

Date	Feb. 6, 2026 (Fri.)	Photos	○	Video	○
Contact	2036 Olympic Bid Dept. (Int'l Affairs Div.)	Director	Choi Jeong-suk (+82-63-280-4120)		
		Team Leader	Kang Han-na (+82-63-280-4133)		
		Liaison	Lee Su-hee (+82-63-280-4140)		

Promoting Jeonbuk' s Charm to the World at the Milano Cortina Winter Olympics 2026

- Governor Kim Kwan-young gains event management know-how through the IOC High-level Observer Program
- 'Promoting Jeonbuk' s culture and arts at 'Korea House,' featuring performances by the Jeonbuk State Gugak Center and craft experiences
- "Broadening exchanges with the international sports community and promoting Jeonbuk' s brand and cultural value"

Jeonbuk State will visit the site of the Milano Cortina 2026, held in Italy from Feb. 6 to 22.

Jeonbuk State announced on this day that Governor Kim Kwan-young will participate in the High-level Observer Program hosted by the IOC during the games. This business trip is designed to learn practical cases of overall competition management and share hosting know-how from international sports officials through the program, which is conducted for countries wishing to host the Olympics.

The Winter Olympics will be held in a decentralized manner across eight regions in Italy, including Milan and Cortina d'Ampezzo. The IOC High-level Observer Program runs from the 6th to the 10th, and the State plans to examine the overall operational process on-site, including Olympic game operations, athlete and media services, and tournament legacy.

The State plans to conduct a thorough analysis of the international standards and latest trends identified during this visit. Such insights will be instrumental in refining Jeonju's Olympic bid to ensure the plan aligns with world-class expectations. Furthermore, the delegation will study diverse aspects of event management by observing stadium operations, sponsor activations, and supporting transportation infrastructure.

In addition, from Feb. 5 to 17, Jeonbuk State will participate in the 'Korea House' program operated by the Korean Sport & Olympic Committee in Milan to actively promote the cultural value and urban image of Jeonju, Jeonbuk. During this period, the state will showcase Jeonbuk's high-level artistic capabilities through performances by the Jeonbuk State *Gugak*(*Korean Traditional Music*) Center, while operating a traditional craft-making experience hall in collaboration with the Jeonbuk International Cooperation Agency(JBICA).

This effort is expected to provide opportunities for visitors and international sports officials from around the world visiting Korea House to directly experience Jeonju's cultural content and increase Jeonbuk's brand awareness.

Governor Kim Kwan-young of Jeonbuk State expressed his aspirations, saying, "I will use this visit as an opportunity to build trust with the international sports community, broaden my insights on-site, and share the cultural value of Jeonju, Jeonbuk with the world."