



LG Sabah's Kelvin Voo, the Korean Tourism Organisation's and Humphrey Ginibun at the press conference for the first Saranghaeyo Korea Festival in Kota Kinabalu

First Saranghaeyo Korea Festival in KK Announced

The Korea Tourism Organization (KTO) is organising the first ever Saranghaeyo Korea Festival in Kota Kinabalu, an event that will be held in celebration of Malaysia and South Korea's 50th anniversary diplomatic relations, and to promote tourism between Sabah and South Korea.

'Saranghaeyo', which means 'love' in the Korean language, intends to highlight the appreciation of both Sabahan and Korean culture, and the festival expects to strongly feature their unique and fascinating attributes.

On September 24, 2009, the Korean Embassy and KTO will host an official dinner at the 1Borneo Grand Ballroom, having among its guests

Sabah's Chief Minister YAB Datuk Seri Musa Hj. Aman, Sabah's Minister of Tourism, Culture and Environment, Datuk Masidi Manjun, and Korean Ambassador to Malaysia Yang Pong Ryull.

From September 25 to 27, 2009, the KTO, LG Electronics, Kota Kinabalu's very active Korean community and several local tour agencies will hold a Korean Carnival at 1Borneo Hypermall's Centre Atrium. Carnival-goers will get to taste a variety of Korean food, try out the Korean national costume, and potentially win various prizes sponsored by LG, Korean Airlines and Asiana Airlines.

A group of 35 dancers, singers and musicians will perform at the

1Borneo Grand Ballroom on September 25 and 26, 2009. A welfare organisation nominated by the Sabah state authority will benefit from the funds generated by the event, with tickets priced at RM30 and RM50 (or RM15 for students) available from 1Borneo Hypermall and the Sabah Tourism Board office.

Some of the famous and colourful performances are "Sinawi", "Buchaechum" (a fan dance), "Salpuri" (a shamanistic dance), "Pansori" (a narrative song), "Bukchum" (a drum dance), "Bongsantalchum (a masked dance)", "Seungmu" (a Buddhist solo dance), and "Barachum" (a Buddhist ritual dance).

Accompanying the Korea House

performers are a group of ten internationally acclaimed B-Boys and B-Girls (breakdancers) from the famous theatre group, the Breakout Extreme Dance Comedy. Breakout has staged successful premieres around the world, including performances at the West End, Broadway and Edinburgh Fringe Festival.

The inaugural Saranghaeyo Korea Festival is jointly supported by the Ministry of Information, Communications and Culture Malaysia, Sabah Ministry of Tourism, Culture and Environment, Korean Embassy, Sabah Tourism Board, LG Electronic, Asiana Airlines, Korea Airlines and 1Borneo Hypermall. This event is managed by GFW, an event and marketing consultancy.