



Korea 4-H Association

The 1st Asia 4-H Network Conference 2012,
Aug. 8 - 13. 2012, Korea



May 11, 2012.

To: whom it may concern (Government official in charge of rural youth development program in the Ministry of Agriculture)

Subject

: Invitation to Participate in 'the 1st Asia 4-H Network Conference 2012'

From : **Mr. Lee, Hong-Gi**

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Korea 4-H Association is hosting 'the 1st Asia 4-H Network Conference 2012' which will be dedicated to each participating country's 4-H youth or Rural youth global leadership and to create better international 4-H partnership in Asia.



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Your delegates' participation in the 1st Asia 4-H Network Conference 2012 would be much appreciated, and we hope that it will benefit youth and leaders from not only your country but also other Asian countries.

During the conference, youth will participate in great active programs. As facing difficult projects and trying to solve them, youth will learn how to communicate and cooperate with others, especially those who come from more than 15 Asian countries, so they will understand other people more than now and will grow as a leader who has been required for global society.

For leaders, they will discuss establishing the Asia 4-H Network, which helps improve rural youth and their families and society, and we hope that it will start with everyone's blessing. The Asia 4-H Network is closely related with the Global 4-H Network.

And all international participants will take part in Home-stay program in Korea. Through it, they will learn Korean traditional culture and daily life and make unforgettable memories with Korean host families.

Now, we are sending you information on 『the 1st Asia 4-H Network Conference 2012』 for your reference, and hope we can meet your delegates soon. Please see the attached papers including the outline and daily program of the conference.



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I would like to thank you indeed for **your nomination by June 10th, 2012** as delegates from your 4-H organization or your government that is responsible of rural youth program to 'the 1st Asia 4-H Network Conference 2012' for Asia 4-H Network, to be held in Korea from Aug. 8 - 13, 2012, which will be sponsored by Korea 4-H Association with the support of Korean government.

I will be very pleased to send you a formal invitation shortly after receiving your reply the list of nominated delegates from your country.

I would appreciate of your cooperation in advance.

Yours sincerely,

Mr. Lee, Hong-Gi

President, Korea 4-H Association



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The Outline of the 1st Asia 4-H Network Conference 2012

1. Date : Aug. 8 to 13, 2012 (6 days)
2. Venue : Korea 4-H Center(Seoul) - www.korea4-h.or.kr
Doegyusan Resort (Jeonbuk) - www.mdysresort.com
Olympic Parktel (Seoul) - www.parktel.co.kr
3. Expected participants : 600 persons from around 20 countries in Asia
 - Korean Participants : 450 persons
 - International Participants : 150 persons
(Australia, Bangladesh, Bhutan, Cambodia, China, India, Indonesia, Japan, Kazakhstan, Laos, Malaysia, Mongolia, Myanmar, New Zealand, the Philippines, Taiwan, Thailand, Uzbekistan, Vietnam, USA, Finland, Canada and so on)
4. Theme : **Challenge & Change for the better life!**

5. Emblem :



6. Host: Korea 4-H Association
7. National coordinator : Mr. Kim, Byeong-Ho (bluetrain90@hotmail.com)



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8. Finance : provided by Korea 4-H Association, partially supported by MFAFF (Ministry of Food, Agriculture, Forestry and Fisheries), RDA(Rural Development Administration), RHOF (Rural Hope of Foundation) and Cargill Agri Purina Foundation.

9. Quota for participants from each country is below.

Country	Youth	Leader	Country	Youth	Leader
Australia	2	2	New Zealand	6	4
Bangladesh	2	2	The Philippines	20	10
Bhuthan	2	2	Taiwan	20	10
Cambodia	6	4	Thailand	20	10
China	20	10	Turkey	2	2
India	2	2	Uzbekisan	2	2
Indonesia	6	4	Kazakhstan	2	2
Japan	2	2	Vietnam	2	2
Laos	2	2	USA	2	2
Malaysia	6	4	Finland	2	2
Myanmar	2	2	Canada	2	2
Mongolia	6	4			

If you want to send more than the quota, there is participant fee US \$100 per a person for the extra participants. Participant fee is US \$100 for one more delegate.

10. Qualifications of participants:

- 4-H Leader

- Executive Leader and outstanding Leaders of 4-H national organization from each country
- In countries where 4-H program is not emerged, government officials in charge of rural youth development program are eligible to attend.



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- 4-H Youth

- 16 to 29 years old outstanding 4-H members who are able to communicate with English at least in the intermediate level.
- In countries where 4-H program is not emerged, the outstanding rural youth who their government selected are eligible to attend.

11. Sponsorship : Transportation on arrival from Incheon airport to the conference venue, and from the conference venue to Incheon airport at time of departure will be provided. During the conference, all meals and accommodation are sponsored by Korea 4-H Association.

12. International travel expenses:

- 4-H mature countries : Taiwan, Thailand, the Philippines, USA, Finland, and Canada

=> Participating countries have to pay for their own round trip airfares.

- 4-H emerging countries in Asia : the other Asian countries except 4-H mature countries above

=> For only 2 leaders and 2 youth from each country, Korea 4-H Association will reimburse 40% of their round trip airfare. The other delegates are welcome to attend, but will have to cover their own airfare expenses.



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Background of Asia 4-H Network

1. Global 4-H Movement

Worldwide, 4-H programs have taken root in more than 70 countries in America, Europe, Asia, and Africa over the last 100 years. Exchanges, country to country partnership, and regional networks are active. But as a world-wide system or movement, the power of the 4-H model is largely untapped.

Recently many countries have received requests and encouragement to explore an alliance of 4-H programs, partners, and individuals who want to share 4-H models, resources and ideas with others. 4-H uniquely positioned to prepare the world's young people to meet urgent global needs, including hunger, sustainable livelihoods and food security.

In response to the global demands, Korea 4-H Association and National 4-H Council USA are planning to organize the Global 4-H Network. Therefore the two parties signed on Memorandum of Understanding (MOU) on 4-H Collaboration January in 2011.

Korea 4-H Association in Asia, Finnish 4-H in Europe, Tanzania 4-H in Africa, and National 4-H Council USA in America will serve a role in establishing regional 4-H Network.

As a first step for Global 4-H Network, "the Asian 4-H Executive Leaders Conference" inviting about 15 Asian emerging countries was held and completed successfully in Korea in December last year. Korea will also host "the 1st Asia 4-H Network Conference 2012" in August in 2012. In addition, Korea has the plan to host "the 1st Global 4-H Network Conference" in cooperation with National 4-H Council USA in 2014.



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2. Needs of Asia 4-H Network

In 2050, World population will be approximately 15 billion so that people will face problems such as food shortage and quality of living. So in Asia, it is important to maintenance agro-economic and also to nurture rural youth, who will lead a rural society as a leader. 4-H movement will be an appropriate program for supporting that purpose.

As the world's largest youth development organization, 4-H is investing in young people today to grow a brighter future. With a rich history grounded in agriculture and a focus on developing skills in leadership and innovation, 4-H is positioned to equip young people with the skills they need to meet the demands of a stressed and crowded planet and develop the solutions that will sustain the human race.

The 4-H youth experience includes practical skill building activities, meaningful leadership roles and connection with a caring adult. The integration of these elements creates a unique positive youth development experience that equips young people for future like success. According to a longitudinal study, 4-H youth attain higher educational achievement and are three times more likely to actively contribute to their communities.

We encourage the Asian community to join us in as ambitious and critical initiative to reach more than 15 Asian countries with high quality positive youth development opportunities. Through this effort, we will empower the Asian young people to take control of their future and build a better world.

For instance, since 1947, Korea 4-H movement has been making rural area increase farm productivity and also train leaders and rural youth. Through these



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efforts done by 4-H movement, Korea has ranked 9th place of global trading nation in 2011. We would confidently believe that 4-H program will make your society better than now like the example of Korea.

By establishing the Asia 4-H Network, 4-H will work with innovative public and private partners to nurture sustainable livelihoods for youth and their families, through new enterprise-driven agro-economic youth development on a global scale. Unlike any other program or partnership in the world, Asia and Global 4-H Network is the intersection of agricultural livelihoods, positive youth development and innovative partnerships.

We fully hope that all Asian countries will participate in Asia 4-H Network.

3. Development and Progress

Korea 4-H Association in cooperation with National 4-H Council, USA and along with several Asian countries have engaged in creating Asia 4-H Network in the past 2 years.

Since 2007, the following progress has been carried out by Korea 4-H Association in support of interested countries in Asia as well as National 4-H Council, USA.

1. Sept. 2007 - Before closing session of the International 4-H specialist Workshop held in Seoul, Korea, which was financially sponsored by the Korea 4-H Association, 12 countries delegates unanimously recommended that a rural youth workshop or seminar be conducted every two years and that consideration be given by participating countries and delegates to paying an increasing portion of the expenses of future youth conferences from sources within the country.



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2. May 2010 - Don Floyd, President, National 4-H Council, USA, visited Korea 4-H Association and concurred the possibility of participation of Global 4-H Network and both parties reached to take further action.

3. Jan. 2011 - Don Floyd visited second time to Korea to discuss more detailed plan on Global 4-H Network. Korea 4-H Association and National 4-H Council, USA, signed on Memorandum of Understanding (MOU) of Collaboration on the Global 4-H Network.

4. Feb. 2011 - During International 4-H Youth Winter Camp held in Gangwon Province, Korea, in support of Korea 4-H Association suggested to those delegates from Taiwan, the Philippines and Thailand regarding to the Asia Regional 4-H Partnership. An orientation program was took place and every participated country delegates had overall interest.

5. Feb. 2011 - National 4-H Council, USA invited Mr. Joon-Ki Kim, President of Korea 4-H Association and Dr. S. L. Yen, Secretary General, National 4-H Club Association, R.O.C to USA to 'the First International 4-H Executive Conference.' The representative delegates from the continents across the world discussed and developed vision, goal, core values, and action plan about the Global 4-H Network.

6. December 2012 – The 2nd International 4-H Youth Winter Camp & the Asia 4-H Executive Leaders Conference was held in Korea. Executive leaders from 12 countries such as Cambodia, China, Indonesia, Malaysia, Mongolia, New Zealand, South Korea, Taiwan, Thailand, the Phosphines, USA and Vietnam, discussed cooperation of Asia 4-H Network and 'the 1st Asia 4-H Network Conference 2012', which will be held in Korea in August, 2012.



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4. Vision and Core Values

○ Vision

- Sustainable and innovative Global 4-H Network will empower youth to reach their full potential.

○ Core Values

- Leadership
- Commitment
- Integrity

5. Leading countries for Regional 4-H Network

Initially, 5 countries are leading in establishing regional 4-H network.

- Asia(including Oceania) : Korea
- North America : USA
- South America : Jamaica
- Europe : Finland
- Africa : Tanzania



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6. Schedule for the Global 4-H Network

Jan. 2011

Signing a MOU of collaboration on 4-H partnership around the world between Korea 4-H Association and National 4-H Council, USA.



Feb. 2011

'The First International 4-H Executive Conference' was held in USA. Major representative leaders from the continents across the world were participated.



Dec. 2011

'The Asia 4-H Executive Leaders Conference' was held in Korea. It was the Preliminary Conference for establishing Asia 4-H Network. Country delegates from 12 countries in Asia were participated.



In 2012

Regional 4-H Networks in each 5 continents will be established. Especially in Asia, **'the 1st Asia 4-H Network Conference 2012'** will be held by Korea 4-H. About 20 countries in Asia will be expected to participate in this conference.



In 2014

'The 1st Global 4-H Network Conference' is planning to be held in Korea by Korea 4-H Association and National 4-H Council, USA. Approximately 1,000 delegates from about 70 countries across the world will be expected to participate in this conference.



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Details of the 1st Asia 4-H Network Conference 2012

Objectives

1. Establish Asia 4-H Network, which will help improve the finances, agriculture and technology of rural area in Asian countries, and to expand it to the Global 4-H Network.
2. Develop the potential of the youth, which are required for global society, in the 1st Asia 4-H Network Conference 2012 through solidarity and cooperation of 4-H Asian countries for youth development
3. Engage influences, multinationals and partners to advance positive youth development through innovative partnership.
4. Give a new opportunity for participating countries that do not have 4-H program to take up 4-H youth development program in their own countries in order to nurture sustainable livelihoods for youth and their families, through high-quality positive youth development programs

Daily Program

Wednesday, Aug. 8 (1st day)

- 09:00 to 13:00 Delegates should arrive at Incheon International Airport until 12:00. will be provided by Korea 4-H Association. Move to Doegyusan Resort in Jeonbuk
- 13:00 to 18:00 Registration of participants in Doegyusan Resort and arranging accommodations
- 18:00 to 20:00 Welcoming Dinner
- 20:00 to 22:00 Staff : Meeting
the other participants : resting in the resort
- Overnight in Doegyusan Resort



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Thursday, Aug. 9 (2nd day)

07:30 to 09:00	Breakfast
09:00 to 10:00	Orientation for international participants
10:00 to 12:00	Each countries representative : Asia 4-H Network 1st Board Meeting the other participants : Arranging display
12:00 to 13:00	Lunch
13:00 to 16:00	Registration for Korean Participants International participants : Arranging display
16:00 to 17:00	Orientation for all participants
17:00 to 18:00	Opening Ceremony
18:00 to 19:00	Dinner
19:00 to 20:00	Special Lecture
20:00 to 22:00	Introducing participating countries
Overnight Doegyusan Resort	

※ One or a group of delegates from each country would be asked for preparing a short presentation(7 minutes) on their country and outstanding 4-H program or rural youth development program.

Friday, Aug. 10 (3rd day)

07:30 to 09:00	Breakfast
09:00 to 12:00	For leaders, leaders' workshop For youth, Team Project Activities
12:00 to 13:00	Lunch
13:00 to 16:00	4-H Project Contests
16:00 to 17:00	Rest
17:00 to 18:00	Festival I
18:00 to 19:00	Dinner
19:00 to 22:00	Festival II(Talent & Cultural Show)
22:00 to 23:00	Flying Pungdeung(a wind lantern)
Overnight Doegyusan Resort	



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※ Talent Show is to show individual or a group's special performance such as dance, song, conte and etc. We would like your delegates to prepare your own unique and cultural performance and please let us know what you prepared in advance.

Saturday, Aug. 11 (4th day)

07:30 to 09:00 Breakfast
08:30 to 09:00 Each countries representative : Asia 4-H Network 2st Board Meeting
09:00 to 10:00 Award Ceremony
10:00 to 11:00 Closing Ceremony
11:00 to 12:00 Packing luggage
12:00 to 13:00 Lunch
13:00 to Korean Participants : Go home
 International Participants : Move to Korea traditional house 'Hanok'
Overnight Home-stay

Sunday, Aug. 12 (5th day)

07:30 to 09:00 Breakfast
09:00 to 12:00 Korean Tradition Experience
12:00 to 13:00 Lunch
13:00 to 18:00 Move to Korea 4-H Center
18:00 to 20:00 Farewell Dinner in Korea 4-H Center
21:00 to 22:00 Move to Olympic Parktel
Overnight Olympic Parktel

Monday, Aug. 13 (6th day)

07:30 to 09:00 Breakfast
09:00 to Leave for Incheon International Airport with transportation provided by Korea 4-H Association

※ After the conference, actually afternoon on Aug. 11, all supports such as transportation, meals and lodging will be finished. If someone wants to stay more in Korea, only in case they get approval in advance, Korea 4-H Association will be able to provide only accommodation in the dormitory of Korea 4-H Center, and the cost is US \$30 per a night, a person.



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The 1st Asia 4-H Network Conference Time Table

Time	1st day	2nd day	3rd day	4th day	5th day	6th day		
07:00	Incheon Airport ⇒ Muju Resort (Meeting at the Airport)	Good morning	Good morning	Good morning	Good morning	Good morning		
08:00		Breakfast	Breakfast	Breakfast	Breakfast	Breakfast		
09:00		Orientation for International Participants	Team Project Activities	Asia 4-H Network Conference (2)			Asia Network 2nd Board Meeting	
10:00		Arrange Display			Asia Network 1 st Board Meeting	Award Ceremony	Asia 4-H Network Conference (3)	Korean tradition Experience
11:00						Closing Ceremony		
12:00		Lunch	Lunch	Lunch	Lunch	Foreign participants - Departure		
13:00		Registration (foreign participants)	Registration (Korean participants)	4-H Project Contests	Korean participants go home		Moving to Korea 4-H Association	
14:00			Arranging Displays					Asia 4-H Network Conference (1)
15:00			Arranging accommodations	Orientation				Rest
16:00		Opening Ceremony & Welcoming Dinner	Opening Ceremony	Festival I	Foreign participants experience Korean traditional house 'Hanok'			
17:00	Dinner		Dinner					
18:00	Staff Meeting	Special Lecture	Festival II (culture show)	Closing Ceremony & Farewell Dinner (Korea 4-H Center)				
19:00		Introducing countries						
20:00	Sleeping	Sleeping	Flying Pungdeung (Wind lantern)	Home-stay	Preparation for departure			
21:00								
22:00								

※ Only in the colouring part Korean participants will join in the conference.

※ Please Note: This tentative Daily Program can be changed because of situational problems.



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※ Important Information : Participants should check the following items.

1. **All participant-forms attached and flight schedule** must be sent to Korea 4-H national coordinator until June. 10th 2012 by e-mail.
 - Every participant is responsible for his own insurance.
 - Airport name : Incheon International Airport.(1.5 hour away from Seoul)
2. **Invitation letter** : After receiving participant-forms, we will send the official invitation letters to your country. (If you need invitation letters early, please let me know.)
3. **Exhibition** : Delegates from each country should bring and exhibit something about 4-H or rural youth organization activities and their own country such as flag, badges, brochures, photos etc. Exhibition area will be given.
4. **Introducing participants countries** : One or a group of youth delegates from each country should give a presentation on their country and 4-H outstanding project program or rural youth development program in the national level within 7 minutes. (2nd day program)
5. **Talent Show** : Delegates from each country should prepare their own cultural show such as dances, play, sing and presentation slides etc, in order to acknowledge cultural understanding within 5 minutes. (3rd day)
6. **Language** : Every participants are recommended to be able to speak in English.
7. **Housing and Meals** : will be served during the conference by Korea 4-H Association.
8. **Weather** : Summer in Korea is hot. The average temperature of August in the conference avenue is 25°C.



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9. Information About Programs

○ Team Project Activities

This program is the course program containing some missions, projects, games, performances and etc. Doing these activities, participants will learn group cooperation and develop ability to solve problems creatively. And it will make them excited.

○ 4-H Project Contests

In this program, there are 4 kinds of contests and the youth who want to participate in one of contests have to register in advance.

• 4-H project demonstration

- Through MS powerpoint, speech and demonstration, participants will explain about their own 4-H projects which are planned and done by the participants. The limited time for one participant is given only 5 minutes.

• Mini TED

- Do you know TED? It is to share what he or she know to public. For example, a participant, who has knowledge or know-how about any theme such as 'Make it happen math 100 point' or 'To live as a successful high school student', This program will share his or her opinions or Idea among the others.

• My own country cooking contest

- Participants will cook food which is specialized in his or her own country's style, using county's own ingredients. International participants will have chance to enjoy Korean diverse food cooked by 4-H members.

• UCC Contest

Participants will be given some theme and he or she will make a video clip to express effectively about the theme in his or her own way through computer programs such as Windows 7 Movie Maker.



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○ **Talent Show**

This program is the contest for those who are good at dancing, playing instruments, choir, performance, conte and etc. Each country delegates will perform their country's unique cultural show in this time.

○ **Asia 4-H Network Conference (Leaders)**

There are 3 session in the conference. It is divided into 2 groups as the following.

- 1st group : 4-H Youth Educational Program
- 2nd group : International collaboration through Asia 4-H Network

※ Detail information of workshop will be given later.

○ **Experience Korean Traditional House 'Hanok'**

International participants will stay in Korean Traditional House 'Hanok' for 1 day. They will experience Korean daily life and culture.