

2022 Plan for Recruiting Institutions (Overseas Hotels and Universities) to Receive Dispatches of Korean Cuisine Personnel

February 2022



I Recruitment Plan

Purpose

- O To raise awareness of Korean cuisine through overseas diplomatic offices, local universities, and hotels via education and interactive experiences and create overseas career opportunities for Korean cuisine personnel
- O To prevent confusion among support recipients and increase the efficiency of the project through the joint handling of PR for educational programs and the application process (which were previously carried out separately)
- * Legal grounds: Korean Food Promotion Act (Clause 8 (Expediting of International Exchanges and Cooperation) and Article 3 (Domestic and Overseas Expansion of Korean Food))

Outline

O Details

Project name	Project details	Applicant (recipient) institution
Dispatch of Korean cuisine personnel overseas through liaisons with overseas hotels	· Provision of Korean cuisine education and operation of promotional events through the dispatch of chefs from Korea	Overseas hotels
Dispatch of Korean cuisine personnel to overseas universities	 Provision of support for offering Korean cuisine courses (online/offline) at local universities 	Overseas universities*

O Duration: February to November, 2022

- Recruitment period: Feb. 21 (Mon) to Mar. 21 (Mon), 2022

O Application schedule

Outcome report Project PR Receipt of Signing of and budget Screening (Feb-Mar. ⇨ applications ⇨ MOU ⇨ breakdown (Mar. 2022) (Apr. 2022) 2022) (Mar. 2022) (Nov-Dec. 2022) KFPI, **Applicant Implementing KFPI KFPI** implementing institution organization organization

Recruitment details

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

Purpose

O To create jobs and opportunities to supply Korean food menus to overseas hotels by dispatching Korean cuisine instructors from Korea

Outline

O Content

- Provision of Korean cuisine education and operation of promotional events through the dispatch of chefs from Korea

O Support provided

Туре	Content of support	Amount provided
Participating hotel	Cost of ingredients for cooking classes and joint cooking demonstrations, local PR costs, cost of hosting Korean cuisine-related events, etc.	USD 4,000
Dispatched personnel	Round-trip airfare (Korea \Leftrightarrow dispatched country), visa fee, housing subsidy, insurance fee, vaccinations (if necessary), health checkup, personnel expenses, miscellaneous fees, etc.	According to KFPI regulations

O Duration: Events and/or programs must be completed by November 14, 2022.

Procedure					
Call for applications (Feb-Mar)	 	Screening and designation (Apr)		Announcement of results, signing of MOU (Mar-Apr)	
Submission of application and proposal(s)	~	Screening and designation by designation committee		Announcement of results	
↓					
Submission of outcome report and budget breakdown (within 2 weeks of project termination)	←	Conducting of project (May-Nov)	←	Gathering and matching of dispatched personnel (Apr-May)	
Submission of outcome report and budget breakdown		Dispatch of chefs specializing in Korean cuisine and conducting of Korean cuisine education/promotional events		Gathering of personnel to be dispatched and matching of personnel with applicant hotels	

Application and designation

Prerequisites

- Hotels that wish to host Korean cuisine education, sell Korean dishes, and/or host gala dinners
- Local chefs affiliated with the hotel must participate in the course (educational program) **three times** (course must be comprised of **at least five chefs**).
- Hotel that is able to **sell Korean dishes for at least four months** after training and carry out PR activities for such dishes
- Hotel that, if personnel cannot be dispatched (from Korea) due to difficulties posed by **COVID-19**, can conduct Korean cuisine education and/or events **with local experts/personnel**
- Institution that is able to carry out the administrative processes required by the KFPI
- * Able to submit: outcome report, results of satisfaction survey, "sketch video" of project (3 to 5 min.), scanned copies of receipts required for account balancing, budget breakdown (with Korean translation), and miscellaneous evidential documents

Eligibility

- Overseas hotels that are able to satisfy/undertake all of the above-mentioned conditions

O How to apply

- Fill out and submit "Form 1" via email.

Method of designation

- Comprehensive consideration of multiple factors (distribution of Korean restaurants and popularity of Korean food in respective country, hotel's level of cooperation, project plan, etc.)

O Extra points

- A total of <u>10 extra points</u> will be given for applications that are submitted jointly by an overseas diplomatic office (or affiliated institution), hotel, and university.
- * A three-party joint application form (institution, hotel, and university) will be offered from 2023 (tent.)

Inquiries

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2. Dispat	ch of Korean c	uisin	e personnel to overseas unive	rsitie	es es	
	ve overseas coo	_	related educational institutions p work for the globalization of Kore			e education for
Outli	ne					
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	Content of support				Provided amount	
Type 1	Expenses [ingredients, educational content/equipment, costs related to visiting/experiencing local Korean restaurants, costs related to hosting Korean cuisine-related events, printing/PR costs, etc.]				USD 10,000	
Type 2	Type 2 Personnel fee [local instructor] and expenses [ingredients, educational content/equipment, costs related to visiting/experiencing local Korean restaurants, costs related to hosting Korean cuisine-related events, printing/PR costs, etc.]				USD 12,000	
Type 3	Personnel fee [supplementary instructor] and expenses [ingredients, educational content/equipment, costs related to visiting/experiencing local Korean restaurants, etc.]			USD 8,000		
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			report and budget breakdow ubmitted by November 14, 2022	•	and accompany	ing evidential
Proc	edure					
Call for		ĺ			Announcemer	4 . 6 14 .

(Apr)

Screening and designation by

designation committee

(Feb-Mar)

Submission of

application and

proposal(s)

signing of MOU

(Mar-Apr)

Announcement of results

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Submission of outcome report and budget breakdown (within 2 weeks of project's termination)

Submission of outcome report and budget breakdown

Conducting of project (May-Nov)

Provision of Korean cuisine education at university

Gathering and matching of dispatched personnel (Apr-May)

Gathering of personnel to be dispatched and matching of personnel with applicant universities

Application and designation

O Prerequisites: common

- 1. Universities that wish to offer a Korean cuisine course that is recognized as regular course credit
- No. of credits: must be offered as a regular course with at least two credits
- At least 10 students must be enrolled in the course.
- Course must be taught at least once per week.

2. Universities that are able to carry out the administrative procedures required by the KFPI

- The outcome report and results of the student satisfaction survey must be submitted in English.
- A full budget breakdown must be submitted with a Korean or English translation. Descriptions of each item listed in the receipts (date of purchase, place of purchase, purchase amount (per item/total)) must be submitted in two versions: 1) Korean or English translation and 2) scanned copies of the originals.

O Application requisites per type

- **1. Type 1:** Universities that can accommodate implementation-related changes caused by COVID-19
- **2. Type 1:** Universities that are willing to accommodate (i.e. provide assistance for) the stay of the Korean cuisine expert for the duration of the project
- **3. Type 2:** Universities that wish to offer a Korean cuisine course by utilizing personnel from a local educational institution
- **4. Type 3:** Universities that are able to hire a supplementary instructor for the operation of an online course
- O **Eligibility:** Universities that are able to satisfy/undertake all of the above-mentioned common prerequisites are welcome to apply under **one** type (1 or 2).
- O **How to apply:** Fill out and submit "Form 2" via email.

Method of designation

- Comprehensive consideration of multiple factors (distribution of Korean restaurants and popularity of Korean food in respective country, hotel's level of cooperation, project plan, etc.)

O Extra points

- A total of 10 extra points will be given for applications that are submitted jointly by an overseas

diplomatic office (or affiliated institution), hotel, and university.

* A three-party joint application form (institution, hotel, and university) will be offered from 2023 (tent.)

| Inquiries and where to submit
| O Employee in charge: Seung-an Oh (program officer, Korean Food Education Team, Korean

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【 Att. Online Korean cuisine education for foreigners 】

Classification	Course	Description
	Understanding	Cooking basics
Theory	of Korean	Understanding Korean Food 1,2
	Food I	Understanding Korea and food culture 1,2
		Introduction to Korean cooking 1,2
	Understanding	Introduction to Korean food ingredients 1,2
	of Korean	How to prepare Korean food ingredients
	Food 2	Hansik Storytelling
		Tips for students of Korean Cooking
		Fermented sauces 1,2
	Understanding of Korean	Seasonings
	Food 3	Oils
		Stocks, broths, and garnishes
	Understanding	Introduction to Korean food staples: types of rice
	of Korean	Introduction to Korean food staples: uses of rice in Korea
	Food Staples	Introduction to Korean food staples: common Korean dishes
	Korean Table	Korean Table Setting and Table Manners 1
	Setting and	Korean Table Setting and Table Manners 2
	Table Manners	Korean Table Setting and Table Manners 3
	Understanding	Introduction to Kimchi and Preserved Food 1: Napa Cabbage Kimchi
of Kimchi Preserv	of Kimchi and Preserved	Introduction to Kimchi and Preserved Food 2: Radish Kimchi (Chonggak or Kkakdugi)
	Food	Introduction to Kimchi and Preserved Food 3: Gaeseong Bossam (Wrapped) Kimchi
		Korean Food for Special Occasions 1: Rites of Passage
	Korean Food	Korean Food for Special Occasions 2: National Holidays
	for Special	Korean Food for Special Occasions 3: Food Sampling
	Occasions	Korean Food for Special Occasions 4: Temple Food
		Korean Food for Special Occasions 5: Medicinal Food
	Understanding	Introduction to Royal Court Food 1
	of Royal Court	Introduction to Royal Court Food 2
Demonstration	Food	Introduction to Royal Court Food 3
and practice		Introduction to Buddhist Temple Food 1
	Understanding	Introduction to Buddhist Temple Food 2
	of Buddhist	Introduction to Buddhist Temple Food 3
	Temple Food	Introduction to Buddhist Temple Food 4: Vegetarian Food Based on Buddhist Temple Food
	Everyday	Everyday Korean Food 1
	Everyday Korean Food	Everyday Korean Food 2: Ssam (Leaf Wraps)
		Everyday Korean Food 3: Barbeque
	Understanding	Introduction to Trendy Food 1: Korean Food to Go
	of Trendy	Introduction to Trendy Food 2: Street Snacks
	Foods in Korea	Introduction to Trendy Food 3: Korean Food in the Media
	Understanding	Introduction to Korean Desserts 1: Tteok (Rice Cake)
	of Korean Desserts	Introduction to Korean Desserts 2: Korean Confectionery and Popular Korean Fusion Desserts
		Introduction to Korean Desserts 3: Drinks and Beverages
	Understanding of	Introduction to Traditional Alcoholic Beverages 1
	Modern Korean	Introduction to Traditional Alcoholic Beverages 2
	Food and Traditional Alcoholic Beverages	Introduction to Traditional Alcoholic Beverages 3: Marriage of Modern Korean Food and Traditional Alcoholic Beverages