

COMPANY PROFILE



Korea Mecenat
Association

Mécénat

KOREA MECENAT ASSOCIATION





About Korea Mecenat Association

What is Mécénat?

Mécénat is a general term for the corporal activities that contribute to the society and help **stimulate** the national **economy** by **supporting the culture and arts** of a nation. The word originates from a name, Caius Cilinius **Maecenas**, who was a great supporter of artists such as Horace and Virgil during the era of Ancient Rome.

What is KMA?

Korea Mecenat Association (KMA) was founded in 1994 as a nonprofit organization with a purpose of contributing to the Korea's **economy** as well as its **culture** and **arts**. Likewise, the organization's business members have gathered to contribute to the society by supporting the culture and arts.

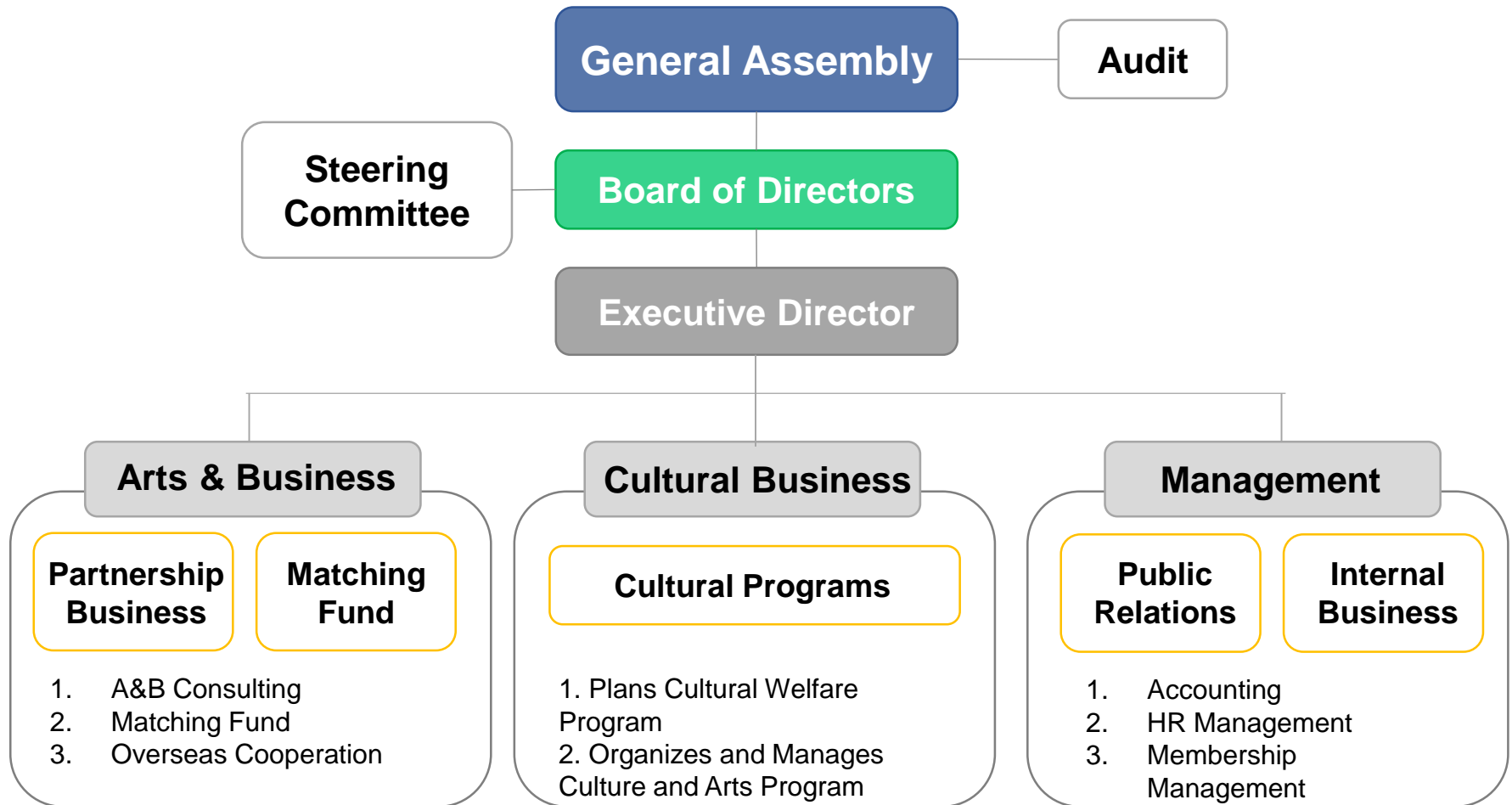


History of KMA

- Mar. 2018 The 10th president, Youngho Kim of Ilshin Spinning Co., Ltd., inaugurated
- Nov. 2016 Held of seminar <A Study on activation of companies cultural consumption>
- Mar. 2015 The ninth president, Samkoo Park of Kumhoasiana Group, inaugurated
- Dec. 2013 'Mecenat Law(Giving tax favor to Mecenat Activity) was passed in the Assembly plenary session
- Mar. 2013 Renamed to 'Korea Mecenat Association'
- Mar. 2012 The eighth president, Yonghyun Park of Doosan Yongang Foundation, inaugurated
- May.2010 Launched 'Mecenat Arts Friends' Membership Service
- Jun. 2009 Reappointment of the seventh president, Youngju Park (Chairman of Eegon Industrial)
- Feb. 2008 Publication of 'Secrets of Culturally Advanced Corperates – Cultural Marketing in the Era of Culture-enomics
- Jan. 2007 Launched Matching Fund Program for small and medium sized enterprises partnership with the Arts
- Fab. 2006 Held international symposium <The New Paradigm of Arts and Business>
- Oct. 2005 The sixth president, Youngju Park of Eegon Industrial, inaugurated
- Mar. 2005 The Mecenat Award promoted to 'The Order of Cultural Merits'
- July. 2003 The fifth president, Sungyong Park of Kumho Asiana Group
- July. 2000 International Symposium <Business and Culture Art>
- July. 1999 The third president, Byoungcheol Yun of Hana Bank, inaugurated
- Nov. 1996 Held of <The Pacific Asia International Culture Conference '96>
- May. 1994 The first president, Wonsuk Choi of Dong Ah construction Industrial, inaugurated
- April. 1994 Foundation of Korean Business Council for the Arts.



Organizational Chart



Mécénat

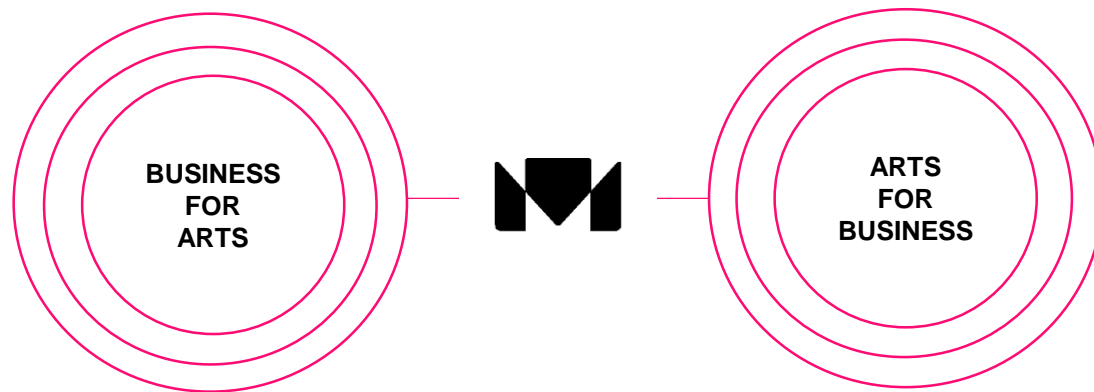
KMA's Businesses





Arts & Business

The **secret to creating a great business** in the 21st century lies in **the Arts**.



Thus the association between the arts and business is a **strategic** partnership for their simultaneous growth. The program seeks to build constructive **a win-win relationship** between the arts and business by developing a long-standing and continuous one-to-one partnership of the two.



A&B Partnership Program

A&B Partnership program includes partnership with large enterprises, small and medium sized enterprises. Partnership with large enterprises is a program which helps enterprises to support creative activity and operation of arts groups. Through our database of arts groups, we recommend a suitable partner which is an arts group to enterprise and consult them to keep long term relationship. It is receiving a favorable response that contribute to mutual development in terms of cooperating with each other.





The Matching Fund

The matching fund is a program that participating with small and medium sized enterprises and arts groups. It is created by the KMA and the ARKO (Arts Council Korea) in order to promote a **mutual development** of the business and the arts. It is a **Matching-Grant program** in which KMA supports a partnership between an arts group proportionally to the amount of investment given by the enterprise to the arts group.





The Matching Fund

What are the benefits?

Enterprises can benefit from cooperation with arts group, **increasing in its cultural competitiveness** through increase in customer and employee's **satisfaction level, public relations effects** through differentiated contribution to the society, and opportunities for **creativity development of the employees** through arts education. Secondly, arts group can prepare a foundation upon which it can develop mutually with the enterprise by **securing a new sponsor** and **concentrate on its creative activities**.

What kind of business or arts group does it support?

The Matching Fund is open for all **small and medium sized enterprises** and **arts groups** that are interested in who seek to **grow together**.



Outreach Mécénat

*"When there seems to be no hope, **culture and arts** help us dream of **hope**."*

A cultural contribution business that searches for and visits the **culturally excluded class**. 'Outreach Mécénat' is **a performance program** that visits the livelihood of those who have been excluded from the cultural benefits and quench their thirst for cultural experience.



Lately, as the businesses' interest in ways of contributing to the society by cultural means increases, the Outreach Mécénat's **subject of benefits** are also **growing** and **diversifying**.



Arts For Children

"Culture and Arts Education gives wings to our dreams."

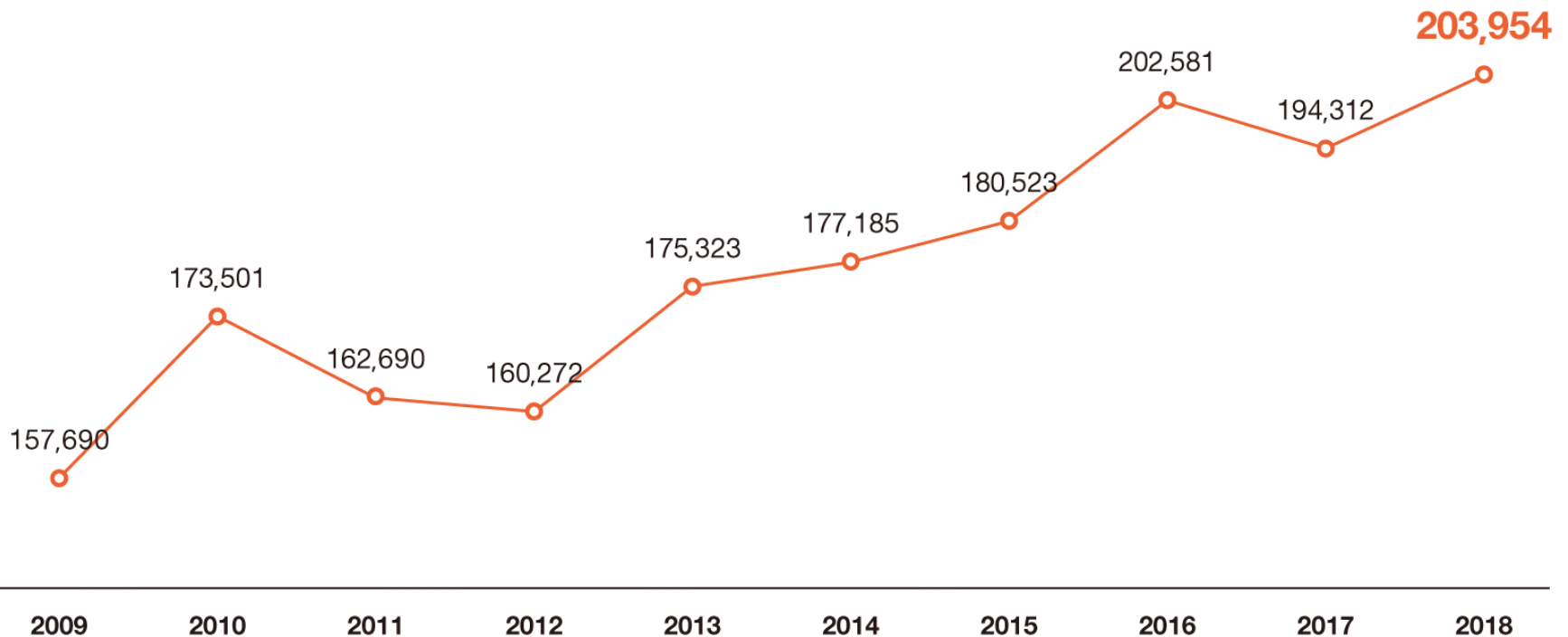
Arts For Children is a cultural contribution business for the youth and children of the low-income class. Arts For Children is Mécénat for children as well as an arts education business for the children and youth.



Arts For Children visits public welfare facilities and children's homes and gives arts education. Moreover it provides various programs in which the children can experience the arts in ways such as art camps and field trips to exhibitions and theaters.



Annual Report “status of the Businesses’ support for the Arts and Culture”

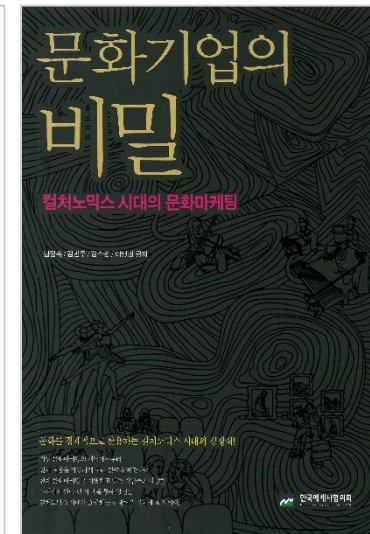
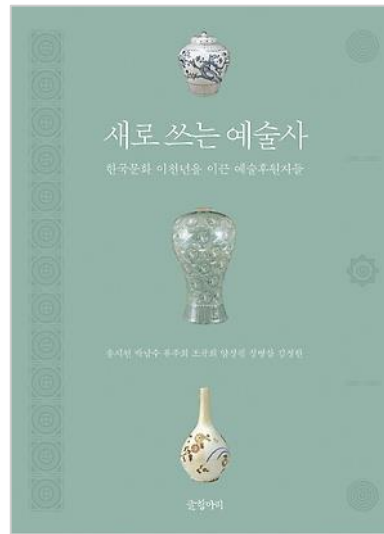
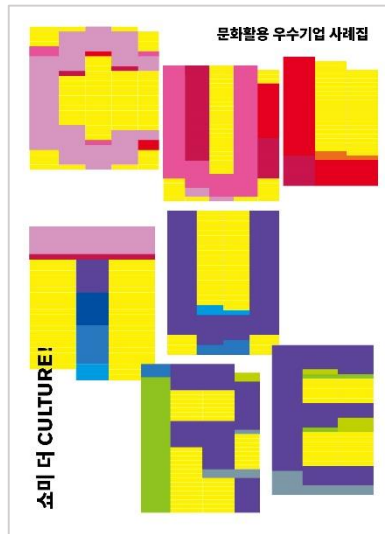


As of 2018, the scale of the support is **203 billion Won.**



Publications

Published Books



Quarterly Journals





Mécénat Awards

The Mécénat Awards was founded in 1999 in order to select an enterprise that has continuously and effectively contributed to the cultural development and to highly appraise its meritorious deed and to thereby encourage an enterprise's continuous contribution to the arts and culture.

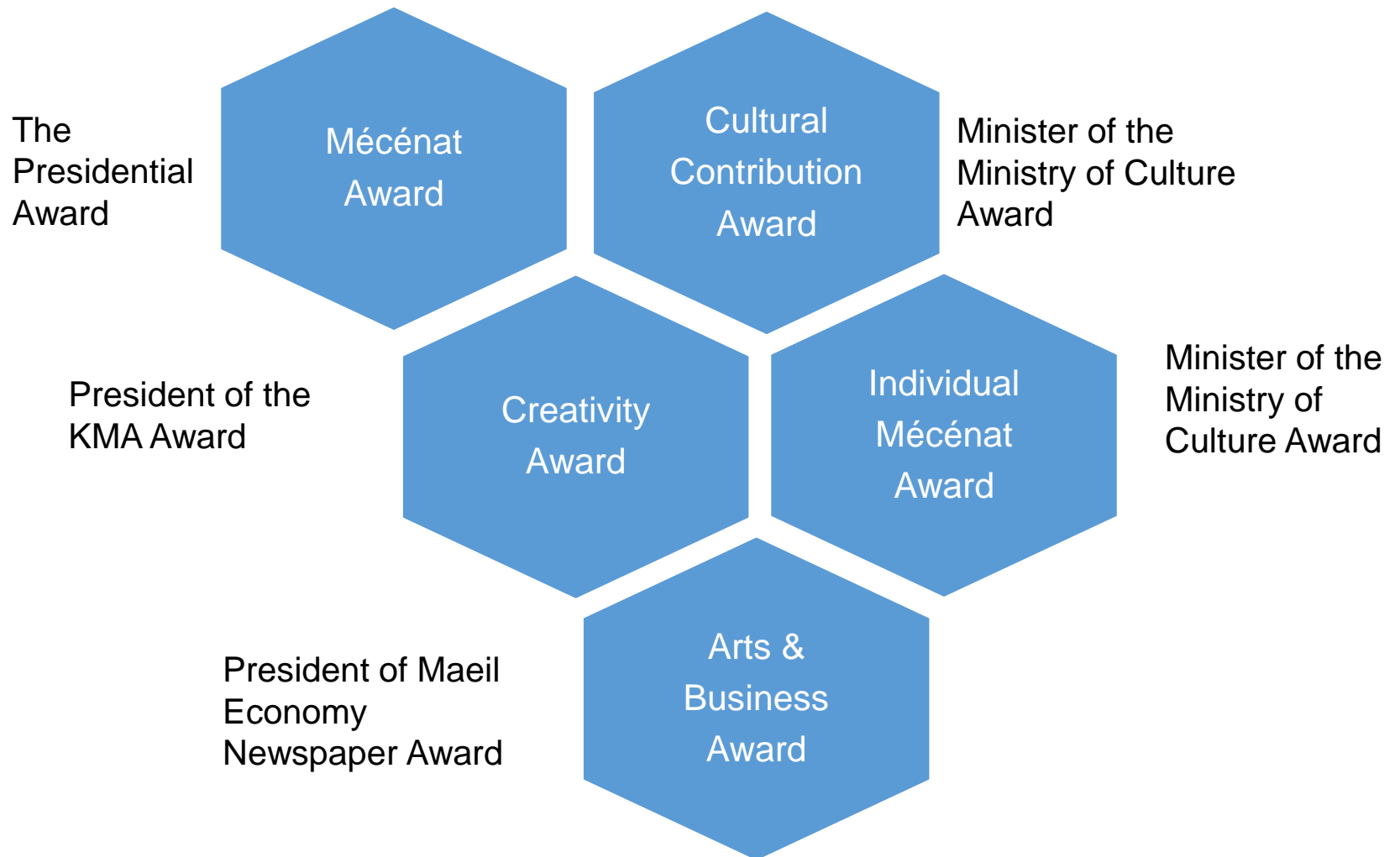
Through this annual Mécénat Awards, we seek to increase public awareness of the corporate support for the arts and culture and to stimulate more businesses to love and support the arts.

Moreover, we hope to lavish the business that has made an outstanding contribution to the arts and culture for a year with celebration and encouragement and to become a medium for the businessmen and the people of the arts group to come together and build friendship.





Mécénat Awards





Benefits for the Members

- Tax benefit : Up to 10% deduction of an income tax
- Public relations with a ripple effect
- Professional consulting and partnership
- Dignified corporate culture
- Cultural marketing strategies
- Information on Arts Cooperation based on our database of a thousand domestic arts and culture groups
- Opportunities for hands-on information correlation through Mécénat seminar, forum, Mécénat Awards and more