

Ways to Develop Understanding Korea Material in Sweden

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® LIBER



Liber – in short

- The leading educational publishers in Sweden, (\$55m)
- Competing with 4 other, slightly smaller (\$30-40m)
- Historic roots back to beginning of 1900. Liber brand founded 1973.
- Owned by Infinitas Learning/Bridgepoint, London.
- Publish books and digital services to Primary, Secondary and Higher education.
- Many iconic titles in our broad portfolio
- 3000 active titles and more than 4000 active authors receiving royalty. 500-700 new titles every year.
- Office in Stockholm, 100 employees

Cooperation Korea – Sweden

Why ? – both countries would benefit

- Commercial - Increase the export/import of products and services
- Cultural exchange will enrich peoples lives
- Increase tourism in both directions
- Increase knowledge about foreign countries – will work against prejudices and conflicts
- Exchange of specialised knowledge, technical/social etc, (school results?)

Developing textbooks to schools in Sweden

- Curriculum not very descriptive, up to publisher to choose content and pedagogic method.
- Teachers choose educational material freely.
- Publishing and selling educational material is a fully commercial industry, not controlled by the state.
- Many methods/textbooks available in the market.
- Revised every 2-8 years depending on school year and subject/content.
- The books are most often initiated by publisher, due to identified demand in the market. Authors are contracted.
- Normal production time (writing, editing, lay-out and pictures) 1-3 years depending on school year and content. Printed in China or India.
- Marketed with “consumer methods” towards teachers in Primary and Secondary, and universities in Higher Education.

Ways to develop understanding material:

- Facts about Korea are available for Swedish authors and publishers (books, Korean websites, internet ect).
- The challenge is to chose content and levels of detail as the space available is very limited.
- When doing a new or revised title the author searches for updated facts.
- There are no programs or courses in Sweden specialised in Korean language or Korea as a country.
- Key - Create an interest for Korea in all levels of society.

Create an interest for Korea in all levels of society

1. Children

- through increasing cooperation with Swedish publishers to secure that educational material and textbooks are correct and gives a modern description about the country. (!)
- Cooperation, exchange/projects with Swedish schools who has industry connections, as ABB technical Upper Secondary school.
- Promote pupil exchange and interaction through Social medias, schools projects etc.

Create an interest for Korea in all levels of society

2. Students/universities

- Increase interest in universities by participating and promoting student exchange programs
- Increase interest in University teacher education programs
- Participate in International symposiums regarding scientific research, technical development and environmental and climate issues.

Create an interest for Korea in all levels of society

3. Put Korea on the map in normal family life
 - Food, restaurants
 - Music (K-pop, Gangnam)
 - Sports (Golf)
 - Social medias

Create an interest for Korea in all levels of society

4. Industry & Tourism

- Industry – cooperation in international forum, exhibitions as well as chambers of commerce etc.
- Tourism – market Koreas tourism attractions, especially online, and cooperation and partnerships with the Swedish tourism industry.
- Make available (books, online, magazines) facts about Korea, history, culture, food etc.

Korea + Sweden = True

