



The **JBCIA**
takes the lead to elevate
the international profile of
Jeollabuk-do by promoting
the practice of international exchange



전라북도국제교류센터
Jeollabuk-do Center for International Affairs

The JBCIA supports the global endeavors of Jeollabuk-do.



Asia-Pacific Masters Games 2022 Jeollabuk-do, South Korea

The World Masters Games were organized by the International Masters Games Association (IMGA) and were started to encourage sports activities in middle-aged (aged 35 or more) adults around the world and has drawn three times as many athletes as the Summer Olympic Games.



25th World Scout Jamboree 2023 in Saemangeum

As the world's leading international youth event, the World Scout Jamboree is a global youth camp organized every four years by the World Organization of the Scout Movement (WOSM).

Period | 12 days in August 2023

Venue | Saemangeum Tourism Leisure District I
(9.9km², 3,000,000 pyeong)

Scale | 50,000 participants from 170 countries

Theme | Draw Your Dream!

Organizer/host | World Organization of the Scout Movement/
Korea Scout Association



URI Global Lounge

The URI Global Lounge is a multi-functional space where the residents of Jeollabuk-do can experience a wide range of diverse cultures and interact with foreigners.

URI Global Lounge?

※**Ugul-La: a compound word:** “Ugul-Ugul” (an onomatopoeic Korean phrase, which describes the sound of a busy crowd mingling and bustling) and “La-la-la-la” (a universal expression used to signify someone enjoying a pleasant time)

U

Understanding the world

Understand the world through Global Citizenship Education (GCED)

R

Refresh your mind with various world culture

Refresh your mind by experiencing rich and varied world cultures

I

Increase your chances of meeting new people

Opportunities to make new friends



Global Culture Zone



Open Library (Book Café)



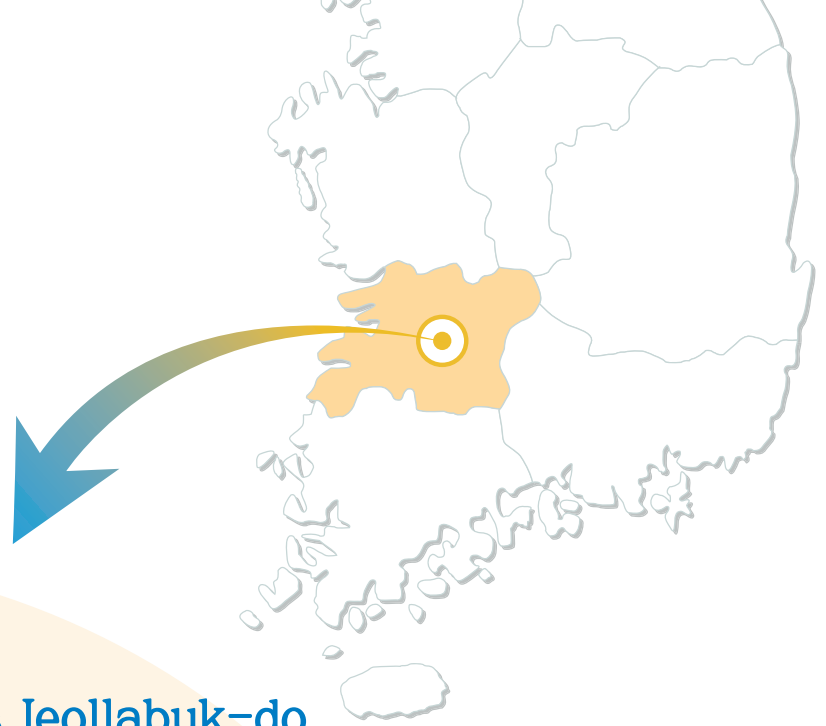
VR Experience Zone



Global Citizenship Education Classroom



- **Operating hours:** Mon thru Fri, 10:00-18:00 (except weekends and holidays)
- If you wish to visit or use the URI Global Lounge, please visit our website (www.jbcia.or.kr) or contact us by phone at 063-280-6104.



The JBCIA promotes Jeollabuk-do, so that the citizens of Jeollabuk-do can prosper with the citizens of the world.

The JBCIA is a public diplomacy institution established by Jeollabuk-do with the aim to enable the province to emerge as a pillar of the Pan-Yellow Sea Regions and to enable broad exchanges with various cities of the world, allowing residents to increase their understanding of international affairs, thus enhancing the residential conditions of foreign residents.

To support the province's desire towards globalization, The JBCIA plans to explore exchange with 20 cities and provinces of 13 countries by 2021 to build Jeollabuk-do, rising to meet the challenges of globalization.

Besides, The JBCIA is dedicated to contributing to the international community and assisting developing countries through Jeonbuk*-type development cooperation projects applying the province's strength in culture and agricultural technology and endeavors to be part of the national government's policy efforts to promote cooperation with ASEAN countries.

Furthermore, The JBCIA runs a global school and a world citizenship cultivation program to help residents grow as a world citizen, encourages foreign residents to participate in the community, and improves their residential conditions, thereby cultivating a positive image of the province for foreigners residing in the province.

Moving forward, we are committed to promoting international exchange to cope with the demands of globalization, and develop projects to lead a globalized Jeollabuk-do. We look forward to having your unwavering patronage, support, and interest in the efforts of the JBICA.

* "Jeonbuk" is the abbreviated name of Jeollabuk-do.

| History

Linking the world, Building relations

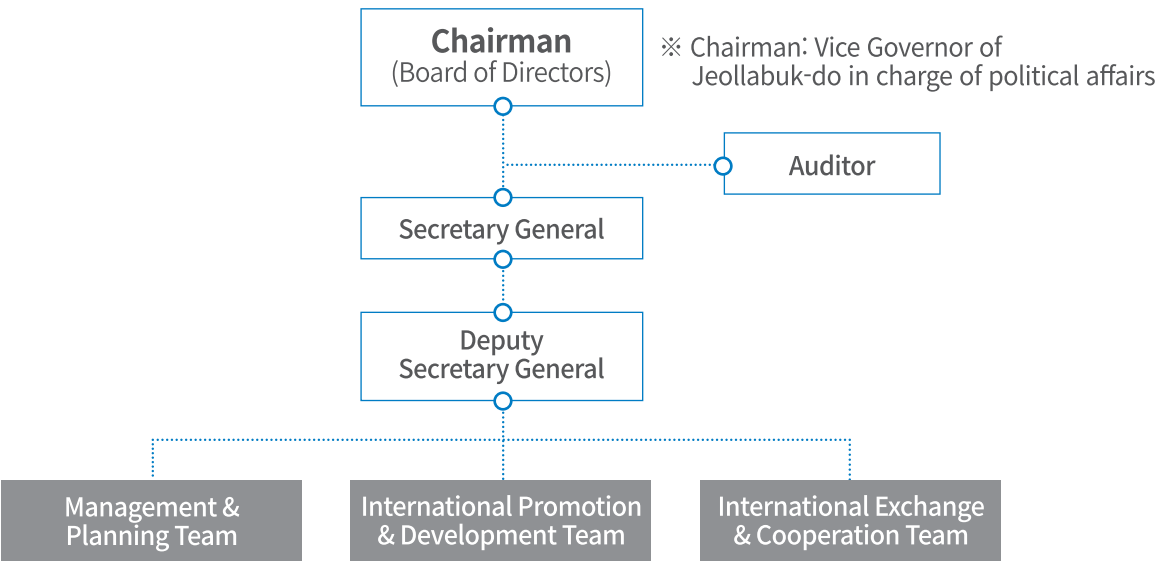
A specialized public diplomacy institution that leads the era of global Jeollabuk-do

Founded in August 2015, The JBCIA has strived to promote the international exchange of Jeollabuk-do and the private sector and has spearheaded efforts to strengthen the international competitiveness of the province and build the capacity of residents as a world citizen. The JBCIA will intensify public diplomacy efforts so that Jeollabuk-do may rise as a frontrunner of globalization in the Republic of Korea.

*Jeollabuk-do!
Commencement
of a global
leap-off!*

- Jan 16, 2018** Relocation of the JBCIA (Hyoja-dong, Jeonju City)
- Dec 21, 2018** Second reorganization of the center
- Sep 28, 2017** First reorganization of the center
- Nov 3, 2015** Opening ceremony of the center (Palbok-dong, Jeonju City)
- Aug 6, 2015** Approval of the JBCIA establishment
- May 29, 2015** Enactment of the ‘Ordinance Related to the Foundation and Operation of the Jeollabuk-do Center for International Affairs’

| Organization Chart





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

Linking the world, building relations

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

Strategic Directions

Ensuring international cooperation networks

Enhancing Jeollabuk-do's global competitiveness

Expanding public diplomacy networks

Establishing a foundation for sustainable growth



Major Projects for 2020

01

Promoting
the Internationalization of
Jeollabuk-do

- Operating Saemangeum Korean Language Center
- Cultivating next-generation global leaders
- Building the capacity of Jeollabuk-do residents for globalization
- Participating in the KOICA ODA Young Professional Program

02

Developing
Jeollabuk-do as
a Global Frontier

- Jeonbuk-type international development & cooperation projects
- Expanding the networks of international exchange

03

Letting the
World Know the Charms of
Jeollabuk-do

- Expanding overseas sister and friendship city relationships
- Introducing Jeollabuk-do themes
- Launching Saemangeum public diplomacy

04

Establishing
a Friendly Jeollabuk-do

- Publishing the Jeollabuk-do promotional magazine in English and Chinese
- Assisting foreigners in Jeollabuk-do

01

Saemangeum Korean Language Centers overseas project

Projects for Promoting the Internationalization of Jeollabuk-do

Supporting the operation of the Saemangeum Hangul Academy and distributing Korean language textbooks covering the promotional aspects of Jeollabuk-do, thereby creating a favorable public view of Jeollabuk-do overseas, fostering a supportive environment to attract international students arriving in or coming back to Jeollabuk-do, laying the groundwork for expanding private-sector exchange.

- Supporting the operation of the Saemangeum Hangul Academy
- Expanding the boundaries of international exchange network while equipping learners of the Korean language to match the linguistic requirements of the Korean workplace



Global leader cultivation project

Cultivating the global perspectives of youths in Jeollabuk-do and initiating a future growth platform for global citizens by guiding youths to become interested in the United Nations and global issues in general.

- Hosting a model UN conference for youths
- Arranging visits to international organizations
- Offering on-site classes for international exchange
- Holding Dream & Hope Camp in Qingdao, China



Project for the capacity building of Jeollabuk-do residents for internationalization

Training language professionals to support hosting international events such as the 2022 Asia-Pacific Masters Games and the 2023 Saemangeum World Scout Jamboree, providing opportunities for residents to experience foreign cultures.

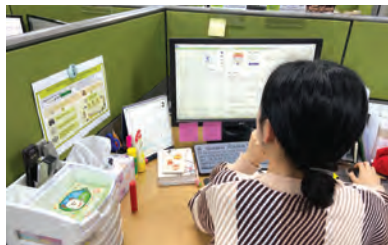
- Operating a special class to train volunteer translators for the Jamboree
- Offering language lounges for learning English, Chinese, and Vietnamese
- Hosting foreign culture & photo exhibitions to celebrate the World Day for Cultural Diversity



KOICA ODA Young Professional Program

Supporting global talent cultivation by providing young adults with an opportunity to participate in KOICA's ODA projects and to enhance job competency.

- Youth internship program (1 person, 7 months)
- Operating KOICA ODA Young Professional Program



02

Jeonbuk-type international development & Cooperation projects

Projects for Developing Jeollabuk-do as a Global Frontier

Promoting exchange and cooperation with developing countries and disseminating agricultural skills and the traditions and culture of Jeollabuk-do, contributing to the international community, laying the groundwork for international exchange.

- Building a Friendship Village in the Dak Lak Province of Vietnam
- Installing libraries in Mongolia
- Participating in KOICA's new development cooperation projects



Expanding the networks of international exchange

Fostering interest in Jeollabuk-do by offering cultural experience programs, enhancing the image of the province, and building an environment conducted to exchange with foreign private institutions.

- Operating Korean culture experience programs
- Building a cultural exchange network





03

Overseas sister and friendship relation regions project

Pursuing private-sector exchange between Jeollabuk-do and sister and friendship cities.

- Implementing private-sector exchange of culture, arts, and sports
- Holding international exchange events cooperating with international organizations



Theme trips around Jeollabuk-do

Inviting foreigners in Jeollabuk-do and abroad to the province to visit various tourist attractions in the 14 cities and counties of the province, allowing them to experience the beauty of Jeollabuk-do, thereby enhancing the global image of the province.

- Conducting thematic visit programs that introduce the tradition and culture of Jeollabuk-do by season and geographical characteristics
- Operating programs to publicize and promote the 2022 Jeollabuk-do Asia Pacific Masters Games and the 2023 Saemangeum World Scout Jamboree



Saemangeum public diplomacy project

Preparing for the 2021 Pre-jamboree events, the 2022 Asia Pacific Masters Games, and the 2023 Saemangeum World Jamboree, building up the public diplomacy capacity of residents and publicizing these international events to foreigners in and out of the province.

- Holding a preliminary training workshop for the Saemangeum World Scout Jamboree and the Saemangeum Public Diplomacy Forum
- Supporting international events held in Jeollabuk-do and other related organizations with translation and interpretation services



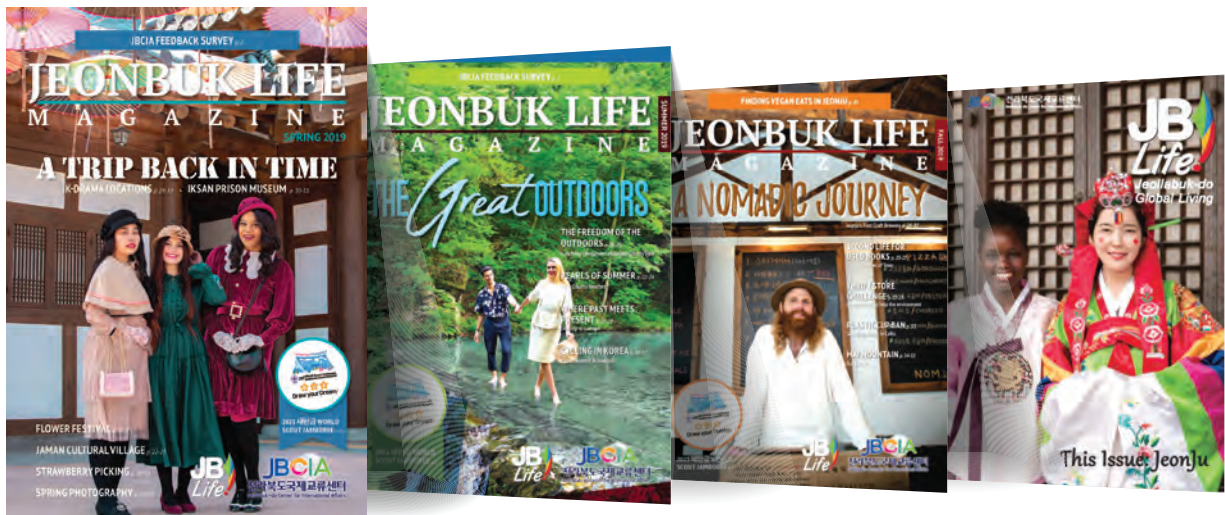
04

Projects for Establishing a Friendly Jeollabuk-do

Publishing JB LIFE, a foreign language promotional magazine of Jeollabuk-do

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

- Quarterly publishing in English with Korean and Chinese translation
- Sharing viewpoints of foreign residents living in Jeollabuk-do

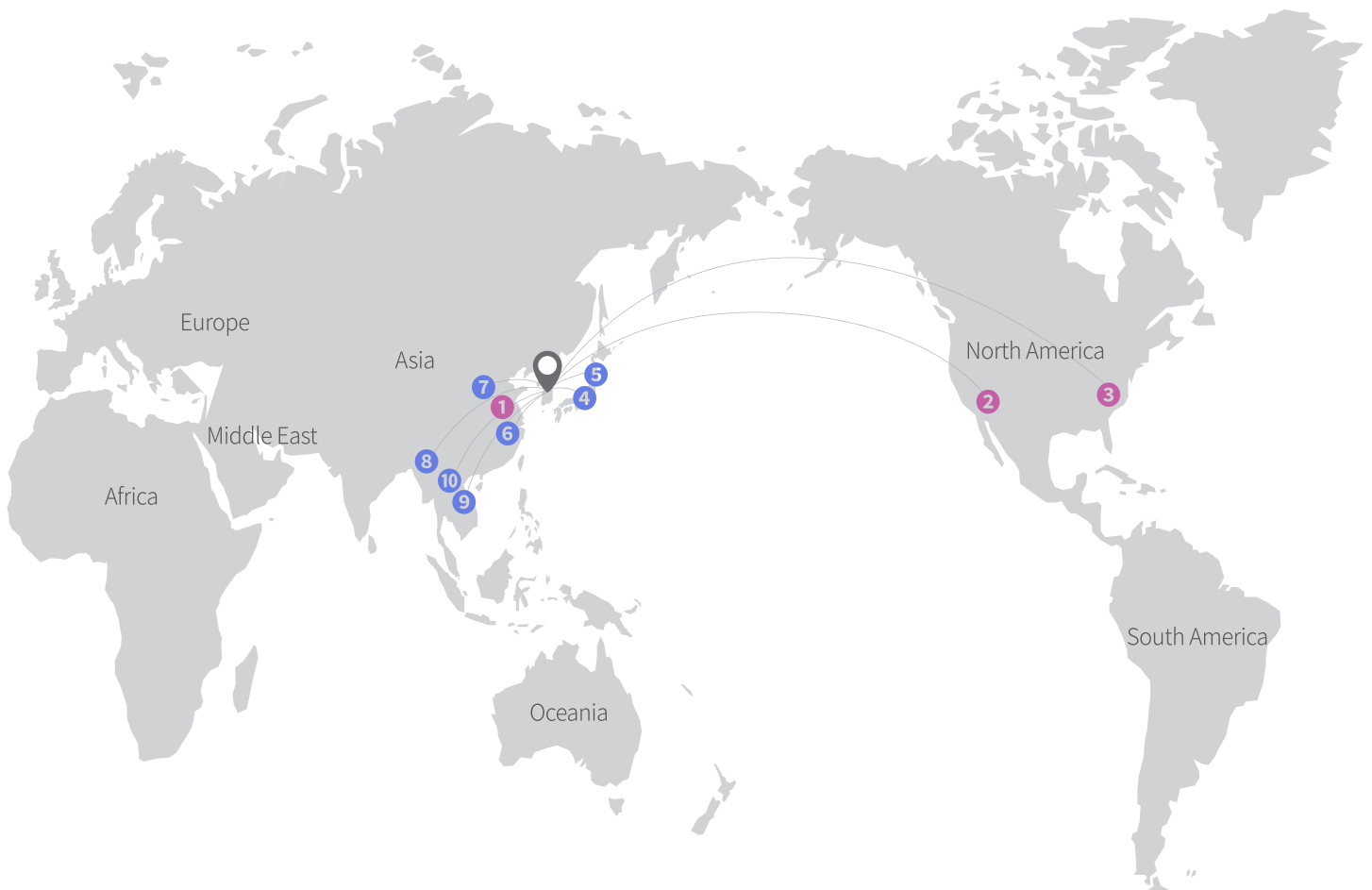


Projects for supporting foreign communities in Jeollabuk-do

Providing customized support to foreign residents, the JBCIA helps foreigners settle down comfortably and get involved in the local community

- Supporting projects of foreigners' club
- Hosting Union Festival for foreign workers
- Holding foreign resident volunteer community activities (street clean-up, etc.)
- Offering guidance for settlement of foreign students residing in Jeollabuk-do





Current Sister-city Relationships / Friendship Cooperation Regions

(as of January 2020)

Sister Cities (3 cities)

- 1 China Jiangsu Province
- 2 United States State of Washington
- 3 United States State of New Jersey

Friendly Cooperation Regions (7 cities)

- 4 Japan Kagoshima Prefecture
- 5 Japan Ishikawa Prefecture
- 6 China Shanghai
- 7 China Shandong Province
- 8 China Yunnan Province
- 9 Vietnam Dak Lak Province
- 10 Vietnam Cà Mau Province



Jeollabuk-do Center for International Affairs

(as of January 2020)

Overseas Saemangeum Korean Language Centers (3 regions)

- Vietnam Dak Lak Province
- Laos Luang Prabang
- Russia Primorsky Krai

Cultural Exchange Network Countries (7 countries)

- United States
- Japan
- Russia
- Vietnam
- Laos
- Germany
- Mongolia

Jeonbuk-type Development Cooperation Regions (3 regions)

- Vietnam Dak Lak Province
- Nepal Puttar
- Mongolia Ulaanbaatar



Charter for Human Rights Management



We at the JBCIA, promote the international exchange of Jeollabuk-do province and the private sector, enhance the global image of the province, and foster friendly international relationship based on human rights management.

As the public diplomacy institution of Jeollabuk-do, we declare this Charter for Human Rights Management set forth below in order to protect and promote the human rights of all stakeholders, including employees related to management activities and shall make efforts to establish and spread human rights management.

First, we respect and support the 35 covenants of universal human rights that are stipulated under the International Bill of Human Rights.

Second, we make efforts towards carrying out the principles of non-discrimination with a sense of responsibility for protecting and promoting the human rights of all stakeholders at home and abroad.

Third, we prevent infringement on human rights and make active efforts for providing remedies to human rights violations through a proper procedure.

Fourth, we prohibit discrimination based on race, religion, gender, disabilities, political inclination, or place of birth and respect diversity.

Fifth, we ban forced and child labor, and observe all rules and principles of labor ratified by the Korean Government and recommended by the ILO concerning health, safety, and working hours.

Sixth, we respect the traditions and cultures of foreign countries while implementing domestic and international projects and ensure that the human rights of residents are not violated.

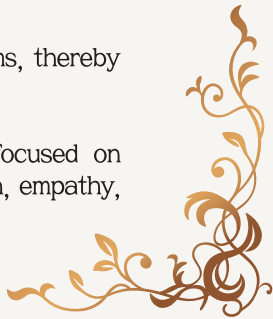
Seventh, we safeguard workers' freedom of association and collective bargaining.

Eighth, we foster safe and healthy working conditions and guarantee the industrial safety and the environmental rights of workers.

Ninth, we fairly treat collaborators and institutions through responsible management of a supply network, carry out management based on human rights, and provide fair compensation.

Tenth, we provide precise and correct information on projects and programs, thereby protecting the right of consumers to know.

Eleventh, we are dedicated to achieving human-centered management focused on human rights by promoting trust, cooperation, growth, innovation, empathy, communication, accountability, and transparency.





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