

**KISS**

**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>

#WhatBTSDrinks @U  
Vigor, Sangiovese/M  
@BTS\_twt #  
@Vliveofficial





# PROGRAM

**KISS** project VIDEO

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

**YOUNG KWAN KIM** - Greetings

**MASSIMO BACCI** - 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 Pasanini**: 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

**ROSSANA 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



**Massimo Bacci**

Mayor of Jesi



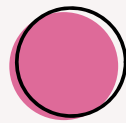
**Michela Linda Magri,**

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



**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)

Patrocino



Partner culturali



LOCCIONI

