

**KISS**



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**IIS Galilei**  
Istituto di Istruzione Superiore Jesi

**25TH OCTOBER 2021**

# DISCOVER SOUTH KOREA

**9.00-11.00 A.M. ITALIAN TIME**  
**4.00-6.00 P.M. KOREAN TIME**

Live event on:

 <https://youtu.be/yvOQBTKBd3E>

 <https://www.facebook.com/iisgalileijesi/post/s/834466680573297>





KISS project VIDEO

# PROGRAM

**LUIGI FRATI** - Greetings, Introduction to the event

**YOUNG KWAN KIM** - Greetings

**DINO LATINI** - Greetings

**MICHELA LINDA MAGRI'** - The Italian Cultural Institute in Seoul: activities and cooperation

**GIULIA POMPILI** - presentation of the book "Sotto lo stesso cielo"

**IMSUK JUNG** - Studying Korean today: opportunities and resources of Korean culture

**ANDREA FRANCONI** - South Korea: an international player

**LOCCIONI GROUP** - **Carlo Boschi** from the Korean office: Impact of a local company on the Korean market and culture. Opportunities and accessibility

**UMANI RONCHI** - **Giorgio Pasanisi**: The marketing you don't expect. When wine meets Manga and KPop: the cases of "Les gouttes de Dieu" and BTS

**HEEYOUNG PARK** - Italy seen through the eyes of Korean students

**FABIO PEZZARINI** - Studying and teaching Italian in Korea

**ROSANNA DE IUDICIBUS** - Potential and limitations of literary research in Korea as a foreign researcher

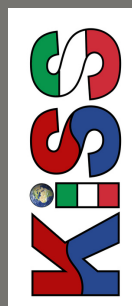
Q&A Time

Moderator: **FABIO COACCI**

## K.I.S.S. KOREA – ITALY SCHOOL AND STUDENTS

about us:

<https://sites.google.com/iisgalileijesi.it/kiss-project/home-page>



### Contacts

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**STEFANIA VICHI** [stefaniavichi@iisgalileijesi.it](mailto:stefaniavichi@iisgalileijesi.it)

# OUR SPEAKERS



**Luigi Frati**

Headmaster  
I.I.S. Galileo Galilei, Jesi (Italy)



**Young Kwan Kim**

Headmaster Jeohyeon High  
School, Goyang City (Korea)



**DINO LATINI**

President of the Marche regional  
council



**Michela Linda Magri,**

Director  
Italian Cultural Institute  
Seoul, South Korea



**Giulia Pompili**

Journalist of "Il Foglio" since 2010  
She writes about East Asia  
She has a weekly newsletter, "Katane"  
Just published "Sotto lo stesso cielo",  
2021, Mondadori



**Imsuk Jung**

Professor of Korean language and  
Literature  
University for Foreigners of Siena,  
Italy



**Andrea Francioni**

Vice Director Department of Political  
and International Studies  
University of Siena, Italy



**Carlo Boschi**

Responsible for the Korean office  
Loccioni Group Angeli di Rosora,  
Italy



**Giorgio Pasanisi**

Export Manager of Umani Ronchi  
since 2012 Osimo, Italy



**Heeyoung Park**

Head teacher of Humanities and  
Foreign Languages Department  
Jeohyeon High School, Goyang  
(South Korea)



**Fabio Pezzarini**

Italian teacher  
Hankuk University of Foreign Studies and  
Sogang University, Seoul (South Korea)  
Italian Ministry of Foreign Affairs, Italian  
Cultural Institute in Seoul



**Rosanna De Iudicibus**

PhD student in Modern Literature  
Korea University of Seoul, South Korea,  
Adjunct professor for Korean language  
and modern Korean Literature at  
L'Orientale University of Naples, Italy



**Fabio Coacci**

moderator

PhD candidate in "Global Studies. Justice,  
Rights, Politics" at the University of  
Macerata (Italy) and in "Political  
Institutions, Processes and Technologies  
(Political Science)" at MGIMO University  
(Russia)