

| 2021

= **Portfolio**

Park Suyun

Company Introduction

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Abissinica Union

Coffee bean manufacturing and processing business/ E-commerce business
Green beans are imported directly from Colombia, Ethiopia, and Thailand through fair trade. In addition, partial sales profit will be used to support the requital projects for Ethiopian Korean War Veterans and their families.

(As of 2019)

Sales: 500 million KRW

Personnel: less than 20



Cooperative company: Memorial Association of UN Participation in Korean War

A non-profit corporation established by the Ministry of Veterans Affairs. The organization do requital business projects that include medical support, housing improvement, and exchange projects for UN Korean War Veterans from 22 countries that participated in Korean War.

Exchange business project

It is a project to create a community so that descendants and stakeholders of the UN Korean War Veterans can exchange cultural and Korean War-related contents each other.

Creation of descendant network from 22 countries.

- Potential massive market that brings 2000 world-wide descendants in the community
- Found Philippines, Thailand and etc. 8 descendants through domestic university.
- Discovered Turkish descendant through YouTube video.
- Found English descendant by support touring the war memorial for overseas visitors.
- Through this, a total of 25 descendants from countries including Turkey, Colombia, and Philippines were secured.
- Activating the community through monthly meetings to work on UNPK business projects as well as the events.

RESPONSIBILITY



Korean War Monuments tour with descendants

Event Planning

- Planning a pilgrimage event by inviting descendants and the honorary president who were involved in the establishment and designs of Korean War monument.
- After grasping the location of each country's monuments in Korea, the route was devised in order of monument of Turkish, Greek, and Dutch
- Organizing an event in the order of silent tribute, a wreath, and honorary president's speech in front of the monument

YouTube video shooting and editing

- Introduction of UNPK honorary president
- Photographing of descendants participating in the pilgrimage event
- Filming an interview with a descendant of feedback from the event participation.
- Explaining pilgrimage process and the status of Korean War Participation with Korean and English subtitles through Premier Pro.

Achievement: Average number of views increased from 200 to 1,000.



Collaboration with 'MBC Everyone' (broadcasting firm)

Broadcast content planning

- Marking 70th anniversary of the Korean War outbreak, along with Jonathan, a descendant of an American Korean War Veteran, appeared on the broadcast called 'Welcome. First time in Korea?' with Ethiopian, Colombian, and English descendants.
- The descendants visiting Yongmunsan monument in June, memorial month in Korea
- Introducing the community of descendants of UN Korean War Veterans led by UNPK organization.

Achievement: The number of existing corporate members increased from 50 to 85



Ethiopian descendants interview video planning

Video content planning

- Found the Ethiopian descendant of Korean War veteran who runs an restaurant in Noryangjin.
- Introducing Ethiopian descendant, Begashaw
- Vising the Ethiopian restaurant and introducing traditional Ethiopian food and culture.
- Forming interview questions about the stories of Begashaw's father, Ethiopian Korean War Veteran, participated in the Korean War.



Video editing

- Collection of materials related to the Korean War including photos of Ethiopian Korean War Veterans and Kangnew forces.
- Inserting narration to introduce the restaurant, Injera foods, and Kangnew forces during the Korean War.
- Using Premier Pro, Korean and English subtitles are inserted.
- Inserted sound effects and background music.

Achievement: A total number of subscriber increased from 77 to 200



'Turn toward Busan' event with descendants

Event Planning

- The event is memorial event in which people from all over the world gather and pay a silent tribute toward Busan for the sacrifice of UN veterans on November 11th at 11:11 AM.
- Participated with the Turkish, Colombian, and Ethiopian descendants who are studying in Korea.
- Visiting UN memorial museum to tour and demonstrating history of Korean War with commentator
- Visiting the Korean War monument and giving a silent prayer.
- Posting and managing the Facebook community page.

Video Editing

- Combining all the videos taken during the event
- Introducing the definition and purpose of the turn-toward-busan event.
- Inserting comments from descendants who participated in the event.

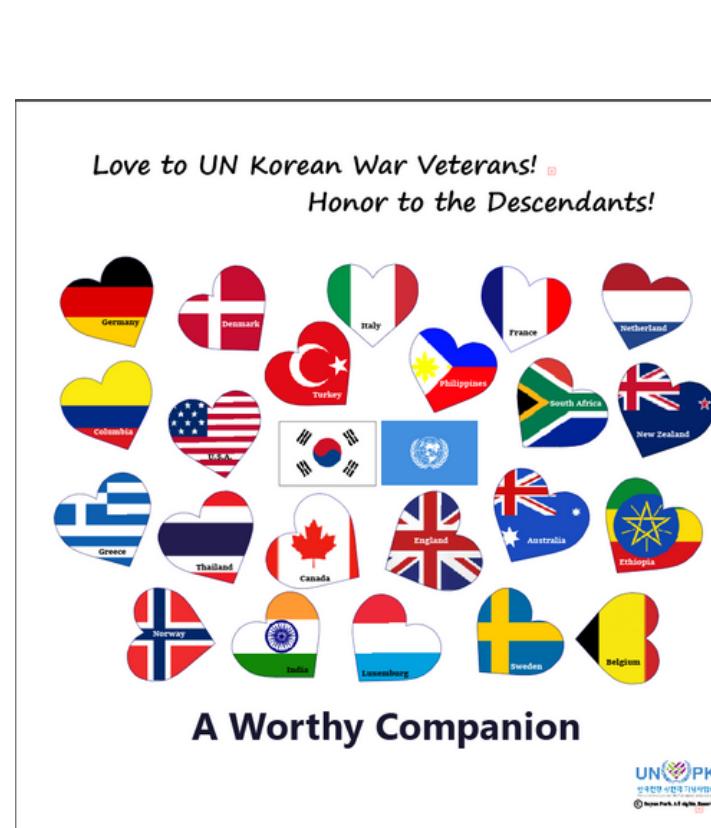
Achievement: YBM Edu donated 10 million KRW to requital projects of UN Korean War Veterans and their families.



Handkerchief souvenir Production

Graphic designing

- Using Illustration programs.
- Produced commemorative handkerchief to express gratitude and love to UN Korean War Veterans and their families.
- The 22 national flags are formed into hearts.
- The handkerchief is distributed to 22 UN embassy in Korea



Creating video contents and editing

- Using Premier Pro
- Explaining the purpose of making handkerchief and creating contents on how to use the handkerchief
- Planning and filming on how to use handkerchiefs according to gender
ex) female- rug, bag accessory for a bag Male - tie, sweat-wiping.
- video script production/ narration insertion.

Achievement: 250 handkerchiefs are sent to Korean War veterans in New Zealand.



Other planning tasks

Scholarship projects for Ethiopian descendants of the korean war veterans.

- Searching students who meet the scholarship selection criteria.
- Research on average tuition fee in local college.
- creating scholarship certificate using illustrations.



Delivering COVID masks for Ethiopian Korean War Veterans

- Masks donated by Chilgok-gun office distributed to Ethiopian international students and Ethiopian residents in Korea
- Video filming and editing about the process of sending the masks to Ethiopia Korean War Veterans.





Thank you

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