

Session 3:

Socio-Cultural and Academic Ties: Taking Stock and Moving Forward

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- Dancers performing the *Hwagwanmu* dance at the *Korean Traditional Music and Dance Performance*, October 2009

Socio-Cultural Exchanges in Numbers

- Currently, 14,580 Koreans residing in Malaysia
- This is a **THREE-FOLD** increase from 2005
- Malaysia has the 20th largest community of overseas Koreans globally
- 5th largest Korean community in Southeast Asia
- MALAYSIA MY SECOND HOME PROGRAMME
 - <http://www.mm2h.gov.my/>

Socio-Cultural Exchanges in Numbers

■ TOURISM

- 224,000 Korean visitors to Malaysia (2007)
- Only 1.07% of total inbound tourists to Malaysia
- Targetting 280,000 in 2009

Socio-Cultural Exchanges in Numbers

- Since the inception of the Look East Policy, some 2,700 Malaysians received their industrial and technical training in South Korea
- KOREA FOUNDATION
 - Support for Korean Studies
 - Graduate, Research, PostDoctoral Fellowships
- Malaysia established the Chair in Malay Studies at Hankuk University of Foreign Studies in April 2008

Looking Ahead

- Academic Exchanges & Programmes
 - Graduate Mobility Programme
 - Exchange of Lecturers and Professors
 - Malaysia as a choice for tertiary education
 - Chair in Korean Studies
- Socio-Cultural Exchanges
 - Opening of Korea Foundation office in Kuala Lumpur
 - Outreach programmes, especially among the youth, secondary and tertiary students.

Challenges

- Two-way exchanges and understanding
- Moving beyond Memorandum of Understanding (MOUs)
- Moving beyond “curiosity”
- Reaching out to the masses
- Time and resources, and low prioritizing

감사합니다

Terima kasih
Thank you