

Siwon Choi

Singer, UNICEF Regional Ambassador for East Asia and Pacific and UNICEF Next Generation Global Leader

Siwon Choi is a singer and actor best known for being a member of the South Korean boy group Super Junior. He was appointed as UNICEF East Asia and Pacific's Regional Ambassador in 2019 after serving as UNICEF Korea Special Representative for many years. In 2021, Siwon became a founding member of UNICEF NextGen Principals, a global leadership group dedicated to accelerating change for children.

Siwon has travelled extensively across Asia to support UNICEF's work for children, engaging youth in developing solutions to end violence, exploitation, and abuse against children. Given the impact of social media and technology on young people's lives, he is particularly focused on safeguarding children from online risks.

As a UNICEF Regional Goodwill Ambassador, Siwon champions children's rights across the region, and sees investing in children as a top priority for business, philanthropy, and development.