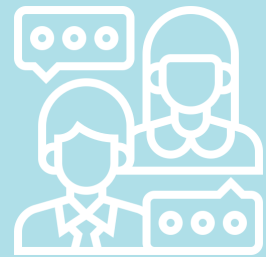




**JBCIA**  
**전라북도국제교류센터**  
Jeollabuk-do Center for International Affairs



The JBCIA supports Jeollabuk-do's efforts to become a global province through international exchanges.



## Contents



## The JBCIA's facilities include...

### JBCIA Reading Café



### Educational Facility



### Seminar room / Meeting room



### Office



## Table of Contents

• Center Facility Guide .....	2	• Greetings .....	4
• History&Organizational Chart .....	3	• Vision & Strategy .....	5
• 2019 Policy Directions & Major Projects .....	6		
• 1. Promoting the internationalization of Jeollabuk-do .....	8		
» Overseas Korean language education projects			
» Public diplomacy infrastructure build-up project			
» Global leader training support project			
» Global citizen cultivation project			
• 2. Jeollabuk-do as a Global Frontier .....	9		
» Jeonbuk type-development cooperation project			
» Global cultural exchange activation project			
		• 3. Letting the world know the charms of Jeollabuk-do .....	10
		» Supporting project for the activation of foreign non-governmental exchange	
		» Theme trips around Jeollabuk-do	
		» Invitation project for exchanges with overseas Korean students	
		» World Hanmadang Festival	
		» Operation of Jeollabuk-do Public Diplomatic Corps	
		• 4. Establishing friendly Jeollabuk-do .....	11
		» Publishing project for Jeollabuk-do PR magazine in English	
		» Support project for Jeonbuk-friendly foreigners	

## History (2015-2019)

2015 '16 '17 '18 '19

**May 29** Announcement of law for the establishment of the Jeollabuk-do Center for International Affairs

**July 26** Inaugural assembly of promoters and founding members

**August 06** Certified for establishment of the center

**August 12** Legally registered as an official institution

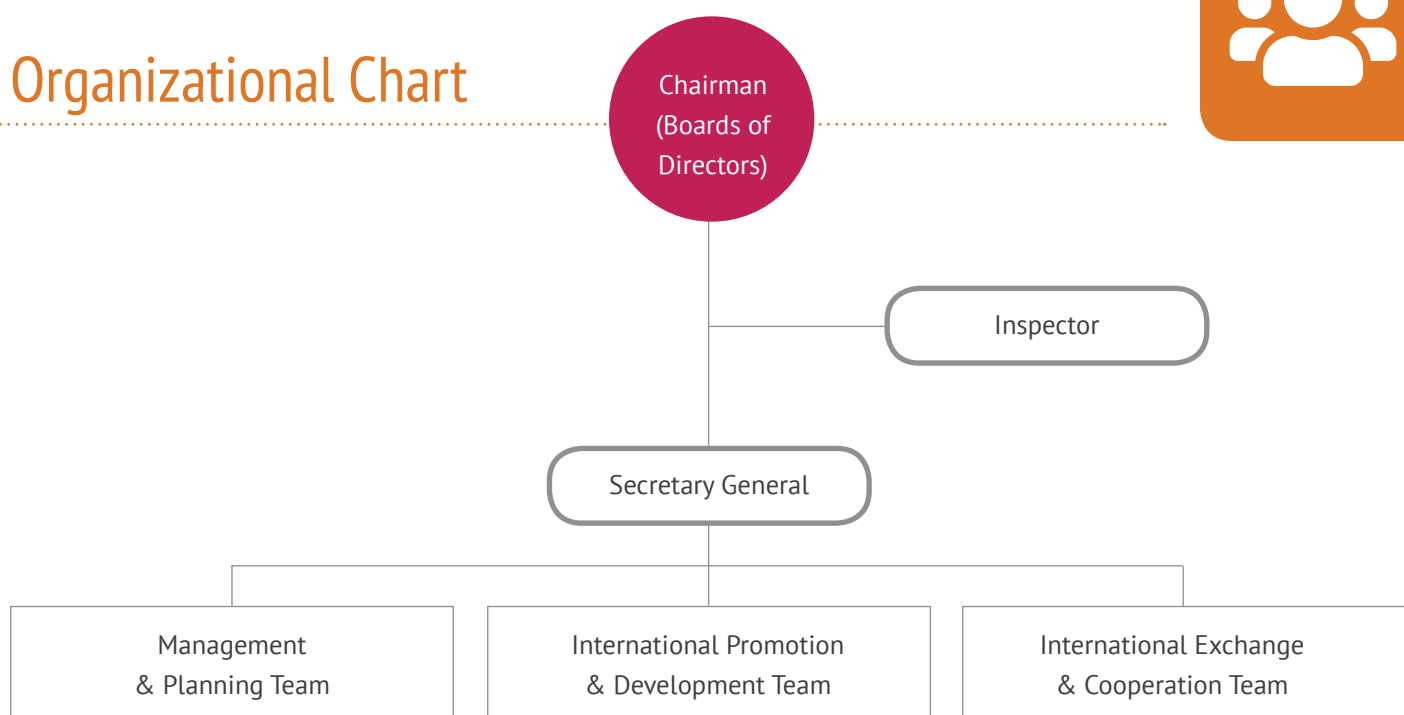
**November 03** Opening ceremony for the center

**09.28** Reorganization of the Jeollabuk-do Center for International Affairs

**01.16** Opening ceremony for relocation of the center

The Jeollabuk-do Center for International Affairs is a specialized institution to contribute to the development of Jeollabuk-do by promoting active international exchanges with foreign regions around the world.

## Organizational Chart







## Greetings:

The Jeollabuk-do center for International Affairs is a specialized institution founded by the Jeollabuk-do Provincial Government in 2015 to improve Jeollabuk-do's international competitiveness by creating a communication platform between native residents and foreigners residing in the area.

We are currently carrying out solid exchange activities with 10 regions of 4 countries by forging sister friendship ties. And we are planning to expand our sister city relationship range into 20 regions of 13 countries by 2021.

The JBCIA engages in various activities such as networking business for international exchange, the development of projects to empower the residents' global capability and supporting projects for foreigners and international students

along with increasing demands of civil international exchanges. The JBCIA will lead the era of global Jeonbuk by further vitalizing international exchanges and continuously discovering related projects to meet the increasing demand of globalization.

The active attention and participation from local residents will provide a great foundation for improving the internationalization of Jeollabuk-do.

Let's unite our hearts and minds together to make Jeollabuk-do as the 'center of Korea and an invigroating province' to feel pride as residents of Jeollabuk-do.

*Thank you!*



# Vision and Strategy

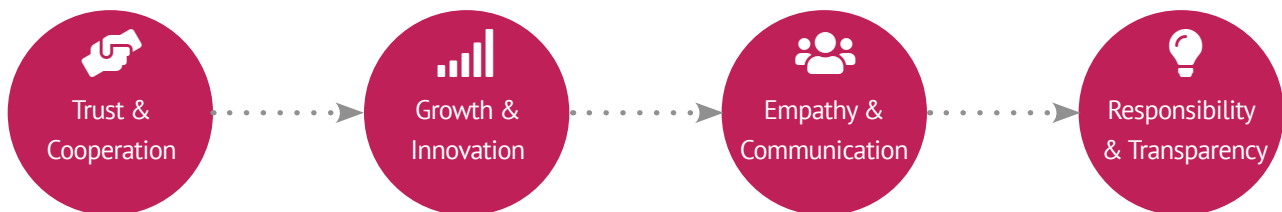
## MISSION

Vitalization of international exchanges between civilians to enhance Jeollabuk-do's international image and promote friendly relations with cities and countries around the world.

## VISION

A specialized public diplomacy institution leading Jeollabuk-do's internationalization efforts.

## CORE VALUES:



## Strategic Direction



### ENSURING INTERNATIONAL COOPERATION NETWORKS

- Increase exchanges with sister cities and regions
- Support private exchanges and strengthen the region's international exchange infrastructure
- Strengthen global cooperative networks between cities, provinces, industries and academia.

### ENHANCING JEOLLABUK-DO'S GLOBAL COMPETITIVENESS

- Expand Jeollabuk-do-style ODA programs
- Nurture next-generation global specialists
- Support global business exchanges and discover exchange markets

### EXPANDING PUBLIC DIPLOMACY NETWORKS

- Enhance communication based on two-way cultural exchanges
- Strengthen public diplomacy and the promotion of Jeollabuk-do
- Support foreign residents and make them enjoy Jeollabuk-do

### ESTABLISHING A FOUNDATION FOR SUSTAINABLE GROWTH

- Establish a sustainable management infrastructure
- Establish an ethical management system to realize social values
- Create a democratic organizational culture

세계 속의 전북을 열어가는 국제교류 활성화  
**전라북도국제교류센터가 함께 합니다.**

## 2019 Policy Directions

### 1. Promoting the **Internationalization** of Jeollabuk-do

- *Strengthening infrastructure of public diplomacy and cultivating talented global citizens*

### 2. Developing Jeollabuk-do as a **Global Frontier**

- *Contributing to the international communities, expanding participation in them, and attracting their attention to Jeollabuk-do by aiding development of underdeveloped countries and conducting traditional cultural performances of Jeollabuk-do*

### 3. Enhancing the **Global Image** of Jeollabuk-do

- *Enhancing the global image of Jeollabuk-do and improving the mutual exchange between foreigners and its citizens*

### 4. Supporting the Living Experiences of **Foreigners**

- *Encouraging foreign residents to promote Jeollabuk-do to their own countries by improving their lives*



## 1. INTERNATIONALIZATION

### • Objectives:

- » Distribute Korean textbooks and support Korean language schools abroad
- » Strengthen infrastructure of public diplomacy
- » Hold the 4th Jeollabuk-do Model UN Conference for Youth
- » Run foreign language master classes, language exchange lounge, and Korean conversation classes

## 1. PROJECTS FOR PROMOTING JEONBUK'S INTERNATIONALIZATION

- Overseas Korean language education promotion project
- Public diplomacy infrastructure build-up project
- Global leader training support project
- Global citizen cultivation project

## 2. GLOBAL FRONTIER

### • Objectives:

- » Discover and support development-cooperative areas such as Đắk Lắk Province, Vietnam
- » Run traditional cultural performances and experience programs in new or existing exchange areas abroad

## 2. PROJECTS FOR JEOLLABUK-DO AS A GLOBAL FRONTIER

- Jeonbuk type-development cooperation project
- Global cultural exchange activation project

# Policy Direction Objectives 2019

# Major Projects

## 3. GLOBAL IMAGE

### • Objectives:

- » Conduct non-governmental exchange activities with sisterhood areas to teach them about Jeollabuk-do
- » Implement various seasonal or regional theme trips
- » Invite Korean youth abroad for exchange projects
- » Hold 'World Hanmadang Festival' for communication & harmony between citizens & foreigners
- » Build a pool of international exchange talents by operating the Jeollabuk-do Public Diplomatic Corps to prepare for the 2023 World Scout Jamboree

## 3. PROJECTS FOR LETTING THE WORLD KNOW THE CHARMS OF JEOLLABUK-DO

- Support project for the activation of foreign non-governmental exchange
- Theme trips around Jeollabuk-do
- Invitation project for exchange with Korean youth abroad
- World Hanmadang Festival
- Project for Jeollabuk-do public diplomatic corps

## 4. FOREIGNERS

### • Objectives:

- » Encourage foreigners to contribute to the story of Jeollabuk-do as viewed from a foreigner's perspective in an English publicity magazine, and distribute it all over the world
- » Encourage foreigners to feel proud of their lives in Jeollabuk-do and run foreigner support projects to induce their participation in Jeollabuk-do society

## 4. PROJECTS FOR ESTABLISHING FRIENDLY JEOLLABUK-DO

- Publishing project for Jeollabuk-do PR magazine in English
- Support project for Jeonbuk-friendly foreigners

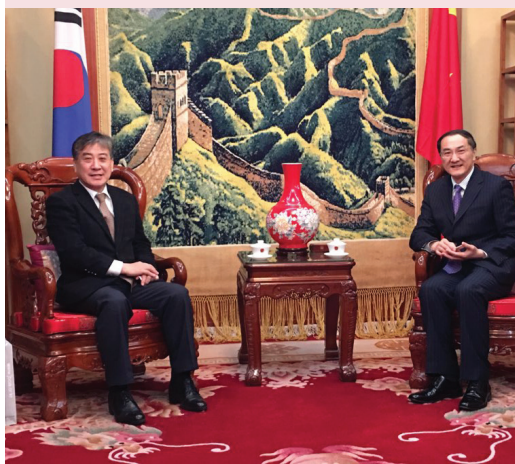
# 1 Projects for Promoting the Internationalization of Jeollabuk-do



## OVERSEAS KOREAN LANGUAGE EDUCATION PROJECTS

Creating Korean-language education environment and atmosphere of friendly Jeollabuk-do and establishing a foundation for non-governmental exchange by distributing Korean textbooks containing contents related to Jeollabuk-do.

- Publishing TOPIK textbooks with culture, life, and other contents of Jeollabuk-do  
» *TOPIK (Test of Proficiency in Korean)*
- Promoting the culture of Jeollabuk-do, activating non-governmental exchange networks, & fostering Jeonbuk-friendly talented persons through the support of overseas Korean language centers



## PUBLIC DIPLOMACY INFRASTRUCTURE BUILDUP PROJECT

Strengthening sustainable network through building offline database for optimizing human resource management of citizens, foreigners or Korean residents abroad and establishing a collaborative system with related organizations.

- Building an offline database for management & utilization of human networks
- Establishing a collaboration system with the central government & related orgs
- Mutual exchange through workshops with Member Orgs of the Korean International Exchange Practice Network



## JEONBUK TYPE-DEVELOPMENT COOPERATION PROJECT

Promoting the development and mutual exchange-cooperation of underdeveloped countries, and spreading agriculture and traditional culture, which are the strength of Jeollabuk-do. Contributing to international communities and expanding its participation through Jeonbuk-type international development cooperation projects.

- Expanding Jeonbuk type-development & exchange in underdeveloped countries and fostering Jeonbuk friendship areas through international development cooperation projects such as ODA and cultural exchange programs

※ Jeonbuk is the abbreviated name of Jeollabuk-do







### GLOBAL LEADER TRAINING SUPPORT PROJECT

Raising interest and awareness of Jeonbuk youths toward the UN or international communities, and establishing a growth platform for global citizens, and cultivating their global mind.

- 4th Jeollabuk-do Model UN Conference for Youth
- Tour programs for foreign affairs-related organizations
- Africa Model UN Conference
- Global school for young students of Jeollabuk-do



### GLOBAL CITIZEN CULTIVATION PROJECT

Securing fluent foreign language speakers who can actively cope with international events and operating an exchange lounge to deeply understand the characteristics of overseas culture and to learn various and wide perspectives as citizens of the world.

- Foreign language master classes
- Language exchange lounge
- Culture Day
- Korean conversation classes

## Projects for Jeollabuk-do as a Global Frontier

# 2



### GLOBAL CULTURAL EXCHANGE ACTIVATION PROJECT

Enhancing the communication between Jeollabuk-do and other countries through the global cultural exchange activation programs, inducing their interest in Jeollabuk-do, and building an environment of friendly relationship between countries.

- Expansion of the base of Jeollabuk-do International Exchange Network through traditional culture experience programs
- Activation of non-governmental exchange through traditional performances and experiences of Jeollabuk-do

# 3

## Projects for Letting the World Know the Charms of Jeollabuk-do



### SUPPORTING PROJECT FOR THE ACTIVATION OF FOREIGN NON-GOVERNMENTAL EXCHANGE

Promoting friendship and sustainable network through non-governmental exchange activities for residents of sisterhood relationship and friendship area with Jeollabuk-do.

- Cultural & sports exchanges between private organizations in sisterhood relationship and friendship areas
- Promotion of new regional exchanges through cooperation with international exchange organizations

### THEME TRIPS AROUND JEOLLABUK-DO

Implementing various Jeollabuk-do experience programs for foreigners and improving the global image of Jeollabuk-do.

- Theme trips around Jeollabuk-do according to season & regional characteristics
- Jeollabuk-do publicity in connection with local festivals

### INVITATION PROJECT FOR EXCHANGES WITH OVERSEAS KOREAN STUDENTS

Conducting exchange activities such as culture & historical experiences through visits of overseas Korean youth, and establishing a network with the students in Jeollabuk-do to induce the growth of the next generation of leaders.

- Sharing exchange activities through matching overseas & Jeonbuk youth
- Experiencing Korean farming, schooling, traditional & modern culture



### PUBLISHING PROJECT FOR JEOLLABUK-DO MAGAZINES IN ENGLISH

Providing foreigners in Korea and abroad with a magazine about life and information in Jeollabuk-do as viewed and experienced by foreigners

- Quarterly publication, four times a year

## JEONBUK LIFE MAGAZINE







### WORLD HANMADANG FESTIVAL

Improving the cultural acceptance as a global citizen and promoting the excellent culture of Jeollabuk-do by holding festivals for mutual understanding and harmony between Korean citizens and foreigners in Jeollabuk-do.

- Korean speech contest for foreign students
- Global music festival & sports games for foreigners
- Various events such as K-POP performances and the Golden Bell Quiz contest



### OPERATION OF JEOLLABUK-DO PUBLIC DIPLOMATIC CORPS

Enhancing participatory public diplomacy with citizens for the 2023 Saemangeum World Scout Jamboree in Jeollabuk-do and expanding the pool of international exchange professionals to communicate with the world.

- Regular public diplomacy forums to strengthen global competence of citizens
- Supporters for the Jeollabuk-do Center for International Affairs
- Foreign Student Ambassadors for Jeollabuk-do

## Projects for Establishing Friendly Jeollabuk-do

# 4



### SUPPORT PROJECT BY FOREIGN COMMUNITIES IN JEOLLABUK-DO

Fostering the positive perception of Jeollabuk-do by providing programs to improve and aid the settlement conditions of foreigners residing in Jeollabuk-do and expanding their participation in community activities

- Korean language classroom for foreign workers
- Union Festival for Foreign Workers
- Support projects for foreign communities
- Organization of foreign representatives and volunteer groups



The most "Korean" province with more than a thousand years of history!

## Meet the proud Jeollabuk-do

Keeping arts and tradition for more than a thousand years, Jeollabuk-do has remained the most Korean province, being aware of the precious values of the past. The best trip to give impression and memory for all! Begin a trip to the millennium in Jeollabuk-do.



A World Festival prepared by Jeollabuk-do

## 2023 SaeManGeum 25th World Scout Jamboree

The World Scout Jamboree, held every four years, is an international festival that goes beyond the differences of race, religion, ideology, and culture. In WSJ, scouts become one big family. In 2023, more than 50,000 young people from 169 countries will participate in the Jamboree.

**Time:** August 2023 (for 12 days)

**Place:** SaeManGeum Tour & Leisure Site District 1 (10,000,000m<sup>2</sup>)

**Size:** More than 50,000 participants from 169 countries

**Slogan:** Draw your Dream!





### 3 SISTERHOOD RELATIONSHIP REGIONS IN 2 COUNTRIES

- The State of New Jersey (U.S.A)
- The State of Washington (U.S.A)
- Jiangsu Province (China)

### 7 FRIENDSHIP REGIONS IN 3 COUNTRIES

- Kagoshima Prefecture (Japan)
- Ishikawa Prefecture (Japan)
- Shanghai City (China)
- Shandong Province (China)
- Yunnan Province (China)
- Đắk Lắk Province (Vietnam)
- Cà Mau Province (Vietnam)



**JBCIA**  
**전라북도국제교류센터**  
 Jeollabuk-do Center for International Affairs

Zip code: (54969)  
 Address: 276 Hongsan-ro, Wansan-gu, Jeonju-si, Jeollabuk-do  
 Tel: +82-63-280-6100  
 Fax: +82-63-280-6129  
 Homepage: [www.jbcia.or.kr](http://www.jbcia.or.kr)  
 Facebook: [www.facebook.com/jbcia151001](https://www.facebook.com/jbcia151001)