

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

New Asia for Peace and Prosperity  
May 27 – 29, 2011, Haevichi Hotel & Resort, Jeju

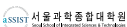


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## Welcome to the 6<sup>th</sup> Jeju Forum for Peace and Prosperity



The Jeju Special Self-Governing Provincial Office, jointly with the International Peace Foundation and the East Asia Foundation, is hosting the 6<sup>th</sup> Jeju Forum for Peace and Prosperity for three days from May 27, 2011.

The Jeju Forum for Peace and Prosperity is the new name of the Jeju Peace Forum, which was launched in 2001 to help seek ways to achieve peace and prosperity in Northeast Asia, including the Korean Peninsula. The forum has held five biennial sessions since then. However, the sessions will be held on an annual basis from this year.

The Jeju Forum has continued to develop in terms of the number of participants and the range of the subjects discussed. The forum has held five biennial sessions over the past decade. Having started out with the focus on such issues as peace on the Korean Peninsula and the establishment of a regional community, the forum has expanded the scope of its interest to include issues that concern the whole of East Asia and the rest of the world. The discussion agenda has also broadened its focus from regional peace to economy, environment and culture. I sincerely expect that this forum held in Jeju, an island of world peace, will go a long way in promoting the cause of peace and prosperity in the region and worldwide.

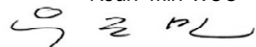
Jeju has accomplished the following three feats: Designation as a World Geological Park; designation as a Biosphere Preservation District, and the volcanic island and its lava tubes listed as a World Natural Heritage by UNESCO. In addition, Jeju is currently being considered as one of the candidate sites for the Official New 7 Wonders of Nature.

I am very happy to see you here in the beautiful island of Jeju, and all the islanders are joining me in welcoming you from the very bottom of their hearts.

Finally, I would like to ask you to participate in our efforts to develop the forum into a world-renowned one through dialogue and collaboration. Thank you!

**Chairman of the Jeju Forum Organizing Committee and Governor of  
the Jeju Special Self-Governing Province**

Keun-min WOO



## Overview

The theme of Jeju Forum 2011 is “New Asia for Peace and Prosperity”

In the process of overcoming the recent world economic crisis, the potential economic growth power of Asia has been spot-lighted. It is now difficult to talk about the economy of the world without Asian perspectives. More than half of the world population live in Asia. More than half of the global foreign reserves are concentrated in Asia. Five Asian countries, Korea, China, Japan, India and Indonesia, are participating in newly established G20 process and the Asian influence is steadily growing. The East Asian region is particularly dynamic area whose economic growth is leading the recovery of the global economy.

The sense of community is evolving in the East Asian region. Various discussions are taking place on the subject of regional cooperation in East Asia in many aspects and forums. The tripartite summit meetings among Korea, China and Japan are institutionalized. Besides the tripartite summit meeting of last year, various international conferences and forums are taking place to discuss the regional cooperation in this place of Jeju as well. Through these processes, the sense of community is growing, opening the new way leading to the reconciliation and cooperation by overcoming the differences and conflicts in the region.

The 6<sup>th</sup> Jeju Forum will evaluate the challenges and opportunities the rise of China and the reunification of the Korean peninsula will offer. The Forum will also take note of the great potential of new growth on the basis of the Asian entrepreneurship. With this background, various programs on Korea-China economic cooperation are prepared. The contents of new standard and its perspectives will be reviewed. New growth potential, creative industry, new leadership, the future of education and the role of women will be also addressed.

Peace and common prosperity on the Korean peninsula and East Asia through the promotion of mutual understanding will be discussed. The cultural exchanges and fusion in East Asia will be reviewed and we will evaluate how it is promoting the sense of community among the Asian peoples. Various issues of peace in East Asia such as the resolution of the North Korean nuclear problem, historical reconciliation and maritime security are among the topics. The recent natural disaster of Japan will be reviewed and among the related topics are how to deal with the climate change and natural disasters.

















Jeju is the conservation zone recognized by the world for its beautiful natural heritage. Jeju Forum will address the issues of environmental conservation and the design of the cities. International cooperation for the peaceful utilization and development of the border area will be among the topics such as biological conservation of the DMZ and the development of the Tumen river. International cooperation for the development assistance to the less developed countries and eradication of diseases will be also reviewed.























In order to conduct discussions on a wide range of topics in an efficient manner, the 6<sup>th</sup> Jeju Forum will proceed under the grand theme of “New Asia for Peace and Prosperity”, where diverse sessions covering peace, economy, management, environment, industry, culture and role of women will be conducted independently in close cooperation among participating institutions.

The 6<sup>th</sup> Jeju Forum is hoped to serve a new momentum to pursue the vision of peace and prosperity on the basis of the dynamism of East Asia.

## Program at a Glance

· Languages used in the sessions :  Korean,  English,  Chinese

Time	May 27 [Friday]					
8						
10						
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11						
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12						
30						
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50						
13	Registration					
	CRYSTAL HALL A	CRYSTAL HALL B	CRYSTAL HALL C	CRYSTAL HALL D	DIAMOND HALL	EMERALD HALL
10						
20	Responsibility to Protect in Asian and the Pacific	International Cooperation for Peaceful and Ecological Conservation and Utilization of the DMZ	Trend in Korea's Official Development	UN Global Compact and Contribution to MDGs through 5W Projects I		Earthquake and Tsunami in Asia-Pacific Region
40						
50	p.85	p.86	p.87	p.88		p.89
10	Coffee Break					
15						
20	Great Tumen Initiative and Peace in East Asia	The Korean Wave (Hallyu) 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	p.90	p.91	p.92	p.88		p.93
10	Coffee Break					
17						
20	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	Plenary Session   New Asia Standard	Art Tourism in Korea and China
40						
50	p.94	p.95	p.96	p.97	p.98	p.99
10	Break					
18	Free Dinner Summora					
19						
10						
20						
21						
10						
20						

May 28 [Saturday]						Time
Registration						8
 <p><b>Plenary Session II (World Leaders Session)</b> New Asia for Peace and Prosperity GRAND BALLROOM</p> <p>p.100</p>			 <p><b>Plenary Session I, III, IV</b> Opening Ceremony (Keynote Speeches) DIAMOND HALL</p>			— 10 — 20 — 30 — 40 — 50
Coffee Break			Coffee Break			— 10 — 20 — 30 — 40 — 50
 <p style="text-align: center;"><b>Opening Ceremony &amp; (Keynote Speeches)</b> GRAND BALLROOM</p> <p style="text-align: right;">p.102</p>						— 10 — 20 — 30 — 40 — 50
Break						— 10 — 20 — 30 — 40 — 50
Luncheon						13
CRYSTAL HALL A	CRYSTAL HALL B	CRYSTAL HALL C	CRYSTAL HALL D	DIAMOND HALL	EMERALD HALL	
 <p>The Rise of China: Opportunities and Challenges</p> <p>p.103</p>	 <p>Financial Regulation Reform at the G20 Process and Safety Net</p> <p>p.104</p>	 <p>Importance of Women in the Era of Knowledge Property</p> <p>p.105</p>	 <p>New Power in Business: Asian Youth Leader Young</p> <p>p.106</p>	 <p>The New Challenges of Urban Management, since G20</p> <p>p.107</p>	 <p>Green Mega Trends in Business and World</p> <p>p.108</p>	— 10 — 20 — 30 — 40 — 50
Coffee Break						— 10 — 20 — 30 — 40 — 50
 <p>Is Nuclear-free East Asia Possible?: Opportunities and Constraints</p> <p>p.109</p>	 <p>Enhancing Educational Cooperation in East Asia: Toward a Global Epistemic Community</p> <p>p.110</p>	 <p>Prospects of WEB 3.0 : New Power of E-Commerce</p> <p>p.111</p>	 <p>New Issues Concerning State and City Competitiveness After the G20</p> <p>p.112</p>	 <p>Successful Strategy of Multinational Corporations in the World since G20</p> <p>p.113</p>	 <p>Listing the Korean Enterprises in the Chinese Stock Market</p> <p>p.114</p>	— 10 — 20 — 30 — 40 — 50
Coffee Break						— 10 — 20 — 30 — 40 — 50
 <p>Maritime Security in East Asia</p> <p>p.115</p>	 <p>The Future of Asia-Pacific Region and the Role of Higher Education</p> <p>p.116</p>	 <p>Reconciliation of Historical Conflict and Cooperation in East Asia</p> <p>p.117</p>	 <p>Creative Industry: Asian Beauty (Movies, Journalism, and Fashion)</p> <p>p.118</p>	 <p>China! A Market of 1.4 Billion People</p> <p>p.119</p>	 <p>Asian Value Global Leadership</p> <p>p.120</p>	— 10 — 20 — 30 — 40 — 50
Break						— 10 — 20 — 30 — 40 — 50
 <p style="text-align: center;">Welcome Dinner (Performance by Jeju Special Self-Governing Provincial Dance Company) GRAND BALLROOM</p> <p style="text-align: right;">p.120</p>						19
Break						— 10 — 20 — 30
<p style="text-align: center;"><b>Global Asia Night</b> CRYSTAL HALL B</p> <p style="text-align: right;">p.120</p>						21 22

Time	May 29 [Sunday]						
8	Registration						
9:10 - 9:40	Green Energy - Utilizing Technology CRYSTAL HALL A p.121				Plenary Session IV Tripartite Collaboration between Korea, China and Japan (Keynote Speeches) DIAMOND HALL	Business Design Keynote Speeches p.143	
9:40 - 10:10	Coffee Break					Coffee Break	
10:10 - 10:40	Business Design Trends of Management in Asia, Europe and America CRYSTAL HALL A p.143	Plenary Session VI Korean Reunification and New Opportunities GRAND BALLROOM p.124			Coffee Break	Industrial Security Policy for Today and Tomorrow EMERALD HALL p.126	
10:40 - 11:10	Break				Plenary Session V Eastern Philosophy, Entrepreneurship and Business Leaders' Humanitarian Activities DIAMOND HALL	Break	
11:10 - 11:40	Business Design Discussions by University Leaders on the Education of Design Management CRYSTAL HALL A p.143	Diplomats Roundtable Korean Reunification and New Opportunities GRAND BALLROOM p.125				The Future of Business Management as a Discipline of Convergent EMERALD HALL p.127	
12:00 - 12:50	Break						
13:00 - 13:50	Luncheon						
	GRANDBALLROOM	CRYSTAL HALL A	CRYSTAL HALL B	CRYSTAL HALL C	CRYSTAL HALL D	DIAMOND HALL	EMERALD HALL
14:10 - 14:40	Jeju International Advisory Board Session Future Vision of Jeju p.130	Power Succession in North Korea and the Prospects for Opening and Reform p.128	Global Trade, Currency Wars, and FTAs towards Protectionism or Liberalism? p.129	Current Issues and Tasks in Peace Studies p.131	Women, Creativity and Culture : She' s Coming p.132	Future of the Automotive Industry in Asia p.133	Business Design Workshop I Collaboration p.143
14:40 - 15:10	Coffee Break						
15:10 - 15:40		Jeju Process & Building Multilateral Security Architecture in Northeast Asia p.134	Medical Tourism I Presentation and Discussion of Successful Examples and Policies of Domestic and International Medical Treatment p.135	Jeju Free International City and Realization of the Island of World Peace in Jeju p.137	Long-run Company p.138	Prospect and Tasks of the Industry of Journalism and Media p.139	Business Design Workshop II Mutual Learning p.144
15:40 - 16:10	Coffee Break						
16:10 - 16:40		Journalists' Roundtable Predicting on Political Developments in Asia-Pacific Region in 2012 p.140	International Conser Vation Area and Jeju Model of Conservation p.141	Medical Tourism II Panel Discussion to Promote Jeju Medical Tourism p.136	Secrets of the Longer-Lived People p.142		Business Design Workshop III Convergent Education p.144
16:40 - 17:10	Break						
18:00 - 18:50	Farewell Dinner (Hosted by the Chief Director of Jeju Free International City Development Center)						
19:00 - 19:50							

- The list of the participants of the each session is arranged in Korean alphabetical order
- The time and order of the presentation can be changed according to the moderator of each



## Crystal Hall A

### Responsibility to Protect in Asia and the Pacific

14:00–15:10



The traditional concept of state security involves the preservation of a country's territories and the protection of its sovereignty. However, this conventional model no longer guarantees the security of the general populace in many countries. The UN has raised the issue of the Responsibility to Protect on the assumption that the individuals' happiness and welfare should form the basis of security, rather than the traditional concept of security centered on the state, from the perspective of "security and peace for whom?"

- What is the current status of the recently raised issue concerning the Responsibility to Protect?
- Are countries fulfilling their Responsibility to Protect?
- What should be the role of the civic community concerning the Responsibility to Protect?
- What is the establishment of peace from the perspective of global governance?

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■ **Moderator:**

- CHO, 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:**

- CHO, Chang Beom (Vice President United Nations Association of Republic of Korea)
- Christian BAUREDOR (Protection Officer, United Nations High Commissioner for Refugees Korea)

01\_May 27 (Friday)

02\_May 28 (Saturday)

03\_May 29 (Sunday)

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

14:00–15:10



In the Jeju Forum 2011, the Korea DMZ Council convenes a forum for debate on the theme of "International Cooperation for Peaceful and Ecological Conservation and Utilization of the DMZ". The DMZ is an area where mutual interests of the North and South Korea are inevitably intertwined politically, militarily, economically, environmentally, culturally and in all other realms of interests. Therefore, establishing exchanges and cooperation in the DMZ embodies a significant meaning that could trigger ripple effect for exchanges and cooperation as well as reunification to ensue over the whole peninsula. Through this forum, the Korea DMZ council hopes to reassess the intrinsic value of the DMZ which is recognized exclusively as a symbol of division and separation and furthermore to discuss on employing the DMZ in building peace settlements on the Korean peninsula and promoting mutual prosperity in Northeast Asia. Moreover, much discussion on constructing framework and measures for international cooperation and network in various fields is anticipated, particularly in the areas of security, ecology, civil society, and more.

- What is the peaceful and ecological value of the DMZ?
- With the cooperation of the international community for the peaceful and ecological conservation and utilization of the DMZ, how could the peaceful coexistence and mutual prosperity be fostered on the peninsular and Northeast Asian level?

■ **Moderator:**

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

■ **Main Speaker:**

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

■ **Panelists:**

- 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)
- LEE, Jae-seung (Director, International Affairs/Professor, Korea University)
- HAHM, Kwang-bok (Director, National Affairs/Director General, Korea DMZ Research Center)

## Trends in Korea's Official Development Assistance Following Economic Developments

14:00–15:10



### Case of Korea–Azerbaijan Official Aid

As part of KOICA's knowledge aid project, the Institute for Industrial Policy Studies (IPS) shares its experience of and strategies for attracting foreign direct investment into Korea. It helps to develop policies and models for FDI from Azerbaijan, to support the relevant institutions by training specialists, and to create a cooperative model for both countries.

### Current status of and prospects for Korean Foreign Aid

After the WW II and the Korean War, South Korea, as one of the poorest countries of the world, was a recipient of ODA. In 2010, it joined the DAC of the OECD and became a donor country. South Korea is the only recipient country which became a donor country after World War II. South Korea is now at the point where it needs to enhance its international status as a Middle Soft Power pursuing internationally universal values, i.e. poverty reduction and sustainable growth for the world's poorest countries, and to create a Korean model of development cooperation which serves South Korea's national interests in a balanced manner. This session will explore the great transformation in South Korea's ODA policy and offer practical measures from a broad perspective.

### ■ Main Speakers:

- PAIK, Gwon-ho (President, Yeungnam University Social Education Center/Director, China Research Center)
- AHN, Choong-yong (Professor, International Studies of Chung-Ang University/Chairman, Presidential Regulatory Reform Committee)

01\_May 27 (Friday)

02\_May 28 (Saturday)

03\_May 29 (Sunday)

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

Recognizing the seriousness of poverty and climate change, issues which pose a great threat to mankind worldwide, the Seoul Research Centre for the Global Compact and the Global Compact Network Korea have proposed 5W as a new approach to solving problems through the realization of the MDG plan and to preventing the worsening of such problems as poverty and climate change. The concept of 5W, that is, World, Weather, Water, Wisdom, and Welfare, was established to emphasize the close connections between them, and suggests that human beings should overcome worldwide crises such as climate change and water shortages with their accumulated wisdom in a drive to achieve sustainable welfare in the long term. 5W is a part of the efforts to take a second look at humanity's cultural heritage, which has been neglected in the process of solving the global crisis thus far, and using it in combination with the strenuous efforts of international organizations, governments, businesses, NGOs, and civic groups and their resources to multiply our problem-solving capability. As it is a new approach to development, we will study ways of preserving the wisdom of diverse minorities, which is fading away in the face of globalization. For this session, the Seoul Research Centre for the Global Compact and the Global Compact Network Korea will form a research committee together with Korean scholars. The research committee will give presentations on the 5W project, which explores new approaches to development in order to realize MDGs.

*Crystal Hall D*

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

14:00–15:10



■ This session will discuss the eradication of poverty through education and medical services.

■ **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)

*Crystal Hall D*

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

15:30–16:40



■ This session will discuss solutions to the water problem and identify effective methods of protecting the ecosystem.

■ **Main Speakers:**

· YOON, Yeo-chang (Professor, Seoul National University)  
· LEE, Do-won (Professor, Seoul National University)  
· LEE, Ho-young (Professor, Seoul National University)  
· HAN, Moo-young (Professor, Seoul National University)

**Earthquake and Tsunami in Asia-Pacific Region**

14:00-15:10



With the Tohoku earthquake of March 2011 as a turning point, the risk of earthquakes and tsunamis in the Asia-Pacific area become a major issue requiring urgent reassessment. First, we need to review the history of earthquakes in the world and to discuss their causes. Based on historical records and geophysics, the degree of danger and the distribution of earthquakes in the Asia-Pacific area are analyzed. Finally, in connection with the Tohoku earthquake, the session will discuss the effectiveness of countermeasures to earthquakes and tsunamis.

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■ **Moderator:**

- SHIN, Ho-sang (Director, Admission Office, Seoul School of Integrated Science & Technology)

■ **Main Speaker:**

- KIM, Jae-kwan (Professor, Earth and Environmental System Engineering Department, Seoul National University)

## Great Tumen Initiative and Peace in East Asia

15:30–16:40



Despite coordinated efforts for the last two decades, the Great Tumen Initiative (GTI) has been criticized for its lackluster achievements. Facing this type of criticism, GTI has attracted new attention because of the dynamic transitions in East Asia such as the rise of China, expectations for regime change in North Korea, the possibility of multilateral cooperation in East Asia, and peaceful alternatives for East Asian issues. This session invites specialists from relevant parties, GTI delegates, and specialists from the United States and Japan to evaluate the achievement of the GTI and to discuss the future strategy for multilateral cooperation.

- International cooperation for GTI.
- Cooperation among Korea–China–Japan–Russia for the regional development in East Asia.
- Development strategy for the backward boarder areas in China and Russia.
- GTI and North Korea's Reform and Liberalization

### ■ 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)
- James MEERNIK (Dean, Toulouse Graduate School, University of North Texas)
- ZHU, Shu (Officer in Charge, Tumen Secretariat UNDP)
- TAGA, Hidetoshi (Dean, School of Social Sciences, Waseda University)
- HONG, Myeon-ki (Research Fellow, Northeast Asian History Foundation)

The Korean Wave (*Hallyu*) and Cultural Fusion in East Asia: Toward an East Asian Cultural Community

15:30–16:40



The Korean Wave, or *Hallyu*, has left a cultural imprint throughout Asia since the dawn of the 21st century. While many considered it to be merely a passing fad, the Korean Wave still continues to enjoy wide popularity in Asia. How can we explain this *Hallyu* phenomenon? What enabled the Korean Wave to become so popular in the region? Its success is due in large part to the appeal of its unique content. Even more important, however, seems to be the elements of the Korean Wave that are shared by many peoples of Asia, which thus creates a deep resonance. What are these elements? If we can clearly identify those factors that appeal to the sentiments of Asian people, not only in regard to the Korean Wave but in other cultural areas as well, would it not be possible for us to shape an Asian Cultural Community by fusing those common elements found across different cultures? This session is intended to serve as a venue for specialists and practitioners to assess not simply the success factors of the Korean Wave, but also its role and implications for creating an East Asian Cultural Community, based on shared values, and in which Asian people can acquire a better understanding of each other through inter-cultural dialogue and exchange.

■ Moderator:

- HONG, Kiwon (Associate Professor, Graduate School of Public Policy and Industry, Sookmyung Women's University)

■ Panelists:

- 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)
- 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)

## Leap to the Leading Brand: Future and the Present of Nation/Local Brands

15:30–16:40



The global market is becoming increasingly competitive while the technical gap is narrowing. Therefore, brand value as an intangible asset is now more important than any other factor. As such, it is necessary for both central and local governments to prepare a long-term plan in order to improve the Korea's national brand and Jeju's local brand image and to increase competitiveness.

- How are the Korea's national brand and Jeju's local brand?
- What is the major task to increase national and local brand value?

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### ■ Main Speakers:

- KIM, Yoon-jung (Professor, Tamna University)
- LEE, Nahm-sik (President, Jeonju University/Member, National Brand Committee)



## Is There Any Countermeasure to Climate Change and Disasters?

15:30–16:40



After reviewing the risk posed by climate change and natural disaster as a matter of fact, the session will evaluate the rescue system and response mechanism. It will also discuss the impact of and response to the earthquake in Japan. It will also discuss the emergency response team organized by NEMA (the National Emergency Management Agency) immediately after the earthquake in Japan.

- Is it necessary to make an earthquake-resistant design mandatory for all new buildings?
- What is the government's response to concerns about the earthquake, the tsunami, and the resulting radioactivity?
- Koreans' 'insensitivity' to safety and their awareness of the risk of ss to natural disasters.
- A guideline for coping with various types of natural disaster, including nuclear accident, earthquake, and tsunami.
- The cooperation mechanism for rescue agencies in a disaster situation, the civilian response, and the public communication and response system.

### ■ Moderator:

- Hur, Jeong-ok (Professor, Seoul School of Integrated Science & Technology)

### ■ Main Speaker:

- PARK, Yeon-soo (Administrator, National Emergency Management Agency, Republic of Korea)

### ■ Discussants:

- KANG, Eun-hee (Chairwomen, Korea IT Business Women's Association)
- PARK, Jae-beom, (Editor in Chief, The Daily Seoul)
- LEE, Re-na (Professo EWHA Women's University)
- JEONG, Sang-man (Director, National Institute for Disaster Prevention)

## World Natural Heritage and Environmental Conservation

17:00–18:10



The UNESCO Natural Heritage Program tries to recognize and conserve nature's most unique, significant and beautiful phenomena. Natural Heritage sites include places with pristine natural conditions and beautiful natural scenery, geological sites demonstrating the natural history of the earth, and areas with ecological harmonies. Since the world's natural heritage sites are precious assets for humanity, it is every one's responsibility to educate future generations of the importance of the natural environment, to preserve it, to manage it, and to plan for sustainable development.

- The importance to preserve the world's natural heritage.
- How to cooperate with international organizations, such as UNESCO.
- Jeju's unique characteristics and its "Triple Crown" of UNESCO designations and the relationship with environmental conservation.

### ■ Moderator:

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

### ■ Panelists:

- Guy MARTINI (World Geoparks)
- KIM, Hee Hyon (Member, Jeju Special Self-Governing Provincial Council)
- Imbrahim KOMOO (Co-chair, Asia Pacific and Geoparks Network)
- LEE, Yong Il (President, the Geological Society of Korea)

## Listing the Chinese Enterprises in the Korean Stock Market

17:00–18:10



This session explains the current status of the Korean stock market and its chief characteristics. It also presents the listing for the sustainable development of a corporation and the strengths of the Korean stock market. Specialists will explain the required conditions, procedures, and evaluations for the listing of Chinese corporations, coupled with legal and practical advice.

- Korean Stock Market: Introducing the KRX and the characteristics of the market.
- Outline for listing on the Korean stock market: conditions and procedures for listing and listing issues for foreign corporations.
- Introducing the accounting and legal issues for Chinese corporations on the Korean market.

### ■ Main Speakers:

- KO, Nak-seob (Vice Representative, Deloitte Anjin LLC)
- SON, Seung-kyun (IB Division Managing Director, Samsung securities co. Ltd)
- SONG, Hae-seong (IB Division Director, Samsung securities co. Ltd)
- CHOI, Gwang-ho (Lawyer, LEE&KO)
- CHOI, Young-soo (IB Division Director, Samsung securities co. Ltd)
- CHOO, Won-sik (Lawyer, LEE&KO)

## Sustainable Management for Korean Companies

17:00–18:10



Sustainable management necessarily becomes a goal for a company that needs to pursue sustainable development. It can be achieved by harmonizing the following three objectives: maximizing interest from the economic perspective; improving the environment; and responding to social expectations and responsibilities. This session introduces the best sustainable management practices of Korean companies, and is designed to share their experiences of sustainable management.

- What kind of efforts do Korean companies make for sustainable management?
- What is the future task for Korean companies to achieve sustainable management?

### ■ Moderator:

- KIM, Jae-eun (Director, Institute for Industrial Policy Studies)

### ■ Main Speakers:

- SONG, Myung-sik (Vice President, YUHAN-KIMBERLY)
- LEE, Chae-wook (President, Incheon International Airport Corporation)

### ■ Workshop

Crystal Hall D

International Cooperation for Preventing  
Infectious Disease in Developing Countries

17:00–18:10



Every year seven million children suffer from infectious diseases because of the shortage and underdevelopment of vaccines. Most of these victims are from developing countries in Asia and Africa. This session is organized by the IVI, the first international organization headquartered in South Korea with the purpose of developing and supplying vaccines for children in the developing world. The panelists will discuss the decision to locate the IVI in South Korea, the vision and mission of the IVI, and the major achievements of and future directions for the IVI.

■ 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)
- Anthony FLYNN (Secretary General, International Vaccine Institute)
- John CLEMENS (Deputy Secretary, Resource Development, 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)

01\_May 27 (Friday)

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[Plenary Session I ] New Asia Standard  
(Keynote Speeches)

17:00–18:10



Among the participants in this session are world-renowned economists and Asia's leading business people, who will shed light on Asia's development. Asia's "New Asia Standard" refers to the re-examination and re-definition of the prevailing "Global Standard." It also signifies an attempt by non-Asian entrepreneurs to apply the Asian standard. The world now has its eyes on New Asia. Investment opportunities have shrunk in developed economies and investors are focusing on the dynamic economy of Asia. With its economy growing, Asia is emerging as a new center of power, and thus is trying to redefine the world order on its own terms.

- What is the definition of the New Asia standard? What does the New Asian Standard system consist of?
- How can we integrate the "New Asian Standard" and the "Global Standard" How do companies introduce new changes?

(keywords)

- The New Asia Standard
- The new ruling system
- The future of Asia
- The opportunity and task for integrating Asia

■ Chair:

- KANG, Hyo-sang (Director, TV Chosun Newsroom)

■ Keynote Speakers:

- Lv, Ben Fu (Vice President, Management College, Chinese Academy of Sciences)
- Li, Wei An (Dean, Dongbei University of Finance and Economics)
- XIANG, Bing (Dean, Cheung Kong Graduate School of Business)
- YOON, Eun-kye (President, Central Officials Training Institute)
- JIANG, Yi Cheng (President, World Chinese Entrepreneur Association)
- TONG, Wei (President, China International Travel Service)

## Art Tourism in Korea and China

17:00–18:10



Broadway in New York is the hub of art tourism in North America, and the West End in London fulfils a similar function in Northern Europe. The Asian hub of art tourism has not yet been formed. However, some ten million foreign tourists visit Korea every year. The leisure business project run by aSSIST Leisure MBA program will suggest ways of establishing such a hub in Korea.

### ■ Chair:

- CHOI, Suk-ho (Dean, Graduate School of Leisure Management, Seoul School of Integrated Science & Technology)

### ■ Speakers:

- KIM, Kyung-hun (CEO, Yegam Inc.)
- KIM, Gi-deok (CEO, ToCorea)
- KIM, Gi-sul (MBA Student, Leisure Management, Seoul School of Integrated Science & Technology)
- KIM, Jong-seok (MBA Student, Korean Wave Arts Management, Seoul School of Integrated Science & Technology)
- PARK, Mi-rang (Assistant Manager, Alaska Tourism)
- PARK, Jeong-yul (Professor, Seoul School of Integrated Science & Technology)
- BAEK, Min-seo (MBA Student, Leisure Management, Seoul School of Integrated Science & Technology)
- CHEON, Se-jeon (Vice President, Sejoongnamo Travel Agency)

[Plenary Session II] World Leaders Session  
New Asia for Peace and Prosperity

09:00–10:00



Leaders from Asian countries will explain and discuss, in detail, Asian community building, the future vision of Asia, and the role of Asians in the world community. This session will delve into the growth engine issues for the prosperity of Asia, and also exchange opinions about economic cooperation between Asian countries, and the establishment of the Asian FTA. Knowledge exchange and cultural interchange will also be discussed in order for Asians to understand one another.

- The growth engine of Asia to lead the development of the world economy.
- Interdependence of the Asian economies and FTA's
- Asian identity and the best way for multilateral cooperation.

■ Moderator:

- PARK, Jin (Assemblyman)

■ Panelists:

- Gloria Macapagal ARROYO (Former President of the Philippines)
- HAN, Seung-Soo (Former Prime Minister of the Republic of Korea)



[Plenary Session III] G20 Era, Changes in the Financial Market and Prospects of a New Asia(Keynote Speeches)

09:00–10:20



Global financial markets inevitably have a considerable impact on business management in every country, and changes in the world financial markets are a factor that firms cannot fail to consider when determining their international business strategies. Since the advent of the G20 summit, the world has been adopting a new system of global financial and economic standards, and such changes in the global environment are leading to significant changes in the existing rules of conduct. This session will examine the new economic and financial environments and discuss their effects on Asian countries and businesses.

- The Emerging New International Order: What is it? What is at stake?
- How do complex changes in the environment following the G20 affect Asian countries, cities, and firms?
- How will the economic and financial environment change, and how will business respond?

(keywords)

- The future of the financial market
- The Asian crisis and the opportunity it presents
- The impact of the Chinese financial market on the world economy
- The cooperation system of the Asian financial system

■ Keynote Speeches:

- Virginia KAMSKY (CEO, Kamsky Management Corporation, USA)
- SHEN, Ning (Vice President, JP Morgan Asia Pacific Research)
- WANG, Shuan Hong(CEO, Green Group Co., Ltd)
- JIN, Soo-hyung (Vice President, Korea Exchange)
- HYUN, Jae-Hyun(Chairman, Tong Yang Group/Chairman, Economic Policy Committee)

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Opening Ceremony(Keynote Speeches)

11:00–12:20



Asia has said goodbye to its past history of conflicts and humiliation and is emerging as the locomotive of the world in the realms of politics and economy. Asian countries should present a new future vision and direction from a new perspective, strive for unity, and play a leading role in a way that is commensurate with their growing role in world affairs. This session will deal what Asian leaders have to say about the future of Asia and its role in the international community, and the establishment of an Asian community.

- A turning point for Asia from the perspective of world history.
- A new vision for Asia.
- Opportunities and challenges associated with the emergence of China as a world power and the expected unification of the two Koreas.

■ Opening Speech:

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

■ Welcome Speech:

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

■ Keynote Speeches:

- KIM, Hwang-Sik (Prime Minister of the Republic of Korea)
- ZHAO, Qi Zheng (Director, the Foreign Affairs Committee of CPCCC)
- Gloria Macapagal ARROYO (Former President of the Philippines)

## Crystal Hall A

### The Rise of China: Opportunities and Challenges

14:00–15:10



During the last three decades, China has been successful in its Reformation and Open Door policy and has become the second largest economy in the world. China continues to enjoy its economic prosperity. It is a controversial issue if the Chinese rise necessarily means a relative decline of the United States. In terms of international political economics, the rise of China has a variety of possible interpretations, as many in the international community prepare policy responses to the Chinese rise. Specialists will deliver valuable opinions and information on the possible alternatives of how to achieve co-prosperity with China.

- The rise of China and America's decline: reality or fiction?
- How to understand the rise of China.
- Neighbor Countries' Opportunity and Challenge from the Rise of China.

#### ■ Moderator:

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

#### ■ Speakers:

- Tan Sri Mohamed Jawhar HASSAN (Chairman, ISIS Malaysia)
- SHIN, Jung-seung (Director, Center for Chinese Studies, IFANS, MOFAT)
- YAN, Xuetong (Director, Institute of International Studies, Tsinghua University)
- G. John IKENBERRY (Albert G. Milbank Professor, Princeton University)
- FUNABASHI, Yoichi (Former Editor-in-chief, The Asahi Shimbun)

01\_May 27 (Friday)

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## Financial Regulation Reform at the G20 Process and Safety Net

14:00–15:10



Facing global financial crisis, advanced countries as well as developing countries have sought a way of coexistence through a new international convention, the G20. As a model case of overcoming the financial crisis, South Korea successfully carried out the host role for the G20 last year. It is time to evaluate the achievements and limitations of the G20 system and to discuss a new direction for international financial order. The Korean community has to consider its future role in this new international financial order.

- What is the status of the international financial system after the financial crisis?
- Is Safety Network building a proper process as a preventive mechanism for the financial crisis?
- Can the G20 manage the imbalances of the global macro economy? What are the alternatives?

### ■ 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)
- YOSHINO, Naoyuki (Professor, Department of Economics, Keio University)
- William H. OVERHOLT (Senior Research Fellow, Kennedy School of Government, Harvard University)
- HONG, Kyttack (Professor, Economics, Chung-ang University)

## Crystal Hall C

### Importance of Women in the Era of Knowledge Property

14:00–15:10



Women's power, an important factor that is expected to shape future society, is evident everywhere in the world. Promoting women's creativity and their intellectual property activities are a new source of competitive power in the 21st century of the intellectual property age. This session will take stock of women's activities in the intellectual property area, and discuss and draw lessons from the successful intellectual property right strategies of businesses run by women inventors. It will also discuss exchange and cooperation between businesses run by such women inventors and their development.

#### ■ Chair:

- HAN, Mi-young (President, Korea Women Inventors Association/Chief, United Association of Korea Women)

#### ■ Panelists:

- MOON, Seung-ja (CEO, K.J.R.Tech.Co.,Ltd)
- YOO, Eun-ha (PD, KBS Radio)
- YOON, Myung-hee (CEO, KOREA RICE TEC)
- LEE, In-sil (Patent Attorney, LEE & PARK Patent & Law Firm)
- JEONG, Joeng-rye (CEO, HAENURI)
- CHO, Eun-kyung (CEO, Dason Co., Ltd)

01\_May 27 (Friday)

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## New Power in Business: Asian Young Leaders

14:00–15:10



The world is focusing on next-generation leaders who think freely and globally comparing with current leaders in power. These new leaders need creative thinking and a spirit of challenge in order to be able to lead their society, enterprises, and culture. This session will be an opportunity to hold discussions about the qualities that the next-generation leaders of society and business will need, the directions that Asia's young leaders should take, and cooperation among them. This session will be also a window through which the bright future of Asia can be viewed, as represented by many young leaders' dedicated spirit and passion.

- How will the corporate culture and the management mechanism be changed when the new generation of management leaders with a more liberal way of thinking and a global perspective appears?
- On this issue, what is the opinion of the new Asian leaders?
- What are the future strategies and roles of Asia's new leaders for the reconstruction of Asia?
- Common tasks of cooperation between young Korean and Chinese leaders

### ■ Chair:

- CHOI, Eun-soo (Senior Editor, Maeil Business Newspaper)

### ■ Panelists:

- LIU, Zhou Wei (CEO, 21st Century Media)
- BU, Li Kai (CEO, Nanhu International Travel)
- ZHANG, You Liang (Grandson of General Zhang Ai Ping/CEO, Heng Yuan De Lu Consulting Co., Ltd.)
- FAN, Jun Zhong (President, Chongqing Industry/President, Qing Iv Group) TBC

**The New Challenges of Urban Management since G20**

14:00–15:10



City management, one of the three main decisive factors in global competition, together with states and firms, is an important economic issue that many countries cannot avoid. For successful city development, an effective strategy and efficient marketing tools are needed. Issues such as social conflicts in the process of urbanization, the redevelopment of inner cities, the construction of new cities, the creation of diverse city management systems, and green ubiquitous cities are challenging the existing modes of city management. This session will discuss city management know-how in the face of new environmental changes for city managers.

- What are the new city management and the new city management system? (Discussion based on actual success cases)
- New city development strategy after the G20: How should city marketing change?
- New city development, the renewal of inner cities: What are the strategies and methods?
- Green ubiquitous cities: How do we build them?

■ **Chair:**

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

■ **Main Speakers:**

- KIM, Chang-hee (Director, Management Planning, Jeju International City Development Center)
- MENG, Qun (President, Tianjin Eco-City Investment and Development Co., Ltd)
- LEE, Myung-no (Chairman, Saemangeum Gunsan Free Economic Zone Authority)
- Thomas CHAN (Director, Institute of Public Policy of Hong Kong Polytechnic University)

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**Green Mega Trends in Business and World**

14:00–15:10



In this session, aSSIST researchers will take a close look at the major issues and trends of the world today, and discuss how they might affect business and the economy. One of the issues to be covered is recent earthquake in Japan and its aftermath. Under the theme of Green Mega Trends, the panelists will examine how Japan's nuclear accident will impact the global environment and, consequently, the business environment. Specifically, this session will discuss global energy policy and predict changes in global energy demand; it will also discuss changes in low-carbon markets, the future of green health care, and preparations for the worst case nuclear accidents.

■ **Moderator:**

- LEE, Sang-ho (Professor, KyungSung University)

■ **Panelists:**

- GU, Ja-won (Director, Office of Academic Affairs, Seoul School of Integrated Science & Technology)
- KIM, Sung-woo (Director, Department of Sustainable Management, SamJung KPMG)
- KIM, Yong-eon (Committee Member, Overseas business operation of Korea Electric Power Corporation)
- SEO, Young-tae (CEO, Quintessa Investment Inc.)
- YOON, In-mo (CEO, Doctor Service)
- HAN, Suk-hee (Vice president, AMC)



## Is Nuclear-free East Asia Possible?: Opportunities and Constraints

15:30–16:40



The nuclear profiles of countries in East Asia are diverse. There are countries in East Asian countries with up-to-date nuclear technology, a country with a strong desire for nuclear weapons, and a country keeping up their nuclear technology against another country's possession of nuclear weapons. East Asian countries have kept focusing on nuclear technology for their own security and economic development. North Korea has asserted their nuclear development program is for national security, and they cannot give up the technology. Northeast Asia without a multilateral security system must now seriously take proper steps for nuclear non-proliferation. This session will mainly discuss the non-proliferation issue.

- Is East Asia without nuclear weapons possible? How can it be achieved?
- Is nuclear weapon free East Asia Possible?
- Are the Six-Party Talks still useful? What are the other options?
- What does the recent nuclear situation in Japan imply for the future of nuclear energy?

### ■ Moderator:

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

### ■ Panelists:

- 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.)
- 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)
- PAN, Zengqiang (Professor, Institute for Strategic Studies, National Defense University)

Enhancing Educational Cooperation in East Asia:  
Toward a Global Epistemic Community

15:30–16:40



In today's 21st century, the importance of knowledge and information cannot be emphasized too much in regard to cross-border and cross-cultural communication. While a vast flood of information is being transmitted across the continents at an unprecedented speed and scope nowadays, it is too often incomplete and even misleading without a proper knowledge and understanding on the part of both the senders and receivers of such information. Without adequate knowledge, an abundance of information is likely to contribute to miscommunication and misunderstanding, as well as conflict, between the senders and receivers. This creates the need for an epistemic community—a global network of knowledge-based specialists to help overcome the potential for misunderstanding and confrontation as a result of incomplete or misinterpreted information. This session seeks to identify the practical efforts needed to construct an epistemic community in East Asia and beyond. This year, the Korea Foundation will launch its "KF Global e-School" program for the purpose of educating our next generation of leaders and professionals. This innovative program will serve to build an epistemic community through the operation of cooperative educational networks at the regional and global levels. This session will focus on cross-border educational cooperation, through the KF Global e-School program and related initiatives.

■ Moderator:

- MOON, Woo-sik (Professor, Graduate School of International Studies, Seoul National University)

■ Panelists:

- XIE, Tao (Associate Professor, School of English and International Studies, Beijing Foreign Studies University)
- John B. DUNCAN (Director, the Center for Korean Studies, University of California, Los Angeles)
- CHOI, Hyeon-Seon (Director, Korean Studies Department, The Korea Foundation)
- RHEE, Christine (Professor, Korean Studies, Waseda University-SILS.)

## Crystal Hall C

### Prospects of WEB 3.0: New Power of E-Commerce

15:30-16:40



WEB 2.0 has changed the face of international business. Under the new standard by WEB 2.0, electronic transactions have been transformed and a new type of business has appeared. Including the manufacturing industry, the traditional modus operandi and systems of major industries have been made obsolete and a new order has been established. This session discusses the most efficient way of carrying out electronic transactions for Asian business, and a new business idea consistent with the new standard of online businesses.

- What is the future vision of WEB 3.0 and its impact on society in general?
- What is the future direction of the electronic transaction and what are the opportunities it presents for new business?
- What are the main problems and solutions in terms of the commercial application of internet software and hardware technology?

#### ■ Chair:

- LEE, Hak-young (Deputy Managing Editor, Hankkyoung)

#### ■ Speakers:

- LIU, Chang (Vice President, Tencent Group)
- LIN, Dong Liang (Founder, IDG Group China)
- MIN, Yong-jae (Chief, YJM Investment)
- WANG, Shu Teng (CEO, DH gate.com)
- TAN, Qun Zhao (CEO&President, Shengda Interactive Entertainment Co., Ltd)

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## New Issues Concerning State and City Competitiveness After the G20

15:30–16:40



Every major city around the world has been involved in a fierce competition. Urban competitiveness will be improved, along with the implementation of national development strategies. There are various issues relating to urban competitiveness, including the training of human resources, the construction of industrial clusters, and the preparation of a business environment that is conducive to investment.

- How can urban competitiveness be combined with industrial competitiveness?
- What is the key to the successful development of industrial clusters?
- What is the most desirable relationship between the business environment for investment and urban competitiveness?
- What would be a desirable approach to organizing industry groups, training human resources, and managing the investment environment in order to improve national competitiveness?

(keywords)

- Components of national and municipal competitiveness
- Model for evaluating national and municipal competitiveness
- A sustainable development model for state and city
- Government's leadership and strategy

### ■ Chair:

- PARK, Young-kyoon (Director, Dong-A Il Bo)

### ■ Speakers:

- KIM, Won-tae (Professor, Central Officials Training Institute)
- MUN, Young-hoon (Director, Local Government Competitiveness Support Division Ministry of Public Administration And Security)
- YAO, Wang (Executive Chairman, Boao Forum for Asia/Vice president, Boao Asia Research Institute)
- CHEN, Jun (Chairman, Institute for China, Japan Korea Economic Development)
- HUANG, You Yi (Member, Committee of the Chinese People's Political Consultative Conference)
- HWANG, Ju-hong (Governor of Gangjin)

## Diamond Hall

### Successful Strategy of Multinational Corporations in the World since G20

15:30–16:40



As foreign direct investment is showing a declining trend at present, major multinational corporations (MNCs) have been paying attention to the Asian market. Although MNCs have established the business tradition in Asia, they face a new market along with the emerging Chinese economy and the new business environment. Therefore, management requires a new strategy and a new standard. This session will review the wisdom of successful businessmen in Asia and discuss the management know-how of successful businessmen in China.

- Introducing the know-how of successful American, European, and Korean companies in China.
- Development plan for a localization strategy, marketing, relationship with the government, and personnel management.
- The MNC's information transition and management system between the head office and the branch offices.

#### ■ Chair:

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

#### ■ Speakers:

- KIM, Jong-sung (Professor, Boston University)
- KIM, Tae-young (CEO, Philips Electronics Korea Ltd.)
- 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)
- LIN, Sheng (Consultant, Merchants in Korea Industrial Town of Jiang jia gang City)
- PARK, Kyung-mi (CEO, Hewitt Associate Korea)
- XIANG, Bing (Dean, Cheung Kong Graduate School of Business)
- YE, Ying (Global Vice President & Chairman of North Asia Region, Nalco)
- ZHOU, Wei Min (President, MCC Overseas Group)
- CHEN, Di Guang (President, Zhejiang Overseas Chinese Chamber of Commerce/President of Community of Europe Wenzhou Township)
- CHEN, Jin Ya (President, Asia Pacific, Alcoa National Aluminum Ltd)
- Takahiro FUJIMOTO (Professor, Tokyo University)

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## Listing the Korean Enterprises in the Chinese Stock Market

15:30–16:40



The Chinese stock market is growing fast. So far, the Chinese market has only been opened to a limited degree, and South Korean businesses are rarely listed on it. From the Chinese perspective, at this point in time, the supply of capital exceeds the demand for capital. But in the long run, China will surely internationalize its stock market. From the perspective of South Korean businesses, the need to tap Chinese capital is increasing substantially. Also, in order to promote South Korean businesses' entry into China, which is becoming increasingly common, and furthermore, as a localization strategy, listing in China is a high priority for South Korean businesses. China is clearly pursuing the marketization and globalization of its economy. As a measure to guarantee the entry of foreign firms into the Chinese market, China will allow foreign firms' listing on the Shanghai Stock Market from the second half of 2011. This session will include discussions that lay the stress on a catalytic role in bringing attracting the attention of business and policymakers.

- Changes in financial market liberalization in China.
- The significance and process for ensuring foreign firms' listing in China.
- Business strategies and rules for foreign firms doing business in China.

### ■ Chair:

- KANG, Jeong-ho (Dean, Sustainable Management Institute/Former CEO, Korea Exchange)

### ■ Speakers:

- KIM, Hyun-yeong (Director & Managing Director, Capital Market Department of Daewoo Securities)
- IM, Byeong-ik (Dr, Investment Banking Association)
- JEON, Byeong-seo (Professor, Kyung Hee University)

## Crystal Hall A

### Maritime Security in East Asia

17:00–18:10



The oceans are becoming ever more important to East Asia. The oceans around East Asia, which is home to a number of leading exporting/importing countries, are extremely important to the countries in the region, both in terms of economic and national security. At present, the various countries in the region are embroiled in conflicts with each other over territorial claims concerning many islands. A similar situation is occurring in the relations between the two Koreas. Furthermore, interest in the oceans – as expressed by China and traditional maritime nations such as the U.S. and Japan – appears to be in high stakes. China's recent buildup of its naval strength, including its plan to deploy an aircraft carrier in combat-related duties, is emerging as a new factor in the region's marine power mechanism.

- What is leading a leading factor for China to build up?
- What significance does China's buildup of its naval strength have for the safety of sea lanes and territorial disputes in the region?
- What would be an efficient way of maintaining maritime security in East Asia?

#### ■ Moderator:

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

#### ■ Panelists:

- W. Lee HOWELL (Managing Director, Center for Global Events, World Economic Forum)
- PAIK, Jin-Hyun (Dean, Graduate School of International Studies, Seoul National University/Judge, International Tribunal for the Law of the Sea)
- Satu LIMAYE (Director, East-West Center in Washington)
- YAN, Xuetong (Director, Institute of International Studies, Tsinghua University)
- G. John IKENBERRY (Albert G. Milbank Professor, Princeton University)

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## The Future of Asia-Pacific Region and the Role of Higher Education

17:00–18:10



Asian society has become highly specialized and diversified. The general education for the ordinary citizen cannot satisfy the need for welfare and development. Universities have to take an active role in training leaders. The university has to reflect the educational environment and to cultivate talents. The leaders from Asian universities will lend their experiences and opinions to discuss the policies of the universities of the future.

- What are new opportunities and challenges facing higher education in the Asia Pacific?
- What missions should universities in the Asia Pacific achieve? And why?
- What is the future of universities in the Asia Pacific? Pessimistic or optimistic? And why?
- Can universities produce human capital needed for society in an appropriate manner?
- Between moral obligations and competitive mandate, can universities in the Asia-Pacific satisfy both goals? If so, how?

### ■ 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)
- SEIKE, Atsushi (President, Keio University)
- NINH, Ton-nu-thi (President, Tri Viet University)



## Crystal Hall C

### Reconciliation of Historical Conflict and Cooperation in East Asia

17:00–18:10



The North East Asian History Foundation has made a constant effort to develop and share wisdom and knowledge for coexistence and co-prosperity with various nations and ethnic groups in historic contexts. Since conflicts around historical issues are a major obstacle to regional peace and cooperation, relevant participants need to discuss this cognitive conflict to establish a stepping stone for the future of peace and cooperation. This session will share European experiences of dealing with historical conflicts.

- Success story of European solutions to historical conflicts.
- Lessons for East Asia to resolve historical conflicts.
- The negative impact of historical conflicts on community building.

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■ **Moderator:**

- CHUNG, Jaejeong (President, Northeast Asian History Foundation)

■ **Panelists:**

- SHIN, Jung-seung (Director, Center for Chinese Studies, Institute of Foreign Affairs and National Security, Ministry of Foreign Affairs and Trade, MOFAT)
- Sven SAALER (Professor, Sophia University)
- ONG, Keng Yong (Director, Institute of Policy Studies, National University of Singapore)
- Peter DUUS (Professor, Emeritus Department of History, Stanford University)

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## Creative Industry: Asian Beauty (Movies, Journalism, and Fashion)

17:00–18:10



The Asian creative industry has undergone dramatic development, which has contributed to improving the quality of life as well as broadening the information market via the diffusion of internet services, in turn modifying consumer behavior into a global pattern. This session will discuss common preferences and cultural characteristics, as well as the contents and fashions of the movies and dramas that are embedded and shared by many Asians, and especially Koreans, Chinese and Japanese.

- What are the unique characteristics of Asian traditions and inclinations?
- How has Asian culture been successfully re-exported to other parts of the world?
- How do the fashion and movie industries reflect Asian concepts of beauty?

### ■ Chair:

- KIM, Dong-ho (President, Executive Committee, the Busan Film Festival)

### ■ Speakers:

- KWAK, Kyung-taek (Film Director)
- LI, Cheng (Chief, Advanced Cultural & Arts Research Center, Arts Resources School of Beijing University)
- BAI, Qiang (President, 3D China)
- SUNG, Pil-moon (Chairman, Stereo Pictures Corporation)
- YU, Dong (President, POLYBONA Films)
- LEE, Sung-rae (Professor, Korea Art Institute)
- ZHOU, Cheng Jian (President, Shanghai Meterbone Co., Ltd)
- ZHENG, Yong Gang (President, SHAN SHAN Holdings Company)
- HONG, Ji-a (Professor, School of Journalism and Community, Kyung Hee University)

## Diamond Hall

### China! A Market of 1.4 Billion People

17:00–18:10



This session will discuss the success strategies of various nations and the opportunities for business in the Chinese market, which is now recognized as the largest market in the world. First, the session introduces the success story of a Korean company. Next, it offers tips for success in the Chinese market gleaned from foreign businesses and MNCs currently operating in China. Finally, the last session introduces the development strategy assessed by high-ranking Chinese public servants, and the new business opportunities emerging in the Chinese market, and suggests to Korean companies some of the major considerations for managing a business in China.

#### ■ Chair:

· KANG, Mi-eun (Professor, School of Communication of Media)

#### ■ Speakers:

- KIM, Hae-sun (CEO, Suntransglobe Co., Ltd)
- YANG, Zhi Ze (Director, Zhongxin Tianjin Eco-City Management Committee)
- LEE, Sun-rim (President, Do Holdings Co., Ltd )
- CHO, Tae-kwan (CEO, New-Mir Corporation)
- HE, Dong Yan (Chairman, TianJin Eco-City Investment and Development Co., Ltd)

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## Diamond Hall

### Asian Value and Global Leadership

17:00–18:10



The role of global leader has been assumed by a number of Western countries, but attention is now being paid to leading Asian countries given the emergence of Asia in the wake of the global financial crisis. In this session, the participants will discuss the qualities which the leading countries in Asia ought to have.

#### ■ Chair:

- KIM, Ki-Yong (CEO, Cargil Korea)

#### ■ Panelists:

- KIM, Sung-hoe (Chairman, Korea Leadership Institute)
- KIM, Young-ki (Vice President, LG Electronics Co., Ltd)
- MIN, Bok-ki (CEO, EXR Korea)
- LEE, Bo-Kyun (President, Cargil Agri Purina)
- CHAE, Eun-mi (CEO, FedEx Korea)

## Grand Ballroom

### Welcome Dinner(with Performance by Jeju Special Self-Governing Provincial Dance Company)

18:30–20:00



#### ■ Welcome Speech:

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

#### ■ Congratulatory Speech:

- MOON, Dae-Lim (Chairman, Jeju Special Self-Governing Provincial Council)

## Crystal Hall B

### Global Asia Night: Fun, Drinks and Discourses on “Asia in 2030”

20:30–22:00

- Host by Gong, Ro-Myung(Publisher, Global Asia)

## Crystal Hall A

### Green Energy – utilizing Technology

09:00–10:00



In pursuing the development and application of green technology as a national strategy, each state tries to integrate the traditional industries. This session will discuss ways of fostering green energy technology at the government level, of cultivating business opportunities utilizing green energy technology, of removing the barriers between traditional industries, and of identifying new business opportunities.

- How to design prospects for green energy technology and envision the related business opportunities?
- How do Asian states plan the joint development of and collaboration on green energy technology?
- What are the prospects for industrial integration and new business opportunities through green energy technology?

#### ■ Chair:

- HYEON, Oh-suk (President of KDI)

#### ■ Speakers:

- LUO, Qun (Vice President, China National Aviation Fuel Holding Co., Ltd)
- LIN, Dong Liang (Partners& President, IDG Capital)
- MEI, De Wen (General Manager, China Beijing Environment Exchange)
- MOON Seung-il (Professor, Seoul National University)
- LEE, Chul (Professor, Kyung-II University)
- CHOU, Yeol (President, Korea Green Foundation)
- HO, Chi Ping (Chairman, Asian Cultural Forum)

01  
May 27 (Friday)

02  
May 28 (Saturday)

03  
May 29 (Sunday)

[Plenary Session IV] Tripartite Collaboration  
between Korea, China and Japan (Keynote speeches)

09:00–10:30



China has emerged as Korea's largest trading partner. Amid the worldwide economic slowdown in the wake of the global financial crisis that started in 2008, the Chinese economy has continued to enjoy growth. China's continued economic growth was a result of incessant investment and the development of core industrial sectors. Korea and China should find a way to promote mutual collaboration in order to make a brighter future for all Asians. Japan will be able to find a path towards future prosperity with the collaboration of other Asian countries, despite the current hardships resulting from the recent earthquake. At this juncture, Japan needs to seek a model for its economic rehabilitation based on collaboration with Korea and China. Future industrial leaders of Korea, owners of big businesses of China, and leaders of Japan who knows the strength and weakness of Korea and China will talk about the future of the three countries.

■ Keynote Speakers:

- KIM, Do-yeon (President, National Science & Technology Commission)
- Arai HIROYUKI (Former Secretary General, Liberal Democratic Party, Japan/Secretary General, Japan New Party Reform)
- YOUNG, Soo-gil (President, Green Growth Committee)
- LEE, Hee-beom (President, STX Energy/President, Korea CEO Association)
- ZHAO, Xiao Gang (President, China South Locomotive Group)

[Plenary Session V] Eastern Philosophy Entrepreneurship  
and Business Leaders' Humanitarian Activities

10:50–12:20



International competition involves not only resources but also culture and philosophy in both the East and the West. The management strategy of successful companies is based on the structural system of management. However, their success is also acquired through the intuition and entrepreneurship of the business leaders. Intuition and entrepreneurship are based on the personal philosophy, world view and value system of individual businessman. Asian businessmen make decisions under the influence of Asia's long history, culture, and philosophy. The major pillars of Asian philosophy – Confucianism, Taoism, and Buddhism – can provide Western businessmen with a tool to forecast the future. This session will discuss sustainable management in the future as a valuable resource which Asian leaders can seek out in the treasure house of oriental culture and philosophy.

- How can businessman acquire the wisdom to forecast the future from culture and philosophy?
- What is the method of spiritual training for leaders?
- What type of influence does oriental philosophy have on the entrepreneurship of Asian businessmen?

■ **Moderator:**

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

■ **Speakers:**

- KO, Du-sim (Chairman, Kim Man Duk Memorial Commission) TBC
- KIM, Young-ho (Chairman, Korea Sustainability Investing Forum/President, Yuhan University)
- Margaret LIU (Vice President, Board of Directors, International Vaccine Institute)
- SHI, Yan Da (Abbot, Shaolin Temple)
- LEE, Jeong-woo (Director, Ethnic Management Research Center of Seoul School of Integrated Science & Technology)
- KONG, Jian (Grandson, 75th generation of Confucius/Director, Institute of Confucius Family)

01 May 27 (Friday)

02 May 28 (Saturday)

03 May 29 (Sunday)

[Plenary Session VI]  
Korean Reunification and New Opportunities

10:00–11:10



Inter-Korean exchanges are almost do not exist even though 60 years have passed since the separation of the two Koreas. The conclusion for unification on the Korean peninsula still seems distant, even though the two Koreas have kept talking about (their own respective) visions of unification. There are new variables. They include the recent nuclear weapon development and formation of a succession system for KIM Jung un. The possibility of North Korea's collapse is raised along with the economic hardship in North Korea. If unification comes right now, how will neighboring countries in proximity to the peninsula respond? This session will discuss the influence of the unification of the two Koreas: will the unification contribute to peace and prosperity in East Asia? Will neighboring countries respond negatively with the emergence of a new and powerful Korea?

- The possibility of the reunification of the two Koreas.
- Do neighboring countries support Korean reunification?
- If the two Koreas are united, what impacts will be made in international relations of East Asia?
- Will the reunification of the two Koreas be an opportunity for cooperation among neighboring countries?

■ **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:**

- Mark Clements MINTON (President the Korea Society)
- Walter KLITZ (Director, Friedrich Naumann Foundation for Liberty)
- SU, Changhe (Dean, the School of International and Diplomatic Affairs, Shanghai International Studies University)
- Evgeny AFANASIEV (Director-General, the Personnel Department, Ministry of Foreign Affairs of the Russian Federation)
- OKONOGI, Masao (Emeritus Professor, Faculty of Law and Graduate School, Keio University)
- HAHM, Chaibong (Director, the Asian Institute for Policy Studies)



## Grand Ballroom

### [Diplomats' Roundtable] Korean Reunification and New Opportunities

11:20–12:20



There are a number of analyses and views about international affairs around the Korean peninsula, the current state of the relationship between North and South Korea, and prospects for reunification. This session will give another perspective about the reunification of the two Koreas beyond the views of scholars and the press. Ambassadors from the neighboring countries of the Korean peninsula present their opinions about the reunification of North and South Korea. This session will also discuss the various, potential, international reactions after the unification.

- Views of Korean reunification from neighboring countries.
- Evaluation of the possibility of unification by ambassadors from neighboring countries.
- International cooperation after the reunification of the two Koreas.

#### ■ Moderator:

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

#### ■ Panelists:

- Mark TOKOLA (Deputy Chief of Mission, U.S. Embassy, Seoul)
- Skand Ranjan TAYAL (Ambassador, Embassy of India, Seoul)
- LEE, Joon-gyu (Chancellor, Institute of Foreign Affairs & National Security)
- Konstantin V. VNUKOV (Ambassador, Embassy of the Russian Federation)
- Tomasz KOZLOWSKI (Ambassador, Delegation of the European Union to Korea)

01 May 27 (Friday)

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## Industrial Security Policy for Today and Tomorrow

10:30–11:30



Globalization has blurred national borders and made business competition even fiercer. While it is important for firms to develop new technologies to improve their competitiveness, it is also important for them to protect and safeguard the technologies that they have developed on the back of huge investments and efforts. Industrial security, which is increasingly recognized as an essential element of business management, is more essential and secure than insurance in that it consolidates the very foundations of firms and helps them to prepare for certain contingencies. This session will overview the trends and directions of industrial security policy both at home and abroad, and discuss the impact on business management of the Personal Information Protection Act, which was passed on March 11th and will take effect on September 30th.

- Recent trends in industrial security policy worldwide
- The current state of industrial security in Korean firms and measures to improve industrial security
- The impact of the Personal Information Protection Act on business management

### ■ Chair:

- JEONG, Jin-hong (Dean, Graduate School of Industrial Information, Seoul School of Integrated Science & Technology)

### ■ Speakers:

- SEONG, Seon-je (Professor, Korea University)
- YANG, Seung-won (Lawyer, Somyoung Law Firm)
- LEE, Gil-gyu (Professor, Seoul School of Integrated Science & Technology)

## The Future of Business Management as a Discipline of Convergence

11:40–12:20



Business management as an academic discipline is an applied science: it pursues action-oriented agenda setting and practical answers. To that end, business management looks to scientific analysis, but at the same time an appreciation of humanities is a must as it also studies socio-cultural backgrounds and personal motivation in relation to product purchase and organizational activities. Furthermore, business management addresses values and responsibilities related to the activities of countries, societies, firms, and non-profit organizations; it even requires artistic quality linked to creative understanding and problem solving. This session will take stock of business management as a science of convergence and discuss its future. Professors at aSSIST from various disciplinary backgrounds, including engineering, social science, philosophy, humanities, and the arts, will talk about their experiences in teaching business management, diagnose the current situation, and share their ideas for innovation.

### ■ Moderator:

- SHIN, Ho-sang (Director, Admission Office of Seoul School of Integrated Science & Technology)

### ■ Speakers:

- GO, Yeong-hee (Director, Management Case Study Research Center of Seoul School of Integrated Science & Technology)
- SONG, Won-jin (Professor, Seoul School of Integrated Science & Technology)
- LEE, Hyun-joo (Director, Library of Seoul School of Integrated Science & Technology)

### ■ Discussants:

- KIM, Shin-hyo (Director, Planning Cooperation Department of Seoul School of Integrated Science & Technology)
- PARK, Jeong-yeol (Professor, Seoul School of Integrated Science & Technology)
- SHIN, Jong-hwa (Director, Institute for Leisure Studies, Seoul School of Integrated Science & Technology)
- CHA, Kyung-cheon (Professor, Seoul School of Integrated Science & Technology)

01 May 27 (Friday)

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

14:00–15:10



The ongoing effort for power succession within the Kim family in North Korea goes against the worldwide trend towards democratization. In this session, Experts will talk about how the current situation in North Korea will change the nature of the regime, with the focus on the followings:

- Will the attempt to cling to power within the Kim family succeed?
- How will the power succession turn out? Will there be a serious power struggle?
- Is there a possibility that the regime will collapse during the transition period?
- What would be the most desirable measures to be taken by Korea, the U.S. and China, respectively, in the event of an unstable North Korean regime? In which areas could they collaborate with each other?
- Is the current power succession within the Kim family compatible with innovative measures or an open-door policy?
- Can the North Korean style modernization be realized? If so, how?

### ■ Moderator:

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

### ■ Panelists:

- OKONOJI, Masao (Emeritus Professor, Faculty of Law and Graduate School, Keio University)
- JO, Dongho (Professor, North Korean Studies, Ewha Womans University)
- John Patrick DELURY (Assistant Professor, Graduate School of International Studies, Yonsei University)
- John Harold SWENSON-WRIGHT (Director, Faculty of Asian & Middle Eastern Studies, University of Cambridge)
- JIN, Jing yi (Professor, Center for Korean Studies, Peking University)

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

14:00–15:10



The financial crisis for the last few years reveals the new reality of international economic order. It has become clear that the capability of the traditional developed countries has fallen short of maintaining the international economic order. Maximization of national interests through trade results in unlimited competition. Each country utilizes currency wars and FTAs as major policy tools for economic war. It is time to make it clear whether it is protectionism or liberalism, and to discuss a fair trade order of common interest.

- International financial crisis and macro economic imbalance: ?
- Protectionist temptation and the future of international trade order.
- Doha Round and the future of the WTO System.
- The fear of currency wars imaginary or real?
- Liberal economic order in crisis: its nature and alternatives.

### ■ Moderator:

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

### ■ Panelists:

- Rajiv KUMAR (Director, Indian Council for Research on International Economic Relations)
- Amy JACKSON (President, American Chamber of Commerce Korea)
- WANG, Yong (Professor, School of International Studies, Peking University)
- CHEONG, Inkyo (Professor, Department of Economics, Inha University)
- CHOI, Seok-young (Deputy Minister for FTA, Ministry of Foreign Affairs and Trade)

01 May 27 (Friday)

02 May 28 (Saturday)

03 May 29 (Sunday)

[Jeju International Advisory Board Session]  
Session]Future Vision of Jeju

14:00–15:10



Not only countries but also the regions within them now need 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 been making considerable efforts and transforming itself in order to proactively respond to changes and to move forward as a "global Jeju." In promoting the competitive competitiveness of food, cosmetics, and pharmaceutical industries through combining its clean resources and primary produce with state-of-art technologies, and also increasing the number of direct flights from major cities, Jeju can become a tourist destination for the world. Jeju can also be developed into a model city of environmental and green growth for the world. By utilizing its clean resources, Jeju can develop the state-of-art renewal energy industry as an engine of future growth. As more and 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 also as a hub of international exchange and cooperation. The newly launched international council for Jeju will offer diverse opinions on the future of Jeju.

■ Moderator:

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

■ Panelists:

- KWON, Byong-Hyon (President, Future Forest/Formor R.O.K. Ambassador to China)
- Maurice Frederick STRONG (Honorary Professor, Peking University/Formor Under Secretary-General of the U.N)
- Virginia KAMSKY (Chairman & CEO, Kamsky Associates, Inc)
- Spencer H. KIM (Chairman, CBOL Corporation)
- Alan John TIMBLICK (Head, the 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/Formor Foreign Minister)
- LY, Sang Joon (Chairman, Golden Bridge Finance Group)
- William H. OVERHOLT (Senior Research Fellow, Kennedy School of Government, Harvard University)
- JIANG, Xian Yun (President, Jeju Benma-Iholand co., Ltd and Heilongjiang Benma Industry Group Co., Ltd)

## Crystal Hall C

### Current Issues and Tasks in Peace Studies

14:00–15:10



Peace studies are facing a turning point with the beginning of the 21st century. Prior to, and shortly after the post-cold war era, peace based on military conflicts was the main issue of peace studies. Now, the concept of peace has become very complex, with evolving concepts of human security, as well as its traditional meaning. The session on peace studies is organized by the Peace Research Institute of Oslo, the Center for International Area Studies at Hankuk University of Foreign Studies, and the Jeju Peace Institute.

- Specialists in this session will discuss the international trends of peace studies and the current status of peace studies in East Asia.
- Based on the reviews of peace studies, this session incorporates philosophical thoughts, theoretical ideas, and field activities in conflict areas.
- The inclusive approaches from peace studies will provide theoretical knowledge and practical skills that contribute to resolving conflicts in East Asia and around the world.

■ **Moderator:**

- JUNG, Kyoung-Won (Professor, Hankuk University of Foreign Studies)

■ **Panelists:**

- Scott GATES (Professor, Peace Research Institute Oslo)
- LEE, Sang-Whan (Professor, Hankuk University of Foreign Studies)
- Yi, Seong-Woo (Associate Research Fellow, Jeju Peace Institute)
- JUNG, Ki-Woong (Professor, Hankuk University of Foreign Studies)

01  
May 27 (Friday)

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## Women, Creativity and Culture: She's Coming

14:00–15:10



Women's sensitivity, ability to communicate, and creativity are crucial factors in the production of valuable cultural contents in this era of knowledge creation. Today, women recognize themselves as key actors in the cultural mainstream and carry out cultural activities to their hearts' content, while enjoying their everyday lives. In this connection, it should be pointed out that in Asia cultural exchanges changes should be made so as to enable women to create their life styles more freely and diversely. This session will discuss the creative activities of women in the cultural industry and ways of exchange and collaboration in the film, fine arts and fashion sectors, which are shaping a new Asian culture centered on women's creativity and productivity. Experts will also discuss ways of helping women to further their creativity and abilities. Participants will also have an opportunity to listen to interesting stories about the women's liberation movement from Gloria Steinem, a principal actor in that movement, who was included in the list of the 100 Most Important Women of the 20th Century selected by ABC-TV.

### ■ Moderator:

- KIM, Eun-sil (Vice Chairman, Internation Women's Film Festival)

### ■ Main Speaker:

- Gloria Marie STEINEM (Journalist, Feminist of America)

### ■ Discussants:

- GUO, Yan Wen (Secretary General, Asian Council of America/Deputy Dean, EXPO Economy Research Academy, Shanghai University of Finance and Economics)
- KIM, Hong-hee (Former Director, Gyenggido Museum)
- DO, Sung-hee (Director, Kiwi Stone Institute)
- LEE, Hye-kyoung (Chairwoman, Seoul International Women's Film Festival/President, Feminist Artist)
- JANG, Pii-hwa (Professor, Asian Women's Association/President Asian Women's Association)
- CHUNG, Hyun-kyeong (Professor, Union Theological Semenary, New York/Buddhist Judiciary, New York Goddess of Mercy)
- Jocelyn CLARK (Professor, Appenzeller International Studies of Pai Chai University)



## Diamond Hall

### Future of the Automotive Industry in Asia

14:00–15:10



There is a narrow chance for Asian auto manufacturers, as late starters, to become the leaders of the international auto market. However, it will be necessary for them to establish new rules in order to bring more benefits to the Asian people by redefining the old order in this new era. This session will discuss the issues related to renovation of the Asian auto manufacturing industry from the perspective of the Renaissance of the Asian auto industry.

- What is the new standard in the auto manufacturing industry?
- How can the Asian auto industry overtake the Western one?
- What would be a desirable design strategy for the Asian auto industry and how should it be pursued?

#### ■ Chair:

- HYUN, Young-seok (Professor, Hannam University/Former Chairman, Former Korea Auto Forum Operation Committee)

#### ■ Moderator:

- CHOI, Woo-suk (Deputy General Manager, Chosun Daily)

#### ■ Speakers:

- KAUH, Sang-ken (Professor, Seoul National University)
- KIM, Ki-chan (Former President, Institute for Korea Automotive Industries/President, Institute for Korea SMEs)
- KIM, Jong-shik (President&CEO, Tata Daewoo Commercial Vehicle Company Ltd)
- SEO, Seung-woo (Professor, Seoul National University)
- SUN, Jian (Partner, AT Kearney Global Management Consulting(Shanghai)/CEO, Asia-Pacific Automotive Consulting)
- XU, He Yi (President, Beijing Automotive Group)
- YANG, Woong-cheol (Vice President, Hyundai Motor Company)
- CHUN, Guang-min (Professor, Yonsei University)
- CHO, Dong-sung (President, Korea Auto Forum, under Korea Automobile Manufacturers Association)

01 May 27 (Friday)

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

15:30–16:40



Even though some efforts to establish the multilateral security system in East Asia have been made, the result is not as apparent as expected. To establish the East Asian Community, first of all, an institutional strategy is required for the settlement of conflicts, and an increase of cooperation among the countries in the region. The Jeju Process, from the 4th Jeju Forum, proposed to apply the Helsinki process in East Asia. This session is intended to serve as a venue for specialists to discuss the establishment of a multilateral security system in East Asia.

- Is it possible to practice the Helsinki Process, which was the base for the CSCE and EU?
- The future of a multilateral security system in East Asia.
- The current state and future vision of the Jeju Process adopted in the 4th Jeju Forum.

### ■ Moderator:

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

### ■ Panelists:

- Nodari A. SIMONIYA (Professor, MGIMO University/Former Director of IMEMO)
- PARK, Cheol-hee (Associate Professor, Seoul National University)
- YUN, Byung-Se (Visiting Professor, Graduate School of Interational Studies, Sogang University/Former Senior Secretary to the President on Foreign, Defense & Unification Policy)
- Charles E. MORRISON (President, East-West Center, Hawaii)
- PAN, Zengqiang (Professor, Institute for Strategic Studies, National Defense University)

## Crystal Hall B

### [Medical Tourism I] Presentation and Discussion of Successful Examples and Policies of Domestic and International Medical Treatment

15:30–16:40



The panelists in this session, including an executive of the successful Raffles Hospital in Singapore, and executives in charge of medical tourism in China, will give presentations and have discussions about successful cases of medical tourism. As health care organizations internationalize and industries converge at an ever accelerating speed, health care is becoming the focus of national attention as a new engine of economic growth. In particular, medical tourism is attracting attention as a new means making the health care industry competitive. This session will provide an opportunity for successful cases of medical tourism to be presented and discussed with a view to further developing medical tourism.

– Successful cases of medical tourism overseas

#### ■ Moderator:

- PYO, Jeong-ho (Professor, Soon chunhyang University)

#### ■ Main Speakers:

- Rahul Khandelwal (General Manager Operation at Apollo Hospital)
- LEE, Chul (President & CEO, Yonsei University Medical Center)
- PREM, Kumar Nair (Director, Raffles Hospital, Singapore)

#### ■ Discussants:

- KANG, Chang-soo (Director, Jeju Special Self-governing Province)
- KO, Gil-joo (CEO, Bonacare)
- LEE, Ki-hyo (Professor, Graduate school of Public Health Care, Inje University)
- LEE, Shin-ho (Director of the Headquarters, Koear Health Industry Development Institute)
- CHO, Hyun-joon (Director, Hyndaimedis)
- JIN, Su-nam (Project Director, Medical Tourism of Korea Tourism Organization)

01 May 27 (Friday)

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[Medical Tourism II] Panel Discussion to Promote  
Jeju Medical Tourism

17:00–18:10



Due to natural environment and accessibility, Jeju has been considered as the best place for medical tourism. Specialists will discuss the future of medical tourism in Jeju.

– Revival Strategy of Jeju's Medical Tourism

■ Chair:

· KIM, Cheol-jung (Reporter, Chosun Daily)

■ Main Speaker:

· LEE, Dong-sun (Director, JDC Medical Business)

■ Discussants:

- KIM, Min-soo (Head of Surgery Department Jeju Halla Hospital)
- KIM, Hyung-jin (Managing Director, KPMG)
- PARK, Yeong-su (CEO, Jeju Tourism Organization)
- LEE, Sang-jun (Director, Dermatology of Beautiful Country)
- LEE, Sun-hwa (Director, Jeju Special Self-governing Province)
- LEE, Wang-jun (CEO, Kwangdong University College of Medicine Myeongi Hospital)
- IN, Yo-han (Director, International Medical Center, Yonsei Severance Hospital)
- CHOI, Gun (Director, Wooridul Hospital)

Crystal Hall C

Jeju Free International City and Realization of the  
Island of World Peace in Jeju

15:30–16:40



Taking advantage of its geographical position, Jeju plans to be a center of the East Asian economic community. Although collective effort has achieved a certain degree of success in realizing the international free city and the world peace island, there are enormous tasks yet to be achieved. This is a place to gather the wisdom of specialists on the international free city and the world peace island.

- Evaluation of the International Free City.
- Vision of the International Free City plan.
- Jeju citizens' efforts for the International Free City and the World Peace Island.

■ Moderator:

- KO, Seong Joon (Director of Institute for Peace Studies for Jeju National University)

■ Panelists:

- KANG, Sung Whoa (Executive Director, Free International City Bureau, Jeju Special Self-Governing Province)
- KO, Seung-Han (Associate Research Fellow, Jeju Development Institute)
- KIM ,Boo Chan (Professor, Jeju Natinoal University Law School/Former President of Korean Society of International Law)
- KIM ,Sung Jun (Professor, Jeju National University)
- KIM, Chang-Hee (Director, Management Planning Division, Jeju Free International City Development Center)
- YANG, Gil-Hyun (Professor, Jeju National University)
- OH, Young Hun (Chairman, Council Steering Committee, Jeju Special Self-Governing Provincial Council)
- YU, Ji Eun (Ambassador for International Relations, Jeju Special Self-Governing Province)
- JANG, Sung-Soo (Director, Tourism & Leisure Education Center)
- JEONG, Dai-Yeun (Professor, Jeju National University)
- JWA, Sung Hee (Chairman, board of directors, Gyeonggi Research Institute)
- HUR, Jeong Ok (Professor, Seoul School of Integrated Science & Technology)

01 May 27 (Friday)

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03 May 29 (Sunday)

## Long-run Company

15:30–16:40



Nowadays, businesses that are only interested in making profit are not regarded as respectable ones. Profitability is only one of the objectives of a going concern. The way people view businesses has changed amid changes in industry, ups and downs in business, and financial crises. Now, long-run companies that play a role in the local community while fulfilling the basics of business operation are regarded as good businesses. We will discuss long-run companies by examining their health status on the basis of their sustainability reports and financial statements. We will look for strategies that could lead to the country's businesses rebirth as healthy ones, with the focus on the following:

- Do long-run companies have particular secrets?
- What is their success mechanism?
- Examples of sustainable management and the characteristics of long-run companies.

### ■ Chair:

- CHO, Dong-sung (Professor, Seoul National University/Chairman, Institute for Korean Sustainable Management)

### ■ Moderator:

- AHN, Sae-yeon (Doctor, Seoul National University)

### ■ Speakers:

- PARK, Young-won (Professor, Tokyo University)
- Viswanathan Gomathyamma GIRISH (Professor, Catholic University, Korea)
- SONG, Chang-suk (Professor, Soongsil University)
- LEE, Jong-uk (Professor, Seoul Women's University/Editor in Chief, Korea Economic Institute)
- HYUN, Seung-tak (CEO, HALLASAN. CO)

### ■ Discussants:

- KIM, Ki-chan (Professor, Catholic University, Korea/President, Korea SMEs Institute)
- YANG, Oh-suk (Research Professor, Business School, Hakuok University of Foreign Studies)
- LEE, Kyung-mook (Professor, Seoul National University)
- LEE, Yoon-chul (Professor, Korea Aerospace University)

## Prospect and Tasks of the Industry of Journalism and Media

15:30–16:40



It may be said that the traditional mass media are in great crisis due to dramatic changes in people's life patterns and their methods of obtaining information amid the development of Internet-based mass media and the widespread use of Microblog and Twitter. In Asian countries, certain newspapers' ill-conceived commentaries on neighboring countries are triggering controversies. Such problems are caused by a mutual lack of understanding despite close geographical proximity. It is time that the mass media in Asia collaborate with each other under the current situation in which Asians are establishing common values and life patterns.

- Traditional mass media's crisis due to changes in the social environment, and the need for joint efforts to address the situation.
- How journalists in Korea, China and Japan can change their mindset.
- The mechanisms of Asia's mass media.

### ■ Moderator:

- HONG, Ji-a (Professor, Kyung Hee University)

### ■ Speakers:

- KIM, Jin (Editorialist, JoongAng Daily)
- KIM, Chan-ho (Producer, KBS)
- LIU, Zhou Wei (CEO, 21ST Century Economic Magazine)
- WANG, Ying (President, China CCTV Animation Ltd.)
- Sam Jameson (the dean of American Journalist in Japan)
- CHEN, Ting (President, Global CEO&Partner, Taimei Media Company)
- LEE, Seong-hyun (Commissioner, Korea Times, Beijing)
- CHOI, Woo-suk (Deputy General Manager, Chosun Daily)
- HE, Li (Editor in Chief, Finance and Economics Magazine)

01 May 27 (Friday)

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[Journalists' Roundtable]

Predicting on Political Developments in Asia-Pacific Region in 2012

17:00–18:10



The year 2012 in East Asia will see significant change with the emergence of new leaders and political change. Leadership shifts will be gradual in China and North Korea, and new leaders will be elected through presidential elections in South Korea, Russia, and the U.S. In this session, foreign correspondents in South Korea will give their opinions about which changes will be made based on the leadership and power shifts.

- The year of political change: how foreign correspondents view political change in the two Koreas, China, Russia, and the U.S.
- Interpreting the political shifts in East Asia.

■ Moderator:

- KIM, Young Hie (Editor-in-Chief, JoongAng Ilbo)

■ Panelists:

- Martin FACKLER (Tokyo Bureau Chief, New York Times)
- Sebastien FALLETTI (Seoul Correspondent, Le Figaro)
- SUMIDA, Takushi (Seoul Bureau Chief, Kyodo News)
- Arten SANZHIEV (Seoul Bureau Chief, Rossiyskaya Gazeta)
- LEE, Byung Jong (Seoul Correspondent, Newsweek)



## International Conservation Area and Jeju Model of Conservation

17:00–18:10



There are reasons for Jeju to be an environmental icon: entitled with an environmental future, coexistence of human and nature, biosphere conservation area approved by the UN, the world natural heritage, and the world geology park.

- What is the current status of the international conservation model in Jeju?
- What is a universal model for natural conservation?

### ■ Moderator:

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

### ■ Panelists:

- LEE, Byung-Wook (Professor, Sejong University)
- LEE, Sang Don (Professor, Ewha Womans University)
- CHO, Do-Soon (Professor, Catholic University of Korea)
- YOON, Yong-Taek (Professor, Jeju National University)

01  
May 27 (Friday)

02  
May 28 (Saturday)

03  
May 29 (Sunday)

## Crystal Hall D

### Secrets of the Longer-Lived People

17:00–18:10



Living a long life is everyone's dream. Professor Park Sang-chul is regarded as a man who knows the secrets of longevity. He will talk about the characteristics of people who enjoy a long life, what needs to be done to ensure people enjoy a long life and wellaging, and how to age well. Then, Dr. KO Seung-han will make a presentation on the characteristics of a village of long life in Jeju-do. Dr. KO's presentation will focus on the following:

- What are the principles of life, the truths about health, and the methods of achieving a long life?
- What is the secret of the village of long life in Jeju-do?
- The new paradigm of the aging society established based on changes in the way people view aging.

#### ■ Chair:

- YANG, Young-oh (President, Jeju Development Institute)

#### ■ Main Speaker:

- PARK, Sang-chul (Professor, Medical School Seoul National University)

#### ■ Speakers:

- KO, Seung-han (Director, Jeju Development Institute)
- PARK, Joo-hee (Director, Jeju Special Self-governing Province)

## Grand Ballroom

### Closing Speech

18:30–18:40

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

## Grand Ballroom

### Farewell Dinner (Hosted by the Chief Director of Jeju Free International City Development Center)

18:40–20:00

#### ■ Dinner Speech:

- BYUN, Jong-il (Chief Director, Jeju Free International City Development Center)

## Business Design Session

There will be presentations on the urban design and design policy of Jeju-do. The overall contents of their presentations will be focused on how management will be designed. That is, the session is intended to infuse management with design.

08:00–09:00 Registration

09:00–10:00 Keynote Speech 

■ **Keynote Speaker:**

- Richard BUCHANAN (Professor, Case Western Reserve University)



10:30–11:30 Trends of Management in Asia, Europe and America  

■ **Theme:**

- Flow of Management of Asia, Europe and America

■ **Main Speakers:**

- Cho, Dong-sung (Professor, Seoul National University)
- LEE, Green (Vice President, Brand Experience and Strategic Design, USA)
- Justus THEINERT (Professor of Design, University of Applied Sciences Darmstadt, Germany)

11:40–12:20 Discussions by University Leaders on the Education of Design Management  

■ **Theme:**

- Discussions by University Leaders on the Education of Design Management

■ **Main Speakers:**

- LEE, Nahm-sik (President, Jeongju University/Member, National Brand Committee)
- Jurgен FAUST (CAO IED, Milan/Professor, MHMK Munich, Germany)
- Moshe PORAT (Dean, Fox School of Business, USA)
- Seiichiro YONEKURA (Director, Institute of Innovation Research, Hitotsubashi University, Japan)

14:00–15:10 Workshop I: Collaboration 

In the area of business design, how can we work together to address urgent and critical social challenges?

■ **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)
- Jennifer WHYTE (Reader in Innovation and Design, University of Reading, UK)
- Marc STICKDORN (Professor Management Center Innsbruck, Austria)
- Miso Kim (Professor, Carnegie Mellon University, USA)
- RYANG, Seung-ene (IDEO, Tokyo Office, Japan)
- Young-jin YOO (Professor, Fox School of Business, Temple University, USA)

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15:30–16:40

## Workshop II: Mutual Learning



- Mutual learning: What do business managers and designers have to learn from each other?
- Specifically, other than running a design business, what do designers need to learn from business managers?
- Other than product design, graphic design, logo design, and branding, what else can business managers learn from designers?

### ■ Speakers:

- KIM, Tae-hyung (Professor, Institute of Urban Architecture Korean National University of Arts, Korea)
- KWON, Yoo-jin (Professor, Korean National Open University, Korea)
- JUN, Soo-jin (Professor, Yonsei University)
- Lars RADEMACHER (Professor, The Macromedia University for Media & Communication, Germany)
- MB Sarkar (Professor, Fox School of Business, Temple University, USA)
- Nicholas Berente (Professor, University of Georgia, USA)
- Xin Xiang (Professor, Hongkong Polytechnic University, China)

17:00–18:10

## Workshop III: Convergent Education



Can we develop integrated undergraduate and graduate education for training new types of professionals who can contribute to our society?

### ■ Speakers:

- KIM, Won-taek (Professor, International Design School for Advanced, Hongik University)
- Suejin SHIN (Professor, Yonsei University, Korea)
- Brigitte Borja de Mozota (Academic Director, Ecole Parsons Paris, Universite Paris Ouest, France)
- Erin CHO (Professor, Parsons the New School for Design, USA)
- Kaja Tooming BUCHANAN (Professor, Cleveland Institute of Art, USA)
- Kipum Lee (Case Western Reserve University, USA)
- Sooshin CHOI (Professor, University of Cincinnati, USA)

## Luncheons and Dinners

Date	Time	Events	Place
27th [Friday]	18:30~20:00	Free Dinner	Summora
28th [Saturday]	12:30~14:00	Free Luncheon	Hanoru, Iidy, Summora
	18:30~20:00	Welcome Dinner (Hosted by the Governor of the Jeju Special Self-Governing Province)	Grand Ballroom
	20:30~22:00	<b>Global Asia</b> Night	Crystal Hall B
29th [Sunday]	12:30~14:00	Free Luncheon	Summora, Hanoru, Iidy
	18:30~20:00	Farewell Dinner (Hosted by the Chief Director of Jeju Free International City Development Center)	Grand Ballroom

※ Coupons for free luncheons and dinner will be provided to the registered participants at the registration desk.

01\_May 27 [Friday]

02\_May 28 [Saturday]

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## Tour Program

We are providing an excellent opportunity to look around beautiful Jeju Island see the traditional performances. This program is complementary.

**Dates:** May 28–29, 2011

**Meeting place:** Main Entrance of the Hotel.

To register, please fill out the registration form and submit it to the registration desk. Please understand that we can offer this program to only 40 participants on a first come first serve basis.

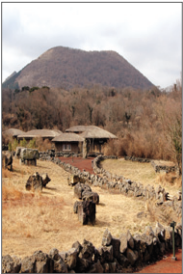
### Jeju Cultural Tour Course

**Dates and Time:** May 28, 2011(Sat.) 14:00~17:30 English tour guide  
May 29, 2011(Sun.) 14:00~17:30 Chinese tour guide



### The Kim Young Gap Gallery

The Kim Young Gap Gallery is a former elementary school turned gallery. Photographer Kim Young Gap, who had been suffering from Lou Gehrig's disease, spent his life capturing the beauty of Jeju Island. He created the gallery during his last days so that he could ensure his works be shared for years to come. The gallery shows the photographer's artistic passion, and his photos reflect the sublime beauty of Jeju Island, captured day after day in all kinds of weather. It is said that Kim Young Gap lived a life of poverty, spending the little money he had on film and developing supplies. Visitors to the gallery will surely be impressed by the commitment and lifetime sacrifice Kim Young Gap made



### Jeju Stone Park (Jeju Folklore & Women Diver Performances)

Jeju Stone Park is an ecological and cultural park that displays the history of stone culture pivotal to the history and culture of Jeju Island. Following the exhibition pathway, visitors will find stone sculptures such as Grandmother Seolmundae and Five Hundred Generals and traditional local thatched-roof houses amidst the forest. Oddly enough, Jeju Stone Museum is located underground so as not to interfere with the natural landscape.

## Tour Program

### World Natural Heritage Site Tour Course

Dates and Time:

May 28, 2011(Sat.) 14:00~17:30 Chinese tour guide

May 29, 2011(Sun.) 14:00~17:30 English tour guide



#### Olle Route 1

This was the first olle path to be completed and it takes walkers along the coast and past a number of oreums, which are volcanic cones that look like small mountains or hills and are found throughout Jeju Island. In fact, in Jeju Island, everything that appears to be a mountain or a hill is an oreum (with the exception of the majestic Halla Mountain) and there are 360 oreums on Jeju Island. This walk begins at a small local school (Siheung Elementary School) and leads to the Malmi and Al oreums and offers a panoramic view of some of Jeju's famous sightseeing spots, such as the Seongsan Ilchulbong Peak and Udo Island. The route then leads to the Jongdal-ri Salt Fields and to the Siheung-ri beachside road, where the sight of Seongsan Ilchulbong Peak appears once again. The conclusion of the route is the deep blue ocean at Gwangchigi Beach, which is simply spectacular.



#### Seongsan Ilchulbong Peak (Korean Folk band, "Pungmul" Performance)

Seongsan Ilchulbong Peak is designated as World Natural Heritage in 2007 as Jeju Volcanic Island and Lava Tubes by UNESCO. It rose from under the sea in a volcanic eruption over 100,000 years ago. Located on the eastern end of Jeju Island, there is a huge crater at the top of Seongsan Ilchulbong Peak. The crater is about 600m in diameter and 90m high. With the 99 sharp rocks surrounding the crater, it looks like a gigantic crown. While the southeast and north sides are cliffs, the northwest side is a verdant grassy hill that is connected to the Seongsan Village. The ridge provides an ideal spot for walks and for horse riding as well. The sunrise from the crater is magnificent. Also the Seongsan Ilchulbong Peak surrounded by bright yellow colored rapeseed flowers in the spring is truly a sight to behold.

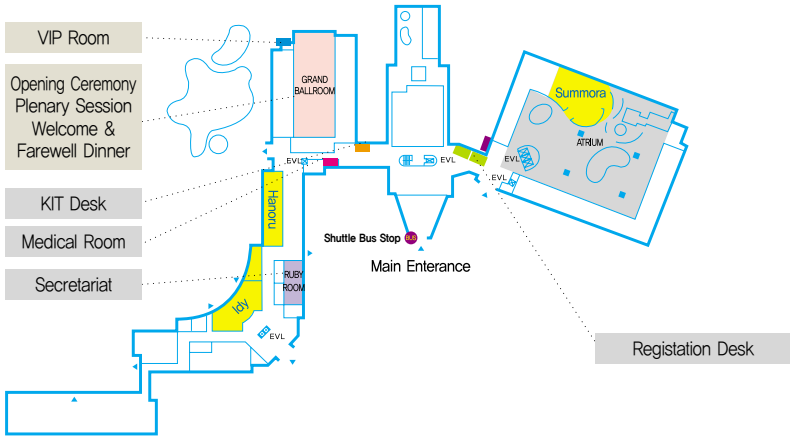
01 May 27 (Friday)

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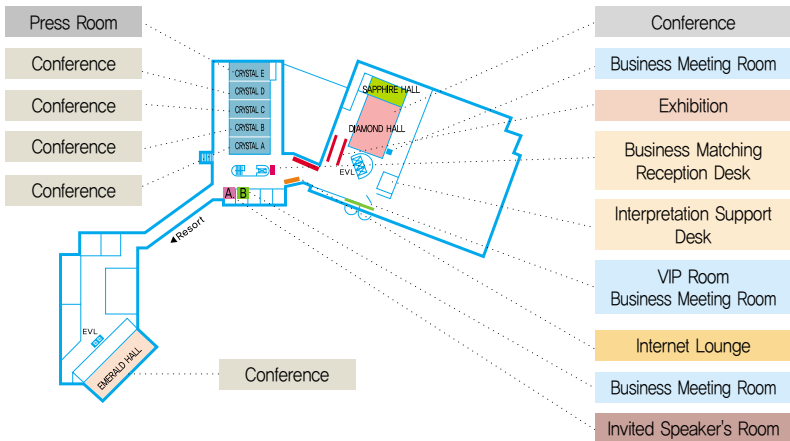
03 May 29 (Sunday)

## Venue Information

### 1F



### B1



### Organizing Committee

Jeju Peace Institute, 2572 Jungmun-dong, Seogwipo city, Jeju Special Self-Governing Province, 697-120, ROK  
Tel. +82 64 735 6500 / Fax. +82 64 735 6512 / jejuforum@jpi.or.kr / www.jejuforum.or.kr