



Hallyu in Southeast Asia:

The Present and Future of the International Cultural Exchange
 August 23, 2017, Seoul, Korea

INVITATION

Hallyu in Southeast Asia: The Present and Future of the International Cultural Exchange (August 23, 2017, Seoul, Korea)

Dear Participants,

Welcome to the “Hallyu in Southeast Asia: The Present and Future of the International Cultural Exchange” international conference, which will take place on August 23, 2017 in Seoul, Korea. The conference aims to examine current cultural exchanges through the Korean Wave (Hallyu) in Southeast Asia and to explore future directions of international cultural exchanges between them.

On behalf of the Hanyang Peace Institute of Hanyang University, the Korea Foundation for International Culture Exchange (KOFICE), and the host organizations, we would like to cordially invite you to participate as a special speaker in the “Hallyu in Southeast Asia” conference to discuss the following topic: international cultural exchanges through the Korean Wave (Hallyu) and culture industries including broadcasting, tourism, film, music, education, etc., in your region. We would be honored to have you attend and share your extensive knowledge, insight, and experience in the field.

The conference will bring together internationally-renowned experts in Hallyu-related culture industries and international relations to highlight the cultural exchanges and cultural industry in East and Southeast Asia. Please kindly inform us of your decision regarding our invitation at your earliest convenience.

Conference Overview

Subject	Cultural Exchanges and Culture Industried Related To Hallyu
Date/Time	Wednesday, August 23, 2017, 10:00–18:00
Venue	National Hangul Museum of Korea, Seoul, Korea
Organizers	Hanyang Peace Institute of Hanyang University and the Korea Foundation for International Culture Exchange (KOFICE)
Sponsor	National Research Foundation of Korea, College of Social Science, Hanyang University, The Ministry of Culture, Sports, Tourism of the Republic of Korea

We look forward to hearing a positive response from you. Please honor us with your presence.

Sincerely Yours,

Whang, Sangchai

Dean of Social Science College, Hanyang University
Professor, Department of Media Communication, Hanyang University

Choi, Jinwoo

Director of Hanyang Peace Institute, Hanyang University
Professor, Department of Political Science, Hanyang University

AIMS OF THE CONFERENCE

The one-day “Hallyu in Southeast Asia: The present and future of international cultural exchanges” conference aims to bring together renowned experts and scholars from Southeast Asia, including Indonesia, Malaysia, Myanmar, Thailand, and Vietnam, to share their expertise on international cultural exchanges and culture industries through discussions about current affairs and future directions in international cultural exchanges between Korea and Southeast Asian countries.

Southeast Asia has never been more important for Korea to partner with. Hallyu mediates intercultural exchange via cultural content, but it also serves as a facilitator of international cultural exchange between nations. Southeast Asian countries have recently emerged as relevant and important partners. Due to Korea’s understanding of the problems and limits in the previous approach of the private and governmental sectors to international cultural exchange through Hallyu in other Asian countries, Korea has tried to find a better way to approach Southeast Asian countries.

At this conference, experts and scholars from diverse fields will share and generate new knowledge about Hallyu culture industries, heightening mutual awareness between Korea and Southeast Asia. The international conference on “Hallyu in Southeast Asia: The present and future of international cultural exchanges” will bring together experts and scholars from Korea and Southeast Asian countries to identify productive ways to facilitate intercultural awareness through Hallyu and promote future international cultural exchanges between Korea and Southeast Asia.

CONFERENCE INFORMATION & ACCESS

THEME

“Hallyu in Southeast Asia: The Present and Future of the International Cultural Exchange”

TIME

23 August, 2017, 10:00 – 18:00

VENUE

Auditorium (B1), National Hangeul Museum, Seoul, Korea

CO-HOSTS

Hanyang Peace Institute (한양대학교 평화연구소)

Korea Foundation for International Culture Exchange (KOFICE, 한국문화산업교류재단)

SPONSORS

National Research Foundation of Korea (한국연구재단)

College of Social Science, Hanyang University (한양대학교 사회과학대학)

The Ministry of Culture, Sports, and Tourism of Korea (문화체육관광부)

* Official languages of the conference are English and Korean.

PROGRAM

CONFERENCE PROGRAM

10:00-10:30	Conference registration Registration desk
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Announcement

10:30-10:50	<p>Announcement Jinwoo Choi (Professor, Department of Political Science, Hanyang University, Director of Hanyang Peace Institute)</p> <p>Welcome Address Sangchai Whang (Dean of Social Science College, Hanyang University) Youngjin Kwak (President of Korea Foundation for International Culture Exchange)</p> <p>Congratulatory Addresses Kim Sang-ug (Director General of Ministry of Culture, Sports and Tourism) Young-sun Kim (Secretary General of ASEAN-Korea Centre)</p>
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Session I

Moderator: Jinwoo Choi (Hanyang University)

Panel 1. Global Hallyu

11:00-11:20	<p>Construction of New Korean Wave: how to understand hybridity in local popular culture Dal Yong Jin (Simon Fraser University, Canada)</p>
11:20-11:30	Panel Discussion: Sanghag Kim (Hanyang University)

Panel 2. Korea-Indonesia (한-인도네시아)

11:30-11:50	<p>Mixing culture of Indonesia and Korea Kahfiati Kahdar (Institute Teknologi Bandung)</p>
11:50-12:10	<p>The Indonesia Cultural to Support Creative Economy Abdur Rohim Boy Berawi (Education, Research and Development, The Indonesian Agency for Creative Economy)</p>
12:10-12:25	Panel Discussion Jiwon Suh (Changwon National University) Soochul Kim (Hanyang Peace Institute)
12:30-14:00	<i>Lunch at Korean restaurant MARU</i>

Session II

Moderator: Doobo Shim (Sungshin Women's University)

Panel 1. Korea-Thailand (한-태국)

14:00-14:20	The impact of Korea content industry(Movie, TV Series, Animation, Music, Food, & Fashion) to CMU students Pitipong Yodmongkol (Chiang Mai University)
14:20-14:40	Hallyu : The impact to Thailand Sirisak Koshpasharin (National Cultural Committee, Ministry of Culture)
14:40-14:55	Panel Discussion Genie Lee (CJ E&M) JongIm Lee (Sungkyunkwan University)

Panel 2. Korea-Myanmar (한-미얀마)

14:55 -15:15	The Present and Future of International Cultural Exchange Khin Kyi Pyar (The National University of Arts and Culture, Mandalay)
15:15-15:35	Myanmar-ROK Relations and Hallyu into Myanmar Ni Ni Myint (The National University of Arts and Culture, Mandalay)
15:35-15:50	Panel Discussion Jae-Ha Kim (Seoul Institute of the Arts) Euichul Jung (Sangji University)
15:50-16:10	<i>COFFEE BREAK</i>

Session III

Moderator: Wonho Jang (University of Seoul)

Panel 1. Korea-Malaysia (한-말레이시아)

16:10-16:30	K-POP Communities: Comparative Insights From Bangi To Pekanbaru Badrul Hassan (National University of Malaysia)
16:30-16:50	Crossing Borders and Going Beyond Paul Augustin (Penang Island Jazz Festival)
16:50-17:05	Panel Discussion Jai-Beom Kim (Sungkyunkwan University) Gyu Tag Lee (George Mason University Korea)

Panel 2. Korea-Vietnam (한-베트남)

17:05-17:25	Hallyu in Vietnam and Opportunity for Contents Market: Case of Korean-and-Vietnam-made Film Projects Nguyen Thi Hien (Ho Chi Minh City University of Social Sciences and Humanities)
17:25-17:45	Korea Contents on Vietnam Television Pham Thanh Thuy (Vietnam Satellite Digital Television Company)
17:45-18:00	Panel Discussion Ju Yong Ha (Inha University) Il-Joong Kim (SBS Global Business Team)
18:00-	Closing Remarks

LIST OF PRESENTERS

Category	Name	Affiliation
Canada	Dal Yong Jin	Associate Professor, School of Communication, Simon Fraser University
Indonesia	Abdur Rohim Boy Berawi	Deputy Chairman for Education, Research and Development The Indonesian Agency for Creative Economy
	Kahfiati Kahdar	Lecturer, Faculty of Art and Design Bandung Institute of Technology
Malaysia	Badrul Redzuan Abu Hassan	Senior lecturer, Faculty of Social Sciences and Humanities, National University of Malaysia
	Paul Augustin	Director, Penang Island Jazz Festival
Myanmar	Khin Kyi Pyar	Rector, The National University of Arts and Culture, Mandalay
	Ni Ni Myint	Lecturer, The National University of Arts and Culture, Mandalay
Thailand	Sirisak Koshpasharin	Member of National Audio-Visual Board and Member of the National Federation of Motion Pictures and Contests Associations Board, Ministry of Culture
	Pitipong Yodmongkol	Assistant Professor, College of Arts Medias and Technology, Chiang Mai University
Vietnam	Nguyen Thi Hien	Associate Dean, Ho Chi Minh City University of Social Sciences and Humanities
	Pham Thanh Thuy	Copyright Lawyer, Vietnam Satellite Digital Television Company

SPEAKERS



Dal Yong Jin



Abdur Rohim Boy Berawi



Kahfiati Kahdar



Badrul Redzuan Abu Hassan



Paul Augustin



Khin Kyi Pyar



Ni Ni Myint



Sirisak Koshpasharin



Nguyen Thi Hien



Pitipong Yodmongkol



Pham Thanh Thuy

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