

FACTS ABOUT KOREA

한국의 어제와 오늘

Korean Life

Housing
Clothing
Food
Festivals
Religion
Korean Life at a Glance

Society

Social Welfare
Education
Media
Society at a Glance

Culture and the Arts

UNESCO Treasures in Korea
Fine Arts
Literature
Painting
Music and Dance
Dramas and Movies
Museums and Theaters
Culture and the Arts at a Glance

Economy

Economic Situation
Industrial Innovation
Science and Technology
Information and Communications
Challenges Facing the Korean Economy
Foreign Direct Investment (FDI)
Investor-Oriented Support System
World-Class Logistics Hub
Economic Outlook
G20 Seoul Summit and Korea
Economy at a Glance

Korea in the World

International Relations
Economic Exchanges
International Peace and Cooperation
Korea's Development Cooperation
Future Policy Directions

Inter-Korean Relations

Historical Background
Inter-Korean Exchanges and Cooperation
Gaeseong Industrial Complex
Reunion of Separated Families of South and North Korea
Inter-Korean Relations at a Glance

FACTS ABOUT
KOREA

한국의
어제와
오늘

Korean
Culture
and Information
Service

History

Gojoseon
Three Kingdoms and Gaya
Unified Silla and Balhae
Goryeo
Joseon
Japanese Occupation and
Independence Movement
Founding of the Republic of Korea
History at a Glance

Constitution and Government

Constitution
Executive Branch
Legislature
Judiciary
Independent Organizations
Local Government
Constitution and Government at a Glance

Sports

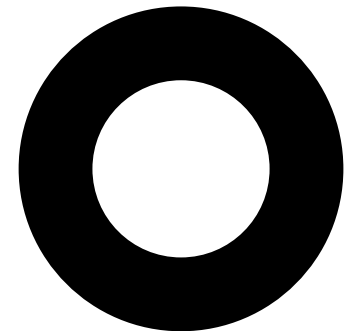
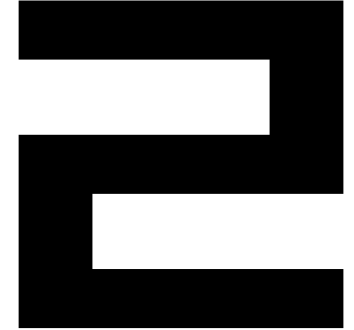
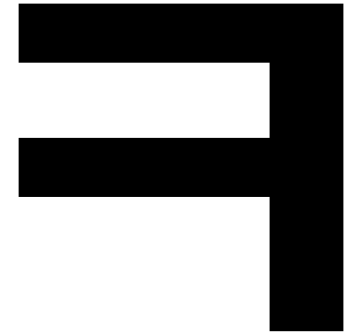
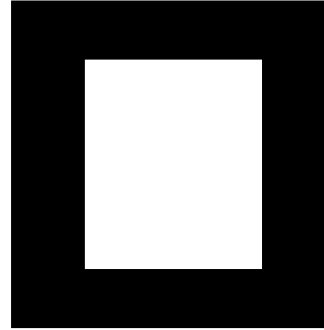
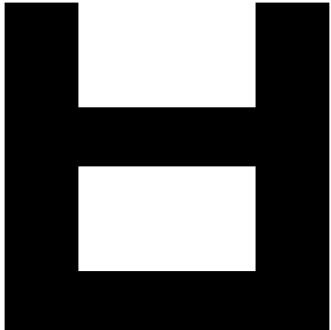
Seoul Olympics in Retrospect
Overall Olympic Standing
2002 FIFA World Cup Korea/Japan
National Sports Events
Popular Sports
Traditional Sports
Sports at a Glance

Tourism

Travel Information
Transportation
Accommodation
Exploring Korea
Shopping
Tourism at a Glance

Korea and Nature

General
Geography
People
Government
Economy
National Symbol
Climate and Weather
Topography
Coasts
Ramsar Convention on Wetlands



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FACTS ABOUT KOREA

한국의 어제와 오늘

CONTENTS

Korean Life	8	National Sports Events		History	178	World-Class Logistics Hub	
Housing		Popular Sports		Gojoseon		Economic Outlook	
Clothing		Traditional Sports		Three Kingdoms and Gaya		G20 Seoul Summit and Korea	
Food		Sports at a Glance		Unified Silla and Balhae		Economy at a Glance	
Festivals				Goryeo			
Religion		Tourism	128	Joseon		Korea in the World	236
Korean Life at a Glance		Travel Information		Japanese Occupation and		International Relations	
		Transportation		Independence Movement		Economic Exchanges	
Society	36	Accommodation		Founding of the Republic of Korea		International Peace and Cooperation	
Social Welfare		Exploring Korea		History at a Glance		Korea's Development Cooperation	
Education		Shopping				Future Policy Directions	
Media		Tourism at a Glance		Constitution and Government	194	Inter-Korean Relations	248
Society at a Glance				Constitution		Historical Background	
		Korea and Nature	166	Executive Branch		Inter-Korean Exchanges and Cooperation	
Culture and the Arts	56	General		Legislature		Gaeseong Industrial Complex	
UNESCO Treasures in Korea		Geography		Judiciary		Reunion of Separated Families of South	
Fine Arts		People		Independent Organizations		and North Korea	
Literature		Government		Local Government		Inter-Korean Relations at a Glance	
Painting		Economy		Constitution and Government at a Glance			
Music and Dance		National Symbol				Economy	210
Dramas and Movies		Climate and Weather		Economy	210	Economic Situation	260
Museums and Theaters		Topography		Economic Situation		Industrial Innovation	262
Culture and the Arts at a Glance		Coasts		Industrial Innovation		Science and Technology	
		Ramsar Convention on Wetlands		Science and Technology		Information and Communications	
Sports	110			Challenges Facing the Korean Economy		Foreign Direct Investment (FDI)	
Seoul Olympics in Retrospect				Foreign Direct Investment (FDI)		Investor-Oriented Support System	
Overall Olympic Standing				Investor-Oriented Support System		Internet Links	260
2002 FIFA World Cup Korea/Japan						Photo Sources	262

FACTS ABOUT KOREA

한국의 어제와 오늘

1

Korean Life

한국인의 생활

Housing

Clothing

Food

Festivals

Religion

Korean Life at a Glance



1

Korean Life

한국인의 생활

It is generally believed that Paleolithic man began to inhabit the Korean Peninsula about 40,000 to 50,000 years ago. Neolithic man appeared in Korea around 4,000 B.C., with signs of their active presence around 3,000 B.C. being found across the peninsula. It is believed that these Neolithic people formed the ethnic stock of the Korean people. Neolithic people dwelled near the seashore and riverbanks before advancing into inland areas. The sea was their main source of food. They used nets, hooks and fishing lines to catch fish and gather shellfish. Hunting was another way to procure food. Arrowheads and spear points have been found at Neolithic sites. Later, they began to engage in



Pit House Settlement Site in Korea where Neolithic Age people are believed to have lived during the period spanning from 4,000 ~ 3,000 B.C.

farming using stone hoes, sickles and millstones.

Rice cultivation started during the Bronze Age, which lasted in Korea until around 400 B.C. People also lived in thatch-covered pits, while dolmen and stone cist tombs were used predominantly for burials during the period.

As agriculture became a principal activity, villages were formed and a ruling leader with supreme authority emerged. Law became necessary to govern the communities. In Gojoseon (2,333 B.C.-108 B.C.), a law code consisting of eight articles came into practice, but only three of the articles are known today: First, anybody who kills another shall immediately be killed. Second, those who injure another's body shall compensate in grain. Third, those who steal another's possessions shall become a slave of their victim.

Housing

Hanok, Korean traditional houses, remained relatively unchanged from the Three Kingdoms period through the late Joseon Dynasty (1392-1910).

Ondol, a Korean underfloor heating system, was first used in the north. Smoke and heat generated from the low-lying kitchen stoves were channeled



Ondol

In modern usage it refers to any type of underfloor heating or a room that follows the traditional way of eating and sleeping on the floor.

through flues built under floors. In the warmer south, ondol was used together with wooden floors. The major materials of traditional houses were clay and wood. Giwa, or black-grooved roof tiles, were made of earth, usually red clay. Today, the Presidential mansion is called Cheong Wa Dae, or the Blue House, for the blue tiles used for its roof.

Hanok were built without using any nails and were assembled with wooden pegs. Upper-class houses consisted of a number of separate structures, one for the accommodation of women and children, one for the men of the family and their guests, and another for servants, all enclosed within a wall. A family ancestral shrine was built behind the house. A lotus pond was sometimes created in front of the house outside the wall.

The form of the houses differed from the colder north to the warmer south. Simple houses with a rectangular floor and a kitchen and a room on either side developed into an L-shaped house in the south. Hanok later became U- or square-shaped centered around a courtyard.

From the late 1960s, Korea's housing pattern began to change rapidly with the construction of Western-style apartment buildings. High-rise apartments have mushroomed all over the country since the 1970s but the ondol system has remained popular with heated water pipes taking the place of smoke flues under the floor.



1	
2	3
4	

1-2. Bukchon (North Village) in Seoul's Gahoe-dong district.
 3-4. The hanok-style home of Im Jin-su, in Anseong, Gyeonggi-do province.

Clothing

Koreans weaved cloth with hemp and arrowroot and raised silkworms to produce silk. During the Three Kingdoms period, men wore jeogori (jacket), baji (trousers), and durumagi (overcoat) with a hat, belt and pair of shoes. The women wore jeogori (short jacket) with two long ribbons tied to form an otgoreum (knot), a full length, high-waist wrap-around skirt called chima, a durumagi, beoseon (white cotton socks), and boat-shaped shoes. This attire, known as Hanbok, has been handed down in the same form for men and women for hundreds of years with little change except for the length of the jeogori and chima.

Western-style clothes were commercialized in Korea following the Korean War (1950-53), and during the rapid industrialization in the 1960s and 1970s, Hanbok use declined, being regarded as inappropriate for casual wear. Recently, however, Hanbok lovers have been campaigning to revitalize Hanbok and have updated styles to better fit modern work environments.



The creations of fashion designer Lee Young-hee (left)
Lie Sang Bong introduced "Han-geul fashion" in his fashion show. (right)

Koreans still wear Hanbok but only on special holidays like Seollal and Chuseok and family festivities such as Hwangap, the celebration for parents turning 60.

Food

Rice still remains the staple of most Koreans, but among the younger generations, many prefer Western-style food. Rice has been usually accompanied by various side dishes, mostly seasoned vegetables, soup, pot stew and meat.

A Korean traditional meal is not complete without kimchi, a mixture of various pickled vegetables such as Chinese cabbage, radish, green onion and cucumber. Certain types of kimchi are made spicy with the addition of red chili pepper powder, while others are prepared without red chili peppers or are soaked in a tasty liquid. However, garlic is always used in kimchi to add to its flavor.



Traditional full-course dinner



Housewives making kimchi (left)
Baechu kimchi (right)

In late November or early December, Korean families used to prepare enough kimchi to last the long winter. The kimchi was stored in large clay jars partially buried to maintain temperature and retain flavor. In modern Korea, housewives often don't have time to make kimchi or the outdoor space needed to store large amounts. But kimchi is still a vital part of the Korean

Making Baechu kimchi



1. Ingredients for kimchi



2. Slice and wash Chinese cabbages and soak in salt water.



3. Clean the bottoms of the cabbages.



4. Mix seasonings with salted and fermented fish.



5. Spread seasonings evenly between leaves.



6. Wrap the whole cabbage and store in a cool place.

lifestyle: companies making the fermented dish and others selling special kimchi refrigerators enjoy brisk sales.

In addition to kimchi, doenjang (soybean paste), with its anti-cancer attributes, has attracted the attention of modern-day nutritionists. Koreans used to make doenjang at home by boiling yellow beans, drying them in the shade, soaking them in salty water, and fermenting them in sunlight. However, only a few families go through this process anymore; the majority buy factory-made doenjang.

Among meat dishes, seasoned bulgogi (usually beef) and galbi (beef or pork ribs) are the most favored by both Koreans and foreigners.

Steamed White Rice (Ssalbap): White rice is the most typically consumed rice among Koreans. Freshly cooked white rice tastes great alone, but when served with side dishes it accentuates the tastes and flavors of the side dishes.

Porridge (Juk): Juk is Korea's oldest food. Grain is boiled in water for a long time. There are various kinds of porridge depending on the ingredients.



Steamed White Rice (Ssalbap with assorted cereals on top) (left)
Noodles in bean Juice (Kongguksu) (right)

Porridge is smooth and gentle to the stomach, and highly nutritious, therefore ideal for patients. For the busy people of today, juk serves as great breakfast substitute.

Noodles: Italian spaghetti, Japanese soba, and Vietnamese rice noodles: countries throughout the world have their signature noodle dishes. Korea also has a great variety of noodle dishes, notably kalguksu and naengmyeon.

Soup, Stew and Casserole: Korean soups, also called tang, are made by cooking various ingredients in a pot. Jjigae and jeongol are similar to soup but jjigae is slightly less watery, and jeongol is a meat and vegetable casserole cooked on the table.

Side Dishes (Banchan): A great variety of side dishes are served during Korean meals. Rice and soup are served on individual bowls, but side dishes are served in small dishes at the center of the table to be shared. Because each region of Korea produces different wild vegetables and ingredients, there are hundreds of different side dishes.



Tang, stew and casserole (left)
Makgeolli, traditional rice-based liquor (right)

Traditional Liquor: Korean traditional liquor is made by fermenting various grains. The fermentation process is a crucial part of the entire liquor making process for it decides the scent and taste of the final product. Depending on the weather and region it is produced, traditional liquors vary greatly. Fruits and herbs can also be added in order to enhance taste. There are Makgeolli (Traditional Rice Wine), Soju (Korea's most well-known distilled liquor), and Gwasilju (Fruit Wine).

Regional Foods: Korea is surrounded on three sides by the sea and 70% of the land is mountainous. Regions within Korea are bounded by steep mountain ranges and rivers. Climate conditions vary within these regions and there is a great variety of natural produce as well. The physical and climatic variations among Korea's regions account for the flowering of Korea's region-specific food culture.

Rice Cakes (Tteok): In general, rice is consumed as a main dish, but on



Rice Cakes (Tteok) (left)
Omija tea made from the fruit of the Schisandra chinensis tree (right)

occasion, rice is also made into rice cakes. On ceremonial occasions, national holidays, and birthdays, rice cakes are invariably present on the festive table. Made primarily from white rice flour, ingredients such as mugwort, red beans, jujubes, beans and chestnuts are added to provide distinctive flavors.

Desserts: A tray of tea and cookies or Hangwa is called dagwasang, and it is normally presented at the end of a meal. It can also be served as a treat for guests or as a snack. The teas and cookies vary by season. In autumn, winter, and spring, hot tea is served with various cookies or biscuits made from seasonal fruits. In summer, the cookies and biscuits are accompanied by chilled fruit juices and fresh fruits.

Festivals

In bygone days, festivals were lavish religious observances. Even before the Three Kingdoms period, harvest thanksgiving festivals were observed officially in the smaller confederated kingdoms. They included the yeonggo (spirit-



Tteokguk
Korean custom calls for starting the New Year with a hearty bowl of rice cake soup to bring luck.

invoking drums) of Buyeo, dongmaeng (worship of the founder) of Goguryeo, and mucheon (Dance to Heaven) of Dongye. Usually, festivals were conducted in the tenth month, according to the lunar calendar, after harvests were over.

The tradition of enjoying the fall harvest and greeting the new year in merriment continued through the later kingdoms and dynasties with each making some modifications.



Sebae is the custom of younger people bowing to respected elders as a New Year's greeting.



A family making songpyeon, half moon-shaped rice cakes, for Chuseok



Dol
The first birthday celebration

Due to the hectic pace of life today, modern Korea has lost many of its traditional holidays. But a few holidays are still celebrated fervently. One such day is Seollal, the first day of a new lunar year, which falls sometime in late January to late February in the solar calendar. The entire family gathers on that day. Dressed in Hanbok or their best clothes, the family observes ancestral rites. After the ceremonies, the younger members make a traditional deep bow to their elders.

Other major holidays include Daeboreum, the first full moon of the year after Seollal. During this holiday, farmers and fishermen pray for a bountiful harvest and catch, and ordinary households express yearning for a fortuitous year and the prevention of bad luck by preparing special dishes of seasonal vegetables.

Korean Tea Ceremony



The chief element of the Korean tea ceremony is the ease and naturalness of enjoying tea with an easy setting. Tea ceremonies are now being revived as a way to find relaxation and harmony in the new fast-paced culture.

On Dano, the fifth day of the fifth lunar month, farmers took a day off from the field for joint festivities marking the completion of sowing, while women washed their hair in special water prepared by boiling iris flowers in the hope of preventing misfortune. Dano was a major holiday in the old days, but interest today has greatly decreased except in a few provinces.

Chuseok, the autumnal full moon day that falls on the 15th day of the eighth month by the lunar calendar, is probably the most anticipated festive day for modern Koreans.

Holidays

Jan. 1	New Year's Day	The first day of the New Year is a public holiday.
	Seollal: Lunar New Year's Day	The first day of the first month by the lunar calendar: the days right before and after Seollal also make up this 3-day holiday
March 1	Independence Movement Day	This day marks the day when a large-scale independence movement was waged against Japanese colonial rule in 1919.
	Buddha's Birthday (April 8, Lunar calendar)	Solemn rituals are held at Buddhist temples. A large lantern parade fills Jongno in downtown Seoul with light and people on the preceding Sunday.
May 5	Children's Day	A day of various celebrations for children.
June 6	Memorial Day	The nation pays tribute to its war dead. Memorial services are held at the National Cemetery.
Aug. 15	Liberation Day	On this day in 1945, Korea was liberated from Japan's 35-year-long colonial rule. The day also marks the establishment of the government of the Republic of Korea in 1948.
	Chuseok: Korean Thanksgiving Day (Aug. 15, Lunar calendar)	This is one of the biggest national holidays of the year. Families hold memorial services at home or at family graves. Viewing the full moon and making a wish is an important feature of the evening.
Oct. 3	National Foundation Day	This day marks the founding of the first nation of Korea by Dangun in 2333 B.C.
Oct. 9	Hangeul Day	A day set to commemorate the creation of Hunminjeongeum (Hangeul, the Korean alphabet) and to encourage research on and the improvement thereof.
Dec. 25	Christmas	Both Christians and non-Christians alike celebrate this day, as in the West.

Endless throngs of cars fill expressways and many institutions and stores are closed for three days. Family members get together, pay tribute to their ancestors, and visit ancestral graves. People living in cities return to their hometowns to observe Chuseok. Airplane and train tickets for those returning to their hometowns are usually reserved several months in advance.

Among other festive days are the Buddha's Birthday, which falls on the eighth day of the fourth lunar month, and Christmas, which not only Christians but most young people enjoy. For the Buddha's Birthday, a huge crowd of Buddhists join a lantern parade through the heart of Seoul, and Buddhist lanterns are hung along major streets.

There are several family holidays that are important for all Koreans and that are celebrated with feasting and merriment. They include baegil, the 100th day after a child's birth; dol, a baby's first birthday; and hoegap or hwan-gap, one's 60th birthday, which is considered as the completion of the 60-year cycle of the Oriental zodiac. These special days were observed with much enthusiasm when infant mortality was high and life expectancy was low.

Such occasions were observed as festivals in which even remote relatives attended, but these days they are usually observed by only close family members. As for hoegap, more and more senior citizens are turning to other forms of celebration such as traveling abroad, instead of enjoying celebrations at home.

Religion

Unlike some cultures where a single religion is dominant, Korean culture includes a wide variety of religious elements that have shaped the people's way of thinking and behavior. In the early stages of history in Korea, religious and political functions were combined but they later became distinct.

Historically, Koreans lived under the influences of Shamanism, Buddhism, Taoism or Confucianism, and in modern times, the Christian faith

has made strong inroads into the country, bringing forth yet another important factor that may change the spiritual landscape of the people. The rapid pace of industrialization which occurred within a couple of decades compared to a couple of centuries in the West, has brought about considerable anxiety and alienation while disrupting the peace of mind of Koreans, encouraging their pursuit of solace in religious activities. As a result, the population of religious believers has expanded markedly with religious institutions emerging as influential social organizations.

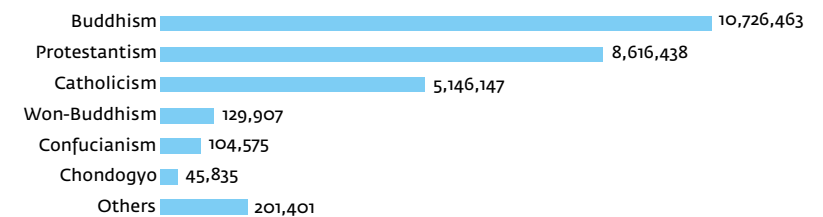
Freedom of religion is guaranteed by the Constitution in Korea. According to a 2005 social statistics survey, 53.1% of Koreans follow a specific religious faith. Buddhists account for some 43% of the religious population, followed by Protestants at 34.5% and Catholics at 20.6%.

Buddhism

Buddhism is a highly disciplined philosophical religion which emphasizes personal salvation through rebirth in an endless cycle of reincarnation.

Religion

A 2005 census showed half of the population actively practices religion. Among this group, Buddhism (43.0%), Protestantism (34.5%) and Catholicism (20.6%) comprise the three dominant religions. The remaining 1.9% mostly practice Confucianism; Shamanism; Islam and Chondogyo (Heavenly Way), an indigenous religion.



Unit: persons

Source: Statistics Korea <www.kostat.go.kr>

Buddhism was introduced to Korea in A.D. 372 during the Goguryeo Kingdom period by a monk named Sundo who came from the Qian Qin Dynasty in China. In 384, monk Malananda brought Buddhism to Baekje from the Eastern Jin State of China. In Silla, Buddhism was disseminated by a monk Ado of Goguryeo by the mid-fifth century. Buddhism seems to have been well supported by the ruling people of the Three Kingdoms because it was suitable as a spiritual prop for the governing structure with Buddha, like the king, serving as a venerated symbol of authority.

Under royal patronage, many temples and monasteries were constructed and believers grew steadily. By the sixth century monks and artisans were migrating to Japan with scriptures and religious artifacts to form the basis of early Buddhist culture there.

By the time Silla unified the peninsula in 676, it had embraced

Buddhism as the state religion, though the government systems were along Confucian lines. Royal preference for Buddhism in this period produced a magnificent flowering of Buddhist arts and temple architecture, including Bulguksa Temple and other relics in Gyeongju, the capital of Silla. The state cult of Buddhism began to deteriorate as the nobility indulged in a luxurious lifestyle. Buddhism then established the Seon (Zen) sect to concentrate on finding universal truth through a life of frugality.

The rulers of the succeeding Goryeo Dynasty were even more enthusiastic in their support of the religion. During Goryeo, Buddhist arts and architecture continued to flourish with unreserved support from the aristocracy. The Tripitaka Koreana was produced during this period. When Yi Seong-gye, founder of the Joseon Dynasty, staged a rebellion and had himself proclaimed king in 1392, he tried to remove all influences of Buddhism from the government and adopted Confucianism as the guiding principles for state management and moral decorum. Throughout the five-century reign of Joseon, any effort to revive Buddhism was met with strong opposition from Confucian scholars and officials.

When Japan forcibly took over Joseon in 1910, it made attempts to assimilate Korean Buddhist sects with those of Japan. These attempts, however, failed and even resulted in a revival of interest in native Buddhism among Koreans. The past few decades have seen Buddhism undergo a sort of renaissance involving efforts to adapt to the changes of modern society. While the majority of monks remain in mountainous areas, absorbed in self-discipline and meditation, some come down to the cities to spread their religion. There are a large number of monks conducting religious research at universities in and outside Korea. Seon (meditation-oriented Korean Buddhism) has been noticeably growing with many foreigners following in the footsteps of revered Korean monks through training at Songgwangsa Temple in Jeollanam-do Province and Seon centers in Seoul and provincial cities.



Lotus Lantern Festival - A lantern festival is held to commemorate the birth of Buddha on a weekend before the date (April 8th on the lunar calendar). <www.llf.or.kr>

Confucianism

Founded by Confucius in the 6th century B.C., Confucianism is more a moral code of conduct than a religious belief. It is a system of ethical precepts — benevolent love, righteousness, decorum and wise leadership — designed to inspire and preserve the proper management of family and society. Still, Confucianism can be seen as a religion without a god because as the ages have passed, some followers have canonized the founding sage and religiously follow the principal disciplines of his system.

Confucianism was introduced along with the earliest specimens of Chinese written materials around the beginning of the Christian era. The Three Kingdoms of Goguryeo, Baekje and Silla all left records that indicate the early existence of Confucian influence. In Goguryeo, a state university called Taehak was established in 372 and private Confucian academies were founded in its provinces. Baekje set up such institutions even earlier.

Unified Silla sent delegations of scholars to Tang China to observe the

workings of the Confucian institutions firsthand and to bring back voluminous writings on the subjects. For the Goryeo Dynasty in the 10th century, Buddhism was the state religion, and Confucianism formed the philosophical and structural backbone of the state. The civil service examination of Gwageo, adopted after the Chinese system in the late 10th century, greatly encouraged studies in the Confucian classics and deeply implanted Confucian values in Korean minds.

The Joseon Dynasty, which was established in 1392, accepted Confucianism as the official ideology and developed a Confucian system of education, ceremony and civil administration. When Western powers and Japan began using military incursions in the late 19th century to pressure Korea to open up, the Confucianists raised "righteous armies" to fight against the aggressors.

Efforts were also made to reform Confucianism and adapt it to the changing conditions of the times. These reformists accepted the new Western



Scholars in traditional attire study the Confucian canon.



Myeong-dong Cathedral, central Seoul <www.mdsd.or.kr>

civilization and endeavored to establish a modern, independent government. Also, during Japan's colonial rule of Korea, Confucian reformists joined many independence movements to fight against imperial Japan. Today, Confucian ancestral worship is still prevalent and filial piety is highly revered as a virtue in Korean society.

Catholicism

The tide of Christian mission activities reached Korea in the 17th century when copies of Catholic missionary Matteo Ricci's works in Chinese were brought back from Beijing by the annual tributary mission to the Chinese emperor. Along with religious doctrine, these books included aspects of Western learning such as the solar calendar and other matters that attracted the attention of the Joseon scholars of Silhak, or the School of Practical Learning.

By the 18th century, there were several converts among these scholars and their families. No priests entered Korea until Chinese priest Zhou Wenmo visited Korea in 1794. The number of converts continued to increase, although the propagation of foreign religions on Korean soil was still technically against the law and there were sporadic persecutions. By the year 1865, two years after the xenophobic prince regent Daewongun came to power, a dozen priests presided over a community of some 23,000 believers.

In 1925, 79 Koreans who had been martyred during the Joseon Dynasty persecutions were beatified at St. Peter's Basilica in Rome, and in 1968 an additional 24 were honored in the same way.

During and after the Korean War (1950-53), the number of Catholic relief organizations and missionaries increased. The Korean Catholic Church grew quickly and its hierarchy was established in 1962. The Roman Catholic Church in Korea celebrated its bicentennial with a visit to Seoul by Pope John Paul II and the canonization of 93 Korean and 10 French missionary martyrs in 1984. It was the first time that a canonization ceremony was held outside

the Vatican. This gave Korea the fourth-largest number of Catholic saints in the world.

Protestantism

In 1884, Horace N. Allen, an American medical doctor and Presbyterian missionary, arrived in Korea. Horace G. Underwood of the same denomination and Methodist Episcopal missionary, Henry G. Appenzeller, came from the United States the next year. They were followed by missionaries from other Protestant denominations. The foreign missionaries contributed to Korean society by rendering medical services and education as a means of disseminating their beliefs. Korean Protestants like Dr. Seo Jae-pil, Yi Sang-jae and Yun Chi-ho, all independence leaders, committed themselves to political causes.

The Protestant private schools, such as Yonhi and Ewha, functioned to enhance nationalist thought among the public. The Seoul Young Men's



Dedicating a renovated Protestant church

Christian Association (YMCA) was founded in 1903 along with other such Christian organizations. The organizations carried out socio-political programs actively, encouraging the inauguration of similar groupings of young Koreans. These groups pursued not only political and educational causes but also awakened social consciousness against superstitious practices and bad habits, while promoting the equality of men and women, elimination of the concubine system, and simplification of ceremonial observances.

Indigenous Religions

The fall of the Joseon Dynasty and the coming of the Japanese occupation spurred the formation of several new faiths.

Won-Buddhism was founded to lead all sentient beings drowning in the sea of suffering to an immeasurable paradise. It is a faith based on moral training and fortitude and the quest for truth. The name Won-Buddhism, Wonbulgyo in Korean, is a compound of words signifying truth, enlightenment



Seoul Central Mosque in Hannam-dong

and teaching: "Won" means unitary circle and symbolizes the ultimate truth. "Bul" means to enlighten, and "gyo" means to teach the truth. Therefore, Won-Buddhism is a religion that calls for truthful enlightenment and the application of that knowledge in daily life.

Chondogyo was initiated as a social and technological movement against rampant competition and foreign encroachment in the 1860s. At that time, it was called Donghak (Eastern learning) in contrast to "Western learning." The principle of Chondogyo is Innaecheon which identifies man with "Haneullim," the God of Chondogyo, even though he is not exactly the same as God. Every man bears Haneullim in his mind and this serves as the source of his dignity, while spiritual training makes him one with the divine.

Daejonggyo, a nationalist religion that worshiped Dangun, played a critical role in leading the Korean independence movement during the 1910s and 20s.

Islam

Although there were trade and diplomatic exchanges between the Goryeo Dynasty and the Islamic world, these contacts dried up during the Joseon Dynasty. The first Koreans to be introduced to Islam in more recent times were laborers dispatched to northeastern China in the early 20th century as part of imperial Japan's colonial policy. A handful of converts returned home after World War II. They lived alone with their new faith until the Korean War brought Turkish troops here on the side of the UN forces. The Turks invited the Korean converts to join them in prayers.

Korean Islam's inaugural service was held in September 1955, followed by the election of the first Korean imam. The Korean Islamic Society was expanded and reorganized as the Korean Muslim Federation in 1967, and a central mosque was dedicated in Seoul in 1976.

Korean Life at a glance

The Beauty of Korea

Clothing

Hanbok has been Korea's traditional costume for thousands of years. Before the adoption of Western clothing 100 years ago, Hanbok used to be everyday attire. Men wore a jeogori (jacket) with baji (trousers) while women wore a jeogori and chima (wrap-around skirt). Today, Hanbok is mainly worn on days of celebration or special occasions such as weddings, 60th or 70th birthdays, and Seollal or Chuseok.



Housing

Korean gardens attempt to recreate natural landscapes with hills, streams and fields. They are usually small in scale, but strive towards an ideal harmony of nature and man. The principal idea is to raise the garden from nature with the least possible disturbance because nature, in the Korean mind, is already a perfect and absolute entity that regenerates and sustains life.



Food

Korean food is nutritious and many dishes are partly fermented. Consequently, it is considered healthy and a good defense against cancer. Kimchi, the most famous Korean food, is salted, fermented cabbage served as a side dish at nearly every meal. It is rich in vitamins and minerals. Main dishes most familiar to Westerners are galbi and bulgogi.



2

Society

사회

Social Welfare
Education
Media
Society at a Glance



2

Society

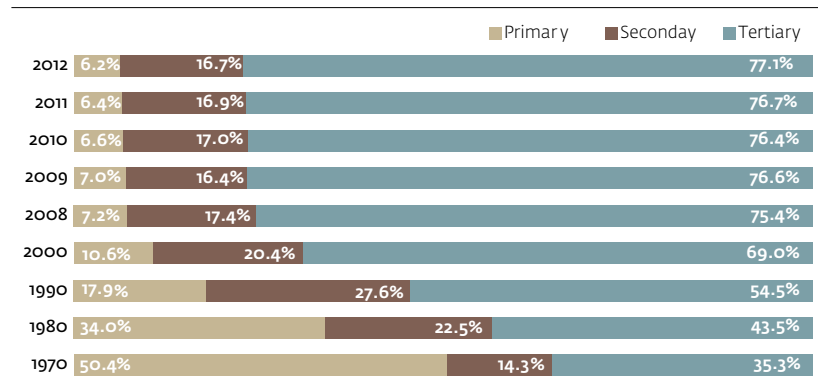
사회

Social Welfare

Employment

The employment structure of South Korea has undergone remarkable changes since the beginning of industrialization in the early 1960s. In 1963, workers in the agricultural, forestry and fishery sectors accounted for 63% of the total labor force. However, this figure dropped to 6.2% in 2012. By contrast, the share of the tertiary industry (service sectors) grew from 28.3% of employed people in 1963 to 77.1% in 2012.

Composition of Employment by Industry



Source: Statistics Korea <www.kostat.go.kr>

Note: The term "Primary" refers to the agricultural, forestry and fishery sectors; "Secondary," the mining and manufacturing sectors; and "Tertiary," social overhead capital (SOC) and other service sectors.

In the latter half of the 1970s, the Korean labor market went through a series of important changes. Korea emerged as a competitive country in the global market with its labor-intensive industries such as textiles and footwear. In the 1970s and 1980s, the government focused on the cultivation of a skilled workforce and provision of job placement services for low-skilled workers to help ease labor shortages resulting from industrialization. Starting in the latter half of the 1980s, policy emphasis shifted to promoting welfare and enhancing equality, which led to the legislation of the Minimum Wage Act (1986), the



A heavy industry training center teaches foreign engineers about power station construction and operation.

Employment Trends

Year	Population aged 15 or over	Economically active population			Economic activity participation rate	Unemployment rate
		Total	Employed	Unemployed		
2001	36,579	22,471	21,572	899	61.4	4.0
2002	36,963	22,921	22,169	752	62.0	3.3
2003	37,340	22,957	22,139	818	61.5	3.6
2004	37,717	23,417	22,557	860	62.1	3.7
2005	38,300	23,743	22,856	887	62.0	3.7
2007	39,170	24,216	23,433	783	61.8	3.2
2008	39,598	24,347	23,577	769	61.5	3.2
2009	40,092	24,394	23,506	829	60.7	3.4
2010	40,590	24,661	23,829	832	60.8	3.4
2011	41,052	25,004	24,244	759	60.9	3.0
2012	41,582	25,403	24,681	723	61.1	2.8

Unit: 1,000 people, %

Source: Statistics Korea <www.kostat.go.kr>

Equal Employment Act (1987) and the Act on Employment Promotion and Vocational Rehabilitation for the Disabled (1990) as well as other measures.

In the early 1990s, in order to systematically cope with unemployment problems caused by a slowdown in economic growth, the government passed several major laws, including the Employment Insurance Act (1993), the Basic Employment Policy Act (1995) and the Vocational Training Promotion Act (1997).

In October 1999, the government also strengthened the social safety net to cope with unemployment by extending the coverage of employment insurance to all workers, including part-time and temporary workers.

Individual Action Plans (IAPs) for recipients of unemployment benefits have been expanded to cover both young people and the elderly to assist them in their search for new jobs.

Also, in response to growing demands for lifelong competency development, the government has gradually expanded investment in vocational training. Reacting to the trend of low fertility rates and an aging labor force,



An apartment complex in Seoul
In the process of modernization and the emergence of the nuclear family, the apartment became the most preferred type of residence by urban dwellers for its convenience.

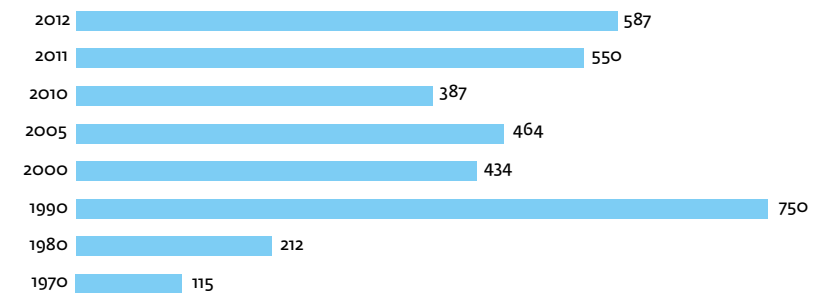
various measures have been implemented to increase the employment rate of women. They include such measures as reducing discrimination in employment and supporting the compatibility between work and family life as well as tackling the problem of career breaks caused by pregnancy and childbirth. A variety of other measures have been implemented to expand and stabilize employment of the elderly, such as extending the retirement age, reforming wage systems and reducing discrimination based on age.

Housing

As in other countries, industrialization in Korea proceeded in parallel with urbanization. In 1960, only 27.7% of Korea's population lived in cities. In 2000, 88.3% of Korea's population were urban dwellers. But this trend has receded, and 81.5% of Korea's population lived in cities in 2005.

This rapid population growth in urban areas led to a housing shortage and spiraling land prices in cities. In order to solve the housing shortage and stabilize housing costs, increasing the supply of land available for residential construction and the building of small housing units have been among the top priorities of the government.

Housing Construction Status



Unit: 1,000 houses

Source: Ministry of Land, Infrastructure and Transport <www.molit.go.kr>

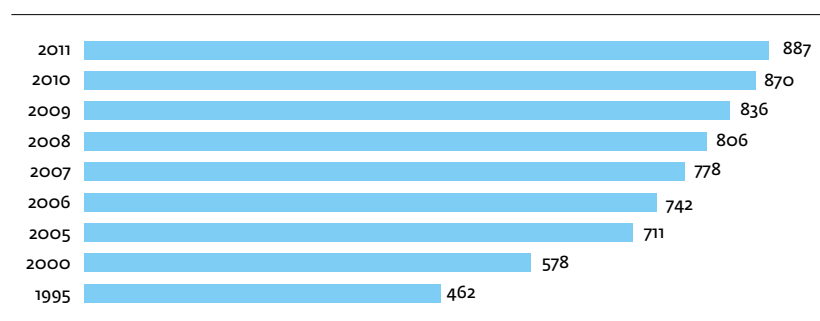
To this end, it will ease regulations on redevelopment and rebuilding. The plan to supply “Bogumjari” housing established in 2008 will also be implemented to provide 1.5 million units by 2018.

The government has already supplied 600,000 to 700,000 housing units annually between 2000 and 2008. With rising land prices and a marked preference for modern lifestyles, the rate of people living in apartment buildings has continued to increase. In 1985, only 13.5% of housing units were apartments, but in 2005, 52.5% of all housing units were apartments. In Korea, most apartments, like condominiums in America, are owned by individual families.

Health and Medical Services

Along with Korea’s success in economic development, the overall health of Koreans has improved significantly over the past four decades. In 1960, the life expectancy was 51 years for men and 54 for women. These figures have increased to 77 for men and 83.8 for women in 2009. The infant mortality rate has likewise declined sharply, along with maternal mortality as well.

Number of Licensed Medical Personnel Per



Unit: persons

Source: Ministry of Health and Welfare <www.mw.go.kr>

Note: Medical personnel include physicians, dentist, Oriental medical doctors, midwives and nurses.

These improvements are directly related to improved diet as well as health and medical services. National health expenditure per capita, which was 85,000 won in 1985, increased to 1,678,000 won in 2010.

Health care in the form of medical insurance and medical assistance was first introduced in 1977. However, the coverage rate was only 29.5% until 1980. In 2011, 96.8% of the population had access to health insurance, with the remaining 3.2% entitled to direct medical assistance.

The supply of hospitals and medical personnel has continuously increased. The total number of hospitals and clinics in the nation (including traditional herb medicine hospitals and clinics) was 11,183 in 1975. It increased to 52,914 in 2007. Meanwhile, the number of licensed doctors, which totaled 19,588 in 1975, increased to 126,002 in 2012 .

Korea boasts outstanding top-quality medical services in areas such as stomach cancer treatment, liver transplants, and cosmetic surgery. The combination of highly advanced medical technology and reasonable medical costs has resulted in a marked increase in the number of foreign patients visiting Korea for medical treatment. The Korean government has also provided support for the building of an infrastructure which will make it possible for international patients to receive one-stop services through a medical call center. The Medical Call Center provides international patients



A foreign patient getting a check-up as part of medical tourism

with consultation services available 24 hours a day in 5 languages (Tel. No. 82-15777-129) to address complaints of inconvenience and malpractice while they are being treated in Korea.

Social Security

Various systems related to social security have been implemented since the late 1980s. These included expansion of medical insurance and medical aid to cover the entire population in principle, introduction of National Pension Service in 1988, and the introduction of an Unemployment Insurance System in 1995. The government has thus provided the basis for building a comprehensive social safety net. All persons who reside in Korea and are aged between 18 and 60 are automatically included in the National Pension Service system, and this regardless of their income.

While the primary goal of the above systems is to provide minimum guarantees to the economically active population, there also are a variety of welfare programs for economically inactive people. These public subsidy programs consist mainly of two parts: subsidies for living expenses and medical assistance.

Due to elevated living standards and improvement in health and



Treating seniors with respect

medical services, the average age of Koreans has increased rapidly, which means that the number of elderly people has increased significantly over the years. In 1960, the population aged 65 or over comprised 2.9% of Korea's total population. In 2010, this ratio had increased to 11% and is expected to rise to 15.7% by 2020.

Policies have been implemented to improve the welfare of the elderly by providing direct subsidies to families whose income is under the subsistence level and expanding employment opportunities for older people by developing suitable jobs and opening job placement centers. Health care systems for the aged have been strengthened with examples including the long-term care insurance system for the elderly and the opening of various types of public facilities for them. Under the basic old age pension system introduced in January 2008, those over the age of 65 who belong to lower-income classes are now eligible for a pension. Meanwhile, the long-term care insurance system for the elderly launched in July 2008 is designed to improve the overall health of the elderly and reduce their financial burden, especially for those suffering from senile dementia and paralysis.

With the strengthening of social security measures, great improvements have also been made for the welfare of the disabled. Disability is classified into 15 categories. In 2011, some 2.68 million people out of the total population of 49 million were registered as being disabled. The government has started releasing disability allowances to both adults and children and also made efforts to increase jobs for the disabled.

The Four Social Insurance Programs

Program	Starting Year	Basic Purpose
National Pension	1988	Income security
Health Insurance	1977	Medical care
Employment Insurance	1995	Relief for the unemployed
Industrial Accident Insurance	1964	Compensation for industrial accidents

Source: www.4insure.or.kr

Korea is already a party to the UN Disability Rights Convention. In this regard, the Disability Discrimination Prohibition Law which went into effect in April 2008 secured Korea's status as only the second country in Asia to promulgate such a law.

Women

In traditional Korean society, women's roles were confined to the home. From a young age, women were taught the virtues of subordination and endurance to prepare for their future roles as wives and mothers. Women, in general, could not participate actively in society as men did, and their role was limited to household matters.

With the establishment of the Republic of Korea in 1948, women achieved constitutional rights for equal opportunities to pursue education, work, and public life.

In March 2005, the government took another big step toward a gender-equal society by abolishing the household head system, which had been a

major example of discrimination against women. The abolishment of this system laid the foundation for a new family culture based on democratic values and gender equality. As economic development proceeded and the living conditions of Koreans improved, the educational attainment level of women also increased.

In Korea, elementary and middle school attendance is compulsory and free. As of 2005, 100% of the nation's children attended elementary school. The percentage of middle and high school attendance was nearly the same for girls and boys. A total of 81.6% of male high school graduates go on to college or university while 82.4% of female students do. Female students now have a higher rate of university advancement than male students.

Industrialization has steadily increased the number of women in the workforce; from 37.2% in 1965 to 41.7 in 2012. By job classification, the female labor force in 1975 saw only 2% working in professional or managerial occupations, while 3.7% worked in clerical positions. However, by 2012, 21.6% of female employees were serving in professional or managerial positions, and



Yi So-yeon became the first Korean in space in April 2008, and spent 11 days at the International Space Station.



Female prosecutors are gathered for their official appointment ceremony at the Gwacheon Government Complex.

another 18.8% were working in clerical occupations. Korean women today are actively engaged in a wide variety of fields making significant contributions to society.

Recently, women have been making major inroads in the government sector. For example, female members of parliament have increased considerably; there were 16 (5.9%) in the 16th National Assembly (2000-2004), and the number has increased to 44 (14.8%) in the 19th National Assembly (2012-2016). In the latest bar examination, 41.7% of all successful candidates were women. Among those passing high-level civil service and foreign service tests, women accounted for 43.8 and 53.1%, respectively. Almost all of them were hired as judges, prosecutors, civil servants or diplomats.

Education System

Pre-school	Elementary Education	Secondary Education	Higher Education	
Age 4~6	7~12	13~15	15~18	19~29
Kindergarten	Elementary School Civic School Special School			Graduate School Miscellaneous School Technical College Aerospace University Junior College University of Education Industrial University College & University
			High School Aerospace High School High School Attached to Industrial Firm Vocational High School Special School Miscellaneous School	
		Middle School Civic School Special School Miscellaneous School		

Education

Koreans have traditionally placed great importance on education as a means for self-fulfillment as well as for social advancement. Modern schools were first introduced in the 1880s. After the founding of the Republic of Korea in 1948, the government began efforts to strengthen the modern educational system, making six years of elementary school attendance mandatory. Today, Korea boasts one of the highest literacy rates in the world. An emphasis on education is often cited as a foundation for Korea's rapid economic growth over the past four decades as it has produced an educated labor force as well as the scientists, engineers and specialists needed for various professional fields.

The School System

The school system in the Republic of Korea consists of one to three-year pre-schools and kindergartens, six-year elementary schools, three-year middle schools, three-year high schools, and four-year colleges and universities



Elementary school pupils show their paintings of Dokdo, Korea's easternmost territory.

offering B.A.'s and B.S.'s. In addition, there are also graduate study programs for M.A., M.S. and doctoral candidates. There are also two- to three-year junior colleges and vocational colleges. Elementary schooling is compulsory with an enrollment rate of nearly 100%. Three more years of compulsory middle school education have been implemented nationwide since 2004.

As of 2012, there were 432 institutions of higher learning in Korea, with a total of 3.73 million students and 84,910 faculty members.

Korean Studies

The term Korean Studies emerged after national liberation in 1945, with the academic community's efforts to enhance research on Korea, including its history, society, culture, and political system. Academic research on Korea had been suppressed during the 35-year Japanese colonial occupation.

With an increasing number of foreign scholars engaging in Korean Studies in recent years, the government has been supporting research and education activities through the Academy of Korean Studies established in 1978 and the Graduate School of Korean Studies, which opened two years later



Korean culture classes help students from abroad pick up the beat of traditional music.

within the Academy.

As of September 2012, the state-run academy had produced 659 master's and 381 doctorate degree holders in four divisions — Humanities, Culture and Arts, Social Science, International Korean Studies. During the school year, the academy has 220 Korean and foreign students enrolled in its master's and Ph.D programs. Foreign graduates return to their home countries where they are active as professors or researchers of Korean studies.

Korean Studies attracts increased attention overseas, and related courses are now available at some 735 universities in China, Japan, the United States, Russia, France, Germany, Thailand, Vietnam, Poland, Denmark, Switzerland, Ukraine, Hungary and elsewhere.

Media

Newspaper and News Agencies

The modern Korean press is well over a century old. Korea's first modern newspaper, the Dongnipsinmun (Independence Newspaper), was founded in 1896 by Dr. Philip Jaisohn (Seo Jae-pil in Korean). The Dongnipsinmun was



The first edition of the Dongnipsinmun (The Independent) Published on April 7, 1896, it was Korea's first privately-owned, all-Hangeul newspaper.

a bilingual paper with 300 copies of four tabloid pages printed three times a week, the first three pages in Korean and the last page in English.

Over the following decades, Korean newspapers found their greatest challenge in upholding the nationalistic spirit of the Korean people and opening their eyes to the rapidly changing world. The newspapers played an important role in independence movements during the Japanese colonial period. (1910-1945).

The Chosun Ilbo and the Dong-a Ilbo are the two oldest newspapers in Korea, both were inaugurated in 1920 in the wake of the March First Independence Movement.

Korean newspapers have made significant investments in modern press facilities and equipment in recent years. Most national dailies operate computerized typesetting and editing systems with multicolor printing capability.

In addition, Yonhap News Agency maintains 49 overseas bureaus in Europe, North America, the Middle East, Southeast Asia, and South America.

Television

Television broadcasting in the Republic of Korea began in 1956 with the opening of a privately-owned and commercially operated station in Seoul. This first TV station, however, was destroyed by fire in 1959. In December 1961, KBS-TV was inaugurated by the government as the first full-scale television service in Korea. The Munhwa Broadcasting Corporation established MBC-TV, another nation-wide network in August 1969. SBS (the Seoul Broadcasting System), a private channel, began broadcasting in 1990.

The KBS, MBC, SBS and EBS television networks launched digital broadcasting in the Seoul metropolitan area in the latter half of 2001. The service was expanded to the greater Seoul and surrounding areas in 2002.

Cable TV started experimental services in 1990. As public demand for more information and a greater variety of entertainment increased, demand for

cable TV has been on the increase. As of the end of 2009, 15.2 million subscribers were able to view about 120 cable channels broadcasting programs.

The development of IPTV (Internet Protocol Television) has also paved the way for Korea to become one of the leaders in the field of information technology. According to Ministry of Science, ICT and Future Planning, there were 6.227 million IPTV service subscribers as of the end of 2012.

Radio

There are presently a total of 54 radio broadcasters in the Republic of Korea. Despite the increasing popularity of television, radio still has an expanding audience in Korea.

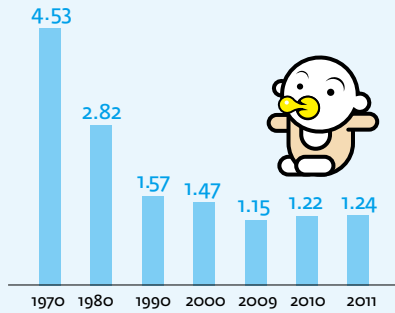
Major foreign newspapers and networks

Media	Language	Homepage
Korea Times	English	www.koreatimes.co.kr
Korea Herald	English	www.koreaherald.co.kr
JoongAng Daily	English	joongangdaily.joins.com
Arirang TV	English, Chinese, Arabic	www.arirang.co.kr
KBS worldnet	English, Chinese, Japanese	www.kbsworld.net

Society at a glance

Total Fertility Rate

unit: persons
source: Statistics Korea, 2011
<www.kostat.go.kr>



The number of kindergartens in Korea grew from 901 in 1980 to 8,538 in 2012.

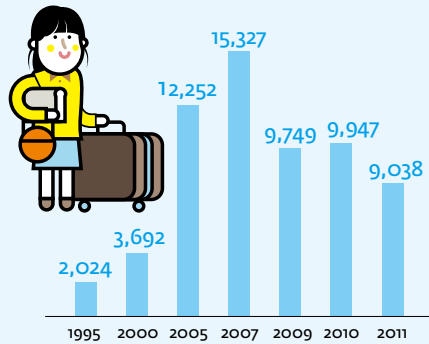


The rate of middle school graduates advancing to high school was 99.7% in 2012.



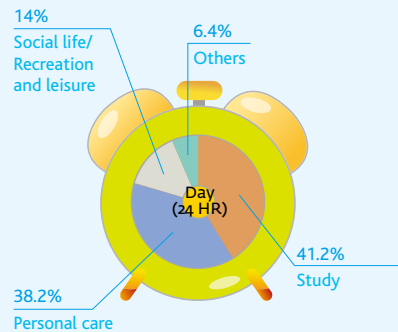
Middle & High School Students Studying Abroad

unit: persons
source: Korea Educational Development Institute
<www.kedi.re.kr>



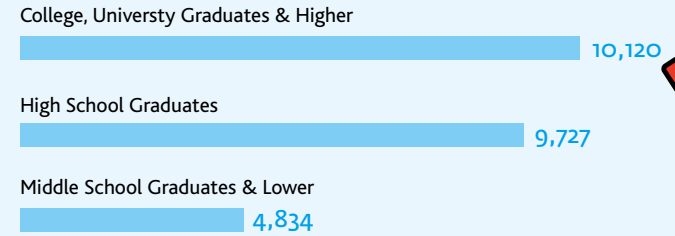
Time High School Students Spend on Activities

Source: Statistics Korea, 2009
<www.kostat.go.kr>

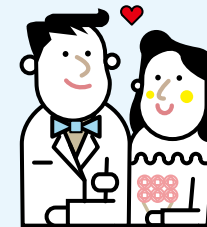


Employment by Education Level

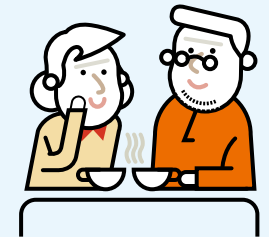
unit: Thousand persons
source: Statistics Korea, 2012
<www.kostat.go.kr>



The average age of newlyweds in 2011 was 31.9 years for men and 29.1 years for women.

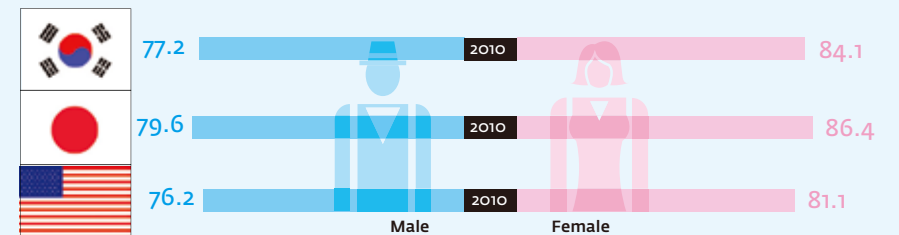


Life expectancy at birth 2011 was 77.7 years for men and 84.5 years for women.



Life Expectancy

unit: years
source: OECD Health Data, 2012



3

Culture and the Arts

문화와 예술

UNESCO Treasures in Korea

Fine Arts

Literature

Painting

Music and Dance

Dramas and Movies

Museums and Theaters

Culture and the Arts at a Glance



Scene from "The One," a modern dance inspired by traditional Korean dance (Lee Jeong-yun, principal dancer of the National Dance Company of Korea, and Kim Joo-won, principal dancer of the Korea National Ballet)

3

Culture and the Arts

문화와 예술

The geography of Korea — a peninsula jutting out from the world’s largest continent — has contributed greatly to the development of uniquely Korean characteristics. The foundation for the country’s culture and arts is the Korean identity: a combination of traits associated with continental and island peoples. Throughout many millennia, Korea has interacted with the predominant continental cultures of Asia despite its peripheral location in the northeast. Remarkably, while accommodating major religions and traditions of other Asian regions, the country has developed a truly distinct culture in many aspects, which some people call the “centrality of the Korean culture.”

Under this topographical influence, the Korean people came to develop a peace-loving yet dynamic character that has created a contemplative yet vibrant, optimistic yet sentimental culture.

UNESCO Treasures in Korea

World Heritage

UNESCO has recognized the unique value and the distinct character of Korean culture by placing a number of Korean treasures on the World Heritage List. In 1995, UNESCO added to its list Bulguksa Temple and Seokguram Grotto, both in Gyeongju, Gyeongsangbuk-do Province; Haeinsa Temple Janggyeongpanjeon, the Depositories for the Tripitaka Koreana Woodblocks in Gyeongsangnam-do Province; and Jongmyo, the Royal Ancestral Shrine in Seoul.

Changdeokgung Palace in Seoul and Hwaseong Fortress in Suwon were

entered on the list in 1997. In 2000, two additional Korean treasures were added to the list: the dolmen sites of Gochang, Hwasun and Ganghwa; and the Gyeongju Historic Areas, the capital of the ancient Silla Kingdom (57 B.C.-A.D. 935), where innumerable cultural treasures and historic sites are carefully preserved. In 2007, UNESCO named Korea’s volcanic island Jeju and its lava tubes a natural property of outstanding beauty which bears testimony to the history of our planet. In 2009, 40 royal tombs of the Joseon Dynasty were added to the list. They had been built according to the ancient theory of divination based on topography, known in English by its Chinese name feng shui.

Bulguksa Temple and Seokguram Grotto were constructed over a 23-year period beginning in 751 during the Silla Kingdom by Chief Minister Kim Dae-seong (701-774). It is recorded that Kim was reincarnated as the son of a chief minister because he had been the virtuous son of a poor widow in a previous life. He himself became chief minister and resigned in 750 to



The majestic entrance of Bulguksa Temple in Gyeongju. The temple was inscribed on the UNESCO World Heritage List in 1995.

supervise the construction of Bulguksa to honor the parents of his present life and Seokguram to honor the parents of his previous life. Bulguksa was for public worship and Seokguram for the private worship of the king.

Built on a series of stone terraces, Bulguksa blends into what appears as an organic whole with the rocky terrain of the wooded foothills of Tohamsan Mountain. The temple houses the Seokgatap (Pagoda of the Historic Buddha) and Dabotap (Pagoda of Many Treasures) as well as Cheongungyo (Blue Cloud Bridge), Baegungyo (White Cloud Bridge) and Chilbogyo (Bridge of Seven Treasures) — the three staircases are called bridges because symbolically they lead from the secular world to the spiritual one of Buddha. There are many other outstanding treasures within and outside the temple grounds, including gilt bronze Buddha statues.

Dominating the courtyard of the Daeungjeon Hall are two of Korea's most beautiful pagodas. The 8.3-meter-high Seokgatap and the 10.5-meter-high Dabotap were both built around 756. Seokgatap is characterized by



Main Buddha of Seokguram Grotto at the Bulguksa Temple complex

masculine simplicity and princely dignity and represents spiritual ascent via the teachings of Sakyamuni whereas the highly decorative Dabotap is more feminine and symbolizes the complexity of the world.

Seokguram Grotto has undergone renovation several times over the years. It is an artificially created stone cavern featuring a large seated Buddha surrounded by 38 Bodhisattvas. The grotto, like the structures in the vicinity of Bulguksa, is made from granite.

Seokguram comprises a rectangular antechamber and a round interior chamber with a domed ceiling connected by a passageway. Chiseled out of a single block of granite, the 3.5-meter-high main Buddha is seated cross-legged on a lotus throne facing the east, with eyes closed in quiet meditation, and a serene, all-knowing expression on its face. Seokguram represents a combination of Silla's knowledge of architecture, math, geometry, physics, religion and art into an organic whole and is one of Korea's greatest Buddhist masterpieces.

Janggyeong Panjeon, two storage halls at Haeinsa Temple, are the

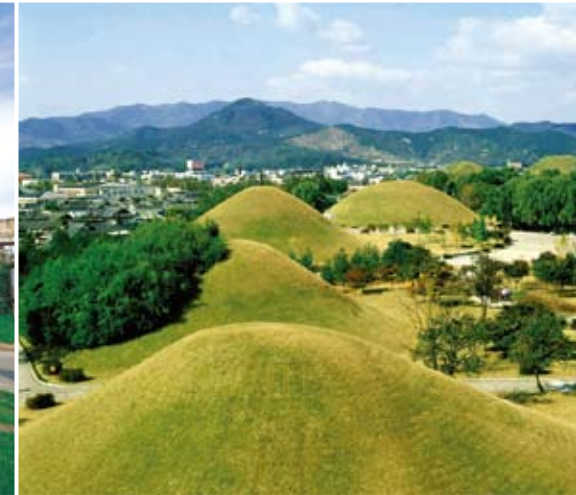


Haeinsa Temple Janggyeong Panjeon, the Depositories for the Tripitaka Koreana Woodblocks

repositories for the Tripitaka Koreana, consisting of some 81,258 wood printing blocks, the Goryeo Dynasty version of the Buddhist canon. With more than 52 million Chinese characters precisely rendered, it is the oldest and most comprehensive Buddhist canon existing in the world today.

Jongmyo, the Royal Ancestral Shrine, was dedicated in 1395, three years after the Joseon Dynasty was established. It enshrines the spirit tablets of its kings and queens. The elaborate memorial rites and the music, which accompanies them called Jongmyojeryeak, were designated as Masterpieces of the Oral and Intangible Heritage of Humanity. Ceremonial reenactments of the Joseon ancestral memorial rites are conducted on the first Sunday of every May at Jongmyo.

Changdeokgung Palace was first built in 1405 and was reconstructed after being burnt down in 1592 during the Japanese invasion. The palace itself is a masterful work but particularly noteworthy is the Huwon (Back garden), also called the Biwon (Secret Garden), which is widely acclaimed for its beautifully landscaped and creative gardens. The garden comprises almost three-quarters of the 405,636 m² palace grounds and is tastefully laid out with all the essential elements of a Korean traditional garden: picturesque pavilions and halls, lotus ponds, uniquely shaped rocks, stone bridges, stairways, water troughs and springs scattered among dense woods.



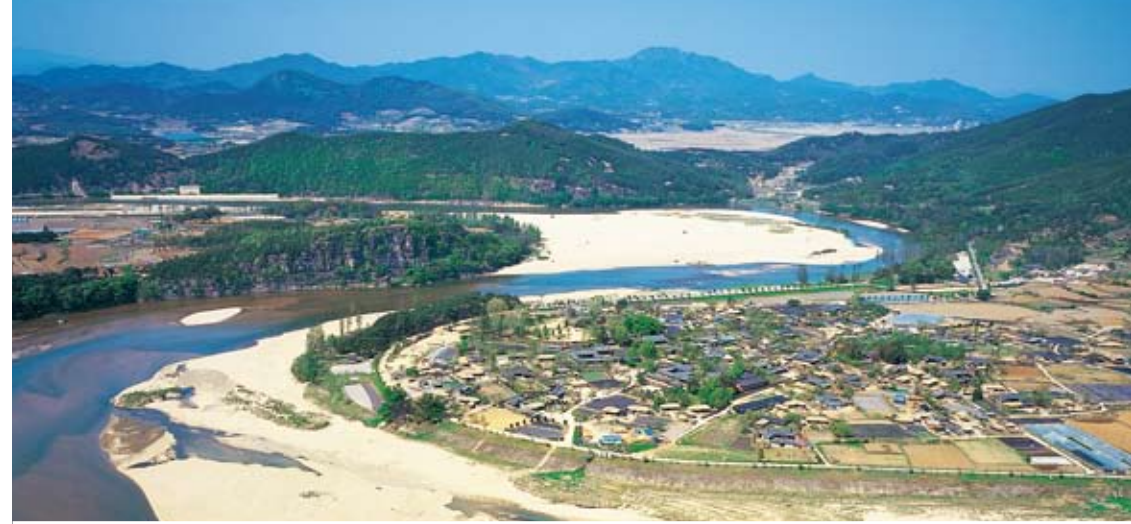
1. Changdeokgung Palace - Located in Jongno-gu, Seoul, the palace was constructed during the Joseon period.
2. Dolmen - Representative type of tomb from the Bronze Age in Korea
3. Hwaseong Fortress - A unique example incorporating features of modern military architecture from both the East and the West.
4. Silla Kingdom tombs in Gyeongju - These are royal tombs from the Silla Kingdom within the Gyeongju Historic Areas.
5. Jongmyo Shrine - Confucian royal shrine that houses tablets of deceased kings and queens of Joseon.

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Hwaseong Fortress was constructed over 34 months in Suwon, south of Seoul, in 1796. The fortress incorporated the very latest construction technology, theories of military defense and aesthetic principles to create the most advanced military stronghold Korea had ever known. It stretched over undulating terrain around an urban center and included four major and several minor gates, command posts, observation towers, battlements, guard posts and bunkers. Most of the 5,743 meter exterior fortress wall still remains.

The Gyeongju Historic Areas and dolmen sites in the counties of Gochang, Jeollabuk-do; Hwasun, Jeollanam-do; and Ganghwa, Incheon, were also added to the list in 2000. Gyeongju was the capital of the Silla Kingdom for a thousand years and the area is called a "Museum Without Walls" because of the wealth of historical properties there.

Jeju Volcanic Island and Lava Tubes together comprise three sites that make up 18,846 hectares. They are Geomunoreum, regarded as the finest lava tube cave system anywhere, with its multicolored carbonate ceilings and floors and dark-colored lava walls; the dramatic fortress-like Seongsan Ilchulbong crater rising out of the ocean; and Hallasan, South Korea's highest mountain, with its waterfalls, multi-shaped rock formations and small crater lake. These sites of outstanding aesthetic beauty also bear testimony to the history of the planet, its features and the processes which formed our world.



1. Hahoe Village - the oldest historic clan village in Korea, was inscribed on the UNESCO World Heritage List in 2010.
- 2-3. Jeju Island with its many volcanic features has greatly improved understanding of global volcanism and ecosystems. The beautiful scenery of Hallasan Mountain, biodiversity, and geographical features are of outstanding universal value as world natural heritage.
4. Joseon Dynasty's Royal Tombs - Gyeongneung (King Heonjong)

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The Joseon Dynasty's Royal Tombs were built adhering to the principles of Confucianism, the ruling ideology of the times, and "pungsu," the Korean version of geographic divination known as feng shui in China. They boast a kind of beauty that cannot easily be found in the graves of other countries. The tombs reflect the perspectives on nature and the universe during the Joseon period with their spatial layout, architectural design and usage, and the scale of stone objects. The cultural value of the tombs can further be seen in the maintenance of the tradition of holding ancestral rites throughout the long history of the Joseon Dynasty down to the present.

In July 2010, the World Heritage Commission in its 34th general meeting in Brasilia, Brazil, approved the listing of Hahoe and Yangdong Villages, both located in Gyeongsangbuk-do Province, as World Heritage sites for their unique cultural values. They were recognized for the preservation of the Confucian-oriented, clan-centered Joseon era civilian life.

Memory of the World Register

In 1997, UNESCO initiated a Memory of the World Register for the purpose of preserving and disseminating the documentary heritage of the world that is in danger of being lost forever. Korean additions to this registry include Hunminjeongeum (Proper Phonetics to Instruct the People), Joseonwangjosillok (Annals of the Joseon Dynasty), Buljo Jikjisimcheyojeol (Selected Sermons of Buddhist Sages and Seon Masters), Seungjeongwon Ilgi (Diaries of the Royal Secretariat), the printing woodblocks of the Tripitaka Koreana and miscellaneous Buddhist scriptures, the Uigwe (Royal Protocols of the Joseon Dynasty), and Donguibogam, the Principles and Practice of Eastern Medicine.

Hunminjeongeum was a primer for teaching Hangeul, the Korean alphabet created by the Joseon Dynasty's fourth ruler, King Sejong the Great (r. 1418-1450). The new alphabet was promulgated in 1446.

Joseonwangjosillok resulted from the tradition of preparing a historic record of each reign. It began in 1413 with the Annals of King Taejo, the

founder and first king of Joseon, and continued through the end of the dynasty in 1910. The Annals were drafted by historians in the Office for Annals Compilation (Chunchugwan), and to ensure preservation, copies were stored in special repositories situated in different parts of the country.

Buljo Jikjisimcheyojeol, compiled in 1372 by the monk Baegun (1298-1374), contains the essentials of Seon (Zen) Buddhism. The key words of the title, "Jikjisimche" were taken from a famous phrase about attaining enlightenment through the practice of Seon. A colophon on the last page of the book states that it was printed with movable metal type at Heungdeoksa Temple in 1377, about eighty years before the Gutenberg Bible was printed in Germany, making it the world's oldest book printed with movable metal type.

The Seungjeongwon, the Royal Secretariat of the Joseon Dynasty, was responsible for keeping the Seungjeongwon Ilgi, a detailed record of the daily events and official schedule of the court, from Joseon Dynasty's first king, Taejo (r. 1392-1398), to the 27th and last, Sunjong (r. 1907-1910). However, currently only 3,243 volumes exist. Recorded in the Seungjeongwon Ilgi is the largest amount of authentic historic information and state secrets of the



Hunminjeongeum
Published in 1446, the 28th year of King Sejong, this book records the principles of Hangeul (Korean alphabet).



Buljo Jikjisimcheyojeol
Printed in 1377, this is the world's oldest book printed with movable metal type.

Joseon Dynasty. It served as the primary source for the Annals of the Joseon Dynasty, thus its historic value is even greater than the Annals itself.

The Goryeo Daejanggyeong (Goryeo Dynasty Tripitaka), known as the "Tripitaka Koreana" to modern scholars, is a collection of the Tripitaka (Buddhist scriptures). Carved onto 81,258 wooden printing blocks in the 13th century, under commission by the Goryeo Dynasty (918-1392), it is currently stored at Haeinsa Temple in Gyeongsangnam-do Province.

A unique form of documentary heritage, the Uigwe is a collection of Royal Protocols for the 500-year-long Joseon Dynasty. A comprehensive and systematic collection of writings and paintings, it provides a detailed account of the important ceremonies and rites of the Joseon court. Its particular style of documentary heritage cannot be found anywhere else in the world.

Donguibogam (The Principles and Practice of Eastern Medicine) is an encyclopedia of medical knowledge and treatment techniques compiled and edited by Heo Jun (1539-1615) in the early 17th century, with the collective support of medical experts and literati, according to instructions from the royal court. The work shows the evolution of medicine in East Asia and beyond. In terms of health care system, it developed the ideals of preventive medicine and public health care by the state, which were virtually unprecedented ideas.



Uigwe - The Royal Protocols of the Joseon Dynasty



Donguibogam
This is the greatest-ever oriental medical treatise in Korea. Written by Heo Jun (1539-1615), this landmark medical book was completed in 1610. Inscribed on the UNESCO World Heritage List in July 2009.

Ilseongnok is a chronicle of each king's activities and every aspect of state administration in the late Joseon period. Compiled in the form of a daily journal, it covers all state affairs from 1760 (36th year of the reign of King Yeongjo of Joseon) to 1910 (4th year of the reign of Emperor Sunjong of the Great Han Empire).

The May 18 The Gwangju Democratic Movement' refers to the struggle for democratization waged by the inhabitants of Gwangju against the military dictatorship between May 18 and May 27, 1980. The movement is said to have had a significant influence on democratization movements in East Asia in the ensuing period. Records concerning the movement, including documents, photos and films, and compensation for the victims, are kept by the May 18 Memorial Foundation, the National Archives of Korea, the ROK Army Headquarters, the National Assembly Library, and the United States government.

Intangible Cultural Heritage of Humanity

In 1998, UNESCO created the Proclamation of Masterpieces of the Oral and Intangible Heritage of Humanity to protect the oral and intangible cultural



Ilseongnok
Records of Daily Reflections

heritage of the world. Since the first proclamation in 2001, three intangible cultural treasures of Korea have been proclaimed Masterpieces, and these include the Jongmyojerye and Jongmyojeryeak (Royal Ancestral Rite and Ritual Music), pansori (epic songs), and the Gangneung Danoje Festival. In 2010, UNESCO added to its list Gagok, lyric song cycles accompanied by an orchestra; Daemokjang, traditional wooden architecture; and falconry.

As the Convention for the Safeguarding of the Intangible Cultural Heritage of Humanity was adopted in 2003, all the items that had been proclaimed Masterpieces were automatically incorporated in the Representative List of the Intangible Cultural Heritage of Humanity in 2008. In 2009, five items were newly inscribed on the Representative List, and they include Ganggangsullae Circle Dance, Namsadang Vagabond Clowns' Play, the Rites of Vulture Peak, Jeju Rites for the Goddess of the Wind, and the Dance of Cheoyong.

Jongmyojerye is the ancestral memorial rite held for the repose of the spirits of the kings and queens of the Joseon period at Jongmyo (the Royal Ancestral Shrine) where their spirit tablets are enshrined. Jongmyojeryeak is played during the rites. Accompanied by ritual dancing, Botaepyeong (Maintaining the Great Peace) was a suite of 11 pieces praising the civil

achievements of the dynastic founders and Jeongdaeeop (Founding a Great Dynasty) was a suite of 15 pieces praising their military accomplishments. These two works were composed in 1447 and revised in 1464 into 11 pieces, respectively. Two additional pieces, known as Jongmyoakjang were composed a few years later. Hundreds of officials, musicians, dancers and attendants take part in the event, which reflects the solemnity and magnificence of Confucian rituals. It is a rare example of an intangible cultural masterpiece that has maintained its original form for 500 years.

Pansori is a genre of musical story-telling, performed by a vocalist with drum accompaniment. These popular solo epic songs, characterized by expressive singing, stylized speech, and mimetic gestures, embrace both aristocratic and folk culture. Pansori is a compound word from "pan" (a public place where people gather) and "sori" (song). Performances can last up to eight hours, where a male or female singer improvises on texts that combine rural



Jongmyojeryeak (Royal ancestral ritual music)

Korean dialects with erudite literary expressions. The settings, characters and situations that make up the pansori are rooted in the Joseon period.

Danoje, held to pray for a good harvest, falls on the fifth day of the fifth lunar month and marks the end of the spring barley and rice-planting season. Traditionally it was one of the three most important holidays along with Seollal (Lunar New Year's) and Chuseok (Thanksgiving). Gangneung's Danoje Festival in Gangwon-do Province is the largest traditional festival in Korea and lasts nearly four weeks in the fourth to early fifth month of the lunar calendar. The music, dance, literature, drama and handicrafts associated with the festival are of high artistic value and have extraordinary worth in that the festival has continued for approximately a thousand years and reflects the history and life of commoners. The festival also incorporates Korean religious traditions, including Confucianism, Shamanism, Buddhism and Taoism and offers a diversity of ceremonies and performances.

Traditionally, the Ganggangsullae Circle Dance was performed in Korea at night as part of representative seasonal holidays and festivals such as Seollal, Daeboreum (the first full moon of the new year on the lunar calendar), Danoje, Baekjung (Buddhist ceremony held on July 15th to honor the souls of

the dead), Chuseok and Junggu (festival held on September 9th on the lunar calendar). In particular, the largest Ganggangsullae Circle Dance was carried out at night on Chuseok.

The Ganggangsullae Circle Dance is a primitive art form combining song, dance, and music that can be likened to a Korean-style ballad dance. The performance of the Ganggangsullae Circle Dance involves a circle of women dancing while holding hands. While one acts as the lead vocal (sori), the rest of the women in the group respond to the lead singer with the next lines of the song. The folklore and folkdance inherent in this art form are accompanied by folk music performed with Korean traditional instruments such as buk (drum) and janggu (hourglass-shaped drum).

Jeju Chilmeoridang Yeongdeunggut (Jeju Rites for the Goddess of the Wind) is a shaman ritual (gut) conducted at the Chilmeoridang Shrine located in Geonip-dong, Jeju. Geonip-dong is a small village on Jeju Island whose denizens earn a living from fishing, collecting shells, and working as haenyeo (female divers). Traditionally, villagers implemented shaman rituals in which they prayed for peace and a good harvest for the village to the magistrate god and the sea goddess. At a designated time, rites are held throughout Jeju



Pansori - A genre of musical story-telling, performed by a vocalist with drum accompaniment.



Mask dance from the Gangneung Danoje Festival

Island to implore the Yeongdeung (goddess of the wind) for calm seas and an abundant catch. In this regard, the rite known as the Jeju Chilmeoridang Yeongdeunggut incorporates both the haenyeo belief and folk beliefs associated with the Yeongdeung. Its uniqueness and academic value lies in the fact that it is the only rite conducted by haenyeo.

Namsadangnori (Namsadang Vagabond Clowns' Play) refers generally to performances staged by the Namsadangpae, a vagabond troupe of 40 or more male performers. Geared towards the common people, the Namsadangnori was performed in rural areas, or on the outskirts of towns.

In other words, not only could the roots of the Namsadangnori be traced back to the commoner class, but such performances were prepared and staged with them in mind. These performances were designed to lighten the mood of the masses suffering under the yoke of oppression, but they also, through their socially-relevant humor, provided a venue for the criticism of the immorality of the yangban (noble class), and served as a catalyst for the development of the consciousness of the minjeong (people).

Yeongsanjae (Rites of Vulture Peak) refers to a Buddhist ceremony that is generally conducted on the 49th day after a person's death to help the soul of the deceased find its way into Nirvana. Having originated from a



1. Cheoyongmu refers to a dance carried out while wearing a mask of Cheoyong.
2. Yeongsanjae refers to a Buddhist ceremony that is generally conducted on the 49th day after a person's death to help the soul of the deceased find its way into Nirvana.
3. Jeju Chilmeoridang Yeongdeunggut is a shaman ritual (gut) conducted at the Chilmeoridang Shrine located in Geonip-dong, Jeju.
4. The Ganggangsullae Circle Dance is a primitive art form combining song, dance, and music that can be likened to a Korean-style ballad dance.

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rite conducted by Sakyamuni at Gridhrakuta Mountain in India as the latter preached the Lotus Sutra, Yeongsanjae has now come to symbolize the reproduction of the Yeongsan Hoesang (Assembly of Sakyamuni Preaching at Vulture Peak). A shining example of Korea's traditional culture, Yeongsanjae is meant to not only help the souls of the deceased, but also those of the living so that the latter can become enlightened to the truth of Buddha, thereby helping them to do away with all their worldly concerns. This event is not so much a performance as it is a majestic Buddhist ceremony that draws in the participation of the people.

Cheoyongmu (Dance of Cheoyong) refers to a dance carried out while wearing a mask of Cheoyong. It is the only court dance performed on the stage while wearing masks with a human-like appearance. This mask dance is based on the legend of Cheoyong associated with the reign of King Heongang (r. 875-886) of Unified Silla. Cheoyong is said to have used singing and dancing to drive away the evil spirit (god of pestilence) that had seduced his wife. The Cheoyong dance also connotes the warding off of evil based on the theories of



Namsadangnori refers generally to performances staged by the Namsadangpae, a vagabond troupe of 40 or more male performers.

Yin-Yang and the Five Elements. Featuring vigorous and colorful dance moves, the dance's dynamic movement patterns exude a sense of magnanimity and vivaciousness that unfolds in harmony with the masks.

Gagok (long lyrical song) is a genre of Korean traditional vocal music accompanied by a small ensemble of Korean traditional musical instruments. Distinct from pansori (musical drama), minyo ("folk songs"), and jangga ("miscellaneous songs"), gagok is a form of classical music called jeongga, or 'right song.' Gagok flourished during the Joseon period. It uses sijo, Korean traditional poetry, as lyrics, allowing us a glimpse into the spirit of the Koreans long ago and their appreciation of the arts. In modern times, gagok has been developed as song to be enjoyed by both the singer and the audience.

Daemokjang refers to a master carpenter or artisan who builds important buildings such as palaces, temples, and houses, or to their craftsmanship. Daemokjang can be seen as a traditional title equivalent to an architect today. The inscription of Daemokjang on the List of Intangible Cultural Heritage of Humanity is meaningful in that it is the first form of



Gagok is a genre of Korean traditional vocal music accompanied by a small ensemble of Korean traditional musical instruments.

Korean craftsmanship to be so inscribed. The restorations of Changdeokgung Palace, a UNESCO World Heritage Site, and more recently, Gwanghwamun Gate and Sungnyemun Gate, were led by Daemokjang.

Falconry, the traditional activity of keeping and training falcons and other raptors to capture wild game or fowl for the hunter, is one of the oldest hunting sports known to man. Inscription of falconry on the UNESCO Intangible Cultural Heritage Lists is meaningful for Korea in that falconry was shared with 10 other countries including the United Arab Emirates, Belgium, France, and Mongolia.

Jultagi, Tightrope walking is a widespread form of entertainment that in most countries focuses purely on acrobatic skill. The traditional Korean performing art of Jultagi is distinctive in that it is accompanied by music and witty dialogue between the tightrope walker and an earthbound clown. Jultagi is performed outside. The tightrope walker executes a variety of acrobatic feats on the rope, along with jokes, mimicry, songs and dance, while a clown



Daemokjang refers to a master carpenter or artisan who builds important buildings such as palaces, temples, and houses, or to their craftsmanship. (left)

Falconry, the traditional activity of keeping and training falcons and other raptors to capture wild game or fowl for the hunter, is one of the oldest hunting sports known to man. (right)

engages the tightrope walker in joking banter, and a team of musicians plays music to accompany the entertainment. The tightrope walker starts with simpler feats, gradually moving to more difficult acrobatics, displaying some forty different rope techniques in a performance that can last several hours. Today, tightrope walking performers are frequently invited to local festivals that take place throughout the country, particularly in spring and autumn. Currently, transmission of tightrope walking in Korea is centred on the Jultagi Safeguarding Association in Gyeonggi-do Province.

There are two types of training: apprenticeship education where masters educate practitioners and take on students, and public education which takes various forms such as school training, experience classes and summer camps.

Taekkyeon is a traditional Korean martial art that makes use of fluid, rhythmic dance-like movements to strike or trip up an opponent. The graceful movements of a well-trained Taekkyeon performer are gentle and circular



A master of Jultagi tightrope walking uses a fan to adjust his balance. (left)

A traditional Korean martial art, Taekkyeon is characterized by fluid yet powerful movements of the hand and feet that allow fighters to subdue their opponents with swift force. (right)

rather than straight and rigid, but can explode with enormous flexibility and strength. The feet play as important a role as the hands. In spite of its gentle impression, Taekkyeon is an effective martial art highlighting a broad variety of offensive and defensive skills employing all available fighting methods. It also teaches consideration: a skilled Taekkyeon practitioner can rapidly dominate an opponent, but a true master knows how to make an opponent withdraw without incurring damage. As a part of seasonal farming-related traditions, Taekkyeon serves to facilitate community integration, and as a sport accessible to all plays a major role in promoting public health. Taekkyeon is also practised by a great number of people as a daily activity. There are approximately fifty recognized practitioners of Taekkyeon at present, and the Korean Taekkyeon Association plays a significant role in the transmission and promotion of this traditional martial art.



Hansan Mosi

Mosi, or fine ramie, made in the Hansan region of Chungcheongnam-do (South Chungcheong Province), is a woven cloth made from the husks of ramie plants. Traditionally used for summer clothing, mosi has long been a symbol of Korea's unique aesthetic tradition.

Weaving of Mosi in Hansan is transmitted by middle-aged women in the township located in Chungcheongnam-do Province, Republic of Korea. The region boasts fertile land and sea winds that allow ramie plants to thrive. Weaving ramie cloth involves a number of processes, including harvesting, boiling and bleaching ramie plants, spinning yarn out of ramie fibre, and weaving it on a traditional loom. Ramie cloth is comfortable in hot summer weather and is used to produce a variety of clothing from dress suits and military uniforms to mourning garments. The whiteness of the bleached ramie fabric, as well as its refined quality and neatness, makes it suitable for high-end clothing as well as for clothing for ordinary people. Weaving of Mosi traditionally takes place in the form of women-led family operations in which mothers transmit techniques and experience to their daughters or daughters-in-law.

The tradition also binds the community together with neighbours gathered and working in a designated section of the town. At present, around 500 people in the province are engaged in the diverse activities of weaving fine ramie.

Arirang is a popular form of Korean folk song and the outcome of collective contributions made by ordinary Koreans over many generations. Essentially a simple song, it consists of the refrain 'Arirang, arirang, arariyo' and two simple lines which differ from region to region. For more information about UNESCO Treasures in Korea, go to www.cha.go.kr.

Fine Arts

Though people started living on the Korean Peninsula in the Paleolithic Age, existing remains indicate that the origin of fine arts dates back to the Neolithic Age (c. 6,000-1,000 B.C.). Rock carvings on a riverside cliff named Bangudae in Ulsan on the southeast coast feature vivid descriptions of animals and are noteworthy art from the prehistoric age. The aesthetic sense of this era can also be found in the comb and eggplant patterns on pottery for daily

use. In the Bronze Age (c. 1,000-300 B.C.), a variety of bronze goods including mirrors, bells and pendants were produced, most of which are presumed to be indicative of authority or designed for religious purposes and were intended to inspire awe.

During the Three Kingdoms era, Goguryeo (37 B.C.-A.D. 668), Baekje (18 B.C.-A.D. 660) and Silla (57 B.C.-A.D. 935) each developed different fine arts influenced by their own unique geographical, political and societal circumstances. Mural paintings from Goguryeo tombs, mostly found around Ji'an in Manchuria and Pyongyang, illustrate the art of this kingdom. The murals on the four walls and ceilings of the burial chambers feature figures depicted in brilliant colors and energetic and dynamic movement, illustrating ideas about life on earth and in the afterlife.

The art of Baekje is best characterized by soft surface treatment and warm smiles as seen in the Buddhist triad carved on a rock at Seosan.



Muryangsujeon
The oldest wooden structure in Korea



Pensive Bodhisattva
Three Kingdoms period, early 7th century, National Treasure No. 83



A ceiling painting in Ssangyeongchong (the tomb of Double Columns) from the Goguryeo Kingdom



Silla Kingdom gold crown



The Divine Bell of King Seondeok (late 8th century) is the largest of its kind in Korea.

Archaeologists uncovered rich collections of gold accessories, including crowns, earrings, necklaces and belts from the tombs of Silla, which are a visible expression of authority. Gold threads and gold granules found in the tombs together with splendid accessories attest to the highly refined artistic skills of this kingdom. In the meantime, the official recognition of Buddhism during the Three Kingdoms led to the creation of Buddhist statues. One prime example is the statue of Maitreya (the Buddha of the Future) sitting in meditation with his finger touching his cheek.

Unified Silla (676-935) developed a polished artistic culture bearing a strong international flavor through exchanges with the Tang Dynasty (618-907) of China. Still, Buddhism served as a strong driving force behind Silla cultural developments. Seokguram Grotto, the quintessence of the fine arts of Unified Silla, is an unrivalled masterpiece in respect to the majestic figures, their realistic expressions and unique features. In addition, Silla artisans also excelled in producing temple bells. Bronze bells like the Divine Bell of King Seongdeok manufactured in the late 8th century are well known for their elegant designs, sonorous sound and impressive size.

The artistry of Goryeo (918-1392) can be best appreciated by its celadon ware. The jade green color, elegant designs and great variety of Goryeo celadon are profoundly beautiful and quite different from Chinese ceramics. Up until the first half of the 12th century, Goryeo celadon was noted for its pure color, while in the second half of the century, the technique of incising designs into clay and then filling the recesses with white or black slip came to stand out as a main characteristic.

The current oldest wooden structure built in this era is Muryangsujeon (Hall of Infinite Life) at Buseoksa Temple in Yeongju, Gyeongsangbuk-do Province. It is presumed to have been built in the 14th century. Wooden architectural designs in this age can be categorized into two major types, jusimpo (column brackets to support the roof) and dapo (multi-bracket sets placed on the lintels between pillars as well as on the columns). The dapo



Inlaid celadon vase (Goryeo Dynasty)



Celadon pitcher in the shape of a tortoise (Goryeo Dynasty)



Blue and white Joseon Dynasty porcelain vase with bamboo and pine tree design



Buncheon flask with peony design (Joseon Dynasty)

system, in particular was developed for the construction of grand, large-scale structures. These two construction forms remained as the basis for wooden architecture up to the Joseon Dynasty.

Buncheong, stoneware made of gray clay and decorated with white slip coating, was one kind of ceramic produced during the Joseon Dynasty. It was coated with a celadon-type gray-blue glaze. Also typical of this period was white porcelain and blue-and-white porcelain. Used by common people in their daily lives, Buncheong ware is decorated with unconstrained patterns. White porcelain, exhibiting a perfect harmony between curves and subtle color tones, is an example of the acme of beauty. Beginning in the mid-15th century, blue-and-white porcelain began to exhibit a brilliant aesthetic sense thanks to the picturesque patterns painted in blue cobalt pigment on the white porcelain surface.

During the Joseon Dynasty (1392-1910), traditional construction, which sought harmony with the natural landscape, flourished in great variety and sophistication. Sungnyemun (also known as Namdaemun) in downtown Seoul is an especially valued example of the architectural style of the early Joseon



Honggildongjeon

Honggildongjeon (Tales of Hong Gil-dong, the first novel published in Hangeul) is a work of social criticism that scathingly attacked the inequities of Joseon with its discriminatory treatment of illegitimate offspring and its differences based on wealth.



Yongbieocheonga Verse

The script eulogizes the virtue of the ancestors for the House of Yi, the founding family of the Joseon Dynasty, likening them to a deep rooted tree and a spring of deep waters.

Dynasty. It and numerous temple and palace buildings are being rebuilt or restored using traditional methods.

Western architecture was introduced to Korea at the end of the 19th century, as churches and offices for foreign legations were built by architects and engineers from abroad.

Since the 1960s, in Korea's pursuit of industrialization and urbanization, the government pushed ahead with development plans and a number of beautiful old buildings were demolished and replaced by unsightly structures.

However, in recent years, there have been active discussions in this regard as the time-honored concept of harmonizing buildings with nature is revived.

Literature

Korean literature is usually divided chronologically into classical and modern periods. Korea's classical literature developed against the backdrop of traditional folk beliefs. It was also influenced by Taoism, Confucianism, and Buddhism. Among these, Buddhist influence held the greatest sway, followed by enormous influences from Confucianism during the Joseon period.

Modern literature in Korea, on the other hand, developed out of its contact with Western culture, following the course of modernization. Not only Christian thought, but also various artistic trends and influences were imported from the West. As the "New Education" and the "National Language and Literature Movement" developed, the Chinese writing system, which had traditionally represented the culture of the dominant class, lost the socio-cultural function it had previously enjoyed.

The hyangga poetry of the Silla period signaled the beginning of a unique poetic form in Korean literature. The hyangga were recorded in the hyangchal script, in which the Korean language was written using "sound" (eum) and "meaning" (hun) of Chinese characters. Fourteen poems in the hyangga style from the Silla period have been preserved in the Samgungnyusa



Sansumunjeon
Clay tile with landscape in relief
from the Baekje Kingdom

(Memorabilia of the Three Kingdoms).

The literature of the Goryeo period is marked by an increased use of Chinese letters, the disappearance of hyangga, and the emergence of Goryeogayo (Goryeo songs) which continued to be transmitted as oral literature until the Joseon period.

The creation of Hangeul in the early Joseon period was a key turning point in the history of Korean literature. Akjang (musical scores) were written in the Korean script, such as Yongbieocheonga (Songs of Flying Dragons Through the Heavens).

The sijo (current tune) is representative of Joseon period poetry. Its poetic form was established in the late Goryeo period, but it flourished to a greater extent under the Joseon period's new leading ideology, the Neo-Confucianism of China's Song Dynasty. Another form of Joseon-period poetry, the gasa is properly placed in the category of verse, but its content is not limited to the expression of individual sentiments. It often includes moral



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1. Geumgangsan-do - Panoramic View of Geumgangsan by Joseon Dynasty artist Jeong Seon
 2. Magpie and Tiger - a popular theme in folk painting
 3. Ssireum (Korean wrestling) by Joseon Dynasty artist Kim Hong-do
 4. The figures on the walls of Muyongchong (Tomb) from the Goguryeo Kingdom

admonitions.

The first classical fiction in Korea includes Kim Si-seup's *Geumosinhwa* (Tales of Geumo) which was written in Chinese characters and Heo Gyun's *Honggildongjeon* (Tales of Hong Gil-dong) written in Hangeul. As time passed, Hangeul was used widely in Korean society, resulting in the growth and development of Korean language and literature studies. Modern Korean literature was formed against the background of the crumbling feudalistic society of the Joseon Dynasty and the importation of new ideas from the West. As forms of modern Korean literature, the *changga* (a new type of song) and *sinchesi* (new poetry) were hailed as new poetic forms.

Painting

Although Korean painters showed a certain level of accumulated skills from the time of the Three Kingdoms, most paintings have been lost because they were drawn on paper. As a result, it is only possible to appreciate a limited number of paintings from this age such as the tomb murals. In addition to the



'U.S. Map' by video-artist Paik Nam-june on display in the Smithsonian, Washington, D.C.

Goguryeo mural paintings, the landscape tiles of Baekje and the Painting of the Flying Horse of Silla combine to attest to the characteristics and quality of paintings during the Three Kingdoms. These works display energetic and bold lines and well-organized composition, distinctive features of this age.

Only a handful of paintings of Unified Silla remain. Still, the painted illustrations of the teachings of the Avatamsaka Sutra (the Flower Garland Sutra) bears witness to the refinement of the paintings of this age. Exquisite and lively lines characterize these illustrations.

Both decorative and Buddhist paintings reached a peak during the Goryeo Dynasty. During this age, a great variety of paintings were produced. The works from this period that have survived are mainly Buddhist paintings of the 13-14th century. The main features of these works include elegant postures, delicate and exquisite folds in the clothing and refined hues, indicative of the thriving Buddhism of this epoch.

The greatest advancement in Korean painting took place during the Joseon Dynasty. Trained professional painters and literati artists played a leading role in the development of painting. In particular, economic growth, political stability and ideological development in the 18th century served as catalysts for the predominance of uniquely Korean painting styles. This trend can be seen in landscape paintings of actual Korean scenes and genre paintings with secular themes. Jeong Seon (1676-1759) and Kim Hong-do (1745-after 1806 ?) are regarded as two leading painters during this period. Based on Southern School paintings of China, Jeong Seon filled his canvas with picturesque scenery of the mountains of Korea, creating a distinctive Korean style. He had the greatest influence of any Korean artist on the development of literati tastes of his time, and this has continued down to the present. One of his masterpieces is "Panoramic View of Geumgangsan."

In the meantime, the paintings of Kim Hong-do are greatly valued in that he captured the mundane lives of farmers, artisans and merchants. His precise but humorous depictions stand out. In the late years of the Joseon

Dynasty, the styles of painting further expanded. Untrained painters emerged as active producers of folk paintings to meet the demands of ordinary people. These folk paintings featured unconstrained use of vivid colors and boldly simplified and stylized designs.

Following Japan's forcible annexation of Korea in 1910, the traditional styles of painting were gradually overshadowed by Western oil painting styles that were introduced during that period and later became prevalent. After Korea's liberation from Japan's rule in 1945, traditional Korean painting styles were revived by a number of outstanding artists. At the same time, many Korean artists educated in Europe and the United States helped their home country keep up with the contemporary trends of the outside world.

In the 1950s, a government-run institution, the National Exhibition played a leading role in the advancement of Korean art. The National Exhibition had a rather formal and academic atmosphere and tended to choose works that were realistic. Young artists pursuing creativity in their works, therefore, sought an art in tune with the new age. From the late 1960s, modern Korean painting began to change its directions to geometrical abstraction. Other artists took a deep interest in subject matters that conveyed the innate unity between man and nature.

Korean paintings of the 1980s were largely a reaction to the modernism of the 1970s. During this period, artists strongly felt that art should convey a message dealing with current social issues. Since then, there has been an interest in the issues of modernism and post-modernism.

In 1995, the first International Gwangju Biennale was held. The event provided an opportunity for modern Korean artists to get together with leading figures from the international art world. Paik Nam-june's video art was one of the most prominent exhibitions.

In Korea today, both traditional and Western-style painting are taught and pursued, producing one of the most versatile communities of fine arts in the world. Many Korean painters are active in New York, Paris and other centers

of contemporary art.

Music and Dance

Music and dance were means of religious worship and this tradition continued through the Three Kingdoms period.

More than 30 musical instruments were used during the Three Kingdoms period, and particularly noteworthy was the hyeonhakgeum (black crane zither), which Wang San-ak of Goguryeo created by altering the seven-string zither of Jin Dynasty China. Also notable was the gayageum, a zither used in Gaya (A.D. 42-562). The 12-string gayageum is still played in modern Korea.

Goryeo followed the musical tradition of Silla in its early years, but came to have more diversified genres later. There were three types of music in Goryeo — Dangak, meaning music from Tang Dynasty China, Hyangak or village music, and Aak or court music. Some Goryeo music was inherited by Joseon and is still used in ceremonies today, especially those involving ancestral worship. As in music, Goryeo enjoyed the dance tradition of the Three Kingdoms initially, but later added more varieties with the introduction of court and religious dance from China's Song Dynasty.

Percussion instruments for Samullori



Kkwaenggwari



Pungmul janggu



Soribuk



Jing

Samullori is a percussion ensemble for four different instruments: kkwaenggwari (small metal gong), jing (large metal gong), janggu (hourglass-shaped drum), and buk (barrel drum).

During the Joseon Dynasty, music was respected as an important element of rituals and ceremonies. Early in the dynasty, two offices dealing with musical matters were established and efforts were made to arrange musical texts.

As a result, a canon of music called Akhakgwebeom was produced in 1493. The book classified music to be played at court into three categories — ceremonial music, Chinese music and native songs. Especially during King Sejong's reign, scores of new musical instruments were developed. In addition to court music, the traditions of secular music such as Dangak and Hyangak continued.

Folk dances, including the farmers' dance, shaman dance and monk dance, became popular in the latter days of Joseon, along with the mask dance known as Sandaenori and a puppet dance. The mask dance combined dance with song and narrative and included shamanistic elements that greatly appealed to commoners. The performance was often accented by satirical passages that mocked the nobility to the delight of the crowds watching.

As for traditional dances, Confucian and Buddhist influences were very prominent. Confucian influence was often repressive, while Buddhism allowed a more tolerant attitude as shown in the beautiful court dances and many shaman dances for the dead.



Ensemble of national traditional music performing Sujecheon (Long Life as Eternal as the Heavens)

A large number of traditional dances withered away during Japan's colonial rule, as well as the rapid industrialization and urbanization of Korea in the 1960s and 1970s. It was in the 1980s that people began to think about reviving these long-forgotten dances. Of the 56 original court dances, only a few are well-known today.

Cheoyongmu (the Mask Dance) of Silla, Hakchum (the Crane Dance) of Goryeo, and Chunaengjeon (Nightingale-Singing-in-the-spring Dance) of Joseon — All of these dances have been designated as 'Intangible Cultural Properties' by the Government to support their continuation. Professional performers have been granted the titles of 'Human Cultural Properties,' the highest honor awarded to masters of traditional arts and crafts.

The development of modern dance in Korea was due largely to such pioneers as Jo Taek-won and Choe Seung-hui who were active during the Japanese colonial period. Following liberation, the Seoul Ballet Company was founded in 1946 to become the first organization that staged performances of ballet.

Western music was first heard in Korea with the introduction of a Christian hymnal in 1893, and began to be taught at schools in 1904. Changga, a new type of song sung to Western melodies, flourished across the country.

As the nation experienced tumultuous changes with its forced opening to the West and the prolonged Japanese colonial rule, changga was sung to enhance love for the nation, a desire for independence and a new cultural form. In 1919, Hong Nanpa composed 'Bongseonhwa (Touch Me Not)' in the form of changga.

After national liberation in 1945, Korea's first Western-style orchestra was inaugurated as the Korea Symphony Orchestra Society. Today there are nearly 50 full orchestras in Seoul and the provinces.

An increasing number of Korean musicians are performing outside Korea these days, winning acclaim from concert audiences and awards at prestigious international competitions. Among the most notable performers are the Chung Trio conductor-pianist Chung Myung-whun, cellist Chung

Myung-wha and violinist Chung Kyung-wha.

Among singers, sopranos Jo Su-mi, Shin Young-ok and Hong Hye-gyong have all established an impressive presence in the international community of music. They have performed leading roles in productions at New York's Metropolitan Opera and other famed stages in addition to recording for world-famous music companies.

In August, 1997, 'The Last Empress,' a musical depicting the last years of Korea's monarchy and Empress Myeongseong, was staged in New York to the wide acclaim of the American press. The musical, an epic tale, was viewed as offering a precious opportunity to promote Korean history and culture abroad.

To preserve and further develop Korean traditional music and performing arts, the National Gugak Center was established in 1951. The government established the Korea National University of Arts in 1993 to offer world class education in the arts and to cultivate professional artists. The University has six schools: Music, Drama, Dance, Visual Arts, Film & Multimedia

and Korean Traditional Arts. Public and private arts centers, such as the Seoul Arts Center and LG Arts Center, have introduced various performances from all over the world to Korean audiences. Since 2004, members of the Korean Network of Performing Arts Festivals have exchanged information on performing arts, researched festivals, co-invited overseas performances, and co-produced performing arts. Established in 2005, the Performing Arts Market in Seoul (PAMS) has been a platform for the effective promotion of Korean performing art companies in the domestic and international arenas.

Dramas and Movies

While music and dance play an integral role in all traditional theatrical performances, Korean drama has its origins in prehistoric religious rites. A good example of this classical theatrical form is the masked dance Sandaenori, a combination of dance, song and narrative punctuated with satire and humor. Slightly varying from one region to another in terms of style, dialogue and



Singer PSY



Ballerina Kang Sue Jin with the Stuttgart Ballet



Vocalist Jo Su-mi



Conductor-pianist Chung Myung-whun

costume, it enjoyed remarkable popularity among rural people up to the early 20th century. Pansori and the shamanistic ritual known as gut were other forms of sacred theater that appealed to the populace. All of these are still performed in modern Korea, though not very often.

There are a few institutions that offer various performing arts in one place, one example being Chongdong Theater in central Seoul. It presents a traditional performing arts series, drama and music.

The first performance of singeuk (new drama), a departure from the masked dance and other forms of traditional dramas, was presented in December 1902. However, modern drama began to take firm root in the 1910s after the first Western-style theater was opened in Seoul in 1908. The theater, named Wongaksa, was in operation until November 1909.

Theatrical groups Hyeoksindan and Munsuseong were also organized by those who returned from study in Japan and staged sinpa (new wave) dramas. Sinpa was a concept that countered gupa (old wave) drama, meaning kabuki

of Japan. Sinpa dramas first dealt with political and military themes and then were diversified into detective stories, soap operas and tragedies.

While sinpa dramas proved to be a passing fad, a genuine new wave of dramas was promoted by artists who rallied around Wongaksa and raised the curtain of modern drama. In 1922, Towolhoe, a coterie of theatrical figures, was formed, and led the drama movement across the country, staging as many as 87 performances. Drama remained popular until the 1930s, but then subsided in the socio-political turmoil of the 1940s and 1950s. In the following decade, it was further weakened amidst the boom of motion pictures and the emergence of television.

In the 1970s, a number of young artists began to study and adopt the styles and themes of traditional theatrical works like the masked dance plays, shaman rituals and pansori. The Korean Culture and Arts Foundation (Currently Arts Council Korea) has been sponsoring an annual drama festival to encourage local theatrical performances. At present, a great number of theatrical groups



The Last Empress
A musical depicting the tragic demise of Korea's monarchy and Empress Myeongseong



The Ballerina in Love with the B-boy
With its dynamic break dancing performance, 'The Ballerina in Love with the B-boy' has made its way to the stage of Off Broadway Theatre. This performance, which features no dialogue, revolves around the B-Boy World Champions and victors of the 2007 Battle of the Year "Extreme Crew."

are active around the year, featuring all manner of genres from comedy to historical epics at small theaters along Daehangno Street in downtown Seoul. Some theatrical performances become very successful and are staged for extended runs.

The first Korean-made film was shown to the public in 1919. Entitled "Righteous Revenge," it was a so-called kino-drama designed to be combined with a stage performance. The first feature film, "Oath Under the Moon," was screened in 1923. In 1926, charismatic actor-director Na Un-gyu drew an enthusiastic response from the public by producing "Arirang," a cinematic protest against Japanese oppression.

After the Korean War in 1953, the local film industry grew gradually and enjoyed a boom for about a decade. But the next two decades saw a stagnation of the industry due largely to the rapid growth of television. Since the early 1980s, however, the film industry has regained some vitality

thanks mainly to a few talented young directors who boldly discarded old stereotypes in movie making. Their efforts succeeded and their movies have earned recognition at various international festivals including Cannes, Chicago, Berlin, Venice, London, Tokyo, Moscow and other cities. This positive trend has accelerated with more and more directors producing movies based on uniquely Korean stories that have moved hearts worldwide.

In 2000, 'Chunhyangjeon' (The Story of Chunhyang), directed by Im Kwon-taek, became the first Korean film to compete in the Cannes Film Festival. Four other films were screened in non-competitive categories. The film 'Seom' (Island), directed by Kim Ki-duk, competed in the Venice International Film Festival. Following these films, in 2001, 'Joint Security Area' was selected to compete in the Berlin International Film Festival and another film by Kim Ki-duk, 'Address Unknown' entered the competition section of the Venice International Film Festival.

Korean TV Drama



Winter Sonata (2002, KBS)

Winter Sonata was the second part of the KBS TV drama series Endless Love. Broadcast on Japan's NHK, it helped spark the Hallyu (Korean pop culture) wave that has swept Japan and other parts of Asia.



Daejanggeum (2003, MBC)

Based loosely on a historical figure depicted in the Annals of the Joseon Dynasty, the show focuses on Jang-geum, Korea's first female royal physician.



IRIS (2009, KBS)

IRIS is Korea's first blockbuster espionage action drama which tells the story of agents whose mission is that of preventing a second Korean War.



JUMP, the spectacular martial arts performance

This dynamic show fuses the ancient Korean fighting arts of taekwondo and taekkyeon with other Asian martial arts. JUMP won the Comedy Award at the Edinburgh Fringe Festival 2006 and the same year excerpts were performed for Prince Charles and the BBC at The Royal Variety Performance. <www.hijump.co.kr>

The film 'Old Boy' directed by Park Chan-wook won the Grand Prix of the Jury at the Cannes Film Festival in 2004. Kim Ki-duk won the Silver Bear award for Best Director for his film 'Samaria' at the Berlin Film Festival in 2004. Director Lee Chang-dong won the Best Screenplay award for his film 'Poetry' at the Cannes Film Festival in 2010. Director Kim Ki-duk won the Golden Lion award for his film 'Pieta' at the 69th Venice Film Festival in 2012.

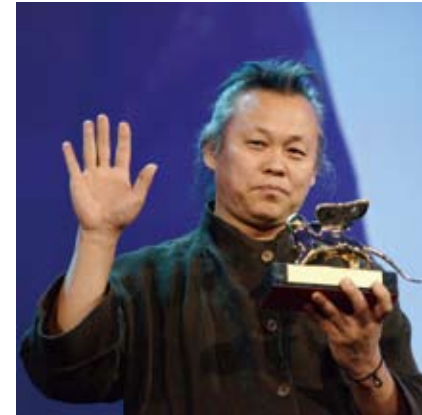
Public interest in films has been mounting and several international film festivals have been staged by provincial governments or private organizations in Korea. They include the Busan International Film Festival, the Bucheon International Fantastic Film Festival, the Jeonju International Film Festival and the Women's Film Festival in Seoul.



Secret Sunshine
(2007, directed by Lee Chang-dong)
The story centers around a lady that copes with the death of her husband and child. Jeon Do-yeon won the Best Actress Prize in the 2007 Cannes Film Festival.



Pieta (2012, directed by Kim Ki-duk)
This film shows that the socially weak, who feel oppressed by the weight of capitalism, including the hero Lee Gang-do, who lives like a parasite in a capitalist society due to his limitations, are all people who should be saved by god. Director Kim Ki-duk won the Golden Lion award at the 69th Venice Film Festival.



Korean movie director Kim Ki-duk holds the Golden Lion Award for the movie 'Pieta', during the closing award ceremony of the 69th Venice International Film Festival in Venice, Italy, 08 September 2012.

As in other countries, Korean cinema circles are seeing a noticeable expansion of the animation and cartoon industry. More than 200 companies are producing works in this rising genre.

The film, video, animation and online content industries are also undergoing a boom in Korea, fueled by the availability of high-speed Internet services. In 2007, following steep reductions in the screen quota system the previous year, 392 feature films were screened in Korea, a 60 percent increase over 2003. Nearly 30 percent, or 112 of these, were Korean productions.

Museums and Theaters

Korea abounds in cultural facilities of all levels and categories where people can enjoy exhibitions and stage performances throughout the year. These places offer an on-the-spot glimpse into the cultural and artistic achievements of Koreans past and present, regarding both traditional and modern trends and tastes. From internationally recognized museums to small theaters where performers and spectators can casually mingle and interact, these facilities vary in type and scale to satisfy the diverse interests and penchants of their target audiences.

2009 saw a continuation of the steady growth of box office revenues, which totaled some 1.928 trillion won. This constitutes the first time that the 1 trillion won mark has been surpassed.

In addition to the steady stream of blockbuster films such as 'Haeundae', which was seen by 10 million people, and 'Gukga Daepyo (Take Off)', for which 8 million tickets were sold, the Korean film industry has come to be characterized by more balanced development. For example, 2009 saw the low-budget independent film 'Ddongpari (Breathless)' win the VPRO Tiger Award at the 38th International film Festival in Rotterdam. In addition, another low-budget independent film, 'Natsul (Daytime Drinking)', won the NETPAC Award at the 2008 Locarno International Film Festival.

There are 344 public museums in Korea, including 29 being funded and operated by the central government. The representative museums are the National Museum of Korea, the National Folk Museum of Korea located in downtown Seoul and the National Contemporary Museum of Art.

In addition to the national and public museums, there are 91 museums being funded and operated by college and university and more than 336 private museums that have been established by private citizens, religious

organizations and business enterprises.

In most cases, their collections consist of cultural artifacts which involved a lifetime of dedicated efforts to gather. The collections range from paintings, books, furniture, embroidery to religious and traditional objects. Museums with unusual collections have appeared including a museum specializing in kimchi, Korea's trademark pickled cabbage and radish.

Korea has about 80 multi-purpose theaters. The National Theater, founded in 1950, is located at the foot of Namsan Mountain in the heart of Seoul. With a goal of preserving and developing traditional culture and contemporary performing arts, it has gone through a half century of hardship and change and is now rightfully proud of its four resident companies who stage some 35 regular productions annually.

The four are the National Drama Company, National Changgeuk (Korean musical drama) Company, National Dance Company and National Traditional Music Orchestra. These companies frequently present special tour performances overseas and across Korea. Besides the four resident companies, three others were quite active — The National Opera Company, The National Ballet Company and The National Chorus. These three were reborn as independently-



The National Museum of Contemporary Art <www.moca.go.kr>



The National Museum of Korea <www.museum.go.kr>

run companies residing at the Seoul Arts Center in February 2000.

The National Museum of Contemporary Art, located in a scenic park in Gwacheon, south of Seoul, features an extensive collection of Korean and Western art works of the 20th century.

The number of art galleries has greatly increased in the past two decades amid growing public interest in fine art. Galleries of varied sizes and character are clustered in such areas as Insa-dong, downtown Seoul; Sagan-dong near Gyeongbokgung Palace; and Cheongdam-dong, southern Seoul.

One of Korea's largest multi-purpose theaters is the Sejong Center for the Performing Arts, located in the center of Seoul. Affiliated with this municipal arts center, opened in 1978, are the Seoul Philharmonic Orchestra, the Seoul Metropolitan Korean Traditional Music Orchestra, the Seoul Metropolitan Choir, the Seoul Metropolitan Theater Company, the Seoul Metropolitan Musical Company, the Seoul Metropolitan Dance Company, the Seoul Metropolitan Opera Company, the Seoul Metropolitan Boys and Girls Choir and the Seoul Youth Philharmonic Orchestra. The center's main hall can seat 3,800, while its pipe organ is one of the finest in the world.



Sejong Center, central Seoul <www.sejongpac.or.kr>

The Seoul Arts Center, located in southern Seoul, was Korea's first multi-disciplinary art and cultural center. The center, covering a total land area of over 234,385 square meters and a total floor space of 120,951 square meters, opened in three stages from 1988 to 1993.

With its beautiful architecture, the Opera House has three separate theaters. The Opera Theater, with 2,278 seats, is equipped to host grand operas, ballets and more. Towol Theater, which can seat 669, is a medium-sized theater for plays, smaller-scale operas and modern dance. The Jayu Theater, which can accommodate a maximum of 350 people, is for experimental and avant-garde performances.

The Concert Hall, with 2,600 seats, is a large hall for full orchestras, while the Recital Hall, which can accommodate up to 380 seats, is for solo or chamber orchestras. And the Center has an art gallery, calligraphy hall, arts library, open-air theater and film archive.

Since its completion, Seoul Arts Center has been recognized by artists from a number of disciplines as a unique place for fostering, promoting and staging creative works. As a world-class institution, the Seoul Arts Center now plays a role in leading Korean culture into the next century.



The Opera House and Seoul Arts Center complex <www.sac.or.kr>

Culture and the Arts at a glance

Hallyu: Korean Wave

Hallyu, the 'Korean Wave,' refers to the growing interest in Korean pop and traditional culture across Asia, Europe, the Middle East and the Americas.

Major Korean Film Festivals



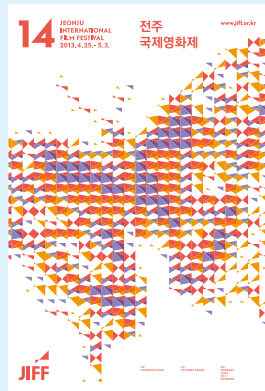
Busan International Film Festival

The Busan International Film Festival marks its 18th year in 2013. First held in 1996, this movie festival screens films of all genres, including documentaries, animation, commercials, independent films, and digital and analogue films. <www.biff.kr>



Pusan International Fantastic Film Festival

Pusan International Fantastic Film Festival is held every July in Bucheon, Gyeonggi-do. First held in 1997, this festival focuses on horror, suspense, mystery, sci-fi, and fantasy movies, most of which come from Asian countries. <www.pifan.com>



Jeonju International Film Festival

First launched in 2000, the Jeonju International Film Festival is held every April in Jeonju. JIFF introduces challenging and creative films which are far removed from mainstream films. <www.jiff.or.kr>

Korean Entertainers

Actors	Actresses	Singers	Artists
 Jang Dong-gun	 Lee Young-ae	 PSY	 Sarah Chang
 Bae Yong Joon	 Jeon do-youn	 BoA	 The late Paik Nam-june

4

Sports

스포츠

Seoul Olympics in Retrospect
Overall Olympic Standing
2002 FIFA World Cup Korea / Japan
National Sports Events
Popular Sports
Traditional Sports
Sports at a Glance



4 Sports

스포츠

Traditionally, Korean people have enjoyed a variety of sporting activities and games. The impressive economic advancement of recent years has drastically increased interest in sports. More and more Koreans are now exercising or competing in organized sporting events.

On a national level, the most noteworthy accomplishments include the hosting of the 1988 Summer Olympics in Seoul and co-hosting of the 2002 FIFA World Cup with Japan. Also, Daegu has been selected as the host city for the 2011 IAAF World Championships in Athletics, one of the top three world sports events along with the Olympic Games and the FIFA World Cup.

Considering the size and population of Korea, its performance in international sport competitions has been outstanding. Unprecedented in Asia, Korea has qualified for the FIFA World Cup seven times.



The Olympic Flame at the 1988 Seoul Olympics

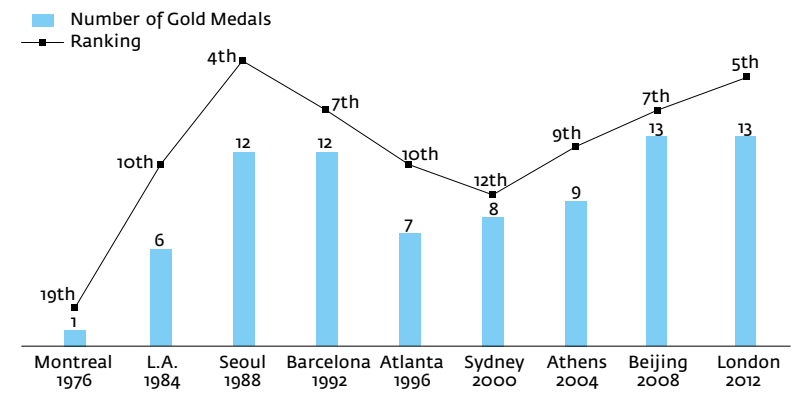
Seoul Olympics in Retrospect

The 24th Summer Olympic Games were concluded after a 16-day run in Seoul, from September 17 to October 2, 1988, under the theme of Peace, Harmony and Progress. In what was the largest-ever Olympiad up to that time, more than 13,000 athletes and officials from 160 countries gathered to promote the lofty ideals of harmony and peace, while transcending the barriers separating East and West, and North and South. The first boycott-free Olympics in 12 years, the Seoul Olympic Games rose above ideological division and national interest and returned the Olympic movement back to its founding ideals.

Partly as a result of the 1988 Seoul Olympics, Korea now has many world-class sports facilities, concentrated in Seoul and Busan where most of the Olympic events were held. The Seoul Sports Complex, which encompasses a land area of 545,000 square meters, includes the Olympic Stadium with a seating capacity of 100,000, two gymnasiums for basketball and boxing, an indoor swimming pool, a baseball stadium and a warm-up field.

Olympic Park, occupying a vast area of some 1.5 million square meters

Ranking and number of Gold Medals South Korea won at Summer Olympic Games



Source: International Olympic Committee <www.olympic.org>

*Skipped the 1980 Moscow Olympics

in southeastern Seoul, comprises a 6,000-seat velodrome, three gymnasiums, fencing and weightlifting venues, indoor swimming pools, and tennis courts.

A key training facility for the country's athletes is the Taereung Athletes' Village, located on the eastern outskirts of Seoul. Built on a 17.1 acre site in the midst of a beautifully wooded area, the village includes a skating rink, indoor swimming pool, shooting range and gymnasiums for wrestling, boxing and weightlifting.

Overall Olympic Standing

An active participant in many international sports competitions, Korea participated in the London Olympics in 1948 for the first time under its own national flag. In 1936, a Korean marathoner, Sohn Kee-jeong, won a gold medal in the Berlin Olympics, but he competed as a member of the Japanese team because Korea was under Japanese colonial rule at the time.

Number of Total Summer Olympics Gold Medals by Category (1936~2008)

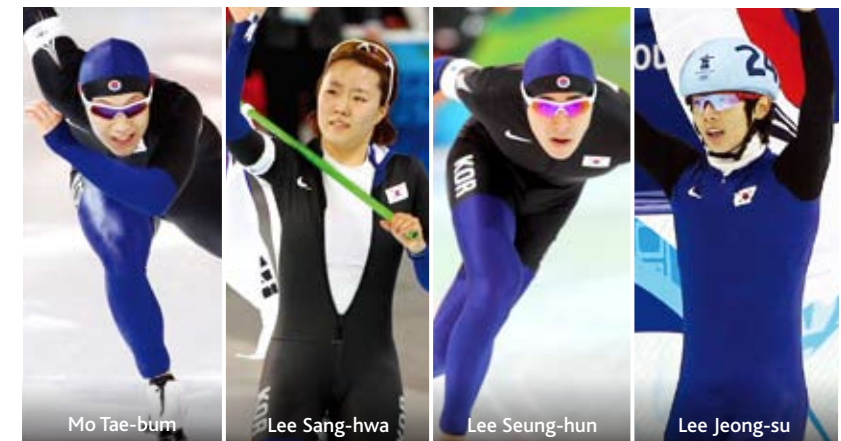


Source: International Olympic Committee

Korea's athletes have continued to improve their performances in Olympic Games. In the 1976 Montreal Games, Korea ranked 19th among more than 100 participating nations. In Los Angeles in 1984, Koreans captured 10th place out of 140 nations and achieved fourth out of 160 nations in the 1988 Seoul Olympic Games.

Korea placed seventh in the final medal standings in the 1992 Barcelona Olympics. It was a memorable event for Koreans especially with Hwang Young-jo's gold medal in the marathon, enabling him to become the nation's first marathoner to win this Olympic event under the Korean national flag.

In the 1992 Barcelona Olympics, Korea ranked seventh out of 172 countries with twelve golds, five silvers and twelve bronzes. Korea ranked 10th in the 1996 Atlanta Olympics with seven gold, 15 silver and five bronze medals, and 12th in the Sydney Olympics four years later with eight golds, nine silvers and eleven bronzes. In the 2004 Athens Olympics, Korea won nine gold, twelve silver and nine bronze medals, placing ninth. In the 2008 Beijing Olympics, Korea ranked 7th, winning 13 golds, 10 silvers and 8 bronzes. In the 2008 Olympics, Korea recorded the most outstanding performance ever, including



Gold medalists of 2010 Vancouver Winter Olympics in speed-skating and short track

the country's first gold medal in swimming by Park Tae-hwan, 9 straight wins and the gold medal by the baseball team and 5 world records by Jang Mi-ran in the women's over-75 kilogram weightlifting event.

At the 2012 London Olympics South Korea came 5th overall among the 204 participating countries, winning medals in archery, fencing, shooting, swimming, and soccer (bronze).

Korea finished fifth at the Vancouver 2010 Winter Olympics with six gold, six silver, and two bronze medals. In addition to the two gold medals won in short track, Korea also took home three gold medals in speed skating. The gold medal roundup was completed by Kim Yu-na's historic victory in the ladies figure skating competition.

Korea hosted the 1988 Olympic Games, 2002 FIFA World Cup, and the 2011 Daegu IAAF World Championships in Athletics and is organizing the 2018 Winter Olympic Games. The country is among only half a dozen nations that are achieving a "grand slam" of hosting the four major international competitions mentioned above. The Korean people's quest to contribute to world peace and harmony through sports will continue in the years to come.



Pyeongchang selected to host the 2018 Olympic Winter Games

Jacques Rogge, the president of the International Olympic Committee, declared 'Pyeongchang' as the host city for the 2018 Winter Olympics on Sunday, July 6th, 2011 (South Africa local time). South Korea will become only the sixth country after Italy, Germany, France, Japan, and Russia to host the world's four major sports events: the Summer and Winter Olympics, the Worldcup, and the World Championship in Athletics.

2002 FIFA World Cup Korea/Japan

The 2002 FIFA World Cup Korea/Japan ended its one-month epic run on June 30, 2002. The first FIFA World Cup of the 21st century consisted of a total of 64 matches and was safely completed without any hooliganism or terrorist acts.

The national teams of Korea and Japan both cleared the first round of competition, and played admirably, the Japanese team advancing to the final 16, and the Korean team astounding the world by advancing through to the semi-finals. These successes were ones that until this tournament had never been achieved by an Asian country in the World Cup.

There were multiple sources of Korea's dynamic performance on and off the soccer field. Having struggled through the 1997 financial crisis, it was an uplifting accomplishment that still symbolizes the nation's resilience. The Government as well as the private sector have benefited from this hard-earned momentum.

Foreign media praised Korea as the biggest winner of the 2002 FIFA World Cup. Korean fans impressed onlookers with their enthusiastic and orderly "street cheering." Combined, nearly 22 million took to the streets nationwide



Koreans still like to recall the victorious moment of the 2002 FIFA World Cup Korea/Japan when the Korean national team advanced to the semifinal. (left)
A huge crowd in red T-shirts cheers for the national football team in Seoul Plaza during the 2002 FIFA World Cup Korea/Japan. (right)

to cheer for the Korean national soccer team. The numbers swelled to 4.2 million people for the final-16 match against Italy, 5 million for the quarterfinal against Spain and 6.5 million for the semifinal against Germany. Even for the third-place match against Turkey on June 29, 2.17 million people showed up on the streets. In Seoul, over 10 million people gathered in the streets during the seven games, which accounts for 88% of the capital's population.

In 1983, Korea became the first country in Asia to field a professional soccer league. In 1994, the professional league changed its name to the K-League. Today, 16 teams compete in this league, which allowed foreign players' participation beginning in the 1996 season.

National Sports Events

The National Sports Festival is held every October featuring competition in 39 different sports by participants from all over the nation. The festival is held on a rotational basis in major cities, including Seoul, Busan, Daegu, Gwangju and Incheon.



Die-hard Korean team at the 2010 FIFA World Cup South Africa

The Children's National Sports Festival is also held annually for primary and middle school students, drawing over 10,000 boys and girls from across the country. The National Winter Sports Festival, held every January, includes speed skating, figure skating, skiing, ice hockey and biathlon.

Another annual event is the National Sports Festival for People with Disabilities. Held each year since 1981, it brings people together from all over the country and provides the opportunity for these individuals to demonstrate their sports skills.

Skiing and snowboarding have fast become popular winter sports among Korea's youth in recent years. The ski season in Korea is rather short, from late December to early March, during which shuttle buses and trains run between outlying resorts and Seoul. Every February, the Foreigners' Ski Festival is held at the YongPyong Ski Resort. Several thousand tourists from Southeast Asian countries visit Korea in the winter to enjoy skiing, snowboarding and skating at resorts scattered throughout the country.



The National Sports Festival

Popular Sports

Koreans also competed well among the top athletes in the Olympics as well as in other major international events in sports such as baseball, golf, archery, shooting, table tennis, short-track speed skating, figure skating and swimming.

The Korean national baseball team won the gold medal at the 2008 Beijing Olympic Games and the silver medal at the 2009 World Baseball Classic (WBC). As evidenced by the large number of Korean baseball players who are currently plying their trade in professional baseball leagues in the United States and Japan, including Choo Shin-soo, Lim Chang-Yong and Kim Tae-kyun, Korean baseball is clearly on the rise.

Korea has also produced a large number of world class golfers. In this regard several women golfers, including Pak Se-ri, Kim Mi-hyun, and Shin Ji-yai, have won the prestigious LPGA and U.S. Women's Open Golf Championships. For their part, while Choi Kyung-Ju won two events on the PGA tour in 2002, Yang Yong-eun won the PGA Tour Honda Classic in 2009.



Choi Kyung-ju wins The Players Championship of the PGA Tour.

In tennis, Lee Hyung-taik became the first Korean man ever to win a major international event when he won the Addidas International tournament in Sydney, Australia, in January 2003.

Two young Koreans have made names for themselves and their country in swimming and figure skating. Park Tae-hwan won three gold, one silver and three bronze medals at the 2006 Asian Games in Doha where he set two new Asian records. He also medaled twice in the 2007 World Aquatic Championships in Sydney, taking gold in the 400 m freestyle and bronze in the 200 m freestyle. In the 2008 Beijing Olympics, Park won the gold medal in the men's 400 m freestyle, becoming the first Korean gold medalist in swimming. He also won silver in the men's 200 m freestyle competition.

Having already brought home the bronze medal at the 2007 and 2008 World Figure Skating Championships, Kim Yu-na won gold at the 2009 ISU Four Continents Figure Skating Championship held in Vancouver, Canada. She also claimed the top spot on the podium at the 2009 World Figure Skating



Park Inbee has won the first three majors of the 2013 LPGA season in a row.

Championship held in Los Angeles in March 2009, finishing with a new world record of 207.71 points. She won gold in figure skating at the Vancouver 2010 Winter Olympics. Along the way, she set a new world record with 228.56 points.

In addition, domestic sports leagues, such as the Korea Professional Football League (K-League), Korea Baseball Organization (KBO), Korean Basketball League (KBL) and Korean Volleyball League (V-League), continue to entertain fans, who flock to stadiums to watch their favorite teams.

Traditional Sports

Ancient Koreans are recorded to have engaged in numerous traditional sports and games, such as kite flying, tug-of-war, geune, jegichagi, neolddwigi as well as taekwondo and ssireum.

Among the traditional sports that have been revived in modern



Park Tae-hwan is about to make his dynamic splash at the World Swimming Championships.

times, the martial art of taekwondo is widely practiced around the world and is the only Olympic event originated in Korea. Taekwondo uses the entire body, particularly the hands and feet. It not only strengthens one's physical wellbeing, but also cultivates character via physical and mental training, coupled with techniques for discipline. This self-defense martial art has become a popular international sport in the last quarter century with some 3,000 Korean instructors now teaching taekwondo in more than 150 countries.

Evidence of taekwondo's existence as a systematic defense method using the body's instinctive reflexes can be traced back to ceremonial games that were performed during religious events in the era of the ancient tribal states.

During religious ceremonies such as Yeonggo, Dongmaeng (a sort of Thanksgiving ceremony), or Mucheon (Dance to Heaven), ancient Koreans performed a unique exercise for physical training and this exercise led to the



Kim Yuna won her second championship title in the 2013 World Figure Skating Championships following the first one in 2009.

development of taekwondo.

In Korea, the Taekwondo Association has a membership of about 3.8 million, constituting the largest affiliate of the Korea Sports Council. The World Taekwondo Federation (WTF), with its headquarters in Seoul, was officially approved as the governing body of the sport by the International Olympic Committee in 1980. Taekwondo was a demonstration sport in the 1988 Seoul Olympics, reflecting its worldwide popularity. It became an official Olympic medal event beginning in the 2000 Sydney Olympics. Former Olympic taekwondo champion Moon Dae-sung was elected as a member of the International Olympic Committee (IOC) athletes' commission during the Beijing Olympics.

Ssireum, a Korean traditional form of wrestling, is a type of folk competition in which two players, holding on to a satba (a cloth-sash tied around the waist and thigh), use their strength and various techniques to wrestle each other to the ground. The history of ssireum began at the same

time that communities began to form. In primitive societies, people inevitably had to fight against wild beasts, not only for self-defense, but also for securing food. In addition, it was impossible for these communities to avoid getting into conflicts with other tribes. As a result, people ended up practicing different forms of martial arts to protect themselves.

The ultimate winner of a ssireum tournament was customarily awarded a bull, which was not only a symbol of strength, but also a valuable asset in an agricultural society.

Ssireum has become a sport with professional teams engaging in regular tournaments although its popularity has somewhat declined as TV preferred more grueling types of foreign-originated fighting sports. The Korean Ssireum Association is trying to revive a nationwide boom in this traditional sport by sponsoring national championships and developing rules and guidelines to make the sport more exciting to watch.



Taekwondo is now firmly established as an international sport.



Ssireum - A form of Korean traditional wrestling

Sports at a glance

Sports: A Form of Contact the Whole World Can Follow

Traditionally, Korean people have enjoyed a variety of sporting activities and games. The impressive economic advancement of recent years has drastically increased interest in sport. More and more Koreans are now exercising and competing in organized sport events.

Athletic Triple Crown



1988 Olympics, the Seoul Games

The 24th Summer Olympic Games were successfully concluded after a 16-day run in Seoul, from September 17 to October 2, 1988, under the theme: Peace, Harmony and Progress.



2002 FIFA World Cup, Korea / Japan

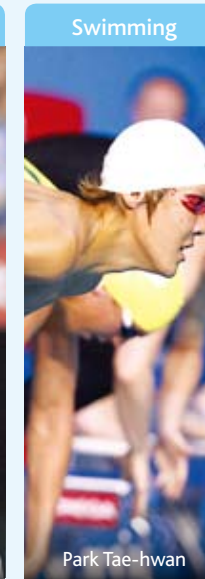
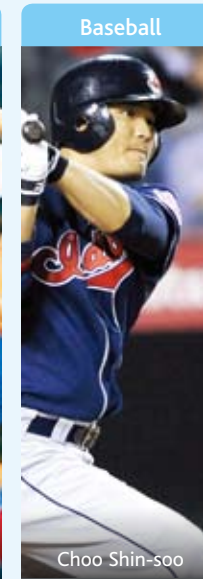
Korea became the first Asian country to advance to the semifinals during the 2002 World Cup.



2011 Daegu IAAF World Championships in Athletics

Daegu selected as the host city for the 2011 IAAF World Championships in Athletics.

Korean Sports Stars



5 Tourism

관광

Travel Information
Transportation
Accommodation
Exploring Korea
Shopping
Tourism at a Glance

Jeju Olle, popular hiking trails on Jeju Island



5 Tourism

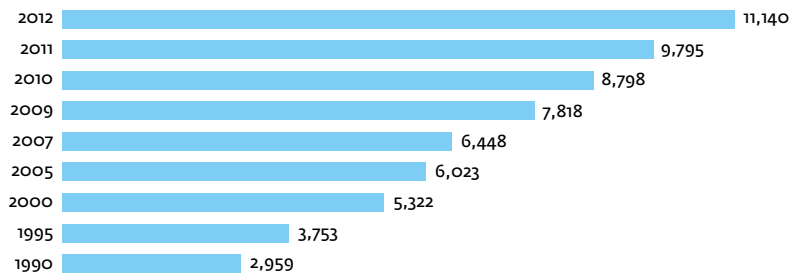
관광

With its scenic beauty and unique cultural and historical heritage, Korea has a lot to offer visitors. A peninsular country with four distinct seasons, Korea boasts picturesque valleys, mountains, rivers and beaches. Throughout this beautiful natural landscape, there are numerous ancient temples and shrines, royal palaces, sculptures, pagodas, archeological sites, fortresses, folk villages and museums.

Travel Information

Visas: Most tourists can visit Korea for 30 days without a visa, provided they have a return ticket upon entry. Many nationals may stay for longer periods, one to six months, without visas under reciprocity agreements between Korea and their governments. Visitors planning to work or reside in Korea for longer

Inbound Visitors



Unit: 1,000 people
Source: Korea Tourism Organization <www.visitkorea.or.kr>

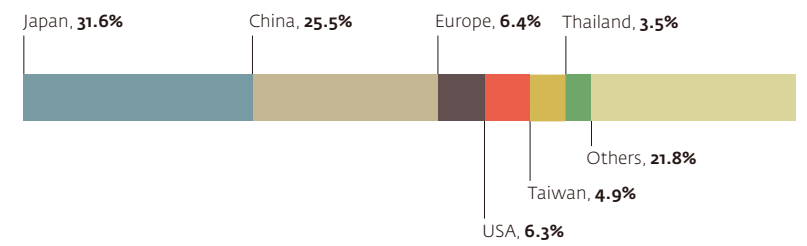
periods must have a visa before entry and obtain an alien registration card from a local immigration office within 90 days of arrival. (The government-sponsored website www.korea.net has links to more-detailed information.)


Currency: Korea's currency is the won, which comes in 1,000 (US\$ 0.9), 5,000, 10,000 and 50,000 won bills, and 10, 50, 100 and 500 won coins. Generally, banks are open between 9 a.m. and 4 p.m. Monday through Friday. Automated teller machines are in operation 24 hours a day. Most larger stores, hotels and restaurants in Korea will accept major international credit cards. However, it is advisable to carry some cash, since many smaller establishments and stores may not have credit card processing equipment.

Animal and Plant Quarantine: All imported animals, plants and their products are subject to quarantine at airports and ports of arrival at the time of entry.



Inbound Visitors by Nationality (2012)



 Korea Travel Phone 1330: Foreign tourists can get instant assistance by dialing 1330 anywhere in Korea.

Source: Korea Tourism Organization <www.visitkorea.or.kr>

Transportation

Getting to Korea

Arrival by Air: Korea is connected by air to every major capital in the world, either through direct flights or by connecting flights from major international airports in East Asia. About 52 international airlines maintain regular services, with over 1,876 flights into and out of Korea every week. Korea has eight international airports: Incheon International Airport, which opened in March 2001, and Gimpo for Seoul; Gimhae for Busan; Jeju; Cheongju; Daegu; Yangyang; and Muan. Gimhae and Jeju operate direct flights to and from Tokyo, Fukuoka, Nagoya and Osaka in Japan.

Special airport buses and city buses leave from various points in Seoul every 15~30 minutes from 4:30 a.m. to 10:30 p.m. and are less expensive alternatives to the KAL Limousine Bus line which connects Incheon International Airport with about 20 major hotels in Seoul.

Arrival by Ferry: Several companies, such as the Pukwan Ferry, Korea Ferry and Korea Marine Express, provide regular ferry services that link Busan with the



Incheon International Airport

Japanese ports of Shimonoseki, Fukuoka and Hakata. Another ferry service plies between Incheon and the Chinese ports of Tianjin and Weihai.

Temporary entry for private cars is allowed for passengers arriving by ferry, providing that drivers obtain the proper documentation.

How to Travel Around Korea

Domestic flights: Most domestic destinations are within an hour's flight from Seoul. Located between the western area of Seoul and the newer Incheon International Airport, Gimpo Airport is primarily used for domestic travel and short flights to Japan and China. Korean Air, Asiana Airlines and a few domestic discount carriers handle all flights within the country.

Railway services: The Korea Railroad (KORAIL) operates three types of trains — high-speed (KTX), express (Saemaoul), and local (Mugunhwa) — along an extensive nationwide network. The KTX trains link Seoul with Daejeon, East Daegu, Busan, Gwangju and Mokpo. Most popular destinations in the nation can be reached via direct line or a single transfer. Check Korea Rail's website



Pukwan Ferry's Seonghee plies between Busan and Japan's Shimonoseki.

(www.korail.go.kr) for information about combination train-ferry tickets and rail passes available. (Note: Rail passes are only available to inbound tourists and must be purchased from certified Korail vendors overseas.)

Local and city bus services: Regular intercity and long-distance express bus networks connect virtually all cities and towns in the country. Regular intercity buses are the least expensive way to travel around the country but make frequent stops. Bus fares range from 1,000 to 1,950 won (US\$0.9~1.76). The website “www.visitkorea.or.kr” has detailed information.

Long distance express buses: Long distance express buses go directly to their



KTX (Korean Train express), high-speed rail service launched in April 2004.

Airport Railroad (AREX)



One of the fastest and convenient routes between Incheon International Airport and Seoul, Airport Express (AREX) operates express train and commuter train services for tourists seeking to travel in comfort. For more information about AREX, go to www.arex.or.kr.

Int'l Airport Train Map



destinations, stopping only at expressway rest areas every few hours. Two types of buses link every major city in the country. Regular buses have four seats per row. The more-expensive deluxe buses have only three seats per row and offer amenities such as phones and movies. Some lines run late-night deluxe express buses as well. Seoul has three intercity terminals providing service to different parts of the country — the main Express Bus Terminal on Subway Line 3, 7 or 9 and Nambu Bus Terminal on Subway Line 3 in Gangnam and the Dong (East) Seoul Bus Terminal near Gangbyeon Station on Line 2. Busan’s Express Bus Terminal is in its eastern downtown area.

Subway services: The subway is the most efficient and convenient way to get around Seoul, Busan, Daegu, Gwangju, Incheon and Daejeon. Subways have developed into these cities’ main transportation systems and provide fast, safe, and comfortable rides. The Seoul Metro links all neighborhoods with the outlying areas and satellite cities. Fares vary according to destination, the basic fare being 1,050 won (US\$0.95). Passengers can easily pay bus and subway fares and receive free transfers by using a debit card, known as T-money.

Taxi services: There are two kinds of taxis — regular and deluxe. Fares are based on distance and time. The black deluxe taxis are more comfortable, provide better service and, therefore, charge more than the regular taxis. Nearly all taxis are equipped with a free third-party interpretation system that can be accessed by cell phone if passenger and driver have difficulty communicating.



Seoul Metropolitan Subway opened Line 1 in 1974 and now operates nine lines. The subway system is the most heavily used means of public transportation in Seoul.

Car rental: Driving can be an exciting and effective way of getting around Korea. Extensive road and expressway networks are available, which means you can visit every corner of the country easily.

Drivers must meet the following requirements:

- Have more than one year's driving experience.
- Have an International Driver's License.
- Be over 21 years of age.
- Possess a valid passport.

Rental fees vary from 60,000 to 460,000 won (US\$54.15–415.16) per day, depending upon the type of car. The speed limit is 60kph for most roads in the city and 80-100kph on expressways. Driving under the influence of alcohol or drugs is a felony that may result in a heavy penalty.

Ferry services: One of the most pleasant ways to see Korea, popular mainland to island ferry routes are Busan to Jeju Island, Mokpo to Hongdo, and Pohang to Ulleungdo. There are ships making runs between Busan and Yeosu, with many in-between stops possible at ports along the south coast and Hallyeo Maritime National Park. Click on the website "www.visitkorea.or.kr" for more information about transportation and many other tourist-related information.

Taxis



Regular Taxi: Fares are 2,400 won for the first 2 km and 100 won for each additional 144 meters. (Seoul) People can call taxis from anywhere in the city and be picked up within five minutes.



Deluxe Taxi: Deluxe taxis are black with a yellow sign on the top. They offer a higher quality of service and charge 4,500 won for the first 3 km and 200 won for each additional 164 meters.



Taxi Van: Eight-passenger van taxis are also available.

Accommodation

Visitors to Korea can choose from a wide range of quality accommodation, including hotels, inns, hostels, homestays and condominiums.

There is an extensive choice of hotels. At the lower end, rates start at about 80,000 won (US\$72.20) per night, and in the case of deluxe hotels, room charges go up from about 170,000 won (US\$153.43). An increasing number of hotels offer recreation facilities such as swimming pools, saunas, indoor driving ranges, bowling alleys and health clubs for their guests. There are also dance clubs, karaoke bars, casinos and recreation rooms, providing nighttime as well as daytime entertainment. In addition, exciting and fun-filled special seasonal events and packages are available throughout the year.

Inns (yeogwan) and hostels are inexpensive types of accommodation. They offer simple, clean rooms. Rates vary with the services and facilities

Templestay



Modern life is fast paced and stressful. Living in a hectic world, we are always in a hurry to get to someplace. Temple stay programs like the one at Samhwasa Temple give modern people a break from busy routines, an opportunity to concentrate on quietness and meditation without all the accoutrements we carry throughout our urban lives.

Currently there are 109 temples participating in the program nationwide. Basic overnight programs can be simplified to a half-day program (3.5 hours), or extended to 3- and 4-day experiences. Temples are always open to individual participants while groups may make reservations at any temple all year long.

Most temples participating in the program are located in well-preserved national or provincial parks and mountains. Thus, the program provides participants with a magnificent chance to relax, reflect and revitalize themselves in the tranquility of nature.

For more information about temple stay programs, go to www.templestay.com.

provided. Staying at hostels can cost as little as 10,000~22,000 won (US\$9.02~19.86) per night and inns range from 30,000 won to 60,000 won (US\$27.08~54.15).

Goodstay is a reliable and affordable accommodation service endorsed by the Ministry of Culture, Sports and Tourism and the Korea Tourism Organization. International standards were applied to register motels and inns that have demonstrated quality management and services. Rates are reasonable from 50,000 (US\$45.13) to 100,000 (US\$90.25) won per night on weekdays. As of Mar. 2013, 449 establishments nationwide have received the Goodstay seal of approval, ensuring everyone from backpackers to business travelers has a delightful stay in Korea.

Condominiums are apartment-style lodgings which provide convenience and comfort because of their private cooking facilities and seminar rooms, swimming pools, recreational facilities and nearby restaurants and supermarkets. They are usually located near ski resorts, famous mountains, parks, and beaches and are quite spacious. Although condominiums are



Pensions in Gangwon-do

exclusively rented to members during peak seasons, they can be rented to nonmembers during the slow season. The cost differs significantly according to facilities, but it typically costs around 80,000 (US\$72.20) to 150,000 (US\$135.38) won per night. However, there are luxury condominiums that can cost upwards of 200,000 (US\$180.51) won per night.

Pensions are a new type of lodging that have recently appeared in Korea. Pensions are usually located in tourist areas filled with natural scenery and landscapes. They are European-style houses or cottages and provide an excellent place for rest and recreation in a natural setting. There are many forms of pensions, from villas to simple log cabins. They are becoming extremely popular with couples and families.

Some Korean families offer homestays at a very reasonable rate or even for free to make friends from other countries. This is a good opportunity to make Korean friends and experience Korean family life firsthand.

Hanok (Korean Traditional Houses) are architectural gems, crystallizing a housing culture that has developed in the Korean Peninsula over thousands of years, veritable artworks in their own right. An ingenious floor plan, elegant details and an overall simple yet refined appearance are traits shared by Korean houses. The outstanding visual flair of Korean people is nowhere better reflected than in the houses they built, letting empty space speak its own aesthetic language and ensuring that harmony is omnipresent.

The foremost essence of a Korean traditional house, however, is its ability to seamlessly blend into the natural environment surrounding it and allow its occupants to live with nature, as part of nature. No wonder, each and every day spent in a Korean house feels like another step in life's artful journey.

In the countryside, some families rent rooms to travelers at very inexpensive rates, around 15,000 (US\$13.54) to 30,000 (US\$27.08) won depending on the season and the quality of the room. Since these "minbak" are often in humble private homes, the rooms do not come with private baths, and guests usually sleep and eat on the floor in the Korean traditional way. But

a wholesome breakfast is often part of the arrangement, which is particularly nice if visiting small towns with no restaurants.

BENIKEA, which stands for 'Best Night in Korea,' is the brand for a new-concept hotel chain, bringing together the best and most comfortable hotels in Korea. Fifty-four hotels, graded 'deluxe' and below, currently participate in BENIKEA. The purpose of this hotel chain providing quality accommodation at affordable rates is to bring more business to medium and low-cost hotels and improve accommodation infrastructure to boost the tourism competitiveness of Korea. Read on to discover the advantages offered by BENIKEA, providing travelers with an optimal accommodation solution wherever their travels may lead in Korea.

BENIKEA's fifty-four participating hotels are located in all the most traveled cities and regions across the country, including Seoul, Busan, Gangwon and Jeju, and its coverage is slated to further expand as more hotels join the chain. From hotels conveniently located for transportation, to downtown hotels great for city tours, hotels near an airport, coastal hotels with an ocean view, and hotels in hot spring districts and ski resorts, BENIKEA offers accommodation for all tastes and preferences, and is present wherever the attractions are.



BENIKEA offers accommodation for all tastes and preferences, and is present wherever the attractions are. <www.benikea.co.kr>

Exploring Korea

Seoul

Located along the Hangang River, Seoul has grown into a teeming metropolis with a population of more than 10 million. Over the years, the capital city has greatly expanded in the process of urbanization and industrialization and continues to grow as the thriving center of the country's political, economic, cultural and educational activities.

Seoul is the world's 10th-largest city. Its past and present coexist in a fascinating way: centuries-old palaces, city gates, shrines, gardens and priceless art collections attest to the city's illustrious past, while the glistening facades of soaring skyscrapers and the bustling traffic represent its vibrant present.

The old city was encircled by four inner mountains and four outer mountains. Bugaksan in the north, Naksan in the east, Inwangsan in the west, and Namsan in the south are "the inner mountains" as all were originally inside the old city walls of the Joseon capital. The four outer mountains are



Teheran-ro Street - Center of venture companies, in Seoul

Bukhansan in the north, Yongmasan in the east, Deogyangsan in the west, and Gwanaksan in the south. Each mountain has a unique beauty of its own while boasting natural scenic landscapes and spectacular views overlooking the city of Seoul. There are also numerous mountain springs that freely provide clean, clear water to refresh weary hikers.

In Seoul, the must-see attractions are the ancient royal palaces of the Joseon Dynasty: Gyeongbokgung, Deoksugung, Changdeokgung, and Changgyeonggung. Jongmyo, the royal ancestral shrine of the Joseon Dynasty, and Changdeokgung's adjacent Huwon (Rear Garden also known as the Secret Garden) are noted for their beautifully landscaped gardens and classical structures.

One of the most popular areas for tourists in the old center of Seoul is Insa-dong. A place that beckons both casual shoppers and serious collectors, it is lined with antique shops, art galleries, traditional teahouses, and restaurants and bookstores.

Other attractions highly recommended for visitors include the National Museum of Korea, the National Gugak Center, the Sejong Center for the



Gyeongbokgung Palace is arguably the most beautiful and remains the grandest of all the five palaces in the capital city.

Performing Arts, the Ho-Am Art Hall and Korea House. The National Museum of Contemporary Art in Gwacheon, a southern satellite town, also deserves a visit.

At Namsan Park, in the heart of Seoul, visitors can enjoy a panoramic view of the entire city from N Seoul Tower and look around a reconstructed Hanok village below. Visitors can relax, walk, or rent bicycles in numerous Seoul parks, such as Olympic Park, Seoul Grand Park, Seoul Forest, and the Hangang River Trail. These parks are among the hidden treasures of Seoul, enjoyed by residents but often missed by tourists.

Of course, Korean cuisine is also a must during a trip to the peninsula, either at a modern or traditional restaurant. Excellent Chinese and Japanese food is also available, as well as French, Italian, Thai, Pakistani and many other ethnic cuisines.

Seoul has an active nightlife with clubs, cafes, and roof-top lounges. A fantastic view of the city at night can be seen from the Seoul City Tour Bus or from along the Hangang River as a cruise boat slowly meanders through a valley flanked by high-rises.



Seoul City Tour Bus introducing spots all around Seoul for tourists visiting the capital city of Korea <www.seoulcitybus.com>

Seoul Vicinity & Gyeonggi-do Province

Gyeonggi-do Province is located in the western central region of the Korean Peninsula, with the Hangang running through its center. The river divides the province into a mountainous northern area and open fields to the south. While Seoul keeps its visitors busy with so many intriguing and enticing things to see and do, this area outside of Seoul can provide a refreshing and invigorating break.

The shoreline of coastal regions juts in and out along the beaches and includes countless bays and coves, capes and islands. The bays of Namyangman and Asanman, Gimpo and Hwaseong Peninsula, Ganghwado and Yeongjongdo islands are all attractions worth a trip outside of Seoul. The golden bell, the provincial flower, symbolizes prosperity and flourishes widely throughout the region.

Within a 50-minute drive to the south of Seoul is the Korean Folk Village. In this traditional village everyday Korean life of days gone by is reenacted. The Korean Folk Village opened in 1973 and now includes aspects



The 18-kilometer Incheon Bridge connecting Incheon International Airport and the New Songdo International City

of almost everything traditionally Korean. Homes typical of the various provinces are on display, and there are regular performances of tightrope walking, wedding and funeral processions, kite-flying contests and folk dancing in the village square. Blacksmiths, carpenters, potters and craftsmen can also be seen at work in their shops. In Suwon, adjacent to this traditional village is Hwaseong Fortress, a walled city of the Joseon Dynasty that was included in UNESCO's World Heritage List.

Yongin Everland, a comprehensive leisure complex, consists of state-of-the-art amusement park facilities, including a water park and spas, ideal for summer recreation for all age groups.

Ganghwado is situated in the estuary of the Hangang River north of Incheon Port. This island, Korea's fifth-largest, is rich in history and natural beauty. Major historic monuments here include an altar said to have been erected by Dangun, the legendary founder of Korea, along with fortresses, ancient walls, a celadon kiln dating back to the 13th century Goryeo Dynasty,



Korean Folk Village in Yongin

Walking through the 1km² village, visitors can experience over 270 traditional houses representing different regions in a natural atmosphere.

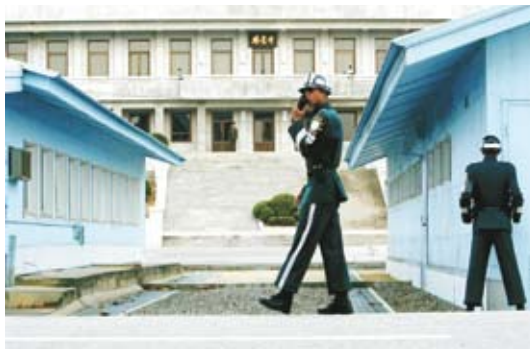
and Jeondeungsa Temple.

Just a 56-km bus trip north of Seoul is Panmunjeom, the truce village where the Korean Armistice was signed on July 27, 1953, ending the fierce fighting of the Korean War. It is now a joint security area managed by the UN Command and North Korean guards. Visitors are escorted and briefed by military guides.

Eastern Region

Gangwon-do Province is located in the central eastern region of the Korean Peninsula. Most of the land is covered with thick forests, providing an abundance of scenic vistas with fewer residential areas than in other provinces. Both its remote wooded mountains and ravines as well as small coastal towns are rich in scenic splendor.

With these natural conditions, Gangwon-do served as an ideal site for the 4th Asian Winter Games in January 1999. The International Travel Exposition (ITE) '99 was also held here from September 11 through October 30, 1999. Over 2 million visitors from overseas and around the country participated in these events. Under the theme, "Man, Nature and Life of the Future," the ITE offered an array of performances and events in addition to a number of fascinating exhibitions and useful information to visitors.



Panmunjeom truce village located in the DMZ in Paju, Gyeonggi-do Province - witnessed the truce talks that began in 1951 and the signing of the Armistice agreement in 1953. It remains a place of South-North talks to this day.

The eastern coastline, stretching 390 km from Hwajinpo to Busan, is rugged and mountainous with some of the most breathtaking scenery in Korea. Skiing and other winter sports help make the area a year-round resort destination. To meet the needs of the more than one million skiers per year, several resorts are now equipped with snow-making machines, which have extended the season from December to March. Other popular recreational activities in the region include swimming in summer and mountain climbing in autumn. The beaches here are perhaps the finest in Korea, gently sloping into shallow water, which has only mild currents.

Seoraksan Mountain, part of the Geumgangsan Mountain Range, draws visitors with its magnificent splendor. It is impressive and colorful all year round and is home to the Asiatic black bear, the symbol of Gangwon-do Province and one of the most endangered species in the world.

Other popular sites include the Cheoksan, Osaek and Sorak Waterpia hot springs in and around Seoraksan National Park and the unification



Winter Sports

Ski resorts have fine snow conditions and are equipped with advanced facilities for ski enthusiasts.

observatories abutting the DMZ that offer excellent views of North Korean territory. And every August, puppet theater groups from around the world converge on the capital of Gangwon-do for the Chuncheon Puppet Festival.

Ulleungdo, lying 217 km northeast of Pohang, is an extinct volcano rising prominently from the East Sea. Dokdo, the easternmost point of Korea, lies 87.4 km to the southeast of Ulleungdo.

Located in the East Sea, 90 kilometers to the Southeast of Ulleungdo, Dokdo Islet is part of Ulleungdo. It consists of Dongdo (East Islet) and Seodo (West Islet) and is surrounded by 36 tinier rock islets. Dongdo and Seodo face each other at a distance of 150 m and the average depth of the water between the two islets is about 10 m. Dokdo has a number of sea caves such as Hyeongjegul and Cheonjanggul. Cold and warm currents converge in the surrounding sea, creating an ideal environment for an abundance of marine life to come and thrive. There are also many birds like the Swinhoe's fork-tailed petrel, streaked shearwater, and black-tailed gull.

Since the entire islet is designated as a Natural Preservation Zone, the key to sightseeing is the enjoyment of the natural beauty of Dokdo. You can



Seoraksan Mountain
One of the most popular mountain tourist destinations for its beautiful scenery and rare species.

see Seodo from the wharf or take a stroll to view uniquely shaped rocks and gulls.

To get to Dokdo, visitors must first travel to Ulleungdo. Ferries for Ulleungdo leave from Mukho Port in Gangwon-do Province or Pohang in Gyeongsangbuk-do Province. The ports are about 161 km and 217 km away from Ulleungdo, with traveling time on the ferry about 2 hours and 20 minutes and 3 hours, respectively.

* Tour Information: +82-54-790-6454 (Korean, English)

Central Region

Chungcheongbuk-do and Chungcheongnam-do provinces lie in the western center of the peninsula. Chungcheongbuk-do is the country's only landlocked province, but with the completion of the Government Complex in its capital Daejeon and the newly opened international airport in Chungcheongbuk-do's capital Cheongju, the two provinces are being turned into a strategic heartland for the domestic economy.

Daejeon is about two hours south of Seoul by car and is a major train



Dokdo
Dongdo and Seodo face each other at a distance of 150 meters and the average depth of the water between the two islets is about 10 meters.

junction for the Seoul-Busan and Seoul-Gwangju-Mokpo lines. It is rapidly developing into one of Korea's major science and technology centers. Expo Park, the site of the International Daejeon Expo '93, has been renovated and converted into a public science park.

Buyeo, the last capital of the Baekje Kingdom (18 B.C.-A.D. 660), features the Buyeo National Museum which houses a comprehensive collection of about 7,000 relics from the Baekje period.

The Geumgang River flows alongside Gyeryongsan, one of the region's most popular mountains. As the original center of Baekje culture, the area abounds with unique cultural artifacts and historic relics.

Dotted between the many peaks and saddlebacks along the ridgeline of Sobaeksan Mountain are a wealth of national treasures and historical places. These include the seven-story stone pagoda of Yongdusa, the Palsangjeon wooden pagoda, Sangdangsanseong Fortress, and Admiral Yi Sun-sin's Chungnyeolsa Shrine.



The Namhangang River at Chungju, Chungcheongbuk-do

Many other celebrated temples, hot springs, national parks and natural wonders are also waiting to be discovered here. Chungjuho Lake offers a variety of delightful water sports in central Korea. Cruise boats ply its waters between Chungju and Danyang, giving passengers stunning views of the surrounding mountains. Gosudonggul Cave captivates visitors with its glistening stalactites in all shapes and sizes. Chungju orchards are one of the country's main sources of delicious apples. Yellow tobacco is also a specialty of this region, and the area's ginseng has gained a worldwide reputation.

Southwestern Region

Korea's southwestern region encompasses Jeollabuk-do and Jeollanam-do provinces. The region is relatively flat, containing broad stretches of rice paddies, and its jagged coastline creates many small harbors. It is a fertile and warm region sheltered by high mountains on the east and north and calm seas and many islands on the west and south. Because of the influence of both



Bird Watching

Seosan City southwest of Seoul is one of East Asia's best bird watching areas, with its Cheonsu Bay and the Seosan reclamation lakes and rice-fields.

continental and ocean climates, the region very varied weather.

Jeonju is famous for its traditional mixed vegetable rice dish, bibimbap, and for Hanji, traditional mulberry paper. The provincial bird is the magpie, which is related to a poignant legend. According to this legend, on the night of the seventh day of the seventh lunar month, magpies build a bridge above the Milky Way by carrying twigs and pebbles in their beaks, allowing two lovers, Gyeonu and Jingnyeo, who are destined to meet only once a year to see each other again.

Namwon is the gateway to Jirisan National Park, as well as the famed home of Chunhyang, one of Korea's legendary heroines. Chunhyangga, a narrative epic song (pansori) about the faithfulness of her love, is one of the most favored performances in Korea. Jirisan Mountain has the second highest mountain peak in South Korea. The sub-range is vast and stretches across three provinces, Jeollanam-do, Jeollabuk-do and Gyeongsangnam-do.

Deogyusan National Park commands superb views of the 30 kilometer-



The Jindo Sea-Parting Festival takes place once a year, in March or April, when the sea parts and reveals a path to an island for about one hour, attracting some one million tourists from home and abroad. <<http://miraclesea.jindo.go.kr>>

long Mujugucheondong Valley. The valley encompasses Muju Ski Resort.

The Gwangju National Museum is home to a collection of Chinese ceramics recovered from a 700-year-old Chinese merchant ship that was wrecked in the seas off Sinan.

Damyang, 22 km north of Gwangju, is the center of bamboo cultivation and craftsmanship. The Damyang Bamboo Museum is the world's first museum devoted exclusively to bamboo.

Other tourist sites and museums such as Hwangtohyeon Victory Field, Gochang-eupseong Fortress, the dolmen sites in Gochang and Hwasun counties and the Gangam Calligraphy Museum add historic and literary character to the province.

On Jindo Island, which is some 350 kilometers south of Seoul, visitors can see the Korean version of the Moses Miracle. The sea between the coastal village of Hoedong-ri on Jindo and nearby Modo Islet actually parts for about an hour twice a year in March or April, and again in the middle of July, leaving a



In May, the annual green tea festival takes place in Boseong, where green tea, music, and azaleas are all together in harmony. <<http://dahyang.boseong.go.kr>>

Jeonju Bibimbap



Jeonju Bibimbap is warm rice served with minced raw beef, bean sprouts, spinach, crown daisies, bracken, roots of Chinese bellflower, watercress, a raw egg and shiitake mushrooms. The contents are mixed with gochujang (hot pepper and soybean paste). This popular dish represents the cuisine of Jeolla-do with magnificent taste and color.

walkable path, 2.8 kilometers long and 40 meters wide. Jindo is also renowned for the indigenous Korean dog breed, Jindotgae, which is designated as Natural Monument No. 53.

Southeastern Region

Korea's southeastern region, encompassing Gyeongsangbuk-do and Gyeongsangnam-do provinces, is an area rich in tourist attractions, cultural assets and historical places. Hallyeo Maritime National Park and the mountains of Jirisan and Gayasan are among this region's most outstanding natural resources. In addition, the entire city of Gyeongju, ancient capital of the Silla Kingdom (57 B.C.-A.D. 935), is now an exceptional open-air museum. Royal tombs, temple sites with weathered stone pagodas and fortress ruins are scattered all around the city and have yielded many ancient treasures.



A group of guardian deities in bas relief decorates the walls of the Seokguram Grotto antechamber.

Gyeongju's main architectural sites are Bulguksa Temple and the nearby Seokguram Grotto. Both were completed in the eighth century and are representative of highly refined Buddhist art. They were included on UNESCO's World Heritage List in 1995. Other important historic sites include Daereungwon Tumuli Park, Oreung (Five Tombs), Cheomseongdae Observatory, General Kim Yu-sin's Tomb, and Namsan Mountain, which is dotted with numerous Buddhist images, pagodas and temple remains. The Gyeongju National Museum houses antique treasures recovered from Gyeongju and its vicinity.

Bomun Lake Resort, 6 km from downtown on the eastern outskirts of the city, is an integrated tourist destination with several first-class hotels and various recreational facilities. Haeinsa Temple is famous for housing the 80,000 wooden printing blocks used to print the Tripitaka Koreana, which were carved in the 13th century. The Tripitaka Koreana is acknowledged as the most complete compilation of Buddhist scripture in East Asia.



Seokgatap

The three-story Seokgatap (Sakyamuni) Pagoda boasts its austere, yet elegant style.

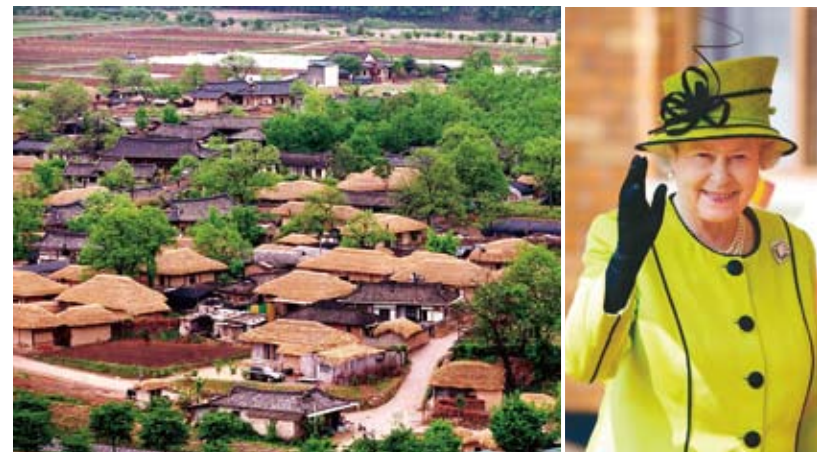


Gwangan Bridge is a suspension bridge located in Haeundae-gu, Busan. This structure, which spans 7.42 km, is Korea's first two-story marine bridge.

Not far from historic Gyeongju are the growing industrial cities of Pohang and Ulsan. Pohang is home to the POSCO steel mills, while Ulsan is the industrial base for Hyundai, one of Korea's leading conglomerates.

Further to the south is Busan, Korea's principal port and second-largest city. The Jagalchi Fish Market, one of Korea's most famous markets, is right next to the piers where fishing boats unload their daily hauls. The market offers tourists a great early morning attraction as buyers and sellers haggle over the catch of the day.

Andong is one of the last living vestiges of old Korea, a treasure-trove of Confucian tradition. Hahoe, a small village near Andong, which was added to UNESCO's World Heritage List in 2010, is famous for its unique traditional masks and the mask dance-drama, Hahoe-talchum. Dosan Seowon, a Confucian academy founded in the 16th century by one of Korea's most well-known scholars, Yi Hwang, is also nearby. Massive international tour and resort complexes were opened in 2006 in the western and northern areas, featuring ultramodern recreation and leisure facilities.



Hahoe Village in Andong, a clan village of the Pungsan Ryu family, preserves the traditional Korean way of life. Hahoe entered the World Heritage List in July 2010. (left) Queen Elizabeth II on a visit to Hahoe Village in 1999 (right)

Jeju Island and Southern Coastal Regions

Within an hour's flight from Seoul, Busan or Daegu, travelers in Korea can reach a land of a completely different character. Recognized as the best-preserved area in the nation, Jeju Island is Korea's only island province.

The island is Korea's most popular honeymoon destination. Known as 'Little Hawaii' for its volcanic landscape, picturesque subtropical scenery, sandy beaches, waterfalls and hiking trails, it is one of the world's top ten tourist attractions with over seven million visitors a year.

Jeju Island enjoys a semitropical climate, with its plants and landscape being remarkably different from those of the mainland. It is the natural habitat of over 2,000 species. Its principal mountain is the 1,950-meter Hallasan, a dormant volcano crowned with a large crater. Many centuries ago, lava flows from this volcano created tunnels, pillars and other unusual features formed by the quickly-cooled basalt. Favorite destinations include the Jeju Folkcraft and Natural History Museum, Jungmun Resort, Cheonjiyeon Falls, and Jeju Fantasy Gardens, and the Olle Trail.



Hallasan Mountain rising in the middle of Jeju Island has a crater lake.

Jeju Island's old thatched cottages with walls made from lava rock offer visitors a great chance to glimpse the island's unique folk culture. They reflect both the island's natural environment, characterized by strong winds, and the hearty lifestyle of its people.

Closer to the mainland, more than 3,000 smaller islands line the winding southern and western coastlines. The completion of the Honam and Namhae expressways in 1973 made these picturesque coasts more accessible. The areas around Jinhae, Tongyeong, Jinju and Namhae are recommended highlights. The southern boundary of the Korean Peninsula is a jagged coastline which has created an irregular pattern of bays and inlets dotted with large and small islands.

Shopping

South Korea is known as a shoppers' paradise, offering a great variety of items at reasonable prices. Tourists may purchase many necessities and souvenir items at any of the hundreds of shops in department stores and shopping arcades in Seoul as well as major cities throughout the country.

Popular shopping items include jewelry, ginseng, furs, silk, antique chests, ceramics, lacquerware, brassware, embroidery and many more unique Korean products.

Wholesale Clothing Markets (Clothing Shopping Mall)

When it comes to buying clothes in Korea, the wholesale clothing markets concentrated in Dongdaemun are becoming Korea's leading shopping centers. Thousands of small shops set in modern facilities open until daybreak attracting many fashionable night shoppers.

Traditional Markets

Traditional markets are where you can experience customary Korean shopping culture. At these markets, you will only find one-story buildings and small handcarts full of interesting goods. When you shop at one of these traditional markets, it is a good idea to shop at a comfortable pace, eating snacks at a street cart, and absorbing the culture. Carry Korean currency because it is unlikely that these shops accept foreign currency or credit cards. Gyeongdong, Kwang Jang and Namdaemun are among Seoul's most popular markets.



Traditional markets
You can buy things here at lower prices than at big discount stores and enjoy a friendlier atmosphere.

Department Stores

Korean department stores usually have sales in each of the four seasons. Generally, each department store has a two-week long sale period in January, April, July and October. It is a good idea to check out the advertisements and details of these sales on the Internet. You can also contact the KTO Korea Travel Phone (+82-2) 1330 to learn the exact date for the sale periods.

Large Discount Marts

These marts offer a similar variety of goods as department stores in Korea, but at discounted prices. One difference is that these marts typically don't carry luxury brands of clothing. Some of the largest discount marts in Korea include E-mart, Homeplus (formly Homever), Lotte Mart, and Kim's Club.

Itaewon

The shopping district of Itaewon has its roots in the 1960s. It primarily served as a shopping district for visitors and foreign residents, but nowadays it is

frequented by everyone. Itaewon is particularly loved by Korean trendsetters and fashionistas who visit the area to find new and unique items. The antique shops found here should not be missed.

Myeong-dong

Myeong-dong is more than a shopping district. It is like an amusement park full of excitement from morning till night. It has everything from large department stores to small shops and even street vendors selling all sorts of things. There's also a great selection of eateries, cute coffee shops, and movie theaters to choose from, so you'll never find a minute of boredom. Myeong-dong will undoubtedly be able to satisfy all your shopping needs.

*Myeong-dong Station (Seoul Subway Line 4) , Euljiro 1-ga Station (Seoul Subway Line 2)

Dongdaemun & Namdaemun Markets

Dongdaemun and Namdaemun Markets are probably two of the most crowded



Myeongdong - A shopping district in downtown Seoul, is where you can buy the latest high fashion and luxury brands. This is one of the most popular tourist spots among foreigners.



Insa-dong - A representative traditional cultural street always full of foreigners. Filled with galleries, folk crafts shops, traditional tea shops, and Korean restaurants.

areas in Seoul. The markets are packed with both visitors and locals in search of great bargains, and everything from fashion to artificial grass can be found here. After a long day of shopping, the sweet smell of food coming from the food carts lining the alleyways will make you even hungrier.

*Dongdaemun Market: Dongdaemun History & Culture park Station (Seoul Subway Line 2, 4 or 5), Dongdaemun Station (Seoul Subway Line 1 or 4)

*Namdaemun Market: City Hall Station (Seoul Subway Line 1 or 2), Hoehyeon Station (Seoul Subway Line 4)

Insa-dong

Insa-dong is the place to go to see and feel traditional Korea. The streets are filled with various art works, Korean antiques, traditional teahouses and restaurants where you can experience the unique culture of Korea. There are also many souvenir shops that have traditional gifts.

*Jonggak Station (Seoul Subway Line 1), Anguk Station (Seoul Subway Line 3), Jongno 3 (sam)-ga Station (Seoul Subway Line 1, 3 or 5)



Hongdae Free Market is a bazaar that features only handmade works.

Ewha Womans Univ., Hongik Univ., Apgujeong-dong

Well-established designers are not the only ones setting fashion trends in Korea; young and aspiring artists also contribute to today's fashion. In the areas of Ewha Womans University, Hongik University and Apgujeong, young designers can be seen selling their creations from carts on the streets. These ambitious entrepreneurs bring life and vibrancy to the streets of Korea and are creating change within Korea's fashion industry.

*Ewha Womans University Station (Seoul Subway Line 2), Hongik University Station (Seoul Subway Line 2), Apgujeong Station (Seoul Subway Line 3, Exit 2)

For more information

- Seoul Global Center: 82-2-1688-0120 <global.seoul.go.kr>
- Seoul Express Bus Terminal: 82-2-535-4151
- Korea Railroad Information Center: 82-1544-7788
- Incheon International Airport: 82-1577-2600
- CALT (City Airport, Logis & Travel, Korea): 82-2-551-0077~8
- Korean Air: 82-1588-2001
- Asiana Airlines: 82-1588-8000, 82-2-2669-8000
- Tourist Complaint Center: 82-2-735-0101

<http://www.visitkorea.or.kr>

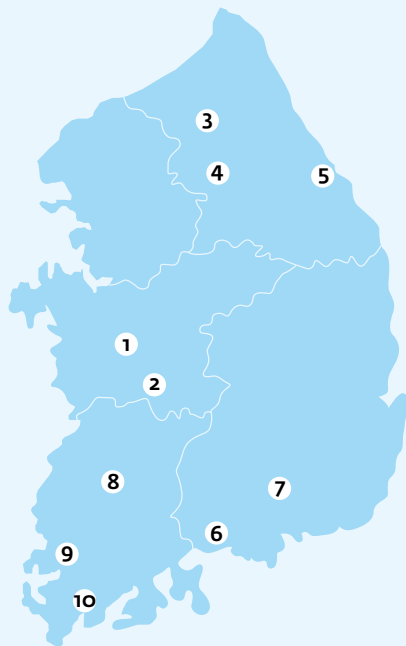


This mega-site run by the Korea Tourism Organization provides information in twelve languages. It gives travelers one-stop service – complete information about local tourism, culture, shopping, festivals and events, including reservations.

Tourism at a glance

Korean Festivals

Out of the thousands of festivals celebrated throughout Korea, the Ministry of Culture, Sports and Tourism short-listed some of the best festivals, based on their popularity and unique experiences. In the category of the signatory festivals in Korea, both the Jinju Namgang Lantern Festival and Gangjin Celadon Festival topped the list.



For more information about Korean festivals, go to www.visitkorea.or.kr



Chungcheongnam-do Province

1. Cheonan Heungtaryeong Dance Festival

Date: October 1-6, 2013

Venue: Cheonan Samgeori Main Stage, Arario Square, Cheonan

2. Geumsan Insam (Ginseng) Festival

Date: September 6-15, 2013

Venue: Geumsan Ginseng and Herb Street and Ginseng Expo Square

Gangwon-do Province

3. Hwacheon Sancheoneo (Mountain Trout) Ice Festival

The Hwacheon Sancheoneo (Mountain Trout) Ice Festival is a unique wintertime festival that has drawn over 1,000,000 visitors annually since 2006. The main activities of the festival include ice football, ice fishing, lure fishing, snow sculptures, snow sledding, a creative sled-making contest, ice trains, and the stringing up of mountain trout-shaped lanterns along the street.

Date: January 5 -27, 2013

Venue: Hwacheon, Hwacheon Riverside

4. Chuncheon International Mime Festival

Date: May 19-26, 2013

Venue: Chuncheon

5. Yangyang Pine Mushroom Festival

Yangyang is Korea's representative pine mushroom production region. During the festival, mushroom experts accompany visitors and help pick song-i (pine mushrooms). While in Yangyang, visitors can enjoy the clean air of the fresh pine tree forests and the spectacular natural landscape.

Date: October 2-6, 2013

Venue: Banks of the Namdaecheon Stream and Yangyang Market, Yangyang

Gyeongsangnam-do Province

6. Hadong Wild Tea Cultural Festival

Date: May 17-19, 2013

Venue: Tea Field of Hwagae-myeon (township) and Tea Culture Center, Hadong

7. Jinju Namgang Lantern Festival

The tradition of floating lanterns on the Namgang River in Jinju dates back to the 1592 Japanese invasion of Korea. Visitors can enjoy events such as hanging wish lanterns, the World Lantern Exhibition, and fireworks on the river.

Date: October 1-13, 2013

Venue: Namgang waterfront, Jinju

Jeollabuk-do Province

8. Gimje Horizon Festival

Date: October 2-6, 2013

Venue: Byeokgolje Gwangjang (Plaza), Gimje

Jeollanam-do Province

9. Hampyeong Butterfly Festival

Date: April 26 - May 8, 2013

Venue: Hampyeong Cheonsubyeon Park

10. Gangjin Celadon Festival

Due to its closeness to the sea, its climate, soil and resources are ideal for pottery, which is why Gangjin is the hometown of Korea's celadon culture. The 500-year-old celadon culture of Korea has flourished since the Goryeo Dynasty. The Gangjin Celadon Porcelain Festival began in 1996 to promote Korean celadon and the village.

Date: July 27 - August 4, 2013

Venue: Goryeo Celadon Doyoji Area

6

Korea and Nature

한국과 자연

General
Geography
People
Government
Economy
National Symbol
Climate and Weather
Topography
Coasts
Ramsar Convention on Wetlands

Autumn in Daegwallyeong, Gwangwon-do Province



6

Korea and Nature

한국과 자연

General

Country Name: Republic of Korea (South Korea)

Capital City: Seoul (10.20 million) (2012)

National flag: Taegeukgi

National flower: Mugunghwa (Rose of Sharon)

Currency: won (US\$1 = 1,127 won) (2012)

Language: Korean (Writing system: Hangeul)

Geography

Location: Strategically located at the center of Northeast Asia, Korea lies between Japan, the Russian Far East and China

Territory: Korean Peninsula_223,405 km²
South Korea_100,267 km²

Highest mountains: Baekdusan Mountain (N. Korea) 2,744 m,
Hallasan Mountain 1,950 m

Longest rivers: Amnokgang River (N. Korea) 790 km, Nakdonggang River 521.5 km, Dumangang River 521 km (N. Korea) , Hangang River 481.7 km

Major cities: Seoul (10.20 million), Busan (3.5 million), Incheon (2.8 million), Daegu (2.5 million), Daejeon (1.5 million), Gwangju (1.5 million), Ulsan (1.1 million) (2012)

Climate: Temperate with four distinct seasons

People

Population: 50.95 million (South Korea) (2012)

* Foreign residents (including short-term sojourners): 1.4 million

Median age: 38.9 years (2012)

Economically active population: 25.5 million (2012)

Population increase rate: 0.45% (2012)

Life expectancy: Male, 77.7 years; female, 84.5 years (2011)

Religion: A 2005 census showed one half of the population practice religion. Among them, 10,726,463 Buddhists, 8,616,438 Protestants and 5,146,147 Catholics comprise the three dominant religions.

Government

Political System: Republic with a president elected to a single 5-year term by direct popular vote. Division of power among the executive, legislature (unicameral National Assembly) and judiciary branches

President: Park Geun-hye since 2013

Suffrage: Universal at 19 years of age

Elections: Presidential_every 5 years
National Assembly_every 4 years
Local Government_every 4 years

Economy

Gross Domestic Product: US\$ 1,129 billion (2012)

Per Capita GNI: US\$ 22,708 (2012)

GDP Growth Rate: 2.0% (2012)

Foreign Exchange Reserves: US\$ 317 billion (2012)

Exports: US\$548 billion (2012)

Imports: US\$520 billion (2012)

Major Industrial Products: Semiconductors, automobiles, ships, consumer

National Symbol

National Flag

The Korean flag is called Taegeukgi. Its design symbolizes the principles of the yin and yang in Asian philosophy. The circle in the center of the flag is divided into two equal parts. The upper red section represents the proactive cosmic forces of the yang. Conversely, the lower blue section represents the responsive cosmic forces of the yin. The two forces embody the concepts of continual movement, balance, and harmony that characterize the sphere of infinity. The circle is surrounded by four trigrams, one in each corner. Each trigram symbolizes one of the four universal elements: heaven, earth, fire, and water.



National flag Taegeukgi

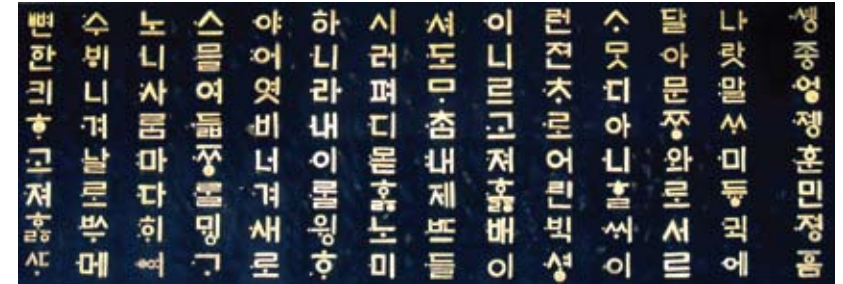


National flower Mugunghwa (Rose of Sharon)

Language

All Koreans speak and write the same language, which has been a decisive factor in forging their strong national identity. The words and accent spoken by the people of the Seoul area are regarded as the standard Korean. Among regional dialects, that of the people of Jeju Island off the South Coast is most distinct.

Hangeul, which consists of 10 vowels and 14 consonants, can be combined to form numerous, syllabic groupings. It is simple yet systematic and comprehensive, and is considered one of the most scientific writing systems in the world. Hangeul is easy to learn and write, which has greatly contributed to Korea's high literacy rate and advanced publication industry.



Thanks to Hangeul, Korea has achieved a nearly 100% literacy rate. The scientific and easy-to-write alphabet has also given the country an edge in the computer age.

The Korean Alphabet

Hangeul consists of ten vowels and fourteen consonants.

Consonants

ㄱ ㅋ ㆁ ㄷ ㅌ ㄹ ㄴ ㅁ ㅂ ㅅ ㅇ ㅈ ㅊ ㅋ ㅌ ㅍ ㅎ
g, k n d, t r, l m b, p s ng j ch k t p h

Vowels

ㅏ ㅑ ㅓ ㅕ ㅗ ㅛ ㅜ ㅠ ㅡ ㅣ
a ya eo yeo o yo u yu eu i

Depending on the vowel, syllables in Hangeul are written either from left to right (하) or from top to bottom (구) with the possibility of one or two additional letters below (한, 국).
Ex)

ㅎ + ㅏ + ㄴ = 한 ㄱ + ㅜ + ㄱ = 국
h + a + n = Han g + u + k = Guk

Useful Korean Phrases

안녕하세요 (How are you?)
an nyeong ha se yo

감사합니다 (Thank you.)
gam sa ham ni da

Climate and Weather

The Republic of Korea lies between 38°N. and 33°N. latitude and 126°E. to 132°E. longitude. The country has a continental climate of very cold, dry winters and very hot, humid summers. Winters are influenced by westerly winds from Siberia and the Mongolian plateau, while summers are generally characterized by oceanic climate due to moist, warm winds from the Pacific Ocean. Korea has four distinct seasons, though spring and autumn tend to be short. Spring comes in early April and lasts throughout May. The hot and humid summer begins in June and lasts about four months. The summer rainy season lasts from the end of June to mid July. Summer ends in late September, giving way to crisp, clear autumn days that last until the end of October. It becomes colder in November, and a very cold, bleak winter sets in during December and lasts until the end of February.



Spring on Bonghwasan Mountain (above)
Summer on Seoraksan Mountain (below)

Topography

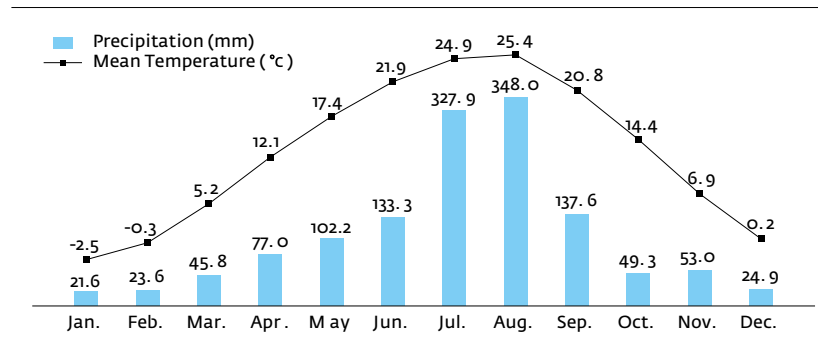
South Korea faces Japan across the East Sea and China across the Yellow Sea. To the north, across the DMZ, is North Korea.

The Taebaek Range, referred to as the backbone of the Korean Peninsula, stretches along the east coast and slopes steeply into the East Sea. Along the western and southern coasts, the mountains descend gradually onto the coastal plains, and large rivers wind through the area. The relatively wide plains stretch far from the mid-and downstream sections of the rivers. Many of Korea's highest mountains are part of the Taebaek Range. The most famous and picturesque is Seoraksan Mountain. The Taebaek Range has a branch trending southwest and culminating at the Jirisan Mountain massif. This is the Sobaek Range. The highest mountain in the Republic of Korea is Hallasan Mountain, a dormant volcano at the



Fall on Gayasan Mountain (above)
Winter on Jirisan Mountain (below)

Monthly Mean Temperature and Precipitation in Seoul



Source: Korea Meteorological Administration <www.kma.go.kr>

center of Jeju Island.

The largest rivers in South Korea are the Hangang River, Geumgang River, Yeongsangang River, Seomjingang River, and Nakdonggang River. The annual precipitation of Korea is 1,245mm, which is 1.4 times the global average, but the per capita precipitation is only one-eighth of the world average. Water management in Korea is difficult, especially because more than 60% of annual precipitation is lost as runoff during floods and torrential rains, while rivers dry up in the dry season. Exacerbating matters, water consumption has been increasing sharply due to population growth, economic development, and changes in lifestyles.

Coasts

Korea is a peninsula. The Yellow Sea is to the west, the East Sea to the east and the South Sea to the south. To the south of Korea's largest island is the East China Sea. The west and south coasts have heavily indented rias coastlines where the tidal range is enormous, and the relative flatness of land means that the tideland is very wide. Dotted with so many islands, it is called Dadohae, meaning 'sea of many islands.' The east coast, in contrast, is very straight; the water is deep; and the tidal range is narrow. Along the coast are sand dunes and lagoons, and the volcanic islands of Ulleungdo and Dokdo are far to the east on the East Sea.



Korean Peninsula

Extreme points	Places	Coordinates
Northernmost	Pungseo-ri (Yuwonjin), Hamgyeongbuk-do Province	43°00'42"N
Southernmost	Marado Island, Jeju Special Self-Governing Province	33°06'43"N
Easternmost	Dokdo Island, Gyeongsangbuk-do Province	131°52'22"E
Westernmost	Bidanseom Island, Pyeonganbuk-do Province	124°10'51"E

Source: National Geographic Information Institute

Ramsar Convention on Wetlands

The 21st century is the age of the environment. As the world reaches consensus against the destruction of the environment, people are becoming more interested in the environment and ecology, with the issue of sustainable development gaining greater prominence with each passing day. Korea is dedicated to protecting the environment. In fact, it is an integral part of the nation's development.

Upo Wetland

Upo Wetland in Changnyeong, Gyeongsangnam-do Province is the largest riverine wetland in the Republic of Korea. It spans about 2.3km² and is 7.5km in circumference. The wetland is home to 340 species of plants including the prickly lotus, 62 species of birds, and 28 species of fish designated by the Korean government as endangered species for protection. The wetland was inscribed on the Ramsar List of Wetlands of International Importance on March 2, 1998.



Upo Wetland - Inscribed on the Ramsar List of Wetlands of International Importance in 1998, this is the largest riverine wetland in Korea.

Suncheonman Bay

Suncheonman Bay adjoins Boseong, Goheung, Yeosu and Suncheon. The bay was created by the sinking of a vein of the Sobaek Range that splits toward Goheung Peninsula and Yeosu Peninsula. The shoreline of the pouch-shaped bay is very indented and stretches 58.7km. It is 30km long north to south and 22km long east to west. The mouth of the bay opens towards the southeast. Many islands, big and small, are scattered in the bay. Streams including Isacheon, Okcheoncheon, Dongcheon, Beolgyocheon, Yeonhwacheon, and Seonggicheon flow into the bay. The area has an oceanic climate with relatively high annual precipitation of 1,308mm. Not only does it boast beautiful scenery, but it is the only coastal wetland fully preserved of all large coastal wetlands in Korea. Diverse species of plants and animals inhabit this place, where freshwater from streams meet seawater. Some 200 species of birds winter here including *Grus monacha*, *Egretta eulophotes*, *Anas formosa*, and *Larus saundersi*. Suncheonman Bay was inscribed on the Ramsar List of Wetlands of International Importance in January 2006.



Suncheonman Bay - The ecosystem is well preserved, and the world's rarest species of birds winter here. Inscribed on the Ramsar List of Wetlands of International Importance in 2006.

7 History

역사

Gojoseon
Three Kingdoms and Gaya
Unified Silla and Balhae
Goryeo
Joseon
Japanese Occupation and Independence Movement
Founding of the Republic of Korea
History at a Glance

Rose of Sharon; in the background is an island shaped like the Korean Peninsula
(Seonam maeul, Yeongwol, Gangwon-do)



7

History

역사

Gojoseon

People began living on the Korean Peninsula and its surrounding areas from some 700,000 years ago. The Neolithic Age began some 10,000 years ago. Relics from that period can be found in areas throughout the Korean Peninsula, mostly in coastal areas and in areas near big rivers.

The Bronze Age began around 1,500 to 2,000 BCE in present-day Mongolia and on the peninsula. As this civilization began to form, numerous tribes appeared in the Liaoning region of Manchuria and in northwestern Korea. These tribes were ruled by leaders, whom Dangun, the founder of the Korean people, later united to establish Gojoseon (2333 BCE). The founding date is a

Pre-historic Period on the Korean Peninsula

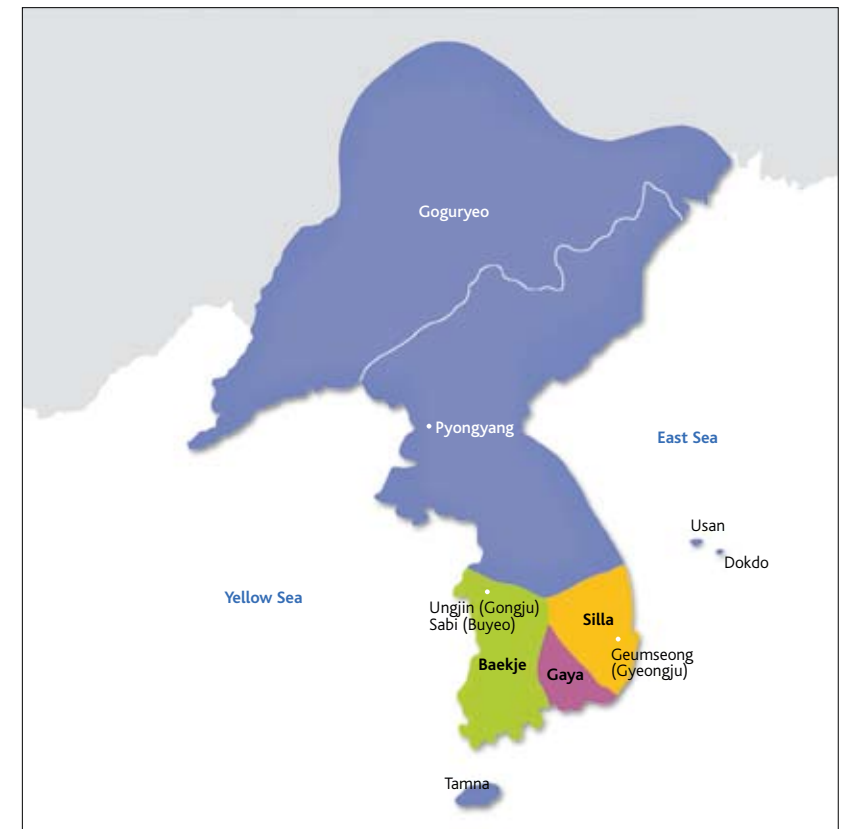
	Paleolithic Age	Neolithic Age	Bronze Age
Period	About 700,000 years ago	About 8,000 BCE	Around 1,000 BCE
Tools	Stone goods, bone-made tools	Polished stone tools, pottery	Bronze
Economic activity	Hunting and gathering — nomadic	Agriculture, livestock — settlements	Private property
Habitat	Caves, huts	Dugouts	Ground-level housing
Society	Group society, egalitarian society	Tribal and egalitarian	Class society, private property recognized
Relics	Jumeok dokki (hand axe), geulkkae (side-scraper)	Bitsalmunui togi (comb-pattern pottery), ppyeobaneul (bone needles)	Non-decorative earthenware (minmunui togi), mandolin-shaped dagger (bipahyeong donggeom)

testament to the longevity of Korea's history. This heritage is also a source of pride for Koreans and their strength to persevere in times of adversity.

Three Kingdoms and Gaya

Town-states gradually united into tribal leagues with complex political structures which eventually grew into kingdoms. Among various tribal leagues, Goguryeo (37 BCE- CE 668), situated along the middle course of the Amnokgang (Yalu River), was the first to mature into a kingdom.

Three Kingdoms and Gaya (5th century)



As a result of the wars of conquest initiated by Gwanggaeto the Great (r. 391-413) and King Jangsu (r. 413-491), Goguryeo was able to occupy a large swath of land that encompassed Manchuria and vast segments of the Korean Peninsula. The subsequent establishment of a political structure resulted in giving it the full trappings of an empire.

Baekje (18 BCE-CE 660), which grew out of a town-state located south of the Hangang River in the vicinity of present-day Seoul, was another confederated kingdom similar to Goguryeo. During the reign of King Geunchogo (r. 346-375), Baekje developed into a centralized state.

Silla (57 BCE-CE 935) was located in the southeast corner of the peninsula and was initially the weakest and most underdeveloped of the three kingdoms. However, because it was geographically removed from Chinese influence, it was more open to non-Chinese practices and ideas. Its society was built on an advanced Buddhist order that was markedly class-oriented, including a military that featured a unique corps of young aristocratic warriors called Hwarang.

Gaya (42-562) began as a type of confederation, formed when several tribes from the Nakdonggang River came together.



Armor and helmet
The armor used by Gaya warriors was made from long, rectangular steel plates connected by nails.



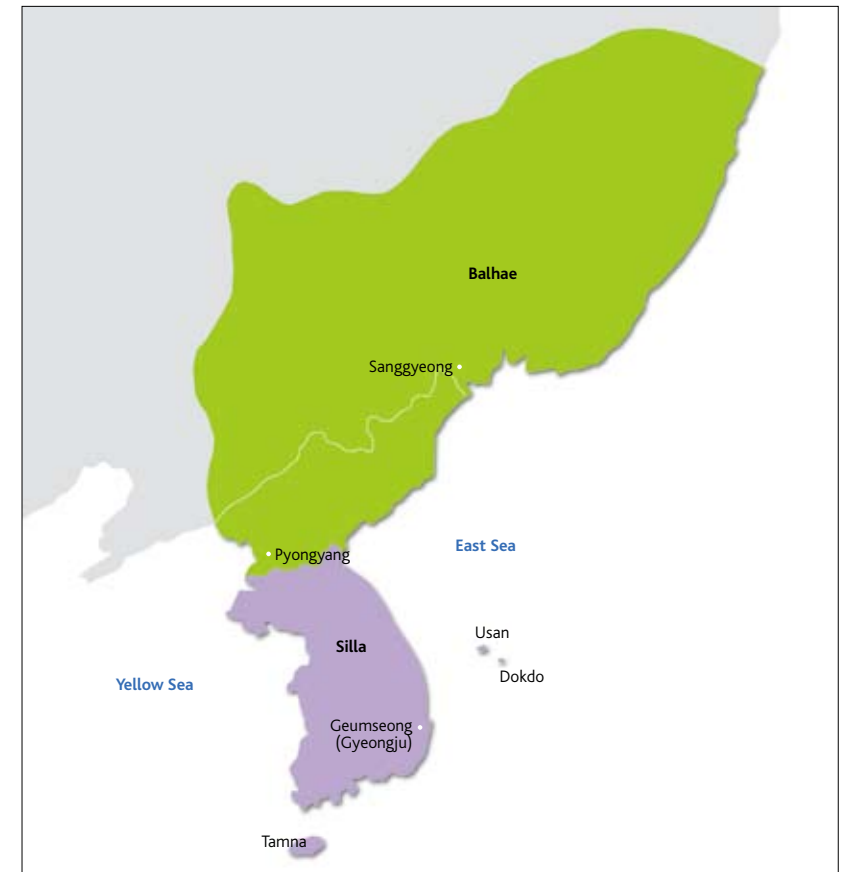
Inmyeon munui wadang
A roofing tile with added charm from Unified Silla

Unified Silla and Balhae

By the mid-6th century, the Silla Kingdom had brought under its control all of the neighboring town-states within the Gaya Confederation.

Forging an alliance with the Tang Dynasty of China, Silla was able to subjugate Baekje in 660 and Goguryeo in 668. The unification of the Korean Peninsula was further consolidated when Silla repelled expeditionary forces from Tang in 676.

Unified Silla and Balhae (8th century)



Silla reached its zenith in terms of power and prosperity during the mid-8th century. It attempted to establish an ideal Buddhist country. It was during the Unified Silla period that the magnificent Bulguksa Temple was constructed.

In 698, refugees from Goguryeo established the Kingdom of Balhae in south-central Manchuria. This new state included not only refugees from Goguryeo but also a large Mohe population.

Balhae established a government system which was modeled after the Goguryeo Kingdom's administrative structure. Moreover, its advanced culture was also rooted in that of Goguryeo.

Balhae's prosperity reached its height in the first half of the 9th century with the occupation of a vast territory reaching the Amur River in the north and Kaiyuan in south-central Manchuria to the west. It also established diplomatic ties with Turkey and Japan. Balhae existed until 926, when it was overthrown by the Khitan. Many of the Balhae nobility, who were mostly Goguryeo descendants, moved south and joined the newly founded Goryeo Dynasty.



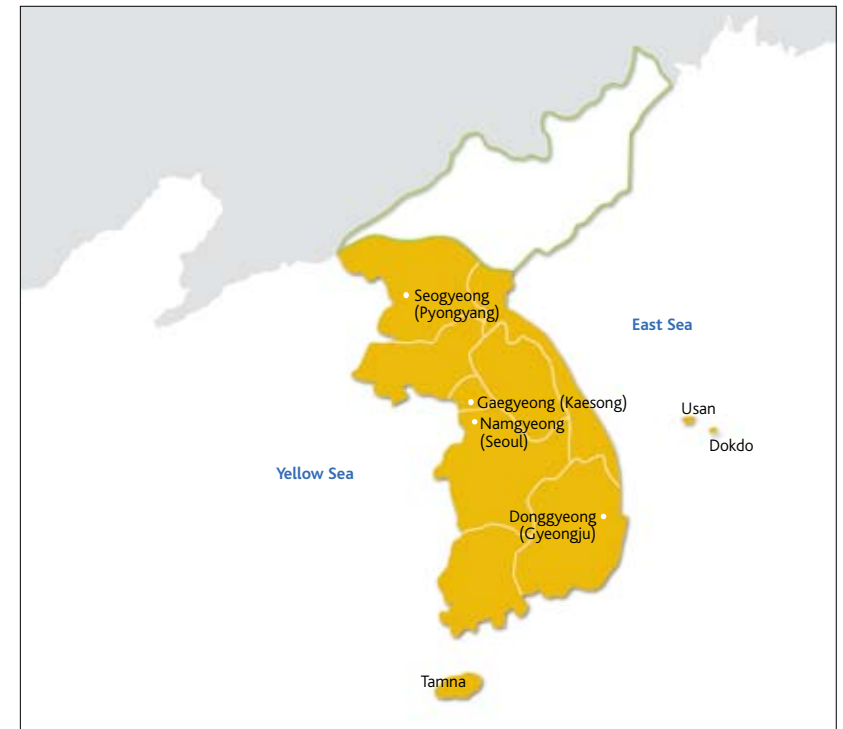
Restored metal movable type from the Goryeo era

Goryeo

The Goryeo Dynasty (918-1392) was founded by Wang Geon, a general who had served under Gungye, a rebel prince of the Silla Kingdom. Choosing his native town of Songak (present-day Kaesong in North Korea) as the capital, Wang Geon proclaimed the goal of recovering the lost territory of the Goguryeo Kingdom in northeast China.

Wang Geon named his dynasty Goryeo, from which the English name "Korea" is derived. Although the Goryeo Dynasty could not reclaim lost lands, it had a sophisticated culture represented by cheongja, or blue-green celadon, and flourishing Buddhist traditions. No less significant was the invention of the

Goryeo Dynasty (11th century)



world's first movable metal type in 1234, which preceded the Gutenberg Bible of Germany by two centuries. About that time, skilled Korean artisans also completed the herculean task of carving the entire Buddhist canon on large woodblocks.

These woodblocks, numbering more than 80,000, were intended to invoke the power of Buddha for the repulsion of Mongol invaders. Internationally called the Tripitaka Koreana, they are now stored at the historic Haeinsa Temple.

Joseon

In 1392, General Yi Seong-gye overthrew Goryeo and established a new dynasty called Joseon. The early rulers of Joseon, in order to counter the dominant Buddhist influence during the Goryeo period, adopted Confucianism as the guiding ideology of the new dynasty.

The Joseon rulers governed the dynasty with a well-balanced political system. A civil service examination system was the main channel for recruiting government officials. The examinations served as the backbone for limited social mobility and intellectual activity during the period. The Confucian-oriented society, however, highly valued academic learning while disdaining commerce and manufacturing.

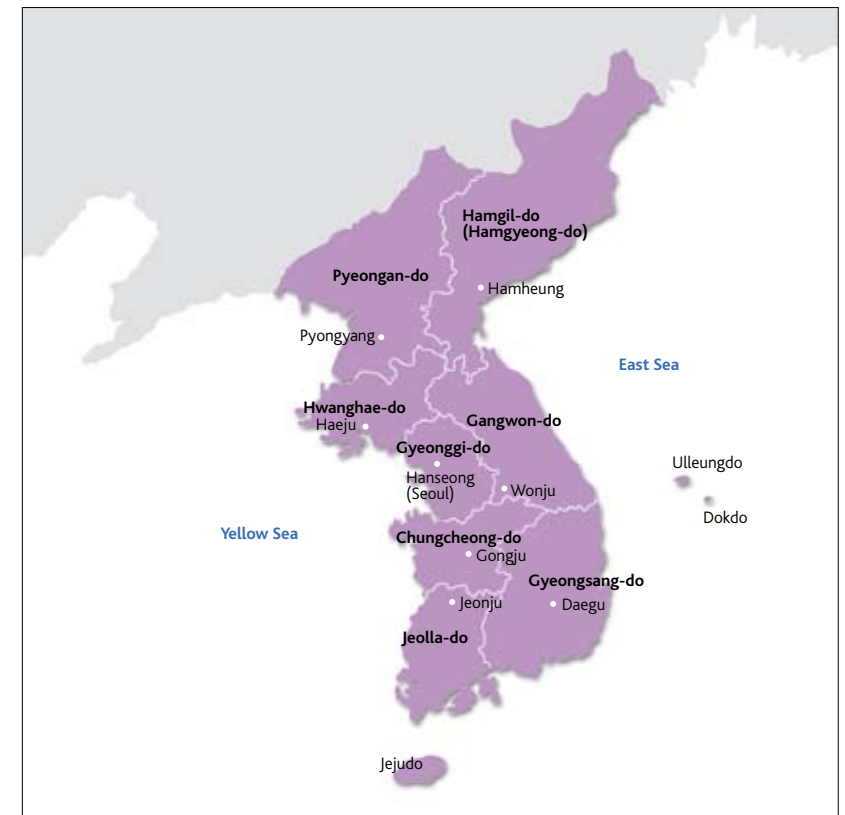


Gyeongguk daejeon (National Code) - The statutory code that defined the structure and functioning of the Joseon's government. (left) Drawings of a Geobukseon, believed to be the world's first ironclad battleship (right)

During the reign of King Sejong the Great (r. 1418-1450), Joseon's fourth monarch, Korea enjoyed an unprecedented flowering of culture and art. Under King Sejong's guidance, scholars at the royal academy created the Korean alphabet Hangeul. It was then called Hunminjeongeum, or "proper phonetic system to educate the people."

King Sejong's interest in astronomical science was comprehensive. Sundials, water clocks, celestial globes and astronomical maps were produced at his request.

Joseon Dynasty (15th century)



As part of efforts to streamline the ruling structure of Joseon, King Sejo (r. 1455-1468) put in place a legal system, and initiated the compilation of the Gyeongguk Daejeon (National Code). The ruling structure of the Joseon Dynasty was officially established with the subsequent completion of the Gyeongguk Daejeon during the reign of King Seongjong (r. 1469-1494).

In 1592, Japan invaded the peninsula to pave the way for its incursion into China. At sea, Admiral Yi Sun-sin (1545-1598), one of the most respected figures in Korean history, led a series of brilliant naval maneuvers against the Japanese, inventing the geobukseon (turtle ship), the world's first ironclad battleship.

From the early 17th century, a movement advocating Silhak, practical learning, gained considerable momentum among liberal-minded scholar-officials as a means of building a modern nation.

They strongly recommended agricultural and industrial improvements along with sweeping reforms in land distribution. The conservative court, however, was not ready to accommodate such drastic changes.

In the latter half of the Joseon era, government administration and the upper classes came to be marked by recurring factionalism. To rectify the undesirable political situation, King Yeongjo (r. 1724-1776) eventually adopted a policy of impartiality in government appointments. He was thus able to strengthen the royal authority and achieve political stability.

King Jeongjo (r. 1776-1800) maintained the policy of impartiality and set up a royal library (Gyujanggak) to preserve royal documents and records. He also initiated other political and cultural reforms. This period witnessed the blossoming of Silhak. A number of outstanding scholars wrote progressive works recommending agricultural and industrial reforms, but few of their ideas were adopted by the government.

Japanese Occupation and Independence Movement

In the 19th century, Korea remained a "Hermit Kingdom," adamantly opposed

to Western demands for diplomatic and trade relations. Over time, a few Asian and European countries with imperialistic ambitions competed with each other for influence over the Korean Peninsula. Japan, after winning wars against China and Russia, forcibly annexed Korea and instituted colonial rule in 1910.

The colonization process stimulated the patriotism of Koreans. Korean intellectuals were infuriated by Japan's cultural assimilation policy, which even banned Korean-language education in schools. On March 1, 1919, a peaceful demonstration demanding independence spread nationwide. The Japanese authorities ruthlessly repressed the demonstrators and their supporters, and massacred thousands.

Although it failed, the March 1 Independence Movement created strong bonds of national identity and patriotism among Koreans. The movement led to the establishment of a Provisional Government in Shanghai, China, as well as an organized armed struggle against the Japanese colonists in Manchuria. The Independence Movement is commemorated in Korea every March 1.

During the colonial period, Japan's economic exploitation of Korea continued. The lives of Koreans deteriorated under colonial rule until the end of World War II in 1945.



Kim Gu, President of the Provisional Government of Korea in Shanghai (left)
High-ranking officials from Korea's Provisional Government in Shanghai pose for a commemorative photo in 1945. (right)

Founding of the Republic of Korea

Koreans rejoiced at Japan's World War II defeat. However, their joy was short-lived. Liberation did not instantly bring about the independence for which the Koreans had fought so fiercely. Rather, it resulted in a country divided by ideological differences caused by the emerging Cold War. Korean efforts to establish an independent government were frustrated as U.S. forces occupied the southern half of the peninsula and Soviet troops took control of the north.

In November 1947, the United Nations General Assembly adopted a resolution that called for general elections in Korea under the supervision of a UN Commission.

However, the Soviet Union refused to comply with the resolution and denied the UN Commission's access to the northern half of Korea. The UN General Assembly then adopted another resolution calling for elections in areas accessible to its commission. The first elections in Korea were carried out on May 10, 1948, in the areas south of the 38th parallel. This artificial line came to divide the Korean Peninsula into South and North.

Rhee Syngman, a U.S.-educated intellectual and former independence fighter, was elected the first President of the Republic of Korea in 1948. Rhee's foresight was instrumental in establishing a separate government in South Korea, laying the groundwork for a democracy and a market economy. Meanwhile, a communist regime was set up north of the 38th parallel under the leadership of Kim Il-sung with Soviet support.

On June 25, 1950, North Korea launched an unprovoked full-scale invasion of the South, triggering a three-year war which drew in U.S., Chinese and other foreign forces. The entire peninsula was devastated by the conflict. A cease-fire was signed in July 1953.

Despite his historic contribution, Rhee was ousted from power in 1960 by student demonstrations protesting his protracted rule and election frauds.

Korea's growth-oriented, export-led economic development since the 1960s under the leadership of Park Chung-hee, the general-turned-president,

was so remarkable that it earned the name "the Miracle on the Hangang River." Following a 18-year authoritarian rule, however, Park was assassinated in 1979. Subsequently, South Korea was ruled by another general-turned-president until direct presidential elections were restored in 1987. But it was not until 1993 when civilian democracy was restored. Seoul hosted the Olympics in 1988 and Korea co-hosted the 2002 FIFA World Cup soccer games with Japan. Through expanding international trade and exchanges, Korea has demonstrated to the world its rich cultural heritage as well as modern technologies. In the 1950s, Korea ranked among the poorest countries. Today, its economy is the 13th to 14th largest in the world, and the nation is poised to become an active player on the global economic stage successful with the hosting of the G20 Summit in 2010.

The Republic of Korea has steadily followed the path to mature democracy and economic prosperity. Even though the legacies of the Cold War still linger on this peninsula and global economic crises have affected it, South Korea has been demonstrating remarkable resilience in coping with these challenges and looks forward to an even brighter future.

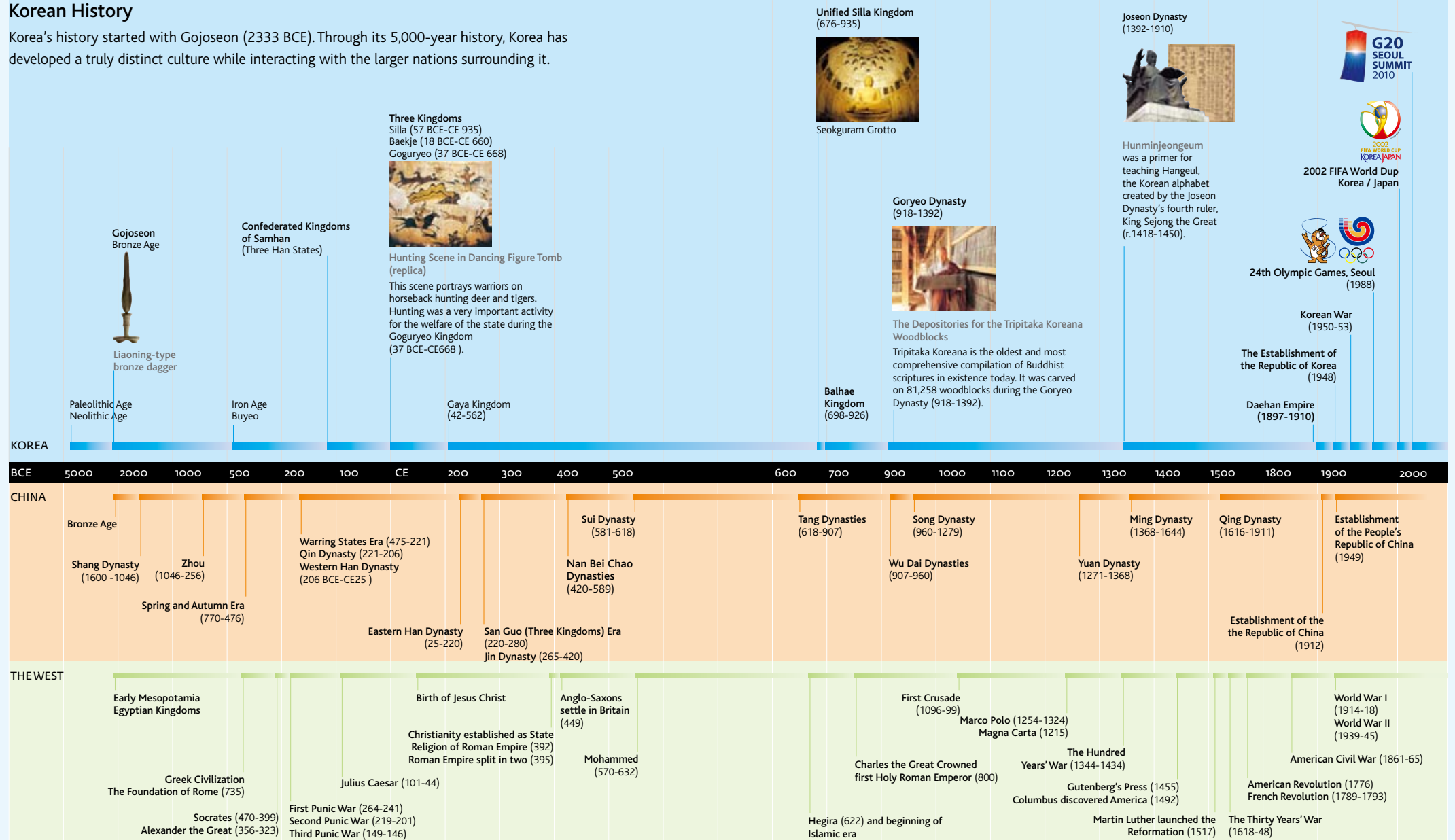


Rhee Syngman, the first President of the Republic of Korea (left)
The inaugural ceremony of the Republic of Korea Government on August 15, 1948 (right)

History at a glance

Korean History

Korea's history started with Gojoseon (2333 BCE). Through its 5,000-year history, Korea has developed a truly distinct culture while interacting with the larger nations surrounding it.



8

Constitution and Government

헌법과 정부

Constitution

Executive Branch

Legislature

Judiciary

Independent Organizations

Local Government

Constitution and Government at a Glance

Gwanghwamun Square (Seoul)



8

Constitution and Government

헌법과 정부

Constitution

As the nation underwent political upheavals in pursuit of democratic development, the Korean Constitution has been amended nine times, the last time on October 29, 1987.

The current Constitution represents a major advancement in the direction of full democratization. Apart from the legitimate process by which it was passed, a number of substantive changes are notable. They include the curtailment of presidential powers, the strengthening of the power of the legislature and additional devices for the protection of human rights. In particular, the creation of a new, independent Constitutional Court played a vital role in making Korea a more democratic and free society.

The Constitution consists of a preamble, 130 articles, and six



The manuscript of the first Constitution of the Republic of Korea

supplementary rules. It is divided into 10 chapters: General Provisions, Rights and Duties of Citizens, the National Assembly, the Executive, the Courts, the Constitutional Court, Election Management, Local Authority, the Economy, and Amendments to the Constitution.

The basic principles of the Korean Constitution include the sovereignty of the people, separation of powers, the pursuit of peaceful and democratic unification of South and North Korea, the pursuit of international peace and cooperation, the rule of law and the responsibility of the state to promote welfare.

A constitutional amendment requires special procedures different from other legislation. Either the President or a majority of the National Assembly may submit a proposal for a constitutional amendment. An amendment needs to be passed not only by the National Assembly but also in a national referendum. The former requires support of two-thirds or more of the National Assembly members, while the latter requires more than one half of all votes cast by more than one half of eligible voters in a national referendum.

Executive Branch

The President

The President of the Republic of Korea, elected by a nationwide, popular vote, stands at the apex of the executive branch.

The President serves a single five-year term, with no additional terms being allowed. This single-term provision is a safeguard for preventing any individual from holding the reins of government power for a protracted period of time. In the event of presidential disability or death, the Prime Minister or members of the Cabinet will temporarily serve as the President as determined by law.

Under the current political system, the President plays five major roles. First, the President is head of state, symbolizing and representing the entire nation both in the governmental system and in foreign relations. He

receives foreign diplomats, awards decorations and other honors, and grants pardons. He has the duty to safeguard the independence, territorial integrity, and continuity of the state and to uphold the Constitution, in addition to the unique task of pursuing the peaceful reunification of Korea.

Second, the President is the chief administrator and thus enforces the laws passed by the legislature while issuing orders and decrees for the enforcement of laws. The President has full power to direct the Cabinet and a varying number of advisory organs and executive agencies. He is authorized to appoint public officials, including the Prime Minister and heads of executive agencies.

Third, the President is commander-in-chief of the armed forces. He has extensive authority over military policy, including the power to declare war.

Fourth, the President is the nation's top diplomat and foreign policy maker. He accredits or dispatches diplomatic envoys, and signs treaties with foreign nations.

Finally, the President is chief policy maker and a key lawmaker. He may

propose legislative bills to the National Assembly or express his views to the legislature in person or in writing. The President cannot dissolve the National Assembly, but the Assembly can hold the President ultimately accountable to the Constitution by means of an impeachment process.

Cabinet

Under Korea's presidential system, the President performs his executive functions through a Cabinet made up of 15 to 30 members and presided over by the President, who is solely responsible for deciding all important government policies. The Prime Minister is appointed by the President and approved by the National Assembly. As the principal executive assistant to the President, the Prime Minister supervises the administrative ministries and manages the Office for Government Policy Coordination under the direction of the President. The Prime Minister also has the power to deliberate major national policies and to attend the meetings of the National Assembly.

Members of the Cabinet are appointed by the President upon



Cheong Wa Dae (Office of the President) <www.president.go.kr>



The 18th President Park Geun-hye

recommendation by the Prime Minister. They have the right to lead and supervise their administrative ministries, deliberate major state affairs, act on behalf of the President and appear at the National Assembly and express their opinions. Members of the Cabinet are collectively and individually accountable to the President only.

In addition to the Cabinet, the President has several agencies under his direct control to formulate and carry out national policies: the Board of Audit and Inspection of Korea, the National Intelligence Service, and the Korea Communications Commission. The heads of these organizations are appointed by the President, but the presidential appointment of the Chairman of the Board of Audit and Inspection is subject to the approval of the National Assembly.

The Board of Audit and Inspection has the authority to audit the financial accounts of central and local government agencies, government corporations and related organizations. The board is also vested with the power to inspect abuses of public authority or misconduct by public officials in their official duties. The results of audits are reported to the President and the National Assembly, although the board is responsible only to the chief executive.



Cabinet meeting presided over by President Park Geun-hye

The National Intelligence Service is authorized to collect strategic intelligence of internal as well as external origin and information on subversive and international criminal activities. It also plans and coordinates the intelligence and security activities of the government.

The Korea Communications Commission comprises five standing members who run the committee on a consensus-basis. It is the highest-level agency that governs broadcasting.

Legislature

Legislative power is vested in the National Assembly, a unicameral legislature. The Assembly is composed of 300 members serving four-year terms.

Out of 300 members, 246 are elected by popular vote from local constituencies, while the remaining 54 members obtain their seats through a proportional representation system in which seats are allocated to each political party that has gained 3 percent or more of all valid votes or five or more seats in the local constituency election. The system is aimed at reflecting the voices of people from different walks of life while enhancing the expertise of the Assembly.

To be eligible for election, a candidate must be at least 25 years of



The National Assembly

age. One candidate from each electoral district is selected by majority vote. An Assembly member is not held responsible outside the Assembly for any opinions expressed or votes cast in the legislative chamber. During a session of the Assembly, no Assembly member may be arrested or detained without consent of the Assembly except in the case of a flagrant criminal act.

In case of apprehension or detention of an Assembly member prior to the opening of a session, the member must be released during the session upon the request of the Assembly.

Two types of legislative sessions are provided for: regular and special. The regular session is convened once a year from September through December and special sessions may be convened upon the request of the President or one-quarter or more of the members of the Assembly. The period of a regular session is limited to 100 days and to 30 days for special sessions. If the President requests the convening of a special session, he must clearly specify the period of the session and the reasons for the request.

Unless otherwise provided in the Constitution or law, the attendance



Opening ceremony of the National Assembly regular session

of more than half of all Assembly members, and the concurrent vote of more than half of the Assembly members present, are necessary to make the decisions of the National Assembly binding. In the case of a tied vote, the matter is considered to be rejected by the Assembly. Legislative meetings are open to the public, but this rule may be waived with the approval of more than one half of the members present or when the Speaker deems it necessary to do so in the interest of national security.

The National Assembly is vested with a number of functions under the Constitution, the foremost of which is making laws. Other functions of the Assembly include approval of the national budget, matters related to foreign policy, declaration of war, the stationing of Korean troops abroad or of foreign forces within the country, and inspecting or investigating specific matters of state affairs and impeachment.

An impeachment motion against an appointed official can come to a vote if approved by at least a third of the Assembly. The impeachment passes if it receives the backing of a majority of the Assembly members. A motion of impeachment against the President requires a majority vote from the Assembly to proceed. The motion passes only if two-thirds or more of the entire Assembly approves.

The Assembly elects one Speaker and two Vice Speakers, who serve for two-year terms. The Speaker presides over plenary sessions and represents the legislature while supervising its administration. In the absence of the Speaker, the Vice Speakers shall act for the Speaker.

Judiciary

The Judiciary of Korea consists of the Supreme Court, High Courts, District Courts, Patent Court, Family Court, Administrative and Local Courts. The courts exercise jurisdiction over civil, criminal, administrative, electoral, and other judicial matters, while also overseeing affairs related to real estate registrations, family registrations, financial holdings, and court officials.

The Supreme Court is the highest judicial tribunal. It hears appeals on cases rendered by lower courts. The Chief Justice of the Supreme Court is appointed by the President with the consent of the National Assembly. Other justices are appointed by the President upon the recommendation of the Chief Justice. The term of office for the Chief Justice is six years and is not renewable. The Chief Justice must retire from office at the age of 70. The term for other justices is six years. Though they may be re-appointed in accordance with legal provisions, they must retire from office when they reach the age of 65.

The High Courts hear civil, criminal and administrative appeals cases rendered by district, administrative and family courts and try special cases designated by law. The Patent Court reviews decisions rendered by the Patent Office. The Supreme Court is the final tribunal over patent disputes.

District Courts are located in Seoul and in the following 13 cities: Incheon, Uijeongbu, Suwon, Chuncheon, Daejeon, Cheongju, Daegu, Busan, Changwon, Ulsan, Gwangju, Jeonju and Jeju. The Family Court is empowered to hear all cases involving matrimonial, juvenile or other domestic matters. The Administrative Court handles administrative cases only.

District Courts outside of Seoul also perform the functions of the



Supreme Court
The highest judicial tribunal and a symbol of public order and democratization making Korea what it is today

Administrative Court in their respective districts. In addition to these courts, there are military tribunals which exercise jurisdiction over offenses committed by members of the Armed Forces and their civilian employees.

Independent Organizations

The Constitutional Court

The Constitutional Court was established in September 1988 as a key part of the constitutional system. The Constitution of the Sixth Republic, based on the Korean people's deep enthusiasm for democracy, adopted a new judicial review system — the Constitutional Court — to safeguard the Constitution and to protect the people's basic rights by establishing special procedures for the adjudication of constitutional issues.

The Court is empowered to interpret the Constitution and to review the constitutionality of all statutes, to make judicial decisions on impeachment or on dissolution of a political party, and to pass judgment in competence disputes and constitutional complaints.

The Court is composed of nine Justices. The term of office for Justices is six years and is renewable.

National Election Commission

In accordance with Article 114 of the Constitution, the National Election Commission was established as an independent constitutional agency on a par with the National Assembly, the administration, courts and the Constitutional Court for the purpose of fair management of elections and national referenda. It also deals with administrative affairs concerning political parties and political funds.

The tenure and status of each Election Commissioner is strictly guaranteed as prescribed in the Constitution so that they can execute their duties without any external interference.

National Human Rights Commission

The Commission was established in 2001 as a national advocacy institution for human rights protection. It is committed to the fulfillment of human rights in a broader sense, including dignity, value and freedom of every human being, as signified in international human rights conventions and treaties to which Korea is a signatory.

The Commission is comprised of 11 Commissioners including the Chairperson, 3 Standing Commissioners and 7 Non-standing Commissioners. Among the 11 Commissioners, 4 are elected by the National Assembly, 4 are nominated by the President, and 3 are nominated by the Chief Justice of the Supreme Court and then approved by the President.

Local Governments

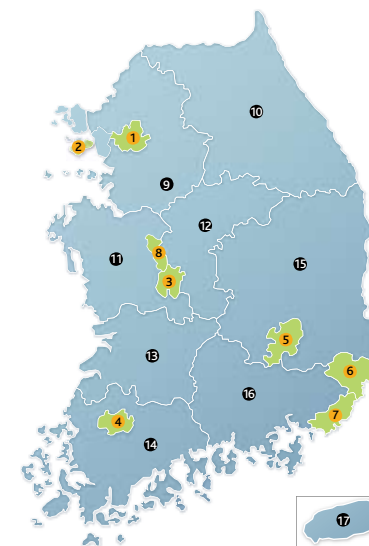
The Constitution of the Republic of Korea states in Article 117 that "local governments deal with matters pertaining to the welfare of local residents, manage properties and may, within the limit of laws, enact provisions relating to local autonomy regulations."

Local government heads manage and supervise administrative affairs except as otherwise provided by law. The local executive functions include those delegated by the central government such as the management of public properties and facilities and assessment and collection of local taxes and fees for various services.

Higher-level local governments basically serve as intermediaries between the central and lower-level local governments.

Lower-level local governments deliver services to the residents through an administrative district (eup, myeon, and dong) system. Each lower-level local government has several districts which serve as field offices for handling the needs of their residents. Eup, myeon, and dong offices are engaged mainly in routine administrative and social service functions.

Local Governments



Metropolitan Governments

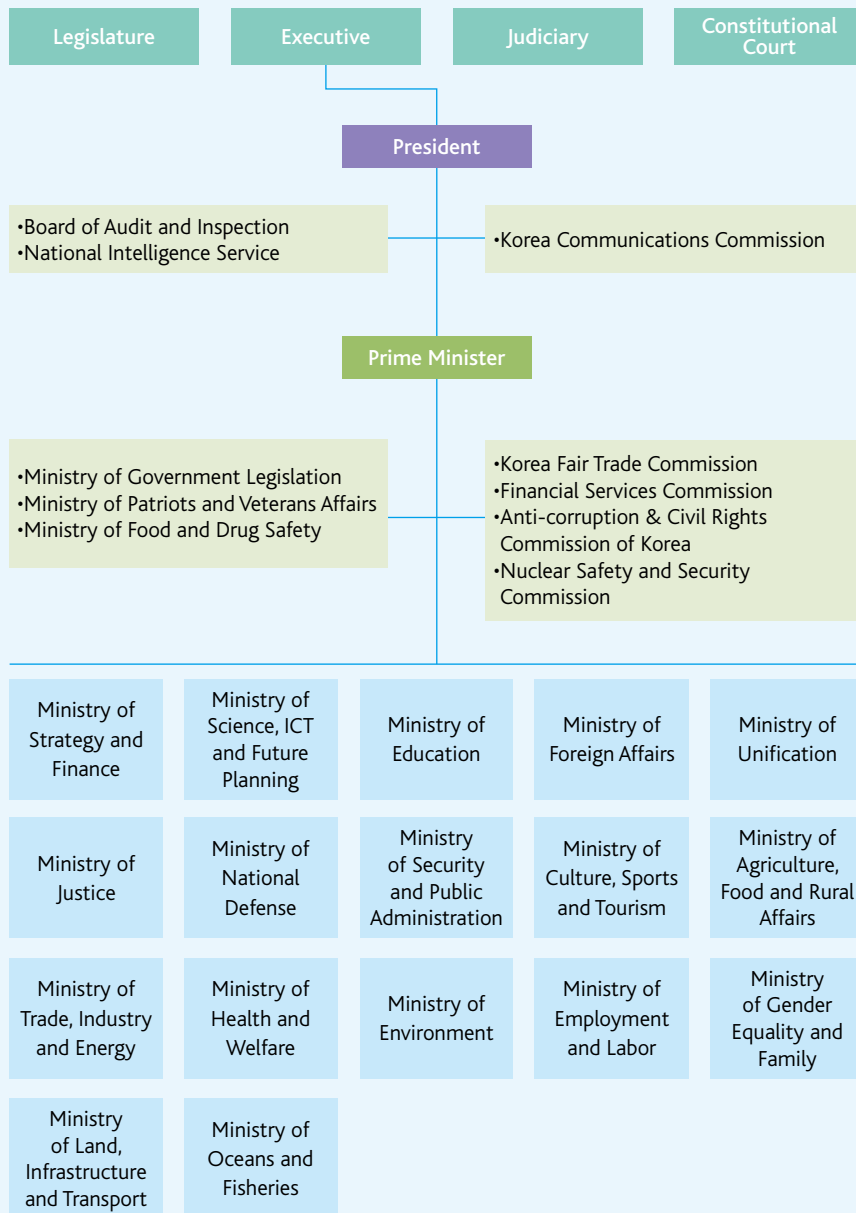
- 1 Seoul**
Office Location: Sejong-daero, Jung-gu
Population: 10.20 million
Area: 605 km²
www.seoul.go.kr
- 2 Incheon**
Office Location: Jeonggak-ro, Namdong-gu
Population: 2.84 million
Area: 1,041 km²
www.incheon.go.kr
- 3 Daejeon**
Office Location: Dunsan-ro, Seo-gu
Population: 1.52 million
Area: 540 km²
www.daejeon.go.kr
- 4 Gwangju**
Office Location: Naebang-ro, Seo-gu
Population: 1.47 million
Area: 501 km²
www.gwangju.go.kr
- 5 Daegu**
Office Location: Gongpyeong-ro, Jung-gu
Population: 2.51 million
Area: 884 km²
www.daegu.go.kr
- 6 Ulsan**
Office Location: Jungang-ro, Nam-gu
Population: 1.15 million
Area: 1,060 km²
www.ulsan.go.kr
- 7 Busan**
Office Location : Jungang-daero, Yeonje-gu
Population: 3.54 million
Area: 770 km²
www.busan.go.kr
- 8 Sejong Special Self-Governing City**
Office Location : Guncheong-ro, Jochiwon-eup
Population: 0.11 million
Area: 465 km²
www.sejong.go.kr

Provincial Governments

- 9 Gyeonggi-do**
Office Location: Suwon
Population: 12.10 million
Area: 10,171 km²
www.gg.go.kr
- 10 Gangwon-do**
Office Location: Chuncheon
Population: 1.54 million
Area: 16,874 km²
www.provin.gangwon.kr
- 11 Chungcheongnam-do**
Office Location: Hongseong
Population: 2.10 million
Area: 8,204 km²
www.chungnam.net
- 12 Chungcheongbuk-do**
Office Location: Cheongju
Population: 1.57 million
Area: 7,406 km²
www.cb21.net
- 13 Jeollabuk-do**
Office Location: Jeonju
Population: 1.87 million
Area: 8,067 km²
www.jeonbuk.go.kr
- 14 Jeollanam-do**
Office Location: Muan
Population: 1.91 million
Area: 12,267 km²
www.jeonnam.go.kr
- 15 Gyeongsangbuk-do**
Office Location: Daegu
Population: 2.70 million
Area: 19,029 km²
www.gyeongbuk.go.kr
- 16 Gyeongsangnam-do**
Office Location: Changwon
Population: 3.32 million
Area: 10,535 km²
www.gsnd.net
- 17 Jeju Special Self-Governing Province**
Office Location: Jeju
Population: 0.58 million
Area: 1,849 km²
www.jeju.go.kr

Constitution and Government at a glance

Government Structure



Presidents of the Republic of Korea



Park Geun-hye
18th President
(2013~)



Lee Myung-bak
17th President
(2008~2013)



Roh Moo-hyun
16th President
(2003~2008)



Kim Dae-jung
15th President
(1998~2003)



Kim Young-sam
14th President
(1993~1998)



Roh Tae-woo
13th President
(1988~1993)



Chun Doo-hwan
11th, 12th President
(1980~1988)



Choi Kyu-hah
10th President
(1979~1980)



Park Chung-hee
5th, 6th, 7th, 8th,
and 9th President
(1963~1979)



Yun Bo-seon
4th President
(1960~1962)



Rhee Syngman
1st, 2nd and 3rd
President
(1948~1960)

9

Economy

경제

Economic Situation
Industrial Innovation
Science and Technology
Information and Communications
Challenges Facing the Korean Economy
Foreign Direct Investment (FDI)
Investor-Oriented Support System
World-Class Logistics Hub
Economic Outlook
G20 Seoul Summit and Korea
Economy at a Glance



9

Economy

경제

Economic Situation

On the basis of Korea's recovery from the global financial crisis, the government has been continuously making efforts to strengthen the groundwork for long-term growth and boost the real economy.

The government is managing macroeconomic policies in a flexible manner so that the economic recovery can be maintained. It is also taking steps to prevent the recurrence of a crisis through monitoring of domestic and foreign causes of anxiety, while strengthening its effort to prepare for possible risks from households, businesses, the financial market and the foreign exchange market, so that the economy will not be affected by external shocks.

With employment below the pre-crisis level, the government has



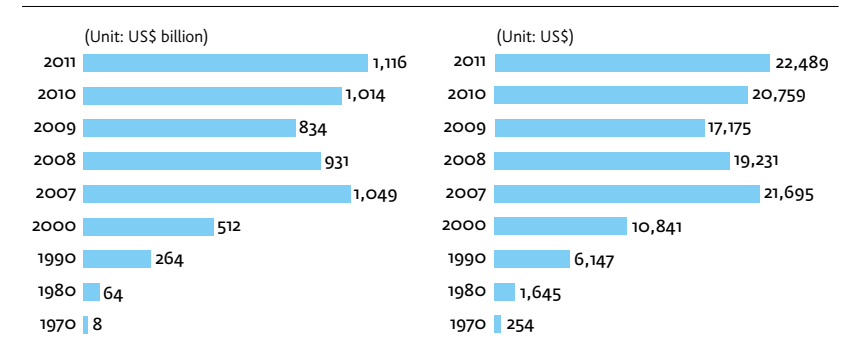
Miracle on the Hangang River
'Miracle on the Hangang River' refers to the miraculous economic growth that has transformed South Korea from the ashes of the Korean War

pushed for job creation with fiscal projects and its own employment assistance programs, and by launching a service sector development plan, in order to generate long-term as well as short-term jobs. The government has also stepped up efforts to support lower income classes with policies designed to stabilize prices, provide affordable housing, vitalize microcredit loans, and secure the livelihood of vulnerable groups.

Thanks to the government's successful policies, the Korean economy posted a growth rate of 6.2 percent in 2010, its highest mark in eight years, and per capita income returned to the US\$20,000 level. Domestic demand has led the growth while private consumption and facility investment have posted excellent figures. Exports have increased in line with a rise in overseas demand amid the global economic recovery and backed by increased competitiveness of Korean products. Korea has leapt ahead to become world's No. 8 exporting nation, in 2012 and achieved a trade surplus of over US\$25 billion for the fourth year in a row.

As a result of government efforts to create jobs, 323,000 jobs have been created, led by the private sector, with a rise in the portion of full-time jobs and subsequent improvement in the quality of jobs.

GDP Growth / Per Capita GNI



Source: The Bank of Korea <www.bok.or.kr>

In addition, Korea successfully hosted the G20 summit in 2010, boosting the country's image. The summit marked the first time for a non-G8 or Asian country to host the conference, and Korea played a key role as the chair of the summit, proposing the "Korea Initiative" and contributing to the substantial agreements. The summit showed Korea's diplomatic ability and leadership as it served as a bridge between advanced and developing countries, and played a leading role in the creation of a new international order.

Industrial Innovation

In 2011, as the world's 9th largest economy, South Korea has emerged as a success story in many ways. In 2011, Korea's trade volume amounted to US\$1,080 billion, ranking the country the 9th largest exporter in the world. Korea ranks the world's sixth in terms of foreign reserves. Much like other countries, the Korean economy has also been affected by the global economic downturn. Although the won lost nearly one-third of its value in 2008, the Director of the IMF's Regional Office for Asia and the Pacific has predicted that Korea would recover quickly due to its 'improved economic fundamentals.' Sustaining Korea's economic growth are key industries that have garnered



Vehicles lined up for export in Incheon, the largest port on the west coast.

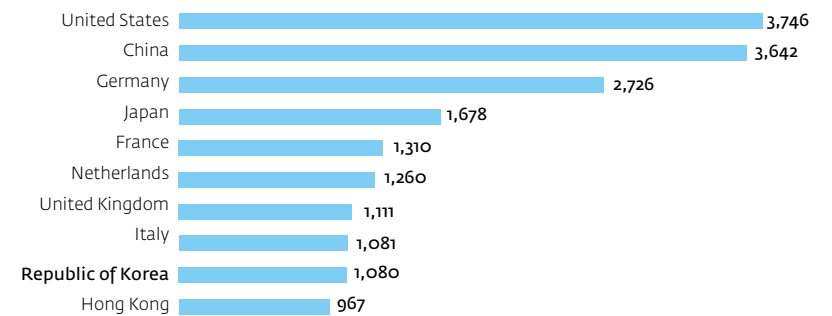
recognition in the global arena. Korea is the world's leading producer of displays and memory semiconductors. Also, it is the second-largest shipbuilding nation in the world. Meanwhile, it ranks second in terms of mobile phones, and fifth and sixth in automobiles and steel, respectively.

Korea's shipbuilding sector continues to be the industry leader, ranking second globally in terms of vessel tonnage built, new orders and order backlogs. Korea's shipbuilding sector currently accounts for about 34% of the world's total shipbuilding orders.

As a major auto manufacturer, Korea produces over 4.2 million vehicles annually. Since Korea first started exporting cars in 1976, the nation's auto industry has developed at a remarkable speed. Riding on the increased popularity of Korean automobiles all over the world, leading Korean car companies have begun extending manufacturing bases to overseas locations.

With almost 13% of the global market share, Korea's semiconductor sector is at the forefront of the industry, particularly in terms of flash memory and DRAM (Dynamic Random Access Memory). Korea's two leading semiconductor manufacturers, Samsung Electronics and Hynix, ranked 1st and 2nd in the world in the memory semiconductor sector in 2010. All told, the two

Leading Traders, 2011



Unit: US\$ billion

Source: World Trade Organization

giants accounted for almost 50% of the global market.

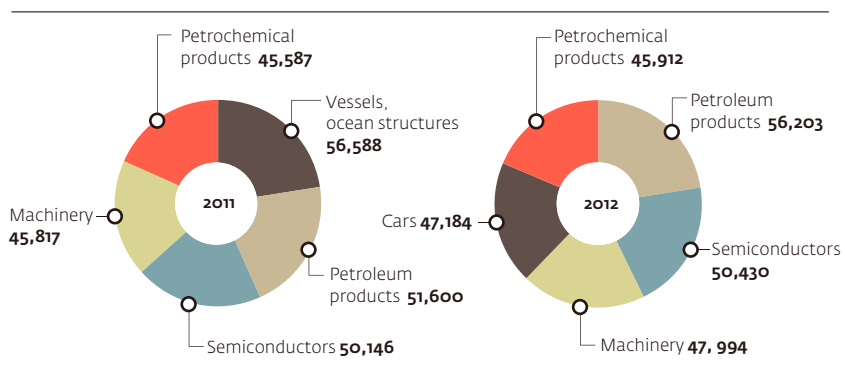
Looking back, the direction of Korea's industrial policy changed significantly every decade or so, helping to drive the economy toward a brighter and more prosperous future. From the early 1960s, Korea started to promote exports by enacting relevant laws and regulations and establishing export-oriented development plans. The heavy chemical industry was the center of the nation's industrial policy in the 1970s and there was industrial restructuring in the 1980s. The restructuring was aimed at promoting small and medium-sized enterprises (SMEs).

Market opening and liberalization marked the 1990s. When the Asian financial crisis hit in 1997, Korea took on bold reforms to bring about a speedy recovery. Korean businesses took the initiative to increase transparency and meet global standards while policies to facilitate startups were put into place.

Since 2000, innovation has topped the national agenda. To bring about more innovation, Korea is promoting business-friendly policies as well as policies enhancing cooperation between large companies and SMEs.

Korea's main emphasis is concentrated on stimulating the nation's

Top 5 export items



Unit: US\$ million

Source: Ministry of Trade, Industry and Energy <www.motie.go.kr>

growth engines and upgrading its industrial structure. To do so, Korea aims to further develop its component sector and knowledge-based service sector.

Having reached successful free trade agreements with the U.S., and the EU, Korea now hopes to explore other mutually beneficial pacts with other trading partners.

Science and Technology

To reinvigorate the development of advanced science and technology, the government established the Korea Institute of Science and Technology (KIST) and the Ministry of Science and Technology (MOST) in 1966 and 1967, respectively. Based on the belief that the country's future lies in the cultivation of human resources and the promotion of science and technology, the government launched the Ministry of Education, Science and Technology (MEST) on February 29, 2008.

The new government inaugurated in 2013 adopted the term creative economy, which refers to the creation of a new industry by integrating diverse science-related sectors with existing industrial sectors. The new government



The smartphone and tablet PC featuring the globally-recognized technology of Korean company Samsung.

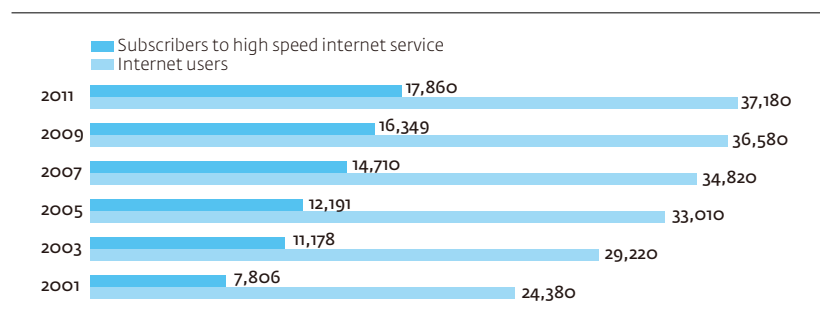
launched the Ministry of Science, ICT and Future Planning, which is in charge of affairs related to R&D and information/communication technology (ICT) in March 2013, to promote concentrated investment in, and the development of, science and technology. The newly launched ministry aims to integrate science and technology in general and ICT; to establish, coordinate, and evaluate policies related to science and technology; and to conduct R&D in science and technology, and promote the relevant activities, including the training of talented people.

The National Science & Technology Commission (NSTC) was launched in April of 2011, and is in charge of establishing the National Science & Technology Basic Plan and coordinating and connecting trans-governmental science & technology policies based upon the plan.

Initially, South Korea's national science and technology policies focused mainly on the introduction, absorption, and application of foreign technologies. In the 1980s, however, emphasis shifted to the planning and conducting of national R&D projects to raise the level of scientific and technological skills. This included programs to increase both public and private sector R&D investment and to nurture highly skilled R&D manpower.

Since the early 1990s, the government has been concentrating on three

Internet Use



Unit: 1,000 people

Source: Ministry of Science, ICT and Future Planning <www.msip.go.kr>

areas: fostering research in the basic sciences, securing an efficient distribution and use of R&D resources, and expanding international cooperation. These efforts are intended to increase Korea's technological competitiveness.

In 2010, Korea's total R&D investment reached US\$37.9 billion, which accounted for 3.74% of GDP.

South Korea will continue to strengthen its involvement in global issues such as the preservation of the environment and a stable supply of food, energy, and health care.

Information and Communications

South Korea is a leader in the area of information and communications technology. This is demonstrated by its vast ICT-related production and exports, world-class technology, and the wide use of Internet and mobile communication devices in the country. ICT industry-related products, such as computer chips and mobile phones, account for over 33% of Korea's total exports. As for communications services, nearly every Korean owns at least one mobile phone. Moreover, almost every household has a broadband connection.



The Saemangeum Seawall (reputed to be the longest man-made seawall in the world) is currently being built as a hub of green energy development.

All sectors of industry from the food-service industry to public transportation are heavily dependent on computers and ICT.

Today, Korean semiconductors, mobile handsets, TFT-LCDs and other items have become the most coveted in the global market because of their high quality.

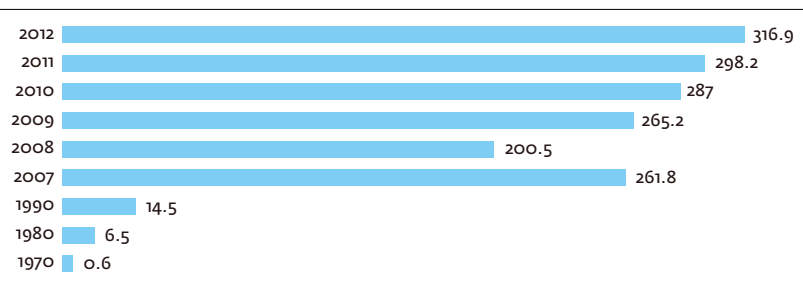
When looking at ICT-related statistics and changes that occurred in Korean society between 2001 and 2010, the number of broadband Internet subscribers increased from 7.81 million to 17.22 million, while the number of Internet users also increased from 24.38 million to 37.01 million. The e-commerce turnovers also showed growth between 2001 and 2010, from 108.9 trillion won (US\$84.4 billion dollars) to 746.3 trillion (US\$645.5 billion dollars).

Challenges facing the Korean Economy

In order to transform itself into one of the world's leading economies, Korea needs to manage macroeconomy in a sound manner, stabilize the livelihood of citizens and prepare for future risks.

First, it is necessary to implement a flexible macroeconomic policy to absorb overseas shocks and maintain price stability, while sustaining long-term

Foreign Exchange Reserves



Unit: US\$ billion

Source: The Bank of Korea <www.bok.or.kr>

economic recovery through the growth of the private sector.

Financial reform is a very important task Korea must accomplish, and the reform covers households, businesses, and financial institutions. Household debt needs to be maintained at a sound level, while corporations no longer sustaining on their own should be liquidated through corporate restructuring. Financial institutions must improve their soundness to prepare for possible insolvency of households and corporations. The government will closely monitor the financial market to detect sudden capital movements, which may disturb the economy, and seek measures to improve the foreign exchange sector.

As the living standards of the working classes, although improving, has yet to reach a satisfactory level, the government will strengthen efforts for the fruits of the economic recovery to trickle down to lower income classes. The country will lay a firmer ground for shared growth by boosting employment in the private sector, providing education and job training to vulnerable groups, and helping small and medium-sized enterprises (SMEs) raise competitiveness, while going on with efforts to support working people by reducing their cost of living and to protect vulnerable groups.

Facing a low birth and ageing society as well as declining growth potential, which will lead to a drop in economic growth, Korea needs to develop future growth engines and enhance productivity through restructuring. To help achieve this, the government will pursue lowering market entry barriers in service industries with large development and employment potential as soon as possible, while improving human resources development systems and increasing labor market flexibility so that human resources can be best used. The country needs to expand aid for green R&D to facilitate development of future growth engines in eco-friendly green industries, along with improving industrial support systems including financial support and tax incentives. Increasing productivity through market opening such as FTAs is also essential.

Furthermore, Korea needs to be prepared for future risks, such as an ageing society and climate change. The country will continue to do its best

to improve fiscal soundness based on a long-term fiscal outlook so that it can appropriately deal with the ageing of society and changes in inter-Korean relations. In addition, Korea needs to consider changes in demand accompanied by demographic changes, and adjust related systems such as those of education, medical care and housing. On the other hand, to successfully deal with climate change, it will have to actively pursue energy-saving, while developing new renewable energy sources.

Foreign Direct Investment (FDI)

Foreign direct investment (FDI) is an integral part of the Korean economy. The number of foreign-invested companies in Korea has increased exponentially over the last decade or so. In 1997 the number was less than 2,000, but it reached 14,000 as of 2010. They now account for 13 percent of sales, 12 percent of all exports and 6 percent of employment in the manufacturing sector.

Since the onset of the financial crisis in 1997, the Korean government



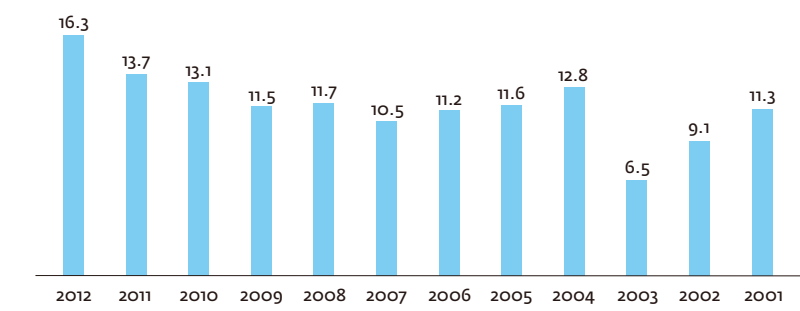
Prof. Guy Sorman, a political scientist at Paris University, delivered a speech at the Seoul Global Forum in July 2010.

has been active in its efforts to attract foreign direct investment to Korea; passage of the Foreign Investment Promotion Act in 1998 greatly facilitated these efforts. The Act opened up 99.8 percent of Korea's industries to foreign investment and provided significant protection for investors' interests. Under the Act, foreign investors also receive incentives including tax breaks, cash grants and affordable land.

From 2008-2010, Korea made numerous achievements. Corporate taxes were reduced; a new system has been introduced to better protect intellectual property rights; administrative procedures have been streamlined, making it easier to establish an industrial complex; the maximum amount of foreign capital that can be lent or borrowed without the need to report the transaction has been increased; and international financial reporting standards have been adopted. At the same time, the living environment for foreign business people has improved dramatically — there are more educational and healthcare facilities equipped to meet their needs, a more convenient processing system at customs for foreign business people living in or visiting Korea as well as more English-friendly services.

Many foreign-invested companies are conducting successful business

Foreign Direct Investment (FDI)



Unit: US\$ billion

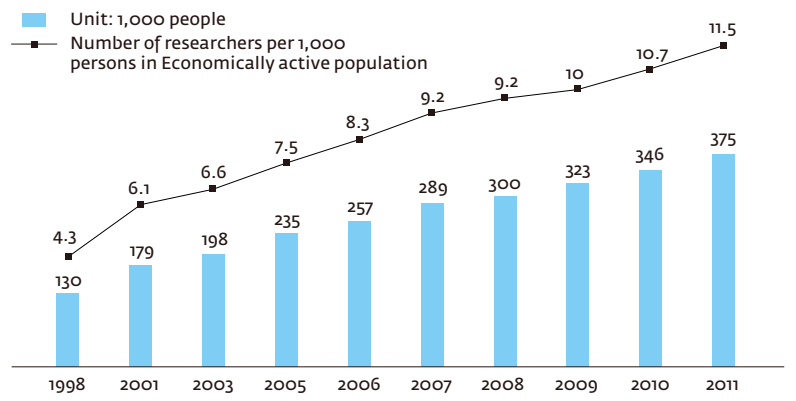
Source: Ministry of Trade, Industry and Energy <www.motie.go.kr>

in harmony with the Korean economy. The British retailer Tesco has done remarkably well in Korea. Tesco's Korean operations make up a third of the retailer's overseas sales. Another example of successful foreign investment is Standard Chartered First Bank (SC First Bank). Having first entered the Korean market in January 2005 following its US\$3.3 billion acquisition of First Bank, SC First Bank has now become the largest foreign investor in Korea's financial sector. SC First Bank accounts for one-fifth of the Standard Chartered group's total assets. An additional US\$900 million has been injected into the bank since 2005. SC First Bank's importance is evidenced by the fact that it is the only entity in the entire group that reports directly to the CEO of Standard Chartered - but those are just a few of the success stories.

Foreign direct investment received by Korea in 2012 rose to US\$16.3 billion, up from US\$11.5 billion in 2009. There is growing interest by investors in R&D facilities, logistics centers and regional headquarters of multinational corporations. There is also much interest in Korea's highly developed electronics sector from parts and materials companies.

Korea has several strengths as an FDI destination. Korea occupies a

Number of Researchers



Source: Ministry of Science, ICT and Future Planning <www.msip.go.kr>

strategic location within East Asia. The East Asian region is home to two-thirds of the world's population, produces one-fifth of the world's goods, and exhibits some of the world's highest economic growth rates. East Asia is expected to become the world's largest market and production center and the principal growth engine for the world economy. There are more than 61 metropolitan cities with populations of at least 1 million within a three-hour flight radius of Seoul. That makes Korea a gateway to an incredible array of promising investment destinations in East Asia. Companies can easily expand to overseas markets after using Korea as a test bed platform. Already more than half of the Fortune 500 companies have a presence in Korea.

Korea is home to some of the world's most successful industries. These include automobiles, steel, shipbuilding, semiconductors, displays and IT. Not only that, but Korea's construction companies are doing extremely well overseas. And Korea's online gaming industry is now the second largest in the world. Clearly, investing in Korea's advanced and rapidly growing industries is a wise choice for the future.

Korea is one of the most active countries in terms of pursuing FTAs with large economic blocs. As of May 2013, South Korea had effectuated a total of eight FTAs with 46 countries, including the United States. The country



The Seoul Global Center, opened in January 2008, provides multilingual administrative assistance for foreign businesses.

has also signed FTAs with Columbia, and is waiting to enter into effect. The country is engaged in FTA-related negotiations with Indonesia and China, RCEP and Vietnam. Korea's active pursuit of FTAs will help foreign investors based here to do business more effectively in the world market.

Also among Korea's greatest strengths are its excellent pool of human resources and its optimal business environment. Koreans' passion for education is well known throughout the world, and Korea produces more than 100,000 science and engineering graduates every year. Also, Korea boasts the highest Internet penetration rate in the world thanks to its ubiquitous Internet presence.

Underscoring the importance of investment to the nation's future, Korea is determined to do all it can to accommodate investor needs. For this, Korea is making efforts to improve the business environment for foreign investors. Invest Korea Plaza (IKP) is a good example of those efforts. It is the first business incubation complex in Korea for foreign investors. Designed to meet 21st century business needs, IKP offers furnished office and cutting edge conference facilities, in addition to on-site comprehensive services ranging from investment consultation provided by representatives of Invest KOREA and numerous government agencies to orientation programs on Korean business culture and information on daily living in Korea, all in a dynamic international business environment.

Investor-Oriented Support System

All current laws and regulations related to FDI have been streamlined and incorporated into a single legal framework represented by the new Foreign Investment Promotion Act (FIPA), which took effect in November 1998. Since its inception, the Act has enabled foreign investors to take advantage of one-stop service and uniform treatment.

Various incentives, including tax exemptions and reductions, have been instituted to promote FDI. To cite an example, corporate and income taxes are exempted or reduced for high-tech businesses for a period of seven years.

Government-owned real estate can be leased to foreign-invested firms for up to 50 years at favorable rates, and for no cost in certain instances. Free Investment Zones have also been established to accommodate large-scale FDI. The Government continues to phase out import restrictions, reducing the number of items subject to tariffs.

Service Sector: Liberalization of Korea's service sector was once limited to protect local service industries. However, the government has taken a number of actions toward its eventual full opening. To cite some examples, the life insurance industry is now completely open to foreign investors.

Foreign banks are no longer discriminated against. Investment by foreigners in retailing and wholesaling activities is also open, although certain restrictions still exist in specific areas. The advertising market, once open only to joint ventures with minority foreign participation, is now completely accessible to foreign investors.

Intellectual Property Rights: The government recognizes that the strict protection of intellectual property rights is essential for cooperative economic



A job seeker having a consultation with staff from a foreign company at the Job Fair for Foreign-Invested Companies in Korea

relations with major trading partners. Since 1987, the government has instituted fundamental reforms to strengthen the protection of intellectual property rights.

New copyright laws ensure comprehensive protection for both foreign and domestic work. Copyright protection lasts over the life of the author plus 50 years. Also, safeguards against intellectual property infringement have been extended to computer software products through specific legislation.

Agricultural Market: In Korea, as in many countries, agricultural policy is fraught with far-reaching social and political implications, making liberalization of this sector a daunting challenge.

Korean sensitivity about agriculture derives in part from the fact that arable land per farmer in Korea is only 1/57 that of the United States, which makes it impossible for Korean farmers to be as competitive as their U.S. counterparts. Nonetheless, the Korean government is making efforts to further open the domestic agricultural market. These efforts are accompanied by continuing government initiatives to strengthen the competitiveness of Korea's agricultural sector.

To translate its commitment to improving market access for various agricultural products, the government formed a task force in December 1988



Representatives of foreign companies listening to a presentation by KOTRA at the Foreign Investment Forum hosted by KOTRA

to revise the schedules for agricultural import liberalization until 1991. Revised plans have helped to increase the scope of liberalization and accelerate the pace of market opening.

World-Class Logistics Hub

Incheon International Airport, opened in March 2001, is equipped with state-of-the-art facilities and provides advanced traffic networks for its customers. With its strategic location, the new airport is poised to become a leading logistics and transportation hub in Northeast Asia. Expansion plans for the airport area include the 2nd passenger terminal, establishing a Free Trade Zone, and International Business Center.

Incheon International Airport was selected as the best airport for six consecutive years in the annual Airport Service Quality or ASQ conducted by the Airports Council International, which has 1,700 world airports as its members.

Incheon International Airport has seen a continuous increase in the volume of cargo since its opening in March 2001, and is now the world's second largest airport in terms of international air cargo volume handling 2.7 million tons in 2010.

Container ships from Korea ply international sea lanes to ports in South



Gwangyang Port, a logistics hub for Northeast Asia

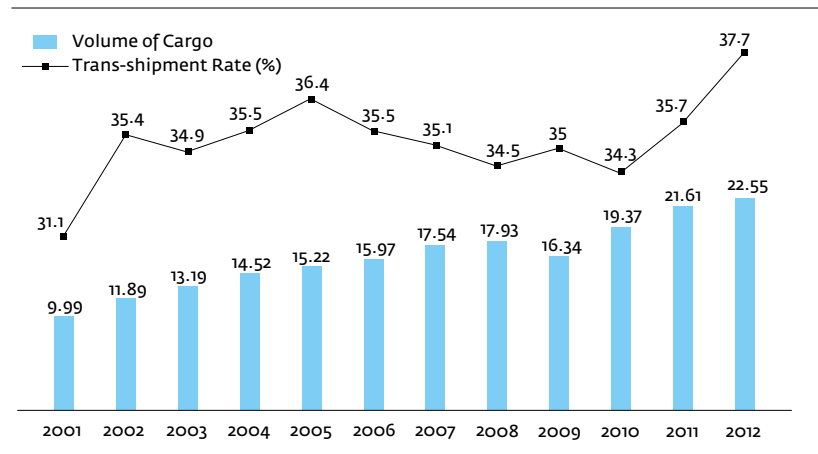
and North America, Europe, Australia, the Middle East and Africa. Foreign ocean liners, cruise ships and passenger-carrying freighters also pay frequent visits to Korean ports.

Port cargo volume also climbed steadily, from 11.89 million twenty-foot equivalent units (TEU) in 2002 to 22.54 million TEU in 2012, with the expansion of port facilities and increased productivity through improved cargo handling capabilities at Busan Port, Gwangyang Port and Incheon Port.

Economic Outlook

In 2013, the Korean economy is expected to grow around 3 percent, considering strong exports backed by the global economic recovery, private consumption boosted by stabilizing domestic and overseas financial markets as well as improving employment and income, and continuously rising investment. The number of newly employed, led by the private sector, is predicted to be around 320,000.

Port Cargo Volume and Trans-shipment Rate



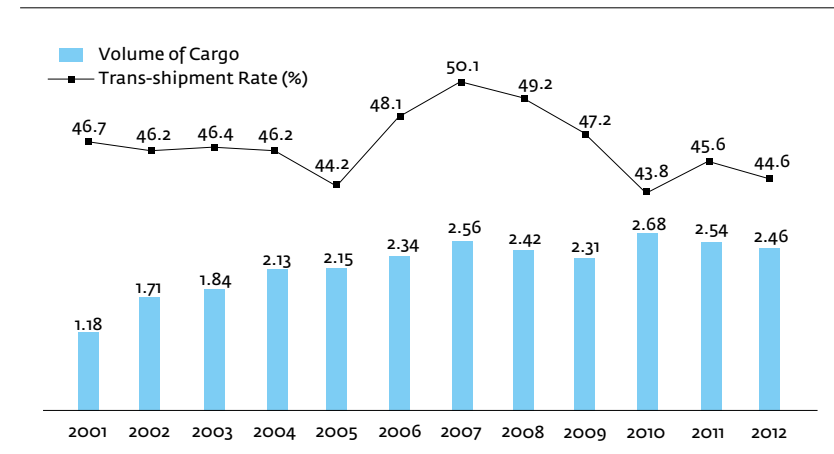
Unit: million TEU
Source: Ministry of Oceans and Fisheries <www.mof.go.kr>

However, there are uncertainties from outside affected. However, there are external uncertainties due to the worldwide financial crisis, unstable oil prices, and fluctuations in exchange rates, and ongoing European fiscal crisis. The government will closely monitor the economic situation and continue its efforts to maintain the recovery and keep prices stable.



Songdo International Business District (IBD)
Songdo IBD is an international business center being developed on 6 km² of reclaimed land along Incheon's waterfront. It is located 60 km south of Seoul and will be connected to Incheon International Airport by a 11 km highway bridge.

Cargo Volume and Trans-shipment Rate at Incheon International Airport



Unit: million tons
Source: Ministry of Land, Infrastructure and Transport <www.molit.go.kr>

G20 Seoul Summit and Korea

The G20 Seoul Summit was held on November 11-12, 2010 under the slogan “Shared Growth Beyond Crisis.” Korea hosted the meeting at a key juncture as the world was overcoming the economic recession sparked by the 2008 financial crisis. The summit, the first to be held in Asia or hosted by a non-G7 country, focused on agendas that can contribute to the solution of global economic problems. Among the agendas discussed were the fine-tuning of the G20 summit system; implementation of the agreements from the G20 Pittsburgh Summit in 2009; development of agenda items suitable to the institutionalization of the G20 summit; establishment of a global cooperation system; and strengthening of cooperation between G20 member states and non-member states.

As chair of the Seoul Summit and on the basis of its experience in economic development and overcoming crises, Korea served as a bridge between advanced and emerging countries. In an attempt to shift discussions that had centered on developed economies, Korea emphasized issues of



Members of the G20 wave during a family photo session at the G20 Seoul Summit 2010.

interest to emerging economies such as global financial safety nets, reform of global financial systems and progress in development.

Through their efforts in the Korean capital, G20 leaders adopted the “Seoul Declaration” under which they agreed to achieve by the second half of 2011 a market-determined exchange rate system and concrete guidelines for current account balances to address exchange rate problems and the global imbalance.

The declaration includes agreements on strong and sustainable systems of cooperation for balanced growth; reform of international financial institutions and global financial safety nets; financial regulation reform; trade and development; financial inclusion for the poor; energy, climate change and green growth; anti-corruption; the G20 business summit; and outreaches to emerging market economies.

In addition, the declaration contained three annexes, consisting of the Seoul Development Consensus for Shared Growth, the Multi-Year Action Plan on Development, and the Anti-Corruption Action Plan. The declaration also included one supporting document called Policy Commitments by G20 Members.

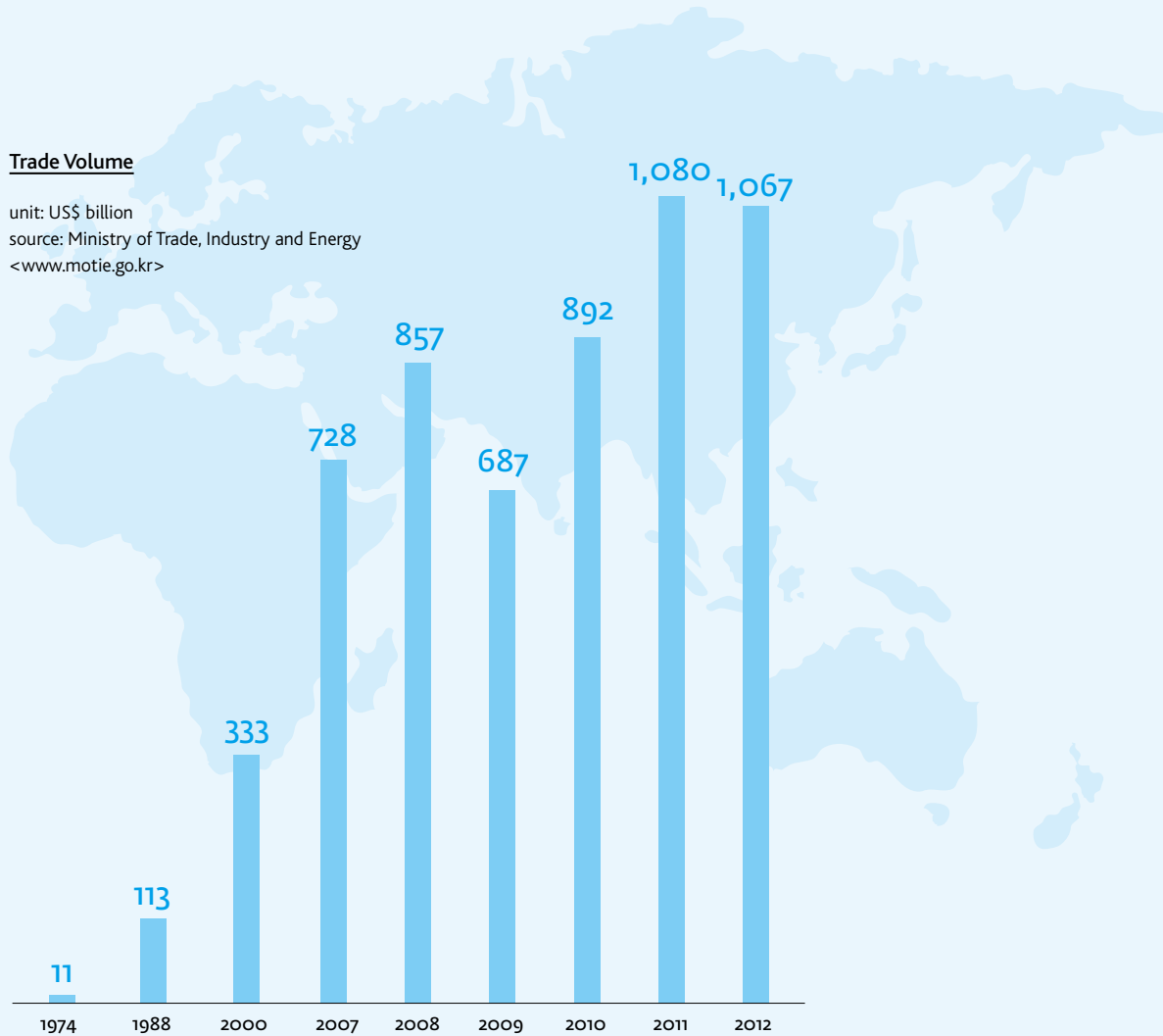
The G20 Seoul Summit demonstrated the international community’s recognition of Korea’s leadership and enabled the country to gain valuable intangible assets through expansion of its international networks and accumulation of experience from hosting the conference. To follow up on the success of the summit, Korea will continuously make efforts so it can become a rule setter for restructuring of global financial systems.

Economy at a glance

Over the past four decades, Korea's impressive economic growth has been part of what has been described as the "East Asian Miracle."

Trade Volume

unit: US\$ billion
 source: Ministry of Trade, Industry and Energy
 <www.motie.go.kr>



2012 Exports of Major items



unit: US\$ billion
 source: Ministry of Trade, Industry and Energy
 <www.motie.go.kr>

10

Korea in the World

세계속의 한국

International Relations
Economic Exchanges
International Peace and Cooperation
Korea's Development Cooperation
Future Policy Directions

COPION (Cooperation and Participation in Overseas NGOs) volunteers and students of Kathmandu enjoying the weekend in Nepal



Korea in the World

세계속의 한국

International Relations

The Republic of Korea, founded in 1948, upholds the values of democracy and free-market economy. The Cold War confrontation that emerged in the aftermath of World War II divided the world into two antagonistic blocs, and the Republic of Korea aligned itself with the democracies of the West.

As the Cold War intensified, the Republic of Korea focused on further cementing ties with its traditional allies and building cooperative relations with Third World nations. Since the 1970s, South Korean diplomacy has been aimed at promoting the peaceful reunification of the peninsula. To this end, South Korea has bolstered ties with allies and played an active role in the international arena.

Having laid a firm basis for its diplomacy, the Republic of Korea continued throughout the 1980s to forge cooperative partnerships with various nations in a wide array of fields. In the late 1980s and early 1990s, the Republic of Korea responded swiftly to the epochal changes in Eastern Europe and in the former Soviet Union, changes which effectively brought an end to the Cold War by actively pursuing the so-called "Northern Diplomacy."

This led to the establishment of diplomatic relations with former Communist Bloc countries. South Korea's normalization of relations with these countries, including the Soviet Union and China, brought a truly global aspect to its diplomacy. However, the crowning achievement of the Northern Diplomacy occurred in September 1991 when South and North Korea

simultaneously joined the United Nations.

The signing by South and North Korea of the Agreement on Reconciliation, Nonaggression and Exchanges and Cooperation (the South-North Basic Agreement) and the Joint Declaration of the Denuclearization of the Korean Peninsula in December 1991 was designed to pave the way for peaceful coexistence and prosperity of the two Koreas.

Economic Exchanges

The end of the Cold War ushered in a new trend in the form of regionalism. Countries which pursued export-led growth such as the Republic of Korea found themselves facing a new international economic environment.

Korea's export-led growth has been largely dependent on trade with advanced countries such as the United States, Japan and the European Union. This situation has often led to frictions over trade imbalances. However, Korea's reliance on trade with advanced countries has steadily declined as trade with developing countries has increased.

As its economy shifts from labor-intensive to technology-intensive industries, South Korea is expected to expand its trade with developing countries and the nations of Eastern Europe, given the growing complementarity of their economies, thus making a greater contribution to the development of the global economy.

With industrialized countries that remain crucial as partners not only in trade but also in the area of science and technology, Korea will endeavor to minimize friction through the reciprocal opening of its industrial, agricultural, and service sectors.

The Republic of Korea is committed to global trade liberalization, and is an active participant in the Doha Development Agenda negotiations launched in 2001.

As of May 2013, South Korea had effectuated a total of eight FTAs with 46 countries, including the United States, Chile, Singapore, EFTA, ASEAN, India,

the EU, Peru and Turkey. The country has also signed FTAs with Columbia and is waiting for effectuation. The country is engaged in FTA-related negotiations with Indonesia, China, RCEP and Vietnam. The country aims to contribute to regional integration within East Asia through FTAs with China and Japan.

International Peace and Cooperation

Since the Republic of Korea joined the United Nations in 1991, it has played an ever more active role in the efforts to address a whole range of global issues, acting both as a regional facilitator and an influential international actor.

In 1996-1997, Korea served as a non-permanent member of the Security Council. During this period, it played an important role in advocating the protection of civilians caught up in armed conflicts. Korea held the Presidency of the 56th Session of the General Assembly in 2001, and in 2006, former Korean Foreign Minister Ban Ki-moon was elected the 8th Secretary-General of the United Nations.

Peacekeeping operations have emerged as a vital and powerful means for the UN to help countries torn apart by armed conflict. Fully aware of the importance of international peace and security in light of its own experience of post-war nation-building, Korea has actively participated in UN

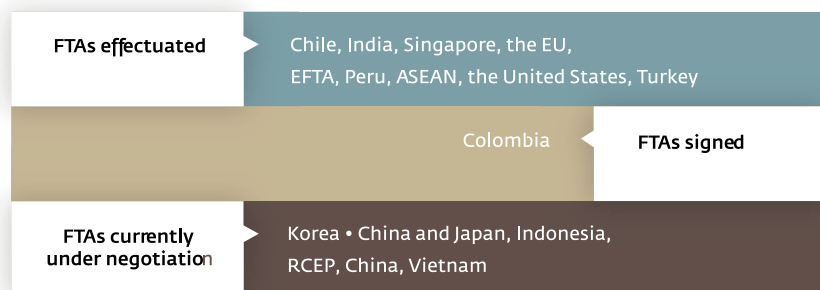
peacekeeping operations — in 11 missions including those in Lebanon and Haiti — as well as in cease-fire monitoring and confidence-building efforts. Korea has also contributed to initiatives to assist local communities' attempts to recover through the provision of medical services and assistance with local construction projects.

As a strong advocate of human rights, Korea upholds the universal values of human rights as a centerpiece of its policy goals. Korea, which has been a member of the Human Rights Council since its establishment in June 2006, has actively engaged in the activities of the Council, cooperating with the international community in advancing human rights and responding to serious human rights situations in a timely and efficient manner. Furthermore, as a state party to seven core international human rights conventions, Korea is fully committed to the efforts of the international community to promote and protect human rights.

Moreover, firmly committed to promoting democracy, Korea has actively participated in various initiatives at the global and regional levels, including the Community of Democracies, the Bali Democracy Forum, and the Asia-Pacific Democracy Partnership.

Korea has also been an active player in global efforts to strengthen

Status of the country's FTA promotion (as of May 2013)



Source: Ministry Trade, Industry and Energy <www.motie.go.kr>



Korea-EU FTA
Trade Minister Kim Jong-hoon and his EU counterpart Catherine Ashton initiated the text of the Korea-EU Free Trade Agreement at the European Commission's headquarters in Brussels on October 15, 2009.

the disarmament and non-proliferation regimes. The annual international conference co-hosted by Korea and the UN Office for Disarmament Affairs since 2002, the so-called "Jeju Process," has provided a meaningful platform for promoting discussions on various themes in the field of disarmament and non-proliferation. Korea's joining the Proliferation Security Initiative (PSI) in May 2009 stands as another manifestation of its willingness to take part in the global efforts to prevent the proliferation of weapons of mass destruction (WMD) and their means of delivery. Korea has participated in PSI activities and events since then and will continue to contribute to strengthening the PSI counter-proliferation networks.

As part of efforts to contribute to reconciliation and cooperation at the global level, Korea has fully committed itself to cultural exchanges with foreign countries. In order to deepen awareness and understanding of Korean art and culture abroad, the Korea Foundation, established in 1991, supports overseas Korean Studies programs as well as numerous academic conferences and a vast array of international cultural programs.

Since the G20 was launched in November 2008 in the midst of the



The late Dr. Lee Jong-wook (1945–2006)

Prior to his work as WHO Director-General, Dr. Lee was a world leader in the fight against two of the greatest challenges to international health and development - tuberculosis, and vaccine preventable diseases of children.

unprecedented global financial and economic crisis, Korea has played an active part in it and supported its role as the premier forum for international economic cooperation. Having weathered the Asian financial crisis in the late 1990s, Korea helped provide the direction in which the G20 should move to prevent a recurrence of such crises in the future. As a result, Seoul was chosen as the host city for the G20 Summit in November 2010, which reflects the international community's recognition of Korea's efforts and global leadership.

At the G20 Summit held in Seoul in November 2010 and hosted and chaired by South Korea, the country showed that it is a country at the center of the world. Observers said that the event, which was held under the slogan To the World with People, Into the Future with the World, was instrumental in dealing with the issue of exchange rates, a core point of the worldwide

U.N. Secretary-General, Ban Ki-moon



Ban Ki-moon of the Republic of Korea, the eighth Secretary-General of the United Nations, brings to his post 37 years of service in government and on the global stage. At the time of his election as Secretary-General, Mr. Ban was his country's Minister of Foreign Affairs and Trade.

UN Secretary-General, Ban Ki-moon,

was re-elected and will commence his second five-year term on January 1, 2012.

"My heart is overflowing with gratitude toward my country and people who have sent me here to serve.

It has been a long journey from my youth in war-torn and destitute Korea to this rostrum and these awesome responsibilities. I could make the journey because the UN was with my people in our darkest days. It gave us hope and sustenance, security and dignity.

It showed us a better way. So I feel at home today, however many miles and years I have traveled."

(Quote from Secretary-General Ban's acceptance speech before the United Nations.)

economic crisis. The 5th annual G20 Summit, which was held in Seoul, was the first such event to be held in an Asian country.

The Nuclear Security Summit Seoul 2012 (held in Seoul in March 2012) was another demonstration of how the country has positioned itself at the center of efforts to secure world peace. It was only the second event after the original one held in Washington DC in April 2010. The summit is a meeting for international collaboration with the aim of preventing nuclear terrorism and protecting peaceful nuclear facilities, including nuclear power plants. At the Seoul summit, the participating countries unanimously adopted the 11-point Seoul Communiqué.

Korea's Development Cooperation

From 1945 until the early 1990s, Korea received various forms of development assistance from the international community. This assistance served as a valuable resource in terms of Korea's phenomenal economic development. As part of the efforts to contribute to the international community, Korea attaches great importance to development cooperation. In particular, Korea is striving to help meet the Millennium Development Goals (MDGs) set by the



In March 2012, the Nuclear Security Summit was held in Seoul to discuss ways of joint collaboration for global nuclear security. It was the second time the event was held after the first one in Washington DC in April 2010.

United Nations, and to this end, is planning to gradually expand its Official Development Assistance (ODA). In 2011, Korea provided a total of US\$1,324 million worth of ODA; and plans are currently in the works to expand this amount to 0.25% of its Gross National Income (GNI) by 2015. Moreover, Korea successfully joined the Organization for Economic Cooperation and Development (OECD)'s Development Assistance Committee (DAC) in 2009 and started its activities on January 1, 2010.

Korea's ODA administration system includes bilateral and multilateral assistance. Bilateral assistance is divided into grants and concessional loans. Grants, composed of grants and technical cooperation programs, are implemented by the Korea International Cooperation Agency (KOICA) in accordance with the policy guidelines set by the Ministry of Foreign Affairs (MOFA). While grant aid programs are implemented exclusively by KOICA, some technical cooperation programs are being carried out by other government agencies and organizations. Concessional loans are managed by the Economic Development Cooperation Fund (EDCF) programmed by the Export-Import Bank of Korea (Korea EXIM Bank) under the supervision of the Ministry of Strategy and Finance.

Global humanitarian issues such as food insecurity, natural disasters and violent conflicts require further action by Korea. Korea therefore strives to provide more effective and coordinated humanitarian assistance, maintaining efforts to scale up its aid contributions every year. Korea has committed itself to disburse US\$100 million over three years (2009-2011) for food aid and agricultural development cooperation in developing countries, ultimately seeking to enhance global food security. Korea also offered emergency relief assistance of more than US\$9 million to 20 disaster and conflict-stricken countries such as Haiti, Chile and Pakistan in 2010.

Korea has introduced in September 2007 an air-ticket solidarity levy domestically named as "the Global Poverty Eradication Contribution." The idea of a small amount levied on airline tickets has been an international initiative

to mobilize resources for development in an innovative way (innovative financing for development).

The Global Poverty Eradication Contribution is mainly disbursed to help scale up access to HIV/AIDS, tuberculosis and malaria treatments in Africa. A substantial portion of the Contribution has been allocated to UNITAID (the international drug purchase facility) and GAVI (Global Alliance for Vaccines and Immunization). And the rest of it is allocated to support projects by Korean development NGOs in the least developed countries in Africa.

Korea aims to step up its international humanitarian assistance through effective and constructive means.

Future Policy Directions

In line with its vision of a “Global Korea,” the Republic of Korea strives to carry out diplomacy in active cooperation with the international community.

Transcending differences in race, religion and wealth, Korea will foster ties of friendship with all nations and peoples. Respecting the universal values of democracy and the market economy, it will also continue to take part in the efforts by the international community for peace and co-prosperity.

The Republic of Korea will spare no efforts to develop and further strengthen relations with countries of the world not only in bilateral issues but



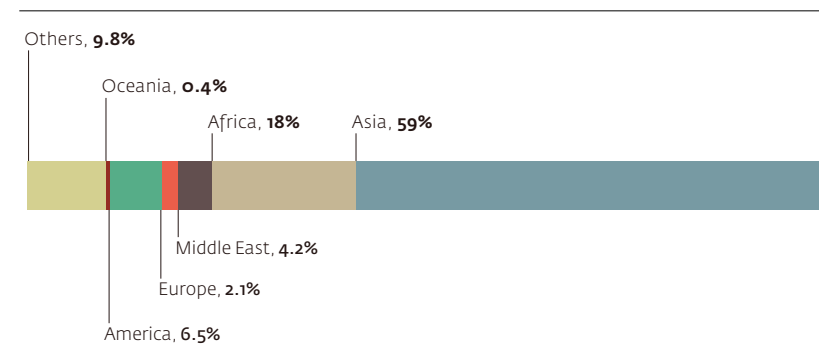
KOICA's Volunteers Overseas
A woman who volunteered to work as an art teacher shares a joyous moment with her students during a hand printing class.

also in the course of addressing common global challenges. While striving to secure a safe and stable supply of resources and energy by promoting the “Low Carbon, Green Growth” policy, Korea will seek to play a significant role in the international efforts to combat climate change.

In November 2010, the Republic of Korea hosted the 5th G20 Summit, demonstrating an outstanding leadership in the adoption of measures to overcome the financial crisis. In doing so, the Republic of Korea contributed to creating a global financial safety net and planning the reduction of global poverty, all the while serving as a bridge between the developed and the developing nations. As the host country of the 2010 Summit, the Republic of Korea will strive to take part in achieving a strong, sustainable, and balanced growth of the global economy.

The Republic of Korea government has pledged it will contribute to the promotion and protection of universal values regarding international peace and human rights in a manner that reflects its economic size and global standing as a responsible member of the international community. To this end, the Republic of Korea will actively participate in UN peacekeeping operations, and expand Official Development Assistance (ODA).

Korea's bilateral ODA by region (2011)



Source: International Development Statistics Online DB, OECD

11

Inter-Korean Relations

남북 관계

Historical Background

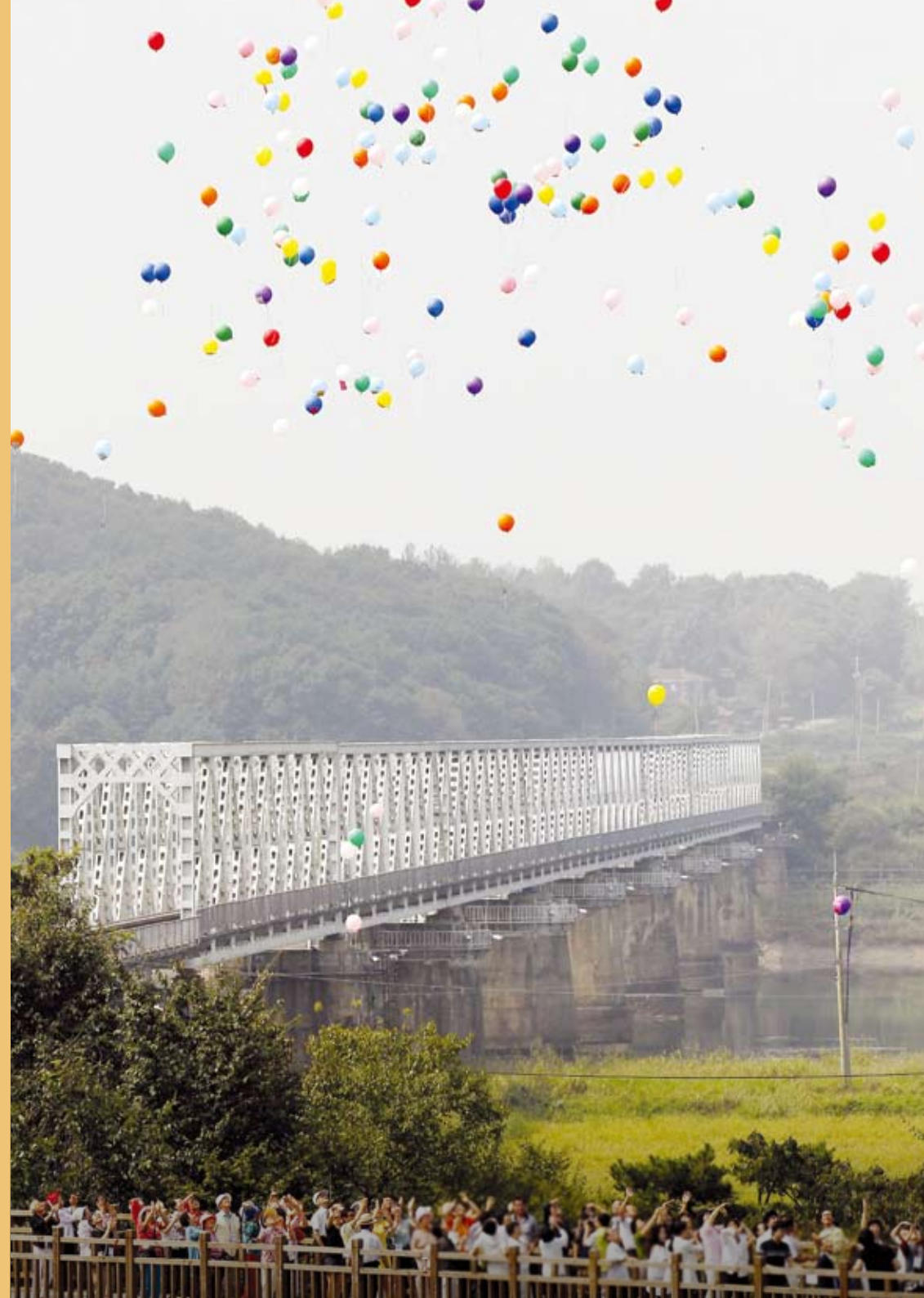
Inter-Korean Exchanges and Cooperation

Kaesong Industrial Complex

Reunion of separated families of South and North Korea

Inter-Korean Relations at a glance

The Bridge of Freedom connecting South and North Korea, a sobering reminder of a divided land



Inter-Korean Relations

남북 관계

Historical Background

When World War II drew to a close, the 35-years of agonizing Japanese colonial rule also came to an end on the Korean Peninsula. Swept by the rapidly intensifying Cold War, Korea was divided along the 38th parallel, creating two separate governments on the peninsula. The partition of Korea into mutually antagonistic governments led to the Korean War as the North Korean military forces crossed the 38th parallel and invaded the South on June 25, 1950. After the fighting ceased, the so-called provisional partition became permanent and



Pyeonghwa-Nuri Park, Imjingak

Located in Paju, Gyeonggi-do, this is a culture park formed to turn Imjingak, which was a symbol of the conflict between the two Koreas and the cold war era, into a landmark for reconciliation, co-existence, peace, and unification.

the peninsula still remains divided today.

Even after signing the armistice in 1953, the Cold War confrontation persisted on the Korean Peninsula. The Republic of Korea adopted a North Korea policy with the goal of achieving a unified Korea under a democratic system. On the other hand, North Korea sought its ways to achieve its goal of communizing the entire peninsula.

In the early 1970s, the animosity between the West and the East began to slowly thaw. By riding the wave of the surfacing peace-promoting spirit in the international community, South and North Korea took steps toward warmer relations. The two Koreas announced the South-North Joint Communiqué on July 4, 1972 and subsequently held inter-Korean dialogue and exchanges through the South-North Coordinating Committee and the Red Cross Society. The two Koreas, however, could not easily overcome the mistrust that they had built up over the previous two decades.

South and North Korea continued to experience turbulence, greatly affected by the rapidly shifting international environment. Amid uncertainty



Soldiers at the demarcation line in the Demilitarized Zone near Cheorwon

and confusion, the South-North Korean relationship entered a new phase in the mid-1980s when the communist states began advocating reform and openness.

Notwithstanding the rapidly changing world order, the South Korean government overcame the unprecedented challenges by taking appropriate measures, adopting a new formula for achieving national unification, officially known as the "Korean National Community Formula" in September, 1989. The formula was established under a framework that principally promotes independence, democracy and peace. The South Korean government attempted to achieve national unification through exchanges and cooperation.

Shortly after the adoption of the new formula, the South Korean government enacted the Inter-Korean Exchange and Cooperation Act and forged the Inter-Korean Cooperation Fund.

South Korea joined the United Nations in August of 1991 along with North Korea, entertaining high hopes for reconciliation in the early 1990s.

The mood of reconciliation, however, soon came to an end when North Korea provoked the first nuclear crisis by withdrawing from the NPT in 1993. At the time, South and North Korea were pursuing an inter-Korean summit meant to take place in 1994. The heightened hopes for the summit, however, crumbled to dust by the sudden death of Kim Il-sung.



The fifth round of the high-level talks in 1991

Relations between South and North Korea rapidly deteriorated and remained in a deadlock over the next few years. During this time, North Korea faced a dire famine, barely eking out a living.

In the late 1990s, the South Korean government promoted various exchanges and cooperation projects with North Korea, increasing humanitarian assistance under the principle that political and economic matters are two separate issues. On June 15, the first summit between the leaders of the two Koreas took place and it served as an impetus of the increase in the South-North exchanges and cooperation. As a result, South and North Korea were able to establish the Kaesong Industrial Complex, build the Gyeongui and Donghae railways, and initiate the Guemgang Mountain Tourism Project. As of February, 2011, more than 390,000 South and North Koreans have crossed the border, trade has reached the amount of US\$14.8 billion dollars and US\$2.9 billion in humanitarian aid has been delivered.

The improving inter-Korean relations came to an end when North Korea conducted a nuclear test in October 2006 and the effectiveness of the policy came under great criticism.

The second inter-Korean summit took place one year after the nuclear test, but the two Koreas were not able to solve the nuclear conundrum, greatly concerning the people of Korea.

Meanwhile, the Lee Myung-bak administration took office and announced its new policy initiative called the "Vision 3000: Denuclearization and Openness" in 2008. The Lee administration introduced the policy of co-existence and common prosperity based on the principle that South Korea puts the highest priority on reconciliation and cooperation. The main objective of policy is to create a new peace structure on the Korean Peninsula. It aims to resolve the North Korean nuclear issue; to establish a joint economic community through mutually beneficial economic cooperation; to help North Korea restore its economy; and to pursue the happiness and security of the

Korean people by resolving humanitarian issues facing the two Koreas.

North Korea, however, refused to cooperate, cut off all South-North talks and chose military provocations against the South. The South Korean government is determined to hold them accountable and stand firm by adhering to its original policy.

Inter-Korean Exchanges and Cooperation

With the announcement of the Presidential Declaration for National Self-esteem Unification and Prosperity on July 7, 1988, South and North Korea officially promoted inter-Korean exchanges and cooperation. Inter-Korean exchanges and cooperation stopped temporarily when North Korea withdrew from the NPT in March of 1993, but it eventually resumed its course and remains in effect until now.

Up until 1989, only one person crossed the border but that number has increased over the years and now stands at 130,000. Inter-Korean trade recorded 19 million US dollars in 1989 but it reached 2 billion US dollars in 2012. Additionally, the total amount of humanitarian aid from 1995 to late 2010 equals approximately 2.9 billion US dollars.



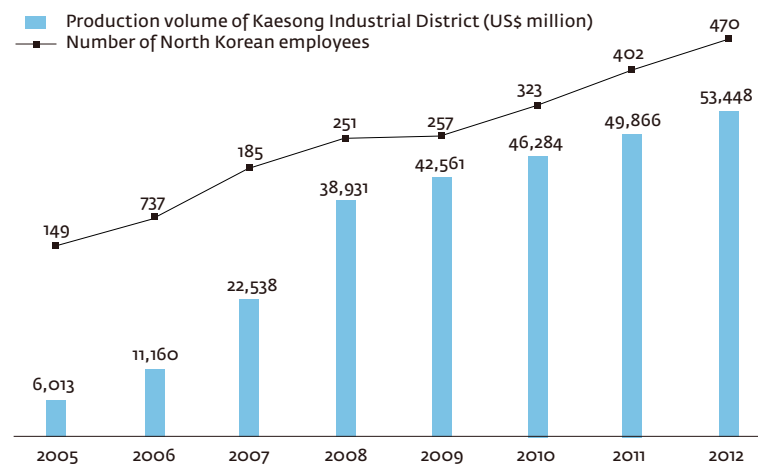
An inter-Korean friendly soccer game (2002)

However, tensions on the Korean Peninsula have flared since the South Korean patrol ship Cheonan was sunk on March 26, 2010 in the Yellow Sea, which killed 46 South Korean sailors. Despite North Korea's denial of any involvement in the incident, a multinational investigation has concluded that a North Korean submarine attacked the Cheonan with a torpedo.

The incident chilled inter-Korean relations and seemed to freeze all exchanges between the two Koreas. As soon as the investigation team revealed that Cheonan was sunk by North Korea, President Lee implemented countermeasures called the May 24 Measures. The South Korean government suspended all inter-Korean exchanges and cooperation with the North except the business operation in the Kaesong Industrial Complex and the pure humanitarian aid for the underprivileged people in North Korea.

On 23 November 2010, North Korean forces fired around 170 artillery shells and rockets at South Korea's Yeonpyeongdo Island, near the inter-Korean

Production and Number of Employees at the Kaesong Industrial Complex



Source: Ministry of Unification <www.unikorea.go.kr>

maritime border, hitting both military and civilian targets. Two South Korean soldiers were killed, 15 were wounded and two civilians died. The shelling also caused widespread damage on the island. The incident caused a further escalation of tension on the Korean Peninsula and prompted widespread international condemnation of the North's actions. The United Nations declared it to be one of the most serious incidents since the end of the Korean War.

Kaesong Industrial Complex

The Kaesong Industrial Complex is an economic cooperation project jointly developed and pursued by the two Koreas near the border city of Kaesong, Hwanghaebukdo, North Korea. After official inter-Korean consultations and an agreement between Hyundai Asan and North Korea, construction of the site was commenced on August 22, 2000 and was completed in June, 2003. In June 2004, 15 tenant companies started their business in the KIC, and In 2012 there were 123 companies operating in the KIC.

The KIC is established to extract maximum profits and mutually benefit both South and North Korea by bringing the South's capital and technology



North Korean workers at the Kaesong Industrial Complex

together with North's labor and land. Kaesong, which once had been notorious for being full of tension and confrontation, is gradually transforming into an area of peace and cooperation through the KIC project. About 300 cars and 500 South Korean workers cross the border every day. The annual volume of production in 2012 was approximately 470 million US dollars and the value of exports recorded 36 million US dollars. The South Korean government is trying its best to maintain the KIC in accordance with the South-North agreements.

Reunion of separated families of South and North Korea

Since 2000, 18 rounds of face-to-face reunions and seven rounds of video reunions have been held, allowing 21,000 people to reunite with family members that they had lost contact with since the end of the Korean War.

North Korea unilaterally cut off communication channels between the South and North Korean Red Cross offices in 2008 but the two agreed to resume the reunions at the Inter-Korean Red Cross talks in 2009 and 2010 for the Thanksgiving holiday. A total of 1,744 dispersed family members met up with each other in 2009 and 2010.

Another round of Inter-Korean Red Cross talks was scheduled to take place in November 2010 to address the issue of reunions for separated families and to push for them to occur on a regular basis, however, the South-North communication has been suspended since North Korea's attack on Yeonpyeongdo Island. The South Korean government is striving to bring about regular reunion rounds at the Geumgangs Mountain reunion center that was established in 2008. The South Korean government is well aware that most separated families are aging and passing away each year. The separated families issue is thus an urgent matter that must be addressed as soon as possible. The South Korean government is extending its full effort in compiling the personal information of the separated family members including their fates in order to help them exchange letters and visit their hometowns.

Inter-Korean Relations at a glance

The Korean War began on June 25, 1950, when North Korea invaded the South. An armistice agreement was signed in 1953. South Korea's astonishing economic growth since 1960 has affected relations between the two Koreas. With its strong economy as a platform, South Korea was able to propose dialogue and exchanges with the North.



1950, June 25
The Korean War begins



1953, July 27
Signing of the cease-fire agreement



1972, July 4
Announcement of the July 4th South-North Joint Communiqué



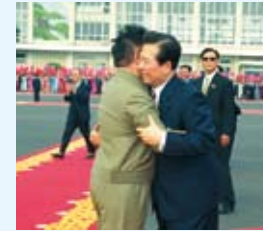
1972, November 30
South-North Coordinating Committee meeting



1985, September 20~23
First reunion of separated Korean families



1998, November 18
Package trips to the North's Geumgangsan Mountain start for South Korean tourists



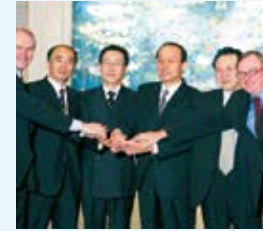
2000, June 13~15
The first inter-Korean summit



2000, September 15
The Koreas make a joint entry into the opening ceremony of the Sydney Olympics



2003, June 30
Groundbreaking for Kaesong Industrial Complex



2005, September 19
4th round of the Six-Party Talks produces the Joint Statement calling for denuclearization of the Korean Peninsula



2007, October 2~4
Second inter-Korean summit



2007, December 5
South Korean package tours to the North's historic city Kaesong begin



2007, December 11
Inter-Korean Gyeongui and Donghae railway lines open (Freight service between Munsan and Bongdong begins)



2010, October 30~November 5
Reunion of separated Korean families at the North's Geumgangsan Mountain

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www.visitkorea.or.kr
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