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## Growing Global Network

### Restoration of Kukkiwon Gate

On January 2, 2006, Kukkiwon held a main gate signboard hanging ceremony, with President Un Kyu Uhm and 50 other board members presiding. When a crane operator accidentally damaged the signboard in April 2004, Kukkiwon and Gangnam-gu officials agreed to restore it together. The Gangnam-gu officials filed a lawsuit against the crane's insurance company for damage. They anticipated the restoration to be complete by March 2005, but the monetary compensation took too long to process and it ultimately took them 1 year and 6 months to completely restore the gate to its original shape.

### Inauguration of President Un Kyu Uhm

Un Kyu Uhm won Kukkiwon presidency unanimously.



Kukkiwon President Un Kyu Uhm



The IT automation system allowed the following administrations to be done online: △Poom · Dan promotion tests, △promotion tests by regions, △promotion tests for Upper-Dan holders, △certificate issuances, △Poom · Dan certificate reissuances, △certificate inquiries, and △leadership training institute registration.

President Uhm actively pursued the dream of a 'new Kukkiwon.' Under his leadership, the WTA was remodeled and the 2004 World Taekwondo Hanmadang witnessed the highest number of participating countries. He also unified the automation system to facilitate administrative process from provincial areas.

After completion of the information technology system in April 2006, Kukkiwon began to enforce the new system.

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issuances, △Poom · Dan certificate reissuances, △certificate inquiries, and △leadership training institute registration. Most significantly, it made applying online for Poom · Dan promotion tests at overseas possible - as opposed to personal visits that were required in the past. In effort to familiarize the employees with the automation system, Kukkiwon held an information session on February 15 and 25, 2006.

### Taekwondo PR (Public Relations) through Broadcast and Media

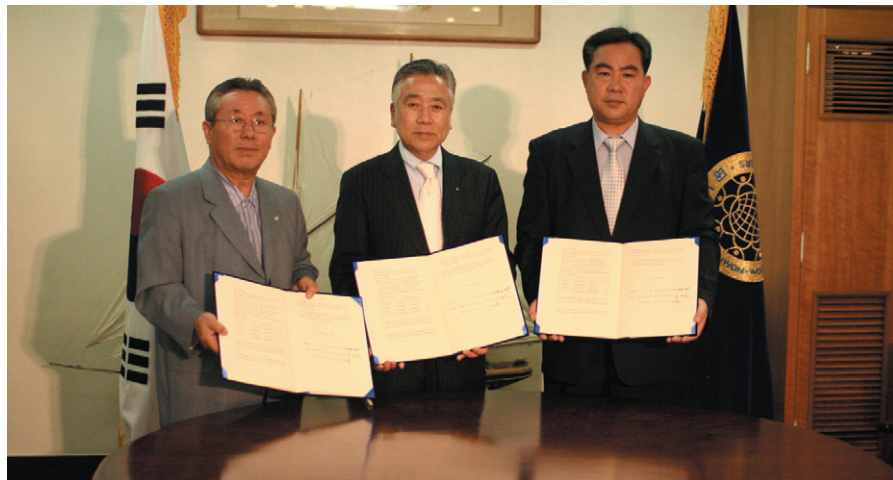
Kukkiwon, Korea Taekwondo Association (KTA), and Channel KBS-N held a Taekwondo broadcast publicity agreement at Kukkiwon president's office in Kukkiwon on June 19, 2006. Kukkiwon Vice President Bong Sup

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Song, KBS-N representative Woo Sung Oh, and KTA President and Grandmaster Jung Kil Kim were present at the meeting.

The agreement would uplift Taekwondo image by educating the public the social function of Taekwondo and the role of Taekwondo players in the society. Furthermore, the campaign will be broadcasted through channel KBS-N to help the public grow interest in Taekwondo, which will ultimately vitalize Taekwondo Dojangs.



Kukkiwon and the Korea Broadcasting Journalists Club entered into a contract on May 27, 2006 to cooperate on Taekwondo development through broadcast and media promotions.

The campaign, named ‘The Four Seasons of Kukkiwon,’ would contribute greatly in uplifting Kukkiwon tradition and image by highlighting the events that take place in Kukkiwon throughout one year. These events include Taekwondo education, seminars, high-rankers’ screening process, World Taekwondo Hanmadang, and more.

Meanwhile in August, Kukkiwon and Joongang Broadcast Channel Q jointly produced a PR video, ‘Taekwondo for the Citizens of the World.’ The colorful

16-minute video includes clips of gold medalist Dae Sung Moon at the 2004 Athens Olympics, interviews from college professors, experts and trainees, and Taekwondo cultural performances ‘Dong Myung’ and ‘Taekwondo B-boy.’

The video also shows various images of Korean palaces, Buddhist temple, Hanbok (Korean traditional costume), and Korean-style craftworks to visualize beauties of Korean traditions.

### Publication of the Magazine: 「Taekwondo People」

Kukkiwon published the first issue of 「Taekwondo People」 in July 2005. The purpose of the magazine was to solidify social image of Taekwondo, to uphold Kukkiwon status, and to publish updates on Taekwondo-related news. After months of delivering articles on Kukkiwon and Taekwondo and printing lighthearted



stories, the last edition of the magazine was published in May 2009.

### Passion for Technical Development

In February 2006, Kukkiwon held a board of directors meeting and passed a reinforcement plan designed to (1) strengthen Kukkiwon's demonstration team, (2) maximize the team's potential, and (3) instill a sense of honor. The plan also included heightening requirements for entering the demonstration team, intensifying training, and developing a demonstration program.

Furthermore, the plan proposed five ideas for improvement including upgrading the demonstration team's skills and developing Taekwondo tools and equipments. Kukkiwon also formed a 'Demonstration Team Advancement Committee' (made of ten participants including an aerobics instructor and a college music professor) and agreed to make a demonstration program every year.

2006 was the year when Kukkiwon enforced the office automation system, which was on the agenda since October 2005. It was a core business for Kukkiwon which simplified Poom · Dan issuing process through online registration.

Registering for Poom · Dan screening, re-issuing Poom · Dan certificate, and registering for a training course at the institute could be done online through office automation and information technology. Online Poom · Dan screening registration saved mailing time

and personal visits to submit forms. Around this time, Kukkiwon's internet homepage unveiled as well, providing the public with information and various contents Kukkiwon had to offer.

### Opening of the Kukkiwon Research Institute of Taekwondo

The 'Kukkiwon Research Institute of Taekwondo' was founded in 2006. Kyu Seok Lee (professor at Kyungwon University - currently Gachon University) took office as



Guest Major General  
Kyu Seok Lee

a guest major general and conducted academic research on Taekwondo. In addition, Taekwondo grandmasters and experts from other fields including a philosophy expert and a physical training expert, joined the team to research Taekwondo history and spiritual discipline.

In November 2006, under Kukkiwon supervision, the Research Institute of Taekwondo held a 'Taekwondo History and Spiritual Discipline Research Seminar' sponsored by the Taekwondo Promotion Foundation. The attendees pointed out there are not enough academic seminars on Taekwondo history and discipline, and that there should be more support for research.

On August 4, 2006, under the supervision of the Research Institute of Taekwondo, Kukkiwon opened a

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In April 2006, Kukkiwon released the 'Kukkiwon Taekwondo DVD,' an educational video featuring proper Taekwondo techniques and Poomsae.



The 2nd Director, Research Institute of Taekwondo, Bong Yi



The 3rd Director, Research Institute of Taekwondo, Cheon Taik Son

'Taekwondo Dojang Management Business Model Seminar.' 300 attendees, including Taekwondo masters and Taekwondo-major college students, were presented with (1) vital Dojang management and Dojang environment analysis, (2) understanding Dojang business model and analyzing case study, and (3) proposed business and education model and advice.

In April 2006, Kukkiwon released an educational 'Kukkiwon Taekwondo DVD' featuring precise and proper Taekwondo movements and Poomsae demonstrated by masters from Kukkiwon WTA and Taekwondo grandmasters. The video was made over a span of 4 months.

The video shows in order and in detail the basic techniques, Poomsae, and applied movements for all Taekwondo levels. It was also shot at different angles, allowing viewers to easily follow the movements. The DVD was dubbed into 4 languages (English, French, Spanish, and German) to help the foreigners as well.

In May 2009, Bong Yi was appointed as the Director of Kukkiwon Research Institute of Taekwondo. From the beginning, he took a keen interest in putting together taekwondo terminologies. For 6 months (from June 2009 ~ November 2010), numerous Taekwondo terminologies were refined and similar terms were simplified into a single term.

In May 2012, Kukkiwon Research Institute of Taekwondo sought the next director of research that

would serve for the next 3 years.

On June 4th, after carefully considering 11 candidates, Kukkiwon finally appointed Cheon Taik Son, a professor at the Department of Physical Education of the University of Incheon.

### Kukkiwon Brand Value

Kukkiwon held a regular board of directors meeting at the Renaissance Hotel in Seoul on February 14, 2008,



where the participants agreed to strengthen Kukkiwon brand value. The board also agreed to heighten its social value by expanding Taekwondo cultural business.

In 2008, Kukkiwon formed a task force team - made up of 20 experts from various fields - as a practical approach to reach its business objectives. The plan was to develop Taekwondo CI (Corporate Identity) and BI (Brand Identity) to advance Taekwondo industry and develop its cultural content.

Kukkiwon also organized a 'Special Overseas Committee' to strengthen bonds with masters abroad. The most notable accomplishment is the differentiated, High-Class Poom · Dan certificates issued in foreign countries.

In September 2009, Kukkiwon decided to modify the existing CI and held a CI logo competition. The purpose

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was to develop a new CI that would be more practical, more approachable by the public, and less commercial. The contest would help heighten Kukkiwon image as the head of 'World Taekwondo' and to spread the image as a special corporate body of the Ministry of Culture, Sports and Tourism.

When the new CI was complete one year later on November 2010, it was praised for effectively showing Kukkiwon's efforts for Taekwondo globalization and popularization.

Poomsae movement is shown by calligraphy on the new CI. The very Korean illustration also renders the artistic side of Taekwondo movements and expresses Taekwondo discipline and oriental aesthetics through vertical writing.

The new CI used minimal design, a sharp contrast to the formal patterns, insignias, and complex frames used on certificates. But it still shows the beauty and pride of Hangeul (the Korean alphabet) and also uses both Korean and English, showing Kukkiwon's determination towards globalization.

## Global Network

The 'Training Class for Disabled Taekwondo Masters' began in 2008 when Kukkiwon acknowledged that they were not as attentive to the disabled community as they should be and began to actively seek alternative measures. The class took place for four days, starting on August 4, 2008. Among the 200 participants were public

officials in charge of physical education for the disabled and 20 handicapped people.

The purpose of the training class was to nurture masters to teach physically and mentally disabled people through tailor-made Taekwondo movements designed to meet specific needs. The class includes sports programs and Taekwondo guidance method for the disabled, disability classification, introduction to sports for the disabled, sports therapy, and sports psychology.

It was pointed out that the most important factor for Taekwondo overseas was to raise standards. In order to continuously 'supply' Taekwondo abroad, re-education and training was crucial (same applied during efforts to make Taekwondo into a permanent Olympic sport). A diplomatic negotiation with Taekwondo Federations in other countries was also necessary. Furthermore, discussing in detail with Kukkiwon on Dan evaluation and master education was a must.

In 2006, USA Taekwondo asked Kukkiwon for cooperation. Secretary General David Askinas and a U.S. Olympics Committee member personally visited President Un Kyu Uhm and Vice President Sang Geun Song at Kukkiwon to seek advice on promotion tests and leaders education.

From June 23~30, 2007, Kukkiwon administered a Poomsae seminar in the Philippines and Thailand to demonstrate Poomsae to the locals. The emphasis of the seminar was to teach proper Poomsae to foreigners through Kukkiwon's Taekwondo DVD.

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In 2009, twelve of government-dispatched Korean Taekwondo masters received master education in Kukkiwon for the first time for four days since February 17. The education included the purpose of overseas dispatch, Poomsae, Gyeorugi, game rules, and movement regulations.

A representative of Kukkiwon stated that “since masters are dispatched by us, not the Ministry of Foreign Affairs, we will broaden their horizons, in line with the business purpose of the Ministry of Culture, Sports and Tourism and Kukkiwon.”



Kukkiwon conducted refresher training for sabums dispatched abroad on topics including dispatch business and purpose, Poomsae, Gyeorugi, game rules, and technique regulations.

The master education class was dispatched to China as well. The program began on November 6, 2009 over a period of five days. The 18th 1~3rd level Foreign master Education Class was held in Qingdao, China after receiving approval from the China Taekwondo Association.

### Appointment of New President and Chairman of the Board

Kukkiwon held a 2nd Board of Directors Meeting on October 13, 2006, with President Un Kyu Uhm, board members, chamber council, and an auditor presiding. The agenda of the meeting was ‘to incorporate Kukkiwon in accordance to the specialized Taekwondo law.’ They agreed to form a subcommittee to work on turning Kukkiwon into a corporate body.

The result of the vote conducted on November 15, 2006 revealed: 15 in favor of incorporation, 1 against, 2 forfeits, and 1 absent. Two days after the vote, Kukkiwon delivered the voting result to the Ministry of Culture and Tourism. The 3rd Temporary Board of Directors Meeting took place to discuss the article of association on September 23, 2009, one day before President Un Kyu Uhm’s last day in office.

However, some members did not attend, stating that “Kukkiwon becoming a corporate body takes away Kukkiwon’s self-determinism.” Thus, a decision on the article of association could not be reached.

Meanwhile, President Uhm appointed Seung Wan Lee(President of Kukkiwon Normalization Committee) as the president on duty. In addition, Director Lee was unanimously voted to be the President and Chairman of the Board on duty at the temporary board of directors meeting held on December 10, 2009.



On September 23rd, 2009, one day before President Un Kyu Uhm’s term in office terminated, Kukkiwon held the 3rd Temporary Board of Directors Meeting to discuss the enactment of the article of association.



At the 2010 2nd Temporary Board of Directors Meeting held on February 23rd, 2010, Kukkiwon welcomed Korea Freedom Federation President Chang Dal Park as a new Chairman of the Board Kukkiwon.