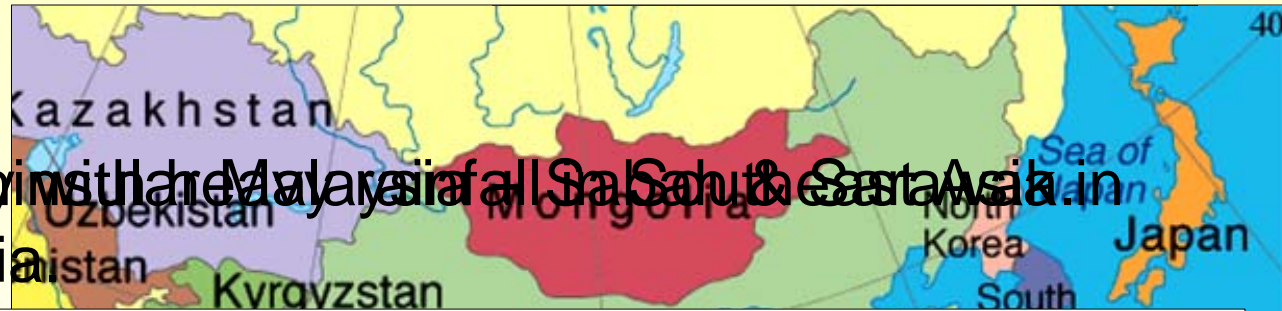

The History and Culture of Socio-Cultural Exchange between Korea and Malaysia

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Introduction

- 12 states comprising the Malay Peninsula, Sabah & Sarawak in eastern Malaysia



Korea-Malaysia Relations

- High-level exchanges in 2010 to celebrate the 50th anniversary of diplomatic relations.
 - Members of APEC & APT - economic cooperation, business facilitation, technical collaboration, trade & investment.
 - ARF – forum related to political conflicts, proliferation, transnational crimes, security challenges & defend topics.
 - EAS – conference related to human resources, influenza, energy & environment issues.
 - Korea-Malaysia FTA negotiations was made in August 2004.
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Korea-Malaysia Relations

- Malaysia's 6th largest Asian trading partner, 4th largest export market.
- Malaysia's 10th largest source of foreign investment in base metal, machinery, electronics & chemical products.
- Malaysia as a major supplier of commodities, eg. palm oil, rubber, sawn log & crude oil.
- Bilateral trade was RM53b in 2007 & is expected to hit RM100b in 5 years.
- Main investors/join ventures in Msia: Samsung, Freetel, Daewoo, LG, Hyundai & Kia etc.

Education in Malaysia

■ Language Learning

- About 2k Korean students in Malaysia.
 - English as a medium of instruction for big cities' private international schools.
 - Conducting business in English & Malay.
 - Prepare English proficiency tests (eg. IELTS, TOEFL & MUET) in special language centre or individual colleges.
 - English learning is the 3rd most popular destination after Philippines & Singapore.
 - www.studyinginmalaysia.com
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Education in Malaysia

■ Reason for studying in Malaysia

- Multiracial & multilingual society offers suitable platform for English practicing & other languages learning.
 - Most English learning centres have trained professional instructors with extensive experience in preparing international proficiency tests.
 - More relaxed educational environment.
 - Low cost of living & affordable tuition fees.
 - Nightlife is less of a distraction.
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Popular Culture

- **Impact of Korean Wave in Malaysia**
- Translate to Cantonese & Mandarin help to domesticate tv dramas for locals, esp Chinese community.
- Highest share of total tv airtime for Korean programmes.
- 7 hrs on private channels and 1 hr on RTM for Korean dramas.
- Promote the fascination of Korean culture, food & fashion locally.
- Tourism in Korea esp filming location.
- Korean stars are endorsing consumable products from electronic to shampoo.
- Korean studies programmes, joint research & student exchanges.



Popular Culture

■ Images of Malaysia among Koreans

- ✓ Warm weather > multilingual > multiracial society in harmony > celebrate different cultural & religious festivals together > more relaxed lifestyle than in Korea > no drinking culture > variety of cheap & delicious food.
- ✓ English commonly spoken > easy to communicate & build relations with others.
- ✓ Freedom to practice in different religions other than Muslim.



Migration

■ **Malaysia My Second Home (MM2H)**

- >700 Koreans apply each month.
- After the 5 yrs criteria set been fulfilled, benefactor can renew social visa pass or apply for PR (process will take < 1 month).
- Types of applicants:
 - ✓ Individual – RM100k FD for 5yrs or derive fixed income of >RM7 from abroad.
 - ✓ Family - above 50 year-old (RM150k FD for 5yrs or derive fixed income of >RM10k from abroad). - under 50 year-old (total of RM300k FD with spouse for 5yrs or derive fixed income of >RM10k from abroad).
- Requirements: 2 passport photos & copies of passport, IC, marriage/birth cert, income statement, financial docs, student pass, work permit & valid medical insurance policy.
- Application form submit to immigration, Msia tourism or Msia rep offices.

Migration

■ Koreans in Malaysia

- Triple the total in 2005 to 15k ppl in 2007.
 - 16th-largest community of overseas Koreans & 5th-largest in Southeast Asia.
 - Mostly expatriates working in SK companies & international students.
 - Residents concentrated in KK, KL and Ampang in Selangor.
 - After US, Msia is the 2nd most popular market for Korean overseas real estate investment.
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Tourism in Malaysia

- Biggest source of foreign exchange
 - 22.05 million registered tourists in 2008 (increase 5.1% compared to 2007)
 - Top 10 visitors' countries: Spore, Indonesia, Brunei, Thai, ROC, India, AUS, Philippines, JP & UK.
 - For 2008, Europe 21.8%, N.America 18.6%, E.Asia 15.9%,
 - Korean tourists increase 19% to 267,461 ppl from 2007.
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Tourism in Malaysia

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Tourism in Malaysia

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