



GREAT CHALLENGE

GREAT INNOVATION

GREAT SHARING

GREAT INNOVATOR

The future is what we make of it.

If we can set an innovative goal with deep insights and prevision,
then strive to achieve that goal while abiding by our principles,
the world will one day, revolve around us.

Waiting is not the answer.

We must challenge and develop our future.

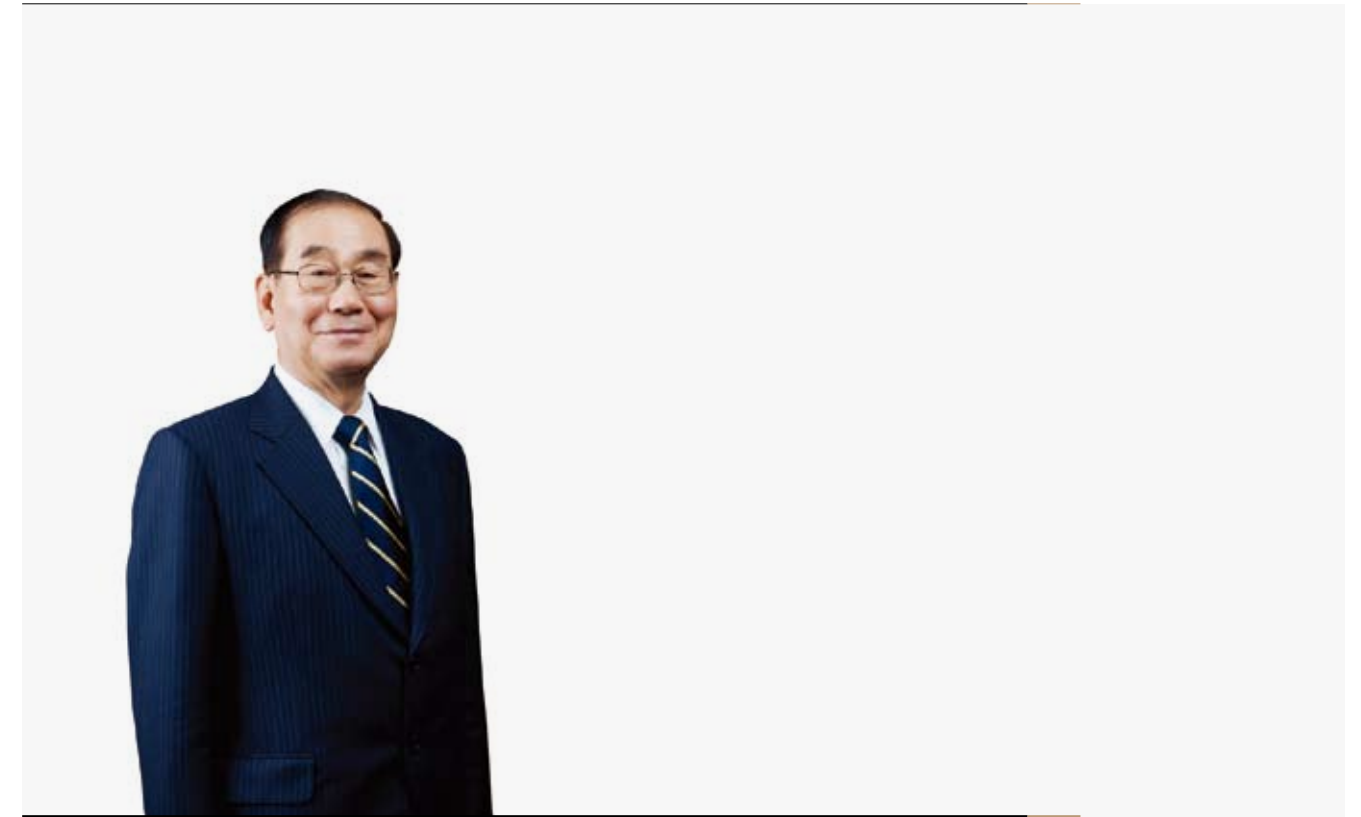
Chung. Si Yung

Towards a Progressive and Innovative Future

Pony Chung Foundation was established in November 2005 to acknowledge the accomplishments of the late Chairman Chung Se-yung, the pioneer and leader of Korea's automobile industry. Many people and business entities donated for the establishment of the Foundation, of which includes, Chung Se-yung's descendent and Hyundai Development Company Chairman Chung Mong-gyu, subsidiaries and affiliates of the Hyundai Development Company, companies that shared close business relationships with the deceased, and many individuals who wished to commemorate the spirit of the deceased.

Chairman Chung Se-yung paved the path for overseas exports of Korean automobiles by developing the first Korean-made automobile of "Pony," against popular beliefs at the time that it was not a sensible choice as 1970's Korea lacked adequate funding and technology to enter the industry. Looking back, his efforts enabled Hyundai Motor Company to become the one and only automobile manufacturer, among all others in 140 other nations that achieved independence since 1945, that possessed both the source technology and global market-bases needed to become a key player in the global market.

The late Chairman Chung was a true innovator of technological modernization of Korea and a creative leader of our time. He had successfully led the Korean automobile industry during his 32 years in office based on his life's goal and management philosophies of innovative thinking,



virtuous management, talent nurturing, and pioneering spirit.

He was a man who was consistent to his principles and beliefs, and he believed that the key to corporate management as well as one's life lied in the virtuous management principle—always doing one's utmost to follow the right path wherever one may be. Chairman Chung Se-yung was admired by all who knew him by his humble and patient personality together with exceptional self-control.

We at the Pony Chung Foundation will follow in the footsteps of the late Chairman's spirits, and will strive in many different ways to create a better and more prosperous future for all of us.

We will continue to promote the development of liberal arts, which lacks interest and support although it serves as the foundation of national growth, inform the world of prominent men and women who have opened new horizons with their outstanding efforts and creative thinking, and nurture talented individuals who will become the leaders of our future. We thereby humbly ask for your interest and encouragement on the endeavors we undertake.

Yours Sincerely,

Kim Jin-hyun, Chairman

GREAT CHALLENGE
History



- 2005. 10. First contribution received, KRW 800 million
- 2005. 10. Establishment authorized by the competent authorities
- 2005. 11. Completion of registration at the competent court (Seoul District Court, Samsung Registry Office)
- 2006. 04. Held an agreement convention for the Pony Chung Innovation Award (Maeil Business Newspaper)
- 2006. 05. Published a memorial booklet to commemorate the late Chairman Chung Se-yung
- 2006. 05. Held the unveiling ceremony for a bust sculpture of the late Chairman Chung Se-yung
- 2006. 12. Held the awarding ceremony for 1st scholarship certificates (52 students)
- 2007. 08. Held the Pony Chung Scholarship Workshop
- 2007. 09. Awarded the 1st Pony Chung Innovation Award (Honoree: UN Secretary-General Ban Ki-moon)
- 2007. 10. Signed MOU with Vietnam National University on scholarship programs, awarded scholarships (20 students)
- 2007. 12. Held the awarding ceremony for 2nd scholarship certificates (33 students)



- 2008. 01. Held the Pony Chung Scholarship Winter Workshop
- 2008. 05. Opened the Pony Chung Hall
- 2008. 05. Awarded the 2nd Pony Chung Innovation Award (Honoree: President of KAIST Suh Nam-pyo)
- 2008. 07. Held the Pony Chung Scholarship Workshop
- 2008. 08. Pony Chung scholarship students participated in overseas study program (France, Japan)
- 2008. 10. Awarded scholarships to students in Vietnam National University (60 students)
- 2008. 12. Held the awarding ceremony for 2008 scholarship and academic grant certificates (24 students, 2 professors)
- 2009. 05. Awarded the 3rd Pony Chung Innovation Award (Honoree: World Headquarters of Canaan Farmers Movement)
- 2009. 07. Held the Pony Chung Scholarship Workshop
- 2009. 11. Awarded scholarships to students in Vietnam National University (60 students)
- 2009. 12. Held the awarding ceremony for 2009 scholarship and academic grant certificates (24 students, 2 professors)
- 2010. 05. Awarded the 4th Pony Chung Innovation Award (Honorees: Cha In-pyo and Shin Ae-ra couple)

GREAT CHALLENGE

Members of the Board



Chairman



Kim Jin-hyun

Chairman of Committee for the Establishment of the National Museum of Korean Contemporary History
Chairman of World Peace Forum
Former Minister of the Ministry of Science and Technology
Former Chairman of Munhwa-ilbo
Former President of the University of Seoul
Former Chief Editorlist of Donga-ilbo

Director



Chung Mong-gyu

Chairman of Hyundai Development Company
Former Chairman of Hyundai Motor Company

Director



Ryu Hee-choon

Chairman of Hanil E-wha
Former executive director of Korea federation of small and medium business



Director



Lee Yang-sup

Chairman of MS Autotech Co., Ltd & Myoungshin Co., Ltd
Former President of Hyundai Motor Company

Director



Kim Chul-su

Chairman of Institute for Trade & Investment
Former Deputy Director-General of the World Trade Organization (WTO)
Former Minister of Trade, Industry and Energy of Korea
Former President of Sejong University

Auditor



Cho Seong-ho

Professor at KDI School of Public Policy and Management
Former President and CEO of Valtech Consulting Korea

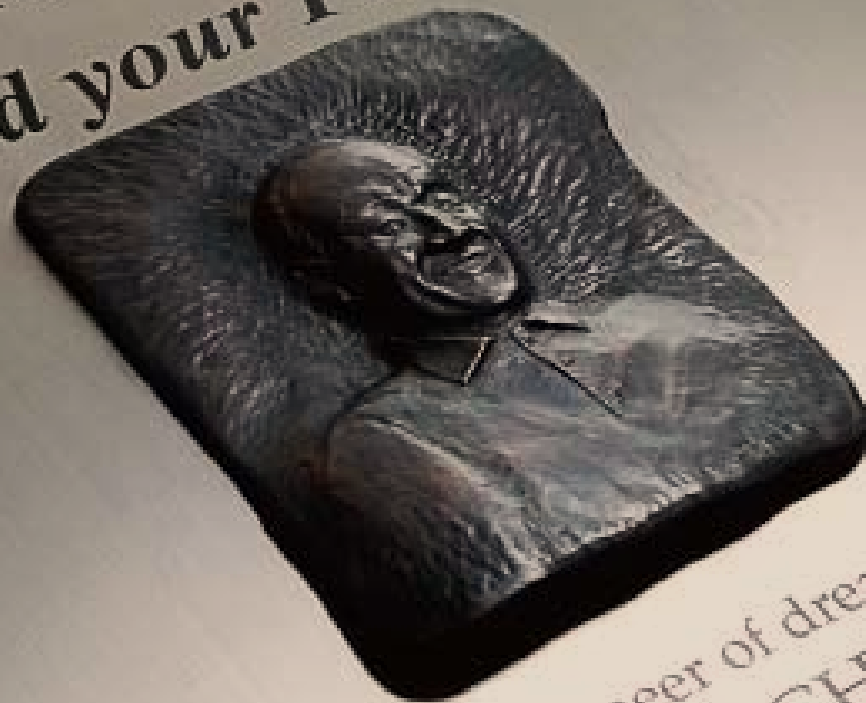
Auditor



Ryu Yong-ho

Attorney at Kim & Chang
Former Judge at Seoul Administrative Court

Good to Great



Pony Chung Foundation spreads grand hope to this world

Pony Chung Foundation Established

Pony Chung Foundation was established in November 2005 to acknowledge the accomplishments of the late Chairman Chung Se-yung, the pioneer and leader of Korea's automobile industry.

Bringing forth Positive Changes

Chairman Chung Se-yung emphasized that "waiting is not the answer. We must challenge and develop our future."

Pony Chung Foundation has inherited such convictions and is bringing forth positive changes to our society.

Developing the Future

We support innovative people who have created change with venturesome spirit and creative thinking.

We support academic studies to promote the development of liberal arts as well as the nation.

We actively nurture talented individuals by providing scholarships and strive to create a more prosperous future.

GREAT INNOVATION

Pony Chung Innovation Award: the Purpose and Selection Procedure

Pony Chung Foundation Supports Venturesome and Pioneering Spirit

Waiting is not the answer. We must challenge and develop our future.

We must be innovative, change the way we think.

Abide by transparent principles, together with fairness and impartiality.

And strive to achieve our goals with the conviction that it must be realized.



Purpose

Chairman Chung Se-yung was a pioneer and leader of Korea's industrial modernization and globalization of the automobile industry. The Pony Chung Innovation Award seeks to remember, follow, and further develop his innovative mindset and venturesome spirit.

Our honorees are selected from individuals or organizations that have accomplished outstanding achievements for the development of our society as well as the nation with their spirit of abiding by the right-path, pioneering, and creativity, thus bringing forth positive change across diverse different fields of study, such as diplomacy, economy, society, culture, and art.

Selection Procedure

Award candidates are nominated every year from January till February by the directors of Pony Chung Foundation, past honorees and judges of the Award, and notable individuals or organizations—domestic and abroad—selected by the foundation. Once the nominations are complete, the Chairman of the Foundation appoints up to ten renowned professionals from each area to take the role as members of an evaluation committee. The committee Chairman will

be held by the Chairman of the foundation, and all members of the committee shall evaluate the qualifications and accomplishments of the candidates. The honoree of the award will be announced by April and the awarding ceremony will take place in May.

Pony Chung Foundation will continue to find distinguished individuals and organizations that have brought about positive change to our society by accomplishing outstanding achievements across various different fields of study—diplomacy, economy, society, culture, and art. We will strive to promote them and their achievements as our society's role model by honoring them with our award. In addition, we will do our utmost to develop the Pony Chung Innovation Award into a most renowned award in the world.

The Award and the Prize

The honoree is presented with a certificate and medal, which can be seen on the left, together with KRW 100 million as supplementary prize.

People who have developed the future - Past honorees of the award

The first honoree of the award, 2007 - **UN Secretary-General, Ban Ki-moon**

It seemed near impossible for a person from a divided country to become the UN Secretary-General at a time when interests of powerful nations were sharply divided. Thus, Ban Ki-moon's rising to the post of Secretary-General not only left a significant milestone in the history of Korean diplomacy but also showed the world of the high potentials of the Korean people.

The second honoree of the award, 2008 - **President of KAIST, Suh Nam-pyo**

Dr. Suh not only demonstrated the excellence of the Korean people to the world during his tenure as head of Mechanical Engineering in MIT, but also brought about change within Korean universities after being appointed as the President of KAIST by implementing proactive reforms.

The third honoree of the award, 2009 - **World Headquarters of Canaan Farmers Movement (President Kim Bum-il)**

The organization upholds the "Spirit of Canaan," which was the foundation of the Canaan Famers School in making significant contributions to the development of rural areas as well as Korea's economy. It has established 8 overseas Canaan Famers Schools around the world, and is helping the poor to stand on their own feet by disseminating an economic model of self-reliance.

The fourth honorees of the award, 2010 - **Cha In-pyo and Shin Ae-ra couple**

The couple has aided people in need by patronizing many underprivileged children around the world, and has consistently been donating to a better cause. In addition, they have helped eliminate our society's prejudice against adoption by publicly adopting two children.

GREAT INNOVATION

Pony Chung Innovation Award: Past honorees

Showing the High Potentials of the Korean People to the World

Honoree of the Pony Chung Innovation Award 2007

Ban Ki-moon **UN Secretary-General**



- 1944 Born in Eumseong, Chungcheongbuk-do, Republic of Korea
- 1963 Graduated from Chungju high school
- 1970 Received bachelor's degree in international relations from Seoul National University
- 1970 Passed the 3rd Foreign Service Examination and Joined Ministry of Foreign Affairs
- 1976 Served as First Secretary at the Embassy of the Republic of Korea in India
- 1980 Served as Director of United Nations Division, Ministry of Foreign Affairs
- 1985 Received master's degree in public administration from the Kennedy School of Government at Harvard University
- 1987 Served as Consul General of, and Adviser to the Embassy of the Republic of Korea in the U.S.
- 1990 Served as Director-General of the American Affairs Bureau
- 1992 Served as the Korean Minister to the U.S.
- 1995 Served as Director of Foreign Policies Office, Ministry of Foreign Affairs
- 1996 Served as Chief National Security Adviser to the President
- 1998 Served as the Korean Ambassador to Austria
- 2000 Served as Vice-Minister of Foreign Affairs and Trade
- 2001 Served as Chief Secretary to the President of the 56th UN General Assembly
- 2004 Served as the 33rd Minister of Foreign Affairs and Trade
- 2006 Elected as the 8th UN Secretary-General

The first honor of the Pony Chung Innovation Award was given to the UN Secretary-General Ban Ki-moon, in recognition of his outstanding contribution to the innovation and development of public offices while serving the Korean government, as well as for his efforts to create prosperity and maintain peace and security around the world.

Leaving a significant mark in the history of Korean diplomacy

Ban Ki-moon served Korea as a diplomat for 37 years in many different regions of the world, including Asia, the Americas, and Europe. His long tenure with the Korean Ministry included key positions as Chief National Security Adviser to the President as well as Minister of Foreign Affairs and Trade. Ban took full responsibility of his duties

with passion and diligence, and greatly contributed not only to developing Korea’s diplomatic policies but also strengthening cooperative ties with the international society.

He was elected as the 8th UN Secretary-General in October 2006, at a time when interests of powerful nations were sharply divided, and has been performing his duties since January 1st 2007. His active role in the international arena will forever be remembered as a milestone in the history of Korean diplomacy.

Spreading the Message of Hope around the World

UN Secretary-General Ban Ki-moon was born to a poor family in a rural village in Eumseong, Chungcheongbuk-do. Despite the poverty his family faced, his childhood dream was to one day become a diplomat, and he dug deep in his studies to make the dream come true. He had constantly walked step-by-step in the path of effort, toward the path of hope.

His continuous efforts helped him become one of the four Korean high school students to participate in the Visit of International Students To America (VISTA) program, where he met President Kennedy and reaffirmed his determination to serve mankind by working in the international arena.

Afterwards, Ban went on to university to major in international relations, and later passed the Foreign Service Examination to join the Ministry of Foreign Affairs. During 1993 to 1994, when the first North Korean nuclear crisis erupted, he served as the director of working-level talks between Republic of Korea and the U.S., while holding the office of Korean Minister to the U.S. at the same time, and in 1997, when Hwang Jang-yop, former Chairman of the Supreme People’s Assembly, North Korea, defected to Republic of Korea, Ban accomplished the difficult task of bringing him safely to Korea by going to and fro from China to Philippines.

In 2006, while serving as the Minister of Foreign Affairs and Trade in Korea, Ban Ki-moon officially declared for candidacy as the next UN Secretary-General, and in October the same year, the UN Security Council chose him as its sole nominee. Afterwards, the 192-member General Assembly acclaimed Mr. Ban as the 8th UN Secretary-General.

Currently, UN Secretary-General Ban Ki-moon acts as a foremost diplomatic figure, who is mediating international conflicts while at the same time leading cooperative talks and agreements between UN member nations, and is thus contributing to keeping peace around the world.

His success is undoubtedly a splendid achievement in which he showed the high potentials of the Korean people to the world. It has become a symbol of hope to Korean teenagers who dream of a more prosperous future and strive to achieve that dream.

When awarded with the supplementary prize of USD 100,000, Ban gave a bigger meaning to the award by donating the whole amount to UN HABITAT’s Kenyan slum-area reconstruction program of skills training for poor youth in Nairobi’s Kibera slum.

GREAT INNOVATION

Pony Chung Innovation Award: Past honorees

Reforming Universities with Passion and Innovation

Honoree of the Pony Chung Innovation Award 2008

Suh Nam-pyo **President of KAIST**



- 1936 Born in Gyeongju, Gyeongsangbuk-do
- 1961 Received master's degree in mechanical engineering from Massachusetts Institute of Technology
- 1964 Received doctor's degree in mechanical engineering from Carnegie Mellon University
- 1965 Served as an assistant and associate professor at the University of South Carolina (1965–1969)
- 1970 Served as professor at Massachusetts Institute of Technology
- 1984 Served as Assistant Director for engineering at the US National Science Foundation (1984–1988)
- 1987 Honored as Federal Engineer of the Year, US National Science Foundation
- 1988 Received Distinguished Service Award, US National Science Foundation
- 1991 Served as head of the department of mechanical engineering, Massachusetts Institute of Technology (1991–2001)
- 1993 Received The Best Tribology Paper Award (with D. E. Kim), ASME
- 2001 Received The Hills Millennium Award of the Institution of Engineering Designers of the United Kingdom
- 2006 Received Lifetime Achievement Award, US Society of Plastics Engineers
- 2006 Serving as President of KAIST

Dr. Suh Nam-pyo, President of KAIST, became the second honoree of the Pony Chung Innovation Award. Dr. Suh led the reform of KAIST with his strong determination and drive, and has thus brought about a new wind of change to all other Korean universities. The foundation presented the award with high regard for his unique and innovative spirit.

The Symbol of Creativity and Innovation

Dr. Suh Nam-pyo is the creator of the axiomatic design theory, and is a renowned scientist who has advanced theories and practical solutions in the fields of plastics and metal manufacturing processes, tribology, and design.

In addition, Dr. Suh has been recognized for his administrative talents and appointed by the President of the U.S. to serve as Assistant Director for Engineering at the US National Science Foundation, and in the early 1980's, gave advice to the Korean government on its draw-up of a 5-year economic development plan. He has also served as adviser to many businesses as well as the Korea Institute of Industrial Technology, thereby making significant contributions to the development of Korea's industries, universities, and research institutes. Since 2006, the year he took office as President of KAIST, Dr. Suh has been leading extensive educational reforms based on his key developmental philosophy of innovation.

The Pioneer of Educational Reform

In 2006, when appointed as the President of KAIST, Dr. Suh Nam-pyo declared the goal of making KAIST join the ranks of the world's top 10 science and technology universities within ten years, and has since been leading extensive educational reforms in KAIST. He first of all, eliminated the tenure of the Deans, and transferred the responsibility of hiring and budget execution to the Deans, all in order to establish a system of responsibility management, thus inducing departments to compete against each other. In addition, he newly adopted a system of appointing distinguished professors, and promised to provide world-class treatment to outstanding professors regardless of their age and tenure. He also firmly believed that “uncompetitive professors make the university fall ill,” and adopted a new tenure system, in which professors were given permanent tenures or thrown out based on their research results, thus enhancing the overall competitiveness of KAIST professors.

President Suh has made reforms to the educational system as well, demanding all courses to be lectured in English together with introducing a dual degree program by partnering with overseas universities. Furthermore, he announced a “two-phase reform plan” that restructures the existing departmental system to focus more on science and technology. The key to this plan lies in the creation of new departments related to the field of Information Technology, Biotechnology, and Nanotechnology—the new growth engines of the 21st century.

The reforms that have taken place at KAIST are highly regarded as efforts to change the organizational structure from a decades-old supplier-oriented education to a functionally-oriented one that is appropriate for accomplishing specific tasks and goals. Such achievements, created upon the foundation of President Suh Nam-pyo's unlimited passion and innovative spirit, induced other Korean universities to rethink about change and globalization.

President Suh has long abided by his principles of creativity and innovation, demonstrating the excellence of the Korean people to the world, and has laid the foundations for modernization of universities in Korea. He is indeed a pride of Korea.

When awarded with the supplementary prize of KRW 100 million, President Suh made the Awards proud by donating the whole amount to KAIST for the expansion of its development funds.

GREAT INNOVATION

Pony Chung Innovation Award: Past honorees

Dreaming of a Better World through Self-reliance and Pioneering Spirit

Honoree of the Pony Chung Innovation Award 2009

World Headquarters of Canaan Farmers Movement (President Kim Bum-il)



- 1991 Established Canaan Farmers School Bangladesh
- 2000 Established Canaan Farmers School Philippines
- 2003 Established Canaan Farmers School Myanmar
- 2004 Established Canaan Farmers School Dandong, China
- 2004 Established Canaan Farmers School Wangqing, China
- 2005 Established Canaan Farmers School Sukabumi, Indonesia

World Headquarters of Canaan Farmers Movement provides practical aid to the poor in Asia by propagating the spirit of frugality and pioneering, and is inducing change in the region by continuously providing educational programs. The Pony Chung Innovation Award 2009 has been given to the organization in recognition of its accomplishments in revitalizing and modernizing Korea’s agricultural villages, and continuously running mentality-reform campaigns and expanding that campaign worldwide, to Asia and Africa.

Propagating the Spirit of Self-reliance and Pioneering

World Headquarters of Canaan Farmers Movement is the overseas volunteer organization

of Canaan Farmers School, which has been running welfare programs and campaigns for farmers in Korea along with national education programs since 1973. The organization runs various mentality-reform campaigns across the world, emphasizing the need for frugality and pioneering spirit, based on Canaan Farmers School’s educational philosophy of labor, voluntary service, and sacrifice.

The organization has established a total of eight overseas Canaan Farmers Schools, starting with Bangladesh in 1991 and moving on to countries such as Philippines, Myanmar, and China, teaching the local residents how to change barren wasteland into fertile land as well as propagating the spirit of frugality and pioneering. Such efforts have contributed greatly to lifting poverty from each region. The organization has further plans to establish schools in India, Laos, Cambodia, Ghana, Uganda, and countries in Latin America, and is implementing practical welfare campaigns that include fostering local leaders, improving health and residential environments, and teaching farming techniques.

Dreaming of Sharing a more Prosperous World

World Headquarters of Canaan Farmers Movement has been founded upon the principles of Canaan Farmers School, first established in 1967 by the late Kim Yong-ki. The “Canaan Spirit” of Canaan Farmers School, in other words the spirit of labor, voluntarism, and sacrifice, has played a significant role in the development of 1970’s Korea—in rural areas as well as the nation’s economy.

In 1980’s, as the Korean economy grew rapidly, the need for education in rural areas diminished and Canaan Farmers School turned their sights to poorer nations overseas. The school established World Headquarters of Canaan Farmers Movement with the goal of “eliminating poverty in Asia,” and the organization has since strived day and night with devotion and responsibility to propagate the spirit of self-reliance and pioneering. It continues to enlighten people in not only Asia but also the world on the values of hopes and of dreams, especially to those who suffer from poverty and starvation in developing nations.

Such self-sacrifice and voluntarism shown by the organization has demonstrated to the world the benevolent spirit of the Korean people, who think deeply about the happiness of the world as a whole even when the international society is overflowing with national egoism.

In his acceptance speech, President Kim Bum-il talked about his close ties with the Pony Chung Foundation by saying, “In 1989, on the 1st anniversary commemorating the death of Kim Yong-ki, the founder of the Canaan Movement, Chairman Chung Se-yung paid a visit to the second Canaan Farmers School in Wonju, and presented us with a donation. That money was used to establish Canaan Farmers School Bangladesh, and it marked the beginning of a worldwide Canaan Movement.”

World Headquarters of Canaan Farmers Movement, led by President Kim Bum-il, plans to expand the Canaan Movement worldwide, to not only Asia but also Africa as well as Central and South America.

GREAT INNOVATION

Pony Chung Innovation Award: Past honorees

Demonstrating Love that Grows by Sharing

Honoree of the Pony Chung Innovation Award 2010

Cha In-pyo and Shin Ae-ra couple



Cha In-pyo and Shin Ae-ra, the honorees of the Pony Chung Innovation Award 2010, have devoted themselves to helping underprivileged children around the world, and helped eliminate our society’s prejudice against adoption by publicly adopting two of their children.

The Role Models of Devotion and Love

Cha In-pyo and Shin Ae-ra, who became husband and wife in 1995, have continuously given donations, offered patronage, and conducted voluntary services to help those in need while continuing to pursue their acting careers. In particular, they take full care of 24 underprivileged children and 8 university students (of which 2 have graduated) in Africa

(Ethiopia, Kenya, and Uganda), Central and South America (Haiti and Bolivia), and South East Asia (Philippines) by establishing a 1-on-1 support program. In addition, they have greatly contributed to eliminating the Korean society’s decades-long prejudice against adoption by publicly adopting two of their children. Even at this very moment, they continue to donate and conduct voluntary services. Their spirit of sharing shines bright within our society, enriching our lives.

Celebrity Couple with Inner Beauty: Mature International Civility Awareness

Cha In-pyo became an actor through the 22nd MBC TV actor and actress selection program in 1993, and debuted in the Korean drama, “Three families under one roof.” He entered stardom with the MBC miniseries drama called, “All my love for you,” and married the actress Shin Ae-ra, who starred in the same drama, in 1995. After the marriage, Cha In-pyo gave up his U.S. citizenship to serve in the Korean army and reaffirmed his strong patriotism.

Shin Ae-ra became an actress through the MBC actor and actress special selection program in 1989, and debuted in the same year in the drama, “Stroll of love.” She also solidified her position as a leading Korean actress through the MBC miniseries drama, “All my love for you.”

After their marriage, the couple began conducting various social welfare activities such as offering patronage and conducting voluntary services while continuing to pursue their acting careers. They not only sponsor childcare activities such as aid to North Korean children and aid to orphanages, but also frequently visit related facilities to give a helping hand.

They are also very active in giving donations, serving as missionaries who propagate the beauty of sharing by making donations for various different causes including North and South Children Welfare Fund and fetus and infant survival program in Uganda. Cha In-pyo currently serves as honorary ambassador to Center for Prevention of Child Abuse, and Shin Ae-ra currently serves as honorary ambassador to Social Welfare Society.

The couple actively participates in the programs and activities by Compassion International, the global organization supporting poor children around the world, and serves as role models of mature international civility awareness based on their spirit of sharing and devotion. They live in peace and harmony with their son, whom they have given birth to, and two daughters, whom they have adopted in 2005 and 2008 while conducting voluntary services. Cha In-pyo and Shin Ae-ra couple, the honoree of the Pony Chung Innovation Award 2010, donated the whole supplementary prize money of KRW 100 million to Compassion South Korea and reinforced the noble cause of the Awards.

Major Donations and Voluntary Services

- 1991 Donated KRW 50 million to KBS, Aid to typhoon damage fund
- 2004 Donated KRW 100 million to Good Neighbors International, North and South children welfare fund
- 2005–present Giving 1-on-1 Support to 24 children and 8 university students (2 have graduated) around the world
- 2005–2010 Participated in over 150 events by Compassion South Korea (photo exhibitions, sponsorship events, and charity events)
- 2005 Adopted Cha Ye-Eun, their eldest daughter, through the Social Welfare Society
- 2006 Donated KRW 100 million to Compassion South Korea, fetus and infant survival program in Uganda
- 2007 Donated KRW 100 million to Compassion South Korea, sisterhood leadership program
- 2008 Adopted Cha Ye-Jin, their second daughter, through the Social Welfare Society
- 2008 Donated KRW 50 million to Compassion South Korea, recovery aid to Orissa, India
- 2010 Donated KRW 100 million for recovery aid to earthquake-stricken Haiti
- 2010 Donated KRW 100 million to Compassion South Korea

- 1967 Born (Cha In-pyo)
- 1969 Born (Shin Ae-ra)
- 1990 Graduated from the Department of Theater and Film, Chung-Ang University (Shin Ae-ra)
- 1991 Graduated from the Department of Economics, Rutgers, the State University of New Jersey (Cha In-pyo)
- 1995 Married, they have 1 son and 2 daughters as of 2010
- 2001–2002 Served as UNICEF Card Patron (Cha In-pyo)
- 2002–2006 Served as honorary ambassador of National Child Protection Agency (Cha In-pyo)
- 2003–2005 Served as hope ambassador for North and South children, Good Neighbors International (Cha In-pyo)
- 2005–present Serving as honorary ambassador of Compassion South Korea (Shin Ae-ra)
- 2005 Selected as “100 People to Enlighten World” by Korea Green Foundation
- 2006–present Serving as voluntary worker of Compassion South Korea (Cha In-pyo)
- 2006–present Serving as honorary ambassador of Social Welfare Society (Shin Ae-ra)
- 2006 Received Presidential citation for child welfare (Cha In-pyo)
- 2008 Received Asan Award
- 2009 Received grand prize for voluntary services at Korea CEO Summit Creative Awards

Pony Chung Foundation Supports Liberal Arts and its Future

Solid fundamental disciplines are the foundation for all others.
Strengthening the basis of knowledge and ideology with far-sightedness,
is the beginning of true innovation.

Purpose

Since 2009, Pony Chung Foundation has begun awarding academic grants to researchers of history in order to promote the development of fundamental academic disciplines, which lacks interest and support although it serves as the foundation of national growth.
We firmly believe that solid foundations for basic academic disciplines are the key to Korea’s future growth, and we thus need to invest in it with long-term perspectives.

Selection Procedure

Every September, Pony Chung Foundation sends announcements regarding the participation of the academic grant program to history-related departments, and receives research proposals till early October. The proposals should contain information about the specifics of the researcher’s study, including the field, objective, and detailed plans.
The submitted proposals undergo cross evaluations from the deans of each department and the committee set up by the foundation, and the final two are selected for the grant.
The awarding ceremony for academic grant certificates of the selected research topics are held every December, together with the presentation of previous year’s academic grant research topics. Pony Chung Foundation will continue to provide academic grants with conviction, to individuals who pioneer in developing fundamental academic disciplines, and strive to make them the role models of our society.

Contents of the Grant

Two research topics are selected each year to be awarded KRW 25 million in research funds. The research period is one year.

The Future of Liberal Arts - List of Pony Chung Academic Grant awardees and their Research Topics

The Year 2009

Professor Choi Yoon-oh, Department of History, Yonsei University

The Formation and Changes of Historic Urban Spaces in East Asia

The study focuses on how the disintegration of rural areas and subsequent influx of population to Seoul and other cities in the late middle age Korea (From the 1800s to the 1900s) has influenced the modernization of Korea, and follows the impact for a prolonged period of time.

Professor Chung Hye-jung, Department of History, Ewha Womans University

The Modern East Asian Women Who Studied Abroad and Their Influence on the Societies

This study approaches the East Asian women—with the focus on Korean women—who studied abroad from the end of the 19th century to the mid-20th century and their social activities from the perspective of comparative history, and conducts a basic research on the female students who studied abroad.

The Year 2010

Professor Choi Ki-young, Department of History, Sogang University

Korean Nationalist Movement in China during the Japanese Colonial Period

This study looks into a lesser known side of the Korean nationalist movement in China by following the two activists who led the nationalist movement in China from the 1920s until the liberation, and sheds light on the link between the independence movement and students studied in China at the time.

Professor Ham Dong-ju, Department of History, Ewha Womans University

The East Asia Modern Culture and Experience in 1920-1930

This study focuses on the modern culture, a trend that swept across East Asia during the Japanese colonial period (from 1920s to 1930s), and investigates the realities of the cultural experiences and their historic significance.

The Development and Disintegration of Regional Cities at the End of Middle Age (18-19 C)

Summary of Academic Grant-awarded Research Paper in 2009

Professor Choi Yoon-oh, Department of History, Yonsei University

Introduction

To clearly understand the process of disintegration of regional towns of the middle age and their transition into modern cities in East Asia and especially in Korea, a comparison with the process of the Western counterparts is required. The comparison is also a method that is specific to organizing the modernization process of Korea during a period that encompasses late Joseon Dynasty, the Japanese colonial period, after the liberation, and the present

The development of open port cities and colonial cities from the late Joseon Dynasty through to the colonial period marks the first phase of modern cities in Korea, while the development of cities in the North and South Korea after the liberation is the second phase.

This study focuses on the disintegration of three regional cities in the middle age through the differentiation of peasantry in Jincheon and Chungju, Chungcheongbuk-do, during the 19th and the 20th centuries, and follows the development process of modern cities.

The paper posits that the disintegration of rural areas and the subsequent influx of rural population to Seoul and other cities defined the distinctive traits of the modernization of Korea, and follows the modernization process for a prolonged period of time.

This study established Gwangmuyangan, the 1901 cadastres of Jincheon and Chungju region in Chungcheongbuk-do, as the subject of analysis and sampled the trends that appeared in the disintegration of regional cities from the analysis.

The Development of Distribution Network as well as Monetary and Commodity Economy in the late Joseon Dynasty

Expansion and development of rural market distribution network, and the distribution network of rural markets in Cheongju and Chungju

During the 19th and 20th centuries, cities were expanding due to the increase of productivity and the expansion of monetary and commodity economy.

Firstly, surplus agricultural products from famers were commoditized, energizing the markets nationwide. The surplus production was heightened by more efficient farming as well as the nationwide expansion of rice transplantation method, saved labors, and commercial farming.

Secondly, the development of rural markets and port city distribution network accelerated the development of the monetary and commodity economy. The distribution network at the time was going though more qualitative and quantitative expansion than in the previous eras. In the case of Cheongju and Chungju, the five-day markets, which linked the regional rural markets together, were expanding gradually and became grand markets, and in turn, resulted in the prosperity of commerce and the cities. In particular, the cobweb-like nationwide distribution network was being established by the Shijeon merchants from Jongno, Seoul, resulting in the gradual expansion of hub cities.

The Expansion of the Distribution Network of Coastal Port Cities and Port Distribution Network of Cheongju and Chungju

From the late Joseon Dynasty, port distribution network can be identified by looking at the connection between costal ports and the seaways leading to Seoul. For example, the port distribution networks of Cheongju and Chungju were connected to Seoul via the Geungang and the South Han rivers. As for Chungju, it was not only the center of commodity distribution surrounding the upper South Han River but also a location of the largest rural market in Chungcheong-do. The market was open for twice longer than other five-day markets. Chungju is connected to Seoul via waterway of the South Han River, and had an easy access to Wonju, Jecheon, Yeosu, Icheon, and Gwangju as well. Therefore, the economy and commerce of Chungju was not limited to the county or prefecture level but was much larger. This type of nationwide distribution network was further expanded by widened diplomatic relations at the time of and after the opening of ports in 1876, but later faced declining situations due to the market penetration of imperialist capital and products. Furthermore, the internal expansion process of monetary and commodity economy was distorted by the invasion of the imperialist Japan, and the market was reorganized with the Japanese capital and products at its center. The reorganization of market order in East Asia during the 19th and 20th centuries was not an isolated trend but represented the reorganization process worldwide during this period. However, it is noteworthy that while the product market was reorganized, the base distribution network remained uniquely Korean.

Trends in the Division of Regional Cities – Based on Jincheon and Chungju

Landowners and Wealthy Farmers from the Cadastre of Jincheon and the Collapse of Lower Class Peasants

Along with the expansion of commodity economy, the expansion of landowning class was another major force behind the disintegration of rural farming community. The expansion of landowning class and the collapse of peasant class progressed much more rapidly during this period than during the entire middle age.

<Table> Differentiation of Farming and Landownership in Jincheon County (Unit: # of people)

Farming (information)	A	B	C	D	E	F	G	H	I	J	K	Total (# of people)	
Landownership (information)	0	0.1	0.5	1.0	1.5	2.0	3.0	5.0	10.0	20.0	50.0		
		-0.5	-1.0	-1.5	-2.0	-3.0	-5.0	-10.0	-20.0	-50.0	-100		
a	0	11	3279	554	155	51	36	7	4	1		4098	
b	0.1-0.5	1330	3495	765	309	118	77	22	4	1		6121	
c	0.5-1.0	235	216	701	245	109	79	21	3			1609	
d	1.0-1.5	89	78	101	237	72	69	27		1		674	
e	1.5-2.0	35	36	29	54	83	57	26	2			322	
f	2.0-3.0	33	38	29	37	52	101	35	6			331	
g	3.0-5.0	31	36	24	17	21	39	47	10			225	
h	5.0-10.0	13	28	15	13	16	18	25	10	1		139	
i	10.0-20.0	1	11	8	4	7	4	11	3	1		50	
j	20.0-50.0	2	3	2	1	2	1	4	3			18	
k	50.0-100	1										1	
total		1781	7220	2228	1072	531	481	225	45	5	0	0	13588

The differentiation of peasantry is well illustrated in the Table Separation of Farming and Landownership in Jincheon County. The differentiation between farming and landownership shows the correlation between the area owned by farmers and the number of farmers, based on 13,588 farmers who resided in Jincheon County 100 years ago.

It becomes evident how farming was managed when comparing Area owned (from a to k) in the left column with Area farmed (from A to K) in the right.

For example, the lowest class peasants (bB, 3,495 farmers) owned 4,959 m² of land or less and at the same time farmed 4,959 m² of land or less per person. It is not difficult to assume that they struggled to survive.

When investigating the disintegration of a farming community, it is the lowest class farmers, not the upper class landowners and wealthy farmers that shed light on the phenomena. Poor peasants made up 86.8% of 13,588 farmers in Jincheon. The figure well reflects the state of poverty in the region during the time period.

The total number of lower class farmers (aA, aB, bA, bB), except the middle class farmers, was 8,115 and made up 59.7% of the total number of farmers in Jincheon. The lowest class peasants were those who owned and farmed less than 4,959 m² per person, and were on the verge of being displaced from the land.

The state of the farmers was comparable to the calm before the storm—they had the greatest probability of migrating into cities as soon as the commerce and cities were expanded.

The rate of the poorest farmers shows the overall trend of the differentiation of peasantry and disintegration of farming communities. While the landowners and wealthy farmers (C on the table) took the top spot of the pyramid, ruined farmers multiplied, desperate for work and destabilizing the farming communities. This type of polarization and rapid expansion of lowest class farmers was the typical existential structure of the farming communities at the end of middle age.

(Landowners and Wealthy Farmers from the Cadastre of Chungju and the Collapse of Lower Class Farmers—Omitted Entirely)

Conclusion

The Disintegration Trend of Cities in the Middle Age

During the 19th and 20th centuries, farming communities as well as regional cities were disintegrating. The living conditions of the lowest class farmers appearing in Gwangmuyangan illustrate the situation well. From the macroscopic perspective, the development of metropolises and disintegration of farming communities precede the development of cities. Disintegration of farming communities is generally accompanied by the collapse of peasantry and their transformation into the labor class. This trend is well illustrated in the differentiation of peasantry from the Cadastre.

The polarization appears clearly from the analysis of Jincheon and Chungju cadastres. Chungju shows higher rate of wealthy farmers and lower rate of poor farmers than Jincheon. While many plausible explanations exist, the most valid is the way commodity economy was developed and capital was accumulated in the areas. While the distribution network of Jincheon was limited to inland rural market network, the network of Chungju was directly linked to Seoul with the distribution network of South Han River ports, creating a disparity in product distribution.

In particular, the development trend of regional cities emerged from Chungju cadastre in Chungcheong-do clearly illustrates that the development of regional cities had a complementary relationship with the development of Seoul. It is safe to conclude that, compared to the landowning wealthy farmers; the migration of ruined lower class farmers from Chungju to cities must have been massive due to the development of Seoul.

The trend appearing in regional cities such as Jincheon and Chungu require a comparison with those of other regional cities, but by analyzing the cases of Jincheon and Chungju, it becomes clear that the disintegration of regional cities was like the calm before the storm.

The analysis of regional city cadastres sheds light on the movement of the lower class farmers. Those lower class farmer/laborers needed modern cities and systems that provided livelihood.

This study investigated the existential structure of regional cities and farming communities by analyzing the cadastres of Jincheon and Chungju, and studied the disintegration of the cities at the end of the middle age. The massive increase of lower class farmers can only be resolved by the construction of a new kind of modern cities and reform of the system. The development of a city that fits the stated requirements should be formed in accordance with the market traits of Korea.

The Modern East Asian Women Who Studied Abroad and Their Influence on the Societies

Summary of Academic Grant-awarded Research Paper in 2009

Professor Chung Hye-jung, Department of History, Ewha Womans University

Introduction

This study approaches the East Asian women, with the focus on Korean and Chinese women, who studied abroad from the end of the 19th century to the mid-20th century, and investigates their social activities from the perspective of comparative history.

The women of Korea, China, and Japan were systematically repressed and ignored in education, social activities, choice of career, and freedom of expression, and their social participation was limited by traditional ethics. Therefore, the women who studied abroad, by default, were pioneers and intellectuals. They were forced to shoulder the role of pioneers to usher in a new era in the society with a multi-layered structure comprised of family, society, and the nation.

Korea and China, in particular, were under a colonial rule of imperialist Japan and a strong influence of the Western imperial powers respectively, which forced those women not only to fight for the liberation from the traditional order—securing the right for education and voting—but also to rise against the oppression and fight for the liberation of their people.

It is very important to understand how those women managed to go abroad to study, what they learned, and what impact they had through the roles they had assumed after their return. Therefore, this study investigates Korean, Chinese, and a few of Japanese Women—limited to the early period of the trend—who studied in Japan and America, looking at their motivations and backgrounds, what they studied, and their social activities after their return.

Korean Women Who Studied in Japan and America

To Japan

Korean women began to go to Japan to study in the late 1890s. While there are no definitive information on the first woman who studied in Japan, some fragmentary information exists on a woman whose last name was Kim (She went to Japan with her husband and taught Korean to Japanese people) in 1895, Park Myo-ok (She accompanied her father, Park Young-hyo, in his exile to Japan in 1895) in 1896, and Yun Jeong-won (She was a daughter of Yun Hyo-jeong, the Vice Chairman of Daehan-Jaganghoi) in 1898 and their studies. It was rare to find a woman who studied abroad until the beginning of 1900s, and only nine out of 212 Korean students in Japan were women in 1909.

The number of female students who studied in Japan began to increase in the 1910s, and the number was steady at around 30 to 40 students until the 1920s. The

number of female students increased to about 100 to 200 in the 1920s and at most to 1,000 in the 1930s.

It is hard to find an instance of a female student who was awarded a national scholarship, which reflects the lack of willingness for and awareness on the education of women. This trend is in stark contrast to Japan, which promoted female students to study abroad since 1871, and China, which provided national scholarships to female students to study in the Western countries since the early 19th century.

In reality, the Korean government only began to actively consider female students in their education policy since 1908. Given that, it is interesting to find that the number of female students who studied abroad maintained a certain level in the 1910s. They studied in medical schools and teachers' colleges, and some majored in art, theology, literature, and fine arts. The female students pursued mutual friendship, forming organizations such as a female student association, and strived for academic excellence. In addition, the students published a magazine 'Yeojagye (The world of Women)' and tried to express their opinions. First, the magazine limited the role of women to the family and tried to maintain the existing male-oriented order but later it published arguments for the liberation of women, urging women to overthrow the old order tying down women and build a new ethical society. It is evident from the argument that women were becoming more self-aware as an individual human being and as the principle agent of their own lives.

However, the argument did not provide any actions to follow and failed to secure mass appeal to persuade general female population. In addition, they failed to understand the gender issue in relation to social structure, limiting their arguments to eradicating the ills of the conventional family system. Most of all, they failed to unite their voice internally and showed various differentiations, showing a clear connection to the division within the women's movement and organizations of the present.

To America

The first Korean woman who studied in America was Esther Park (Kim Jeom-dong). She went to the U.S. in 1895 and studied at the Baltimore Women's Medical College. After returning to Korea in 1900, she practiced medicine. In 1900, Ha Ransa obtained a Bachelor's degree in English literature from Wesleyan College in Ohio, after studying in Japan for a year in 1896. She was followed by Cha Mirisa, Yim Yeong-shin, Seo Eun-sook, Kim Hwal-ran and others.

After the female students, who were studying abroad in the western countries, were featured in the news media and novels in the early 1900s, the number of female

students studying in America increased—after the 3.1 (March First) movement. According to the research findings of this study, only 150 women studied in the U.S. during the Japanese Colonial Occupation. Those were selected few, even among the recipient of higher learning. Those selected few formed a social and educational position far superior than the rest of Korean women during the colonial era, and occupied the top on the pyramid of female education and society.

Compared to the women who studied in Japan, those who studied in the U.S. were moderate liberals and thorough individualists. Their base of action was cultural enterprises such as schools, hospitals, and Christian youth groups run by church or missionaries. American Mission was involved in the selection of students, and their majors as well as their social activities after the graduation. It was all decided beforehand, in accordance with the mission's needs.

Since there were so few students who studied in the U.S., they were completely exposed to the attention of the society. Sometimes there were discussions as to which side, the ones studied in Japan or U.S., would make a greater contribution to Korea. In general, the students who studied in the U.S. were merited since the Western studies were directly transferred to Korea without the indirect translation through Japan. However, the interest and interference of the news media toward single female students studying in the U.S. was close to insult.

The female students who studied in the U.S. worked in Christianity, education, and culture related areas after they returned, and they approached the social change in a pragmatic manner, pursuing changes in daily life and working toward improvement rather than revolutions and extreme social changes. Their involvement with political and independent movement was minimal but their participation in society was bolstered by the U.S. military government.

Chinese Women Who Studied in Japan and America

Chinese women began studying abroad after the Hundred Days of Reform in 1898, and most chose Japan as their destinations. The period around Chinese Revolution in 1911, when the number of Chinese female students in Japan peaked, was a great turning point in Chinese history. Naturally, many of the female students who studied in Japan participated in various revolutionary movements and took an important place in women's history of China. The students in Japan had greater opportunities to be exposed to revolutionary ideas. However, they began to pursue their degrees in teaching and medicine, showing dramatic changes in their choice of studies from 1909.

The first wave of Chinese female students who studied in the U.S. were Kim Amae, Gang Ae-deok, Seok Mi-ok and Oh Geum-young from 1860 to 1870. They were all involved with Christian missionaries, returned to China before the Hundred Days of Reform, and practiced medicine. While Kim Amae practiced medicine in Japan in her youth, Gang Ae-deok and Seok Mi-ok had relatively short stay in the U.S., and practiced medicine mostly in China. However, it is rare to find female students who studied abroad with the patronage of Christian missionaries.

National scholarship was awarded to the female students only after the 20th century. In May 1908, the U.S. Congress decided to award scholarship to Chinese students with the compensation the U.S. received for the Boxer Rebellion. The U.S. established The Office of Studies in the U.S. in Beijing in June 1909 and selected students. Since then, a total of 800 male students studied in the U.S. until 1925 but the number of female students was only 43 during the period from 1914 to 1921.

The selected female students studied medicine, education, literature, and music, not much different from what Chinese students studied in Japan.

Among the first round of ten female students who won the scholarship was Jin Hyeong-cheol. She studied Western History and Literature at Vassar College. After receiving a B.A., Jin Hyeong-cheol got her Ph.D. at the University of Chicago, and became the first female professor of Peking University. She continued her research work of history, becoming a writer and poet as well.

At the time, there was a large number of Chinese students in the U.S. both on scholarship and self-expense. In 1914, 1,300 Chinese students were in the U.S., 94 of them female. In 1925, there were some 2,500 students and 640 of them were female, peaking at 25.6%. Those female students studied medicine, nursing, dental medicine, physical education, literature, music, political science, economics, physics, mathematics, social studies, fine arts, media studies, chemistry, religious studies, and home economics, working toward personal development. The students were exposed to various and new studies, and later made significant contributions to Chinese academia, medicine, and education.

(Japanese Women Who Studied Abroad – omitted entirely)

Conclusion

From the early to mid-19th Century, Korea, China, and Japan pursued modernization, national prosperity, and military power by adopting the Western civilization amid the pressure from the Western imperial powers. Korea declared 'Dong Do Seo Gi—adopting the western technology while maintaining an eastern spirit', China, 'Chinese substance and Western function,' and Japan, 'Japanese sprit and Western materials.'

During the period, East Asian countries shared the common goal of catching up with the modern culture of the Western imperial powers that had gone through the Industrial Revolution. To achieve their goals, the countries pursued internal reform and tried to foster human resources by sending talented youths to the West. Japan began to send large-scale missions and students, highlighted by the Iwakura Mission (1871-1873). China also sent 120 boys to America to study in the 1870s. In both quality and quantity, Japan overwhelmed Korea and China.

The opportunities to study abroad were not available to Korean and Chinese female students until the 20th century, a few exceptions of which were those who studied with the help of Christian missionaries. On the other hand, Japan laid the groundwork for female education by providing opportunities to female students relatively earlier.

A small number of Korean and Chinese female visionaries were aspiring for the advancement of women's rights and the nation's liberation.

There have been many individual studies from the East Asian countries investigating the foreign studies during the modern era, but most of those studies focused on male students who studied in Japan and the U.S.

Given the fact that there are no comprehensive studies focusing on East Asian female students and their studies abroad, the basic research on the female students of East Asian countries and their studies abroad to Japan and America carries a significant historic meaning. More than anything else, it is meaningful that the basic research on individual female students and the list of their names were compiled.

Korean Nationalist Movement in China during the Japanese Colonial Period

Professor Choi Ki-young, Department of History, Sogang University

A Look into the Uncharted Territory of Korean Students in China and their Independence Movement

While many of the individuals who were involved in the Korean nationalist movements in China during the Japanese occupation are cited frequently in the history of Korea’s independence movement, the movement of Korean students in China has not been studied as much as the movements of Korean students who studied in Japan and America. With that in mind, Professor Choi Ki-young of the Department of History at Sogang University decided upon Korean Nationalist Movement in China during the Japanese Colonial Period as his research topic, investigating the movement of Yu Gi-seok and Kim Hak-mu from the 1920s until the liberation. In addition, the study will explore the link between Korean students who studied in China and the Korean independence movement.

Yu Gi-seok and Kim Hak-mu—A Look into the Korean Independence Movement in China through the Two Nationalists

Yu Gi-seok and Kim Hak-mu, the subjects of this study, were students who studied in Beijing and Nanjing, respectively, during the Japanese occupation. Both are known to have had the theoretic interest in Korean nationalist movement and actively participated in the armed struggles. While Yu Gi-seok had had an affiliation with Heungsadan, he became an anarchist activist and participated in righteous anti-Japanese and armed struggle related to the independence movement. He also left articles on anarchism. Yu Gi-seok had briefly returned to Korea after Korea’s liberation but he worked as a university professor in China, contributing to the research on Korean history. Kim Hak-mu had had an early affiliation with nationalists but aligned himself with socialists since the mid-1930s and became one of the leaders of Korean Volunteer Army. In the 1940s, he participated in the Joseon Independence Alliance, which was organized in a region that the Chinese communist party controlled. Kim Hak-mu passed away before the liberation and wrote a book ‘The History of Modern Revolutionary Movements of Joseon.’ While the two activists had had an initial affiliation with the nationalists, they made a transition into an anarchist and a communist, and participated in the independence movement. This study posits that their stay and study in China were related to the ideological changes they went through. Therefore, this study seeks to discover the materials that illustrate their ideologies and actions, and take a closer look into the independence movement in China. On a related note, this paper will also investigate the Korean students who studied in China in the 1920s and 1930s, and verify the link between the students and the nationalist movement. In conclusion, the effort is expected to make an academic contribution to the studies such as the history of Korea-China relations, history of Korean independent movement, and history of Korean historiography.

The East Asia Modern Culture and Experience in 1920-1930

Professor Ham Dong-ju, Department of History, Ewha Womans University

A Look into the Uncharted Territory of Korean Students in China and their Independence Movement

The Historic Significance of the East Asian Modern Culture and Experience in 1920-1930
When a study contemplates the historic significance of East Asia, the focus is usually limited to the political activities and role of East Asia. Professor Ham Dong-ju of the Department of History at Ewha Womans University will direct the attention to the cultural trend that swept across East Asia during the Japanese colonial period (from 1920s to 1930s), and investigates the realities of the cultural experiences and their historic significance. Professor Ham’s research, The East Asia Modern Culture and Experience in 1920-1930, will focus on the establishment and development of modern culture, which was a leading force in urban culture of the time, in three aspects; general urban populace, the Western culture, and daily life.

Urban populace and the Western Culture: Driving Forces behind the Emergence of the Modern Culture

This study will investigate in detail how the emergence of urban populace, as the major cultural subject in Japan and China during the 1920s and 30s, and the adoption of Western culture, as a cultural element, influenced the birth of the modern culture by considering the following four aspects:
1. The emergence of modern consumer and the modern culture through a look at a family of a salaried man in Tokyo
2. A look at Modern Women through a comparison between the ladies magazines, the Friends of House Wife and Ladies’ Home Journal of the 1920s and 30s
3. Were the Modern girls and boys of Shanghai a hot bed of vice and decadence or did they represent a new way of life?
4. The adoption and spread of the Western family value—a look at a family in Shanghai

This study will attempt to shed light on the historic continuity between the first and second halves of the 20th century by approaching the modern culture of the 1920s and 30s with the perspective of everyday life.

Support for Liberal Arts Increases Hope for the Nation

2010 Academic Grant Recipient

Professor Choi Ki-young, Department of History, Sogang University

Pony Chung Foundation awards Academic Grants to historians in an effort to promote fundamental disciplines. Professor Choi Ki-young, who received the 2010 Pony Chung Academic Grant, is working on a research titled, Korean Nationalist Movement in China during the Japanese Colonial Period.

Here is a summary of the interview with Professor Choi, who says that support for fundamental disciplines is the true hope for a stronger nation.



Liberal arts Gives Us the Opportunity to Immerse Ourselves in Thoughtful Reflection of Life

“The support for liberal arts does not yield results as instantaneously as does the support for science and engineering. However, we cannot lead an industrialized society with science and technology alone. Studies into humanity and their minds have never been more important. The support for basic studies from Pony Chung Foundation brings the fruit of thoughtful reflections on human life to the front,” said professor Choi.

The recipient of the 2010 Pony Chung Academic Grant, professor Choi Ki-young of the Department of History at Sogang University, expressed his gratitude for the support, saying that it has not only encouraged him to become more devoted to his work but also gave other academic organizations and researchers hope and strength.

For the last few years, professor Choi has continuously published papers on the Korean nationalists who were active in China. With the support of the Foundation, he is working on the subject more systematically, utilizing his sabbatical.

What We Enjoy Today have been Given to Us by Those Who Pioneered before Us

On this study, professor Choi will focus on the two independent activists, Yu Gi-seok and Kim Hak-mu, who studied in China. Yu Gi-seok had begun his activism with Heungsadan and became active in anarchist organizations such as Namhwa Korean Youth Society. Kim Hak-mu was one of the leaders of the Korean Voluntary Army and Joseon Independence Alliance. Both Yu and Kim had begun their activism as nationalists but later made a transition into an anarchist and a communist, respectively.

Professor Choi said, “I believe that there are some connections between the ideological transitions of the two independent activists and their studies and stay in China. So, I will search for materials that provide insight on their ideologies and actions, and then take a look at the Korean independence movement in China. I am going to continue the work and study for the Korean independence movement in the US as well. In particular, I will focus on the activists who published the weekly “Independence” from the mid-1940s to 1956. They showed pro-North inclination after the liberation, and I would like to find out the background of their ideological transition into socialists.”

With this study, he tries to shed light on the Korean students who studied in China and their contributions to the Korean independence movement. Professor Choi believes that today’s Republic of Korea was founded upon the active historical participation of the youth from the previous generations, and that their struggle to be at the forefront of revolution at a time when the nation had lost its independence was their destiny. Professor Choi’s ultimate objective is to share this fact with the current generation of Korean youth.

Everlasting Values: Passion and the Spirit of Pioneering

The efforts of scholars studying liberal arts such as Professor Choi, quietly excavating pieces of history that have been overlooked, will help our society to reevaluate its value and let that value take firm root in our minds.

Professor Choi concluded the conversation by emphasizing the values Chairman Chung Se-yung practiced himself—passion and the spirit of pioneering.

“Chairman Chung Se-yung realized his dreams. His passion and the spirit of pioneering showed us that dreams come true. I believe the current generation of youth need passion and the spirit of pioneering more than ever. I will also try to succeed his values and make a greater contribution to the development of liberal arts.”

Today’s Talented Individuals are the Future of Tomorrow

Pony Chung Foundation awards scholarships to Korean and Vietnamese students. We receive recommendations from Korean universities for upright students, who excel in their studies but are facing financial difficulties, and award scholarships after conducting thorough evaluations. We also provide support in Vietnam, a country that has high growth potentials but lacks financial support, paying for local student’s registration fees as well as their living expenses.

We have carried out the scholarship program since 2007, and as of 2010, have awarded 134 scholarships to Korean students and 140 to Vietnamese students.

Domestic Scholarships

Purpose

Pony Chung Foundation inherits and aims to develop Chairman Chung’s managerial philosophies of nurturing talented individuals, and provides scholarship programs to support our future leaders in order to create a better tomorrow.

Selection Procedure

Every October, Pony Chung Foundation selects students who excel in their studies and possess progressive spirits but are facing financial difficulties, by receiving recommendations from selected universities. Scholarships are given to sophomore and junior year students, and although given on a yearly basis, can be extended for another year after undergoing evaluations by the foundation. Awarding ceremonies for the scholarships are held every December.

Contents

Scholarship students are awarded tuition fees for the whole year, and in addition, they are eligible for any language exam application fees together with various other opportunities for overseas field trips, domestic workshops, and voluntary activities.

Pony Chung Foundation will continue to support the discovery of innovative and globally talented individuals who have the potential to become the next Pony Chung of our generation.

Total number and amount of scholarships awarded

- 2007 1st Pony Chung Scholarship, 33 students, KRW 186 million
- 2008 2nd Pony Chung Scholarship, 33 students, KRW 198 million
- 2009 3rd Pony Chung Scholarship, 24 students, KRW 182 million
- 2010 4th Pony Chung Scholarship, 24 students, KRW 193 million

Vietnamese Scholarships

Purpose

The progressive determination of Vietnam in its efforts to achieve sustained national development through rapid economic growth, shares within it, Chairman Chung Se-yung’s spirit of pioneering. Pony Chung Foundation has therefore selected Vietnam as its first overseas scholarship recipient, propagating Chairman Chung’s philosophies to the future leaders of Vietnam, so that they may rewrite the history of their country.

Selection Procedure

Pony Chung Foundation evaluates Vietnamese students under criteria such as knowledge of international affairs, grades, and financial conditions for the selection of its scholarship students. We receive 30 recommendations each from Vietnam National University, Ho Chi Minh City and Vietnam National University, Hanoi, and select the final recipients after conducting thorough evaluations.

We receive recommendations every September from the universities, select the final recipients by early October, and hold awarding ceremonies for the scholarships every end-October or early November.

Contents

Financial support including tuition fees and living expenses for the whole year.

Total number and amount of scholarships awarded

- 2007 Vietnam National University, Ho Chi Minh City, 20 students; USD 10,000
- 2008 Vietnam National University, Ho Chi Minh City, 30 students; Vietnam National University, Hanoi, 30 students; USD 30,000
- 2009 Vietnam National University, Ho Chi Minh City, 30 students; Vietnam National University, Hanoi, 30 students; USD 30,000

GREAT INNOVATION

Scholarship Program: List of Pony Chung Scholarship Students

Pony Chung Domestic Scholarships

1st Pony Chung Scholarship
(33 students)

Selected in 2006 / Awarded Scholarship in 2007

Name	University	Major
Kang Min-ku	Chungbuk National University	Civil Engineering
Kuk Jung-geun	Chonbuk National University	Construction Engineering
Kwon Oh-hun	Hanyang University	Civil Engineering
Kim Kyung-tae	Korea University	Civil Engineering
Kim Ro-sa	Seoul National University	Construction Engineering
Kim Moo-kwang	Pusan National University	Civil Engineering
Kim Sang-beom	Yonsei University	Civil Engineering
Kim Woo-ju	Seoul National University	Construction Engineering
Kim Eun-sung	Hanyang University	Construction Engineering
Kim Chang-hwan	Pusan National University	Construction Engineering
Kim Ho-taek	Kangwon National University	Civil Engineering
Doo Byung-hyuk	Chonbuk National University	Civil Engineering
Park Sung-ki	Yonsei University	Construction Engineering
Park Seung-beom	Chungnam National University	Civil Engineering
Park Jun-hyun	Chungnam National University	Civil Engineering
Park Jin-seok	Kyungpook National University	Construction Engineering
Bae Tae-hyun	Kyungpook National University	Construction Engineering

Total amount awarded for 1st Pony Chung Scholarship: KRW 186 million

2nd Pony Chung Scholarship
(33 students)

Selected in 2007 / Awarded Scholarship in 2008

Name	University	Major
Kang Min-gu	Chungbuk National University	Civil Engineering
Kang Su-jin	Chonnam National University	Construction Engineering
Koh Seung-sae	Hanyang University	Construction Engineering
Kuk Jung-geun	Chonbuk National University	Construction Engineering
Kim Kyung-tae	Korea University	Civil Engineering
Kim Ro-sa	Seoul National University	Construction Engineering
Kim Mu-gwang	Pusan National University	Civil Engineering
Kim Sang-beom	Yonsei University	Civil Engineering
Kim Chang-hwan	Pusan National University	Construction Engineering
Kim Hyung-gu	Chungbuk National University	Construction Engineering
Kim Ho-taek	Kangwon National University	Civil Engineering
Park Sung-jin	Kangwon National University	Construction Engineering
Park Seung-beom	Chungnam National University	Civil Engineering
Park Jin-gyu	Seoul National University	Construction Engineering
Park Jin-seok	Kyungpook National University	Construction Engineering
Park Chun-gu	Hanyang University	Civil Engineering
Baek Cho-rong	Pusan National University	Construction Engineering

Total amount awarded for 2nd Pony Chung Scholarship: KRW 198 million

Name	University	Major
Ahn Ji-hun	Chonnam National University	Construction Engineering
Yoon Jin-su	Hanyang University	Civil Engineering
Lee Kyung-moo	Chonnam National University	Construction Engineering
Lee Min-pyo	Chungbuk National University	Construction Engineering
Lee Sophia	Seoul National University	Civil Engineering
Lee Jae-won	Yonsei University	Construction Engineering
Lee Jun-hee	Chungnam National University	Construction Engineering
Lim Yong-gyu	Chonnam National University	Civil Engineering
Jang Yoon-duk	Chungbuk National University	Construction Engineering
Jeon Jung-gap	Kangwon National University	Construction Engineering
Jung Kyung-in	Korea University	Civil Engineering
Cho Hyun-gon	Kyungpook National University	Civil Engineering
Jin Sung-hyun	Pusan National University	Civil Engineering
Chae Soo-hwan	Chonbuk National University	Civil Engineering
Choi Yong-hun	Kangwon National University	Civil Engineering
Pung Kyung-ah	Korea University	Construction Engineering

Name	University	Major
Ahn Ji-hun	Chonnam National University	Construction Engineering
Yoon Jin-su	Hanyang University	Civil Engineering
Lee Dong-hyun	Chonbuk National University	Civil Engineering
Lee Sophia	Seoul National University	Civil Engineering
Lee Jae-min	Kyungpook National University	Construction Engineering
Lee Jun-hee	Chungnam National University	Construction Engineering
In Sang-hyun	Yonsei University	Construction Engineering
Lim Su-yeon	Chungnam National University	Construction Engineering
Lim Yong-gyu	Chonnam National University	Civil Engineering
Jang Yoon-duk	Chungbuk National University	Construction Engineering
Chun Chan-kyung	Kangwon National University	Civil Engineering
Jung Da-young	Yonsei University	Construction Engineering
Cho Hyun-gon	Kyungpook National University	Civil Engineering
Chae Su-hwan	Chonbuk National University	Civil Engineering
Pung Kyung-ah	Korea University	Construction Engineering
Hah Sang-hee	Korea University	Civil Engineering

Selected in 2008 / Awarded Scholarship in 2009

Name	University	Major
Kim Jung-lan	Hanyang University	History
Noh Su-young	Ewha Womans University	History
Ryu Chan-ho	Korea University	History
Moon Sung-jin	Hanyang University	Construction Engineering
Min Hyuk-jun	Korea University	Construction Engineering
Park Sang-hun	Yonsei University	Construction Engineering
Park Soo-yeon	Yonsei University	Construction Engineering
Park Eun-young	Sogang University	History
Park Cho-rong	Ewha Womans University	History
Park Chun-gu	Hanyang University	Civil Engineering
Bae Soo-jung	Seoul National University	History
Sohn Jin-bae	Seoul National University	Civil Engineering

Total amount awarded for 3rd Pony Chung Scholarship: KRW 182 million

Selected in 2009 / Awarded Scholarship in 2010

Name	University	Major
Kang Ji-ho	Korea University Construction	Engineering
Kim Sang-woo	Seoul National University	Construction Engineering
Kim Ye-eun	Hanyang University	Architectural Engineering
Kim Eun-ji	Seoul National University	Archaeology Art History
Kim Jin-young	Yonsei University	Civil Engineering, Environmental Engineering
Kim Hyun-jung	Yonsei University	Architectural Engineering
Noh Su-young	Ewha Womans University	History
Park Ka-hyun	Hanyang University	History
Park Sang-hun	Yonsei University	Construction Engineering
Park Ho-chul	Seoul National University	Civil and Environmental Engineering
Seo Myung-seok	Hanyang University	Civil Engineering
Sohn Sang-woo	Korea University	Civil and Environmental Engineering

Total amount awarded for 4th Pony Chung Scholarship: KRW 193 million

Korea National University of Arts, Kim Jun-hee

Coinciding with the grand opening of the Pony Chung Hall in May 2008, Pony Chung Foundation has decided to support Kim Jun-hee as a special scholarship student in an effort to promote and develop talented individuals in the field of arts. KRW 2 million is awarded on a monthly basis to support tuition fees and practices.

Total amount awarded ... KRW 62 million as of 2010

3rd Pony Chung Scholarship
(24 students)

Name	University	Major
Yeo Seon-young	Sogang University	History
Yu Ji-min	Hanyang University	History
Lee Mun-seop	Yonsei University	Civil Engineering
Lee Jun-hyuk	Hanyang University	Construction Engineering
Jang Jae-kyung	Yonsei University	History
Chun Maek	Seoul National University	Construction Engineering
Chung Da-som	Seoul National University	History
Cho Gyu-yeon	Seoul National University	Construction Engineering
Cho Hyun-min	Yonsei University	History
Cho Hye-young	Korea University	History
Choi Shee-hun	Korea University	Construction Engineering
Hah Sang-hee	Korea University	Civil Engineering

4th Pony Chung Scholarship
(24 students)

Name	University	Major
Lee Na-young	Yonsei University	Construction Engineering
Lee Joo-young	Yonsei University	History
Lee Jun-hyuk	Hanyang University	Architectural Engineering
Lee Hong-bin	Sogang University	History
Chun Maek	Seoul National University	Construction Engineering
Chung Sung-hun	Seoul National University	Oriental History
Cho Sung-min	Hanyang University	History
Cho Hye-young	Korea University	Korean History
Choo Su-hang	Sogang University	History
Choi Seon-young	Ewha Womans University	History
Choi Jung-heum	Korea University	Civil and Environmental Engineering
Han Jun-hee	Korea University	Construction Engineering

Art department scholarship

GREAT INNOVATION

Scholarship Program: List of Pony Chung Scholarship Students

Pony Chung Scholarship Students, Vietnam

2007 Pony Chung Scholarship Students, Vietnam (20 students)

Vietnam National University, Ho Chi Minh City, 20 students

Name	Major	Misc
Nguyen Thi Qui	Construction Technology and Management	
Nguyen Anh Thu	Civil Engineering	M.A.
Phan Luu Minh Phuong	Civil Engineering	
Nguyen Thanh Van	Construction Materials	M.A.
Dinh The Hung	Civil and Industrial Engineering	
Tran Thai Minh Chanh	Civil and Industrial Engineering	
Le Luong Bao Nghi	Civil and Industrial Engineering	
Tran Vinh Loc	Civil and Industrial Engineering	
Nguyen Thi Thu Thao	Civil Engineering	
Huynh Ngoc Thi	Transportation Engineering	

Total amount awarded for 2007 ... USD 10,000 (USD 500 per student)

2008 Pony Chung Scholarship Students, Vietnam (60 students)

Vietnam National University, Hanoi, 30 students

Name	Major	Misc
Nguyen Anh Thu	Construction Technology and Management	M.A.
Le Luong Bao Nghi	Civil and Industrial Structures	M.A.
Tran Quoc Toan	Civil and Industrial Structures	M.A.
Tran Duc Hoang Viet	Geotechnical Engineering	M.A.
Bui Phuong Trinh	Construction Materials	M.A.
Do Tien Sy	Construction Technology and Management	M.A.
Huynh Ngoc Thi	Bridge and Tunnel Engineering	M.A.
Nguyen Quang Truong	Water Resources Engineering	M.A.
Chau Phuong Khanh	Mapping, Remote Sensing and Gis	M.A.
Nguyen Trong Khanh	Mapping, Remote Sensing and Gis	M.A.
Le Thanh Tuyen	Civil and Industrial Structures	
Nguyen Thanh Tuan	Civil and Industrial Structures	
Le Nhurt Truong	Civil and Industrial Structures	
Dang Ngoc Canh	Civil and Industrial Structures	
Dang Ngoc Loi	Bridge and Highway	

Name	Major	Misc
Bui Phuong Trinh	Civil Engineering	
Tran Duc Hoang Viet	Department & Civil Engineering	
Le Hoang Thanh Nam	Civil Engineering	
Dinh Quoc Bien	Civil Engineering	
Huynh Thanh Canh	Civil Engineering	
Nguyen Khac Dung	Civil Engineering	
Vo Minh Ho	Civil Engineering	
Nguyen The Truong Phong	Civil Engineering	
Nguyen Khuong Tin	Civil Engineering	
Le Tien Trung	Civil Engineering	

Name	Major	Misc
Dang Thanh Hoai	Civil and Industrial Structures	
Nguyen Thanh Loc	Civil and Industrial Structures	
Nguyen Thanh Nghia	Civil and Industrial Structures	
Nguyen Van Anh	Civil and Industrial Structures	
Le Minh Tien	Civil and Industrial Structures	
Do Ba Trong	Bridge and Highway	
Hoang Cong Luan	Civil and Industrial Structures	
Nguyen Tan Curong	Civil and Industrial Structures	
Tran Huy Toan	Civil and Industrial Structures	
Dang Ngoc Toan	Civil and Industrial Structures	
Ha Duy khanh	Civil and Industrial Structures	
Nguyen Trung Kien	Civil and Industrial Structures	
Tran Duy Khanh	Bridge and Highway	
Tran Trong Tri	Construction Materials	
Tien Chi Long	Civil and Industrial Structures	

Vietnam National University, Hanoi, 30 students

Name	Major	Misc
Le Anh Tin	Pedology	
Vu Thuy Linh	Meteorology Hydrology & Oceanography	
Vu Van Minh	Geology	
Nguyen Thi Thanh Hoang	Geography	
Nguyen Van De	Geology	
Nguyen Thi Thu Trang	Literature	
Nguyen Dinh Hau	Journalism & Communication	
Nguyen Thi Dung	Tourism	
Nguyen Thi Dinh	Library & Information Science	
Nguyen Tuan Anh	Psychology	
Le Hong Hanh	Russian Language & Culture	
Dao Van Huynh	French Language & Culture	
Ta Thi Thanh Tam	French language & culture	
Chu Thi Phuong Nhung	German language & culture	
Nguyen Thu Ha	German Language & Culture	

Total amount awarded for 2008 ... USD 30,000 (USD 500 per student)

Vietnam National University, Ho Chi Minh City, 30 students

Name	Major	Misc
Nguyen Hoang Tuong Nhu	Civil Engineering	
Nguyen Ba Quang Vinh	Civil Engineering	
Dinh Quoc Bien	Civil Engineering	
Vang Hieu Quang	Civil Engineering	
Nguyen Tan Tien	Civil Engineering	
Nguyen Tan Cuong	Civil Engineering	
Nguyen The Truong Phong	Civil Engineering	
Pham Minh Tue	Civil Engineering	
Lam Vu Ngo Hung	Civil Engineering	
Hoang Xuan Duc	Civil Engineering	
Nguyen Minh Tri	Mechanical Engineering	
Phan Thanh Duong	Electrical & Electronic	
Nguyen Xuan Binh	Electrical & Electronic	
Le Hong Khiem	Electrical & Electronic	
Bui Duc Tai	Chemical Technology & Petroleum	

Vietnam National University, Hanoi, 30 students

Name	Major	Misc
Dang Thi Ngoc Anh	College of Science	
Nguyen Van Tang	College of Science	
Pham Hoai Thu	College of Science	
Ngo Thi Huyen Trang	College of Science	
Trinh Thi Kieu Trang	College of Science	
Dang Van Doan	College of Science	M.A.
Tran Anh Tuan	College of Science	Ph.D.
Mai Linh	College of Social Sciences & Humanities	
Nguyen Thi Anh Hong	College of Social Sciences & Humanities	
Le Hong Nhung	College of Social Sciences & Humanities	
Vu Thi Ngoan	College of Social Sciences & Humanities	
Le Thi Bich Phuong	College of Social Sciences & Humanities	
Nguyen Son Minh	College of Social Sciences & Humanities	Ph.D.
Nguyen Hai Ha	College of Foreign Languages	
Nguyen Thi Ngoc Diep	College of Foreign Languages	

Total amount awarded for 2009 ... USD 30,000 (USD 500 per student)

2009 Pony Chung Scholarship Students, Vietnam (60 students)

Name	Major	Misc
Pham Toan Thuc	Chemical Technology & Petroleum	
Vu Huong Van	Chemical Technology & Petroleum	
Lam Ngoc An	Computer Science & Engineering	
Hoang Khanh Hung	Computer Science & Engineering	
Tran Quoc Huy	Computer Science & Engineering	
Dang Ngoc Canh	Civil Engineering	M.A.
Nguyen Van Khanh	Mechanical Engineering	M.A.
Le Hoang Thanh Nam	Material Engineering	M.A.
Nguyen Trong Khanh	Geology and Petroleum Engineering	M.A.
Huynh Ngoc Thi	Civil Engineering	M.A.
Tran Duc Hoang Viet	Geology and Petroleum Engineering	M.A.
Bui Phuong Trinh	Material Engineering	M.A.
Phan Dinh Tuan	Mechanical Engineering	M.A.
Truong Tuan Anh	Computer Science	M.A.
Phan Dinh Khoi	Computer Science	M.A.

Name	Major	Misc
Nguyen Thi Dung	College of Foreign Languages	
Chu Thi Luong	College of Foreign Languages	
Nguyen Thi Huong	College of Foreign Languages	
Nguyen Thuy Duong	College of Foreign Languages	
Nguyen Xuan Truong	College of Technology	
Vuong Quoc Trung	College of Technology	
Tran Bao Thai	College of Technology	
Nguyen Van Hiep	College of Technology	
Vu Nguyen Thuc	College of Technology	Ph.D.
Doan Quoc Dung	College of Economics	
Nguyen Thi Mai	College of Economics	
Bui Thi Hoai	College of Education	
Tran Thi Phuong	College of Education	
Nguyen Thanh Ha	Faculty of Law	
Le Thi Thu Hang	Faculty of Law	

My Repayment will be to Become a Pianist with Strong Faith and a Good Heart

senior in piano at Korea National University of Arts

Kim Jun-hee



Kim Jun-hee was selected to receive a Pony Chung Scholarship in May 2008, together with the grand opening of the Pony Chung Hall. This year marks his third year as a Pony Chung Scholarship student, and during that period, he has always strived to nurture his talents while keeping in mind the trust and support he receives. Already a pianist drawing attention from the world stage, the following is an excerpt from an interview with the promising young artist.

“If you ask me as to what artists need most of all, I’d say it’s the encouragement from those who trust and support them. Thanks to the Foundation’s interest and support, I was able to broaden my experience as a performer and get the opportunity to unleash my thoughts,” said Kim.

Currently, Kim Jun-hee is a senior, majoring in piano at Korea National University of Arts. When the Pony Chung Hall opened in May 2008, the Foundation selected him as its first art scholarship recipient with the aim of nurturing young artists. Kim is a piano prodigy whose brilliant talent was recognized in his first year at Seoul Art High School, which earned him early admission to the Korea National University of Arts. He distinguished himself by winning second prize at the Long-Thibaud Piano competition in France in 2007, the same year he entered the university. He has since won prestigious prizes at various international piano competitions and proved himself to be one of the most promising young artists of his generation.

Since June 2008, the Pony Chung Foundation has provided him with a monthly scholarship of KRW 2 million, a total of KRW 24 million a year. For aspiring musicians, it is crucial to have the opportunity to have their talent objectively evaluated among their peers in other countries and to promote their names. With financial resources constrained, however, they often have no choice but to give up even when an opportunity presents itself. Thanks to the help of the Foundation, Kim was able to seize such opportunities and compete in music festivals in Germany and France, one of his greatest dreams. In addition, he was able to improve not only his musical performances but also develop his personal philosophy as a musician, receiving master classes by professors at prestigious music schools abroad. Building on all these activities, he has now grown into one of the most promising performers in the world.

In May last year, Kim played with Paik Kun-woo in a unique four-piano performance at Seoul Arts Center, and gave a solo recital at Hoam Art Hall in June. He also performed in two successful New Year’s concerts in Shanghai, China, and gave a brilliant piano recital in France in commemoration of the 200th anniversary of Chopin’s birth.

His tour schedule for this year is already full, including performances in countries such as France, Germany, and China. As Kim continues to hone his skills while thrilling audiences with his performances, we cannot but look forward to the promising future of this gifted young musician.

Kim concluded the interview by saying, “I believe that the cardinal virtues of a good performer are strong faith, a good heart, and the spirit of pioneering. If I am even beginning to acquire these virtues as time goes by, I’d have to say that it is all thanks to the support of the Foundation. I’d like to thank the Foundation for giving me the opportunity to learn about Chairman Chung Se-yung, on having wider perspectives and a magnanimous spirit. Chairman Chung made Korea proud by astonishing the world with his Pony, and I plan to succeed his innovative and pioneering spirits to build upon them for the rest of my life.”



I will Forever be Grateful for the Help Korea and Pony Chung have Bestowed upon Me

junior at the College of Foreign Languages under Vietnam National University, Hanoi

Nguyen Hai ha

Since 2007, the Pony Chung Foundation has been bestowing scholarships to local university students in Vietnam. One of the recipients, Nguyen Hai ha, is a junior at Vietnam National University, Hanoi. She was recognized not only for her outstanding academic achievements but also for her international mindset. The following is an excerpt from an interview with the talented young woman, who says that the only way to get her on the royal road to a bright future is to do her best.

“I think that the scholarship awarded to me by the Pony Chung Foundation was a recognition and encouragement of my efforts. My good luck may have been because I always study diligently and remember that a student’s biggest duty is to study. Since I have been on a scholarship, I have renewed my commitment to study hard,” said the young woman.

Winner of the Pony Chung Foundation Scholarship at Vietnam National University, Hai ha is studying with a sense of renewed zeal and responsibility. Indeed, it is no exaggeration to say that she symbolizes the positive passion of Vietnamese students.

Nguyen Hai ha is majoring in foreign languages at her university. She wants to become an English teacher, who spreads hope not only by teaching but also by inspiring students. There are two driving forces behind her dream. One is her mother, who fostered in her the spirit of pioneering despite her difficult financial conditions. Her mother’s teachings that one must face challenges head-on even if one is afraid, has served as a compass that always leads her in the right direction in life. The other is her English teacher when she was a little girl. The teacher awakened in her the pleasure of studying, and also gave her a broader outlook on life. Inspired by her teacher, Hai ha hopes to become a teacher just like her. The bright young woman says that she can return her kindness only by becoming a good teacher for her future students.

In addition to becoming a teacher, Hai ha has another big dream. She dreams of speaking Korean fluently and acting as a bridge between Korea and Vietnam. She first learned about Korea through Korean dramas and music, and was deeply impressed by Korea’s boundless energy. Now this is igniting another flame of passion in her heart.

She said, “Even before I won a scholarship from the Pony Chung Foundation, I studied Korea through various channels. In particular, I was strongly impressed by Korea’s innovative car industry. I think that Honorary Chairman Chung Se-yung, the pioneer of the Korean automobile industry which surprised the world, spread a message of creativity and strong will to the world. The younger generation like me should emulate not only his patriotism but also his boldness, wisdom, and strong sense of responsibility.”

For her, Korea and Pony Chung are teachers, who helped broaden her outlook on the world. Her two dreams act as firm roots that support the big tree called talent and future. We look forward to the day when this tree grows to its height, providing shade and protection to many others.

Hai ha expressed her heartfelt thanks to the Pony Chung Foundation by saying, “In order to live up to my position as a scholar, I will set goals, walk in the right path, and continue to take on challenges and explore. I think that the best way to repay the Foundation is to build a successful future.”

Make the future

We Create the Future

Waiting is not the Answer, We must Challenge and Develop our Future

Great challenge

Great innovation

Great sharing

Creativity, Innovation, Pioneering

Pony Chung Foundation

Follows in the footsteps of Chairman Chung Se-yung's spirits,

And supports humankind's unlimited potentials.

We promise to become the foundation for a more prosperous tomorrow.

GREAT SHARING

Financial Status of Pony Chung Foundation

Pony Chung Foundation values and respects the intentions of our donators, and strives to be a publicly-beneficial and transparent non-profit organization. We also do our utmost to efficiently manage our funds in order to become a lasting organization. We follow in the footsteps of the late Chairman Chung Se-yung’s spirits, and honor the wishes of our donators in developing our society, thereby being prudent in utilizing the donations we receive every year, to hold Innovation Awards and to conduct scholarship and academic grant programs.

01. Contributions

(Units: KRW 1,000, as of December 31 st 2009)		
Year	Amount	Contributors
2005	3,600,000	Chung Mong-gyu, Hyundai Development Company, Hanil E-wha
2006	6,880,000	Hyundai Heavy Industries, Hyundai Mipo Dockyard, Hyundai Samho Heavy Industries, Hyundai Cement, Korea Flange, Hanil E-wha, Sejong Industrial, Hyundai Development Company, I&CONS, Hyundai EP
2007	3,650,000	Chung Sang-yung, Hyundai Insurance, Hyundai Cement, Kyungshin Industrial, Hanil E-wha, Hyundai Department Store, Han Moo Shopping, Hyundai DSF, Sejong Industrial, Hyundai Heavy Industries, Hyundai Mipo Dockyard, Hyundai Samho Heavy Industries
2008	514,000	Hyundai Heavy Industries, Hyundai Mipo Dockyard, Hyundai Samho Heavy Industries, I-Service
2009	1,034,000	I-Controls, Hyundai EP, I&CONS, I-Service, Seji Solotech
Total	15,678,000	

02. Status of Assets

(Units: KRW 1,000, as of December 31 st 2009)	
	Amount
Restricted Assets	13,550,000
Unrestricted Assets	1,048,046
Total	14,598,046

03. 2009 Financial Performance

(Units: KRW 1,000)	
03-1. 2009 Revenue, gains and other support	
	Amount
Revenue from bank interests	346,678
Revenue from bonds	253,382
Interest Tax Refunds	113,496
Donations for scholarship	34,000
Total	747,556

(Units: KRW 1,000, as of December 31 st 2009)		
	2009 Expenses	Cumulative total
Domestic Scholarships	203,157	768,064
Overseas Scholarships	35,253	86,452
Academic Grants	50,000	70,000
Pony Chung Innovation Awards	100,000	300,000
Other program services	48,382	347,727
Other support services	10,645	307,453
Total	447,437	1,809,696

04. Cumulative total expenses in Major Program

04-1. Scholarships (Cumulative total)		(Units: KRW 1,000, as of December 31 st 2009)
	No. of Students	Amount awarded
Domestic Scholarships	134	768,064
Kangwon National University	6	22,733
Kyungpook National University	6	27,450
Korea University	16	129,908
Korea University (Southeast Asia International students)	19	36,480
Pusan National University	6	27,982
Sogang University	4	23,984
Seoul National University	16	80,744
Yonsei University	16	126,604
Ewha Womans University	4	24,876
Chonnam National University	6	27,042
Chonbuk National University	6	26,553
Chungnam National University	6	29,745
Chungbuk National University	6	26,692
Hanyang University	16	119,271
Korea National University of Arts	1	38,000
Overseas Scholarships	140	86,451
Vietnam National University, Ho Chi Minh City	80	47,820
Vietnam National University, Hanoi	60	38,631
Total	274	854,515

04-2. Academic Grants (Cumulative total)		(Units: KRW 1,000, as of December 31 st 2009)
	Amount awarded in 2009	Cumulative total
1 st Academic Grant Recipients	30,000	50,000
Professor Choi Yun-oh of Yonsei National University	15,000	25,000
Professor Chung Hye-jung of Ewha Womans University	15,000	25,000
2 nd Academic Grant Recipients	20,000	20,000
Professor Ham Dong-ju of Ewha Womans University	10,000	10,000
Professor Choi Ki-young of Sogang University	10,000	10,000
Total	50,000	70,000

04-3. Pony Chung Innovation Awards (Cumulative total)		(Units: KRW 1,000, as of December 31 st 2009)
	Amount Awarded	Note
1 st Honoree: UN Secretary-General Ban Ki-moon	100,000	Donated to UN HABITAT
2 nd Honoree: President of KAIST Suh Nam-pyo	100,000	Donated to KAIST
3 rd Honoree: World Headquarters of Canaan Farmers Movement	100,000	Donated to the establishment of Overseas Canaan Farmers School
Total	300,000	

- 1928

Born in Tongchon, Gangwon-do
- 1953

Graduated from Korea University with B.A. in Political Science & International Relations
- 1954

Admitted to Columbia University, USA
- 1955

Transferred to University of Miami, USA with full scholarship
- 1957

Graduated from University of Miami, USA with M.A. in Politics
- 1967

Established and inaugurated as President of Hyundai Motor Company
- 1974

Participated in Torino International Car Show featuring "Pony", the first Korean automobile model
- 1976

Began mass production of the "Pony" model and opened export trade lines with Ecuador
- 1986

Received Honorary Doctorate in Law from the University of Miami, USA
- 1986

Opened export trade lines with the USA for Pony Excel
- 1987

Inaugurated as Chairman of Hyundai Group and HMC (1987-1995)
- 1996

Received Honorary Doctorate in Business Administrations from Yonsei University
- 1997

Received Honorary Doctorate in Business Administrations from Korea University
- 1999

Inaugurated as honorary Chairman of Hyundai Development Company
- 2005

Passed away at age 77
-
- 1977

Elected as Chairman of Korea-British Economic Cooperation Committee (1977-1995)
- 1987

Elected as Vice Chairman of the Federation of Korean Industries (1987-1997)
- 1993

Elected as Chairman of Korea University Alumni Association
- 1998

Elected as Chairman of Korean-American Association (1998-2002)
-
- 1983

Received from the British Monarchy, Honorary Commanders of the Order of the British Empire (CBE)
- 1985

Received from the Korean Government, the "Gold Tower Order of Industrial Service Merit" award
- 1986

Rated as "Heroes in industry in 1986" by the New York Times
- 1995

Won Automotive News "Asia's Top businessman of the year" award
- 1998

Awarded Order of Civil Merit, Mongnyeon



The Everlasting Pioneer who gave us Hope and Dreams

In Memory of Pony Chung

Chairman Chung Se-yung firmly believed that we cannot survive, let alone develop, in any industry unless we acquire our own independent knowledge and technology. He thus established the Hyundai Motor Company against popular beliefs that it was a reckless endeavor, and introduced the “Pony”—the first independent Korean automobile model—to the world, thereby laying the foundation for Korea to become today’s automobile powerhouse. It was a glorious miracle created by the limitless efforts and passion of Chairman Chung, who strived day and night, nurturing talented individuals, investing in research, and fostering related industries, all in order to innovate and develop the future of Korea.

He helped us see the future in a new perspective, always emphasizing his conviction that “waiting is not the answer, we must challenge and develop our future,” and he also never gave up hope that we can overcome the most difficult of circumstances if we abide by our principles and follow the right-path.



1974, at the Torino International Car Show

Challenge

1967. 12 - The History of Hyundai Motor Company Begins

“When the government announced that they will allow Hyundai to make cars, existing manufacturers protested strongly and some of the media voiced concerns... Others expressed their worries by saying, ‘With the competition in the auto industry getting fiercer, the domestic industry will become nothing but assembly factories for foreign companies, and therefore we are not likely to succeed in localization.’ However, such oppositions and concerns were all groundless talks, arising from their failure to read Hyundai’s true intentions of achieving complete localization.”

1968. 11 - Birth of Cortina Job One

“The moment the first car rolled out, I grew anxious to know whether the car would really work. When the test driver cautiously started the car, the engine made a powerful sound. The car began to move slowly amid the thunderous applause of Hyundai and Ford officials. Seeing the car moving, my anxiety was slowly replaced by relief and I felt a sense of euphoria that I would never feel again in my life.”

1974. 10 - Participating in the Torino International Car Show

“The world’s media and auto industry did not hesitate to marvel at the Pony as well as Hyundai Motors. It was a major achievement just by the fact that Pony was recognized, at the world-renowned auto show, as an outstanding and independent automobile model. Korea officially became the 16th nation in the world to possess an independent automobile model, boasting its national power to the world. The auto show was an unforgettable debut stage for the Pony, and for me, it was a place where hope originated from, the starting point of my steps toward the global market.”



GREAT INNOVATOR
Chronology of Pony Chung's Life



01. 1976, alongside a pony at a Hyundai Dealership in Ecuador - 02. Standing next to the Pony - 03. 1985, receiving the Order of Industrial Merit, Gold Tower (in recognition of Hyundai's exports)

01
02
03

Pioneer

1976. 7 - First Exports of the Pony Heads for Ecuador

"When we made our first exports of the Pony to Ecuador, we did not just send five cars. As the wide container ship crossed the Pacific, it carried with it our dreams to reach out to the world, and Hyundai's ambitions to reach out to the five oceans and six continents.

1981. 10 - Announced construction of a manufacturing plant, capable of producing 300,000 sedans

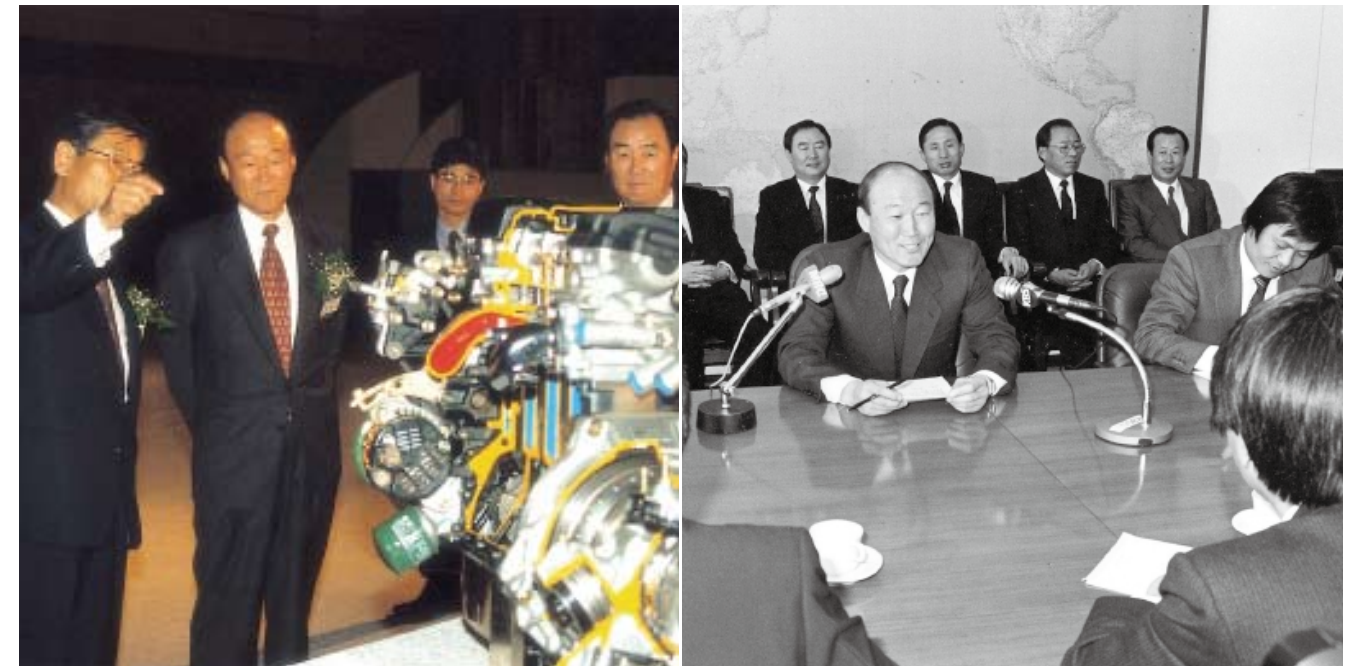
"After announcing our plans to build a 300,000-unit capacity factory, we began to devote all our energies to exports. At the time, I considered exports a matter of life and death, and worked so hard that the executives and employees, worn out from coping with the oil shock, did not even want to come near my office. My thoughts and determination were all focused on exports, and more exports."

1984. 2 - Completion of Korea's first comprehensive driving test ground

"Safety and economic viability were gaining more and more importance in the global market, and the fact that an automaker had its own driving testing ground meant that it had the means to make more competitive products. In addition, the establishment of the testing grounds demonstrated our will to compete in quality, on an equal level and in equal conditions.

1986. 1 - Excel exported to America

"When we introduced the Excel in a motor show in Los Angeles, an old lady shed tears while stroking the surface of the car on display. She was a Korean immigrant who had moved to the United States long ago. We could see that she was deeply moved, saying, 'I remember my homeland turning to ruins during the war. How did it grow so much as to make such a wonderful car and export it here?' I never forget her and how much those tears meant to me."



01. 1996, at the presentation ceremony of Tiburon - 02. 1987, holding a press conference when inaugurated as Chairman of Hyundai Group

01 02

Success

1991.1 - Developed the first Korea-designed Alpha engine and transmission

"In 1984, we began a project for the development of our exclusive engines and transmissions, calling it the 'Alpha Project.' From then on, we tested over 300 engines, 200 transmissions, and 15 test-vehicles, until in 1991, when we finally succeeded. We now possessed not only the basic styling technologies but also our own engine and transmission, thereby enabling the production of a car made solely by Korean technology."

1995. 7 - Received the "Asia's Top Businessman in 1995 Award" given by Automotive News, United States

"If anyone asks me as to how Hyundai Motor Company contributed to the Korean economy, I can speak with confidence that we made large contributions to the machine industry and automobile exports. In a country that had no significant natural resources, the biggest wealth that we as predecessors could give the future generation was money through exports. In this regard, winning the 'Asia's Top Businessman in 1995 Award' was an overwhelming achievement for me."

1998. 10 - Completed Hyundai factory in India, the first self-sufficient Korean factory abroad

"I traveled around every nook and cranny in India amid the stifling heat; from the moment we began looking for the construction site of our factory, trying to find the perfect location to unfold our dreams. The completion of the factory in India was a true step forward towards globalization and our goal of becoming one of the top ten global automakers. At the time, India was often called the 'land of the unknown,' but the future of Hyundai was far from being 'unknown'."





01. with President Reagan on a visit to the US - 02. 1995, with President Le Duc Anh on a visit to Vietnam



01 02

Eternity

1999. 3 - Inaugurated as Honorary Chairman of Hyundai Development Company

"In scrutinizing the Hyundai Development Company, I could see that it was superior to many other companies within the Hyundai Group in diverse areas including human resources, and that it had a very promising future. The motto of the company is diligence, frugality, and love, with honesty and sincerity being basic virtues. The employees refrained from relying on any sort of coincidence or luck, and believed that success was something to strive for rather than wait for."

2001. 3 - Opening a new era of Brand Apartments with "I'PARK"

"First established in 1976 as Korea City Development Inc., the first project of Hyundai Development Company was to construct and sell the Hyundai Apartment complex in Apgujeong-dong. The company had pioneered the construction of apartments in a country that was not much aware of what they were. However, we mustn't be complacent and strive harder to maintain our leadership in the housing business, and create a new architectural culture for the society. We must accomplish further goals of expanding our business into production areas, promoting green management, internationalizing our company, and solidifying our position as Korea's #1 construction company."

2005.05 - Passes away at the age of 77

"During my life, I have tried my best to abide my principles and believed in virtuous management as my guide to walking a fair and right path. I am confident that we can overcome any and all situations if we aim to keep our principles in managing the company. Looking back, the path I walked was long but short, and if I had walked that path with honesty and integrity, I will continue to walk forward with honesty and integrity, and my car will also continue—without stopping—to drive forward upon that path."

Suwon I'PARK City



I'PARK Tower



Pony Chung Hall



Haeundae I'PARK



Samsung-dong I'PARK



Gangnam Finance Center



Bukhang Bridge

Remembering the Ever-lasting Pioneer of our Time

Hyundai Development Company & Pony Chung Hall

Chairman Chung Se-yung, who was appointed as an Honorary Chairman of the Hyundai Development Company in 1999, left the company a most precious legacy: the spirit of pioneering. Hyundai Development Company aspires to follow in his footsteps and will set out boldly to lead the future of Korea's architectural culture. We have been leading the domestic industry for the past 30 years and now we are determined to grow into one of the most respected and competent companies in the world. We will continue to move forward in making contributions to the development of advanced technology and human-oriented architectural culture.

In 2008, commemorating the 3rd anniversary of Chairman Chung's death, the Pony Chung Hall was opened on the first floor of the I'Park Tower in Samseong-dong, Seoul. It is a multi-purpose cultural complex that symbolizes the deceased's open mindedness, and a place where visitors are able to see and feel his future-oriented mindset and warm sentiments. In addition, the hall boasts high-end audio and video equipments, and proudly exhibits large-scale artworks that describe how the late Chairman developed the "Pony." Chairman Chung Se-yung's legacy and spirits will live on in the Pony Chung Hall, a cultural complex that will grow to satisfy our appetite for culture.

Pony Chung’s Spirit Lives on in the Heart of the Pony Chung Foundation

“Although Chairman Chung is now gone, his life style and philosophy still remains in our society as a model to follow. He will live on in our hearts as the paragon of virtue.”

- Lee Myung-bak, President of Korea

“Chairman Chung was not only a prominent professor and scholar but also a remarkable diplomat. He not only taught us the value of self-sacrifice but also contributed greatly to the Korea’s economic growth.”

- Kang Young-hoon, Secretary-General of the UNEP Korea Committee / former Prime Minster of Korea

“The name that foreigners gave him, ‘Pony Chung,’ is a valuable nickname that belongs to no one else but Chairman Chung.”

- Koh Hee-suk, Chairman of Il Jeong Industrial Co., Ltd.

“Chairman Chung Se-yung was extremely thoroughgoing about everything. On the surface, he looked gentle and humorous, but deep down, he was a man of a stronger will than any other. It was only with such a strong character that he was able to rewrite the history of Korea’s automotive industry, something that no one else could ever do.”

- Koo Du-hoe, Honorary Chairman of Yesco

“It has always been my unwavering belief that Chairman Chung Se-yung is one of the staunchest patriots in the history of Korea. Patriotism is not just about taking up arms to protect the country, but it is also about developing and protecting the economy.”

- Kim Bum-il, President of World Headquarters of Canaan Farmers Movement

“Chairman Chung served as a role model for those around him with his frugal, precise, and meticulous life style. I think this attitude to life was one of his key strengths in leading the development of Korea’s automotive industry.”

- Lho Shin-yong, Chairman of The Lotte Foundation / former Prime Minister of Korea

“To me, Chairman Chung was not just a manager. Every time I looked at him, I saw a pioneer within, paving the way towards new and uncharted territories.”

- Park Byeong-jae, Chairman of Young Chang Co., Ltd. / former Vice Chairman of Hyundai Motor Company

“To describe Chairman Chung Se-yung in a sentence, I would say that he is a man, symbolic of virtuous management, always specific and cool-headed in his assessment and criticism.”

- Sim Hyun-yeong, Honorary Chairman of Hyundai Aluminum Co.

“I was well aware that he had walked the path of righteousness throughout his life, and knew that he will do so for the rest of his life. As I look back now, I can proudly say that he never let me down, and he will always be remembered to me as a good friend and a most respected businessman. He was a person who would be concerned about Korea’s economy even after his death.”

- Yeon Man-hui, advisor to Yuhan Corporation

“Chairman Chung Se-yung always made highly-principled decisions in whatever he did, without bias. It was an unchanging trait, from our childhood days to the times when he served as the chairman of a giant conglomerate.”

- Ryu Hee-choon, Chairman of Hanil E-Hwa Co., Ltd.

“I’ve always been inspired by his deep desire to accomplish and develop, and have always respected his high standards of corporate ethics and the spirit of mutual aid.”

- Lee Man-hui, former Director of the Sangju Cultural Center

“Chairman Chung Se-yung finally ventured to develop an original car model of our own. It was an unimaginable idea at the time, but it was also a move that embodied prevision and far-sightedness, forever changing the history of Korea’s automotive industry.”

- Lee Yang-sup, Chairman of MS Autotech Co., Ltd & Myoungshin Co., Ltd

“September of 2005 marked the 50th year of my career as a designer. But in all those years, I have never seen a man more talented and determined than Chairman Chung Se-yung.”

- Giorgetto Giugiaro, Chairman of Italdesign-Giugiaro S.p.A.

The above comments are excerpts from the booklet, <Pony Chung, the Everlasting Pioneer of our Time>, published in 2006 commemorating the 1st anniversary of Chairman Chung Se-yung’s death. Their profiles have been listed on a present basis.