

ifa ECP Monitor Fact Sheet

South Korea

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2. Government funding as percent of total government outlays, by selected fields

	2019	2015
Culture ⁹	1.26	1.33
Education ¹⁰	12.3 ⁽²⁰¹⁸⁾	13.2
R & D	4.1 ¹¹	5.0 ¹²
Media	0.20	0.19

3. Overview of External Cultural Policy

	2019
Number of countries with ECP activities ¹³	>41
Total number of institutions abroad	Korea Cultural Centers: 32 ¹⁴ Culture Promotion Centers: 10 Korean Education Centers: 41 ¹⁵ Korea Foundation: 8 ⁽²⁰²¹⁾ Korea Creative Content Agency (KOCCA): 8 ⁽²⁰²¹⁾ Korean Broadcasting System (KBS): 2
Total number of FTE staff engaged in ECP activities	Personnel in the exchange department: 28,143 International cultural exchange specialists: 11,388
Government financial support (€ million)	MOFA (cultural diplomacy): 16.22 ¹⁶ MOFA (public diplomacy): 460.32 ¹⁷

⁹ Refer to Table 2-4-2 Changes in Ministry of Culture, Sports and Tourism's Financial Share in Relative to Government Finance (정부재정대비 문화체육관광부 재정 점유율 변화) of the 2019 Culture and Arts Policy White Paper (2019 문화예술정책백서).

¹⁰ Refer to the Total public expenditure on education as a percentage of total government expenditure (2018) excluding R&D for Korean of the OECD Education at A Glance 2018 & 2021. However, according to 2016 & 2020 budget proposal published by MOEF, the total public expenditure on education as a percentage of total government expenditure is 26.8 (for FY 2019) and 24.6 (for FY 2015). These two figures include expenditures of 1) Education and 2) Education Grants to Local Governments.

¹¹ 2020 Budget Proposal (MOEF Press Release).

¹² 2016 Budget Proposal (MOEF Press Release).

¹³ In partnership with 184 foreign embassies, the Ministry of Foreign Affairs of the Republic of Korea currently acts as an outpost for region-specific public diplomacy projects. It also carries out a variety of public diplomacy programs, such as the Public Diplomacy Project of Korean Citizens, a project where each citizen is given the opportunity and resources to become an ambassador for public diplomacy. See also Culture & Arts Policy White Paper 2019.

¹⁴ 32 in 27 countries. <https://www.korea.net/AboutUs/Overseas-Korea-Centers/Korean-Cultural-Centers#>

¹⁵ In 2019, there are 41 Korean Education Centres located in 18 countries. Most of them are situated in Korean embassies abroad. <https://www.moe.go.kr/sn3hcv/doc.html?fn=0d3d7ab17a8756de716b99cca11e84c0&rs=/upload/synap/202109/>

¹⁶ 2019 Ministry of Foreign Affairs Budget Overview (2019년도 외교부 예산개요) under the category of Cultural Diplomacy and International Exchange.

¹⁷ Refer to the 1st Korea Public Diplomacy Master Plan (2017-2021) 2019 Comprehensive Implementation Plan for Public Diplomacy Volume I.

	2019
	Korea Foundation (KF): 115.21 ¹⁸ Korean Culture and Information Service (KOCIS): 95.72 ¹⁹ Ministry of Culture, Sports and Tourism (MCST): 118.89 ²⁰
Total expenditure of all ECP operators (€ million)	4,911.52 ²¹
Comparative ECP ranking	major

MAIN OBJECTIVES²²

- Promote a greater international recognition of a Korean 'brand' by exposing its culture and cultural industries.
- Take advantage of the global interest in Korean cultural products and sustain the export income generated by the "Korean Wave," including Korean TV dramas, pop music, films, and video games.

POLICY CONTEXT

- South Korea focuses on strengthening and expanding public-private partnerships and encouraging civic participation to promote cultural diplomacy.
- South Korea appears open to international engagement with a wide range of countries, but its focus is still its immediate neighbors and other countries in the Asia-Pacific region.
- The rivalry between the U.S. and China has made it difficult for South Korea to take a mediating role. The demand for South Korea to pick one side will largely compromise its goals to stay as a middle power. In the long term, developing its soft power will be preferable for South Korea.

¹⁸ Korea Foundation Annual Report 2019.

¹⁹ Refer to pp. 98. under the category 해외문화홍보원 of Culture & Arts Policy White Paper 2019.

²⁰ 2019 회계연도 문화체육관광부 결산보고서. The sum of expenditures of items including 1) 3100 항(프로그램) 해외문화홍보원 운영; 3131 세항(단위사업) 해외문화홍보원 운영 2) 국제문화교류 3) 국어문화진흥 under the table 성과관리체계별 결산 현황 3) multiple international related items such as 1) International Cooperation and Exports in the Cultural Content Industries 2) Supporting of International Broadcasting 3) International Cultural Policy Support, etc.

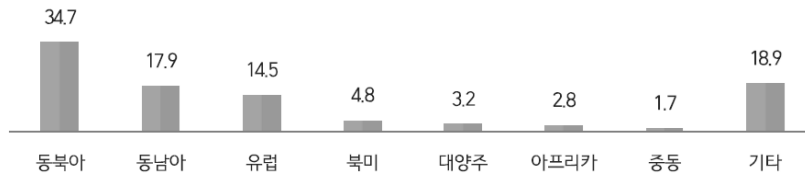
²¹ 2020 International Cultural Exchange Survey (2020 년 국제문화교류 실태조사) Pp. 16. Total expenses of International cultural exchange in 2019 (2019 년 국제문화교류 사업비).

²² https://www.mofa.go.kr/eng/wpge/m_22841/contents.do

REGIONAL FOCUS AND INSTITUTIONAL EMPHASIS ²³

| 그림 2-17 | 주요 사업의 교류 국가

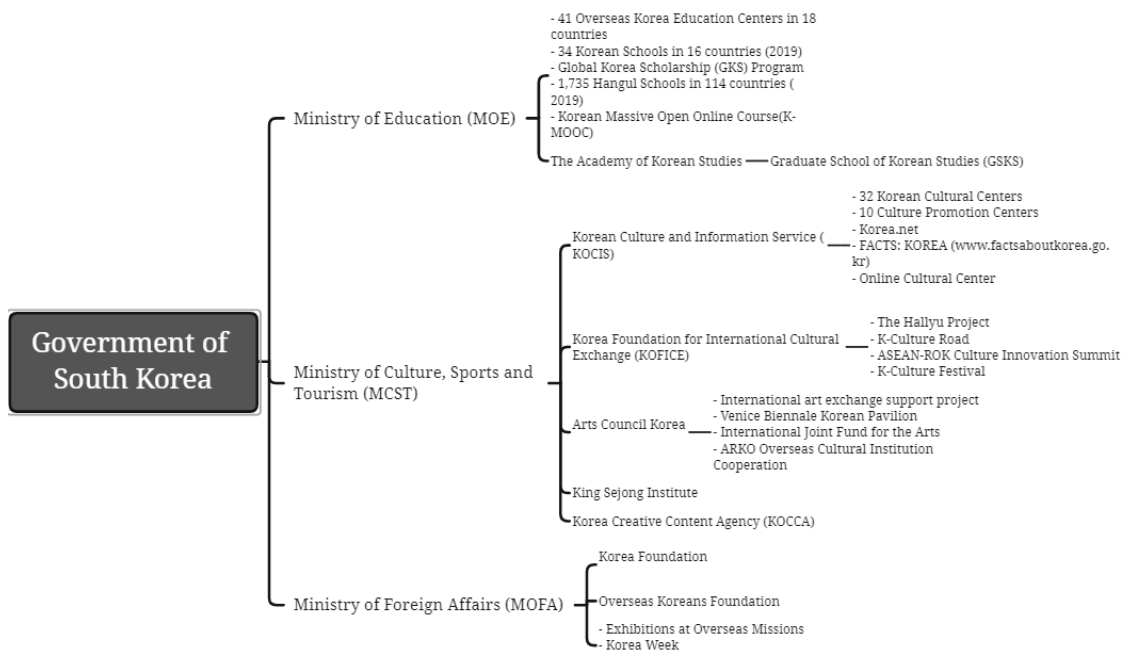
(단위 : %)



※ 모름/무응답 1.3%

Northeast Asia: 34.7; Southeast Asia: 17.9; Europe: 14.5; North America: 4.8; Oceania: 3.2; Africa: 2.8; Middle East: 1.7; the rest: 18.9.

INSTITUTIONAL MAP



²³ Refer to pp. 24 of the 2020 International Cultural Exchange Survey.

4. Fields of External Cultural Policy

	2019	2015
Culture and the Arts		
Number of countries present	33	n/a
Number of institutes	Korean Cultural Centres Overseas: 31	Korean Cultural Centres Overseas: 28
Number of FTE staff	n/a	n/a
Number of artists in exchange programs	236 ²⁴	n/a
Number of cultural agreements	21 ²⁵	n/a
Budget (€ million)	34.29 ²⁶	29.15 ²⁷
Expenditure (€ million)	MCST: 77.98 ²⁸ KF: 9.30 ²⁹	MCST: 87.48 ³⁰ KF: 8.30 ³¹
Government financial support (€ million)	n/a	n/a
Language		
Number of countries where courses are offered	Hangul Schools: 115 ³² Local Language Schools: 30 Kim Sejong Institutes: 60	Hangul Schools: 121 ³³ Local Language Schools: 28 ³⁴ Kim Sejong Institutes: 54
Number of students enrolled	In-class: Hangul Schools: 102,444	In-class: Hangul Schools: 106,382

²⁴ Annual Report 2019 of Arts Council Korea. Sum of the grants for International Artist-In-Residency and International Arts Exchange.

²⁵ https://www.mofa.go.kr/www/brd/m_3825/list.do

²⁶ 2020 International Cultural Exchange Survey (as of 2019). (2020 년 국제 문화 교류 실태 조사) https://www.mcst.go.kr/kor/s_policy/dept/deptView.jsp?pCurrentPage=1&pType=02&pTab=01&pSeq=1844&pDataCD=0406000000&pSearchType=01&pSearchWord=

²⁷ Refer to 2015 KOCIS Budget (해외문화홍보원) in Fiscal Year 2015 Performance Report (2015 회계연도 성과보고서).

²⁸ MCST FY 2019 Settlement Report (2019 회계연도 문화체육관광부 결산보고서). The figure is the sum of 1)

3100 항(프로그램) 해외문화홍보원 운영; 3131 세항(단위사업) 해외문화홍보원 운영 2) 국제문화교류 under the table 성과관리체계별 결산 현황.

²⁹ KF Annual Report 2019.

³⁰ 2015 Fiscal Year Revenue and Expenditure (Import Expenditure) Settlement Report (2015 문화체육관광부 결산보고서).

The figure is the sum of 1) 1534 세항(단위사업) 국제문화교류 2) 3100 항(프로그램) 해외문화홍보원 운영 3)

3131 세항(단위사업) 해외문화홍보원 운영 from

<https://www.mcst.go.kr/attachFiles/viewer/skin/doc.html?fn=1472542632088.hwp&rs=/attachFiles/viewer/result/202110/>.

³¹ KF Annual Report 2015.

³² Korean, Korean history and national education classes are offered to overseas Korean students (elementary and secondary students) and adults for 2-6 hours on weekends.

³³ Statistical yearbook of education 2015 from KESS.

³⁴ Refer to p. 449 of Fiscal Year 2015 Performance Report (2015 회계연도 성과보고서).

	2019	2015
	Online reach: Nuri-KSI: 200,916 ³⁵	Kim Sejong Institutes: 43,408 Online reach: n/a
Number of candidates for Korean language qualifications ³⁶	TOPIK: 155,969 ⁽²⁰¹⁸⁾	TOPIK: 174,882
Number of language teachers	Hangul Schools: 15,971	Hangul Schools: 15,331
Budget (€ million)	n/a	n/a
Government financial support (€ million)	MOE: 54.83 ³⁷ MCST: 24.40 ³⁸ KF: 11.24	MOE: 49.49 ³⁹ MCST: 14.32 ⁴⁰ KF: 9.87
Education - Primary & Secondary		
Number of countries	16	15
Number of schools	34 ⁴¹	32
Number of students	14,040	13,337
Number of staff / teachers	1,249	1,293
Budget (€ million) ⁴²	n/a	n/a
Government financial support (€ million)	n/a	n/a
Education - Tertiary		
Number of countries	>18	n/a
Number of universities / colleges abroad	3	n/a

³⁵ Refer to pp. 690 of MCST FY2019 Settlement Report (2019 회계연도 문화체육관광부 결산보고서).

³⁶ Refer to the number of Candidates (응시자) taken from Yearly Test of Proficiency in Korean (Topik) Applicants, Test Takers, and Successful Applicants (연도별한국어능력시험(TOPIK) 지원자, 응시자, 합격자현황) in Overseas (Study Abroad) Education.

<https://www.moe.go.kr/boardCnts/viewRenew.do?boardID=350&boardSeq=75623&lev=0&searchType=null&statusYN=C&page=2&s=moe&m=0309&opType=N>

³⁷ 2019 Fiscal Year Performance Report (2019 회계연도성과보고서) & 2019 Fiscal Year Ministry of Education Settlement Report (2019 회계연도 교육부 결산보고서) Under Unit project (III-2-General finance (1)) Support for overseas Korean education operation (단위사업(III-2-일반재정(1) 재외동포교육 운영지) Pp. 497 The budget includes 1) Overseas Korean schools (primary and secondary): 34 schools in 16 countries 2) Overseas Korean Education Centers: 41 schools in 18 countries 3) Local Korean language schools: 1,635 schools in 30 countries (as of the end of 2019).

³⁸ Under the category of 국어문화진. This expenditure includes support for Kim Sejong Institute Foundation.

³⁹ FY 2015 Settlement Report (2015 회계연도 결산보고서) Under the category 재외동포교육 운영지.

⁴⁰ FY 2015 Settlement Report (문화체육관광부 결산보고서.) Under 1532 세항(단위사업) 국어문화진흥 under the table 회계별 세출결산.

⁴¹ Brief statistics on Korean education (English). (2019). From Korean Educational Statistics Service under the category of Overseas Korean Education.

⁴² Refer to footnote 37.

	2019	2015
Number of domestic universities / colleges	191	n/a
Number of students ⁴³	Inbound: 160,165 Outbound: 213,000 ⁴⁴	Inbound: 91,335 Outbound: 214,696
Number of students at transnational higher education (TNE)	n/a	n/a
Number of government scholarships awarded	Global Korea Scholarship (GKS): 4,183 ⁴⁵	Global Korea Scholarship (GKS): 4,307
Number of educational cooperation agreements between countries ⁴⁶	10	n/a
Number of staff / teachers	n/a	n/a
Budget (€ million) ⁴⁷	GKS: 40.58	GKS: 44.94
Government financial support (€ million)	n/a	n/a
Science and Research		
Number of countries	51	n/a
Number of institutes	80	n/a
Number of researchers / staff	n/a	n/a
Number of projects	299 ⁴⁸	322
Number scientists in exchange programs	n/a	n/a
Budget (€ million)	NRF: 54.33 ⁴⁹	NRF: 58.80 ⁵⁰

⁴³ Brief statistics on Korean education (English). (2020). From Korean Educational Statistics Service under the category of Tertiary Education (KESS).

⁴⁴ Statistics of Korean Students at Overseas Higher Education Institutions in 2019 (2019년도 국외 고등교육기관 한국인 유학생 통계).
<https://www.moe.go.kr/boardCnts/viewRenew.do?boardID=350&boardSeq=79010&lev=0&searchType=null&statusYN=W&page=1&s=moe&m=0309&opType=N>

⁴⁵ Refer to pp. 550 of 2019 Fiscal Year Performance Report.

⁴⁶ Refer to pp. 509 of 2019 Fiscal Year Performance Report.

⁴⁷ Refer to pp. 550 of 2019 Fiscal Year Performance Report under Unit Project (III-4-General Finance (1)) Promotion of International Education Exchange and Cooperation (단위사업(III-4-일반재정(1)) 국제교육 교류 협력 활성화). Other than GKS (for foreigners), the total budget of Unit Project (III-4-General Finance (1)) Promotion of International Education Exchange and Cooperation (국제교육 교류 협력 활성화) also includes Global Korea Scholarship (for Koreans), middle and high school exchange support, and more.

⁴⁸ <https://krs.nrf.re.kr/ris/rslt/tot.stats>. Under the category 국제협력사업.

⁴⁹ For International Cooperation. https://www.nrf.re.kr/resources/file/2019_nrf_eng_intro.pdf

⁵⁰ <https://krs.nrf.re.kr/> Budget and Settlement for the Last Five Years. Under the Settlement (결산: 한국연구재단이 연구자에게 지급한 금액).

	2019	2015
Government financial support (€ million)	n/a	n/a
Media		
TV		
Number of countries broadcasted to	113	-
Number of languages	KBS World: 11	-
Number of channels	-	-
Audience / weekly (million)	-	-
Digital & social media audience (million)	-	-
Budget (€ million)	KOCCA: 20.95 ⁵¹ International Broadcasting: 2.11 ⁵²	-
Radio		
Number of countries broadcasted to	-	-
Number of languages	11	-
Number of channels	10 ⁵³	-
Audience / weekly (million)	-	-
Digital & social media audience (million)	-	-
New Media: Korea.net		
Social networks following		
Number of languages	9	
Audience / unique visitors (monthly / million)	7.7 million page views 2 million visitors	
Budget (€ million)		

⁵¹ Refer to governmental support for KOCCA (한국콘텐츠진흥원) in Fiscal Year 2019 Ministry of Culture, Sports and Tourism Settlement Report (2019 회계연도 문화체육관광부 결산보고서).

<https://www.mcst.go.kr/attachFiles/viewer/skin/doc.html?fn=1589336992571.hwp&rs=/attachFiles/viewer/result/202110/>

⁵² Refer to 국제방송 지원 of MCST FY 2019 Settlement Report.

⁵³ http://world.kbs.co.kr/service/common/images/about/schedule_202110.pdf

5. Current Issues and Developments

- In Korea's attempt to expand its regional and international influence, Korea faces external geopolitical constraints, such as its worsening relation with Japan and the China-US rivalry. Cultural diplomacy becomes more indispensable for South Korea as a middle power. It is then crucial for the Korean government to take advantage of the popularity gathered around Korean popular culture while controlling the messaging it wants to present internationally and domestically.
- Korea's national image is not commensurate with its economic status in the international arena. It can do better by leveraging its strong digital assets and standing as a global innovation hub.

6. Contributions to multilateral cultural organisations

	2019	2015
UNESCO (€ million)	3.03 ⁵⁴	n/a

Sources: UNESCO

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⁵⁴ Member States' Assessed Contributions to UNESCO's regular budget for 2019. According to the 2019 budget review of MOFA (pp.19), Korea's total contribution to international organizations is €348.31 million.

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Imprint

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