

Dialogue on Korean Film: The Secret of Korean Film Success and the Future of Korea-Asia Cooperation

Organised by
Korea Centre, East Asian Institute (EAI), National University of Singapore (NUS)

Sponsored by
The Embassy of the Republic of Korea in Singapore

Friday, 20 October 2023

**Seminar Room 3-1, Manasseh Meyer Building
Lee Kuan Yew School of Public Policy, NUS Bukit Timah Campus
469C Bukit Timah Road, Singapore 259772**

Parasite, winner of four Academy Awards in 2020, and *Squid Game*, winner of six Emmy Awards in 2022, are products of Korean filmmakers. In the 2020s, Korean films and filmmakers began sweeping the world's most prestigious film awards while receiving much love from people worldwide. Our distinguished speaker, Dr Park Hee Seong, who is with the Korean Film Council, has 20 years of experience supporting Korean movies and conducting international exchange projects. She will share the secret of Korean film success and the characteristics of the Korean film ecosystem. Dr Park will also discuss what Korea and other Asian countries can do together to keep advancing the film industry's future.

~ Programme ~

Updated on 13 Oct

10.00 – 10.05 am <i>Singapore Time</i>	Welcome Remarks Prof Bert Hofman Director, East Asian Institute, NUS
10.05 – 10.10 am	Congratulatory Remarks H E Ambassador Choi Hoon Ambassador Extraordinary and Plenipotentiary, Embassy of the Republic of Korea in Singapore
10.10 – 10.15 am	Congratulatory Remarks Mr He Shuming Director of <i>Ajoomma</i> (Singaporean-South Korean drama film)
10.15 – 10.20 am	Congratulatory Remarks Ms Chang Youjeong South Korean director and writer
10.20 – 10.40 am	Group Photo followed by Coffee Break
10.40 – 11.40 am	Lecture by Dr Park Hee Seong Moderated by Prof Bert Hofman, Director, East Asian Institute, NUS
11.40 – 11.45 am	Closing Remarks Dr Lam Peng Er Head of Korea Centre & Principal Research Fellow, East Asian Institute, NUS

Please register at <https://forms.office.com/r/vFqva7yEhW> or scan the QR code on the right.

For programme updates, please visit

<https://research.nus.edu.sg/eai/2020/11/20/dialogue-on-korean-film/>.

Getting to Dialogue venue: <https://lkyspp.nus.edu.sg/explore-lkyspp/contact-us/getting-here>



Bio profiles of speakers and moderator

~ in the order of the programme ~



Prof Bert Hofman, a Dutch national, is Director of the East Asian Institute at NUS and Professor of Practice at the Lee Kuan Yew School of Public Policy. Before joining NUS, he was with the World Bank for 27 years, 22 of which in Asia, and 12 of which on China. Prof Hofman was the World Bank Country Director for China 2014-2019, the Country Economist 2004-2008, and the Chief Economist for the World Bank in the East Asia and Pacific region 2011-2014. He also worked on Indonesia, the Philippines, Korea and Mongolia. Before joining the World Bank, Prof Hofman worked at the Kiel Institute of World Economics, The OECD and NMB Bank (Now ING). He has extensive experience in advising governments around the region on a wide range of development issues, and published on fiscal policy, debt issues, and China's and Indonesia's recent economic history.



Amb Choi Hoon was the Standing Commissioner and Deputy Chairman for International Cooperation at the Financial Services Commission (FSC) from 2019 to 2021. He held various positions at the Ministry of Finance and Economy (MOFE) in 1991, including Director for Financial Hub Cooperation, for 16 years. He was posted to FSC in 2008, and worked as Director-General for Banking and Insurance Bureau, Director-General for Financial Industry Bureau and Director-General for Financial Policy Bureau from 2016 to 2019. He also served as Director-General for Greater Tumen Initiative Secretariat of the United Nations Development Programme China from 2011 to 2015, and Senior Assistant Secretary for Economic and Financial Affairs at the Office of the President from 2015 to 2016. Ambassador Choi holds a Bachelor's degree in Public Administration from the Sungkyunkwan University, ROK, and a Master degree in International Banking and Finance from the University of Birmingham, UK. In 2017, he completed his PhD in Economics from the University of International Business and Economics in Beijing, China.



Mr He Shuming is a screenwriter and director from Singapore. He graduated with a Bachelor of Fine Arts (Honours) in Film from The Puttnam School of Film, LASALLE College of The Arts. Shuming moved to Los Angeles in 2012, where he received his MFA in Directing at the American Film Institute Conservatory. He was conferred the Young Artist Award in 2019 by the National Arts Council, Singapore's highest artistic accolade. His debut feature film, *Ajoomma*, premiered at the 27th Busan International Film Festival in its prestigious New Currents section and garnered 4 nominations at the 59th Golden Horse Awards, including Best New Director. The film is also Singapore's entry for Best International Feature Film at the 95th Academy Awards.



Ms Chang Youjeong, a renowned writer and film director, graduated from the School of Drama of the Korea National University of Arts in theatre directing before starting a career as a playwright of musicals in the early 2000s. Mostly known for having directed nationwide hit musical productions such as <Finding Mr. Destiny> (2006) and <Legally Blonde> (2009), she is highly regarded among musical actors who named her best playwright in a survey conducted in 2011. Her most notable works also include <Oh! While You Were Sleeping> (2005), for which she won Best Musical and Best Book of a Musical at the 12th Korea Musical Awards (2006), and <Brothers Were Brave> (2008), which earned her Best Small Stage Musical at The Musical Awards. Chang made her first foray into film directing in 2010 by adapting her hit musical <Finding Mr. Destiny>, which had been performed more than 1,600 times by then. Since then, she has won 10 major awards in 2013, including Best Creative Musical, Best Book, and Best Director for the musical <The Days>. Chang turned into a film another of her most popular musicals in 2017 in the form of <The Bros>, based on <Brothers Were Brave>. Her impressive credentials led her to be named Deputy Director and Creative Director for the opening ceremony and Executive Director for the closing ceremony of the 2018 Pyeongchang Winter Olympics. She won the '13th Pony Chung Innovation Award' in 2019 among her many accolades. In early February 2020, she released <Honest Candidate>, her third feature film. Although the film opened just as COVID-19 hit Korea, it has secured more than 1.5 million viewers, allowing Chang to escalate on a sequel released in 2022.



Dr Park Hee Seong graduated from Pusan National University with a bachelor's degree in Chinese Language and Literature and later received her master's and doctoral degrees in film from Dongguk University in Seoul, South Korea.

Currently, she works as manager of the International Relations Team at the KOFIC (Korean Film Council), a public institution established in 1973 to support and promote Korean films. She is also an adjunct professor in the Department of Theater and Film at Hanyang University and an academic director (policy section) of the KCA (Korean Cinema Association).

In 2001, Park joined the Policy Research Department at the KOFIC and wrote many research reports including "Research on the Korean Wave in Film" and "Changes in the Chinese Film Industry After China Joined the WTO." She was appointed to the International Relations Department in 2006, and her career expanded to international affairs. She established the KOFIC Beijing office in 2009, coordinated various international exchange programs such as the Asian Film Professionals Training Course and the AFIN (Asian Film Industry Network), hosted many Korean film festivals in China (Beijing, Shanghai, Chongqing, Hainan) and in India (Chennai) and took a leading role in establishing overseas hub libraries for Korean film studies. Park has served in various departments within the KOFIC. She has headed up the Management Support Department and served as the project manager for supporting Korean film planning and development. In addition, she worked for the first Jeonju International Film Festival. Park lectured on "Issues of Asian Films" at the Korea National University of Arts in 2005, and she also has lectured at Konkuk University, the University of Seoul, and Kyungsung University.



Dr Lam Peng Er obtained his PhD from Columbia University and is a political scientist. His publications have appeared in international journals such as the *Pacific Affairs*, *Asian Survey*, *Asian Affairs*, *Japan Forum* and *Government and Opposition: An International Journal of Comparative Politics*. Lam's latest single-authored book is *Japan's Peace Building Diplomacy in Asia: Searching for an Active Political Role* (New York and London: Routledge, 2009). Other books include: *South Korea's New Southern Policy: A Middle Power's International Relations with Southeast Asia and India* (London: Routledge, 2023) edited, *Contemporary Korea-Southeast Asian Relations: Bilateral and Multilateral* (London: Routledge, 2022) edited, *Japan's Relations with Southeast Asia: The Fukuda Doctrine and Beyond* (London and New York: Routledge, 2013) edited, *Japan's Relations with China: Facing a Rising Power* (New York and London: Routledge, 2006) edited and *Green Politics in Japan* (London: Routledge, 1999). He is an executive editor of the *International Relations of the Asia-Pacific* (A Journal of the Japan Association of International Relations published by Oxford University Press) and *Asian Journal of Peacebuilding* (Journal of the Institute for Peace and Unification Studies, Seoul National University).

Korea Centre, East Asian Institute, National University of Singapore

Peace and prosperity on the Korean Peninsula are vital not only for East Asia, but the whole world. South Korea's policy towards Southeast Asia, in particular, dubbed as "Korea-ASEAN Solidarity Initiative" currently, has raised its partnership with ASEAN to the level of relations with its traditional four major diplomatic partners of the United States, China, Japan and Russia. For Singapore in particular, its good relations with the United States and North Korea had landed the city-state with the important role of hosting the 2018 US-DPRK (Democratic People's Republic of Korea) summit, the first historic summit between the two.

The establishment of a Korea Centre in Singapore is thus timely and serves as the knowledge hub for sharing Korea's development experience. The EAI Board approved the setting up of a Korea Centre in its meeting in June 2021. The Centre has the endorsement of the embassies to Singapore of the ROK and DPRK, and the financial support of the Korea Foundation. It is the first in Southeast Asia focusing on contemporary Korean politics, economy, society and international relations, as well as North-South interaction in the Korean peninsula.

The Korea Centre's mission is to analyse issues on governance, peace and development in the Korean peninsula to enhance understanding and interaction between the two Koreas and ASEAN countries. Its vision is to be the best Korea Centre in the Indo-Pacific outside of the Republic of Korea dedicated to the study of contemporary issues of

public policy, peace and development in the Korean Peninsula and its international relations. Some of its activities include hosting conferences and seminars, publishing a quarterly Bulletin and interacting with its counterparts from the two Koreas.

The Korea Centre has an advisory board and core staff from EAI. The Centre also draws on a network of adjunct research fellows with internationally recognised expertise on the Korean peninsula and manage an ASEAN-Korean peninsula network among interested researchers. Administratively, the Korea Centre is an integral part of EAI. The Centre is headed by Dr Lam Peng Er, Principal Research Fellow of EAI. The Korea Centre operates within EAI's existing budget and through the funding of the Korea Foundation.

Please visit www.eai.nus.edu.sg for more information.
