

Spring 2023  
Vol.1

# GLOCALISM QUARTERLY

## Magazine



### Theme

“International Events and  
Local Diplomacy”

Korea's Metropolitan & Provincial Government Diplomacy | Seoul, Busan, Gangwon-do, Jeollabuk-do  
Local Government Diplomacy in Other Countries | GAROK Japan, GAROK China, GAROK Australia  
Partners in Local Diplomacy | Korea MICE Association, GainingEdge in Australia  
Local Diplomacy News | Ambassador of the Republic of Uzbekistan, Ambassador of Germany

GOVERNORS ASSOCIATION OF  
THE REPUBLIC OF KOREA

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## Local Diplomacy of the Metropolitan Government of Seoul



### • Seoul set to take off as global top 5 city

Seoul is poised to take off and become one of the global top five cities by 2030. The goal is to enable Seoul to be an “attractive” city for visitors from around the world by making it a place in which everyone wants to live, travel, and also invest. To such ends, various policies spearheading creativity and innovation have been integrated into Seoul’s municipal activities. Urban diplomacy, among

others, will be used to bring forward the realization of Seoul’s global vision by reinforcing the city’s international competitiveness.

Seoul’s urban diplomacy is focused on strengthening the status of Seoul and helping citizens feel comfort and security amid global economic downturn and rapidly changing global politics coming out of the COVID-19 pandemic. If more people and enterprises convene in Seoul, drawn in by its magnetism, then citizens will benefit from the more energized economic activity that accompanies more active investments, including those from foreign investors.

Seoul is the city of “charm” where beautiful tradition and stylish modernity coexist in harmony. According to statistics from the Korea Tourism Organization, of the 17.5 million tourists who visited Korea in 2019 before the pandemic, 13.9 million—or 79%—visited Seoul. Clearly it is not an overstatement to say that Seoul’s competitiveness represents Korea’s competitiveness as a whole. In the post-COVID-19 era, Seoul is ready to welcome 30 million people from around the world.

### • Seoul's strategy to charm the world

At a time when the world is now focusing on Seoul, the center of the Korean Wave that includes K-pop and K-beauty, Seoul’s urban diplomacy is setting its sights on strengthening strategic and pragmatic cooperation that focuses on the economy as well as cultural and personnel exchanges. As of March 2023, Seoul has been actively interacting with the international community by forming friendship city relationships with 75 cities around the world. The city has been continuing to expand the scope of its relationships to major cities in the developing world, including its economic centers.

In particular, the Seoul Metropolitan Government (SMG) is sparing no effort to explore new opportunities and areas of cooperation with the world’s leading cities in the digital and financial fields. The hope is that these partnerships could lay the groundwork for overseas advances in Korean businesses.

In developing countries, such fields as transportation and waterworks, where Seoul has made relatively advanced achievements,







take the spotlight to help Korean companies do business abroad by sharing Seoul's successfully implemented policies.

Seoul is a uniquely attractive city and it has long been known around the world for its high performance according to international indicators across a variety of fields. In 2022, Startup Genome, one of the leading research firms on startup ecosystems, ranked Seoul the 10th best city for startups among 280 cities across 100 countries. Seoul also placed 10th among 130 cities in the Global Financial Centers Index (GFCI), which is designed to measure the financial competitiveness of major cities in the world. With its aim to be "the hub of Asia's digital finance," Seoul is pushing for a variety of policies that can help build a world-class industrial environment, including creating a digital special finance zone and a hub for the global beauty industry.

As a city leading global discussions, Seoul is on the forefront of tackling global challenges. This is evident in the capital city's effort to press forward with multilateral diplomacy through international organizations as well as traditional bilateral diplomacy between cities. Seoul's leadership is

gaining strength in the international community through its chairmanship in such city-centered organizations as CityNet and WeGo. Seoul also hosts international forums every year on various global issues such as climate change and safety income by inviting renowned scholars from major international organizations like the United Nations and the World Bank. This helps the SMG find room for the institutional development of Seoul's policies and extend the city's international influence through active promotion.

The excellence of Seoul's sector-wide specialized policies has been recognized through a wide variety of major international assessments, including the U.N. Public Service Awards—the highest authoritative organization in public administration. In 2018, Seoul also won the Lee Kuan Yew World City Prize, an international award renowned in the field of urban administration. The Lee Kuan Yew World City Prize, often referred to as the Nobel Prize of municipal administration, honors cities that show outstanding achievements in creating sustainable urban communities, and the awarded city is to hold the World Cities Summit Mayors Forum (WCSMF).

## • World Cities Summit Mayors Forum(WCSMF) Seoul to host 2023 World Mayors Forum in September

Seoul, the winner of the Lee Kuan Yew World City Prize, will invite cities from around the world to the World Cities Summit Mayors Forum to be held in Seoul in September 2023. Mayor Oh Se-hoon will make a speech under the theme of "going together with the socially neglected" as a way to make Seoul a sustainable, resilient, and inclusive city. The definition of the socially neglected can vary from city to city according to the rapid flow of technological and economic development that is inherent to cities. But it is imperative to bring global attention to the fact that "going together with the socially neglected" is essential to strengthening a city's inclusiveness and sustainability.

The Mayors Forum being held this year is the largest ever to be held since the beginning of the COVID-19 pandemic. During the forum, global leaders, including mayors from cities around the world and high-ranking personnel from international organizations, will convene to have in-depth discussions about sustainable cities. The three-day forum will consist of the main session, a closed meeting, the presentation of local policy cases, and on-site visits. Seoul plans to take particular focus on facilitating the exchange of solutions to urban challenges among the participants by connecting discussions on these challenges to its policy cases, aiming to give insight into how to create more livable cities.

The venue is also one of the more noteworthy aspects of the 2023 World Cities Summit Mayors Forum. Namely, it will take place at the Dongdaemun Design Plaza (DDP), one of Seoul's most innovative landmarks and an example of

its successful urban regeneration projects. This decision deviates from the typical locations used for such international events, such as hotels or convention centers.

At the same time, Seoul will take pride in its status as a city leading the global response to climate change by making the WCSMF an eco-friendly forum. The megacity will welcome mayors and city leaders from all over the world with its meticulous preparation and consideration for creating eco-friendly event venues and designing lunches and dinners composed of vegan and low-carbon menus.

The participants will also have opportunities to enjoy activities that showcase Seoul's trendiness, intelligence, beauty, and future. They will be able to feel the colorful charm of Seoul in person through various events to be held in September, including experiencing the essence of K-Beauty at Seoul Beauty Week; meeting prospective startups and investors from around the world at Try Everything; and appreciating the work of top-class designers here for Seoul Fashion Week.

The Mayors Forum will not only push the status of Seoul as a global city up one notch, but also serve as an important occasion to call for global solidarity and cooperation for the sake of "going together with the socially neglected." Hopefully, this opportunity for the discussion between mayors and city leaders on creating livable cities will draw keen attention and active participation.





## Local Diplomacy of the Metropolitan City of Busan



### • Purpose of Hosting the 2030 World Expo & Its Effects



▲ BIE General Assembly in Paris ('22,11,28.)

The World Expo is one of the world's three main global mega-events, alongside the Olympics and World Cup. The World Expo has been a platform to showcase the industrial and technical progress of humanity, as well as share insights and suggest solutions on globally common challenges that stand before us. It has played a pivotal role in the accumulation of collective wisdom and in rallying cooperation in the name of achieving mutual prosperity.

The World Expo is an officially recognized event by the Bureau International des Expositions (BIE), the intergovernmental organization in charge of overseeing and regulating World Expos. The Expo is largely divided into registered expos (World Expos) and recognized expos (Specialized Expos). The Republic of Korea successfully hosted two

recognized expos in Daejeon and Yeosu in 1993 and 2012 respectively. However, the country has yet to host the World Expo.

If Korea wins its bid to host the 2030 World Expo, it will not only improve the global profile and prestige of the nation and the host city of Busan, but it will also have an enormous economic effect. Approximately 34.8 million visitors from all across the world would come to Busan during the 6-month Expo period. This influx of visitors is forecast to produce an economic ripple effect totaling 61 trillion KRW.

In addition, the Republic of Korea will become the 7th country in the world to host all three major global mega-events, including the Olympics and World Cup. As a powerhouse of smart and innovative technologies, Korea's global prestige also stands to rise expeditiously. It would also cement Korea's role as a bridging country that has experienced both ends of prosperity's spectrum, growing from one of the world's least developed countries to become an advanced nation in the world today. Korea's substantial soft power and rising Korean Wave (Hallyu) are also positioned to only get stronger.

Modern humanity is facing a series of challenges despite magnificent technical progress. The global economy remains sluggish and ecological habitats are under threat, all while technological and social gaps are widening. It goes without saying that the arrival of COVID-19 only further exacerbated such challenges.

Under current circumstances, humanity is faced with a truly challenging question: "How should we weather such challenges and where should we head for next?" The international community has increasingly recognized the need to pool our collective wisdom together and find new paths to create a better future for us all. This has brought

about the notion that we need a comprehensive and fundamental transformation in both our perspective and course of action.

Seeking to embody such a movement, Korea has set out the main theme of the 2030 World Expo as "Transforming Our World, Navigating Toward a Better Future". Korea wants to offer an opportunity to all to seek out a path for a better future in which humanity, the environment, technology, and society can grow in a sustainable manner.

The Republic of Korea has gone through a series of rapid shifts from war and division to industrialization and democratization. In spite of the hardships that accompany such change, Korea has overcome many hurdles to become a country that can act as a bridge between developed and developing nations by sharing its know-how and experiences.

Not least of which, the Expo candidate city of Busan is a living testament of just such know-how and experience from Korea's past, present, and future. This beautiful marine city has been the backbone of Korea's progress and the home to countless refugees during the Korean War as the country's provisional capital. More recently, the city is leading sustainability development efforts to protect nature with its state-of-the-art technologies. Busan has been touted as the most popular tourist destination in Korea as well.

The 2030 World Expo in Busan, Korea would be an opportunity for Korea to cement its status on the global stage, as well as its reputation as a powerhouse of both ICT and culture. By successfully hosting the World Expo, Korea would leap forward as a bona fide global leader by facilitating international cooperation.

On the domestic front, the World Expo will become a catalyst to attain balance in regional development. Currently, Korea is hindered by overly-centralized development around the Seoul Capital Area. Put



simply, the country's population, GRDP, and jobs for youth all gravitate disproportionally towards the country's central regions, whose size takes up just 11% of the entire country. Hosting the World Expo would create another axis of national development by rejuvenating the other 89% of the country's land. By doing so, Korea would be able to eventually form a more balanced distribution of development along two axes.

This is why every Korean citizens from all walks of life enthusiastically supports Busan's Expo campaign and the aspirations of the population is palpable. In lock step with the central government, the private sector and the city of Busan are supercharging their efforts by traveling as one team, Team Korea, to every continent to garner support.

Government ministries, led by the Ministry of Trade, Industry and Energy and the Ministry of Foreign Affairs, are pulling out all the stops in their campaigning efforts. On top of that, the city of Busan is sparing no effort in effectively utilizing its global network of sister and friendship cities scattered around the globe.

During the course of such campaigning efforts for the Expo, the nation's diplomatic horizons will broaden even further both at the national and local level.

### • 'Global Hub City, Busan' Initiative

Busan, the No. 1 port city in Korea, is home to the 2nd busiest transshipment and 7th largest container port in the world. Busan's unmatched geopolitical advantages have allowed it to develop into a major port city. However, Busan refuses to rest on its laurels as it continues to seek ways to evolve further as a global hub city representing Korea, and ultimately stand shoulder-

to-shoulder with other global hubs such as Singapore, Hong Kong, and Dubai. To these end, the city of Busan aims to create synergies between its five key sectors: logistics, finance, emerging industries, culture, and tourism.

The "Global Hub City, Busan" initiative envisions making Busan the perfect city to live, work, play, and relax in, as well as a city where citizens want to come back and live again, even in their second and third lives. The city of Busan is making ceaseless endeavors bring forth this vision, namely by creating a new wave of transformation and new growth engines encapsulated by innovation.

Busan's city diplomacy efforts also targets such a vision or prosperity. In other words, the city of Busan will care for others, rather than just caring for itself. The city aims to create an desirable and convenient living environment, high-quality culture, a clean natural environment, quality jobs, and a new future together with global cities. To do so, Busan strives to meet with cities located on the other side of the globe—communities with whom we couldn't imagine initiating cooperation with in the past—and make these new city diplomacy efforts a driving force for new innovations yet to come.

### • Sister and Friendship Cities of Busan

Busan has 40 sister and friendship cities in total. By region, the city has 22 sister/friendship cities in the Asia-Pacific region, 7 in the Americas, 6 in Europe, 4 in the Middle East, and 1 in Africa. During the past three years, the COVID-19 pandemic has posed many challenges to organizing face-to-face exchanges between global cities. Nevertheless, Busan has strengthened its city diplomatic network by carrying out a wide variety of alternative interactions in lieu of face-to-face meetings, such as the "Light On" event, postal diplomacy (via the exchanging of letters), and video conferences.

Busan's city diplomacy got its start with its first ever sister city: the city of Kaohsiung in Taiwan. Since signing the sister city agreement with Kaohsiung, the city of Busan has continuously engaged in city diplomacy over the past 60 years by consistently carrying out international exchanges. In the past, Busan enjoyed vibrant relations with such closely neighboring countries, including China, Japan, and those in Southeast Asia where the largest number of Busan's sister/friendship cities reside. Today, the city of Busan has shifted its focus to expanding relations with cities located further away, as well as the capital cities of BIE member countries in an aim to broaden its scope of city diplomacy.

Last year, the city of Busan signed Friendship City MoU's with Tunis in Tunisia, Almaty in Kazakhstan, and Sofia in Bulgaria. This year, Busan aims to further expand its sister/friendship city network with numerous cities in Latin America, the Caribbean, and Africa, with specific plans involving Santo Domingo, Tegucigalpa, and Mombasa due to their strategic importance to Busan's Expo bid. Such efforts are coincide with the broadening of its relations with historic European and Central Asian cities, such as Liverpool, Hamburg, and Samarkand.

The city of Busan regularly hosts the "Eurasia Expedition" event, Busan's flagship city diplomacy event which represents the "Eurasian Gateway City Busan" initiative and involves collaboration with the private sector, government, academia, and media. The expedition serves as a window to promote the theme "Global Maritime Capital of Busan" throughout Central Asia. Furthermore, Busan has plans to participate as a guest city at the 834th Hamburg Port Festival, the largest port festival in Europe, attended by more than 1 million visitors each year. During the festival, the city of Busan will host the "Korea-Busan Festival" event to celebrate the 140th anniversary of the establishment of diplomatic ties

between Korea and Germany. This opportunity will prove to be another opportunity for the city promote Busan's candidacy and bid for the 2030 World Expo to Germany and the rest of Europe.

### • 'World Peace City, Busan' Initiative

Busan is home to the United Nations Memorial Cemetery in Korea (UNMCK) where the fallen UN soldiers who made such noble sacrifices to safeguard peace during the Korean War are interred. The city of Busan is pushing ahead with its plan to promote the UNMCK and the surrounding area as a sacred place, proclaiming it Korea's most cherished heritage site for peace.

Every year, the city of Busan hosts the "UN Weeks in Busan", a commemorative event held from UN Day (Oct. 24) to the Turn Toward Busan event (Nov. 11). The World Peace Forum and a multitude of other hands-on events take place to promote the "World Peace City Busan" initiative and continue the public discourse on peace. By hosting such events, Busan seeks to promote an awareness of the importance of peace to future generations who have been fortunate enough to never have experienced the horrors of war directly. At the same time, the event helps to deepen the city's relations with the 22 UN member states that participated in the Korean War.

There has never been a moment in the history of Busan's development that wasn't of importance. However, 2023 will be a watershed year for the city to take yet another great leap forward. Until the day that it is proudly announced as the host city of the 2030 World Expo, the city of Busan will never cease making connections across the globe as Korea's leading city.



## Local Diplomacy of the Special Self-Governing Provincial Government of Gangwon-do



**2023 Gangwon Forestry Exhibition to open Sept. 22 for 31-day run**  
**Will be featured in Gangwon World Jamboree Center in Goseong, Sokcho, Inje, and Yangyang**  
**Observatory enables visitors to view East Sea, Mt. Seorak at a glance**  
**Five exhibition halls created:**  
**academic events related to forestry and environment, various performances to draw spectators**  
**Exhibition to present activities, including hands-on experiences related to woods and trees**

Gangwon Province will host the 2023 Gangwon Forestry Exhibition, themed “Seeking the Future of the World and Mankind in the Forest”, for 31 days from Sept. 22 through Oct. 22. The exhibition will be held at the Gangwon World Jamboree Center in Goseong, the main venue, as well as in Sokcho, Inje, and Yangyang. The Gangwon Forestry Exhibition, the world’s first forestry expo themed using vast swaths of forestry, will include events related to history, culture, ecology, and environment. The event aims to share a variety of resources and materials related to forestry and strengthen exchange and cooperation while creating new growth engines for the future by nurturing the sustainability of the forestry industry.

Nearly 63% of Korea’s territory consists of forest and 22% of the country’s total forested area is in the Gangwon Province, the province itself being comprised

of 81% forest. On top of that, of the 100 most well-known mountains in the country as chosen by the Korea Forest Service, 24 are in the Gangwon Province. It’s widely thought in Korea that forests and Gangwon go hand in hand, and there is no doubt that forests are one of the region’s primary natural resources. This is all the more significant when considering that the Gangwon Province has succeeded in creating the lush forests of today by restoring devastated forests that were deforested during Japan’s colonial rule and the Korean War. With this in mind, Gangwon is the most natural choice when it comes to matters of enhancing the value of forests, especially considering its accumulated experience and knowhow. Given the string of huge forest fires, including the Uljin-Samcheok fire in 2022 that claimed 168.9 billion won in property damage and burnt 20,923 hectares of forest, Gangwon Province’s role and responsibility cannot be overstated as far as wildfire damage and restoration are concerned as well. It’s none other than the Gangwon Province that embodies the value of forests best, and this is a role that it proudly and faithfully fills. The Gangwon Province is excited to be able to further promote the harmonious coexistence of mankind and forests by hosting the 2023 Gangwon Forestry Exhibition.

Using rich its forestry as the primary theme, including the forest’s history, culture, ecology and environment, the exhibition will boast a variety of events, performances, and attractions. Visitors will also be able to enjoy a variety of foods at the exhibition’s official restaurants and food trucks. Put simply, the exhibition hopes to offer visitors the opportunity to experience the woods a wide variety of new and exciting ways through the countless things to see, enjoy, learn, and eat.

The event will host five halls: the Green Earth Hall themed “encountering the forest of hope”; the Peace and Forest Hall themed “speaking about the forest of

peace”; the Culture Heritage Hall themed “feeling the forest of humanity”; the Healing Hall themed “enjoying the healing power of forests”; and the Forest Industry Hall themed “cultivating a forest of growth.” The Green Earth Hall will feature videos displayed across the walls and floor of an enormous 30 by 40 meter room, with media focusing on the vision of the past, present, and future of the forest in hopes of providing unique insight into solutions to the modern climate crisis. The Peace and Forest Hall, on the other hand, will enable visitors to understand the restoration process of forests devastated during the Japanese colonization and the Korean War.

In the Cultural Heritage Hall, visitors can appreciate media and art portraying the magnificent views of the Gangwon Province’s most scenic spots and listen to the stories of the people protecting the forest, all within a space decorated with Korean paper art flowers. The Healing Hall will provide opportunities





for visitors to interact with performers dressed as fairy tale characters in a fantasy forest and have camping experiences. Various potted plants, flowers, and insects will be on display there as well, as will there be a tree-drawing experience event. In the Forest Industry Hall, visitors can observe clean forest products, wood processing, and other forestry-related activities as well as the promotion halls of companies that have taken the lead in forestry ESG.

In addition, there will be a variety of special shows, including performances by popular singers for the opening and closing ceremonies, children's fairy tale musicals, and concerts. At the same time, regular programs such as busking performances and magic shows will take place on the permanent stage as well as on the outdoor stage at the Pine Cone Observatory. Guests of all ages will also be able to take part in various hands-on experience events. The main venue will be home to regularly ongoing events such as instrumental performances including the ukelele, kalimba, and short bamboo flute. It will also feature DIY woodworking and plaster air fresheners classes. Florist classes will be hosted so that visitors can make small flower baskets and bouquets by hand, and forestry henna and caricature classes will be available for those looking for more artistic experiences. Aspiring entrepreneurs looking to grow forest products will be able to participate in an auction as well as an online live show. Visitors also can experience forest sports like climbing and recharge with a walk along a pine tree path.

Events scheduled in other venues include DMZ peace exploration tours and trekking to Hyangnobong Peak in Goseong. In Sokcho, Lake Cheongcho will host the "the forest of life expressed through lights" light show in addition to thrilling sports climbing experiences. Forest experience programs and essay contests on forest culture will also take place in the Seoraksan Botanical Garden. In Inje, forest commentary contests

will be held at the tourism complex where a forest product festival and Baekdamsa temple stay will also be happening. A natural recreation forest in Yangyang will be home to a woodworking experience event and woodcraft contests. Additionally, each of the four cities and counties have their own autumnal festivals: the Pollack Festival in Goseong, the Seorak Cultural Festival and Chrysanthemum Show in Sokcho, the Autumnal Flower Festival in Inje, and the Salmon Festival and Pine Mushroom Festival in Yangyang. To be sure, visitors will be able maximize their enjoyment by visiting these autumnal festivals in addition to the various venues of the 2023 Gangwon Forestry Exhibition.

In addition, four academic events are scheduled for the main venue and elsewhere during the exhibition period so that experts from home and abroad can exchange ideas related to forestry and the environment. A conference will open on Sept. 22, coinciding with the exhibition opening, for two days in Goseong with the theme "Preservation of Forests and Ecological Restoration in Asia." Other two-day academic events include one in Sokcho titled "Forests in the Era of Carbon Neutrality" on Oct. 5; "Forests and Unification from the Perspective of Literature" on Oct. 12 in Inje; and one final event in Yangyang themed "Sustainable Forest Development Plan in Gangwon in the Gangwon Special Self-Governing Era" on Oct. 18.

The Pine Cone Observatory, measuring 45 meters in height and covering 1.2 kilometers round-trip length, will be erected on the premises of the main venue. The observatory is a landmark platform for the exhibition inspired by pine cones and seeds, and it provides a number stunning views including the most prominent local peaks—such as Ulsanbawi Rock in Seoraksan Mountain—the East Sea, and the streets of Sokcho. Visitors who enter the main venue through the main gate can encounter a 9-meter-

high sculpture inspired by pine nuts, in addition to photo zones in the major exhibition halls, plazas, and gardens to help enhance the atmosphere of the exhibition.

The Gangwon Province has been eagerly publicizing the exhibition to garner global interest and ensure its success, targeting cities and areas with sisterhood and friendly relations with the province. The province also plans to invite government officials from abroad in time for the opening of the exhibition.

The province has been pushing for practical, reciprocal exchanges and partnerships with such areas while bolstering mutual aid through close communications. Gangwon Province has established sisterhood and friendly relations with 32 regions in 17 countries around the world and is pursuing shared growth and mutually beneficial development through the establishment of cooperative partnerships. In June of this year, Gangwon is to be designated the Gangwon Special Self-Governing Province, which will serve as the foundation for the province's tremendous development. We have high hopes that the 2023 Gangwon Forestry Exhibition to be held in the

Gangwon Special Self-Governing Province will draw a great deal of interest and support both domestically and from abroad.

Tickets can be bought online through the website YES24, offline at NH Nonghyup Bank, and through the exhibition's organizing committee. Ticket prices are 10,000 won for ages 19–64; 7,000 won for adolescents; and 5,000 won for children. Free admission is offered to persons of national merit including independence patriots, national basic security recipients, individuals with severe disabilities (including one guardian), seniors age 75+, and children ages 7 and below accompanied by a guardian. Discounts will be offered to groups, Gangwon residents, employees with companies and groups located in the Gangwon Province, seniors age 65–74, and active-duty military personnel and police officers. Discounts are also available for those buying tickets in advance. Details related to ticket purchases and events can be found on the Gangwon Forestry Exhibition website ([www.gwfe.or.kr](http://www.gwfe.or.kr)), official social media channels (Instagram, Facebook, and Naver blog) as well as on YouTube.





## Local Diplomacy of the Provincial Government of Jeollabuk-do



### • Jeollabuk-do Governor Kim Kwan-young's sales diplomacy and achievements



▲ Greeting the envoys of Kenya and Sierra Leone in Korea (Nov. 30, 2022)

Glocalization and practicality are the driving forces for international exchange in Jeollabuk-do (Jeonbuk) that Governor Kim Kwan-young has put in class since taking office in July of last year. His main priority is to push for provincial diplomacy that maximizes the region's strengths in the fields of culture and industry and pragmatic diplomacy that would do substantial good for both the region and local residents.

Governor Kim, as one of Jeonbuk's salesmen, has been the province's greatest advocate for strengthening its competitiveness, taking a hands-on approach by working directly in the field. Upon inauguration, he has made back-to-back trips to United States, Japan, Vietnam and Indonesia has been accomplishing achievements of all kinds through his sales diplomacy.

In this era of glocalization, the importance of going global by capitalizing on unique regional characteristics is growing day by day. Jeonbuk is a region that boasts infinite potential, in a diverse set of industries, including the agricultural bio and carbon industries, Saemangeum, and culture and tourism. The agricultural sector, in particular, is Jeonbuk's greatest strength and major source of growth. Currently, 41 research facilities, including the Rural Development Administration and other farm-related state agencies, are located in Jeonbuk, helping the region lead in the development of Korea's agricultural technology.

The province is focusing on the expansion of Jeonbuk's economic territory by exploring export routes for agricultural products produced in Jeonbuk. In the United States, Japan, Vietnam, and Indonesia, there has been a series of export contracts made with major Korean agricultural food distribution networks such as the Hannam Chain, K-Market, and Mugunghwa General Trade. Export outlets for Jeonbuk's farm and fishery products also have been expanded upon through the establishment of cooperative networks with Korean chambers of commerce and industries in these countries, including CPF Japan and the Union of Korean Foods in Japan.

Jeonbuk is also striving to resume in-person exchanges with overseas regions, which have slowed due to the pandemic, while further expanding exchange areas. The province has diversified its scope of exchanges by agreeing to build a system for seasonal workers through a group meeting celebrating the fifth anniversary of exchange with Vietnam's Dak Lak Province. Furthermore, it has furthered its cultural and public diplomacy by establishing a permanent display of Jeonbuk's handicrafts inside the Shim Soo-gwan Honorary Consulate General in Kagoshima, Japan,

which will soon mark its 35th anniversary.

Meanwhile, Jeonbuk has gained a foothold for cultural trade in Southeast Asia by signing a letter of intent for friendship with Indonesia's province of West Sumatra and promising exchanges in tourism and culture as well as in the agriculture and fishery industries.

Jeonbuk is also scheduled to hold a number of large-scale international events this year, including the Asia-Pacific Masters Games (May 12-20) and the World Scout Jamboree (Aug. 1-12). You can expect Jeonbuk's strengthened international competitiveness to be featured both at home and abroad, propelled by Governor Kim's active sales diplomacy.



▲ Face-to-face talk with China's consul general (July 15, 2022)



▲ Meeting with the leader of Vietnam's province of Dak Lak (Feb 15, 2023)



• Sports enthusiasts from all over the world invited to 2023 Asia-Pacific Masters Games in Jeonbuk

The 2023 Asia-Pacific Masters Games, a festival of sports enthusiasts around the world, will take place in Jeollabuk-do's 14 cities and counties this year.

The Games experienced some ups and downs due to pandemic-related delays along with a new name change. But everyday life is quickly returns to normal as the world enters the endemic phase of COVID-19, and that means spring in the province will be ready to greet delegates from around the world who will participate in the 2023 Games.

The 2023 Asia-Pacific Masters Games will be held in the province's 14 cities and counties for nine days beginning May 12. A total of 26 sports programs—24 official sports and 2 demonstration sports: gate ball and park golf—will take place with more than 10,000 in attendance.

The Masters Games began in 1985, largely focusing on retired professional players and Olympic participants. The Games have, however, developed into an international contest in which any one from around the world who loves sports can participate, regardless of age, sex, or ability. The Masters Games, the continental competition itself, takes place every four years, and the inaugural competition was last held in Penang, Malaysia, in 2018. The second of its kind,

the 2023 Asia-Pacific Masters Games will be hosted by the International Masters Games Association (IMGA) and co-organized by Jeollabuk-do, Jeonbuk Sports Council, and an organizing committee.

The 2023 Masters Games will be the first "international sports for all competition" ever to be held in Korea under the sponsorship of the government. Jeonbuk will further enrich the Games by theming the venue "Enjoy Sports! Play Life" in an effort to encourage people to challenge themselves to engage more in both in sports and interaction with others.



▲ A Jamboree publicity event targeting scouts in the U.S. (Sept. 24, 2022)

period/ venues	May 12 (Friday)–May 20 (Saturday), 2023 (9 days) *opening ceremony (May 13) 14 cities and counties in Jeollabuk-do
scale/ participants	10,000 from all over the world (8,000 athletes, 2,000 accompanying persons)
sports programs	26 sports (24 official, 2 demonstration)
qualifications	retired athletes (world champions, Olympians, national players), athletes affiliated with clubs and amateur players
host/ organizers	International Masters Games Association (IMGA)/Jeollabuk-do, 2023 Asia-Pacific Masters Games organizing committee, Jeonbuk Sports Council

생활체육 국제종합대회

# 2023 전북 아시아태평양 마스터스대회

## ASIA-PACIFIC MASTERS GAMES 2023 JEONBUK KOREA

2023. 5. 12.<sup>FRI</sup> ▶ 5. 20.<sup>SAT</sup>  
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▲ Competition Poster



## "City-Tech.Tokyo 2023": Fostering innovative startups in Japan

By Lee Gwayng-young,  
Second Secretary of GAROK Japan  
(Japan Office of the Governors Association of the Republic of Korea)

The term “startup” was first coined in Silicon Valley in the United States, and it has come to mean “a newly-created company utilizing innovative technologies and novel ideas”. Recently countries around the world have made strenuous efforts to support the creation of startups and strengthen their competitiveness in order to speed up the recovery of a stagnant economy.

Innovative startups are, indeed, at the center of a rapidly changing world. The revitalization of startups contributes to the creation of good jobs and is expected to play a very important role in reinvigorating economies. This is especially true for overcoming weakened national economies, regional economic slumps, and overall economic crises, especially those that resulted from the prolonged COVID-19 pandemic.

As a means revitalizing domestic startups and creating quality jobs, the Governors Association of the Republic of Korea has provided support for civil servants dealing with startups at the local-government level in South Korea through participation in the international “City-Tech.Tokyo 2023” event. From February 27 to March 3, 12 Korean delegates, including startup employees and government officials tasked with handling startups, attended the event in Tokyo and visited an organization promoting the Kobe Biomedical

Innovation Cluster (KBIC).

Creating startups has recently become more important than ever, and as countries around the world have started recognizing startups more and more as engines for national economic growth, they have begun to provide a variety of incentives and support to foster startups. In order to establish a new innovative business ecosystem to better cope with the current sluggish global economy, many nations are actively supporting startup firms that need high value-added technologies in such fields such as healthcare, artificial intelligence (AI), the Internet of Things (IoT), digital healthcare, augmented reality (AR), and virtual reality (VR).

In Japan, the provision of online services has been accelerating as they have rapidly replaced traditional face-to-face communication methods since the outbreak of the COVID-19. In particular, the newly emergent tendencies to be more individualistic and utilize more information technology (IT) are likely to become the new normal. These trends are evidenced by the fact that the IT and electronics industries are growing rapidly despite the current economic crisis. The development of food delivery services, the establishment of personalized image processing platforms, and explosion of video streaming services such as Netflix and YouTube are just such examples.

As a result, virtual reality online platforms like e-commerce, online shopping, delivery services, online education, telemedicine, smart banking, and fintech are expected to see their markets continue to grow. A digital economy centered on remote, online business services will solidify itself firmly as an integral part of our daily lives and the application of new technologies such as big data, 5G networks, VR and AR, and artificial intelligence will only make this more of a reality.

“City-Tech.Tokyo 2023” was held for two days from February 27 to 28 at the Tokyo International Forum in Marunouchi, Chiyoda in Tokyo. This international event was organized by the Tokyo Metropolis to provide one-stop support service ranging from the discovery of promising startups to the launch of new business projects.

This event focused on a vision of “City-Tech,” which is aimed at realizing a sustainable society through open innovation with startups: an approach toward creating a new and sustainable city model by overcoming the challenges of cities, from Tokyo to the world, by means of diverse ideas and technologies.

The event was the first of its kind for startups with some 300 startup firms operating booths and roughly 10,000 attendees from more than 100 cities of 30 countries. It generated a positive effect on promoting collaboration with startups by sharing diverse ideas and technologies as well as expanding investments.

“City-Tech.Tokyo 2023” presented four types of new sustainable city models as its main themes. The first was “Infrastructure x City-Tech”. This model focused on leveraging cutting-edge technology to create safe, secure, resilient city infrastructure. It is also aimed to improve the convenience of short-distance transport within the city through new forms of mobility.

Second was “Living x City-Tech” with the goal of improving support so that people from all walks of life may live a rich and vibrant life.

“Environment x City-Tech”, the third model, was developed to create a decarbonized and synergetic society by rebuilding systems of energy production and consumption. It was also designed to ensure a stable food supply through developing next-generation food products.

The fourth and final model was “Culture x City-Tech”. The purpose of this model was to combine the traditional culture originally present in the city with cutting-edge technologies to create new entertainment possibilities and help people rediscover the city’s charms.

Ben Horowitz, co-founder and general partner at the venture capital firm Andreessen Horowitz, gave a presentation along with other world-renowned speakers during a keynote speech session which focused on how cities will change through “City-Tech” innovation on the path to realizing a more a sustainable society.





### Keynote speeches (world-renowned figures' prospects for "City-Tech")

- ① **Ben Horowitz: Co-founder of Andreessen Horowitz**  
– He is a representative U.S. venture capitalist who invested in Facebook, Slack, Airbnb, and many other well-known startups, and is the author of "The Hard Thing About Hard Things."
- ② **Ulrike Schaede: Professor at the University of California San Diego School of Global Policy and Strategy**  
– Her research focuses on Japanese business strategy, organization, financial market, corporate reorganization, and business creation. She is the author of "Creating Ambidextrous Organizations: Exploration and Exploitation for Overcoming Inertia."
- ③ **Kengo Kuma: Architect, Founder of Kengo Kuma & Associates**  
– He was included in TIME magazine's list of the 100 most influential people of 2021 when he was involved in designing the Japan National Stadium.

World-renowned entrepreneurs also gave lectures on diverse examples of business creation related to the main themes of "City-Tech" and issues about innovation, all in hopes of inspiring students and citizens interested in startups. Additionally, more than 300 startup companies from 30 countries participated in the City-Tech Challenge, a global

contest in which the first prize winner was awarded 10 million yen (about 100 million won).

### Session

- ① Mitsuru Izumo: Founder, President, and CEO of Euglena Co.
- ② Murat Aktihanoglu: Co-founder and Managing Partner of Entrepreneurs Roundtable Accelerator
- ③ Bob Mumgaard: CEO of Common wealth Fusion Systems
- ④ Sachiko Kuno: Executive Director and Co-founder of Phoenixi Co.
- ⑤ Sampo Hietanen: CEO of MaaS Global
- ⑥ Eiko Hashiba: CEO of VisasQ Inc.
- ⑦ Shuo Yang: Lowercarbon Capital Partner
- ⑧ Nida Shah: COO of Web Summit
- ⑨ Richard Liu: CFO of Ehang
- ⑩ Tim Tompkins: Adjunct Professor at Wagner School of Public Service at New York University

On the afternoon of March 1 after the two-day event in Tokyo, the Korean delegation visited Kobe City, a city that has grown into one of Japan's largest biomedical clusters following its recovery from the 1995 great Hanshin-Awaji earthquake.

Kobe, Japan's sixth largest city, is located in the Hyogo Prefecture and is considered a megacity with a population of 1.5 million. Kobe's exports to South Korea were estimated to be 319.97 billion yen in 2022, and its imports from South Korea amounted to 156.55 billion yen.

What's particularly noteworthy is that Japan is supporting startups by using a "hometown tax".

Japan's hometown tax, which was introduced in 2008, is a system for people to convey their gratitude and support to the hometowns or local governments that helped them, or to donate part of their taxes to the local governments of their choice to help revitalize the local economy.

The hometown tax revenue in Japan increased from 8.1 billion yen across 54,000 cases in 2008 to 830.2 billion yen (8.3 trillion won) across 44.47 million cases in 2021. The revenue has been used to finance various measures—tailored to each local government—to reinvigorate regional economies, and to cope with the challenges of a low birthrate and an aging population.

Kobe City has also been carrying out the "Kobe Startup Office" project since August 2016 to support IT-related entrepreneurs by creating a privately-led crowdfunding program using the hometown tax.

Money raised through anonymous donors on the private crowdfunding online site is funneled into the municipal coffers of Kobe as the hometown tax revenue. The funds are then distributed to entrepreneurs to support their business operations. Kobe City also established the "Life-Tech KOBE" startup ecosystem after transforming itself into one of Japan's largest biomedical clusters in the process of recovering from the 1995 great Hanshin-Awaji earthquake.

The ecosystem is designed to enable startups to grow by employing systematic support from regional universities, local governments, local communities, corporations, economic associations, financial institutions, experts, other support organizations, and business incubation centers.

Kobe is taking a number of actions to support startups even further. The city is, for instance, developing business models, providing business launching support funds, and connecting startup

entrepreneurs with corporations. Kobe has also implemented a joint "CHALLENGE" startup support program to deal with the tasks of SDGs (U.N. Sustainable Development Goals). Other efforts include helping startups advance to overseas markets, managing a startup fund worth 11 billion yen, and running business incubation centers such as "Corporate Plaza Hyogo and "Anchor Kobe."

The Korean delegation, organized by the Governors Association of the Republic of Korea, expects that South Korea will be able to develop new strategies to foster startups by learning from Japan's experiences at the "City-Tech. Tokyo 2023" international event and the "Life-Tech KOBE" startup ecosystem.





# Strategy for revitalizing provincial and municipal cultural exchanges through co-hosting Korea-China expo in China's western province of Sichuan

By Kim Sang-gwang,  
Head of GAROK China  
(China Office of the Governors Association of the Republic of Korea)

The year 2023 marks 31 years of provincial and municipal exchanges between South Korea and China since diplomatic relations were first established in 1992. This year also carries added significance as the two countries are expected to revitalize such exchanges as China lifts their pandemic restrictions and moves toward an era of “living with COVID-19”. South Korea and China have so far engaged in 686 cases of provincial and municipal exchange, including the formation of sisterhood ties and the signing of friendship agreements. Consequently, China has become the number one country in terms of local government exchange with South Korea. (Japan is second with 210 cases and the United States ranked third with 187 cases.) South Korea and China have also begun to engage in new types of cultural trade since face-to-face exchanges between the two countries came to a halt in 2020 due to the pandemic. These include the mutual exchange of quarantine equipment, distance meetings through online networks, and interaction through e-commerce platforms. One such example was the provincial and municipal authorities in South Korea and China delivering quarantine equipment and supplies to each other on separate 206 occasions over the past three years. The Chinese side also donated 4.8 billion

won to the Korean Red Cross, boasting even warmer sisterhood relations with South Korea. Considering the above-mentioned achievements, provincial and municipal exchanges between the two countries have exploded in terms of quantity, but there is still much to be desired in terms of quality. Looking at the types of exchanges, administrative cooperation, and cultural exchange accounted for 81.8% of the total exchanges made. These exchanges included visits by municipal and provincial representatives, invitations of local civil servants and college students to training programs, and cultural and sports exchanges. However, economic exchanges and trade such as the marketing of local companies’ products, investment promotion, and exhibition hosting represented just 18.2%. By region, most exchanges have been concentrated in the eastern coastal areas of China largely due to the geographic proximity to South Korea making them a natural choice for Korea’s provincial and municipal authorities. However, this has resulted in there having been relatively little official interaction with the western and central regions of China. The majority of the 26 representative offices of South Korea’s provincial and municipal governments are primarily found in Shanghai (10) and the Shandong

Province (6). This means that more than half of the offices are located in the eastern coastal area of China. The Gyeonggi Province (Gyeonggi-do), which operates out of Chongqing, is South Korea’s only local government that has an official office in western China. In fact, 76.7% of the provincial and municipal interactions between South Korea and China have been centered in three major regions: China’s eastern, northeastern, and northern regions. Eastern China includes provinces such as Shandong, Jiangsu and Zhejiang as well as Shanghai. Examples of Northeastern Chinese locations include the Jilin, Liaoning, and Heilongjiang provinces. The Beijing, Tianjin, and Hebei Provinces represent some

of the partnerships located Northern China . However, only 23.3% of those exchanges have taken place with China’s western, central, and southern regions. As seen in the table below, Korea’s exchanges with nine provinces in western China occupied a mere 9.8% of the total exchanges—3.1% with the Sichuan Province, 2.5% with the Shaanxi Province, 1.3% with Chongqing, 0.9% with the Yunnan Province, 0.6% with the Guizhou Province, 0.4% with the Gansu Province, 0.4% with the Qinghai Province, 0.3% with the Ningxia Hui Autonomous Region, 0.2% with the Xinjiang Uyghur Autonomous Region, and 0.2% with the Xizang (Tibet) Autonomous Region.

〈Table〉 South Korea’s provincial and municipal exchanges with China by region

Regions	Provinces, cities and autonomous regions (No. of exchanges, sisterhood ties/friendship agreements, proportion)	Regions	Provinces, cities and autonomous regions (No. of exchanges, sisterhood ties/friendship agreements, proportion)
North and Central China	Beijing (26 cases, 18/8, 3.79%), Tianjin (12 cases, 5/7, 1.75%), Hebei Province (28 cases, 6/22, 4.08%), Shanxi Province (3 cases, 3/0, 0.44%), Inner Mongolia Autonomous Region (4 cases, 1/3, 0.58%)	Southern China	Guangdong Province (22 cases, 8/14, 3.21%), Guangxi Zhuang Autonomous Region (11 cases, 6/5, 1.6%), Hainan Province (5 cases, 1/4, 0.72%)
	Henan Province (24 cases, 11/13, 3.50%), Hubei Province (22 cases, 6/16, 3.21%), Hunan Province (9 cases, 4/5, 1.31%)		
	Subtotal (128 cases, 54/74, 18.66%)		Subtotal (38 cases, 15/23, 5.54%)
Northeast China	Liaoning Province (72 cases, 26/46, 10.5%), Jilin Province (54 cases, 15/39, 7.87%), Heilongjiang Province (28 cases, 7/21, 4.08%)	Western China	Chongqing (9 cases, 4/5, 1.31%), Sichuan Province (21 cases, 6/15, 3.06%), Guizhou Province (4 cases, 1/3, 0.58%), Yunnan Province (6 cases, 0/6, 0.87%), Xizang (Tibet) Autonomous Region (1 case, 0/1, 0.15%), Shaanxi Province (17 cases, 7/10, 2.48%)
	Subtotal (154 cases, 48/106, 22.45%)		Gansu Province (3 cases, 1/2, 0.44%), Qinghai Province (3 cases, 1/2, 0.44%), Ningxia Hui Autonomous Region (2 cases, 0/2, 0.29%), Xinjiang Uyghur Autonomous Region (1 case, 1/0, 0.15%)
East China	Shanghai (25 cases, 8/17, 3.64%), Jiangsu Province (63 cases, 25/38, 9.18%), Zhejiang Province (54 cases, 12/37, 7.14%), Anhui Province (12 cases, 7/5, 1.75%), Fujian Province (9 cases, 1/8, 1.31%), Jiangxi Province (13 cases, 6/7, 1.90%) Shandong Province (128 cases, 36/92, 18.66%)		Subtotal (67 cases, 22/45, 9.77%)
	Subtotal (299 cases, 95/204, 43.59%)		Subtotal (67 cases, 22/45, 9.77%)
Total (686 cases, 234/452, 100%)			

※Source: Governors Association of the Republic of Korea database



Now in the post-COVID-19 era, it is necessary for both countries to pursue new ways to make substantive progress in further promoting amity between South Korean and Chinese people. This must happen in order to help local businesses advance into the Chinese market and invigorate cross-border e-commerce transactions that can be rooted in the mutual trust built through across 30 years of provincial and municipal exchanges and sisterhood ties. Local South Korean governments need to especially expand upon exchanges with their counterparts in western and central China in order to explore new opportunities.

What are the advantages and opportunities that factor into exchanges for provincial and municipal governments with western Chinese regions during the post-pandemic period? To begin with, West China is the home of China's "Great Western Development" project. This development strategy is part of the country's strenuous efforts to promote balanced regional development after more than 20 years of prioritizing development on China's eastern regions to maximize their economic gains, resulting in a misbalance in the overall development of the country.

This strategy for western development is in line with the key policy of promoting "common prosperity" that President Xi Jinping's has been pushing for since he secured a third term as the leader of China in October 2022. The rapid development of the western regions is apparent when examining their recent economic growth rate. The combined gross domestic product (GDP) of the nine western provinces accounted for 16.8% of China's total GDP in 2022. Their annual average growth rate was estimated to be 3.23%, markedly higher than the national growth rate of 3%. In 2021, the Sichuan Province logged China's sixth highest GDP growth rate at 8.2%, while the Shaanxi Province ranked 14th and Chongqing 17th nationwide.

South Korean companies have actively been making inroads into the Sichuan and Yunnan Provinces. More

than 400 Korean firms such as Hyundai, POSCO, and Lotte are doing business in these regions. There is a particularly high demand for consumer goods, such as footwear, cosmetics and beauty products, pet products, and processed agricultural products, and South Korea's small- and medium-sized companies are exporting just such products to the provinces. What's more is that the western regions of China can serve as a gateway to Central Asia, Europe, and Mongolia. They also can also act as a strategic foothold to promote China's "Belt and Road" initiative. Furthermore, the Chengdu-Chongqing economic circle is China's fourth largest core region for economic growth after the Yangtze River Delta(Shanghai, Jiangsu Province, Zhejiang Province, and Anhui Province), the Pearl River Delta(Guangdong Province, Hong Kong, and Macau), and Jingjinji Region(Beijing, Tianjin, and Hebei Province).

Recently, concerns have been growing over the massive portion of South Korea's exports that the Chinese market occupies, accounting for as much as 25% of all exports. Namely, South Korea suffered a trade deficit with China for the fourth consecutive month in January of this year due to the sluggish exports of semiconductors amid the falling prices of memory chips as well as the shrinking of petrochemical products shipments in the wake of falling oil prices. (The trade deficit was estimated to be \$3.97 billion in January 2023.)

China, South Korea's largest trading partner, has emerged as a strong export competitor with Korea since its success in building up industries that can substitute imports as a manufacturing base. It's hard to say whether South Korea will be able to enjoy a trade surplus with China this year as was the case in the past even though China is expected to reopen its economy as the nation shifts from lockdowns and strict pandemic restrictions to a "living with COVID-19" strategy. Now more than ever, it is crucial that local governments in Korea work together with domestic companies, including small and medium enterprises, to find ways to

make a foray into the different regional markets of China. There are still niche markets in which Korean consumer goods are popular in China's second-, third-, and fourth-tier cities as well as in the central and western regions of the country. On top of that, the Chinese e-commerce market has been growing more than 20% annually and is ripe with even more trade opportunity.

Recognizing the urgency of this situation, the China office of the Governors Association of the Republic of Korea (GAROK) has been considering a more practical and substantial exchange plan following the expansion of online exchanges with China during the pandemic period, ultimately building on existing administrative and cultural exchanges starting in 2023. As a result, the office is preparing to hold a Korea-China local government fair as a platform to bridge local exchanges to the development of strategic local industries including agriculture, manufacturing, information technology (IT), biotechnology (BT), tourism, and culture.

One specific step that GAROK is taking to such ends is hosting the "First Korea-China Local Government Economic and Culture Expo" in the city of Chengdu in the Sichuan Province. This event will be hosted jointly with the National Development and Reform Commission of the People's Republic of China, the Ministry of Commerce, the local government of Chengdu and Sichuan, and the China Chamber of International Commerce. This exhibition will be a milestone in Korean local governments' economic exchanges and will act as a new model for provincial and municipal exchanges with other countries moving forward.

Active participation and effort from South Korean provincial and municipal governments are absolutely essential to ensure the success of the Korea-China local government expo. There are approximately 1,000 civil servants in provincial-level local governments in China who received the training required to effectively work and collaborate with Korea, all thanks to invitational training programs conducted with China over the past

30 years. Small but robust companies and other hidden champions, especially those that are closely related to local governments' strategic industries, need to explore the Chinese market by utilizing those Chinese officials that have been trained for just such interactions with Korea.

It is of utmost important that South Korea's local governments use the Korea-China local government expo actively as a platform to facilitate overseas marketing for promising small- and medium-sized companies. It is also necessary for the representative offices of Korean local governments located China to collaborate with the China office of the Governors Association of the Republic of Korea. The representative offices have been indispensable in their role as liaisons and bases for economic exchange with China.

However, it is no easy task for each representative office to produce results by advancing into the Chinese market on its own. Thus, it is crucial for the representative offices to explore the Chinese market in cooperation with the GAROK China office. A concerted strategy is required to supplement each other's scarce resources and achieve "an economy of scale." We look forward to seeing Korean local governments work out creative and innovative ways of advancing into a variety of Chinese markets.





# Just as there is the Edinburgh Festival in the Northern Hemisphere, there is the Adelaide Festival in the Southern Hemisphere

By Lim Hyo-jin,  
Vice Consul of GAROK Australia  
(Australia Office of the Governors Association of the Republic of Korea)

It's not difficult to find people who have at least once heard of the Edinburgh International Festival, an annual arts festival held in Edinburgh, Scotland. Australia also has a similar festival with its own extensive history and tradition called the Adelaide Festival and it takes place every March in Adelaide, the capital of South Australia. Let's take a close look at the Adelaide Festival and why it is attracting attention as one of the most successful examples of public diplomacy\* conducted by a local government.

\* Public diplomacy refers to diplomatic activities aimed at increasing the influence of a country in the international community by promoting diplomatic relations while also improving national reputation and branding. Public diplomacy is usually achieved by building trust in the nation's culture, tradition, arts, and policies through direct communication with the people of other countries.

## • An overview of the Adelaide Festival

The official name of the festival is the Adelaide Festival of Arts, but it is often referred to simply as the Adelaide Festival. This annual festival is held every March in Adelaide, the capital of South Australia, and 2023 marks the 38th anniversary of the festival since its inception in 1960. Originally a biennial event, the festival has been held every year since 2012 (The Adelaide Fringe has been held annually since 2007).



(Source: World Atlas)

## Highlights of Adelaide Festival 2023

- **The Adelaide Festival: March 3–19, 2023**
  - Adelaide Writers' Week: March 4–9, 2023
  - WOMADelaide: March 10–13, 2023
    - \* WOMADelaide stands for World of Music Arts & Dance—an international music and dance performance held during the Adelaide Festival.
- **The Adelaide Fringe Festival: February 17 – March 19**

## • The outcome of Adelaide Festival 2022

According to the Adelaide Festival Corporation and the South Australian Government, the total admissions earnings of the 2022 Adelaide Festival reached 4.9 million Australian dollars (approx. 4.16 billion won) with a total of 228,737 visitors in attendance. The festival was estimated to have contributed 26.4 million Australian dollars (approx. 22.44 billion won) to South Australia's gross state product (GSP).



▲ Adelaide Festival scene 1 (Source: the Adelaide Festival official website)

## • How the Adelaide Festival got its start

The Adelaide Festival has its roots in Sir Lloyd Dumas's enthusiasm to create one of the world's

largest festivals in South Australia. As a journalist and newspaper executive, he held the first Adelaide Festival on March 12, 1960 under the sponsorship of the University of Adelaide, Adelaide City, and the Bank of Adelaide. At this first event, the artistic directors of the Edinburgh International Festival helped with the planning of the Adelaide Festival. After the success of the inaugural festival, the second Adelaide Festival received support from the South Australian Government. The festival continued to grow larger and larger as it incorporated other events, such as an international music festival, the Adelaide Writers' Week, and WOMADelaide.



▲ Adelaide Festival scene 2 (Source: Adelaide Festival official website)



• Efforts by state and local governments to develop the Adelaide Festival further

In 1998, the local Australian government enacted the Adelaide Festival Corporation Act 1998 and consequently established the Adelaide Festival Corporation, a public organization that would host the festival in accordance with the law. Starting around 1996, Arts South Australia, the Art Gallery of South Australia, and the South Australian Museum took charge of festival planning and hosting. In 2018, these responsibilities were transferred to the Arts and Culture section of the Department of the Premier and Cabinet. Artistic directors are contracted for one year or more years, and only those with world-class abilities and experience in a variety of arts are selected.

Artistic Director of the 2023 Adelaide Festival



• Ruth Mackenzie

- Former drama officer for Arts Council England
- Former director of the Holland Festival
- Former director of the Manchester International Festival
- Former director of the London 2012 Festival
- Former cultural program officer for the 2012 London Olympics

The majority of the operating funds for the Adelaide Festival are provided by the South Australian

state government, but domestic and international donations are also a major source of financing. In 2022, festival organizers raised 2 million Australian dollars (approx. 1.7 billion won)—an amount that exceeded the allotted state budget of 1.25 million Australian dollars (approx. 1.06 billion won).

• Adelaide Fringe, a festival for all to enjoy

Adelaide Fringe, a festival that attracts some 7,000 artists, is also held throughout the city of Adelaide from mid-February to mid-March each year, coinciding with the Adelaide Festival. Like the Edinburgh Festival Fringe, Adelaide Fringe was initially formed out of the spontaneous gathering of local artists who were not invited to the Adelaide Festival but still wanted to perform. In 1975, a corporate body was established to host Adelaide Fringe. “The Made in Adelaide Award,” presented to one (or a team) of the artists who participate in Adelaide Fringe, was first awarded in 2017 with the aim of sending South Australian artists to the Edinburgh Festival Fringe. It includes a cash award of 100,000 Australian dollars (approx. 87.5 million won).

※ Fringe here refers to the border or outer edges of an area. The Edinburgh Festival Fringe became famous in 1947 when artists who were not invited to the Edinburgh Festival performed spontaneously on the outskirts (or “fringes”) of the main festival.



• What makes the Adelaide Festival important?

The Adelaide Festival has established itself as a major stage for South Australian artists, a festivity where audiences can enjoy the arts, a driving force for regional economic growth, and an international cultural event that attracts tourists from all over the world. Accordingly, Adelaide has been promoting the motto “Festival City Adelaide” as part of its brand marketing for the city, and it operates a separate website related to the various festivals held in the city (<https://festivalcityadelaide.com.au/festivals/adelaide-festival/>).

Provincial and municipal governments are expected to play a lively role in promoting public diplomacy, largely because of the Public Diplomacy Act wherein it specifies that local governments are to be the major actors in public diplomacy, working alongside the state. We are certain that South Korea’s local governments will be able to glean new policy ideas and inspiration from Adelaide due to its success in becoming a city famous around the world for its well-organized events.

The Public Diplomacy Act

Article 2 (Definition)

“Public diplomacy” in this Act means diplomatic activities through which the State promotes foreign nationals’ understanding of and enhance confidence in the Republic of Korea directly or in cooperation with local governments or the private sector based on culture, knowledge, policies, etc.

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## By Ha Hong-kook, Secretary General of the Korea MICE Association



### Launch of Glocalism Quarterly, international events, and local diplomacy

International events that were suspended during the global pandemic have begun to resume in full force as the world moves towards treating COVID-19 as an endemic. Major global events such as the Consumer Electronics Show (CES), the world's largest home appliance and electronics exhibition, and the Davos Forum, a world economic forum, were recently held normally, bringing great vitality to the host cities. South Korea, which has consistently ranked high(1st or 2nd) in the global ranking of international conferences according to the Union of International Associations (UIA), is also busy preparing for various international events to be hosted by local governments. Despite the recent numerous difficulties afflicting at present, South Korea is transforming itself from a “want-to-visit country” into a “must-visit country,” fueled by Hallyu (the Korean Wave) and global industrial innovation. Now is the time for local governments to make thorough preparations and enhance their capacity to meet the demand for potential international events to be held in Korea. In order to organize and prepare for such international events, a certain amount of funding

is required. Naturally, the income generated from attendees must offset the overall budget of such events to ensure that they are financially viable. As such, if the number of potential attendees is too low, cities and countries might be reluctant to organize and host international events; the decision whether or not to hold international events is made with the visitor economy keenly in mind. However, this is a short-term and short-sighted perspective. The practical ripple effect of hosting international events, both tangible and intangible, will spread far and wide in a number of diverse ways over the long run. Namely, international events are business events that can play a key role in the kind of diplomacy that local governments can conduct to enhance the image of the region, promote marketing, stimulate local industries and culture, facilitate the exchange of expert knowledge and information, create networking opportunities with experts, attract investment, and revitalize regional economies. The world's attention focuses on the hosts of international events, whether they are cities or provincial regions. In many cases, the successful hosting of major symbolic international events can often offer the opportunity to gain a foothold for growth. As such, local governments in advanced

and emerging countries have prioritized international events, commonly called MICE (meetings, incentives, conferences, and exhibitions), as a strategic industry in which they continue to make substantial investments. Moreover, the world is currently facing such pressing issues as climate change, the need to implement the U.N. Sustainable Development Goals (SDG), and the necessity for the de-escalation of international confrontations. These issues can only be resolved through the kind of dialogue and consensus that can take place at these meetings, conferences, and other international events. Hosting international events of all kinds can also revitalize rural areas that are dwindling due to low birthrates, aging populations, and excessive urban migration by supplementing the “base population” with an “exchange population”. It is not uncommon at all for communities that were once at risk of disappearing to be transformed into world-class attractions through international events that contribute to creating specialized content based on local industries and cultures. However, it is often the case that local governments are hesitant to organize and promote international events due to the preconception

that such events must be large-scale and attract many foreign participants, requiring that organizers build massive infrastructure such as convention centers. The size of an international event is no doubt important, but the ripple effect that results from hosting such an event is more than worth the challenge. Even during the pandemic, there were numerous cases where international events were held in nonconventional ways, such as the 2021 P4G Seoul Summit. Some events have entered a digital era by evolving into metaverse events that adapt virtual reality content, and now time and space constraints are no longer the obstacles to planning an international event that they used to be. Any local government that puts its mind to it can plan and organize a world-class event; it is more possible now than ever to host a small yet influential international event. In the age of the Fourth Industrial Revolution, it is said that we need to transcend high tech to attain “high touch,” and go beyond hard power to gain soft power. Holding international events in this age of great transition will become a core strategy for local diplomacy; we must create not just events, but legacies.





## By Gary Grimmer, CEO of the GainingEdge



### International Events as a Powerful Strategy for Glocalism



▲ Gary Grimmer is the Executive Chairman and founder of GainingEdge, a global business events consulting company based in Melbourne, Australia.

As Korean cities contemplate approaches to global engagement a key goal would be to adopt those strategies that have the highest impact at the lowest cost. A growing trend around the world is cities focusing their attention on hosting business events, or more specifically international congresses and exhibitions, as a highly cost-effective way of building their global networks.

Let's start with the question of impact. Every city would have different goals in relation to their global engagement. Economically, they would have different priority industry sectors that they are trying to develop. Environmentally, a focus on different UN SDGs that most relate to local realities. Socially and politically there are different issues demanding attention. But every city has established a vision strategy for addressing their specific goals and the indicators that they will use in measuring progress.

When applying the concept of glocalism to these goals, the first question would be what types of international engagement would have the greatest impact? In most cases these would be things like foreign direct investment (FDI), attracting corporate offices and plants, talent recruitment, export development, research links, intellectual relationship building and the list goes on. Just as governments meet to share ideas and collaborate on policy solutions, it's important to realise that virtually every enterprise in this world has an association where people with a shared field of interest meet for knowledge exchange and to spark new innovation. And, wherever those associations meet thought leaders, business leaders, investors, traders, entrepreneurs, suppliers, buyers, creators



and innovators from around the world join them.

Reaching all of those types of people is critical to a glocalism strategy. The key is to find the most efficient and cost-effective means of engaging with them. There are basically two ways that a city can build its global networks. One is essentially a push strategy – to deploy resources outwardly – going into various geographical markets to make targeted connections. The other is a pull strategy – to induce those same targeted connections to come to the city. Simply put, “you can go to them, or they can come to you.”

The first approach can be very expensive, many people and communications efforts casting about in a multitude of markets. Business events is an effective strategy for the other. In that approach, cities bring global events which put the city in the limelight, attracting the very people that are key to building global networks. In effect, they come to you and one of the best parts is that they pay their own way. So, you can pay to go to them or they can pay to come to you. In reality, cities need to do both these things, but opportunities to engage directly with global audiences within your own city is a powerful and economical form of glocalism.

This concept can apply to each and every element of a city's vision strategy. There are associations and events that relate to every UN SDG and every social or economic aspiration that a city could

possibly conceive. Most Korean cities would be focused on building their knowledge and creative economies. Cities need intellectual capital to build those industries. A big part of a city's intellectual capital will be the people in the city that are connected globally through associations and their meetings.

Cities of the future are going to develop community wide event legacy strategies. Who are the people in our community who need to be connected? What vision goals can be best advanced through attracting global events? Rather than an ad hoc approach of attracting events and waiting to see what results from them, actually deciding which events to target, setting goals for what to accomplish from them, planning the activities to leverage them and devising the means to measure the impacts.

Daegu did all of this when they hosted the 7th World Water Forum in 2015. It was the world's largest ever event on water issues. There were 40,000 attendees from 168 countries and 900 journalists from around the world. The Korean government awarded Daegu with a 300 B KRW grant for water industry cluster development and designated Daegu as Korea's “Water City.” Daegu's water related industries, R&D facilities and university programs are growing in a world leading way. Daegu has established a global reputation and a global standing as a centre of excellence, commercially, intellectually, scientifically, industrially and socially in relation to clean water.

Conclusion? Hosting business events is a powerful strategy for global trade and intellectual engagement in a glocalised way.







## Ambassador of the Republic of Uzbekistan to the Republic of Korea

Vitaliy Fen

### "South Korea is a reliable friend and closest partner of Uzbekistan"

After the announcement of its Independence, the Republic of Uzbekistan has been establishing close diplomatic relations with the leading nations of the world, including the Republic of Korea.

As a result of a mutual beneficial cooperation in recent years, Uzbek-Korean relations have been upgraded to the level of Special Strategic Partnership. Since the establishment of diplomatic relations between our countries, 18 meetings have been held at the level of heads of state.

As a result of these meetings we have achieved mutual agreements in developing our relationships in political, economic, trade, cultural and humanitarian



fields.

In December 2021, the state visit of the President of the Republic of Uzbekistan Shavkat Mirziyoyev to the Republic of Korea was a historic event in mutual relations.

High-level meetings and negotiations were held in Seoul, and meetings were organized with the leadership of the South Korean parliament and representatives of leading companies.

This historic visit helped to establish a solid foundation for the development of multilateral relations. Within the framework of the visit, the leaders of the two countries issued a joint statement on deepening special strategic partnership relations between the Republic of Uzbekistan and the Republic of Korea.

The President of Uzbekistan noted that the three main areas of cooperation on the agenda for the near term include "green" development, digitization and strengthening of the social protection system. It was proposed to develop all future joint projects, programs and action plans based on these main priorities.



Additionally, the leader of Uzbekistan proposed to declare 2022 as "The year of mutual exchanges between Uzbekistan and the Republic of Korea".

The Republic of Korea is one of the main trade and economic partners of Uzbekistan. In recent years, the number of exchanges and joint ventures has almost doubled. Despite the consequences of the pandemic, multilateral relations continue to develop steadily.

Hundreds of priority investment projects in various sectors of our country's economy have been implemented by the leading South Korean companies. Currently, about 900 enterprises with the participation of Korean investors operate in Uzbekistan.

And overall, the volume of investments attracted from the Republic of Korea have exceeded \$ 7 billion.

In 2021, the amount of investments made by South Korea in our country amounted to \$320 million, that is, 20% more than in 2020. These funds were directed to the development of joint projects in chemical, petrochemical, textile, construction, and agriculture sectors.



In particular, it is important to note the long-term fruitful cooperation with Korea Eximbank and the Economic Development and Cooperation Fund (EDCF). The volume of financing within this fund has reached \$ 1 billion. Significant funds are being allocated to the implementation of new projects in Uzbekistan by 2023.

A fruitful partnership with the Korea International Cooperation Agency (KOICA) is also expanding.

At the present, vast opportunities for businesses are opening up in Uzbekistan, which has long been a center of trade, science, and culture.

The willingness of South Korean companies to support investment projects in Uzbekistan implies their readiness to share best practices, and their practical work in this regard equally serves the interests of both countries.

The South Korean side is supporting our reforms in the areas of rule of law, regional security, religious tolerance, media freedom, and gender equality.

In particular, in July 2022, a roundtable discussion



on “Constitutional reforms in Uzbekistan” was held in Seoul. Representatives of South Korean political experts, expressed their support for the ongoing constitutional reforms in Uzbekistan.

Our countries are strongly cooperating in the fields of health care, pre-school and higher education. As a result of the first major joint project implemented in medicine, the Children's multidisciplinary clinic started operating in Tashkent city in 2020.

The Korean education model is one of the most exemplary ones in the world. It is for this reason that the pre-school education system of our country has been completely reformed based on the advanced experience and knowledge of our partners from Korea.

To develop innovative cooperation between universities and in order to create a permanent platform for their regular communications, it is planned to hold a forum for the leadership of higher education institutions of the two countries in Tashkent later this year.

Our cultural relations are also becoming more active year by year. It would not be a misstatement to say that the opening of the statue of the great poet and thinker Alisher Navoi in South Korea in December 2021 was a huge historical event in the spiritual life of both nations.

The culture and customs of Uzbek and Korean people are very similar. Also the closeness of the mentality of the people and the large Korean diaspora in Uzbekistan play an important role in the development of the friendly relations between our countries.

Our countries supported each other during difficult times. More than 180,000 ethnic Koreans residing in Uzbekistan today have become an integral part of our multinational society.

Last year, we celebrated not only the 30th anniversary of the establishment of diplomatic relations between our countries, but also the 85th anniversary of the

Korean diaspora's arrival in Uzbekistan.

Based on the initiative of the President of Uzbekistan, a Museum of Korean History as well as a library under the House of Korean Culture and Art in Tashkent are currently being established. Close inter-parliamentary cooperation also has a great role in raising the relations between our countries to a higher level.

“Friendship groups” are actively working between the parliaments of the two countries. Their recent meeting was held in Tashkent in August 2022.

Within the framework of establishing close inter-regional relations, mutual cooperation between Tashkent & Seoul, Fergana & Incheon, Samarkand & Gyeongju, Bukhara & Daegu and a number of other cities is developing day by day.

In 2022, the following Governors have visited the Republic of Korea –Fergana region (on March 7–11), Bukhara region (on August 24–27), Tashkent region (on September 5–9) and Syrdarya region (on November 2–5). Besides, the delegations headed by Vice Mayor of Chirchik city of Tashkent region (on September 19–24) and Vice Governor of Namangan region (on December 11–16) visited South Korea. All of these delegations had fruitful meetings with their partners in the provinces and cities of the Republic of Korea.

We have also arranged visits to the Republic of Uzbekistan of the Governor of Gyeongsangbuk-do province Mr. Lee Cheol Woo (on August 10–13, to Tashkent region), the Mayor of Pyeongtaek city Mr. Jung Jang-seon (on November 9–12, to Syrdarya region), the Mayor of Gyeongju city Mr. Joo Nak-young (on December 12–15, to Samarkand and Bukhara regions), the head of the Busan Economic Development Agency under the Busan City Administration (on September 19–20, to Tashkent region), the Busan Information Technology Association under the Busan City Administration (on 23– October 26, to Namangan region).



Along with this, on July 3–7, 2022, Embassy in cooperation with the Korea-Uzbekistan Business Association (KUBA) have organized a visit to Uzbekistan of the business delegation of the Republic of Korea, which included about 200 executives and representatives of Korean companies. During the visit, business forums were held in Tashkent city, Tashkent and Syrdarya regions.

In general, in 2022, the number of mutual visits between different ministries and agencies exceeded 250. Such visits and ongoing negotiations are of great importance in the active continuation of political dialogue and consultations with the aim of comprehensively developing mutually beneficial cooperation between our countries, finding mutually beneficial directions, and synchronizing watches.

Of course, in 2023, representatives of various ministries and departments will continue to exchange delegations.

In conclusion, I would like to emphasize that since the establishment of diplomatic relations, the Republic of Korea has become a proven and reliable strategic

partner of Uzbekistan in all directions, especially in the ongoing economic and social changes, international issues.

In turn, it is in the interests of the Korean side to establish broad relations with Uzbekistan on the political and economic fronts. Based on this, the parties will try to further develop and strengthen their bilateral relations in the near and long term.







## Ambassador of Germany to the Republic of Korea

Michael Reifentstuel

work of mayors and communal structures that help democracy thrive in concrete and tangible ways. Expanding “Urban diplomacy” is one of the goals set out in the current German government’s coalition agreement and is in line with international and multilateral endeavors: The last Sustainable Development Goal 17 encourages multi-stakeholder and civil society partnerships. To achieve substantial progress, the goals of Agenda 2030, many of which are inextricably linked such as good health and well-being, sustainable cities and communities, or climate action, will have to be tackled on a municipal level.

Germany itself has a long tradition of multi-level thinking: As a federal state, we constitutionally grant our provinces and communities many powers and liberties in designing its educational system, maintaining public security, and participating in national policymaking. Some of the federal states even have official representations abroad. This so-called principle of subsidiarity also found its way into the organizational structure of the European Union. With our 7,200 municipal partnerships worldwide, city diplomacy is a key element of Germany’s “Foreign Policy of the Societies”, a term already coined in 1969 by a young visionary state secretary. In particular, after the Second World War, the friendship agreements between French and German cities laid the foundation for a reconciliation of both societies.

2023 marks a special year for the German-Korean friendship with the 140th anniversary of our diplomatic relations. In light of this, it is all the more important to encourage partnerships between our cities and regions as we share many challenges and would benefit from the inspiration and synergies created by glocal cooperation. Both countries strive to decarbonize their transportation sector in the fight against climate change. Thus, the convenience

and accessibility of Korean public transport could serve as a model for German cities. On the other hand, the establishment of bicycle infrastructure and culture has advanced far in cities such as Freiburg and Münster, possible benchmarks for Korean counterparts.

Consequently, in 2016 Freiburg signed a Sister City Agreement with Suwon to exchange views on sustainability, renewable energies, and eco-friendly transportation. As these partnerships have to be fostered on a civil society level and through personal human relations, cultural cooperation and the commitment of associations such as the Freiburg-Suwon Friendship Association and the German-Korean Society are decisive.

The current debate about free public transport for the elderly in Seoul also underscores the common demographic changes and the challenge to ensure an inclusive environment, social welfare, and participation for aging populations. Directly linked to this are matters of migration and integration, which require cooperation and commitment from all levels of governance. Digitalization of the administration is also a recurring theme, a subject area in which German municipalities could gain from the Korean openness to technology, next to the issue of strengthening democracy, the promotion of culture, and youth work.

Lastly, many of our local Korean partners express their interest in the experiences and coping strategies of the regions at the former inner-German border. This highlights that the burdens created by global politics and conflicts are first and foremost felt on a local level. For example, Gangwon-do Province and the Bavarian region Oberfranken are in a lively exchange about cross-border cooperation to preserve national parks. The expertise acquired with the German Green Belt along the former “Death Strip” is of special interest

when planning a peace park in the DMZ.

These partnerships are some examples of how also rural areas can gain from glocalism. And we are very much looking forward to seeing further strengthened ties and cooperation between Germany and Korea on the municipal level in the future. As we share many values and beliefs in this volatile world, Korean and German cities and societies should reap the rewards of international cooperation on every level and in every city.



## Local cooperation in a globalized world

In February 2022, Russia unleashed an unprovoked and illegal war of aggression against Ukraine. Democracy is under attack – and has been under attack in that part of Europe since 2014. Now, more than ever, our citizens need to be confident that democratic structures are a reliable and stable pillar in everyday life – and that their involvement in local politics is the most direct form of civic participation. Indeed, I strongly believe that it is the



## Editorial Review

GLOCALISM QUARTERLY magazine features the diplomatic activities of Korean local governments divided into four main sections.

The first section, “Korea’s Metropolitan & Provincial Government Diplomacy”, covers the local diplomatic activities conducted by metropolitan cities and provinces in Korea. It gives an overview of various activities in a number of fields, including economics, trade, and cultural exchange, according to different topics.

The second section, “Local Government Diplomacy in Other Countries”, introduces the kinds of local diplomacy activities that are being undertaken by local governments outside of Korea. In particular, the six overseas GAROK offices can use this section to share projects being developed by local governments in foreign countries in order to provide guidance that be used by Korean local governments.

The third section, “Partners in Local Diplomacy”, covers specialized institutions and expert opinions that address the specific topic of each issue. In the inaugural issue, for example, the theme “International Events and Local Diplomacy” is discussed in contributions from representatives of international event organizations both in Korea and from abroad.

The fourth section, “Local Diplomacy News”, is a space where foreign embassies in Korea, relevant domestic and international institutions for international exchange, and local governments can promote their projects. The inaugural issue included a summary of the numerous exchanges between Korea and Uzbekistan across a variety of fields on the occasion of the 30th anniversary of the establishment of diplomatic relations between the two countries in 2022. It also provides an overview of news from the Embassy of Germany in Korea to commemorate the 140th anniversary of diplomatic relations between Korea and Germany.

Starting with the Spring 2023 issue, this magazine will regularly cover news on the diplomatic activities of Korean local governments as the seasons change. We hope that this magazine will effectively convey the meaning of “local diplomacy” and serve as a catalyst for emphasizing the importance of international exchange activities for local government.

# GLOCALISM QUARTERLY Magazine

Spring 2023, Volume 1 (Launch Edition)

Date of Publication	March 29, 2023
Publisher	Lee Cheol-woo, Chair of the Governors Association of the Republic of Korea
Editor	International Affairs Department of the Governors Association of the Republic of Korea
English Editor	Bazil (Joseph) Manietta
Address	12F Gwanghwamun Building, 149 Sejong-daero, Jongno-gu, Seoul 03186, Republic of Korea
Tel	+82-2-2170-6042