

# REPUBLIC OF KOREA

23 October, 2024

Special Edition

50th Anniversary of Diplomatic Relations between Korea and Qatar

## KOREA AND QATAR

A Journey of Shared  
Success and Ambition

## JEJU HAENYEO

Women of the Sea

## A Short Guide to Studying in Korea

## TAEKWONDO

The World's Most Loved  
Martial Arts



**GULF TIMES**

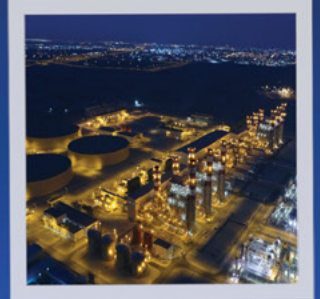
in association with



The Government of  
the Republic of Korea

Embassy of  
Korea in Qatar

We bring together the best technology and expertise  
To create solutions for a better world  
And achieve sustainable growth



Umm Al Houf Power



North Field Expansion Project



QEIC Solar Project



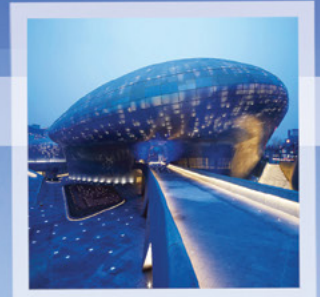
Busan New Port



Petronas Twin Tower



Incheon Bridge



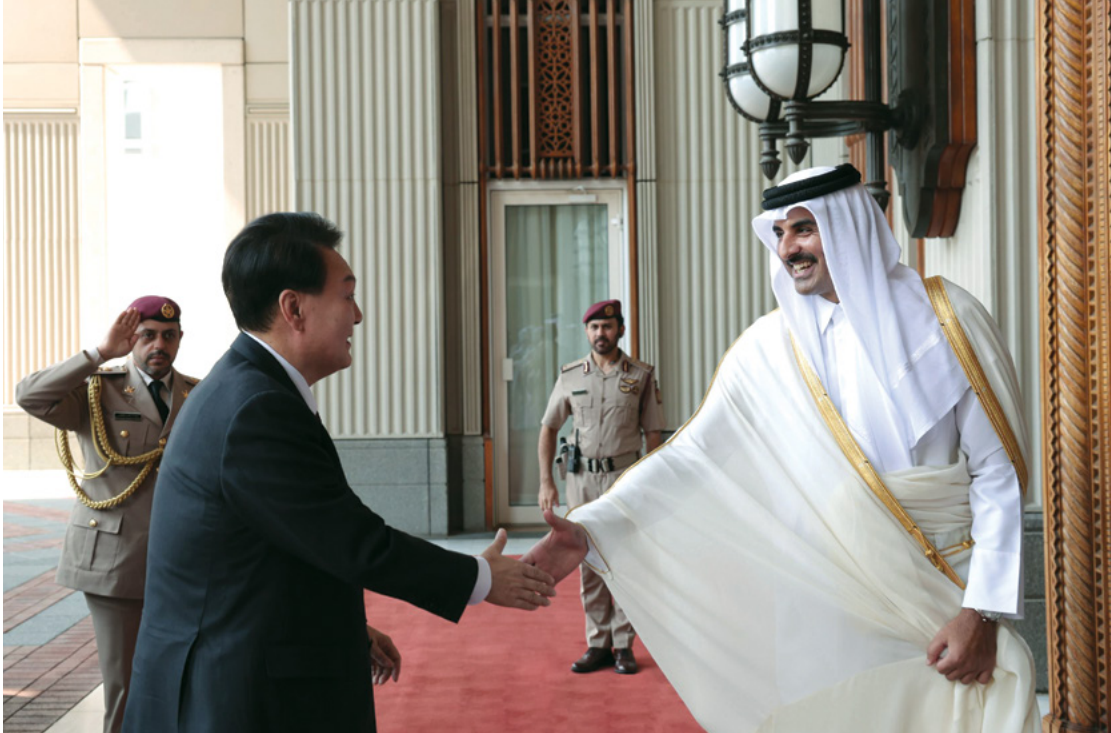
Dongdaemun Design Plaza

**Creating FutureScape**  
Solutions for a Better Sustainable World



## Ambassador's Message

# CELEBRATING 50 YEARS OF FRIENDSHIP BETWEEN KOREA AND QATAR



The president of the Republic of Korea Yoon Suk Yeol was welcomed by His Highness the Amir Sheikh Tamim bin Hamad Al-Thani during the president's state visit to Qatar in October 2023.

This year heralds a significant time in the relationship between Korea and Qatar, distinguished by the 50th anniversary of their diplomatic relations. Over the past five decades, the two nations have forged a robust partnership characterized by shared prosperity. As we reflect this year, it's evident that the relationship between Korea and Qatar has developed to meet the changing dynamics of the global landscape.

Since establishing diplomatic ties in 1974, Korea and Qatar have developed strong cooperation, particularly in the energy and construction sectors. Qatar has become a vital energy supplier to Korea, accounts for over one-fifth of Korea's total LNG imports, underscoring Qatar's importance in Korea's energy security. On the construction and infrastructure front, Korean companies have participated in more than 130 projects in Qatar. A shining example is the National Museum of Qatar,



H.E. Hyunsoo Yun, Ambassador of the Republic of Korea to the State of Qatar.

constructed by Hyundai E&C. This architectural marvel not only showcases cutting-edge construction techniques but also stands as a testament to the expertise and dedication of numerous Korean engineers and workers.

The bilateral relationship has continued to flourish, expanding

beyond traditional sectors. Last year, President Yoon Suk Yeol's state visit to Qatar marked a new chapter in Korea-Qatar relations by elevating the two countries' partnership to "Comprehensive Strategic" one. This upgrade anticipates enhanced communication channels in diplomacy and national security, paving the way for closer and

more frequent consultations on policy matters of mutual interest.

Multiple arrangements were signed between Korean and Qatari stakeholders during the visit, solidifying commitments to broaden cooperation into new and diverse fields: defense, new two-way investments, smart and resilient agriculture, healthcare, maritime shipping, and artificial intelligence (AI).

This strengthened partnership aligns seamlessly with Korea's Global Pivotal State (GPS) vision, which aims to expand and advance Korea's diplomatic influence and contribute to the peace and prosperity of the international community. By working closely with many important partners like Qatar, Korea seeks to address global challenges and foster sustainable development. This collaboration is also expected to support Qatar's National Vision 2030, highlighting the synergy between the two nations' strategic objectives.

One of the critical areas where Korea and Qatar are poised to make significant contributions is in addressing issues at a global scale such as geopolitical risks, climate change, and the energy transition. Particularly, the world today faces the pressing need to move towards decarbonization, and both countries can play a more proactive leadership in energy transition and security. For example, Korea has declared its intention to become a major hydrogen buyer, investing in technologies and infrastructure to support a hydrogen-based economy. In a similar vein, Qatar is investing heavily in the production of blue ammonia. By combining their respective strengths and resources, Korea and Qatar can work together in the establishment of the global hydrogen market as early as possible. This partnership exemplifies how bilateral

*Contd. on page 4*

Contd. from page 3

relations can be leveraged to make meaningful impacts on worldwide challenges.

In the realm of technology and innovation, the focus on artificial intelligence and digital transformation opens new avenues for cooperation. By utilizing expertise and resources, Korea and Qatar can accelerate advancements in these fields, driving opportunities in education, employment, innovation and research in applied areas.

The 50th anniversary of diplomatic relations between Korea and Qatar is more than a celebration of the past; it is a gateway to the future. With a stronger partnership, we are ready to tackle the challenges and opportunities of the 21st century. The two nations are prepared to create a brighter and more prosperous future. Their shared vision and strategic cooperation will not only benefit their respective countries but also contribute positively to regional stability and global peace.



Minister of Trade, Industry and Energy Bang Moon Kyu (second from left) and HE Minister of Commerce and Industry Sheikh Mohammed bin Hamad bin Qassim Al-Thani (third from left) at the Korea-Qatar Business Forum held in Doha on October 25, 2024.

## Korea-Qatar 50th Anniversary Future Forum

# 50 YEARS AND BEYOND



Ambassador Hyunsoo Yun, along with panelists, guest of honor, and presenters at the Korea-Qatar 50th Anniversary Future Forum.



Panel discussion during the Future Forum.

On September 12, the Korean Embassy hosted the 50th Anniversary Future Forum under the theme “50 Years and Beyond” in Doha. This commemorative event brought together experts from both countries to reflect on half a century of bilateral relations and explore directions and avenues for future cooperation.

During his welcoming remarks, H.E. Hyunsoo Yun, the Korean Ambassador to Qatar, emphasized the importance of building upon past successes while tapping into new areas of mutual interest. He highlighted the importance of the elevation of the relationship of the two countries to a “Comprehensive Strategic Partnership” in the event of President Yoon’s commemorative state visit last year. The Ambassador emphasized the significance of this elevation by mentioning that “this marks a new era, filled with potentials, ambitions, and the promise of lasting progress together.”

In his congratulatory remarks, H.E. Eng. Ali bin Abdulatif Al Mesned, representing the Qatar Chamber of Commerce and Industry, envisioned “a future where we can identify and develop promising initiatives that not only enhance our economic landscapes but also foster sustainable growth and development for our peoples.”

### Session 1: Korea and Qatar – a 50-Year History of Successes and Challenges

This session featured presentations on the political and economic cooperation between Korea and Qatar over the past 50 years.

A prominent scholar from a policy research institution of Korea delivered a presentation titled “Korea-Qatar Cooperation in an Era of Geopolitical Upheaval.” Analyzing the global landscape, the scholar noted that the liberal order is eroding. She emphasized that Korea and Qatar share vital interests and suggested that they could cooperate in the defense sector and humanitarian initiatives.

In the second presentation, another scholar reiterated the importance of the energy and construction sectors in developing bilateral relations. She emphasized security—especially food security and maritime security—as potential focal areas of mutual interest for the two countries.

During the ensuing panel discussion, panelists reflected on the past 50 years of Korea-Qatar relations and proposed strengthening areas beyond energy and construction for the next half-century. Specific sectors mentioned included renewable energy, regional security, and water treatment. One scholar in Qatar noted that Korea could support Qatar on the international stage by backing its role as a mediator and a proponent of globally recognized values such as human rights. Another scholar from Qatar’s academic sector suggested peacekeeping, humanitarian assistance, food security as a possible area of cooperation between the two countries.



Speakers and guests from various fields including the government, international organization, academia, private sector participating the Future Forum.

### Session 2: Beyond 50 Years, Toward Further Possibilities

In this session, presenters shared insights on key areas for future cooperation between Korea and Qatar: smart agriculture, renewable energy, and healthcare.

An official from the Rural Development Administration of the Republic of Korea suggested that Korea’s advanced agricultural technology could boost Qatar’s agricultural productivity, ultimately contributing to food security. Another speaker from the energy research institution in Korea introduced Korea’s Clean Hydrogen Certification Scheme. She highlighted the Korean government’s proactive initiative in creating a global hydrogen market. A medical business expert from Korea presented a vision of a “virtuous cycle” of inbound and outbound medical cooperation between Korea and Qatar, which could strengthen ties between the two countries.

During the following panel discussions, participants agreed that the three areas of cooperation—agriculture, renewable energy, and healthcare—hold great potential for enhancing Korea-Qatar relations. A representative from international organization in Qatar, who specializes sustainable and environmentally friendly growth, pointed out that both countries have a mutual interest in tackling climate change. He emphasized that Qatar’s focus on food security is a key national agenda amid global warming and that Korea can be a reliable partner in this area. Another expert from Qatar’s agricultural sector emphasized that the success of Korea-Qatar cooperation lies in overcoming the heat and humidity to enhance agricultural productivity.

The forum served as a valuable platform, bringing together participants from government, academia, and the private sector to reflect on the 50 years of strong bilateral relationship between Korea and Qatar. It also offered an opportunity for attendees to contribute ideas on future areas of cooperation that would benefit not only the mutual interests of both nations but also the global community.



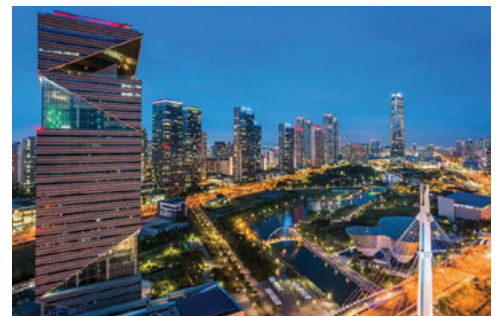
The Moonlight Rainbow Fountain on Seoul's Banpo Bridge.

# KOREA'S TRANSFORMATION TO A GLOBAL POWERHOUSE

Following the Korean War that ended in 1953, Korea was one of the poorest countries in the world. So bleak was the outlook that Vengalil Menon, a member of the United Nations Korean Reconstruction Agency (UNKRA), remarked, "Expecting economic recovery in Korea is like hoping for a rose to bloom in a garbage bin." This statement might have described the situation of Korea then, but it has been proven flatly wrong.

Korea underwent an extraordinary transformation. Korea's rise began in the 1960s thanks to, among others, government-led

development policies. At that time, the nation's economy was primarily based on agriculture. While diversifying, the government focused on developing manufacturing sector and actively promoting exports to secure bigger market for Korean products. In the 1970s, Korea had expanded into heavy industries such as steel and petrochemicals. In the 1980s, the country's economy entered into a more sophisticated technology-based industry, making significant strides in the automotive, shipbuilding, and electronics sectors. Starting in the 1990s, Korea began investing heavily in



Songdo International Business District of Incheon's Yeonsu-gu District



The Pier 7, Busan New Port, showing the growth on exports.

information and communication technology (ICT), biotechnology, and robotics, ensuring its position as a global leader in the 21st century.

In 2011, Korea's trade volume surpassed \$1 trillion for the first time, and by 2022, it became the 6th largest trading nation globally. This rapid economic ascent has

earned global admiration, with many praising it as the "Miracle on the Han River." In 1996, the country joined the OECD, successfully transforming itself from an aid recipient to a donor country.

During this period, world-class companies such as POSCO, Samsung Electronics, SK Hynix, Hyundai Motor, and LG Electronics emerged not only establishing themselves as domestic powerhouses but also gaining global competitiveness" should be changed to "Over the course of Korea's miraculous rise, world-class companies such as POSCO, Samsung Electronics, SK Hynix, Hyundai Motor, and LG Electronics established themselves as domestic powerhouses and at the same time, also excelled in global competitiveness.

However, today's Korean economy is driven more by a strong partnership between the private and the public sector.

The private sector continues to innovate and expand its global footprint, while the government supports these efforts through policies that foster innovation, maintain strong infrastructure, and ensure global competitiveness.

Korea's journey from war-torn poverty to becoming a global economic powerhouse is nothing short of remarkable. Through a combination of visionary government policies and a thriving private sector, the nation has not only achieved unprecedented economic growth but has also established itself as a model for other developing countries. As Korea continues to invest in future industries like artificial intelligence (AI), green energy, and biotechnology, it will lead the world in innovation and sustainable development. The Miracle on the Han River is far from over. Korea's story will resonate with the rest of the world.

# KOREA AND QATAR

## A JOURNEY OF SHARED SUCCESS AND AMBITION

Few nations have demonstrated the resilience, innovation, and strategic foresight as Korea and Qatar have in recent decades. Despite facing national crises, both countries have not only emerged stronger but have also leveraged their challenges to fuel growth, becoming key global players. Discover the story of their shared journeys.

### Turning Crises into Opportunities

The pinnacle of Korea and Qatar's success has been their ability to turn crises into opportunities for renewal. In 1997, Korea faced an unprecedented financial meltdown, teetering on the brink of national bankruptcy. The Korean government has initiated painful structural reforms to address the crisis. The financial sector was reformed so that transparency and risk management was systematically ensured, while businesses introduced more efficient management practices under enhanced regulatory oversight by the government. The Korean public also showed remarkable national solidarity in overcoming the crisis by enduring the hardships together and also donating gold to repay the country's IMF loans. These efforts by the government and the citizens enabled Korea to recover in just three years and, more importantly, transformed its economy to align with global standards. What seemed like a disaster became the launchpad for Korea's long-term growth.



The Korean citizens donating their personal gold to help repay the country's IMF loans.

Similarly, Qatar encountered a major crisis in 2017 with a diplomatic blockade that could have crippled its economy. Instead, under the leadership of His Highness the Amir Sheikh Tamim bin Hamad Al-Thani, the country not only weathered the storm but thrived. Qatar boosted its food self-sufficiency, strengthened its energy sector, and emerged more unified than ever. The crisis became an opportunity to reinforce the nation's global standing.

### Leveraging the Global Stage: Sports as a Catalyst

Korea and Qatar's similarity is also shown in their use of international sporting events as platforms for global recognition and economic development. Korea's successful hosting of the



Minister of Culture, Sports and Tourism Park Bo Gyoon (left) with HE the Minister of Culture Sheikh Abdulrahman bin Hamad bin Jassim bin Hamad al-Thani in Doha on November 23, 2023.

1988 Seoul Olympics and the 2002 FIFA World Cup not only elevated its global profile but also spurred critical investments in infrastructure—transport, telecommunications, and tourism—that fueled its economic growth.

Qatar has taken a similar approach, using sports to propel itself onto the global stage. Beginning with the 2006 Doha Asian Games and culminating in the landmark 2022 FIFA World Cup, Qatar has proven its ability to host world-class events. The event catalyzed investments in key infrastructure projects, including the expansion of Hamad International Airport and the creation of a cutting-edge metro system, transforming Doha into a global city.

### A Vision for a Sustainable Future

While their histories are impressive, Korea and Qatar are not content to rest on their laurels. Both nations are forward-thinking, especially in the face of one of the most pressing issues of our time: climate change.

Korea has committed to achieving Net Zero by 2050, with a focus on expanding renewable energy, developing a hydrogen economy, and enhancing its nuclear energy capabilities. By pushing the boundaries of energy innovation, Korea is positioning itself as a leader in the global fight against climate change.

Qatar, too, is making significant strides in diversifying its energy portfolio. The country recently announced plans to generate over 30% of its electricity from renewable sources, starting with a massive 2 GW solar power project. With these ambitious plans, Qatar is leading the way in the Middle East's transition

to a more sustainable energy future.

### Collaboration for Greater Success

What makes the stories of Korea and Qatar truly remarkable is not just their individual successes but the potential that exists in their partnership. Both nations share a vision for a future defined by sustainability, innovation, and resilience. By combining their strengths—Korea's leadership in technology and infrastructure, and Qatar's resources and international reach—the two countries are poised to shape a new era of bilateral collaboration.

As Korea and Qatar continue to work together, especially in areas like renewable energy, artificial intelligence, and smart infrastructure, their shared success stories serve as a powerful reminder that great things can happen when nations turn challenges into opportunities. Their cooperation could very well set a model for other countries looking to navigate an uncertain global landscape.



Korean Public Cheering for the 2022 Korea-Japan World Cup.



# FORGING A NEW ERA OF COMPREHENSIVE PARTNERSHIP

## KOREA AND QATAR'S EXPANDING COOPERATION



Live fire exercise of Korean tanks (K2) and self-propelled howitzers (K9) at the Al-Qalayel Training Center, Qatar (October 2024).

On October 24, 2023, President Yoon Suk Yeol made history as the first Korean president to visit Qatar as a state guest since the establishment of diplomatic ties in 1974. During his two-day stay, President Yoon met with His Highness the Amir Sheikh Tamim bin Hamad Al-Thani for a summit and attended key events like the “Doha Horticultural Expo 2023” and the Korea-Qatar Business Forum. This landmark visit elevated the two countries’ relationship from a “Comprehensive Partnership” to a “Comprehensive Strategic Partnership”. While energy and infrastructure had been the cornerstones of bilateral cooperation, the scope of collaboration has since expanded to include defense, investment, ICT, e-government, smart agriculture, and the management of airports and ports.

Fast forward a year after the summit, both Korea and Qatar have worked tirelessly to strengthen their economic ties in these new areas of cooperation.

### Defense Cooperation: A Historic Joint Military Exercise

Korea and Qatar conducted their first joint army and navy exercise in Qatar this October, under the enhanced partnership of the two. This marks Korea’s first-ever overseas deployment of its state-of-the-art heavy weaponry, the K2 Black Panther and K9 Thunder self-propelled howitzer which performed with impressive capabilities even in extreme weather conditions. For two-week long joint exercise, the two militaries enhanced their operational capabilities.

### Driving Forward ICT and E-Government Cooperation

On the digital front, Qatar’s Ministry of Communication and Information Technology has been actively working with Korea to boost cooperation in ICT and e-government systems. In March 2024, the Qatari Minister

met with Korea’s Ministry of the Interior and Safety during a regional visit to Saudi Arabia to discuss collaboration in these areas. Building on this momentum, the Qatari minister made a follow-up visit to Korea in May, where they met with officials from Korea’s Ministry of Science and Information Technology to discuss advancing AI and ICT partnerships. This series of engagements has set the stage for groundbreaking innovations in digital governance and technological exchange between the two nations.

### Smart Agriculture: A Solution for Food Security

Recognizing the shared goals of Qatar’s food security and Korea’s agricultural innovation, the two countries have also ramped up cooperation in smart agriculture. In February 2024, a high-level meeting took place between Qatar’s Ministry of Municipality and Korea’s Ministry of Agriculture, Food and Rural Affairs



The Daejeon Farm, cultivating strawberries using smart farming technology.

in Doha, establishing a joint committee to drive forward smart agricultural solutions. Most notably, Qatar's Hassad Food and Korea's Rural Development Administration launched a joint project earlier this year to develop techniques for cultivating crops during Qatar's harsh summer months, between July and September. This ambitious project seeks to tackle one of Qatar's biggest challenges: increasing local food production in an arid climate.

### Aviation and Port Modernization on the Horizon

In the logistics sector, both countries are exploring partnerships in airport and port operations. Delegations from both Qatar and Korea have exchanged visits to discuss implementing automated systems at Hamad International Airport and Hamad Port. These discussions are expected to yield visible results as early as the end of this year, contributing to further modernization of Qatar's logistics hubs.

In just a year since the Comprehensive Strategic Partnership was established, Korea and Qatar have already begun to realize the potential of their expanded cooperation. As both nations continue to push boundaries, their partnership will serve as a model for other countries looking to navigate the complexities of global economic cooperation in the 21st century.



The liquefied petroleum gas carrier built by Hyundai Heavy Industries.

# WHAT TO EXPECT OF FUTURE ENERGY COOPERATION: LNG AND BEYOND

In a world of increasing energy market uncertainty, Korea and Qatar have maintained a strong partnership over the past 30 years, establishing themselves as each other's largest LNG trading partners. As of 2022, Korea imported 21% (9.7 million tons) of its LNG needs from Qatar, making the country a vital energy supplier. Since the start of their long-term supply agreement in 1995, Korea has consistently ranked among Qatar's top three LNG importers, further cementing their deep-rooted energy relationship.

A key pillar of their cooperation is the construction of LNG carriers. Out of the 128 new LNG carriers Qatar has ordered in the past three years, a staggering 104 in total are being built by Korea's HD Hyundai Heavy Industries, Hanwha Ocean, and Samsung Heavy Industries. These carriers are set to be delivered in phases starting later this year, showcasing the essential role Korea's shipbuilders play in supporting Qatar's global competitiveness in the LNG market. With Qatar's recent announcement to further develop the North Field West by 2030, the



Minister of Trade, Industry and Energy Sung Yun-mo (right) poses with Hyundai Heavy Industries President Ka Sam-hyun while holding an agreement at the signing ceremony for a memorandum of understanding on a construction capacity reservation deal for an LNG vessel on June 1. Qatar's Minister of State for Energy Affairs Eng. Saad bin Sherida Al Kaabi and Qatargas CEO Khalid bin Khalifa Al-Thani also attended the event.

demand for LNG carriers will only grow, paving the way for even more collaboration between the two nations.

Nevertheless, as both Korea and Qatar work to navigate the climate change issue, they recognize the need to expand their cooperation into new energy sectors.

Renewable energy and hydrogen have emerged as two of the most promising areas for future collaboration. Korea, despite its small landmass and limited capacity for renewable energy generation, has propelled ambitious initiatives. Thanks to a variety of strategic policies, the country has nearly tripled

its share of renewable energy production over the past five years, growing from 3.2% in 2017 to 9.0% in 2022. Meanwhile, Qatar has been equally passionate, announcing bold plans to expand solar power. Korea's extensive experience in implementing renewable energy policies could provide valuable insights as Qatar works to transition its energy mix and develop effective climate policies. One shining example of their collaboration is Samsung C&T's ongoing construction of an 875 MW solar power plant in Qatar — a project that could open the door for further Korean participation in future solar developments.

Hydrogen is another area where the two nations are well-positioned to collaborate. In July 2022, Qatar launched a project to produce 1.2 million tons of blue ammonia annually, marking its entry as a key supplier in the growing hydrogen economy. Korea, on the other hand, views hydrogen as both a critical tool for reducing greenhouse gas emissions and a driving force for new growth. In 2019, the country unveiled its Hydrogen Economy Roadmap, outlining plans to develop hydrogen as a core part of its energy strategy and a major market player. As a potentially significant hydrogen consumer, Korea is rapidly building the technological infrastructure and market demand needed to sustain its ambitions.

This complementary dynamic — Qatar as a key supplier and Korea as a major consumer—creates an ideal foundation for deeper hydrogen collaboration. Together, the two countries could not only bolster their own energy futures but also play a leading role in shaping the global hydrogen market.

With energy challenges mounting, Korea and Qatar's long-standing partnership is evolving in exciting new directions. As they continue to leverage their respective strengths, their cooperation in LNG, renewables, and hydrogen promises to be a model for sustainable energy development in the years to come.



The world's largest sized liquid hydrogen production plant in Incheon Invested by SK E&S (operation started in May 2024).

# KOREA'S BUILDING LEGACY IN QATAR

Since their first major project in 1976, when Korean companies began constructing Qatar's steel mill, they have successfully completed 137 construction and infrastructure projects in Qatar to date, valued at an impressive \$28.7 billion. These projects have not only contributed to Qatar's skyline but have also laid the foundation for the country's economic powerhouses, particularly in the energy and petrochemical sectors. Korean engineering and construction expertise have played some crucial role in shaping some of Qatar's most iconic landmarks.

One of the earliest landmark buildings constructed by a Korean company was the Sheraton Hotel, which opened in 1979 as Qatar's first five-star hotel. This project set the stage for future collaborations. Korean



The Sheraton Hotel, a landmark building constructed by a Korean company, which opened in 1979 as Qatar's first five-star hotel.

builders have since taken on even more ambitious projects, including the National Museum of Qatar, often hailed as one of the most beautiful museums in the world. Inspired by the desert rose, this stunning piece of architecture has become a symbol of Qatar's cultural identity. Another notable project is the Lusail Tower, a prominent feature of the Lusail district, which showcases the prowess of Korea's construction companies.

In the energy sector, Korea's involvement is equally significant. Samsung C&T and HD Hyundai Heavy Industries have been key players in the expansion of Qatar's North Field, the world's largest natural gas field. Their work includes the construction of production facilities, vital to boosting Qatar's LNG exports. Additionally, Korean companies have been instrumental in building critical infrastructure such as the Ras Laffan Ethylene Plant, the 875 MW solar power plant, and offshore oil platforms, further contributing to Qatar's position as a global energy leader.

Beyond iconic buildings and energy projects, Korean companies have contributed heavily to infrastructure development that keeps Qatar running smoothly. From Facility D, a desalination and combined-cycle power plant critical to Qatar's water industry, to the impressive Doha Metro system that was completed just in time for the 2022 World Cup, Korea's footprint is everywhere. They've also built key projects such as the Lusail Expressway and Hamad General Hospital, improving transportation and healthcare access for millions of Qataris and visitors alike.

While Qatar's construction market has been relatively quiet following the completion of major World Cup projects, analysts expect it to pick up momentum in the second half of this year. The continued implementation



The Lusail Expressway project involves the construction of expressway running from central Doha to the Pearl area. The 100-meter-high huge arches are the landmark on the way from Hamad International Airport to Lusail Iconic Stadium.

of Qatar National Vision 2030, an ambitious strategy aimed at diversifying the economy and improving the quality of life, is expected to drive an estimated 17% growth in the construction sector.

Moreover, in the energy sector, Qatar has announced plans for a minimum of 2 GW of additional solar power plants and aims to double its urea production, opening the door for further participation by Korean companies. As Qatar continues to diversify its energy sources and invest in green technologies, Korean firms remain key partners in these endeavours.

For nearly five decades, Korea's engineering and construction companies have been integral to Qatar's growth, helping to build everything from iconic landmarks to vital energy infrastructure. With more projects on the horizon, particularly in renewable energy and infrastructure, the next chapter in this partnership promises to be just as exciting as the last.



The National Museum of Qatar, often hailed as one of the most beautiful museums in the world, was built by Korean builders who have taken on ambitious projects.

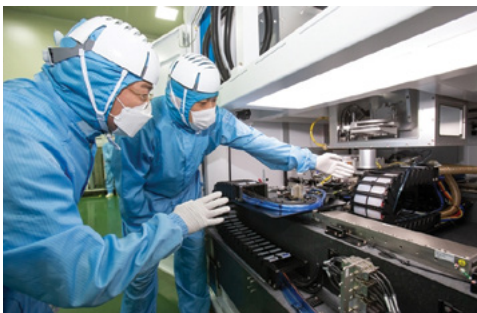
# KOREA'S LEAD AND QATAR'S VISION

## WHAT TO MAKE OF THE EVOLVING ICT LANDSCAPE



President Yoon Suk Yeol at the Launching Event of the Presidential Committee on Digital Platform Government (September 2022).

**K**orea is a recognized global leader in the ICT industry, a position it has solidified over decades of innovation. Since the world's first commercial use of CDMA in 1996, to launching LTE-A in 2013, and introducing 5G in 2019, Korea has consistently led the charge in mobile communication technologies. With cutting-edge technology and widespread adoption, Korea has earned its place as a global ICT powerhouse.



The staff at Samsung Electronics and Eo Technics inspect semiconductor laser facilities.

Need evidence? The country ranked #1 in ICT Adoption (measured by high-speed internet and new technology integration) according to the World Economic Forum in 2020. In addition, Korea boasts the best ICT infrastructure in the world, according to the WIPO in 2022. The country also leads in mobile internet connectivity, with a 99.98% connection rate (OECD, 2021). Beyond these, Korea ranks 4th globally in ICT exports (UNCTAD, 2020), 2nd in E-Commerce share (WIPO, 2021), and 3rd in Cyber Security (ITU, 2020), following the United States and the

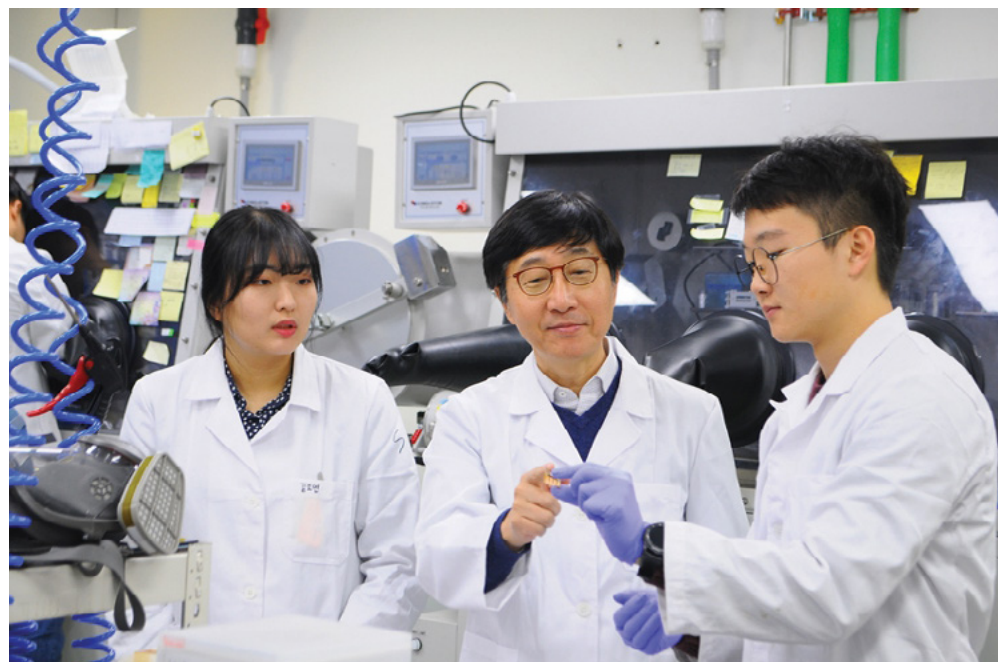
United Kingdom. Even in emerging fields like government AI readiness, Korea holds a competitive 10th place (Oxford Insights, 2021). It's clear that Korea remains at the forefront of global ICT across all dimensions.

Qatar, too, sprints actively in the ICT arena. According to research from Boston Consulting Group, Qatar ranked 1st globally in digital government service satisfaction, with an impressive 86% in 2022. The country's data market is expected to exceed \$400 million

by 2028, drawing international attention to Qatar as a burgeoning data center hub. Recently, tech giants like Microsoft and Google have announced plans to bring their cloud services to Qatar, underscoring the nation's immense growth potential in the digital space. Moreover, Qatar is bolstering its ecosystem for innovation by increasing funding for startups — which numbered under 1,000 as of 2022 — and strengthening its cyber security sector with plans to invest \$1.64 billion by 2026.

Then, it's quite obvious what we should make of it — the synergy of two ICT pioneers. First, in developing Qatar's digital industry policies, Korea could provide valuable consultancy and strategic guidance. When it comes to building out ICT infrastructure, Korean giants like LG CNS and Samsung SDS, renowned for their global systems integration capabilities, could be ideal partners for Qatar's smart projects.

Another area of cooperation with promising prospects between Korea and Qatar is AI technology, as the global need for collaborative frameworks in AI grows more pressing. By sharing expertise, the two nations can apply AI to policy-making, investment, economic development, employment, and education. Korea, a global leader in ICT and AI innovation, can offer valuable insights, while Qatar, under its Qatar National Vision 2030, seeks to lead in digital transformation. Together, they could also explore AI applications in smart cities, public services, and infrastructure planning, enhancing both countries' technological ecosystems. This partnership not only fosters AI-driven growth but also positions Korea and Qatar as global leaders in AI development.



Sungkyunkwan University team researches the functions of the next-generation perovskite solar cells.

# THE LATEST HEALTHCARE KOREAN TECHNOLOGIES SET FOOT IN QATAR



Korean Medical Center building, which is located in Lusail, Qatar.



The lobby of the Korean Medical Center.

**Q**atar is proud to attract significant innovative Korean technologies in healthcare through an unprecedented initiative led by Estithmar Holding and its holding company, Apex Health (formerly Elegancia Healthcare). Korean Medical Center (KMC) at Lusail Boulevard is the first and exclusive provider of innovative Korean knowledge and products in the Middle East and GCC region. This development is part of exclusive partnerships with several Korean medical and research centers including Asan Medical Center, specializing in spinal and joint surgery, fertility treatments, and comprehensive preventive examinations; Seoul Ahn Kang Hospital, specializing in pain treatment and rehabilitation using traditional Korean medicine; JK Medical Group, specializing in advanced cosmetic procedures; Limetree Dental Hospital, a leader in oral and dental treatment; and GC Genome, a world renowned Genetic Laboratory facility, and EHL Bio, a globally leading Korean institution in stem cell research and technologies.

Dr. Ahmed Al-Kalla, General Manager of the Korean Medical Center, states, “The Korean Medical Center will provide a range of advanced medical services and technologies, led by a team of medical specialists and pioneers, specifically tailored to each individual in accordance with their needs, with the highest global standards and expertise. The inauguration of such an advanced medical center is a significant and strategic milestone in the healthcare sector in Qatar and the region, constituting a major shift in various non-surgical medical and healthcare procedures, which enhances the stability of the patients’ physical and psychological health, regardless of their conditions and age range.”

Unique Treatments Available at the Korean Medical Center:

- **FIMS Therapy:** Founded by Seoul Ahn Kang Hospital, available at the Pain Management and Rehabilitation Center. A non-surgical, non-invasive, and steroid-free treatment.
- **One Day Hollywood Smile:** In partnership with Limetree Dental Hospital, available at the Dental Center.
- **Executive Health Checkup:** The most comprehensive executive health checkup in the Middle East, available at the Executive Health Center.
- **Hinoki Baths:** Traditional East Asian therapeutic treatment that utilizes special hinoki wood to provide unique healing benefits.
- **Arthroscopy:** Cutting-edge, minimally invasive procedure used for diagnosing and treating a variety of joint issues. It results in less pain, faster recovery, and minimal scarring.



The KMC interior.

The Korean Medical Center has 43 procedure rooms, 46 outpatient departments, 26 beds for one-day surgeries, 3 operating rooms, and a dedicated radiology department. The main services offered by the Korean Medical Center include plastic surgery, dermatology, fertility care and infertility treatment, dentistry, pain management, rehabilitation, traditional Korean medicine, orthopedics, internal medicine, family medicine, cardiology, gastroenterology, urology, OB/GYN, pediatrics, ENT, ophthalmology, dietary & nutrition, and comprehensive and executive health examinations.

Korean Medical Center (KMC) is a leading destination for highly specialized and technologically advanced healthcare services in Qatar and the wider GCC region. As the first center of its kind, KMC brings together the most sought-after Korean healthcare providers under one facility, offering a comprehensive range of medical specialties and treatments. It provides bespoke and patient-centric services that prioritize complete well-being, rooted in the Korean ethos of holistic care. Located in Lusail Downtown on the vibrant Lusail Boulevard, KMC is a 30,000+ sqm facility that sets a new standard for exceptional healthcare in Qatar.



A view of Namsan Seoul Tower.

# TASTE OF KOREA

**K**orean cuisine stands out for its thoughtful harmony of flavours, textures, and health-conscious ingredients, all deeply rooted in centuries-old traditions. What makes it so compelling is its balance between the spicy, savory, and tangy, with dishes offering a punch of flavour without overwhelming the palate. Each meal emphasizes fresh, seasonal ingredients, often prepared in ways that promote longevity and well-being.



Kimchi is a fermented food, which is generally spicy, sour, and slightly tangy.

## Korean Dishes – Old and New

Traditional Korean dishes have deep roots but still loved by Koreans to date. Kimchi, a fermented, spiced vegetable side dish consumed by all Korean families, have a tangy flavour that characterizes Korean meals. Bibimbap is a vibrant rice dish topped with assorted vegetables, sliced meat, a fried egg, and gochujang (Korean chili paste), all mixed together for a balanced flavor and texture experience. Bulgogi is a thinly sliced beef marinated in a blend of soy sauce, sugar, garlic, and sesame oil, then grilled or stir-fried, offering a savory and slightly sweet taste.



Bulgogi, also known as Korean-style barbecue, primarily uses ganjang as the main sauce.



Bibimbap consists of steamed rice, various vegetables, meat and gochujang, which are mixed together and eaten. Tteokbokki, a delicacy made with rice cakes, various vegetables and gochujang.

In recent years, Korean cuisine has evolved, embracing modern twists on classic dishes. Korean-style fried Chicken, famous for its double-frying technique is often served with spicy or sweet sauce, is loved by Koreans and have become popular through K-dramas. Tteokbokki, a spicy rice cake dish, has become a popular comfort food (especially for teenage girls), blending the heat of gochujang with taste of savory sweetness. Bingsu, a shaved ice dessert topped with sweet red beans, fruits, condensed milk, or matcha (there are limitless variation on what you can add), is a loved dessert.

## Halal Food in Korea

One of the best way to enjoy Korean delicacy is to visit Korea. As Korea welcomes an increasing number of Muslim visitors, the demand for halal food has grown significantly. This has led to the emergence of more halal-certified restaurants and hotels across the country. According to recent reports, the number of Muslim-friendly restaurants in Korea has been steadily increasing, with over 314 establishments offering halal options as of last year.

High-end hotels in Seoul, such as the Lotte Hotel and Dragon City, have also embraced this trend, offering halal-certified dishes that combine traditional Korean flavours with halal preparation methods. The introduction of apps like “Halal Korea” further aids Muslim tourists in finding halal food options, enhancing their dining experience in Korea.

## Korean Food in Qatar

In Qatar, the love for Korean food is evident, with several Korean restaurants thriving in the region. Some of these restaurants offer authentic dining experience, featuring freshly made kimchi and a wide array of BBQ options, making it a favourite among both locals and expatriates. Even Korean desserts are loved in Doha, and taste of Korea’s street food culture could be experienced as well. A selection of Korean restaurants and cafes to explore in Doha includes Cream Seoul, Hanok, Kkum, Maru, Qokio, Sobingsu, Sol, Tofu House, and Yee Hwa.

These culinary venues reflect the growing global appreciation for Korean food, strengthening cultural ties between Korea and Qatar. As Korean food continues to spread its influence, it remains a delicious bridge between cultures, connecting people through shared meals and culinary experiences.



# MUST-VISIT DESTINATIONS AND UNIQUE EXPERIENCES OF KOREA

Korea's diverse attractions and activities offer something special in every season, creating unforgettable memories for visitors. From scenic landscapes to engaging cultural experiences, the country invites travelers to explore and enjoy all it has to offer.



The annual Seokchon Lake Cherry Blossom Festival showcases the beauty of spring through cherry blossoms along the lake.

**K**orea offers a unique blend of natural beauty, rich history, and vibrant city life, making it a year-round destination. As we celebrate 50 years of diplomatic relations between Korea and Qatar, here's a look at some of Korea's must-visit seasonal spots and unique experiences.

Take a look at some destinations considering seasonal highlights.

**Spring in Korea** is synonymous with blooming flowers. Yeouido Park and Seokchon Lake Park in Seoul, Jinhae Cherry Blossom Park in Changwon transforms into a pink wonderland every spring, attracting visitors worldwide. Another hidden

gem is Chari Village in Ulsan, where a cherry blossom tunnel creates a scenic backdrop for leisurely strolls. Gwangyang Maehwa Village is renowned for its stunning plum blossom trees while the Maehwa Festival in this town celebrates the beauty of these blossoms every year.

**Escape the summer heat** at Sokcho's Ayajin Beach, known for its clear waters and golden sands. Another popular choice is Haeundae Beach in Busan, where urban excitement mixes energetically at the beach. For a quieter spot, Samcheok Janghohang offers snorkeling and kayaking in pristine waters, showcasing Korea's stunning East Coast. (Note: try to avoid the rainy season in July)



Scenery of Jeju Island Hallasan Mountain After Snowing.



A night view of Donggung Palace and the artificial Wolji Pond in Gyeongju, Gyeongsangbuk-do Province.

**Autumn** offers nature's nostalgia. Gyeongju will be an unforgettable experience, where history meets breathtaking natural beauty with abundant UNESCO World Heritage sites. Visit Yeoncheon Horogoru in the fall to see vast sunflower fields set against the historic fortress. The unique landscape creates stunning photo opportunities, with views that perfectly capture the beauty of autumn. Nami Island, famous for its picturesque tree-lined paths, offers a peaceful retreat during the fall.

**Winter in Korea** is magical. Pyeongchang is renowned for its clear snowy landscapes and world-class ski resorts. Similarly, Muju is a top destination for ski lovers while snowy winter parks are ideal for hiking and trailing. In Jeju, the Hallasan mountain features frosted trees, creating a fairy-tale-like winter wonderland.



Haeundae Beach in Busan.



Renting hanbok, traditional Korean attire, near sites like Gyeongbokgung Palace provides an opportunity to explore Korea's history while dressed in beautiful garments.

### Looking for some unique trending Korean experiences?

Instant photo booths are a beloved part of Korean urban culture, allowing visitors to capture fun moments with friends and take home unique photo souvenirs. This is what you should try when looking for something simple, swift, trendy, and social-media-friendly.

Experience Korea's popular coin noraebang (singing rooms), where mini booths let you sing your heart out for a few coins. It's a fun, affordable way to enjoy urban life. Let out your talents and keep the energy resonate the booth.

Renting hanbok, traditional Korean attire, near sites like Gyeongbokgung Palace provides an opportunity to explore Korea's history while dressed in beautiful garments.

Explore Korea's cities with bike-sharing services like Seoul's Ddareungi, Daejeon's Tashu, and Gwangju's Tarangke. Each service reflects local culture through its name. These bikes offer a fun and eco-friendly way to discover Korea's urban landscapes.

# K-TRENDS OF 2024

Korea's cultural landscape in 2024 is bursting with trends that captivate audiences both locally and globally, from record-breaking K-dramas and dominating K-pop girl groups to blockbuster films, viral social media sensations, and the rise of zero-sugar food products.



Official poster of the k-drama, Marry My Husband.

## K-Drama: Queen of Tears, Lovely Runner, Marry My Husband

In terms of popularity, cultural impact, and reception both domestically and internationally, three K-dramas have hit the screen. Queen of Tears set records with its emotional depth, garnering nearly 25% viewership and topping Netflix's global charts for 15 weeks. Lovely Runner became a cultural phenomenon with its gripping time-travel storyline, especially popular among younger audiences. Marry My Husband, a romantic comedy about revenge, was an early hit earning high ratings and international acclaim.

## K-Virals: Good Night Ojosama vs. Malatanghulu

Two videos uploaded to YouTube, "Good Night Ojosama" and "Malatanghulu," have taken over Korea's social media scene. Good Night Ojosama is a quirky music video where two men, acting as butlers, sing in pseudo-Japanese and dance to convince a lady (the master) to fall asleep. On the other hand, Malatanghulu, named after a mix of Chinese dishes malatang and tanghulu, features a girl asking her senior to buy her the food to grab his attention. Both videos sparked social media challenges, gaining widespread popularity.

## K-Meme: "Wonyoung-style Thinking"

This term refers to an ultra-positive mindset based on the belief that anything that happens to you could be interpreted in a positive manner. It transcends typical optimism by reframing any situation into a positive experience. This mindset is named after K-pop idol Jang Wonyoung of IVE, who is known for her high level of positive thinking that has grabbed attention of her fans and the public. An example of Wonyoung-style thinking: you could either call a half-filled glass "half full" or "half empty" but applying Wonyoung-style thinking, "half is the exact amount that I was looking for – a full glass might be too much and an empty glass too little – how lucky am I to have a half-filled glass?"

## K-Food: The Zero-Sugar Craze

On the consumer front, the zero-sugar trend is taking Korea by storm in 2024. From soft drinks to snacks, the demand for sugar-free alternatives has skyrocketed. Major brands are introducing a variety

of zero-sugar products, capitalizing on health-conscious consumers looking to cut back on sugar without compromising flavour. This trend isn't just a passing fad—it's quickly becoming a staple in the Korean diet, with more and more people choosing healthier options as part of their daily lifestyle.

## K-Pop: The Domination of Girl Groups (Again)

2024 is seeing the domination of female idol groups, quite similar to 2023. Groups like NewJeans, IVE, and LE SSERAFIM are not only dominating the charts but are also defining standards of what it means to be a successful artist in the industry. These girl groups are pushing boundaries, both musically and in their fashion and performances, setting new trends and garnering massive international followings.



K-pop idol NewJeans achieved billboard music awards.

## K-Movies: Cinema Rebounds with Blockbusters

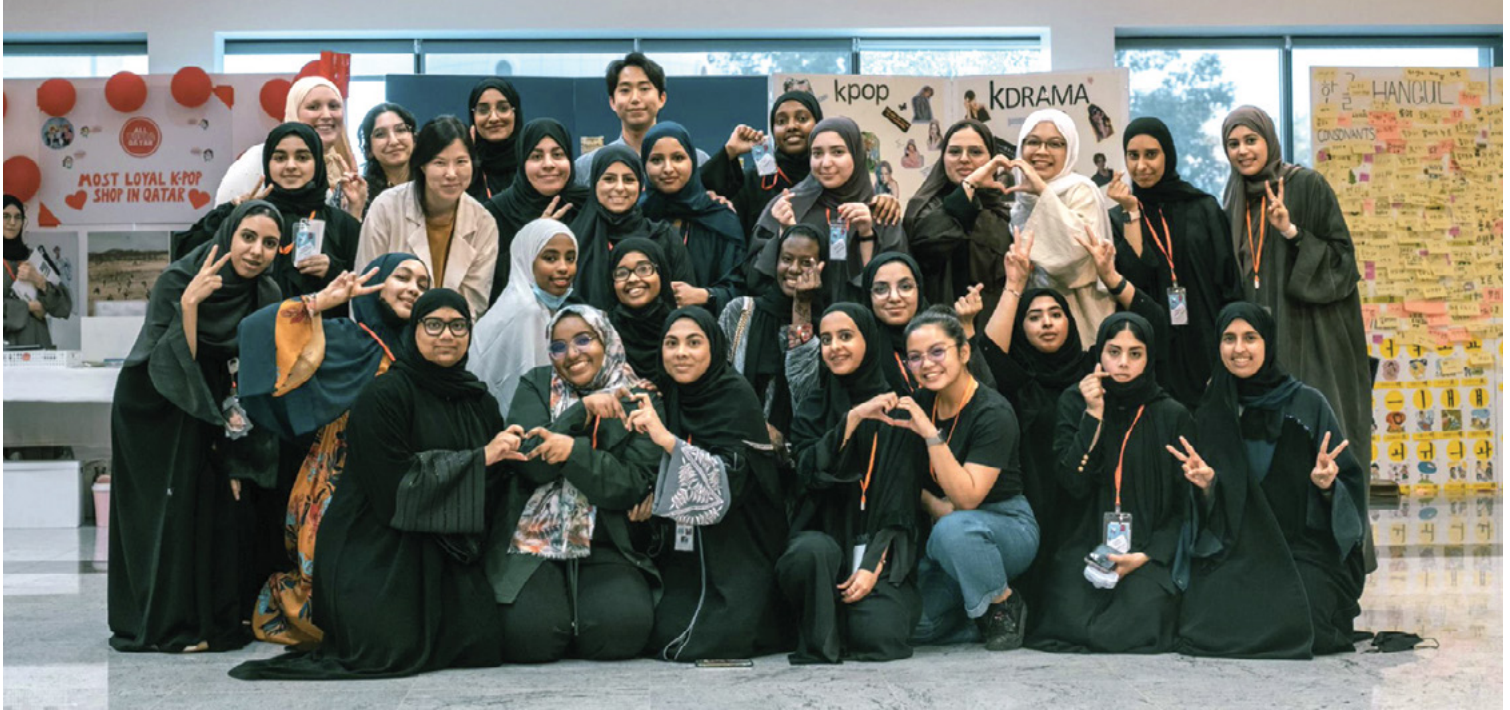
Korean movies have made a strong comeback, approaching 70% of its pre-pandemic box office numbers in the first half of 2024. Two films, in particular, have grabbed the spotlight surpassing 10 million audiences in Korea: Exhuma and The Roundup: Punishment. Exhuma delves into the mystery thriller genre, combining suspense with elements of psychological drama. Its dark, gripping plot has been drawing large crowds, offering a unique blend of tension and cinematic artistry. Meanwhile, The Roundup: Punishment continues the successful crime-action franchise, cementing its place as one of the year's box office hits. These films represent a revitalized Korean film industry that's set to surpass its previous highs.



Official poster of the k-movie, Exhuma.

# K-CLUB

## BRIDGING CULTURES AND CELEBRATING KOREAN HERITAGE



K-Club members.

**K**-Club was established by students of Qatar University in 2017 to gather students who are interested in Korean culture. K-Club not only provides a platform of sharing common interests but also hosts events related to Korea. They often are 'cultural ambassadors' promoting connection between Korea and Qatar. Now, let's take a look at the interview of some K-Club members below.

### Q: How did you get to know about Korean culture?

**Fatima:** I started watching Korean dramas on YouTube since I was young. This led me to K-pop and through reality shows, I learned more about Korean culture in general.

**Reem:** My journey into Korean culture began when I was 11 years old. One day, while scrolling through TV channels, I stumbled upon the first episode of the iconic K-drama "Boys Over Flowers", which was airing for the first time in the Middle East. I was immediately drawn into it. Prior to that, I had already been exposed to K-pop through various songs and music videos on YouTube, which sparked my curiosity further. Since then, my fascination has only grown, and I've delved deeper into Korea's rich history, language, cuisine, and cultural aspects over the past 13 years.

**Meera:** I first learned about Korean culture through my older sister Maryam, who has been watching Korean dramas and reality shows for over 10 years. She would share insights with me, and recently I started

watching Korean dramas myself, which made me more familiar with the culture. Additionally, I've seen many Koreans teaching their culture on social media

### Q: What makes Korean culture so interesting? What is your favourite part of Korean culture?

**Fatima:** Korean culture is interesting because Korean culture is different from our culture although if you dig in more, there are slightly smaller things which make it more unique. My favourite part of Korean culture is the food.

**Reem:** It's been 13 years since I first became captivated by Korean culture, and my passion for it remains as strong as ever. What makes Korean culture so interesting is that it blends traditional values with modern innovation, creating a unique and dynamic culture. From its rich cuisine and innovative technology to its captivating entertainment industry, it offers a perfect balance between the old and the new. It's difficult to pick just one favourite aspect because I appreciate so many elements, from the language and history to the architecture, nature, skincare, and healthcare.



Korean Food cooking class, a signature event by K-Club.



A participant speaks at the K-Club's speech contest on Korean culture.

**Meera:** Personally what makes the Korean culture interesting to me is that Korea has a very rich history as there were many dynasties on the Korean Peninsula and moreover there were invasions and cultural exchanges with the neighbouring countries. Moreover, the traditional arts in Korea are very unique as it somehow represents its rich history, and the traditional clothes (Hanbok), I personally consider it as a piece of art starting from its unique fabric to the fascinating embroidery on them. In addition to my interest in Korean culture, the food has really captivated me. Initially, I was skeptical, being a picky eater. However, after trying several dishes like bulgogi and japchae, Korean cuisine quickly became one of my favorites, offering a delightful combination of flavors ranging from subtle to bold and spicy. Finally, the music and pop culture in Korea is very interesting to me from the modern K-Pop to the traditional music and the Korean dramas and movies as they display many feelings that sometimes as humans we cannot express.

**Q: Are you planning on a trip to Korea? If so, what would you like to do there?**

**Reem:** Visiting Korea has been a dream of mine for the past 13 years, and if I had the opportunity to go, I would cherish every moment. I have an extensive bucket list of things I'd love to do. I'd start by exploring historical landmarks like Gyeongbokgung Palace while wearing a traditional "Hanbok" and then immerse myself in the vibrant Seoul, discovering its unique places, cafes and shops. Trying authentic street food like Tteokbokki, it is an absolute must! Of course, I would also visit iconic locations featured in some of my favourite K-dramas.

**Meera:** I'm definitely planning to visit Korea in the next couple of years, possibly after graduating college or even before then. There are a lot of things I want to do in Korea.

The first and most important is to visit one of my best friends there Kang Minkyong that I met here in Qatar. Moreover, shopping for skincare/makeup products, clothes, accessories and shoes especially from Korean brands. Also, I want to go to historical palaces and go hiking in the mountains and go to theme parks such as Lotte world. In addition, I would like to experience authentic Korean food and try the street food in the heart of Seoul and also one thing that I want to try in Korea is to stay a couple of nights in a Korean traditional house (Hanok). Furthermore, I want to visit several cities and areas such as Busan and Jeju Island, I think for me, I will need more than one trip in different seasons to experience every summer/ winter activity.

**Q: How do other students in Qatar perceive Korea? Why do you think they see it this way?**

**Reem:** In Qatar, Korea is viewed very

positively by many students, largely due to the global influence of K-pop and K-dramas, which are part of the Hallyu Wave. There's been an increase of interest in learning the Korean language and trying Korean food. This fascination comes from the unique blend of entertainment, fashion, and lifestyle portrayed in Korean media, which is often trendy and unique. Additionally, it's common for students to find communities with shared interests, which only strengthens their passion for Korean culture and encourages them to spread it among their peers, and our K-Club is the right destination.

**Meera:** I think students in Qatar when they hear Korea, they think about the K-pop and K dramas as they are more familiar with what is famous and trending among the youth these days, which is, to be fair, because they are not familiar with the other aspects of Korea such as history, nature, and sport activities.

**Meera:** I think when students in Qatar hear about Korea, they primarily think of K-pop and K-dramas, as these are the most familiar aspects trending among youth. However, this focus may overlook other rich facets of Korea, such as its history, nature, and sports.

**Q: As a member of K-Club, how do you promote Korean culture? What events do you organize?**

**Reem:** As a member of the K-Club council, we actively promote Korean culture through various events and activities. These include lectures on Korean culture and history, Running Man-themed events, cooking classes, Hangul language lessons, and engaging meetings. Additionally, we have organized major events like "Together to Korea" and two editions of the presentation contest "Hanguk from My Perspective." We collaborate with various entities, including the Embassy of the Republic of Korea, the Korea Arab Society, Korean language centers, and K-beauty and K-pop stores in Qatar. Our enthusiasm and dedication have allowed the club to grow and shine, reaching more people each year.



The Korean cultural exhibition designed by K-Club.



Global Korea Scholarship farewell reunion in the National Institute for International Education.

# A SHORT GUIDE TO STUDYING IN KOREA

With scholarships like GKS, cutting-edge language programs, and a diverse selection of universities, Korea is a top destination for students seeking both academic excellence and cultural immersion. Come to Korea, experience its vibrant culture, and expand your horizons.

**K**orea is becoming an increasingly popular destination for international students, offering diverse opportunities for academic growth and cultural immersion. To propel this trend further, the Korean government initiated the Study Korea 300K Project, which aims to position Korea as a top 10 global education hub by attracting 300,000 international students by 2027. The government has rolled out comprehensive plans to enhance the student experience,

From scholarships to top universities, here's what you need to know.

## Universities in Korea

Korea boasts several top universities recognized globally for their quality education and international student support. Hanyang University, Konkuk University, Korea University, Seoul National University (SNU), Sogang University, Yonsei University all have been renowned for globalization,

student management, and campus support systems, ensuring a welcoming environment for students from around the world. These schools all offer extensive undergraduate programs (taught in English) for international students.

Graduate programs such as those at Korea Advanced Institute of Science and Technology (KAIST) and Korea Development Institute (KDI) provide world-class education,



especially in public policy, technology, and development studies.

### Global Korea Scholarship (GKS)

One of the best options for international students is the Global Korea Scholarship (GKS), which covers airfare and tuition for both undergraduate and graduate courses. It also supports exceptional exchange students, offering opportunities at prestigious institutions like Seoul National University and Yonsei University. This scholarship aims to strengthen educational exchange and deepen global ties between Korea and participating countries. Additionally, the GKS encourages participation from diverse students, including those excelling in their home countries, fostering a multicultural academic environment.



The photo of foreign students who are learning Korean in the Korean language course of the Sungkyun Language Institute

### Learning Korean: Language Programs

Mastering Korean may not be a dream too far. Many universities offer language programs, with notable institutions like Yonsei University's Korean Language Institute and Sogang University's Korean Language Education Center. These centers focus on developing communication skills and immersing students in Korean culture, often through extracurricular activities like Taekwondo or K-pop dance classes. Online platforms, like the King Sejong Institute, also offer language courses for those wanting to learn remotely before arrival.

### Why Study in Korea?

Studying in Korea not only provides access to excellent academic programs but also offers a gateway to a vibrant and unique culture. Korea is a tech-forward nation with a deep history, providing international students with a diverse learning environment. The scholarship opportunities, top-tier universities, and supportive student community make Korea an ideal choice for those looking to broaden their global perspective. Whether you're interested in cutting-edge industries or cultural studies, Korea offers a fulfilling academic journey.

With scholarships like GKS, cutting-edge language programs, and a diverse selection of universities, Korea is a top destination for students seeking both academic excellence and cultural immersion. Come to Korea, experience its vibrant culture, and expand your horizons!

For more information on studying in Korea, consult with the Korean Embassy in Qatar.



A session at the GKS (Global Korea Scholarship) program.

# JEJU HAENYEO: WOMEN OF THE SEA

The haenyeo of Jeju Island are a remarkable community of women who have practiced a unique form of underwater diving for centuries. Known as “sea women,” these divers collect marine products such as shellfish and seaweed by free-diving — without oxygen tanks — up to depths of 20 metres. Their incredible breath control, endurance, and skill have made them central to Jeju’s cultural heritage. The practice, known as muljil, is not merely a profession but a reflection of their close bond with the ocean and their commitment to sustainability.



The photo of a haenyeo, female diver of Jeju.

The haenyeo culture dates back to the 17th century, passed down from generation to generation. In recognition of its cultural significance, UNESCO listed Jeju’s haenyeo on the Representative List of Intangible Cultural Heritage of Humanity in 2016. This acknowledgment not only highlights the haenyeo’s impressive diving techniques but also their values of community, respect for nature, and sustainable harvesting.

Jeju Island’s isolation from mainland Korea has allowed its unique culture, including the haenyeo tradition, to flourish. Visitors to the island are not only drawn by its breathtaking volcanic landscapes — many of which are UNESCO World Heritage sites — but also by the opportunity to witness the haenyeo in action. These women play an important role in preserving Jeju’s identity while offering tourists a glimpse into a rare and ancient practice.

One of the key aspects of haenyeo diving is its sustainability. Muljil is about balance: taking only what is needed and returning smaller or younger marine creatures to the sea. This eco-conscious approach has allowed the haenyeo to maintain their livelihoods while ensuring the



Jeju haenyeo culture as the intangible cultural heritage of UNESCO.

*In honour of the 50th anniversary of Korea-Qatar relations, the Korean Embassy in Qatar will host a Jeju Haenyeo Exhibition at Katara Cultural Village starting November 3, 2024. This exhibition will provide visitors with a unique opportunity to learn about the haenyeo and their cultural significance, offering an unforgettable experience that highlights the shared connection between Korea’s haenyeo and the world’s seas*

long-term health of Jeju’s marine ecosystems. Over the centuries, this respect for the ocean has been at the core of their survival and success.

The number of haenyeo has been steadily declining, with over 60% of the current divers now aged 70 or older. In response, the Jeju government has introduced various policies to sustain this important tradition. These include supporting haenyeo schools, helping aspiring divers join local fishing communities, and providing financial aid to encourage new members to continue this ancient practice. Despite the challenges, haenyeo remain deeply committed to their professions, passing their skills on to younger generations, who view the ocean as both their livelihood and their legacy.

The haenyeo are often compared to Qatari pearl divers due to the similarities in their

techniques and their deep connection to the sea. Both groups dive without modern equipment and rely solely on their breath-holding abilities to collect marine treasures — seafood for the haenyeo and pearls for the Qatari divers. This shared dedication to sustainable practices and their centuries-old traditions link these two communities across cultures and oceans.



The exhibition in the museum of Jeju haenyeo.

In honour of the 50th Anniversary of Korea-Qatar relations, the Korean Embassy in Qatar will host a Jeju Haenyeo Exhibition in Katara Cultural Village starting November 3, 2024. This exhibition will offer visitors a unique opportunity to learn about the haenyeo and their cultural significance, providing an unforgettable experience that highlights the shared connection between Korea’s haenyeo and the world’s seas.

The haenyeo of Jeju are not just divers — they are cultural icons, guardians of the environment, and the heart of Jeju Island’s living heritage. Their legacy and living history, passed down through generations, continues to inspire, offering a unique glimpse into the harmonious relationship between humans and the sea.



# HANGEUL

## THE LEGACY OF KOREA'S UNIQUE SCRIPT

Every year on October 9th, Koreans celebrate their special national holiday of Hangeul Proclamation Day, a day dedicated to the pride of their unique alphabet, Hangeul. Often translated as the “Korean alphabet,” Hangeul is more than a linguistic tool; it’s a cultural treasure deeply embedded in the identity of the Korean people.

### The Birth of Hangeul

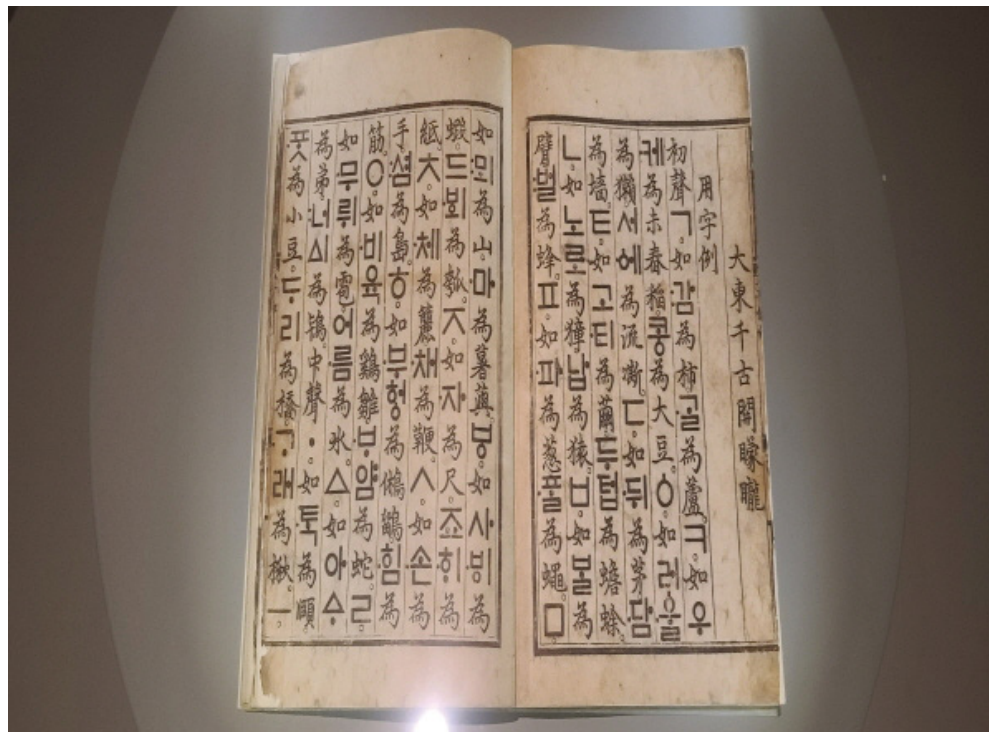
This year marks the 578th anniversary of Hangeul’s proclamation. Compared to other alphabets, Hangeul is relatively new, yet it stands out as one of the few scripts in the world with a known inventor—King Sejong the Great—and a recorded history of its creation. During the Joseon Dynasty (1392-1910), the Korean people used Classical Chinese as the official writing system. However, this posed two major issues: the script did not align with the Korean language’s phonetics, and it was difficult to learn, creating a literacy gap between the elite and the common people. Determined to address these issues, King Sejong initiated the creation of a new script that would match the phonetics of the Korean language and be easy to learn. Despite opposition from the royal court’s elites, who feared losing their intellectual monopoly, King Sejong pressed on. In 1446, he proclaimed the “Hunminjeongeum,” or “The Correct Sounds for the Instruction of the People,” introducing Hangeul to the world.

### The Genius of Hangeul: A Script Ahead of Its Time

What makes Hangeul remarkable is its logical design. Each letter reflects the sound it represents, with consonants mimicking the shape of the mouth and tongue during pronunciation, and vowels inspired by the principles of heaven, earth, and human. This design is so intuitive that even today, linguists marvel at its simplicity and effectiveness. Hangeul’s phonetic nature means that words are written exactly as they sound, making it incredibly easy to learn. It’s often said that a person can grasp the basics of Hangeul in just a few minutes. Each syllable in Korean is an independent unit of sound, composed of at least one consonant and one vowel. For example, the word “Qatar” is written as, “카타르” with each syllable (카/타/르) reflecting its phonetic structure.

### The Legacy of Hangeul in Modern Korea

Today, Hangeul is more than just an alphabet; it’s a symbol of resilience and cultural pride. Throughout Korea’s tumultuous history, particularly during the Japanese colonial



The first Hangeul script, Hunminjeongeum.

period, Hangeul became a tool for preserving Korean identity. While attempts were made to suppress the language, the script endured, carrying with it the hopes and history of the Korean people. In modern Korea, Hangeul is omnipresent—from literature to digital communication. It’s a living script,

continuously evolving with the times. Hangeul’s adaptability has ensured its place in everyday life, and it remains central to the hearts of Koreans worldwide. UNESCO recognized Hangeul’s significance by including the “Hunminjeongeum” in its Memory of the World Register, acknowledging its global impact.



The National Hangeul Museum, which opened in 2014, is a place that features hangeul’s historical value and excellence.

Hangeul's design has also had a surprising influence on modern technology, particularly in computer keyboards and smartphones. Its logical, syllable-based structure makes typing in Hangeul fast and efficient, even on small screens. The script's simplicity enables intuitive input methods, enhancing the user experience with features like predictive text and autocorrect. As a result, Hangeul seamlessly integrates into digital communication, proving itself well-suited for modern technology. This efficiency is one reason why Koreans are naturally fast at online chatting.

### Hangeul Proclamation Day: A Celebration of Culture and Language

Hangeul Proclamation Day is a time of reflection and celebration, where Koreans pause to appreciate the unique script that unites them. Across the country, events are held to honour this day, including essay contests, calligraphy exhibitions, and public lectures that highlight Hangeul's beauty and



The statue of King Sejong who invented Hangeul.

importance. But Hangeul Proclamation Day is not just about remembering the past; it's about celebrating the living legacy of Hangeul. This day serves as a reminder of the power of language to shape identity and connect people. As Koreans gather to celebrate, they are not just honouring a script; they are paying tribute to a cultural treasure that continues to thrive in the modern world.

As we celebrate Hangeul Proclamation Day, let us remember that Hangeul is more than an alphabet—it's a symbol of the Korean spirit. King Sejong's vision has transcended centuries, leaving an indelible mark on Korean society. Hangeul continues to be a source of pride, creativity, and unity, embodying the essence of what it means to be Korean. On this special day, we not only celebrate the script itself but also the rich cultural heritage it represents. Hangeul Proclamation Day is a time to cherish our linguistic identity and to look forward to the future with the same spirit of innovation that created this remarkable script.

# TAEKWONDO

## THE WORLD'S MOST LOVED MARTIAL ARTS

**T**aekwondo, Korea's iconic martial art, has grown into a global phenomenon. It first appeared as a demonstration sport at the 1988 Seoul Olympics and officially became a medal event in the 2000 Sydney Games. With Taekwondo dojangs

(schools) found in major cities worldwide, it's a popular choice for children, teaching not just self-defense but also respect, teamwork, and physical fitness. Its benefits go beyond sport—promoting agility, strength, and social development.

### Meet Othman Boularas: Qatar's Taekwondo Star

One of the top practitioners in Qatar, Othman Boularas has made waves on the international scene. In 2021, he secured a bronze medal at the Online World Taekwondo Poomsae



Children at the 2023 Kukki Taekwondo Hanmaeum Grand Festival on March 25 participated in performing poomsae (forms) to set a Guinness World Record for the largest number of people doing a form simultaneously at Gwanghwamun Square in Seoul.

Championship and has previously earned gold at the 2018 World Beach Championship. Boularas' achievements demonstrate Taekwondo's competitive and artistic aspects, especially in poomsae (forms) competitions, where precision and control are key.

In addition to being a competitor, Boularas embodies Taekwondo's philosophy of perseverance and discipline, making him a role model for aspiring martial artists in the region. Here's an exclusive interview with Othman Boularas, where he shares insights into his journey and passion for Taekwondo.

**Q: How did you become a Taekwondo player?**

**A:** My journey in Taekwondo began in 1998 at Al Arabi Sports Club, where I first developed a deep respect for the sport's discipline and principles. Over time, this dedication evolved into a profound passion, and I was fortunate to represent Qatar on the world stage. In 2018, I achieved one of the proudest moments of my career by securing Qatar's first-ever world gold medal at the World Taekwondo Beach Championship in Greece.

**Q: What is your connection to Korean culture as a Taekwondo player?**

**A:** My connection to Korean culture is inextricably linked to my experience in Taekwondo, a sport that is at the heart of Korea's cultural heritage. As I advanced in my career, I became increasingly fascinated by Korea's traditions and way of life. My visits to Korea, including cities like Seoul and Muju, allowed me to immerse myself in the culture. Engaging with Korean athletes, I gained a deeper understanding of their approach to training and their commitment to excellence, which has been both enriching and motivating for me.



Korean soldiers performing 'Poomsae' at the 2023 70th Anniversary of the ROK-US Alliance Combat Taekwondo Exhibition on July 8, 2023.

**Q: What are your future goals as a national player?**

**A:** Looking ahead, my ambition is to further strengthen ties between Qatar and Korea through Taekwondo and to continue representing Qatar in international competitions. I hope to build bridges through cultural and sports diplomacy, promoting collaboration and mutual understanding between our nations. On a personal level, I aim to achieve further success on the global stage and inspire future generations of athletes.

**Q: How has Taekwondo impacted your life?**

**A:** Taekwondo has profoundly shaped my character, instilling discipline, focus, and

perseverance. These attributes have extended beyond the sport, guiding my approach to personal and professional challenges. The lessons I've learned through Taekwondo have helped me develop a strong sense of resilience and purpose.



Othman Boularas, the Qatari Taekwondo national player with the national team coach, Moon Kwon Park from Korea.

**Q: Do you have any message for Taekwondo fans and the Korean community?**

**A:** To the Taekwondo community and the people of Korea, I extend my deepest gratitude for your continued support and encouragement. Together, let us continue to foster understanding and unity through our shared passion for this sport and the values it embodies.



National taekwondo competitor Park Taejoon (left) on Aug. 7 throws a kick against Azerbaijan's Gashim Magomedov in the final of the men's 58-kg class at the Paris Summer Olympics held at the Grand Palais in the French capital.

# KIA IN QATAR: A LEGACY FORGED IN TIME



'Kia City', one of the first 4S (sales, service, spare parts and storage) Kia facilities in the region.

- Qatar is the first market globally to receive an export from Kia in 1975.
- Al-Attiya Motors and Trading Co. (AMTC) awarded exclusive dealership rights in 1986.
- Brand was a Partner in the 2022 FIFA World Cup Qatar™.
- AMTC was awarded as the Honorary Distributor in 2023 as the oldest Kia dealership among the overseas markets.

**October 2024:** Movement that inspires. While the slogan of Kia has been official only since the brand's relaunch campaign on 2020, it can very well describe the dramatic progress it has witnessed since its humble inception. From an unassuming manufacturer of bicycles in the 1940's to a global automotive giant aspiring to be the leading sustainable mobility provider in the future, Kia has had its fair share of success stories along the way.

Part of the story circles to Qatar, where Kia first exported its vehicles, through an initial batch of ten Brisa pick-up truck units in 1975. A decade later in 1986, the official dealership

rights was awarded to Al-Attiya Motors and Trading Co. (AMTC), who would invest in the infrastructure, after-sales support as well as necessary sales and marketing operation to grow the brand.

There was no greater showcase for that growth than in Kia's presence as an official partner for the historic FIFA World Cup held in 2022. Kia's contribution extended far beyond marketing rights as it provided more than 300



Mr. Eui-sun Chung, chairman of the Hyundai Motor Group, conferring the 'Honorary distributor' Award to Mr. Abdul Aziz Al-Attayah, chairman of AMTC.



Kia's vehicle support for 2022 FIFA World Cup tournament operations.



Kia Brisa Pickup truck first model exported globally to Qatar.

vehicles for the tournament's operation, 80 of which were EV's and PHEV's.

Owing to its status as the oldest Kia distributor globally, outside of Korea, AMTC was feted with the distinguished Honorary Distributor award was presented to Mr. Abdul Aziz bin Mohhammad Al-Attiya, AMTC Chairman, during the 2023 Kia Global Distributor Convention in Seoul.

### AMTC: A partner in progress

The tremendous growth seen with the Kia brand reflected not only in the global level but in Qatar as well. Over the past decade, AMTC was able to achieve at least a top five (5) rank in market share, rising to as high as 3rd on others.

To further enhance the ownership experience, AMTC restructure the after-sales facility in the Industrial Area into a genuine 4S (Sales, Service, Spare Parts, Storage) complex. Now

a massive 30,850 square meter compound showing the latest Kia Space Identity (SI), the building is known as 'Kia City', reflecting the company's commitment to brand and market alike towards genuine family-like care for Kia owners and prospective buyers alike.

As a global FIFA partner, Kia Qatar also supported several programs pre-World Cup events such as the 2013 and 2015 editions of the Beach Soccer World Cup qualifiers, Brazil 2014 Fan Zone (held by the Supreme Committee for Delivery & Legacy) in Katara.

Towards the end of 2022 saw the culmination of a project more than a decade in the making for Qatar – the FIFA World Cup™, and AMTC was there to ensure that Kia's presence would be felt by providing not support for implementing marketing rights but logistically as well. More than three hundred (300) vehicles for FIFA and Kia's were prepared extensively from inspection to branding. Nearly a hundred of these vehicles were of eco-friendly models for which some was seen in the local and regional markets for the first time – the EV6, Niro PHEV and Sorento PHEV models.

Among the highlights of the whole tournament was hosting the Kia leadership team led by its President, Mr. Ho-Sung Song during the inauguration of the revamped Kia City facility in December 2022. It was a period that saw AMTC's Chairman and his management team lead the way in receiving waves of high-profile guests and providing support as needed.

In recognition of the presence and contribution of AMTC to the Kia brand, the accolade of Honorary Distributor was awarded to AMTC during the 2023 Global Distributor Convention in Korea. No less than Eui-sun Chung, Chairman of the Hyundai Motor Group (HMG), presented the award to Abdul Aziz Al-Attiya, Chairman of AMTC.

### The way forward

With the global move towards sustainability, Kia had initiated another ambitious project with its lofty Plan 'S' strategy. Three key pillars support this corporate vision – 'people', 'planet' and 'profit'. Under these pillars, Kia will strive to enhance customer value and nurture talents, reduce carbon emissions in consideration for the environment, and generate profits while working as a responsible corporate citizen.

Cognizant of this direction, AMTC is forging ahead as it has started infrastructure investments in the full transformation of all facilities into the new SI and EV charging, maintenance and repair and parts storage. The AMTC team is also moving ahead with intensive training for its customer-facing teams to help consumers understand EV's and their ownership benefits and requirements.

No matter how daunting or challenging the times ahead may be, the local market can be assured that AMTC will continue to remain steadfast in the time-tested principles and slogan imparted by its founder. To grow surely and steadily while providing unparalleled business integrity and transparency.



Lotte Tower and Seokchon Lake.

# The Kia Sportage L

Make space for adventure



Movement that inspires



Discover the Sportage L's best-in-class performance, spaciousness and more in the product page.



شركة العطية للسيارات والتجارة  
AL ATTIYA MOTORS AND TRADING CO.

*Always*

IS THE  
BEST TIME  
FOR



**YEE HWA**  
KOREAN BBQ & SUSHI

YEE HWA  
DOWNTOWN  
4441 9898  
6662 9898

YEE HWA  
DOHA SOUQ  
4412 9898  
7081 9898

YEE HWA  
LAGOONA MALL  
4447 9898  
5101 9898

YEE HWA  
MILLENNIUM  
PLACE HOTEL  
4484 2222  
3322 9898

YEE HWA  
THE PEARL  
OPENING SOON

