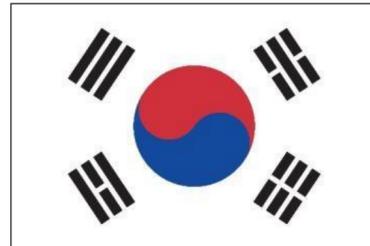


MARKET INFO: SOUTH KOREA



YoonYoung (Gloria) Choi
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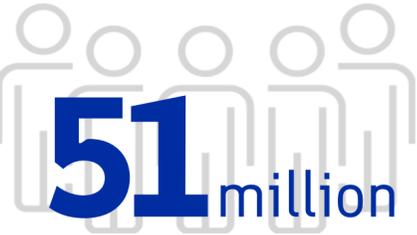
AGENDA

1. ABOUT KOREA
2. MARKET DATA
3. MARKET DEMAND
4. BUSINESS CULTURE
5. UPCOMING EVENTS IN 2020

1. ABOUT KOREA – BASIC FACTS

17 Administrative Areas
7 Major Metropolitan Cities

Population



51 million

CAPITAL



Seoul

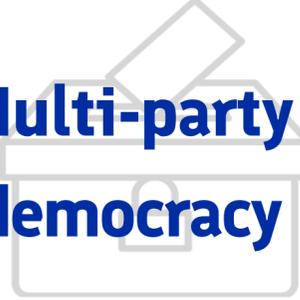
Population: approx. 10 million
*capital area 25mil.

NEIGHBOURING COUNTRIES



**China,
Japan,
North Korea**

**Multi-party
democracy**



CURRENCY



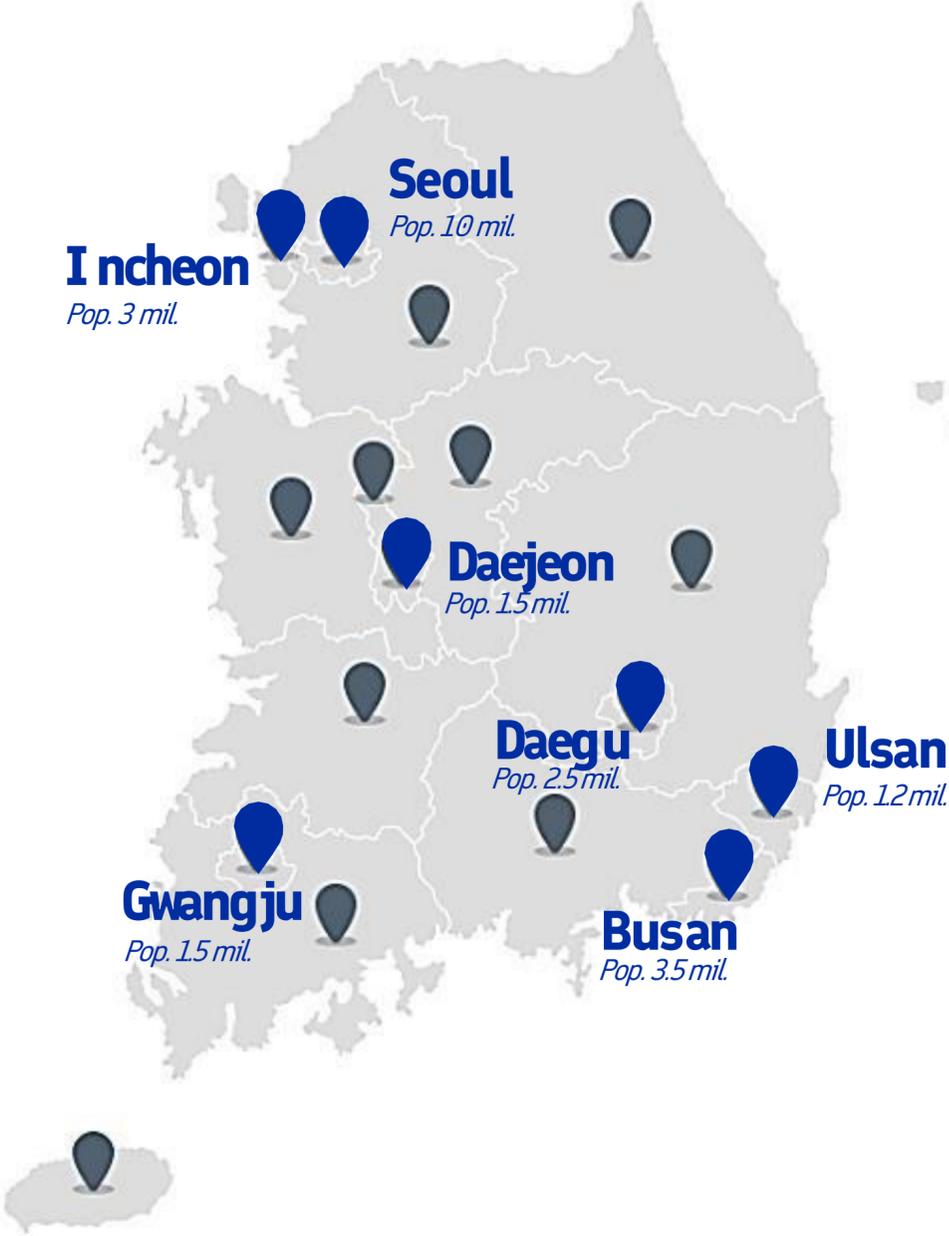
**Korean Won
(KRW)**

1 EUR = 1,260 KRW
(as of Dec 4, 2018)

BUSINESS LANGUAGES



**Korean,
English**



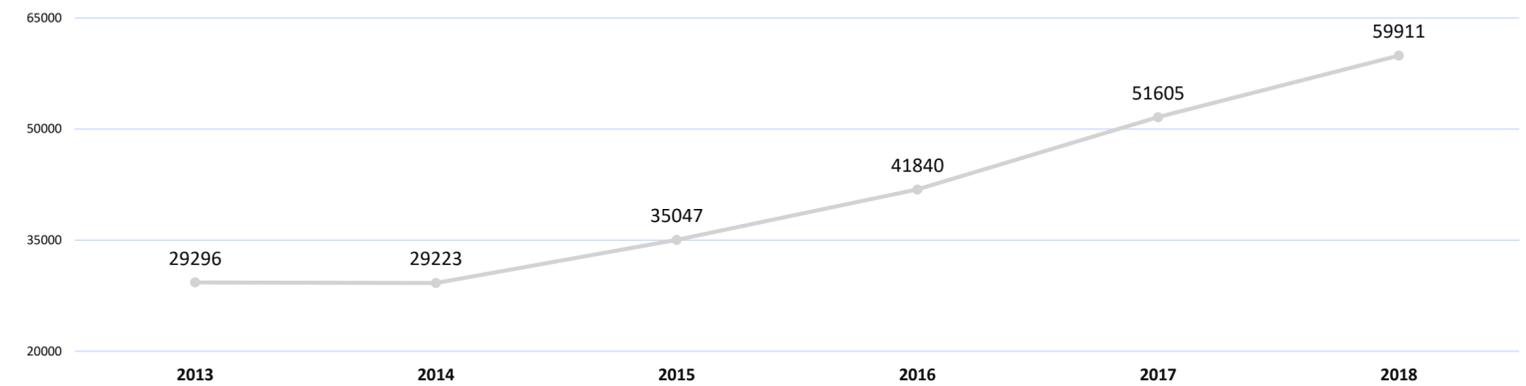
1. ABOUT KOREA

– KOREAN TRAVEL TO FINLAND

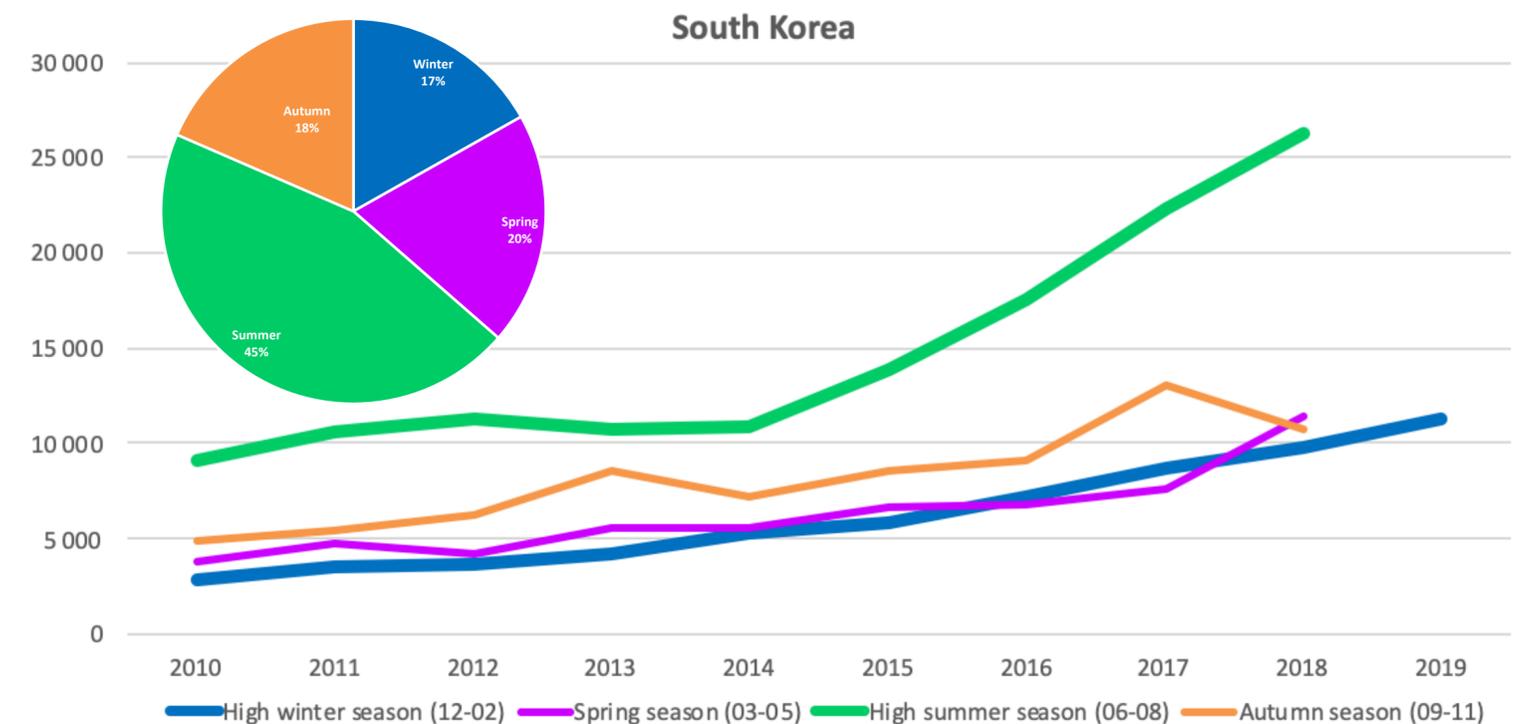
Key points

- **Stable growth of overnight stays**
 - Visitors doubled since 2014, but 2019 forecast gloomy
- **Finland (and whole Nordics) considered mainly as summer destination**
 - Long-distance travel considerably lower in winter season, affects whole Europe
- **Finland is leading the Nordics in winter season overnights, but 2nd year-round** (Norway 1st)
- **Finland as a destination is often combined with other Nordics, or Russia**
- **Traveler profiles:**
 - 54% FIT, 27% Business, 15% Groups *Winter season 2018
- **Busan-Helsinki direct route by Finnair to be operated 3 times a week, launching March 2020**

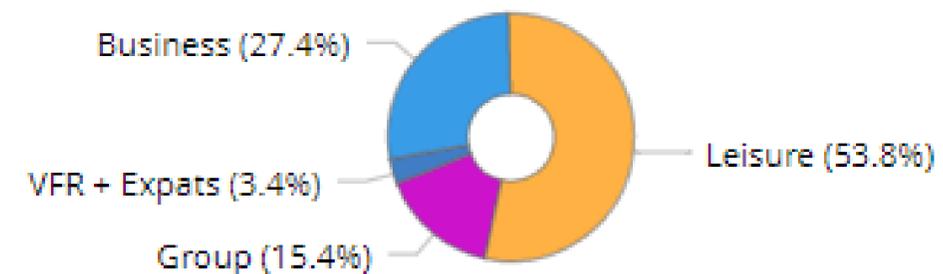
Korean overnight stays in Finland



Korean overnight stays by season



Korean visitors by profile (1+ nights)



1. ABOUT KOREA – KOREANS IN FINLAND

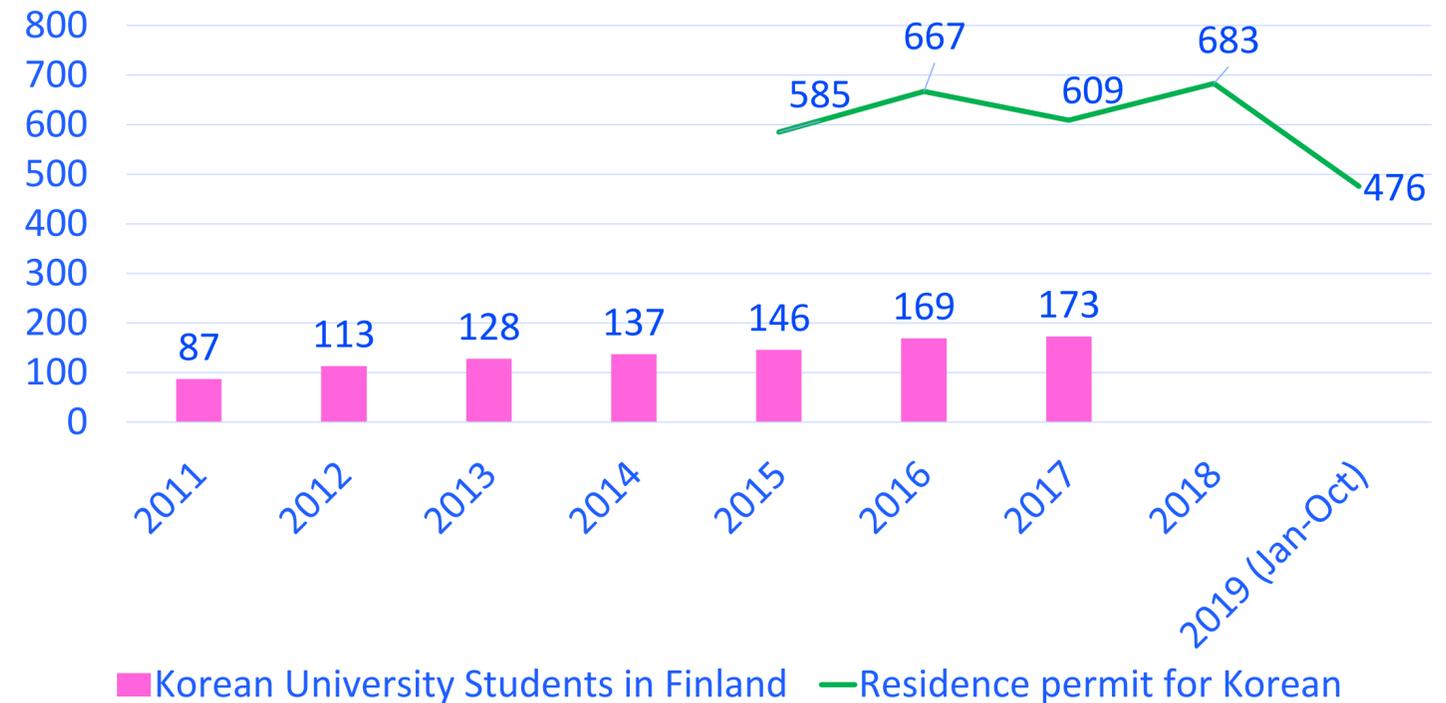


Suomalaisissa korkeakouluissa opiskelevien ulkomaisten tutkinto-opiskelijoiden kansalaisuudet 2011-2017

(Lähde: Tilastokeskus)

Vuosi	2011	2012	2013	2014	2015	2016	2017
Kaikki yhteensä	17643	19135	19886	20255	20353	21061	20362
Aasia	7024	7832	8167	8285	8597	9454	9113
Afganistan	38	24	21	24	30	32	32
Arabiemiirikunnat	3	8	3	-	1	3	4
Armenia	13	14	12	9	10	12	12
Azerbaidzan	27	22	20	16	14	18	16
Bahrain	1	1	1	-	-	2	3
Bangladesh	591	577	537	543	512	619	617
Brunei	-	-	-	1	2	2	1
Filippiinit	39	45	48	47	91	110	140
Georgia	7	11	11	11	10	10	13
Hongkong	-	-	-	-	-	-	4
Indonesia	35	50	57	56	56	102	104
Intia	557	639	695	759	730	779	770
Irak	34	28	23	23	20	29	30
Iran	401	521	584	594	621	624	564
Israel	22	25	27	20	27	23	20
Japani	138	138	133	133	127	126	125
Jemen	3	6	6	3	3	4	8
Jordania	14	14	14	10	16	21	19
Kambodza	-	-	-	1	1	3	2
Kazakstan	35	41	46	67	83	93	100
Kiina	2129	2177	2147	1963	1806	1788	1609
Kirgisia	13	8	8	3	8	8	5
Korean tasavalta (Etelä-Korea)	87	113	128	137	146	169	173
Kuwait	1	-	-	-	-	1	1
Libanon	11	15	13	20	22	16	21
Malediivit	1	1	1	1	2	2	1
Malesia	32	32	35	29	39	49	48
Mongolia	4	5	5	6	4	5	5
Myanmar	2	4	3	3	5	3	7
Nepal	976	1140	1180	1149	1204	1166	1110
Oman	1	1	-	-	2	2	2

(1/5)



Number of Korean students in Finland is smoothly growing from 2011. Number of residence permit applications for studying, working, and living in Finland keep over 550 every year.

1. ABOUT KOREA – PRESIDENTIAL VISIT FOR MOU 2019



1. AIR SERVICES AGREEMENT
2. COOPERATION IN THE FIELDS OF SMEs, START-UPS AND INNOVATION
3. STRENGTHENING COOPERATION ON ENERGY
4. COOPERATION IN THE FIELD OF GENDER EQUALITY

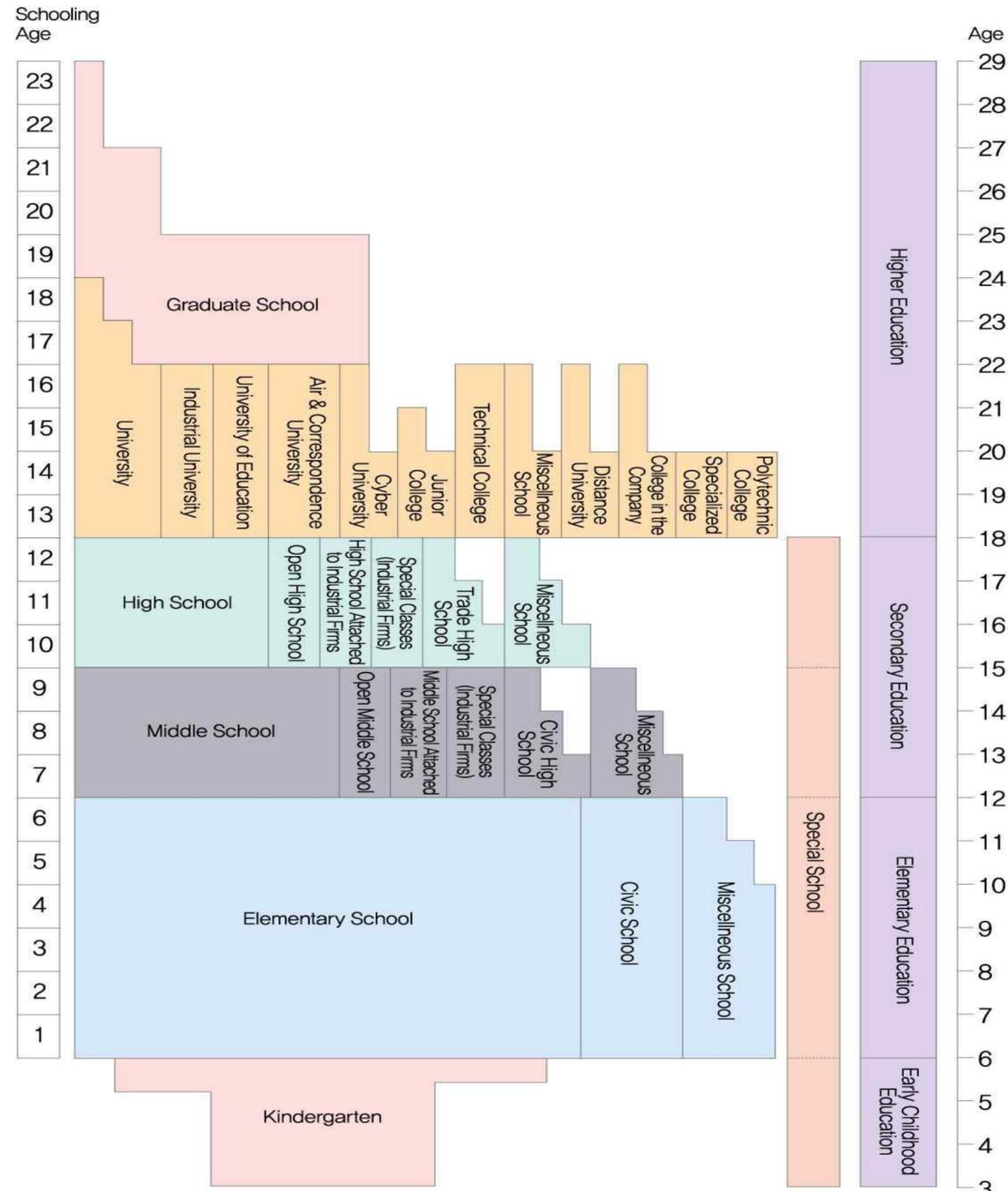
Other contracts signed during the visit :

1. Joint Response to the Digital Economy and the Fourth Industrial Revolution – by Ministry of Economic Affairs and Employment of Finland the Ministry of Science and ICT of ROK
2. Memorandum of Understanding on Cooperation in the Field of Talent Exchange – by Ministry of Economy Affairs and Employment of Finland and the Ministry of Education and Culture of Finland and the Ministry of Education and the Ministry of Employment and Labor of ROK
3. Cooperation in the Field of Talent Exchange – by Ministry of Economy Affairs and Employment of Finland and the Ministry of Education and Culture of Finland and the Ministry of Education and the Ministry of Employment and Labor of ROK
4. Memorandum of Understanding on Flight Connections – by The Aeronautical authorities of Finland and ROK

Minister of Education Korea visit Helsinki

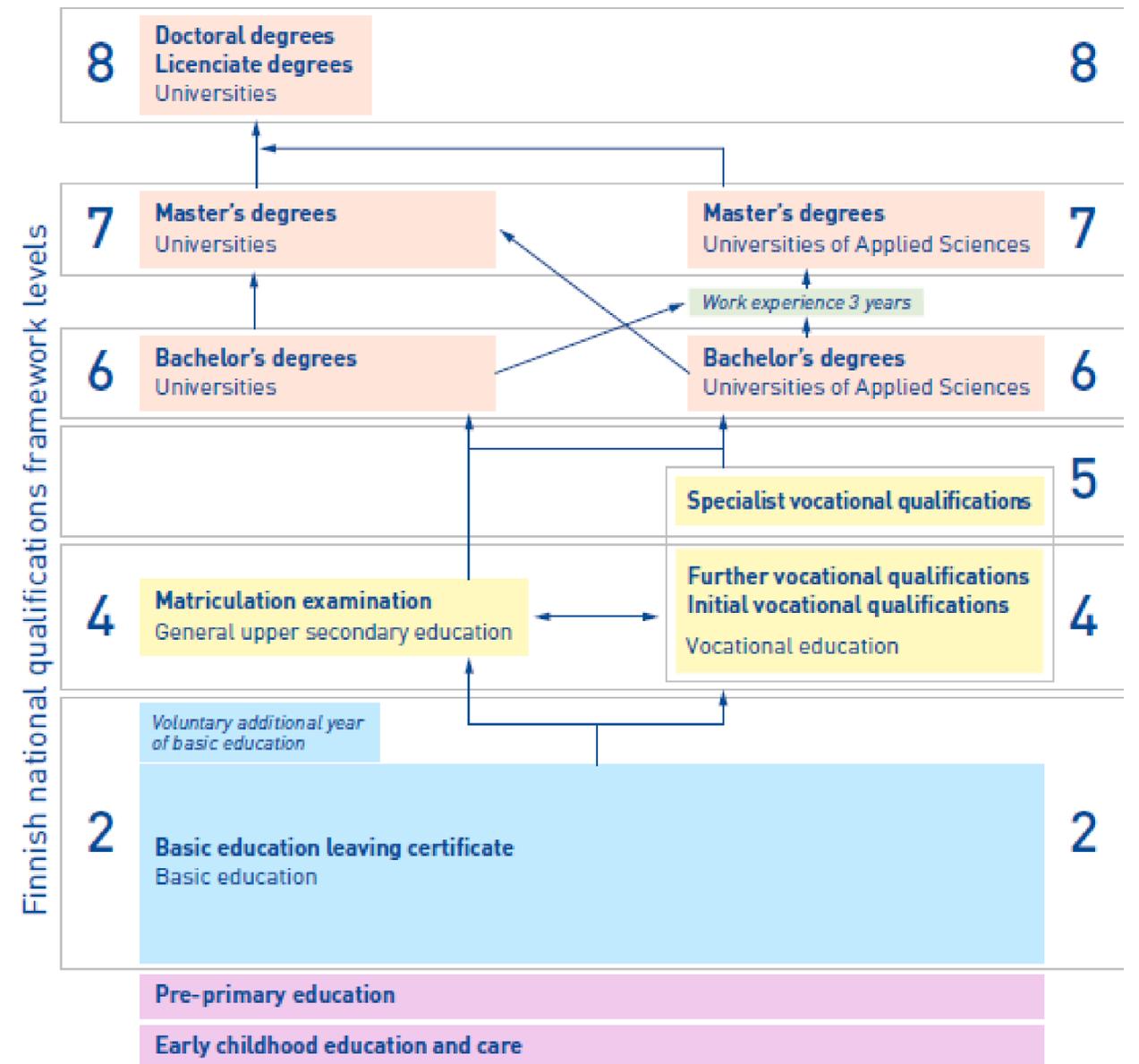
- : Discussion on Social Policy and Educational Cooperation, Visit the Innovation Field of Higher Education and MOU
- Meet: Tarja Halonen (Previous President of Finland) and Li Andersson (OPH)
- Visit : Aalto University, Omnia Vocational school

1. ABOUT KOREA – Education System



www.oph.fi

EDUCATION SYSTEM IN FINLAND



1. ABOUT KOREA – Top 5 World Best Education Systems



EDUCATION DATA REFERENCES & SOURCES

- School Life Expectancy
- Government Investment In Education
- School Safe Level – Combines Government funding for Education, School Attendance Rates, In-School Violence (Bullying, Student and Teacher Assaults), Children Living in Conflict Zones, and Youth Gang Culture
- Education Outcomes: The Nation’s School System Performance

ECONOMIC DATA REFERENCES & SOURCES

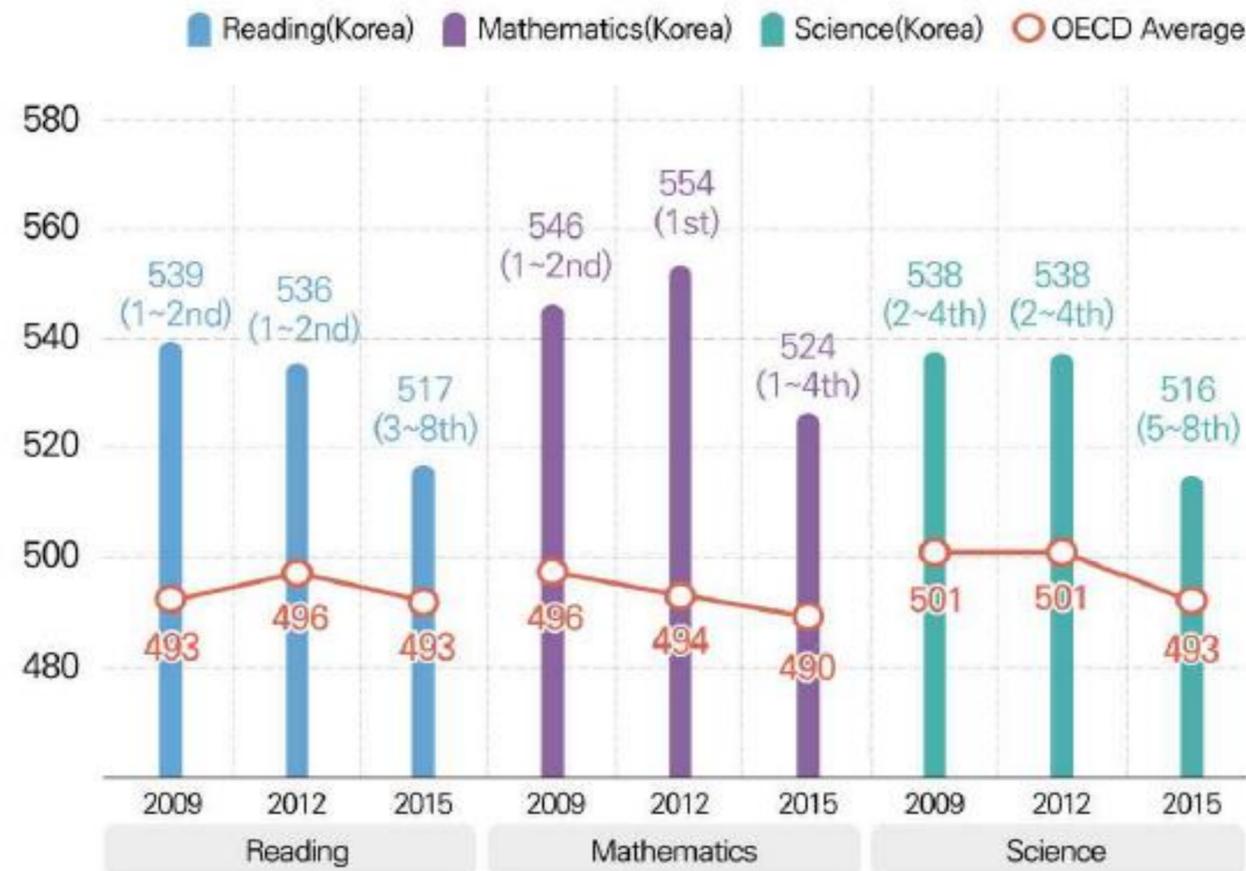
- National Debt
- Gross Domestic Product (GDP)
- Country Top Trade Partner

SOCIAL DATA REFERENCES & SOURCES

- Access to Electricity
- Access to Clean Water
- Access to Internet the percentage of the country
- Government Stability Score – combines National Debt, Import and Export Balance, Labor Force Participation, Poverty Rate, Crime Rate, Human Right Index Scores, Freedom of Press, Sanction Listing, Conflict Zones, and Student Completion Rates. To measure the nation’s economic and social development.

1. ABOUT KOREA – PISA Results

■ Trends in PISA Scores : OECD Average & Korea



Note_ The rankings are among OECD countries

■ PISA 2015 International Comparison on Each Subject for All Partners

Mathematics			Reading			Science		
Country	Average	Ranking	Country	Average	Ranking	Country	Average	Ranking
Singapore*	564	1	Singapore*	535	1	Singapore*	556	1
HongKong-China*	548	2~3	HongKong-China*	527	2~5	Japan	538	2~3
Macao-China*	544	2~4	Canada	527	2~4	Estonia	534	2~5
Taiwan*	542	2~4	Finland	526	2~5	Taiwan*	532	2~7
Japan	532	5~6	Ireland	521	4~8	Finland	531	3~7
Shanghai-China*	531	4~7	Estonia	519	5~8	Macao-China*	529	5~8
Korea	524	6~9	Korea	517	4~9	Canada	528	5~9
Switzerland	521	7~10	Japan	516	5~10	Vietnam*	525	4~10
Estonia	520	7~10	Norway	513	7~11	HongKong-China*	523	7~10
Canada	516	8~12	New Zealand	509	9~14	Shanghai-China*	518	8~16
Netherlands	512	10~14	Germany	509	8~15	Korea	516	9~14
Denmark	511	10~15	Macao-China*	509	10~13	New Zealand	513	10~15
Finland	511	10~15	Poland	506	10~17	Slovenia	513	11~15
Slovenia	510	11~15	Slovenia	505	12~17	Australia	510	12~17
Belgium	507	12~18	Netherlands	503	12~21	United Kingdom	509	12~19
OECD Average	490		OECD Average	493		OECD Average	493	

Note 1_ * is partner countries(non-OECD countries)

2_ PISA score is scaled to have an average of 500 and a standard deviation of 100

3_ From PISA 2006, a range of rank for each country is provided at the 95% confidence level

4_ The OECD average is an average of 35 OECD countries

Source_ PISA 2015 press release

1. ABOUT KOREA – School Day & Vacation Season



- Winter Vacation : 1.5 month, End of December – Early Feb
- Spring Vacation : Around 10-15 Days in February
- Summer Vacation : 1 month , Mid/End of July – Mid/End of August
- Depending on Schools, Winter vacation and Spring vacation can be combined or separated.
- 5-20 days for ‘Field trip Study Experience’ can be accepted by region and schools. Application and Report needed.

KOREA NATIONAL HOLIDAYS 2020

Jan.1.Wed	New year' Holiday				
Jan.24.Fri - 27.Mon	Lunar New Year	May.1.Fri	Labor day	Sep.30.Wed - Oct.2.Fri	Thanksgiving Day
Mar.1.Sun	Independence Movement day	May.5.Tue	Children's day	Oct.3.Sat	National Foundation Day
April.15.Wed	Parliament Election day	June.6.Sat	Memorial Day	Oct.9	Hangeul Proclamation Day
April.30.Thur	Buddha's Day	Aug.15.Sat	Independence Day	Dec.25	Christmas

2. MARKET DATA – Basic Numbers

No. of Kindergarten and Schools

(Unit : School, Person)

Classification	2000	2005	2010	2016	2017	2018
Total	18,659	19,167	19,850	20,835	20,938	20,967
Kindergarten	8,494	8,275	8,388	8,987	9,029	9,021
Elementary School	5,267	5,646	5,854	6,001	6,040	6,064
Middle School	2,731	2,935	3,130	3,209	3,213	3,214
High School	1,957	2,095	2,253	2,353	2,360	2,358
Special School	129	142	150	170	173	175
Air&Corr.Middle / High School	40	39	40	62	62	65
Others	41	35	35	53	61	70

No. of Students

(Unit : School, Person)

Classification	2000	2005	2010	2016	2017	2018
Total	8,549,865	8,384,506	7,822,882	6,635,784	6,468,629	6,309,723
Kindergarten	545,263	541,603	538,587	704,138	694,631	675,998
Elementary School	4,019,991	4,022,801	3,299,094	2,672,843	2,674,227	2,711,385
Middle School	1,860,539	2,010,704	1,974,798	1,457,490	1,381,334	1,334,288
High School	2,071,468	1,762,896	1,962,356	1,752,457	1,669,699	1,538,576
Special School	23,605	23,566	23,858	25,502	25,670	25,860
Air&Corr.Middle / High School	13,998	13,085	15,219	14,237	14,348	14,357
Others	15,001	9,851	8,970	9,117	8,720	9,259

No. of Teachers

(Unit : School, Person)

Classification	2000	2005	2010	2016	2017	2018
Total	370,245	417,710	455,907	491,152	492,187	496,263
Kindergarten	28,012	31,033	36,461	52,923	53,808	54,892
Elementary School	140,000	160,143	176,754	183,452	184,358	186,684
Middle School	92,589	103,835	108,781	109,525	109,130	109,906
High School	104,351	116,411	126,423	135,427	134,754	134,227
Special School	4,555	5,724	6,857	8,720	8,943	9,250
Air&Corr.Middle / High School	-	-	-	-	-	-
Others	738	564	631	1,105	1,194	1,304

2. MARKET DATA – Budget from Ministry of Education Korea

(Unit : Million won, %)

Classification	Govt. Budget (A)	MOE Budget (B)	(B/A)
2000	93,937,057	19,172,028	20.4
2005	134,370,378	27,982,002	20.8
2010	211,992,599	41,627,519	19.6
2015	322,787,071	51,224,094	15.9
2018	368,646,277	68,549,213	18.6

Note 1_2000: Govt. Budget=General Accounts+Special Accounts for the Management of Local Grant+Special Accounts for the Management of Local Education Grant
 2_2010~2018 : Govt. Budget = General Accounts+Special Accounts
 3_MOE Accounts = General Accounts+Special Accounts
 4_2010: MOE results are the budget of MEST(Ministry of Education, Science and Technology)
 Source_MOE(Budget Division), The National Budget and Settlement of Accounts Information System

The Ministry of Education finalized and announced its budget for 2020, **77 trillion won**.

The new budget plan is designed to

1. Expand investment in public education
2. Enhance vitality of vocational high schools
3. Secure finances for higher education
4. Innovate future-oriented education space and environment
5. Strengthen accessibility for lifelong Learning

#2020년 교육부 예산안 이야기

언니 알지? 내년엔 고2, 고3 모두 무상교육인거!
 우리 아이 학비 부담이 1년에 160만원 줄잖아

아이미어머!

#고등학교 무상교육 6,594억원 지원

2020년 약 88만명의 고2, 고3학생이 무상교육을 받습니다

#2020년 교육부 예산안 이야기

활동 중이!
 응, 누리과정이라고 국가에서 지원해서 걱정이 줄었어!
 삼촌, 내년에 돌이 유치원 가죠?

#유아교육비·보육료 누리과정 3조 7,846억원 지원

만 3~5세 영유아 120만명이 질 높은 교육을 받습니다

유치원 누리과정	어린이집 누리과정	어린이집 교사 처우개선비
1조 7,518억원	1조 9,472억원	856억원

#2020년 교육부 예산안 이야기

초중고생 부교재비·학용품비 지원금인 교육급여*가 늘어났다구요?
*기초생활수급자가 포함되고 '연' 기준

#교육급여 1,016억원 지원
(교육급여부교재비·학용품비 지원단가)

	(2019년)	(2020년)
초	203,000원	206,000원
중	290,000원	295,000원
고	290,000원	422,200원

#2020년 교육부 예산안 이야기

미세먼지, 지진, 석면 우리 아이한테 절대 안 되죠!
 내년엔 학교 보내기 좀 더 안심되겠어~

#안심교육환경 #시설 개선

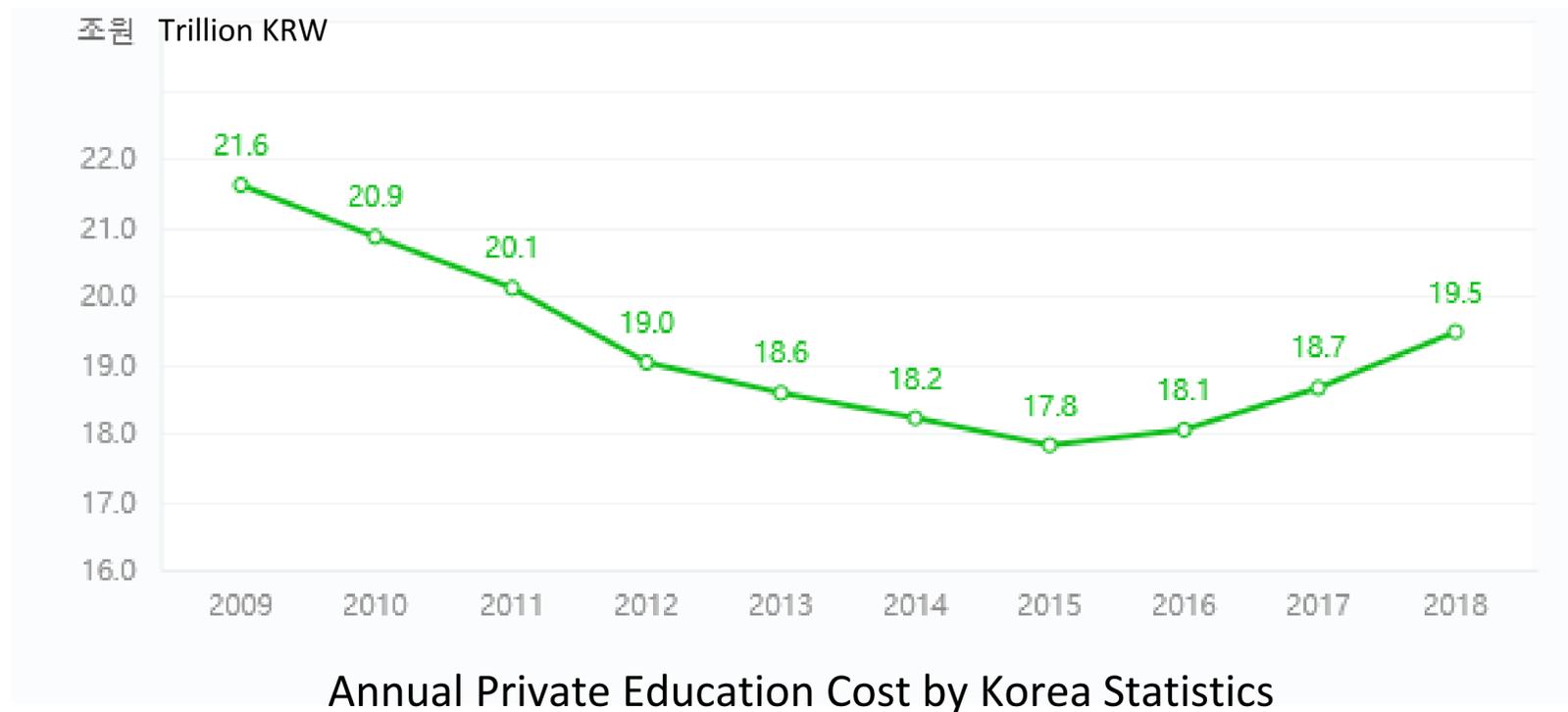
안전한 교육환경을 위해 시설비 대폭 확충

- 국립부설학교 공기청정기 운영(5억원), 안전보강(20억원), 석면 제거(11억원)
- 국립대학 실험 및 실습 역량강화, 안전확보
 - ① 실험실습 기자재 등 확충(800억원, +315억원)
 - ② 실험실습실 안전환경 조성(417억원, +367억원)

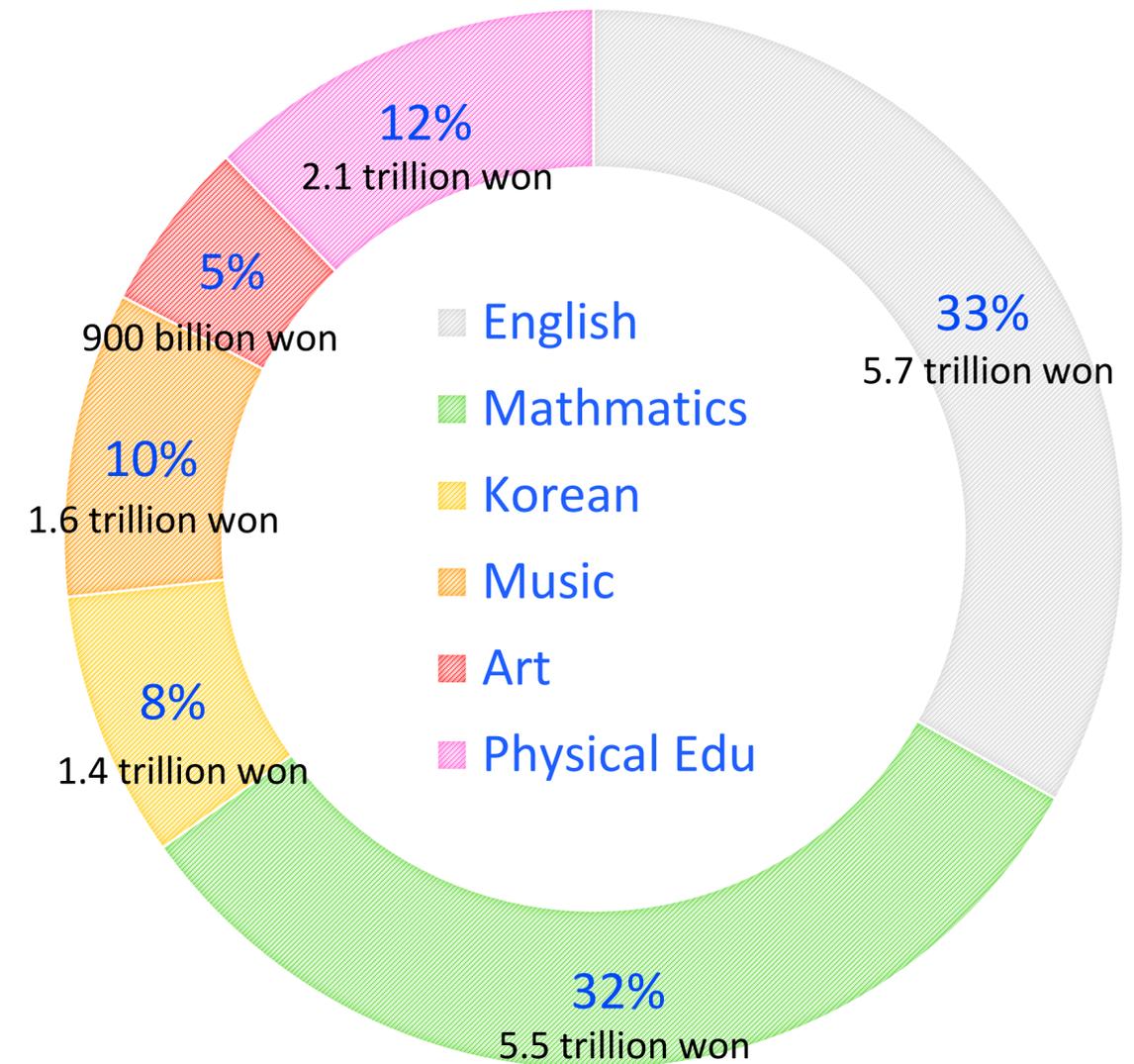
2. MARKET DATA - Private Education Market

Total Private Education Market Size : 19.4852 Trillion won in 2018

19,485,200,000,000 KRW 14,988,615,384.62 EURO
 (Average Currency exchange rate : 1,300 KRW = 1 EURO)

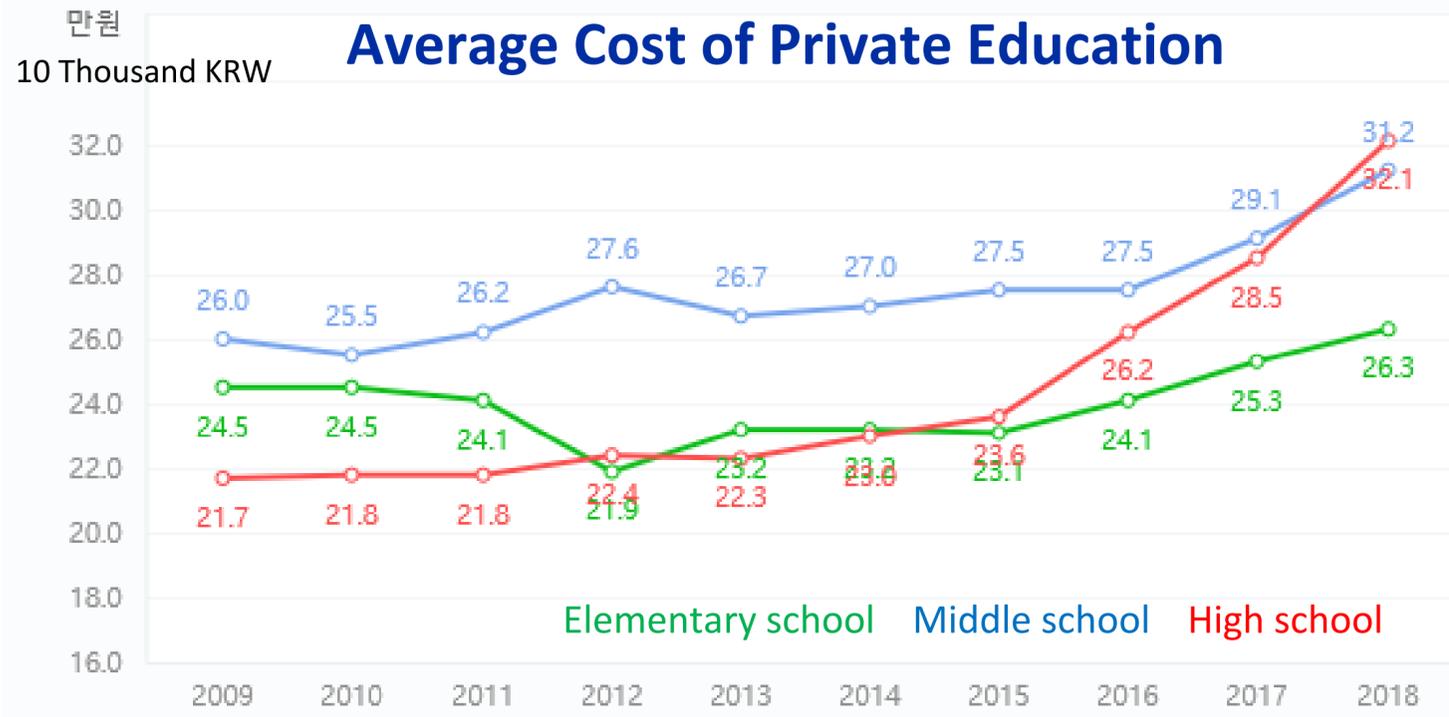


RATIO BY SUBJECT



2. MARKET DATA – Statistics and Actual Private Education cost

Most of parents disagree with the government's statistics on Average Cost of Private Education.
 Reasons : Excluding private education cost for early education, After school classes, private tutoring, textbooks, Student living cost, Students camp in abroad.



Example of Annual Cost per 1 child from Kindergarten to High school



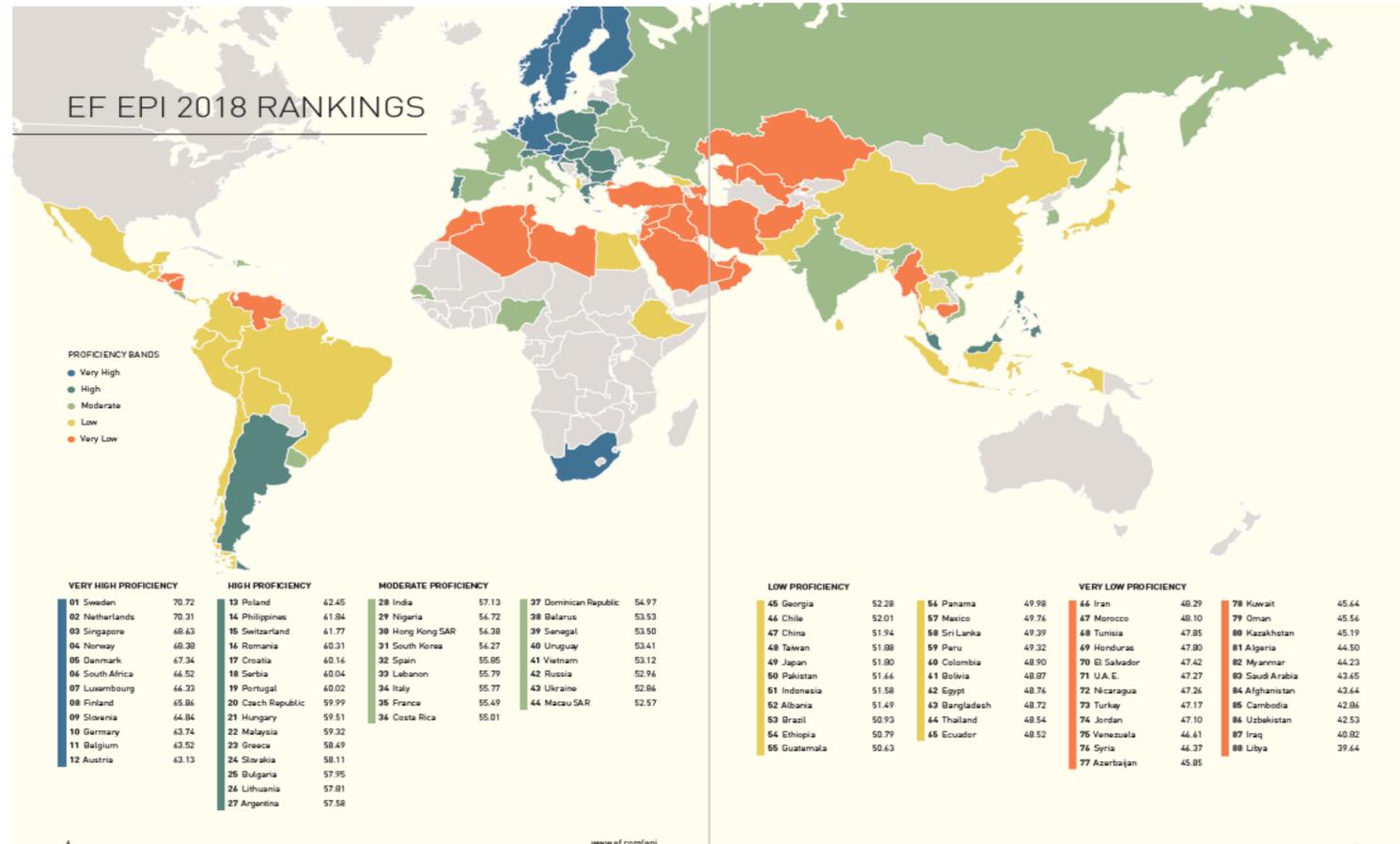
한국노동패널조사를 기초로 분석한 유치원~고3 1인당 연간 총사교육비 추이. (양정호 성균관대 교수 제공) ©News1

보육료 Example of Nursery Cost (0-5 age)

항목	보육시간	0세	1세	2세	3세	4세	5세
총수납액	종일	454,000원	400,000원	331,000원	220,000원	220,000원	220,000원
정부 지원금	보육료	-	-	-	220,000원	220,000원	220,000원
	기본보육료	-	-	-	-	-	-
부모부담금	종일	454,000원	400,000원	331,000원	-	-	-

※보육료 부모부담금(만3세~만5세)은 시도별 시도수납액에 따라 금액 상이함.

3. MARKET DEMAND – KEY WORDS



English Proficiency

Moderate

Very High

EF EPI score (English Proficiency Index)

56.27

65.86

The **EF** Standard English Test (EFSET) is a free online standardized test of the English language designed for non-native English speakers. The EF EPI eighth edition was calculated using test data from 1.3 million test takers in 2017.

Playful Learning

STEAM

Phenomenon Based Learning

High English skills

Finnish Way of English Teaching

Entrepreneurship mind-set

CREATIVITY

START UP

Global Citizen Attitude

Learner oriented teaching and environment

Nordic History & Fairy Tales

SANTA

Sustainable

Clean Nature

Clean Air

BEST EDUCATION

Lowest Micro dust

Lack of Detail Information

Too cold

Not many of Tour attractions

Swedish Latepapa

Waldorf education of Germany

Waldorf school in Korea

ESL oriented schooling camp

3. MARKET DEMAND – For Adult



Teacher and Educator

- Group size : 6 - 20
- On/Off line Training Program
- Short visit program
- All Korean school teachers should take certain amount of lectures and trainings every year. (by authorized education companies)

Public and Policy visit

- Group size : 6 - 20
- Biddings from Travel agencies or Order from the organization
- Policy visit tends to increase prior to parliamentary elections every 4 years and reorganization.

Curriculum Business

- Finnish way of English learning & teaching (Same language root among Nordics)
- Finnish curriculum licensing
- Turn-key project for International school as a long term

3. MARKET DEMAND – For Students



Service for Study in Finland

- Service for teenagers and university students (Searching proper school, helping application and beginning of settle down, Diploma and Certification)
- Pre-Living experience and Homestay before moving to Finland
- Sister Schools
- Working Holiday (Not Yet)

Schooling Camp

- 2 wk – 8 wk In School vacation time
- To Learning English in English Native countries → Diverse culture experience, learning global social skills with local friends in English in European countries.
- Good example : Happy learning of Otokumpu campus with 3 reasons ; ready-made interactive product, nation diversities of participant student, and good curriculum.

Student Edu-Tour

- 7 -20 days in Europe
- Should have main theme such as STEAM, University Tour in World ranking and sightseeing, Global Citizen, Entrepreneurship, Creativity, etc)
- Self made report or photo book

Example: Agency service for Student studying abroad



ACCOMMODATION

FLAT SHARE WITH INT'L STUDENTS

GLS operates several flats in Berlin, reserved exclusively for GLS students. All flats are fully equipped with kitchen, living room, bath, TV, phone, WiFi, washing machine or dishwasher.

FACTS

- 1 to 2 bedrooms per flat, each bookable as single or shared
- Bed sheets & towels included
- Breakfast at GLS cafeteria included
- Distance to GLS: up to 30 minutes by public transport

HOMESTAY WITH GERMANS

Ideal for students who want to practice their German "at home"! Students have a single room in a flat they share with Germans. The German host(s) can be students, taxi drivers or professors, of all ages and social strata. The hosts can be couples (married or not) as well as singles, with or without kids. All hosts have been inspected, and there will usually be only one international guest.

FACTS

- Single bedroom in a flat shared with Germans
- Own key, bed linen & towels
- Bookable in 3 versions: with self catering, breakfast or half board
- Distance to GLS: homestay & self catering or breakfast 10 - 35 minutes, homestay & half board 30 - 55 minutes

GLS in Berlin and UhakCube do screening applications and planning for students who want to enter university.

01 Location of School : Central Berlin

02 PROGRAMS AVAILABLE

- General German Language course
- German College Passway
- Junior summer camp (for the 2019 Summer Camp)

03 Estimated cost for 12 weeks

- Tuition fee: €3,120
- Accommodation: €2,520
(Home stay/Single room/You can eat without meals)
- Total cost for 12 weeks: KRW 7.2 million

Example: Global Citizen Tour

- Date: Nov.25-Dec.1.2019
- 3 000 000 KRW
- 15 students (12-14 age)
- Oivanki Youth Center in Kuusamo, Craft workshop of Kierratyskeskus recycling Center, Meet Finnish friends in a school, Finnish Traditional sauna, Santa village



2019 청소년 세계시민 여행교실은 서울시립청소년문화교류센터(이하 미지센터)에서 운영하는 세계시민 교육 프로그램으로, 세계시민의 발자취를 좇아 공동체의 의미를 찾아떠나는 프로그램입니다. 2019 청소년 세계시민 여행교실은 우리 주변을 둘러싼 자연환경과의 공존을 주제로 핀란드의 도시를 탐방하고 직접 그 도시의 현지인들과 교류하며 푸른 지구를 위해 세계시민으로서 갖추어야 할 자세를 알아보는 시간을 갖습니다.

- 모집기간** 2019. 10. 14. (월) ~ 10. 30. (수)
- 모집대상** 우리가 사는 세상에 대해 관심이 많고 세계시민으로 성장하고 싶은 서울시 초등학교에 재학중인 청소년이면 누구나! (15명 선착순 선발)
- 탐방기간** 2019. 11. 25. (월) ~ 12. 1. (월) 5박 7일 **참가비** 300만원
- 사전모집** 2019.11.02(토), 2019.11.16(토)
- 지원방법** 미지센터 홈페이지 (www.mizy.net) 접속 → 프로그램 공지를 청소년 세계시민 여행교실 참가자 모집글 클릭 → 공지글 상단에 첨부된 지원서 작성 → ham@mizy.net 으로 제출 및 안내된 개회료 참가비 입금

*청소년 세계시민 여행교실에 대해 자세히 알고 싶은 분들을 위한 사전 설명회가 10월 19일(토)에 개최됩니다.
*탐방에 관심 있는 초등학교 재학생인 청소년 및 학부모 여러분들 모두 환영합니다!
*안전하고 즐거운 해외 탐방을 위해 11월 2일(토), 11월 16일(토)에 진행되는 총 2회의 사전교육은 필수하여야 합니다.
*본 프로그램은 지원서 제출 및 참가비 입금 완료 순으로 선착순 15인을 모집합니다.

I-SEOUL-U KYOBO 대산문화재단 mizy 서울시립청소년문화교류센터

프로그램 문의 070-4667-3783 / ham@mizy.net

Example: Be a Hotelier for 10 Days in Switzerland

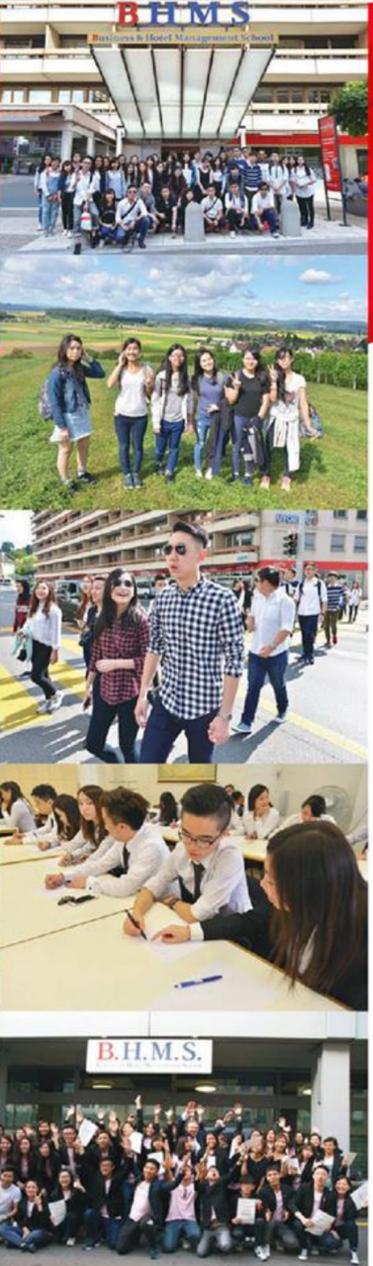
스위스캠프(2019년 7월) 스위스여행과 호텔학교체험을 동시에 BHMS에서 230만원으로 할 수 있는 값진 체험 !!!



10 DAY IN SWITZERLAND Summer Program

Program Itinerary			
Day 1	Meet at Zurich airport and transfer to Lucerne Welcome dinner at BHMS Campus	Day 6	PRACTICAL CLASS 1 Non-alcoholic Beverages PRACTICAL CLASS 2 Ice cream & Chocolate making
Day 2	EXCURSION 1 Walking tour of Lucerne EXCURSION 2 Visit to Mount Pilatus	Day 7	SEMINAR 4 Customer Experience & Luxury Service EXCURSION 5 Boat Trip on Lake Lucerne
Day 3	SEMINAR 1 Discover your talents and strengths SEMINAR 2 Discover your career pathways	Day 8	Free day to Explore Switzerland
Day 4	EXCURSION 3 Rhine Falls & Konstanz in Germany	Day 9	SEMINAR 5 Is a Biobal Hospitality Career for you? Certificates and Gala Dinner
Day 5	SEMINAR 3 Communication Skills EXCURSION 4 Visit to a luxury Hotel	Day 10	Departure to Zurich airport

시행학교	스위스 루체른 호텔학교 BHMS
시행기간	10일 (2019년 7월 & 8월)
신청가능연령 & 자격	만 17세 이상 -의사소통을 할 수 있는 영어실력 필요함
비용	추후공고 (2018년기준 약230만원)
포함내역	- 수업료와 교재비 - 숙박비 - 세미나와 워크샵비용 - 여행 - 수수료





les écoles supérieures
le scuole specializzate superiori
die höheren fachschulen




문의전화 02-595-1701
이 메 일 sumeelekr@gmail.com

School: Hotel School in Lucerne, Switzerland BHMS
 Implementation period: 10 days (July & August 19)
 Applicable age & qualification: 17 years old or older (requires English ability to communicate)
 Cost: Subsequent announcements (approximately 2.3 million won as of 2018)
 Included: tuition and materials / room and board / seminar and workshop expenses / travel / certificate of completion

Example: ESL in England & European Culture Tour Camp

▶ 영국&유럽문화 탐방 캠프(명문공립+유럽4개국 투어)

- 총 결제 예정금액에서 예치금 100만원은 선 결제, 이후 잔여금은 출발 1개월 전까지 결제되어야 합니다.
- 왕복 항공권 신청을 원하시면 예치금 결제 시 체크해주세요.



· 대상 : 초등학교 3학년 ~ 중학교 3학년
 · 장소 : 영국 명문 공립학교(The Canterbury High School, Canterbury)

구분	기간	정가	지금 할인중! 할인 가격
4주	2020.01.02 ~ 01.29	6,750,000원	6,250,000원
왕복 항공권 : 1,900,000원 왕복 항공권의 가격은 항공사의 사정에 따라 변경될 수 있습니다. 항공료는 tax(유류세)포함 금액입니다.			<input type="checkbox"/>
총 결제금액(예치금+잔여금-할인)			6,250,000원
캠프신청 예치금			1,000,000원

Target : 11 – 16 Age
 Included : Regular class/ESL tuition, homestay fees,
 Admission and transportation costs for Half & Full Day Excursion,
 European Culture Tour (Germany, Netherlands, Belgium, France);
 Certificate of Completion, Local Airport Pick-up & Sanding, Traveler Insurance, etc.

4. Korea Business Culture and manner

Confucian Roots

- Even modern Korean society is influence by the Confucian philosophy
- Hierarchical society – age, ranks, job titles
- Importance of building personal relationships and network - No cold-calls, meetings through 3rd party acquaintances
- Strict manners and etiquette

Dynamic and fast-moving business culture – keywords:

- Straightforward
- Proceeding Fast "Balli Balli Culture" Prompt responses & follow-up expected
- Details are important
- Trust is the Key
- Long-term Partnership (Exclusivity)
- Price sensitive

4. Korea Business Culture and manner

Basic Manners

- Bowing slightly
- Addressing with proper professional titles when possible
- Know the hierarchical order
- Handshake with men, bow with females
- Giving and receiving with two hands

Business Cards

- Representation of the person - Must have!
- Exchanged as the first greeting, examine thoroughly
- Use two hands and treat with care
- Placed on table during meeting, not pocket

Business Attire

- More formal than western countries in general
- Males: Dark-colored suits are the norm (tie optional), juniors dress more formal
- Females: Sleeveless tops, short skirts, and low necklines should be avoided

❖ Business Gifts

- Not a must, but common and considered a good manner
- Modest value (esp. Media, public organizations)
- Especially gifts from Finland recommended
- Given at the end of the meeting to person of highest rank

❖ Business Meetings

- Make appointments well in advance
- Punctuality
- Don't expect decisions to be made during meetings
- Facts and figures appreciated

❖ Language

- English speaking level generally average
- Often junior employees do the translating for senior executives
- Talk simple, short, and slow to be clear
- Counter-part might not show it if they didn't understand

❖ Hospitality

- Offering lunch or dinner with drinks to foreign partners is considered good manners
- Avoid small-talk about sensitive topics (politics, religion, historical issue)
- Don't be surprised by highly personal questions (age, family, hometown)

5. BF/VF IN UPCOMING EVENTS 2020 (TBC)

Period:	Name(Eng):	City:	Website:
2020.Jan.16-18	EDUTEK KOREA 2020 & EDUCON 2020	Seoul	http://www.educationkorea.kr/?home
2020. Spring	EDU & EDU-TRAVEL Workshop	Seoul	<u>By Business Finland/Visit Finland</u>
2020. Summer	Travel Exhibition		
2020.07.09-12	Educare (Early education)	Seoul	http://educare.co.kr/
2020. Mid-September	MOIMOI Travel Workshop in Asia (Seoul, Taipei, Tokyo)	Seoul	<u>By Business Finland/Visit Finland</u>
2021.Mid Jan	EDUTEK KOREA & EDUCON 2021	Seoul	



Business Finland/Visit Finland : B2B Discussion

CCE Finland (Council for Creative Education): Student camp and Training for professionals

Naava : Smart wall for Schools, Public organizations and companies

HEI schools : Finnish Early education program

+

WCF(Wise Consulting Finland oy) : Finnish Education and International School with a sample case

**KIITOS
THANK YOU**