

THE GLOBE

A Newsletter of the KDI School of Public Policy & Management

The KDI School's Center for Knowledge Cooperation

Jin Park is a professor at the KDI School and director of its **Center for Knowledge Cooperation**. After receiving his Ph.D. in economics from the University of Pennsylvania, he started his career at KDI (Korea Development Institute), as an associate research fellow in its Center for North Korean Economic Studies. He then served for three years as the director of administrative reform at the Ministry of Planning and Budget (MPB), before joining the faculty of the KDI School in 2001. Prof. Park enjoys spending quality time with his sons and daughter on the weekends, and enjoys long soaks in the whirlpool of the neighborhood sauna, where he goes every single morning.



Jin Park

The Globe sat down with Professor Park to chat about the Center for Knowledge Cooperation. Here are excerpts from the interview:

Could you tell our readers about the history and mission of the Center for Knowledge Cooperation?

Sure. The mission of the Center is to facilitate knowledge cooperation with people in academia, government and business from all over the world – including North



GDLN Videoconferencing Session

Korea – through the use of both on-line and off-line media. Knowledge cooperation comprises conferences, workshops, training programs, the exchange of students and scholars, industry tours, etc.

The Center for Knowledge Cooperation was formed from the merging of three separate centers: the Center for Global Knowledge Cooperation (now the Global Knowledge Cooperation Division), the Center for National Leadership (now the National Knowledge Cooperation Division), and the GDLN Center (now the GDLN Division).

Previously, the three centers all worked on the same type of program, a non-degree executive program, but each emphasized different major customers and modes of education. But to maximize the synergy effect of the three centers, the School decided to bring them under one umbrella in 2003. Since then, I have been heading up the combined three divisions.

Please explain to our readers what each division does, starting with the Global Knowledge Cooperation Division.

The Global Knowledge Cooperation Division, what we call the

“Global KC” for short, is in charge of promoting international knowledge cooperation. It does this by organizing conferences, short-term training, and field trips for international customers, including North Koreans. The Korean government has provided us with a generous grant to support such efforts.

One typical activity is to organize various international conferences such as the Vision Forum 2002, in which we invited representatives of 17 countries to present their country's vision for the future.

We also host frequent short-term executive training programs and workshops for government officials from developing countries at least once a month. In December, we will be hosting a workshop for KDI School Alumni (Classes of 1998 to 2001) for the third time. I look forward to seeing many of our alumni at this

See JIN PARK, p. 6

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Feature

KDI Students Make Most of Summer Vacation

KDI School students spent their summer vacation (Aug. 9 – Sept. 14) in a variety of ways. Some went home to visit their families. Some spent it relaxing and exploring the sights and culture of Seoul and Korea (see article on p. 8). But many of them went on KDI School-sponsored field study trips abroad. The KDI School sponsored three trips for students during the vacation. Here is a brief overview.

International Field Research & Study Trip, USA, August 13 – 23

The purpose of this course/trip was to provide participants with the unique opportunity to experience firsthand U.S. business and government in action, and to directly interact with corporate and public policy leaders to learn about international best practices. The program combined special lectures by renowned scholars with visits to private firms and government institutions, allowing students to gain exposure to the cutting-edge of several industries, including banking, tourism, software, telecommunications and entertainment.

The itinerary included visits to UCLA, the Securities and Exchange Commission in Los Ange-



Qualcomm Headquarters, San Diego

les, USC, Dreamworks, UCSD and Qualcomm, in southern California, and Hawaii Pacific University, the Bank of Hawaii, and Honolulu City Hall, where students were greeted by Mayor Jeremy Harris.

Graduate Diploma Program in Real Estate Finance – International Field Research, USA, August 27 – Sept. 6

Sixteen students from the Graduate Diploma Program in Real Estate Finance took part in the REF International Field Research trip. They were accompanied by two KDI School staff members, visiting lecturer **Byungho Oh**, and a representative from the Korea National Housing Corporation.

The purpose of the trip was to expose program participants to



In front of City Hall, Chicago

best practices in real estate investment and management in the United States, while also giving them a chance to unwind and enjoy the sights of Chicago, New York and Washington, D.C.

The trip included visits to and lectures at Horizon Group Properties and AMLI Residential Properties, both in Chicago, a Broadway musical and a full day of city touring in New York, tours of Washington, D.C., and lectures and tours at the U.S. Department

of Housing and Urban Development, NAREIT (National Association of Real Estate Investment Trust), and BOMA (Building Owners and Managers Association), all in Washington, D.C.

Graduation Trip to Baekdusan, for Evening MBA Students, August 31 – September 3

This trip took fifteen 2nd year Evening MBA students, along with KDI School staff and professors, through China, to Baekdusan, the highest mountain on the Korean peninsula, and the one that is widely considered to be the best symbol of the spirit of the Korean people. The highlight of the climb was having the chance to see the Heavenly Lake, the crater lake that sits atop the dormant volcano on the highest peak of the mountain.

On the way to and from Baekdusan, the group also had the chance to see Changbai Waterfall, a 68-meter high waterfall near the base of Baekdusan, the Tumen River, which forms the border between North Korea and China, and cities such as Yanji, Yanbian and other sites of interest in northeastern China.



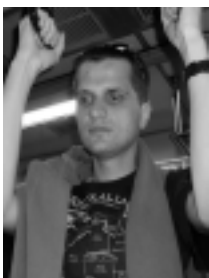
The "Heavenly Lake," with students and professors

Student Profile

From Prague to Seoul—Radim Vaculovic

Prague and Seoul may seem worlds apart, but each place holds a special spot in the heart of at least one KDI School student.

For Radim Vaculovic, MPP '03, a native of Prague, Seoul is not so much a foreign land as an adopted second home. After all, by the time he applied for admission to the KDI School in 2002, he had already been to Korea on five occasions, for various journalism assignments and friendly visits.



Plus, he did not come to the KDI School alone, but was accompanied by his longtime companion and fiancée, Veronika Dvorakova,

MBA '03. Veronika, who works for Prima TV and as a photographer for several magazines, has had an abiding interest in Korea since her undergraduate days as a Korean Studies major.

Legend holds that the pair met on a bus to London. Each one was on the way to a reporting assignment; Veronika was going to London, and Radim was on his way to, of all places, Greenland! "It took me a while to convince her that I was really going to Greenland," Radim recalls with a laugh.

Like most of the KDI School's students, Radim is a successful professional. In addition to being a professional journalist for one of the Czech Republic's major broadcast networks, he is also a licensed attorney.

Having graduated from the Faculty of Law at Charles University, the oldest university in Europe and the Czech Republic's most prestigious, Radim started working as a reporter at TV

Prima, covering mostly legal and crime related stories, while still in his third year of legal studies, when most of his classmates were buried neck-deep in legal texts.

He says it was difficult at times juggling intensive legal studies with part-time work as a journalist, but that his passion for both fields kept him going.

Clearly, his years of practice have made him a skilled multitasker. Even while maintaining a rigorous academic schedule, he finds time to serve as the Seoul correspondent for TV Prima, churning out several stories each month on happenings in Korea and other parts of Northeast Asia. He also writes stories about Northeast Asia for Czech newspapers *Mlada Fronta* and *Lidove Noviny*, and his reporting can occasionally be heard on the Czech National Radio program *Radiozurnal*.

Radim says he fell in love with journalism because he gets to explore so many topics, keep up-to-date with current events, and meet so many interesting people, including, for example, the president of the Czech Republic, the Korean ambassador to Prague, and countless politicians and public figures in various fields.

In just eight years of working for TV Prima, he has visited 60 countries, spanning five continents. As for languages, he speaks Czech, his native tongue, and English fluently, and can hold respectable conversations in German and Russian.

When asked what he likes best about the KDI School, Radim notes the high level of education, and the fact that it is so affordable (he's on a full scholarship). "I have learned so much about economics and other issues while here. I am confident that I will be able to use my newfound knowledge in my

journalistic work."

As for his favorite classes, "My favorite classes so far have been taught by Professors Jin Park and Yoon-ha Yoo. Professor Park's class covered the North Korean economy, which I am interested in very much. In Prof. Yoo's class, I learned economic analysis, applied economics and legal issues. Profs. Park and Yoo are both excellent teachers; I learn something valuable in every class."

He also notes the Korean people and Korea's natural beauty: "I have been having a great time here in Korea. Most Koreans have been so friendly, so gracious. I constantly have people trying to help me, so I never get lost. And Veronika and I just love the beautiful mountains. We take frequent trips to *Dobong Mountain*, and we're really excited about a trip we'll be taking to *Chiri Mountain* in a couple of weeks.

Radim says he plans to work as a journalist for as long as he feels that he is doing something valuable and worthwhile, or until he reaches the pinnacle of the journalism profession in his country. "Once I feel I have reached the top, I might consider switching to another field," he said.

"I love Korea, and I like the KDI School. In fact, I may continue to study in Korea. I have some notions of getting an MBA, but since the KDI School does not have a dual-degree program, I am considering applying to the MBA program here in the near future."

Does that mean Veronika might have her sights set on the MPP or Ph.D. program? Stay tuned.



Faculty Profile

Dukgeun Ahn

Some people are blessed. Take Dukgeun Ahn, assistant professor at the KDI School, for example. Good things seem to come to him in pairs. As a holder of both J.D. and Ph.D. degrees, his background combines hard-core theoretical training in both economics and law, with practical experience in policy formulation and international trade negotiations. He also holds a dual faculty appointment: one at the KDI School and the other at The World Trade Institute, in Bern, Switzerland. And if that was not enough, he and his wife are expectant parents – of twins!

After completing his bachelor's degree in international economics from Seoul National University in 1990, Prof. Ahn went to the University of Michigan, Ann Arbor, to embark on a very long period of study, immersing himself in academics, teaching assistantships, and research. By May 1996, he emerged with a Ph.D. in economics, with a major in international trade policy and theory. Three years later, he donned the cap and gown once again to accept his J.D. degree.

As one might expect, this dual-degree holder and member of the New York Bar was showered with job offers upon returning to Korea – from law firms, universities, and corporations. But starting his career at the KDI School appealed to him most. "I was attracted by the truly outstanding quality of the faculty, the focus on globalization, and the sense of possibility," he says.

And while his duties at KDI School would be enough for any normal man, each summer and winter break, he hops on a plane to Switzerland, where he teaches trade policy at the World Trade Institute, a highly specialized cen-

ter of advanced studies and research in international trade law and economics that is jointly supported by the Universities of Bern, Fribourg and Neuchatel. There, he teaches one-week intensive courses as part of the Institute's M. I.L.E. (Master's in International Law & Economics) program. He is, in fact, the only World Trade Institute professor from Asia and the youngest.



Dukgeun Ahn

"I enjoy teaching at the World Trade Institute because it is a great opportunity to interact with many of the world's leading scholars and practitioners in the areas of economics, trade and international law. It's also a good chance to get refreshed and bring new perspectives to my teaching at the KDI School." "

As for how his dual expertise in both economics and law helps him in his field, he says, "The establishment of the WTO has brought international trade into the legal realm. Previously, before the WTO regulated and mandated international trade, countries had much more room to maneuver, and international trade was primarily the domain of economists. But now, legal issues have become much more prominent. In fact, at the World Trade Institute, every course must be taught by a team of at least one economist and one legal scholar or practicing lawyer. This is how critical each of these areas have become in this field."

Professor Ahn says that he was

also drawn to the field because he saw it as a means of helping Korea fight for its rights. In fact, he has closely worked with the Korean government, including its Ministries of Justice (MOJ) and Commerce, Industry and Energy (MOCIE), Foreign Affairs and Trade (MOFAT), and Information and Communications (MIC), as well as the Korea Trade Commission (KTC), in very important trade negotiations, on issues such as FTA and anti-dumping laws. He also worked at the WTO Appellate Body, in Geneva, and is a frequent op-ed contributor in some of Korea's major business dailies.

Professor Ahn also commented on trade in agricultural goods, an issue that is often tied to strong emotions and issues of national pride, as was vividly demonstrated recently when a Korean farming activist martyred himself outside of the WTO talks in Cancun.

"I think that most countries are like Korea in wanting to protect their farmers, and we understand their concern," said Professor Ahn. "But I also think the survival of Korea's agricultural sector will depend on much more than trade issues, that trade is only part of the larger picture. Many agricultural products in Korea are selling at five to ten times the world price. This system requires not only huge sacrifice from consumers, but also results in substantial losses to food processing companies in Korea. For example, it is difficult for many Korean *kimchi* makers to produce *kimchi* at competitive prices using domestically purchased cabbage and garlic. The fact is, there is a great need for agricultural sector reform, not only in Korea but in many other countries too. I believe that gradual trade liberalization may do good by forcing the agricultural industry to reform."

*Student's Voice***Innovation and Constant Improvement****By Albert Yankey, MBA '02**

As I prepare to leave the halls of the KDI School, and indeed Korea, at the end of this summer, I find myself pondering the meaning of my experiences here over the past eighteen months. Though it is impossible to sum up in a few lines what has been for me a very intense mental and emotional experience, I feel compelled to share some of it with you all.

First, I want to say that I have been deeply impressed by the relaxed atmosphere and our brilliant and talented professors, as well as the dedicated and supportive administrative staff. Then, there are all those wonderful memories, from last year's unforgettable field research trip to Busan, Ulsan, Kyongju and Pohang, to the insightful case presentations, and the numerous nights out with classmates and instructors, drinking that explosive mixture of beer, whisky and the almighty *soju*.

Oh, and I almost forgot the Korean language lessons. I could barely recognize my own voice when I had to sing *Arirang* for the class. It is a wonder that my instructor and classmates did not flee the room! Ah, and there is the Seoul subway system, which, thank goodness, is so clean and efficient and usually filled with very decent people. Then there was the Wine Club. Luckily, my low tolerance for alcohol did not prevent me from having great fun.



I got to learn about Californian, Romanian, Australian, South African, Chilean, Czech and Hungarian wines. And those wonderful all-night parties proved to me that Koreans can groove, once they warm up.

Of course, some of the memories – especially of my agonizing over differential calculus, finance problem sets and final exam period – are not entirely pleasant, but even these experiences at least helped me lose weight.

Recently, while packing up my papers, I stumbled upon a phrase in my notes that for me sums up the KDI School experience. It is a motto that spans various fields of business, and is no doubt applicable to real life too: "Innovation and Constant Improvement." One of the most striking features of KDI School that I have noticed is its tireless effort to improve virtually every facet of life. In just one-and-a-half years at the School, I have witnessed major changes to the curriculum, library, lecture halls, lobby and computer equipment.

In my marketing and corporate strategy classes, we learned that innovation and constant improvement, of both product and process, should drive the strategy of any organization seeking to survive in a competitive world, as exemplified by Intel and Nike. Yet many public organizations and individuals are not comfortable with the dislocation resulting from change. The conventional wisdom holds, "If it ain't broke, why fix it?" meaning it is better to be static

and safe than to plunge into the unknown and untried. Yet, embracing change and innovation is the key to progress. This notion is supported by economist Joseph Schumpeter's classic exposition on "creative destruction" as a driving force of capitalist growth.

So what am I getting at? Well, when I arrived in Korea in August 2001, I was expecting to serve for two years in the newly opened Ghanaian Embassy, and then to return home. I did not have any plans to study. But then I became restless, like many professionals in their forties. I realized that it is not enough to graduate from college, get a nice job, start a family and settle into a comfortable but predictable routine. For most people, the price for such stability is mental and emotional stagnation, which usually leads to disillusionment. Some say it is an ailment of the privileged and spoiled elite, and there may be some truth in this idea, since in my country and many other parts of the developing world, millions of people are struggling each day for the bare necessities of life.

But those of us who have the basic necessities are faced with problems of our own, and by extension, a choice – we must choose between complacency, or striving for constant innovation and self-improvement. It doesn't matter what the motivation is. It could be raw ambition, or the quest for a better paying job. But the key is recognizing that stagnation is the enemy of all progress. And I believe that public servants and elites, like their counterparts in business, must strive to internalize these values and apply them for the benefit of society.

See YANKEY, p. 6

*Articles — Continued***YANKEY, from p. 5**

It did not take me long after arriving in Korea to appreciate the infectious dynamism of the country and the sense of practical purpose that permeates the entire culture. I felt the process of “creative destruction” going on all around me, and I wanted to immerse myself in it.

And just at that point, more by chance than by design, I stumbled upon an announcement from the KDI School calling for applications, so I decided to try my luck. And I am so glad that I did, even if I sometimes had to struggle to make it to my evening lectures after a lousy day at work.

For a public servant like myself, the KDI School has been something like shock therapy, energizing and inspiring, jolting me to reach a new perspective on my profession and my life in general. I have come to appreciate that the true challenge faced by any employee - particularly if he is part of the policy-making apparatus of an organization - is to make a real impact on the process of “innovation and constant improvement.”

Though I look forward to returning to my home country, so that I can put into practice some of the things I have learned, I will always remember the KDI School with pride and much affection. To my professors, classmates and friends, I say: “Thank you for a time well spent!” and “Best wishes to you all!” (*End*)

JIN PARK, from p. 1

gathering.

We also work to strengthen academic ties with North Korea. We have held several academic meetings with North Korean scholars and bureaucrats, but for geopolitical reasons, the progress is not as fast as I would like. However, we are hopeful that we will

see a lot more progress in this area in the near future.

And the National Knowledge Cooperation Division?

The National KC is geared toward domestic customers, and it operates for the public good, but also partially as a for-profit entity. Its target is mostly people from the government, NGO and media sectors, as well as public corporations. For example, one of its major programs is the “Special Program on Economic Policy-Making,” which is held twice a year. Another public role of the National KC is its hosting of policy forums on current issues. These are co-sponsored by *Maeil Business Newspaper* and attract many leading policy makers, journalists and academics.

It is also in charge of administering the KDI School’s executive programs, which are usually custom-tailored for executives from a particular company. For instance, we have held a six-month-long evening and weekend program exclusively for branch managers from KorAm Bank. We have also held special executive programs for managers from the Korea Land Corporation and the Korea National Housing Corporation, both of which are well-known public corporations in Korea. We want to continue to do more of these kinds of programs, and we are ready to work with companies who want us to plan a specially tailored program for their managers.

And the GDLN Division?

The GDLN Division has two main missions. Its first mission is to maintain state-of-the-art videoconferencing facilities within the KDI School, and maximize their utilization to link scholars, leaders

and activists in Korea with their counterparts in other countries around the world. For example, we recently sponsored the World Bank Institute Forum on the WTO, for which we invited two experts from the World Bank as speakers. As they delivered lectures from our videoconferencing facility, they were broadcast in real-time to other GDLN videoconferencing centers around the world. So, people from all over the world were able to take part in the discussion in real-time.

The GDLN Division’s second mission is to be a leader in online education. It is currently administering four courses, two in English and two in Korean, and each one has been very well received. It is also currently developing two new courses. Of our online courses, I am especially proud of the course “Korea’s Economic Development and Economic Crisis Management,” which is an excellent example of blended-learning, a course with both online and offline components. We started by offering the course, consisting of twenty-one lectures, for a period of seven weeks online (www.learningworld.net). Now that the online phase has been completed, we have selected 19 outstanding performers from the online phase to come to Korea, all expenses paid, for 7-days of offline learning that will include in-class lectures, Q&A sessions and discussions, along with field study trips.

Any other final comments?

Just that the Center is working very hard to develop new types of programs that will be highly relevant to current leaders and managers all over the world, whether they come from the business, government or non-profit sector. (*End*)

School News

New Faculty

The KDI School recently welcomed two new members to its full-time faculty.



Ji-Hong Kim, professor in the MBA program, holds a Ph.D. in Business Administration, with a major in international business, from the University of California, Berkeley; an MBA from the Harvard Business School; and a B.A. in economics, *summa cum laude*, from Seoul National University. Prior to joining the KDI School faculty in August, he was a professor of international business at Hanyang University, in Seoul, for almost a decade, and has also been a research fellow at KDI. Prof. Kim has published numerous papers and books on the topics of industrial policy and international trade. He teaches "Global Business Management" and "Managerial Economics."



Tae-Jong Kim, associate professor, earned his Ph.D. in economics at the Massachusetts Institute of Technology (MIT), and his master's and bachelor's degrees in economics from Seoul National University. Before joining the KDI School's faculty, Dr. Kim taught at the National Graduate Institute for Policy Studies (GRIPS), in Japan, and at York University, in Canada. Dr. Kim has conducted extensive research in the areas of public finance and labor economics, as well as the economics of education and training, and issues that affect the accumulation of human capital. He is currently teaching "Public Finance & Fiscal Policy" and the Ph.D.-level course "Econometrics II."

Alumni News

Yoido Forum

Fifteen KDI School alumni gathered on September 24th at the Export-Import Bank of Korea for the first Yoido Forum meeting, the purpose of which is to encourage camaraderie and knowledge sharing through the hosting of speakers and discussions on a variety of issues. The speaker for the evening was Mr. **Sung-Bong Ahn**, '99, who spoke on "Foreign Exchange Reserve Management."

The plan is to hold four such events per year. All KDI School alumni are invited. For more info, contact Song-Chang Hong, '99, at: hongsc2@koreaexim.go.kr

New Alumni Homepage!

The redesigned KDI School Alumni website is now open, with enhanced features including alumni profile search and editing capability. We hope the new site will contribute to a strengthening of the Alumni Network by making

it easier to learn about and get in contact one another. To access, go to the KDI School website and click on "Alumni" in the main menu.

Prospective Students

MBA Tour, Seoul Hilton Hotel

On September, 27, 2003, the KDI School hosted a booth at the MBA Tour in Seoul, an annual event that gives international MBA recruiters the opportunity to promote their schools to MBA hopefuls in Korea. Thanks to everyone who visited us!

Application Deadline

The application deadline for our MPP, MBA and Ph.D. programs is **October 31st**, 2003. Mark the date on your calendar!

Open House

If you're thinking of applying to the KDI School, do not miss this event. We will introduce you to the School, its campus and our academic programs. Also, our deans, faculty and current students will be on hand to answer any questions you may have.

Saturday, October 11, 2003
2:00 ~ 3:20 PM
7th Floor, Lincoln Hall
The KDI School

Lady & Gentleman of the Month

October 2003



Eun Kyung Kim, MPP '03 (left)
& Diego Alejandro Martinez,
MPP '03

*Student Life***Reflections on the 2003 Korea Field Trip****By Kim Seung-Mee, MPP '03**

When I told my Korean friends I was going on a school field trip, they joked that field trips are for high school students, not graduate students. Yes, I could understand why they thought it sounded odd, since most Korean's notions of field trips include lunchboxes and moving in groups on command.

But I knew this trip would be different. I would be one of the few Korean students to accompany the KDI School's international students on the 2003 Korea Field Trip. I thought I might gain a lot from the experience, and I wanted to help make the trip more enjoyable and worthwhile for the international students.

We departed early in the morning, August 11th, a rainy Monday. Though the bus ride to Pohang, in southeastern Korea, was long, our English-speaking tour guide kept us entertained with interesting stories about the places we passed along the way.

During the first two days, we visited POSCO, in Pohang City, and Hyundai Motors and Hyundai Heavy Industries, both in Ulsan City. I was pleasantly surprised by POSCO. I had expected to see smoggy skies and gray factories,

but rather found the grounds green and the insides of the mills filled with automated machines forging sheets of steel. Seeing how the lava-like liquid iron was transformed into sheets of steel, then rolled into coils, was magnificent. As a Korean, I felt a sense of pride, and I hoped the international students were as impressed as I was.

The experience in Ulsan was

*Shipyard—Hyundai Heavy Industries*

totally different from that in Pohang. As we approached Ulsan, the air itself seemed to change and everything turned gray. At Hyundai Motors, we saw people working alongside robots, like something out of a science fiction movie. Then we went to the shipbuilding site of Hyundai Heavy Industries. The massive scale of the shipyard and the sight of the enormous

ships being built made it the most impressive place that we visited.

On day three, we visited Nongshim, a Korean company famous for its snack foods and noodles. I was surprised to see that the process of making noodles, which seems like it would be simple, in fact required state-of-the-art technology. We emerged from the tour with big smiles on our faces and free bags of snacks and cup noodles in our hands.

After a brief visit to Gumi City Hall, where we were given a special tour, we headed to our hotel for the night: the Gyeongju Hilton! What a treat! Surrounded by beautiful nature, this luxurious and cozy hotel was just what we students needed to refresh ourselves. Sightseeing in Gyeongju and visiting the Gyeongju World Culture Expo 2003 were also great, and the time we spent hanging out and enjoying each other's company will surely hold a special place in all of our memories.

Overall, the field trip was totally worth it. I grew closer to many of my foreign classmates, and I realized how educational these trips could be. Thank you to everyone who made this trip possible!

*Gyeongju Cultural Expo**Bulguksa Temple, Gyeongju**Dabotap Pagoda, Bulguksa*

Please send comments, suggestions and alumni announcements to the Editor: wpark@kdischool.ac.kr

KDI School of Public Policy & Management

THE GLOBE

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