Message from Chairperson

As Chairperson of the HansaeYes24 Foundation, I am pleased to have the opportunity to share with you the endeavors and achievements of our Foundation.

HansaeYes24 Foundation was established in 2014 by Dongnyung Kim, Chairman of HansaeYes24 Holdings. Dedicated to fostering cultural exchanges, Chairman Kim contributed his personal funds to build bridges of mutual understanding and communication between Korea and ASEAN countries, transcending mere economic collaboration.

In line with its founding purposes, the Foundation has strived to offer various opportunities to broaden the understanding of Southeast Asian culture. Since 2015, we have been organizing the 'International Cultural Exchange Exhibition' to discover and support artists from ASEAN countries such as Vietnam, Indonesia, Thailand, Myanmar, the Philippines, and Malaysia. Additionally, the Foundation has translated and introduced modern and contemporary literary works from Southeast Asia to Korean readers, through the publication of the 'Southeast Asian Literature Series.'

Furthermore, our efforts span a wide range of activities, including scholarships, academic research, and international volunteering. The Foundation supports researchers advancing the humanities through our 'Annual Support for Research in Humanities' program. We also honor exceptional contributions to basic medical research in Korea with the Uidang Academic Award, recognizing distinguished medical researchers. Additionally, our initiatives include providing scholarships to international students and organizing overseas volunteer programs for university students.

Especially starting in 2024, we are excited to expand our cultural initiatives into the realm of music, with the introduction of the 'HansaeYes24 Foundation Classical Music' program.

Moving forward, we remain committed to serving as a bridge for cultural exchange between Korea and ASEAN countries, fostering a deep and comprehensive understanding of each other's cultures through our diverse activities.

We sincerely request your continued interest and support as we embark on this new chapter.

Thank you.

Beak, Soomi
Chairperson, the HansaeYes24 Foundation

01

Culture and Arts

Exhibition | International Cultural Exchange Exhibition

Since 2015, the Foundation has been hosting exhibitions to identify and present emerging artists from ASEAN countries as part of our commitment to cultural and artistic exchange. Through a diverse array of works that merge traditional and contemporary elements from each country, we aim to provide audiences with novel and enriched experiences and broaden the scope of cultural appreciation.

Performance | Classical Music

Commencing with *Winterreise in Summer* in 2024, the Foundation will host annual performances showcasing promising musicians and distinguished works, aimed at widely promoting the beauty of classical music.

Literature | Southeast Asian Literature Series

The Foundation selects and translates modern and contemporary literary works from Southeast Asia to introduce them to Korea. This initiative offers valuable opportunities for Korean readers to deeply understand the diverse cultures and unique histories of ASEAN countries.

02

Academic Research

Humanities Research Support

The Foundation selects 10 humanities research projects each year and provides KRW 12 million in research grants for each project. This initiative seeks to uncover enduring principles and insights from traditional humanities that can help us navigate the rapidly changing times and evolving civilizations.

Ewha–Yale Conference

The Ewha-Yale Conference is an international academic event co-hosted by Ewha Womans University and Yale University. The Foundation sponsors the conference to foster active discussions and research on a broad range of topics, including ASEAN countries, thus expanding its scope beyond the previously focused regions of Korea, China, and Japan.

Uidang Academic Award

The Uidang Academic Award was established to honor the legacy of the late Uidang Kim Kihong, a pioneering figure in clinical pathology and hematology in Korea. Each April, the Foundation presents this award of KRW 30 million to a medical researcher who has made significant contributions to the advancement of basic medicine.

03

Scholarships

International Student Scholarship

The Foundation offers scholarships twice a year to international students pursuing master's degrees in Korea. These scholarships support students in completing their graduate studies with distinction and assist them in becoming global ambassadors for Korea after graduation.

Uidang Scholarship

The Foundation offers quarterly tuition support to high school students in Eumbong-myeon, Chungnam Province, Korea, who exhibit outstanding academic performance and good conduct. This scholarship program has been ongoing for over 30 years, since it was established in 1988 by the late Lee Yunjae, mother of Chairman Kim Dongnyung.

Hyang–Sang Scholarship to Commerce College Students of Seoul National University

The Hyang-Sang Scholarship is awarded annually to students with exceptional academic performance and exemplary conduct at the College of Commerce, Seoul National University. Each year, the Chairperson of the HansaeYes24 Foundation personally attends the award ceremony to congratulate and commend the recipients.

04

Overseas Volunteer Program

University Student Overseas Volunteer Corps

By dispatching university student volunteer corps to major ASEAN countries, the Foundation aims to promote cultural exchange between Korean and ASEAN students, helping them to grow into warm-hearted and broad-minded global young leaders.

Learn more about our foundation's activities

Foundation History

Feb. 2024: Awarded Scholarships to Commerce College Students at Seoul National University for the 1st Semester of 2024
Mar. 2024: Awarded the Uidang Scholarships
Apr. 2024: Published the 10th Anniversary White Paper of the Foundation
Sponsored the 31st Annual Uidang Academic Award
May. 2024: Provided the 22nd Annual Scholarship for International Students
Aug. 2024: Awarded Scholarships to Commerce College Students at Seoul National University for the 2nd semester of 2024
Provided the 3rd Annual Support for Humanities Research
Sep. 2024: Hosted the Foundation's 1st Classical Music Concert, *Winterreise in Summer*
Oct. 2024: Sponsored the 8th Annual Ewha-Yale Conference
Nov. 2024: Published Volumes 4 and 5 of Southeast Asian Literature Series
Feb. 2023: Conducted the Gift-A-Book Campaign
Mar. 2023: Awarded the Uidang Scholarships
Held the 6th Annual International Cultural Exchange Exhibition, *Embrace Malaysia*
Apr. 2023: Sponsored the 30th Annual Uidang Academic Award
May. 2023: Sponsored the 7th Annual Ewha-Yale Conference
Aug. 2023: Provided the 2nd Annual Support for Humanities Research
Oct. 2023: Awarded the 21st Annual Scholarship for International Students
Jan. 2022: Published Volumes 1 to 3 of Southeast Asian Literature Series
Mar. 2022: Awarded the 20th Annual Scholarship for International Students
Apr. 2022: Awarded the Uidang Scholarships
May. 2022: Sponsored the 29th Annual Uidang Academic Award
Aug. 2022: Initiated the 1st Annual Support for Humanities Research
Feb. 2021: Conducted the Gift-A-Book Campaign
Mar. 2021: Awarded the Uidang Scholarships
Apr. 2021: Awarded the 19th Annual Scholarship for International Students
Sponsored the 28th Annual Uidang Academic Award
May. 2021: Sponsored the 6th Annual Ewha-Yale Conference
Nov. 2021: Donated Braille Terminals (Chuncheon City Hall, Gangwon Province)
Feb. 2020: Awarded the Uidang Scholarships
Oct. 2020: Sponsored the 27th Annual Uidang Academic Award
Dec. 2020: Donated Braille Terminals (Jongno-gu Office, Seoul Metropolitan City)
Feb. 2019: Awarded the Uidang Scholarships
Apr. 2019: Signed an MOU for Sponsoring the Ewha-Yale Conference
Launched a Project for Publishing Southeast Asian Literature Series
Sponsored the 26th Annual Uidang Academic Award
July. 2019: Launched the 10th University Student Overseas Volunteer Corps
Sep. 2019: Held the 5th Annual International Cultural Exchange Exhibition,
The Hybridity and Dynamism of the Contemporary Art of the Philippines
Oct. 2019: Sponsored the 5th Annual Ewha-Yale Conference
Nov. 2019: Provided the 18th Annual Scholarship for International Students
Dec. 2019: Supported the Kyungwoon Museum at Kyunggi Girls' High School
Jan. 2018: Contributed to the Asia Foundation
Apr. 2018: Sponsored the 25th Annual Uidang Academic Award
Hosted the 2nd Young Asian Culture Sharing Forum
May. 2018: Provided Sponsorships for Young Vietnamese Artists
July. 2018: Launched the 9th University Student Overseas Volunteer Corps
Sep. 2018: Hosted the 4th Annual International Cultural Exchange Exhibition, *An Aspect of Myanmar Art*
Nov. 2018: Provided the 17th Annual Scholarship for International Students
Dec. 2018: Supported the Korea Association of International Development and Cooperation (KAIEC)
Feb. 2017: Contributed to the Asia Foundation
Mar. 2017: Conducted the 1st season of the Book Donation Campaign
Apr. 2017: Hosted the 1st Young Asian Culture Sharing Forum
Provided the 16th Annual Scholarship for International Students
Conducted the 3rd Season of the Global Friends Program
July. 2017: Launched the 8th University Student Overseas Volunteer Corps
Hosted the 3rd Annual International Cultural Exchange Exhibition *The Spirit of Thailand*
Nov. 2017: Provided the 16th Annual Scholarship for International Students
Dec. 2017: Supported the Korea Association of International Development and Cooperation (KAIDEC)
Jan. 2016: Provided the 14th Annual Scholarship for International Students
May 2016: Conducted the 2nd Season of the Global Friends Program
Jun. 2016: Supported the Korea Association of International Development and Cooperation (KAIDEC)
Hosted the 2nd Annual International Cultural Exchange Exhibition, *Batik, the Soul of Indonesia*
July. 2016: Launched the 7th University Student Overseas Volunteer Corps
Nov. 2016: Provided the 15th Annual Scholarship for International Students
Dec. 2016: Supported the Korea Association of International Development and Cooperation (KAIDEC)
May 2015: Conducted the 1st Season of the Global Friends Program
July. 2016: Conducted the 6th Annual Volunteer Abroad Program for College Students
Held the 1st Annual International Cultural Exchange Exhibition, *Aura of Vietnam*
Feb. 2014: Founded the Board of Directors
Apr. 2014: Gained Approval for Establishing the Foundation
July 2014: Launched the 5th University Student Overseas Volunteer Corps
Provided the 12th Annual Scholarship for International Students
Nov. 2014: Provided the 13th Annual Scholarship for International Students
2010~2013 Launched the 1st ~ 4th University Student Overseas Volunteer Corps
2002~2013 Provided the 1st ~ 11th Annual Scholarships for International Students

Current Board of Directors

Beak, Soomi Chairperson
(Current) Chairperson, Hansae Yes24 Foundation
(Former) Score Reader, Arirang International Broadcasting
Performing Arts Planning Team, KEPCO Art Center
Dean, Graduate School of Analytical Science and Technology, Chungnam National University

Chung, Kwanghwa Director
(Current) Scientistic Adviser, Korea Basic Science Institute
(Former) The 3rd Presidential Advisory Council Member for Science & Technology
President, Korea Research Institute of Standards and Science
President, the Association of Korean Woman Scientists and Engineers (KWSE)

Chun, Euiyoung Director
(Current) Central Architecture Committee Member, Ministry of Land, Infrastructure and Transport
(Former) President, Korea Institute of Architects (KIA)
President, Federation of Architectural Organizations in Korea (FIKA)
Director, Gwangju Biennale Foundation and Gwangju Poly III

Ahn, Pilyeon Director
(Current) Dean, Graduate School of Education, Kyonggi University
Professor, Department of 3-Dimensional Art and Design, Kyonggi University
(Former) IT advisor, World Cup Organizing Committee
Art Director, Ministry of Culture and Tourism

Cho, Hyowon Director
(Current) Professor, Department of German Language and Literature, Yonsei University
Editor, Literature & Society Magazine

Kim, Minyoung Auditor
(Current) Emeritus Professor, Department of International Economics and Law, Hankuk University of Foreign Studies
Chair, the Board of Haeoh Foundation
(Former) Head of Economics and Business Research Center, Hankuk University of Foreign Studies
Dean, the College of Business and Economics, Hankuk University of Foreign Studies

Former Board Members

Cho, Youngsoo Chair Emeritus
(Current) Chairperson (Term: 2018-2023)
Emeritus Professor, Kyonggi University
(Former) Dean, Division of European Studies, Kyonggi University
Dean, College of Humanities, Kyonggi University
Dean, Graduate School of Social Welfare, Kyonggi University

Lee, Kyewoo Founding Chairperson (Term: 2014–2018)
(Former) Professor, KDI School of Public Policy and Management
Professor, Division of International Studies, Ewha Womans University
Visting Professor, Graduate School of International Studies, Seoul National University
Manager for Central and Laine Americas, World Bank Group

Suh, Daewon Director (Term: 2014–2019)
(Former) Ambassador to the United Nations
Ambassador to Hungary
Secretary-General of UNICEF Korea
Secretary-General, Korea World Cup Bidding Committee

Cha, Myonghee Director (Term: 2014–2022)
(Former) Adjunct Professor, Department of Mass Communication, Hanyang University
Director, CBS Gyeongin Broadcasting
Director of International Cooperation, Korean Broadcasting System Viewer Center
Director of International Cooperation, Programming Operations, KBS

Ha, Chanho Director (Term: 2014–2023)
(Former) Advisor, Samsung Electronics
Visiting Professor, Graduate School of Business, Soongsil University.
Ambassador to Iraq
Ambassador to Canada

Kim, Joongjae Director (Term: 2014–2017)
(Former) Ambassador to Italy
Ambassador to Libya
Secretary-General, Daegu World Athletics Championships Bidding Committee
Deputy Secretary-General, Incheon Asian Games Organizing Committee

HANSAE YES24 FOUNDATION
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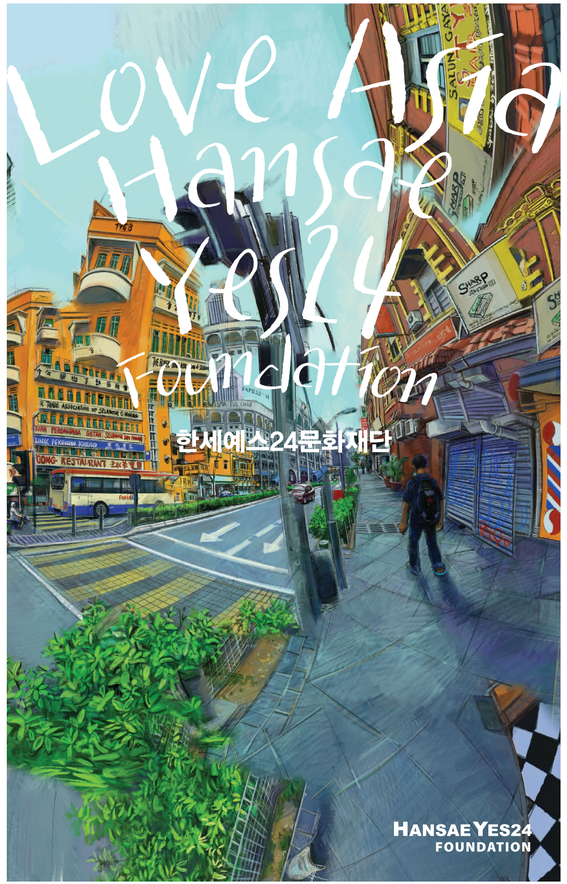

Stylo Hair Salon 2022
Chin Kong Yee | Artwork from the 2023 International Cultural Exchange Exhibition, *Embrace Malaysia*, organized by Hansaeyes24 Foundation