



The 3rd e-ICON World Contest

ADMINISTRATIVE
CIRCULAR

 www.e-icon.kr

e-learning International Contest of Outstanding New ages

Institute of APEC Collaborative Education

ADD. Busandaehak-ro 63beon-gil, Geumjeong-gu, Busan 609-735 Korea(ROK)

Tel. +82-51-515-8617 Fax. +82-51-515-2617

E-mail. e-icon@alcob.org Homepage. www.alcob.org





Contents

1. Introduction	03
2. Participant List	03
3. Overview	05
4. Guideline for e-ICON Participants	06
5. Schedule	07
6. Accommodation and Venue	08
7. Meal	10
8. General Information	12
9. Contact	15

1. Introduction

This Administrative Circular is for offering information and guidelines to the participating participants in the 3rd e-ICON World Contest (here in after e-ICON), which will be held in Yongin and Seoul, Korea, from August 30 to September 4, 2013.

Information in this circular was written on August 12, 2013. Any modifications and updates thereafter will be provided via email to all of the invited participants.

2. Participant List

Team	Nation	Name	e-mail
A	Korea	Hyunbin Im	imhyunbin@hanmail.net
		Soomin Sung	ssm970725@naver.com
	Russia	Kwangyong Hyun	kwangyong810@naver.com
		Boris Egorov	lightsblessing@gmail.com
B	Korea	Natalia Ivanova	pairingmen@gmail.ru
		Jeongkil Han	denggil@korea.kr
		Jinseong Park	jiparks@naver.com
	Vietnam	Yeonghyeon Kim	k2pa00@naver.com
		Nguyen Hoang Nam	calleto1996@gmail.com
C	Korea	Tran Vu Anh Thai	dont.leave.me.alone.9x@gmail.com
		Jisuk Oh	jisoko74@gmail.com
		Chanmyung Kim	adkcm2@gmail.com
	Thailand	Chanhoo Park	lewis47@naver.com
		Apinya Loemane	ninkswift13@gmail.com
D	Korea	Orpitcha Lertpringkop	aimpitchaa@gmail.com
		Sungki Chun	inhajun@hanmail.net
		Hyunho Kim	inghyunho@naver.com
	Malaysia	Hojune Yang	hojune0303@naver.com
		Nur Wafiah Bt Yusof	afia_dina@yahoo.com
E	Korea	Hani Hazira Bt Hairul	nizadania@yahoo.com
		Chan Jun Yean Justin	iustinianuschan@gmail.com
		Jaehee Nah	newness30@hanmail.net
	Thailand	Miru Ryu	dkwpqfk@hanmail.net
		Sungmin Lim	sung2138@naver.com
F	Korea	Supanat Limjitti	March1997@live.com
		Wanpiti Sripathangkura	wanpiti_cd45@hotmail.com
		Daejin Kim	dj_kim@naver.com
	Cambodia	Dongjin Choe	rtrt96@naver.com
		Hyeonjeong Gwon	r45678910@naver.com
Cambodia	Chhoy Sokunthaneth	homemeta@yahoo.com	
	Hong Marinech	hongmarinech@yahoo.com	



3. Overview

- **Name** The 3rd e-ICON World Contest
(e-ICON : e-Learning International Contest of Outstanding New ages)
- **Host** Korean Ministry of Education, Microsoft Korea
- **Organizer** Institute of APEC Collaborative Education
- **Sponsor** 17 Regional and municipal education offices, KERIS, KEFA, ALCoB-EC
- **Date** 2013. 8. 30(Fri) ~ 9. 4(Wed), 6 Days
- **Venue** COEX, Seoul & Lotte Academy, Yongin
- **Participants** 10 Nations, 130 persons
Foreign(33) : 13 teams, secondary school students(26), advising teachers(7)
Korean(39) : secondary school students(26), advising teachers(13)
(1 team for each municipal office of education)
Organizer & manager : 28 persons(staff(8), volunteers(20))
VIP : 30 persons

• Content

Step	Date	Venue	Contents
Pre-training (On-Line)	Aug. 14 ~ Aug. 29	www.e-icon.kr	<ul style="list-style-type: none"> • Team-building (1 Korean + 1 Overseas) • Training on contents development (online lectures on contents development) • Design and develop contents (first version)
General Competition (Off-Line)	On-site training	Aug. 30 ~ Sept. 1	Lotte Academy (Yong-in) <ul style="list-style-type: none"> • Opening ceremony and orientation • Completion of e-learning contents • Preparation for contest
	Contest	Sept. 2 ~ Sept. 4	COEX (Seoul) <ul style="list-style-type: none"> • Presentations of contents and evaluation • Preparation for exhibition and demonstration
Post-training (Follow-up) (On-Line)	Sept. 5 ~	On/Off-line	<ul style="list-style-type: none"> • Sharing contents (uploaded on the website, etc.) • Revise and edit contents, and promote their use (disseminate to each participating countries etc.) • Online community activities, participation in other international cooperative events, etc.

Team	Nation	Name	e-mail
G	Korea	Taeseon Yoon	tsyoon@hafs.hs.kr
		Sunyeon Ha	tjsdsu2625@gmail.com
		Ahhyun Ahn	ahhyunahn@gmail.com
	Malaysia	Awang Azhad Bin Awang Amirudin	azhad101@yahoo.com
		Abdul Rahman Bin Zakaria	adul1234@yahoo.com.my
		Mohamad Irsyad Danish Shaz Bin Mohamad Azami	Danix8danish@gmail.com
H	Korea	Jeongsuk Lee	madanglee@nate.com
		SangKyeol Kim	kskyul3396@naver.com
		Seonjong Yu	tauda@naver.com
	Singapore	Chong Xu Wei	rabbixuwei@gmail.com
		Balasubramaniam Praveen	ajjuu98@gmail.com
I	Korea	Youngmin Lee	youngman@jbedu.kr
		Sangjoon Sin	wkddodls1472@naver.com
		Haechang Chung	powerchung@hotmail.com
	China	Bai Yijie	Byj414@163.com
J	Korea	Kyungchan Su	skc151@naver.com
		Jinyoeng Kim	mjy050@naver.com
		Gwangjin Ju	gwang0124@gmail.com
	Japan	Daisuke Katsumata	ka11238@yahoo.co.jp
		Aimi Bessho	abessho@gmail.com
K	Korea	Jongjik Lee	jigi80@igse.ac.kr
		Jungho Jo	wjdg2506@naver.com
		Taewan Kim	firstlamon13@naver.com
	Philippines	Carlo Pallaya	carlo_pallaya@yahoo.com.ph
L	Korea	John Reinier Ocampo	happyfeeds44@gmail.com
		Okkyung Ko	yadoby@naver.com
		Jin Yun	dbsws09144@naver.com
		Dongeon Oh	dongeon1213@naver.com
	Cambodia	Heang Kanharoth	kanharoth_heang@yahoo.com
		Ly Nguonhong	veleandy@gmail.com
M	Korea	Huisoon Kim	handmindart@naver.com
		Heeyeon Choi	slnik@naver.com
		Jiseon Yoon	abcgd@hanmail.net
	Philippines	Rhedyn Delos Santos	rhedyn.delosantos.14@facebook.com
		Dianne D. Ayo	dianneayo@yahoo.com



4. Guideline for e-ICON Participants

4.1. ID Card/ Passport

- During the e-ICON, all the participants need to submit one's valid passport to e-ICON Secretariat for security problem preventing.
- ID card will be provided to each participant after passport submission
- ID card is the way to identify and recognize the participants on this event. Therefore all participants are asking to wear it all the time as a mandatory.
- In the event of ID card losses, Please visit the Secretariat and reissue the card immediately (The reissue statement will be asked to fill out)

4.2. Equipment

- All equipment and supplies are valuable assets of organization. Please keep them carefully and prevent to damage
- In the event apparatus is damaged, please inform it to our secretariat or staffs immediately
- All provided devices should be guaranteed of damage by yourselves and returned to secretariat after whole program ends

4.3. Curfew

- All participants should keep the curfew rule for your safety and soft program management
- Secretariat will check every participant's room for every member's staying at 11:00 p.m.
- All participants should not be away from hotel at 10:00 p.m.

4.4. Emergency Medical Kit

- When the emergency situation occurred, please let Secretariat and Lotte Academy Front Desk know
- All the simple medicine service will be managed at front desk at Lotte Academy

4.5. Souvenir / Material

- Some of the e-ICON souvenir and material will be provided for every participants
- Work book, USB, Pen, Brochure, Bag

4.6. Diploma & Award

- All participants will reward the diploma as the successful certification of e-ICON
- Upon each collaborative team project score, 3 high ranking team will reward the awards
- For special area, there will be additional reward for the best collaborative team and fellowship participant

4.7. ALCoB Registration

- All Participants will be registered automatically as ALCoB (APEC Learning Community Builders) member after finishing the whole program of the e-ICON

5. Schedule

Classification	Aug. 30, Fri. (1st day)	Aug. 31, Sat. (2nd day)	Sep. 1, Sun. (3rd day)	Sep. 2, Mon. (4th day)	Sep. 3, Tue. (5th day)	Sep. 4, Wed (6th day)
Venue	Lotte Academy (Yongin)			COEX (Seoul)		
1st class (50mins)	09:00 ~ 09:50	Registration			Moving (Yongin →Seoul)	Moving (Yongin →Seoul)
			Collaborative Development (2)	Collaborative Development (4)	Briefing for Evaluation	Setting up for Exhibition
			: e-Learning Contents Development (1)	: e-Learning Contents Development (3)	Presentation & Evaluation (6teams, 120mins)	Displaying developed content
		Opening ceremony, Orientation & Trainees Introduction (Ice-Breaking)			*Display Arrangement (concurrent)	(e-learning Korea 2013)
3rd class (120mins)	10:00 ~ 12:00					Displaying developed content (e-learning Korea 2013)
Lunch	12:00 ~ 13:30	Luncheon				
3rd class (80mins)	13:30 ~ 14:50			Collaborative Development (5) : e-Learning Contents Supplying	Presentation & Evaluation (7teams, 140mins)	Displaying developed content (e-learning Korea 2013)
4th class (60mins)	15:00 ~ 16:00	Collaborative Development (1) : Reviewing PDP	Collaborative Development (3) : e-Learning Contents Development (2)		*Display Arrangement (concurrent)	Preparing Closing Ceremony
5th class (80mins)	16:10 ~ 17:30			Collaborative Development (6) : e-Learning Contents preparing Exhibition & Presentation	Display Arrangement	(e-learning Korea 2013) Awards & Closing Ceremony
6th class (20mins)	17:40 ~ 18:00	Wrap-up Meeting	Wrap-up Meeting	Wrap-up Meeting		
Dinner	18:00 ~	Dinner				



6. Accommodation and Venue

6.1. LOTTE Academy (Aug 29th ~ Sep 4th)

- Location : 17-9 Mabook-Lo 240-Gil, Kiheung-Gu, Yongin-Si, Gyeonggi-Do, 446-912 South Korea
- Facilities: Academy, Business Center, Accommodation, etc
- Tel : (+82)031-260-5901~2 / Fax : 031-260-5999
- Website : <http://www.lotteacademy.co.kr>



• Layout

- Academy : Opening Ceremony & Collaborate development(Aug 30th ~ Sep 1st)
- Accommodation : Restaurant & Guest Room(Aug 29th ~ Sep 4th)



6.2. COEX (Sep 2 ~ 4th)

- Location : Samsong-dong, Gangnam-gu, Seoul 135-731, Korea
- Facilities: Conventions, Lodging, Exhibitions, Performances, Entertainment, Shopping, Sightseeing etc
- Tel : (+82)02-6000-0114 / Fax : 02-6000-1302
- Website : <http://www.coex.co.kr>



• Layout

- e-learning Exhibitions(e-learning Korea 2013) COEX 3F, Hall D
- Closing ceremony : COEX 4F, Room 402





7. Meal

- 7.1. Breakfast
 - 6:30 ~ 08:00a.m (at LOTTE Academy)
- 7.2. Lunch & Dinner
 - LOTTE Academy or Around COEX Area
- 7.3. Menu
 - Common Korean dishes are as follows;

Dolsot Bibimbap



Ingredients

Rice, spinach, carrot, eggs, ground beef, hot pepper paste, sesame oil

Description

A dish made with mixing rice with various other cooked vegetables. Great for experiencing different vegetables, pleasing to the eye, and full of nutrients. Served in a very hot stone bowl.

Saengsun Gui (Broiled Fish)



Ingredients

Fish(usually Mackerel), lettuce, sesame oil, hot pepper paste, soy bean paste, rice

Description

Broiled fish that is either cooked whole or sliced in half and cooked until the skin is crisp and sizzling. Served with lettuce and rice.

Doenjang Jjigae



Ingredients

Uncurded tofu, seafood, onion, mushroom, scallions, red pepper paste

Description

Hot spicy Korean stew made with tofu, seafood, vegetables and Gochujang(red pepper paste).
A raw egg is put in the pot just before serving.

Sundubu Jjigae



Ingredients

Uncurded tofu, seafood, onion, mushroom, scallions, red pepper paste

Description

Hot spicy Korean stew made with tofu, seafood, vegetables and Gochujang(red pepper paste).
A raw egg is put in the pot just before serving.

Korean BBQ



Ingredients

Beef or pork, garlic, chili, lettuce, soy sauce, soy bean paste, sesame oil

Description

Beef short ribs, marinated in a sauce. It is believed to taste best when grilled with charcoal.

Korean Pancakes



Ingredients

Green onions, chili, flour, water, sugar, vegetable oil, soy sauce, vinegar

Description

Pancake shaped dish commonly eaten as an appetizer, served with a sauce to dip. Crisp outside and tenderness inside.

Kimchi



Ingredients

Cabbage, radish, green onions, red chili peppers, garlic

Description

A traditional fermented Korean dish made of vegetables with a variety of seasonings.

Naengmyeon



Ingredients

Noodles made of buckwheat or starch, beef broth, thin slices of beef, julienne cucumber, julienne pear, boiled egg

Description

Noodles served in cold beef broth- the soup is refreshing. There is also bibim naengmyeon, which doesn't have soup but is mixed with red pepper paste instead.

Jeonbokjuk



Ingredients

Abalones Soaked rice, Minced garlic, Carrot

Description

Korean typed soup with abalones



8. General Information

8.1. Korea

The Republic of Korea is a small country on the far eastern edge of Asia. It covers a total area of 99,392 square kilometers and has a population of almost 50 million. The capital and largest city is Seoul, with a population of 10.4 million. Although it ranks 109th in the world in terms of land area, the country is a center of economic activity, culture, and arts. Korea had to endure the Korean War (1950-53), but it has achieved amazing economic growth in a short period, dubbed "the Miracle on the Han River." Korea is a presidential republic consisting of sixteen administrative divisions and recognized as a developed country with a very high standard of living. Korea has a market economy which ranks 14th in the world by nominal GDP and 12th by purchasing power parity (PPP), identifying it as one of the G-20 major economies. It is a member of OECD and a founding member of APEC and the East Asia Summit.

Today, Korea is an industrial nation standing tall on the world stage. Its semiconductor, automobile, shipbuilding, steel making, and IT industries are on the leading edge in global markets. It hosted the 1988 Seoul Olympics and the 2002 Korea-Japan FIFA World Cup. More recently, Korean dramas, movies, and music are attracting many audiences in Asian countries and beyond, creating what is being called the "Korean Wave." Korea's new standing in the international community was highlighted in 2010 with the nation becoming the first Asian country to chair the G20 and host the G20 Seoul Summit.



8.2. Weather

Korea is located in North-East Asia. Summer is the hottest season, beginning in late May/early June and continuing until the beginning of September. It is also the wettest season, receiving the majority of annual rainfall. In fact, summer begins with the rainy season called 'Jangma', which generally lasts from mid-June until the end of July. During Jangma, umbrellas and raincoats are essential.

After Jangma, the weather begins heating up, with temperatures rising up to anywhere between 35°C and 40°C during daytime. Light clothing, often made with "cooling" fabric, becomes essential for preventing overheating.

	Busan	Seoul
Average High	28.1°C	33.5°C
Average low	22.0°C	20.3°C

8.3. Electricity and Voltage

The standard voltage in Korea is 220 volts. The outlet has two round holes and is the same type used in France, Germany, Austria and many other countries. If your appliance's plug doesn't match the shape of this socket, you will need a travel plug adapter in order to plug in (available at a duty-free shop or a convenience shop at the airport). However, travel plug adapters simply change the shape of your appliance's plug, not the voltage. The electricity coming through the adapter will still be the same 220-240 volts the socket is supplying.



8.4. Money and Currency

- 1 USD is equivalent to 1,120 Won (August 15, 2013)
- List of Money



10,000 won (\$8.92)
Manwon



5,000 won (\$4.46)
Ocheonwon



1,000 won (\$0.89)
Cheonwon



50,000 won (\$44.62)
Omanwon



500 won (\$0.45)
Obaekwon



100 won (\$0.09)
Baekwon



8.5. Average Price List of Goods



0.5L water
1,000won



Snack (small)
700-1,000won



Bagel
1,600won



BigMac set
at McDonald's
5,300won



Starbucks coffee
Americano (tall)
3,900won



Bibimbap
5,000-10,000won



Subway & Bus fare
(basefare)
1,200 won



Base taxi fare
2,800won

8.6. Useful Korean Phrases

English Phrases	Korean Phrases
Hello	An-yong-ha-se-yo, 안녕하세요
Thank you	Gam-sa-ham-ni-da, 감사합니다
Excuse me	Shil-le-ham-ni-da, 실례합니다

8.7. Helpful Numbers

- Emergency Medical Information Center, 1339

At Emergency Medical Information Center, trained medical personnel (doctors, nurses and paramedics) are on call 24 hours a day, 7 days a week in 12 locations nationwide. Upon receiving an emergency call, a medical staff member gives basic first aid instructions over the phone or calls an ambulance to transport patients to a medical center for further emergency measures.

- Information Service – International Call 00794

International service “00794” is a telephone operator service that provides any information related to making international calls including foreign subscription number, national codes, area codes, etc.

- Local Telephone Number Guide – Local area code + 114

In order to obtain the contact and the location information of a business, dial an area code followed by “114” and say the name of the business.

8.8. Business Hours

- Banks
Weekdays: 09:00 ~ 16:00 (Closed on weekends and national holidays)
- Government Offices and Organizations
Weekdays: 09:00 ~ 18:00
Saturdays: 09:00 ~ 13:00 (Closed on Sundays and national holidays)
- Department Stores
10:30 ~ 20:00 (Typically one day a month, department stores will close. Date of closing can vary according to store.)

8.9. Emergency Situations

- Emergency Call
Dial 112 for the police, 119 for the fire department, or 1339 for medical emergencies (please note that most operators can only speak Korean). Hotel staff or managers can arrange for a doctor or an ambulance.
- Diplomatic Missions in Korea
For more detailed information about diplomatic missions in Korea, please visit the homepage of the Ministry of Foreign Affairs and Trade (<http://www.mofat.go.kr/ENG/main/index.jsp>).

9. Contact

- Mr. Byung-guen Kim, Team Manager, International Development Team
- Tel: (+82) 51-515-1887 / (+82) 10-2034-1438
- E-mail: guen@alcob.org
- Mr. Su-heon Kim, Researcher, International Development Team
- Tel: (+82) 70-4640-1208 / (+82) 10-2649-9246
- E-mail: dmun@alcob.org
- Ms. Jin-kyoung Kim, Researcher, International Development Team
- Tel: (+82) 70-4640-1876 / (+82) 10-2652-8636
- E-mail: kjk@alcob.org