

Korea-Greece Cultural Exchange Market



[Korea–Greece Cultural Exchange Market]

I. Objectives

- 1) Promoting mutual understanding and friendship between Korean and Greek people, through the event
- 2) Cultural exchange through the sale of wine, food and crafts products of Korea and Greece.
- 3) To develop the event into a regular program and settle as a local festival to attract and promote tourists.

II. Event period: Hold the event for the first time for two weeks around September 2022
After that, the period and number of regular events are decided based on the first performance.

III. Exhibitors: Target of 20 participating companies (10 from Korea and 10 from Greece)

| Korea (Jeju) | Greece (Crete) |
|--|--|
| <ul style="list-style-type: none">• Food• Crafts• Food and Wine• Food Truck | <ul style="list-style-type: none">• Food• Crafts• Food and Wine• Food Truck |

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IV. Promotion or Advertising

- 1) SNS : facebook, twitter, naver, Instagram, [Jeju mom cafe](#), etc.
- 2) Press release: use of press release sites such as Newswire.
- 3) Jeju Provincial Government and Greek Embassy website bulletin board.
- 4) Hotels and airlines: promotion/ads. and discount coupons.

V. Expected Outcomes

- 1) Promotion of both countries' beautiful nature and cultural products
- 2) Sustainable cultural exchange effect by vitalizing economic exchange between Korea and Greece
- 3) Increased image and intimacy with Greece, which helps the Korean economy a lot by ordering ships
- 4) Direct/indirect publicity of the Greek mythology museum through events

[List of Exhibits or Sales]

| Items | Korea (Jeju) | Greece |
|---------------------------|--|---|
| Cultural Products | <ul style="list-style-type: none"> • Jeju Island Tourist Discount Voucher • jeju island traditional clothes • Dolhareubang/ Basalt Sculpture | <ul style="list-style-type: none"> • Tourism (Crete, Santorini, Athens, etc.) • Traditional crafts related to mythology • Educational products related to Greek mythology |
| Food | <ul style="list-style-type: none"> • Jeju black pork/horse meat • Citrus products • Seafood such as cutlassfish, octopus, and sea bream • Omegi Rice Cake • Chocolate • Jeju Green Tea | <ul style="list-style-type: none"> • Feta cheese • Olive / Olive oil • Greek yogurt • Cretan traditional tea • Traditional food Souvlaki • Greek honey • Balsamic vinegar • Traditional Greek coffee from Crete |
| Wine & Spirits | <ul style="list-style-type: none"> • Gosori Sool • Omegi Sool • Shindari Sool • Heobuk Sool | <ul style="list-style-type: none"> • Wines from Greece • Santorini beer • a traditional Greek spirit such as Ouzo, Tsipouro, Mastiha, etc. |

[Commitment from Greek Mythology Museum]

I. Space for Event

1) Space for Exhibition and Sales

- ① 250m² for Exhibition and Sale
- ② Parking Lot

2) Storage and Office

- ① Storage, Office, Rest area during the event
- ② 100m² for storage and 50m² for office/rest

II. Others

- 1) Use of restrooms for the visitors during the event
- 2) Supply of water and electricity for cooking and washing when installing a food truck
- 3) Provision of a place to install banners to promote the event

※Other matters to be discussed before and during the event

[Relavant Organizations]



〈Jeju Special
Self-Governing



〈Ulsan University〉



EMBASSY
OF GREECE

〈Embassy of Greece〉



〈Hyundai Heavy Industries〉



〈Cretan Provincial
Government〉



〈Enterprise Greece〉