

The Moments in Jeju



N°2

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Venue & Travel
▶ Gapado Green Barley Festival
▶ Bonte Museum

The Local
▶ Morning Smile Farm
▶ Color Lab Jeju

Art & Culture
▶ Kim Tschang-yeul
▶ Mokhwa Oreum

Global Issue
▶ Jeju-ASEAN+9
▶ Workcation

The Green
Messenger
of the Spring:



Gapado Green Barley Festival

Jeju's spring is famous for its vibrant colors, such as the bright yellow fields of canola flowers and rows of baby pink cherry blossoms. However, the color green should not be overlooked, as it is a significant sign of spring's arrival. When green sways like waves, it's a sure sign that spring has come. *Gapado* Island is a popular tourist attraction, particularly for its barley, which covers 60% of the island.

Blurring the Boundary between Green Barley Waves and Ocean Waves

Gapado is located 5.5 km away from Wunjin Port in Jeju's Seogwipo city.

As you board the ferry, you can gaze at the main island of Jeju receding in the distance, but in no time, you arrive at your destination.

The origin of the island's name varies. One theory is that it derives from the word "stingray" (*gaori* or *gapari* in Korean), while another suggests that it refers to the waves that cover the island. Yet another theory states that *Gapado* means "there are many waves." The island's surface area is only 0.84 km², and its coastline measures only 4.2 km. It is the flattest island, not only in Korea but in all of Asia. Despite its low elevation, the island is protected from typhoons and tsunamis by a belt of rocks that surrounds it.



Because of its low elevation, visitors can enjoy the open fields and expansive sky anywhere on the island. Although it is possible to walk around the island on foot within two hours, many recommend renting a bicycle. The island is so flat that cycling is easy, and visitors can enjoy the spring breeze and warm sunlight while leisurely riding through fields of green barley.

There are two or three paths around the island, including *Olle* trail #11-1, but they all meet at the Hope Observatory. Located in the middle of the island, this is the best spot to enjoy the surrounding sea of green barley fields. It is only 20.5 m above sea level, but it is the highest spot on the island, and an important place for *Gapado* villagers, who look out from it to *Hallasan* Mountain and pray for the safety and peace of the village.





Tourists come to *Gapado* for the green barley, but they are deeply moved by the panoramic view of the main Jeju Island from here. From *Gapado*, visitors can see *Sanbongsan* Mountain, where the skirt of *Hallasan* Mountain falls; *Song-aksan* Mountain, facing the ocean; and *Hyungjaeseom* Islet, facing *Song-aksan*. This view makes it appear as if *Gapado* and the main Jeju Island are connected because green barley, like the ocean, rolls like waves, and the ocean waves, moving like green fields, blur the boundary between the island and the ocean.

Gapado Green Barley Festival, Signaling Jeju Spring

TOUR INFORMATION
GAPADO
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ADDRESS

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[https://wonderfulis.co.kr/
island_island/gapado](https://wonderfulis.co.kr/island_island/gapado)

Until recently, *Gapado* was an island that only a few tourists visited, as they preferred to go to *Marado*, an island located in the southernmost border of Korea, close to *Gapado*. However, *Gapado* gained popularity as tourists reported the beauty of the green barley, the great stone walls throughout the island, and the pristine ocean view. Now *Gapado* has become the most popular islet within Jeju. The Green Barley Festival and the opening of the *Olle* trail have made this island an even more famous travel spot. There are now stalls selling green barley ice cream and barley hot dogs, but the villagers didn't start growing barley for tourism. One could say that barley is life for the *Gapado* villagers. They started growing barley because it required little labor after planting the seeds and was suitable for their busy lives in the sea as fishermen and *Haenyeo* (Women Divers). The green barley waves symbolize peaceful co-existence between nature and people, and the history and lives of the villagers are infused in its cultivation.

Gapado Green Barley Festival, which began in 2009, is Jeju's most famous spring festival. Starting with the purpose of promoting *Gapado*, the festival is still organized and operated by villagers. Programs include green barley field walking, *Olle* trail walking, and piling Hope Stone Pagoda. Designed for the enjoyment of the scenery and culture of the island, these programs are not too commercial and are much loved by tourists.



This year's festival was held from April 8th to 9th for the first time in three years due to COVID-19; thus, interest was very high. *Gapado* welcomes its visitors with an expansive blue ocean, green waves of barley, and windmills instead of telephone poles. But spring is passing, and the color of *Gapado*'s barley is changing its hue from green to yellow. *Gapado* awaits visitors with other charms.

The Beautiful
Original Form :



Bonte Museum

The museum opened in 2012, showcasing crafts and artworks from the collection of the museum's founder. The name "Bonte" means "original form," which refers to the vital force within a culture that has been obscured by the passing of time. The museum seeks to create a journey of exploration into the soul of Korean culture and the universality of humankind through art by bringing together nature and architecture, traditional and contemporary life, Korea and the world.

Bonte Museum in Jeju is a unique venue that offers visitors an experience beyond just an exhibition space. It is a multicultural space where visitors can explore the outstanding architecture of internationally famous architect Tadao Ando, along with contemporary art and traditional Korean art.



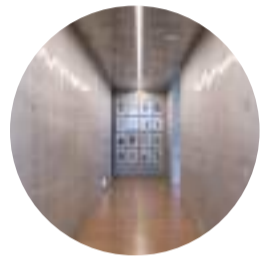
Tadao Ando's Architectural Philosophy Meets Jeju Nature



The museum is a masterpiece created by the internationally renowned architect, known for using exposed concrete, geometric forms, and light and water as architectural elements. The design of *Bonte* Museum goes beyond physical beauty, as it aims to create aesthetic harmony with the surrounding environment. The museum is situated on a slope and consists of two spaces—one with a triangular shape, and another with a long oblong courtyard—so that it does not go against the land's natural rhythm. Overlooking *Sanbongsan* Mountain, the museum is in harmony with Jeju nature, alluding to the powerful original forms the museum aspires to.



The museum is divided into four exhibition halls, each with a different height and spatial design related to the exhibition themes and specificities. Departing from the traditional “white cube” gallery, the fluidity of the space in relation to the exhibition intensifies the viewer's immersion in the experience.



Bonte Museum Sculpture Park

The Aesthetic of Bier and Puppets: Companions on the Way to Nirvana, in the 4th exhibition hall, explore Korean culture through traditional funeral rites. The bier, and the puppets attached to it, are in almost perfect original condition, and through these, we can get a glimpse of the love and care our ancestors felt for the deceased. The puppets help the dead with their journey to the afterlife, taking on various roles to aid the deceased on their way to the end of life. They are either riding mystical animals such as a *Haetae* (mystical lion) or a tiger, and act as guides, opening the door to the afterlife, and protecting the dead from evil spirits with their weapons and scary faces. The traditional belief is that the road to the burial plot overlaps with the road to the realm of nirvana, where they are finally liberated from all suffering. The 2nd exhibition hall provides a unique way of experiencing contemporary art. It's an open space connecting a tall entry hall with the main exhibition space, and you have to take off your shoes to enter. When it's raining or cold, you will be welcomed with a heated floor, as if entering a friend's house. The artworks presented here are like a feast. Even though they are artworks by major contemporary artists from various countries, the room is designed to make us relax. The first floor contains Julian Opie's portrait series, sculptures and paintings by Robert Indiana, known for his *LOVE* sculptures, the *Melting Clock*

The Exhibition Is a Journey of Seeking the Beauty in Its Original Form.

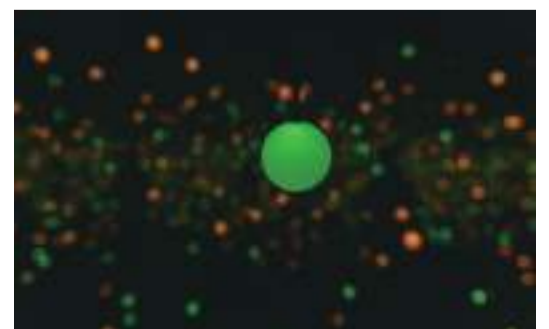
sculpture by Salvador Dalí, and Picasso's later drawings. Then, you will walk to the second floor to meet Nam June Paik, the internationally known Korean artist. His paintings are set against a backdrop of picturesque Jeju scenes and a wall of traditional Korean roof tiles. This juxtaposition emphasizes the life and artworks of Nam June Paik, who stood at the crossroads between tradition and contemporary Korea and the world.

All exhibitions of *Bonte* Museum have unique concepts and appeal, but what draws visitors' attention the most is the 3rd exhibition hall, which has a permanent Yayoi Kusama exhibit. The artist created *Mirrored Room-Gleaming Lights of the Souls* (2008) with water and lights reflected in the mirror, creating a limitless space. By entering this space, visitors have a glimpse of the artist's inner world, and experience seeing themselves as part of the work, reflected in the mirrors.

Recently, the museum welcomed visitors with paintings by Salvador Dalí and Yayoi Kusama. The journey of finding the original beauty continues.



Special Exhibition
<Companion on the way to the other side
– the aesthetics of bier and kokdu>



Yayoi Kusama
<Infinity mirror room
– the souls of millions of light years away, 2008>

TOUR INFORMATION
BONTE MUSEUM

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CONTACT +82-64-792-8108 | bontemuseum.com

Morning Smile Farm

Morning Smile Farm Is a Place Where Everyone, Including the Cows, Shares Smiles.



The Jeju Food Show, *Jeju Eat Suda 2023*, was held from April 7th to 9th to promote Jeju's outstanding local food industry. At this event in a great success, 95 local Jeju food businesses participated and introduced their excellent products in 102 booths. The food tasting was among the popular events, and people lined up at many of the booths, including Morning Smile Farm, which had a long line of tourists. Many visitors came to the exhibition to buy dairy products such as milk jam, yogurt, and string cheese from the farm.

Happy Dairy Cows Produce Good Dairy Products

The name "Morning Smile Farm" was chosen when customers who had long suffered from constipation reported getting relief after eating the farm's yogurt. It first gained popularity among health-conscious mothers and sales in a rapid growth. The farm's products range from food items, such as yogurt, cheese, milk jam, and milk cookies, to products made with milk, such as soap. They are available all over



Not only does Morning Smile Farm maintain the highest standard of hygiene control, but it also operates a farm where dairy cows and humans happily coexist. One hundred free-range cows graze in the large pasture of 230,000 m² eating only certified organic grass and feed. As a certified animal cruelty-free farm, they believe that healthy milk is produced by raising healthy and happy dairy cows. It is the only dairy farm in Korea with free-range and animal cruelty-free certificates. Moreover, they fertilize the land by spreading manure for sustainable farm operations. It is also the first dairy farm in Korea to have an environmentally-friendly methane-reducing feeding system.



Korea, including ten online shopping channels, hotels, department stores, and airports. Moreover, they are being exported to Asian countries such as Hong Kong, Malaysia, Singapore, Thailand, and Dubai, as well as to Western countries with stricter import regulations, such as the U.S. and France. Their export profit reached USD 120,000 in 2022.

Morning Smile Farm's success is due to its mission to produce quality dairy products, as seen in the three patents they earned related to milk processing technologies. The fact that it is a milk processing facility that runs its dairy farm ensures quality and increases customer satisfaction.



Experiential Farm Where Dreams Are Shared with Customers.

Morning Smile Farm is open to visitors, as it runs an experiential farm certified by the Korea Dairy Committee. Through this experiential farm, they share their values directly with customers, such as animal rights and sustainability. They provide accurate information about healthy milk and share the vision of the farm. Visitors can see dairy cows peacefully munching on grass in the large pasture. They may bottle-feed calves and sign up for cheese-making classes. An on-site farm cafe attracts customers who can enjoy various milk products.



Through these efforts, Morning Smile Farm has become one of Jeju's most popular tourist sites, visited by more than 300,000 visitors annually. The farm location has the advantage of being close to the airport and easily accessible by tourists.



With the intention of providing happy memories and healthy eateries, Morning Smile Farm is an excellent example of the sixth industry unique to Jeju. Recently, its contribution to the Jeju community was recognized through a LOHAS certification.



We hope the stories of Morning Smile Farm will make more people smile and be inspired. CEO Lee Sung-chul observes that happy cows make high-quality milk and satisfy customers. His vision for Jeju, where humans and nature live in harmony, will continue to unfold.

Color Lab

Bringing the Beautiful Colors of Jeju Nature to Everyday Life



Two unforgettable images of *Hallasan* Mountain are the evergreen trees, bursting with green energy, and its majestic rocks blanketed in snow. Many hikers head to the tallest mountain in Korea, mesmerized by its white powder-covered slopes. While it may be sufficient to capture the white scene with the naked eye, others trek up the snow-covered mountain with color strips, seeking the colors of Jeju in January. These are the members of Color Lab Jeju, a local design company whose mission is to touch people's hearts with the beautiful colors of Jeju nature. They wait for the perfect snowy day to capture the colors of winter. They look for subtle shifts in color depending on the sun's angle, location, and the shadow it casts. In a sunny spot, the snow is a cream color. In the shade under an Oreum, the snow is a cool gray.

Archiving
the Colors of Jeju



When thinking about Jeju, tourists might think of the clear blue color of Jeju's ocean or the bright yellow of canola flowers that spread all over Jeju in the spring. However, defining

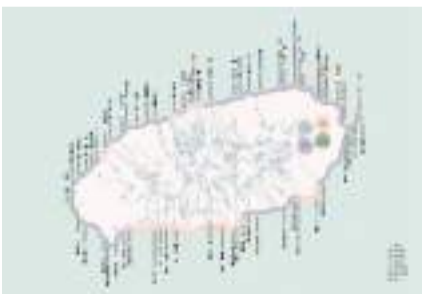
Jeju with a few highly saturated colors is not easy. Because Jeju has many rainy, misty days, the colors are, in fact, much more subtle and complex. The same color displays a varied spectrum depending on the place, season, and weather. CEO Kim Myung-eun of Color Lab Jeju studied industrial design and urban design in school, and she later studied counseling psychology to explore the internal processes related to colors. In an interview, she explained that she founded the company because she felt sad that Jeju's colors and emotional qualities were disappearing, so she started the Jeju Color Project to look for and document the colors of Jeju.

"I think the reason why people love Jeju so much has to do with the beauty of its nature and the colors within it. I want to communicate and share the emotions I felt in Jeju conveyed through colors."

CEO Kim observes that the colors of the Jeju ocean differ depending on location, so she went to different beaches to find and archive the ocean colors, and documented the process as part of her effort to collect and archive the natural colors of Jeju on color strips. She believes that the colors of Jeju have a competitive edge on par with the world-famous Pantone color company. Although there are industry standard and corporate standard color tools, Jeju colors are not yet ready to be included in one or the other. Thus there are still many hurdles to overcome. Still, this project has even more appeal and possibility because of that. For instance, a single stem of the bracken revealed six colors. The colors of Jeju she has collected now number more than several hundred.



While continuing to archive Jeju colors, Color Lab Jeju is preparing to launch a big data open platform based on its archived collection. The six people working in this lab have varied backgrounds: urban design, counseling psychology, responsible tourism, art therapy, cultural anthropology, and visual design. They bring their wide range of expertise to products, product design, and art therapy programs to inspire tourists to keep the colors of Jeju in their lives after returning home.



Infusing the Beauty and
Inspiration of Jeju's Nature
In People's Lives



To capture and share the emotional qualities of Jeju's nature, and bring inspiration to everyday lives, the Color Lab launched the Tutti Colori brand. As the name suggests ("Tutti Colori" is Italian for "all colors"), the brand intends to express all colors of Jeju. Tutti Colori Art Studio is where the company's vision to promote Jeju colors is shared with customers. Currently, the Art Studio runs a class to match the participants' inner colors and Jeju's nature colors. Unlike most indoor art classes, these are outdoor classes, where participants collect colors from nature using a kit of dry paint and a mini palette. Through this activity, they feel a step closer to Jeju's nature and have an opportunity to look within themselves. These classes are also barrier-free for groups of the elderly with dementia and people with hearing impairments.

The Tutti Colori Shop introduces lifestyle products that take patterns and colors from Jeju's nature. Their products include environmentally-friendly aprons, cushions, and notebooks with rosemary and bracken fern designs, which are very common in Jeju. It's not surprising that most of their products are without plastic packaging.

CEO Kim suggests looking at Jeju's colors slowly and carefully for those who lack color in their lives. Color Lab Jeju is on the road looking for more colors of Jeju's colors, and will continue to create designs that infuse the beauty and inspiration of Jeju's nature in people's lives.



Kim Tschang-yeul:



The Man Who
Became Water Drops

The artist Kim Tschang-yeul once said that he painted countless drops of water to turn them into mu (無, the nothingness). The Kim Tschang-yeul Art Museum, located in Jeojiri Artist's Village and designed by architect Hong Jae-seung, resembles the water drop paintings. When viewed from above, the building has a central courtyard surrounded by eight cube-shaped buildings. This architectural design expresses the painter's philosophy of "returning." Visitors' movements follow the shape of the Chinese character *whae* (回), which means "return." After viewing the exhibitions circling the square, visitors enter the central courtyard connected to the second floor and exit the building. The architect sought to assimilate the design into nature by following the rhythm of the landscape that rises and falls like an oreum and creating a flowing connection between interior and exterior.

Kim Tschang-yeul had a unique connection with Jeju. As a young man, he stayed in Jeju for one year and six months to take refuge from the Korean War. As an old man, he donated a significant number of his major paintings to this museum. When he passed away at the age of 92 on January 5th, 2021, he was buried under a tree on the museum grounds. The raindrops on a branch of this tree remind us of the cycle of his life returning to earth and then to water. This is the moment when life becomes art.



The Traces of Healing

Kim Tschang-yeul is one of the most famous Korean artists in modern and contemporary art history. However, his works are not easily comprehended by the general public due to their quality of silence and solitude, which do not come with descriptions. To understand the artist's world, the documentary *The Man Who Paints Water Drops* (2022) serves as a good entry point. This film won the Emerging Director's Award from the 13th DMZ International Documentary Film Festival in Korea and the Silver Horn Award at the Krakow Film Festival in Poland. Instead of talking about the artist's long list of successes or the meaning of his work, the film unfolds as a cinematic essay about his intimate life, including the gaps and scars of the artist and the man.

The film was directed by the artist's second son, Kim Oan, an artist who works in diverse media

as a photographer, musician, and film director. He is also the film's narrator, speaking in soft, melodious French.

"I always thought about how my father's paintings are received with a bit of misunderstanding and simplification. Because he was so silent about his work, his human side was often overlooked. So, I wanted to show all layers of humanity in his life and his art."

There are works of art whose beauty is observed just by viewing them, but other kinds of work resonate deeply in our hearts because we know where they come from. In the film, Kim Tschang-yeul expresses himself in French and Korean, in vague songs from the past, but mostly through silence. Instead of trying to make sense of all the pieces of his father's life,



the director chose to show the fragments and gaps in the artist's life. In doing so, he helps the viewer understand how Kim Tschang-yeul came to paint water drops.

For the less learned, a mountain is a mountain, and water is water.
 For those who are advancing in their learning, the mountain is no longer a mountain, and the water is no longer just water.
 For those who have acquired mastery, the mountain is once again a mountain, and the water is one again water.



The film opens with the above Buddhist proverb and moves through various images: including a close-up of the painter's face; Jeju Island seen from the sky; the valley of Maeng-san, the painter's hometown, where tigers used to roam; and black-and-white footage of a cluster of descending military parachutes. They are overlapped with the artist's paintings of water drops. Kim Tschang-yeul was fond

of saying that there was no "meaning" behind the water drops. However, the film suggests they hold many layers of meaning, which cannot be collapsed into one meaning. The film reveals the hidden trauma within the artist who appeared to have realized the Tao.

When Korea was liberated from Japanese occupation, the young Kim Tschang-yeul was living in a small village (now in North Korea) and yearning for freedom. But he experienced horrible violence because he was against communism in the North, and he was almost killed because he was accused of being a communist after coming to the South. In the following Korean War, all of his friends and comrades were killed in battle, and he barely survived, alone in a field of corpses. Though he survived, death must have entered his body then, and his cries to heaven became a deep silence. With the recommendation of his artist friend Kim Whanki, he continued his art career in the U.S. But the Pop Art fever

storming New York at the time made him disillusioned with the art world, and with the help of Nam June Paik, he moved to Paris. But the art that he strived for felt elusive, and poverty plagued him. It was in the midst of these struggles that he found water drops.

Kim Tschang-yeul remembers that moment: "It was in the middle of a dark night during my first year in Paris. I was struggling with poverty and depression. To reuse a canvas, I sprayed some water on the back of it, and that's when I saw it. I saw how the water became beads of light, forming images." Observing this phenomenon, he realized, "This is what I need to do!" Critics often attribute his depiction of water drops to the theme of "emptiness in Buddhism" or "nothingness in Taoism." However, Director Kim attributes the origin of the water drops to feelings of guilt. The young man who had lost all of his friends carried the guilt of being the sole survivor. With that guilt, he had to do something, become something: and the water drops became that "something." He continued painting water drops for half a century. There is suffering in survivors long after the death and violence have passed because the past haunts them. One story that Director Kim heard from his father as a child wasn't a children's bedtime story but a rather gruesome tale of a Bodhidharma who cut off his eyelid so that he could stay awake and cut off his arm to show his dedication, as he pleaded with Buddha to accept him as his student. The director sees it as "My father had to pay tribute to death like what Bodhidharma did to his eyelids, and his water drops weren't the sign of his awakening, but marks of his practice towards awakening."



<Rite>
 1964, Oil on canvas, 162 x 130



<Waterdrops>
 1983, Pigment oil on linen, 129 x 96.5

Recurrence



<Recurrence>
 1998, Acrylic oil on linen, 160 x 195

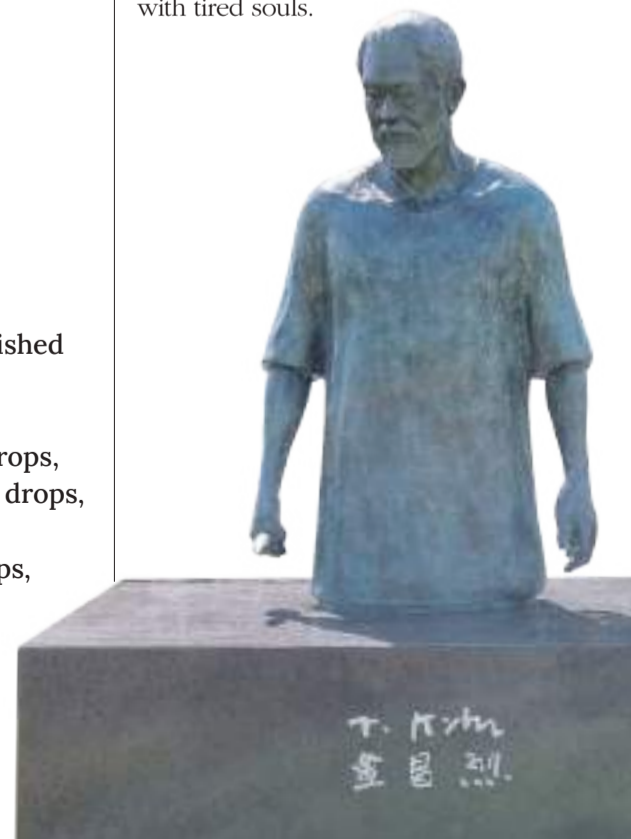
After watching the documentary, the water drop paintings no longer seem so "pure." Beneath the luminous shapes and formal structure, one can sense the drops of sweat from hard labor, the tears of guilt from survival, and the drops of blood from deaths witnessed in war. However, over time, Kim Tschang-yeul's water drops changed and evolved. The smooth canvas surfaces were replaced with various materials, such as the rough texture of burlap, newspaper, added fabric, and the letters of *Thousand Character Classic* that cover the white canvas. These Chinese characters, which he learned as a child, symbolize his pure and happy childhood, and the Recurrence series gained worldwide attention. The water drops were further assimilated with diverse natural objects, such as sand, metal, glass, and wood. Some of his water drops became sculptures, while others became installation art. Although the water drops may look like a divine punishment he carried with him, Kim Tschang-yeul must have felt freedom in the evolving transformations.

Kim Tschang-yeul devoted his life to expressing one subject in so many different ways, exploring purity and sorrow, vulnerability and perfection, objectivity and subjectivity. His efforts were similar to those of a seeker of enlightenment. That may be why silence was his way of speaking. Director Kim Oan expressed his admiration for his father and the artist for his ability to express a unique and profound artistic vision with such simplicity, and paid tribute to his father's paintings by uttering these words in a quiet voice,



"Finally, he did it. Round water drops, oval water drops, falling water drops, unfinished water drops, black-and-white water drops, colorful water drops, soft water drops, enveloped water drops, crowd-like water drops, transparent water drops, magnifying water drops, spiritual water drops, sad water drops, abstract water drops, hyper-real water drops, impressionist water drops, expressionist water drops, surrealist water drops, naturalist water drops... water drops, water drops, water drops."

The Kim Tschang-yeul Art Museum is showcasing an exhibition called *The Traces of Healing*, featuring a selection from the collection until July 9th. Through his water drop paintings that seem to convey purity and sadness, vulnerability and perfection, and objectivity and subjectivity, the exhibition seeks to comfort those with tired souls.



The Dream of
a Fashion Brand that Began
with a Grain of Seed



Mokhwa Oreum :

In the middle of Gwangpyeong-ri, Seogwipo City, Jeju, known for its wide field of reed and buckwheat, lies a farm that cultivates crops not for consumption but for clothing production.

Mokhwa Oreum is owned by farmer and CEO Jung Bo-ram, who has been growing cotton and flax for the past six years. Clad in a stylish jumpsuit, he can often be found in his log cabin, preparing morning coffee while gazing out the window at the cotton and flax fields. This tranquil scene, featuring a log cabin (a rarity in Jeju), a fashion-conscious farmer and a cotton field, is truly unique on the island. Jung Boram made the decision to leave his successful career as a designer, marketer and model in the fashion industry to pursue his passion for cultivating cotton in Jeju. He aimed to grow the raw materials needed for his envisioned fashion brand. Some fashion brands deeply involve themselves in sourcing and even growing their own raw materials, integrating them into their identity.



However, this is not the case in the Korean fashion industry, which often prioritizes trends without considering the origin of its materials. Most fabrics used in the Korean fashion industry are imported. Although there is a growing interest in raw materials, without a solid foundation, it is challenging to move beyond mere curiosity. Therefore, Jung Bo-ram decided to sow cotton seeds in Jeju's field. This process involved numerous trials and errors, but he eventually succeeded in cultivating cotton and flax for linen. He then transformed the harvested fibers into yarn, fabric, and ultimately designed clothing. Gradually, his dream began to take root.

Creating a New Path on the Roadless Journey

Becoming a fashion farmer wasn't an easy undertaking. It was challenging to find basic information due to the scarcity of cotton and flax farmers in Korea. Additionally, most cotton seeds available are genetically modified organisms (GMOs). Despite not growing cotton for consumption, he discarded entire batches if there were any traces of GMOs. He painstakingly selected only non-GMO seeds and successfully cultivated non-GMO crops.

Cultivating cotton has a long history in Korea, with existing cotton farms. However, there is limited information about growing flax in Korea. Although some farmers grow flax for seed consumption, he is likely the first farmer to grow flax specifically for linen in Korea. He even sought permission from the Ukrainian government to import flax seeds. To secure this permission, he made a commitment to yield two crops a year and provide related data to the Ukrainian Ministry of Agriculture for the next three years. As a result, he was able to import a small batch of Ukrainian flax seeds to Jeju.

As evidenced by these journeys, his path as a fashion farmer was uncharted and full of challenges. One significant obstacle was the volcanic nature of Jeju Island, where the soil



is composed of volcanic rocks and soil. He tirelessly dug through the ground, encountering countless small and large rocks. Cultivating cotton required first nurturing seedlings in a greenhouse in March, followed by planting them in the farm soil. Once the flowers bloomed, the battle against weeds began. Jeju's warm and wet climate creates ideal conditions for weed growth. Managing weeds, without the use of pesticides due to the farm's organic nature, proved to be an exhausting task. When asked why he insisted on organic practices even though the crops weren't for consumption, he responded:

“I insisted on organic farming because I have no other option.

Profitable cotton and flax farms in the U.S. are typically large-scale spanning at least 1.65 km² (165 ha).

Considering only cost and benefit, it's impossible to sustain a small farm like mine, which is why most cotton farms in Korea have disappeared. Hence, I decided to focus on creating value not by maximizing production but by generating meaning.

If I can inspire people through my work, I believe I can create a unique value.

I proudly present organically grown cotton flowers from Jeju's basalt stone fields. By sharing the entire process, I hope to touch people's hearts.”



In response to his sincerity, three colors of cotton bloom at *Mokhwa Oreum*: white, green, and brown. Colored cotton bolls are natural but rare globally because they are difficult to bleach into white or other colors. However, he recognized that these colored cotton crops could add a unique value to his farm. Consequently, he chose to produce naturally colored fibers without bleaching. This approach allowed green and brown cotton, often discarded elsewhere, to become the distinct items found exclusively at *Mokhwa Oreum*.

Envisioning a Brand that will Last for One Hundred Years

Five years have passed since he started this farm. At that time, both cotton and flax he sowed in the Jeju basalt stone field took root successfully, allowing him to estimate the annual yield. However, his entire inventory consists of only 5 kg of cotton bolls and 600 g of yarn. People who know him support his vision but can't help but ask how he manages to make a living. Since he began farming, his net income has been zero. From the beginning, he didn't have high expectations of making a profit. However, he also didn't pursue other money-making ventures. Instead, he dedicated all his efforts to growing cotton and flax because they are the foundation for his dream of launching a fashion brand. *Mokhwa Oreum* is not merely a farm; it is the “seed” of his dream. The log cabin on the farm will serve as his brand shop and showroom.

“My dream is to establish a sustainable and trustworthy Jeju fashion brand by producing cotton and linen through organic farming and sharing the entire process of clothing production. I believe in the power that a single grain of seed holds. I still don't know how to generate profit, and it will take considerable time and effort to realize my dream. Nevertheless, the healthy crops I grow will eventually create a new cultural value in the fashion industry, and *Mokhwa Oreum* will grow alongside it.

Jung Bo-ram's personally designed and crafted clothing made from the fabric he cultivated will be released soon. Due to the small yield, only five pieces of clothing will be available. This holds significance as the first clothes made from Korea's first certified organic cotton. He's also preparing to launch a limited edition of clothing items made from Turkish organic cotton. Given the diverse range of materials used in fashion, it is impossible to rely solely on the fabric he grows himself. However, he will approach the sourcing of external materials with the same attitude, striving to find excellent quality. His first fashion brand is named *Baeknyeon*, which means “one hundred years.”



“I named the fashion brand that will be the first 'clothes' made from *Mokhwa Oreum* as '*Baeknyeon*.' This name was on my mind from the beginning of my farming journey. I believe it is crucial to create culturally and environmentally valuable clothes that are not easily disposable, even if they come with a higher price tag. This name reflects my intention to design and produce clothes that can last for one hundred years.

I want my fashion brand to age along with the person wearing it. It will may become worn out, but I desire it to be clothing that people wear and cherish for a long time.”

Since its inception, he has held a harvest festival every year. It has always been a peaceful sight to witness numerous people gathering here and harvesting cotton and linen together. This year's harvest festival will also mark the launch of his *Baeknyeon* brand. He will walk in his clothes, just as he used to walk the runway, but this time amidst the autumn harvest field. I am eager to witness the expression on his face when he does so.



Jeju-ASEAN+ α : Moving Towards ASEAN and the World

The 17th Jeju Forum for Peace and Prosperity was held with the theme “Beyond Conflict, Towards Peace: Coexistence and Cooperation” at the International Convention Center Jeju (ICC JEJU) on September 14th-16th, 2022. During the Global Peace Cities Solidarity session, Oh Young Hun, the Governor of Jeju Special Self-Governing Province, emphasized the need to establish a peaceful and cooperative community, and to restore the Global Village Life Community through solidarity and cooperation. Governor Oh expressed Jeju’s commitment to lead in strengthening the global peace coalition and presented the Jeju-ASEAN+ α policy as a concrete plan for action.

In the eight months since the forum, Jeju has been working to strengthen its coalition with other ASEAN countries and Arab League States to realize this policy, not just for the benefit of Jeju’s people but also to contributing to global peace and prosperity.

What is Jeju-ASEAN+ α ?

ASEAN is an acronym for the Association of Southeast Asian Nations, formed in August 1967. The first Korea-ASEAN special summit meeting was held in Jeju in 2009, marking the start of a unique bond between ASEAN and Jeju. ASEAN currently has the 3rd largest population in the world, and its GDP ranks 6th, rising rapidly. Korea’s culture and industry, such as K-pop and K-beauty, are well-received in these countries. In today’s world, where the US-China conflict is at its highest in the current New Cold War atmosphere, Korea needs a region that can function as a buffer between these two global powers in terms of economics and national security. In this context, ASEAN is emerging as an attractive market and area of cooperation for Korea.

Jeju has been raising its international status since it was triple-designated as a Free International City in 2002, an Island of World Peace in 2005, and a Self-Governing Province of Korea in 2006. It is no longer an island at the tail-end of the Korean Peninsula but at the forefront of the curve toward Southern Asia. Jeju is leading the New Southern Region’s development base. Given this prominent role, the primary mission of the Jeju-ASEAN+ α policy is to bring practical benefits to the people of Jeju by strengthening exchange and cooperation within the Pacific Rim and Middle East regions, with ASEAN as the central axis.



Jeju Leads the New Global Collaboration through Jeju-ASEAN+ α

Jeju is making significant progress in realizing the Jeju-ASEAN+ α policy. During his meeting with Vietnamese delegates to Korea in Jeju, on Dec 8th, 2022, Governor Oh Young Hun discussed increasing trade opportunities between Jeju and Vietnam, as well as opening up an air route between major Vietnamese cities, such as Ho Chi Minh and Hanoi, and Jeju. The Vietnamese delegates and Governor Oh also explored the possibility of exchanges in renewable green energy, the agriculture-fishery-livestock industry, and tourism. In January 2023, Governor Oh visited Singapore, where he met the Senior Minister of State for National Land Development and the Senior Minister of Foreign Affairs, Chief Executive Officer of Business Administration and Chief Executive Officer at Singapore Tourism Board. They discussed ways to increase exchange

and cooperation between Jeju and Singapore, including setting up a liaison office to oversee networking with Jeju’s comprehensive representatives, including trade, tourism, culture, and international exchanges with nearby ASEAN countries. Subsequently, through a revision of the ordinance, Jeju will focus on creating a network linking relevant government ministries and forming a committee whereby professional institutions can participate in significant areas of international exchange: art and culture, tourism, economy and trade, and the agriculture-fishery-livestock industry. It will then unroll a comprehensive and combined policy.

Under this new policy, Jeju will push ahead to create international business opportunities in art and culture, utilizing Jeju-based K-contents to be marketed in ASEAN countries. The plan to establish an overseas office with this long-term vision is under a positive review. It plans to support professionals who possess comprehensive international business competency, put effort into developing and nurturing global content using future technology, and open an ASEAN-Jeju contents forum, which will actively support the entry of Jeju K-contents into the ASEAN market. In trade and commerce, it plans to establish a place to exhibit, promote, and sell

Jeju products in various countries, including ASEAN countries. To open global distribution channels for Jeju products, it is moving ahead with a marketing project utilizing global influencers.

In tourism, it will seek to open direct flight routes with major ASEAN countries to improve accessibility to Jeju. After assessing the demand, it will run a pilot project of direct chartered flights between major ASEAN cities and Jeju, and gradually increase the number of flights. In this way, it plans to move closer to the ASEAN market from a wide angle. Jeju aims to open up opportunities to expand tourism to ASEAN countries. In terms of foreign investment, it seeks to move away from investments that heavily focus on tourism development and move toward investment in new industries. The new industries include 5G, IT, and Smart-City, which are rapidly growing industries in ASEAN countries.

Economic and knowledge exchanges within ASEAN will be possible only when peace and security are ensured. As the Island of World Peace, Jeju has been conducting peace-centered diplomacy. Before the Jeju-ASEAN+ α policy can be successfully implemented, it will be necessary to spread Jeju’s peace agenda. Jeju will need to be a model by encouraging participation and forming partnerships with other ASEAN cities based on its unique initiative.

The central axis of the 21st century is shifting. The international stage is being re-imagined with Asia at the center. Within this changing flow, Jeju’s location, facing Asia, the Pacific, and the world, is strategic. With this new way of thinking and by focusing on its strengths, Jeju could construct a better infrastructure for easier access and advance international exchanges across various fields, such as economics, humanities, sociology, and culture. Jeju Special Self-Governing Province may realize a 21st-century version of its old dream that Jeju had as the Tamna Sea Kingdom.



Governor Oh and Nguyen Thi Tang, a member of the National Assembly Standing Committee of Vietnam



Jeju Prepares to Take a Leap into the New Era of Workcation



Brian Chesky, CEO and Co-Founder of Airbnb, has observed that the boundary between life, work, and travel has become blurred, and the concept of the “workcation” will soon revolutionize tourism. However, COVID-19 made this future a reality, as many people began working from home. “Workcation” is a new word combining “work” and “vacation,” and it often takes place in natural surroundings. Although COVID-19 is waning and the need to work from home is lessening, companies continue to provide workcation options as a benefit program for employees.

The Gift of Jeju: A Local-Friendly Workcation

Space Mono is a shared office located in Daejung-eup and is a recipient of the Smart City Project by the Ministry of Public Administration and Security, funded equally by the Korean government and Jeju province. This co-working space is specific to the local community and was the final recipient of the Metaverse Nomad Demo Business of 2022, hosted and organized by the Ministry of Science and ICT and the National IT Industry Promotion Agency. 121 participants from 27 companies held virtual meetings by accessing Metaverse with headsets. They also utilized other distance working services and participated in experiential programs created through local networks within each village.

Governor Oh Young Hun visited the site in November of 2022 and emphasized that it should promote the Metaverse Nomad Demo Project as an exemplary project that makes Jeju Workstation unique. The project received over a 90% satisfaction rate, and 96% of participants said they wanted to participate again. Many stated that they could increase work efficiency



by balancing work and rest, and they also enjoyed learning about Jeju from a fresh perspective by participating in local experiential programs organized by villagers.



Participants were invited to partake in local tours, including a BBQ party at Murung



Farm, Altteureu Airfield Peace Tour, Daejung-hyun Fortress Wall Tour, and a dolphin tour at Hamo Beach. These tours were designed to provide a fresh, unique experience of Jeju. Space Mono recently launched a new program, Work N’Roll, which is a short-term, five-day/four-night workcation program operated in association with local travel and accommodation businesses. It includes a local experiential program unique to the village.

Jilgeuraengie Center, located in Sehwa-ri, in Gujwa-eup, is a workcation center run by local villagers. Sewha Village Co-op runs it in the renovated village community center. Various companies, including the Korean Electric Power Corporation, Timon, Lotte Card, and IGIS Asset Management, have used the Center. The facility includes a bakery cafe, a shop selling local goods and products, a shared office with a meeting room, accommodations, and a large terrace overlooking Sehwa Beach. Socar Zone, a shared car service, and an EV charging station are also

Workcation in Jeju



With its beautiful tourist attractions and smart work infrastructure, Jeju is the best workcation place in Korea. It is not uncommon for IT and cultural content companies to have a workcation location or to run a second office here in Jeju. Hotels and resorts also offer various packages for those who come to Jeju for work and rest.

The Jeju Tourism Organization conducted a Workcation in Jeju program for medium and small businesses in Seoul and for employees in start-up enterprises, from September to December 2022. The interest was high. Within two weeks, 1,030 employees applied from 130 companies, and the application process had to close early. Through this program, participants worked in offices set up for comfortable remote work while enjoying Jeju’s nature and culture through village experiential programs. Participants’ satisfaction rate was very high, and many expressed interest in participating again.

Jeju is trying to channel this interest in workcations in ways that contribute to the local economy's vitality. For example, Jeju is increasing workcation stay facilities by utilizing vacant houses in farming and fishing villages and unused spaces. It is putting effort into creating various programs by forming private-public networks. Through such an effort, a workcation office was created within Seogwipo Multi-Innovation Center, and 85 employees from three companies, including the game company Chuanqi IP from the Wemade Group, used this facility. With the plan to create workcation offices in Jeju city and Seogwipo city by 2024, Jeju is organizing showcase tours and planning to have workcation showcases in Seoul and Pangyo.

on the site, making it possible to travel at a reasonable cost. Demand for accommodation is more significant than what is available at the Center, which only holds 4 capacities, ranging from one to eight-bedroom apartments. However, other workcation users may use the O2heal Resort, located about a 20-minute walk from the Center, or will be guided to find accommodations in the nearby areas of Sungsan and Hamdeok, Workcation program participants can enjoy various tour packages through Jilgeuraengie Center’s village travel agency, such as a village stamp tour, Haenyeo Diving experience, and *Darangshi Oreum* wellness program. The village tour package of Jilgeuraengie Center is designed to provide relaxation while interacting with local villagers.

What makes Jeju so appealing as a workcation site has to do with its local people and how workcation programs create the opportunity to engage with Jeju locals, unlike other workcation sites usually held at large-scale resorts or companies’ workcation centers. As workcation becomes popular, the competition between local governments is becoming intense, and Jeju, which is at the forefront, faces many challenges. However, Jeju will continue to have a competitive edge as the best workcation destination if it strengthens itself through programs engaging participants with Jeju nature and people.

Seizing the Opportunity and Going Further Together

Currently, China's economy continues to reveal a trend of recovery and improvement with great potential, production demand rebounding, employment and price level generally remaining stable, and resident income increasing steadily, allowing market expectations to improve significantly. China's economy had a good start in the first quarter with its GDP up by 4.5% year-on-year, accelerating by 1.6% compared with the fourth quarter of the previous year. Market confidence has been markedly boosted, and positive signals have been released from all fields. Several international organizations have raised their expectations for China's economic growth this year, with the OECD predicting China's economic growth to reach 5.3% this year and the International Monetary Fund predicting China's contribution to world economic growth to exceed 1/3 this year.

The Korea International Trade Association (KITA) report shows that benefiting from China's overall economic recovery in the second quarter of this year, the Republic of Korea (ROK)'s real GDP will enjoy an additional 0.16% of growth, equivalent to one-tenth of the estimated 1.6-1.7% growth rate of ROK's economy this year; ROK's exports will also increase by 0.55%, equivalent to 31% of ROK's export growth last year, which fully proves that China's economic recovery will bring greater development opportunities to neighboring countries, including ROK. In the globe's sluggish economy, the "China engine" will give a strong impetus to promote global common development and add more stability and positive energy to world's peace and development.

China and ROK are close neighbors that can never be moved away. It is a must for both sides to develop a good bilateral relationship, and it will definitely develop well. Last year the trade volume between China and ROK reached 362.3 billion US dollars for the first time, overtaking Japan to become China's second-largest trading partner, which is roughly equivalent to the sum of ROK's trade with the U.S, Japan, and Europe. China is ROK's largest trading partner, largest export market, largest source of imports, and second-largest investment destination, while ROK is China's third-largest trading partner, third-largest export market, largest source of imports, and second-largest source of investment, with mutual investment reaching \$100 billion. China and ROK have become an inseparable community of interests, responsibilities and destiny.

The above-mentioned achievements attribute to one basic principle that both sides do not make decisions based on national systems or ideologies, but from the fundamental and long-term interests of the two countries and our people, focus on common interests and concerns to properly handle or temporarily set aside differences and disputes, and make joint efforts to keep the relations developing in the right direction. China and ROK are both beneficiaries of free trade and multilateralism. Both have achieved their own development in economic globalization, forming an industrial cycle with highly integrated interests. The mutually beneficial economic and trade relationship is crucial for both sides, and "decoupling" does not serve our respective interests. China's post-epidemic economic development has sufficient driving force and bright prospects. It might be a good choice to seize the opportunity to take advantage of China's vast domestic demand potential and step up its efforts to be on board China's upgraded Express of economic recovery.

China and ROK are tied together with history and culture, sharing advantages of geographical proximity, people-to-people affinity, and initiatives to gain mutual benefit and win-win prospects. Jeju has played an important role in the Sino-Korean communications for more than 2,000 years, where has witnessed countless stories of friendship between Jeju and China, from Xu Fu, a Taoist in ancient Qin Dynasty (221 B.C.-207 B.C.) visiting Jeju Island for immortal grass, to Jang Bogo, a well-known general developing maritime trade between China and Korea in ancient Shilla, and then to Kim Jung-hee, a calligrapher in the Joseon Dynasty who formed a close relationship in calligraphy and painting with famous scholars of the Qing Dynasty (1636-1912). Since the establishment of diplomatic relations between China and ROK, Jeju has made rapid progress in exchanges and cooperation with China in various fields. Jeju Special Self-Governing Province is one of the oversea regions where Chinese enterprises make their investments. At present, more than 130 Chinese enterprises invest in Jeju, among them more than 20 being of a certain scale, showing the characteristics of many investment enterprises, large capital scale and broad employment promotion.

The "Dream Tower," a landmark building in Jeju, which was jointly invested and built by Chinese and Korean enterprises, as well as projects such as Jeju Shinhwa World Landing Resort, Greenland Health City and Camphor Tree Hotel&Resort, have all played an important role in promoting Jeju's economic development.

Recently, Governor Oh Young Hun, with his delegation, paid a visit to China's Shandong province and Hainan province after the epidemic slowdown, and Kim Kyung-hak, Chairman of Provincial Council, together with his team paid a visit to Shaanxi province, which have obtained abundant achievements. Many organizations and groups in Jeju have also made visits to China, setting off a wave of comprehensive recovery of Jeju's exchanges and cooperation with China in the post-epidemic period. It is believed that the exchange and cooperation will be fully restored this year and will achieve greater development. As the proverb says, "If you want to go fast, walk alone; and if you want to go far, walk together," China is always willing to strengthen communication with ROK, continuously promoting the economic and trade cooperation between the two parties, and enriching the exchange channels between Chinese and ROK's people, so as to create a better future for the bilateral relations.



Consul General of
the People's Republic of China in Jeju
Wang Luxin

**“If you want
to go fast,
walk alone; and
if you want to go far,
walk together.”**

ICC JEJU, held the Jeju Global MICE forum to Celebrate its 20th Year

ICC JEJU celebrated the 20th anniversary of its opening by organizing the 1st Jeju Global MICE forum on March 21st. The forum, themed “The Global Competitive Edge of Jeju MICE,” aimed to highlight several key agendas: lead K-MICE in the global market, reinforce Jeju’s branding as a global city, make Jeju a platform for KOREA’s ESG, spread the value of Jeju to both Korea and the World, expand the Jeju K-contents business. These agendas aimed to reestablish ICC JEJU’s vision as

a leader for Jeju’s advancement. The forum began with a keynote speech by Yoon Yooshik, Professor of the Department for Hotel & Tourism Management at Kyung Hee University and the ex-president of Korea MICE Tourism Society. The speech focused on “The Global Era: The Competitive Edge of Jeju MICE.” Following the keynote, a panel discussion took place with the participation of Yunju Ko (the Ambassador of International Relations of Jeju Special Self-Governing Province), Kim Young-hee (ex-vice-

president of the MBC Contents Department and the pioneering producer for public entertainment programs such as *Exclamation Mark*

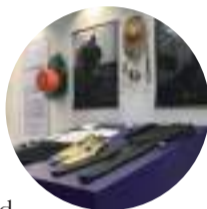


and Conscience Refrigerator), Jung Chul (a copywriter), Yang Young-sik (a member of the Jeju Special Self-Governing Province Council), and Mike Laidman (a broadcaster from Canada). The panel discussed success strategies for Jeju MICE and shared global market strategies. During the forum, ICC JEJU took the opportunity to sign a Memorandum of Understanding (MOU) with the Jeju Branch of

the Korea Tourism Organization and Jeju Booyoung Hotel & Resort. The MOU aimed to foster collaboration in advancing Jeju MICE and tourism.

Jeju Haenyeo Exhibition 2023, Meet Haenyeo Culture in Thailand

The Jeju Haenyeo Exhibition 2023, showcasing the *Haenyeo* culture of Jeju Island, opened at the Korean Cultural Center in Bangkok, Thailand, on April 26th. The exhibition will run until June 30th and features 25 photographs depicting the UNESCO-recognized ingestible heritage of Jeju *Haenyeo* culture and scenic views of Jeju Island. Additionally, the exhibition includes six promotional videos highlighting Jeju’s attraction and a display of traditional diving clothing and tools. The opening



event of the exhibition featured a talk session with Jeju *Haenyeo*, allowing visitors to learn more about their unique way of life. Attendees also had the opportunity to indulge in a Jeju Food Tasting experience, which included delicacies such as pork noodle soup, abalone rice porridge, and *ballabong* (Jeju orange) juice. *The Jeju Haenyeo Exhibition 2023* is part of the ongoing International Jeju *Haenyeo* Co-hosing Exhibition Project that commenced in 2019. Prior to its showcase in Thailand, the exhibition successfully captivated audiences in Austria in April 2023. In the latter half of 2023, the exhibition is scheduled to tour Russia, China, and various countries in South America.



ICC JEJU Makes a LEAP to Become a Place that Links MICE and Multi-Cultural Center

ICC JEJU is undergoing a significant transformation to become a hub that connects the MICE (Meetings, Incentives, Conventions and Exhibitions) industry with a multi-cultural center. Serving as a vital infrastructure for the MICE sector, ICC JEJU encompasses various domains such as culture,



art and tourism. Furthermore, it has opened its doors to the Jeju community, providing cultural enjoyment through the ICC JEJU Culture Plaza project. This project debuted in



March with a captivating performance by the Kim Hanol Jazz Trio. It was followed by a concert featuring the renowned Dutch Jazz Trio, accompanied by world-class artist Rob van Bavel, on May 2nd. On June 5th, ICC JEJU will host the Classic & Jazz concert by Ensemble Caduceus. On June 17th, there will be an EDM DJ Show featuring both Korean and internationally acclaimed DJs, catering to the vibrant Generation MZ (Millennial and Generation Z).

Jeju Special Self-Governing Province held Jeju-Japanese Appreciation Night held in Osaka, Japan

Jeju Special Self-Governing Province organized the Jeju-Japanese Appreciation Night, an event aimed at highlighting the contributions of Jeju-Japanese individuals (Jeju people who migrated to Japan during the Japanese colonization) to the development of Jeju Island and expressing gratitude for their love for Jeju. The event took place at Hilton Osaka Hotel in Japan on April 16th, with approximately fifty participants, including Jeju-Japanese contributors to Jeju (or their descendants), Governor Oh Young Hun, and board members of Jeju Special Self-Governing Province Citizen’s Association. One notable contributor in attendance was Hong Sungin, originally from Myeongwol-ri in Hanllim-eup, who also served as the head of the Jeju-Japanese Association Osaka

headquarters. Hong Sungin has been actively involved in promoting



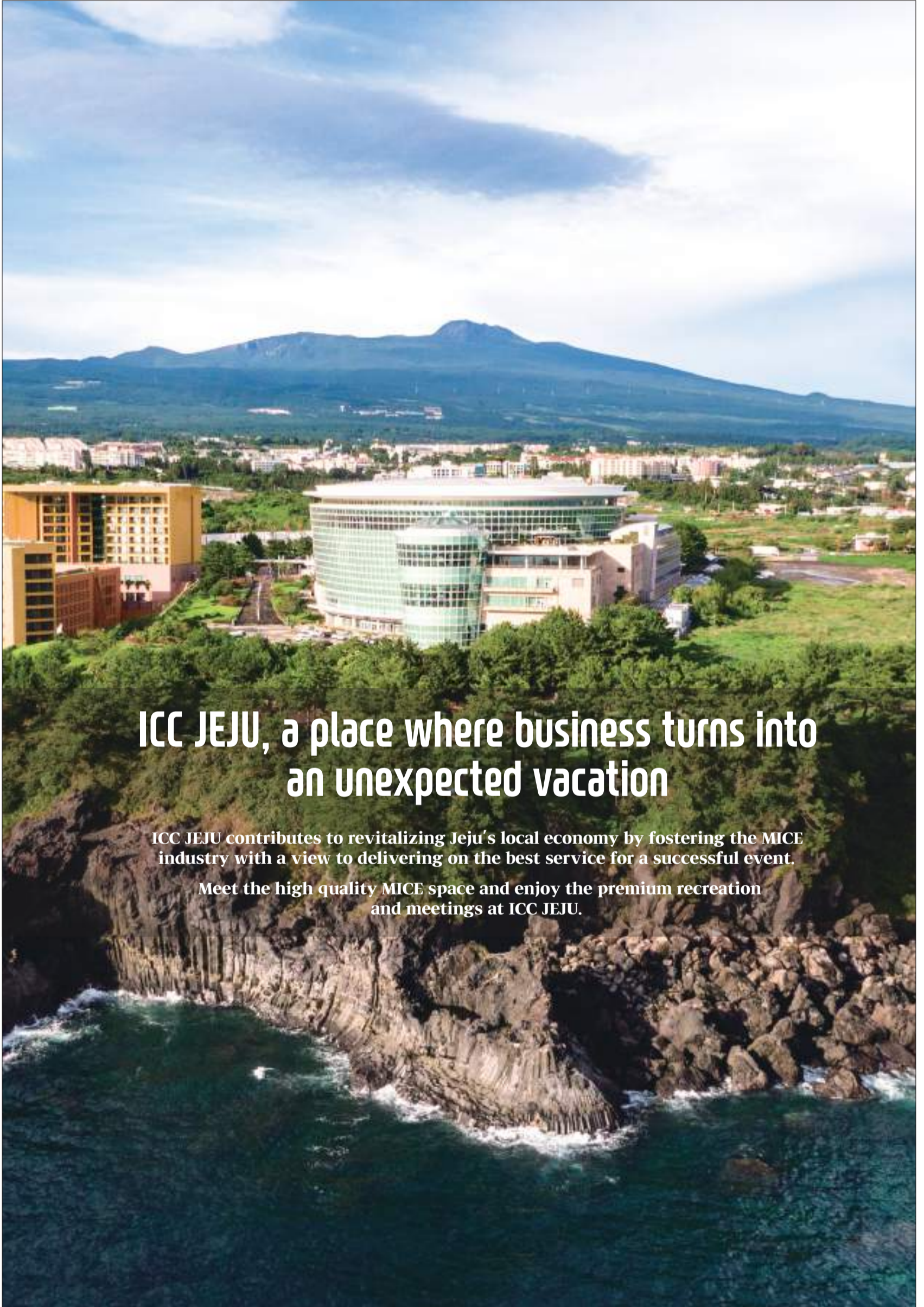
Korean education among Korean-Japanese descendants. Descendants of other contributors were present, including An Yungsung, the grandson of the late An Jaeho from Gasi-ri of Pyoseon-myeon. An Jaeho had made donations for school construction and provided relief aid to the Jeju people. Governor Oh presented gifts and conveyed messages of gratitude to the contributors, their descendants, and board members of the Jeju-Japanese Association. He promised to acknowledge their role in the development of Jeju Island, and expressed a commitment to preserving the cultural heritage and history of the Osaka Jeju community for its significance to Jeju as a whole.

Jeju Food Show, Jeju Eatsuda 2023 was successfully held with 11,000 Visitors

The Jeju Special Self-Governing Province Food Show, *Jeju Eatsuda 2023*, was successfully held from April 7th to 9th at ICC JEJU. It was hosted by Jeju Special Self-Governing Province and co-organized by ICC JEJU and Jeju Business Agency. Roughly one hundred businesses, including famous bakeries and restaurants in Jeju, showcased their excellent food products. This year, *the Food Show 2023* became an extensive event, incorporating buying consultations, export buyer consultations, live-commerce, and

a Kakao merchandise exhibition. The number of visitors significantly increased, with 11,000 attendees, representing a 77% increase compared to the previous year. In terms of business transactions, sales amounting to KRW 14.9 billion were made through buying consultations.





ICC JEJU, a place where business turns into an unexpected vacation

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