



## PHILIPPINE STATISTICAL ASSOCIATION, INC.

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### The PSAI Year-End Business Meeting and Christmas Party

#### Theme : **Let's Go Korean : The K-Pop Invasion**

Over the past decade, Korean popular culture or K-Pop also known as *Hallyu* (which means "flow of Korea") has become a global phenomenon. The "Korean Wave" of music, film, television shows, sports, fashion, and cuisine generates significant revenues and cultural pride in South Korea and has grown into a popular subculture among teenagers and young adults throughout the world. It all began with Korean TV dramas like *Winter Sonata*, *Jewel in the Palace*, *Full House* and *Stairway to Heaven* in the early 2000. Then came the proliferation of K Pop singers and bands and their music videos on social media such as Rain, PSY, CL, BoA, BTS, Bing Bang, Super Junior, EXO, 2NE1, Wonder Girls, Girls Generation, among others. The whole of Asia, including Filipinos fell in love with K-Pop and have been exposed to some form of K-Export these days.

Riding on this latest culture phenomenon, we at the Philippine Statistical Association, Inc. (PSAI) has chosen "**Let's Go Korean: The K-Pop Invasion**" as theme of our Year End Business Meeting and Christmas Party on December 7, 2018 at the Gusali 2, College of Home Economics, Regidor Street, University of the Philippines Diliman, Quezon City. The event will surely be another opportune time for all of us to reconnect and be with our colleagues in the Philippine statistical community.

As in the past, the affair will also showcase the awesome talents of our members during our costume and dance presentations based on the said theme. We enjoin everyone to come in K-Pop attire and join the K-Pop group dance presentation. Groups who will perform during the program and individual members who will come in his/her Best K Pop attire will receive cash prizes.

With old reliable and promising new members together, the affair will be a convergence of enriched experience and great minds that makes the community of statisticians above par over the others.

So come and celebrate early Christmas with our colleagues in PSAI as we continue to commit ourselves in the service of our country and people in our individual role as statisticians.

Thank you and warm regards.

  
LISA GRACE S. BERSALES, PhD  
President