

# Bridge Book

DAEJEON | SEOUL | BUSAN



National Credit Union Federation of Korea



World Council



WORLDWIDE FOUNDATION  
for CREDIT UNIONS



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# WELCOME

Welcome to the Global Bridges journey to South Korea and thank you to our hosts the National Credit Union Federation of Korea (NACUFOK).

The Global Bridges concept was developed in 2020, prior to the COVID-19 pandemic, as way to create a global experience for credit unions of different nations to share best practices, learn from each other, but more importantly connect culturally based upon similar values of the cooperative movement. While a physical bridge is used to symbolize the experience of connecting two points, perhaps it's the Webster Dictionary that defines it best; a time, place or means of connection.

So with that, in early 2021 five Oregon Credit Unions – Advantis, Northwest, Oregon Community, Rivermark, and Unitus came together for this unique global experience with South Korea; first through virtual exchanges, then as hosts, and now as guests.

During our visit, we will have the opportunity to explore NACUFOK's unique approach to the credit union system. The credit union movement began in South Korea just over 60 years ago by a Catholic nun in Busan who deeply cared about those being driven into poverty by money lenders. In a very short period, the credit unions have achieved incredible economic growth and provided access to millions of members. NACUFOK is a beacon of success, not only for all of Asia but also to the world.

We collectively extend our sincere appreciation to our NACUFOK hosts and President Younsik Kim for his leadership, partnership, and opportunity in bringing this experience a reality.

As you prepare for this journey, we applaud you for your desire to learn more about the global credit union movement, the power in which it has to change lives, the experience of a new culture, and the opportunity to connect with each other.



**Steven Stapp**  
*Board Member*  
*Worldwide Foundation Director*



**Michael Reuter**  
*Executive Director*  
*Worldwide Foundation*



**World Council**



**WORLDWIDE FOUNDATION**  
*for CREDIT UNIONS*



# OUR JOURNEY

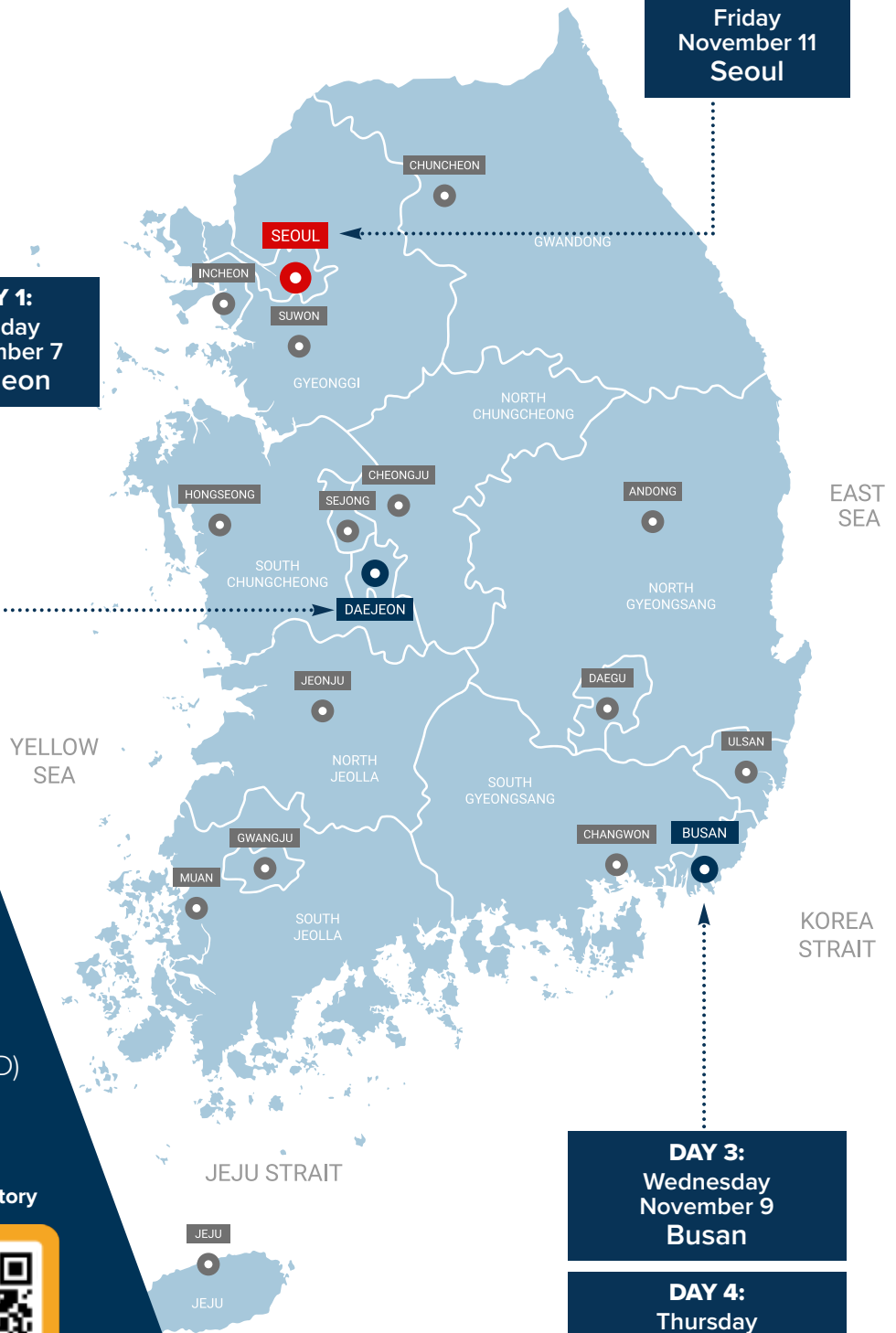
**DAY 2:**  
Tuesday  
November 8  
Seoul

**DAY 5:**  
Friday  
November 11  
Seoul

**DAY 1:**  
Monday  
November 7  
Daejeon

**DAY 3:**  
Wednesday  
November 9  
Busan

**DAY 4:**  
Thursday  
November 10  
Busan



## AT A GLANCE

**879** Credit Unions

**6,565,288** Members

**17.83%** Penetration Rate

**\$104,639,873,162** in Assets (USD)

NACUFOK Overview

NACUFOK History



SCAN ME

SCAN ME



# BEFORE YOU GO

## Pre-Travel Checklist

1. Bring your Passport & Proof of Vaccination
2. [Secure Your Electronic Travel Authorization \(K-ETA\)](#)
3. [Level 1 Travel Advisory – Exercise Normal Precautions](#)
4. [Registering Yourself with the U.S. State Dept.](#)
5. Q-Code Tracking Your Health Status to Accelerate Entry into Korea  
6. Plug Adapter – A million of them to choose from. [Here's one.](#)
7. Business Cards...bring lots of them.
8. Gifts for our hosts.
9. Dress – Business casual for formal NACUFOK & CU visits.  
Casual when visiting sites. Bring a coat to expect temperatures between 65 to 55 degrees in Seoul, 70 to 60 degrees in Busan.

## A Packing List When Traveling to Korea



## Hotel Info

### Lotte Hotel Seoul

30 Eulji-ro, Jung-gu, Seoul  
South Korea  
+82 2 771 1000

**Breakfast** – According to the Lotte website, breakfast is ₩42,350 KRW or \$30 USD per day. There is a high-end breakfast “buffet” at Lotte that can be paid for with CC by each delegate. Similar set up at the Westin in Busan. See details here.

There is also a “mall” beneath the Lotte that has a series of shops, cafes and even a supermarket as an alternative!



# AIRPORT ARRIVAL & DEPARTURE

**Airport Arrival Transportation:** A NACUFOK team member and I will be on hand in each terminal to greet you and support your transportation to Hotel Lotte. There are three forms of transportation:

- **NACUFOK coach:** For the larger groups arriving at the same time, NACUFOK will provide a van to transport you in. For the 4:15 p.m. arrivals in T2, 3:15 p.m. group in T1.
- For pairs or individuals, we have two options: private taxi (\$100 USD) OR a public, KAL Bus Limousine.

- **KAL Bus Limousine:** (\$12 USD), that can drop you right in front of the Hotel Lotte. The bus timetable shows a series of stops before you arrive at the hotel.



**Airport Departure Transportation:** For all Saturday, 11/12 departures, NACUFOK will provide a bus dropping at T1 and T2, leaving from 5:30 am, 10:00 am, 3:00 pm hotel lobby.



# Day 1: Daejeon

## Monday, November 7th

### CITY SPOTLIGHT: Daejeon

Daejeon is the 5th largest city in South Korea, with a population of approximately 1.5 million. Located in the central region of South Korea alongside forested hills and the Geum River, the city is known both for its technology and research institutions, and for celebrating its natural environment, with most mountains, hot springs, and rivers freely open for public use.

Daejeon serves as a hub of transportation for major rail and road routes, and is approximately 50 minutes from the capital, Seoul, by KTX or SRT high speed rail.

### CREDIT UNION CAPSULE: NACUFOK HQ & Training Center

Based on its philosophy of being a human-oriented and member-centered organization beyond a financial institution, the National Credit Union Federation of Korea aims for "sharing" rather than competing and "together" instead of alone.

Accordingly, the new NACUFOK Training Institute is a venue to remember, communicate, and interact with the spiritual heritage and values of the Credit Union Movement and the Union itself. A symbolical plaza with the NACUFOK logo and memorial monument, a courtyard with water space, and a sports ground were arranged organically considering the three principals of feng shui (a mountain in the back and a river in the front, lower level in the front and higher in the back, and narrow in the front and wide in the back).



**WATCH VIDEO**  
NACUFOK Training Institute

### DAILY ITINERARY

- 8:20 Lobby Meet & Boarding Bus
- 9:00 Train Leaves for Daejeon
- 10:10 Daejeon Arrival & Bus to NACUFOK HQ
- 10:45 Arrival, Welcome & Roundtable w/Mr. Kim
- 11:30 Data center tour & Quick visit on Hanwoori Credit Union
- 12:00 Bus to Training Institute
- 12:30 Lunch at the Training Institute cafeteria (Galbitang-Korean)
- 13:15 Training Institute Tour
- 14:00 NACUFOK Digital system Overview w/Chief Digital Officer
- 14:30 NACUFOK Training system Overview
- 15:00 Korean CU Movement Overview
- 16:00 Depart back to Seoul (by high-speed train)
- 18:30 Group Dinner with Mr. Kim @ Royal Prince Mansion( Phil Kyung Jae Restaurant – Korean)
  - 205, Gwangpyeong-ro, Gangnam-gu, Seoul

### DRESS:

- Business Formal (tie for men optional)
- Light jacket (optional)



# Day 2: Seoul

## Tuesday, November 8th

### CITY SPOTLIGHT: Seoul

Seoul, the capital of South Korea, is a huge metropolis where modern skyscrapers, high-tech subways and pop culture meet Buddhist temples, palaces, and street markets.

Notable attractions include futuristic Dongdaemun Design Plaza, Gyeongbokgung (traditional palace), which once had more than 7,000 rooms and Jogyesa Temple, a site of ancient locust and pine trees.

### CREDIT UNION SPOTLIGHT: NACUFOK H & Training Center

#### Seoul's Pharmacists' Credit Union

Chartered in 1992, Seoul Pharmacists' Credit Union is a \$250 million (USD) asset-sized credit union that operates from one branch in downtown Seoul, serving the financial and well-being needs of the city's pharmacist community. Its building is equipped with free welfare benefits via a well-being center, sauna, media room and other amenities. Gold Class, the credit union's exclusive VIP area, caters to high net-worth members.

Given its connection to this occupational segment, the credit union also provides a system for storing, disposal and wholesale distribution of the pharmaceuticals that provides an alternative revenue stream for the credit union and its members.

#### Jumin Credit Union

Chartered in 1986, Jumin Credit Union is a \$350 million (USD) asset-sized credit union that operates from four branches in Seoul. It provides business incubator facilities and services to support entrepreneurs and small businesses start-up and thrive.

For example, Jumin CU provided a \$700,000 USD loan to a local bus company to purchase its first bus and micro loans of \$2,000 each to individual entrepreneurs.

### WATCH VIDEO



The Seoul Sky Observatory is located at the top of the Lotte World Tower, the world's fifth tallest building standing 123 stories and 555 meters high. As the tallest building in South Korea, it is the only place where you can take in a gorgeous 360-degree view of Seoul, the capital city of South Korea roaring with brilliant history and dynamic modern culture.

### DAILY ITINERARY

- 8:30 Lobby Meet & Boarding Bus
- 9:30 Visit to Seoul Pharmacist's Credit Union
- 11:00 Bus to lunch place
- 11:20 Lunch (Kyochon Chicken - Korean Fried chicken)  
• 31, Saimdang-ro, Seocho-gu, Seoul
- 12:10 Bus to Jumin Credit Union
- 13:00 Visit to Jumin Credit Union
- 14:30 Bus to Lotte World Tower
- 15:20 Visit Seoul Sky Observatory & Lotte World Mall
- 17:00 Bus to Dinner - Optional  
Dinner - Optional  
(Halla Dam - Korean BBQ)  
\* 21, Mugyo-ro, Jung-gu, Seoul
- 18:30 Group Dinner  
(Halla Dam - Korean Black Pork BBQ)

### DRESS:

- Business Formal (tie for men optional)
- Light jacket (optional)





# Day 3: Busan Wednesday, November 9th

## CITY SPOTLIGHT: Busan

Busan, a port city, is South Korea’s second largest. With a population of over 3.4 million residents and is home to the world’s sixth largest and busiest port. Busan is divided into 15 major administrative districts and a single county, together housing a population of over 3.6 million. Busan has been a host for international conventions and sporting events, the FIFA World Cup and Asian Games. Busan was also added to the UNESCO Creative Cities Network as a “City of Film” in December of 2014.

## CULTURAL SITE SPOTLIGHTS

### Gwangalli Beach

The beach sites inside a cove spanned by the Gwangan Bridge and covers 82,000 square meters over a length of 1.4 kilometers. With a curved half-moon shape and fine white sand, it is a popular leisure spot. The beach was used in the 1988 Summer Olympics for its sailing competitions.

### Haedong Yonggungsa (Temple)

A Buddhist temple built in 1376, Haedong Yonggungsa Temple was originally constructed by a Buddhist teacher named Naong during the Goryeo Dynasty and sadly destroyed during the Japanese invasions of Korea from 1592-98, but was rebuilt in the 1930s. It is one of the few temples to be set into the seaside. It honors Haesu Gwaneum Daebul, the Sea Goddess Buddha of Mercy.



WATCH  
VIDEO



Haedong  
Yonggungsa  
Temple



## DAILY ITINERARY

- 07:30 Bus leaves for Gimpo Airport
- 09:40 Flight departs from Gimpo (Flight No. BX8807 – Air Busan)
- 10:35 Flight lands in Gimhae Airport, Busan
- 12:00 Buffet Lunch at Grand Apple By Worldwide Foundation of Credit Union  
• 25, Centum 1-ro, Haeundae-gu, Busan
- 13:30 Sightseeing around Gwangalli Beach
- 15:30 Visit Haedong Yonggung Temple
- 16:30 Sightseeing around Song-Jung Beach
- 17:12 Take the Haeundae Blueline Park Train to Mipo Station
- 18:00 Busan Hotel Check-in (Westin Josun Busan)
- 18:30 Group Dinner w/Mr.Kim - Sagye Un-Yang Bulgogi  
\* 293, Haeundaehaebyeon-ro, Haeundae-gu, Busan

## DRESS:

- Casual travel attire & comfortable shoes.



# Day 4: Busan

## Thursday, November 10th

### CULTURAL SITE SPOTLIGHTS: [Dongbaek Island](#)

Dongbaekseom is an island of Busan, located on the west end of the Haeundae Beach and was designated as the 46th monument of Busan in 1999. It offers a beautiful view of Busan, with a 45 minute walking path.

### CREDIT UNION SPOTLIGHT

#### Busanjin Credit Union

A \$450m asset credit union chartered in 1972 in Busan, Busanjin serves as a central hub for credit union members who own and operation stalls and shops at the nearby Bujeon Market. They coordinate domestic and international travel packages and group tours for members to create lasting memories and build a strong connection with their community and country.

#### Busan Central Credit Union

A \$440m asset credit union chartered in 1992, Busan Central recently constructed a new building equipped with welfare facilities for members to socialize, use for leisure and learn new skills. The credit union offers luxury amenities such as condominiums in Jeju and Busan as well as a VIP point system to reward members who are actively engaging in credit union services.

### DAILY ITINERARY

- 9:00 11:00 Free Time  
Suggested Sightseeing around Haeundae & Dongbaek Island
- 11:20 Bus to Lunch Place
- 12:00 Lunch at Lotte Hotel Busan, La Seine(Buffet)  
• 772, Gaya-daero, Busanjin-gu, Busan
- 13:00 Visit Bujeon Market  
(next to Busanjin CU)
- 13:30 Busanjin Credit Union Visit
- 14:30 Bus to Busan Central Credit Union
- 15:00 Visit Busan Central Credit Union
- 17:00 Bus To Hotel
- 18:00 Dinner @ The Bay 101 –  
Fingers & Chat (Fish&Chips,  
Fried Chicken) - Optional  
\* 52, Dongbaek-ro, Haeundae-gu, Busan

### DRESS:

- Business Formal (tie for men optional)
- Light jacket (optional)



WATCH VIDEO

Busan Central Credit Union





# Day 5: Seoul Friday, November 11th

## CULTURAL SITE SPOTLIGHTS

### The War Memorial of Korea

Built and opened in 1994, the War Memorial of Korea sits on the former site of the army headquarters to exhibit and memorialize the military history of Korea. It was built for the purpose of preventing war through lessons from the Korean War through six indoor exhibition rooms and an outdoor exhibition center displaying war memorabilia and military equipment.

### Insa-dong Market

Insa-dong, located in the heart of Seoul, is an important place where old but precious, traditional goods are on display. There is one main road in Insa-dong with alleys on each side. Within these alleys are galleries, traditional restaurants, teahouses and cafes. There are about 100 galleries in the area offering every example of traditional Korean fine art from paintings and sculptures.



## DAILY ITINERARY

- 07:40 Hotel Check-Out & Bus to Busan Airport
- 10:00 Flight Departs from Busan to Seoul (Flight No. BX8806 – Air Busan)
- 11:00 Flight lands in Gimpo Airport, Seoul
- 12:20 Lunch in Seoul - Pizza Nouveau5 • 5, Itaewon-ro, Yongsan-gu, Seoul
- 13:20 War Memorial Hall Visit
- 13:30 Guard of Honor Ceremony
- 15:00 War Memorial Hall Tour
- 16:00 Wreath Laying Ceremony
- 16:40 Visit Insa-dong Market
- 18:00 Lotte Hotel Check-In
- 18:30 Farewell Dinner - Cristal Jade Sogong Branch(Beijing Duck)

### DRESS:

- Business Formal (tie for men optional)
- Light jacket (optional)



**WATCH VIDEO**

Insa-dong Market





# Appendix 1: Oregon Delegation Roster



**Tarun Gudz**  
Vice Chair



**Amanda Pahlke**  
Director of Payment  
Services



**Jana Lee**  
Training Specialist



**Tracey Keffer**  
Chief HR Officer



**John Iglesias**  
Chief Executive  
Officer



**Jon Ruiz**  
Board Chair



**Melva Mackey**  
Director of Member  
Experience



**Sy Kim**  
Premier  
Relationship Officer



**Susan Soonkeum  
Cox**  
Honorary Consul  
Eugene, Oregon



**Seth Schaefer**  
Chief Executive  
Officer



**Kim Bickford**  
Board Chair



**Dennis Fullan**  
Director



**Stephanie Strimling**  
Vice President of  
Technology



**Susan Parke**  
Insurance Manager



**Steven Stapp**  
Chief Executive  
Officer



**Sam Banerjee**  
Board Chair



**William Clark-Shim**  
Audit Committee  
Member



**Kat Popovich**  
Project Manager



**Kevin Smith**  
IT Operations  
Manager

# Appendix 2: Korean Delegation Roster



## NACUFOK LEADERSHIP

### DIRECTORS



**Younsik Kim**  
*President*



**Wook-Hyun Woo**  
*Managing Director*



**Seong-Keun Yun**  
*Executive Director*



**Byung-Jin Min**  
*Supervising Director*

### INTERNATIONAL AFFAIRS DIVISION



**Boaz Park**  
*Vice President*



**Paul Lee**  
*Planning &  
Coordination  
Manager*



**Angela Kwon**  
*Senior Manager*



**Sorornejad Pe'j'mon**  
*Global  
Communications  
Specialist*



**Emily Kim**  
*Operations Manager*



**Sue Kim**  
*Senior Partnerships  
Manager*





## BUSAN CENTRAL CREDIT UNION



**Chul-Sung Yang**  
*President*



**Jong-Sun Lee**  
*General Manager*



**Seung-Hyun Jin**  
*Executive Supervisor*



**Young-Ju Lee**  
*Executive Director*

## BUSANJIN CREDIT UNION



**Won-Hwan Kim**  
*President*



**Man-Soon Jang**  
*Executive Director*



**Jung-Ok Kim**  
*Executive Supervisor*



**Chang-Heon Ji**  
*Junior Chief*

## JUMIN CREDIT UNION



**Hyun-Bae Lee**  
*President*



**Sang-Rock Lee**  
*Vice President*



**In-Soon Choi**  
*General Manager*



**Jung-Mo Moon**  
*Executive Supervisor*

## SEOUL PHARMACIST CREDIT UNION



**Taek-Sang Jo**  
*President*



**Seung-Ho Lee**  
*Executive Director*



**Min-Soo Lee**  
*Junior Chief*



**Kyung-Hoon Na**  
*Junior Chief*



**WORLDWIDE FOUNDATION**  
*for* **CREDIT UNIONS**

Foundation@woccu.org • DoGlobalGood.org

