

Date	Feb. 7, 2026 (Sat.)	Photos	○	Video	○
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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 visited the site of the Milano Cortina 2026, held in Italy on Feb. 6 (local time).

On the 7th, Governor Kim Kwan-young attended the IOC High-level Observer Program, which runs from Feb. 6 to 10. Through this program, the State examined the overall operational process on-site, including Olympic game operations, athlete and media services, and Olympic legacy.

In addition, the delegation studied diverse aspects of event management by observing stadium operations, spectator spaces, and sponsor activations, while also inspecting competition venues and transportation infrastructure.

This business trip was designed to learn practical cases of overall competition management through the program, which is conducted for countries wishing to host the Olympics, and to share hosting know-how from international sports officials.

The Winter Olympics are being held in a decentralized manner across eight regions in Italy, including Milan and Cortina d'Ampezzo. The State plans to conduct a thorough analysis of the international standards and latest trends identified during this visit to enhance the specificity and competitiveness of Jeonju's future Olympic bid.

In addition, from Feb. 5 to 17, Jeonbuk State will participate in the 'Korea House' program operated by KSOC 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. The state also operated a hanbok culture experience in collaboration with Jeonju City and the Jeonju Cultural Foundation (JJCF), as well as a traditional craft-making experience hall with the Jeonbuk International Cooperation Agency (JBICA).

These efforts provided opportunities for visitors and international sports officials from around the world to directly experience Jeonju's cultural content and increased Jeonbuk's brand awareness.

Governor Kim Kwan-young stated, "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."

Meanwhile, three athletes from Jeonbuk participated in this Winter Olympics. Coach Lee Han-shin from Jinan-*gun*(county) led the national bobsleigh and skeleton team, while athlete Cho Wan-hee(Jeonbuk Ski Association) competed in snowboarding, and Choi Doo-jin from Muju-*gun*(county) participated in the biathlon.