

Global Symposium on ICT in Education

Measuring Impact: Monitoring and Evaluation of ICT in Education Initiatives

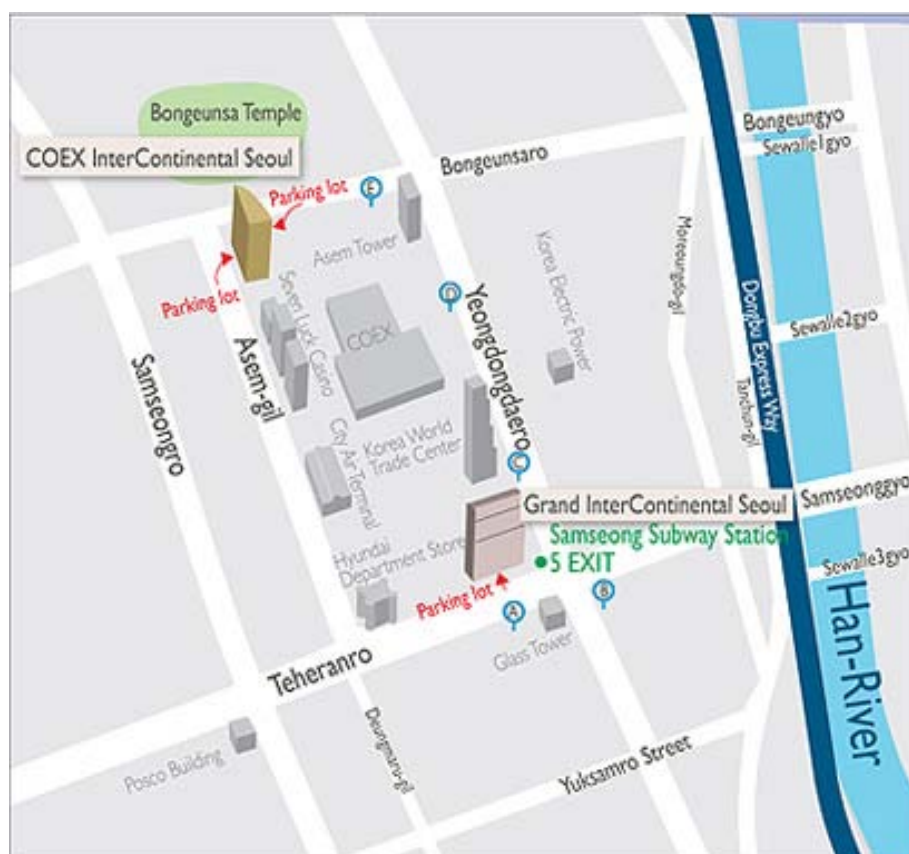
Seoul, Republic of Korea, 9 – 11 November, 2009

A symposium co-organized by the World Bank, Korean Ministry of Education, Science & Technology (MEST) and Korea Education & Research Information Service(KERIS) in partnership with Intel Corporation and UNESCO Bangkok.

GENERAL INFORMATION

▪ Date and Venue

Global Symposium on ICT in Education Measuring Impact: Monitoring and Evaluation of ICT in Education Initiatives is to be held at COEX InterContinental Hotel in Seoul, South Korea, from November 9 to 11, 2009. Conference will be held at Jupiter Room, 30th floor.



■ **Travel Information**

An economy-class round-trip flight will be booked and provided by organizers and sent to participants in the form of a Prepaid Ticket Advice (PTA) or e-ticket. For the travel to and from the airport and the venue, it is recommended that participants to take the Limousine Bus which runs from the Airport to the hotel. A round trip ticket for the Limousine Bus will also be provided by KERIS.

***Agency staff will meet you at the arrival gate upon your arrival. They will be holding:**

Global Symposium on ICT in Education

If you miss them, please meet them at Exit 4 or 11(indoors) where our staff will also be waiting for you. If you have any problems meeting them, please contact Mr Jung on 019-318-0943 or Ms Lee on 017-769-8240.

■ **Accommodation**

KERIS has made reservations for the duration of November 8-12 at COEX InterContinental, Seoul. Reservations will be confirmed according to your flight schedule.

COEX InterContinental, Seoul

Address: 524 Bongeunsa-ro, Gangnam-gu, Seoul, Korea 135-975

Tel: 82-2-3452-2500 / 2-3430-8525

Fax: 82-2-3430-8000

Website: http://www.seoul.intercontinental.com/eng/main_coex.htm

■ **Registration**

Registration desk will be set up at the Venus Room on 30th floor from 18:30-19:00 on November 8th before the Welcome Reception & Networking. And on November 9th, it will be set up at Jupiter Room on 30th floor from 08:30-09:00. Please come to the registration desk to obtain your name tag.

■ **Expenses**

KERIS and Intel will cover the round-trip economy class airplane ticket. Organizers will also pay for the following: hotel accommodations at the COEX InterContinental and meals (including breakfast). **Any other expenses aside from those listed that are incurred during your stay at COEX InterContinental (e.g. minibar and telephone) will be the responsibility of the participant.** Organizers will NOT provide any per diems (daily allowance) for the participants.

** Above will not be applicable for the self-funded participants.*

<Notice>

Everyone at the seminar is REQUIRED to have a body temperature check performed in order to help minimize the spread of influenza. Please be aware that there are hand sanitizers at the entrance. Please enter the seminar room only after cleaning your hands. In addition, there will be electronic thermometers in place to monitor your body temperature frequently. If you display fever or flu-like symptoms, please inform the staff for an immediate health check.

Thank you for your cooperation.

Symptoms of H1N1

-H1N1 symptoms include one or more of the following: High fever (above 37.8 C), runny nose, sore throat, or coughing.

-Normal (non H1N1) flu symptoms include one or more of the following: Slight fever (between 37.3 C and 37.8 C), runny nose, sore throat, or coughing.

In the event of a suspected case

- Any suspected cases require accurate confirmed diagnosis. Thus suspected cases should report to the healthcare center, receive an M95 mask, and then transfer to a CDC designated hospital for treatment accordingly.

Actions to be taken in the event of a confirmed case

-The patient will be taken to a hospital or quarantined for seven days.

-Anyone in contact with the patient will also be checked at hospitals or quarantined for seven days.

How to protect yourself from H1N1

-Regularly clean your hands with soap or hand sanitizers (located in dormitory offices and departmental offices), avoid touching your eyes, nose, or mouth.

-When sneezing, cover your nose and mouth with a tissue, then immediately throw said tissue away.

-Regularly check your body temperature. Thermometers are located at the entrance of the seminar room and administration offices.

-If a fever does break out, do not take antipyretics, but instead, consult a doctor.

The number of cases of H1N1 Influenza has been increasing rapidly. We hope that all participants of the seminar will cooperate to help prevent the spread of the H1N1 virus.

▪ Information on Korea

1. Entry Formalities

Every foreign visitor entering Korea must present a valid passport. Participants from countries with a visa exemption agreement with Korea will be granted entry without visas in accordance with the said agreement. Others will normally enter Korea with visas. Visitors from countries requiring visas should apply at the Korean consular offices of diplomatic missions in their respective countries before their departure.

For Further information please visit following sites.

- Ministry of Foreign Affairs and Trade: <http://www.mofat.go.kr/me/index.html>
- Immigration Bureau: <http://www.immigration.go.kr>

2. Time

Standard Time is nine hours ahead of Greenwich Mean Time (GMT+9). Korea does not use daylight savings time.

3. Currency and Credit Card

The unit of Korean currency is Korean Won (KRW). Coin denominations are 10Won, 50Won, 100Won, and 500Won. Bank notes are 1,000Won, 5,000Won, 10,000Won and 50,000Won. Foreign currency and Traveler's checks can be exchanged into Korean Won at most banks in Korea including the ones at the airport. The exchange rate is subject to market fluctuation. One U.S. dollar is equivalent to about 1,200 KRW as of November 2009.

Major credit cards, including VISA, American Express, Diners Club and MasterCard are accepted at most hotels, department stores, and restaurants.

4. Tipping and Taxes

No tipping is required at major tourist spots. Value Added Tax (VAT) is levied on most goods at a standard rate of 10%. In major tourist hotels, a 10% VAT plus a 10% service charge is added to the bills for rooms, meals, and other services.

5. Business Hours

business	weekdays	Saturdays	Sundays and National Holidays
Banks	9 am - 5 pm	closed	

Government Offices and Organizations	9 am - 6 pm	closed
Post Offices	9 am - 6 pm (Central Post Office: 9 am-8 pm)	closed (Central Post Office: 9 am- 6 pm)
Foreign Diplomatic Missions	Hours vary, please see the following link for more information: http://www.mofat.go.kr/me/index.jsp	closed
Department Stores	10:30 am - 8 pm *Typically one day a month (usually a Monday) department stores are closed to the public. However, closings will vary according to each store.	

6. Climate

Seoul belongs to the Temperate Zone featuring four distinctive seasons of spring, summer, autumn and winter. The yearly average temperature of Seoul is 12.2 degrees Celsius. The average temperature of early November in 2008 was 11°C, containing the lowest temperature of minus 5.8°C and the highest temperature of 11°C. So, it is recommended to bring your warm clothes. November is in between autumn and winter.

7. Electricity supply



The standard electricity supply is 220 volts AC/60 cycles. However, outlets for 110 and 220 volts are available at the hotel.

8. Seoul

Seoul is located at 126 degrees east longitude and at 37 degrees north latitude. The total area of Seoul is 605.52 square kilometers, or 0.6 percent of the entire country. The Han River bisects the city into two parts: northern part (Gangbuk) and southern one (Gangnam). Seoul has a population of 10.3 million. This accounts for about a quarter of the total national population.

Seoul is the capital of Korea with over 600 years of history. It is the heart of Korea's culture and education as well as politics and economics. Seoul is unique in that historical sites such as Gyeongbokgung Palace and modern cultural facilities coexist in harmony. Seoul is a world-class city with numerous amenities and shopping districts such as Myeong-dong and Apgujeong.

Meandering through the middle of the city, the Han River is important to Seoulites both as a cultural symbol and a source of commercial wealth. Thirteen citizen's parks contain natural education grounds and a full range of sport facilities.

For more information on Korea and Seoul please visit <http://english.tour2korea.com/> or <http://english.visitseoul.net/visit2007en/index.jsp>

9. Transportation

- **Subway:** Seoul has one of the most well-developed subway systems in the world. Subway is the quickest, easiest and most convenient way to travel around Seoul. Fares are reasonable, station names and route maps are written in English. Subways also have the obvious advantage of not being slowed by Seoul's occasionally slow downtown traffic. Fares depend on whether you are paying by cash or T-Money (Transportation Card). Subways are around 1,000-1,300 won per trip depending on how far you travel.

- **Bus:** The buses are categorized into four colors. Blue (arterial buses) are the routes which connect outlying areas with the downtown area and run along a north-south and east-west axis. The Green (local) buses operate within a specific district. These buses will also make stops at subway stations. These routes usually operate in local areas for passengers transferring to blue buses or subways. Then there are the Red (express buses) which links downtown Seoul with satellite cities. Finally, there are the Yellow (downtown circular) buses, which you might not see as often but these buses run short routes in major downtown areas. Buses are around 1,000 won per trip depending on how far you travel.

- **Taxi:** Taxis are plentiful, clean, safe, and inexpensive in Korea. There are taxi stands in most busy city areas, and taxis can also be hailed on the streets. As well, certain taxis can be requested by phone though the fare for these special call taxis is somewhat higher than regular taxi. An increasing number of taxi drivers speak some English. The fare system is based on both distance and time. Fares are 2,400won for the first 2 kilometers and ₩100 for each additional 144 meters

▪ **Contact Information**

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▪ **Annex**

1. Seoul Walking Tour Guide

2. Documents for departure (Checklist)

3. Greetings in Korean

Annex 1

Seoul Walking Tour Guide

Seoul is a remarkably safe city. Violent crime rates are exceedingly low compared to other major cities around the world. Generally speaking, you can walk around just about any part of town at any part of the day and not feel threatened in any way. Seoul has tons of great walking courses that will put visitors in touch with the city's history, culture and vibrant lifestyle. This section introduces just a few recommended courses to get you started.

1. Cheonggyecheon



Through the newly revitalized Cheonggyecheon, with its fountains and waterfalls, one can see the magnificent restoration of this important water way in downtown Seoul. At the Cheonggyecheon Cultural Center you can see images from Cheonggyecheon's past and present that are on display.

The Cheonggyecheon, or Cheonggye Stream as it is sometimes called, is a natural stream located in the heart of downtown Seoul. It was traditionally dry through the fall and winter, but would run high as the rainy season came in the summer. It was covered with cement in 1958 by Syngman Rhee and later a highway was built above it. In 2003, then mayor of Seoul Lee Myung-bak initiated a project to remove the road and restore the river in an attempt to beautify the downtown area. Cheonggyecheon is a beautiful escape in the heart of the city and is surrounded by various cultural sites and shops on either side. There are also various cultural performances held in this area in the stages and plazas for the benefit of the people.

Getting There:

Get off one of the many subway stops that let out near the Cheonggyecheon including: City Hall Station on line number 2, Gwangwhamun Station on Line number 5 and Dongdaemun Stadium Station on line number 4.

2. N Seoul Tower



N Seoul Tower, often called Namsan Tower after the name of the mountain it is located on, is the most identifiable landmark in the Seoul City skyline. One can get a glimpse of this impressive structure jutting into the heavens from many places all around Seoul. While looking up at it is impressive, it doesn't compare to the view from the tower looking down; especially when that view is of Seoul all lit up at night.

Getting There:

Circulating bus (Yellow Namsan circulating bus number 02)

- 1) Subway stations near bus stops – Chungmuro Station (lines 3 and 4) exit 1 (in front of Daehan Cinema), Dongguk University Station (line 3) exit 6.
- 2) Operating hours and intervals: every 5-8 minutes, from 8:00 a.m. to 12 a.m.
- 3) Bus Fare: 550 KRW for cash and 500 KRW for transportation card.
- 4) Bus route – Namsan Public Library – Namsan Walking path B course – Seoul Animation Center – Toegyero 3 ga – Daehan Cinema (Chungmuro Station exit 1) – Toegyero 5 ga – Dongguk University Station (exit 6) – National Theater of Korea – N Seoul Tower

2. Shopping Area



Dongdaemun Fashion Town

Dongdaemun Fashion Town houses Korea's largest clothing wholesale market, wedding goods market, Gwanghee Market specializing in fur and leather, flea market, and modern fashion malls such as Doosan Tower, Migliore, and Freya Town. At the modern fashion malls you can enjoy various events such as fashion shows, festivals, hip-hop dance contests in addition to shopping.



Namdammun, Myeongdong

Namdammun and Myeongdong, in addition to being Korea's "shopping heaven," are full of youthful personality and the hustle-bustle of life. Amidst the surging crowds of Namdammun Market you'll find an endless number of things to see and buy. Myeongdong, meanwhile, was a symbol of youth and romance during the 1970s. Even now, it's downtown Seoul's most thriving district and a neighborhood rich in culture. If you stroll to the end of Myeongdong-gil, Korea's No. 1

spot for fashion, you'll come to Myeongdong Cathedral, a symbol of Korean Catholicism and the nation's only Gothic-style building.



COEX Mall

COEX Mall is the largest underground shopping center in Asia. It is located in the basement of the Korea World Trade Center, located in Samseong-dong. (Walking distance from the COEX InterContinental hotel) Despite the complex's huge size, visitors need not worry about getting lost. By simply following the main route you will reach most parts of the complex, and there are also signs in English.

Along the main route, visitors will find the Lake food court with 16 restaurants (Korean, Chinese, Japanese and Western-style), the event court (where concerts and performances are staged), the Bandi & Luni's bookstore (where you can find English books on Korean culture and history), and plenty of brand name stores. Visitors can find major international brands of leisure and sports clothing in a section of COEX mall that is operated by Hyundai Department Store.

Getting There:

- Namdaemun: Subway line number 4, Namdaemun Station, exit number 5.
- Myeongdong: Subway line number 4, Myeongdong station, exit number 6.
- COEX Mall: Subway line number 2, Samseong station, exit number 5, 6.

Annex 2

Documents for departure (Checklist)

- **Passport:** It is the participants' responsibility to ensure that their passports remain valid throughout their stay in Korea.
- **Visa:**
Entry Visa to Korea: Participants must obtain an entry visa to Korea which will be issued by the Korean Embassy nearest to them. If there is no Korean diplomatic mission in their country, participants will need to obtain the visa in a third country. Upon receiving visas, please make sure that the "term of validity" is long enough to cover the duration of the designated course.
- **Visa for Third Country:** In some cases, participants visiting or leaving Korea may be required to obtain visas for third countries due to a stop-over flight schedules. In this situation, it is participants' responsibility to obtain and pay for the visa.
- **Money for Incidental Expenses**
- Participants are advised to bring some money in US dollars for incidental expenses that may be incurred en route to Korea or upon arrival in Korea.
- The participant may have to pay the following incidental expenses:
Taxes levied during the trip (such as airport taxes, departure taxes, transit airport taxes, etc.)
Excess baggage charges.
- **Flight Ticket**
- **Outline of the symposium, this General Information, and letter of invitation 1**

Annex 3

Greetings in Korean

- **Hello?**

: Annyoung hasimnica? (안녕하십니까?)

- **Good Bye**

: Annyounghee gasipsiyo. (안녕히 가십시오.)

- **Thank you.**

: Gamsa hamnida. (감사합니다.)

- **How much is this?**

: Eulma imnica? (얼마입니까?)

- **Excuse me.**

: Sil-rye hamnida. (실례합니다.)

- **I am sorry.**

: Mian Hamnida. (미안합니다.)

- **Let's go to (Ambassador Hotel).**

: (COEX InterContinental Hotel) ro gajuseyo. ((코엑스 인터컨티넨탈 호텔)로 가주세요)

