

The Jeju Weekly

'Today's Jeju, and tomorrow's Jeju' in the development of branding

Dispatch 12 from the 7th Jeju Forum for Peace and Prosperity, May 31-June 2

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On the third and final day of the 7th Jeju Forum for Peace and Prosperity, the session titled “Women and the Development of Branding” took place at 3:40 p.m. on June 2.

Panelists discussed ways to enhance Korea’s continued sustainability and global competitiveness, including the development of Jeju’s branding from the perspective of women.

Anna Fang, CEO of Anna Fang Public Relations(*), opened the session with suggestions on how Jeju should promote itself to the world.

Fang used Hong Kong as an example of how to promote the travel trade through global and regional media to attract new and emerging markets.

“According to the tourism bureau, in 2010 they [Hong Kong] had 36 million arrivals. In 2011 it went up to 42 million in total,” said Fang.

“They’ve invited the media like CNN, Discovery Travel, National Geographic... to do travel specials about Hong Kong” said Fang.

Additionally, Hong Kong has hosted major international events, and utilized social media, as well as celebrities such as Jackie Chan as a spokesman, to attract both mainland Chinese and international tourism.

“South Korea and Jeju itself is well received as a site for international conferences, business, and tourism throughout Asia,” said Fang.

Turning the focus to Jeju specifically, Sunny Park, of the Korea Media Rating Board, discussed the

role Jeju women, both native and foreign, play in creating a brand for the island.

“There are many women that come to Jeju to live... women who opened a cafe, or opened a craft shop, and I think it is the collaboration of these women that add to the women of Jeju,” said Park.

“Jeju is well known for its haenyeo women sea divers, goddess mythology, matrifocal and egalitarian society,” said Fang.

“The common denominator was women, when thinking of Jeju,” said Park.

The problem, according to Park, is that few Jeju women have a medium to tell their stories. An example, is Jeju’s iconic haenyeo sea divers.

“Women sea divers are very popular, but who are these women? They cannot be named. So I think that it is a good, interesting approach to...identify these women sea divers and include them in the stories,” said Park.

“In order to make a brand for Jeju, we have to think about the past Jeju, today’s Jeju, and tomorrow’s Jeju...and how we can distinguish it from other regions,” said Kim Eun Shil, professor at Ewha Women’s University.

Panelists continued discussion in an attempt to identify ways to differentiate Jeju’s intrinsic culture and unique identity.

The event was followed by a Q & A session.

(An earlier version of this story misidentified Ms. Fang's company. She is CEO of Anna Fang Public Relations, not CUBE Entertainment. The Weekly regrets the error.*

Editor's Note

The 7th Jeju Forum for Peace and Prosperity, organized by the Jeju Peace Institute and hosted and sponsored by several organizations and corporations, began at 4 p.m on May 31. with the Special Session “Conversation with Steve Wozniak: The End of the PC Era and Future of the IT Industry.” A total of 58 sessions in the categories of prosperity, environment, peace, gender, education, and one titled etc. will be conducted from May 31 to June 2 at the Haevichi Hotel & Resort Jeju, Seogwipo City.

Under the theme of "New Trends and the Future of Asia," the 7th Jeju Forum will examine political and social issues affecting the area within a historical context to encourage cooperation and community building in the

region. The forum will also afford the opportunity to simultaneously gauge the political and financial climate throughout the world to better understand Asia's position within it. As this year marks the 20th anniversary since the establishment of diplomatic relations between Korea and China, there will be several sessions dedicated to the future of this union like "Korean Unification and China," and "20 Years of Diplomatic Relations between Korea and China - Push Forward Strategic Cooperative Partnership."

Hundreds of incumbent and former heads of state, experts, leading businessmen, academics, and activists including former Prime Minister of Australia Paul John Keating, former Prime Minister of Thailand Abhisit Vejjajiva, Chinese People's Political Party Consultative Conference (CPPCC) National Committee Member Xie Bo Yang, and Apple Inc. Co-founder Steve Wozniak will be on hand for the three-day event to discuss the future of Asia.

Some of the other topics to be addressed during this three-day conference include the future of the IT Industry, new growth engines for the region, the environment, financial cooperation, welfare expansion, and others.