

THE GLOBE

A Newsletter of the KDI School of Public Policy & Management

KDI School to Host Session in Knowledge Forum

The KDI School is proud to announce that it will take part in the World Knowledge Forum, to be held from Oct. 11th to 13th. In particular, it will host a session jointly organized with Maeil Business Newspaper on “National Growth Strategies to Achieve a ‘\$20,000 per capita GDP’” on October 13th.

The World Knowledge Forum was established in 2000 to seek socio-economic development through the productive use of knowledge. It brings together top opinion leaders in the political, business, and academic sectors around the world to discuss and share knowledge on various topics. In the past four years, more than 1,000 opinion leaders have participated, covering a wide range of regional and global business issues.

This year, the Forum will be held from Oct. 11th to 13th under the theme “Partnership for Re-

newed Growth,” with the aim of analyzing challenges confronting individuals, corporations, and nations, and to provide insights for balanced global prosperity through increased partnership.

The KDI School Session will cover the growth strategies of advanced countries such as France, Germany, Italy and the UK, as well as policy challenges that Korea is facing to achieve its goal of a “\$20,000 per capita GDP.” It will be an opportunity to gain insight and to hear academic experts and economists from these four countries discuss and suggest policy objectives that could be applied to Korea. The topics that each country’s representative will discuss are as follows:

- France – Education and human resources management
- Germany – Long-term recession and economic reforms
- Italy – Balanced development among regions

- UK – Labor relations & unemployment policy

The KDI School has invited 40 students and staff members to participate in the Forum. Invitations were sent out, and seats were reserved for them on a first-come, first-served basis. It should prove to be a valuable experience for them, as the World Knowledge Forum is one of the best knowledge forums in the world. Some of the luminaries to participate in the upcoming Forum include Carly S. Fiorina (Chairman of HP), Paul Kennedy (Professor of Yale University), Yoshiro Mori (former Prime Minister of Japan), and Donald Johnston (Secretary General of OECD).

The Forum will be at the Sheraton Grande Walkerhill Hotel in Seoul. For further information, check out the website: www.mkforum.org/WKF/main_e.php.

Calendar of Events for Fall 2004

Month	Date	Program
October	8 (Fri.)	The KDI School Dean’s Cup Tennis Tournament
	8 (Fri.)	Field Trip to Gyeonggi Provincial Government Office and the Incheon Ceramic Festival
	9 (Sat.)	KDI School Open House
	15 (Fri.)	Chiak-san Hiking (by Club “Mt. Lover”)
	15 (Fri.)	KDI School-KAIST Goodwill Soccer Match
	21 (Thurs.)	Breakfast Lecture for Alumni
	22 (Fri.)	Sports Day
	29 (Fri.)	Application Deadline for 2005
November	12 (Fri.)	International Food Festival
	25 (Thur.)	MFDI Application Deadline for 2005
December	4 (Sat.)	KDI School Year-End Alumni Dinner
	7 (Tue.)	Nanta Performance
	10 (Fri.)	2004 Commencement

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*Faculty Interview***Prof. Park's Time as Associate Dean**

On July 14th, Professor Jin Park and Professor Seung-Joo Lee, former associate dean for the Center for Knowledge Cooperation, and former associate dean for academic and student affairs, respectively, ended their terms as associate deans. We took this opportunity to interview Professor Park about his time as an associate dean.



Professor Jin Park

Thank you for taking some time out of your schedule to have an interview with us. Now that you are no longer an associate dean, how have you been spending your time?

I have been busy preparing a course that I will offer in the coming semester. The course will be called "Public Sector Management." I previously worked for the Ministry of Planning and Budget, and I felt that the public sector needs to be further improved. That has become the motivation for me to start this class. Preparing for the new course has been taking up most of my time lately.

Could you briefly introduce what the Center for Knowledge Cooperation is all about?

The center is in charge of all the non-degree programs. It gives out diplomas to students who have taken courses that vary in length from one week to one year. Courses are targeted for both domestic and international students. The center holds numerous seminars, executive programs, video-conferences, and online courses, as well as public policy debates.

What type of Associate Dean were you?

I would say I was not an easy person to work with. I made it hard for the staff members, since I wanted to accomplish all of our assigned duties to the best of our ability. I pushed them to give their best performance. I focused on building their capacity, and I tried my best at everything I did. I hope they'll remember me as a boss from

whom they learned something.

Please share with our readers some of your memorable moments.

There are a couple episodes that come to mind.

In May 2002, we held two major events back-to-back. One was an international forum on national strategies, and the other was an international forum on public sector reform. The first one was held on Monday through Wednesday, while the other one was held from Thursday through Saturday of the same week. The World Bank, OECD and the Ministry of Finance and Economy sponsored the first one, while the OECD and the Ministry of Planning and Budget sponsored the latter.

These international events were important to the school, and required our full attention. It was hard enough having to plan the events, but at the same time, we were also having the seventh floor (where the events were to be held) renovated, in order to make it more presentable to the participants.

The renovations started in February, but fell behind schedule and continued until the Sunday before the events were held. The welcoming reception was to be held on Sunday evening, and since time was running out, I had to help out with the renovation until the very last minute. The reception went smoothly, thanks to all the efforts put in by everyone.

The next day, on Monday morning, I had to check on the progress of the

renovation, right before the event began. Luckily, the renovation was completed right before the event started, and the two events were held successfully without any problems. At the time, it was tiring preparing for the events, and stressful to have to deal with the renovations, but looking back, it was all worthwhile.

A low point occurred in August 2003, when several of our professors were invited to participate in a training session for North Korean scholars in Beijing. Our school financed the whole event. But when we arrived, the North Koreans refused to receive training from us, although prior to our meeting they had agreed to participate in all the sessions. They were only willing to partake in the sessions held by Chinese scholars. Hence, we had no choice but to turn back and come home. We were all disappointed to have wasted our time going back and forth without having achieved any of our objectives.

Now that you have more time, do you have any new plans?

It's been so long since I've had some free time for myself or for my family. I think it has been almost six years since I've been able to relax for a bit. I was appointed to the position of Associate Dean as soon as I got here, and while the job has been rewarding, administrative duties have been quite stressful. Now that I have some time on my hands, I plan to spend it with my family, and to focus on my teaching and research.

Do you have any comments for the staff members?

The past three years have been very fulfilling, and I enjoyed my time in the office and working with the staff members. But to be honest, I am also glad to be done with the job.

It relieves me greatly to see that the new Associate Dean is a very competent person. I am sure he will do a great job, and I expect a lot from him.

*Faculty Testimony***My Time as Associate Dean — by Prof. Lee**

Following his term as an associate dean, Professor Seung-Joo Lee went on his sabbatical. Before leaving, he submitted the following brief essay about his time as an associate dean.

I have many fond memories of my past three years as Associate Dean. It was a truly interesting and fulfilling experience, both professionally and personally.

I was appointed Associate Dean for External Relations in 2001, when Dr. Chin-Seung Chung became our new Dean. I was first responsible for external activities, such as student recruiting, public relations, international collaboration, alumni relations, etc. I led a small team at that time, and thanks to their tireless efforts, we were able to achieve many goals.

For example, in student recruiting, the number of applicants more than doubled every year, and we were able to recruit high-quality students from both the public and private sector in Korea and worldwide. We also established partnerships with more than 30 schools worldwide and actively par-



Professor Seung-Joo Lee

ticipated in various international forums to build our reputation and network.

In 2002, I was appointed Associate Dean for Academic and Student Affairs, and I worked closely with Dean Chin-Seung Chung in managing the day-to-day operations of the School, developing new programs, and planning for the School's future. Some of the programs I actively helped to initiate include the Evening MBA program, the IMPM program, and the MFDI program. I was also involved in various institution-building activities, such as the development of the School's vision and strategies, curriculum design, fac-

ulty recruiting, staff evaluation and development.

I very much enjoyed working with Dean Chung. He was a thoughtful and highly capable leader who really cared for our School. I think I learned a lot from him, especially in the area of conflict management and interpersonal relations.

Working with our staff was also a very rewarding experience. Despite the nature of the work, which can sometimes be tedious and boring, they always demonstrated good spirit and a sincere attitude. I wish them the best of luck in their professional growth and development.

I will be going to Hawaii for my sabbatical and will be back in a year. During my sabbatical, I plan to write a book on leadership, explore nature with my kids, and improve my golf skills.

I want to thank our Dean, faculty, staff and our KDI School students for giving me such a great opportunity. Of course, you are always welcome to Hawaii. Aloha!

Invest KOREA Advisory Council Meeting

The KDI School successfully hosted the Invest KOREA Advisory Council (IKAC) meeting at the KDI School on Wednesday, September 22nd. Members of Invest KOREA, officials from the Ministry of Commerce, Industry and Energy, country managers of major multi-national companies and several members of the KDI School faculty participated in the meeting.



IKAC Participants

Over dinner, they discussed the Korean economy and Korea's investment environment. Alan Timblick of Invest KOREA was gracious enough to provide The Globe with his assessment of the meeting.

By Alan Timblick

Hosting the third Invest KOREA Advisory Council (IKAC) meeting at the KDI School of Public Policy and Management turned out to be not only a thoughtful meeting, but will also be recognized as an important milestone for Invest KOREA with plenty of suggestions, recommendations and comments on Korea's business environment.

KDI School professors and Ministry of Commerce, Industry and Energy officials joined IKAC mem-

bers to share their views on the current status of the Korean economy, debate on ways to handle national PR, discuss issues that multinational companies face in Korea and talk about methods to improve the business environment.

Whether in our IR presentations scheduled in October or in Invest KOREA's long-term strategy, all of the remarks will be taken into consideration sooner or later.

Following the presentation by Dr. Cho Byung-Koo on "International Views on Korean Economy," attendees expressed their thoughts and ideas on the importance of foreign press and the investment banking analysts' commentaries, and this gave us fresh impetus to focus our message more professionally and

(See IKAC, p.5)

*Student Report***Korea Field Research & Study Report — by Tong Zhao**

The “Korea Field Research & Study,” August 30th to September 2nd, had a total of 51 student participants. It was a chance for KDI School students to go beyond the classroom environment and to visit some of the world’s leading industrial companies in Korea, and to experience a part of Korea’s culture. The group visited several industrial sites, including Hyundai Motors Company Manufacturing Plant; Pohang Iron and Steel Company; Gyeongju, a city rich in history; and Ulsan Metropolitan City Hall.

*The following essay is from a report that one of the participants, **Tong Zhao**, MPP ‘04, wrote about the trip. It is titled “Beautiful Sceneries, Amazing Developments, and a Great Country.”*

Korea is a beautiful country with a history of over 5,000 years. I first visited Korea in 2000, years before enrolling here at the KDI School. Although I visited many interesting places on that previous trip, I knew there was so much more to see. The four-day Korea Field Research & Study (KFRS) allowed me to see many of its various aspects that I had not seen earlier.

During the KFRS, we visited five major industrial sites. The first place we visited was Gumi Industrial Complex, also known as the “Korean Silicon Valley,” lo-

cated in Gumi City.

The second site was Nongshim Food Company, which interested me very much, since I enjoy eating noodles and other instant foods.

On the way to the third site, Hyundai Motors Company Manufacturing Plant, we were warmly welcomed by the vice mayor of Ulsan City at Ulsan Metropolitan City Hall.

When we arrived at the Hyundai Motors Company Manufacturing Plant, I was very delighted to receive a souvenir, a model of a Hyundai car. I’ve never visited a car manufacturing plant before, but I was very impressed with its size. Seeing thousands of cars lined up near the dock waiting to be transported was astounding as well.

Our next stop, Hyundai Heavy Industries Manufacturing Plant, was equally exciting. The huge ships at the dock were the size of small hills, and the size of the plant was something to marvel at. It was also surprising to know that, even with its size, the plant was environmentally friendly and did not pollute its surrounding area.

At our last stop, Pohang Iron and Steel Company, I was deeply impressed by their company presentation, which was in the form of a 3D movie. We also got to see the workshops, and watch how steel was made in the hot workshops.

After visiting all of the industrial sites, we went to several well-known historical sites, where we saw Bulguksa Temple, Sokkuram Grotto, and Gyeongju Historic Areas, which are all registered as UNESCO World Heritage Sites.

Since I’m very much into archaeology and historical studies, it was a chance for me to experience and study more about Korean culture and history. My studies began as soon as other students told me



At Bulguksa Temple

that Gyeongju used to be the capital of the Shilla Kingdom, the kingdom that later unified the Korean peninsula.

It has been more than 200 days since I came to Korea to begin my studies at the KDI School. Though I have met many wonderful Korean people during my time here, this trip was a chance for me to get to know some of them better.

I’d like to thank the KDI School staff, Mr. Gil-Sang Won, Mr. Young-Dae Yoo, and Ms. Jae-Soon Lee, for their continuous care, and for organizing the whole trip. I also appreciate their patience throughout the trip.

Finally, I’d like to thank the KDI School for offering this opportunity to me to study abroad for such a long period. Thanks to the School, I have made new friends, improved my ability to relate to others, and become more open to new ideas.



Presentation at Hyundai Motors



Admiring the Bell of Emilae

Miscellaneous

(IKAC, from p.3)

with more impact in our mission to improve Korea's image as a great place to do business.

Creating a Master's Program in Foreign Direct Investment, which will commence in 2005, as Dr. Kim Ji-Hong explained, will surely provide Korea with more bright and promising individuals to design blueprints for the Asia Hub project and attract more foreign investment into Korea.

In the future, Invest KOREA, along with professional expertise from KDI School, will be more than delighted to have formal or informal roundtable meetings with foreign investors and help their business prosper in Korea.

Invest KOREA greatly appreciates all of the work and effort that Dr. Chung Chin-Seung, Dean of the KDI School, and his staff put in for preparing an exceptionally well-organized meeting and letting us escape from the usual hotel function rooms for once.

I hope we will return to the KDI School campus on another occasion soon.

Alan Timblich
Head, Invest KOREA

Past Events

The 8th GDLN-EAPA Meeting, Shanghai

The KDI School of Public Policy and Management participated in the Regular GDLN-EAPA Meeting in the last week of July 2004.

GDLN is the Knowledge Cooperation Project launched by the World Bank. As a part of GDLN, two regional meetings - the Latin American and the Caribbean (LAC)

meeting and the East Asia and Pacific Association (EAPA) meeting - have been established to promote better collaboration among GDLN members. In the East Asia and Pacific Region, the GDLN-EAPA Regional Meeting is held twice a year.

The 8th GDLN-EAPA meeting was hosted by SNAI and the World Bank in Shanghai, China from July 27 - 29, 2004.

About 50 participants representing GDLN centers from EAP countries, including Australia, Cambodia, China, East Timor, Indonesia, Japan, Indonesia, the Philippines, Singapore, Thailand, Vietnam and the U.S., were present.

During the meeting, SNAI officially announced its entry to the GDLN-EAPA network. With its entry, China now has the most GDLN centers in EAPA - a total of 12 GDLN centers.



GDLN-EAPA Meeting in Shanghai

Workshops on Anti-Dumping

The KDI School held workshops on anti-dumping from August 16th to 20th, and from September 13th to 17th. The objective of the program was to educate trade specialists on the anti-dumping systems of major countries, and to discuss how to effectively deal with such cases.

When faced with anti-dumping actions, Korean export companies

have lacked the knowledge and ability to properly deal with such cases, forcing them to either forfeit the case without petitioning, or to rely on outside legal counsel. To tackle this problem, the Ministry of Commerce, Industry & Energy set up this program to educate professionals to effectively address and countervail anti-dumping cases in the future.

Professors and lawyers used real cases to show how to manage various situations, and focused on practical training, such as understanding procedures of countervailing duties and assessing loss from anti-dumping action.

Fourteen intense sessions were taught by renowned professionals and professors over a period of five full days.

International Field Research & Study program

28 Korean students went on an "International Field Research & Study" program to United States for 11 days, from August 18th to August 28th. They attended lectures at Stanford University, UC Berkeley, UCSD, and UNLV, and took tours of Yahoo and Qualcomm. Students also had time to enjoy themselves in Las Vegas, The Grand Canyon and Tijuana, Mexico.



Yahoo Company Tour

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Seminar on Local Governments' Investment Inducement Cases

The KDI School hosted a seminar on "Local Governments' Investment Inducement Cases" on August 19, 2004. The seminar was held for several purposes: to review and discuss successful cases of attracting both domestic and foreign investment; to have each participant share his/her experience and knowledge with others; and to publicize the KDI School's new Master's in Foreign Direct Investment program. High-ranking officials in charge of investment from each local government presented their most successful cases to the over-hundred people present at the seminar. Most of the attendees were officials involved in the investment sector.

The seminar began with registration at 1:00pm and ended with a comprehensive discussion session after 6:30 pm. The seminar was significant because it brought together many direct investment professionals in one place. It was also effective, because it gave presenters the chance to share their cases and experiences, while enabling participants to analyze problems that have occurred during the investment inducement process and to discuss ways of overcoming obstacles.

REP Field Trip

Thirty-three Real Estate Professional Education Program (REP) students and MBA students went on a field trip to United States, from August 24th to September 3rd. They visited San Francisco, Las Vegas, San Diego, and Honolulu.



REF Students Attending Lectures

The KDI School Gets Noticed at MBA Tour in Seoul

In another effort to recruit highly qualified students and further publicize our school, the KDI School participated in the MBA Tour held at the Lotte Hotel on Saturday, September 18th. During the four-hour fair, a steady stream of potential MBA applicants dropped by the School's booth to inquire about the school's programs and admissions process.

International Workshop on Economic Cooperation Between Korea & ASEAN

The KDI School and the Ministry of Foreign Affairs and Trade co-hosted the International Workshop on Economic Cooperation between Korea & ASEAN, held from September 21st to 23rd at the KDI School. The aim of the workshop was to provide govern-



Korea-ASEAN Workshop Presentation

ment officials from ASEAN countries with a useful forum for in-depth discussion of their countries' economic policy agenda. The workshop was useful in that it served in building a solid foundation for further closer Korea-ASEAN economic ties in the future.

A total of 17 government officials from 9 ASEAN countries participated in the workshop.

Workshop on Monetary and Exchange Rate Policy for the Bangladesh Bank Capacity Building Project

The KDI School, the World Bank Institute, and the Bank of Korea co-hosted the "Workshop on Monetary and Exchange Rate Policy for Bangladesh Bank Capacity Building Project." The theme of the workshop was "Comparing the monetary and exchange rate policies of various central banks."

The workshop was held October 4th - 9th at the KDI School and the Bank of Korea. Over the span of six days, participants participated in learning sessions on various topics regarding financial risk and management. Participants discussed the financial policies of Bangladesh in a seminar on the third day, and participated in training sessions.

The fifteen participants, all officials of Bangladesh's central bank, also got to enjoy Korean culture through a number of field trips.

Yoido Forum Meeting

The 4th Yoido Forum Meeting was held on Wednesday, October 6th, at the Korea Development Bank, in Yoido, Seoul. The session's topic was "A Comparison of Korean and Chinese Industries'

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Competitiveness.” Mr. Lee Jae-gul, of the Korea Development Bank, delivered a presentation on the topic.

The Yoido Forum Meeting was started with the hopes of encouraging camaraderie and knowledge sharing amongst KDI School alumni and other finance professionals.

11:10 : Introduction to the KDI School and Faculty

11:40 : Student Remarks

11:45 : Q&A

12:00 : Campus Tour

For further information, please contact Hye-Jung Yang via e-mail: yhj@kdischool.ac.kr.

All participants will be attending the “World Knowledge Forum,” organized by Maeil Business Newspaper, at the Sheraton Grande Walkerhill Hotel for one day during the workshop.

Participants will include government officials, private sector executives, civil society leaders, academics and students majoring in Korean studies or related fields.

Future Events

Open House

The KDI School will hold its annual Open House on Saturday, October 9th. Anyone interested in applying to the KDI School is welcome, as it will be a chance for prospective applicants to learn more about the School and its programs, and to talk with faculty, current students and staff.

The program is as follows:
11:00 : Reception

Workshop on Korea's Economic Development and Economic Crisis Management

The aim of this workshop, to be held October 11th - 15th at the KDI School, is to share Korea's experience in economic development and economic crisis management with the participants, as well as to provide the opportunity to learn more about Korea's economic structure. The workshop will be a combination of online and offline programs, enabling participants to successfully experience the “blended learning” methodology that is a key component of the course.

Breakfast Lecture

The KDI School will host a breakfast lecture for KDI School alumni at the Lotte Hotel in So-gong-dong, Seoul, on October 21st. Chul-Kyu Kang, Chairman of the Korea Fair Trade Commission, will speak on “Market Economics and Fair Trade Policy.” The reception will start at 7:15 am, and the lecture should last until 8:20 am.

All KDI School alumni are welcome to attend. If you are interested, please contact Keum-Joo Choi at kjchoi@kdischool.ac.kr.

New Faculty

The KDI School recently welcomed several new distinguished members to its faculty.



Byung-Joon Ahn, a visiting professor, most recently taught at the National Graduate Institute for Policy Studies in Tokyo, Japan. Previously, he has been the Dean of Social Sciences at Yonsei University and visiting professor at the School for Advanced International Studies, Johns Hopkins. He received his Ph.D. degree from Columbia University, his master's degree from University of Hawaii, and his bachelor's degree from Yonsei University.



Seung-Ho Cho will join our faculty as a visiting professor. Since 2000, he has been the President and CEO of Valtech Consulting Korea, a firm that provides consulting services in strategy, e-Business and IT. He is also an Outside Director for LG Ad, and serves as a chairman of the Compensation Committee for top executives and managers. He worked for Arthur Andersen in Seoul as a Partner in its Business Consulting and Global Corporate Finance. He holds a Ph.D. in Management from the University of California, Los Angeles.

Photo Collage

Rewinding Back the Time



Touring San Francisco



Twin Peaks, San Francisco



KDI School Staff Membership Training



Alumni Dinner in Vietnam



Enjoying Wine at the IKAC Reception



Splashing Away

Please send comments, suggestions and alumni announcements to: Eungie Kim (blue@kdischool.ac.kr)
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