

## 2010 Seoul, Korea Conference Progress Report for Winter Policy Council Meeting

January 15, 2010

By Man-Hyung Lee, Conference Chair; Tae-Hoon Moon, Program Chair; Dong-Hwan Kim, Organizing Committee Chair, and Roberta Spencer, Conference Manager

### Program Planning Progress:

- Theme: *Beyond the Crisis: Greening Society, the Economy, and the Future*
  - and on the topics of climate change and energy transition
  - special subject: Eastern philosophy and systems thinking
- Featured plenary speakers:
  - top governmental officers and ministers who will discuss the conference main theme as it pertains to Korea and worldwide
  - special guest lecture series will include, among others: Dr. Khalid Saeed, Dr. George Richardson, Dr. Ali Mashayekhi, and Dr. Young-Pyo Kim
- Other special events:
  - panel discussions and sessions with system dynamics experts
  - Bonus Day: This year's activities are mainly language-based focused. These meetings that are tentatively scheduled include Korean, French, and Taiwanese. Additionally, there will be a meeting to discuss the possible formation of an Asian Chapter.
- Thread line-up:
  - This year, some threads were combined and some new-in-2009 threads were dropped. The special subject is pooled with Qualitative System Dynamics for this year.
    - Business Applications
    - Complexity/Agent-Based/Nonlinear
    - Economic Dynamics
    - Education
    - Energy and Resources
    - Environment and Ecology
    - Health
    - Information Science
    - Methodology: Alternative Approaches
    - Methodology in System Dynamics
    - Operations Management/Supply Chains
    - Organizational Dynamics
    - Participatory Approaches to Modeling and Simulation
    - Psychology/Social Dynamics
    - Public Policy
    - Qualitative System Dynamics/Eastern Philosophy and Systems Thinking
    - Security/Military/Insurgency/Terrorism (SMITe)
    - Strategy

### Progress Acquiring Sponsors:

- Conference Partners (pledges only at this time):
  - National Research Foundation of Korea (NRF)
  - Electronics and Telecommunications Research Institute (ETRI)
  - Korea Research Institute for Human Settlements (KRIHS)
  - Korea Tourism Organization (KTO)
  - Seoul Convention Bureau (SCB)
    - On December 14, Monday, Drs. Dong-Hwan Kim and Man-Hyung Lee visited National Research Foundation of Korea (NRF); met key persons and got positive responses regarding funding. Even though the exact amount would be fixed in June 2010, presently the estimate of NRF funding would be 30,000 to 40,000 US\$.
    - The Korea Team is trying to find other funding sources. Therefore, if any organization supports us, they may ask special lecture for the representative of that organization.
- Conference Sponsors (to date \$16,000, estimate in budget is \$31,400):

### Social Program (included in registration brochure):

- Informal Gathering on Sunday during and after registration
- Poster Symposium Buffet (Dinner) on Monday
- Conference Banquet on Tuesday, and a Traditional Korean Performance

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- Social Program continued
  - Not included in the program: Man Hyung Lee would like to provide lunch everyday during the conference so that attendees can stay together. The Korea Team is trying to give dinner banquet everyday. Time is needed to find sponsors for all those meals.

**Possible Local Tour Programs:** (These tours are not included in the conference registration fee and interested individuals must pay separately.)

- Korean Folk Village
- Changdeokgung Palace
- Panmunjeom
- Mongchon Fortress
- In addition, the Parktel is adjacent to Lotte World, including restaurants, shops, museums, amusement park, and stadiums.

**Conference Dates:** July 25 – 29, 2010 (Bonus Day July 30)

**Conference Team:**

Conference Chair:

Man-Hyung Lee  
Chungbuk National University

Kaoru Yamaguchi, Co-Chair  
Doshisha University

Young-Kyo Hong, Assistant  
Sookmyung Women's  
University

Chung Ang University  
Won-Gyu Ha  
Electronics and Telecom  
Research Institute

Program Committee:

Tae-Hoon Moon, Chair  
Chung Ang University  
Nam-Sung Ahn, Co-Chair  
Solbridge International  
School of Business

Khalid Saeed, Coordinator  
Worcester Polytechnic  
Institute

Young-Min Oh  
Seoul National University  
Daniel Thiel  
University of Paris

Tim Haslett, Co-Chair  
Monash University

Workshop Co-Chairs:

Nam-Hee Choi  
Chungju National University

Mi-Sook Yi  
Korea Research Institute for  
Human Settlements

Xu Honggang, Co-Chair  
Zhongshan University

Sang-Hyun Park  
National Information Society  
Agency

Conference Manager:

Roberta L. Spencer  
System Dynamics Society

Tsuey-Ping Lee, Co-Chair  
National Chung-Cheng  
University

Organizing Committee:

Dong-Hwan Kim, Chair

**Conference Timeline:**

- We are running behind schedule on production of the registration brochure and anticipate availability by January 11 for electronic distribution, with a hardcopy mailing to follow. Proposals for Bonus Day are still being considered. As of January 5, 2010 no papers have been submitted which is typical at this early date.

**Conference Venue:**

- Seoul Olympic Parktel: <http://www.parktel.co.kr>.
- Room Rates: 100,000 Korean Won for a single, double, triple or quad, includes VAT. (Exchange rate on [www.xe.com](http://www.xe.com) as of January 5, 2010: 100,000.00 KRW=87.5252 USD)
- By bus or subway, the Incheon/Seoul International Airport is about a 90 minute ride to reach the Parktel.
- Other hotel information continued on next page:

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# Q U O T A T I O N

- Name of Function : The 28th International System Dynamics Conference
- Organization : System Dynamics Society
- Period : JULY 2010

**1. Accommodation**

*Korean W O N*

Room Type	Quantity	Date	Charges	Total	Remarks
Twin	180	4	100,000		360 Pax
TB (4Per)	20	4	100,000		80 Pax
<b>Total</b>	<b>200</b>			-	<b>440 Pax</b>

**2. Conference Hall**

Name of Hall	Participants	Date	Charges	Total	Remarks
Olympic hall(1F)	400	5	1,500,000	7,500,000	
Seoul(2F)	120	4	550,000	2,200,000	
Athens(4F)	120	4	550,000	2,200,000	
Tokyo(2F)	100	4	440,000	1,760,000	
London(2F)	70	4	440,000	1,760,000	
Berlin(4F)	70	4	440,000	1,760,000	
Small hall	20-30	16	220,000	3,520,000	
<b>Total</b>				<b>20,700,000</b>	

**3. Meal & Banquet**

Service	Participants	No. times	Charges	Total	Remarks
Breakfast	250	4	14,300	not include	Breakfast Buffet
Standing Buffet	300	1	33,000	9,900,000	Welcome Reception
Coffee-break	1,200	1	3,300	3,960,000	
Lake-side		1	1,650,000	1,650,000	Rental Charge
W-D	300	1	52,800	15,840,000	Banquet
<b>Total</b>				<b>31,350,000</b>	

\*10% VAT ADDED

**GRAND TOTAL: 52,050,000 W on**

- \* Room Internet : Wireless internet 1day 5,500won
- \* Formation upside free guest room provide : Twin
- \* Internet Room , Secretariat : Free provide
- \* Registration Area : 1F Robby

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