



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

February 2022



☐ Purpose

- 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
- 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))

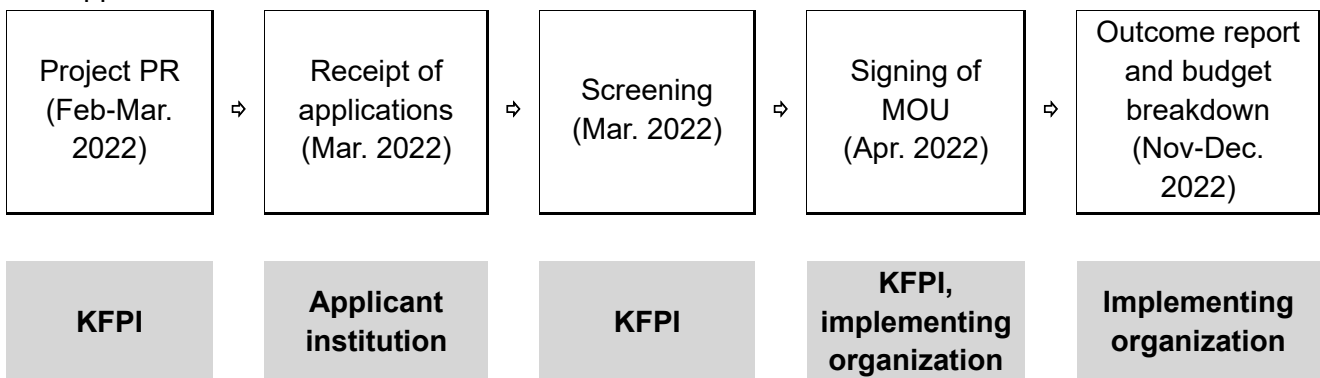
☐ Outline

- 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*

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

- Application schedule



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

Purpose

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

Outline

○ Content

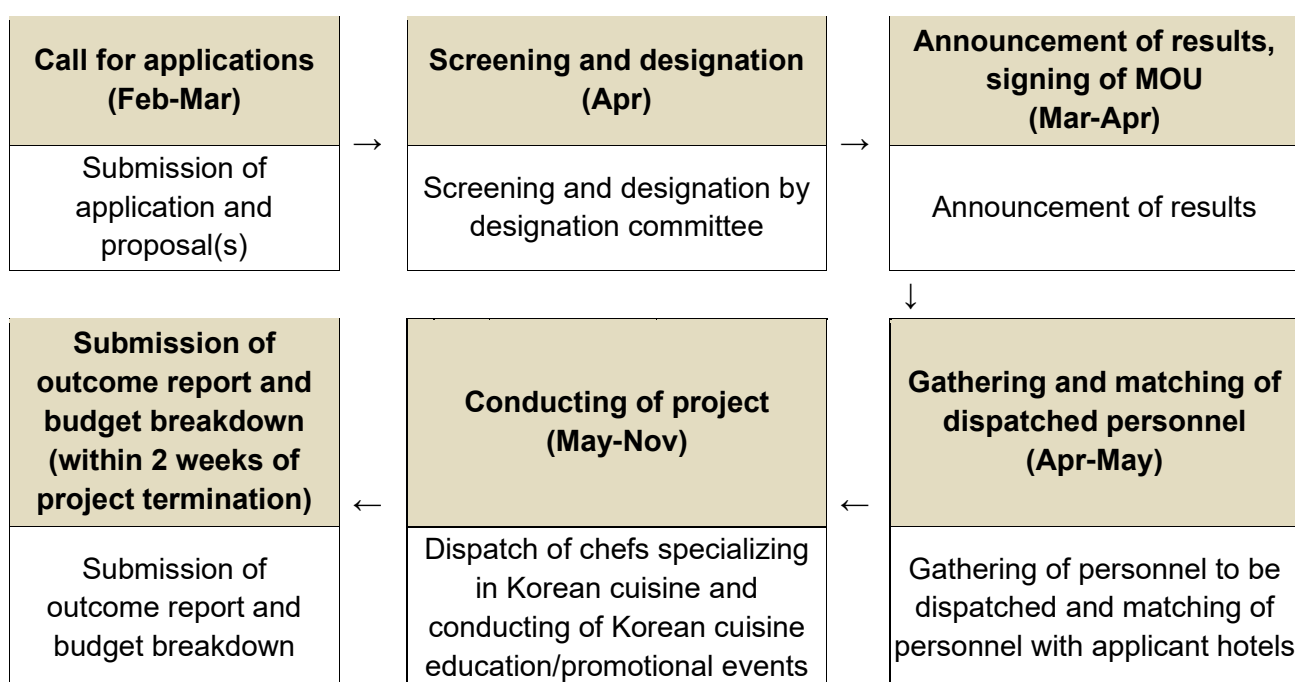
- Provision of Korean cuisine education and operation of promotional events through the dispatch of chefs from Korea

○ Support provided

Type	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 ⇔ dispatched country), visa fee, housing subsidy, insurance fee, vaccinations (if necessary), health checkup, personnel expenses, miscellaneous fees, etc.	According to KFPI regulations

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

Procedure



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

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.)

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

- Employee in charge: Seung-an Oh (program officer, Korean Food Education Team, Korean Food Promotion Institute)

Tel. +82-2-6320-8451 / Email osan22@hansik.or.kr

2. Dispatch of Korean cuisine personnel to overseas universities

☐ Purpose

○ To have overseas cooking-related educational institutions provide Korean cuisine education for their students to lay the groundwork for the globalization of Korean food

☐ Outline

○ Content

- Type 1: Universities that are willing to offer, by utilizing a **Korean cuisine instructor dispatched from Korea**, a Korean cuisine course that is recognized as regular course credit
- Type 2: Universities that are willing to offer, by utilizing **personnel from a local educational institution**, a Korean cuisine course that is recognized as regular course credit
- Type 3: Universities that are willing to offer, by utilizing **online Korean cuisine educational content provided by the KFPI**, a Korean cuisine course that is recognized as regular course credit

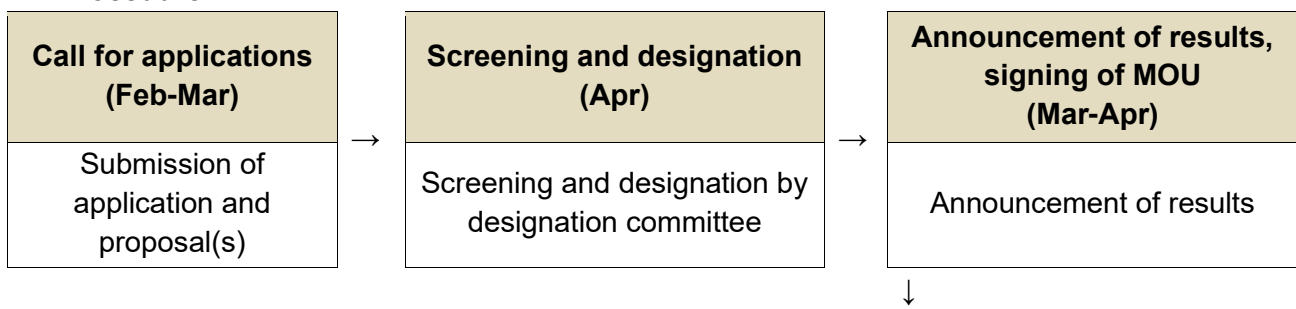
* Reference. Online Korean cuisine education for foreigners (Att.)

	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	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

- Fifty percent of the promised amount will be paid after the MOU is signed, with all other costs being covered after account balancing is completed and expenditure items are approved.

○ **Duration:** The outcome report and budget breakdown (and accompanying evidential documents/invoices) must be submitted by November 14, 2022.

☐ Procedure



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

○ Employee in charge: Seung-an Oh (program officer, Korean Food Education Team, Korean Food Promotion Institute)

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【 Att. Online Korean cuisine education for foreigners 】

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