

NEWS RELEASE

The Korean Cultural Centre UK presents 'K-Culture Forum: Beyond the Headlines'



The 'K-Culture Forum: Beyond the Headlines,' organised by the **Korean Cultural Centre UK (KCCUK)** will return to London on **Monday, 24 October 2025**. The forum will unveil '2025 Trend Korea' based on the in-depth analysis of media coverage across 20 major British outlets. The event will also highlight the noteworthy cultural keywords shaping public perception through 'KCCUK PICKs'.

Seunghye Sun, Director, Korean Cultural Centre UK, said, "The strength of Korea's global soft power lies in Korean aesthetics, where Hallyu in the digital age connects with the unique characteristics of Korean culture. At its core are humanistic values that allow individuals to freely express their aspirations, and this is precisely the driving force propelling K-Culture globally."

The forum will feature keynote presentations and a panel discussion with leading figures in the Korean Wave (Hallyu), followed by an Open Forum bringing together Korean and international experts and emerging leaders from culture, economics, and digital content.

Part I: Keynote Speech – K-Initiative & Culture

Dr. **Seunghye Sun** will open the forum with insights into the global resonance of Korean culture, drawing on her experience leading flagship KCCUK campaigns such as *Connect Korea* and *K-Culture Now!*. She will introduce the '**K-Initiative**' **cultural strategy**, designed to support the export and promotion of Korean creative content in response to the growing UK demand.

Following her address, the **KCCUK PR team** will present the findings of '**2025 Trend Korea**', analysing articles from 20 leading UK media outlets to reveal trending topics and emerging opportunities for cultural collaboration. The presentation will also unveil '**KCCUK PICKs**', spotlighting standout stories such as the success of *KPop Demon Hunters*, the heritage of

traditional Korean *Jang* (fermented sauces), and innovative K-beauty items like snail serum.

Part II: Panel Talk – K-Culture Unwrapped

With *K-Content* and *K-Cuisine* driving cultural growth across the UK, the second session will explore the dynamic expansion of these two sectors. While **K-content**—from film and drama to gaming—continues to dominate media coverage, **K-cuisine** has recorded the fastest rise in UK media interest compared to last year.

Yoonnyung Lee (BBC, Senior Journalist), who has written the article about *KPop Demon Hunters*, which topped Netflix viewing charts and the UK Official Charts OST ranking, will open the panel talk. **Jisu Han (CJ Foods UK, Managing Director)**, who has been at the spearhead of the boom in Korean cuisine with Bibigo, and **Jihoon Kim (Executive Chef, Mandarin Oriental London Mayfair)**, who leads *Somssi*, a Korean cuisine-inspired fine dining restaurant, will also join us.

Together, they will share their perspectives on the evolving K-culture landscape, the business, and the potential for future collaboration.

Part III: Open Forum

The evening will conclude with an open forum, inviting the audience to share thoughts, ask questions, and exchange ideas. It will facilitate a rich exchange of ideas on the future trajectory of Korean culture and its global resonance.

For more details about the ‘K-Culture Forum: Beyond the Headlines’, please visit <https://kccuk.org.uk/en/programmes/k-creative-forum/k-culture-forum-beyond-headlines/>

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About Korean Cultural Centre UK (KCCUK)

The Korean Cultural Centre UK, opened under the aegis of the Embassy of the Republic of Korea in the United Kingdom, aims to enhance friendship, amity, and understanding between Korea and the UK through cultural and educational activities. From the KCCUK's central London location near Trafalgar Square, our dedicated team works to expand cultural projects, strengthen cooperation with major arts organisations and partners, and encourage cultural exchange.