



2020 Plan for Recruiting Institutions to Implement Overseas Korean Cuisine Education (tent.)

January 2020



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Recruitment Plan

□ Purpose

- To increase the efficiency of Korean cuisine education by proactively identifying the demand for overseas Korean cuisine education and establishing consumer-oriented education plans accordingly.

□ Outline

○ Projects to be surveyed

- Dispatch of Korean cuisine personnel to overseas universities
- Dispatch of Korean cuisine personnel overseas through liaisons with overseas hotels

○ **Duration:** Jan. 21 (Tue) to Feb. 24 (Mon), 2020

- **Cooperating institutions:** overseas diplomatic offices (affiliated with the Ministry of Foreign Affairs), Korean Cultural Centers (affiliated with the Ministry of Culture, Sports and Tourism), overseas branches of aT (Korea Agro-Fisheries & Food Trade Corporation), chain-branded hotels, global chain hotels, overseas universities etc.

○ Survey details

| Project name | Survey details | Remarks |
|---|--|------------------------|
| Dispatch of Korean cuisine personnel to overseas universities | <ul style="list-style-type: none"> ○ Schools wishing to offer Korean cuisine courses <ul style="list-style-type: none"> - Name, history, and size of school; contact persons; etc. ○ Course duration (start/end dates) and plan and reasons for offering or recommending the course Plans for utilizing trained personnel (instructors) | Refer to Forms 1 and 2 |
| Dispatch of Korean cuisine personnel overseas through liaisons with overseas hotels | <ul style="list-style-type: none"> ○ Hotels wishing to provide Korean cuisine training for their chefs <ul style="list-style-type: none"> - Name, history, and size of hotel; contact person (status); etc. ○ Desired timeframe for offering courses, etc. | Refer to Form 3 |

○ How to submit

- Overseas diplomatic offices, overseas Korean Cultural Centers, overseas branches of aT, global chain hotels, overseas universities, etc.: Fill out the required forms for the relevant project and submit them to the KFPI by **Monday, February 24, 2020.**

- How to submit forms

| Project type | Person in charge and contact information |
|---|---|
| Dispatch of Korean cuisine personnel to overseas universities | • Person in charge: Jia Choi (program officer, Education Division, Korean Food Promotion Institute) |
| Dispatch of Korean cuisine personnel to overseas hotels | • Contact information: (Email) jia@hansik.or.kr (Tel.) +82-2-6300-2052 |

○ **Selection of project targets:** The target regions and institutions for this project will be selected through a screening process based on the submitted application forms and/or recommendations.

* Project scale and target regions are to be determined after final confirmation of the 2020 budget for overseas Korean cuisine education projects.

Itinerary (tent.)

○ Jan-Feb. 2020: Submission of applications by institutions that wish to offer Korean cuisine education

○ Feb. 2020: Designation of targets (educational institutions, hotels, etc.)

○ Jun-Nov.: Project implementation and inspection of sites where project will be carried out

○ Nov-Dec.: Reporting of project outcomes and balancing of project budget

* The itinerary may change depending on the status of project implementation.

* The itinerary and/or implementation method may be negotiable depending on the academic calendar of the educational institution in question.

* The projects (Dispatch of Korean Cuisine Personnel to Overseas Universities and Dispatch of Korean Cuisine Personnel Overseas Through Liaisons with Overseas Hotels) must be completed by November 6. The final report and verifying documents (receipts, etc.) for the balancing of the project budget must be submitted by November 11.

1. Dispatch of Korean cuisine personnel to overseas universities

□ Purpose

- To lay the groundwork for the globalization of Korean food by offering Korean cuisine courses to students of overseas universities who are majoring in cooking or a related field of study
- To improve the quality of Korean cuisine education and cultivate relevant personnel by dispatching Korean cuisine instructors to overseas educational institutions to teach courses on Korean cuisine

□ Project implementation procedure

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| Establishment of plan and signing of MOU per university | <ul style="list-style-type: none"> ○ Establishment of detailed implementation plan per university based on each university's educational facilities/content ○ Signing of MOU and payment of deposit based on the respective university's implementation plan | Mar-May |
|--|--|---------|



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| Offering of Korean cuisine courses and dispatch/management of Korean cuisine instructors | <ul style="list-style-type: none"> ○ Conducting of an educational program that includes: dispatch of Korean cuisine instructor, theory/practice of Korean cooking, Korean culinary culture experience, etc. ○ Opening and operation of Korean cuisine courses per university and conducting of on-site inspections | Jun-Nov |
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| Management of course outcomes | <ul style="list-style-type: none"> ○ Review of reports on the budgets and outcomes of Korean cuisine courses conducted per university ○ Submission of expenditure verification documents to be used for post-calculation/balance of costs (with institutional assistance) | Nov-Dec |
|--------------------------------------|---|---------|

Project outline

○ Key content of Korean cuisine courses

- Educational targets: students majoring in a university's culinary department (including hospitality-related areas) and students interested in Korean food, history, and culture
- Educational content: broad range of content, including the history and culture of Korean cuisine, theory and practice of Korean cooking, table etiquette, etc.
- How course is offered: after demand survey of schools that wish to offer Korean cuisine courses

○ Requirements of applicant institution

1. Educational institutions that are willing to offer a Korean cuisine course that is recognized as a regular course credit

- Course credit: must be offered as a regular course of at least two credits
- Must have a minimum class size of 10 students
- Must be held at least once per week
- Educational institution equipped with facilities for both theory and practical classes (cooking facility where one-on-one instruction can be provided for at least 10 students)

2. Educational institutions that wish to offer a Korean cuisine course by utilizing a Korean cuisine instructor

- Duration of dispatch (of instructor): at least one month
 - * The instructor's stay at the university must end by November 6.
 - * If the instructor is unable to teach all Korean cuisine courses of the relevant university, classes may be conducted together with local faculty.
 - * Please include all requests concerning the instructor in Form 2.

3. Educational institutions that are willing to help provide for the local stay of Korean cuisine instructors dispatched from Korea

- The instructor dispatched from Korea must be issued a visa that allows him/her to stay legally in the country while teaching (and/or engaging in educational activities) at the university.
 - * The KFPI recognizes the fact that visas vary slightly by country. Regardless of the country, the instructor must be able to be issued a valid visa (commercial/business visa, research visa, visitor's visa, etc.).
 - * The university must actively cooperate with the preparation and submission of the paperwork necessary for obtaining the visa. All visa-related costs will be paid by the KFPI.
- Interpretation service necessary for class preparation and operation (Korean -> local language)
- Guest facility or dormitory (on campus)
 - * If none of the above accommodations are available, please provide information on a long-term rental facility near the school (located within a 15-minute walk from the school). If the instructor will be staying at a facility off campus, the school must provide a

means of transportation (car, etc.) for travel to and from the school (cost of transportation must be paid by the school).

- A mode of transportation must be provided for the instructor to travel from the airport to his/her accommodations when entering and/or leaving the country.
- A local guide (who speaks English or Korean) must be provided to accompany the instructor for two days after his/her arrival in order to help the instructor gain an understanding of local food markets and relevant facilities.
- * The costs of accommodations, interpretation services, vehicle/transportation when entering and leaving the country, and the local guide will be paid by the KFPI. However, because the educational institution is more aware of local circumstances, it will be asked to cooperate with preparations/reservations, etc.

4. Educational institutions that adhere to the administrative procedure and itinerary outlined by the KFPI

- If the plan submitted by the university for the utilization of the Korean cuisine instructor and curriculum plan are not finalized in accordance with the standard contract format provided by the KFPI by May 29, 2020, the university will not be considered as a project participant for 2020.
- Failure to submit the final report, results of the student satisfaction survey, verification documents for balance settlement, all other verification documents, budget breakdown, and all other necessary paperwork by November 11, 2020, will result in the delay of balance payment.
- * The final report and results of the student satisfaction survey must be submitted in **English**. The budget breakdown and each item listed in the verification documents/receipts (date of purchase, purchased items, place of purchase, total purchase amount, etc.) must be submitted in two versions (**Korean or English translation** and **scanned copies of originals**).

○**Period offered:** The instructor's stay at the school must end by November 6, 2020. A local instructor may continue operating the course after this date, but all verification documents for the final report must be submitted by November 11.

- * The expenditure of KFPI support (up to USD 15,000) must be completed by November 11. Verification documents (receipts, etc.) must also be submitted by this date.

○Items of support

- Course-related fee: USD 15,000 for the opening of the Korean cuisine course
- * Equipment, ingredients, and textbooks for the Korean cuisine course and fee required to host a Korean food tasting event
- * Initially, a deposit consisting of 50 percent of the support will be paid. The remaining amount (after subtracting the (approved) amount spent from the total amount of support) will be paid after all accounts are fully settled.
- Fees required for visa issuance, airfare, labor costs, and local living expenses for the Korean cuisine instructor
- * Labor costs, preparation fee, and local living expenses will be paid in accordance with KFPI regulations.
- * Airfare will be reimbursed in accordance with the actual cost.
- Fees related to the instructor's entry to and departure from the country, teaching of the

course, and living locally

* Interpretation service, local guide, transportation when entering and leaving the country, purchase of Korean ingredients/tableware, etc.

○ **Paperwork to be submitted:** Forms 1 (Application Form for Overseas Schools Wishing to Offer a Korean Cuisine Course in 2020) and forms 2 (2020 Proposal for the Utilization of Korean Cuisine Instructor)

2. Dispatch of Korean cuisine personnel overseas through liaisons with overseas hotels

Purpose

- To lay the groundwork for the globalization of Korean food by offering Korean cuisine courses to students of overseas universities who are majoring in cooking or a related field of study
- To improve the quality of Korean cuisine education and cultivate relevant personnel through by dispatching Korean cuisine instructors to overseas educational institutions to teach courses on Korean cuisine

Project implementation procedure

- Submission of application by hotel that wishes to utilize Korean cuisine personnel and/or conduct Korean cuisine education, Korean cuisine demonstrations, and/or promotional activities
- Final screening and designation of recipients based on consideration of various factors (need for Korean cuisine education, feasibility of conducting Korean cuisine courses, etc.)
- Dispatch of a team of chefs to conduct training on and promotional activities for Korean cuisine
- Provision of high-quality Korean cuisine and creation of sustainable channels for the promotion and sale of Korean food through the dispatch of Korean cuisine personnel to overseas hotels

Project outline

○ Content of project

- Dispatch of Korean chefs to overseas hotels to teach Korean cuisine cooking techniques to local chefs, hold taste-testing events, engage in promotional activities targeting opinion leaders, etc.

- Dispatch of Korean cuisine personnel to work at overseas hotels as a means of helping foster the continued sale of Korean food even after the education/training is over

○Details of support for the dispatch of Korean cuisine personnel overseas through liaisons with overseas hotels

- Content of education and events
- Preparation of Korean ingredients, teaching of basic cooking skills (3-5 days)
- Joint conducting of taste-testing event at the hotel for Korean menu items (6-8 days)
- VIP invitational events (hotel VIPs, media, etc.) (1-2 days)
- Korean menu items must be sold for at least four months after the education is over.

○Requirements of applicant institution

1. Hotels that wish to conduct classes for local chefs and host joint Korean cuisine demonstrations/gala dinners

- Classes must be held for at least five local hotel chefs. Participants must attend at least three times of Korean cuisine education programs.
- Hotels which are willing to host Basic training (3-5 days), demonstration event (6-8 days), and a VIP event(1-2 days)
- Hotels that can carry out local PR activities for joint demonstrations of Korean cuisine and/or gala dinners
- Hotels that are able to submit a final report, budget breakdown, and receipts for expenditures
- Hotels that can provide meals, accommodations, round-trip transportation between hotel and airport, and laundry service for Korean chefs to be dispatched from Korea (3-4 people)

2. Hotels that wish to continue selling Korean menu items after the education is over

- Hotels must sell the Korean food items that the Korean chefs taught their staff to prepare at their restaurants and via room service.
- Hotels that are willing to participate in future surveys conducted by the KFPI to ascertain the local sales of Korean cuisine

○Method of implementation: conducting of Korean cuisine education for local hotel chefs (after negotiation of details with KFPI)

○Duration: Korean cuisine education and related events must be completed by October 30, 2020.

○Items of support

- (Support fee to be paid to hotel) Up to USD 4,000 for: ingredients for cooking classes/demonstration(s), local PR, hosting of Korean cuisine-related events, etc.
- * The final report and budget breakdown and each item listed in the verification documents/receipts (date of purchase, purchased items, place of purchase, total purchase amount, etc.) must be submitted in **Korean** or **English**. Receipts must be submitted in two versions: 1) a translation in Korean or English and 2) scanned copies

of the originals.

- Fee required for visa issuance, airfare, and labor cost and local living expenses of chef (to be provided by the KFPI or paid directly to the chef or affiliated institution)

- * Labor cost, preparation fee, and local living expenses will be paid in accordance with KFPI regulations.

- * Airfare will be reimbursed in accordance with the actual cost.

- Fees required for the chef's entry to and departure from the country, teaching of local staff, and living locally

- * Interpreter, Korean ingredients/tableware, etc.

- **Paperwork to be submitted:** Form 3(2020 Dispatch of Korean cuisine personnel overseas through liaisons with overseas hotels)

III Forms to be submitted

1. Dispatch of Korean cuisine personnel to overseas universities

Form 1: Application Form for Overseas Schools Wishing to Offer a Korean Cuisine Course in 2020

※ If applying for the first time, the applicant institution listed must be a Korean embassy, Korean Cultural Center, or overseas branch of aT.

| | |
|---|--|
| Name of school | |
| Representative | |
| Address | |
| Phone no. | |
| Contact person (School staff who will be in contact with the KFPI) | <input type="checkbox"/> Name/affiliation: <input type="checkbox"/> Phone no.: <input type="checkbox"/> Email: |
| Website | |
| School details | <ul style="list-style-type: none"> ◦ History ◦ Size <ul style="list-style-type: none"> - Number of students: - Number of professors and administrative staff: - Number of affiliated colleges and departments: ◦ Status of culinary arts department <ul style="list-style-type: none"> - Number of students: - Number of professors and administrative staff: ◦ Status of educational facilities (lecture rooms and cooking labs) ◦ Status of Korea-related courses, such as Korean language courses |

- Main education courses
 - Baking and Pastry Arts
 - Culinary Arts (cooking)
 - Kitchen discovery class (introductory courses for Baking and Pastry Arts and Culinary Arts)

- Status of educational facilities (lecture halls, cooking classrooms, etc.)

- Status of existing departments/classes related to Korea (Korean language, etc.)

- Reason for application to host Korean cuisine classes

Please explain the reason for submitting this application in as much detail as possible, including mention of the local visibility (popular awareness) of Korean cuisine, interest of the university/faculty/students in Korean cuisine, etc.

School's commitment to offering Korean cuisine courses

- **Content of Korean cuisine course (operational plan)**
- Course itinerary: ✘ *Please make sure to specify the expected start date of the class. It must be a date on which the class can actually start being offered.*
- Course content: *The course plan must be divided into weekly increments (hours per week). The course breakdown must be as follows: theory: __ hours, practice: __ hours, and interactive (hands-on): __ hours.*
- Class hours: __ hours (total)
- Faculty responsible for the Korean cuisine course (required):

| | | | |
|-----------------------|--|---|--|
| Name | | | |
| Affiliated department | | | |
| Position | | Role in relation to Korean cuisine course | |

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|---|---|---------------------|--|
| | <table border="1" style="width: 100%; height: 100%;"> <tr> <td style="width: 20%; text-align: center; vertical-align: middle;">Relevant experience</td> <td style="width: 80%;"></td> </tr> </table> | Relevant experience | |
| Relevant experience | | | |
| <p>Status of ingredient availability (for cooking) and local Korean restaurant(s)</p> | <ul style="list-style-type: none"> ◦ Status of Korean food market(s) in region where school is located - Number of Korean food markets (supermarkets) and/or their distance from the school: <i>※ Please indicate the number of markets that sell Korean ingredients and the distance of each from the school, as well as whether delivery service is available, etc.</i> - Status of Korean restaurants: <i>※ Please provide the number of Korean restaurants located near the school and the distance of each from the school (restaurants that can be visited on field trips).</i> | | |
| <p>Reason for application</p> | <p>※ For a university applying for the first time, this section will be filled out by the relevant Korean embassy, Korean Cultural Center, or local aT branch.</p> <p>※ This section does not need to be filled out by a university that is already participating in this project.</p> | | |

Form 2: 2020 Proposal for the Utilization of Korean Cuisine Instructor

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|--|--|
| Name of school | |
| Desired credentials of Korean cuisine instructor | <ul style="list-style-type: none"> ◦ Major: ◦ Relevant experience: <i>ex) __ years of cooking experience</i> ◦ Qualifications: <i>e.g.) Can teach classes in English, has teaching experience, etc.</i> ◦ Desired gender: <i>only if relevant</i> |
| Utilization plan | <ul style="list-style-type: none"> ◦ Period of utilization: <i>specify start and end dates</i> ◦ Role of instructor <ul style="list-style-type: none"> - Responsibilities: <i>purchasing ingredients (produced in Korea), confirming practice menu, establishing education plan, teaching six theory classes and six practical classes, settling purchases, keeping records on student attendance, organizing and offering experience-based activities, etc.</i> - Class times: <i>__ hours / __ times per week / total no. of classes: __</i> - Class type: <input type="checkbox"/> Theory <input type="checkbox"/> Practice <input type="checkbox"/> Interactive <input type="checkbox"/> Special lecture * May select multiple options ◦ Living support for instructor <ul style="list-style-type: none"> - Accommodation: <i>Please describe the accommodation type (guest facility on school grounds, dormitory, rental housing, etc.), distance from the educational institution, level of public safety, etc. in as much detail as possible.</i> - Other: |

2. Training on Korean Cuisine for Overseas Hotel Chefs

Form 3: 2020 Dispatch of Korean cuisine personnel overseas through liaisons with overseas hotels

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|--|-------|---|--------------------------|---|----------|
| Name of hotel | | | | | |
| Representative | | | | | |
| Address | | | | | |
| Website | | | | | |
| Hotel information (current status) | | Year of foundation | | Annual average number of customers (for 2019) | |
| | | Affiliated restaurants | | | |
| Rating | ☆☆☆☆☆ | Features/items of note | | | |
| Contact person (hotel) (Hotel staff who will be in contact with the KFPI) | | Name | | Dept. | |
| | | Position/rank | | Contact information | (Office) |
| | | Email | | | |
| Education and promotion periods | | * Most desired period (please number in order of preference (1-3)) | | | |
| | | May-June | July-August | September-October | |
| Education and promotion dates (ant.) | | <i>June 9-22, 2020 (expected)</i> | | | |
| Reason for application | | | | | |
| Plan for consistent sale of Korean menu items | | <i>- Five Korean main dishes to be added to the dinner buffet</i> <i>- Three single dishes to be sold (included in menu)</i> | | | |
| Previous operation of Training on Korean Cuisine for Overseas Hotel Chefs or a related event/program | | Year implemented | Name of event or project | Korean menu item sold (or for which class was taught) | |
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