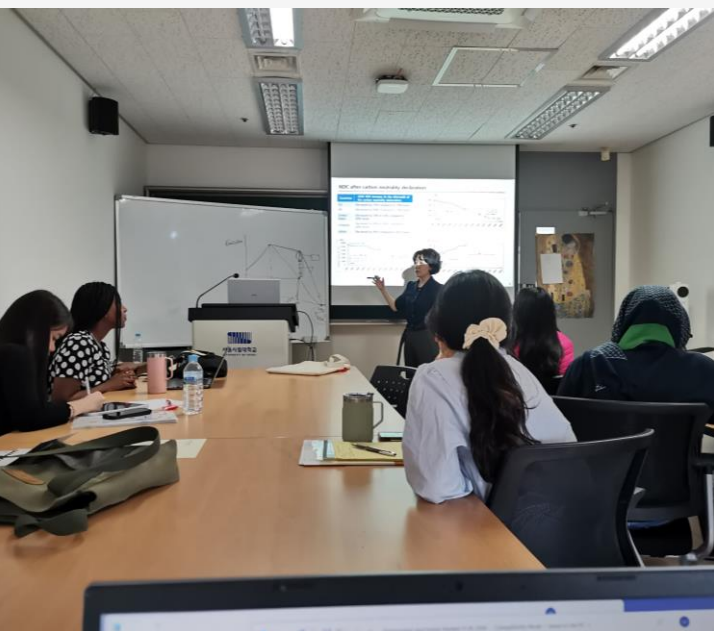


SEPTEMBER
2024

ISUS UOS NEWSLETTER

International School of Urban Sciences
University of Seoul

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01

Start of Semester: The Start of (other) Journey for the New Batch

"September at ISUS: New Beginnings, Last Chapters, and Everything in Between!"

As we say goodbye to September soon, it's a reminder of just how special this month is at ISUS—it marks the beginning of a brand-new academic year for most of us! The Master of Infrastructure Planning and Development (MIPD), Master of Urban Development and Smart Infrastructure Policy (MUDSIP), Master of Urban Administration Planning (MUAP), and Master of Urban Development (MUD) programs are all gearing up for another exciting year. Meanwhile, the Master of Future Global Leaders in Environmental Policy (MGLEP) students, who kicked off their academic year back in February, are diving headfirst into a new semester.

This year is especially exciting for the students of MIPD. The program has officially been rebranded to the Master of Urban Development and Smart Infrastructure Policy (MUDSIP). The new name isn't just for show—it reflects the expanded curriculum that now includes a strong focus on smart city development. With cities evolving fast, the program aims to equip students with the latest knowledge to lead in urban planning and infrastructure.

For those in the final stretch, including MIPD 6, MUD 7, and MGLEP 9, this September marks the beginning of their last semester at ISUS. Their schedules might not include any more classes, but that doesn't mean they're off the hook! These students are deep into their thesis research, often spotted in the library or tucked away in study rooms across campus, determined to finish strong before graduating at the end of the year. And let's not forget MUAP 16, who left Seoul last month to continue their thesis work back in their home countries. While they're no longer on campus, they remain very much part of the ISUS family and will return for graduation in August 2025.

Meanwhile, the newer students in MUDSIP 7, MUD 8, MUAP 17, and MGLEP 10 are just getting started. Their weeks are packed with courses that dive deep into the knowledge

they'll need to become leaders in their fields. You'll find them buzzing around campus, especially in classrooms in the Law Building, Liberal Arts Building, and the 21st Century Building, soaking up everything ISUS has to offer.

Although both groups are at different stages in their academic journey, one thing's for sure: they're making the most of their time at ISUS. For the students wrapping up their time in Seoul, it's all about focusing on research, spending time with friends, and cherishing their final months before heading home. And for the new students, it's the beginning of a Seoul adventure that's bound to be filled with excitement, discovery, and lifelong friendships.

This semester at ISUS promises to be filled with hard work, new challenges, and unforgettable moments. Whether you're starting your journey or finishing it, it's clear that every student is making the most of their time here, creating memories that will last long after their ISUS experience is over. (S.U)





The day that finally new IUDP students and Seoul Friends met in person! After having only interacted through Zoom for orientation and online presentations, IUDP students and Seoul Friends finally met in person on August 23 and August 27. Filled with excitement and a bit of awkwardness, let's look back at that day's field trip!

In the early morning at 9 a.m., a lot of IUDP students and a few Seoul Friends gathered in front of Mirae Hall. Each Seoul Friends called out the names of their team members, introducing themselves to their team members. After familiarizing themselves with faces and names, everyone boarded the bus.

The first destination was the National Museum of Korean Contemporary History. The students took an one-hour guided tour in English, exploring Korean history from 1894 to the present. The tour covered the modern area, including the struggles for freedom, equality, and independence during the Japanese occupation (1894–1945), the fight for democracy and efforts for prosperity (1945–1987), and Korea's emergence on the global stage (1987-present). It was an opportunity for the students to learn more about Korean history. Many participants seemed deeply engaged, absorbing every detail. Seoul Friends also had a chance to reflect on the value and pride of Korean history.

Afterward, the group went up to the 8th floor, where they took a group photo getting Gwanghwamun and the modern plaza behind. It seemed as if the past and the present met together. Looking at the view, students felt history come alive. Students were in awe of the grand view of Gyeongbokgung Palace and the majestic Bukhansan Mountain in the background, taking photos everywhere.

For lunch, the group headed to Ashley Buffet near Jonggak Station. The IUDP students and Seoul Friends sat at tables together, talking while enjoying their meals. As everyone selected food by their tastes, they gradually got to know each other's preferences and personalities little by little.

After lunch, students split into their teams for activities without ISUS supervision. With the help of Seoul Friends, each team visited the Seoul Immigration Office to complete the fingerprinting process for their ARC cards. Once that was done, each team explored various cultural and historical sites, such as palaces and museums. The students who participated in the field trip on the 27th visited Deoksugung Palace altogether. This experience allowed them to interact not only with their team members but also with other Seoul Friends and IUDP students from other teams.

It was a hot and sunny day in late August, but the field trip was filled with excitement! We eagerly look forward to the upcoming activities in September and October, hoping the IUDP students and Seoul Friends will continue to grow closer and build lasting memories as true 'friends.' (D.K)

SEOUL FRIENDS



The 5th LH Global Business Convention
Climate Change, Sustainable Cities, and Technological Innovation

기후 변화, 지속가능한 도시, 그리고 기술 혁신

2024. 9. 3. (TUE.) 10:00 ~ 16:00 KINTEX 1



03 The 5th LH Global Business Convention; ISUS Students Visit Kintech to Join the Convention

“Climate, Cities, and Cool Tech: ISUS Students Hit the LH Global Convention!”

On September 3rd, a group of ISUS students found themselves at the center of one of the most exciting events in the urban development world—the **LH Global Business Convention**. Hosted by Korea Land and Housing Corporation, this annual convention has been going strong since 2020, and this year’s theme was a game-changer: *Climate Change, Sustainable Cities, and Technological Innovation*. You could feel the energy as soon as you walked in!

This convention was all about facing the reality of the global climate crisis while navigating the rapid urbanization happening across the planet. The stakes are high—urban communities, especially those with vulnerable environments, are feeling the heat (literally), and something needs to be done. That’s where the LH Global Business Convention comes in, with experts from around the world discussing international cooperation, smart city tech, green finance, and innovative solutions to these pressing problems.

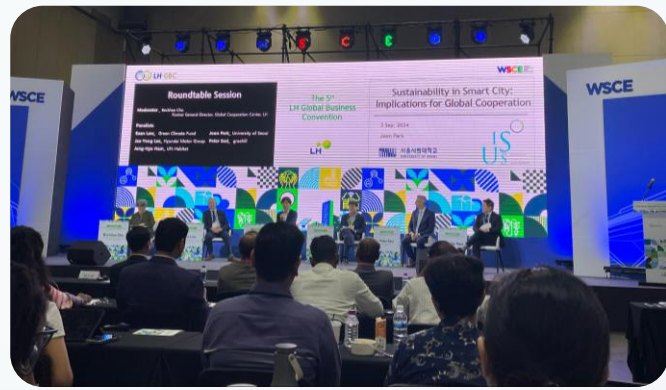
The event kicked off bright and early at 10 a.m. and was jam-packed with all kinds of cool stuff. Not only did attendees get to see live demos of the latest smart city tech (and believe us, they were impressive!), but they also got to sit in on discussions with some of the top minds in the field. Think of it as a tech showcase meets TED Talk—except with a strong focus on saving the world!

And just when we thought it couldn’t get any better, there was a surprise treat for the ISUS crew. Our very own **Prof. Joon Park** took the stage as one of the keynote speakers! If you know Prof. Park, you know he doesn’t hold back when it comes to big ideas. He wowed the audience with his presentation on tackling urban problems in the face of climate change, bringing a fresh perspective on how global cooperation is key to creating sustainable, future-proof cities. His insights on how smart city technology can solve today’s urban challenges left everyone buzzing.

The discussions throughout the day were packed with info, but they were also relatable and real. Professionals and government officials from all over the world shared their thoughts on how we can work together to invest in climate adaptation and apply smart city tech where it's needed most. It wasn't just theory—this was a hands-on look at how innovation is shaping the future of our cities, and the ISUS students were right in the thick of it.

For us ISUS students, many of whom are future urban leaders, this wasn't just an event—it was an unforgettable learning experience. The LH Global Business Convention left us with big ideas, fresh perspectives, and a ton of motivation to take what we've learned and apply it to our own studies and careers.

From cutting-edge tech demos to mind-blowing discussions, this was one day that will stick with us for a long time. And let's not forget the star of the show—Prof. Joon Park! (S.U)



Between the period of 4th to 6th September, 2024, the Masters Programme for Global Leaders in Environmental Policy (MGLEP 10) Class had the opportunity to participate in the Global Green Hub Korea (GGHK); a seminar organized by the Korea Environmental Industry & Technology Institute (KEITI) in collaboration with Korea Trade-Investment Promotion Agency (KOTRA) at BEXCO, Busan, Korea. The primary aim of the Seminar was to engender business networking between project developers (clients) and Korean enterprises.

Recognized as the biggest environmental conference and networking in Korea, this year's edition of the GGHK was attended by representatives of Government institutions, Global companies, international organizations, and other green project developers.

Assigned representatives from participating countries presented their major achievements and innovations made over the years, covering topics such as Renewable Energy, Air Pollution Management and Climate Change, Water Supply and Sanitation Acceleration among others.

At the final stages of the Seminar, winners of the last Global Project Development from MGLEP 9 Class presented their projects, which received massive commendation from the audience. Another intriguing session of the 2024 GGHK was the "Global Environmental Industry Exhibition" which showcased several technologies and innovations, and introduced opportunities for regional environmental project collaborations.

For the MGLEP class, the seminar has not only broadened their knowledge-base on existing innovations within the environment space but also, the beautiful sceneries at the *Busan Eco- friendly city* have challenged them with the critical need for environmental conservation and sustainability. (J.A)





August 2024 was a month of celebration and reunions as our MUAP 15 family returned to Seoul! After a year of hard work on their thesis back in their home countries, they finally gathered for their long-awaited graduation ceremony on August 22, 2024. MUAP 15's journey with ISUS began back in August 2022, when they first touched down in Seoul alongside their fellow students from MIPD 5 and MURD 6. Together, they formed a strong bond as they navigated life at ISUS and in the bustling city of Seoul.

Their time at ISUS wasn't just about classes and assignments, though. When MUAP 15 arrived in Seoul, they had the chance to meet the previous batch—MIPD 4, MURD 5, and MGLEP 8 and 9—who had already been through the ropes. Those interactions were crucial in building an even stronger sense of community across the different programs at ISUS.

Coming back to Seoul for graduation was a nostalgic experience for the MUAP 15 crew. They revisited the places that had shaped their year in Korea, from the classrooms to the cozy spots on campus where they'd spent countless hours with friends. It was also a chance to reconnect with their ISUS family—both their old friends and the students from the current batch, who were excited to hear stories and share in the memories. Some even got the chance to join in the fun at the ISUS Global Friend Night, partying the night away with the entire ISUS community.

The graduation ceremony itself was a grand celebration. The event kicked off with a heartfelt congratulatory speech by our Dean, Prof. Shin Lee, who commended the students for their perseverance and achievements. But the real showstopper was the valedictorian speech, delivered by none other than **Hugo Cantona** from Indonesia. Hugo's speech was filled with warmth, laughter, and a touch of nostalgia, reminding everyone of the incredible experiences they shared in Seoul. His words resonated deeply with both students and faculty, sparking a few tears and plenty of applause.

Then came the much-anticipated awards segment. In true MUAP 15 fashion, they didn't just aim high—they soared! The **Awards for Academic Excellence** and **Distinguished Thesis** went to both **Hugo Cantona** from Indonesia and **Thitikorn Luongingkasut (Ben)**

from Thailand, who tied for both honors. The audience erupted in applause, celebrating the well-deserved recognition of these outstanding students.

As the ceremony drew to a close, it was clear that while the academic journey for MUAP 15 might be over, their connection to ISUS will last forever. To all of our MUAP 15 graduates—congratulations! Your adventure with ISUS may be finished, but you'll always be part of the ISUS family. Here's to all the success, memories, and friendships you've made along the way! (S.U)





Programme studied: Master in Urban and Regional Development (MURD) – International School of Urban Sciences (ISUS), Seoul, South Korea.

After graduating from the MURD Program, Madiha's quest for higher learning drove her interest to pursue a Phd in Transportation Engineering and Smart Cities at the University of Seoul. Currently, she works as a Research Professor and teaches a course for the MGLEP Program. Madiha shares her experience in the following interview....

1. You were a student at ISUS and now you have become a professor at ISUS. How do you feel about the transition from student to professor? What emotions and thoughts have come to mind when you prepare for your first lecture?

Transitioning from student to professor at ISUS is a dream come true and a full-circle moment in my academic journey. Mentored by esteemed professors like Shin Lee and Hyeon Park, I was encouraged to pursue a PhD, which sparked my passion for sustainable mobility and transportation. Now, returning as a professor, I feel both honored and humbled. Preparing for my first lectures was exhilarating yet nerve-wracking, as I reflect on the responsibility to inspire the next generation of urban mobility thinkers. It's surreal to be on the other side of the classroom, but deeply fulfilling to pass on the inspiration that once guided me.

2. What are the main subjects or educational goals you plan to teach in MGLEP?

In MGLEP, my main focus is equipping students with essential research skills through my course "Advanced Research and Analysis Methods." This course guides them through the research process, from study design to methodology and tools, including statistical analyses and relevant software for handling complex datasets. A key objective is to empower students to tackle real-world urban issues with innovative, data-driven solutions, emphasizing sustainability, resilience, and equity. Ultimately, I aim to prepare them to excel in their master's research and make meaningful contributions in their fields.

3. As a research professor, what are your current areas of interest?

My research centers on sustainable urban mobility, resilience, environmental preservation, and smart city development. I explore how data analytics, spatial analysis, and AI can optimize urban systems for enhanced resilience, equity, and sustainability. A significant

focus is the 15-minute city concept, which promotes self-sufficient neighborhoods where essential services are easily accessible, potentially reducing carbon emissions and improving quality of life. I aim to adapt this model for global cities, especially in emerging economies facing unique mobility challenges.

Additionally, I investigate mobility-hub optimization using machine-learning techniques to allocate resources efficiently and equitably. By predicting demand and optimizing infrastructure placement, I strive to serve diverse populations effectively. Ultimately, my goal is to create scalable solutions that address the evolving challenges of cities worldwide, ensuring that sustainable mobility is accessible to all, not just those in advanced economies.

4. What are your future goals and plans?

As a researcher, my future goals center on advancing transportation planning that prioritizes sustainability, equity, and resilience. I am particularly passionate about leveraging emerging technologies, like AI and advanced data analytics, to create efficient urban mobility systems that reduce carbon footprints while promoting accessibility and social equity.

A key aspect of my vision is bridging the gap between developed and developing regions, addressing global environmental challenges with scalable solutions. I aim to apply my expertise across different contexts, ensuring sustainable mobility is achievable for cities of all sizes and economic conditions.

Additionally, I look forward to mentoring young researchers to encourage interdisciplinary collaboration, as diverse perspectives often lead to the best solutions. Long-term, I aspire to engage more actively in policy advising to translate my research into actionable strategies that impact urban mobility decisions. Ultimately, I want to contribute meaningfully to both academic and global communities, remaining committed to my values of equity, sustainability, and lifelong learning.

5. Could you share a memorable experience or fond memory from your time at ISUS?

One of my most memorable experiences at ISUS was during a beach field trip when Professors Hyeon Park and Shin Lee encouraged me to pursue a PhD. Professor Lee proposed that I continue my studies right after my master's, but I wanted to return to Morocco. In a casual conversation, Professor Park expressed his belief in my potential, suggesting I would excel in academia, which was the first time I seriously considered furthering my academic journey.

Another cherished memory was a candid chat with Professor Lee on an island trip, where she reassured me of my academic progress, boosting my confidence at a crucial time. What truly stands out about my time at ISUS is the warm, family-like atmosphere. The supportive environment fostered genuine camaraderie among professors and fellow students, making those days feel special.

Reflecting on my time at ISUS, I can confidently say it was the best period of my life in Korea. The friendships, mentorship, and academic challenges I experienced have left a lasting impact, and I will always treasure those warm memories. (J.A)



Marking the beginning of a new semester, in September, we met with the chair of the Korean Students Association, Jisang Choi. He is currently in his second semester as part of the 12th cohort of GCM (Global Construction Management) and is working at Dohwa Engineering.

1. Could you briefly explain what kind of company Dohwa Engineering is and what your role there involves?

Dohwa Engineering is the No.1 multi-disciplinary civil engineering firm in South Korea, established in 1957. It is a "Total Solution Provider," offering a full range of services from project planning, feasibility studies, design, environmental and social impact assessments, to PMC (Project Management Consultancy), construction supervision, and operations & maintenance (O&M). I'm currently an overseas project developer in the Transportation Biz. Dev. Department, and am in charge of the MENA and Eastern European Region, mainly focusing on Railway & Metro projects.

Our core business sectors include transportation, water, energy and urban development. Especially in the transportation sector, Dohwa carries out projects related to roads, airports, transportation planning, railways and metros, bridges, ports, and tunnels. For instance, Dohwa leads the role in the private investment project for the GTX-A Line, which greatly improved transportation in the Seoul metropolitan area. Dohwa not only provided design services but also took on the role of a private project developer and investor.

Recently, we have expanded our business to include direct investments in areas such as EPC (Engineering, Procurement, Construction), smart farming, and hydropower projects.

2. Could you briefly describe international cooperation projects you have participated in?

I've participated in numerous ODA and MDB projects during the past 6 years in DOHWA as the project coordinator, especially focusing on Railway & Metro projects. The representations are as follows in reverse chronological order.

▲ Mongolia Ulaanbaatar Metro Line 1 PMC (Government funding) ▲ Poland Katowice ~ Ostrava HSR Detailed Design (EU) ▲ Tanzania Dar~Tabora MGR Detailed Design (WB) ▲ Bangladesh Dhaka Circular Railway Line PPP FS (KIND) ▲ Indonesia Jakarta LRT PPP FS (K-EXIM) ▲ Bangladesh Karnaphuli Bridge FS (K-EXIM) ▲ Tanzania Dar~Isaka MGR Supervision (WB) ▲ Sri Lanka Colombo Suburban Railway FS&Detailed Design(ADB), etc.

Amongst the above-mentioned projects, Mongolia Ulaanbaatar Metro Line 1 PMC and Poland Katowice ~ Ostrava HSR Detailed Design are the most memorable in terms of project size and impact, and the Tanzania Dar~Isaka MGR Supervision project is most memorable in terms of personal affection, as I've been mobilized on site for 2 years. I look forward to many more project opportunities to come in the future, and my goal is to develop and concretize an ODA project with the funding of Korean organizations and also implement an overseas PPP project during my career.

3. Please share what motivated you to apply to ISUS and tell us about your experiences during the semester.

In my field of business, Infrastructure Development, ISUS is considered one of the most prestigious schools. The highest priority for choosing the ideal graduate school was the depth of the curriculum, and the alumni connection that can lead to unexpected future opportunities. In such regard, ISUS was the perfect graduate school.

Among the various courses I've taken so far, the one that stands out is 'Global Project Development', which provided the chance for Korean students and the foreign students to mingle and work as a team to brainstorm and develop a potential project that can possibly be concretized in the future.

The most memorable moment was the annual sporting event of ISUS. I'm pretty sure this will be the case for many other alumni because this event contains various sporting competitions such as relay race, foot volleyball, kickball, quiz tournament, etc., where the Korean and foreign alumni participated as a team and made memories together by representing their own nation.

I expect the experience at ISUS to be very helpful to my professional career as an overseas project developer at Dohwa. Not only will it enhance my professional performance, but having tens and hundreds of close friends and alumni all across the globe will also be very beneficial.

4. As the Chair of the Korean Students Association, do you have any messages you'd like to share with your fellow students?

Enjoy as much as possible, connect as frequently as possible, and travel aggressively whenever time permits (this is specifically a message to the foreign alumni)! The in-depth curriculum is too enjoyable and thus too short for our satisfaction, so let us use the precious time that we have together to the fullest and make memories that can last a lifetime. I sincerely hope and believe that the connection that we've formed during our graduate school years will be like nothing else, and hope that we can greet each other like family whenever we come across roads during our future endeavors.

P.S. be sure to participate in the annual ISUS sporting event next April, as the Korean alumni will have numerous events prepared! (D.K)

Chuseok Festival at ISUS

Chuseok, also known as Korean Thanksgiving Day, is one of the most important and festive holidays in Korea. Celebrated on the 15th day of the 8th month of the lunar calendar, it typically falls in late September or early October. Traditionally, on this day, Koreans return to their ancestral hometowns to celebrate together with their families and give thanks to their ancestors for the plentiful harvest.

Koreans celebrate Chuseok by making special foods, particularly a certain kind of rice cake called “Songpyeon”. Songpyeon is made with finely ground new rice and the dough is kneaded into small round shapes and filled with sesame seeds, chestnuts, red beans, or other similar ingredients. The rice cakes are arranged upon layers of pine needles as they are steamed, filling the home with the delicate and fresh fragrance of autumn.

This year's Chuseok holidays were observed from Monday, September 16th to Wednesday September 18th, 2024. During this valuable festive period, many ISUS students participated in several exciting leisure activities and explored various cultural events. Other students spent this refreshing festive period by meeting new friends, playing football and sharing gifts. Indeed, Chuseok is a beautiful celebration that reflects Korean culture and values, emphasizing family, togetherness and gratitude for a better life ahead. What a refreshing way to welcome and start Autumn! (J.A)

추석



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Editing Team:

Shin Lee, Damin Kim, Seto Utomo, John Twumasi, Monirath Ly

Contributors:

Krittanan Panapong, Yohannes Andres, Sangsoo Lee, Tivi Fumbeco, Alicia Munoz,

C/O: Khulanzaya Bud.



서울시립대학교
UNIVERSITY OF SEOUL

ISUS International School of Urban Sciences

서울시 동대문구 서동시립대로 163 (우:02504)

University of Seoul 163 Siripdaero, Dongdaemun-gu, Seoul 02504 KOREA

Tel 82-2-6490-5137-8 Fax 82-2-6490-5141 E-mail isus@uos.ac.kr Homepage <http://isus.uos.ac.kr>