

About Korea

Korea has a rich cultural heritage, some of the world's most advanced facilities, and high-quality professional services.

Warm hospitality will enhance the quality of your trip.

Korea is a nation that boasts a fast growing economy and a lifestyle that brings together the old and the new. Once known simply as a quiet nation in the East, the peninsula now hardly sleeps as it pulsates with life and commerce.

Numerous branch offices of international corporations and businesses as well as most western franchises can be found throughout the country. In the face of modernity, Koreans still greatly value their 5 millennia of culture and history and the Confucian philosophy that has governed the lives of their ancestors.

Many global events take place here annually. The peninsula also features so many scenic mountains and rivers that Koreans have often compared their country to beautifully embroidered brocade.



Geography & Location

The Korean Peninsula extends southward from the northeastern part of the Asian continent between north latitudes from 33 to 43 degrees and east longitudes from 124 to 131 degrees.

The standard meridian of the peninsula is 135 degrees, 9 hours ahead of GMT. The Amnok and Tuman Rivers border both China and Russia to the north and Japan lies just across the East Sea.

Since 1945, as a result of the Cold War, the peninsula has been divided into two parts: the Republic of Korea (South Korea) and Democratic People's Republic of Korea (North Korea).





Spring

In late March or early April, the trees burst into leafy splendor to mark the beginning of spring. Mostly sunny days can be expected from March to May.



Summer

During the relatively hot and rainy summer season, the vegetation is lush. By June the average temperature is over 20°C(68°F) Monsoon rains usually begin around the end of June and last until mid-to-late July. August is hot and humid.



Autumn

The coming of autumn in late September brings continental winds and clear, dry weather, making these months perhaps the most pleasant time of year.

October's vivid gold and vibrant reds create a colorful panorama.



Winter

December to February are cold and dry with occasional snow. During the winter months, three or four days of cold weather are often followed by a few warmer days.

> National Flag

The Korean flag is called Taegeukgi. Its design symbolizing the principles of yin and yang is from Asian philosophy. The circle in the center of the flag is divided into two equal parts. The upper red section represents the positive cosmic forces of yang. Conversely, the lower blue section represents the negative cosmic forces of yin. The two forces together embody the concepts of continual movement, balance, and harmony that characterize the sphere of infinity. The circle is surrounded by four trigrams, one in each corner. Each trigram symbolizes one of the four universal elements: Heaven, Earth, Fire and water.



> National Flower

The national flower of Korea is Mugunghwa, Rose of Sharon. Every year from June to October a profusion of Mugunghwa blossoms grace the entire country. Unlike most flowers, Mugunghwa is remarkably tenacious and is able to withstand both blight and insects. Its symbolic significance stems from Mugunghwa's root word, "Mugung," meaning immortality.



> Language

The Korean language is classified as a Ural-Altaic language, a group which also includes Mongolian, Hungarian, and Finnish. The Korean character system, Hangeul, is completely different from Japanese. "Hangeul" was developed by a group of scholars under the patronage of King Sejong in 1443 of the Joseon Dynasty. It is composed of 10 vowels and 14 consonants. This unique phonetic syllabic system allows great freedom of expression. The Hangeul Romanization, which was last revised in July 2000, is based on standard Korean pronunciation and differs substantially from the old McCune-Reischauer (M-R) system.