

# **The 2<sup>nd</sup> Korea Foundation International Conference on Nation Branding**

## ***Branding Global Korea: National Strategies Amidst Global Streams***

### **1. Conference Overview**

- **Subject:** “Branding Global Korea: National Strategies Amidst Global Streams”
- **Date:** August 13 (Thurs.), 2009
- **Venue:** Haevichi Hotel & Resort, Jeju, Korea
- **Host and Organizer:** The Korea Foundation
- **Sponsor:** TBA
- **Format:** To be organized as a plenary session and two concurrent sessions within the 5<sup>th</sup> Jeju Peace Forum to be held between August 11 and 13, 2009
- **Role Participants:** approx. 22 (3 chairpersons, 1 keynote speaker, 11 presenters, 7 discussants and panelists)
- **Number of Audience:** approx. 100-120

### **2. Conference Objective**

Based on the 1<sup>st</sup> Korea Foundation International Conference on Nation Branding (November 27-28, 2008), the 2<sup>nd</sup> Conference is planned and organized with the following objectives:

- To discuss the latest issues and global trends in nation branding
  - Nation branding is a relatively new but fast-developing concept. Recent discussions in the field have incorporated the nation branding concept into that of the broader foreign policy strategies, globalization, and other political and socio-economic phenomena in the world today. It will be beneficial to examine the current issues and developments in the field.

- To seek ways to enhance Korea’s role in the global dialogue on nation branding
  - Korea’s national brand is regarded as weak given the country’s position and economic/political clout in the global stage. In order to raise its brand value, it is necessary for Korea to take an active role in the dialogue and efforts in projects of international cooperation and to contribute in resolution of global problems, thus to command a legitimate place for its national brand value as befitting its global status.
  
- To seek specific strategies to develop contents of Korea’s national brand
  - Nation branding is not simply a public relations campaign; goals of enhancing a national brand will require long-term policy decisions and persistent implementation. Thus, it is important to develop the appropriate contents and to organize specific strategies in areas where the country has competitive advantages. There are several fields and sectors of industry in which Korea is highly competitive, such as the information and technology sector. This conference will initiate relevant discussions in these specific areas.

### **3. Conference Program**

#### **Thursday, August 13**

#### **14:10 – 15:30 Plenary Session VI**

##### *Nation Branding in Global Context: Trends, Issues, and Practices*

#### **Chair:**

YIM Sung-joon (President, The Korea Foundation)

#### **Keynote Speech:**

- “Korea’s Nation Branding Strategy”

EUH Yoon-Dae (Chairman, Presidential Council on Nation Branding)

#### **Keynote Presentations:**

- “Nation Branding: Global Trends”

Simon Anholt (Independent Policy Advisor, author of the Anholt Nation Brands Index)

- “Nation Brand Dual Octagon Model”

LEE Dong-hun (Director of Brand Strategy Group, Samsung Electronics)

- “Nation Branding in a Global Context: Korea Seen from a European Country – A French View”

Bernard Spitz (CEO and Founder, BSConseil)

**Panelists:**

- CHO Dong-Sung (Professor, College of Business Administration, Seoul National University)
- KIM You-Kyoung (Professor, Journalism & Mass Communication Division, Hankuk University of Foreign Studies; President, Korea Advertising Society)
- Nicholas Cull (USC Center on Public Diplomacy)

**15:40 – 17:10 Concurrent Session III**

***Korea’s Nation Branding in International Cooperation***

**Chair:**

OH Joon (Deputy Minister for Multilateral and Global Affairs, Ministry of Foreign Affairs and Trade, Republic of Korea)

**Presentations**

- “Nation Branding and Competitive Identity: Lessons for Korea”

Simon Anholt (Independent Policy Advisor, author of the Anholt Nation Brands Index)

- “International Partnership in Tackling Global Challenges: Korea’s Role”

CHANG See-jeong (Director, Korea International Cooperation Agency)

- “Public Diplomacy: What Should Korea Do”

Nicholas Cull (USC Center on Public Diplomacy)

- “Strategies for Promoting the National Brand”

CHOI Jungwha (Professor, Hankuk University of Foreign Studies; President, Korea Image Communication Institute)

**Panelists:**

- LEE Yoon (Director-General for Policy Planning, Ministry of Foreign Affairs and Trade)
- SOHN Yul (Professor, Graduate School of International Studies, Yonsei University)

**17:10 – 17:20 Coffee Break**

**17:20 – 18:50 Concurrent Session IV**

***Korea's Nation Branding in IT and Economy***

**Chair:**

CHO Dong-Sung (Professor, College of Business Administration, Seoul National University)

**Presentations:**

- “Theories and Practice of Nation Branding: Lessons for Korea’s Economy”  
Keith Dinnie (Associate Professor of Business, Temple University Japan Campus)
- “Building ‘Invisible’ Brands for Korea”  
PARK Sarng-Hoon (CEO, Interbrand)
- “Brand Korea: Its Economic Implications and Branding Challenges”  
HAN Choong Min (C. Min) (Professor, Business Administration, Hanyang University)
- “Korea’s Global Economic Strategies”  
BARK Taeho (Dean, Graduate School of International Studies, Seoul National University)

**Panelists:**

- CHANG Dae Ryun (Professor, School of Business, Yonsei University)

## **4. Participants**

**International participants: (in alphabetic order)**

Simon Anholt  
Independent Policy Advisor, author of the Anholt Nation Brands Index

Nicholas J. Cull  
Professor, Center on Public Diplomacy, Annenberg School, University of Southern California

Keith Dinnie  
Associate Professor of Business, Temple University Japan Campus  
Founder, Brand Horizons Consultancy  
Author, *Nation Branding - Concepts, Issues, Practice*

Bernard Spitz  
CEO and Founder, BSConseil

**Korean participants: (in alphabetic order)**

BARK Taeho  
Dean, Graduate School of International Studies, Seoul National University

CHANG Dae Ryun  
Professor, School of Business, Yonsei University

CHANG See-jeong  
Director, Korea International Cooperation Agency

CHO Dong-Sung  
Professor, College of Business Administration, Seoul National University

CHOI Jungwha  
Professor, Hankook University of Foreign Studies  
President, Core Image Communication Institute

EUH Yoon-Dae  
Chairman, Presidential Council on Nation Branding, ROK  
Former President, Korea University

HAN Choong Min (C. Min)  
Professor, Business Administration, Hanyang University

KIM You-Kyoung  
Professor, Journalism & Mass Communication, Hankuk University of Foreign Studies  
President, Korea Advertising Society

LEE Dong-hun  
Director of Brand Strategy Group, Samsung Electronics

LEE Yoon  
Director-General for Policy Planning, Ministry of Foreign Affairs and Trade

OH Joon  
Deputy Minister for Multilateral and Global Affairs, Ministry of Foreign Affairs and Trade,  
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President, Korea Foundation