A New Era of Hope

Park Geun Hye
President of the Republic of Korea
A New Era of Hope
Even in the midst of hardship, our ancestors had the generosity of mind to leave aside a few persimmons for the magpies during the harvest season. Reviving that spirit once again and building a society of responsible and considerate people, we can be confident that our shared dream of a new era of happiness is truly within our reach. Such a spirit will offer a new model for capitalism, which has lost its bearings, and set an example for addressing the uncertain future that confronts our world.

From the 18th Presidential Inaugural Address, February 25, 2013
As a politician, President Park Geun-hye has always cherished the values of trust and keeping her promises. Throughout her life these values have been most important to her, whether as a private citizen, a politician or an envoy on a diplomatic mission.

“Leaders must keep their promises under all circumstances. For leaders, actions speak louder than words and actions count more than thoughts,” President Park explains. As such she is widely considered as an icon of trust and promises.
On December 19, 2012, with the trust of the Korean people Park Geun-hye was elected President of the country becoming the first female President in Northeast Asia.

President Park Geun-hye received the highest number of votes for a Presidential Candidate since direct elections were restored in the country in 1987 and was also the first to win a majority of the popular vote in a presidential election. Upon hearing the election results, foreign media reported that the fact that Korea had elected a female President was a sign of change and a new beginning for a country long known for its strong patriarchal Confucian traditions. Many of the rejoicing Koreans welcomed her victory as a great opportunity for the country to take another leap forward.

Inaugurated on February 25, 2013, President Park Geun-hye declared that her five-year term would focus upon economic revival, happiness for the people and cultural enrichment as well as laying the groundwork for a peaceful unification of the peninsula.

“I will devote my all to building Korea into a country where the government shares in the people’s sufferings, works to alleviate their difficulties and helps them to achieve their dreams.”

From a Speech for Presidential Candidacy, July 30, 2012

The Korean people have high hopes for her because of her declaration that she would usher in a new era of happiness. She has said, “We must initiate a paradigm shift in administering state affairs. Our focus must be placed not on the nation but on the people, their lives and their happiness.” She has promised to put her commitment for national reconciliation into practice.

01. On the campaign trail, Gwanghwamun, December 8, 2012
02. Presidential Candidate Park Geun-hye meets citizens in Hongdae, August 26, 2012
03. During the election campaign, April 8, 2012

01. On the campaign trail, Gwanghwamun, December 8, 2012
President Park during the Tree of Hope Ceremony, February 25, 2013
A New Era of Hope

Happiness for the People

Cultural Enrichment

Economic Revival

Foundation for Peaceful Unification

At the launching of submarine Kim Jong-jin, August 13, 2013

ROK Navy’s fourth 214-class submarine, the Kim Jong-jin. This world-class, 1,800-ton diesel-electric submarine is capable of hitting 30 targets simultaneously and carrying out underwater operations for two weeks nonstop thanks to its air-independent propulsion (AIP) system.
ECONOMIC REVIVAL

My Administration will achieve an economic revival by pursuing an advanced creative economy and economic democratization. A creative economy, designated as the country’s new growth strategy will generate new jobs and markets through the convergence of science and technology with information and communication technologies. Based on Korea’s imaginativeness, creativity, business and culture this strategy will provide long term growth for Korea. Economic democratization is also an essential element needed to make the creative economy flourish: it is essential for the establishment of a fair and transparent market order where everyone can expect to reap the results of his or her own hard work.

Visit to the Incheon Namdong Industrial Complex, August 16, 2013

HAPPINESS FOR THE PEOPLE

My Administration will usher in a new era of happiness for the people of Korea by promoting customized welfare, creativity-oriented education and a safe society. We will establish a society in which there is a virtuous cycle of welfare, employment and growth through a customized welfare system. We will help all people achieve their dreams by establishing a society that stresses merit and nurtures dreams and talents through creativity-oriented education. We will build a safer society where everyone can live without anxiety and all people are united as one through communication and reconciliation.

02. Presidential Candidate Park Geun-hye has lunch with office workers, October 25, 2012

At the 3rd meeting to promote trade and investment, September 25, 2013

Tour of a traditional market in Bupyeong, Incheon, September 24, 2013
CULTURAL ENRICHMENT

The 21st century will be defined as an era in which culture signifies national strength. My Administration will promote cultural welfare with a view to ensuring that everyone can enjoy the benefits of culture in their daily lives. The Administration will provide support for diverse creative activities and develop a content industry where culture is integrated with high technologies. It will strive to develop Korea’s own culture so that hallyu, the Korean Wave, and the country’s splendid traditional culture dating back thousands of years can be enjoyed and loved by many people all over the world.

FOUNDATION FOR PEACEFUL UNIFICATION

My Administration will maintain a watertight defence readiness to respond to North Korea’s threats and provocations. It will also strengthen our defence capabilities for the future by implementing much-needed defence reforms. It will push forward with a trust-building process on the Korean Peninsula with the ultimate aim of unification, steadily taking steps towards fostering mutual trust and cooperation with the North based on robust security measures. My Administration will formulate a new framework for peaceful cooperation with neighbouring countries based on enhanced trust whilst also setting a strong example for other countries to follow.
What triggered Park Geun-hye’s entry into politics was the foreign currency crisis that engulfed the country in 1997. It was Korea’s first foreign currency crisis which left the nation with no choice but to seek a loan from the IMF to solve its shortage of foreign currency and to avoid national bankruptcy.

Park Geun-hye then embarked upon a political career out of feelings of desperation, thinking, “Korea was built with so many sacrifices on the part of the people and cannot go under like this.” She firmly resolved to devote the rest of her life to the development of the country.

In April 1998, as a candidate for the Grand National Party, she stood in the by-election in the Dalseong-gun district of Daegu. By-elections are not an easy gateway into politics however she went out and knocked on each and every door in the district to speak with the electorate. Park Geun-hye went on to win 61 percent of the votes and from then on, she won a total of five consecutive elections in the district.
In 2002, the fourth year into her political career, the Grand National Party (GNP), then the opposition party, was being heavily criticised over a scandal involving illegal campaign contributions as well as receiving a strong public backlash against its push for the impeachment of President Roh Moo-hyun. Facing a severe defeat in the imminent general elections, no one in the party was willing to take the reins. Park Geun-hye assumed the role of party chairperson, and as “the captain of a sinking ship” she faced numerous challenges head on. Park Geun-hye began with the sale of the GNP building. Then, she had a marquee set up nearby and used it as the GNP headquarters. To the general public, who had turned their backs on the GNP, she bowed her head deeply and apologized for the mistakes of her party. As the chairwoman, she adopted a bottom-up nomination system for legislator candidates, which was a first in the history of any political party in the country. Indeed, she carried out a complete overhaul of the party. She changed it into a party of policies, and shifted its focus to its legislative activities in the Assembly. She also took full advantage of digital technologies for the party’s operation. She achieved an unprecedented and determined change in Korean politics. During this period, often dubbed “Marquee Party Headquarters,” the party regained the trust and the hearts of the people through innovation and change. Over the 27 months under her leadership, GNP candidates won every election they stood in, whether for the National Assembly or for local government seats, setting an astonishing 40-0 record. Park Geun-hye was the first to complete the full term of the party’s chairmanship. As a result, she was regarded as one of the strongest candidates for the 2007 presidential election.

Towards the end of 2011, the GNP was once again pushed to the edge by its defeat in the by-election for the Seoul Mayoralty. She once again shined in helping the party to overcome the crisis. She took charge of the party’s Emergency Committee in the absence of any party leadership. She began by apologizing to the people: “On behalf of the party, I wholeheartedly apologize for failing to see the people’s pains and care for their lives.” She then embarked upon bold measures aimed at reforming the party. She changed the party’s name to Saenuri (New Frontier). She assigned talented young people, even those on the opposing side, to significant posts on the committee and she made numerous changes and reforms in the organization. In the General Election held on April 11, 2012, the Saenuri Party won a majority of 152 seats in the National Assembly, something that no one in the country had anticipated. Koreans saw the earnestness in her efforts to care for the people and change the country’s political landscape.

More than ten million people have visited Park Geun-hye’s personal blog. She is referred to as the “Notebook Princess” due to her habit of taking notes wherever she goes. She does so in order to listen to people more carefully and reflect their opinions in the policies she proposes. She has never ceased to pursue political reform and has always valued good communication and innovation that place greater emphasis on people and what is going on in their lives. This is an important reason why many people support her and is one of her strongest political assets.
“My greatest duty is to show the nation that my father is not alone. I have given up on my dreams to live as an ordinary person. I have thrown away my dreams of living a simple life.”

Park Geun-hye’s diary on November 10, 1974
Upon the death of her mother in 1974 Park Geun-hye became Korea’s First Lady when she was only 22 years old.

As the First Lady for five years, she did her very best to support the nation. She accompanied her father on his numerous Presidential visits across the nation as well as on his frequent official tours overseas. She also received foreign envoys, recalling the period she said, “The busy bee has no time for sorrow.”

One issue that attracted her attention was health insurance for the elderly and underprivileged, which was non-existent in the country at that time. She told her father that Korea needed a nation-wide medical insurance scheme. Korea introduced its first national health insurance system in 1977. “There were plenty of difficulties in the process. Yet it was the first major step towards Korea becoming an advanced country by guaranteeing the welfare of all citizens. I personally felt a great sense of accomplishment because I did my very best as First Lady to introduce it to the country,” she later recalled.

Korea’s national health insurance system continued to expand, and in its twelfth year it became a universal health insurance scheme covering the entire population. It is now regarded as one of the most successful national health insurance systems in the world.

Park Geun-hye was born during the Korean War in 1952. Her father, Park Chung-hee would later become President of the country and lead the Miracle on the Han River. Her mother, Yuk Young-soo, was a beloved and respected First Lady.

From the example set by her father, Park Geun-hye learned a love for the country and mental fortitude. From her mother, she learned a warm regard for others and a lifestyle of diligence and frugality.

That practice of diligence and frugality continued even when Park Geun-hye became the First Daughter, her father held the Presidential Office between 1963 and 1979. Her mother was concerned that Geun-hye and her siblings would develop a false sense of entitlement in the Presidential Residence, Cheong Wa Dae, and so left them with her relatives until they were able to commute to school by themselves.

In 1970, Park Geun-hye decided to major in electronic engineering at Sogang University, Seoul, in order to meet the needs of the time, which was to focus on the developing electronics industry as a new source of exports: she graduated top of her class.

In 1974, Park Geun-hye left Korea to study at the University of Grenoble, France, in preparation for her dream job: teaching.
She loses both her parents to gunfire

“Not one parent, but both of my parents were shot and killed. I could only resent that brutal reality.”

From her autobiography entitled Steeled by Despair, Motivated by Hope

Surviving a Near-Death Experience

“I will devote the second life given to me to the country and the people.”

From her autobiography entitled Steeled by Despair, Motivated by Hope

On May 20, 2006, Park Geun-hye was attacked by a man wielding a knife at a local election campaign rally held in Seoul. She suffered a severe slash across her face.

The doctor who treated her said that she would have lost her life in three minutes if the wound had been just 5mm deeper. She thought about her deceased parents throughout her operation and expressed her thanks to the people who prayed for her prompt recovery. She feels that she has been given a second life with the blessing of Heaven.

“I often think that some almighty power has so far helped me live through difficulties. I have always thought that my life is not my own. I believe that such a thought has helped me withstand my moments of despair. Sometimes, I felt so much pain that even living through another day was an ordeal. And at this moment, another path is being opened in my life. I will not shy away from taking it. I will take it and overcome what difficulties may come on my way with courage. I think that my life mission is to build new hope.”

In August 1974 Park Geun-hye received an urgent message to return to Korea at once. She packed and hurried to the airport, as she passed a newsstand, the headline of one of the papers caught her eye and she froze on the spot.

‘First Lady Madam Park, Assassinated’

Above the photo of her mother, Park Geun-hye read the word, “Assassinated.” This was how Park Geun-hye first learned of her mother’s tragic death. Later she recalled, “The pain I felt that very moment was as if a sharp knife had been plunged deep into my heart.”

Five years later, on October 26 1979, her father President Park Chung-hee was assassinated. Park Geun-hye received the news in the early hours of the morning on October 27. Her first words were, “Is everything alright on the border?” Her father’s death was not just a personal loss, it was also a national crisis that could tip the balance at the Demilitarized Zone at any minute.

Looking at magnolias with her parents

Citizens praying for her quick recovery after the knife attack, May 21, 2006
The dream of a new era has begun—
The dream of making Korea a country where each and every person’s dream comes true,
The dream of making Korea a place where happiness and hope prevails.

The dream will come true.
Opening a New Era of Hope

The 18th Presidential Inauguration Speech

Feb 25, 2013

“Opening a New Era of Hope”

My fellow Koreans and seven million fellow compatriots overseas,

As I take office as President of the Republic of Korea to serve in the 18th term, I stand before you today with a determination to open a new era of hope.

I am profoundly grateful to the Korean people for entrusting this historic mission to me. I also thank President Lee Myung-bak, the former Presidents, the dignitaries who have come from abroad to celebrate this occasion and other distinguished guests for their presence.

As President, I will live up to the will of the people by achieving economic revival, happiness for the people and a cultural enrichment.

Fellow citizens,

The Republic of Korea as we know it today has been built on the blood, toil and sweat of the people. We have written a new history of extraordinary achievement simultaneously accomplishing industrialization and democratization based on the unwavering “can-do” spirit of the people and their matching potential.

The Korean saga that is often referred to as the “Miracle on the Han River” was written by the Korean people who worked tirelessly in the mines of Germany, in the torrid deserts of the Middle East, in factories and laboratories where the lights never went off and on the freezing frontlines safeguarding national defence. This Miracle was only possible due to the outstanding calibre of the Korean people and their unstinting devotion to both family and country.

I pay my heartfelt tribute to all my fellow Koreans who have made the Republic of Korea what it is today.

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Fellow citizens,

In the vortex of our turbulent contemporary history, we always prevailed over the countless hardships and adversities.

Today, we continue to be confronted with a global economic crisis and outstanding security challenges, including the North Korean nuclear threat.

At the same time, capitalism faces new challenges in the aftermath of the global financial crisis.

The tasks we face today are unlike any we have confronted before. And they can only be overcome by our charting a new pathway.

Forging a new path is seldom an easy task.

But I have faith in the Korean people.

I believe in their resilience and in the potential of our dynamic nation.

Together with the proud people of Korea, I pledge to embark on the making of a “Second Miracle on the Han River” premised on a new era of hope.

I will usher in a new era of hope: the happiness of each citizen will become the bedrock of our nation’s strength, which in turn will benefit all Koreans.

Economic Revival

My fellow countrymen,

Today, I would like to propose a new way forward on the basis of a mutually reinforcing cycle of national advancement and the happiness of the people.

The new Administration will usher in a new era of hope premised on economic revival, happiness for the people, and a cultural enrichment.

To begin with, I will work for a creative economy and economic democratization.

We are witnessing an economic paradigm shift across the world.

The convergence of science and technology with industry, the fusion of culture with industry and the blossoming of creativity made possible by the breaking down of barriers between industries together define a creative economy.

It is about creating new markets and new jobs by building on the bedrock of convergence, going beyond simply expanding existing markets.

At the very heart of a creative economy lie science, technology and the IT industry, areas that I have earmarked as key priorities.
I will raise the quality of our science and technology to world-class levels. The creative economy will be brought to fruition by applying the results of such endeavours across the board.

The new Administration’s Ministry of Future Planning and Science will be tasked with leading the emergence of a creative economy in tandem with this new paradigm.

People are the nucleus of a creative economy. We live in an age where a single individual can raise the value of an entire nation and even help in rescuing the economy.

New opportunities to serve the country will be opened to numerous talented Koreans thriving across the global village. And for those at home who are equally capable, efforts will be enhanced to foster them into convergence leaders imbued with creativity and passion as pillars of a future Korea.

In order for a creative economy to truly blossom, economic democratization must be achieved.

One of my critical economic goals is to ensure that anyone that works hard can stand on their own two feet and that small and medium-sized enterprises can prosper alongside large companies through small business promotion policies.

By rooting out various unfair business dealings that frustrate micro-business owners and small and medium-sized enterprises and by rectifying the wrong practices of the past, we will provide active support to ensure that everyone can realize their full capabilities, regardless of where they work or what they do for a living.

Only when the major players in our economy come together as one and pool their strengths can we bring happiness to the people and enhance our nation’s competitiveness.

It is on this foundation that I will help revive our economy and realize a “Second Miracle on the Han River” that culminates in the happiness of the Korean people.

**Happiness for the People**

Fellow Koreans,

No matter how much the country advances, such gains would be meaningless if the lives of the people remained insecure.

A genuine era of happiness will only be possible when there is no anxiety about life after retirement and when bearing and raising children is truly considered a blessing.

No citizen should be left to fear that he or she might not be able to meet the basic requirements of life.

A new paradigm of tailored welfare will free citizens from such anxieties and allow them to prosper in their own professions, maximize their potentials and contribute to the nation’s development.

I believe that enabling people to fulfill their dreams and opening a new era of hope begins with education.

We need to provide active support so that education brings out the best of an individual’s latent abilities, and we need to establish a new system that fosters national development on the stepping-stones of each individual’s capabilities.

There is a saying, “They who know the truth are not equal to those who love it, and they who love it are not equal to those who delight in it.”

The day of true happiness will only come when an increasing number of people are able to enjoy learning and love what they do.

The most important asset for any country is its people.

The future holds little promise when individual ability is stifled and when the only name of the game is rigid competition that smothers creativity.

I have long held the conviction that harnessing the potential of every child is the force that propels a nation forward.

Our educational system will be improved so that students can discover their talents and strengths in pursuit of their precious dreams and be judged by that. This will enable them to make the best use of their talent upon entering society.

There is no place for an individual’s dreams, talents or hopes in a society where everything is determined by one’s academic background and list of credentials.

We will transform our society from one that stresses academic credentials to one that is merit based so that each individual’s dreams and gifts can bear fruit.

It goes without saying that protecting the lives and ensuring the safety of the people is a critical element of a happy nation.

The new Administration will focus its efforts on building a safe society where women, people with disabilities, or anyone else for that matter, can feel secure as they carry on with their lives, no matter where they are in the country.

We will build a society where just laws prevail, rather than the heavy hand of power, and where the law serves as a shield of justice for society’s underprivileged.

**Cultural Enrichment**

Fellow Koreans,

In the 21st century, culture is power. This is an era when an individual’s imagination becomes creative content.

As the “Korean Wave” is captivating people around the world, it is becoming a source of joy and happiness as well as abiding pride for all Koreans. This has been built on the foundation of Korea’s splendid cultural heritage of tangible and intangible assets dating back thousands of years as well as our ethos.

The new Administration will uphold our ethos and spread the value of our culture throughout society for the cultural enrichment of all citizens.
We will harness the innate value of culture in order to heal social conflicts and bridge cultural divides separating different regions, generations and social strata. We will build a nation that becomes happier through culture, where culture is woven into the fabric of daily life and where the welfare system embodies cultural values.

Creative activities across a wide range of genres will be supported, while a content industry that merges culture with advanced technology will be nurtured. In so doing, we will ignite the engine of a creative economy and create new jobs.

Together with the Korean people, my Administration will foster a new cultural enrichment. A time for culture to flourish, transcending ethnicity and languages, overcoming ideologies and customs, contributing to the peaceful development of humanity and spreading happiness.

My Fellow Koreans,

Happiness can only flourish when people feel comfortable and secure. I pledge to you today that I will not tolerate any action that threatens the lives of our people and the security of our nation.

North Korea’s recent nuclear test is a challenge to the survival and future of the Korean people, and there should be no mistaking that the biggest victim will be none other than North Korea itself.

I urge North Korea to abandon its nuclear ambitions without delay and embark on the path to peace and shared development.

It is my sincere hope that North Korea can progress together as a responsible member of the international community instead of wasting its resources on nuclear and missile development and continuing to turn its back to the world in self-imposed isolation. There is no doubt that we are faced today with an extremely serious security environment; we cannot afford to remain where we are.

Through a trust-building process on the Korean Peninsula, I intend to lay the groundwork for an era of harmonious unification where all Koreans can lead more prosperous and freer lives and achieve their dreams.

I will move forward step by step to build trust between the South and the North on the basis of credible deterrence.

Trust can be built through dialogue and by honouring promises that have already been made. It is my hope that North Korea will abide by international norms and make the right choices so that the trust-building process on the Korean Peninsula can move forward.

The era of happiness that I envision is one that simultaneously unlocks an era of happiness on the whole Korean Peninsula whilst also contributing to ushering in an era of happiness throughout the global community.

To ease tensions and conflicts and further spread peace and cooperation in Asia, I will work to strengthen trust with countries in the region, including the United States, China, Japan, Russia and other Asian and Oceanic countries.

Moreover, I envision a Korea that shares more deeply the travails of others while also contributing to the resolution of key global issues.

Fellow citizens,

Today I assume my duties as President of the Republic of Korea to serve in the 18th presidential term. Let me assure you that I will journey with the people who have bestowed this tremendous responsibility upon me to truly open a new era of hope.

The responsibility for governing the nation falls on the shoulders of the President, and the fate of the nation is determined by the people. I ask for your active cooperation and support as we take the Republic of Korea on a new path.

We stand on the threshold of a new era when our nation and people must walk together and when the nation’s development and the people’s happiness form a mutually reinforcing cycle.

The success of our journey hinges on the mutual confidence and trust that must exist between the Government and the people and on our ability to move forward in partnership.

I will earn the trust of the people by ensuring that my Administration remains clean, transparent and competent. I will help the public shed their distrust of government and build up the capital of trust.

I humbly ask all of you to pool your strengths, wherever you may be, not only for your own individual interests but also for the common good.

In the needy days of our past, we shared with each other whatever we had. Even in the midst of hardship, our ancestors had the generosity of mind to leave aside a few persimmons for the magpies during the harvest season. We descend from a people that had traditions of communal sharing and mutual aid through gye and pumasi.

Reviving that spirit once again and building a society of responsible and considerate people, we can be confident that our shared dream of a new era of happiness is truly within our reach.

Such a spirit will offer a new model for capitalism, which has lost its bearings, and set an example for addressing the uncertain future that confronts our world.

I ask that you place your trust in my Administration and in me and join us along the path to a new future.

Let us all work together towards a New Era of Hope and Happiness so that we can all become partners in creating the Second Miracle on the Han River.

Thank you.

President of the Republic of Korea

박근혜
**Education and Honorary Degrees**

1970  Graduated from Sacred Heart Girls’ High School, Seoul, Korea
1974  BS in Electronic Engineering, Sogang University, Seoul, Korea
1987  Honorary Doctorate in Literature, Chinese Culture University, Taipei, Taiwan
2008  Honorary Doctorate in Science, Korea Advanced Institute of Science and Technology (KAIST), Daejeon, Korea
2008  Honorary Doctorate in Politics, Pukyong National University, Busan, Korea
2010  Honorary Doctorate in Politics, Sogang University, Seoul, Korea

**Publications**

2013  Steeled by Despair, Motivated by Hope (Published in Chinese)
2007  Steeled by Despair, Motivated by Hope
1999  My Mother, Yuk Young-soo
1998  Befriending Adversity, Truth as the Guiding Light
1998  In the End Only a Fistful, One Spark
1995  Journey of My Mind
1993  If I were Born in an Ordinary Family
1979  The New Spirit Movement
1979  The New Spirit Movement (English edition)

**Career**

1974-1979  Acting First Lady
1974-to date  Director of the Yuk Young-soo Memorial Foundation
1994-to date  Member of the Korean Writers’ Association
1998-2012  Lawmaker in the 15th-19th National Assemblies
           Member of the Commerce, Industry and Energy Committee
           Member of the Special Committee on Women’s Affairs
           Member of the Unification, Foreign Affairs and Trade Committee
           Member of the Gender Equality and Family Affairs Committee
           Member of the Science, Technology, Information and Telecommunication Committee
           Member of the National Defence Committee
           Member of the Government Administration and Local Autonomy Committee
           Member of the Environment and Labour Committee
           Member of the Health, Welfare and Family Affairs Committee
           Member of the Strategy and Finance Committee
2011, Dec.-May 2012  Chairperson of the Emergency Committee of the Saenuri Party
2012, Aug.-Dec.  Candidate in the 18th Presidential Election
2012, Dec.  Elected President to fill the 18th Presidential Term
2013-to date  President of the Republic of Korea