

THE GLOBE

Spring 2005



KDI 국제정책대학원
KDI School of Public Policy and Management

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Greetings from the Dean



Greetings! I trust that everyone is well. For the class of 2005, allow me to extend myself a little further in welcoming you once again. Some time has passed since your arrival and I hope that all of you are now well acquainted with life here at the KDI School.

How is everything so far? I know it must be challenging and exciting, as well as many other things. How was your spring term? Are you tired? I hope not, there still remains much to see and learn.

How are you alumni doing? You must be very busy. Time seems to be passing very quickly for everyone. Yes, there is strong energy flowing and it seems to make the day go by very quickly. However, in the midst of all this, I hope everyone can take the time to balance things and have a very fulfilling time. If you keep true to this, when all is said and done, I'm confident that you will look back at this year and say that you truly accomplished much. You were challenged, and you rose to the meet the challenges, and now are better equipped to go out and be of service to the world. After all, this is our mission here at the KDI School. And with this mission, I encourage you all the more to pursue it passionately. Please go and make the most your time, you'll never regret it.

Best,

Dean Chin-Seung Chung

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Diagnosis of Korea's Foreign Direct Investment

by Do-Young Kim (2005 MBA)

Introduction

In 1997, Korea experienced a national crisis. Due to extensive currency shortages, the government had little choice but to take a loan from the International Monetary Fund (IMF) to bail them out. Looking back at it now, analysis has shown that there were ways of solving the problem. A lack of dollars exacerbated the crisis, leading many to suggest that the purchasing of dollars through improvements in exports and Foreign Direct Investment (FDI) were critically needed.

FDI is a rising alternative plan for tiding over financial difficulties. It attracts foreign capital without the burden of worrying about its redemption and interest. It also has other positive externalities, including job creation, technology transfer, and global connectivity just to name a few. According to the government's declarations, the amount of FDI was \$88 billion in 1998, \$155 billion in 1999, and \$156 billion in 2000.

In the case of developing countries, FDI gives rise to new job opportunities as it tends to concentrate on widely available labor-integrated industries. For more progressed countries, it contributes to the development of advanced industrial infrastructure since FDI concentrates on capital-integrated parts. On this account, both societies are keen to acquire FDI.

With this in mind, the Korean Ministry of Commerce, Industry, and Energy in Korea realized the need for professionals with expertise in attracting foreign capital. However, an honest assessment left some to see a dearth of competent professionals in this field, leading to mistakes and costly errors during negotiations. In order to train such professionals, the Ministry elected to offer a Master's in Foreign Direct Investment program, a program that the KDI School is proud to host.

Necessity of FDI

FDI is now a critical part in the profit structures of many domestic companies. As mentioned before, FDI took an important role in the process of Korea overcoming foreign exchange shortages just after 1997. Particularly, FDI boosted the national economy by increasing employment and production. In the case of China, FDI has helped post annual inflows of over \$400 billion since 1996, and for 2000, the amount of FDI was over \$572 billion. This large investment showing has trumped even America, so that China has now become the most FDI

intensive country in the world. For Korea, FDI increased dramatically after the IMF crisis. However, since the years following, FDI has been declining rapidly due to a combination of certain factors. In order to remain a competitive and global country, Korea needs to renew their efforts to hold foreign capital. The country's economic engine could not only experience a revitalizing jump-start, but also a high-revving thrust of new growth and gains.

Reasons Why FDI Decreases

Some reasons why FDI decreases are as follows:

First, general political unrest weighs heavily on the minds of investors. Then, other domestic and foreign situations like terrorism, the war in Iraq, nuclear weapon development in Asia, - all these factors, in addition to country-specific elements, aggregate together so that foreign companies are left with sometimes difficult decisions. For instance, the retirement of a certain economic official left some foreign investors wondering whether they should invest in Korea or not.

Second, there may be issues with a country's labor supply. This includes incompatible management relations and insufficient incentives for workers. In Korea, labor-management relations are more complex perhaps than in other countries. That may undermine the flexibility of the labor market and increase labor costs. In addition, some labor unions are now demanding that they be paid to participate in management (including personnel management) decisions. These issues have created an environment that is far from business-friendly. Moreover, the nation provides less attractive incentives than its competitors in Hong Kong, Singapore, and China. Their offerings have failed to satisfy some foreign companies' various needs. More than just focusing on tax benefits, foreign companies seem to take issue with the nation's excessive regulations and foreign exchange control.

Third, a lack of prioritization and high costs make foreign companies hesitate to invest. The government has yet to come up with a long-term blueprint to lure foreign capital and is just relying on such short-term measures like restructuring. There are several organizations designated to promote FDI, but it seems that they are not working closely enough. The nation's land prices for industrial parks, higher than those of competitor countries, are also turning international firms away.

Finally foreign firms also have difficulty

finding good places to do business. Although industrial parks earmarked for foreign companies and "Special Economic Zones" have been established, they may not meet companies' needs. Some argue that the shrinking FDI figures are ascribed to there being no specialized "industrial cluster" in the nation.

The Way to Attract Foreign Investors

The government needs to recognize the importance of attracting FDI, and should make it one its top national agendas. Attracting foreign companies will serve as a new engine for growth to develop the nation into a stronger business hub. In addition, intensive efforts should be made to enhance the efficiency of the nation's overall systems designed to attract FDI.

These days, the world's economy is rapidly changing. These accelerated changes certainly present a challenge for entrepreneurs and governments. However, they may also present new opportunities. As such, the government should provide policy support to ensure the continuous inflow of FDI.

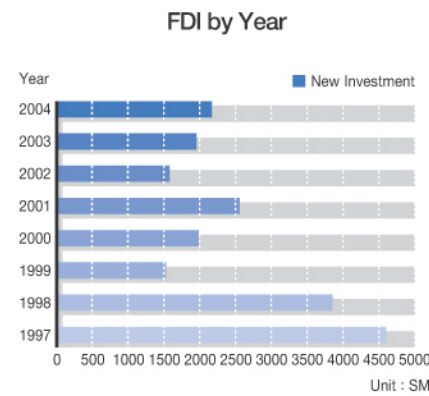
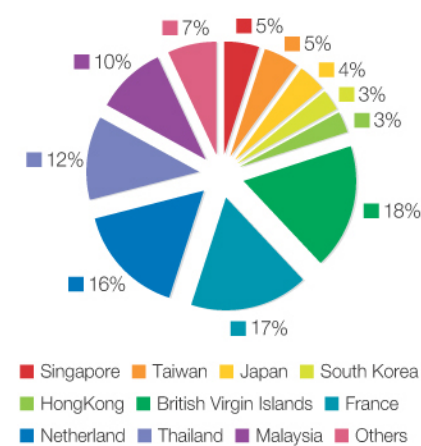


Foreign FDI Conditions

FDI in Vietnam - A Stimulus for Growth:

Since first promulgating a (relatively liberal) Foreign Investment Law in 1987, Vietnam has been making great efforts in attracting FDI inflows into the developing transitional economy. Over the last decade, FDI has been an vital part of the economic transition, business liberalization, and macro-economic growth story of Vietnam.

FDI in Vietnam in 1988-2004 by country



FDI companies contributed 13,3 % to the GDP, 35% to the industrial output, 23% to export volume, 25% to total state budget revenues in 2001. From 1988 to 2004, Vietnam issued 5021 licenses leading to a total registered capital of US\$ 45,4 billion. So far, investors from 68 different countries and economies, mainly from Asia, have invested in the country. In terms of economic structure, foreign investors have focused on industry accounting for a total of 3,361 projects

with total committed capital of US\$ 26,37 billion, corresponding to 66,93% and 58,11% of total projects and total committed capital respectively.

Key Contributors to Vietnam's FDI:

- Trade and investment promotion activities by high-ranking officials through seminars with oversea businesses,
- Positive results of the 44-point Vietnam-Japan joint initiative over the past years,
- Effective implementation of an agreement with Singapore to promote investments, the Vietnam-US bilateral trade agreement, and other bilateral and multilateral cooperation accords,
- Further improvement of the investment environment to create a level playing field for both local and foreign investors, e.g., "one price and charge system" roadmap,
- Governments incentives (e.g. financial assistance to build outside-fence electricity supply works, increasing tax deductions for advertising expenses, etc.),
- The opening of international direct air routes by Vietnam Airlines, waivers of visa requirements for ASEAN citizens, particularly Japanese and Korean tourists in 2004.

However in the midst of all these positive factors, some constraints, such as cumbersome investment policies, make Vietnam's investment environment less competitive. In addition, the master development plans of several branches of activities and industries (namely the training and education sector) and protections in the cement and steel industries hinder the involvement of foreign investors.

In the coming years, the Government of Vietnam will stick to improving the investment environment and creating more favorable conditions for foreign investors. Breakthrough administrative reforms are taking place. Under a decentralization plan, local authorities may be able to manage their own foreign investment projects. Therefore, assessment procedures will be further simplified and post-supervision will be carried out under investment licenses containing more regulations that are clear-cut. Overall, Vietnam's FDI environment is steadily improving.

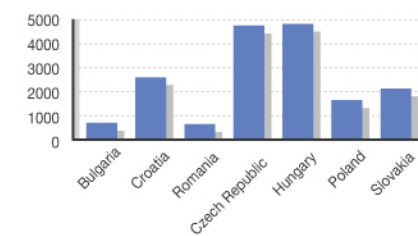
Romanian FDI

Central Eastern Europe has become a region

of opportunity for foreign investors. Currently, it out-performs the world economy and most of the emerging markets, all the while as it attracts an increasing share of global FDI. Yet unlike other Central Eastern Europe countries, Romania has had a low level of FDI due to unattractive business environments.

However, Romania has been changing to attract FDI. It has strengthened advantages and reformed its weak points to put it in position to be a central player.

FDI inward stock per capita in Central-Eastern Europe, USD, 2003

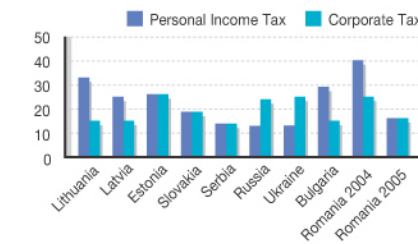


What is the prime attraction for FDI in Romania?

Simply put, Romania now has one of the lowest tax levels in the region. Romania also has a high and sustainable GDP growth rate, one-digit inflation, and labor cost advantages. Additionally, domestic money markets will be opened for non-resident investors in 2005.

Taxation in Romania was one of the biggest obstructions hindering FDI. Romania had one of the highest taxation levels in the region (corporate tax of 25% and personal income tax from 18% to 40%)

Tax levels in CEE countries 2005



Romania now expects its fiscal relations to increase as Romania's comparative advantages in the region and global competition will likely attract a larger amount of FDI. Areas such as exports and high value-added sectors are especially expected to grow, as shown by the experience of other Central Eastern Europe countries. Romania's FDI outlook continues to look better and better.

What is a Blog?

by Do-Young Kim (2005 MBA)



KDI 국제정책대학원 (kdi_school)

With the advance of an ever-increasing intelligent and informed society, the internet has become a commodity that most cannot seem to live without. People actively use their computers and log online every day. As the computer and cyber-surfing has become commonplace, a new form of communication has emerged in tow. Enter the blog, a newly minted word and activity now pervasively penetrating our culture. However, although many bloggers fill the realms of the cyber world, the rest of society may be caught asking, "Just what is a blog?"

The Blog

The etymology of the word blog is a simple fusion of the "b" of web and the "log" of log. Essentially, it is short for web-log. But more than just being a truncated moniker, it has become an expression of individuality in a world of vastly shrinking uniqueness. To some, it has become their personal stake in the vast plot of cyberspace, a place to easily decorate and personalize to the whims and fancies of the owner. A blog can be relatively anything, e.g. memos, a sketchbook, a scrapbook, essays, an autobiography, a photo album, or even a personal newspaper. In other words, it is anything the host wishes to share with their friends, families, and online community.

Blogs have also emerged as a new medium to dispense information. It has become an effective engine inform en masse, whatever topic that may be of interest. In fact, blogs have been called "a revolution of one man media" and aims to become the paradigm of the next generation of communications.



The KDI School Blog in NAVER : http://blog.naver.com/kdi_school.do

To assist our students, the KDI School also launched blogs on Korea's most trafficked portal sites, Naver and Daum. Started in March of this year, the School has been using the site to report interesting campus activities and school news on a real-time basis. It aims to cater to today's internet-savvy students and blog-enjoying KDI School members.

New Private Media and a Responsible Way to Go

Blogs are powerful tools and with that power comes some responsibility. Blog are seldom inspected, and largely self-controlled, and so it is very important to keep a social code of conduct when using a blog. For a continuously pleasant blog experience, we would like to suggest some rules of usage to all the bloggers out there.

Bloggers should present what is verifiably true. Of course, blogs still remain a platform for personal thought and opinion. However, as this happens, opinions should be still based upon factual realities and written with an air of open communication, not undue ranting or raving. Within this scope, the thoughts of others who may or may not agree with you should be considered when deciding what to post. Not doing so limits the validity and reach of a perhaps otherwise Class-A blog.

Blogging is a gathering of intellect creatively, artistically, and uniquely expressed. It is ours to make something of it - let's make it classy!

2005 Student Composition

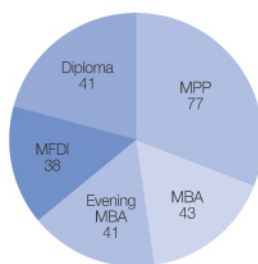
- How Various We Are!

The Student Body of the KDI School is quite special. As highly qualified applicants fill our ranks and the number of students continues to increase, we grow more and more varied and interesting each year.

International students in the Master's Programs are from all over the world - Egypt, Malaysia, Dominican Republic, El Salvador, Greece just to name a few. We also now have representation from Taiwan, a place which we have never had students hail from before. Interested in Korea's economic development, international students are almost from every public sector in each country. The students keep in line with one of the main roles of the school: to contribute to promote friendly relations between the nations.

In Korea, the interest and demand for MBA courses has increased. Pursuing an MBA has usually been the center of interest among those with careers in business and economics. However, science and engineering professionals are now growing much more actively involved. The number of students in those fields went up from 10% to 26% of the total number students.

Total = 240 students



Total = 240 students



In the middle of last March, a new student body took office. We look forward to their plans and activities.

[The Student Body]

President : Si-Jung Park (Industrial Bank of Korea)
 MPP Representative : Dong-Ik Shin (Korea Highway Corporation)
 MBA Representative : Jong-Ryeol Lee (Bank of Korea)
 E-MBA Representative : Yong-Joong John Yoon (Nam & Nam Patent and Law Firm)
 MFDI Representative : Luis Manuel Riestra Mendez (TEFL International Korea Co.)
 GMP Representative : Dong-Ki Kim (Kyobo Life Insurance)
 International Representative : Chansokheng Vorng (Office of the Council of Ministers, Cambodia)
 General Secretary : In Hyouk Koo (Samsung Securities Co., Ltd)
 Planning Secretary : Han Seok Yea

President Si-Jung PARK (2005 MBA, Industrial Bank of Korea)



We are now starting a march forward. I am sure that the KDI School actively educates and trains promising individual students in various fields.

I have no doubt that the commitment to the future that we all share will foster many achievements for the benefit of students and the World Community. I'd like remind you that development begins with each individual, and that it requires the courage to experience painful emotions and make responsible choices at the same time, among other things.

Above all, it requires the intentions to create harmony, cooperation, sharing, and reverence for life. It is my honor and joy to participate in the complex co-relationship of individual students. Creating success among ourselves and all of life is the reason we exist.

Unique Student Interviews

The students are an important driving force and asset to the KDI School. We met two 2005 students in various fields with unique careers. We asked about their purpose for studying at the KDI School, as well as their plans for the future.

Cuong Sy Hoang (2005 MPP, CPV)



I am an official of the Commission for External Relations of the Central Committee of the Communist Party of Vietnam (CPV). I am the very first person from an organization like the CPV to receive a scholarship from the KDI School. To let you know, the Commission is a CPV advisory institution that is in charge of researching international situations and giving foreign affairs advice to CPV leaders. It is the body that directly deals with CPV's foreign relations with outside partners.

Sometimes people ask me how I got here. From long ago, I had a good impression of Korea. I still remember the first black and white TV my family bought nearly twenty years ago. It was a Samsung with three vertical buttons and a red cover!

Korea is known well in Vietnam thanks to its various products and the presence of a rather large number of Korean businessmen. We also have some Korean students who study Vietnamese language and culture. Since its establishment in 1992, the relations between the two countries have been steadily increasing in many aspects. The Republic of Korea ranks 4th out of the biggest foreign investors in Vietnam, with a total investment capital of around \$5 billion. Korean companies are among the most successful ones in my country. An important thing I want to say is that we two peoples share many cultural similarities. Long ago, a descendant of a king under the Vietnamese Ly dynasty, due to inherent historical disturbances, sailed to Korea in the 13th century and settled his family in this land. He was known for helping make some remarkable contributions to Korean dynasties.

Korea, among Asian countries, has achieved a miracle, particularly in becoming a huge economy in the region and throughout the world. What Korea has gained is very impressive. And the Korea Development Institute, including the KDI School, are think-tanks that make significant contributions to Korea's development, especially in this current climate of globalization. That is why I did not have any hesitation to apply for the opportunity to come here.

Some time has gone by and I've had many interesting and challenging experiences from campus life here. We students are truly living in an international environment with the spirit of community and great diversity. I now see that the students are given the most favorable conditions to benefit them as much as possible while at the School. I appreciate the enthusiastic help from the faculty and staff. I have a Korean roommate who is very nice and helpful to me, especially since this is my first time in Korea. I have also made friends with some wonderful Korean and international students. I want to explore more of Korea and Seoul but actually, I haven't had much free time so far because the study program is highly intensive. Hopefully I will be able to enjoy more of the country in the coming times, particularly when I can speak some Korean.

Dong Hyun KIM (2005 evening MBA, Dentist)



I work for Asan Public Health Center as a dentist. My working place is not in the city but in a quaint, remote village. Sometimes, people imagine romantic stories as if I am in a soap opera. However, it is absolutely not a soap opera. As the average age of my patients is over 65 years old, I think there is a big gap between my patients and me. Do you agree? ^^

I'd like to talk about my good fortune, fortune that I give thanks to God for. I am living with another doctor in Asan city. We met at Non-san Army Training Center. My number was 77 and his number was 78. He is a doctor who also has a Master's in economics.

As a career consultant, he introduced me to the KDI School. After hearing and thinking about it, I thought that the School was a perfect fit for me because of 5 main reasons.

The faculty of the KDI School has a remarkable reputation in terms of experience, academic achievement, and participation in devising public policy.

It is appealing to know that I can also attend classes like Applied Economics from the MPP program along with courses from the solid MBA program.

It is a large advantage to be able to study with international students and people who hold responsible positions in their governments, firms, and NGOs. I look forward to discussing current issues with fellow classmates and being exposed to a wide range of thoughts.

Furthermore, since the language used in class is English, I believe it will be a good opportunity for me to master the language that has become essential for communicating in international society.

Another reason why I chose the KDI School is because the evening classes allow me to simultaneously work and study.

Many people around me wonder why I chose to study business. My answer is always simple. I'd like to study about business administration and the business mentality because it is very interesting to me. I was quite interested in economics when I was a university student and took some economic classes. However I opted for Management as my major for my Master's degree. I define management as a process of resolving problems that arise while converting abstract thoughts into reality. That's what I wanted to study. When I run my own dental clinic by myself in the future, I will make it a specialized one with an ordered system and a target of patients to introduce my business strategy to.

My latest aim is to run a medical group that has a research center. I would like for professional hospitals to work to better give patients confidence toward hospitals and doctors.

Club Introduction

by Hieu Thi Minh Vuong (2005 MPP)

Extracurricular activities are a part of campus life. Since much time is spent in study, students really need something fresh to revitalize themselves. With this reason in mind, students gather in clubs to share their interests, views, and hobbies. Apart from the activities organized by the School, clubs, with their diverse activities, play an increasingly important part in KDI student life.

School clubs are different in their activities but share the same objective, i.e. to create a venue for students to overcome their differences in language and culture and allow for participants to get closer to each other. By linking members from different parts of the world, clubs create a truly global environment at the KDI School as they strengthen friendships and mutual understanding. Joining clubs affords students the chance to discover their potential lying inside by actively socializing in School life. With many different activities, student clubs are helping students explore Korea and enjoy their valuable time in the KDI School.

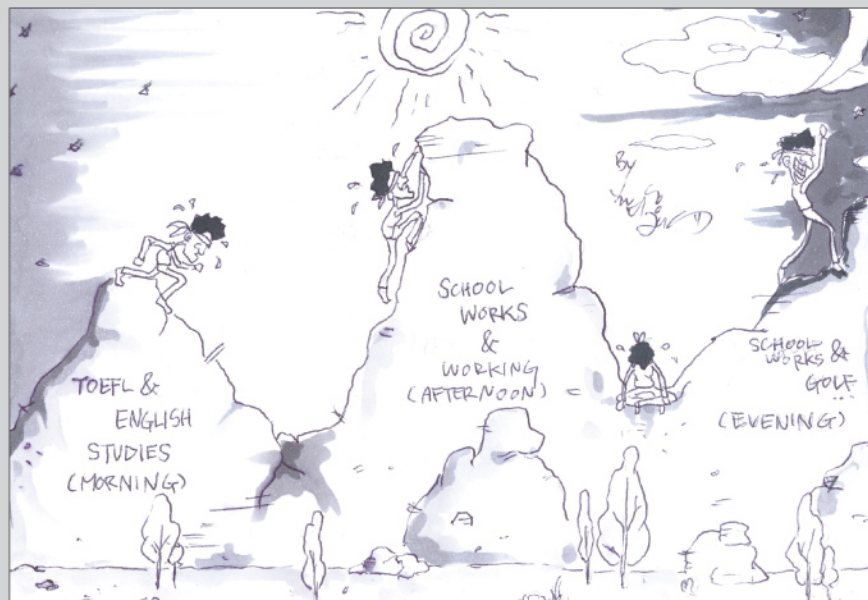
The School has been fully aware of the role of student clubs play in the lives of students. In order to assist in further developing student activities, the administration provides financial aid as well as an advising professor. Semesterly, each club receives an allowance of ₩200,000. Additionally, the School helps to organize club activities by providing the necessary facilities for each club to operate. Each club is supervised by an advising professor, which helps enhance the social connections between KDI School student and professors.

For the 2005 academic year, up the School currently has 5 clubs, namely the Marathon Club, Maht Jip Club, KDI School Golf Club (KGC), KDI School Tennis Club, and the International Food and Drink Club. Each club has its own particular features, mission, and message to call out to students with the same interests. The Marathon club's representative, Dong-Ki Kim, has been a professional athletic for years. He has the advantage of a less-expensive sport-for-all. With little effort, what the students will gain is "more than health and vitality." Another club, the Tennis Club, is attracting students with its mission to "make students more healthy and give chances to meet others." It also helps members "enjoy tennis at low cost and continuously" with regular competitions every term. Their sister group, the KDI School Golf Club, has the calling to be a club to "promote friendship and mutual understanding among all its members through social experiences and business information." Apart from supplying members with the needed training, KGC also focuses on providing a meeting place for students, staff, and faculty members at the KDI School and from other institutes who are interested in playing golf. In the field of cultural activities, two clubs have been established to introduce Korean culture to international students. Maht Jip club impressed students by its name, which comes from the words "Maht Jip Moet Jip" meaning "Delicious Food & Nice Place". Their mission is to create an amiable atmosphere for Korean and international members through delicious dishes and trips to famous places in and outside of Seoul. Its counterpart, the International Food and Drink Club, aims at "exchanging the interesting stories about the origins of each special drink and dish." It is attracting students with their commitment to create a vibrant atmosphere to "meet, learn, taste food, and have fun."

With the above missions and meaningful activities, student clubs are playing a significant role in enriching campus life at the KDI School. Student clubs can be the bridge to cross differences in language and culture, bringing students closer through the exchange of the unique values of their culture. In that way, what students gain at the KDI School is all the more knowledgeable, skillful, and global.

Just For Fun

The Daily Grind
by Dong-Jun Kang (2005 MBA)



Student Activities

by Hieu Thi Minh Vuong (2005 MPP)

Seoul City Tour



The Seoul Tour was the very first activity for international students and a nice beginning to life at the KDI School. On February 19th, right after the Orientation course, KDI School students set out eagerly to explore the sights, sounds, and way of life around Seoul. On a cool but sunny day, the tour started with an introduction by a very professional tour guide. During our excursion around Seoul, students had the opportunity to understand more about the history of Korea and the unique values found in Korean lifestyle and culture.

The gentle Han River meanders through the middle of the capital. It has long been considered both the symbolic and historical heart of the city. As we followed the Han, we went to Seoul Tower, a symbol often also connected with Seoul. Located on the north side of Namsan Mountain, the Tower is about 353 meters above sea level. Once on top, we had panoramic views of the entire landscape and the fantastic view of the 600 year-old Metropolitan City left us feeling on top of the world. We took pictures, viewed the city by observation binoculars, and pleasantly enjoyed the beautiful day.

Leaving Seoul Tower, we went to the 2002 World Cup Stadium where the Korean football team became the first Asian nation to advance to the semifinals. The excited atmosphere of the last World Cup was still as fresh as that wonderful time.

We were treated to a tasty lunch of some very nutritious Korean food and it was the just the sort of rest we needed before continuing the exciting tour around Seoul. The next place we visited was Gyeongbokgung, the Palace of "Shining Happiness". It consists of the King's residence (Gangneong-jeon), the Queen's residence (Gyo-taegeon), and a courtyard for ceremonies (Geunjeongjeon) and official meetings (Sajeonseon).

Within the palace, the connections of the garden (amisan) and pavilion (hyangwonjeoung) characterizes Korean gardening art, symbolizing the harmonization between man-made buildings

and the surrounding areas. With the pleasantly preserved surroundings, Gyeongbok-gung remains a window into Korea's rich culture.

A few meters from Gyeongbok-gung lies the National Folk Museum of Korea. Built in 1972, the museum hosts many exhibits and further illustrates the history of Korean people, their traditional lifestyles, and the lifecycle of a Korean from birth to death. It was interesting to see how the characteristics of Korea were formed and have changed from time to time.

From ancient Seoul, we ended the tour by visiting Namdaemun, an ancient market in modern form. It first opened in 1914 with the name of the famous "Great South Gate." The place seemed to seduce us with its open-air bazaar atmosphere and extensive network of shops, both indoors and underground. It was really exciting and fun just to walk around and browse the alleys, interacting and mingling with the crowd.

It was a perfect way to cap off the day. As we walked, talked, and became familiar with the market, we felt we were also becoming familiar with Seoul and enjoyed being part of the lively and animated city.

Korea Folk Village Tour

After a hard week of study, our fellow international students headed out for an eagerly anticipated tour of the traditional Korean Folk Village in Gyeonggi-do on April 9th. Built in 1973, this cultural village includes a mix of elements uniquely Korean from days gone by. It houses volumes of knowledge on Korean heritage - it is a place where many aspects of Korean culture have all been collected and preserved to be enjoyed by future generations.

A full day in the Folk Village seemed to pass so quickly. All the things we heard, saw, and explored were truly more than we had expected. To start us off, an elderly gentleman garbed in traditional Korean clothing greeted us with his robust voice, sparkling eyes, and warm smile at the Village main gate. He then began a narration into the lives of Korean ancestors hundreds of years ago.

Crossing two great milestones, we entered a section with traditional farming houses peppering the landscape from the North to the South, as well as to the adjacent island. At every corner of the Village, lives of ancient Koreans were vividly illustrated in all social classes: everyone from rich noblemen to poor peasant farmers. Korean ladies



were weaving silk and sewing cotton; others were making paper, prescribing herbal medicine, and hoeing the land for ginseng. Everyone was keeping to their work, seemingly not noticing the crowds of curious visitors intently staring at them. As our tour guide directed us, we began to understand the cultural aspects of an agrarian country, which are still deep-rooted in Korean ideology and daily living. In the era of Confucianism, a human's life was a harmony of the economy, education, and science. Ancient Koreans taught their children to lead a life of elder-respect and knowledge acquisition based upon Confucianist tenets. We also had a chance to join Korean festivals of farm music and dance while also playing traditional games on the seesaw and swing. To many international students, the traditional wedding of a real Korean couple will likely be a lasting memory. It was a fusion of Eastern and Western cultures against the backdrop of a customary Korean ceremony. A delicious lunch of bulgogi and various types of kimchi satisfied our rapacious appetites and recharged our batteries to keep on exploring. We were fortunate enough to see all the marvelous sights of a Korean village while the warmth and beauty of spring were in full bloom. With some of the photos I took, I hope to keep this wonderful memory for all my life. The only thing lacking was time, as our tour was over much too quickly. After finishing the last bit, we went to the School with a broadened perspective of Korea and great thanks to the KDI School staff. All of us are getting closer to the land of the Morning Calm.

Chong Dong Theater



The Chong Dong theater visit was held on April 8th, 2005. The theater is a place where internationals can experience specific elements of Korean culture through four traditional Korean performances in dance, pungmul, singing, and musical instruments.

Situated in City Hall, the Chong Dong Theater is in the core of Seoul's new cultural belt. It is a historical place displaying the work of

Won-Kak Sa's (1908) restoration project of creating a modern special public performance theater for new plays and Pan-So-Ri. With three slogans, "progression and extension of traditional art", "spreading out a cultural campaign" and "rearing and cultivating culture for young generations", Chong Dong Theater has contributed considerably in disseminating a wonderful cultural ambience through various kinds of art and performances.

Before the performance, internationals were introduced to different kinds of Hanbok and had the chance to try on the traditional Korean garment. Hanbok, with colorful patterns and unique characteristics, symbolizes the spirit and life of Koreans. It created a time of reflection and sense of appreciation in the minds of the international students.

Beginning at 8.00 p.m., the performance programs included: (1) Court music ensemble, (2) Taepyeongmu, (3) Samunori and Orchestra music, (4) Fan Dance (Buchaechum), (5) Mono-opera (Pansori) Five Drum Dance (O-Gomu) and Farmer's Music (Pangut) with animated sounds and lively performance.

The wonderful night continued with a very lovely and exciting dance by the house-performers. Guests were invited to take part in the dance with the actors and actresses, making the environment much more lively and intriguing. A combination of music, dance, laughs, and unhindered enthusiasm closed the impressive and splendid event.

The traditional Korean performances left a lasting impression that is still fresh in the minds of international students.

Here are some of their feelings:
Daniel (Ethiopia): "It was very amazing to me, the very special Korean traditional costume, Hanbok. Every international student had a chance to try on clothes that are truly Korean. It was a good time for me to enjoy not only in the culture and the songs, but even in the way they performed. It's really nice".
Bala (India): "What a wonderful experience! We now know different aspects of Korean culture. I am trying to take some things that are very special in Korean culture and bring it to my home country and show my friends."
Mohamed (Bangladesh): "I have witnessed rich and unique Korean culture. I can feel Korean heartbeats in the beats of the drums, in the rhythm and melody of music, and in every step of the dance when they perform. It's a wonderful time."
Julia (Paraguay): "I have seen a Korean performance once in my country. It's really fantastic. I am absorbed by the drum and fan performance. Also, we had a good chance to try on a Hanbok, but I would be happier if it were larger to fit me!"

Sports Day

Sports Day was the last but not the least of important events in the Spring Semester. It is one of the annual events for all members of the KDI School. It allows for students to exercise while also giving them an opportunity to meet one another, staff, and faculty "physically on the ground" and outside the academic context. This event is also special in that it contributes to fostering School spirit and developing relationships within the KDI School members.

Sports Day included the members of the School's staff and faculty, including Dean Chung Chin Seung, Prof. Sang-Moon Hahm, Prof. Dukgeun Ahn, Prof. Kwon Jung and Prof. Hun Joo Park. Held on April 15th, with the sun shining bright and a springtime breeze blowing, it was a beautiful time to be outside. Sports Day really was an eventful day full of sports for all participants. With diverse activities: soccer (students vs. students, students vs. professors and staff), basketball, tug of war, capture the flag, and relay races to name but a few, the event was enjoyable and a good workout, especially for those who had not played sports in a long time. Lunch was an open-pit roast barbecue hosted by the Diploma students. It was delicious and one of the most memorable times in Sport Day. After half a day of exercising and competing, it was great to sit and recharge over a traditional meal with good friends and good drinks.



Sports Day was a fun, energized, and relaxed time for the KDI School to get to know one another and cross the barriers of language and culture. As everyone enjoyed the fellowship of one another, it seems like many friendships started that day. It's likely the School family will now meet together more often in their day-to-day affairs, not just on Sports Day.
Some of the Students' feelings on Sports Day:
Bala (Voted the Most Popular Guy of the day): "Sports Day was a very funny day. I just joined some cheer groups to laugh with them but ended up receiving a very surprising award. I expected at least some of the drinks (beer or liquor) but all I found was a box full of noodles!!!!"
Cesar (Paraguay): "It was exciting to meet people and share an enjoyable time together. I loved it."
Kostantinos (Greece): "It was a good chance to meet people and get better acquainted. It was lots of fun and I would love to be able to

remember all the Korean first names I've come across. If only we could have another Sports Day in this summer near the sea!"
Deny (Indonesia): "It's was really interesting since we had a great chance to meet, compete, and cooperate with each other."
Maman (Indonesia): "I hope we can have Sports Day once a month."

2005 Evening MBA Student Gathering - A Real Lesson for Problem Solving
by Soo-Jin Kim (2005 MBA)



On April 15th, the 2005 evening MBA students went for "membership training" (MT) to a pension house near Yong-in, 2 hours from Seoul. Almost two-thirds of the class spontaneously gathered at the picturesque place and everyone who came quickly became good friends.

However, looking back at all the preparation, it wasn't an easy and smooth going trip. The first issue was that an unclear role was assigned to the class representative, who, as a foreigner, wasn't likely to understand the intensive role of a leader in such a strong group culture. Another big challenge was communicating between the 39 students. A simple e-mail would not encourage people far from the front. However, these problems started solve themselves as some students voluntarily came forward to help make things happen. They volunteered to make phone calls to each classmate and share in the preparation work. All the rest of the classmates were also supportive for the event and looked quite excited as D-day approached.

The gathering started with an outdoor barbecue party in the evening. To our surprise, Prof. Kwon Jung turned out to be a master chef. With such delicious food, paired with nice beverages, all looked like they were having fun and did not stop laughing, singing, and chatting. Another great element of the MT was the time we spent getting to know each other better. We discussed our goals at the KDI School and received sagacious advice from the Professor and senior members.

It was a great event and many thanks should go to Professor Kwon Jung who promoted the MT, to the students and school staff who actively supported it, and to all of 39 participants!

Korean and Egyptian Culture

by Hussein Hassan Hussein (2005 MPP, Egypt)

There are many similarities between Korean & Egyptian culture. These two cultures have been around for thousands years and interestingly enough, they overlap in many areas. During my stay in Korea, I noticed that many customs are the same. For example:

- The welcoming for guests & foreigners are similar
- Korean food is similar to some areas located along the coast of the Mediterranean & Red Sea. These areas in Egypt cook fish & other seafood in the same ways as in Korea.
- Other than the circular table used in Egypt (called "tablia"), the table settings in Korea are almost the same as in the Egypt.
- Egyptians also have their own Kimchi, a pickled dish made from cabbage & cucumber & stored for a long time.
- Many Korean and Egyptian dishes also utilize garlic & onions but with one difference: in Egypt it is more cooked while in Korea, it can be eaten raw.
- Both countries have very strong family relations
- Koreans & Egyptians also emphasize respecting their social relations after marriage (between husband and wife)

Given Egypt's geographic location & history, there are also some unique things about Egypt. Egypt is a large area, about one million km wide, and it allows for great environmental variety. There are agricultural areas located on the River Nile and desert areas in the east & west of Egypt & Sinai. The coastal areas, touched by the Mediterranean & Red Seas, are very beautiful and scenic. The civilized areas also are very nice and are in big cities like Cairo, the capital of Egypt, & in Alexandria.

Egypt is located among three continents - Africa, Asia, & Europe. This proximal location, in addition to the Swiss canal that connects the Red Sea and Mediterranean Sea, makes Egypt a very important of path of transportation for trade, persons, goods, airlines, ships & etc. This has made Egypt open & connected to the world in all periods of history.

There were also many battles in Egypt (called Hiksos in Pheronic) - Romans, Greeks, Muslims, Mongolians, the French, the English, Germans, and Turks, all had an interest in Egypt. Some of them entered Egypt & stayed for many decades, affecting Egyptian culture, language, and customs.

Bearing some of this in mind, Egypt is a great country for foreigners to visit. It has many amazing monuments (about 33 % of the monuments of the world, many of them Pheronic, Coptic, & Islamic) as well as great mosques, citadels, temples, beaches, desert Safari, and very nice Oasis'. This unique and beautiful environment has made investors and tourists to come to Egypt & be influenced by Egyptian culture.



Love at the KDI School

KDI's Unofficial Degree, MRS and MR Accreditation

Not listed in the Course Catalog is a secret degree, only known to a select amorous few. It is not accessible to everyone, but with the right prerequisites, and acceptance by the host organization, students at the KDI School can graduate with another degree on top of their MPP, MBA, MFDI or Ph. D.

Even though our school has a short history, we average an annual rate of 0.72 couples per year. These student couples are truly industrious; they accomplished two great achievements all within the span of time it takes them to complete their academic degree.

Our couples are also very diverse. In the past, we've had pairings of MPP+MBA, MPP+MPP, MBA+MBA, Korean+Korean, Korean+International and International+International backgrounds.

Each has their own story to tell. As we introduce some KDI School couples and their stories of romance, aspiring MRS and MR candidates are encouraged to take good notes. Here are some of our questions and their answers.

Questions

1. How did you first meet your spouse?
2. What was your first statement to your spouse?
3. When did you know for sure that you had fallen in love with your spouse?
4. How did you propose to your spouse?
5. Are you going to let your children to go to the KDI School?
6. Where is the best place to spend time with your wife (husband) around the KDI School?
7. Do you have any advice for singles at the KDI School?

Alumni Couples

Soo-Sung Lim (2000 MBA) & Yu-Kyeong Kim (2000 MPP)

Young Chul Kim (2000 MPP) & Su Jin Song (2001 MPP)

Seong-Rok Park (2000 MBA) & Ji Seon Kim (2001 MBA)

Malcolm Leong (2002 MPP) & Min Jeong Jeon (2002 MBA)

Waldo Andres Tapia Troncoso (2002 MPP) & Andrea Milena Ramirez (2003 MPP)

Soo-Sung Lim (2000 MBA) & Yu-Kyeong Kim (2000 MPP), First Couple

1. Our initial meeting was in the first term of our Chinese class. We both were attracted to each other then, but we were too shy to ask each other anything. However, fortunate for us, our Chinese class solved our problem very easily. As you may know, the content of the dialogue in a beginner's foreign language class asks many things like: How old are you? Do you have a boy/girlfriend? What are your hobbies? How many members are in your family? etc. We enjoyed our Chinese class as a special date for an entire year. Thanks to Professor Do-Hee Kim for giving us such questions.

2. In the first term, we also had another course together. Professor Seung-Joo Lee asked students to organize a team for a case study. Yoo-kyeong proposed that her team accept Soo-sung as a team member and they all agreed. When she asked me to participate in her team, I said, "Yes" without hesitation. We had many chances to meet under the pretense of preparing for our case study. We had meals or a beer together and we finally got romantically inclined towards one another.

3. Soo-sung's case: One day in the spring term, I went to the 3rd floor lounge to drink coffee with some guys after our evening class. It was glowing with the splendor of the setting sun. I saw her standing alone, looking out a window. She looked a little tired but beautiful. In that moment, I wished I was beside her. Yoo-Kyeong's case: In the spring term, a cocktail party was held in the chun-ji sky lounge. One of the most interesting events was the professor auction: several of the professors who came were being auctioned off and the student who won had a chance to dance with a professor. As such, Soo-sung got to dance with Professor Lila Lee. I was so impressed that he could dance using only one leg. At that time, he had been walking on crutches for the past three months since he tripped and sprained his ankle on Sports Day. When he danced without crutches, he had to step on just one leg. (I don't know why his funny dance looked so beautiful at that time.)

KSAA Forum

- KDI School Alumni Association Forum -



"Considering the national elite will continue to study, the future of the nation will never be dark."

The KDI School Alumni Association gathered together for a forum entitled, "A Short Mid Term Project of the Korean Economy" on April 13th, 2005. This forum was designed to provide an understanding of the world economic environment and pressing economic issues in Korea. It was aimed at assisting our alumni in carrying out their respective professions with greater backing and expertise.

In this forum, our distinguished speaker, Dr. Il-Sa Kong, Chairman & CEO of the Institute for Global Economics, emphasized certain key points for success in understanding world economy trends and dealing with Korea's economic problems.

First, knowing ourselves, we should choose an agenda for Korea that highlights the strengths of Korea's economic environments to make for favorable business situations. Second, to secure high-valued profit margins, a paradigm shift may be needed to understand current world economy trends of globalization, knowledge-base economies, and China.

Finally, he emphasized the training of people of ability - those who have the capacity of international insight.

Over 60 attendees, including alumni, KDI students, staff, and professors, all helped make the night an enjoyable success. At the end of forum, all participants shared an appetizing dinner and pleasant time of fellowship.

Events such as this will continuously be held to increase the KDI School's ability to be well educated in world environments and affairs, keeping with the mission to best equip our members to be effective leaders and advocates.



4. There was no proposal to get married. ㅋㅋ

5. Sure! That one year at the KDI School was the most beautiful time in our lives. We made friends with good people regardless of nationality, age, and sex. It is almost impossible to meet such good people in the office. The KDI School let us know that studying could be an interesting job. If my son wants to go to graduate School, we would suggest that he go to our alma mater.

6. As you know, we have to spend much time studying due to all our readings, case studies, homeworks, and tests. So we did not have many chances to go outside for dates. That is why we spent most of our time together in the school. Dating in the school was not easy. It was almost impossible for us to be by ourselves. Wherever we were, classmates (especially young guys) were there. When we made an effort to be together in our chamber room or some other place, one of these young guys usually called Soo-sung to go to some beer bar. Living together in the dormitory also made our lives very public. No secrets and no privacy. Of course however, we loved our slow-witted younger brothers and sisters so much.

7. There is something more important than study: it is to look for your companion for life. If there is a person in school to whom you are favorably disposed to, be courageous. Campus life is a wonderful opportunity to approach him or her without difficulty and get to know his or her true character.

Young Chul Kim (2000 MPP) & Su Jin Song (2001 MPP)



1. In the class of Professor Ahn's, "Economic Analysis of Public Policy"

2. Sujin: "저기요, 이것 좀 알려주세요. 이 숙제 어떻게 푸셨어요? Excuse me, could you help me solve this problem?"

Young Chul: "어, 이거 그래프로 이해하면 쉬워요. 그러줄게요. Sure, well, this is easier if you draw the graph. I'll show it for you."

3. Young Chul: On the way back from the cafeteria, I ran across Sujin on a very sunny spring day. She yelled to me, "How are you?" wearing a cute pink sweater. After that, she came into my heart. However, I didn't tell Sujin that until 6 months later.

Sujin: There was no critical point for me. It just happened gradually, and I knew that I had fallen in love with Young Chul.

4. Young Chul: I posted 200 colorful papers saying "You are the only one that I want to love," and "I love you to the death" in the street from the subway station to the Sukmyong campus, where Sujin went to church service every Sunday. Also, I held a sign saying "Marry me, I'll take care of you forever." It is difficult to explain the proposal in a few sentences. Why don't you go to our homepage and see it for yourself? ^^ <http://www.cyworld.com/wedding24> or www.cyworld.com/hispoetsj

5. We'll take our children to the KDI campus to show them and tell of our love story. However, we'll respect their right to choose the school upon the major they wish.

6. Our favorite meeting places were a restaurant called Two Two Chicken (둘둘치킨) near Kyunghee University and the rooftop of the KDI School

7. Don't think the campus is too small. ^^* Be nice to everybody. The chance comes to you suddenly.

Seong-Rok Park (2000 MBA) & Ji Seon Kim (2001 MBA)



1. It was in 1998. We first met on a blind date. The person who set up the date was my university senior and he is a close friend to my husband. At that time, we didn't have any intention to date each other. It was just for fun. But his smile captured my mind.

2. His first statement to me was, "You look like the famous actress Ko Hyun Jung." So I replied, "You look like the famous singer Kim Jong Gook." Frankly, we were both lying; it was just for fun and a smooth flow of the date. We didn't have anything like love at the first sight because we originally had no intention of developing anything. However when I saw him, I was sure that our relation would not finish so quickly. He made a favorable impression on me at our first meeting, especially with his charming smile.

3. It is really difficult to pinpoint the exact moment that I had fallen in love with my husband. As time went by, I was getting more and more comfortable around him and I felt that I loved him. We had a difficult time when my husband joined the School in 2000. We couldn't meet everyday as we did before, because I was an undergraduate student and forced to stay in Busan. But in 2001, when I became a KDI School student too, our relationship strengthened again.

4. For us, there was no special or romantic proposal as we commonly see in the movies or dramas. We knew that we loved each other and we would be together forever; any traditional extravagance was not needed.

5. Sure. I'll strongly recommend the KDI School to my children if he or she is interested in it.

6. As you know, our hometown is both in Busan. Therefore, we stayed at the dormitory. That's why we spent most of our time in school, especially in the lecture room.

7. Don't hesitate or stay away from love. You can study and spend your school life with your beloved. Happiness, and maybe your GPAs, can be doubled. :)

Malcolm Leong (2002 MPP) & Min Jeong Jeon (2002 MBA)

1. Our mutual friend Waldo Tapia introduced us to each other in the first semester and we got to know each other better while publishing the student newsletter, Chocopie every week.

2. I did not say anything special. Interestingly enough now, I didn't have a good impression of him and I thought he was arrogant and a bit rude.

3. Ironically, when I had my first argument with him, I knew I loved him so much. We argued about our future. My husband was offered a job in Hong Kong and that meant we needed to separate.

4. He proposed to me when he visited me from Hong Kong on Christmas, 2003. I didn't hesitate at all, I immediately said yes.

5. Of course, if they want. The KDI School is a good place to pursue your academic goal and socialize with many interesting people from different backgrounds.

6. We spent most of our time studying in our study chamber on weekdays. On weekends, we usually went out to movies, parks, etc.

7. Keep your eyes open! Actually, you spend most of your day at school. You can check to see if any single you like is truly sincere or diligent. Also, try to keep good relationships with others even if you've found a boyfriend or girlfriend. I am sure that you don't want to hear from others you changed a lot.



Waldo Andres Tapia Troncoso (2002 MPP) & Andrea Milena Ramirez (2003 MPP)



1. He was my T.A. in Professor Nam Il-Chong's class. He arrived late to the beginning of the class and so I met him during the second week of the term.

2. We were at a wine party, and I asked him to a slow dance. At that moment I whispered in his ear, "You are the one that I like."

3. It was veeery quick. It was definitely love at first sight - we said I love you at the end of the first week of dating and Waldo proposed to me in the second week.

4. He told me one night, "I just can't live without you any more, I want to marry you." And that's it, I said yes.

5. Yes, why not. For me it has been the best experience of my life, so I hope that my children can one day have that opportunity too. However, it is their choice.

6. The best place is what Waldo and I call "The Olympus". It is located at the top of a hill inside the KDI School campus. When you go to the dormitory, just before the beginning of the tennis courts, there's another path and you can climb to get to the top of the mountain. It is soooooo calm, with lots of wind, and charming enough that we christened it Olympus since it was like being in heaven.

7. I think that love happens in the most unexpected place, so keep your eyes open.

Alumni News

Kuma Worako Tadesse (1998 MPP)

Currently pursuing Ph. D. training in the University of Free State in Blomfontein, South Africa, in Agricultural Economics.

Yeon Jin Yeon (1998 MPP)

Promoted to Director of Marine Policy Bureau of the Ministry of Maritime Affairs & Fisheries. (해양정책국 부이사관)

Chung-Myong Cho (1998 MBA)

Promoted to Department Manager of the Innovation Strategy Planning Department of POSCO. (혁신기획실 실장)

Hye-Sun Chung (2001 MPP)

Currently in Tianjin, China, studying Chinese at the International College of Traditional Chinese Medicine.

Sohail Ahmad Khan (2001 MPP)

Promoted to Assistant Chief of the Planning Commission of Pakistan.

Dong Guk Lim (2001 MPP)

Appointed as a Manager to the Culture Infra Division of Seoul Metropolitan Government. (서울시 문화과 팀장)

CHEN, Hang (2002 MBA)

Appointed as Division Chief of the Beijing Office of China Construction Bank.

SKABA, Filip (2002 MBA)

Appointed to be the Branch Manager of Hyundai Merchant Marine Shipping Lines in the Czech and Slovak Republic.

CHO, Young Eun (2003 MBA)

Appointed to a Market Research Firm in Synovate, France, as a research assistant after finishing an exchange program in Paris.

Looking Back Upon Founding Dean Gill-Chin Lim's KDI School Days

On February 9th, 2005, former Dean Gill-Chin Lim passed away in a car accident in East Lansing, Michigan. We wish to express our sincere condolences on his death.

Founding Dean Lim came to the KDI School as Dean and Distinguished Institute Professor from 1998-2001 and helped make the KDI School an international and world-class institution. After successfully finishing his tenure in 2001, he went back to the United States as a Michigan State University Endowed Professor of Asian Studies while also continuing to teach at the KDI School during summer term periods as a Distinguished Visiting Professor.

Prior to his work at the KDI School, he served as Dean of the International Studies Program at Michigan State University from 1991-95. He was the first Asian Dean, and the youngest Dean to serve in the University's history. Dean Lim also spent time at the University of Illinois as a professor in the Department of Urban and Regional Planning and Institute for Government and Public Affairs. Before joining the Illinois faculty in 1985, Lim taught at Princeton University's Woodrow Wilson School of Public and International Affairs from 1980-85. He was also extensively involved with many organizations to promote peace and stewardship of the environment, distinguishing himself with accomplishments that include being the Co-President of the Korean Federation for Environmental Movements and the President of the Korean Association of Corruption Studies.

Professor Gill-Chin Lim will be missed not only for the works he accomplished, but also for the warmth and kindness he lived his life by. His positive attitude had an effect on people, changing lives and changing the world with which he came in contact.

A True Teacher

Jesus Christ, whom I have met spiritually, always shows me the way in my life. However, it is the late Dr. Gill-Chin Lim whom I'll always remember as one of the greatest teachers I have physically met. As I live my daily life at the office, business, or any other social activity, I frequently find myself trying to follow his tips, wisdom, and passions. Interestingly enough, I feel that his influence on me has only been getting stronger since graduating from the KDI School.

I remember him by his stark impressions: he was spirited, smart, simple, and strong. He always did his best both inside and outside the schools he served. He always had very clear objectives for the school, organizations, and other social activities he was involved in. Communicating with him was short and straightforward. Yes, physically he was also a very strong guy too. In homage to him, I named my company's Internet URL as ssgt.co.kr, which stands for, "Strong and Smart Golden Touch".

The late Dean will be remembered with other words too: generous, gradual, and global. I don't think he ever hesitated to spend his segmented time slots with anybody. He always pursued various changes with his patient "durability", which he emphasized as one of the greatest virtues in the 21st century. And those who experienced shaking hands with him - that firm and friendly grasp - will likely agree with me when I say that his touch could reach the ends of the world.

It may not have been a good time to depart, with all the ambitions in his heart. However, he will be remembered as a "true teacher" and his legacy will live on. I found that a great number of 'his men' cried over this loss; they will be the ones to complete the duties behind him. Surely, again!

He is now loved more than we've ever loved him before. I respect him, I love him. With tears in my heart, I say goodbye: be peaceful there, my Dean!

Daniel Y. Kwak
1998 MPP

A Man Not Forgotten

It was February 10th, during the Spring Festival holidays, which are observed in both China and Korea. Quite unexpectedly, I received two phone calls from Korea telling me that Dean Lim passed away. I was so shocked - the news was so incredible and incompatible with the festive atmosphere. Wasting not a second, I rushed to a nearby Internet bar to logon to my hotmail inbox. I told myself repeatedly that it was just a nasty April 1 joke, although it was months away from the day. But to my greatest dismay, the news was nothing but truth. My heart sank like a lead balloon when I read, in my broken Hangul, the Chosun Daily report confirming his sad death from the link I found in a letter from KDI School's Alumni Association. The computer screen blurred in front of me. Greatly saddened, I sat there feeling so lonely and so unhelpful in the almost empty internet bar.

At this moment, with the cursor blinking in front of me, so many fond memories of Professor Lim have jumped into and crammed my mind. All of them are so fresh that they seemed to have happened just yesterday. I couldn't help but shed some tears for a noble man who left this world so early, in such a haste, and in such a tragic way. The memory of Professor Lim as our mentor, our dean and our friend will remain forever in our hearts.

May Professor Lim rest in peace!

Ping Chen
1998 MPP

Faculty Interview

Prof. Kwon Jung (MBA Chair)

In 2004, when I was an applicant to the KDI School, I had a chance to attend a marketing class taught by Professor Jung. After a month, I met him again during my interview. Now as a KDI School student and The Globe reporter, I decided to interview Professor Kwon Jung. At this moment, the tables have been turned.

In the KDI School, he has taught marketing management, internet marketing, and marketing research since he started here in 2001. Professor Kwon Jung is very famous because he motivates his students using various methods, brandmaps, case presentations, and special articles just to name a few. As such, his marketing course is known to be pretty tough. Nevertheless, for these reasons, nobody can deny that he is one of the best professors in the KDI School.

1. Thank you for taking some time out of your schedule to have an interview. How have you been spending your time lately?

It seems that the spring semester just started yesterday, but we are now already heading towards the end of the semester. So, just like you, I am also preparing for the end of the semester. Hmm,... what questions shall I place on the final exam???

2. Compared to the students in 2004, what kind of character do this year's students have?

I think the overall quality and composition of the students are quite similar. But, I have more of an attachment to this year's students because I was deeply involved in the selection procedure.

3. I heard that you had started teaching in Singapore. Please tell me about the difference between the KDI School and the National University of Singapore.

When I was in Singapore, my life was quite simple: home to School and School to home during weekdays, dining out with the family on Saturday, and church on Sunday. It was good in a sense that I could spend enough time with my family and on my own work. However, it was bad in the sense the simple lifestyle pattern could get a little boring. The weather there also seems to contribute to a provincial life. Once I got back to Korea, I found that life here is more dynamic, since I have to spend lots of my time in various activities, including many social events.

4. Now that you are the MBA Chair, what is

your role?

As the MBA chair, I oversee all aspects of our MBA program including student recruiting, course design, and even faculty recruitment. I also spend much of my time sensing, feeling, and responding to any kinds of problems our MBA students might have. In addition, I also attend administrative meetings and sign many forms. There are so many school forms that need authorization by the MBA Chair.

5. What is the vision of the KDI School MBA?

That's a pretty difficult question. Although there are so many things to be done, I think our School needs to build its own color: its own color in the program as well as school culture. MBA program-wise, we try to build our core competency in two major fields: Finance & Banking and Strategic Management. School culture-wise, we should maintain, or even further intensify, a dynamic, vibrant, and globalized school culture. I think we have strived to achieve this and are quite successful in that regard so far. However, we shouldn't be satisfied with what we have achieved. We have to work harder and all the members of the School, including students, staff, faculty, and alumni, are important in the future endeavor to grow our School.

6. Have there been any memorable moments while you were teaching Marketing?

I cannot single out just one episode, but every BRANDMAP simulation game produces pretty interesting and memorable episodes for me. Of course, I think this is the same for the students as well.

7. Have there been any memorable students while you were teaching Marketing?

Again, I cannot single out just one student. Every student whom I can remember is unique and special to me. One problem I am facing now is memory loss due to aging ^^, so please contact me occasionally to help preserve the precious memories I shared with you guys.

8. Nowadays, what kind of research are you involved in?

Since I took the administrative position, it is difficult to find time to do research. I have been doing research mostly on the consumer behavior

area, which includes consumers' responses to new product introductions and advertising, customers' lifestyle and values, and various cross-cultural consumer behaviors. Recently, I started research on consumers' coupon redemption behaviors and consumer behaviors of senior citizens.

9. Please give our students some advice from your point of view.

When we started this year, I felt a high level of motivation and eagerness to study from this year's students. I am hoping that they can maintain the same level of motivation, eagerness, and intensity until the end of the program.

10. Finally, give *The Globe* some advice.

As our school's official newsletter, I think *The Globe* has done a nice job to provide useful information of our school to all KDI School members. However, my impression of *The Globe* is rather formal and official than fun. If you could add more fun aspects to it, *The Globe* will be much more loved by all of us.

"Straight From the Students"

In a Marketing Management class, in May 2004, one professor was smiling throughout the course, actively giving a lecture with both his voice and body language. The professor's name was Jung Kwon. As soon as I saw him, I knew he was the professor I was looking for. A professor who knows how to interact with students without rigidity and listen to student's problems with sincerity outside the class, while also arousing interests from students in and outside the class. Nearly one year have passed since I have known professor Jung Kwon, and it turns out that I wasn't wrong.

In class, he motivates students by providing various eye-catching examples and visuals, and



The KDI School of Public Policy and Management



he uses his whole body to deliver a lecture. Outside class, when students ask for help or for a piece of advice, he never neglects them. Rather he gives out a realistic point of view and a very honest reply. In and outside the class, he shows his concern for students - and therefore arouses interests from them - by approaching them with a very cozy and gentle manner.

Some people claim he that he is a caring teacher. Some people think he's rigorous with his students. Some students take his class because they actually learn something. Some students do not like his class because his courses are known to be extremely tough. Whatever people think of him or of his class, nobody can deny that he is one of the best professors in the KDI School.

"I hear and I forget, I see and I remember, I

do and I understand." (A famous quotation attributed to Confucius, and the quotation that Professor Jung Kwon underlines in his class.) Now that you have heard about Professor Jung Kwon, you will probably forget him. If you see him around in school, you will at least remember him. However, if you really want to understand who he is and what kind of person he is, then why don't you give it a try by taking at least one of his lectures?

by Min-Jung Kang
(2004 MBA, currently Professor Jung's TA)

Whenever I come across Professor Jung Kwon at school, he always asks me, "How is it going?" Then I answer, even after a terrible exam, "Everything is very good!" Surprisingly his smile reminds me to have a positive attitude all

the time.

He is a CEO who sells 'Marketing Management' and I'm one of the 11 customers. Frankly, 'Marketing Management' is not a cheap lecture for me because I'm required to spend lots of time preparing for it. However, it is enjoyable and definitely a valuable lecture. This is because Professor Jung makes the lecture custom-made, not ready-made. We learn from the professor, books, articles, and the other students.

His lectures are priceless and I'm an early adopter who's identified a high brand loyalty to anything Jung-esque. He is the professor who gives not only academic knowledge, but who also has a positive influence on me.

by Sun Lee
(2005 MBA)

I Shall Miss the KDI School by Prof. Hee Soo Chung

Parting remarks from Professor Hee Soo Chung. Professor Chung played an instrumental role in the management of various programs and will be fondly missed.



I accept this beautiful Certificate of Appreciation as an unexpected honor and with sincere humility, deep gratitude, and strong feelings for our School. If I have made any contribution to the glory of the KDI School, it is because of the never-ending encouragement from the School's leadership and cooperation of many, including Professor Byung Ho OH, Professor Lila LEE, Professor Sunny LEE, Professor Jeong Ho KIM, Professor David Behling, Division Head Hyun Ung LEE, Miss Hyuk Choon KWON, Miss Yeon Jung KIM and many others.

George Bernard Shaw once said, "A good life is inspired by love and guided by intelligence." As for me, the richness of life is proportional to the sums of love, friendship, affection, and compassion given and received. During the last six years, I have had the fortune of working together with people who have made my life very rich. We have shared joy in good

times, comforted each other in hard times, all while participating together to further shape the School's destiny. The affection you have given me and the admiration I have felt for you have surely enriched my life tremendously. I am grateful, indeed.

I am convinced that the KDI School has taken giant steps forward in such a short span of time. It is like a shining pearl in murky waters and a bright lighthouse showing the way for globalized higher learning in this country.

What the KDI School has achieved is the "Hongneung Miracle." This miracle is attributable to the following elements. First, it is blessed with brilliant faculty members. Second, it has the good fortune of having an able and dedicated staff. Third, it has attracted highly motivated students aiming at the highest levels academic excellence and professional competence. Fourth, above all, the School's leadership headed by Dean Chung Chin Seung has been cementing all the foregoing elements into a solid, dynamic, and a well performing collective with definite visions. We are producing the kind of human resources the globalized world seeks. Our graduates distinguish themselves by their innovative thinking, interdisciplinary competence and intellectual integrity.

Rene Descartes said, "Je pense donc je suis," I think therefore I am. Our students seem to have read Descartes. John Locke also wrote that the business of education is not to make the young

perfect in any one of the sciences, but to open and dispose their minds as best possible and make them capable of anything they apply themselves to. Our graduates appear to understand this meaning and move forward with great intellectual integrity. This is a perfect harmony between intelligence and will. Intelligence with no will to act remains sterile. Willpower without intelligence can be dangerous. I think that our graduates have learned this important wisdom.

My friends, I am convinced that the KDI School will soon become one of the leading graduate schools in the world. I am leaving now but know that I shall cherish your friendship, remember your affection, and continue to pray for the glorious march of the KDI School towards the promised land of higher truths and warm humanism.

Thank you and Au Revoir!

March 4, 2005



School Events

Global Leader Program

Targeting mid-career officials in Korean public corporations, the Global Leader Program is geared towards cultivating competent people to be the future leaders of their respective organizations. Students will study at the KDI School from Jan. to Aug. and go to the United States to study at UCSD (University of California at San Diego) from Aug. to Dec. The core-curriculum includes courses on Leadership, Organization Management, and General Economics/Management.

Real Estate Professional Education Program

Based on the rich experience and global network of the KDI School, the Real Estate Professional Education Program and the School aim to instill real estate professionals with greater excellency and technical know-how in the Real Estate Market. It is a one-year program targeting mid-career officials related to the real estate sector. Classes highlight practical issues and allow for much discussion of real-world issues and case studies. The program aims to foster deep analytical thinking and understanding about current issues in the real estate market.

Workshop on Economic Cooperation for Caucasian States Economy Leaders



This workshop was held on February 21st-25th. Participants from Caucasian States, including the Republic of Georgia, Armenia, and Azerbaijan, were introduced to Korea's economic developments and provided with an opportunity to discuss mutual economic cooperation. This course was comprised of lectures related to Korea's Economic Development, presentations of their country reports, and visits to some government offices and corporations. It was also broadcast on the 10 o'clock nightly news on Arirang TV in Korea.

Workshop on Public Dispute Resolutions and Negotiation



This 2-day workshop (Feb 24-25) was specially tailored for the Ministry of National Defense and hosted more than 30 officials from the organization. Participants were lead through a combination of academic information as well as other practical initiatives to broaden their spectrums of understanding. Delegates were quoted as saying that the program was very challenging but rewarding. "Since the MND is like a small nation facing all sorts of conflict and challenges, the information was very useful."

Workshop on International Trade and WTO Agreements Implementation



To help gain a better understanding on WTO trade policies and further assist the economic development of developing countries, the KDI School invited the Director General and other international Director level officials in charge of international trade to the School from March 28th to April 5th, 2005.

Through lectures and discussions, the participants expanded their understanding of WTO agreements and took highlights from case studies and Korea's economic experiences. Delegates also reported on their countries' economic situations and took a field trip to Korean points of interest.

Video Lecture on Korea's Experiences with Trade Policy

On March 30th, this lecture on Korean trade policy was delivered to Russian civil servants to provide experiences to those practicing in relevant subject areas. Participants of the "Workshop on International Trade and WTO Agreements Implementation" also attended to share their own experiences and learn from one another.

10th Program on Economic Policy

The 10th Program on Economic Policy was held through April 6th to April 10th. This course, which has a class every Wednesday until July 6th, is geared towards managing level officials in the public or private sectors, and to reporters from the media. The course introduces them to current issues and strategy on Korea Economics and leadership.

World Bank Job Fair

The World Bank Recruiting Group visited the KDI School to have a job fair on Friday, April 8th. Almost a hundred students from the KDI School, KAIST and other neighboring universities came to listen to the recruiters. After some multimedia presentations, Mr. Wei Wang, Senior Recruiting Officer at the World Bank, presented on the recruiting system and needs of the World Bank.



School News

Dean Chung Participates in the Eminent Scientists Symposium



Dean Chin-Seung Chung participated in the Eminent Scientists Symposium as part of the Ministerial Conference on the Environment and Development in Asia and the Pacific, 2005 (MCED 2005). As one of thirty-five eminent officials, scientists, and environmentalists, the Dean gave a presentation regarding sustainable development and conflict resolution during the 2-day Symposium.

Prof. Jeong-Ho Kim Selected as a Member of the "Rental Housing Policy Review Committee"



Prof. Kim Jeong Ho was chosen to serve in the "Rental Housing Policy Review Committee," set forth by the Ministry of Construction and Transportation (MOCT), to thoroughly review rental housing policies and programs. The committee, composed of 15 members representing academics, civic organizations, research institutes, and housing developers, will make a set of comprehensive and concrete recommendations in March. Professor Kim co-chairs the meetings with Kim Se Ho, the MOCT's Vice Minister



Public Hearing Regarding "Mortgage Insurance Systems" by the KDI School.

A public hearing for "Mortgage Insurance System" was held in the International Conference Room of Press Center Building on April 28. The program manager, Prof. Ilho Yoo, presented on how Mortgage Insurance Systems are a benefit to both home buyers and loan banking agencies.

Prof. Seung Joo Lee's New Publication



In May, Prof. Seung Joo Lee published a book entitled "Strategic Leadership." Drawing from his research and teachings related to leadership and business strategy, the book harvests his expansive experience and accumulated knowledge to systematically show the core concepts of the strategic leadership in practical settings.

Prof. Gary D. Gregory's New Publication



In March, Prof. Gary D. Gregory published his textbook, "International Marketing: An Asia Pacific Focus", with fellow professors for undergraduate students studying International Marketing in Australia and New Zealand.

It aims to prepare students to become effective international marketing managers and equips them to oversee international marketing activities in an increasingly competitive environment.

KDI School Members Invited to "Business Breakfast with the President of Ireland"



Visiting Korea, Her Excellency Mary McAleese, President of Ireland, invited representatives from all throughout Korea to breakfast on March 24. Two staff members of the KDI School, along with other officials on behalf of other Korean education institutions, jointly dined and participated in the "Business Breakfast with Her Excellency, Mary McAleese, President of Ireland"

Rand Graduate School selects the Rand-KDI Fellow



Seo-Yeon Hong (2003 MBA), recipient of the award for outstanding thesis in 2004, recently was selected to study in the Rand doctoral program. The Rand-KDI Fellowship is a competitive program offered by the Rand Graduate School to educate aspiring doctorates and assist them financially by covering tuition costs and providing a guaranteed 4 year stipend. Since forging an agreement with The Frederick S. Pardee Rand Graduate School in 2004, Rand has offered one or two of our graduates this opportunity every year.

New Faculty Members



Dr. Gary D. Gregory (MBA Program): A visiting professor at the KDI School, he has been teaching at the University of New South Wales and University of Wollongong, Australia.



Dr. Jungho Yoo (MPP Program): A visiting professor, he has been working at the Korea Development Institute and is a honorary fellow at the Department of Industrial and Corporate Affairs within KDI.



Dr. Joong-Ho Han (MBA Program): A lecturer, he has had an extensive background in Financial Intermediation, Corporate Finance, and Financial Markets. Professor Han comes to us after time at Korea University, KAIST, and the University of Illinois at Urbana Champaign.



Dr. Albert Choi (MPP Program): An adjunct professor, he is an assistant professor at the University of Virginia and has published books in the fields of Law and Economics.



Dr. In-Koo Cho (MPP Program): An adjunct professor, he is a distinguished professor at the University of Illinois, and has taught at the University of Chicago, University of Pennsylvania, and Brown University.



Dr. Gukhyun Cho (MPP Program): An adjunct professor, he is an assistant professor at Hawaii Pacific University and has been the CEO/President of iFlag, Inc.

(Brief Note)

- Sabbatical Leave: Prof. Jin Park from January 1st to June 30th.
- Congratulations! Prof. Jaewon Shin gave birth to a baby girl on February 5th. Both the mother and the little princess are doing fine.
- We wish the best of luck and great happiness to Prof. Kieun Rhee who recently was married on June 2.



Dr. Youngjin Jung (MFDI Program): A visiting professor, he is a member of Cartel Policy Advisory Board in the Fair Trade Commission, an Arbitrator for the Korean Commercial Arbitration Board, and an adjunct professor at Georgetown Law School.



Dr. Youngguck Kang (MPP Program): A graduate of New York University's Wagner School of Public Service, he has also served as a lecturer there. Dr. Kang specializes in Income Inequality, Public Finance, Public Policy, and Research Methods.



Dr. Sunwoong Kim (MPP Program): A visiting professor, he hails from the University of Wisconsin where he is a Professor of Economics. Dr. Kim specializes in urban and regional economics, human capital, and East Asia in general. He has taught in America, Korea, and Germany, and has also worked with the United Nations and the Urban Studies Center of MIT & Harvard.



Dr. Bong-Soo Lee (MBA Program): A visiting professor from the Bauer College of Business, University of Houston, Dr. Lee specializes in corporate finance and financial economics. He has served on numerous posts, including being the Director of the Asia & Pacific Finance Program, as well as being the President-elect of the Korea America Finance Association.

School Calendar

Feb 21-May 13
Spring Term

April 6-July 6
10th Program on Economic Policy
Venue: Ambassador Hall (7th fl, in Yulgok Hall)

April 8
Joint Seminar with the World Bank and Moscow State University Venue: Moscow, Russia

April 28-November 29
Special MBA Program for Citi Bank
Venue: Ambassador Hall (7th fl, in Yulgok Hall)

May 11-June 10
Business Strategy Program for Industrial Bank of Korea
Venue: KDI School

May 14
[Alumni Event] Hiking on Chong-gye Mountain

May 16-May 20
Spring Break

May 16-May 21
[Student Activity] Home-Visiting Program

May 17
[Student Activity] Visiting Local Government and Festival

May 19-May 20
Laos NOSPA Consultation Program
Venue: Vientiane, Lao

May 23-May 26
Public Financial Management Workshop
Venue: Vientiane, Lao

May 23-August 12
Summer Term

May 26-May 27
6th Global Forum on Reinventing Government Toward Participatory and Transparent Governance
Workshop 7: Corporate Governance, Market Economy, and Accountability Venue: COEX, Seoul

May 29-June 2
Azerbaijan WTO Study Tour

May 31-June 1
Program on Innovative Resolutions and Negotiations for Public Policy Conflicts Venue: Videoconference Room (3rd fl, in Yulgok Hall), KDI School

June 2-June 3
Conflict Resolution and Negotiation for the Ministry of National Defense Venue: Videoconference Room (3rd fl, in Yulgok Hall), KDI School

June 6-8
Fiscal Management Reform Symposium
Venue: Istanbul, Turkey

June 11
[Student Activity] World Ceramic Biennale

June 15-23
IMPM Korea Module
Venue: KDI School and some other places

July 18-20
2nd Workshop on Economic Cooperation between Korea & ASEAN
Venue: Seoul

June 22-24
Public Policy Conflict Resolution and Negotiation
Venue: Videoconference Room (3rd fl, in Yulgok Hall), KDI School

July 9
[Student Activity] DMZ-JSA Visiting Program

Photo Gallery



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[Corrections]

The following name should be noted to accurately reflect the Award for Academic Excellence for Student Awards in the last "The Globe" (winter, 2004)
- Park, Kyung Soon, MBA '01 should be corrected to Park, Kyoung Soon, REP '04.