

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



전라북도국제교류센터
Jeollabuk-do Center for International Affairs

Jeonbuk Global Village Experience Center Promotional Poster

Jeonbuk Global Village Experience Center



Educational Facility



Seminar Room/Meeting Room



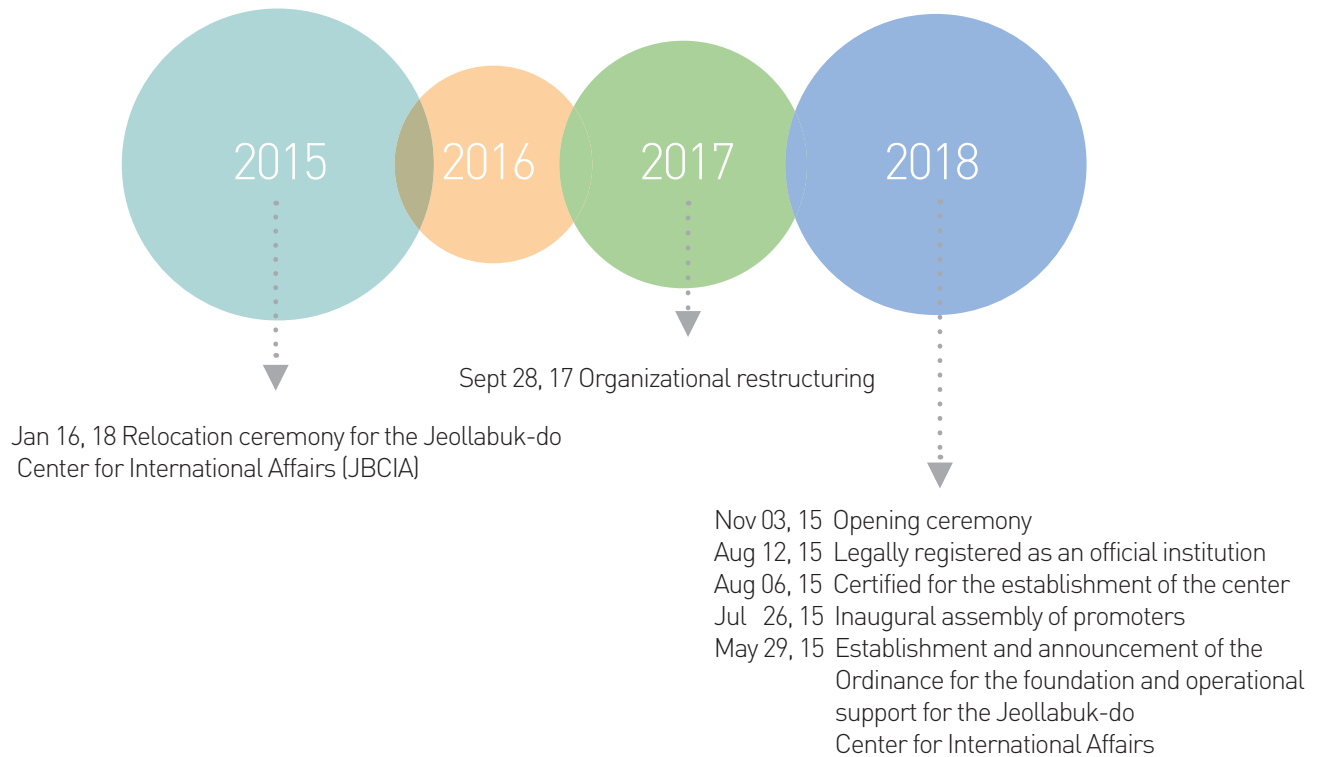
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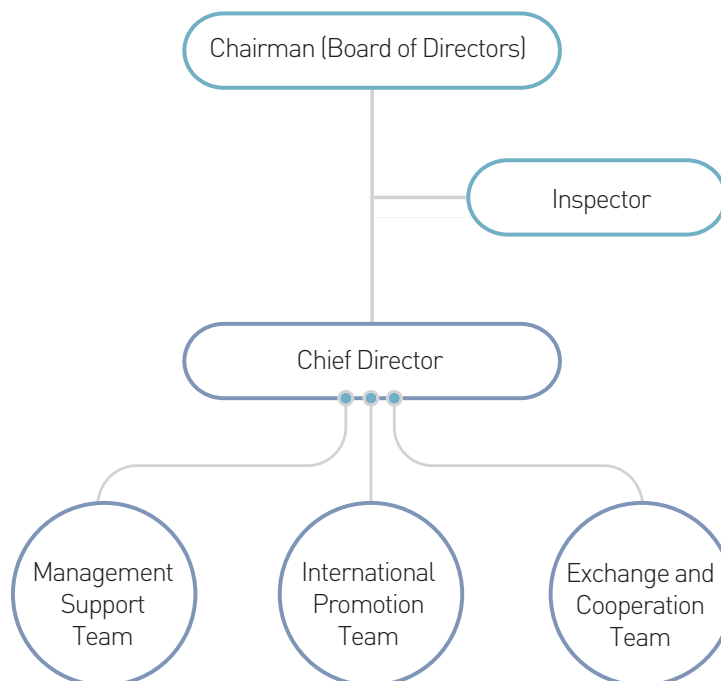
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History 2015~2018



Organizational Chart



The Jeollabuk-do Center for International Affairs (JBCIA) was established by the Jeollabuk-do provincial government as a specialized institution to contribute to the development of the region, strengthen residents' international capabilities, and improve living conditions of foreign residents through comprehensive international exchanges with global cities so that Jeollabuk-do can establish itself as a center of the Pan Yellow Sea Belt.

Greetings!

Jeollabuk-do Center for International Affairs (JBCIA) is a specialized institution to improve Jeollabuk-do's international competitiveness by creating a platform for communication between native residents and foreigners residing in the area.

JBCIA engages in various activities such as networking business for international exchange, 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. 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.

There is a saying that 'much depends on the beginning of an endeavor.' We have just started our journey. We look forward to your active support and attention so that we can vigorously move forward.

Let's unite your hearts and minds together to make Jeonbuk as the 'center of Korea and invigorating province' to feel pride as residents of Jeonbuk.

Thank You.

Chairman Choi Jung-ho
Jeollabuk-do Center for International Affairs

Vision and Strategy



Mission

Vitalization of international exchanges between civilians to enhance Jeonbuk'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 for private exchanges and strengthen the region's international exchange infrastructure
- Strengthen global cooperative networks between cities, provinces, industries and academia.



Enhancing Jeonbuk's Global Competitiveness

- Expand Jeonbuk-style ODA programs
- Nurture next-generation global specialists
- Support for 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 Jeonbuk
- Active support for foreign residents and making them enjoy Jeonbuk



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

Policy Direction



Main Programs for 2018



01. Activities to Promote Jeonbuk's Internationalization

- Overseas Cooperation Officers
- Promotion of the Korean language education overseas
- Efforts to Enhance Public Diplomacy Infrastructure
- Nurturing Future Global Leaders
- Youth Model UN Conference in Jeollabuk-do



02. Global Frontier Jeonbuk

- Jeonbuk-style Official Development Assistance (ODA)
- Operation of Traditional Jeonbuk Culture Programs Overseas



03. Efforts to Increase Jeonbuk's International Appeal

- Support for Promoting Overseas Exchanges between Civilians
- Jeonbuk-themed Visit Programs
- Jeollabuk-do International Exchange Festival



4. Public Diplomacy Projects with Provincial Residents

- Public Diplomacy Projects for Provincial Residents
- Global School for Provincial Residents
- Promotion of Exchange Activities between Civilians
- Promotion of Joint Projects with the Korea Foundation
- 2018 Rural-Urban Exchange and Cooperation Project with the Korean Rural Community Corporation

5. Friendly Jeonbuk Projects

- Jeonbuk International Student Ambassadors
- Publication of English Promotional Magazine for Jeonbuk
- Support for Foreign Communities in Jeonbuk
- Support for the Social Integration of Foreigners Living in Jeonbuk



01

Promoting the Internationalization of Jeonbuk



Overseas Cooperation Officers

Improve the project effectiveness by discovering collaborators in key overseas regions for efficient operations in new and existing areas of international exchange

- Receive monthly reports on the status of cooperation regions and conduct surveys on project demands
- Build and maintain a network with institutions and agencies in operating regions and discuss with them about opportunities to cooperate
- Engage in promotional activities to introduce Jeonbuk overseas



Promotion of the Korean Language Overseas

Contribute to attracting international students and vitalize Korean language education overseas for the future by creating Jeonbuk's unique educational environment to learn Korean

- Develop and publish textbooks for the TOPIK with pictures, dialogue, and content related to Jeonbuk
* TOPIK : Test of Proficiency in Korean
- Attract more international students to Jeonbuk by providing Korean textbooks to key overseas language institutes





Efforts to Enhance Public Diplomacy Infrastructure

Develop an offline database for optimal personnel management of provincial residents, foreigners, or overseas Korean residents Strengthen a sustainable network by establishing a cooperative system with related agencies and institutions

- Develop an offline database for the efficient management and use of a human network
- Establish a cooperative system with central government agencies and other related institutions



Nurturing future global leaders

Support the efforts to nurture global leaders by enhancing their global and job competitiveness with internships, volunteering opportunities, field experience, and others activities

- Global internships for university students in the Jeollabuk-do.
- Provide university students and job seekers in the province with volunteering opportunities, field experience programs, and other educational support



Youth Model UN Conferences in Jeollabuk-do

Enhance young people's interest and awareness of the UN and international society, lay the foundation to cultivate them as global citizens and foster a global mindset

- Educate the youth to enhance their understanding of the UN and the topics of each commission
- Hold a yearly Youth Model UN Conference



02

Global Frontier Jeonbuk



Jeonbuk-style Official Development Assistance (ODA)

Promote development cooperation and exchange with other countries by distributing agricultural technology, traditional culture, and other fields that Jeollabuk-do has a comparative advantage in. Contribute to the international society and expand Jeonbuk's participation through its own ODA activities

- Support the growth of other countries and expand the basis for exchange through Jeonbuk-style ODA Foster friendly ties and development through education and voluntary activities in ODA areas



Operation of Traditional Jeonbuk Cultural Program Overseas

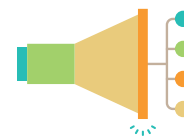
Attract interest on Jeollabuk-do and create an environment to build friendly relations between countries based on traditional cultural programs

- Traditional Jeonbuk cultural experience programs in new areas of exchange
- Promote civil exchanges through traditional performances and exchange programs of Jeonbuk



03

Efforts to Increase Jeonbuk's International Appeal



Support for Overseas Exchanges between Civilians

Enhance Jeonbuk's global image at home and abroad and vitalize personnel exchanges to facilitate the region's international exchanges

- Cultural and sport-based exchanges with private organizations in sister cities and friendly regions
- Discover new regions to increase cooperation with international exchange institutions



Jeonbuk Themed Field Trip Programs

Provide various field trip programs with an emphasis on experiencing Jeonbuk to enhance the region's global image and vitalize the local economy of cities and counties within the region

- Themed visits to enjoy various seasonal and regional characteristics of Jeonbuk
- Encourage the participants of themed visit programs to promote Jeonbuk to their countries via social media



Jeonbuk International Exchange Festival

Promote mutual understanding on various cultures from around the world through performances and experiences Provide a venue for mutual exchanges, communication, sympathy, and harmony between provincial residents and people from all over the world

- Introduce various cultures from around the world (country booth, traditional food and other cultural experiences)
- Promote Jeonbuk's global image
- Venue for cultural exchanges with performances, experience booths, and contests
- Invitation extended to foreign guests and the diplomatic missions in Korea



04

Public Diplomacy Projects with Provincial Residents



Public Diplomacy Projects with Provincial Residents

Nurture local residents and university students' interest in international exchanges through the public diplomatic corps to allow them to participate in such activities on a consistent basis

- Jeonbuk international exchange supporters
- Foreign language Master Classes
- Support Korean-English interpretation and translation certification
- Support international exchange events of Jeonbuk's 14 cities and provinces
- Overseas civil exchange events of the network group of provincial residents



Global School for Provincial Residents

Provide educational programs to promote in-deep understanding about global society and school visiting programs for better awareness of international exchanges for provincial residents

- Invite famous lecturers to increase understanding on international exchange
- School visiting programs for better awareness of international exchange





Promotion of civil exchange group activities

Discover and support outstanding private exchange projects to vitalize civil international exchanges of Jeonbuk

- Support international exchanges of civil groups in various areas such as culture, sports, and food
- Vitalize civil international exchanges by supporting private exchange groups in the province
- Secure the basis for civil exchanges and establish a network in the province



Promotion of joint projects with Korea Foundation

Promote mutual understanding and friendly cooperation by discovering and engaging in joint international exchange projects with other cities, provinces, and international exchange institutions

- Jointly organize world culture exhibitions or performances with Korea Foundation
- Run promotional programs to introduce Jeonbuk and invite foreign performance teams
- Provide a venue for exchanges between provincial residents and foreign guests



2018 rural-urban exchange and cooperation project of Korea Rural Community Corporation

Enhance the global competitiveness of residents of farming and fishing villages in the province by vitalizing rural-urban exchanges between urban residents and foreigners and improving their understanding on the rural community

- Encourage tourists to shift their city and sightseeing centered visits to farming and fishing villages
- Promote experience visit to farming and fishing villages to increase rural household income and create added values in those areas



05

Friendly Jeonbuk Project



Operation of Jeonbuk International Student Ambassadors

Promote Jeonbuk's campus life and the surrounding environment to enhance Jeonbuk's image and attract more international students and visitors

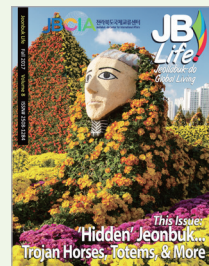
- Promote visits to provincial universities
- Activities of the Jeonbuk International Student Ambassadors
- Regularly update promotional content via social media



Publication of English Magazine for Jeonbuk

Provide foreigners at home and abroad with stories of Jeonbuk and related information from the point of view of other foreigners

- Publish an English magazine introducing Jeonbuk life and valuable information titled JB LIFE! (Jeonbuk Life!)
- 4 issues a year(quarterly publication)



Support for Foreign Communities in Jeonbuk

Support foreign communities (groups) in the province to improve their quality of life and encourage their social participation

- Support festivals, sports events, volunteer activities, and others activities for foreign communities





Support for the Social Integration of Foreigners Living in Jeonbuk

Provide foreigners residing in the province with positive images of Jeonbuk and offer them programs to enhance their social adaptability to improve their living conditions

- Provide Korean language classes for foreigners
- Run foreign representative and volunteer groups
- Events for encouraging unity among foreign workers
- Provide visiting counseling services



Sister cities and friendly cooperation regions : 9 regions in 4 countries

[as of January, 2018]

Sister Cities (3)

- Jiangsu Province (China)
- State of Washington (USA)
- State of New Jersey (USA)

Friendly Cooperation Regions (5)

- Kagoshima Prefecture (Japan)
- Ishikawa Prefecture (Japan)
- Shanghai City (China)
- Shandong Province (China)
- Yunnan Province (China)
- Dak Lak Province (Vietnam)

