



KOREA

6 X P P D Q X W S X W V R R D G P D E S G H \ 3 R O I & F V H V

2 X W S X W H J X O D W R U \ I U D P H Z R U N V F X O W X U D O S R
G H V L J Q H G R U U H Y L V H G W R P H H W W K H F K D O O H Q J
L Q I R U P H G D Q G S D U W L F L S D W R U \ P D Q Q H U

\$ F W L Y L W R Q G X F W R Y H U D O O P D S S L Q J R I W K H G L J J
V H F W R U V

7 K H L Q L V W U \ R I & X O W X U H 0 8 6 7 S M E V O I D Q Q B 7 R
D Q Q X B I O R U R R Q Q Q W V W D W B M W H L B V F K J W R D R R Q Q W R
W U V L Q Q K F R Q W L H Q Q X V W U S U B Q G G W R D Q U D W G R I Q D R U G H F
P D N L Q J L Q I R U P X O D W L Q I D V Q J R Y U S U R D P W Q M P S F C O V F S O
7 K H U F B R S W L Q W H V U Q H W D Q G P R E L O H H F W B W L V L Q E I O V
S X E O L F B M L R Q L F J D P H I L O P D Q L P D W L R Q 7 9 D
N Q R Z O H G J H L Q I R U P D W L R Q D Q G F R Q W H Q W V R O X V

7 K H 0 & 6 7 S X E O L D V K B L W D H V S I D D M U K E U R U P D W L R Q
R Q G R P H V W L F D Q G L Q W H U Q D W L R Q D O W U H Q G V L O
L Q P R U W L R Q R Q G L J L W D Q L J R V Q D C H E R P L E D F O G R Q I X Q Q F
V H U Y L O F R E I F O I D U D K W H Z K L W R Y B D S H U E Q U E L F O X G L Q J
J D P H 7 9 R V D Q L P D W L R Q F K D U D E F U R H Y L G B I Q L Q I R X U F L D V
W U H Q V K H H Q W L U H F R Q W H L Q G X L Q G U X V Z K L L W H S D S H U
D Y D L O D E O 8 6 Z E W K W H

7 K H . R U H D Q) L B B H U D X V C H O L P O L Q I R U P D W L R Q
S U R Y L D R H D I L O P V O G X W L W H U M L E M R U P D W L R Q H H M W D W E F
I L O F R R I I L L F O H I R U P I D Q V L O R Q Q L Q H F L Q H P D H Z R I D R K L S H
S U R Y L G H H V W D K W I R X W K F W K H . R U H D % R [2 I I L F H , Q I R U P
\$ F W L Y L W W D E O L V K Q D W I R R Y Q H D Q P H H Q D V R I R L F L D O V S
D Q G F L Y L O V R F L H W \ R U J D Q L J D W L R Q V L Q F O X G L Q
D Q G K R O G Z L R G X H Q F R U Q V X O W D W L R Q V

7 K H P P H U & R Y Q H & R Q V Z E D O O D X Q F K H G Z L Q W & S U L
S U L Y D W H D Q G S X E O E O X S G D U W Z W K S H D W L R Q

QXUWXULQJ QWPHQW LEYHVEG HVVHV IRVWHULQJ FUF
FRQWHQW DQG WHFKQRORJ\ DQG UHVHDFK DQ
WHFKQRORJ\

7KH2YHUH UVRISVU LURWH HFRVLRZDO HVWDQOLVK
2FWREHU DV D MRLQW FRQVXOWDWLYH ERG\
VHFWRU DQG ULJKWV DQDGDZSDRGLDQDQVHMLVH
, QWHOOFWBNB WBFVRSRQXQX \$FWQV DOR RHUQPHQW
PLQLVWUFLXGLQJ & MLJSXEOLE LQVWLSULWUDRQW DQ
KROGHUHQDLJDWLRQV SDRWQFLSDRWKHVLIQ IFRXLWHV
LGHQWLIVWUWMLRHDQ FRSUWLLQKRMFHUWV GVSUHSUL
MRSQASUE SRWUHVSRQVHV

\$FWLYLWVWDEOLFKQLQVWHUWLDQ FRRUGLQDWLRQ PH
WKH LPSDFW RI WKH UHJXODWRU\ IUDPHZRUNV
VWUDWHJLHV

7KH 0&DQG UHODWHG FLOQRWQFHLGLWVDFQV
1HZ 'HDXOWXUDO &RQWHQW , QGXSWMHP'EHZHWK 6W
VWUDLPHJWB HQVXUH FRQWHQW FRPSHWLWLYHQH
WR WKH FRQWDFVSDRVPVLELQVWVSDHQVDFV RI WKH
QHJWQHUDWLRQHFRVWVHQW LQG XVWU\ HFRV\W
FDSDFLW\ RI FXOWXUDO WHFKQRORJ\WHDQVDFNDVSR
GLJLWDO WUDQVLWLRQ WR FRSH ZLWK WKH FRQV
JHQHUDWLRQ FRQWHQW PDIYNHQVWWRUJHQRJWHDQ E
WKH JOREDQGHUWDFLWZLGOVDNV

7KH .RUHDH&&JRDWHLQFR\$GKFMHG UNVHDUF
IRFXVRIQ6XUYRQ RUNLQYLURQP(HSQVRRHM/KHDPH
,QG X VWU\ D6XJURQGEW\$RVLVWV ZLWVHLP WR
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GHYHORSHUV SHUVRQV ZKR FRPSULVH WKH FRU
LQGXLQVWKH JDPH IDQGXZMEUWRQ

\$WKRIUPV RI

7KH 0&67 UXQV WKH μ5HJLRQDO *ORED0 *D
&UHDWLYH &RQWHQW \$JHQF\ WRWDKOPHYLDQVH VUHL
7KLV LQLWLDWLYH LV D YLWDO IRU WKH GLJLWD
HFRQRP\ WKURXJK ~~CSJSMRGWFWLXSSRUWSHFLOLJ~~

1XUWXULQW R B F R S H F Z W T V K W K H L Q F U H D V L Q J G H P D Q
W D O H Q W V I R O H R Z H Q F W R H B B Q D Q F W H G X W M F X U Q R O R L
D Q F R Q W H Q W R H V S U D R W S H U M Q X U H V X G R Q J Y H U T J X H Q F L H W \
F U H D W R U V D Q G F X O W X U E O V W B F R Q R O R Q O D G E R Y U H D V
E H W Z H H Q . R U H D Q L Q V W F U M X W R V V F R P S D Q L H V D Q G