

APEC UNIVERSITY LEADERS' FORUM 2025

# LEVERAGING AI IN HIGHER EDUCATION TO ADDRESS ASIA PACIFIC CHALLENGES

MAY 12-13, 2025

JEJU ISLAND, KOREA

## APEC University Leaders' Forum Pre-Arrival Booklet

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# Introduction

The APEC University Leaders' Forum (AULF) will be held as an official event of the APEC Education Ministerial Meeting (AEMM). The forum will take place at the International Conference Center (ICC), Jeju, the official APEC venue for the Senior Officials' Meeting (SOM2), alongside other APEC scheduled activities and meetings.

## Pre-arrival information

### Emergency Contact

Emergency Contact: Jinju Lee, Pusan National University  
WhatsApp: +82 10-2569-6355  
Email: [pearlfect@pusan.ac.kr](mailto:pearlfect@pusan.ac.kr)

### Visa

All travellers must have a valid passport\* and, if required, proper visa documentation to enter the Republic of Korea. You can check if you need a visa at the 'Visa Navigator' on the Korea Visa Portal ([www.visa.go.kr](http://www.visa.go.kr)). If required, you can apply for an e-Visa or confirmation of visa issuance through the portal or via Korean diplomatic missions abroad.

\*A valid passport must have at least 6 months of remaining validity from the date of arrival.

### K-ETA (Korea Electronic Travel Authorization)

Most travellers from visa-free countries must obtain a K-ETA, an electronic travel authorization, before boarding their flights. However, travellers from certain countries are temporarily exempt from this requirement until December 31, 2025. Participants with diplomatic passports, United Nations laissez-passer, and ABTC holders are also exempt. Please visit the K-ETA official website to check if your country is exempt: [www.k-eta.go.kr/portal/apply/index.do?locale=EN](http://www.k-eta.go.kr/portal/apply/index.do?locale=EN). Travelers from exempt countries must submit an arrival card.

If you require a K-ETA is required, you can apply through [www.k-eta.go.kr](http://www.k-eta.go.kr) or the K-ETA app. Apply with sufficient time, as the assessment can take up to 72 hours. The application fee is 10,000 KRW per person, and applications can be submitted by a proxy for up to 50 persons at once.

Travelers who already have a K-ETA can continue to use it until it expires. Fees will not be refunded for existing K-ETAs.

# Flights and airport transportation

## Flying to Jeju Island

AULF attendees should fly to Jeju International Airport (CJU) in Jeju Special Self-Governing Province. Some international airlines have direct flights to Jeju. Otherwise, several domestic airlines operate direct flights from Seoul to Jeju Island. These include:

- Korean Air
- Asiana Airlines
- Jeju Air
- T'Way Air
- Eastar Jet
- Air Busan

Flights are frequent, with over 600 flights per week, however we recommend booking early. The journey from Seoul typically takes around 1 hour and 15 minutes

## Shuttle Services Upon Arrival at Jeju International Airport (CJU)

The airport is near downtown Jeju City, about an hour's drive from the conference venue. From May 1 to May 16, complimentary shuttle services will be provided to all AULF registered participants, operating between Jeju Airport (CJU) and recommended hotels. Passports will be required to use these shuttle buses.

📍 **Pickup location:** Upon arrival at CJU, go to the 1st floor and look for APEC SOM2 staff holding a placard with “APEC SOM2”. They will assist escort you to the buses.





From May 4 to May 18, 2025, complimentary shuttle services will also be available for all registered participants from the APEC recommended hotels to Jeju International Airport (CJU). Please find the shuttle bus schedule [here](#).

## Recommended hotels

APEC has provided a list of recommended hotels, including the Shilla Hotel and others. These hotels are located near ICC JEJU, the main event venue, and range from 3 to 5-star hotels. From May 2 to May 16, 2025, complimentary shuttle services will operate between the meeting venue (ICC JEJU) and the recommended hotels.

**However, since transportation to the field trip, welcome dinner, and Gala dinner will only be provided from the Shilla Hotel, we recommend staying at the Shilla.**

Hotel	Rating	Indicative rates / night (KRW)	Distance to ICC	Walking time (Approx.)	Driving time (Approx.)
Lotte Hotel Jeju	★★★★★	290,400-580,800	2.0km	33 mins.	3 mins.
Josun Jeju Hotel	★★★★★	302,500	2.6km	39 mins.	4 mins.
The Shilla Jeju	★★★★★	302,500-332,200	2.9km	38 mins.	4 mins.
Parnas Hotel Jeju	★★★★★	323,750-430,230	2.9km	44 mins.	5 mins.
Jeju Booyoung Hotel & Resort	★★★★★	121,000-242,000	117m	2 mins.	1 min.
Hidden Cliff Hotel & Nature	★★★★★	187,000-242,000	3.8km	57 mins.	6 mins.
Kensington Resort Jeju Jungmun	★★★★★	219,000-263,000	2.3km	32 mins.	4 mins.
You Us Hotel	★★★	90,000-105,000	2.3km	21 mins.	5 mins.

## Recommended hotel: The Shilla Jeju

75 Jungmungwangwang-ro 72beon-gil, Seogwipo-si, Jeju-do, South Korea, 63535

Phone: +82 64-735-5114

<https://www.shilla.net/jeju/index.do>

To enjoy APRU group booking discount, visit <https://www.apru.org/event/apru-apec-university-leaders-forum-2025/>. Discounted rooms are available on a first-come, first served basis.

## Compulsory APEC registration upon arrival

**AULF participants will be required to wear an official APEC badge at all times** while on the conference premises at the ICC, or to board shuttle services provided by the Republic of Korea.

**Please pick up your badge at the APEC registration counter with your passport.**

### **APEC registration counter location:**

APEC Information Desk (ICC JEJU 3F)

Jeju International Convention Center (ICC Jeju)

224, Jungmungwangwang-ro, Seogwipo-si,

Jeju-do, South Korea 63547

Dates/Times: May 2-May 16, 2025, 8:00 AM to 5:00 PM KST, UTC+9

<https://www.iccjeju.co.kr/eng/main/main.php>

## AULF program overview

### May 12, 2025

13:00-16:00 PM - Optional field trip (Herbal Medicine Resources Museum)


**If you have not registered for the field trip and would like to attend, please contact Jinju Lee, [pearlfect@pusan.ac.kr](mailto:pearlfect@pusan.ac.kr), by 12 pm on May 7<sup>th</sup> (Korea Time).**

An optional field trip to the Herbal Medicine Resources Museum will be offered on May 12th. The museum showcases Korea's rich tradition of medicinal herbs and cutting-edge research in natural products and drug development. A special exhibition highlight's Jeju's unique biodiversity, shaped by volcanic isolation, and its potential as valuable medicinal resources. The exhibition aims to raise awareness about biodiversity conservation and sustainable use of biological resources.


For more information, visit the Herbal Medicine Resources Museum's website:  
<https://nifds.go.kr/hmrm/en/index.do>


 **Shuttle Bus Information:**

 **Pickup location:** In front of The Shilla Jeju Hotel

 **Boarding will begin at 12:50 PM** — Please arrive on time to avoid delays.

 **Bus will depart at 1:00 PM**

 **Language:** The tour will be in Korean, with simultaneous English interpretation.

 **Dress code:** Smart casual. Wear comfortable shoes.

16:45 – 18:30 PM Welcome session and dinner (Booyoung Jeju Hotel, Woojung Hall)

The Ministry of Education of South Korea has organized a mingling session for participants of the AULF Conference to meet attendees of the concurrent Global Education Reform Conference, including senior leaders from Glocal and Rise Universities. South Korea's recent education reforms, such as AI-driven digital textbooks and personalized learning, have led to the emergence of innovative institutions like Glocal Schools, which integrate local and global education, and Rise Schools, which provide immersive English language and leadership training for children aged 5-13 years.


**The mingling session and dinner will be held at the Booyoung Hotel & Resort Jeju. The mingling session will start at 5:00 PM, and the welcome dinner at 6:30 PM.**

**Please arrive on time** for the mingling session, as the Vice Prime Minister and Minister of Education, Mr. Lee Ju Ho, will deliver congratulatory remarks. His remarks will be followed by three keynote speeches by the Governor of Jeju Special Self-Governing Province, the founder of Minerva Schools, and CEO of Hanwha Aerospace and Hanwha Systems.

**Booyoung Hotel & Resort Jeju**

222, Jungmungwangwang-ro, Seogwipo-si,  
Jeju-do, South Korea 63549

[https://www.booyoungjejuhotel.com/m/view/index.do?SS\\_SVC\\_LANG\\_CODE=ENG](https://www.booyoungjejuhotel.com/m/view/index.do?SS_SVC_LANG_CODE=ENG)

 **Shuttle Bus Information:** Transportation will be provided from the Shilla Hotel Jeju to the Booyoung Hotel, with the bus departing at 4:25 PM.

- **Dress code:** Business attire

May 13, 2025

08.30 AM – 17:30 PM APEC University Leaders Forum (AULF 2025), (ICC, Hall B)

Registration for the AULF Conference will start at 8 am. The Conference will start at 09:00 AM Participants are encouraged to arrive early (no later than 08.30 AM) to ensure a timely start, especially if they have not yet completed their APEC registration and received an APEC badge. Those needing to register and obtain their APEC badge should do so upon arrival to ensure access to the conference hall.

The conference will conclude at 5:30 PM, after which participants will be transported by bus to the Shilla Hotel for the closing Gala Dinner, which will begin at 7:00 PM.

- **Dress code:** Business attire

18:00 – 20:00 PM Gala dinner (Shilla Hotel Jeju)

To conclude the AULF, Busan National University and APRU will host drinks and a gala dinner at the Shilla Hotel Jeju. Transportation will be provided from the ICC to the Shilla Hotel at the end of the Forum.

**Dress code:** Business attire

## APEC convention

All participants are to strictly adhere to the APEC conventions and nomenclature (both spoken and written), throughout the meetings and in all related documents. The following names of Member Economies are to be used: Australia; Brunei Darussalam; Canada; Chile; the People's Republic of China (China also acceptable); Hong Kong, China; Indonesia; Japan; the Republic of Korea; Malaysia; Mexico; New Zealand; Papua New Guinea; Peru; the Republic of the Philippines (the Philippines also acceptable); the Russian Federation (Russia also acceptable); Singapore; Chinese Taipei; Thailand; the United States of America (the USA, the US or the United States also acceptable); Viet Nam.

Please refrain from displaying any:

- Flags or visual images in any shape or form that depict a flag of any Economy;
- Graphics/images that depict the map or boundaries of any Economy; and
- Anthems or emblems, images, items or any other materials, which may imply the "political status" of any Economy.

**Prayer Room:** Two prayer rooms, one for male and one for female participants, will be available on the 5th floor of ICC JEJU. These rooms will be open from 8:00 AM to 5:00 PM KST, UTC+9 throughout the SOM2 and Related Meetings event period.

## General information

### Weather

May in Jeju marks the transition from spring to early summer, bringing mildly humid, yet pleasant and comfortable weather, ideal for sightseeing. Moderate rainfall is expected, with an average 29% chance of rain per day. Temperatures typically range from 10°C to 23°C. Participants are recommended to bring a light jacket as the island can become windy and chilly at times.

### Local time

Jeju's time zone is Korea Standard Time (KST) (UTC+9).

### Tipping

Korea does not have a tipping culture.

### Electricity and drinking water

Bottled water is readily available at convenience stores, restaurants, and hotels. In general, restaurants provide complementary drinking water.

The standard electricity supply in Korea is 220V, 60 Hz. Korea uses Type C or Type F plugs, which have two round pins.



### International calls

001/ 002/ 005/ 008/ 00365/ 00700/ 00770 + Int'l dialing code + Area Code + Phone Number

### Sim cards, USIM and Wi-Fi service

Jeju offers around 6,000 public Wi-Fi hotspots at its public institutions, bus terminals, bus stops, and other locations. Free Wi-Fi is also available at major landmarks such as

Seongsan Ilchulbong (Sunrise Peak) and Jusangjeolli Cliff, as well as at popular tourist destinations like the Jungmun Tourist Complex.

**USIM cards can be purchased at the mobile phone roaming center (labeled “SK roaming” on airport signage), located near Gate 5 on the first floor of the International Terminal at Jeju International Airport (CJU).**

### Local transportation and useful transportation Apps

The main mode of transportation in Jeju is city buses. Taxis are available, but there are no subways or trains. Bus and taxi drivers in Jeju are generally friendly, and willing to help foreign travelers. If you need help to communicate with a bus or taxi driver, use the interpretation service.

- BBB Phone Interpretation Service: +82-1588-5644
- Global Taxis Inquiries: +82-1899-4314

Google Maps does not provide walking directions in Korea, we recommend using Naver map or Kakao Map during your stay. Search Naver Map or Kakao Map on Google Store or Apple Store to download these applications.

<https://map.kakao.com>

<https://map.naver.com>

### Tourism

Located southwest of the Korean Peninsula, Jeju Island is a popular tourist destination, touted for its beautiful and pristine natural beauty and diverse landscapes.

Jeju is home to a number of UNESCO-designated World Natural Heritage sites including Manjanggul Lava Tube and Seongsan Ilchulbong Tuff Cone. The island is also famous for its Oreums (a local Jeju dialect for small volcanic cones) that are scattered across the region. Beyond its striking landscapes, Jeju offers fresh seafood and local delicacies, making it a paradise for both nature lovers and food enthusiasts.

Jeju is known for its unique volcanic topography and lava tunnels. At the center of the island, there is Hallasan Mountain surrounded by more than 300 Oreums with numerous volcanic caves, a rare geological phenomenon for an island of this size.

In recognition of its exceptional natural and cultural heritage, Jeju has earned the prestigious Triple UNESCO Crown, receiving the following designations:

UNESCO Triple Crowns & UNESCO Intangible Cultural Heritage			
2002	2007	2010	2016
Biosphere Reserve	World Natural Heritage Site	Global Geopark Network	Culture of Jeju Haenyeo (Woman Divers - Inscribed as Intangible Cultural Heritage)

### Shuttle services to Seogwipo downtown area and local tours

For those arriving early in Jeju, additional shuttle services will be available between the meeting venues (ICC JEJU) and downtown Seogwipo area. Delegates wishing to visit downtown Seogwipo for dinner and other purposes between May 2 to May 17, 2025 can use the shuttle services. The APEC may also organize free visiting tours. Detailed information about shuttle services will be provided in the Administrative Circular update.

### Jeju travel helpline (Jeju Tourism Information Center)

Phone: +82-64-740-6000 (from 9:00 AM – 6:00 PM KST). The hotline provides tourist information and interpretation services in four languages: Korean, English, Chinese, and Japanese.

### Emergency contacts

- Police.....112
- Fire Department.....119

## Appendix – AULF conference program

The program below is subject to change. The final program will be available for download on the APRU website May 5<sup>th</sup> onwards at <https://www.apru.org/event/apru-apec-university-leaders-forum-2025/>

Date	Time	Event	Speakers
5/12 (Mon)	09:00~17:00	APEC summit registration (collect badge at ICC Jeju)	
	13:00~16:00	Field Trip [Optional]: Herbal Medicine Resources Museum Transportation: Shilla Hotel Jeju -> Herbal Medicine Resources Museum	
	16:00~16:25	Break Time	
	16:25~16:45	Transportation: Shilla Hotel Jeju -> Booyoung Jeju Hotel	
	16:45~18:30	Welcome Session (Booyoung Jeju Hotel)	<ul style="list-style-type: none"> <li>• Deputy Prime Minister <b>LEE Ju-ho</b>, Minister of Education, Republic of Korea</li> </ul>
	18:30~20:00	Welcome Dinner (Booyoung Jeju Hotel)	<ul style="list-style-type: none"> <li>• Mr. <b>OH Young Hun</b>, Governor, Jeju Special Self-Governing Province, Republic of Korea</li> <li>• Professor <b>Thomas SCHNEIDER</b>, Chief Executive, APRU</li> </ul>
5/13 (Tue)	08:00~09:00	Transportation: Shilla Hotel Jeju -> ICC Jeju (Hall B) Please arrive early and ensure sufficient time for registration	
	09:00~09:30	Welcome and Congratulatory Addresses	<ul style="list-style-type: none"> <li>• Deputy Minister <b>PARK Sung-min</b>, Deputy Minister for Planning and Coordination, Ministry of Education, Republic of Korea</li> <li>• Mr. <b>Eduardo PEDROSA</b>, Executive Director, APEC Secretariat</li> <li>• Professor <b>Jae Weon CHOI</b>, President, Pusan National University</li> <li>• Professor <b>Thomas SCHNEIDER</b>, Chief Executive, APRU</li> </ul>
		Photo session	
	09:30~10:00	Keynote Address	<b>Dr. Padmanabhan ANANDAN</b> , Former CEO, Wadhvani Institute for Artificial Intelligence; Founder, AI Matters for Development - AIM4DEV
	10:00~11:00	Panel Discussion I: Harnessing AI to Tackle Asia Pacific Challenges	<p><b>Moderator: Dr. Cormekki WHITLEY</b>, Chief Operating Officer, Data.org</p> <ul style="list-style-type: none"> <li>• Professor <b>Sanghoon JHEON</b>, President, Asian Society for Cardiovascular and Thoracic Surgery; Founder and CEO, Health on Cloud</li> <li>• Ms. <b>Jisup LEE</b>, Head of Government Affairs and Public Policy, Korea, Platforms &amp; Devices, Google</li> <li>• President <b>Chi Hung LIN</b>, National Yang Ming Chiao Tung University</li> <li>• Professor <b>Libo WU</b>, Associate Vice President, Fudan University; Vice President, Shanghai Academy of AI for Science; Dean, Shanghai Institute for Energy and Carbon Neutral Strategy</li> </ul>

	<b>11:00~11:20</b>	<b>Coffee Break</b>	
	<b>11:20~12:20</b>	<b>Panel Discussion II:</b> Broadening Access to knowledge and opportunities with AI	<p><b>Moderator: Professor Julie CAIRNEY</b>, Deputy Vice Chancellor, Research, The University of Sydney</p> <ul style="list-style-type: none"> <li>• <b>President Angelo A. JIMENEZ</b>, University of the Philippines</li> <li>• <b>Larry NELSON</b>, Asia Regional Business Leader, Education; General Manager, Microsoft</li> <li>• <b>Mr. Abhijit PANDIT</b>, Vice President and Chief Information Officer, University of Oregon</li> <li>• <b>Dr. ZHAO Yuchi</b>, Executive Director, UNESCO International Research and Training Centre for Rural Education; Asia Pacific Economic Cooperation (APEC) Education Network Coordinator (EDNET) 2023-2026</li> </ul>
	<b>12:20~13:40</b>	<b>Networking Luncheon (Shilla Hotel Jeju)</b> <b>Transportation: ICC Jeju -&gt; Shilla Hotel Jeju (round trip)</b>	
	<b>13:45~14:00</b>	<b>Introductory Keynote</b>	<b>Dr. Ravi PENDSE</b> , Vice President for Information Technology and Chief Information Officer, University of Michigan; Special Advisor to the President for India
	<b>14:00~15:00</b>	<b>Panel Discussion III:</b> The Future of Universities with AI	<p><b>Moderator: Dr. Michael FUNG</b>, Executive Director, Institute for the Future of Education, Tecnologico de Monterrey</p> <ul style="list-style-type: none"> <li>• <b>President Soon-Heung CHANG</b>, Busan University of Foreign Studies</li> <li>• <b>Professor Sunmee CHOI</b>, Vice Provost, Academic Affairs, VinUniversity</li> <li>• <b>Professor Yike GUO</b>, Provost and Chair Professor, Department of Computer Science and Engineering, The Hong Kong University of Science and Technology</li> <li>• <b>Professor Noorsaadah Binti A. RAHMAN</b>, Secretary General, Academy of Sciences Malaysia; Deputy Vice Chancellor (Research and Innovation), Universiti Malaya (2015-2021)</li> </ul>
	<b>15:00~15:20</b>	<b>Coffee Break and Networking</b>	
	<b>15:20~16:20</b>	<b>Panel Discussion IV:</b> AI Adoption Challenges and Ethical Considerations	<p><b>Moderator: Professor Dr. Christian KASTROP</b>, Chief Executive Officer and Partner, Global Solutions Initiative; Former State Secretary for Digital Society and Consumer Policy, German Federal Ministry of Justice and Consumer Protection</p> <ul style="list-style-type: none"> <li>• <b>Professor So Young KIM</b>, Vice President of International Office, KAIST</li> <li>• <b>Professor San LING</b>, Deputy President and Provost, Nanyang Technological University, Singapore (NTU Singapore)</li> </ul>

		<ul style="list-style-type: none"> <li>• <b>Professor Giltae SONG</b>, Director of the AI Graduate School; Associate Vice President for Educational Innovation, Pusan National University</li> <li>• <b>Professor Yi ZENG</b>, Director, International Research Center for AI Ethics and Governance, Chinese Academy of Sciences; Expert, Ad Hoc Expert Group on AI Ethics, UNESCO; Expert, WHO Expert Group on Ethics and Governance of Artificial Intelligence in Health</li> </ul>
<b>16:20~17:20</b>	<b>Panel Discussion V:</b> The Future of Work with AI and Implications for Higher Education	<p><b>Moderator: Dr. Ravi PENDSE</b>, Vice President for Information Technology and Chief Information Officer, University of Michigan; Special Advisor to the President for India</p> <ul style="list-style-type: none"> <li>• <b>Professor Dong-il CHO</b>, Emeritus Professor, Seoul National University; President, International Federation of Automatic Control</li> <li>• <b>Professor Wanjiun LIAO</b>, Executive Vice President, National Taiwan University; National Chair Professorship of Ministry of Education, Chinese Taipei; Adjunct Research Fellow, Research Center for Information Technology Innovation, Academia Sinica</li> <li>• <b>Mr. Himanshu MAHAJAN</b>, Head of ICT Talent Partner Development, Huawei</li> </ul>
<b>17:20~17:30</b>	<b>Closing Remarks</b>	<b>Dr. Anders Erik Karlsson</b> , Vice President, Elsevier
<b>17:30~17:40</b>	<b>Transportation: Jeju ICC -&gt; Shilla Hotel Jeju</b>	
<b>18:00~18:30</b>	<b>Networking Session (Shilla Hotel Jeju)</b>	
<b>18:30~20:00</b>	<b>Gala Dinner (Shilla Hotel Jeju)</b>	