

## About KOFICE

KOFICE(Korean Foundation for International Cultural Exchange) was founded in 2003 as the Asia Culture Exchange Foundation and has been dedicated to fostering mutual understanding and goodwill through international cultural exchange.

This commitment has contributed significantly to developing a vibrant ecosystem for international cultural exchange and nurturing the sustainable growth of Hallyu.

In 2018, KOFICE was officially designated as the institution in charge of international cultural exchange by the Ministry of Culture, Sports and Tourism, marking a major milestone in our development.

Today, diverse aspects of Korean culture—including drama series, films, and music—captivate audiences worldwide to elevate K-content and K-culture to international prominence. Korea is increasingly recognized as a leading cultural presence, with K-content gaining global attention and expanding the country's soft power reach.

For over two decades, KOFICE has played a key role in advancing international cultural exchange by planning and supporting exchange programs, conducting research, providing information, building domestic and international networks, and nurturing professionals in the sector.

KOFICE's vision is to be "An active partner in global cultural exchange, building connections beyond borders and fostering cultural dialogue." Guided by our core values of "collaboration and communication," "mutual understanding," and "inclusive growth," we aim to serve as a foundation for international cultural exchange, connecting people around the world through culture.

*Culture is the key to international exchange!*

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 [eng.kofice.or.kr](http://eng.kofice.or.kr)  
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 [koficeculture](https://www.youtube.com/koficeculture)



**KOFICE**  
한국국제문화교류진흥원

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## Mission & Vision

### Purpose

Fostering a global understanding and appreciation of Korean culture through diverse cultural exchange initiatives, while serving as a mutual platform that promotes meaningful and balanced international cultural cooperation

### Mission

Establishing a foundation for international cooperation through cultural exchange initiatives across borders

### Vision

An active partner in global cultural exchange, building connections beyond borders and fostering cultural dialogue

## Core Values



한국국제문화교류진흥원

Korean Foundation  
for International Cultural Exchange

## Establishing the Foundation for International Cultural Exchange

### NEXT: The Next Expert Training Program

We support emerging professionals in the arts and cultural industries as they develop into specialists in international cultural exchange by providing a range of tailored opportunities at each career phase, including overseas placements, project support, and a specialized academy. Participants in overseas placements work at leading international festivals and arts and cultural institutions, where they support operations, conduct research, or carry out their own projects. Through these activities, they gain hands-on experience in international exchange and build global networks. Upon completion of their placements, they are able to undertake follow-up programs to develop and implement local projects, further strengthening their capabilities in international cultural exchange.

### International Cultural Exchange Council

We have established a consultative body to build a close-knit network among organizations engaged in international cultural exchange and to identify future strategic directions and practical areas for cooperation, thereby laying the foundation for vitalizing international cultural exchange. Members of this body include arts institutions, diplomatic missions in Korea, festival organizers, national and public cultural organizations, and cultural foundations from across Korea and abroad.

### Cultural Partnership Initiative (CPI)

We have expanded efforts to establish a sustainable global network of cultural professionals by building upon the Cultural Partnership Initiative (CPI), launched in 2005. By positioning Korea as a hub for cultural exchange, we reinforce the foundation for international collaboration through capacity-building programs, workshops, and forums. We also foster collaboration by supporting joint projects that incorporate diverse cultural content. Program participants continue to engage in long-term exchange, building and expanding strong networks with Korea.

### ASEAN-KOREA Partnership Project for Innovative Culture (PIC)

We establish a cooperative framework to promote mutual prosperity and sustainable development between Korea and ASEAN, while advancing collaborative initiatives aimed at reinforcing the foundation for continuous cultural exchange. In 2024, Korea and ASEAN marked the 35th anniversary of their dialogue relations and launched a Comprehensive Strategic Partnership—making ongoing and expanded cultural cooperation more vital than ever. Under the initiative titled ASEAN-KOREA Partnership Project for Innovative Culture (PIC), cultural and creative sector stakeholders from both regions come together to identify shared agendas. Through forums, associated events, and joint projects, the initiative continues to foster solidarity and meaningful exchange.

[www.pic-hub.org/en](http://www.pic-hub.org/en)



## International Cultural Exchange Through Milestone Events

### Commemorative Events Celebrating the Establishment of Diplomatic Ties

In countries marking milestone anniversaries of diplomatic relations with Korea, we design and deliver arts and culture programs that honor the enduring trust and friendship between the two countries. Through a variety of events tailored to local interests and cultural contexts, including performances and exhibitions, we contribute to promoting international goodwill.

### Korea Season

In key countries and cities with strong potential for Korean cultural engagement, we collaborate with leading cultural institutions and major events to present a vibrant spectrum of Korean arts and culture, inviting audiences to experience their contemporary value, artistic excellence, and popular appeal. Each year, by diversifying the organizers, genres, and presentation formats across performances, exhibitions, and people-to-people exchanges, we seek to enhance local audiences' understanding and appreciation of Korean arts and culture, thereby fostering active cultural exchange between Korea and other countries.

### Year of Cultural Exchanges

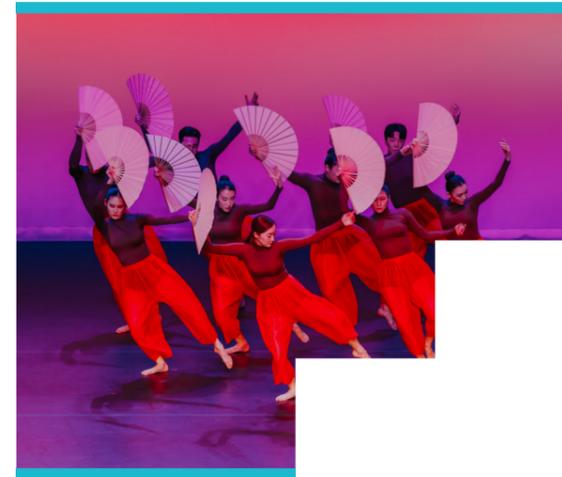
The "Year of Cultural Exchanges" is an official cultural initiative jointly proclaimed by two nations as part of a diplomatic agreement at the summit level. Grounded in the cultural policies of both countries, the program is carried out through collaborative planning and execution of initiatives such as institutional partnerships, artist exchanges, and co-creation projects. It fosters meaningful, reciprocal engagement in the arts and strengthens the foundation for a sustainable cultural partnership built on mutual understanding.

## Spreading Hallyu

### MyK FESTA

Held every June, MyK FESTA is a festival where leading industry experts come together to explore major Hallyu content and present new models for its sustainable global expansion. The event envisions a multifaceted global platform that spans the entire spectrum of cultural industries. Various programs such as K-pop concerts, global conferences, and B2B/B2C expositions bring this vision to life. Beyond cultural Entertainment, the event aims to amplify Korea's cultural influence and generate both direct and indirect economic value across related sectors.

[mykresta.com/eng](http://mykresta.com/eng)



## Supporting International Cultural Exchange in Arts and Culture

### International Cultural Exchange Consulting

We offer an online consultation platform that delivers integrated information on international cultural exchange, consolidating data that was previously scattered across various organizations and institutions. To provide more tailored support, we also host region-specific briefing sessions led by field experts. By leveraging the expertise of professionals from diverse fields, we provide accurate and trustworthy information to facilitate international exchange in the arts and culture sector.

### Touring K-Arts

Touring K-Arts supports the international touring and worldwide presentation of Korean arts and cultural programs in collaboration with 42 Korean Cultural Centers and Culture and Information Officers around the world. Through this initiative, we strengthen the global capacity of Korean arts and cultural organizations and lay the groundwork for their international networking and expansion, thereby fostering ongoing cultural exchange and cooperation.

### Kore-A-Round Culture

Kore-A-Round Culture is a bilateral international cultural collaboration program designed to meet the growing demand for Korean arts and culture on the global stage. Driven by Korea's increasing international recognition, the program promotes active exchange and joint projects between Korean and international artists and organizations. It also creates a virtuous cycle for arts and cultural figures from Korea to advance onto the global stage, and provides a venue for exchange by hosting inbound and outbound arts and cultural events based in Korea. Through these efforts, the project seeks to expand sustainable bilateral arts and cultural exchanges with collaborating countries.

[www.korearoundculture.com/en](http://www.korearoundculture.com/en)

### K-arts on the GO

K-arts on the GO is a global mobility support program that assists Korean artists invited to perform or exhibit abroad. The program provides airfare and freight support for those invited by theaters, exhibition venues, or festivals listed in the Platform Directory. It aims to promote global cultural exchange by supporting Korean artists' participation in high-quality international events in response to overseas demand.

[www.k-go.or.kr](http://www.k-go.or.kr)

## International Cultural Exchange Research

We conduct in-depth research on Hallyu and international cultural exchange in general, and provide timely information. We focus on publishing fundamental and in-depth information on Hallyu and international cultural exchange. Through overseas correspondents in over 40 countries, we swiftly deliver up-to-date information on cultural exchanges across the world and analyze global cultural trends in a consistent and comprehensive way through our annual, quarterly, and bimonthly publications. These publications, grounded in timely and in-depth research, provide fresh perspectives and interpretations on Hallyu, serving as another means to support sustainable international cultural exchange.

### Publishing Research and Reports

- Hallyu NOW Hallyu Now is a bimonthly magazine that provides the latest insights into the Hallyu industry and policy trends, analyzed from a global perspective.
- Overseas Hallyu Survey Overseas Hallyu Survey is Korea's only annual survey on Hallyu consumption, targeting 26,000 users across 12 major Hallyu categories in 26 countries.
- Monthly Hallyu Report Monthly Hallyu Report provides concise updates on local Hallyu news and cultural developments from correspondents in over 40 countries around the world.
- Hallyu White Paper Hallyu White Paper analyzes annual trends and forecasts future growth in key Hallyu sectors, ranging from pop culture content to consumer goods.
- Hallyu Ecosystem Research Hallyu Ecosystem Research formulates advanced strategies for international cultural exchange involving Hallyu by estimating the economic impact of Hallyu and identifying new related socio-cultural topics.

### Global Academic Network and Hallyu Seminars

We facilitate discussions on Hallyu for civil society and experts from domestic and international Hallyu industry, academia, and research through seminars, aiming to provide insights that enhance international cultural exchange.

Hallyu Research Archive [archivecenter.net/hallyuresearch\\_eng](http://archivecenter.net/hallyuresearch_eng)

### Global Network

Over 40 overseas correspondents from 40 countries provide first-hand information on cultural industries, arts, and policy issues around the world.