



AUSTRALIA-KOREA FOUNDATION
STRENGTHENING THE RELATIONSHIP

[About us](#) [Jobs](#) [Tenders](#) [Contact us](#)

Site Navigation:

- [Travel Advisories](#)
- [Country information](#)
- [Trade Policy](#)
- [Global Issues](#)
- [Passports](#)
- [Ministers](#)
- [About Australia](#)
- [Embassies and Consulates](#)
- [Treaties](#)
- [Publications](#)
- [Home](#)

Portfolio websites

- [ACIAR](#)
- [ASNO](#)
- [AusAID](#)
- [Austrade](#)
- [EFIC](#)

Site tools

Nobel Laureate Highlights Australia's World Class Education, Science and Research Capabilities in South Korea

Dr Barry Marshall's recent visit to South Korea strengthened government and education/science/research industry relations between Australia and Korea and broadened appreciation of Australia's quality education and research capabilities. Ministerial meetings, an eminent scientists' roundtable and \$52,000 of free publicity during the visit have helped ensure that many South Koreans now know that the Nobel Laureate is Australian.

Australian Nobel Prize winner, Dr Barry Marshall, visited South Korea from 7 to 12 March. Dr Marshall jointly won the Prize for Medicine in 2005 with fellow Australian Dr J. Robin Warren in recognition of their ground-breaking work on stomach ulcers. Dr Marshall infected himself to prove his controversial theory that the bacteria *Helicobacter pylori*, not stress, caused stomach ulcers. He then took antibiotics to cure himself.

South Korea was one of the first countries Dr Marshall visited on his inaugural world tour as a Nobel laureate, sponsored by Korea Yakult to deliver a special lecture for the Korean College of *Helicobacter* and Upper Gastrointestinal Research entitled *Helicobacter pylori; Eradication, Usage and Natural Control in the 21st Century*.

South Korea has one of the highest ulcer rates in the world. Over 70 per cent of South Koreans are infected with *Helicobacter pylori*. Dr Marshall is well known in South Korea for his relationship with Korea Yakult for whom he appears in a television commercial for their flagship product 'Will'. He advises the company on the development of products to better resist *Helicobacter pylori*.

However, many South Koreans did not know that Dr Marshall was Australian, educated and trained entirely in Western Australia.

- [Media Gateway](#)
- [Students Gateway](#)
- [Business Gateway](#)
- [Site Feedback](#)
- [Site Index](#)

Today is Swaziland National Day

Ministerial meetings, an eminent scientists' roundtable and \$52,000 of free publicity during the visit have helped ensure that more South Koreans now know that the Nobel Laureate is Australian.

In preparation for the visit, AEI worked closely with Dr Marshall's office to ensure that the visit reflected government, industry and commercial interests, including by holding:

- meetings with three senior South Korean Ministers (Education and Human Resources Development, Science and Technology, and Health and Welfare).
- an Eminent Scientists Roundtable entitled 'Paving the Way for a Strengthened Collaborative Network between Korea-Australia Life Sciences' for 15 heads of South Korean science and research institutes, sponsored by Seoul National University; and
- a press conference for 30 media representatives, sponsored by the Korea Press Foundation, which resulted in articles in eight major newspapers and television coverage on three prime time news programs reflecting the quality of Australia's education, research and science capabilities and worth more than \$52,000 in free publicity.

Visit outcomes included strengthened government and science/research industry relations and a deeper and more widespread appreciation of Australian higher education and research capabilities. At the Eminent Scientists' Roundtable, the Korean Academy of Science and Technology announced they had made Dr Marshall an honorary member.

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