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'Korea Month' 2016

The celebrations of the National Foundation Day
and Armed Forces Day of Republic of Korea



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On behalf of Daewoo Pakistan Express Bus Service Ltd, it is an absolute pleasure to be part of this special publication marking the **National Foundation Day of the Republic of Korea** and also highlighting the close socio-economic ties between Pakistan and Republic of Korea.

Pakistan and Republic of Korea enjoy very cordial relations which are deep-rooted in history. Bilateral diplomatic relations between Republic of Korea and Pakistan also go back a long way. Over the years, the relations between the two countries have become even stronger with development of ties in political, economic, trade, cultural, military and educational fields.

I take this opportunity to reaffirm Daewoo's continued commitment to actively working on and investing in the road transport sector and other infrastructural development projects across Pakistan. Daewoo's active engagement in Pakistan over the last 2 decades and its close working relations with the Government of Pakistan have resulted in a multitude of economic opportunities for the people of Pakistan. Our efforts and investments in Pakistan continue to contribute to domestic growth whilst creating much needed employment opportunities across the country. In continuation of sustained commitment to investing in Pakistan, Daewoo shall soon be operating buses for two mega transport projects of the Government of Punjab -- **Multan Metro Bus Project** and **Lahore Feeder Bus Project**.

The pioneering role played by Daewoo Pakistan in the past 18 years speaks for itself and is a mark of trust that Daewoo Express has in Pakistan and its people. As an organization, Daewoo Express remains devoted to its standards of operational excellence, comfort, safety, and customer satisfaction for the people of Pakistan.

Once again, I am pleased to be part of the celebrations and deeply value the strong relationship between the people and governments of our two brotherly countries.

CHANG IN PARK

President, Daewoo Pakistan Express Bus Service Ltd.



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MARKING A CELEBRATION

3rd October



GAECHON - NATIONAL FOUNDATION DAY OF KOREA

Daewoo Express congratulates the people of the Republic of Korea on their National Foundation Day. May the country's future be paved with peace and prosperity, and may it build upon its rich culture and values of the land.

Daewoo Express with its distinct Korean identity and under Korean management, has always upheld its standards of operational excellence and service quality since 1998. It remains Pakistan largest and most advanced transport company with an ever-growing service network and bus fleet.



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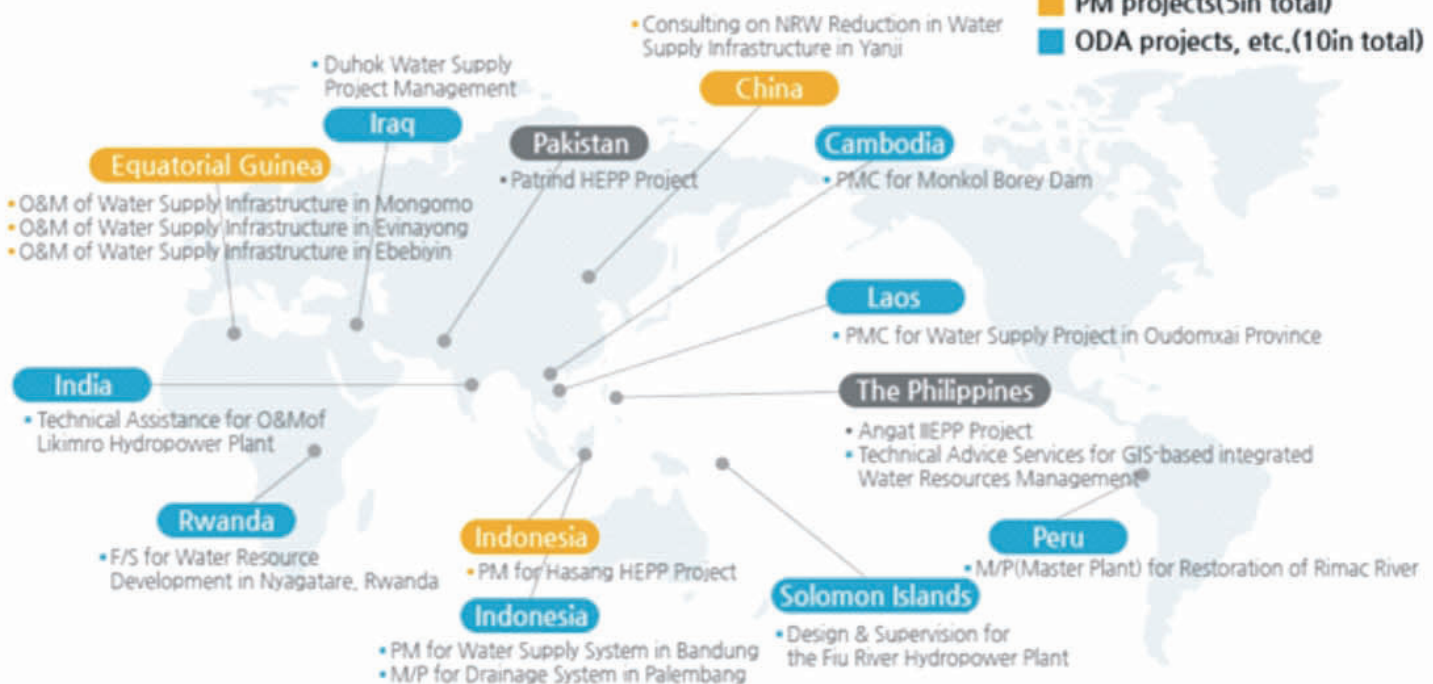
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Currently underway (18 projects over 13 countries)

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Currently completed (55 projects over 24 countries)





STAR HYDRO
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STAR HYDRO POWER LIMITED

Star Hydro Power Limited has been the subsidiary company of K-water since 2009.

The SHPL is developing the Patrind Hydropower Project pursuant to the Policy for Power Generation Projects 2002 of the Government of Pakistan, and is evaluating further investment in the Pakistan's hydropower sector to support the people of Pakistan in overcoming the energy shortages.

PATRIND HYDROPOWER PROJECT

- Installed Capacity : 150MW
- Project Cost : USD 436 million
- Construction Period : 4 Years (December 2012 to December 2016)
- Concession Period : 30 Years (the Project shall be transferred to the AJ&K without cost at the end of the concession period)
- Location : AJ&K, Pakistan
- Commissioning of the Project and Start of Electricity Generation : December 2016



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Mian Fazal Elahi



Republic of Korea is the 11th largest world economy, 6th largest exporter and a member of the G20. With a GDP of over US \$1.3 Trillion, its exports stand at almost half. Korea has experienced remarkable success in combining rapid economic growth with significant reductions in poverty. Korea is an exceptional example of an aid recipient turned a high-income country, with GDP per capita increasing rapidly from US\$ 67 in the early 1950s to US\$ 27,195 in 2016 according to IMF. Presently more than 20 Korean Companies are operating in Pakistan and providing services infrastructure, road. Regular exchanges of delegations are also taking place to further improve upon each sector of co-operation. In the education sector, the co-operation is being improved with the passage of time and number of Pakistani students is studying in different Korean institutions. The Embassy of Republic of Korea celebrated October 2016 as 'Korea Month' to commemorate the foundation day of Korea and to boost economic and cultural co-operation between Pakistan and Korea. Many events were organized by the Embassy during Korea month to promote diplomatic, economic and cultural ties.

Today, Korea is increasingly investing in Pakistan's infrastructure and development projects. These include hydro-power projects which will provide much needed electricity to Pakistan, tunnels and roads which will help link Pakistan to Central Asia. Korea provided economic assistance for flood victims and IDPs. The emerging scenarios in both countries are finding common grounds to work together and play their relevant roles to improve the economic, social and cultural ties between Pakistan and Korea. Korea has always stood by Pakistan like a true friend.

[Signature]

Important Announcement

It has been announced for the general information that Mr. Mian Assad Ullah has been appointed as Editor In Chief of the Monthly "Diplomatic Focus" for the UK/EU Edition. He is entitled to participate official /non-officials diplomatic engagements, events, national days, social evenings/gatherings, press conferences/interviews and can be contacted for all kinds of stuff including articles, supplements and advertisements etc). It is requested to all Diplomatic missions and government high officials of UK, please contact with Mr. Mian Assad Ullah on His mailing address, 4 Ipswich Road, SW17 9RH, London. Cell number: +44-7961005954/ 2087694850, Email: uk.diplomaticfocus@gmail.com, assadmian1@gmail.com



Mian Assad Ullah

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DIPLOMATIC FOCUS

daily 12 O'CLOCK NEWS

DAILY KUTUB KHANNA JOURNAL

Adding value to Pakistan's economy



LOTTE, the South Korean conglomerate with revenues of US\$ 82 billion, operates Lotte Chemical Pakistan Limited (LCPL), a world-class manufacturer of Pure Terephthalic Acid. LCPL holds the foundation of the polyester chain in Pakistan and retains its edge by being a local PTA manufacturer and major supplier for the domestic Polyester and PET industries. We maintain major share of the domestic market, and remain the supplier of choice based on our short delivery time, consistent quality and excellent customer service. During past 5 years LOTTE has invested in excess of US\$ 50 million including a 48MW Co-Generation Power Plant.

On the occasion of Korean National Day LCPL extends its best wishes and looks forward to continuing adding value to Pakistan's economy.



KOEN (KOSEP)

Run for
global energy corporation
creating the future

Possibility &
Potential Energy,
KOEN (KOSEP) & Mira Power



Value Creation

Bringing values to the nation and the people as a public institution of power industry

Innovation & Growth

Securing new growth engines by internalizing the creative innovation

Communication & Trust

Cultivating the sound corporate culture being trusted by the internal and the external stakeholders

*KOSEP dreams of the global power leader
from the infinite Possibility and the potential*

MIRA POWER

COMPANY INTRODUCTION

Mira Power limited is the owner and developer of 102 MW Gulpur Hydropower Project (the project) located in Kotli District. Mira Power Limited is the subsidiary of leading generation company of Korea i.e. Korea Energy Co. Ltd. (KOEN). KOEN (KOSEP) operates and maintains 10.71% of total Korea's capacity and currently owns and operates a generation capacity of 10,000 MW worldwide.

VISION

Mira Power Pakistan [a subsidiary of KOEN (KOSEP)] is committed to fulfill KOEN's dream of global power leader.

CEO Message

It is my pleasure to once again introduce Mira Power. We are the proud subsidiary of KOEN (KOSEP). With the view to help Pakistan in the process of overcoming its energy crisis, in 2011 KOEN (KOSEP) decided to invest in Pakistan and as a first step acquired 102MW Gulpur Hydropower Project in 2013 to develop and deliver. Fulfilling its vision and commitment, KOEN (KOSEP) is also in the process of acquiring two more projects in coming days. I am pleased to announce that the Project financing phase remained unprecedented and Mira Power has proudly won a number of international awards. Construction phase of project is also in progress on fast track basis. Korean people are standing shoulder to shoulder with the people of Pakistan to combat against the energy crisis.

Thank you very much.

Yoon, Tae Hak
CEO

GLOBAL POWER LEADER

KOSEP



**MIRA POWER
LIMITED**

Mira Power Ltd

1st Floor, Square Eleven Plaza, Street-1,
MPCHS, E-11/1, Islamabad



H.E. Dr. Suh Dong-gu

Ambassador of Korea to Islamic Republic of Pakistan

Message

Hello! People of Pakistan

One historical anecdote: our delegation visited here in 1960's to learn the secrets of your economic growth. At that time, they were inspired by your 5-year Economic Plan and returned to Seoul. As you know, we have achieved remarkable economic progress since 1960's. We had once been dependent on foreign aid but now, as an OECD member country provide official development aid to developing countries. This is called 'The Korean Miracle.'

Now, it is your turn, Pakistan. Look at your potential. You are the 4th largest cotton producer, 4th largest producer of milk, 9th largest producer of wheat, 12th largest producer of rice and have the 4th largest coal reserves in the world. Furthermore, you have the largest rock salt deposits and the largest integrated canal irrigation system in the world. I know that you suffered from many tribulations because of your turbulent history and geo-political situation. And now, as of 2016, almost all the macro-economic indicators are in good shape and your stock index soared to its historical peak this year. Recently MSCI upgraded your economy to the category of 'emerging markets,' which is proof of international recognition of your growing economy.

Against this backdrop, we are doing our best to be of any help. We want to help you not only because we were inspired by your idea of five year economic plan but also because we are indebted to you.

Another historical anecdote: You provided us with massive material assistance and medical supplies during the Korean War. Now, it is our turn. Our support is being made in three ways.

First, our aid agency, KOICA has built schools, training centers like ICT center and agricultural technology center. Now it is constructing another training center for water resources management. Secondly, KOICA is providing various capacity-building training programs such as rural revitalization and leadership enhancement, economic development strategy planning etc. These programs are based on our successful experiences of 'Saemaul Undong (new village movement), which is a grassroots movement to increase the productivity and income of rural areas. Our miracle was made possible by the harmonious combination of the top-to-bottom approach in the form of the economic plan and the bottom-to-top approach in the form of the 'SaemaulUndong.' The key ingredients of the movement are 'can-do spirits,' 'social mobilization from all walks of life,' and 'incentives based on performance.' We are doing our best to transfer the spirit and methodology of the movement to you. Thirdly, we are providing EDCF funds to finance a variety of your projects. The projects range from building children hospital and power plants to the improvement of highways and the construction of an IT Park etc.

On this occasion, I want to assure you that I will do my best to promote the projects which could be tailored to your specific developmental needs while improving bilateral relationship in the fields of economic, cultural and educational exchanges as well. Let me cite some examples of the cultural exchanges.

Your monk 'Marananta' visited Korea across the Eurasian continent in 4th century and introduced the Buddhism, In turn, a Korean monk 'Hyecho' visited Gilgit and Peshawar for a religious tour in the 8th century. And now a new momentum is forged this year: PTV Home broadcasted our famous drama 'Dae-jang-geum,' with a localized name of 'Nageen.' Furthermore, the first ever K-pop festival was held in National University of Modern Languages. Some famous Korean literary works are being translated into Urdu while an exhibition of Gandhara arts is being promoted in Korea.

In conclusion, you have my word, Koreans including me will be your true friends and we will do our best to help you become the new Asian Tiger in the near future.

Muhje Pakistan Pyara Hei. Pakistan Korea Dosti Zindabad!



Mr. Kim Dong-gi
Consul General Republic of Korea



Message

On October 3rd 2016, the Korean people everywhere celebrate the Korean National Foundation Day (Gaecheonjeol) to commemorate the legendary formation of the first Korean state of Gojoseon in 2333 BC. The National Day celebrations are marked by the principle of “Hongikingan” that is based on “giving good benefits to human beings”. Putting its faith in this notion and believing that it can contribute in furthering peace and wellbeing in the world, Korea has actively participated in global efforts in pursuit of these goals.

On the occasion of National Day, I am so proud of the excellent bilateral ties between Korea and Pakistan. Our relations go back a long way and I am excited over the vast potential in store for us, which remains largely untapped. More can be done to further stimulate and enhance people to people contact. Bilateral cooperation in tourism, education, and economy are just few of the examples.

In this regard, The Karachi Consulate of the Embassy of the Republic of Korea has conducted various activities to facilitate bilateral relationship in economic and cultural fields. Various Korean companies, including SsangYong, Lotte Kolson, POSCO Engineering, KORAIL, Hyundai, and Lotte Chemicals Pakistan Limited have made a strong presence in their respective sectors including automobile industry, power generation, transport sector, Chemical industry, and FMCG food industry. The mission not only ensures that these existing businesses prosper but also encourages new collaborations to strengthen economic ties. I would also like to thank and acknowledge the Pak-Korea Business & Friendship Council that plays an instrumental role in identifying mutually beneficial business opportunities for the two countries.

Amongst cultural initiatives that we organized this year, was the Sindh Taekwondo Cup in collaboration with Sindh Taekwondo Association to promote martial arts and sportsmanship. This event was attended by over 100 men and women martial artists from all across Sindh. We also had the honor to host an “Invitation to the Taste of Korea” event where we demonstrated making of popular Korean recipes Kimchi and Bibimbap. The guests relished the food and appreciated health-friendly cuisine and taste. Further to this, we also organized a Music and Friendship Night, whereby Korean Musicians were invited to perform before a large audience. The event was very well received and thoroughly enjoyed by the audience. It was heartening to see how audience responded to Korean musicians singing popular Pakistani national songs music.

I wish the economic relations, cultural interchange, and people-to-people exchange between Korea and Pakistan will be further promoted and I, as the Consul-General at Karachi office of the Embassy of the Republic of Korea, will make every effort to achieve these goals.

I believe that this Supplement will provide the avenue for Pakistanis to gain more knowledge, foster greater understanding as well as promote further interaction with Koreans.

Happy National Foundation Day!





Col. Yoon Keong-jin

**Defence Attaché Republic of Korea
in Pakistan**



Message

I have been in Pakistan for more than two years. During this time my prime focus has been on establishing strong relations between the two countries in the field of defence. I have observed that Pakistan and Korea are tied in decades-old historic, warm, friendly relations and both countries are making sincere efforts to cement the friendly relations, making them stronger & more efficient.

Korea and Pakistan have been collaborating since long. South Korea's Poongsan Company has refurbished a plant of Pakistan Ordnance Factories (POF) to enhance its arms production. The refurbished plant was one of the oldest units of POF and its re-commissioning was seen as a key addition to the strategic potential of the POF. Today, Pakistan and Korea are at a point where both countries are increasingly interested in enhancing each other's capabilities by helping each other through joint ventures in the field of defence production.

Pakistan and Korea have signed a future roadmap to strengthen relations and further collaborate in the field of defence production. Korean DAPA (Defence Acquisition Program Administration) is actively engaged with Pakistan and both sides have expressed a strong desire and will to continue engagements and endeavors to cooperate and assist each other in fields related to military cooperation including military education, training and technology. Korean Aerospace Industry (KAI), Daewoo Shipbuilding and Marine Engineering (DSME), Poongsan (ammunition building industry) and Hyundai-Rotem are worth mentioning with a high standard of quality in construction and defence production.

My recent visit to Gwadar in Balochistan revealed to me that vast opportunities exist to expand the range of cooperation between Pakistan and Korea. Gwadar has the potential to become a world class seaport due to its strategic location. I received detailed briefing about CPEC, a mega development project which will be a "game and fate changer" not only for Pakistan but for the entire region. It is the beginning of a journey of prosperity for Pakistan.

Both Pakistan and Korea share similarities, getting independence on 14 August 1947 and 15 August 1948 respectively. Our association is historic and provides solid ground to build a strong and durable friendship for the future. Korea will always stand by Pakistan like a true friend.

Now, with extension in my tenure, it is obvious that Korea attaches great importance to its relations with Pakistan and is keen to take bilateral relations to new heights. I will leave no stone unturned to play my role in fostering the relationship between the armed forces of Korea and Pakistan. Pakistan is close to my heart. My best wishes are with the people and armed forces of Pakistan and I have a strong belief that Pakistan has a bright future.

Just like the "Miracle of Han River", it is my wish to see Pakistan experience the "Miracle of Indus River."

Long Live Pakistan!

Long Live Korea!

Long Live Pak-Korea Friendship!





Mrs. Shama Parveen Magsi

**Honorary Consul of the Republic
of Korea (Quetta, Balochistan)**



Message

I would like to congratulate all Koreans, especially the ones residing in Pakistan, under the dynamic leadership of His Excellency Dr. Dong-gu Suh, on the occasion of the Korean National Foundations Day. Pakistan and Korea enjoy very cordial relations which are deep-rooted in our history. The Republic of Korea has always stood by Pakistan like a true friend.

South Korea provided economic assistance to Pakistan and was a member of the Friends of Democratic Pakistan group. This assistance is in the form of aid and grants. Korean companies are also undertaking mega projects of special importance to Pakistan. Korean companies are increasing the power generation of Pakistan, building motorways, digging strategically important tunnels, establishing capacity building institutes. Korean government grant projects have benefitted Pakistanis by providing medical facilities, safe drinking water, sewage treatment and other useful services all over Pakistan. Pakistan and Korea have excellent bilateral relations in political, economic, trade, cultural, military and educational fields. It is true that Pakistan and South Korea have already boosted their bilateral ties in many areas. However, there is also a need for medium and long-term cooperation. The bilateral policy consultation is another forum to foster our links.

The Pakistani community is very active and engaged in promoting Korea-Pakistan relations. A number of Pakistanis have established their own business in South Korea. They participate wholeheartedly in economic development of Korea.

Let us reaffirm our commitment to future strengthening the ties of friendship between Pakistan and Korea on this very special day.





Mr. Afan Aziz

Honorary Consul of Korea in
Khyber Pakhtunkhwa, Pakistan



Message

It is a great pleasure and honour to extend warm facilitation for the National Foundation day of Korea, a day which dates its history back 4348 years to 2333BC. This day symbolizes the creation of Gojoseon (ancient Korea) The Korean nation's founding principle is to "benefit broadly the whole of humanity (Hongikingan in Korean)."

This year marks the 33rd year of our two nation's diplomatic relations. Our two countries in their modern state were created in the same year and shared a similar history in the years that followed. Korea achieved a period of economic growth unparallel in human history, a period which is popularly called the miracle on river Han. This economic miracle has lessons for all the developing countries in the world particularly for Pakistan as our two countries people share a common trait of remarkable ingenuity, courage and fortitude. Our nations have retained their national identity despite innumerable national disasters and suffering.

Together we have achieved much since our diplomatic relations commenced in 1983, and hopefully with a Free Trade Agreement between the two countries we should be attaining a much larger trade volume. The Korean people continue to stand by their nations founding principle to benefit humanity and this is reflected in the working of Korean companies and aid agencies in Pakistan. The Pakistani people feel affectionately for the citizens of Republic of Korea and our relations continue to make strides in the positive direction.

With greater cooperation we will further develop our relations in economic, political and cultural domains. As Honorary Consul of Korea in Khyber Pakhtunkhwa, it gives me great pride to represent such a vibrant, hardworking and industrious nation and I congratulate the people of Korea on the National foundation day and pray for the success and endurance of the friendship between our two countries.





Mr. OH SUNG HOON

**Chairman of Korean Society
in Pakistan**



Message

The people of The Republic of Korea celebrates the legendary formation of the first Korean state of Gojoseon in 2333 BC. This date has traditionally been regarded as the date for the founding of the Korean nation. It was this kingdom which brought together our people as one, and gave Koreans a sense of nation hood and unity.

I would like to extend my heartiest greetings to my countrymen on this occasion. On behalf of the Korean society in Pakistan I wish to greet all the other readers and express deep appreciation for the warm hospitality and the goodwill extended to Korean nationals residing in Pakistan. Being the Chairman of Korean Society in Pakistan as well as the Country Director of SAMBU Construction Co. Ltd. I consider it my great honor to have this opportunity, addressing such distinguished readers.

Korea is now becoming one of the largest investors in Pakistan, with the investment of billions in pipelines, especially in the hydropower sector. Its direct impact will include job creation and social uplift for the community; however, its indirect impact will be farther reaching and long term. I am very positive that Korea and Pakistan can accelerate the relationship in the future for the reciprocal benefits.

The people to people relationship between our two countries has always been very warm and cordial ever since we started to interact with each other since 1993. Right from day one, this remained my experience that unconditional support and cooperation to SAMBU Construction Co., Ltd. was extended by Government officials as well as by the general public in accomplishing in all the Projects undertaken in Pakistan over the last 23 years. The Koreans living in this country are striving to further strengthen the ties between the people of these two great nations, sharing experience and resources. We have joined hands with the government of Pakistan and are trying to get more Korean firms to invest in Power & Energy and other Sectors wherever assistance required in Pakistan, so as to share in technologies required for modernization in a mutually beneficial manner. I strongly believe that all other Koreans living in Pakistan are emotionally attached with this country they also share the moments of Joy and Grief with other Pakistanis. May Pakistan and Korea friendship last forever. (Ameen)





Mr. Lim, Kwang-Suk

**Chairman of Korea Residents
Association (Karachi)**



Message

I am honored to have the opportunity to congratulate all my friends on the occasion of the National Foundation Day of the Republic of Korea.

I am fortunate I have lived in Pakistan for half of my life; a fact not known to many people. The length of my association with Pakistan will give you some idea how strongly I am attached to this beautiful and hospitable country. Having lived in Pakistan for so long, I am proud and privileged to share that I honestly consider Korea to be my home and Pakistan to be my second home. Thus, being able to celebrate the Korean Foundation Day holiday in Pakistan feels extremely special.

I hope the relation between Korea and Pakistan will prosper in the future and both our countries can flourish economically together. I am especially hopeful about the positive impact expected from the Free Trade Agreement (FTA) between Pakistan and Korea, which is expected to be signed soon. I truly wish FTA will go through as soon as possible so that it could open up more opportunities for citizens and businesses of both countries. This will not only be the first step of bringing more companies from Korea to Pakistan, but will also help in the development of Pakistan in to a more global country.

It is my sincere hope that the good relationship of Pakistan and Korea stay strong so that we can mutually benefit and learn from each other continuously in the future. I would like to express my gratitude to all the members of Pakistan-Korea Business & Friendship Council and to the readers.





Mr. Sajjad Afzal Cheema

President of
Pakistan-Korea Friendship Society



Message

First and foremost, I would like to extend my warmest congratulations to the people of Korea as they celebrate the National Foundation and the Armed Forces Day of the Republic of Korea. This is the 33rd year of fully-fledged diplomatic relations between the Islamic Republic of Pakistan and the Republic of Korea. The Pak-Korea Friendship Society, since its establishment 33 years ago has been working untiringly to maintain and further strengthen friendly relations between the people of the two countries.

Over the years, both countries have endured and gone through similar problems such as dictatorial rule and have faced aggression from their neighboring countries. Pakistan and Republic of Korea have continually stood next to each other and supported each other at regional and international level.

Korean companies are present in every corner of Pakistan starting from the Lawari Tunnel of Chitral that is being constructed by SAMBU. This is a landmark project that would link Chitral and other nearby areas with mainland Pakistan in winters, when there is heavy snowfall and Chitral and its neighboring areas are virtually disconnected from Pakistan. Construction of the Motorways by DAEWOO in collaboration with other companies has revolutionized road travel in Pakistan. Projects such as these have benefited the common man, enhanced employment opportunities and boosted the economy. SAMSUNG, LG and HYUNDAI have become household names and are well known even in the remotest of villages in Pakistan. Republic of Korea has continued to invest and help improve the infrastructure in Pakistan; Chashma Power Plant, Hub River and Darki Thermal Plant and the Per Kho Gas Field Compression Plant are just a handful projects that the Korean companies are engaged in.

Pakistan's rich natural resources and well-trained manpower combined with Korea's advanced technology, expertise and experience in economic development have taken our relations to new heights. Pakistan can learn a lot from the revolutionary industrial development and technological advancements of Korea. I hope for further expansion of our relations and greater collaboration between the people of both countries. Long live Pakistan-Korea Friendship!





Exclusive Interview



Dream big, Think big and Act big as you [youth] are the future of a big

H.E. Dr. Suh Dong-gu

Korean Ambassador in Pakistan

By Mian Fazal Elahi

Dr. Suh, Dong-gu was designated as Ambassador Extraordinary and Plenipotentiary of the Republic of Korea to the Islamic Republic of Pakistan in May 2016. Ambassador Suh is a career diplomat with more than a quarter of a century of diplomatic experience, mostly in the United States and Canada. He was born on December 30, 1955. He did Master in Political Science from George Washington University, Washington D.C in 1989 and has a doctorate in Political Science from Kyungnam University, Seoul, Korea in 2013. He is married with two daughters. Excellency received National Security Medal in June 2003.

It is a great opportunity and honor for



“Diplomatic Focus” to interview Dr. Suh for our valued readers.

Q: Excellency! What are your views about Pakistan since you came here?

I am fairly new to Pakistan and I am eagerly looking forward to getting to know Pakistan much better. So far I have found Pakistan to be a beautiful and exotic country. When I presented my credentials, President Mamnoon Hussain gifted me a large book called “Pakistan”, containing beautiful landscapes of your country.

Islamabad is an especially beautiful and well planned city. I am happy that the Pakistanis I have met so far have been very kind and hospitable. In my view Pakistan is a promising country with a lot of potential due to its strategic location, rich natural resources and hard-working people.

As for food, I love Biryani and Chicken Karahi, especially as they are spicy. As you can guess, Koreans are spicy-food lovers.

Q: Excellency! According to press release at the first week of September 2016, in a meeting the Special Assistant to the Prime Minister on Foreign Affairs Mr. Syed Tariq Fatemi expressed confidence on you and said that during your assignment, you would promote the existing level of bilateral relations between the two countries in all fields, especially trade, investment, energy, health and education. My question is how would you see these bilateral relations between the two nations?

Korea and Pakistan established diplomatic relations in 1983. Since then, the bilateral ties have been gradually developed and expanded in all walks of life including economic, political, cultural and educational sectors. However, being complementary nature of our two economies, trade and business have always remained major areas of cooperation in the last three decades. Korea is a development partner of Pakistan and is contributing to Pakistan's socio-economic development through its official development assistance (ODA). We are providing technical and financial assistance to Pakistan mainly in the areas of power, road, information technology, health, water and agriculture. Korea is also formulating a long-term Country Partnership Strategy (CPS) with Pakistan to channelize its assistance in the mutually agreed priority areas.

In my view Pakistan's abundant natural resources and manpower, if combined with Korea's advanced technologies, capital investment and its experiences in the economic development, will bring substantial benefits to both nations. Thus, it's easy to see that there is much room for further cooperation,





coordination, strengthening the bilateral relations. Furthermore, the two countries have rich cultural legacies of our respective ancient civilizations and the efforts are underway to promote cultural ties and people-to-people contact.

Q: Excellency! The two-way trade volume between Pakistan and Korea was \$1.074 billion in 2015; both countries have initiated the process of Free Trade Agreement (FTA). How would you see the future of the bilateral trade between the two countries after signing FTA? And what kind of measures is being taken to enhance it?

It is true that the present bilateral trade is not properly reflecting the potential of our two emerging markets. In fact, our bilateral trade after reaching the peak at 1.623 billion dollars in 2012 has slid down to 1.074 billion dollars in 2015.

It is a matter of serious concern and needs an urgent attention from the two sides, if we consider Pakistan's potentiality and Korea's trade volume with the world which is over one trillion dollars since 2011.

Non-availability of proper trade-related information, lack of understanding of each other's markets and the absence of free trade agreement (FTA) are likely main reasons for the decreasing trade volume between our two countries.

Korea being among top fifteen economies of the world has global competitiveness in the hi-tech fields such as electronics, telecommunications, automobile production, chemicals, shipbuilding, and steel products,



while, Pakistan has textile, food processing and leather industries and is rich in natural resources such as copper, iron ore, coal, stones etc.

Therefore, I believe utilizing this complementary nature of two economies will be mutually beneficial and can generate win-win situation for all of us.

I am determined to take economic and trade cooperation between Pakistan and Korea to new heights, during my stay in Pakistan.

Regarding the FTA, Korea and Pakistan have initiated the process of Free Trade Agreement (FTA) during the first-ever visit of Korean Prime Minister to Islamabad in mid-April 2014.

As a follow-up, Federal Minister for Commerce of Pakistan Mr. Khurram Dastgir Khan visited Korea in July 2015. At that time, an agreement for civil level feasibility studies to explore the possibility of FTA was inked between two economic research institutes of Pakistan and Korea.

This feasibility studies are going to be completed within this year, after that the formal government to government negotiations will be initiated accordingly.

Both sides are highly optimistic about the positive outcome of the studies and are expecting a big jump in the bilateral trade volume once the FTA is signed.

Q: Excellency! Couple of months before you had expressed interest in the Hyderabad-Sukkur motorway and Kalakot-Chitral Road during a meeting with National Highway Authority Chairman Shahid Ashraf Tarar. NHA officials termed it the Rs163 billion (\$1.7 billion) Hyderabad-Sukkur (M-9) section of the Karachi-Lahore motorway project. It shows the Korean interest in expanding economic relationship with Pakistan, especially in expanding the road network. Your comments?

It is my pleasure to inform you that the Government of Korea has already approved concessional EDCF loan amounted 94 million dollars for N-45 Kalakot-Chitral section. The loan agreement of the project has been signed between the Exim Bank of Korea and the Government of Pakistan in September 2016.

Regarding M-9, actually during the meeting with Chairman NHA, Shahid Ashraf Tarar, we were informed that the Government of Pakistan intends to offer the Hyderabad-Sukkur (M-9) section of the Karachi-Lahore motorway on the 'build-operate-transfer' (BOT) basis to national or international construction companies through an open bidding process.

Recently, the bidding has been advertised in the newspapers by NHA. My embassy has





shared the information with potential Korean businessmen. They will evaluate the bidding and will respond accordingly. It may be a good business opportunity for Korean companies as they are excellent in road construction.

Q: A Korean delegation visited Pakistan to study Pakistan's 5-year plan when Korea was making its own 5-year plan in 1960s. What is factual position of this perception?

There is some truth to this perception but it is not the complete picture. A Korean delegation visited Pakistan to study Pakistan's 5-year plan when Korea was making its own 5-year plan in the 1960s. A very famous Pakistani economist, Dr. Mahbub ul Haq, who was then Deputy Chairman of the Planning Commission of Pakistan, gave valuable inputs.

However, as you can imagine, Pakistan and Korea's economies were very different in nature and size at that time. Korea's 5 year economic plan was made to suit Korean requirements after taking Korean factors into consideration.

Q. Excellency! Korea and Pakistan bilateral relations have been expanded in all walks of life. Is that bilateral cooperation reflecting the true potential of two emerging markets? And how Pakistani and Korean investors can play? And what is the response of your investors?

In this era of globalization and open economy, the role of private sector is very important to enlarge the relations among the nations and the same is true in case of Korea-Pakistan bilateral relations.

Korean companies are actively contributing to Pakistan's economy and providing lucrative employment opportunities to Pakistani workers. Almost 50 Korean companies are stationed in Pakistan at present. They have established an excellent reputation in the manufacturing of chemicals, confectionary and electronics as well as construction of energy and road projects. Many more Korean businessmen are interested to establish their businesses in Pakistan.



We are looking forward to work more closely with Pakistan with a vision towards achieving a healthy, stable and mutually beneficial economic partnership.

Q: Excellency! Korea is one of the leading

infrastructure development partners of Pakistan. What sort of projects that are in pipeline to complete?

At present, Lowari Tunnel is under construction by a Korean company Sambu. Two more projects - Malakand Tunnel and National Highway N-45 improvement in the same region are being undertaken with the financial assistance of Korean Exim Bank. These projects will open Pakistan to Central Asian States, providing a market access for its products.

Power infrastructure is another area where various projects are being implemented. For example, 147 MW Patrind Hydropower in AJK, 100 MW Gulpur Hydropower in AJK and 106 MW Golen Gol Hydropower in KP, are being constructed and will be completed in next two-three years.

Recently, a consortium of Korean companies has received Letter of Interest (LoI) by the government of Pakistan for development of 350 MW Athmuqam Hydropower Project in AJK, as well.

Q: With 200 million people and 60 million middle-class consumers, Pakistan is a rapidly growing emerging market. A large trainable workforce coupled with favourable demographics and rising domestic consumption, provide a range of compelling infrastructure and corporate opportunities in Pakistan. But the growth and return potential in Pakistan has yet to be unlocked by domestic and international investors. What are the steps you desire to be taken by the

Government of Pakistan to facilitate domestic and international investors?

Usually, foreign investors prefer to choose nations, who encourage free-market policies and adequate security environment.

Although Pakistan offers very attractive trade and investment policies, but shortage of energy supply and security situation of the country have slowed foreign investors influx to the country in the past.

I think, removing the obstacles in the way of doing business, sustainability in economic policy, affordable energy and other utilities supply, relevant infrastructure and better law and order situation can attract more investors to Pakistan. I know that the present government under PM Sharif has made remarkable progress to this end.

Q: Excellency! Korean businessmen and investors are here in Pakistan and playing an important role in the development of country. What is the potential existing for Pakistani investors and businessmen in Korea?

Korea offers attractive and secured business opportunities to foreign investors in all major sectors of the economy. Country's rapid economic development and the specialisation in new information and communication technologies appeal foreign investors to have business in Korea. It is therefore, Korea received a record high \$20.9 billion in pledges of foreign direct investment (FDI) during 2015.

As Korea continues to move towards more technology-intensive industries and focuses on a shift to knowledge-based service economy, there are abundant business opportunities for foreign investors in these sectors.

Q: Numbers of Pakistanis are living in South Korea and contributing to the development in Korean economy and as well as number of students getting education. Would you like to share your view and Korean people view in this regard?

Korea is importing workforce from 15 countries including Pakistan to meet its industrial demand. Korea is importing unskilled and semi-skilled workforce from Pakistan since 2008 under the EPS (Employment Permit System). Under this system the applicant is required to go through Korean language test called TOPIK. Around 10,000 Pakistani workers are staying in Korea at present.

Unfortunately, in the last few years, demand for Pakistani labor has decreased due to some undesirable incidents. Korean and Pakistani authorities are working together to prevent such incident. For example, Overseas Employment Corporation (OEC) of Pakistan has

introduced a surety bond recently. Pakistani embassy in Seoul is also playing an active role in this regard.

We are thankful to Pakistani authorities for taking these measures. I hope these measures will help increase the Pakistani labor export to Korea in the coming years.

Q: Excellency! Now move towards international affairs. The United Nations Security Council has strongly condemned North Korea's development of nuclear weapons delivery systems and increase tension and Pakistan has



also condemned such acts. Indeed such acts by a neighbor country not only create critical situations for regional security and peace but also it is a matter of international concern. Would you like to comment on it?

I think, removing the obstacles in the way of doing business, sustainability in economic policy, affordable energy and other utilities supply, relevant infrastructure and better law and order situation can attract more investors to Pakistan.

Thank you for raising the issue of North Korean nuclear tests. North Korea's nuclear and missile programs pose a real danger not only to the East Asian region, but also to the world as well.

North Korea made agreements with the

International Atomic Energy Agency (IAEA) (in 1985), the Republic of Korea (in 1992) and the USA (in 1994) not to pursue nuclear weapons. It also signed a joint statement to abandon Nuclear Weapons in 2005 at the Six Party Talks. North Korea has repeatedly violated these agreements by testing nuclear devices and launching various types of missiles.

Such violations have made North Korea the target of multiple UN Security Council resolutions like UNSC resolution 2270 which impose the strongest ever sanctions against North Korea. Strong regional and international

cooperation is required from all countries, including Pakistan, to ensure that these sanctions have their intended effect.

On 9th September, 2016, Pakistan issued a statement condemning the latest nuclear test by North Korea and called the nuclear test a violation of the United Nation Security Council Resolutions. I am also thankful to the Pakistan government for its cooperation in imposing sanctions on North Korea as per the directives of UNSC resolution 2270.

Q. Excellency! Pakistan and Korea have good cultural relations and recently your embassy has celebrated Korea Month to boost the bilateral relations further. Would you briefly tell us about this Korea Month?

The relations between our people date back to the fourth century when Maranatha, a monk from Swabi district of KP, introduced Buddhism to Korea. Even now many Buddhists from Korea love to visit Taxila.

Every year a number of activities are being undertaken to cementing the cultural relations further. For example; in recent months a famous Korean TV show "Jewel in the Palace" aired on PTV Home with the localized name of



“Nageen” with Urdu dubbing 6 times a week. Korean short stories were also published in the Sunday Magazine of Nawa-e-Waqt newspaper.

You can see how much I value cultural exchange from the fact that my first public engagements were to participate in a Quiz on Korea and a K-pop competition for Pakistani students which were held at NUML last July.

Our Embassy is actively working to promote further cultural exchanges between our countries. This year we labeled October as Korea Month and under that various events were organized.

Korea Month started on the 16th of October with Test of Proficiency in Korean, which was held in NUML Islamabad. Hangul is the Korean Alphabet, which was created by King Sejong, to enable the general population of Koreans to read and write Korean language.

On 18th October the Embassy hosted a meeting on Business Activity Support and Cooperation. Representatives of Korean companies met with the Embassy staff to discuss ways of promoting Korean investment in, and trade with, Pakistan.

On the evening of 18th October we hosted National Foundation Day and Armed Forces Day Reception at my residence. The reception brings together political representatives, senior government officials, members of the diplomatic corps, dignitaries and members of the Korean business community in Pakistan.

On 20th October NUML Islamabad and the King Sejong Institute organized the Hangul Proclamation Day event including a food

making event of Korean cuisine and bring Korean culture directly to students of NUML and the King Sejong Institute.

We arranged cultural shows on 20th and 21st October in Islamabad and Rawalpindi respectively, to entertain and enlighten the residents of the twin cities. Noreum Machi, which is one of the best known Korean cultural musical troupes and Mr. Yong-Bu Ha, an internationally acclaimed and highly awarded artist and dancer, who has been declared as the

Pakistan is a promising country with a lot of potential due to its strategic location, rich natural resources and hard-working people

intangible cultural asset of Korea by the Korean Government, entertained the audience.

The famed Korean novelist Sang-kuk Jeon delivered a lecture on “Why do I write novels?” on 24th October at a school in Murree and on 26th October at NUML. The lecture gave students a feel of Korean literature and insights into the thinking process that inspires and motivates novelists.

A seminar on the Saemaul Undong, on New Village Movement, held on 25th October at Marriott Islamabad. Saemaul Undong is

considered to be one the most important movements responsible for Korea’s economic development and transformation. Visiting scholars Dr. Un-Sung Chen and Dr. Yong Yoon shared their knowledge and expertise of the Saemaul Undong. Dr. Rashid Bajwa, CEO of NRSP, Pakistan presented its organization activities which were in line of Saemaul undong spirit.

From 26th to 28th October the Korean Ambassador Taekwondo Championship was held in Islamabad. This annual event gives Pakistani athletes the opportunity to showcase their skills of a Korean martial art.

A large number of our Pakistani friends from all walks of life attended these events and experienced Korean traditional culture and modern age development.

Q: Excellency! Would you like give message from the platform of “Diplomatic Focus” to Pakistani Youth?

I have met a number of Pakistani students at some universities and Pakistani youths at the Sport Complex on occasions of the 11th Junior Taekwondo Championship. I find the students are so bright and intelligent with good command of English skills.

Furthermore, I could feel the passion and open-mindedness in hearts of the youths I met at the Championship. Based on my contact with the youths, I came to believe that Pakistan will have a very bright future ahead.

Finally, my message to youths in Pakistan is that “Dream big, Think big and Act big as you are the future of a big country”.

CONGRATULATIONS

ON THE

KOREAN NATIONAL DAY

&

KOREA MONTH



“Korea Month” Event Schedule October 2016

Test of Proficiency in Korean

16 Oct (Sun) 10:00, NUML University

Meeting on Business Activity Support and Cooperation

18 Oct (Tue) 16:00, Embassy's Meeting Room

National Foundation & Armed Force Day Reception

18 Oct (Tue) 19:00, Garden in Ambassador's
Residence

Hangul Day Celebration

20 Oct (Thu) 10:00, NUML University

Cultural Performance of Norum Machi & Ha Yong-Bu

20 Oct (Thu) 19:00 ~ 21:30, Marriot Hotel

Cultural Performance of Norum Machi & Ha Yong-Bu

21 Oct (Fri) 19:00 ~ 20:30, Rawalpindi Arts
Council

Lecture by Korean Novelist

Jeon Sang-guk

24 Oct (Mon) 11:00, Murree Christian School

Seminar on Saemaul Undong

25 Oct (Tue) 09:30, Marriot Hotel

Saemaul Undong round table discussion

25 Oct (Tue) 15:00, NRSP Office

Lecture by Korean Novelist

Jeon Sang-guk

26 Oct (Wed) 09:30, NUML University

Korean Ambassador Taekwondo Championship

26~28 Oct (Wed~Fri), Sports Complex



“Korea Month” celebrated in Pakistan...

The Embassy of Republic of Korea celebrated October 2016 as ‘Korea Month’ to commemorate the foundation day of Korea and to boost economic and cultural co-operation between Pakistan and Korea. Many events were organized by the Embassy during Korea month to promote diplomatic, economic and cultural ties.

meeting on Business Activity Support and Cooperation. Representatives of Korean companies met with Korean Embassy staff to discuss ways of promoting Korean investment in, and trade with, Pakistan.

Pakistani friends together in the beautiful gardens of the Korean Ambassador’s residence. Federal Minister for Industries and Production, His Excellency Ghulam Murtaza Khan Jatoi, was the chief guest at the occasion. His Excellencies Sardar Muhammad Yousaf, Federal Minister for Religious Affairs, Mr. Muhammad Baligh ur Rehman, Minister for State for Education, Mr. Azher Chaudhry, Secretary, Board of Investment, Sheikh Ansar Aziz, Mayor of Islamabad & Chairman of Capital Development Authority, Mr. Zulfiqar Gardezi, Additional Secretary Ministry of Foreign Affairs, General Per Lodin, CMO of UNMOGIP, Mr. Sajjad Cheema, President, Pak-Korea Friendship Society, Mr. Bakhitbek Shabarbayev, Dean of Diplomatic Corps in Islamabad, Mr. Waseem Sajjad, former President of Pakistan, Mr. Wazir Ahmed Jomezai, former Speaker National Assembly were some of the nearly one thousand guests at the occasion. The night was made memorable by live Korean cultural performances and a delicious mix of Pakistani and Korean cuisine.

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On the evening of 18th October the Embassy hosted the annual National Foundation Day and Armed Forces Day Reception at Korean Ambassador’s residence. The reception brought together political representatives, senior government officials, members of the diplomatic corps, dignitaries and members of the Korean business community in Pakistan. The annual reception brought Korean and

On 20th October NUML Islamabad and the King Sejong Institute hosted the Hangul Day event. The occasion also featured a food making event of Korean cuisine and enabled students of NUML and the King Sejong Institute





to directly experience Korean culture and cuisine.

The Embassy arranged cultural shows on 20th and 21st October in Islamabad and Rawalpindi



respectively, to entertain and enlighten the residents of the twin cities. These cultural shows featured performances by Noreum Machi, one of the best known Korean cultural musical troupes. Noreum Machi earlier visited Pakistan in 2006 and returned after 10 years specially to play for the audience at the cultural shows. Additionally, the shows also featured performances by Mr. Yong-Bu Ha, an internationally acclaimed and highly awarded artist and dancer, who has been declared as the intangible cultural asset of Korea by the Korean Government.

The cultural show on the 20th in Islamabad was held at Marriot Hotel. Prof. Dr. Murtaza Jafri, Principal National College Of Arts, Lahore, graced the occasion as Chief Guest. Participants at the sit down dinner and cultural show thoroughly enjoyed the performance and were moved by the drum rhythms. The cultural show on 21st October in Rawalpindi was held at the Rawalpindi Arts Council auditorium

which was fully packed with six hundred and fifty audience members, featuring a number of parliamentarians. On both nights the crowd lit up as the Korean musical troupe sang Jeevay Jeevay Pakistan.

The famed Korean novelist Sang-kuk Jeon delivered a lecture on "Why do I write novels?" on 24th October at a school in Murree and on 26th October at NUML, Islamabad. The lecture gave students a feel for Korean literature and insights into the thinking process that inspires and motivates novelists.



A seminar on the Saemaul Undong, or New Village Movement, was held on 25th October. Saemaul Undong is considered to be one the most important movements responsible for Korea's economic development and transformation. Professor Un-Sung Chen and Professor Yong Yoon visited Pakistan to share their knowledge and expertise of the Saemaul Undong at the seminar. The event was held in collaboration with National Rural Support Program (NRSP). Mr. Rashid Bajwa, CEO of NRSP was also one of the speakers at the event. Prof. Dr. Rai Niaz Ahmad, Vice Chancellor Pir Mehr Ali Shah-Arid Agriculture University,

Rawalpindi was chief guest at the occasion. Dr. Ahmad praised the New Village Movement of Korea shared how he and the Pir Mehr Ali Shah-Arid Agriculture University, Rawalpindi were implementing and sharing the New Village Movement development model in Pakistan. The speakers shared the methodology and benefits of the New Village Movement development model which has been praised by multiple international bodies like the United Nations and is being replicated in 20 countries. The New Village Movement is especially designed to change the economic, social and environmental landscape of rural areas with a rewards based public-private partnership and community participation. After the seminar, selected experts participated in a fruitful and enlightening round-table discussion on the New Village Movement.

From 26th to 28th October the Korean Ambassador Taekwondo Championship was



held in Islamabad. This annual event gives Pakistani athletes the opportunity to showcase their skills of a Korean martial art. This year's event featured a brilliant display of skills by a multitude of Pakistani Taekwondo enthusiasts.





Speech of

H.E. Dr. Suh Dong-gu

Ambassador of Korea to Islamic Republic of Pakistan

At National Foundation Day and the Armed Forces Day of the Republic of Korea



His Excellency

Federal Minister for Industries Mr. Ghulam Murtaza Jatoi

Federal Minister for Religious Affairs Sardar Muhammad Yousaf,

Minister of State for Education Mr. Muhammad Baligh-ur Rehman,

Chairman of BOI Dr. Miftah Ismail,

Secretary of BOI Mr. Azher Choudry,

Mayor of Islamabad Sheikh Ansar Aziz,

Additional Secretary of Foreign Affairs Mr. Zulfiqar Gardezi,

CMO of UNMOGIP General Per Lodin,

Dean and Colleagues of Diplomatic Corps, Parliamentarians, Ladies and Gentlemen!

Assalaam-o-Alaikum!

Welcome to this celebration of the National Foundation Day and the Armed Forces Day of the Republic of Korea. I am greatly honored to have all of you here tonight.

I must confess that I am very happy to come to Islamabad at this time in terms of strengthening bilateral relationship between Korea and Pakistan.

Politically, we had summit meeting between Prime Minister Nawaz Sharif and President Park Geun-hye last year and economically, we are talking about Free Trade Agreement. Diplomatically, we will have first Strategic Dialogue quite soon. Culturally, we had the first K-pop festival in Pakistan last July. In this regard, I want

to assure you that I will use this precious momentum to upgrade our bilateral ties to a new height during my term of office here in Pakistan.

Ladies and Gentlemen!

Look at the sky. It's a beautiful evening. Tonight, you can find some samplers of Korean food and drinks: Kimchi, Bulgogi, Soju and Makgully. Especially, we invited world famous Korean Music Group for tonight's event. They will play Korean traditional instruments. However, they exude quite modern atmosphere. The show will last for about 20 minutes.

Ladies and Gentlemen!

Taste Korea! Enjoy tonight!
Mujhe Pakistan pyara hei.
Shukriya, Buhut Shukriya!

National Foundation Day and the Armed Forces Day of the Republic of Korea

The South Korea ambassador H.E. Suh Dong-gu hosted a reception to commemorate National Foundation Day and Armed Forces Day of his country at his residence in Islamabad. The reception brought together political representatives, senior government officials, members of the diplomatic corps, dignitaries and members of the Korean business community in Pakistan. The annual reception brought Korean and Pakistani friends together in the beautiful gardens of the Korean Ambassador's residence. Federal Minister for Industries and Production, His Excellency Ghulam Murtaza Khan Jatoi, was the chief guest at the occasion. His Excellencies Sardar Muhammad Yousaf, Federal Minister for Religious Affairs, Mr. Muhammad Baligh ur Rehman, Minister for State for Education, Mr. Azher Chaudhry, Secretary, Board of Investment, Sheikh Ansar Aziz, Mayor of Islamabad & Chairman of Capital Development Authority, Mr. Zulfiqar Gardezi, Additional Secretary Ministry of Foreign Affairs, General Per Lodin, CMO of UNMOGIP, Mr. Sajjad Cheema, President, Pak-Korea



Friendship Society, Mr. Bakhtbek Shabarbayev, Dean of Diplomatic Corps in Islamabad, Mr. Waseem Sajjad, former President of Pakistan, Mr. Wazir Ahmed Jogezi, former Speaker National Assembly were some of the nearly

one thousand guests at the occasion. The night was made memorable by live Korean cultural performances and a delicious mix of Pakistani and Korean cuisine.











King Sejong Institute with the collaboration of NUML in Islamabad hosted the Hangul Day event. The occasion featured a food making event of Korean cuisine and enabled students of NUML and the King Sejong Institute to directly experience Korean culture and cuisine.





Learning Korean Language would open new horizons for the Pakistani students:

H.E. Dr. Suh Dong-gu

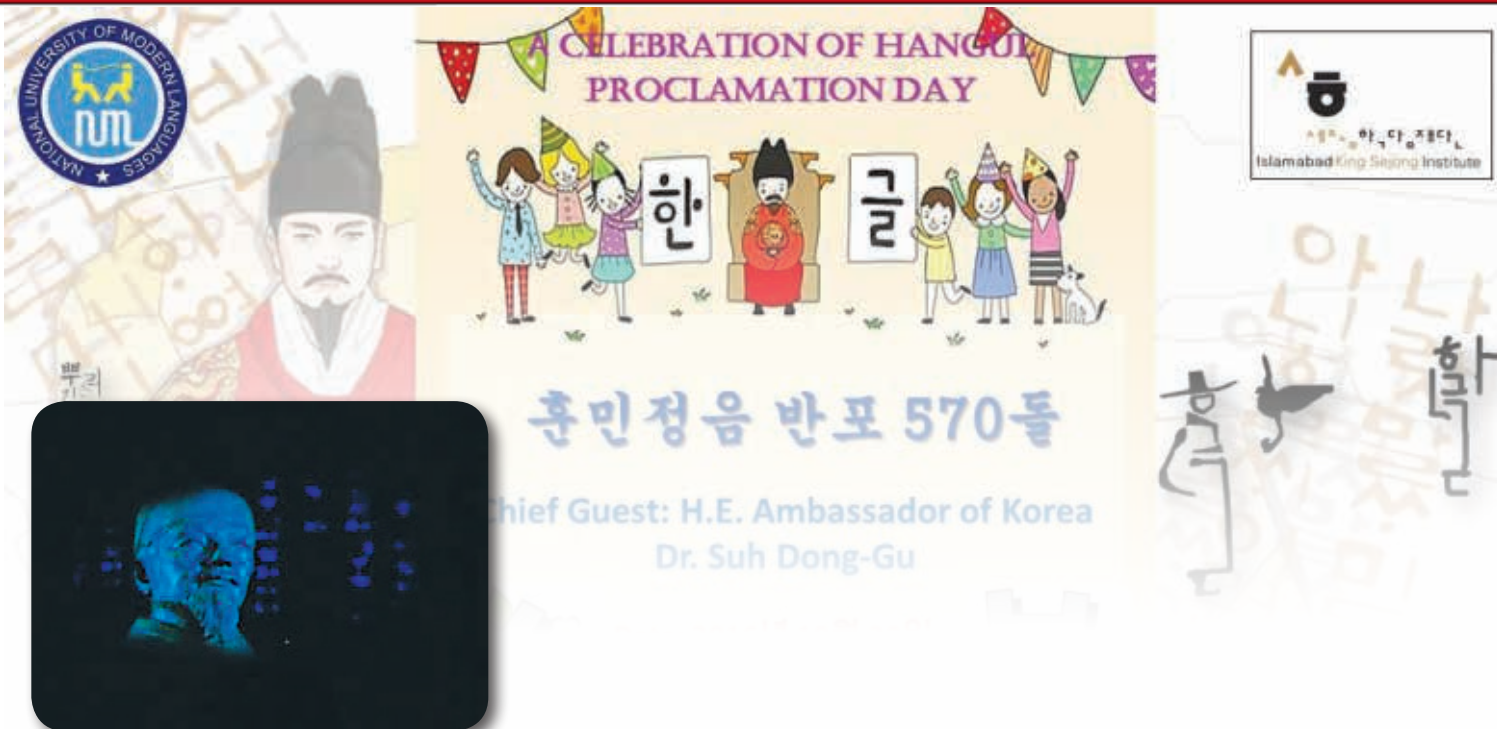
The Ambassador of Republic of Korea, Dr. Suh-Dong-Gu has said that learning Korean Language would open new horizons for the Pakistani students. Besides knowing the Korean Language and Cultural;

students can get greater job opportunities in both countries as many Korean companies are directly investing in Pakistan and both the countries are discussing Free Trade Agreement. He stated this addressing at the National

University of Modern Languages (NUML) as a chief guest on the eve of Korean Language Day organized by Korean Language Department of NUML & King Sejong Institute Islamabad.

The ambassador said that NUML was playing





pivotal role in promoting Korean language in Pakistan and Korean Embassy would further enhance the interactions with the university

in future. He paid tributes to King Sejong who introduced Korean alphabets which led Korea to become a developed state. Speaking on the

occasion, Rector NUML Maj General Zia Ud Din Najam said that Korean language was one of the few languages of the world whose creation is well documented in history.



"We often talk about the rapid progress which Korea has made in a short span of time but seldom acknowledge the part played by Korean language in achieving this greatness. He said that apart from the leadership, high literacy rate was a deciding factor in Korea's progress and 'Hangeul' played a pivotal role in achieving almost 100% literacy rate. Rector said that language is vital for promoting relations between countries and NUML is effectively serving the national cause. Director General Brig Riaz Ahmed Gondal, Dean Languages, Registrar, Directors, Head of Department Korean Language and Director King Sejong Institute Islamabad Dr. Atif Faraz and large number of students also attended the ceremony.



Interview



Dr. Atif Faraz

Head of Department Korean Department, NUML, Islamabad

Interview By Mian Fazal Elahi

Dr. Atif Faraz is the Head of Department Korean Department, NUML, Islamabad. He did his doctorate degree (PhD) from Sang Myung University, Seoul Republic of Korea in 2009. His research interest is in Linguistics, Translation, Social Linguistics and Inter Cultural issues. Dr. Atif Faraz is the writer of many articles related to different disciplines of his interest. He is very active in the development and promotion of Korean language here in Pakistan.

Q. Mr. Atif! It will be very informative if

you through some light on the history of Department of Korean? And what were the aims behind this idea?

Yes, of course! The Department of Korean at National University of Modern Languages Islamabad was established in August 2006 to promote and enhance social, economic, cultural and educational ties through Korean language between Pakistan and Korea. Our aim is to bridge the language and cultural gaps between the two friendly countries. This was achieved with rigorous efforts of South Korean embassy in Islamabad, praiseworthy cooperation of the university and active

support of The Korea Foundation. Also, NUML has the privilege to be the only university in the whole country to operate Department of Korean---making it a pioneer in the Korean education field. You can say now, it's a decade old department. At that time NUML and Korean embassy negotiate this idea to establish a center and after that Korean foundation was taken on board. So Korean Foundation finance it, Korean Embassy Facilitate it and NUML established it. The main reason was behind the establishment of Korean language department was that bilateral ties and bilateral trade were there but there was no educational ties so for

the promotion of both languages Korean and Urdu, we established this Korean language department here in NUML, Pakistan. This is strengthening the educational ties and people to people contacts also.

In 2006 when we started this department we have only 3 students at that time. Number of students over there in Korea now for higher study but also serving in different areas of activities in Korean and are putting their services and contributions to the economy of Korean and helping to boost the ties between the two countries.

Q. What are the opportunities for Pakistanis if they skilled him/herself with the Korean language?

Korean language has great opportunities in Pakistan. There are many Korean companies entering the Pakistani market and the knowledge of Korean language can be a big plus to attain good jobs. We do not have enough professionals of the Korean Language as the bilateral cooperation and trade and partnership increasing we need more professionals in the shape of interpreters, translators or those easily work with Korean teams in Pakistan. Even due to Lack of Korean language professionals, we do not enough faculty. So I do not see job problems for Korean language professionals.

Q. What sort of courses your department is offering?

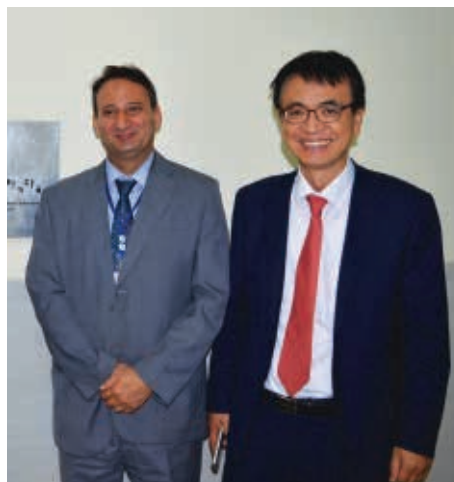
Department of Korean at National University of Modern Languages is offering Korean language courses from basic to advance levels. Certificate and Diploma levels are of six months each while Advance Diploma's duration is one year. We have the finest teachers from both Korea and Pakistan who are taking great interest in the classes, their zest and zeal is indeed praiseworthy. They are setting good examples for others to follow. The friendly environment makes learning Korean a great fun. We have some good resources and reference material is always at hands. Whether you're going to Korea for business, leisure or if you're interested in education in Korea or if you're planning to form any ties with Korea in the future, we can provide you with an unmatched guidance and training. Let me share with you that From February 2017, we are going to start graduate program of 4 years and it's a great achievement.

Q. Mr. Atif! As you mentioned that many Korean companies entering the Pakistani market, what type of measures has been taken by your department to increase the cooperation or facilitate it?

We are increasing the number of students in every semester. As I mentioned early that we have only three students and now we have



around fifty students, studying at different levels. Right now we have 160 students at Islamabad and every year its number is increasing. We are also operating in Lahore campus of NUML. In a short time, The Department of Korean has already made a



difference and has played its part in achieving the desired goals. In last semester we have received six hundred and seventy applicants for the seats of 150. We have good resource and reference materials available to us in the library and in Korean Research Center. We have been successful in sending a number of our students to Korea on scholarships at different levels.

We firmly believe that we're training people who will be leaders of tomorrow. These students will play a vital role in bringing the

two countries together in the future. We are working tirelessly to prepare our students according to Korean standards. We have a range of activities for students to enhance their self-confidence so that they can prove themselves to be good ambassadors of Pakistan once in Korea. The Department of Korean holds an annual Korean speech contest where students deliver speeches in Korean in front of hundreds of people. The confidence level of the students is visibly high after the contest.

Q. Mr. Atif! It's really a nice talk with you and very informative for our readers and especially for youth. It will be worth for "Diplomatic Focus" to have message from you to youth.

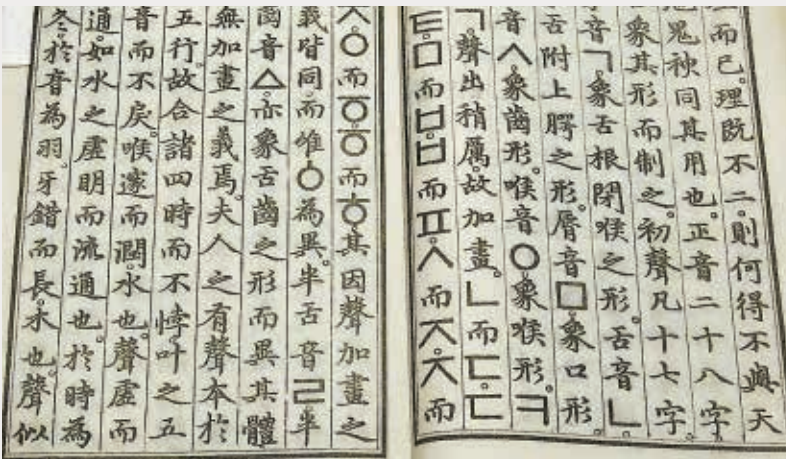
Well, just remind me an old saying that if you always do what you've always done, you will always get what you've always got. It's time for the new direction, for the new thoughts, to explore the new things. Decade only for a Korean language is nothing, institutions take decades and decades to establish, but right now it is a time to make a decision and pursue it. I must emphasize that we should be preparing for the future challenges, like any other organization. It remains a homework and challenge for us to explore ways to consistently spread Korean language in Pakistan. More efforts are required to enhance the awareness and importance of Korean language in this ever changing world. We are committed to keep working on ways to improve ourselves as teachers and provide good example through our efforts and hard work for everyone to follow.

Thanks Dr. Atif and best wishes...



Department of Korean arranged Test of Proficiency in Korean at National University of Modern Languages (NUML), Islamabad

Hangul is the Korean alphabet created by King Sejong for the purpose of facilitating reading and writing of the general population.



Replica of en:Hunmin Jeongeum Haerye, the book in which the creation of hangul is explained. Picture taken at the National Museum Korea in Seoul.



Hangul day Observed At NUML





Korean music is close to heart because it is based on emotions

Korea's 'Noreum Machi' & Percussionist thrill the audience

By Faisal Kamal Pasha

A South Korean percussionist (drum artist) and dance troupe 'Noreum Machi' is performing in the twin cities and Thursday night they put up a fabulous show at Marriot Islamabad enthralling the whole audience there.

Prior to this, they performed at Korean embassy on national day celebrations where audience enjoyed every bit of it. The group also visited National College of Arts (NCA) Rawalpindi campus and interacted with students sharing cultural vibes. Korean embassy organised these performances to mark the Korea Month festival and to commemorate country's National Foundation Day.

Originally this troupe performed the folk music of Korea but now they have added to the



'Noreum Machi' consist of five members where Hyunju Oh, Howon Lee and Taeho Kim were percussionists while Youngjun Kim is windpipe player. Juhong Kim is group leader of 'Noreum Machi' and Artistic Director. Noreum Machi group has performed in 200 cities of 60 countries around the world and received an award from Korean Broadcasting System in 2011.





flavour with a little mix of western music that created a magic just like Nusrat Fateh Ali Khan when he fused 'qawwali' with western music.

This correspondent in an interview talked to the performers and interestingly they all knew Nusrat Fateh Ali Khan when they suddenly started singing his 'qawwali' 'Allah Hoo'.

'Noreum Machi' consist five members where Hyunju Oh, Howon Lee and Taeho Kim were percussionists while Youngjun Kim is windpipe player. Juhong Kim is group leader of 'Noreum Machi' and Artistic Director.



Alongside Noreum Machi there is one senior artist of Korea Ha Yong Bu who has been declared as 'Intangible Asset' of Korea since 2002 by the Korean government. Hailing from Mil Yang province of Korea, Ha Yong Bu performs traditional folk dance that has sharp acquaintance with the folk dance performed in Hunza, Gilgit-Baltistan.

In an interview with this correspondent, Ha Yong Bu told that he started learning this 'Drum Dance' at 5 years age. Bu is greatly respected in Korea. To a question that whether he fears dying of traditional arts when popular music and dance forms were getting more approval? He told that Korean music is close to heart since it is based on emotions and the reason it is more valued. Bu has performed around 52 countries of the world. About his impressions about Pakistan he told that he has been performing in this country for the first time and there is a feeling of human life here. For me it was a good experience, Bu further told



Noreum Machi artistic director Juhong Kim told that his group not only performs traditional music but they fuse with the western music as well.

Narrating an incident Juhong Kim told that in 2009, his group performed in a jungle resort in Malaysia where there started heavy downpour all of a sudden. Amazingly, we kept performing and people kept enjoying he further told.

Juhong Kim learned music from a 'Shaman' not religious one. Shaman is title that is given to high caliber personalities whether they excel in religious studies or worldly art forms.

Kim started performing at the age of 10 years. Later in 1993 he formed his own group and then in 1998 he started fusion of western and Korean music in a unique form that became an instant hit. He named this 'New Wave of Korean Music'. Noreum Machi first performed in Pakistan in 2006 and Juhong Kim was of the opinion that Pakistan seems more developed than ten years before.

Noreum Machi group has performed in 200 cities of 60 countries around the world and received an award from Korean Broadcasting System in 2011. They started with their performances from Korean National Day celebrations, by performing at Korean embassy later at Marriot Hotel and then Iqra University. In their three performances they received great applause from the audience when spectators gave them standing ovation. Their performance started with traditional music and dance, clad in traditional white dress and caps



with feathers quite akin to the caps in Hunza. Later they performed fusion music.

During Noreum Machi's visit to NCA, Korean ambassador to Pakistan H.E Mr Suh Dong Gu in a message said that he is happy to be able to share with Pakistanis some of the unique aspects of Korean culture through this event. As the new Korean Ambassador, I am putting special emphasis on cultivating closer cultural ties and people-to-people contacts between our two great nations.

This article was originally published in The News on 2016.10.22





Interview

Jeon Sang-guk The Korean Novelist

Works in Translation

- Ahbes Familie (전상국 단편선 아베의 가족)
- La familia de Abe (전상국 단편선 아베의 가족)

Works in Korean (Partial)

Short Story Collections

- The Restless Village (Baram nan maeul, 1977)
- That Place Beneath Heaven (Haneul arae geu jari, 1979)
- Tears of an Idol (1980)
- Ah-be's Family (1980)
- Our Wings (Uriderui nalga, 1981)
- The House of Punishment (Hyeongbeorui jip, 1987)
- Father (Aebi, 1966).

Awards

- Contemporary Literature (Hyundae Munhak) Award (1977)
- Korean Literature Writers Award (1979),
- Dong-in Literary Award (1980)
- Korean Literature Award (1980)
- Yoon Dongju Literature Prize (1988)
- Kim Yujeong Literature Prize (1988)



Jeong Sang-guk was born in Hongcheon-gun, Gangwon-do in 1940. He graduated from the department of Korean Literature at Kyunghee University. He made his literary debut, when his short story "Traveling Together" won the 1963 Chosun Ilbo Spring Literary Contest. He received the 22nd Hyundai Munhak Award (1977), the 6th Korean Literature Writers Award (1979), the Korean Literature Award (1980), the 14th Dong-in Literary Award (1980), the 4th Yoon Dong-ju Literature Award (1988), the 1st Kim Yu-jeong Literature Award (1990), the Hugwang Literary Award (2000), the Yisang Literary Award's Special Award (2003), and the 9th Modern Buddhist Literary Award (2005). His major works include Tears of and Idol, Ahbe's Family, That Place Beneath Heaven, Our Wings, Cuckoo in the Nest of Thrush, Planarian, A Brief Monet of A whole Life, Nami Island, Love of Kim Yu-jeong.

Now days, he is in Pakistan and "Diplomatic Focus" find an opportunity of interview to share his work, life experience and so many other things in front of our readers. First of all thanks for giving your time.

Q. What motivated you to become a writer?

In retrospect, I had a strong inferiority complex when I was young. I was even afraid of meeting new people. One of the few things that I could do by myself was reading books. It was so much fun to meet the characters in the novels I read. I guess the stories and the characters in the books that I read at that time helped me to get enough imagination to become a novelist. Also, when I was young, I knew I was a little better at writing compared to other people.

Q. Some critics believe that it was the division of Korea and Korean war that impelled you to write ?

I lived through the Korean War when I was 10 years old. So it is natural that my early works are inspired by the memories of war, which are stamped in my mind. War is a vicious cycle of oppression and victimization. In other words, those who were oppressors one day could become victims tomorrow. That is exactly the situation which happened in the Korean War. Thus, for me, the initial pleasure of writing novels started with the tiny historical concept that maybe we are all victims of war. Sometimes, I still encounter the demons of war from my childhood memories in literature. To put it another way, this means I'm not free from the pain of the real death that I witnessed with my own eyes during the war.

Q. Is there any other topic, apart from the division of Korea and Korean war in your literature?

The people I describe in my works are usually "outsiders" who are alienated from major social norms. The basic idea of my novel is that politicians (power) are "successful evil" and psychos (outsiders) are "failed evil". In a sense, the sympathy of those who are controlled by misled powers is one of the key concepts of my novel.

Q. Why did you choose fiction, especially novel to express yourself ?

To put it simply, a novel is fictitious story which was made by the writer's imagination. Why does the writer make it? It is because the writer wants to make people believe the order, the value and the meaning which is different from what people have believed so far. I felt it was interesting to show people our society by using metaphors such as pretending and ignoring. I am the kind of writer who mainly focuses on 'depictions'; I like to leave some space for readers to think and wonder themselves, instead of simply telling the reader the whole story.

Q. Which of your literary works you are proud of?

One is 'Abe's family' which describes the agony of the division of Korea and the Korean War. The other is 'tear of idol' which is about the human being who is tamed by power. I hope to write more novels which I can be proud of.

Q. It is said that you are in charge of 'The literary village of Kim Yu-Jeong' which honors famous writer Kim Yu-Jeong in 1930. Where do you find the attractiveness of writer Kim Yu-Jeong?

The novels of Kim Yu-Jeong, who passed away when he was 29 years old, are being read by middle and high school students in Korea. He was the only author from 1930 whose novels are still sold in bookstores today. His outstanding achievement in the culture, humor and sense of Korean language is still transcendently visible today. Also, it should be noted that Kim Yu-Jeong's novel was introduced first in Pakistan by Nawa-i-Waqt.

Q. Korea is now a very prosperous country. What is your feeling about that ?

I, as a one of the novelists of Korea, love our country. But I'm also very keen to write the novel about corruption and loss of humanity which was raised by this development.

Q. Do you agree with and advocate Korean reunification?

Korea should be reunified. Unlike Germany, Korea was divided at a time when all the things were destroyed and only distrust and anger were left. So it could be really hard to make the two countries reunified, but if we all desire, it will come sooner than expected. Korean war is still ongoing.



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Lecture of

Prof. Jeon Sang-guk

(Writer, Honorary Professor in Kangwon University)

on Why do I write Novels?

Why do I write?

Why do I write? The answer has always been extremely clear. It gives me pleasure.

Starting from 1963, I have been writing for over 50 years and it has given me immense pleasure. The sole predominance of my life style, the tremendous proposition of my existence can only be found in the pleasure that originates from writing. It means that a writer is genetically programmed to find one's true life by emitting his abilities through his writings.

The life of a writer has many hardships just like

an ascetic practice. The process of conceiving one idea and by the time it is realized brings much pain and despair. However, it won't be wrong if you consider that a writer thoroughly enjoys all the pain and despair that comes during writing.

I think the pleasure of gambling and the pleasure of writing is not much different. A gambler just enjoys it without giving any room for any rationalization of reasoning or meaning. Same way, a writer doesn't try to justify himself. The reason is simply that he just likes to write.

And, just as a gambler cuts off his own fingers,

a writer is often skeptical about the pleasure of writing. By this I mean that the act of writing or its results often disappoint the writer as if it's a distorted result of the way you view the world. To tell you the truth, I was often filled with the thought that out of all life styles, life of a writer was the most unrefined and an outcome of extreme madness.

During those times, I discarded literature without any regrets. I thought it was a crime to me and to my readers to write something that does not reflect me. But just as a gambler goes back to gambling even after cutting off his own fingers, I was enjoying writing again without even knowing it.

The pleasure of Imagination

When you enjoy, you are completely consumed in something and that gives you freedom from something else at the same time. The pleasure of my imagination grew. Literature is the mirror produced by imagination. And in that mirror, there is a different me and there is a different world.

The basic ingredient required for imagination is memory and it's the power of shaping (in story form) an idea. The power of actually portraying ideas like 'he is a bad person', 'love is painful', as can be felt and heard in real life situations is called imagination.

A writer is always full of imaginations. Hence, a writer makes up a story which is not true by using his imagination. And people who put more value to their made up stories rather than truth are called writers.

Why make false stories? The question is why do the writers make up false stories. It is because the other person doesn't believe me and I make up stories to make him believe.

Then, does a writer want the reader to believe that he devotes his imagination to making up false stories? He creates fiction by making a beautiful story even more beautiful, by making a sad story even more sad and to make you believe that this person is good because of this reason.

In other words, writers are people who chose to write novels to challenge the things that we always believed in and say that they may not be true. It means that writers are creating fictions because they like to tell us values, orders and meanings that are different from traditional knowledge of values and orders of this world through interesting stories. He is creating false stories with good intentions to talk about realities that are more real than they seem to us.

What do I write?

At times, I am asked about what I write. It's not easy to answer this question. It is because I don't choose what I write about. The pleasure I get from novel writing, is absolutely same as the phenomenon of life or my breathing and talking.

It seems as if the pleasure of writing is course and purpose of my life. Of-course with the pleasure of writing, comes responsibility of self-reflection and it should not be unrelated with the problems and balance of the society that I am living in.

At this point, a writer seriously considers what he wants to say through his false stories. In other words, a writer ponders what are the

new values, methods and meanings that he wants to tell the readers through the story he created using his imagination.

Considering that novels touch a variety of matters of life not through logic or depth of philosophy but by means of general view of possibilities and probabilities, which is why it becomes extremely complex and broad.

However, depending on whether the writer is interested in real and substantial problems of life or he is interested in visible realities, their writings can be distributed into two dispositions. Limitation of humans that comes with death, the sense of guilt and depravity, problems of relief, love, hate, reconciliation, mystery world, fear of the supernatural etcetera are related to the former while the later writes about contradictions, irregularities and complains about the social system. He exposes and denounces violence, talks of conflicts among various social classes, farming, labor, problems of the poor, education, senior citizens, youth, violation of humanity in the industrialization process, scars of the wars and the measures to cure them.

Writers choose among these problems as it feels fit according to their philosophy and expertise. They end up looking for problems that earnestly come to them and talk about their life and talk about realities only they can tell as no one else know it.

Essence of my novels, the demons of war

The memories of childhood affect one's view and way of life one way or the other. In other words, there are many instances of managing the circumstances of life depending upon one's memories of the childhood.

I have witnessed the turmoil of war when I was 10 years old. Hence, the focuses of my novels are the scars of war and the remedies of that sorrow.

I have a feeling that experience of war at an early age has made me romantic. It also means that I was able to witness the war objectively as I wasn't concerned about which side to pick during the war. It started with deep mercy for the people who were sacrificed due to a superficial ideology.

Just like wars between Pakistan and India, Korean War should not have started. On top of that, the war that should have finished by now in the Korean peninsula is still going on due to cease fire agreement.

War is a vicious circle of offender and victim, especially in case of Korean war as it was fought between brothers. Today's offender is tomorrow's victim. As a result, the pleasure

of my novel writing started from the naive understanding of history that we were all victims.

Even today, I come across the demons of war that I encountered during my childhood while moving on my chosen path of literature. It means that I am still not free from the few deaths that I have seen with my own eyes. The deaths of many others that I did not witness haunt me very frequently.

Since my debut novel (Donghaing), the stories that I write are devoted to either my personal experiences of war or through the death tales that I heard during my childhood. I feel this compulsion as I think the story can't unfold without it.

I may have made the memories of the deaths that were engraved on me during my childhood the foundation of my novels. That is how I have been a captive of demons of war.

These demons kept tempting me with their giggles. Use the psychological trauma of war that you have witnessed as your pleasure for writing. Upon that, I opened my heart to these demons of war and invited them in my pleasure of novel writing.

Sometimes the encounters with those demons were depressing, hopeless, disgusting and frustrating but it was always a price to be paid for all that pain and suffering. In that context, a writer has no choice but to be an exorcist.

Another field of novel writing that I am interested in is inhuman and violent powers demanding someone's sacrifice and the disgusting shamelessness of the politicians.

I am enjoying writing novels to express that the sense of crafting with hypocrisy is the worst form of violence. You may call it the rebellion against hiding the truth. The bad deeds happening because of improper expression of this anger is bound to bring madness.

Again, my interest while carrying the frenzy is moved by unusual lives. The desperation of not being successful can be called the frenzy that I enjoy. It is fair to say that the same frenzy of Korean War, which was once the main motive of my work reflects the demons of war in detail.

I ask even today. Why do I write? There is only one answer to that. It is a pleasure to write. What is it that I enjoy writing. I answer it again-----the answer is actually in my novels.

Pakistan is a country that I had always admired. I feel that this visit to Pakistan is bound to help my writings.

Thank you very much.



The famed Korean novelist **Sang-guk Jeon** delivered a lecture on “Why do I write novels?” on 24th October at a school in Murree and on 26th October at NUML, Islamabad. The lecture gave students a feel for Korean literature and insights into the thinking process that inspires and motivates novelists.





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“Shakespeare of another kind from Korea”

By Faisal Kamal Pasha

I wondered that how a person who only lived a life of 29 years could create masterpieces that are remembered by the generations to come. Maybe it is his simplicity; but this alone could not have done the magic and certainly there is a lot of intricacy in his manner. The way he observes human behavior, human attitudes and is then completely able to express those smallest details that is indeed, the work of a master.

Surely, I am talking about the Korean legendary novelist and short story writer Kim Yu-Jeong who died in 1937 at the age of 29 only. This scribe has only been through Kim’s four short stories and has the honor to translate three of them in Urdu. Thankfully those short stories were introduced to Pakistan readers through Nawa-I-Waqt daily newspaper. As far as Kim’s narrative is concerned, it has a resemblance with legendary Urdu prose writer Saadat Hassan Manto, thought there is a difference in the subjects.

Apart from the difference in subjects, there is something that unites Eastern nations in a similar thread, as they value more the emotions, sentiments and feelings. What distinguish Kim from other writers is his ability to narrate hardships of life in a manner that is not melancholic at all. In his real life this also happened to him when all of his family wealth was taken away by his elder brother and he spent his adolescent and adult life in poverty, despite the fact that his father was a wealthy landowner prior to this.

In fact there lies a sense of humor that reflect his ideology that nothing is permanent in life, neither pain nor happiness. A character of Kim’s story eats a bowl of boiled rice with an unfamiliar zeal as if this may be the best food in the world. His character in “Spring. Spring” is a man that could even eat rice spilt in the tilled form with a joy. His character in “Scorching Heat” still finds time to fill his tobacco pipe from the cigarette in a dust bin, even when his wife has a dead child in her womb and doctors are examining her. His character from

“Dongback Flower” is quite aloof to the love that Jeom Sun feels for him but his only mission is to make his rooster as strong as possible to fight the opponent.

Kim Yu-Jeong’s characters are ordinary people but lively, resilient and vibrant. It is even more interesting that he fills colors in his ordinary character what other writer finds difficult and they need stories from the courts of Kings and Monarchs. With an agrarian background, most of Kim’s stories revolve around the lives of peasants. If a person needs to understand Korean people, their culture and their way of life, Kim Yu-Jeong is strongly recommended.

Kim describes simplicity of the ordinary Korean peasants in a beautiful manner and it bears good resemblance to Pakistani culture. What attracts me in Kim’s stories is the realism he portrays. When he writes about the poor he describe their hard life but he doesn’t leave the aspects of happiness in their lives aside. The way they celebrate little achievements and the manner they express their gratitude is just remarkable.

Pakistan has also been an agrarian society and there has been a conflict of interest between the landlords and the serfs. Since Pakistan’s agrarian society is based on an unseen strict caste system, so no daughter of a landlord could ever think of falling in love with the son of serf as it happens in “Dongback Flower”. In fact there were many similar situations in our society that were often diffused either under the load of traditions or peer pressure. Summarily, I can say that Kim Yu-Jeong believes in the celebration of life. He celebrates every moment whether hard or easy. He believes in different shades of life. Somewhere there is scorching heat but a sprinkle from a water tanker could get you fresh. A reader can feel the smell of Dongback flowers in his story and could see with his own eyes the fighting roosters. One could enjoy the confusion of a son-in-law and his intense fight with his father-in-law.

Kim’s art to describe is marvelous and his writings are a treat for literature lovers.



Kim Yu-Jeong (1908~1937)

A novelist hailing from Chuncheon, he was born in 1908 at Silremaeul village, Sindongmyeon, Chuncheon-si, and died of tuberculosis at age 29 on March 29, 1937.

He graduated from Jaedong Public Elementary School in Seoul, attended Whimoon High School and, in 1930, entered Yonhee College and Bosung College. However, he dropped out shortly.

In 1932, he went down to his hometown to set up a night school named ‘Geumbyeonguisuk’, and launch a rural enlightenment campaign. While at it, in 1933, he wrote and published novels titled (translated) ‘Passerby at a mountainous village’ and ‘Bachelor and Maengkkongi’.

In 1935, his novel titled ‘Shower’ won a literary debut contest in spring organized by The Chosun Ilbo Daily. The novel ‘Bonanza’ was selected as an unawarded fine work for a literary debut contest (by The Chosun Ilbo and Choongang Ilbo) in the spring. The same year, he joined Guinhoe (nine member association). Despite his short-lived literary activities, he wrote 30-plus novels such as ‘Dongback Flower’, ‘Spring. Spring’ and ‘Scorching Heat’, as well as ten-plus essays, showing energetic achievements.

This article was originally published on the website of Gangwon provincial office



ISLAMABAD-- Korean Ambassador Dr Suh Dong Gu said that the government of Korea would do its best for the development of Pakistan and the friendship relations between the two nations would touch new heights in the spirit of cooperation and goodwill

Since 2009, he said Korea had made serious efforts to transfer the spirits and methodology of the movement to about 20 developing countries around the world and in Pakistan, Korea was promoting various projects to that effect based on Official Development Assistance (ODA) programs.

The ambassador was addressing at 'SAEMAUL UNDONG (New Village Movement) seminar held at a local hotel. Pakistani side, Vice Chancellor of Arid Agricultural University and Dr. Rai Niaz Ahmed, CEO NRSP, Rashid Bajwa shared Pakistan's experience in development of agriculture sector in Pakistan. Whereas, Korean side Professor of Kangwon University and Dr. Un-sung Jeon and Professor of Chulalongkorn University Dr. Yong Yoon shared the Korean revolutionary economic development programme 'Saemaui Undong (SMU)' with

the guests. In his inaugural speech, Korean Ambassador said that SMU literally means new village movement.' "SMU Movement is frequently cited by many international experts as one of the most effective initiatives to eliminate rural poverty, thus increasing the productivity and income of the rural areas (in Korea)", he added.

From independence on August 15th 1945 up to the end of the 1950s, the ambassador said that Korean economy was left desolate after years of colonial exploitation and the Korean War in 1950. However, he said, "We were able to accomplish a full-fledged economic development in the 1960s and 1970s"

He maintained that it was possible through harmonious combination of the top-to-bottom approach in the form of 5-year economic plan and the bottom-to-top approach in the form of SMU Movement.

The keys of the movement, he said three elements: 'can-do spirit, 'mobilization of all members of rural community,' and 'incentives based on performance.' He said as a result of these efforts, Korea could achieve economic stabilization and globalization in the 1980s and 1990s.

In September last year, he said a special high-level event on the SMU Movement was held at the United Nations. At the event, Korean President Park Geun-hye welcomed the initiatives of OECD and UNDP to draw on the Saemaui Movement in creating a new paradigm of rural development for the developing countries.

Professor of Kangwon University and Dr. Un-sung Jeon said that the Saemaui Undong (SMU), also known as the New Community Movement, could contribute greatly to Pakistan's social and economic development.

Launched in 1970 by then-South Korean president Park Chung Hee to bridge the disparity between South Korean urban centres and rural areas, SMU improved living conditions

and infrastructure in villages by mobilising the community in the development process.

Dr. Yong Yoon said that SMU was a community-based rural development program on improving the basic living conditions and environment whereas later projects concentrated on building rural infrastructure and increasing income. He said the mindset transformation was central to the miraculous economic growth of Korea and a core value of the SMU Movement was the spirit of sharing.

Chief Guest, Vice Chancellor of Arid Agricultural University and Dr. Rai Niaz Ahmed said that the government and people of Pakistan could make a success story by following the Korean model of SMU and principles for sustainable economic development.

He acknowledged that Korean SMU Movement Program was a way forward for Pakistan. He maintained that key factors for success of SMU in Korea was education, paradigm shift of mindset, capacity building for community leaders, decentralization, land reforms, industrial development, farm to market access and women empowerment.

He said Korean economy boosted in 1972 to 1979 by adopting the government policy of Korea but Pakistan could not achieve the economic goals since its independence.

CEO NRSP, Rashid Bajwa expressed that a comprehensive strategy has been devised in order to solve the field problems in the agriculture and livestock sectors, which have immense potential for development. Korea would have a positive transformative effect on Pakistan's economy and would assist in alleviating the poverty, he added.

He believed that academic collaboration could make an important contribution to uplift the socio-economic condition of developing countries like Pakistan if it was developed and delivered responsibly and effectively.

This article was originally published in Business recorder on 2016.10.26



The Winner of Man Booker International Prize 2016



Interview **Han Kang** A renowned writer and novelist

What is life? What is death? Who am I? Writing means embracing these ever resilient questions as you move forward.

Hello, I'm Han Kang and I write novels. It's always a very special and amazing experience to meet my readers. Translation is such a singular process where a book is completely reborn, and I am so grateful to be able to meet you through this demanding and interesting process.

Q. How did you become a writer?

I was always reading as a child. We moved a lot, so I changed schools a lot, and I remember reading by myself until I made new friends. So I was reading for pure pleasure as a child,

and then I revisited those books when I was a teenager. I was asking all of those typically adolescent questions, what does it mean to be human, why do people die, what is life, who am I, and when I reread those books I was surprised to not find the answers—there were only questions, not answers. And I felt that the authors, the writers were as vulnerable and clueless as I was, asking and recording the same questions that I had. So I felt a sense of kinship with them, although of course I was only a very young and insignificant being, and I thought that if writing is about asking questions, and not necessarily finding answers, I could write that way too.





Q. Could you introduce yourself briefly?

I studied Korean literature in university. After I graduated I worked for about three years in publishing and magazines. I made books, I interviewed people and wrote articles, I went on trips on assignment. After I started writing myself, there have been times when I've been writing full time and when I teach on the side; and so the time goes.

Q. When do you feel fulfilled as a writer?

For me, to write is to endlessly question what is life, what is death, what am I. When I write, especially when I'm writing novels, I'm exchanging one, two, three, sometimes four years for that book. So when I feel that I'm going forward as a writer, when I see that I explored what it means to be human in a certain way in this book and I went another way in another book, that's when I'm glad that I became a writer.

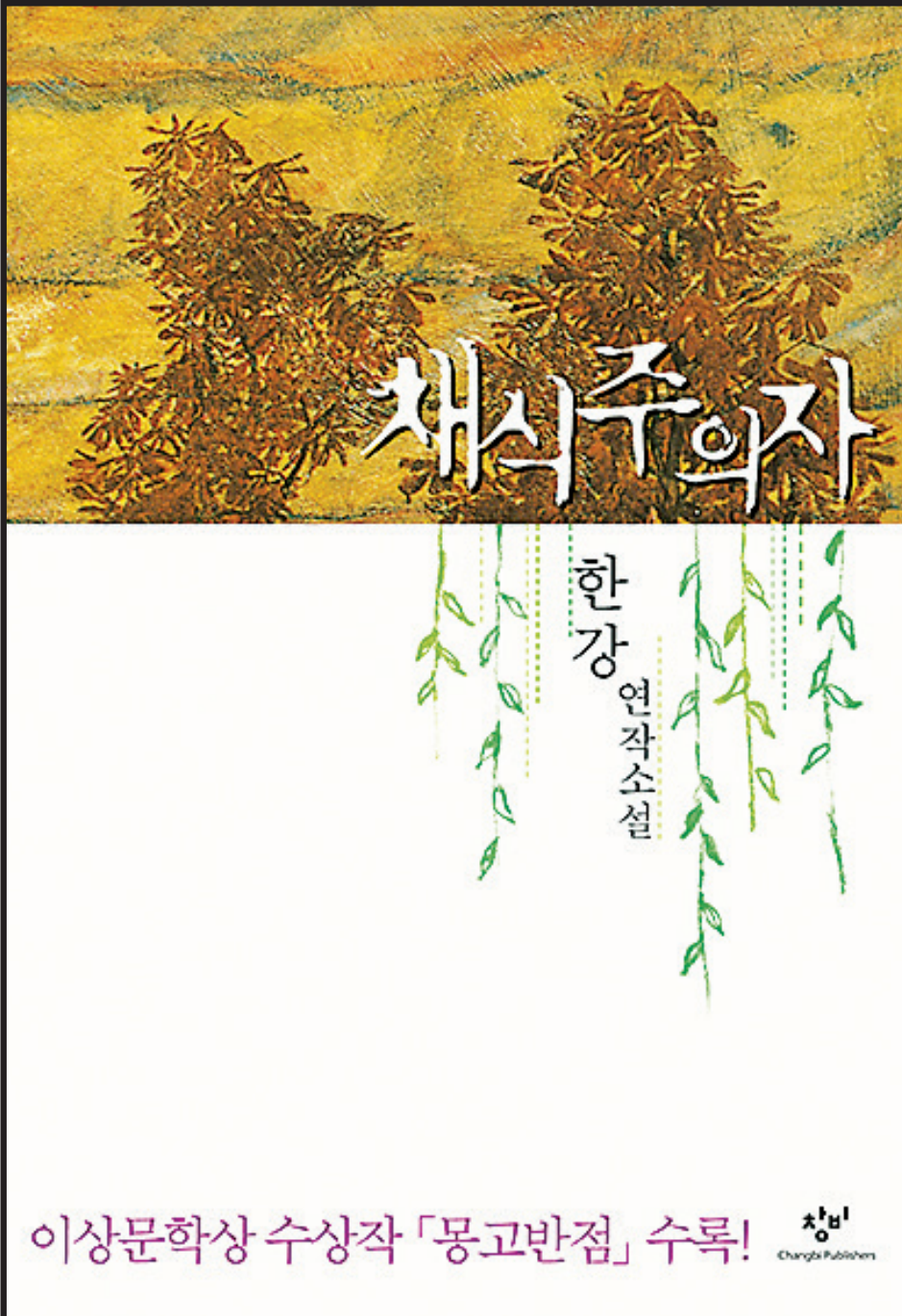
Q. Your novel *The Vegetarian* is about...?

The protagonist is a woman named Young-hye, who sees vegetarianism as a way of not inflicting harm on anything. Eating meat symbolizes human violence, the violence of this world, and she chooses vigilant vegetarianism as a way of purging herself of that violence. But then she starts to identify as a plant rather than a human and stops eating entirely. She becomes completely exhausted, with the ironic result that what she did to redeem herself ends up killing her.

Q. How was *The Vegetarian* conceived?



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What happens when we vow not to hurt anything? What is sin, and what is redemption? What is beauty? These are the questions that I hope to share with the readers of this book.

Q. Who is your favorite character in this book?

This novel is made up of three parts, but ironically the protagonist, Young-hye, doesn't have a voice. She's a silent character that is observed, desired, misunderstood, and pitied, and for precisely those reasons I took great care when writing her. After her I feel for her sister In-hye the most. You could say the novel is about these two sisters. Young-hye is never truly understood by anyone, but In-hye is the character who comes closest to understanding her pain. I love her for trying to understand and for sharing her sister's pain.

Q. If you could pick one sentence that best represents Young-hye?

Young-he doesn't have a voice as a narrator, but she expresses how she feels, what she's thinking, through conversation. She says to her sister, "I'm standing upside down, and leaves are growing from my body and roots sprout from my hands and burrow into the ground." She's recounting how her body is transforming into a plant, so for her it's such a critical thing to say.

Q. What are your personal thoughts on vegetarianism?

I was a vegetarian for a few years in my late twenties. So I have felt the same kind of fear as Young-hye, as if everyone was trying to get me to eat meat. After that I started eating meat again for health reasons, in small amounts. But I still don't like meat, and always feel a sense of guilt about eating it. I know people who are



I have an old story called "The Fruit of My Woman," from ten years or so ago, about a woman who actually, physically becomes a plant and her husband puts her in a flowerpot and waters her and takes care of her. I always wanted to write a follow-up to that story, so that was my first motivation, and secondly I have always been curious about human violence, I wanted to explore if human innocence was possible, what someone would have to overcome to lead a completely blameless life.

Q. What message did you want to convey through this novel?

Can a person be completely innocent?



completely? And in *Leave Now*, the Wind is Blowing, I ask, is it possible to reconcile the great contrast of beauty and violence in this world? Is life worth living? After that, in *Greek Lessons* the question is if we can bear this life, in what form is that possible? And in *Here Comes the Boy* the question is, what does it mean to be human? What should we do to not be a certain way? So it's always changing. But the fundamental question underlying everything is, what does it mean to be human?



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meat eaters but who think a lot about the fact that we take other lives to preserve our own. So for the vegetarianism question, I used to do it, and now feel a bit guilty about eating meat.

Q. Is there any background behind your vegetarianism and how it ended up in *The Vegetarian*?

I recently published a novel called *Here Comes the Boy*, about a boy who dies during the Gwangju Massacre of May 1980. It's a story that's been 30 years in the making, during which the question of human violence has never left me. Are humans violent by nature? How do we suppress this violence, then? These are the kind of questions I've been living with for a long time. Looking back, I realize that *The Vegetarian* was about this question as well. The

question of innocence. Can we become beings that reject violence? That was the question I was exploring. In retrospect, I wonder if my thoughts about vegetarianism, my guilt towards eating meat, might be connected to the Gwangju Massacre I experienced indirectly as a child. That was a defining experience for me, and in some ways *Here Comes the Boy* and *The Vegetarian* feel like a pair, although they are very different in other ways.

Q. What do you constantly think about as a writer?

My fundamental question is, what does it mean to be human? Obviously it's an ongoing question that changes with each novel. So in *The Vegetarian* I was asking, what is man? Can man be innocent? Can we reject violence



Korean Ambassador Taekwondo Championship

11th Korean Ambassador Taekwondo Championship was held Liaquat Gymnasium, Pakistan Sports Complex in Islamabad 25th to 28 October, 2016. This annual event gives Pakistani athletes the opportunity to showcase their skills of a Korean martial art. This years' event featured a brilliant display of skills by a multitude of Pakistani Taekwondo enthusiasts.



Speech of occasion:

Dr. Suh Dong Gu

Korean Ambassador in Pakistan

Dear MNA, Malik Abrar, Meher Ishtiaque, Zia Ullah Bangash,

DG of PSB, Dr. Akhtar Nawaz Ganjera, Ambassador Shahid Kamal,

Patron of PTF, Mr. Iftikhar Ahmed Tabassum,

President of PTF, Colonel Raja Wasim Ahmed,

Dignitaries, Players,

Ladies and Gentlemen!

Assalaam-o-Alaikum!

I am greatly honored to be here today for the 11th Junior National Taekwondo Championship. Especially, I am deeply impressed by your skills and expertise in the Korean martial arts of Taekwondo.

Shahbash!(well done)

On this occasion, I want to express my deep gratitude to the Pakistan Taekwondo Federation for the time and efforts in organizing this marvellous event. I know this is the biggest competition with 80 coaches, 45 technical officials and almost 500 players coming from all the provinces across the country. As you know, Taekwondo originated in Korea and it has

gained enormous popularity around the globe within a few decades. Today, it is an official item of the Olympic Games and is practiced all over the world. The secrets of Taekwondo are that it increases mental power as well as the physical power.

Furthermore, you can get many virtues such as courtesy, perseverance and self-discipline in the process of practicing the martial arts. On this occasion, I want you to pay a special attention to the fact that Taekwondo is especially beneficial to children. It is because a good character and high confidence could be cultivated while getting lessons of Takwondo. I am sure that these traits will bring a lot of benefits to them throughout their future lives. In this regard, I sincerely recommend Taekwondo for Pakistani children for their own interests.

Finally, let me reiterate my thanks to the leadership of Pakistan Taekwondo Federation for all the efforts they have made to raise the profile of this good sport in Pakistan.

All the players of this championship!

You have my respect and admiration. And I am more than confident that you will enjoy all the benefits of Taekwondo in your life now and beyond. I look forward to the pleasure of meeting all of you in the next championship.

Phir Milaiyin Ge!

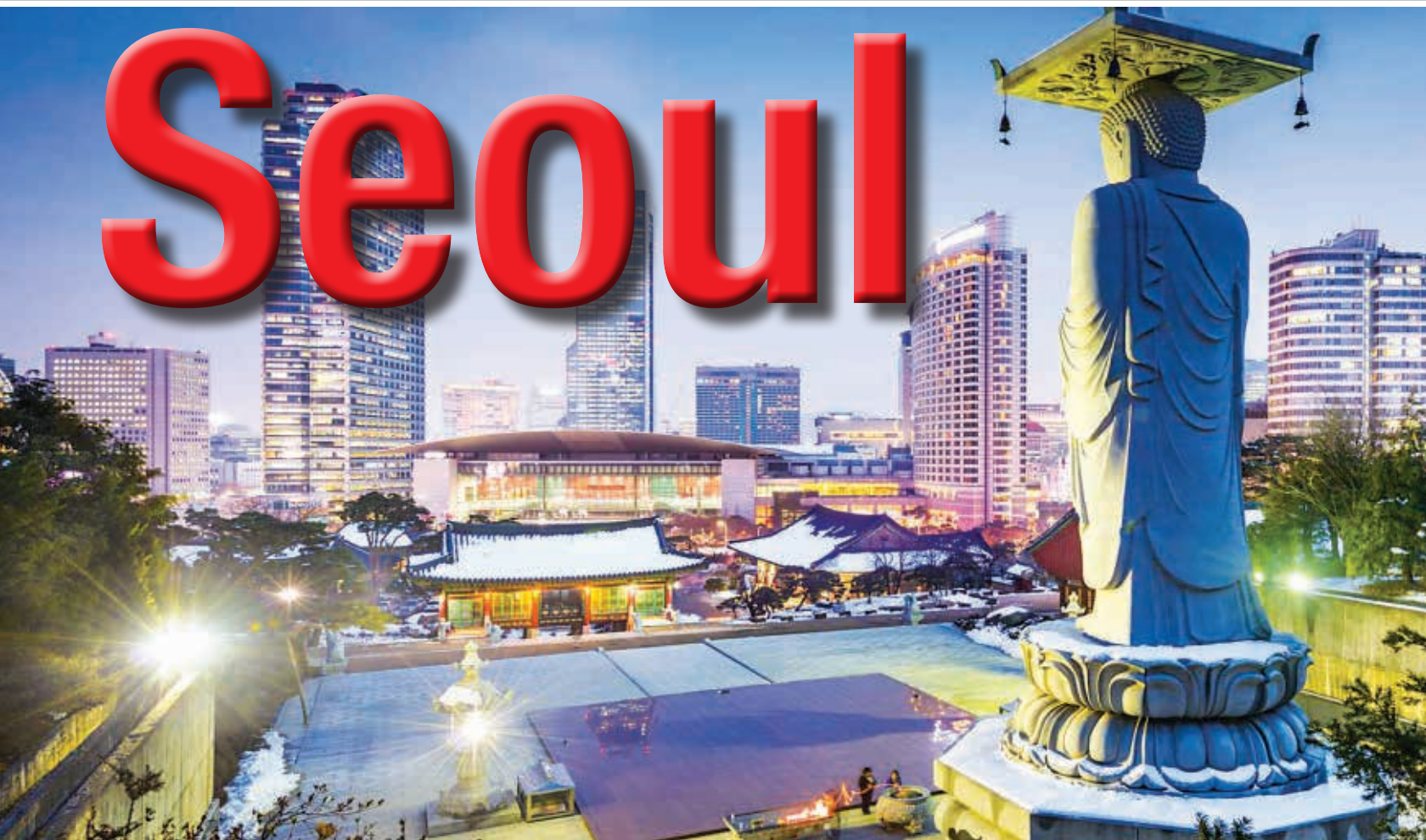
Shukria, Buhut Shukria!







Seoul



The capital of the Republic of Korea, Seoul overflows with dynamic energy, providing an endless selection of shopping, cultural, dining, entertainment, and historic venues. Like all great cities of the world, Seoul bustles with activity around the clock and provides visitors with fun and enjoyment beyond all expectations. North-ern Seoul offers a more traditional feel, while swanky southern Seoul is fast-paced and furious in its enjoyment of the latest in everything.





Shopping

Delightfully diversified shopping areas include Myeong-dong in downtown Seoul, which offers private label apparel brands and major department stores; nearby, the huge traditional Namdaemun Market; the Dongdaemun Shopping District packed with the latest fashion trends; the cosmopolitan Garosu-gil Road in the Gangnam area of Seoul; and the ritzy high-end district of Cheongdam-dong.

Performances

Ever-popular performances include the percussive rhythm masterpiece Nanta, a dazzling taekwondo performance entitled Jump, and an on-going array of popular traditional performances such as Pansori (chanted epic narrative), and other traditional dance and music. There are plenty of contemporary and international concerts, and dance and theater performances as well.

Art

Both the traditional and the contemporary art scenes have been booming in recent years, with galleries and museums galore on both sides of the famed Hangang River that bisects the city into north and south. Korea also offers a wonderful selection of traditional and modern crafts, including hand-made paper, mother-of-pearl inlay, traditional knot art, and jewelry.



Night life

After night falls, Seoul transforms into a city of lights that includes fireworks and laser shows at theme parks around the city. Seoul abounds in all-night cafes and eateries, and if you need an economical place to spend the night, there's always the jjimjilbang (Korean public saunas).





Busan's Gwangandaegyo Bridge lights up the night.

A lively & radiant country

Korea is a lively and radiant country where the lights stay on around the clock. One way to best appreciate its charms is to experience Korea both during the day and at night, from the wide range of street performances and festivities that liven up the streets during the day, to the dazzling sights and after-hours life on dreamy nights. The distinctive appeal of the nights and days of Korea will transform your time here into unforgettable memories.

Lively Street Culture

Korean streets exude vitality. They bus-tle with energy and people. Gwangjang Market in Jongno brims with warmth and mouth-watering treats, Noryangjin Fisheries Wholesale Market is an oasis of fresh seafood in the heart of the city, the flea market at Hongdae bubbles with the passion of edgy young artists, Myeongdong is a retail mecca for sheer shopping indulgence, and traditional markets make fresh produce and various goods available any time of the day or night for urbanites.

Festivals for a Rocking Good Time

Korean festivals are a jubilant affair. There are festivals to cater to every taste. You can catch masu salmon on the ice at the Hwacheon Sancheoneo Ice Festival, try your hand at pottery-making in the capital of ceramics at Icheon Ceramic Festival, enjoy mud massages



The annual Boryeond Mud Festival is held in summer to promote the unique properties of the pristine local mud. Participants get to experience a variety of hands-on activities.



Nanta is an electrifying performance that adapts the traditional rhythm of Samulnori to a modern kitchen setting.



The Plaza is foront of Seoul City Hall hosts exhilarating performances and a wide variety of event; it is a versatile cultural hangout overflowing with Seoulites' and joy.

and sea bathing at the Boryeong Mud Festival, or experi-ence the exhilarating Korean mask dance at the Andong International Maskdance Festival. More than 100,000 trails of fire light up the night sea at the Pohang International Fireworks Festival, and world-class jazz artists perform at the Jarasum International Jazz Festival. These festivals will give you memories that will stay with you for years to come. They are not to be missed!

A Culture that Never Sleeps

Korean nights offer so many en-tertainment options that sleep will look like a waste of time. Lounge in the stylish cafes and bars

lined up near the Gangnam subway station, sample street food and the quaint ambience of a food cart, enjoy night shopping among racks and racks of trendy fashion items at Dongdaemun Fashion Town, catch a movie at one of the many 24-hour theaters any time of day or night, dance away the night at a club in the Hongdae neighborhood, or recharge your travel-weary body at a spa. Korean nightlife is so much fun that you will find yourself wishing you had more hours in your day.

Nighttime

Korea shines even more brightly at night. Catch a panoramic view of Seoul at night from the

N Seoul Tower at Mt. Namsan; enjoy floating stage concerts, street performances, movies, or the dancing foun-tains on breezy riverbanks in Hangang Park; take in the mag-ical moonlit views against the backdrop of the majestic royal palaces of the Unified Silla Dynasty (676–935) at Anapji Pond, Gyeongju; admire the dormant sea shimmering in the glow of Gwangandaegyo Bridge; or taste a wide variety of traditional local foods as well as cosmopolitan fare at Busan Night Market.



Samulnori is a traditional music genre performed with four percussion instruments.



Annyeong haseyo

Koreans everywhere will greet you with a cheery “Annyeong haseyo!” our equivalent of “Hello! How are you?” It reflects boundless warmth, and you can charm your way into Korean hearts by saying it yourself first!

Location

Korea is a peninsula about the size of Great Britain, 220,000 square kilometers, located on the northeastern edge of the Asian continent and bordered by China and Russia on its north and northeast. The Republic of Korea (ROK; South Korea) occupies about 100,000 square kilometers of the peninsula south of the 38th parallel, its border with the Democratic People’s Republic of Korea (DPRK; North Korea). The population of South Korea surpassed the 50 million mark in 2013.

Religions and Belief Systems

Korea enjoys a rich potpourri of belief systems and religions, reflecting the all-inclusive nature of the Korean psyche. Indigenous systems include shamanism and animism. Buddhism was introduced in the fourth century AD and has had a powerful influence on shaping the Korean mindset ever since. Confucianism held sway during the Joseon Dynasty, beginning in the late 14th century. Cheondogyo is a homegrown religion, and following modernization, as ties with the West rapidly grew, Christianity has become increasingly popular.

Government

The government of the ROK consists of three branches: the executive, the legislative, and the judiciary. The president is elected by popular vote for a single five-year term, and national assembly elections are held once every four years. The voting age is 19.

Language

Korean refers to the spoken language, but the writing system is called Hangeul, an ingenious and highly scientific system developed in the 15th century, which uses combinations of symbols for 10 vowels and 14 consonants to make syllabic letters. The document entitled “The Proper Sounds for the Instruction of the People,” the Hunminjeongeum, which introduced the Hangeul script, is recognized as a UNESCO Memory of the World.

Weather and Climate

The average temperature in South Korea in 2013 was 12.9°C, and the total annual precipitation was 1,162.8 mm. There are four distinct seasons: a warm, bright spring, a wet and humid summer, a delightfully crisp fall, and a cold and somewhat snowy winter.



Among the various types of traditional masks in Korea, Hahoetal from the Hahoe Village in Andong is the only one to receive a National Treasure designation.



Hangeul is the Korean writing system created by King Sejong the Great.



PSY's "Gangnam Style" made a splash on the global stage, reaching over 2 billion views on YouTube. The "Korean Wave," which has now become synonymous with the country itself, is extending its reach and breaking into cinema, TV dramas, cuisine, sports, and variety TV shows. Exposure to the Korean Wave under its many guises is sure to inspire a deep appreciation of everything Korean that goes beyond individual artists or works.

K-Style Korean Wave

K-Pop

K-Pop is the heart of the Korean Wave. PSY, Girls' Generation, Super Junior, EXO, TVXQ!, JYJ, SHINee, 2PM, BIGBANG, and 2NE1 are among the leading artists. The K-Pop craze that started in Southeast Asia is captivating the eyes and ears of audiences in the rest of the world, from France and the UK to America, with its characteristically animated beats, polished group dance, and unique musical style.

K-Dramas

The Korean Wave began with Korean TV dramas. The frenzy over this fare was ignited by *Winter Sonata*, depicting the first love between Bae Yong Joon's and Choi Ji-woo's characters, and *Dae Jang Geum*, a series about the royal cuisine of the Joseon Dynasty (1392–1910) with Lee Young-ae in the lead role, and was most recently fueled by *My Love from the Star*, starring Kim Soo Hyun and Gianna Jun and telling the story of an extraordinary romance between an extraterrestrial and an

A-list entertainer. Korean dramas continue to touch the hearts of audiences world-wide and entertain them through their gripping plots and the charismatic performers that bring the stories to life, including *The Heirs*, about the loves and friendships of privileged high school students, and *Secret Garden*, a romantic fantasy starring Hyun Bin and Ha Jiwon.

K-Movies

Korean cinema is coming more into its own with every passing day. From Park Chan-wook's *Oldboy*, laureate of the Grand Prix at the Cannes Film Festival, to Lee Chang-dong's *Oasis* and Kim Ki-duk's *Pietà*, winners of the Director's Award and of the Golden Lion at the Venice Film Festival respectively, Korean films are garnering glowing reviews at prestigious international film events. Korean actors such as Lee Byung Hun, Rain, Yunjin Kim, Doona Bae, and Choi Min-sik are now working side by side with Hollywood stars. On the domestic front, Korean cities host global movie events such as the Busan International Film Festival, the

Puchon International Fantastic Film Festival, the Jeonju International Film Festival, and the Jecheon International Music & Film Festival.



Korean rapper PSY "horse-danced" his way around the world with his mega-hit song "Gangnam Style," a Guinness World Record holder for the most "liked" YouTube video ever.



Korea

the beauty in every season

The pink azaleas of Mt. Yeongchwisan in Yeosu announce the coming of spring

This Spanish expression for cheer and joy, al-though spelled slightly differently, means “nar-row alley” in the Jeju dialect, and is the name of a stunningly scenic walking trail on Jeju-do Is-land. The “Olle Trail” consists of over 20 courses that circle the entire island. The Olé about Olle and Korea is the beauty in every season. You’ll never be disappointed: a burst of flowers in the spring, sunny summers, a fall filled with fan-tastic foliage, and winter

white to delight. Each season offers a wide array of unique national and local festivals for you to enjoy and experience.

Spring

In April and May, both islands and mountains are the places to visit, with walking trails providing a great way to enjoy the fresh energy of the season.

Summer

Enjoy warm and sunny summer days from June through August. Korea offers scenic seaside destinations in the east, west, and south, so there are plenty of places to choose from for swimming, relaxing, and water sports. Or head to Korea’s innumerable scenic valleys for cool and quiet to escape the heat and humidity.



Running through the middle of Seoul, the Hangang River offers plenty of summer fun and excitement.



The bright autumn leaves make for a relaxing and refreshing bike ride.

Fall

Autumn is marked by crisp, clear weather, and fabulous foliage that makes a perfect match to fields of golden rush and sun-kissed rice paddies. Once again, the mountains are a great destination for zesty hiking and spectacular scenery.

Winter

Winter wonderlands abound, and there's plenty to see and do for the proactive visitor. It's also a fun time when hot and spicy foods can warm the body as well as the spirit.



Seongsan Ilchulbong Peak is a UNESCO designated tuff cone created by an underwater volcanic eruption



Avid winter hikers will love the snow-covered hills of Jeju Island's Mt. Hallasan.

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Food

Korea offers a bonanza of healthy, hearty foods that are a delight to behold and to devour. And wherever you go, you're bound to notice how eating is an event that is always to be shared with friends, family, colleagues, or classmates. "The more, the merrier" applies to both the number of dishes and the people joining in. But be forewarned: as a reflection of their natural warmth, Koreans will, no doubt, try to feed you to death!





Iconic Local Dishes

Highly popular at home and abroad are a number of healthy Korean dishes, including spicy kimchi, the national side dish; thinly sliced and deliciously marinated grilled beef, bulgogi; a delectable and super nutritious combination of fresh vegetables and rice, bibimbap; a traditional table d'hôte, hanjeongsik; and a perennial favorite to keep you healthy: ginseng chicken soup, samgyetang. Don't miss the tasty, traditional rice wine makgeolli, and keep an eye out for all the food stalls that appear out of the dark with an endless selection of yummys.

Chopsticks and Etiquette

All Korean meals are eaten with a pair of chopsticks and a soup spoon, for solids and soups, respectively. There are a number of rules of dining etiquette. For example, meals begin only after the senior person present picks up his or her silverware first; and one always turns to the side when taking a drink of alcohol in front of a senior.



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Smart IT

Thanks to Korean corporations like Samsung, LG, and Hyundai, Korea and the world are be-coming smarter by the day. Not only Korea's digital industry, but also its shipbuilding and heavy industries are making technological leaps to provide better products and services for worldwide markets. Korean high-tech accom-plishments are bringing the world of tomorrow into today.

IT

Korea continues to revolutionize the IT industry with its advances. In particular, Samsung and LG are names recog-nized in nations around the world for advanced technology and products of excellence through their IT and digital in-novations.



Medical Services

Korea's medical industry receives recognition around the world for its advanced technology in a number of fields. And with medical tourism growing rapidly, Korea has developed a one-stop medical service system to provide visitors with the finest in affordable diagnostics, surgery, and other medical services.



Heavy Industry

Korea is a world leader in such industries as shipbuilding, automobiles, and steel. Hyundai Heavy Industries, Samsung Heavy Industries, and Daewoo Shipbuilding boast some of the world's most advanced technology in their respective fields, and Hyundai Motor was selected among Ward's 10 Best Engines and Interiors for four years in a row. Kia Motors is also a rapidly advancing name in cars. And Korea's POSCO is a global leader in steel production.



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Sports



World-renowned Korean athletes include World Golf Hall of Famer Se Ri Pak; Olympic figure-skating gold medalist Yuna Kim; European Premier Leaguer “Oxygen Tank” Park Ji Sung; LPGA professional golfer Inbee Park, and U.S. major league baseball players “Choo Choo Train” Shin-Soo Choo of the Texas Rangers and “Korean Monster” Hyun-Jin Ryu of the LA Dodgers. Koreans are avid athletes and fans of many sports, and the nation has professional soccer and baseball leagues of its own. The feverish and stylish support by the “Red Devils” rooting sections continues to impress people everywhere in international competitions.

Golf

Following Se Ri Pak’s string of impressive LPGA wins in 1998, young Koreans took to the fairways in droves, and now rank among the most prominent golfers in the world, with KJ Choi, Y. E. Yang, Jiyai Shin, Na Yeon Choi, and Inbee Park among them.

Skiing and Skating

Koreans participate in all kinds of winter sports, and their enthusiasm helped propel Korea to victory in the choice for the venue for the 2018 Winter Olympics, which will be held in and around Pyeongchang, Gangwon-do Province. Korea boasts numerous world-class ski and winter sports facilities that have hosted a wide range of international competitions.

Football and Baseball

The national football team has made it into the last nine consecutive FIFA World Cup

tournaments, and during the 2002 World Cup, national support helped Korea into the semifinals. Korea's Professional Football League, or K-League Classic, has 12 teams. Korea's Pro Base-ball League has nine teams. Founded in 1982, the league has continued to grow and gain popularity in pace with Korean enthusiasm.

Taekwondo

Korea's unique form of martial arts is well known around the world as a great way to train both mind and body. Making use of hands and feet, the martial art is defensive rather than offensive, reflecting the Korean mentality of peace and mutual respect.



Yuna Kim won the women's figure-skating gold medal at the 2010 Vancouver Winter Olympics and the silver medal at the 2014 Sochi Winter Olympics.



Hyun-Jin Ryu, nicknamed "the Korean Monster," is a pitcher for the LA Dodgers.



Park Ji Sung was a midfielder for England's Manchester United and the Dutch club PSV Eindhoven.



Inbee Park was ranked the world's number one female golfer on April 15, 2013. She is currently an LPGA professional golfer.



The History of Korea

The history of Korea goes back to 2333 BC, when legendary progenitor Dangun founded the first Korean kingdom. The oldest known evidence of farming in East Asia was discovered near the East Coast in Goseong, Gangwon-do Province, dating back to the Neolithic era 5,000 years ago.

Kaleidoscope of the Past, Present and Future

Wherever you go in Korea you'll find a fascinating blend of past, present, and future, including ancient palaces and austere temples amidst towering skyscrapers and digital billboards. Korea is a virtual time machine that treats you to a dazzling journey from the awe-inspiring past to an exciting world of tomorrow.

Prehistoric Sites

Korea offers plenty of prehistory, including the largest concentration of dolmen tombs in the world, as well as dinosaur tracks and fossils of all kinds.

Buddhism

For nearly 1,600 years, Korea has honored and preserved the essence of Buddhist spirit. You





can experience Buddhist discipline and other aspects of traditional culture in the unique Templestay program offered at temples around the nation.

UNESCO

Korea has numerous historical properties registered with UNESCO. Jongmyo Shrine and the Seokguram Grotto are among the UNESCO World Heritage sites; the Jongmyo ritual music and Pansori (chanted epic narrative) are inscribed on the list of Intangible Heritage of Humanity; and the Annals of the Joseon Dynasty and the Hunmin-jeongeum manuscript are part of the Memory of the World register. To see the full lists, go to www.unesco.or.kr/eng.

Ancient Capitals

Goguryeo, Baekje, and Silla were the three Korean nations of the Three Kingdoms Period (57 BC–AD 676). The ancient Baekje capitals of Gongju and Buyeo, noted for their elegant





culture, are alive and well even today, and the magnificence of the ancient Unified Silla (7th–10th centuries) capital of Seorabeol, today's Gyeongju, can still be found in Korea's "museum without walls." Seoul is filled with ancient palaces and cultural treasures from the Joseon Dynasty (1392–1910), when it was known as Hanyang.

Hanok and Folk Villages

Korea's traditional homes, called hanok, are constructed of natural materials. They can be found around the nation, and whole neighborhoods in the cities of Seoul and Jeonju have been perfectly preserved. "Hanok-stay" is available for those who would like to experience life in a traditional Korean setting. There are also a number of folk villages that provide a taste of the fascinating traditional atmosphere, as well as entertainment, food, and drink.

Panmunjeom

Located in the DMZ, Panmunjeom is the site for talks between the two Koreas. On October 25, 1951, it hosted cease-fire discussions, and subsequently became the venue for the armistice agreement on July 27, 1953. It is often referred to as the Joint Security Area.

Unification Observatories

At the observatories along the DMZ, visitors can look beyond the border for a glimpse into



North Korea. The observatories also offer a number of exhibits and films about the tragedy of national division.

Peace and Life Zone

The Peace and Life Zone (PLZ) is the restricted area of the DMZ and adjacent rural areas where the natural environment has been protected and preserved, and includes a number of cultural and historical sites. A visit to the area provides an extraordinary chance to experience the peace and tranquility of a naturally preserved environment.

An Armistice Agreement to end the Korean War, which had begun on June 25, 1950, was signed on July 27, 1953, resulting in the establishment of a Demilitarized Zone (DMZ) near the 38th Parallel that separates the North and the South. A symbol of the Cold War and national division for more than 60 years, the DMZ has been gradually transformed into a symbol of peaceful co-existence. The zone has become a tranquil habitat for innumerable plant and animal species.



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Cultural assets are alive and well in Korea

Cultural assets with compelling back stories are alive and well in Korea. Jongmyo Shrine, the Seokguram Grotto, and Bulguksa Temple are among the UNESCO World Heritage sites in Korea (10 cultural sites and 1 natural site). Korea also takes pride in its 16 items on the list of Intangible Cultural Heritage of Humanity, such as Pansori and Arirang, which are not visible to the eye but are nonetheless very much alive, and 11 Memory of the World items, such as the Hunminjeongeum (The Proper Sounds to Instruct the People) manuscript and the Donguibogam (The Principles and Practices of Eastern Medicine), which preserve invaluable history that embodies the past, present, and future of Korea. Coming face to face with the world heritage of Korea inscribed on the UNESCO register is in itself a valuable experience.



UNESCO

- 1- **Janggyeong Panjeon at Haeinsa Temple**
These are wooden structures housing the

80,000-odd Tripitaka Koreana woodblocks that were engraved with the Buddha's teachings in the Goryeo Dynasty (918–1392). They are the only depositories in the world specifically built for this purpose, and have kept their original form for some 750 years.

Inscribed on the World Heritage list in December 1995

- 2- **Royal Tombs of the Joseon Dynasty** These tombs enshrine the ruling elite of the five centuries of the Joseon Dynasty. They embody Confucianism, fengshui, and other traditional worldviews of the time,



and illustrate the funereal and ancestral rituals of the royal family.

Inscribed on the World Heritage list in June 2009

- 3- Jeju Volcanic Island and Lava Tubes** The first natural site in Korea to be inscribed as a UNESCO World Heritage. The Hallasan Biosphere Reserve, the Geomunoreum lava tubes, and Seongsan Ilchulbong (an archetypical tuff cone crater) boast rare breathtaking natural views from this volcanic terrain, which has great geological and ecological importance.

Inscribed on the World Heritage list in June 2007

- 4- Gyeongju Historic Areas** The historic sites in Gyeongju preserve the history and culture of the millennium-long Silla Dynasty in a nearly intact form. Sublime monuments of that era, including sculptures, pagodas, palace grounds, royal tombs, and mountain fortresses, can be found all around Gyeongju.

Inscribed on the World Heritage list in December 2000

- 5- Hwaseong Fortress, Suwon** Sturdy and practical fortress from the reign of Jeongjo, the 22nd monarch of the Joseon Dynasty. It is recognized as a towering masterpiece among all Asian fortresses and was constructed using a geojunggi (a pulley system) and other cutting-edge equipment of the day.

Inscribed on the World Heritage list in December 1997

- 6- Jongmyo Shrine** Confucian shrine housing the ancestral tablets of the kings and queens of the Joseon Dynasty. Rituals that date from the Joseon Dynasty are observed to this day, and are held on the

first Sunday of every May at the Shrine.

Inscribed on the World Heritage list in December 1995

- 7- Namhansanseong** Fortress Along with Bukhansan-seong, Namhansanseong is a large mountain fortress erected to protect Hanyang, the capital of the Joseon Dynasty. It is a prime example of the evolving fortress-building and fortification techniques from the 7th century to the 19th century.

Inscribed on the World Heritage list in June 2014

- 8- Changdeokkung Palace** Royal palace dating back to the reign of Taejong, the third monarch of the Joseon Dynasty. Not only is the original structure better preserved than any of the other palaces, but it is also paired with a beautiful traditional garden that brings together stately trees, a pond, and a pavilion.

Inscribed on the World Heritage list in December 1997

- 9- Dolmen Sites in Gochang, Hwasun, and Ganghwa** The dolmens in Gochang, Hwasun, and Ganghwa are megalithic tombs erected 2,000–3,000 years ago. They offer an insight into the development of dolmens and life in prehistoric times.

Inscribed on the World Heritage list in December 2000

- 10- Hahoe and Yangdong Villages** Hahoe Village in Andong and Yangdong Village in Gyeongju were founded between the 14th century and the 15th century. They are living examples of the culture of the Confucian nobility during the Joseon Dynasty. The mixture of tiled and thatched roofs provides a unique experience of the traditional architecture of Korea as



well as its time-honored way of life.

Inscribed on the World Heritage list in August 2010

- 11- Seokguram Grotto and Bulguksa Temple** The Seokguram Grotto is a hermitage built into a stone cave to house a statue of a beaming Buddha. Bulguksa Temple was designed as a symbol of an ideal Buddhist nation and showcases the superior architectural technique and artistic sensitivity of the Silla Dynasty (57 BC–935).

Inscribed on the World Heritage list in December 1995



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Basic Information



Visa & Passport

Foreign nationals entering the Republic of Korea are generally required to have a valid passport and the right visa. However, it is possible to obtain a visa-free entry for a limited time under certain conditions. For more information regarding passport and visa, please visit the websites below:

- Ministry of Foreign Affairs and Trade - www.mofat.go.kr/ENG
- Korea Immigration Service - www.immigration.go.kr
- e-Government for Foreigners (Hi Korea) - www.hikorea.go.kr

Phones & Internet

Although somewhat hard to find, public phones in Korea are easy to use and take phone cards, coins, or credit cards (70 won for the first 3 minutes). If you think you'll be on the phone more often, you may want to rent a cellular phone. KT, SK, and LG are Korea's major phone service providers, and they each have a booth at Incheon International Airport, where phones can be rented. For smart-phone users, Korea has many free Wi-Fi hotspots. If you are in need of a computer, a "PC Bang," similar to a computer lab or internet cafe, is easy to find and very economical, charging 1,000 to 1,500 won per hour.

Business Hours

Banks

Weekdays: 09:00 – 16:00

Weekends & National Holidays: Closed

Government Offices and Organizations

Weekdays: 09:00 – 18:00

Weekends & National Holidays: Closed

Post Offices

Weekdays: 09:00 – 18:00

Weekends & National Holidays: Closed



Currency

Korea's official monetary unit is the won. Korean paper currency consists of fifty thousand, ten thousand, five thousand, and one thousand won notes, and there are coins in denominations of five hundred, one hundred, fifty, and ten won. The exchange rate is usually around one thousand won to 1 US dollar (1,033 won as of August 2014). Foreign currency may be exchanged at most banks or authorized money exchanges.



Credit Cards

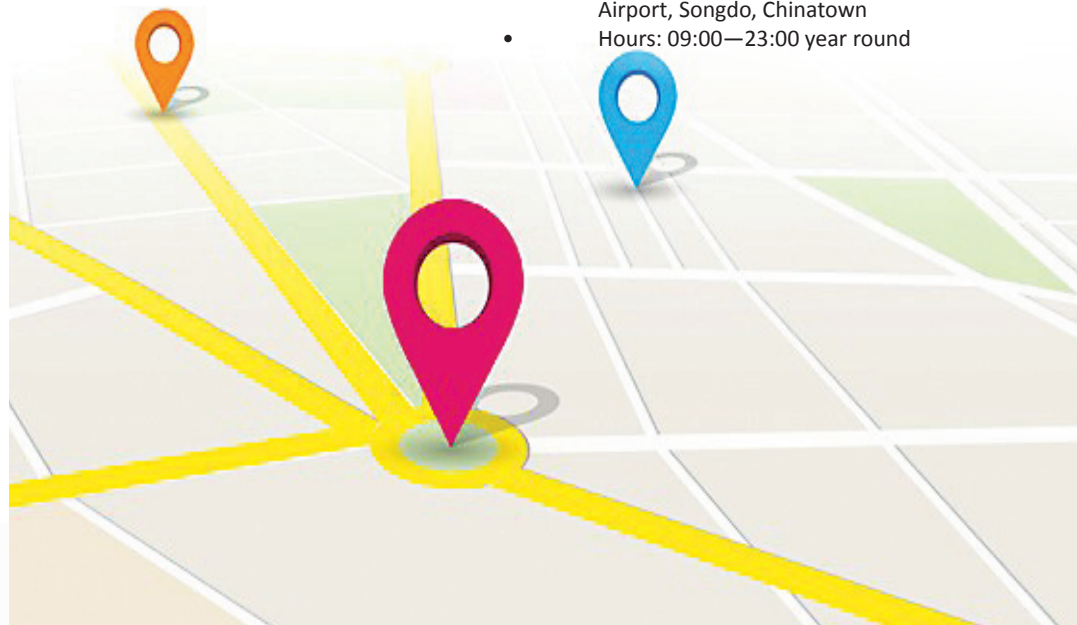
Visa, Master Card, American Express, Diners Club, and other major credit cards are accepted at most tourist hotels, department stores, restaurants, etc. Some smaller stores may not accept credit cards, so make sure to have some cash in your wallet. Depending on your bank or credit card, you may be able to withdraw money from an ATM in Korea.



Emergency Resources

- National Police Agency 112 (for reporting crimes)
- National Rescue Services 119 (for fire, rescue, emergency, disaster, and emergency medical or hospital information)
- BBB Korea 1588-5644 (free telephone interpreter)
- Immigration Contact Center 1345 (regarding immigration, information on extension of stay)
- Tourist Police 1330

The Tourist Police offer a range of services for tourists, including crime prevention, addressing illegal activity, handling tourist complaints, providing tourist information, and interpretation services at tourist attractions.



Locations

- Seoul: Myeong-dong, Itaewon, Dongdaemun, Insa-dong, Hongdae, City Hall/Cheonggyecheon, Namdaemun
- Busan: Haeundae, Gwangsan-ri, Jagalchi Market
- Incheon: Incheon International Airport, Songdo, Chinatown
- Hours: 09:00—23:00 year round



Transportation Information

Bus & Subway

The most convenient way to travel around metropolitan cities in Korea, including Seoul, Busan, Daejeon, and Daegu, is by bus or subway. Each station on the subway has a name, a number, and a color that identifies the line. Plus, the discount on transfers between subway lines or between subway and bus allows you to explore the city on a budget.

Pre-paid Transportation Cards • Transportation cards can be used on buses, the subway, and taxis nationwide. You can get an additional discount if you use them instead of cash. Provided you travel a total distance of no more than 10 km [6 miles], you can transfer from bus to subway, or vice versa, five times within the basic fare rate (1,050 won).

T-Money: www.t-money.co.kr (1644-0088)

Cash Bee: www.cashbee.co.kr (1644-0006)

- Areas that Accept Public Transportation Cards

Major cities throughout Korea

- Sales Locations

Local convenience stores, and subway stations in the metropolitan area

- Recharge/Refund Locations

All sales locations and subway stations, some ATMs

- Price

Card: 2,500 won and up

Express & City Buses

Express (고속, Gosok) and Intercity (대중, Sioe) buses are the most popular way to get from region to region. The extensive networks of express and intercity buses offer a comfortable and convenient way to get to and from even the smallest towns in Korea.

Travel Times • Travel times can vary depending on road conditions, but buses almost always depart on time. Online or phone reservations may be available.

Location • In most cities, bus terminals

are located in the down-town area, so accommodations and restaurants are within easy reach.

Rail

South Korea has an extensive railway system operated by KO-RAIL. The KTX high-speed train, the Saemaeul express train, the Mugunghwa regular train, the Nooriro commuter train, and the ITX intercity train express make traveling in Korea very fast and convenient.

KR Pass • Foreign travelers may purchase a KR Pass, which allows unlimited access to





standard class seats on trains operated by KORAIL.

- Regular Pass

Individual KR Pass for use by adults and children. Children under the age of 4 ride free of charge

For groups of 2 to 5

- Youth Pass

For passengers holding a valid International Cruises

Located in Northeast Asia, Korea offers visitors a destination that blends a rich 5,000-year-old history with modernity. With twelve conveniently-located ports of call, Korea Cruise offers passengers a great opportunity to

explore the entire country in a short period of time. Since flying is certainly not the only way to get to Korea, many tourists enjoy cruises as a more relaxing way to travel. For those who are not too keen on flying or who simply prefer to travel by sea, Korea Cruise is an ideal option.

Student Identification Card



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Contact: +92-333-5106659

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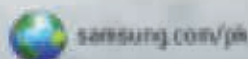
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