

# PLENARY SESSION

---

## National Shared Value, Nation Brand

### Discussion main point

Strengthening and Development for Mongolian Uniqueness and Promotion of National Shared Value and Nation Brand has following advantages:

- Compare and analyze past and recent conditions of Mongolian people
- Acknowledge weaknesses
- Focus on values, features, and uniqueness that can be recognized and affirmed to the global stage
- Prove and clarify the Mongolia's value and contribution role to the international community and rest of world
- Promote the reputation of Mongolia to international level, increase the value of Mongolia's exports and influence positive impact on the economy.

### Discussion goal:

Representatives from public, private and civil societies shall hold discussion on challenges and solutions to promoting the National Shared Value and National Branding of Mongolia to international stage.

- Define the future aim of Mongolian people
- Leave the comfort zone
- Strengthening advantages and spotting weaknesses
- Develop a strategy to compete with national values of other states in the world stage

### Expected outcomes:

Common understanding by the participants within the framework of defining the national shared value and branding policy.

A roadmap to implement actions for long-discussed topics of national shared value and branding policy.

## MODERATOR

---



### **BUM-ОЧИР ДУЛАМ**

Adviser to the President of  
Mongolia on Culture and Religious  
Policy

Mr. Bum-Ochir Dulam has worked as a Lecturer, Associate Professor at the Institute of Mongolian Language and Literature, Professor and Deputy Head of Department, Fellow of the Open Society Institute, Visiting Researcher at the Center for Mongolian and Inner Asian Studies at the University of Cambridge, UK. He has also worked as a researcher for the project “Emerging Topics in the New Economy” of the University’s Department of Anthropology, College of London, UK, and a senior advisor to the Minister of Culture. He has been serving as an advisor for cultural and religious policy to the President of Mongolia since 2020.

Mr. Bum-Ochir graduated from the Institute of Mongolian Language and Literature, the National University of Mongolia, the University of Bonn, Germany, and the University of Cambridge, United Kingdom, from 1993 to 2006. He has Ph.D. in Linguistics and Anthropology.

## PANELIST



### **DAMDINNYAM GONGOR**

Member of Parliament, Chairman  
of the Standing Committee on  
Education, Culture, Science and  
Sports

Damdinnyam G. graduated the Mongolian State University of Education in 2004 with a degree in sociology and law, from 2005-2007 with a master's degree in political science, and from he studied a 2013-2016 with a master's degree in mining governance and policy at the University of British Columbia.

2008 - 2009 Adviser to the Minister of Nature and Environment,

2009 - 2010 Adviser to the Minister of Education, Culture and Science,

2010 - 2013 Vice-Rector for Social Development of the Mongolian University of Science and Technology,

2015 - 2017 Researcher at British Columbia University,

2017 - 2020 Executive Director of Procon Mining Mongolia LLC,

2020- Member of the Parliament,

2021 - Chairperson of the Standing Committee on Education, Culture, Science and Sports of Parliament of Mongolia.

## PANELIST



**NOMIN CHINBAT**  
Minister of Culture

Nomin Chinbat was confirmed as Mongolia's Minister of Culture in January 2021. A business-woman with broad experience leading numerous Mongolian enterprises – most recently as the Chief Executive of Mongol TV – Nomin brings a keen appreciation of Mongolia's rich heritage and culture to her role as Minister.

Nomin is a trained economist with degrees from both the United Kingdom and the United States. As the CEO of Mongol TV, Nomin produced numerous internationally-known television shows such as Mongolia's Got Talent, The Voice of Mongolia, The Apprentice Mongolia, and Dancing with the Stars. These productions provided Nomin with a clear awareness of the potential and talent of the Mongolian people.

Commercially, Mongolia is perhaps best known for its vast "baigaliin bayalag" or "natural wealth," which has drawn the attention of the global mining industry. As Minister, Nomin's mission is to also develop Mongolia's "soyolyn bayalag," which means "cultural wealth," as she regards Mongolia's rich history, unique culture, and stunning nature as an invaluable resource and great opportunity to fuel Mongolia's cultural creative industry.

## PANELIST

---



### **SEAN KWON**

Executive Director, Edelman Korea

Sean Kwon is in charge of the Hospitality sector at Edelman.

Since he joined Edelman in January 2012, he has worked with various clients such as KTO(Korean brand declaration ceremony), Seoul City(Global brand campaign), Mongolia Nation Brand Committee, Paradise City (Integrated resort), Brand USA, Ocean Park, Emirates airline PA.

Sean has been working with 15 Edelman offices around the world for the past six years through his KFF(Korea Food Foundation) work.

Based on the experiences as a public official in the National Assembly and the Presidential office, he has dealt with various issue management of government and civilian sectors.

Sean received his Ph.D in tourism, and previously worked as a specialist of culture, broadcasting, Finance committee at the National Assembly, Director of bureau of PR of Presidential office.

## PANELIST



### **CHOIJAMTS DEMBEREL**

Khamba

H.E. KHAMBA NOMUN KHAN, GABJU CHOIJAMTS DEMBEREL  
HEAD OF THE CENTRE OF MONGOLIAN BUDDHISTS AND  
ABBOT OF GANDAN TEGCHENLING MONASTERY

Degrees Earned: Honorary Professor, Zanabazar Buddhist University of Mongolia, Gabju Degree, Buddhist Philosophy Geshe Degree, Buddhist Philosophy

Education: Institute of Buddhist Dialectics, Dharamsala, India, Zanabazar Buddhist University of Mongolia

Since 1992 Abbot of Gandan Tegchenling Monastery – the Centre of Mongolian Buddhists,  
1991-1992 Da Lama of Gandan Tegchenling Monastery – the Centre of Mongolian Buddhists  
1990-1993 Member of Ardiin Ikh Khural (the Parliament) of Mongolia,  
1984-1990 Former Vice-abbot of Gandan Tegchenling Monastery – the Centre of Mongolian Buddhists

Other Positions:

Since 2014 President of Buddhist Summit based in Japan

Since 2013 Patron of International Buddhist Confederation based in India

Since 1997 President of Asian Buddhist Conference for Peace (UN-registered) till today

## PANELIST



**GANTSETSEG CHOIDON**  
CEO, Khanbogd Cashmere LLC

State Honored Worker of Industry of Mongolia

Gantsetseg Choidon is the Director General of Khan Bogd LLC and business woman who has achieved a valuable contribution to the development of national production in line with international standards, the promotion of free markets, and the modernization of the industrial sector and the Khan Bogd LLC was cashmere factory of Mongolia that accredited with ISO9001: 2015. Factory laboratory of Khan Bogd LLC was accredited internationally in 2019. In 2020, it became the first "Sustainable Fiber" factory in Mongolia to receive an official assessment of the quality of its cashmere processed by the Sustainable Fiber Alliance (SFA) and to receive a "Silver Certificate" certificate.

Khan Bogd LLC has been supplying cashmere to India, Germany, China, Japan and Korea. In particular, Khan Bogd LLC exports processed cashmere to British and Italian major companies that make products such as Burberry, Prada and Chanel. For the past decade, company was named one of Mongolia's TOP-100 companies, a reliable taxpayer, and the best combed cashmere exporter.

## PANELIST



**GANZORIG VANCHIG**  
Chairman, Bat Solution  
Partners

Ganzorig V. is the chairman of the board at Bat Solution Partners, a business consulting firm specializing in strategy and communications and the president of CEO Club. He earned his Master's degree in E- Business and business management from Australian and Japanese universities. Ganzorig has completed trainings on management, leadership, change management, geo-politics, and policy innovation at the National University of Singapore, University of Cape Town, University of Witwatersrand, Oxford University, University of Virginia, and Yale University. He has been awarded the title of Certified management consultant and also a Young global leader, Class of 2014, of the World Economic Forum. As part of his social responsibility, Ganzorig is the founder and chairman of Down Syndrome Association and Young Professionals' Mentorship program as well as board member of the Special Olympic, Mongolia Australia Society, and Mongolian Association of State Alumni. He serves as an academy member of the Global Teacher Prize. Furthermore, Ganzorig is a columnist as well as a host of 'Syndicate Talk' multi-format TV talk show.