



Date: January 15, 2024

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Discussing Strategies for the Global Outreach of “K-Musicals,” A Force in the Performing Arts Market

Minister YU In Chon led a roundtable with the musical industry at Kyung Hee University’s Peace Hall on January 15

Elevating international presence and talent development in the musical industry

Minister YU In Chon of the Ministry of Culture, Sports and Tourism (MCST) convened a roundtable discussion with key figures from the musical industry, including heads of production companies, performers, and representatives from the Korea Musical Theatre Association and Korean Association of Musical Producers.

This event, held on January 15 (Mon) at Kyung Hee University’s Peace Hall in Dongdaemun-gu, Seoul, aimed to address critical issues in an industry that has claimed over 70% of the performing arts market, achieving annual revenues exceeding KRW 400 billion for two consecutive years.

The discussion primarily focused on formulating effective strategies for the global expansion of Korean creative musicals. The scope extends beyond Korea and Asia to target the United States and Europe, the birthplaces of musicals.

Minister YU In Chon highlighted, “Musicals embody a fusion of music, drama, dance, and cutting-edge stage technologies, positioning them as a comprehensive and significant art form with substantial potential for job creation within the performing arts.” He further emphasized, “Although the private sector has predominantly driven the musical industry, the government is committed to exploring indirect support avenues. These include establishing a robust foundation for international distribution and nurturing specialized talent in the musical field.”

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