Korean firms keen on unique skills of foreigners

By Lee Tai-hee

“Companies hire foreigners because we come from different cultures and have new ideas,” said Nidhi Agrawal, an artist signed under Wave Entertainment. “I believe just by listening to the music of Korean artists and being a part of the culture, you can learn a lot about the country.”

Agrawal added that the Korean entertainment industry, which has a huge global reach, gives foreigners the opportunity to develop their skills.

While pop-gigging global recognition, many entertainment companies are looking for international talent that can help them target fans abroad. “The entertainment industry is becoming more globalized, and foreign employees are being hired to bring different perspectives and ideas,” said Kim Hyeon-seok, head of YG Entertainment’s HR team.

Kim added that it is important to keep an eye on specific companies that are currently hiring foreigners.

She also noted that companies are looking for unique skills that can help them target fans abroad. “We are looking for professionals who can help us understand the language and culture of the fans we are targeting,” said Kim.

But our biggest focus is providing opportunities to introduce Korean artists, influence each other and create an educational platform. The Academy of Arts is also part of Egypt’s Vision 2030, which aims to achieve sustainable development in all fields, including education. We have an educationally achieved toward the goal, and what plans do you have for the future? Kim: Vision 2030 is ongoing in Egypt, and the Egyptian Ministry of Culture is doing its best to make that vision come true. We are an educational institution under the ministry and actively working to achieve the goal. We are expanding our campus and facilities to reach more students. But our main focus is providing high-quality education, including courses to enhance the quality of our education through international partnerships we have with other countries.