



Welcome to KLAFIR !





◆ KLAFIR?

- Want to learn about us?

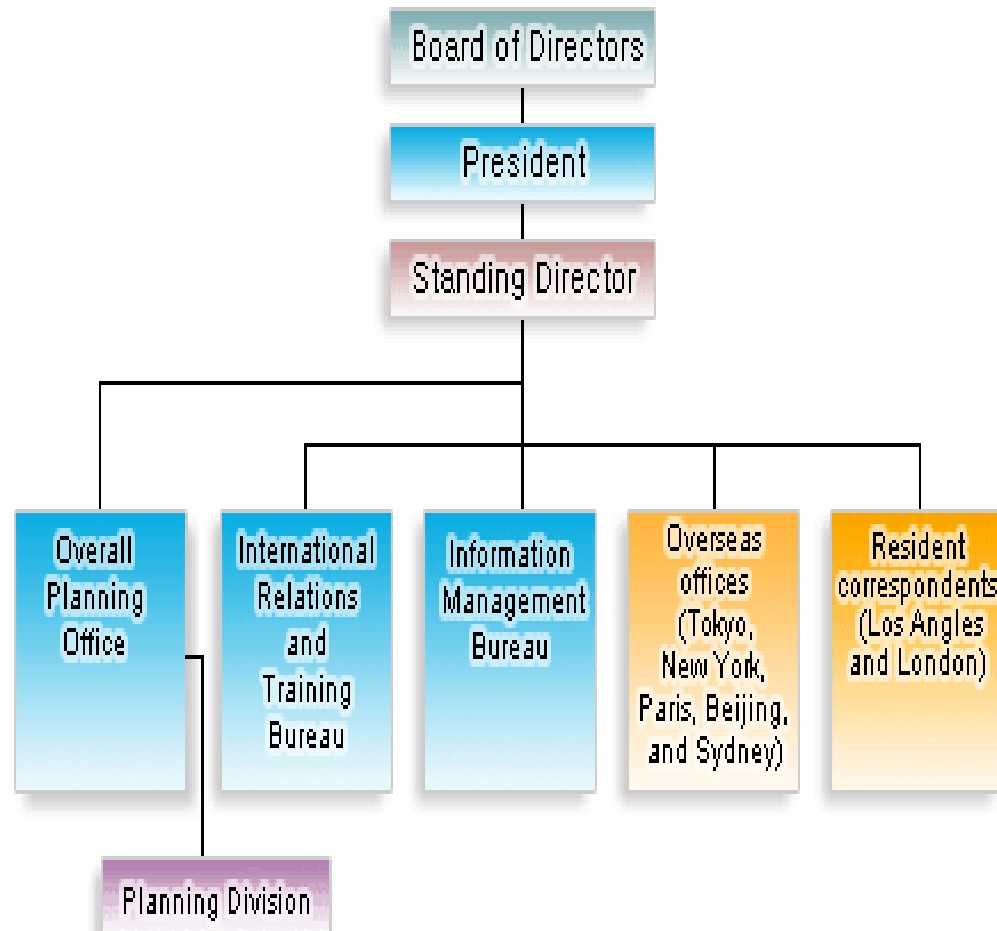
✦ Establishment:

July 1994

✦ Objective:

Glocalisation

Structure

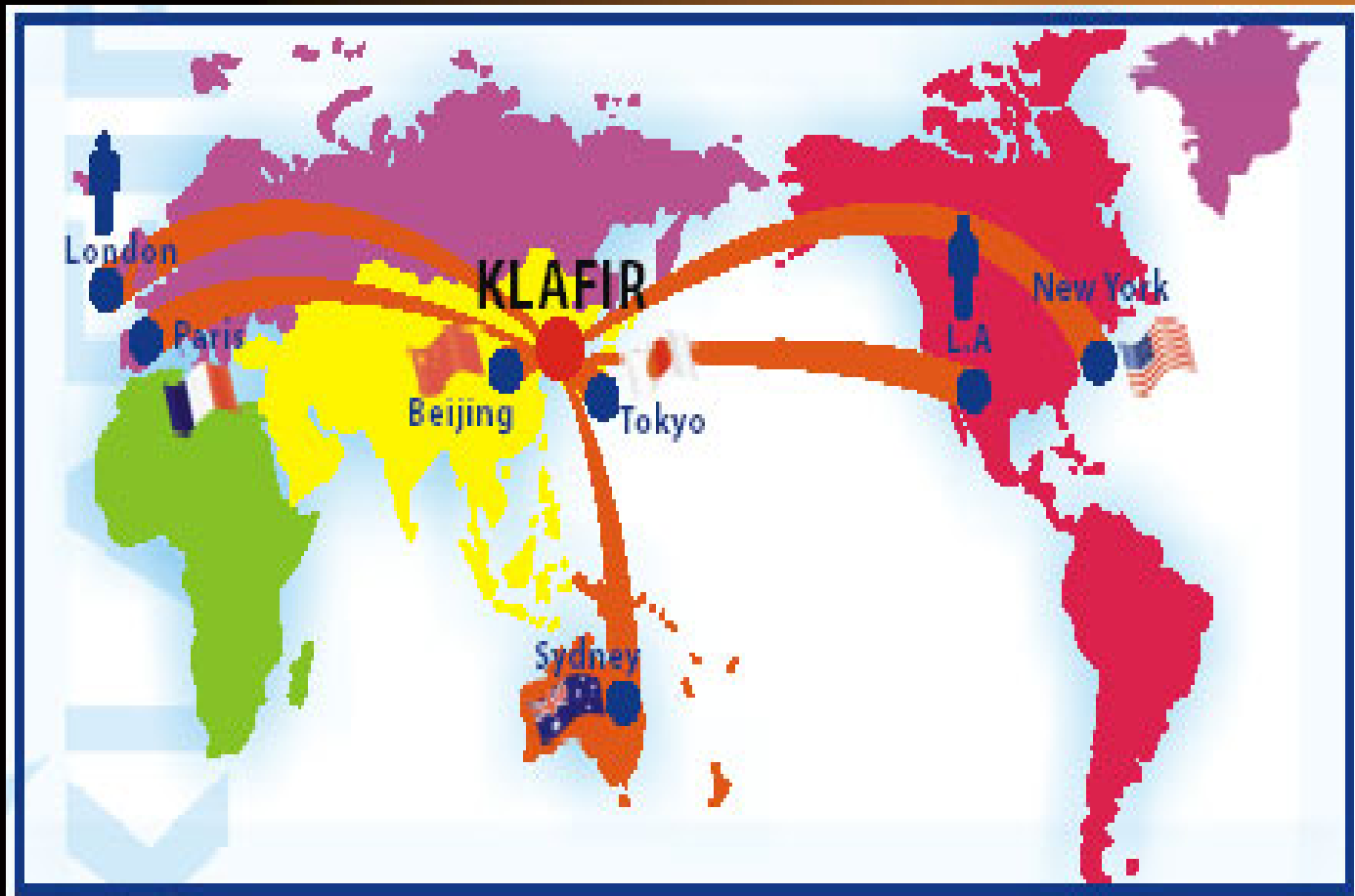




✦ Primary Activities

- ▶ Support **international cooperation and activities** between local governments in Korea and overseas
- ▶ Research alternative **administrative systems** and **best practices** overseas and introduce them to Korean local governments
- ▶ Develop **promising leaders** in the field of **glocalization**
- ▶ Promote **international trade exchanges** with Korean local governments
- ▶ Provide **customer-based services** for glocalization
- ▶ Promote **Inward Internationalization**

✦ Overseas Offices



KLAFIR, Sydney:

Korea Local Government Centre



- ✦ **KLGC and its Key Objective**
- ✦ **Major Priorities**
- ✦ **KLGC Staffs**



**Mr. Jun-Hyun
Kee
Director**



**Mr. Nam-Jin
Kim
Deputy
Director**



**Mr. John
Yoo
Manager**



**Miss Young
Cha
IR
Coordinator**

❖ Sister Cities of Korea

■ Korean Local Governments



■ Sister Cities with Australia



Sister City Relationship



NSW - Seoul
 Victoria - Busan
 Queensland - Gyeonggi
 South Australia - Chungnam

Australian State / Local Govt.	Metropolitan Govt. of Korea	City District of Korea	Date
New South Wales	Seoul		08/11/91
Canterbury		Eunpyounggu	06/06/88
Manly		Haeundaegu	01/07/94
Blacktown		Susunggu	15/11/94
Penrith		Kangseogu	09/12/94
Parramatta		Junggu	18/08/98
Bankstown		Yangchungu	12/09/02
Burwood		Kuchungu	15/09/02
Bathurst		Gwangju	01/11/04
Victoria	Busan		17/10/94
Queensland	Gyeonggi		03/11/97
Brisbane	Daejeon		06/02
Townsville		Suwon	28/04/97
Toowoomba		Paju	02/10/02
Mareeba		Samcheok	12/04
South Australia	Chungnam		12/10/99

■ Sister Cities with NZ

NZ Local Government	Korean Local Government	Date
Christchurch	Songpa-gu, Seoul	10/02/95
Auckland	Busan	22/04/96



◆ SWOT Analysis

Strengths

- Enlighten Citizen with Passion for Globalisation

Weaknesses

- Short History in Democracy & Difficulty in Communication

Your target?

Korean Local Governments

Opportunities

- Huge Demand for Exchanges
- Large Market for Consumption

Threats

- Long Distance
- Difference in the Government Administrative System



◆ KLAFIR's Strategic Plans to Boost Sister City Relationship with NZ

- ☞ **Firstly**, To provide information on NZ Local Governments
- ☞ **Secondly**, To act as a matchmaker to build up closer relationship between NZ & Korean local governments
- ☞ **Thirdly**, To introduce strengths & opportunities of Korean local governments to NZ Governments
- ☞ **Fourthly**, To help NZ local authorities understand the weaknesses & threats of Korean local governments and ask their collaboration to tackle with them.
- ☞ **Finally**, To emphasise how attractive Korean Local Governments are as **future partners!!!**

❖ What about starting with K2H(*Korea Hear-to-Heart Program*)?



• 2006 K2H Program

Date: April 20 ~
October 19

Venue: KLA FIR Seoul
& Local Governments
in Korea



Thank You!!!



Korea Local Authorities Foundation for International Relations