



CHANG DAE-WHAN

Chairman of Maekyung Media Group

Thank you, Susan. First of all, thanks to Professor de Montbrial for asking me to go to Canada and study governance. The word 'governance' is very complex and difficult to understand. I looked up Wikipedia and other Internet resources. I have not done much study in this field, and I found out that most people like to govern others, but increasingly, more and more people do not want to be governed. As smart phones and social media have spread all over, less and less people want to be governed, so whoever wants to govern others needs to think about this new trend in society.

In my presentation, I look at Asian governors. Last year, I finished a book called *One Asia Momentum*. In 1974, I spent a semester at the College of Europe in Bruges, Belgium, studying the European Common Market, so I picked up the idea that if Europe can unite itself and look for peace and prosperity, why not Asians? I tried to look for phenomena happening in Asia. I found many reasons that Asians can be united and look for peace and prosperity.

There are many projects going on, from China to Korea and Japan, and Thailand – even Myanmar is getting opened up. Russian President Putin wants to develop Vladivostok, in the far eastern region, as the second capital city of Russia. He wants to connect the Siberian gas pipelines going down, through North Korea and South Korea and eventually to Japan. He talks about high speed railroads to Europe via Moscow. The Chinese have projects coming down to Myanmar and Thailand. They are building highways from Kunming, the most southern city of China, to connect Rangoon and some of the capital cities of Thailand, such as Bangkok, and across Laos and Cambodia to Vietnam.

Look at the current development of low cost airlines. Asians started to travel and the cost of travel by airplane has come down a lot. For example, one can buy a round-trip ticket from Seoul to Cebu City in the Philippines for less than \$100. Many south-eastern Asian people and northern Asian people travel to each other and learn about each other's culture, food, education and so on.

On the economic side, the Chiang Mai Initiative on having a type of monetary union is happening. People support each other's currency. In Asia, Asians work hard and amass close to about USD 7 trillion, so this money will be put into structures and institutions with one Asian momentum. Economic councils will come out. There are lots of lessons we can learn from the European community and European momentum, but my book came out at a rather awkward time, when Europe was in trouble financially. However, I am sure that you will get over these things.

Turning to the role of media, I see it as a watchdog. We go round and bark all the time, but sometimes we bark at the wrong trees. I have some comments about how media can play as a watchdog. Number one is that media can play a role of transparency. Number two is participation. Number three is accountability. Number four is stability, fairness and human rights. Media checks on corruption and sometimes nepotism to have efficient governance for many countries.

After the current economic crisis, people turn from political democracy to economic democracy. We all know that in the Arab Spring, Occupy Wall Street and all these movements, people are asking for different forms of governance. Last year, I stopped at San Francisco airport and there was a lady driver for my taxi with purple hair and everything. She looked a little bit scary, but she talked about what is happening in San Francisco and why she supported Occupy Wall Street. She turned out to have a Masters in psychology, so she was a rather well educated taxi driver.

Talking about governors, we need to define the concept of governance, and scholars need to study more about how to measure governance. We need to introduce proxy variables. How are we going to measure demographics with those constraints and technology limits? In my case of economic development, how do we put emphasis on labour and capital and so on? I suggest that more research and development needs to be done in this area.

In conclusion, how are we going to promote efficient and good governance for everyone? We need to open our minds and we have to have open society. We need to put more emphasis on how we are going to deliver results to everyone.



The scope and the speed of governance must be considered. Last January, I talked about this issue at the Davos Forum. The speed of economic decision making is much slower in Europe than in the Far East. That has something to do with governance structure. Europe is highly democratised, but in Asia, we have many different political regimes. Japan has an emperor, a kingdom, and China has a communist regime. North Korea has a harsh militaristic control system. How are we going to manage all these different types of political governance?

You asked me about why Asian countries develop and still have 5% to 6% economic growth rates. I spent four years with the airforce. I taught cadets in management. I learned that a military organisation is the most efficient structure to handle speed and results. Finally, how are we going to create a delivery system of good governance for the future for everyone? Thank you.