

Next Gen Late Night

Presented by the Korean Cultural Centre UK

Friday 31 May 19:00-21:30, Korean Cultural Centre UK

Opening Remarks 19:00-19:10

Session 1. 19:10-20:00 'Talk: Hallyu – What's Next' | Session 2. 20:00-21:30 'Next-Gen Networking'



The Korean Cultural Centre UK (KCCUK) presents an inaugural networking event for young professionals and opinion leaders with an interest in all things Korean. Held in the KCCUK just off Trafalgar Square, on 31 May, Next Gen Late Night is a space to discuss Korean culture.

The evening will start with 'Talk: Hallyu – What's Next' with four industry leaders discussing the influence of the Korean Wave. In 2021, the Korean word 'Hallyu (Korean Wave; the increase in international interest in Korea and its popular culture, represented by the global success of Korean music, film, TV, fashion, and food)' was added to the Oxford English Dictionary (OED) with the statement that "we are all riding the crest of the Korean Wave." This recognition reflects the immense international success of Korean culture. Marking the momentum of huge attention towards Korean culture, the first session will explore the definition of Hallyu, its success cases in each industry, ripple effect, and the future.

Moderator:

- Su-Min Hwang | Media Consultant, Former Head of BBC Korean Service

Speakers:

- Sanghun Seok | KF Indo-Pacific Visiting Fellow at RUSI, Former South Korean Diplomat
 - Next Public Diplomacy: The personal experiences and observations on Korean culture as a diplomat, using them as a starting point to explore ways to improve public diplomacy
- Jonghwan Bae | Portfolio Management Associate, DWS Group

- Hallyu in Business: How did Hallyu together with Korean economic power, impact Korean businesses and working professionals? The overview of successful Korean businesses and professionals around the world, together with the growth of the Korean economy
- Julie Yoonnyung Lee | Senior Journalist, BBC
 - The Power of Korean Storytelling - Shaping Society and Future Generations: The social impact of Hallyu, using compelling examples of Korean content, and explore how we can sustain this cultural phenomenon by nurturing future talent
- Judy Joo | Entrepreneur, Chef
 - Why Korean Food is Unique: How Hallyu has influenced the cuisine business in London and the United States

Following the Talk, 'Next-Gen Networking' will continue. It is designed to connect professionals, industry experts, and opinion leaders who are interested in Korea. Net-Gen Networking will provide a platform for sharing insights, exploring emerging opinions on Korean culture, and building valuable connections.

Dr. Seunghye Sun, a Director of the KCCUK, said: “We imagine what is the age of coming. It is truly meaningful to share the next generation's creative insights. We are here and now, and foresee the future with the next generation. Together, we explore how Korean Wave creators and fans have led the culture of digital generation, which influences the digital fantasy-reality in both real and digital societies.”

Sue Lee, a Communications Manager of the KCCUK, said: “I’m absolutely thrilled to launch the first Next-Gen Late Night at the Korean Cultural Centre UK. Next-Gen Late Night aims to be a channel to connect industry experts who are interested in all things Korean, especially Korean culture, fostering collaborations and growth opportunities. The KCCUK invites everyone to celebrate the exciting moment of the Korean Wave, and we are excited to open the discussions with you all.”

Should you be able to join us, please email hs.lee@kccuk.org.uk. Full video of 'Talk: Hallyu – What's Next' will be uploaded on our YouTube [@thekccuk](#) channel after the event.

-ENDS-

For further PRESS information, please contact Sue Lee at hs.lee@kccuk.org.uk | +44-020-7004-2606. A selection of press images is available from [PR Pack](#).

Social Media

Instagram: [@kccuk](#)

Facebook: [@KoreanCulturalCentreUK](#)

YouTube: [@thekccuk](#)

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About Korean Cultural Centre UK (KCCUK)

The Korean Cultural Centre UK (KCCUK) was opened by the Korean Ministry of Culture, Sports and Tourism in January 2008 under the aegis of the Embassy of the Republic of Korea. The role of the KCCUK is to further 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, its dedicated cultural team work to further develop cultural projects, introduce new opportunities to expand their Korean events programme in the UK, and encourage cultural exchange.