**2021 Plan for Promotion and Recruitment of Korean Cuisine Personnel to Work Overseas**

February 2021

**I. Implementation Plan**

 **Purpose**

❍ To build awareness of Korean cuisine and create opportunities for Korean cuisine personnel to work overseas through Korean cuisine education/experiences offered at overseas diplomatic offices, local educational institutions, hotels, etc.

❍ To prevent confusion among users and increase the efficiency of projects by consolidating PR/application processes for educational projects, which were previously conducted on an individual basis

 **Outline**

❍ **Procedure**

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Project PR(‘21.2~3) | **⇨** | Submission of applications(‘21.3) | **⇨** | Assessment/selection(‘21.4) | **⇨** | Contract signing(‘21.5-6) | **⇨** | Reporting of outcomes/budget balancing (‘21.11~12) |

❍ **Project PR**

- Duration: [February](https://en.dict.naver.com/#/entry/enko/38715a3ba1b44e34812a862f0f657c41) 10-March 26 (Wednesday-Friday), 2021

- Targets of PR

·Overseas diplomatic offices, overseas Korean Cultural Centers (KCC), overseas branches of public institutions, overseas educational institutions, overseas hotels, etc.

- Content

·Overseas Employment Projects for Korean Cuisine Personnel in 2021

※ Please refer to the details for each project for further information.

- Method

·Distribution of content/resources per project through an official notice or email

❍ **Areas of application**

- Application period: Mar. 1-26 (Mon-Fri), 2021

- Content

※ For further information, please refer to “Forms.”

|  |  |  |
| --- | --- | --- |
| **Project name** | **Details** | **Applicant/target institution(s)** |
| Establishment of infrastructure for Korean cuisine personnel to work overseas | · Dispatch of Korean cuisine personnel (from Korea) to diplomatic offices/KCCs that are able to accommodate such personnel | Overseas diplomatic offices, KCCs, overseas branches of aT, King Sejong Institutes, etc. |
| Dispatch of Korean cuisine personnel overseas in partnership with overseas hotels | · Operation of Korean cuisine education and promotions through dispatch of chefs from Korea | Overseas hotels |
| Dispatch of Korean cuisine personnel to overseas educational institutions | · Provision of Korean cuisine education through the dispatch of Korean cuisine lecturers to overseas culinary educational institutions | Overseas educational institutions |

※ When new educational institutions applied for the project for ‘Dispatch of Korean cuisine personnel to overseas education institutions’, it is necessary to provide the reasons for recommendation from overseas diplomatic offices, overseas Korean Cultural Centers and aT overseas branches.※ When applying for the project for dispatching Korean food instructors to overseas educational institutions, for new educational institutions, it is necessary to provide the reasons for recommendation from overseas diplomatic missions, overseas cultural centers, and aT overseas branches.

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※ When the Korean professional instructors overseas institution dispatch business applications, for new institutions like reasons such as diplomatic missions, foreign Council, aT overseas branches based mandatory

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전체 결과를 로드할 수 없음

다시 시도

재시도 중...

재시도 중...

- How to submit: Fill out the required forms for the relevant project and submit the application via email (check the employee in charge of the project before sending) or official notice by **Friday, March 26, 2021** (only applications submitted by **18:00 (KST)** on March 26 will be considered).

**❍ Designation:** institution to conduct project will be selected via screening and notified thereof on an individual basis

\* Designation will be based on the KFPI’s overseas project budget for 2021, the global COVID-19 situation, and whether international travel to applicant countries is possible.

❍ **Contract signing:** budget paid for year in which contract is signed (on project’s content, itinerary, etc.)(Divide into down payment and balance\*)

\* Only for ‘Establishment of infrastructure for Korean cuisine personnel to work overseas’ and ‘Dispatch of Korean cuisine personnel to overseas education institutions’

❍ **Reporting of outcomes and budget balancing**: balance paid after inspection of completed outcome report

\* For details on the implementation of a project of interest, please refer to the relevant Direction of Implementation (see subsequent pages).

**II. Direction of implementation of overseas Korean cuisine projects**

**1. Establishment of infrastructure for Korean cuisine personnel to work overseas**

 **Purpose**

❍ To create jobs and respond to local demand for Korean cuisine education by dispatching Korean cuisine personnel (from Korea) to overseas diplomatic offices, KCCs, etc.

 **Project outline**

❍ **Content**

- Type 1: dispatch of Korean cuisine personnel from Korea to a country that is able to accommodate such personnel (overseas diplomatic office, KCC, etc.) to operate an offline Korean cuisine program

- Type 2: operation of contactless Korean cuisine program through video content and Korean food meal kits (if personnel cannot be dispatched because of COVID-19)

\* Lecture video: produced by KFPI / viewed online via local King Sejong Institute

\* Meal kit: prepared by KFPI / shipped overseas (KFPI ⟶ institution) / local delivery (institution ⟶ participants)

❍ **Items of support**

|  |  |  |
| --- | --- | --- |
| **Type** | **Support provided** | **Funding provided** |
| 1 | Participating inst. | Program costs, renovation of cooking facility, textbook fee, facility rental fee, PR expenses, etc. | USD 20,000 |
| Dispatched personnel | Round-trip airfare, visa issuance fee, housing subsidy, insurance, vaccination(s) fee, health checkup fee, personnel costs, travel expenses, etc. | According to KFPI regulations |
| 2 | Costs related to video content, meal kits, and general operation of program\* Video: uploaded to KFPI website/Online King Sejong Institute\* Meal kit: shipping of Korean food meal kits (local shipping to be handled by participating institution) | Compensation of basic expenditure |

❍ **Duration of implementation**: all events and program-related operation to be completed by October 31, 2021

 **Implementation**

❍ Implementation procedure: varies per project

**- (Procedure: common)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Call for applications** **(Feb-Mar)** | ⟹ | **Assessment/selection****(Apr)** | ⟹ | **Notification of selection outcome, contract signing (Apr)** |
| Submission of application and proposal | Assessment and selection by selection committee | Issuance of notification by selection outcome |

**- Type 1: Matching of personnel with selected institution**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Personnel recruitment and allocation (May)** | ⟹ | **Project implementation (May-Oct)** | ⟹ | **Reporting of outcomes/budget balancing (within two weeks of termination of dispatch)** |
| Recruitment of personnel, matching of personnel with selected institutions | Dispatch of Korean cuisine personnel to each institution (maximum of two people), operation of local Korean cuisine program | Submission of outcome report and budget-related documents |

**- Type 2: Project implementation by institution after receiving meal kits**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sending of meal kits** **(May-Jun)** | ⟹ | **Project implementation (Jul-Oct)** | ⟹ | **Reporting of outcomes/budget balancing (within two weeks of termination of dispatch)** |
| Sending of meal kits to institution | Contactless operation of Korean cuisine program by the institution | Submission of outcome report and budget-related documents |

 **Application and designation**

❍ **Requirements**

- Able to : 1) conduct a cooking class at least once per week and 2) promote the program through local press/media

- Able to submit outcome report and evidential documents on expenditure

❍ **Eligibility**

- An overseas diplomatic office or local public institution that satisfies and is able to fulfill all of the above conditions

❍ **How to apply**

- Fill out and submit Form 1.

- Apply via open call for applications on KFPI website.

❍ **Designation criteria**

- Comprehensive consideration of multiple factors (distribution of Korean restaurants, demand for Korean food, level of cooperation of institution, quality of operational plan, etc.)

 **Inquiries**

❍ Person in charge: Jun-hyuk Song (program officer, Project Team 2, KFPI, +82-2-6300-2058)

**2. Dispatch of Korean cuisine personnel overseas in partnership with overseas hotels**

 **Purpose**

❍ To create jobs and opportunities to put in place Korean cuisine menu options through the dispatch of trained Korean cuisine personnel (from Korea) to overseas hotels

 **Project outline**

❍ **Content**

- Type 1: operation of Korean cuisine education/promotional program through the dispatch of a chef from Korea

- Type 2: operation of Korean cuisine education/promotional program by utilizing local experts on Korean cuisine (if personnel cannot be dispatched because of COVID-19)

❍ **Items of support**

|  |  |  |
| --- | --- | --- |
| **Type** | **Provided support** | **Provided funding** |
| Common | Hotel | Ingredient costs (for cooking classes and cooking demonstrations), local PR costs, subsidy for hosting local Korean cuisine event, etc. | USD 4,000 |
| Type 1 | Dispatched personnel | Round-trip airfare, visa issuance fee, housing subsidy, insurance, vaccination(s) fee, health checkup fee, personnel costs, travel expenses, etc. | According to KFPI regulations |
| Type 2 | Local personnel | Personnel/travel expenses, etc. | According to KFPI regulations |

❍ **Duration of implementation**: all events and program-related operation to be completed by October 31, 2021

❍ **Implementation procedure:** varies per project

**- (Procedure: common)**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Call for applications****(Feb-Mar)** | **→** | **Assessment/selection (Apr)** | **→** | **Notification of selection outcome, contract signing (Apr)** | **→** | **Personnel recruitment and allocation (May)** |
| Submission of application and proposal | Assessment and selection by selection committee | Issuance of notification by selection outcome | Recruitment of personnel and allocation of personnel to hotel |
|  |  |  |  |  | **↓** |
|  |  | **Reporting of outcomes/budget balancing (within two weeks of termination of dispatch)** | **←** | **Project implementation****(May-Oct)** |
|  | Submission of outcome report and budget-related documents | Dispatch of chef specialized in Korean cuisine, operation of Korean cuisine education/promotional events |

 **Application and designation**

❍ **Requirements**

- Wishes to conduct training of local chefs and host joint cooking demonstrations/gala dinner

- At least five chefs of the hotel must participate in Korean cuisine classes three times

- Able to sell Korean cuisine (after training) for at least four months and promote the program locally

- Able to submit outcome report and evidential documents on expenditures

❍ **Eligibility**

- An overseas hotel that satisfies and is able to fulfill all of the above requirements

❍ **How to apply**

- Fill out and submit Form 2.

- Apply via open call for applications on KFPI website.

❍ **Designation criteria**

- Comprehensive consideration of multiple factors (distribution of Korean restaurants, demand for Korean food, cooperativeness of hotel, quality of operational plan, etc.)

 **Inquiries**

❍ Person in charge: Jun-hyuk Song(Ralphy song) (program officer, Project Team 2, KFPI, +82-2-6300-2058)

**3. Dispatch of Korean cuisine personnel to overseas educational institutions**

 **Purpose**

❍ To create a foundation for promoting Korean cuisine globally by conducting Korean cuisine classes for students of overseas educational (culinary) institutions

 **Project outline**

❍ **Content**

|  |  |  |
| --- | --- | --- |
| **Type** | **Content** | **Subsidy for school** |
| 1 | Institution | ○ Educational institution **that wishes to use local personnel** to hold a Korean cuisine class for which regular course credit is granted○ Overseas educational institution that has prior experience with hosting a Korean cuisine class | USD 12,000 |
| Items of support | ○ **Personnel costs** (local instructor), **general expenditure** (ingredients, educational content/equipment, Korean restaurant experience costs, [Korean cuisine] event hosting fee, printing/PR fee, etc.) |
| 2 | Institution | ○ Educational institution that wishes to **use online Korean cuisine educational content** owned by the KFPI to offer a Korean cuisine course※ KFPI to provide Korean cuisine educational content (video format) for a 15-week course○ Educational institution that wishes to use online content to offer a Korean cuisine course for which regular course credit is granted○ Educational institution that is able to allocate a teaching assistant for the operation of an online program- Tasks required of teaching assistant: manage attendance and learning progress, prepare equipment/materials for practical classes, provide help with general issues related to online learning, etc.※ Will designate a Korean instructor (who has experience with teaching Korean cuisine classes) per institution | USD 8,000 |
| Items of support | ○ Personnel costs for local teaching assistant (learning management, attendance management, etc.), ingredient costs, textbook cost, Korean restaurant experience cost, etc.※ KFPI will pay the personnel costs for the Korean instructor- Responsibilities of Korean instructor: manage online learning at the overseas institution, homework management, management of Q&A content, etc. |

- After the contract is signed, a deposit (50 percent of total support) will be paid. After account settlement, the balance minus the deposit amount will be paid.

❍ **Duration of implementation**: outcome report, budget-related documents, and statement of expenses to be submitted by **November 16, 2021**

 **Implementation procedure**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Call for applications****(Feb-Mar)** | **→** | **Assessment/selection (Apr)** | **→** | **Notification of selection outcome, contract signing (May-Jun)** |
| Submission of application and proposal | Assessment and selection by selection committee | Issuance of notification of selection outcome, contract signing, payment of deposit |
|  |  |  |  | **↓** |  |
| **Management of program outcomes (Nov-Dec)** | **←** | **Submission of outcome report and budget-balancing documents****(Nov)** | **←** | **Project implementation****(Jul-Nov)** |
| Post-cost settlement and payment of balance | Submission of outcome report and budget-related documents | Conducting of Korean cuisine education (online/offline) at educational institution |

 **Application and designation**

❍Will designate a school that, because of the difficulty in sending personnel from Korea because of COVID-19, wishes to host a Korean cuisine class by: 1) using the personnel of a local educational institution (Type 1) or 2) using online Korean cuisine educational content (Type 2).

❍ **Requirements: common**

**1. An educational institution that wishes to offer a Korean cuisine course for which regular course credit is granted**

- Course credit: at least 2 credits (must be offered as a regular course)

- At least 10 students

- Class held at least once per week

**2. An educational institution that is able to follow the administrative process and itinerary required by the KFPI**

- If the agreement and curriculum are not submitted (based on standard agreement format provided by the KFPI) by **June 25, 2021**, the school will not be considered for this project in 2021.

- If the school does not submit the outcome report, student satisfaction survey outcomes, evidential documents for budget balancing and other purposes, and statement of costs by **November 16, 2021**, the balance will not be paid.

\* Outcome report and student satisfaction survey outcomes **must be submitted in English.** / The statement of costs and other evidential documents must be submitted both as a scanned copy of the original and a translation in Korean or English (including accurate translation of items, date of purchase, place of purchase, purchase amount, total amount spent, etc.).

❍ **Eligibility:** an educational institution that satisfies and is able to fulfill all of the above (common) requirements. Please select **one** option (**Type 1** or **2**) for your application.

❍ **How to apply:** Fill out and send Form 3 or an official notice/email.

 **Inquiries**

❍ Person in charge: Jia Choi (program officer, Project Division 2, KFPI, +82-2-6300-2091)

**III. Documents to be submitted**

|  |  |
| --- | --- |
| **Form 1** | **Establishment of infrastructure for Korean cuisine personnel to work overseas**Application form for establishing overseas work infrastructure for Korean cuisine personnel in 2021 |

|  |  |
| --- | --- |
| **Institution name** |  |
| **Address** |  |
| **Phone** |  |
| **Website** |  |
| **Institution: current status** | ◦ History |  |
| ◦ Scale | * No. of employees:
* No. of visitors: (2018: \_\_\_, 2019: \_\_\_, 2020: \_\_\_)
* Size of facility:
* \* The total number of floors :
* \* Total floor area (m³) :
 |
| ◦ Status of ongoing projects | \* Brief summary of the status of programs, culture lectures, etc. being undertaken by the institution |
| ◦ Status of facility | \* No. of classrooms, kitchens, exhibition rooms (if necessary, may attach photos) |
| **Application type** | Program type | □ Personnel dispatch □ Online □ Personnel dispatch & online |
| Personnel dispatch | Duration | □ At least six months □ Three months □ Less than one month |
| Frequency | □ Three times per week □ Once per week □ Once per month □ Once per year |
| Online | Duration | □ At least six months □ Three months □ Less than one month |
| Frequency | □ Three times per week □ Once per week □ Once per month □ Once per year |
| **Reason for applying** | \* Write why you are applying to operate a Korean cuisine program or for the dispatch of personnel (implementation background, purpose of implementation, etc.) |
| **Implementation plan** | **◦ Offline Korean cuisine program through dispatched personnel**- Implementation itinerary:- Venue:- Targets of education:- Content of operation:- Operation hours:- PR strategy:**◦ Contactless Korean cuisine program through video content and Korean cuisine experience kits (provided by KFPI)**- Implementation itinerary:- Venue:- Type/number of participants:- Content of operation:- Operation hours:- PR strategy: |
| **Desired credentials of dispatched personnel** | ◦ Major:◦ Related experience: *ex) \_\_ years of cooking experience*◦ Teaching-related qualities: *ex) someone who can teach in English, someone who has prior teaching experience*◦ Desired gender: please write only if relevant◦ Desired age range: please write only if relevant |
| **Support provided to dispatched personnel** | ◦ Visa: *visa that can legally be issued for the dispatch period (work, commercial, etc.)*◦ Office space: *a space inside the institution, shared office, etc. (local institution must help with renting process)*◦ Accommodation: *e.g.) safe accommodation located near workplace (local institution must help with renting process)*◦ Interpreter: *e.g.) when dispatched personnel wants, it will be provided*\* Costs incurred in relation to above-mentioned items will be fully or partially funded by the KFPI. Nevertheless, the cooperation of the local institution is crucial. |
| **Expected outcomes** |  |
| **Plan for future implementation** | \* Plan for Korean cuisine program that will be carried out after project is over |
| **Required budget****(for dispatched personnel)** | **Category** | **Details** | **Amount (USD)** |  **Note** |
| Ingredients |  |  |  |
| Equipment |  |  |  |
| Textbook |  |  |  |
| Practice |  |  |  |
| Event |  |  |  |
| PR |  |  |  |
| Rent | \* Applicable only to institutions that do not have their own kitchen or cooking facility |  |  |
| Operation |  |  |  |
| Total (up to USD 20,000) |  |  |
| **Required budget****(online)** | Program operation cost |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Total |  |  |
| **Korean cuisine-related experience** | \* Please attach evidential materials (documents, photos, etc.) of any projects conducted over the past three years (2017-2019) by the institution to promote Korean cuisine or projects in which the institution participated but did not host. |
| **Photo of cooking facility****(attachment)** | *\* Photo of cooking facility and/or equipment* |
| **Contact person at institution** | ◦ Name/position |  |
| ◦ Phone |  |
| ◦ Email |  |

|  |  |
| --- | --- |
| **Form 2** | **Dispatch of Korean cuisine personnel overseas in partnership with overseas hotels**Application form for connecting Korean cuisine personnel with overseas hotels as an employment opportunity in 2021 |

|  |  |
| --- | --- |
| **Name of hotel** |  |
| **Representative** |  |
| **Address** |  |
| **Website** |  |
| **Hotel information****(current status)** | Year founded |  | Annual average no. of customers (for 2020) |  |
| Affiliated restaurants |  |
| **Rating** | ☆☆☆☆☆ | Features/items of note |  |
| **Contact person (hotel)****(hotel staff member who will be in contact with the KFPI)** | Name |  | Dept. |  |
| Position/rank |  | Contact information | (Office) |
| (Cell) |
| Email |  |
| **Reason for application** |  |
| **Itinerary for training and promotional events (tent.)** | □ Training- Name of course:- Date(s):- Venue:- Menu items:- Attending chefs:

|  |  |  |  |
| --- | --- | --- | --- |
| No. | Name | Department | Position |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

□ Promotional events- Name of event:- Date(s):- Venue:- Format: ㅁBuffet / ㅁRoom service / ㅁSingle dish / ㅁOther- Menu items:- Attending chefs:

|  |  |  |  |
| --- | --- | --- | --- |
| No. | Name | Department | Position |
|  |  |  |  |

 |
| **Plan for training/education and promotion of events** |  |
| **Plan for continued sale of Korean menu items** | *- e.g.) Five Korean main dishes to be added to dinner buffet**- e.g.) Three single dishes to be sold (included on menu)* |
| **Plan for promoting Korean menu items** |  |
| **Expected outcome** |  |
| **Budget plan** |

|  |  |  |  |
| --- | --- | --- | --- |
| Category | Amount (USD) | Content | Note |
| *Interpreter* |  |  |  |
| *Ingredients* |  |  |  |
| *Rent* |  | *Equipment* |  |
| *PR* |  | *Advertisement (radio, magazine, etc.)* |  |
| *Printing* |  | *Flyer, poster, etc.* |  |
| Total |  |  |  |

 |
| **Previous experience with this project or a related event** |

|  |  |  |
| --- | --- | --- |
| Year | Name of project or event | Korean menu item sold (or for which class was taught) |
|  |  |  |
|  |  |  |
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|  |  |
| --- | --- |
| **Form 3** | **Dispatch of Korean cuisine personnel to overseas educational institutions**Application form for overseas schools wishing to offer a Korean cuisine course in 2021 |

※ If applying for the first time, the institution responsible for filling out this application must be a Korean embassy, Korean Cultural Center, or overseas aT branch.

|  |  |
| --- | --- |
| **Name of school** |  |
| **Representative** |  |
| **Address** |  |
| **Phone no.** |  |
| **Contact person** **(someone affiliated with the school who will be in contact with the KFPI)** | □ Name/position:□ Phone:□ Email: |
| **Application type** | □ Type 1 □ Type 2*※ Please select one* |
| **School details** | ◦ History◦ Scale- No. of students- No. of faculty and administrative staff:- No. of colleges and departments:◦ Status of culinary arts department/major- No. of students- No. of faculty and administrative staff◦ Main curriculum (courses)- Baking & Pastry Arts- Culinary Arts- Kitchen class (introductory courses for Baking and Pastry Arts and Culinary Arts)◦ Status of educational facilities (lecture hall, cooking classrooms, etc.)◦ Status of existing departments/classes related to Korea (e.g. Korean language) |
| **School’s commitment to offering Korean cuisine course** | ◦ Reason for applying to offer a Korean cuisine course*Please explain your reason for submitting this application in as much detail as possible, including mention of the local visibility (popularity) of Korean cuisine, interest of the university/faculty/students in Korean cuisine, etc.* |
| **Type 1** | **◦ Content of online Korean cuisine course (operational plan)**- Course itinerary: *※ Please specify the* ***expected start date*** *of the course. It must be a date on which the course can actually start being offered.*- Method of course operation:*· e.g.) No. of contactless classes; \_\_, No. of offline classes: \_\_ (anticipated)**· \*\*\*\*Explain how the online course will be operated by the school, such as sharing course content online via Zoom (or any other online educational platform used by the school, etc.).*- How ingredients will be provided for practical classes*: Describe, as clearly as possible, the school’s ability to provide ingredients (seasoning only, can provide all necessary ingredients, etc.)*- Teaching assistant to be responsible for the online Korean cuisine course (required):

|  |  |
| --- | --- |
| Name |  |
| Affiliated dept. |  |
| Position |  | Role in relation to Korean cuisine course |  |
| Relevant experience |  |

 |
| **Type 2** | **◦ Content of Korean cuisine course (operational plan)**- Course itinerary: *※ Please specify the* ***expected start date*** *of the course. It must be a date on which the course can actually start being offered.*- Course content: *Please provide a detailed plan that shows the content that will be covered for one semester, including a course breakdown (theory: \_\_ hours, practice: \_\_ hours, interactive: \_\_ hours).*- Total number of hours: *\_\_*

|  |  |
| --- | --- |
| Name |  |
| Affiliated dept. |  |
| Position |  | Role in relation to Korean cuisine course |  |
| Relevant experience |  |

- Faculty responsible for the Korean cuisine course (required): |
| **Status of ingredient availability (for cooking) and local Korean restaurant(s)** | **◦ Status of Korean food market(s) in region where school is located**- Number of Korean food markets/supermarkets and their distance from the school: *※ Please indicate the number of markets that sell Korean ingredients, the distance of each from the school, whether delivery service is offered, etc.*- Status of Korean restaurants: *※ Please give a status summary of Korean restaurants located near the school (number, distance of each from the school) that can be visited for a field trip.* |
| **Reason for application** | *※ If the university is applying for the first time, this section will be filled out by the relevant Korean embassy, Korean Cultural Center, or local aT branch.**※ This section does not need to be filled out by a university that is already participating in this project.* |