

60 YEAR ANNIVERSARY REPORT



SVERIGE · REPUBLIKEN KOREA

대한민국 · 스웨덴

S i n c e 1 9 5 9



Embassy of Sweden
Seoul

Summary report 60-year Anniversary

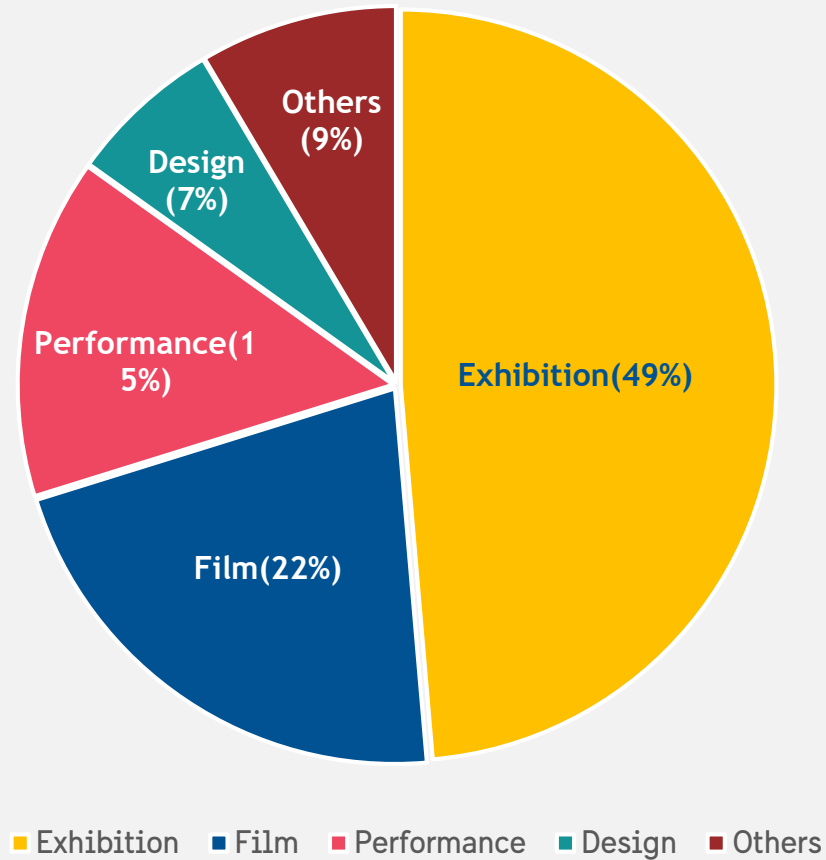
- Theme: “Come collaborate with Sweden on...”
- New theme every month: Innovation, Peace and Security, Gender Equality, Start-up, Smart industry, Design, Lifestyle, Film, Music, Literature, Dance, Children’s Theater, Study-in Sweden
- Activities in conjunction with State visit to Sweden by President Moon Jae-in and Official visit to Korea by Prime Minister Stefan Löfven
- Communication: Over 1100 articles reported about Embassy Anniversary Activities. Monthly press release, Anniversary Video, social media activities, over 15 media interviews with Ambassador, three press conferences.
- Embassy organised 24 events and co-organised 18 events in 2019.
- Joint logo used in Sweden and Korea by Embassy and partners
- Partners: 15 Swedish companies and Korea Sweden Arts and Culture Society. Cooperation with a number of different Korean partners.

Communication

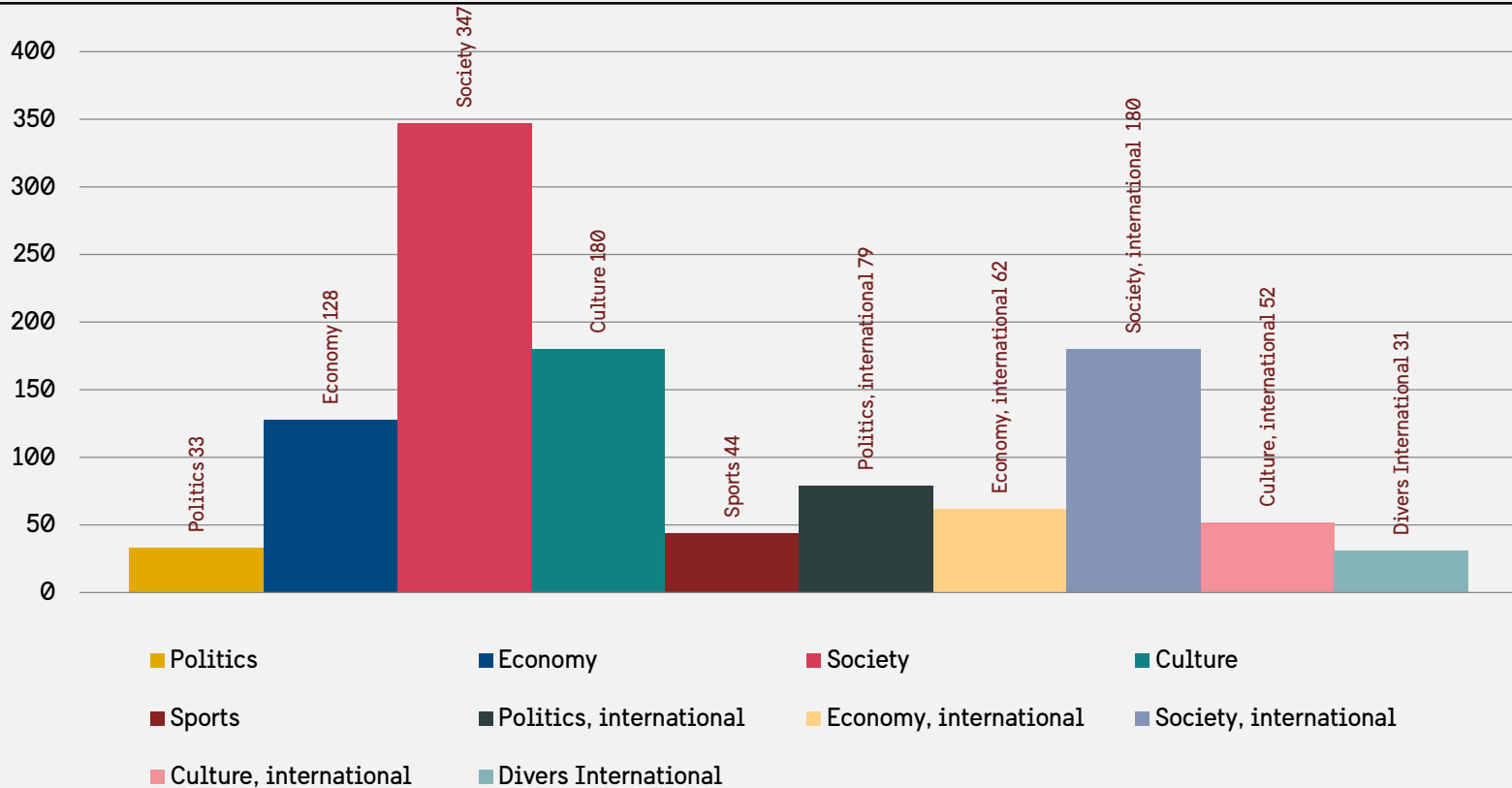
- Monthly theme: Key messages and inspiring stories communicated through press and social media. Monthly social media quiz. Public Diplomacy event/SwedenTALK.
- Target group: Depending on activity but main target groups were “the young Korea” and “the next generation of decision makers in politics and business.”
- 4 minute Anniversary Film on Sweden-Korea collaboration screened at all events including at the Swedish Film Festival. The video highlights 60-years of collaboration, key messages about Sweden and includes 8 short interviews with Swedish and Korean personalities from Business, Culture, Academia, Government and youth sharing what they like the most about the respective country.
- Total of 1104 articles about Embassy activities. Half of the articles was linked to the monthly press releases with photos and quotes from Ambassador and visiting Swedish experts.
- Perception study of Sweden in Korea
- Report: Swedish Footprint in Korea sharing storied about how Swedish business contributes to sustainable growth and innovation in Korea

Communication

- A total of 1,104 articles reported Anniversary programs



Overview media coverage Sweden (not only Embassy activities)



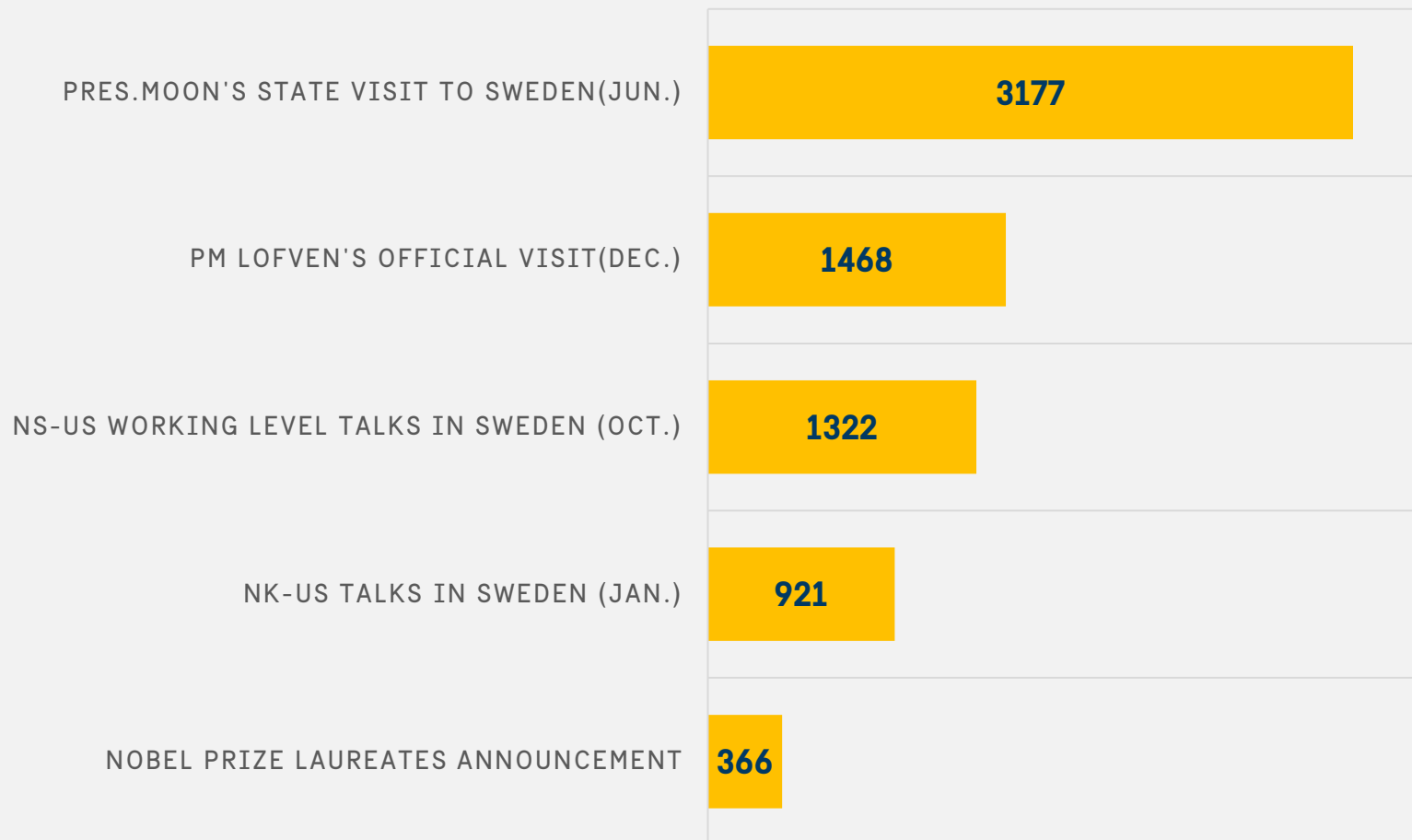
* The numbers are representing the numbers of 'topics', not the relative amount of the articles under each topic. (ex) state visit : over 3,000 articles, but just counted here as one topic)

* 'Economy' includes also finance, technology and industry etc.

* 'Society' includes also environment, lifestyle, education, academy, health and science, etc.

Most reported topics

NUMBER OF THE ARTICLES



60 Year Anniversary Partners

60 Year Anniversary Partners



Special thanks to



한서문화예술협회
Korea Seoduk Arts and Culture Society



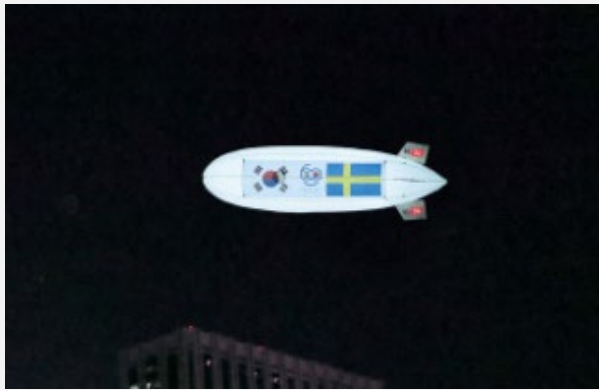
Promotion material



- Promotion video, design, printed materials

Anniversary logo on media





Anniversary Program





60 YEAR ANNIVERSARY PROGRAM






SVERIGE · REPUBLIKEN KOREA
대한민국 · 스웨덴
Since 1959

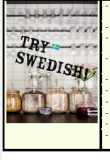

스웨덴과 함께해요!
COME COLLABORATE WITH SWEDEN!

Sweden and Korea are celebrating the 60th Anniversary of Diplomatic Relations throughout 2019. We want to stimulate new collaborations between our two countries, as well as honoring those of the past and ongoing. Join a year full of opportunities to collaborate with Sweden on business, innovation, inclusiveness, peace and security, sustainability and energy among others. 60years@sv.se
Disclaimer: Please note that this program is subject to change. For details, please contact Ms. Elvén at 60years@sv.se or Ms. Hyeon at 60years@sv.se. For the most recent updates, please check the Embassy of Sweden's social media on Facebook ([Embassy of Sweden in Seoul](https://www.facebook.com/EmbassyofSwedeninSeoul/)) and Instagram ([@embassyofsweden](https://www.instagram.com/embassyofsweden/)).

JANUARY	COME COLLABORATE WITH SWEDEN!
	<ul style="list-style-type: none"> Launch of Anniversary program and the monthly lecture series: SwedenTALK! (28/1) How did the country of "Lagom" become one of the world's most innovative countries? Speakers: Ambassador Hallgren and Soyoung He (Author of books about Lagom and Swedish former PM Oluf Palme)
FEBRUARY	INNOVATE WITH SWEDEN!
	<ul style="list-style-type: none"> SwedenTALK! "Start-up": Come discuss with Swedish and Korean start-up about their key learnings! Speakers: Swedish start-up hub Serendipity and Swedish and Korean Start-ups. Venue: Seoul Start-up Hub (1/2) Launch of Korea-Sweden Young Design Award together with Korea Institute for Design Promotion (KIDP) and IKEA Korea (1/2) Business delegation with Swedish innovators and entrepreneurs/Serendipity winners (1/10) Swedish exhibition for the children at Gyeong Children's Museum (1/2 until end of the year)
MARCH	LET'S PROMOTE PEACE AND EQUALITY!
	<ul style="list-style-type: none"> WIKICAP: collaborate with Sweden in closing the Wikipedia gender gap (10/3). Partner: Wikimedi. Venue: Swedish Residence Anniversary Day Celebration: Premiere of Swedish Field Hospital Documentary in Seoul at Seoul Museum of History (1/3) SwedenTALK: Prospects for building peace, dialogue and confidence on the Korean Peninsula (20/3). Panel discussion with Swedish and Korean experts. "Swedish Connection": Choreography Exchange between the Balbe Dance Company and the Korea National Contemporary Dance Company (28/3/18). Venue: Seoul Arts Center
APRIL	STUDY IN SWEDEN
	<ul style="list-style-type: none"> Swedish Research and Innovation seminar at Key Platform Conference with Vinova, STNT and KIN (25/4) Meet Sweden, Design & Culture (1/4, 10/4) Venue: Gyeong Anamnu Art Gallery SwedenTALK (28/4): How can men and boys be engaged for a more gender-equal society? Speakers: Shahab Ahmadian, MÅN (Swedish Feminist Organization), Korean speaker TBC Study in Sweden activity with Swedish Universities (2/4). Venue: Swedish Residence

MAY	EXPLORE SMART SOLUTIONS WITH SWEDEN AND KOREA!
	<ul style="list-style-type: none"> Swedish Footprint in Korea: Business Forum with Swedish Business in Korea (13/5, TBC) Business related event on Smart Cities SwedenTALK: Kelmung University in Daegu (2/5)
JUNE	ENJOY THE SWEDISH ARTS!
	<ul style="list-style-type: none"> Sweden Day (5/6), National Day Celebration Korea-Sweden Young Design Award – prize ceremony Photographer Erik Johansson solo exhibition (4/6-15/6). Venue: Seoul Art Center (2/6) Scandinavia Focus at Seoul International Book Fair. Visit by Swedish writers. (9-23/6) Lasse Lindh concert (1/6) SwedenTALK: Swedish Writer Jonas Hassen Kjerfve Afari Farokhzad (20/6)
JULY	SEE SWEDISH CHILDREN'S THEATRE!
	<ul style="list-style-type: none"> Children's Performing Arts Sweden Focus at Assitej Summer Festival with three Swedish Theatre companies, (24/7-4/8)

AUGUST	ENJOY SWEDISH MUSIC!
	<ul style="list-style-type: none"> Swedish jazz music band "Gentlemen and Gangster" (30/8-1/9) Swedish experimental filmmaker Gunvor Nelson's film screenings as a part of "Dear Cinema: The Old Images, Another Words" Venue: MMCA (Modern Museum of Contemporary Arts of Korea) Film & Video (21-31/8)
SEPTEMBER	
	<ul style="list-style-type: none"> Special exhibition of restored Korean heritage from Museum of Far Eastern Antiquities with National Museum with Overseas Korean Cultural Heritage Foundation. Venue: National Palace Museum of Korea (1/9-13/9) Exhibition: "Sweden, Where Children Grow up with Books w/ National Library for Children and Young Adults and KEA (20/9-22/12) SwedenTALK: Helena Gomer "Where Children Grow" (21/9) "The Can" by ZebraDans in Ansan Arts Center (27-28/9) Arts exhibition of Torsten Jurell Venue: Keumsan Gallery (18/9-) Korea Junior Water Prize Award Incl. the Swedish Ambassador's prize (4/9)
OCTOBER	COLLABORATE WITH SWEDISH BUSINESS ON SMART INDUSTRY!
	<ul style="list-style-type: none"> Sweden-Korea Business Summit: Smart Industry and AI (1/10) Swabard Circus to SiDance Venue: Sogang University Mary Hall (12/10) "From Sweden To Korea" at Global Youth Fair. Venue: National Museum of Korea (19/10) SwedenTALK: Jonas Jonasson (30/10)

NOVEMBER	TRY SWEDISH LIFESTYLE!
	<ul style="list-style-type: none"> Swedish Film Festival in Seoul (5-11/11), Busan (7-13/11), Gwangju (16-20/11), Incheon (20-21/11) and Daegu (23-28/11) SwedenTALK: Swedish Film Sweden-Korea Design Forum at Design Korea Fair with Korea Institute for Design Promotion, venue: Korea (21/11) Exhibition of Korea Sweden Young Design Award at Design Korea, Venue: Niteco (6-10/11) Nordic Lifestyle Week with Business Sweden (7-8/11) Study in Sweden – Study fair (10/11) Swedish Lifestyle week (12-17/11) EUING Film Festival, venue: Seoul Museum of History (16/11) Nordic Music Trade Delegation (18-19/11) Sweden at "2019 Evening of Friendship" by Daegu Gyeongbuk International Exchange Association (DGEA). Venue: Daegu Interbugo hotel (21/11)
DECEMBER	EXPLORE WITH SWEDEN!
	<ul style="list-style-type: none"> High-level Business Delegation from Sweden with Business Sweden (18-20 Dec) Sweden-Korea Duo Christmas Recital (Cellist Antonio Hallongren and Pianist Supply Chung) Venue: Yonsei Keunho Art Hall (5/12)

60 Year Anniversary Partners



Special thanks to



SwedenTALK –lecture series

- SwedenTALK is a lecture series hosted by the Embassy as a part of the 60th anniversary program. The purpose is to reach out to “the young korea” to engage and learn more about topical issues in Korea and how they relate to Sweden as well as deepen the understanding of Sweden.
- Ambassador moderated the talks and the speakers were from both Sweden and Korea. Eight SwedenTALKs in 2019 touched upon a wide range of topics –lifestyle, start-ups, innovation, peace&security, gender equality, the role of literature for society etc.
- Many SwedenTALKs were held at the Swedish. Through SwedenTalk, the audience could experience both the lecture and the residence full of Swedish design .
- Target group: ages 20-50
- Overview: in the next slide

Theme	Date and Venue	Nr. of guests /outreach
<p>LAGOM & INNOVATION: How did the country of Lagom become one of the world's most innovative countries?</p> <ul style="list-style-type: none"> - Swedish speaker: Jakob Hallgren, Ambassador of Sweden - Korean Speaker: Soojeong Ha, Writer of book about Lagom 	28 January 2019 Swedish Residence	69 guests (Male 23 : Female 46) N/A
<p>START-UP & BUSINESS: Come discuss with Swedish and Korean start-up about their key learnings.</p> <ul style="list-style-type: none"> - Swedish speakers: 1) Ms. Karin Bjerde, Kognity, 2) Ms. Katja Lindvall, Moving Floor, 3) Mr. Ulf Skagerström, Matsmart 4) Ms. Sofie Allert, Swedish Algae Factory, 5) Mr. Suwar Mert, Panta på, 6) Mr. Kamjar Hajabdolahi, Serendipity 2.0 - Korean speaker: Mr. Daniel Kim, ENSL Partners 	11 February 2019 Seoul Start-up Hub	50 guests 49 articles
<p>PEACE & SECURITY: Prospects for building peace, dialogue and confidence on the Korean Peninsula.</p> <ul style="list-style-type: none"> - Swedish speakers: 1) Deputy Director-General Cecilia Ruthström-Ruin, Head of Department for Asia and the Pacific, Ministry for Foreign Affairs, 2) Rear Admiral Anders Grenstad, Head of the Swedish Delegation to the Neutral Nations Supervisory Commission (NNSC) - Korean speakers: 1) Director-General Rhee Dong-yeol, DG for Korean Peninsula Peace Regime Bureau, Office of Korean Peninsula Peace and Security Affairs, MOFA, 2) Ret. Lieutenant General Chun In-bum 	20 March 2019 Swedish Residence	67 guests (Male 47 : Female 20) 4 photo news
<p>GENDER & EQUALITY: How can men and boys be engaged for a more gender-equal society?</p> <ul style="list-style-type: none"> - Swedish speaker: Shahab Ahmadian, Project Manager, MÄN - Korean speaker: 1) Tae-sup Choi, Cultural Critic and Sociologist, 2) Ji-ae Shon, Visiting Professor of Ewha Womans University 	26 April 2019 Swedish Residence	36 guests (Male 13 : Female 23) 7 articles
<p>LAGOM & INNOVATION: How did the country of Lagom become one of the world's most innovative countries?</p> <ul style="list-style-type: none"> - Swedish speaker: Jakob Hallgren, Ambassador of Sweden 	2 May 2019 Keimyung University in Daegu	200 guests 14 articles
<p>LITERATURE: The Power of Words - How can literature be used to impact society?</p> <ul style="list-style-type: none"> - Swedish speakers: 1) Jonas Hassen Khemiri, Novelist, 2) Athena Farrokzhad, Poet - Korean speaker: Jaewoong Hong, professor of Hankook University of Foreign Studies 	20 June 2019 Swedish Residence	70 guests (Male 20 : Female 50)

Theme	Date and Venue	Nr. of guests /outreach
<p>Libraries make differences To establish a dialogue on the importance of children's literature and a child perspective</p> <ul style="list-style-type: none"> - Moderator: Jakob Hallgren, Ambassador of Sweden - Swedish Speaker: Helena Gomér, Head of library in Södertälje municipality - Korean Speaker: Minjeong Hong, Author of two books: <A Stroll to Northern Europe(2019, 북유럽 인문산책)>, <Not Perfect but Happy Parenting in Sweden (2017, 완벽하지 않아 행복한 육아)> 	<p>21 September Library for Children and Young Adults</p>	<p>70 guests</p>
<p>LAGOM, Key to happiness: How did the country of Lagom become one of the world's most innovative countries?</p> <ul style="list-style-type: none"> - Swedish speaker: Jakob Hallgren, Ambassador of Sweden - Korean Speaker: Soojeong Ha, Writer of book about Lagom & Dohee Kim, 	<p>12 October 2019 Sounds Hannam, Stillbooks 4FL</p>	<p>70 guests /SNS uploads (Number N/A)</p>



Korea + Sweden Young Design Award

- Purpose/Goal: KSYDA is a collaboration between the Embassy, Korean Institute of Design Promotion and IKEA Korea. The goal is to establish a Korean equivalent to Ung Svensk form with Sweden as a partner. Annual event. First award in 2019 focusing on inclusiveness. International jury with participation from 5 Swedish and 5 Korean experts.
- Target group: 1) Korean designers aged 34 and under 2) “The young Korea”
- Key messages: Sweden as a leading country for innovation and design collaborating with key partners to nurture young Korean designers. Importance of sustainability and inclusiveness.
- Partners: IKEA Korea & Korea Institute of Design Promotion. CEO of Svensk Form as member of Jury. Svensk Form and Swedish Institute as partners for award ceremony in Sweden during state visit.
- Outcome/ outreach: Graphic profile and website (www.ksyda.com). 282 total applicants. 37,233 website visits. 20 finalists exhibited at Sweden Day (1200 guests) Launch: 38 articles Award Ceremony: 20 articles. MoU between KIDP and Embassy and between KIDP and Svensk Form.

Korea + Sweden Young Design Award



Children's exhibition: Pippi's Mishmash House

- Purpose/Goal: For visitors to experience Swedish playfulness and Swedish lifestyle design. The exhibition included Pippi's dressing room, Pippi's kitchen, Pippi's living room, and a forest library. Sweden was selected as the first country for this new international exhibition program.
- Target group: Children aged 4-13 and their parents
- Key messages: Swedish lifestyle and design for children, playfulness, equality, Swedish literature.
- Venue and partners: Goyang Children's Museum, Embassy, IKEA Goyang
- Date & Time: Feb. 12 2019 – Feb. 12 2020
- Outcome/ Media outreach: Around 20,000 visitors/month, media: 28 articles, 236 posts on instagram

Children's exhibition: Pippi's Mishmash House



WikiGap

- Purpose/Goal: To initiate a discussion on women's representation on the internet and to increase the number of articles of Korean women on Wikipedia. First ever WikiGap in Seoul
- Partner: Wikimedia of Korea
- Key messages: To spread Sweden's Feminist Foreign Policy which also highlights the importance of the representation of women in various settings, including online.
- Theme: Korean female role models in Business, Innovation and Science
- Venue: Swedish Residence. 10 March 2019.
- Outcome/outreach: 41 participants. About 40 articles were edited, 21 out of 40 articles were newly written. Media: 2 articles. WikiGap Seoul logo.

WikiGap at the Swedish Residence



60th Anniversary Ceremony

- Purpose/Goal: Celebrate 60 years of diplomatic relations between Sweden and South Korea. Premiere of the Swedish Field Hospital documentary film.
- Target Group: ROK government, public/industry/academia sector, and Swedish community
- Key messages: Commemorate last 60 years of great bilateral relations and look forward to long-lasting cooperation in the future
- Theme: Celebrate 60th anniversary and commemorate the Swedish Red Cross Field Hospital's contribution which built a foundation of friendship
- Venue: Seoul Museum of History, March 11
- Outcome/outreach: About 150 participants, including ROK Deputy Foreign Minister and other high-level government representatives. Full page contribution at *Korea Joongang Daily* by Ambassador titled "Korea and Sweden get closer every year" on March 11.

60th Anniversary Ceremony



2024. 11월 11일
제11차 스웨덴-대한민국 수교 60주년 기념식

DIPLOMACY

Special contribution by the Swedish ambassador
to mark the 60th anniversary of the Swedish embassy in Seoul

Korea and Sweden get closer every year

Two milestones of an illustrious level of diplomacy, youth, dialogue, bridge and hope

Two milestones of an illustrious level of diplomacy, youth, dialogue, bridge and hope. The Swedish Embassy in Seoul is proud to host this special event, marking the 60th anniversary of the Swedish Embassy in Seoul. The event will be held on November 11, 2024, at the Swedish Embassy in Seoul, located at 111, Seongnam-daero, Songnam-gu, Seoul. The event will be held in Korean and English. The event will be held in a grand hall, with a large audience of guests. The event will be held in a grand hall, with a large audience of guests. The event will be held in a grand hall, with a large audience of guests.



SWEDISH RED CROSS HOSPITAL

이벤트 개요

이벤트 일시: 2024년 11월 11일 (월) 오후 6시 30분

이벤트 장소: 서울 강남구 삼성로 111번길 스웨덴 대사관

이벤트 주최: 스웨덴 대사관

이벤트 후원: 스웨덴 대사관, 스웨덴-대한민국 수교 60주년 기념위원회

이벤트 내용

이벤트 내용은 스웨덴 대사관의 60주년 기념식과 스웨덴-대한민국 수교 60주년 기념식입니다. 이 행사에는 스웨덴 대사관 직원, 스웨덴-대한민국 수교 60주년 기념위원회 위원, 그리고 많은 게스트가 참석합니다. 이 행사에는 스웨덴 대사관 직원, 스웨덴-대한민국 수교 60주년 기념위원회 위원, 그리고 많은 게스트가 참석합니다.

이벤트 프로그램

1. 개회식

2. 기념사

3. 축하공연

4. 식사

이벤트 등록

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이벤트 사진



이벤트 영상



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SWEDISH EMBASSY KOREA
대한민국-스웨덴
SINCE 1964

주최/주관

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이벤트 영상



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Sweden Connection II

- Purpose/Goal: Performing arts collaboration. Sweden Connection II is a choreography exchange project where a choreographer from each country choreographs a dance performance with dancers from the other country. Performing both in Sweden and Korea during the 2019 year.
- Key messages: collaboration and cultural cooperation.
- Venue & Partners: Skånes Dansteater and Korea National Contemporary Dance Company. Jayu Theater at the Seoul Arts Center
- Date & Time: February 2019 (Malmö), March 2019 (Seoul)
- Outcome/ outreach: Four fully booked performances (800 visitors). Media: 14 media articles. Social media: 133 post on Instagram.

Sweden Connection II



공연기획자 김홍남
www.kimhongnam.com

SKANS GANSTATET

두 점 사이의
스웨덴
커넥션 II

SWE
DEN
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CTION

2019.03.29 FRI - 31 SUN
정당 4PM / 무료 5PM
예술의전당 자유소극장

<p>두 점 사이의 가장 긴 거리 <i>The longest distance between two points</i></p> <p>2019 스웨덴 예술의전당 초청 연극 제1회년도 발표 페르소나 make</p>	<p>백(祭) <i>Burnt offering</i></p> <p>2019 스웨덴 예술의전당 초청 연극 발탁작</p>	<p>군중의 스냅샷 <i>Snapshots of a crowd</i></p> <p>2019 스웨덴 예술의전당 초청 연극 제1회년도 발표 Like We</p>
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1500 예술의전당 후원
www.artsonline.or.kr

Swedish Science Session at K.E.Y. Platform

- Purpose/Goal: Strong Swedish participation in one of the key yearly events on science and technology. Target group: Policy makers, experts, researchers, media.
- Key messages: Swedish Innovation system, outcomes of Swedish-Korean joint research cooperation, Swedish strengths in technology and innovation.

• Speaker	Content	Affiliation
Amb Jakob Hallgren	Welcome Speech for Science Session	Embassy of Sweden
• Anders Hektor	On Future Technologies and Regulations – Intro Talk show	Embassy of Sweden
• Lisa Ericsson	On Future Technologies and Regulations – Intro Talk show	KTH, Head of KTH Innovation
Andreas Gothenberg	International Research Cooperation as a Driver for Future Technologies and Innovation	STINT, Executive Director
Joakim Appelquist	Clearing barriers for the realization of sustainable innovations – The Swedish Case	Vinnova, Deputy Director General



Swedish Science Session at K.E.Y. Platform



'헛된 꿈'도 '돈'이 되는 나라

[2019 키플랫폼]마리아 스키투 대니쉬스탠더즈 국제협력부장

이재준 | 2019.05.22 09:30

Tweet

좋아요 11



마리아 스키투 대니쉬 스탠더즈 국제협력부장이 25일 여의도 콘래드 서울에서 열린 머니투데이미디어 글로벌 콘퍼런스 '2019 키플랫폼(K.E.Y. PLATFORM)' 특별세션에서 '미래 유망기술 실현을 위한 규제혁신' 관련 주제발표를 하고 있다./사진=이기범 기자

"한국은 수소차, 배터리, 5G, ICT, 스마트시티 등에 엄청난 강점이 있어요. 지속가능한 발전에 초점을 뒀 쪽 믿고 나가야 합니다. 연구소 및 혁신 파트너십을 통해서요."

북유럽 서쪽 끝, 바람이 마구 불어와 '불모의 땅'으로 여겨졌던 땅. 덴마크인들은 좌절하기 보다 꿈을 꾀다. 1970년대 덴마크인들은 이 엄청난 바람을 에너지원으로 사용해 보면 어떨까 꿈꾸며 연구했고, 이를 국가적 차원에서 장려했다.

Children's Exhibition: Hej, Sweden!

- Purpose/Goal: To introduce Swedish lifestyle and design and advocate enthusiastic participation and enjoyment at a public museum in Goyang.
- Target group: the Korean public
- Key messages: lifestyle, design, culture, fashion, arts and music.
- Venue & Partners: Goyang Aramnuri Museum, Swedish Embassy, Hanyang University, Absolut, BRIO, Bookbinders Design, Scandic Plaza, Fjällräven, H&M.
- Date & Time: 12 April – 30 June 2019
- Outcome/ outreach: Book about Sweden and Swedish Design. 2,400 visitors/month. Media: 13 news articles, 27 Naver blog posts.

Children's Exhibition: Hej, Sweden!



Swedish Business Forum

- Purpose/Goal: Strengthening competitiveness of Swedish companies in Korea. Joint Team Sweden activity. Presentation of the Business Climate Survey. Thematic discussions on China and 5G/leveraging digital capabilities.
- Target group: Swedish Business Community.
- Key messages: China's Rising Power – What are implications? & 5G Rollout – What potential gains lie ahead?
- Partners: Business Sweden, Swedish Chamber of Commerce
- Outcome/ outreach: 58 participating companies. Business Climate Survey. Media: 3 articles

Swedish Business Forum



Erik Johansson Photo exhibition

- Purpose/Goal: To promote creative Swedish Art in Korea. Erik Johansson's first exhibition in Asia.
- Target group: All ages.
- Key messages: Swedish creativity and innovation.
- Venue & Partners: Seoul Arts Center (one of the most well-known art centers in Seoul, jmf Kulturhuset)
- Date: June - September
- Outcome/ outreach: 750 visitors per day, 365 articles

Erik Johansson Photo exhibition



Sweden Day 2019

- Purpose/Goal: Annual signatory event in Seoul celebrating the National day of Sweden by promoting Sweden and Swedish values and brands in Korea. 15 company exhibitions.
- Target group: Guests of Partner Companies, Korean Business community, Diplomatic Community, Academia, Media, International Organization, Local Government, National Assembly, Influencers etc.
- Key messages: Come Collaborate with Sweden!
- Partners: 15 Anniversary partners, Korea Sweden Arts and Culture Society, Business Sweden, SWEA. 5 June 2019
- Outcome/ outreach: approx. 1200 guests. Media: 32 articles. Social media: 7 blogposts, 131 post on Instagram
- Budget: SEK 1,240,000
- Highlight Video/ Photo link: <https://bit.ly/2J9cyBB>

Sweden Day 2019



Sweden Day Program 2019

**Celebrate KOREA SWEDEN
YOUNG DESIGN AWARD!**
코리아+스웨덴
영 디자인 어워드 시상식



**Rock with
LASSE LINDH BAND!**
라세 린드 밴드 공연



**Explore with
SWEDISH COMPANIES!**
스웨덴 기업 전시 부스



**Try SWEDISH and
Try LAGOM LIFE!**
스웨덴 음식과 키친



**Experience
SWEDISH MIDSUMMER!**
스웨덴 하지절 파티



**Dance to
SWEDISH BEAT!**
댄스 파티



Enjoy SWEDISH GIFT!
기념품 증정



LUCKY DRAW!
경품 행사



Scandinavian focus at Seoul Intl. Book Fair

- Purpose/Goal: To promote Swedish literature and expand the Swedish book market in Korea. Korea focus country at Gothenburg Book Fair. Two of Sweden's most contemporary renowned writers, Jonas Hassen Khemiri and Athena Farrokzhad joined talks and events.
- Target group: all ages
- Key messages: Showcase Swedish literature
- Venue & Partners: COEX Hall A&B – Literature Translation Institute of Korea and Korean Publishers Association
- Date & Time: 19-23 June 2019



Scandinavian focus at Seoul intl. Book Fair



SWEDEN FOCUS at ASSITEJ Korea International Summer Festival

- Purpose/Goal: To introduce Swedish Children's performances and celebrate 60th anniversary year of diplomatic relations between Sweden and Korea, the embassy in cooperation with ASSITEJ Korea hosts Sweden Focus at the 27th Assitej Korea International Summer Festival.
- Target Group: Children aged 1-12
- Key messages: Play, Theatre, Dance and Choreography
- Venues: Sejong Center for the Performing Art, Jongno Children's Theater, JCC Art Center and Haehangno Information Center
- Date: 24 July to 4 August 2019
- Outcome/outreach: 2,306 audience for 5 performances/4,927 visitors for exhibition of Dala horse and fika/ 43 articles

SWEDEN FOCUS, Assitej Korea International Summer Festival



27th

함께, Along with you 2019

아시테지 국제여름축제

2019. 7. 24.(수) ~ 8. 4.(일)

세종문화회관, 종로 아이들극장, JCC 아트센터 외 대학로 입대

주최: 사단법인 아시테지, 서울문화재단
 주관: 사단법인 아시테지, 서울특별시, 서울특별시 문화재단, 서울특별시 문화재단, 서울특별시 문화재단
 후원: 한국문화재단, 서울특별시, 서울특별시 문화재단, 서울특별시 문화재단, 서울특별시 문화재단
 문의: 02-745-5862-3 홈페이지 www.assitejkorea.org

Korea Junior Water Prize

- Purpose/Goal: To deepen and strengthen knowledge of the importance of water, Korea Junior Water Prize is annually open as a part of Korea Water Forum and in the following year, the winner of the prize goes to Stockholm in order to participate in the competition of the Stockholm Junior Water Prize where H.R.H Crown Princess of Victoria of Sweden is the patron of the prize.
- Target group: Students aged 15-20
- Key messages: Water, Environment, Renewable Energy and Climate Change
- Venue: Korea Water Forum in Daegu
- Date & Time: from summer(incubating) until September 5th, 2019
- Outcome/outreach: 120 applicants from all over the country

Korea Junior Water Prize





Exhibition of Overseas Korean Cultural Heritage

- Purpose/Goal: To promote Sweden-Korea connection and in celebration with 60th anniversary of diplomatic relations between the two countries, an exhibition including two Korean paintings that are under the care of the Museum of Far Eastern Antiquities in Stockholm will take place in National Palace Museum.
- Target group: Korean young adults and adults (all ages)
- Key messages: Cultural exchange
- Venue: National Palace Museum
- Date & Time: 11 September – 13 October, 2019
- Outcome/ outreach: 148,736 visitors/24 articles



Exhibition of Overseas Korean Cultural Heritage



Art Exhibition of Torsten Jurell

- Purpose/Goal: To promote Swedish art and Swedish creativeness. The exhibition may also serve as an inspiration for young Swedish and Korean artists and in turn creating a bridge between the different art scenes.
- Target group: Art lovers, Artists, Collectors
- Key messages: Creativity, Art
- Venue: Keumsan Gallery
- Date & Time: 19 September – 12 October, 2019
- Outcome/ outreach: 300 visitors/4 articles

Art Exhibition of Torsten Jurell

KEUMSAN GALLERY
ARTS & CULTURE

Actor Torsten Jurell



2019. 9. 19. - 10. 12.
평일 10AM - 7PM
도요일 10AM - 6PM
일요일 휴관

+82-2-3789-6317
www.keumsan.org
infokeumsan@nate.com

B-103 Namsan Platinum.46
Sogong-ro, Jung-gu, Seoul, Korea



Sweden, Where Children Grow with Books

- Purpose/Goal: To promote children's reading, and introduce Swedish children's books and their characters, and Astrid Lindgren Memorial Award
- Key messages: Importance of reading, Literature, Swedish Lifestyle
- Venue & Partners: Library for Children and Young Adults, Embassy of Sweden, SI, IKEA, Brio
- Date & Time: Date: Sep 20 (Fri) – Dec 22(Sun)
- Target Group: Children and Young Adults/ their parents
- Outcome/ outreach: 6,539 visitors in total(76ppl./day), 13 blog posts, 12 news articles, 3 articles on the magazine 14 SoMe posting.



Sweden, Where Children Grow with Books



ZebraDans

- Purpose/Goal: To showcase the performance for Korean kids, 'The Can-A Story About Friendship'
- Purpose: Target Group: Kids between 5-7
- Key messages: Children, Performance
- Venue & Partners: Ansan Arts Center
- Date & Time: 27-28 September (three performances in total)
- Outcome/ outreach: 160 seats at three performances are fully booked

ZebraDance



Seoul Smart City Summit

- Purpose/Goal: To give an insight of how Sweden is developing a smart city and sharing experiences to grow together as a smart city. Sharing each countries examples gives a new way of thinking in a smart way. (KOR-SWE-US collaboration)
- Target group: Chambers of Commerce, Global small and medium size enterprises, City planners
- Key messages: Transforming the Lives of Citizens, Digital Innovation Redesigns the City
- Venue & Partners: Dongdaemun Digital Plaza Art Hall 2/ Business Sweden, AmCham, US Embassy, Seoul Metropolitan City
- Date & Time: 1 October 2019, 14:00
- Outcome/outreach: More than 200 people attended the summit. Swedish and U.S. Ambassador gave welcoming remarks and cases from Korea, Sweden, and US were presented. Connectivity, Waste Management, Smart energy & mobility was also a theme that was discussed.

Seoul Smart City Summit



Global Youth Fair: From Sweden to Korea

- Purpose/Goal: To support privileged and underprivileged students, both Korean and of other nationalities, to grow as global citizens and global leaders.
- Target group: Children and their parents
- Key messages: Children, Culture, Music, Food
- Venue & Partners: National Museum of Korea, partened by Global Youth Fair
- Date & Time: 10.30-15.00 on 19 October
- Outcome/ outreach: around 1,700 visitors came by to experience Sweden and the Swedish Culture.



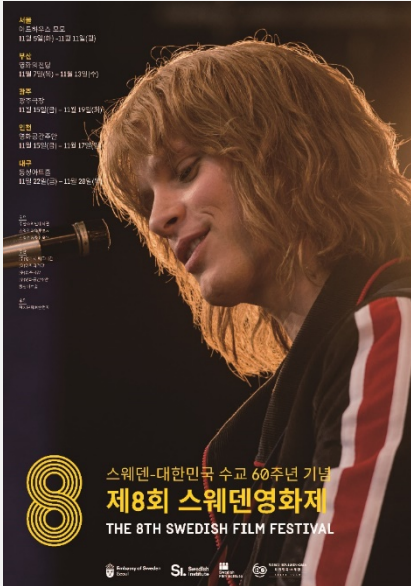
Global Youth Fair: From Sweden to Korea



Swedish Film Festival (8th)

- Purpose: To promote Swedish society and culture, the embassy in cooperation with Korean film companies who owns theaters hosts the Swedish Film Festival every year in November since 2012. It has been sponsored by Korea Sweden Arts and Culture Society(KSACS)
- Target Group: Korean public, movie-goers, trend setters
- Key messages: Creative industry, Film, Culture, Society, Lifestyle
- Venues:
Arthouse Momo in Seoul^{*since 2012(1st)},
Busan Cinema Center in Busan^{*since 2013(2nd)}, Cinema Gwangju in Gwangju^{*since 2015 (4th)}, Cinespace Juan in Incheon^{*since 2018(7th)}, and Dongsung Art Hall in Daegu^{*newly joined this year}
- Date: 5-28 November, 2019
- Outcome/ Outreach: 8,869 viewers/ 80 articles

Swedish Film Festival (8th)

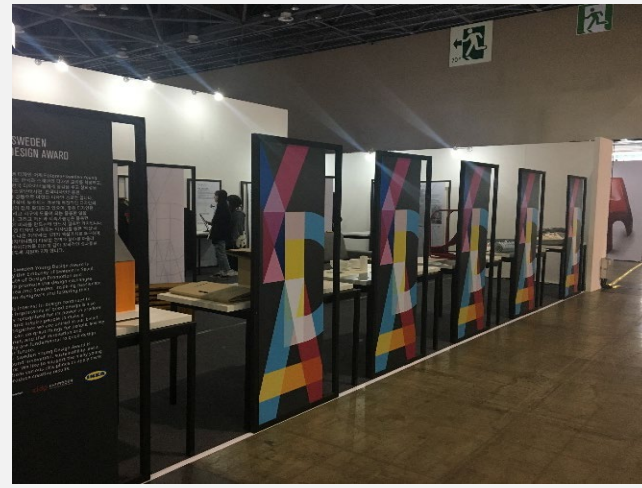


Exhibition of Korea Sweden Young Design Award

- Purpose/Goal: KSYDA is a unique collaboration between the embassy, Korean Institute of Design Promotion and IKEA Korea to show how design worldwide can produce great ideas to empower and inspire people to make a difference.
- Target group: Korean designers aged 34 and under, public interested in seeing the exhibition along with 'Design Korea Festival'
- Key messages: Innovation, sustainability and a better future. 2019 theme: Inclusiveness
- Venue & Partners: Ilsan KINTEX exhibition hall 1/ IKEA Korea & Korea Institute of Design Promotion
- Date & Time: November 6-10 2019/ all day
- Outcome/Outreach: Various audiences from various fields came by to see the exhibition. Huge number of audiences reached. Hard to gather exact number due to the fact that it was at the same venue with different exhibitions.



Exhibition of Korea Sweden Young Design Award



Sweden-Korea Design Forum

- Purpose/Goal: To promote and share Swedish Design concept – Inclusive design to designer, businessmen, and public
- Target group: Design related business, academia, young designers
- Key messages: Design of Digital Transformation for Inclusiveness - Meet three inspiring leaders who have turned digital transformation into business success!
- Venue & Partners: Ilsan KINTEX exhibition hall 1 (Agora)/ KIDP (Korea Institute of Design Promotion)
- Date & Time: November 7th 2019, 15:30
- Outcome/Outreach: Starting with Ambassador Jakob Hallgrens opening remarks, three main speakers gave speeches about their design backgrounds and design businesses. Lisa Lindström, CEO of the design company Doberman and Susanne Fuglsang Innovation Catalyst/CEO of Innovation Pioneers came from Sweden to share their experiences with the Korean public. More than 300 people attended the forum.

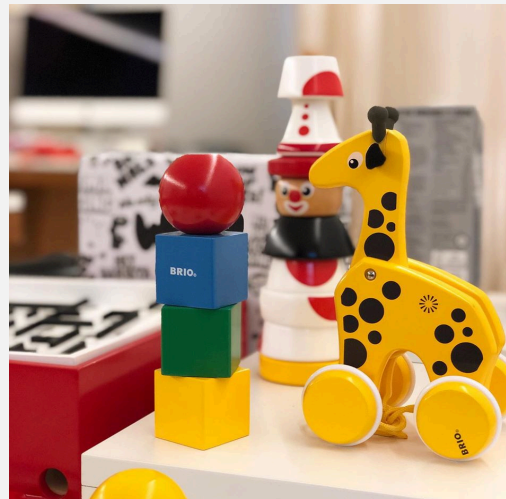
Sweden-Korea Design Forum



Swedish Lifestyle Week

- Purpose/Goal: To introduce and attract public about Swedish lifestyle and Swedish brands.
- Target group: Influencers, Market players, and public
- Key messages: Get to know Swedish Lifestyle through Swedish Brands
- Venue & Partners: Stillbooks at Soundshannam 4FL/ Business Sweden
- Date & Time: November 12-17, 2019/ All day
- Outcome/Outreach: More than 50 people a day came to see the exhibiton and participated in the programs set for the week. There was a flee market on the weekend where more than 100 people participated.

Swedish Lifestyle Week



EUNIC Film Festival

- Purpose/ Goal : As a EU member states and in celebration with 60th anniversary of diplomatic relations between Sweden and the Republic of Korea, the documentary of Swedish field hospital during the Korean War <The Swedes in the Korean War> was screened together with the special lecture by the Ambassador Jakob Hallgren.
Launched in 2015, EUNIC Film Festival is organized by EU member states and Seoul Museum of History.
- Target Group: all ages.
- Key messages: Society, lifestyle, film
- Venues & Partners: Seoul Museum of History
- Date & Time: 16 November.
- Outcome/ outreach: 92 audience. In general 27 news articles covered EUNIC Film Festival.

EUNIC Film Festival



Sweden-Korea Duo Christmas Concert

- Purpose:
To introduce and showcase modern Swedish music of 19th century which is quite new to Korean listeners by a collaboration of Swedish and Korean artists
- Target Group: Music students, concert-goers, classical music listeners
- Key messages: Music, Culture
- Venue: Keumho Art Hall Yonsei
- Date: 15 December, 2019
- Outcome/ Outreach: 250 audience

Sweden-Korea Duo Christmas Concert



SOPHY'S SONATENABEND III
With Swedish Classical Music

2019.12.15 | SUN | 3:00 pm |
금호아트홀 연세 KUMHO ART HALL YONSEI

Works by
Wilhelm Peterson-Berger
Dag Wirén
Nicky Sohn
Jacob Adolf Hägg
Albert Schnelzer
Laura Netzel

티켓 * 4세 이상 관람가
전석 25,000원 | 학생 10,000원
단체할인 가능 (10인 이상)

Guest Artist
Swedish Cellist
Antonio Hallongren

Korean Pianist
Sophy



Sweden Korea Business Summit

- Purpose/Goal: Rapid technological advances in Artificial Intelligence (AI), analytics and automation are having, and will inevitably continue to have, profound implications for business, for the economy, and more broadly, for society. This session invited triple helix actors from both Sweden and Korea with the purpose of sharing leading cases between the two countries and exploring how complementary strengths between the countries can be used as a lever for enhanced innovation and growth.
- Target group: Business, Government, Innovation related
- Key messages: Strategic competitiveness through innovation & AI
- Venue & Partners: Signiel Seoul, Lotte Tower 76FL/ Business Sweden, Korea International Trade Association
- Date & Time: December 18th 2019, 13:00-15:00
- Outcome/ outreach: Aimed target of over 300 people participated. Presentations from Ericsson, SK Telecom, Stena Rederi, Kakao AI Lab, Marcus Wallenberg, NCSOFT and both Prime Minister Stefan Löfven and president Moon Jae-in gave speeches. Numerous articles were released after the business summit giving it a great highlight of the relationship between the two countries.

Sweden Korea Business Summit



Address by PM Löfven at National Assembly

- Purpose/Goal: To stress about the trust that two countries have built up over the 60 years and to strengthen the bilateral relationship and cooperation in the future.
- Target group: Korean MPs, public officials at NA, SoMe Followers, Academia, Diplomatic corps, anniversary partners, related associations
- Key messages: collaboration, trust, 60th anniversary of diplomatic relationships
- Venue & Partners: Auditorium at the Library of NA
- Date & Time: 14.30-15.00, 19 December
- Outcome/ outreach: 270 seats were packed with audiences/ the address was broadcasted live through NA TV, the news was shared on the several digital and traditional media.

Address by PM at National Assembly



Commemorating the Swedish humanitarian support during the Korean War

- Purpose: To commemorate the Swedish humanitarian support during and after the Korean War which remains a solid foundation of Sweden-Korea partnership.
- Target Group: Korean PM, Korean government officials, opinion leaders, anniversary partners
- Key messages: Collaboration, trust, peace, 60th anniversary of diplomatic relationships and beyond
- Venues: War Memorial of Korea
- Date: 20 December, 2019
- Outcome/ Outreach: 104 guests / 40 articles

Commemorating the Swedish humanitarian support during the Korean War



THANK YOU!

