

PROGRAMME

KOREAN SOFT POWER AND BEYOND:
LESSONS FROM THE KOREAN WAVE FOR
CULTURAL DIPLOMACY

13.11.2025

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Thursday

13.00h	Registration Heinrich-Heine-Institut, Bilker Straße 12-14, 40213 Düsseldorf
13.30h	Welcome Remarks Korean Embassy, Bonn Office and AIA NRW
13.45h	Keynote: <i>South Korea's Public Diplomacy for National Unification and Survey of Global Perception on Korean Unification</i> Dong-ho Han , Korea Institute for National Unification Chair Katja Freistein , AIA NRW
14.45h	Presentation and Discussion: <i>Mapping Hallyu</i> Natalia Grincheva , Lasalle College of the Arts Comments Hannes Mosler , University Duisburg-Essen Chair Stuart MacDonald , AIA NRW; ICR Research
15.45h	Coffee Break
16.15h	<i>Cultural Diplomacy for better or worse</i> Susanne Baumgart , Goethe Institute Chair Manuel Becker , AIA NRW
17.15h	Short Break
17.30h	Expert Panel: <i>What can be viable soft power strategies in 2025?</i> Stuart MacDonald , AIA NRW; ICR Research Brendan Howe , University Heidelberg Chair Katja Freistein & Manuel Becker , AIA NRW
18.30h	End of the Event