Minister of Ministry of Environment, the Republic of

Korea. Dr. Lee earned his Ph. D. in environmental management from the University of Manchester in U.K. He served as Chairman of the Korean Environmental Management Association. Dr. LEE had worked as President of the Business Institute for Sustainable Development (BISD), and CEO/President of LG Environmental Strategy Institute(LGESI). He was also Director of the Environmental Management Center at the POSCO Research Institute(POSRI). Dr. Lee is the pioneer of the concept or theory of strategic environmental management and sustainable development to Korean academic societies and business circles. He has nearly twenty years' experience in research and teaching on sustainable development, corporate sustainability management, environmental management, and policy. He also served as an advisor for a variety of governmental agencies and industries. Through the process, Dr. Lee has played a major role to legislate the *Act for the Promotion of the Conversion into Environment-Friendly Industrial Structure* or the *Basic Act on Low Carbon Green Growth*. In addition, Dr. Lee has actively worked with important international physicians like Planning Board Member of the Greening of Industry International Network(GIN), and Co-Chairman of the Environmental Management Accounting Network in Asia Pacific(EMANAP). He has written many papers and books that include "Towards Commercial and Environmental Excellence: A Green Portfolio Matrix"(BSE, 1994) and *Environmental Management*(2005).

### **LEE, Choon-ho**

(Chairman, DMZ United, Republic of Korea)

Mr. Lee, Choon-ho is Chairman of the Korea DMZ Council and Chairman of DMZ United. She also serves as Chairman of the Board of Korea Educational Broadcasting System(EBS) and Chairman of New Empowerment for Women Society in Korea. Chairman Lee is active in numerous local and national organizations and committees that include the Community Chest of Korea where she serves as Director, KT where she serves as Outside Director, and the Korea Institute for Defense Analyses(KIDA) where she serves as Director. As an academic, she was Visiting Scholar at George Washington University and Lecturer of political science at Ewha Womans University. Chairman Lee has also served as a Director of Korea Broadcasting System(KBS), Policy Advisor of Ministry of Gender Equality and Family, and Chairman of League of Women Voters of South Korea. She holds a B.A. in Political Science and an M.A. in Women's Studies from Ewha Womans University, and Ph.D. in Educational Sociology from Inha University.

### **LEE, Chul**

(President & CEO, Yonsei University Medical Center, Republic of Korea)

Mr. Lee, Chul has displayed ability as a health administrator by being consecutively assigned to major positions at the Yonsei University Health System, such as General Director of Severance Hospital and Director of Division of Planning and Coordination. Dr. Chul Lee has played a leading role in various parts of the medical field. He currently serves as the

Director of the Healthcare Competiveness Forum, and is a committee member of the Service Industry at the Korea International Trade Association. In addition, he is Vice President of the Korean Hospital Association, Chairman of the Academy of Korean Hospital Association, Vice President of the Korean Christian Hospital Association, and Corporate Director of Jesus University. He also has experience as a Visiting Professor at Brown University, U.S.A. Dr. Chul Lee is the pioneer in the Korean pharmaceutical new drug discovery, having developed pulmonary surfactant drugs that are used to cure or relieve respiratory distress syndromes in newborn infants. The concept of newborn intensive care was introduced nationally for the first time by him and other medical doctors. Recognized for his effort, he was elected as the 8<sup>th</sup> President of the Korean Society of Neonatology in 2008. Dr. Chul Lee has received various honors and prizes that include the Global Leader Award by the Korea Economic Newspaper, Grand Prize for Creative Management by the Joongang Daily Newspaper, Presidential Award, Award for True Korean Education by the Journalists Federation of Korea, and the Global Excellent Awards by Global Management Committee & Japan Management Association Consulting. In addition, he has written and edited many books and numerous articles in professional journals dealing with hospital management and medicine such as 'Severance Dream Story' in 2007 and the article called 'Effects of diuretics on Pancreatic Exocrine Secretion' in 1983.

### **LEE, Geun**

(Professor, Graduate School of International Studies, Seoul National University, Republic of Korea)

Dr. Lee, Geun is currently a Professor of International Relations at the Graduate School of International Studies, and Director of Institute of International Affairs(IIA), Seoul National University. He received his B.A. in political science from Seoul National University, and M.A and Ph.D(political science) from the University of Wisconsin at Madison, USA. Before joining the faculty of Seoul National University, he served as a professor at the Institute of Foreign Affairs and National Security(IFANS), Ministry of Foreign Affairs and Trade of Republic of Korea. His publications include *A Theory of Soft Power and Korea's Soft Power Policy*(2009), *The Nexus between Korea's Regional Security Options and Domestic Politics*(2009), and *US Global Defense Posture Review and its Implications on US-Korea*(2005).

### **Green D. LEE**

(Vice President, IBM Brand Experience and Strategic Design, United States of America)

Mr. Green Lee is Vice President of Worldwide IBM Brand Experience and Strategic Design. He is responsible for IBM's worldwide brand experience initiatives, strategic design, and IBM's Design Consulting Services offered for IBM clients. Mr. Green has played a pivotal role in IBM's re-branding efforts over the last 15 years. His team also leads the corporation's efforts in the area of "advanced concept design" working closely with IBM Research. In his career with IBM Lee has held numerous marketing, communications and management

positions. Recently, he has focused on aligning brand strategy with client and employee experiences. This has manifest into numerous internal culture change initiatives, and experience change initiatives. Mr. Green has an undergraduate degree in design from Temple University and a Master's degree in communications design from Rochester Institute of Technology. He has published numerous articles and case studies on a variety of design and identity topics. He has also taught design and branding courses at Stanford University, Harvard, MIT, and RIT. He recently was named as the Rochester Institute of Technology Distinguished Alumni of the Year. He currently serves on the Board of Directors and Advisory Board for the Design Management Institute, and on the Board of Advisors, Suffolk University Business School.

### **LEE, Hee-beom**

(Chairman, STX Heavy Industries, Republic of Korea)

Dr. Lee, Hee-beom became the Chairman of STX Energy in 2009 and Chairman of STX Energy & STX Heavy Industries in 2010. In September 2010, he also became the Chairman of Korea Employers Federation. Dr. Lee is a member of the Presidential Council on National Competitiveness and Non-Executive Director of ESKOM, South Africa's Power Company. Dr. Lee served as Minister of Commerce, Industry & Energy of Korea from 2003 to 2006. He was Chairman of the Korea International Trade Association and Chairman of Korea-US Business Council from 2006 to 2009. In 2003, he served as President of Seoul National University of Technology. Dr. Lee received Ph.D in Business Administration from KyungHee University in 2003 and MBA degree from George Washington University in 1987. He is the author of *EuropeanIntegration*, published in 1997 and revised in 2007.

### **LEE, Ho-Young**

(Professor, Seoul National University, Republic of Korea)

Dr. Lee, Ho-Young is currently a Professor in the Department Of Linguistics at Seoul National University where he did his BA and MA studies he later went on to complete his PhD Studies in phonetics at the University College London. I am an expert on the phonetics of Korean, English, and the world's languages. One focal point of my recent research is to analyze the sound system of unwritten languages and devise writing systems for these languages aimed to help minorities teach their mother tongues to children and preserve their endangered languages. He devised a writing system of Cia- Cia, a language spoken in Buton Island in Indonesia, and published the Cia-Cia textbook entitled 'Bahasa Cia-Cia 1' with my colleagues in 2009.

### **LEE, Jae-Seung**

(Director/Professor, International Affairs, Korea DMZ Council/Korea University, Republic of Korea)

Dr. Lee, Jae-Seung is Professor at the Division of International Studies of Korea University, and Director of International Affairs at the Korea DMZ Council. Prior to joining the faculty of Korea University, Professor Lee served as Professor at the Institute of Foreign Affairs and National Security(IFANS) of the Ministry of Foreign Affairs and Trade. As a scholar of International Political Economy, he has published extensively and authored several books and articles on Korea, East Asia, and Europe. His current research also includes energy security and sustainable development. He is also an active participant of policy-making and serves as Member of Policy Advisory Board of the Presidential Secretariat(Foreign and Security Affairs), the Korean National Assembly's Committee of Foreign Affairs and Unification and the Seoul Metropolitan Government. He has contributed op-ed articles to major Korean newspapers and has commented on current affairs in a variety of media that include the BBC, CNN and Korean broadcast stations. Professor Lee holds a B.A. in Political Science from Seoul National University(1991) and an M.A.(1993) and Ph.D.(1998) in Political Science from Yale University.

### **LEE, Jeong-Woo**

(Head/Professor, Institute of Ethical Management/Seoul School of Integrated Sciences & Technologies, Republic of Korea)

Dr. Lee, Jeong-Woo is a professor at Sogang University, professor of aSSIST, resident of Sowoon Seowon and Dean of PAIDEIA. He earned his PhD from Seoul National University with the dissertation, "The Problem of Subjectivity of Michel Foucault."

### **LEE, Joon-gyu**

(Chancellor, Institute of Foreign Affairs & National Security, Republic of Korea)

Amb. Lee, Joon-gyu is currently a Chancellor at the Institute of Foreign Affairs and National Security. He earned his Bachelor's degree in law from Seoul National University, and joined the Ministry of Foreign Affairs in 1978. He formally served as the Counselor at the Korean Embassy in Japan(1996) and the Minister-Counselor at the Korean embassy in the People's Republic of China(2001). In 2004, he was appointed as the Director- General of the Overseas Koreans and Consular Affairs Bureau for the Ministry of Foreign Affairs before being sent to New Zealand in 2006 where he had his final overseas post as the Ambassador Extraordinary and Plenipotentiary.

### **LEE, Kipum Michael**

(Ph.D Candidate, Case Western Reserve University, United States of America)

Lee, Kipum is a Ph.D. candidate at the Design, Management and Information Systems



program at Case Western University's Weatherhead School of Management and consults for Marriott International as an interaction designer. He holds a B.A.S. in biomedical sciences from the University of Pennsylvania and an M.Des. in interaction design from Carnegie Mellon University. His current work includes helping establish a product platform for Marriott International's eCommerce team and assist the Cleveland Clinic with their approach to innovation and patient experience.

### **LEE, Sang-hwan**

(Professor, Department of Political Science & International Relations, Hankuk University of Foreign Studies, Republic of Korea)

Dr. Lee Sang-hwan is a professor in the Department of Political Science & International Relations, Hankuk University of Foreign Studies. He holds a Ph.D. in political science from Michigan State University. His research areas include International Relations(Theory of International Politics, International Political Economy, and International Organization), Political Theory & Research Methods(Empirical Methods), and Comparative Politics(Comparative Political Economy). Among his current Korean and international academic affiliations are Publishing Director, Korean Association of International Studies, Director, Korean Political Science Association, General Director, Korean Association of National Intelligence Service, and Member, International Studies Association, U.S.A. A recipient of 29 research grants, Prof. Lee has authored or co-authored over thirty books that include *Six Party Non-Governmental Dialogue in Northeast Asia* as well as numerous articles.

### **LEE, Su-Hoon**

(Director, Institute for Far East Asian Studies, Kyungnam University, Republic of Korea)

Prof. Lee, Su-Hoon received his Ph.D. in Comparative International Development and Sociology from Johns Hopkins University in 1986. In 1986, Dr. Lee joined Kyungnam University in Korea and simultaneously assumed the position of Associate Director at its Institute for Far East Asian Studies(IFES) in Seoul. From Feb 2009, he serves as the Director of IFES, Kyungnam University. His academic activities include President of the Korean Association of Comparative Sociology, Editor of *Asian Perspective*, Vice President of Korea Sociological Association, and-Executive Member of International Sociological Association (2002-2006). His monographs include *State-Building in the Contemporary Third World* (Westview Press, 1989), *World-System Analysis*(in Korean, 1993), *For a Humane World-System*(in Korean, 1999), *Crisis and Capitalism of East Asia*(in Korean, 2001), and *World-System. Northeast Asia Korean Peninsula*(in Korean, 2004). He has also published numerous articles and book chapters on the world order, Northeast Asia, and the Korean Peninsula. He has served on various advisory committees of the ROK government. Since August 2005, he has assumed the Chair(Ministerial level position) of the Presidential Committee on Northeast Asian Initiative. He accompanied President Roh Moo-hyun for

the 2007 inter-Korean summit held in Pyongyang as one of the special delegation members.

### **LEE, Yong Il**

(President, Geological Society of Korea, Republic of Korea)

Dr. Lee, Yong Il is professor in the School of Earth and Environmental Sciences at Seoul National University. He has been at Seoul National University since December 1985. He is currently serving as President of the Geological Society of Korea. His publications include two books on *Sedimentary Petrology* and *Petroleum Geology*, and 157 scientific articles published mostly in peer reviewed international journals and several book chapters.

### **Satu LIMAYE**

(Director, East-West Center in Washington, United States of America)

Dr. Satu Limaye was named Director, East-West Center(EWC) in Washington in February 2007. He is also a Senior Advisor at the Center for Naval Analyses Corporation (CNAC). Immediately prior to his EWC appointment, he was a research staff member at the Institute for Defense Analyses(IDA). From July 1998 to October 2005 he was director of the research and publications division at the Asia-Pacific Center for Security Studies(APCSS), a direct reporting unit to United States Pacific Command(USPACOM). In addition to his institutional leadership, management, programmatic and fundraising duties, Dr. Limaye regularly publishes. Recent works include: The U.S Re-Engages Southeast Asia a special cover package of analyses in the December 2010 issue of Contemporary Southeast Asia, Economics, Security and Foreign Affairs in Southeast Asia, a special cover package of analyses in the Fall 2009 issue of Global Asia, and two assessments("India the Confounding Power" and "Weighting for Asia") in America's Security Role in a Changing World: Global Strategic Assessment 2009(NDU). Dr. Limaye received his Ph.D. in international relations from Oxford University(Magdalen College) where he was a Marshall Scholar. He graduated magna cum laude and Phi Beta Kappa from Georgetown University's School of Foreign Service.

### **Margaret Ann LIU**

(Vice Chairman, International Vaccine Institute, United State of America)

Dr. Margaret A. Liu, obtained her B.A. in Chemistry, Summa Cum Laude, from Colorado College; a Diplome d'enseignement, l'unanimité (judges' unanimous decision), in piano from the Ecole Normale de Musique de Paris; and an M.D. from Harvard Medical School. She completed post-graduate training in Internal Medicine and Endocrinology, all at Massachusetts General Hospital, and received Board Certification in both specialties/subspecialties.

Dr. Liu was a Visiting Scientist at the Massachusetts Institute of Technology, Instructor at Harvard Medical School, and the recipient of an NIH Physician Scientist Award. She served as Senior Director at Merck Research Laboratories, Vice President of Vaccines Research and Gene Therapy at Chiron Corporation, Vice-Chairman of Transgene, and Senior Advisor in Vaccinology at the Bill and Melinda Gates Foundation.

### **LIU, Qing**

(Director, Department for American Studies, China Institute of International Studies, the Peoples Republic of China)

Dr. Liu, Qing is the director of the Department for American Studies and an associate researcher at the China Institute of International Studies. He received his Ph.D. in international relations from Renmin University of China and was a visiting scholar of USC's U.S.-China Institute. Dr. Liu's research focus on China-U.S. relations and the regional situation. His articles have appeared in such journals as *Qiushi*, *International Studies*, *Outlook Weekly*, and *International Review and Contemporary World*. His opinions have been published in newspapers such as *People's Daily* and *Guangming Daily*. He is a contributor to such books as *Response and Security* (Renmin University Press, 2005) and *The International Situation and China's Diplomacy* (World Affairs Press, 2008).

### **Guy MARTINI**

(International Expert, World Geoparks, Republic of France)

Mr. Guy Martini is an International expert on Geoparks. He is member of the UNESCO Geopark bureau and Member of the European Geopark network advisory group. He is one of the principal initiators of the Geopark concept.

### **James MEERNIK**

(Dean/Professor, Toulouse Graduate School, University of North Texas, United State of America)

Dr. James Meernik is Professor of Political Science and Acting Dean of the Toulouse Graduate School at the University of North Texas. He specializes in research on United States foreign policy, post conflict peace building, transitional justice, and international law. From 2003-2008 Meernik was Associate editor of the flagship journal of the International Studies Association, *International Studies Quarterly*. He co-leads a UNT Study Abroad Program to the International Criminal Tribunal for the Former Yugoslavia that won the 2007 American Political Science Association award for the most innovative course in the United States. Meernik has conducted research at The Hague, Bosnia, Rwanda, and Arusha, Tanzania on transitional justice issues. He won a Fulbright Senior Specialist grant to the Autonomous University of the State of Mexico(UAEM) in May 2009 to teach a course on post-conflict peace building. He has authored over fifty articles and book chapters and has authored or

co-edited four books on international relations.

### **Mark C. MINTON**

(President, The Korea Society, United States of America)

Mr. Mark C. Minton became president of The Korea Society in May 2010. Mr. Minton retired from the U.S. Foreign Service in November 2009, after completing his tour as U.S. Ambassador to Mongolia. Mr. Minton was previously Deputy Chief of Mission at the U.S. Embassy in Seoul, Republic of Korea, 2003-2006. During his assignment in Seoul, he acted for over six months as Charge d' Affaires ad interim. Mr. Minton began his Foreign Service career as Political Officer in Tokyo in 1977. He served on the Policy Planning Staff in Washington, D.C., followed by an assignment with the Office of Soviet Union Affairs. In 1984, Mr. Minton became the Consul General in Sapporo, Japan. He has served in subsequent assignments with the Department of State's Executive Secretariat, as a Pearson Fellow with the United States Senate, and as Deputy Director, Japanese Affairs, at the Department of State. In 1992, Mr. Minton became the Minister-Counselor for Political Affairs at the U.S. Embassy in Seoul, after which he returned to Washington as the Director of Korean Affairs. Mr. Minton's next posting, from 1998-2002, was as Minister-Counselor for Political Affairs at the U.S. Mission to the United Nations, where he worked on sanctions and peacekeeping issues in the Security Council. He next spent a year as a teaching Diplomat-in-Residence at the City College of New York. Minton graduated from Columbia University with a B.A. in Literature and received his Master's degree in History from Yale University. He also is a veteran of the United States Army.

### **MOON, Chung-in**

(Professor, Yonsei University, Republic of Korea)

Dr. Moon, Chung-in is a professor of political science at Yonsei University and editor-in-chief of *Global Asia*, a quarterly magazine in English. He served as Dean of Yonsei's Graduate School of International Studies, Ambassador for International Security Affairs at the ROK Ministry of Foreign Affairs and Trade, and Chairman of the Presidential Committee on the Northeast Asian Cooperation Initiative, a cabinet-level post. He has published over 40 books and 230 articles in edited volumes and such scholarly journals as *World Politics*, *International Studies Quarterly*, and *the World Development*. He attended the 2000 and 2007 North-South Korean summit as a special delegate. Dr. Moon served as a long-time policy advisor to South Korean government agencies such as the National Security Council of the Office of the President, the Ministry of Foreign Affairs and Trade, the Ministry of National Defense, and the Ministry of Unification. He was a fellow of the Woodrow Wilson International Center in Washington, D.C. He is currently a member of the Pacific Council on International Policy (Los Angeles), the Institute of International Strategic Studies (London), and fellow of the Club of Madrid. He is a board member of the East Asia Foundation, The

Asia Research Fund, and the International Peace Foundation.

### **MOON, Seong-mook**

(Representative of DMZ Policy Forum, Ministry of Public Administration and Security, Republic of Korea)

Mr. Moon, Seong-mook is a retired Army Brigadier General and Doctor of Political Science. Dr. Moon currently serves as Director of Inter-Korean Affairs at the Korea DMZ Council. During his tenure at the Ministry of National Defense and until his retirement from the military, he served as Deputy Director General for Arms Control at the Policy Planning Bureau. He has also served as Head of the Division of North Korean Policy, ROK Representative and Spokesperson for Inter-Korean Ministers of Defense Meetings, ROK Deputy Representative and Spokesperson for Inter-Korean General Officer-Level Meetings and ROK Head of Representative for Working-Level Military Meetings. Additionally, he has also served as Representative of ROK for the Four-Way Talks for Peace on the Korean Peninsula convened in Geneva. As a civilian, he is now actively engaged in various DMZ projects that include the DMZ Policy Forum launched by the Ministry of Public Administration and Security where he serves as member and expert for providing policies regarding the demilitarized zone. As a scholar, Dr. Moon has published many books and articles with teaching experience as lecturer at the Korean Military Academy.

### **MOON, Woosik**

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Dr. Moon, Woosik is currently a professor of economics at the Graduate School of International Studies(GSIS), Seoul National University. He is also a co-chair of the Working Group on the Exchange Program, Japan-China-Korea Committee for Promoting Exchange and Cooperation among Universities. Dr. Moon studied at the University of Paris-I(Panthéon-Sorbonne) and worked as a research fellow at the Korea Development Institute before joining the GSIS. His current research interest is on Asian economic and monetary integration. Some of his main publications are *Regional Integration: Europe and Asia Compared* [2005], *“Monetary Union and Real Convergence in East Asia”* [2006].

### **Charles E. MORRISON**

(President, East-West Center, United States of America)

Dr. Charles E. Morrison has been president of the East-West Center since 1998. He has been associated with the Center since 1980 in various capacities that include heading its former Institute of Economics and Politics. A U.S. Senate aide early in his career, he has also been a research associate at the Japan Center for International Exchange. Morrison has served as the international chair of the Pacific Economic Cooperation Council since 2005,

and is a member of other national and international bodies that promote trans-Pacific security and economic cooperation. His Ph.D. is from the Johns Hopkins School of Advanced International Studies, where he also once taught on Southeast Asia. He speaks and publishes widely on U.S. Asia policy issues and the countries of the region, and gives special emphasis to regional cooperation, particularly the APEC process. Publications in recent years (An APEC Trade Agenda? The Political Economy of a Free Trade Area of the Asia-Pacific; (Leadership Succession and U.S. Foreign Policy: Implications for East Asia; (Japan, ASEAN, and East Asia from an American Perspective; (Community Building with Pacific Asia (Report to the Trilateral Commission); (ASEAN: Forum, Caucus & Community; (Asia-Pacific Crossroads: Regime Creation and the Future of APEC; (Development Cooperation in the 21<sup>st</sup> Century: Implications for APEC; (Asia-Pacific Security Outlook (annual from 1997).

### **Brigitte Borja de MOZOTA**

(Director, Parsons Paris School of Art design, Republic of France)

Dr. Brigitte Borja de Mozota is a pioneer in design management (PhD 1985 universit Paris I Sorbonne) An internationally respected authority on the subject she wrote the first design management book in France in 1990 that is regularly updated and translated in 10 languages. A member of the Board of Advisors of the Design Management Institute (DMI) in Boston from 1995-2004 and chair of its research advisory council, she has received the Design Management Institute highest award as DMI Life Fellow. She has written numerous articles about design management and organized conferences on the subject that include the DMI research conferences. She participates in design research networks and journals such as European Academy of Design or Les Ateliers de la Recherche en Design. She In addition, is an expert for international bodies such as OAMI, Design Management Europe Award or ICSID (World Design Capital) and consultant for companies on Design Management issues. Her research focus is on the evaluation of the “designence” model She is currently director of research at Parsons Paris School of Art + Design ,editor of the new research Journal “Collection“ and professor at University Paris Ouest where she teaches strategy, marketing, and design management also in other business schools such as ESSEC and AUDENCIA.

### **NINH, Ton-nu-thi**

(President, Tri Viet University Project Office Socialist, Republic of Vietnam)

Dr. Madame Ninh, Ton-nu-thi currently presides over the creation of Tri Viet University (<http://www.trivietuniversity.edu.vn>), a private university in Vietnam open to the modern world and driven by the innovative resolve to be a “green” social enterprise. In her present undertaking, Madame Ninh’s leadership draws upon her first calling as an academic at the Sorbonne, her rich international experience and her lifelong social commitment. Madame Ninh served Viet Nam as a diplomat for more than two decades, specializing in multilateral institutions and global issues. She was Viet Nam’s Ambassador, Head of Mission to the

European Union in Brussels(2000-2003), and Vice-Chair of the Foreign Affairs Committee of Viet Nam's 11<sup>th</sup> National Assembly(2002-2007), that focused on North America and Western Europe. She is currently on the Honorary Advisers' Council of the Asia-New Zealand Foundation. On the social front, Madame Ninh has been consistently active, with a special interest in gender and post-war legacy issues, such as the impact of Agent Orange/dioxin in Viet Nam. She is known as one of the public figures with a tremendous impact on Vietnamese youth today. For her recognized contribution and lifetime achievements, Madame Ninh was bestowed the French Legion d'Honneur(Officier), the Belgian Order of Leopold II, and the Vietnamese Medal of Labor-First Class.

### **ONG, Keng Yong**

(Director, Institute of Policy Studies, Republic of Singapore)

Amb. Ong, Keng Yong is Director of the Institute of Policy Studies in the Lee Kuan Yew School of Public Policy at the National University of Singapore. He is concurrently Ambassador-At-Large to the Singapore Ministry of Foreign Affairs and Singapore's Non-Resident Ambassador to Iran. He was Secretary- General of ASEAN(Association of Southeast Asian Nations) from January 2003 to January 2008. His diplomatic postings took him to Saudi Arabia, Malaysia, and the USA. He was Singapore's Ambassador to India and Nepal from 1996-1998. He was appointed Press Secretary to the Prime Minister of Singapore and concurrently holds senior positions in the Ministry of Information, Communications and the Arts, and the People's Association in Singapore from 1998-2002. He is a graduate of the University of Singapore and Georgetown University (Washington DC, USA).

### **William OVERHOLT**

(Senior Research Fellow, Harvard Kennedy School of Government, United States of America)

Dr. William Overholt is a Senior Research Fellow at Harvard University's Kennedy School of Government(Ash Center). Previously he was Director, Center for Asia Pacific Policy, at RAND Corp.. Before that, he spent 21 years heading investment bank research teams(mostly in Asia) serving as Managing Director and head of research at Bankers Trust in Hong Kong and as Head of Asia Strategy and Economics at Nomura's regional headquarters in Hong Kong. He also spent eight years at Hudson Institute, where he managed research projects for the Department of Defense, National Security Council, NASA, and others, and was Director of a business-consulting subsidiary. Dr. Overholt is the author of six books, most notably Asia, America and the Transformation of Geopolitics(2008) and The Rise of China (1993), along with books on risk analysis and strategic planning. He received his B.A. from Harvard and his M.Phil. and Ph.D. from Yale university.

### **PAIK, Jin-Hyun**

(Dean/Professor, Graduate School of International Studies, Seoul National University, Republic of Korea)

Prof. Paik, Jin-Hyun is Judge of the International Tribunal for the Law of the Sea in Hamburg, Germany. He is also Dean of the Graduate School of International Studies (GSIS), Seoul National University, Korea. He has specialized in international law and organization, law of the sea, international security, and conflict management. Educated at Seoul National University(LL.B.), Columbia Law School(LL.M.), and Cambridge University(Ph.D.), he was a doctoral fellow at the Hague Academy of International Law, Netherlands; visiting fellow at the Rand Corporation, Santa Monica and Hoover Institution, Stanford; and visiting professor at Johns Hopkins University's School of Advanced International Studies(SAIS). He has been a member of Korean delegations to various diplomatic conferences including the UN General Assembly and UN conferences on the law of the sea. He also has been a member of advisory committees to government organizations of Korea. He is currently President of a few academic associations in Korea including the Sea Lanes of Communication(SLOC) Study Group Korea. He has edited eight books and written over 100 articles on his field of interests in English and Korean. Prof. Paik has been a frequent contributor and commentator on international affairs to major Korean newspapers and international media.

### **PAN, Zhenqiang**

(Senior Adviser, China Reform Forum, the Peoples Republic of China)

Mr. Major General Pan Zhenqiang(Retired) is currently Senior Adviser to China Reform Forum(CRF). He is also Director of Research Institute for Strategy and Management of the Central University of Finance and Economics in China; Senior Adviser to China Foundation for International Studies; and adviser to the College of Defense Studies, National Defense University, PLA, China among other social responsibilities. General Pan joined the PLA in 1963, and served in the Department of the General Staff for over two decades, having different responsibilities. After 1986, he was research fellow, deputy director, and director at the Institute of Strategic Studies of the National Defense University(NDU) until the retirement in August 2001. General Pan was a graduate from Zhongshan University and the National Defense University, PLA, China respectively. He has extensive contacts abroad. He has been a research fellow at a number of US universities, including the U.S. National Defense University(1987), Stanford University (1988-1989), and Harvard University(1999 and 2000 respectively). He is now Member of the Executive Committee of the Council of Pugwash Conferences on Science and World Affairs.



### **PARK, Cheol-hee**

(Associate Professor, Seoul National University, Republic of Korea)

Dr. Park, Cheol-hee is an associate professor at the Graduate school of International Studies (GSIS) at Seoul National University, South Korea, where he teaches Japanese politics, Korea-Japan relations, and international relations in East Asia. He got a Ph.D. at Columbia University. Before joining the faculty at Seoul National University, Dr. Park was an assistant professor at the National Graduate Institute for Policy Studies in Japan and served as an assistant professor at the Institute for Foreign Affairs and National Security under the Korean Foreign Ministry. He also served as a visiting professor at Columbia University, Keio University, and Kobe University. He published extensively on East Asian politics and international relations in Korean, Japanese, and English in various journals, including *Asian Survey*, *Japanese Journal of Political Studies*, *Asian Journal of Political Science*, *Asia-Pacific Review*, *International Political Science Review*, *Korean Political Science Review*, and *Korean Journal of International Relations*. He is a coauthor of several books, that include *Changing Power Relations in Northeast Asia*(Routledge, 2011), *U.S. Leadership, History, and Bilateral Relations in Northeast Asia*(Cambridge University Press, 2011), *East Asia's Haunted Present*(Praeger International Security, 2008), and *Japan's Strategic Thought toward Asia* (Palgrave, 2007).

### **PARK, In Taek**

(President/Drama Producer, TOUCHSKY, Republic of Korea)

Mr. Park, In Taek is the president of TOUCHSKY, a drama production company and the vice president of Samhwa Networks. Previously, he served as the vice president of KBS Internet, and as CEO of YOON's COLOR. Mr. Park is a producer of dramas and a global Hallyu marketer. In 1987, he began his career at the Korea Broadcasting System, where he worked in the departments of planning and monitoring, contents policy, and global strategy. In early 2000, he developed marketing projects to export Hallyu dramas and created programs like Hallyu tours, Hallyu-related publications, musicals, and other cultural contents.

### **PARK, Jin**

(Assemblyman National Assembly, Republic of Korea)

Mr. Park, Jin is a member of the National Assembly of the Republic of Korea, currently serving as a member of the Knowledge Economy Committee. He earned an LL.B. from Seoul National University, an M.A. in Public Administration from the JFK School of Government, Harvard University, a D.Phil. in Political Science from the University of Oxford and a J.D. from New York University Law School. Born in Jongno, in the heart of Seoul, Park passed the National High Diplomatic Service Examination while in college and worked as

a young civil servant at the Central Government Building. Leaving behind his teaching job at a U.K. university, he returned to Korea to serve as a presidential secretary in the Kim, Young-Sam administration. He served at the Cheongwadae, the South Korean presidential mansion, for five years, first as presidential press secretary and then as presidential aide for political affairs. In 2002, Park Jin first won a seat in the National Assembly from Seoul's Jongno district, known as the "Number One District" of Korean politics. He was re-elected to the National Assembly in 2004 and again in 2008, defeating the strong opposition United Democratic Party(UDP) leader.

### **PARK, Yung Chul**

(Distinguished Professor, Korea University, Republic of Korea)

Dr. Park, Yung Chul is distinguished professor in the division of international studies, Korea University. He previously served as the chief economic adviser to the President of Korea, as president of the Korea Development Institute, and as president of the Korea Institute of Finance. He also worked for the International Monetary Fund. He has written and edited several books that include *Monetary and Financial Cooperation in East Asia: The Relavance of European Experience*(Oxford University Press, 2010).

### **T.J. PEMPEL**

(Professor, Political Science, University of California, United States of America)

Dr. T.J. Pempel(Ph.D., Columbia) joined Berkeley's Political Science Department in July 2001 and served as director of the Institute of East Asian Studies from 2002 until 2006. There he held the Il Han New Chair in Asian Studies. Prior to coming to Berkeley, he was at the University of Washington at Seattle where he was the Boeing Professor of International Studies in the Jackson School of International Studies and adjunct professor in Political Science. From 1972 to 1991, he was on the faculty at Cornell University; he was also Director of Cornell's East Asia Program. His research and teaching focus is on comparative politics, political economy, contemporary Japan, and Asian regionalism. His recent books include *Remapping East Asia: The Construction of a Region*(Cornell University Press), *Beyond Bilateralism: U.S.-Japan Relations in the New Asia-Pacific*(Stanford University Press), *The Politics of the Asian Economic Crisis*, *Regime Shift: Comparative Dynamics of the Japanese Political Economy*, and *Uncommon Democracies: The One-Party Dominant Regimes*(all from Cornell University Press). In addition, he has published over one hundred scholarly articles and chapters in books. He is Chair of the Working Group on Northeast Asian Security of CSCAP, is on editorial boards of several professional journals, and serves on various committees of the American Political Science Association, the Association for Asian Studies, and the Social Science Research Council.

### **Lars RADEMACHER**

(Professor, MHMK University of Applied Sciences, Republic of Germany)

Dr. Lars Rademacher, is professor in the department of media management at the MHMK University of Applied Sciences in Munich, Germany, where he heads the corporate communications program at MHMK's graduate school. Prior to that he taught at several Universities in Germany and has a professional record of more than 15 years as communication consultant and media relations manager for consultancies and major corporations like chemical company BASF. He is a frequent reviewer for national and international journals, published numerous articles and book chapters, and is editor of a book series on political communication. His current research interests cover organizational communication & organizational design, integrated communication management, litigation communication, corporate social responsibility and NGO campaigns.

### **Sven SAALER**

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Dr. Sven Saaler is Associate Professor of Modern Japanese History at Sophia University in Tokyo. He was formerly Head of the Humanities Section of the German Institute for Japanese Studies(DIJ) and Associate Professor at The University of Tokyo. He has written a monograph on recent history debates in Japan(Politics, Memory and Public Opinion, 2005) and articles on the history textbook controversy, the Yasukuni question and the historical development and significance of Pan-Asianism. Together with J. Victor Koschmann, he has edited Pan-Asianism in Modern Japanese History(Routledge, 2007), with Wolfgang Schwentker The Power of Memory in Modern Japan(Global Oriental, 2008) and with Christopher W. A. Szpilman Pan-Asianism: A Documentary History(Rowman & Littlefield, 2011). He also is co-author of Impressions of an Imperial Envoy. Karl von Eisendecker in Meiji Japan(in German and Japanese, 2007).

### **SEIKE, Atsushi**

(President, Keio University, Japan)

Prof. Seike, Atsushi became the President of Keio University in 2009. He received his B.A. in Economics and his M.A. and Ph.D. in Labor Economics from Keio in 1978, 1980 and 1993 respectively. He became Professor in Keio's Faculty of Business and Commerce in 1992, serving as Dean from 2007-2009. He was previously a Visiting Scholar at the Department of Economics at the University of California, Los Angeles; a Consultant at the RAND Corporation; and the Visiting Principal Research Officer at the Economic Research Institute, Economic Planning Agency. He is a specialist in labor economics, authoring many books on this topic in Japanese including *Towards an Age-free Society*, *Labor Economics and Beyond the Lifetime Employment*. He is currently a member of the Labor Policy Council,

Chairman of the Policy Studies Group for the Aged Society, and a member of the Council on the Realization of the New Growth Strategy. He is also a member of both the WEF Global University Leaders Forum(GULF), and the WEF Global Agenda Council on Ageing. In March 2011, he became the president of The Japan Association of Private Universities and Colleges(JAPUC).

### **SHIN, Cheol-ho**

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Dr. Shin, Cheol-ho is a professor at Sungshin Women's University and chairman of IPS. He received his Ph.D. in Strategy & International Management at the College of Business Administration, Seoul National University, Korea in 1994. He has been a professor at Sungshin Women's University since 1995, and was appointed Dean of the College of Social Science during 2008-2009. Currently, he is Dean at the Office of University Planning since 2009. He is also a board member of a number of organizations such as the Korean Strategic Management Society, the Korean Sustainability Management Academy, the Korean Academy of International Business Management, the Society for Leisure and Culture Studies, and the B.E.S.T Forum(Business Ethics and Sustainability management for Top performance Forum). In addition, he functions as a judge member of the Korea Brand Award, awarded by Ministry of Knowledge Economy, and an advisor for the IDBM(International Design & Business Management) Program, Aalto University in Finland.

### **SHIN, Jung-seung**

(Director of Center for Chinese Studies, Institute of Foreign Affairs and National Security, Republic of Korea)

Amb. Shin, Jung-seung, former Ambassador to PR China, is Director of the Center for Chinese Studies, Institute of Foreign Affairs and National Security. His foreign service before retirement in 2010 include Ambassador to New Zealand(2004-2006), Counselor to Japan(1994-1997), and First Secretary to USA(1987-1990). He took the post of Asian affairs bureau at the Ministry of Foreign Affairs and Trade such as Director-General(2002-2003), and Deputy Director-General(1997-1999), Director for Chinese Affairs during which he participated in the negotiation to normalize the relations between Korea and China(1990-1992). He also worked as the spokesperson of the Korean Foreign Ministry (2001-2002).

### **Marc STICKDORN**

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His background is in strategic management and marketing, but he now strives to combine the world of business with the world of design. He lectures service design thinking & service

innovation at the MCI and guest lectures at various international business and design schools. Furthermore, he speaks at international conferences and consults organizations on service design thinking. Marc is key associate of “DesignThinkers” in Amsterdam/Netherlands ([www.designthinkers.nl](http://www.designthinkers.nl)), co-founder of “destinable” a service design agency for tourism in Innsbruck/Austria([www.destinable.com](http://www.destinable.com)), and representative of the Service Design Network Austria. His work includes numerous publications including the book *This is Service Design Thinking*([www.tisdt.com](http://www.tisdt.com)). His research focuses on the crossroads between service design and management and includes outcomes such as the mobile ethnography tool “myServiceFellow”(www.myservicefellow.com) or the “Customer Journey Canvas”(www.tisdt.com), which is also available in Korean and others. Currently, he coordinates the international research project “Service Design in Tourism”(www.servicedesigntourism.com), funded by the European Union under the CIP Competitiveness and Innovation Framework Programme.

### **SU, Changhe**

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Dr. Su, Changhe is Professor of international affairs and Dean at the School of International and Diplomatic Affairs(SIDA), Shanghai International Studies University. He respectively received his Master’s and Ph.D in international relations from Fudan University in 1996 and 1999, and then was as associate professor of International Politics Department at Fudan University between 1999 and 2006. From 2000 to 2001, he conducted research as Freeman visiting scholar at the Center for East Asia and Pacific Studies, the University of Illinois at Champaign-Urbana(UIUC). He joined the faculty of SIDA in 2006. Among his published books are *Global Public Issues and International Cooperation: An Institutional Analysis*(author, 2000); *International Relations in an Age of Globalization*(coauthor,2001), *International Relations Studies: Theories, Perspectives, and Methodology*(coeditor,2002), and *A Study of Global Political Paradigms*(coauthor, 2003). His articles and book chapters on various aspects of IR theories and Chinese foreign policy have appeared in many leading Chinese international studies journals and books. He is currently writing a book on the impacts of international institutions on Chinese domestic politics IR theories and Chinese foreign policy are his major research interest. He teaches Global Affairs and Global Governance, China and International Organizations, and Methodology and Philosophy of International Relations for graduate and under-graduate students at Fudan. The programs he is currently in charge of are China and International Institutions sponsored by National Social Science Foundation(2002-2004), A Study of Global Governance sponsored by National Education Department PhD Fund (2004-2006), and International Institutions and China’s local internationalization by Fok Ying Tung Education Fund(2006-2009).

### **SUMIDA, Takushi**

(Seoul Bureau Chief, Kyodo News, Japan)

Mr. Sumida, Takushi is Seoul Bureau Chief of Kyodo News since 2007. Previously, Mr. SUMIDA served as Editor of Foreign News Section(2003-2007) and Special Correspondent to Seoul(2000-2003). Mr. Sumida holds a BA degree in economics from Waseda University and attended Yonsei University from 1999 to 2000.

### **John SWENSON-WRIGHT**

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Dr. John Swenson-Wright is the Fuji Bank Senior University Lecturer in Modern Japanese Studies and an official fellow of Darwin College, Cambridge. A graduate of Christ Church, Oxford University and the the Nitze School of Advanced International Studies(SAIS), Johns Hopkins University, in Washington, DC, he has a D.Phil. in International Relations from St. Antony's College, Oxford. His early research focused on the Cold War US Japan foreign and security relations and was published as *Unequal Allies? United States Security and Alliance Policy Towards Japan, 1945-1960* by Stanford University Press. He has also published an edited translation of the memoir of Wakaizumi Kei, entitled *The Best Course Available. A Personal Account of the Secret U.S.-Japan Okinawa Reversion Negotiations*(University of Hawaii Press, 2002). He writes and comments regularly on the international relations of East Asia. His current interest focuses on contemporary political and security issues in Northeast Asia, with particular reference to US-Japan-Korea trilateral relations, nation building, and issues of political legitimacy and representation in the region. In addition to his work at Cambridge, he is an Associate Fellow at Chatham House, where he convenes a research and discussion group on contemporary Korea.

### **TAGA, Hidetoshi**

(Dean/Professor, School of Social Sciences, Waseda University, Japan)

Prof. Taga, Hidetoshi is Dean of the School of Social Sciences, Waseda University. Prof. Taga is also Director General of the Waseda Institute of Peace Studies, Waseda University and Honorary Permanent Member of Board of Directors, Association for North East Asian Studies, Japan. A graduate of Waseda University, he previously taught law at Niigata University.

### **Skand Ranjan TAYAL**

(Ambassador, Indian Embassy of the republic of Korea, India)

Amb. Skand Ranjan Tayal has a Post- Graduate Degree from the Indian Institute of Technology, Kanpur. After joining the Indian Foreign Service(1976), Ambassador TAYAL served in Indian Missions in Sofia, Warsaw, Geneva and Moscow. He was India's Consul General in Johannesburg and Houston, and Ambassador of India to Uzbekistan. Since

2008, he has been Ambassador of India to the Republic of Korea. Ambassador Tayal has wide experience in bilateral and multilateral diplomacy and is a frequent speaker on contemporary affairs.

### **Alan TIMBLICK**

(Head, Seoul Global Center, United Kingdom of Great Britain)

Mr. Alan Timblick is Head of the Seoul Global Center of Seoul Metropolitan Government. Previously he served as the first Head of Invest KOREA, the Korean FDI Inducement Agency. Alan is an Honorary Citizen of Seoul and a permanent resident of Korea. He has lived in Seoul for most of the past three decades. From 1968 to 1995 he worked with Barclays Bank with varied career spanning 27 years, as an economist, a high street banker and an international corporate banking specialist. He then worked with the search firms, AMROP International and subsequently Korn/Ferry International. From 2000 to 2001, he was CEO of MasterCard International Korea Ltd. He is a frequent television panelist, radio broadcaster, author of newspaper articles, and lecturer on investment in Korea, the financial sector, and HR matters. He attended King's School, Gloucester, England as a Choral Scholar, is a Modern History graduate(1964) of the University of Oxford and received his MA in Economics from Kansas University. He also attended the Advanced Management Program at the International Management Institute(now IMD) Switzerland. In 1994, he was appointed an Officer of the Order of the British Empire (OBE) by Her Majesty Queen Elizabeth II.

### **Mark TOKOLA**

(Deputy Chief of Mission, U.S. Embassy Seoul, United States of America)

Mr. Mark Tokola has been the Deputy Chief of Mission of the American Embassy in Seoul since August 4, 2009 and is a member of the U.S. Senior Foreign Service with the rank of Minister Counselor. His immediate posting before Seoul was as Economic Minister at the U.S. Embassy in London. Among his other postings were as Deputy Chief of Mission of U.S. Embassy Ulaanbaatar, two tours at the U.S. Mission to the European Union in Brussels, Economic Counselor at U.S. Embassy The Hague, and Deputy Chief of Mission in Reykjavik, Iceland. From May 2007 to May 2008, Mr. Tokola served as Director of the Iraq Transition Assistance Office(ITAo) at the American Embassy in Baghdad. Mr. Tokola received a Superior Honor Award for his work on implementing the Dayton Peace Accords while serving as Political Counselor in Sarajevo, Bosnia-Herzegovina, from 1997 to 1999. He joined the Foreign Service in 1976. Mark Tokola holds a BA in International Relations from Pomona College in Claremont, California, and an LL.M. in European Community Law from the University of Edinburgh.

### **Konstantin V. VNUKOV**

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Amb. Vnukov, Konstantin is the Russian Ambassador to the Republic of Korea. As a career diplomat from 1973, Mr. Vnukov has specialized in Asian affairs. He was Director-General of First Asia Department at the Ministry of Foreign Affairs of Russia. He graduated from Moscow State Institute of International Relations in 1973.

### **WANG, Yong**

(Professor, Peking University, the Peoples Republic of China)

Dr. Wang, Yong is Professor at School of International Studies, and the Director of the Center for International Political Economy, Peking University. He is also a professor at the Party School of Chinese Ministry of Foreign Affairs. He received his B.A., M.A., and PhD from Peking University. His authored books in Chinese include the *Political Economy of International Trade*(2008), *The Political Economy of China-U.S. Trade Relations*(2007), *The Rounds of Most Favored Nations: The Politics of US-China Trade Relations, 1989-1997*(1998), *Knowledge Economy: Cases and Prospects*(editor, 1998), and *American Politics and Making of Foreign Policy* (co-authored, 2007). He has published dozens of papers and book chapters in Chinese, English, Japanese, Korean, and Spanish, on the topics of Chinese political economy, foreign policy, China-US relations, regional cooperation, international political economy, and World Trade Organization(WTO).

### **Jennifer K. WHYTE**

(Associate Professor/ Reader in Innovation and Design, University of Reading, United Kingdom of Great Britain)

Dr. Jennifer Whyte is a Reader in Innovation and Design(Associate Professor) in the School of Construction Management and Engineering at the University of Reading. Her research interests are in design and management, particularly in relation to the built environment. She is Deputy Director of Research and leads the Design Innovation Research Center, an exploration group within the School, which has a vision of a new mode of design in the digital economy(<https://www.reading.ac.uk/designinnovation/>). The team works closely with leading international design and engineering firms that include Arup, Bentley, Fulcro, Halcrow and Vinci. Recent and ongoing work has looked at design coordination and collaboration, with particular projects on the hand-over of data to clients; the spread of new technology within project-based firms and the visualization of safety issues in design. Dr Whyte is also a member of the Institution of Civil Engineers' Information Systems Panel. Her work is published in major international journals including Design Studies, Design Issues, Building Research and Information, Organization Studies, Long Research Planning and Strategic Organization.



### **XIE, Tao**

(Associate professor, Beijing Foreign Studies University, the Peoples Republic of China)

Dr. Xie, Tao is Associate professor at the School of English and International Studies(SEIS), Beijing Foreign Studies University. He received his Ph.D. in political science from Northwestern University in 2007. He has had two books published(with Routledge in 2009 and with Columbia University Press in 2010) and numerous articles on U.S. Congress, American public opinion, and Sino-US relations. Between January 2008 and January 2011, he was assistant dean in charge of international cooperation at SEIS.

### **XIN, Xiangyang**

(Associate Professor, School of Design at Hong Kong Polytechnic University, the Peoples Republic of China)

Dr. Xin, Xiangyang is an associate professor in the School of Design at Hong Kong Polytechnic University. He works as a vice director of the Interaction Design Committee of the Guangdong Provincial Industrial Design Association and a board member of the industrial Design Group of the Chinese Association of Engineers. Previously he was a guest professor at the Shenyang University of Technology from 2009-2012.

### **YAN, Xuetong**

(Director, Institute of International Studies at Tsinghua University, the Peoples Republic of China)

Prof. Yan, Xuetong serves as the Dean of The Institute of Modern International Relations, Tsinghua University and the Chief Editor of The Chinese Journal of International Politics. He is also a vice chairman of China Association of International Relations Studies and a vice chairman of China Association of American Studies. His publications include books on *Ancient Chinese Thought, Modern Chinese Power, Grand Strategy of the Rise of China, Practical Methods of International Studies – Second Edition, International Politics and China, American Hegemony and China's Security, Analysis of China's National Interests*, and the coauthor of *China's Foreign Relations with Major Powers 1950-2005, Strategic Thinking about China's Rise, Thoughts of World Leadership and Implications, The Analysis of International Relations, The Rise of China and Its Strategy, Peace and Security in East Asia(2005), Calculation of International Circumstances and Taiwan Issue, Security Cooperation in East Asia, China & Asia-Pacific Security, International Environment for China's Rise, and the editor of Classic Readings in International Security, Pre-Qin Chinese Thoughts on Foreign Relations, World Politics Views From China: International Security. Analysis of China's National Interests* won 1998 China Book Price and *Practical Methods of International Studies* was authorized as text book by Chinese Education Ministry in 2006.

## **YI, Seong-Woo**

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Dr. Yi, Seong-Woo is a Senior research fellow of the Jeju Peace Institute and Director of Research Department. He received his Ph.D. in international relations from University of North Texas in Denton, Texas. He worked at the Center for Dispute Resolution, Dankook University as a research professor(2005-2007). His specialty is on the interstate cooperation with quantitative analysis method. He worked as a referee for International Studies Quarterly from 2004 to 2006. He published the books, *Why Do Nation-States Cooperate under Anarchy* and *Domestic Factors for Interstate Cooperation* in English and *World Peace Index Studies* in Korean. He has also published a number of articles on human rights, international cooperation, and conflict resolution in Korean academic journals.

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Dr. Yonekura, Seiichiro is Director and Professor of Institute of Innovation Research, Hitotsubashi University in Tokyo. He received his B.As and M.A. from Hitotsubashi University. He acquired his Ph.D.(History) from Harvard University in 1990. Dr. Yonekura is also Dean of Nippon Genki-juku at Academy Hills in Roppongi-hills since 2001. He has been a chief editor of the Hitotsubashi Business Review since 1994. Dr. Yonekura's current research interests are focused on relationships between business development and innovation, innovation and entrepreneurship including social entrepreneurship perspective, and industrial policy and government-business relations. He is a prolific author of numerous titles on a wide range of subjects from innovation theory, history of business strategy and structure, and management and organization of the Japanese steel, computer, and automobile industries, to entrepreneurship, music and business-economic issues.

## **YOO, Chong-Ha**

(President, Korean Red Cross, Republic of Korea)

Amb. Yoo, Chong-Ha has been the President of the Korean Red Cross since October 2008. President Yoo was a diplomat and foreign policy specialist for most of his career. However, after he retired from the Korean Government, he was engaged in a variety of other activities. He taught at Sogang University on foreign policy, ran his own business in education, successfully campaigned to bring the venue of the World Athletic Championships to Daegu, Korea as the bidding committee chairman, and was involved in Korea's Presidential Election of 2007 as one of the campaign cochairmen for candidate Lee Myung-Bak. During the time he served in the Korean Government, the post he held included the Minister of Foreign Affairs(96-98), the Foreign Policy Adviser to the President(94-96) and Korean Ambassador to the United Nations(92-94). During the

time he served as Korea's Foreign Minister, Vice Foreign Minister, Assistant Minister for Economic Affairs, and the Korean Ambassador to the European Union, he was also heavily involved in economic negotiations with the US and the European Union. He has travelled widely and has given lectures and speeches to such audiences as the Russian Diplomatic Academy, London Asia House, Brookings Institution, and Singapore Institute of South Asian Studies on the subjects of Korea's security, North Korean nuclear issues, Asian financial situation and Asia-US relations. Ambassador Yoo was educated at Seoul National University in Korea and University of Bonn in Germany with majors in political science and law. He obtained Honorable Doctor's Degree at the Hanseo University.

### **YOO, Jay Kun**

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Dr. Yoo, Jay Kun is a senior advisor of the Lee International Law firm. He was a chairman of the Defense Committee of the Korean National Assembly. After 12 years of service as a diet member he is now serving as a president of the Korean National Federation of Unesco clubs and Association. He received B.A. and M.A. degrees from Yonsei University and Juris Doctor degree from U.C., Davis, U.S.A.

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### **YOON, Yong-Taek**

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Dr. Yoon, Yong-Taek is professor in the Department of Philosophy at Jeju National University. He is the member of the Korea Federation for Environmental Movement of Jeju, and served as its co-president. He is currently serving as Director of Tamla Culture Research Institute in Jeju National University. His publications include books on Culture and Life-Eco- Peace in Jeju Island, and numerous articles and book chapters.

### **YOSHINO, Naoyuki**

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Prof. Yoshino, Naoyuki is a Professor of Economics at Keio University. He obtained his PhD from John Hopkins University and was a visiting scholar at MIT. He has been a visiting professor such as New South Wales University(Australia), Fondation Nationale Des Sciences Politiques(Paris), and Gothenburg University(Sweden). He was an assistant professor at State University of New York at Buffalo before he joined Keio University in 1991. He was conferred an Honorary Doctorate by Gothenburg University in Sweden in 2004. He was selected as “Who’s Who in the World 2009 and 2010”±. He received the World Top 100 Educators’ Award in 2009, Cambridge UK. He has many publications such as *Postal Savings and Fiscal Investment in Japan*(Oxford University Press), *Small Savings Mobilization and Asian Economic Development*(M.E. Sharpe) and *Financing Transport Infrastructure Development in Southeast Asia* OECD, Southeast Asian Economic Outlook, 2010, Nov., Chapter 6, OECD, Paris.

### **YUN, Byung-Se**

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Dr. Yun, Byung-Se is Visiting Professor at the Graduate School of International Studies, Sogang University, and Senior Advisor at the KIM & Chang Law Office. He was a career diplomat with a 32 year-long experience in bilateral and multilateral diplomacy. Until the early 2008, he was Senior Secretary to the President in charge of Korea’s foreign, defense and unification policy. Before that, he served as Deputy Foreign Minister at the Ministry of Foreign Affairs and Trade, and as Senior Coordinator at the National Security Council, respectively. His foreign service includes the United States, the United Nations (both in Korea’s New York and Geneva missions), Singapore, and Australia. During his long career, he led Korean delegations in many bilateral, regional, and global negotiations

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