

KDI School of Public Policy and  
Management

Spring 2009

# THE GLOBE



THE GLOBE

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KDI School of Public Policy and Management

# KDI School Welcomes New President



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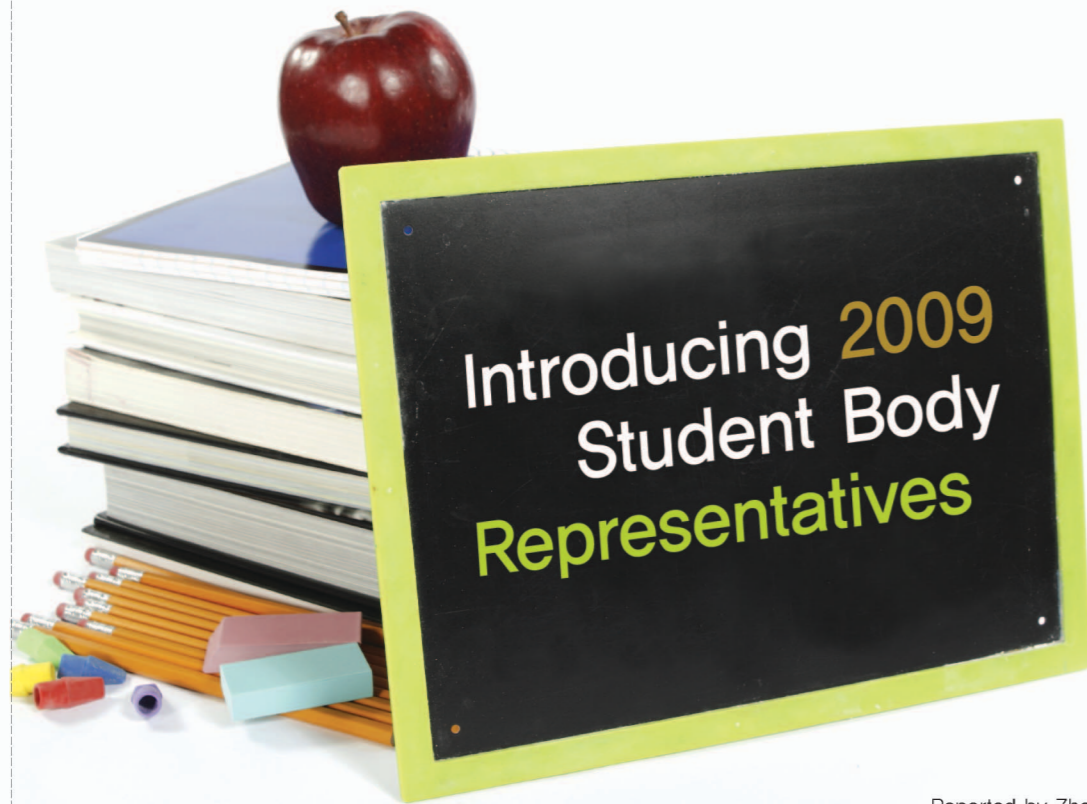
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On March 24th 2009, Dr. Oh-Seok Hyun was inaugurated as the new President of the KDI and KDI School. As the new President, Dr. Hyun emphasized the need for close attention to be paid to the demands of this generation in order to unearth new growth engines for economic recovery, particularly amidst the current global financial crisis and economic stagnation. "As a leading postgraduate institution," he declared, "it is our promise to continue to provide quality education

that is both relevant and empowering to those who dare to make changes." In addition to his Ph.D. in Economics from the University of Pennsylvania, Dr. Hyun's qualifications include former service with the Ministry of Finance and Economy as well as the World Bank, and completion of a six year term as the President of the Institute for International Trade (KITA).

### Background

- September 2008 ~ March 2009 Professor, Business School, KAIST
- March 2008 ~ December 2008 Chairman of the NPSO(Non-governmental Public Serving Organization) Evaluation Board
- April 2007 ~ present Member of the Committee for the NPSO (Non-governmental Public Serving Organization) Management
- August 2005 ~ present Member of the International Development Cooperation Committee
- April 2002 ~ May 2008 President, Institute for International Trade, KITA
- June 2000 ~ February 2001 Deputy Vice Minister of Ministry of Finance and Economy, and Dean of National Tax College
- November 1999 ~ June 2000 Director-General, National Economic Advisory Council
- January 1996 ~ November 1999 Director-General of Bureau of Treasury, Bureau of Economic Policy, Bureau of Budget in the Ministry of Finance and Economy
- September 1989 ~ August 1991 Economist, Macroeconomic Adjustment and Growth Division, The World Bank, Washington D.C., U.S.A.



Reported by Zhonglei Liu (2009 MBA, China)

In order to keep everyone's voice heard and assist students in having successful lives at the KDI School, one representative was selected from each program. Last March, we voted for our representatives, and now it's time for them to say hello to us:



**Name :** Sung dae An **Program :** MPP  
**Nationality :** Republic of Korea  
**Affiliation :** Director, Ministry of Public Administration and Security (MOPAS), 12 years  
**Hobbies :** Soccer, hiking  
**Goal :** As a representative, I will strengthen the connections among our school's students and facilitate their association even outside of school in order to build a solid network.



**Name :** Agnes Eszter Markus **Program :** MPP (International)  
**Nationality :** Hungary **Hobbies :** Hiking, crime stories  
**Affiliation :** Chief Counselor, Prime Minister's Office, 2.5 years as a public servant  
**Goal :** I hope everyone here can feel a sense of belonging to a family and respect each other. I encourage international students to learn about Korea, utilizing the opportunity we have been provided with



**Name :** MOHAMED TOLBA, El-Metwaly Mohamed **Program :** MPP (International-KOICA)  
**Nationality :** Egypt **Affiliation :** Trade Economist in Ministry of Trade and Industry, 10 years  
**Hobbies :** Reading, swimming, soccer, watching movies.  
**Goal :** As a representative of KOICA, I'll cooperate with the KDI School to help our group be involved in many activities with Koreans. We come here not only to study, but also to discover the Korean culture and get involved in the society. I hope I can link KOICA students with other students at the KDI School through some activities.



**Name :** Juyong Kim **Program :** MBA  
**Nationality :** Republic of Korea **Affiliation :** Korea Exchange, 13 years  
**Hobbies :** Cycling, golf  
**Goal :** I hope to see students here actively participating in school activities, and I will try my best to help my classmates build wide networks.



**Name :** Munir Khandaker **Program :** MBA(International)  
**Nationality :** Bangladesh **Affiliation :** Cabinet Division & Anti-Corruption Commission under the Ministry of Finance, 16 years  
**Hobbies :** Travelling with my family, gardening, watching sports & movies, developing friendships  
**Goal :** I hope to see students here actively participating in school activities, and I will try my best to help my classmates build wide networks.



**Name :** Dongwoo Hong **Program :** MFDI  
**Nationality :** Republic of Korea **Affiliation :** Manager, Barak Global Advisors  
**Hobbies :** Video games, basketball, piano  
**Goal :** I want to create a more effective and joyful atmosphere for MFDI students by arranging some activities such as annual alumni gatherings and an online community.



**Name :** Jeusun Youn **Program :** MAM  
**Nationality :** Republic of Korea **Affiliation :** The Korea Teachers Pension  
**Hobbies :** Soccer  
**Goal :** As representative of the MAM program, my goal is to provide an atmosphere in which students may get familiar with each other and study hard in cooperation. Hence, I want MAM students to reach their respective goals.

# Passionate Learners at the KDI School



Dr. Ki-Soo Pai (2008 MFDI, Korea)  
Professor & Charman, Dept. of Pediatrics, Ajou Univ. School of Medicine

Reported by Jun Hyun Park (MPP 2009, Korea)

Relevance in education, in particular the bridge between theory and practice, often remains an elusive goal. Nevertheless, students at the KDI School with different backgrounds, roles, and responsibilities gather together in classrooms to collaborate on developing course dynamics. The flourishing enthusiasm for education in various fields is the driving force behind the different programs. In the complex and volatile world of today, it is important for any individual to analyze what is on the horizon and anticipate the unforeseeable opportunities. To do so, education is the key which often provides the fundamental basis for these opportunities. In this article, two influential professionals - a doctor specializing in pediatrics, Dr. Ki-Soo Pai, and a lawyer specializing in tax laws, Mr. Ujin Noh, give their views in regards to what they believe the opportunities are and their motivations for pursuing an education at the KDI School.

Dr. Pai, Master's in Foreign Direct Investment program (MFDI, 2008), is currently a Professor & Chairman of the Department of Pediatrics at Ajou University School of Medicine. He is also acting as Special Advisor for Medical Industry Promotion for the Gyeonggi Provincial Government in Korea. Pai already appeared to be an extremely preoccupied professional and it seemed to be a miracle that he was able to attend classes regularly.

"I am thinking of having seven different bags for the seven days of the week. That way, I don't have to waste time packing the materials I need for the day," Pai joked.

"I give medical treatments to patients, I research, I lecture medical interns, residents, and students, and I come to KDI School to learn."

Pai explained the reasons he chose to extend his knowledge in foreign direct investment. "I have an interest in community development and this led me to get involved with municipal and provincial governments, and NGOs as an advisor. From the meetings, I met a public officer who had graduated from the KDI School, and he recommended the KDI School Programs to me for in-depth knowledge in social sciences."

Pai spent a few minutes to give a big picture of the medical industry investment project in KwangGyo New Town. "We are planning to build a medical hub in the area and be competitive in the Asian market. The facility is going to be the hub for all medical/pharmaceutical industries, medical research and development, bio-ventures, medical equipment and products, and medical services. The medical services can attract foreigners to Korea if and only if these medical-related facilities are well established and coordinated. We are also in talks with various internationally well-known institutes to collaborate on this project."

During my four semesters, I felt that there isn't a better place for human networking. The program is extremely rigorous but I am sure it will pay off well in the future."

On the other hand, Lawyer Noh, Master's in Asset Management program (MAM, 2008), who is currently at the HBL Law Firm (Han Byul), stresses the importance of the financial sectors for the Korean economy to leap forward and become an advanced nation.

"Right after my judicial examination, I was temporarily given freedom from the hardcore legal texts and was able to spare some time to read numerous casual books in diverse areas. One of the books I read was Rich Dad, Poor Dad. I was stunned from the reading as it explained how the majority of people are unnoticeably working solely for the nation, for the banks, and for employers through taxation, various interest rates, and hierarchical systems, respectively. From that day on, my interest was focused mainly on the areas of tax, capital, and enterprises. As an initial step, I undertook the tax law program at the Judicial Research and Training Institute."

Noh believed MAM had the ideal atmosphere to fulfill his hunger for understanding the overall financial structure of society. "I have a goal to become one of the best in the financial industry and also to be able to extend my network globally, especially with the scheduled opening of the law market in Korea. When the opportune time comes, I have a dream to establish my very own consulting firm specializing in finance, real estate, and M&A and be able to work with my fellow students from the KDI School in the future. It's a pity a lot of them only consider it as a joke! I hope this article can make a point for them," Noh smiled.

"A lot of the terminology used in the financial sectors used to be abstract for me, but the courses at the KDI School are providing me with a clearer picture of the complex financial network." Noh concluded, "I would like to thank God, the professors, and the MAM class of 2008 for all of their sincere help."



Ujin Noh (2008 MAM, Korea)  
Lawyer, HBL Law Firm

# Towards a Better MAM Program

## An interview with Professor Woochan Kim

Reported by Zhonglei Liu(2009 MBA, China)



"KDI School is a very unique institution. It is probably the school that offers the most innovative master's program in Korea," said Professor Woochan Kim with a smile on his face.

Before joining the KDI School, he served at the Korean Ministry of Finance and Economy. During his stay at the Ministry (1991-2000), he worked in the International Financial Institutions Division and the Foreign Exchange Policy Division. From 1994 to 1999 he was dispatched to Harvard University, where he earned his Ph.D. degree in Public Policy (with a concentration in financial policy). Outside of school, he heads a private research institute named the Center for Good Corporate Governance (CGCG). It was in year 2000 that Professor Kim joined the KDI School. When asked about the reasons for his departure from government, Professor Kim emphasized the following points. First, working at the KDI School makes better use of what he has learned. As a Ph.D. in Public Policy, he thinks an academic institution like the KDI School, rather than a bureaucracy like the Ministry, suits him better. Secondly, one cannot become a specialist in government as bureaucrats move from one bureau to another periodically.

Finally, he enjoys the freedom of mind and also an environment where he can express his own views. In September, Professor Kim became the Chair of the Master's in Asset Management (MAM) Program.

When asked about the key features of the MAM program, Professor Kim stressed the following points. Firstly, MAM is the only master's program in Korea that targets professionals in the asset management industry. Secondly, by offering courses on weekends and evenings, MAM allows professionals to study without giving up their current jobs. Third, like other programs at the KDI School, every course in the MAM program is offered in English. Last but not least, MAM has a curriculum rich with unique courses that are seldom offered at other universities. Courses on hedge funds, private equity funds, and pension fund management are just a few examples.

When discussing this year's plan for the MAM program, Professor Kim mentioned the following two activities. The first is to design a new brochure specifically for the MAM program. This brochure is scheduled to be completed by this summer and will be widely distributed to attract a greater number of applicants in October.

The second activity Professor Kim is working on is Forum MAM. This is a forum for our MAM students and graduates to which guest speakers will be invited to give talks two times a year in Korea's financial center of Yeoi-do. The first forum is scheduled for May 22, and the second one for September. Guest speakers will be invited from among the top executives in the Korean asset management industry. Immediately following the



talks, there will be an informal gathering for students. The May forum will be an exclusive one open only to our MAM students and graduates, while the September forum will be open to potential applicants interested in the MAM program.

According to Professor Kim, Forum MAM has three objectives. It will work as a medium to publicize the MAM program to top executives in the asset management industry, who are at the same time potential employers of our graduates. Moreover, it will serve as a venue where MAM students and graduates can strengthen their networks with each other. Finally, it will help the School greatly in attracting more applicants to the program.

Unknowingly, it was time to finish the interview with Professor Kim. When talking about his expectations from our KDI School students, he smiled and said that his expectations are the same as those of other professors. That is, study hard! At last, Professor Kim conveyed a message to students of the KDI School. "Don't waste your talent and efforts only to enrich yourself. You might have been granted with those for a more meaningful purpose."

Life after the KDI School

## Life at Università Commerciale Luigi Bocconi (SDA Bocconi School of Management)

Reported by Jun Hyun Park (MPP 2009, Korea)

Yoon-Jae Kim is an MPP (2008) student at the KDI School. He is currently in the Global Master's Program (GMP) at Bocconi University in Milan, Italy.

### Q1 What are you studying at Bocconi University?

I am currently in the Masters of Public Management Program which is taught entirely in English. With the new MOU between KDI School and Bocconi University, Sang-Suk Ban (2008 MPP) and I are the first students here from the KDI School.

### Q2 What were your motivations for applying to Bocconi University?

I was looking into various opportunities within the GMP program and I was informed that the KDI School made a new partnership with Bocconi University in Milan, Italy. I have a background in military history from my undergraduate studies and I have a particular interest in the Roman Empire. I wanted to climb the Alps where Hannibal marched with his 26,000 troops and war elephants. I wanted to go across the Rubicon River just like Caesar "passing the point of no return." I wanted to swim in the Mediterranean Sea where Pompey defeated the pirates. I wanted first-hand experience and this is what motivated me to come here to Bocconi University in Italy.

### Q3 How are your studies at Bocconi University? Any tips or advice for those who are interested in going to Bocconi University?

The courses I am taking this semester are Law and Public Management, Accounting, Public Economics, Human Resource Management, and Performance Measure. The course load is quite heavy, especially because most courses involve a lot of group projects and debates. The courses are well-fitted for the loquacious Italians but, for someone like me, it does sometimes get stressful. The courses can be helpful in improving my English but I am still not too much comfortable with all these group discussions and debates.



### Q4 How is your life in Milan?

Italy has so much to offer historically and culturally. I try to manage my time well so that I can visit a lot of the attractive places in Italy. It keeps me busy on weekends but I know I won't have a second chance for this opportunity. I am planning to visit the Venice's Carnival this weekend (mid February).

In addition to all the traveling experiences, I find Italian people to be very friendly. I had the opportunity to treat my Italian classmates at a Korean restaurant. Believe it or not, they love Korean food! They were emptying out all the spicy dishes and were guzzling down the bowl of doengjang jjigae (soy-bean paste stew). We also had a few bottles of soju. Soju prices are quite expensive in Italy and therefore, the bill turned out to be almost equal to a month's rent. Nevertheless it still felt good, especially because of how much my Italian friends enjoyed that Korean dinner.

*Mr. Kim added that if readers have any questions about Bocconi University or life in Italy, they can feel free to contact him at 200064645@hanmail.net, and he would be more than happy to help them out.*

Life after the KDI School

## Life at Institut Supérieur du Commerce (ISC Paris School of Management)

Reported by Jun Hyun Park (MPP 2009, Korea)

Hana Du is a MBA (2008) student at the KDI School. She is currently in an exchange program at Institut Supérieur du Commerce in Paris, France.



### Q1 What are you studying at ISC?

I was actually planning to build on my MBA studies from the KDI School but ISC offers very few English courses for its MBA program. Therefore, I am currently studying in the School of Management. The educational system here in France is quite different from that of Korea. Typically, right after high school graduation, most French students go into a two year college program. After the two years, they move on to schools such as ISC Paris which offers a three year masters program. Therefore, it turns out that most of my classmates are 21-23 years old, making myself and other exchange students the oldest group in the student body.

### Q2 What were your motivations for applying to ISC?

The first and foremost factor which brought me here was the cultural experience. I received my undergraduate degree in the US and after a year in the KDI School, I wanted to have the chance to set my foot in Europe. The KDI School has exchange program partnerships with a number of schools in Europe and I found ISC to be particularly attractive as it is located in Paris. The city is an extremely enchanting and vibrant place to be as it is blessed with culture and rich in diversity.

### Q3 How are your studies at ISC? Any tips or advice for those who are interested in going to ISC?

Some of the courses at the ISC School of Management are exceptionally out of the ordinary and I would have never been able to take them if I did not seize this opportunity. The courses I am taking this semester are Luxury Marketing, Wine Industry, Cultural Travelling, Tourism Management, and Business of Art. I strongly believe that an education in these diverse areas will widen my perspective and knowledge and allow me to have exuberant boundaries for my future business. I am extremely satisfied with the programs ISC offers.

### Q4 How is your life in Paris?

Paris is really the perfect place to be for someone who is interested in museums, galleries, and operas. But I am still not accustomed to some of the ways things are done here in Paris. I remember when I first got here and wanted to open a bank account. I was well aware that Europeans are, in general, slow in these types of processes but they were even slower than I expected. In Korean banks, opening a bank account would only take few minutes but here in Paris, I visited a local bank and they told me that I must first make an appointment with the banker. I came back to the bank on the day of my appointment and it took over an hour to just open my bank account. It took another ten days for my debit card to be activated! Believe me; you will have hard time adjusting with a ppali ppali mentality. Not to mention that most of the banks are closed on Mondays and during lunchtime.

One word of notice I would like to share with those who are interested in visiting Paris or attending ISC is that the living costs are quite expensive, especially due to the constant dip of the Korean Won from the economic slump. Additionally, I recommend you study or at least pick up some French language before coming here.

*For readers that have any questions about the ISC programs or life in Paris, Ms. Du says they may feel free to contact her at hanadu@gmail.com for more information.*

# Book Interview



With all the professional knowledge and experience of KDI School alumni, it is no surprise that many of them go on to publish books on their specialties. We recently caught up with two published alumni to find out about the content of and motivation for what they have been so fervently writing about.

## Kyogam Leadership-Sharing Sense

Reported by Zhonglei Liu (2009 MBA, China)



Jeong-hwan Choi is a KDI School 2004 MBA alumnus. Now he's studying for his Ph.D in the Department of Human Resource Education at the University of Illinois Urbana-Champaign in the United States. Mr. Choi thinks his experience at the KDI School was, "one of the most valuable ones in my life,

not only learning managerial skills but also learning from people who were really energetic and self-motivated." The most important transition for him was starting to setup his own inquiry into leadership at the KDI School.

This inquiry drove him to pursue another career track. In sum, "KDI School gave me the most important transition opportunity in my life".

In February 2009, Mr. Choi wrote a book called *Kyogam Leadership-Sharing Sense: Leadership Principle for 4th Wave*. This book starts with some critical questions such as, "Why we don't have true leaders? Who kills leaders?" Mr. Choi said these questions arose when he studied at the KDI School, and he addressed them with both theoretical and practical insights. Then, he proposed a leadership principle - the "Kyogam-Sharing Sense." Many leadership scholars and practitioners have proposed various leadership principles, and he has tried to integrate and conceptualize them as the "Kyogam-Sharing Sense." To him, "sharing sense" means sharing emotion, affection, sympathy, touch, memories, gratitude, inspiration, admiration and thanks.

In addition, the sharing sense is communicating not just with humans, but with heaven and earth as well. His rationale is that future leaders should engage themselves to lead people in the right direction to meet inquiries from heaven and earth

by positioning them as agents of people, heaven and earth. This concept comes from Korean philosophy, and is an explorative effort to develop a new leadership principle based on a different cultural and philosophical background from contemporary ones.

When asked about his main motivations for writing the book, Mr. Choi said that before coming to the KDI School he worked at an international manufacturing company as an R&D Engineer. In the workplace, he found out that leadership is the most important factor in management.

But there was little understanding of leadership there, or at best a very superficial one. So, he came to the KDI School to address the problem of, "What should leaders do to lead people?" In parallel with taking managerial courses at the KDI School, he started to write down his ideas and questions in his blog. These blog materials became the basis for his book.



Talking about his advice as a graduate of the KDI School and published author, Mr. Choi explained that he thinks a sharing sense is largely based on, "intangible things such as emotion, sympathy, gratitude, etcetera." In order to have this ability, he strongly recommends

KDI School students to take "critical reflection time and try to answer the question of "who am I?"

Mr. Choi believes that sensing the inner voice through critical reflection can transform people into leaders. "I can sense that all KDI School students have a strong potential to be great leaders, but we have to make a lot of effort to become aware of the real needs and questions of people, heaven, and the earth."

## Bond Investment Note

Reported by Jun Hyun Park (2009 MPP, Korea)



KDI School alumnus Hyung-Ho Kim (MAM 2006) recently published a book titled *Bond Investment Note*, providing all the proven analyses and tactics for bond investments.

With his 20 years of experience and know-how from Yuhwa Securities, Chohung Investment Trust Management Company,

Tongyang ITMC, and currently as the Executive Director at I Investment Trust Management, Kim presents a straightforward approach to understanding the basic nature of bonds and the fundamental principles of bond investments within the context of the capital market.

The book is offered to professionals in the financial investment sector as well as ordinary individuals interested in bond investments. "Generally, people believe that bond investments are extremely complicated and prefer to invest in stock markets instead. From my experience, investing in bonds is at least ten times easier than stocks. When my colleagues in the bond investment industry heard about my book publication, they all were amazed about the length of my book because for them just around ten pages of written document is enough to explain the entire process of bond investment. That's how simple bond investment is in reality. Instead of writing ten pages, I wrote almost 300 pages to provide step-by-step explanations so that it is easy to understand and apply." Kim had a lecture at the Korea Fixed Income Research Institute the evening before the interview and he had a number of other scheduled lectures coming up. "Knowledge regarding the stock market has flourished nowadays. Individuals are active in the stock market, people

talk about it everyday, and there are a lot of books about it. However, people are not too familiar with bonds as of yet. I am doing my best to change that and broaden knowledge regarding bond investments in general. I hope this book can contribute to the same purpose." Although the office building had a peaceful view facing Yeoido Park, it was possible to feel the tension inside Kim's private office.

Piles of documents and texts, three monitors full of charts and numbers, constant phone calls, and the sounds of the Bloomberg Financial News were more than enough to understand how busy Kim was. Nevertheless, Kim spent over an hour on this occasion to share his expertise and knowledge. He also shared some of his experiences and thoughts regarding the KDI School. "I have remarkable memories from my experiences at the KDI School. It was a great educational challenge and I am extremely proud of my

Master's Degree in Asset Management.

A lot of the materials I learned in class have been included in the book. The professors and the textbooks provided me with an additional perspective other than the ones that are regularly practiced in the investment



business." When asked for a word of advice, especially for general applicants, he strongly recommended all students take full advantages of the resources provided at the KDI School. "The professors at the KDI School really are the best of the best and the programs are very well-structured. Students devotion to their field and some optimism will allow everyone in KDI School to achieve great things after graduation. I am certain of that."

# Alumni News update

**TADESSE, Kuma Worako (1998 GD, Ethiopia)** has obtained a Ph.D degree in Agricultural Economics from the University of the Free State, South Africa, in September 2008. He is currently working as a research fellow in the Ethiopian Development Research Institute.



**WEN, Bo (1999 IR, China)** co-director of Pacific Environment's Beijing-based China Program, has been awarded the 2009 Pew Fellowship in Marine Conservation. Also, he was selected for Young Global Leaders 2009 by the World Economic Forum.

**DANG, Dung Viet (2000 GD, Vietnam)** moved to a joint stock company named "Transport and Chartering Corporation VIETFRACHT," in the position of Manager of the Capital Management Department in 2008.



**MLELWA, Evans Eusebius (2001 EP, Tanzania)** is currently working as a Corporate Affairs Manager (Fiscal Affairs and Government Relations) at Tanzania Cigarette Company, a member of Japan Tobacco International(JTI).

**SEUM, Chhay (2001 EP, Cambodia)** is a lecturer in Economics at the Siem Reap Campus of Build Bright University in Cambodia.

**POZSAR, Zoltan (2001 SM, Hungary)** has been playing an instrumental role in designing and calibrating the terms of the Federal Reserve Bank of New York's TALF facility, leading the analytical effort to set the facility's terms and conditions for auto and credit card ABS, and consulting with ABS issuers and syndicates to ensure the facility's success in reopening the currently broken securitization markets.



**HUH, Jung Wook (2003 MBA, Korea)** has been transferred and promoted to Manager of the Base Oil Business Team at SK Energy.

**EAVES, Gregory (2004 MBA, Canada)** got his Series 4 Options Principal license in February of 2009.



**KIM, Hong Kook (2004 MBA, Korea)** wrote and published a book named Obama2.0-His Philosophy, Policy and People. He held a book launching event at the National Assembly Building on February 23, 2009.

**MOON, Jekyun (2004 MBA, Korea)** got married on March 28, 2009.

**SUH, Byung Woon (2004 MBA, Korea)** has been promoted to Relationship Manager at Gyeongsu Corporate Banking Center, Woori Bank.

**QUIJANO, Victor Guillermo (2005 MPP, El Salvador)** was promoted to Corporate Governance Manager of the Financial System Superintendence of El Salvador in 2008. He is in charge of developing policy and regulating the financial sector.



**MOEUNG, Leakhina (2006 MPP, Cambodia)** was appointed as Manager in charge of the Private Banking Department of Kookmin Bank in Cambodia in September, 2008. She just delivered a baby boy on February 17, 2009.



**NUGROHO, Bayu Fajar (2006 MPP, Indonesia)** got married on October 18, 2008.

**ALIEV, Aziz Khasanovich (2006 MBA, Uzbekistan)** is currently working at the Oil & Gas company, JV "ARAL SEA Operating Company" LLC in the position of administrator. He got married on December 21, 2008.



**JIN, In Cheol (2006 MBA, Korea)** was promoted to Market Development Director of International Scientific Standards (A Battelle company).



**PARK, Euichin (2006 MBA, Korea)** was promoted as Manager of the Corporate Strategy Team at Daewoo Shipbuilding & Marine Engineering Co. Ltd.

**LANARI, Paul Francois (2006 MFDI, Korea)** is currently working as a Public Relations Officer on the Investor Support Team of the Busan-Jinhae Free Economic Zone Authority.



**LEE, Song ah (2006 MFDI, Korea)** got married on April 25.

**KWAK, Junghyun (2006 MAM, Korea)** started working as a SAP consultant at HISNA (Hyundai Information Service North America).

**CAHYANI, Alexandra Arri (2007 MPP, Indonesia)** was recently promoted to Head of Regional Sub Division at the Center for International Cooperation in the Ministry of Industry. She is expecting a son in April.



**DUONG, Thi Thuy An (2007 MPP, Vietnam)** got married on March 7.



**ALEEM, Muhammad (2007 MBA, Pakistan)** has recently gotten an internship at the WTO and will work with the Permanent Mission of Pakistan to the WTO (World Trade Organization) in Geneva, Switzerland from April.

**AHMADZAI, Noorullah Jan (2008 MPP, Afghanistan)** has recently joined the Global Partnership for Afghanistan as an Assistant Executive Director and also as a consultant with USAID.

## KDI School Alumni Association(KSAA) Gathering

The KDI School Alumni Association gathered on February 25th to celebrate the Lunar New Year and plan this year's Alumni Association activities. The president of the KDI School Alumni Association, Dong-Sik Jeong, Dean Sang Moon Hahm, Associate Dean Tae-Jong Kim, and many more professors, alumni and staff joined the dinner.



Alumni



## Opening of the Kazakhstan Alumni Association

On Feb 18th 2009, the Kazakhstan Alumni Association held a meeting with Mr. Dong-Sik Jeong, the new president of the KDI School Alumni Association, Kazakhstan's capital, Astana.

From 2002 alumnus, Mr. Marat Serikovich Iskaliev, who worked for KazMunayGas (a state owned oil and gas company) to 2008 alumnus, Mr. Nikolay Petrovich Kim, who just completed his coursework in January of this year and came back to the Ministry of Industry and

Trade, nine Kazakh alumni gathered to open the Alumni Association in Kazakhstan. Mr. Kenzhekhan Tulenovich Abuov, who is working for the Minister of Culture and Information, was elected as the president of the Alumni Association.

The first meeting was also joined by Professor Duk-Geun Ahn, who taught at the KDI School up until 2005, and by 2000 alumnus Hyun-Jun Roh, who is currently a representative of the KOICA Kazakhstan office.



Luis Riestra(2005 MFDI, Canada)  
CEO, wise & Wealthy Ltd.

## Interview: Luis Riestra on Becoming Wise and Wealthy

Reported by Wendy N. Montalto  
(MPP 2009, Philippines)

Not more than thirty years ago, he was just a regular kid in Canada who was overtly obsessed with all things international and collecting paper money samples, but now Mr. Luis Riestra hardly has any time to spare from earning real money. He now owns one of Korea's most prestigious foreign investment consulting companies, *Wise and Wealthy* Ltd. The company is an outgrowth of the knowledge and networks that Mr. Riestra gained as the first foreign student in the KDI School's Master's in Foreign Direct Investment (MFDI) program, graduating with the program's first-ever graduating class in 2006. But business was the least on Mr. Riestra's mind when he first came to Korea nine years ago. He first worked as an English teacher in the country for two years. Shortly after, he turned over a new leaf in his career by opening his own company. It was not long before the company became a foreign investments consulting company and he came to be listed as one of the most distinguished foreign businessmen in Korea. But he humbly admits that it has been an uphill climb to get to where he is right now.

"With *Wise and Wealthy* Ltd. the name of the game is networking," Mr. Riestra explains. The company provides overseas market research studies and entry strategies for companies that wish to expand their domestic markets. Meanwhile, for its private clients, *Wise and Wealthy* Ltd. goes as far as implementing the initial strategy and helping companies set up new operations in other countries. Mr. Riestra further shares that KDI School "was ridiculously helpful in doing so, beyond my wildest expectations..." "it gave me a basic platform, not necessarily lots of real market knowledge but a thought, a work frame to utilize when facing the markets I work with. But even more usefully, the network I developed from there with people from so many companies, NGOs' and other organizations is worth all the career advancement or money you can imagine."

This daring businessman would like to be remembered at KDI School as someone who challenged common beliefs and systems. Like a lotus, he was able to rise above a muddled situation. Once stuck in another country he was not able to access his funds in Korea. As soon as he returned, he talked to the CEO of his bank and had the opportunity to air his sentiments as an expat freely. Soon he found himself working to improve the bank's services and assist its departments in achieving interface readiness (ATMs, internet banking, and tellers).

Interestingly, Mr. Riestra has a lot to say to KDI School students. "Have wild parties! I mean it. Get to know each other beyond the classroom..." he advises. Meanwhile, on becoming wise and wealthy, Mr. Riestra opines that "you should not let yourself down and the world won't let you down either!" For him, to be wise "you need to be a good listener, open your mind, and observe the ways of others, study their cultures and reasoning, their constraints, always take the point of view of others and see through their eyes, so you can provide the wisest way out." On becoming wealthy, he advises "...unflinching determination, the level of self-conviction to push yourself to achieve what you really want is so powerful, becoming rich is barely a small part of the reward process."

## The Fourth Senior Government Officials' Policy Program

Reported by Jun Hyun Park (2009 MPP, Korea)



From January 15th to January 17th, 2009, the KDI School's Center for Executive Education organized The Fourth Senior Government Officials' Policy Program as a continuation of the KDI School's Workshops on National Agendas for the 21st Century. The program was hosted in Tokyo, Japan, with 15 senior officials from key bureaus in Korea, 14 Japanese officials and professors, and Dean Sang Moon Hahm and six professors from the KDI School gathering to contribute to the workshop. Some of the Korean participants in the program included Young-Kon Chin (Vice-Minister of Gender Equity), Eun-Bo Jeong (Director General of the Ministry of Strategy and Finance), and other senior officials from the Ministry of Foreign Affairs and Trade, Financial Services Commission, Ministry of Unification, and Ministry of National Defense. The general theme of the program was titled "Economic, Security, and Environmental Cooperation between Korea-Japan for Northeast Asia's Peace and Prosperity."

The workshop was divided into domestic and overseas programs. The domestic program was held in Ambassador Hall at

the KDI School, where an overall preview of the entire workshop was given. The overseas program, hosted in Tokyo, was divided into three different sessions. In the first session Rintaro Tamaki, Director General of the International Bureau in the Ministry of Finance, and several distinguished experts, gave presentations regarding, "Financial Crisis and Cooperation between Korea and Japan." Some of the main topics covered in the discussions addressed the global financial crisis and its impact on the Asian financial situation.

In the second session Kazuhide Ishikawa, Deputy Director-General of the Asian and Oceanic Affairs Bureau, along with other distinguished experts, presented, "Current Trends in Northeast Asian Politics and the State of Korean-Japanese Relations," covering the topics of security and international political



issues in Northeast Asia and also discussing some of the limitations to cooperation between Korea and Japan. In the final session, Masatoshi Shinagawa, Senior Policy Advisor for Energy and Environment Policy in the Ministry of Economy, Trade, and Industry, with other distinguished experts, covered the topic of, "Energy and Environment Policies in Korea and Japan." Development of new energy sources and the cooperation between Korea and Japan in the environmental and energy sectors were discussed. The professors from the KDI School acted as moderators for all three sessions.

The objective of the workshops through the domestic and overseas programs was to broaden perspectives, emphasizing interaction and exchange of information among senior government officials, professors, and experts. The workshop also aimed to enable government officials to use their experiences to initiate greater efficiency in policymaking and strengthen international cooperation. The Fifth Senior Government Officials' Policy Program is scheduled for July 25th, 2009 for the domestic preview and it will be continued in China from July 30th through August 2nd, 2009. Registrations for the program will begin in June.



# Global Leader Program: Shaping New Leaders of Tomorrow

Reported by Wendy N. Montalto (MPP 2009, Philippines)

Committed to its goal of producing exceptional top-notch leaders in the Korean public sector, the KDI School, through its Center for Executive Education (CEE), offers its Global Leader Program (GLP), which is specifically designed to benefit employees and officials from Korean public enterprises and organizations. The GLP is a one-year non-degree course offered to Korean employees. Its main objective is to teach and expose Korean employees to strategies and case studies on international business development. Through its management classes, the GLP also provides advanced management strategies and information on new trends in the field that are

from the Korea National Housing Corporation, two employees for each agency of Korea District Heating Corporation, Korea Rail Network Authority, Korea Securities Depository, Korea Water Resources Corporation, and Korea Western Power Corporation, and one employee for each agency of Korea East-West Power and Samsung Life Insurance.

An integral part of the program is its study abroad provision. After completing their classes on diverse fields of business administration and international business development during the spring and summer semesters at the KDI School, GLP students are given the opportunity to study at the University of



relevant in enhancing the management competencies of employees of public enterprises and financial institutions. More than being an academic program, as explained by Mr. Byung-Kwon Lee, Executive Program Coordinator of the CEE, the GLP is the KDI School's instrument to assist various public corporations that are struggling to achieve international business development

Since the GLP started in 2004, the KDI School had already given recognition to 150 students who have completed the program. This year the program started during the preliminary session in January with 46 students coming from different Korean public enterprises and organizations. 2009 GLP students are composed of nine employees from the Korea Gas Corporation, eight employees from the Korea Land Corporation, seven employees from the Korea Express Way Corporation, six employees from the Institute for National Security Strategy, four employees

California in San Diego during the fall semester. By having to study abroad, students can further expand their international knowledge and experience in their own fields and those of international management, international relations and comparative public policy. Moreover, the GLP's study abroad provision serves as an extension of the KDI School's English learning environment. At the KDI School, all courses under the GLP are offered using English as the primary medium of instruction.

Through the GLP, the KDI School is, and will continue to, provide excellent leadership training and outstanding global education to the future leaders of Korea.

For more details about the GLP, please contact Mr. Byung-Kwon Lee, Executive Program Coordinator of the Center for Executive Education at the KDI School, at [bklee@kdischool.ac.kr](mailto:bklee@kdischool.ac.kr).

News

# KDI School-KOICA Scholars

Reported by Wendy N. Montalto (MPP 2009, Philippines)



Last February, the KDI School welcomed Korea International Cooperation Agency (KOICA) participants from 26 different countries to its Master of Public Policy program (MPP). Every year, the KOICA sends scholars to the KDI School as part of the Korean government grant aid and technical cooperation program. This year, the KOICA participants are composed of one participant for each country of Afghanistan, Azerbaijan, Bangladesh, China, Colombia, Ethiopia, Guatemala, Iran, Kazakhstan, Kenya, Kyrgyzstan, Myanmar, Nepal, Nigeria, Philippines, Sri Lanka, Tanzania, Uzbekistan and Zimbabwe; two representatives for each country of Algeria, Cambodia, Egypt, Ghana and Mongolia; and three students from Indonesia.

In partnership with the KDI School, KOICA awards scholarships to deserving candidates from developing countries as part of its goal to help them build the national capacity necessary to achieve sustainable development. The main objective of this program is to provide world-class education to future leaders from the public and private sectors by sharing Korea's own development experience. Aside from having the opportunity to obtain knowledge and training in the diverse fields of transition and development studies, trade and industrial policy, public finance and local administration, human resource and social policy, international relations and political economy, and real estate

and public policy, KOICA scholars also have the chance to visit Korea's leading industrial companies such as LG Electronics, Hyundai Motors, and Hyundai Heavy Industries, and participate in field trips and cultural excursions to Korea's major national sites including the infamous Demilitarized Zone and the Korea Folk Village.

The day after their arrival in Seoul on February 19, the KOICA scholars received an orientation from the KOICA staff at the International Cooperation Training Center (ICTC). As part of the orientation, they also had special lectures about Korea: its history, culture and society.

The following day, at KDI School, the KOICA students were assigned to their respective rooms at Hye-jung Dormitory, where they will be staying until January 2010. During the KDI School Orientation, they were warmly welcomed by the KDI School's Dean Hahm Sang-Moon himself, and introduced to the program by MPP Chair Hun Joo Park. KOICA scholars were also asked to choose their own representative, and they elected Mohamed Tolba from Egypt to assume the position.



KOICA students also received a special treat from their host agency on the following day.

They toured around three of Seoul's major tourist spots such as the N. Seoul Tower, Namdaemun Market, and Coex Aquarium. To complete their day, they were made witness to one of the top ten most famous tourist attractions in Seoul, NANTA. It is a Korean non-verbal performance which integrates Korean traditional rhythms with comedy and drama as its main highlight.

Upon completion of the program, KOICA students are expected to apply everything they have learned at the KDI School and take part in establishing development strategies for their home countries.

# KDI School Facilities Get More than a Facelift This Year

Reported by Wendy N. Montealto (MPP 2009, Philippines)

Starting this year, KDI School students will enjoy improved facilities and avail of new services at the KDI School Library. A lot of changes have been introduced in response to past complaints about the facilities of the library and with the aim of helping library users to conduct their studies more efficiently.



The library now maintains a very cozy and well-organized atmosphere, which is very conducive to learning and doing research. Its being newly-furnished accomplishes this. Each reading table in the library is now equipped with a personal lamp with Optical Light Film, which is specifically designed to alleviate eye exhaustion.

Another major change is the use of Radio-Frequency Identification (RFID). With RFID technology, KDI School librarians no longer need to rely on barcodes found on books, CDs, DVDs and other library items. This technology also allows library users to carry out the process of borrowing and returning library items by themselves. RFID technology is also a very effective and reliable tool for librarians during the inventory period. It helps in detecting books that were shelved improperly.

The KDI School Library has also extended its operation hours to be of better service to students. It is now open from 9:00 to 22:00, Monday to Saturday and from 12:00 to 22:00 Sundays. During examination periods, the operation hours will be extended by one hour more than last year, from 9:00 to 24:00.

There have also been new additions to the KDI School Library's electronic resources this year. These include new Databases (DBs) such as ABI-Inform Complete, COS Scholar Universe, EconLit (Ovid SP), Oxford Reference Online, Oxford Scholarship Online, Bankscope, Mink Korea, Osiris, and Zephyr. The KDI School Library has also recently acquired the outstanding business research collection of Proquest ABI/Inform, thereby providing KDI School students with free access to over 4,055 journals covering 2,965 full-text titles on business and economic conditions, corporate strategies, management techniques and competitive and product information.

Even the student chambers and student lounge have undergone major renovations this year. In the student chambers, old desks were replaced with new ones. Rooms are now more favorable for studying and conducting group meetings since they are more comfortable. Meanwhile, the student lounge has been completely changed too. Everything is brand-new, from the television to couches, making it more inviting. Two study rooms were also constructed, which are ideal for holding study group meetings.

The renovations of the KDI School's basic facilities such as the library, student chambers and student lounge comprise one significant part of the school's efforts to foster a wonderful learning experience for each of its students.



## >> Faculty News Updates



**Professor Jung Bum Kim** published an article titled "RTAs for Development: Utilizing Territoriality Principle Exemptions under Preferential Rules of Origin" in Journal of World Trade, Kluwer Law International, Feb. 2009. He is currently working as a legal counsel for the FTA Division of the Ministry of Foreign Affairs and Trade on a project drafting Korea's FTA provisions related to the Kaesong Industrial Complex.



**Professor Kyong-Dong Kim** delivered the keynote speech, "Volunteer Frame and Volunteer Culture" at the International Symposium on "Volunteering, Education and Civil Society in Canada, Japan and Korea" on March 7, 2009, at Seoul National University. Additionally, as President of the Global Forum of Seoul, Professor Kim organized and hosted the "Global Metropolitan Forum of Seoul 2009" on "The Global City: Strategies for Competitiveness," from March 10-11 at Hotel Shilla, co-organized by the Seoul Development Institute. Professor Kim was also recently elected as President of the Korea Volunteer Forum.

## >> New Staff Members



**Min Kyeong Kim** Center for Conflict Resolution and Negotiation (CCRN)



**Sinae Ryoo** Library

## >> New Intern Staff Members

**Eun Ah Choi** Center for Economic Cooperation (CEC)  
**Hyun Jin Kim** Center for Economic Cooperation (CEC)  
**Mu Hyeon Nam** Center of for Executive Education (CEE)  
**Eunhye Sim** Library  
**Bae Kyoung Park** Center for Conflict Resolution and Negotiation (CCRN)  
**Choong Youl Lee** Administration Division

## Faculty & Staff Workshop



KDI School faculty and staff went on a workshop to Yong-pyeong from January 23-24.

To encourage teamwork and build a vision for the KDI School's future, they attended a special team-building workshop where they imagined and discussed what the School would be like 10 years from now.

## Indonesia Knowledge-Based Economy Workshop



KDI School's Center for Economic Cooperation (CEC) held a two-day workshop on "Foundations of a Knowledge-Based Economy in the Globalization Era" in Bali, Indonesia from December 4-5. Participants were senior government officials from the Indonesian Ministry of National Education and academics from Indonesian higher education institutions. Professor Yuri Mansury led the KDI School team, which also included Hye-Kyung Chung and Sung-Mook Kang from the CEC.

# Kyrgyzstan, Switzerland of Central Asia

Wendy N. Montalto (2009 MPP, Philippines)



Looking at all three of them: Zamir Beishenaliev, Temir Kazybay, and Esen Sagynov, one could easily commit the mistake of regarding them as foreigners even to each other. In fact, physically they all look poles apart, but they share a lot more things in common than one might think. For one, they all come from the same land, Kyrgyzstan. That alone says a lot about them. Like the average Kyrgyzstani, each of them speaks at least three languages: Kyrgyz, Russian and English. Most importantly, they share a similar culture which came into existence as an upshot of the Turkic nomadic way of life, Mongolian invasion, Russian empire incorporation, and decades of Stalin's control. In spite of the Russian influence on their turbulent history, according to them, Kyrgyzstanis remain loyal to their Asian roots. When asked about whether they don't consider themselves as more Russian than Asian, all three of them passionately disagreed. "No, I do not agree at all. I daresay that the opposite is true. Our culture is definitely Asian. We share the same religion with most of the Asians. Our language has more Asian flavor than Russian." Even our physical appearances are more Asian than Russian," explained Temir and was seconded by Esen and Zamir.

In fact, they observe a lot of similarities between Korea and Kyrgyzstan. "I would say that there are a lot of similarities between Kyrgyzstan and Korea. In terms of culture, there are some small but significant indications that both countries somehow share something in common. For one, you can also find the ornament that you can see on the edge of the old version of the 100 Korean won in Kyrgyzstan culture. The design of the roofs of Korean royal palaces is similar to that of our national hat. It has something to do with our common belief about the energy coming from the sun that serves us our protector," Temir elaborates. He is actually referring to

the way Korean palace roofs create solid three dimensional curves and are tilted upward, which is very similar to the kalpak (Kyrgyztan national hat). Temir further describes, "Kyrgyzstanis are also as hospitable to foreigners as Koreans are. We also hold the same high level of respect for our elderly. As in Korea, it is also impolite in our country to pass between two people talking.

I should also mention the myth about the "Mongolian spot" that we: Japanese, Koreans and Kyrgyzstanis, were all born with. Even our languages belong to one group of languages, the Altaic language family. The grammar and even the structure of the sentences are the same. That is why, for me, it is not that hard to learn Hangul since its vowels and consonants are almost the same as ours." To this, Esen adds another likeness: "When handing over something to someone, we must also use two hands, otherwise we would appear discourteous. Like here in Korea, in Kyrgyzstan, the son is also culturally assigned to take care of his parents during old age."



In spite of these similarities, their first days in Korea had not been a walk in the park. Unlike the typical first-timers to the country, all three of them had first learned the Korean translation of, "돼지고기없어요?" (Is there pork here?), and not the classic "Ahn-nyung ha-she-yo." Although Kyrgyzstanis are known for being meat lovers, which according to an old joke makes them its second largest consumers in the world, they do not eat pork owing to their religion. Unlike Esen and Temir, Zamir is taking his time to appreciate Korean spicy food. Except for those things, everything has been smooth sailing for them so far, especially because they find Koreans very helpful and friendly.

Esen even confesses, "I feel like taking a piece of Korea's land home with me. I think there is no place in this world except here where bus drivers are the friendliest people, imagine, they greet everyone who gets in, and when ten people enter the bus, they will say "Ahn-nyung ha-she-yo." ten times." Jokingly, Temir asserts that, "Homework (chuckles) is one of the things that I will miss about Korea." But he quickly adds that, "The truth is; living in Korea is



almost like living in my country. The weather is the same, the language resembles that of our own, and people are just as kind and hospitable. So I do not think I will miss much of Korea except maybe for the atmosphere."

If there is one thing that the three of them truly share, that would be their pride about Kyrgyzstan. Each is enthusiastic in promoting their country. "One should visit my country because of its wild amazing nature. It has beautiful landscape with mountains, lakes and hundreds of hectares of walnut trees. No other country in Central Asia is endowed with such a kind of nature; big lake (called Issyk-kul) that never freezes during the winter and mountainous terrains. And because of our rich water resources, the entire Central Asia is dependent on us. The best time to visit is during summer when everything is green and it is not that cold. Kyrgyzstan to Asia is Colorado to the US. But a lot better," Temir proudly states. In one sentence he describes, "Kyrgyzstan is a country of pure water and amazing nature."

Esen further claims that, "Their being hospitable hosts to house guests makes Kyrgyzstanis unique in the entire Central Asian region." Among the best tourist destinations in the country are Issyk-kul Lake, the Ancient Tower of Burana, Lake Sary-Chelek, located high up in the mountains, the ALA-ARCHA National Park and the 4500-meters-above-sea-level-road that connects the country's two big cities, Osh and Bishkek.

Noteworthy is the fact that Zamir, Temir and Esen are the very first Kyrgyzstanis to attend the KDI School. When asked about their reasons for applying to the school, each of them gave answers that can only be regarded as very patriotic. Zamir, a KOICA scholar taking the Master of Public Policy (MPP) program and working for the Ministry of Foreign Affairs, elaborates, "I came here to gain knowledge that I can apply to develop good relations between Korea and Kyrgyzstan." Esen, who owns a software company and is specializing in Business Administration (MBA), emphasizes that, "A Korean once told me that Kyrgyzstan looks like Korea some 30 years ago and this made me realize that if that is the case, along with the fact that we share a lot of similarities, then it is worth knowing the development strategies of Korea that will help my country achieve what Korea had overtime." For Temir, who works as a legal expert at the Ministry of Transport and Communications, studying at KDI School in the MPP Program is like a childhood dream come true, but his greatest motivation still boils down to his great desire to help his country develop its full potential.



Every one of them is eagerly looking forward to a worthwhile learning experience at the KDI School. Temir is especially grateful for the opportunity that he has been given. He says, "More than the knowledge itself, KDI School provides each one of us the chance to meet people from different countries, which will definitely help us in gaining global perspectives and establish meaningful networks." Esen eloquently avows that, "The knowledge you gain is not enough if you do not have the right network to use it with, and KDI School is the best place to look for such a network."

Source: Department of State Web Site. Available on the Internet at <http://www.state.gov/r/pa/ei/bgn/5755.htm>.



## Republic of Kyrgyzstan >>>

Official Name : Kyrgyz Republic

Capital : Bishkek

Nationality : Kyrgyzstani

Population : 5,356,869

**Ethnic groups** : Kyrgyz 68.9%; Russian 9.1%;Uzbek 14.4%; Dungan (ethnic Chinese Muslims) 1%; Uighurs 1%; Tajik 0.9%, Kazakh 0.8%, Tatars 0.7%; Korean 0.4%, German 0.3%

**Main religions** : Islam; Russian Orthodox  
**Languages** : Kyrgyz (state); Russian (official)  
**Literacy** : 98.7%