

ARTS AND DESIGN MISSION TO KOREA 6-8 MAY 2013

coincides with “Study and Research in Europe Fair” in Korea

One in four Korean students who go to the UK to study, choose Arts/Design courses, however the top five institutions dominate the market share. This mission will be especially helpful to the UK Arts/Design institutions who are in need of profile-raising, and want developed links with the local Arts/Design institutions in Korea

Targets

- Maximum of six UK institutions offering Arts/Design course as their specialty
- Delegates profile should include partnership development

Benefits

- Arts and Design Marketing briefing: provided by British Council Korea
- Networking opportunity with approx 15 major Arts/Design institutions and organizations
- Student-facing activity at a major EU Fair in Korea:
 - Booths and information session slots provided to two institutions at Study and Research in Europe (SRiE)*
- Academic Lecture at Daegu Gyeongbuk Design Centre with students from Daegu region
- Industry visit : Daegu Gyunbook Design Centre and Seoul Open Art Fair visit

Costs

- £1800 (Exc tax) – institutions participating SRiE, £1300 (Exc tax) – Others ; meals and transport (no airport pick-up service) during the mission, hotel booking and one collective online promotion of participating institutions on BC Corporate blog
- SRiE is open for only two institutions. Applications are taken on first come first serve basis.
- Delegates to fund their own international travel and accommodation

Provisional programme (as of 13 Feb 2013)

Mon 6 May. Seoul	Tue 7 May. Daegu	Wed 8 May. Seoul
10:00- 11:00 Market Briefing <i>BC Korea, Eventspace</i> Developing links with Arts and Design institutions in Korea	11:00- 14:00 Institution visit <i>Keimyung University. TBC</i> Lunch + campus tour included	12:30 Break
11:30- 14:30 Speed-dating <i>BC Korea, Eventspace/RmA/D</i> Major Arts&Design institutions in Korea	14:00- 15:30 Meeting wt DGDC Daegu Gyeongbuk Design Centre (DGDC)	Study & Research in Europe Fair Yonsei University, Alumni Hall 14:00- 18:00 Booths /Info session (Available for 2 institutions)
15:30- 17:00 Visit to SOAF Seoul Open Art Fair	16:00-17:00 Public Lecture <i>DGDC, TBC</i>	

* Study and Research in Europe, 8th May 2013

Study and Research in Europe, has been held since 2008 and is celebrating its 6th edition this year. The fair aims to provide accurate and reliable information about European educational opportunities through the Embassies and Educational organisations from each participating country. Each year, over 500 students and interested parties attend the fair. The Fair features presentations from each participating country and various cultural events.

More info : http://www.study-in-europe.kr/eng_index.php/

Should you be interested in participating please send the attached application form to Yuni Lee (yuni.lee@britishcouncil.or.kr) by 15th March 2013 at the latest.

Notice:

If the number of participating institutions is less than five, the programme is subject to change