Reasons to Meet in Korea!

**Inspiring Destinations**
South Korea is an exciting destination with something for everyone. A wide range of MICE facilities are available for all types and sizes of meeting: convention complexes for large events to traditional, Korean-themed venues for smaller meetings.

**Inspiring World Class Infrastructure**
More than 70 international airlines operate flights to Korea from over 170 cities around the globe. The railway network in Korea has also been enhanced by the construction of a high-speed train, the Korea Train Express (KTX). The KTX can attain speeds as fast as 300km/hr and runs through the heart of the peninsula, connecting all major cities within a two-hour range.

**Inspiring Pre & Post Tours**
Korea has retained much of its five millennium old heritage and its exotic charm. Among numerous historical relics, eight has been registered on the UNESCO World Cultural Heritage list: Changdeokgung Palace, Hwaseong Fortress, Seokguram Grotto and Bulguksa Temple, the Tripitaka Koreana Woodblocks and their depositories, Jongmyo Royal Ancestral Shrine, Gyeongju Historic Areas, several ancient dolmen sites, and Hahoe Village in Andong and Yangdong Village in Gyeongju.

**Inspiring Shopping and Entertainment**
Korea offers a wide variety of shopping opportunities: arcades, department stores, duty-free shops, districts specialized procedures such as a comprehensive medical screening and cosmetic dentistry treatments at low rates. Travelling abroad for medical treatments is gaining in popularity across the globe and Korea is especially recognized in fields of skin care, oriental medicine, and surgical procedures including plastic surgery, ophthalmic treatments, and spine-related surgery.

Immerse in the Remarkable Cultural Heritage and Vibrant Nature of Korea:
Korea has retained much of its five millennium old heritage and its exotic charm. Among numerous historical relics, eight has been registered on the UNESCO World Cultural Heritage list: Changdeokgung Palace, Hwaseong Fortress, Seokguram Grotto and Bulguksa Temple, the Tripitaka Koreana Woodblocks and their depositories, Jongmyo Royal Ancestral Shrine, Gyeongju Historic Areas, several ancient dolmen sites, and Hahoe Village in Andong and Yangdong Village in Gyeongju.

Experience and Create Exquisite Flavors of Korean Cuisine:
Well-being Korean food contains natural, wholesome ingredients which are nutritionally balanced. Meeting attendees can learn how to make Korean staple foods such as bulgogi, and bibimbap in a cooking class, and try creating the wonderful flavors of Korean cuisine together as a team.

**Inspiring Support Packages by the MICE Bureau**
Shopper’s Paradise
Korea offers a wide variety of shopping opportunities: arcades, department stores, duty-free shops, districts specialized
in shopping, and outdoor markets. At the country’s many shopping centers, meeting attendees can shop late into the night and get a feel for the latest fashion trends. The number of integrated shopping, leisure, and dining areas have increased in recent years, so shoppers can now enjoy both shopping and entertainment.

- Traditional Outdoor Markets: Namdaemun Market, Dongdaemun Market
- Popular Shopping Districts in Seoul: Myeong-dong, Insadong, Itaewon

A Variety of Nighttime Live Performances

Korean non-verbal performances, both modern and traditional, are gaining acclaim worldwide as there are a diverse array of programs bursting with raw talent from world-class breakers, eastern and western martial artists, traditional Korean dancers, and acrobatic performers.

- Modern Shows: Baby (Battle B-Boy), Drawing Show, Jump, Nanta, Sa.Choom
- Traditional Performances: Kim Deok-Soo’s Traditional Yeonhui Performance ‘PAN’, Korea House Folk Performance, Miso at Jeongdong Theater, Legend of Flower at Sheraton Grande Walkerhill

5. Inspiring Cuisine/Gourmet

Korean Delicacies: Flavorful and Healthy Food

Korean cuisine provides unique aromas and tastes. Meals are nutritionally balanced and very low in fat, being made chiefly from a wide variety of vegetables. Seasonings include garlic, red pepper, scallions, soy sauce, fermented bean paste, ginger and sesame oil. Kimchi and bulgogi are perhaps best known to foreigners. Kimchi is a fermented vegetable dish that is a staple of the Korean diet. Bulgogi consists of tender cuts of meat marinated and broiled. Another popular Korean dish is bibimbap, a mixture of rice, vegetables, egg and chili sauce.

6. Inspiring Supports System

Korea MICE Bureau, Your First Inspiring Contact Point

Whether you are a meeting and incentive planner or convention and exhibition organizer, the Korea MICE (Meetings, Incentives, Conventions, Exhibitions) Bureau, a special division of the Korea Tourism Organization, is here to help you. From convention centers and local convention bureaus to PCOs, corporations, NGOs, and DMCs, the Korea MICE Bureau will provide a one-stop solution for all of your needs and help you to host successful meetings.

The Korea MICE Bureau Offers all the Meeting Planners the Following Services:

- Bid/proposal assistance
- Site inspection arrangement
- Assistance with familiarization tours
- Facility and contact information
- Global PR via KTO network
- Local supplier coordination
- Assistance with coordination of customized tour programs, spouse tours and activities, pre- and post-tours

Convention Destination and Convention and Visitors Bureau

Korea MICE Bureau of the Korea Tourism Organization

• Address: 40 Cheonggyecheon-ro, Jung-gu, Seoul 100-180, Republic of Korea
• Website: www.koreaconvention.org

MICE Strategic Planning Team | Convention Team | Incentive and Exhibition Team | International Events Team
---|---|---|---
Email: MICE@knto.or.kr | Email: Convention100@knto.or.kr | Email: Incentive@knto.or.kr | Email: Bene@knto.or.kr
Tel: +82-2-729-9561~8 | Tel: +82-2-729-9551~7 | Tel: +82-2-729-9581~8 | Tel: +82-2-729-9531~9

Convention Bureau of the Korea Tourism Organization

INcheon / Songdo Convention & Exco
Daegu / EXCO
Gwangju / Kimdaejung Convention Center
Busan / BEXCO
Daegu / Daejeon Convention Center
Incheon / Gyeonggi-do / KINTEX
Gwangju / Kimdaejung Convention Center
Daegu / EXCO
Busan / BEXCO
Incheon / Songdo Convention & Exco
Daegu / EXCO
Gwangju / Kimdaejung Convention Center
Busan / BEXCO
Daegu / Daejeon Convention Center
Incheon / Gyeonggi-do / KINTEX
Regional Convention & Visitor Bureaus and Convention Centers

Seoul is the nation’s financial hub and a modern metropolis where traditional and modern architecture coexist harmoniously.

**SEOUL**

**Seoul Convention Bureau**
Tel. +82-2-3788-0821~4 / Email. micer@seoulwelcome.com / Website. www.miceseoul.com

**COEX**
COEX, Korea’s representative convention center complex is located in the heart of Seoul. COEX’s 4 exhibition halls and 54 meeting rooms are part of the World Trade Center Seoul, and share space with 3 five-star hotels, and Seoul’s most popular shopping mall.
Tel. +82-2-6000-1121 / Email. marketing@coex.co.kr  / Website. www.coex.co.kr

**Incheon**

**Incheon Convention Bureau in the Incheon Tourism Organization**
Tel. +82-32-220-5071 / Email. katesong@into.or.kr / Website. www.into.or.kr

**Songdo Convensia**
Built in 2008, Songdo Convensia has been designed and built as Korea's first green convention center, fully equipped with a state-of-the-art ubiquitous wireless system.
Tel. +82-32-210-1022~6 / Email. jidori84@into.or.kr / Website. www.songdoconvensia.com

**Gyeonggi-do**

Located in the central-west area of Korea and surrounding Seoul, Gyeonggi-do is blessed with Suwon Hwaseong Fortress, a UNESCO cultural heritages. Gyeonggi-do’s strength lies in its proven track record for hosting large exhibitions with a well-established infrastructure.

**Gyeonggi Tourism Organization**
Tel. +82-31-259-6913 / Email. francisco81@gto.or.kr / Website. www.gto.or.kr

**KINTEX (Korea International Exhibition Center)**
Easily accessible from Incheon and downtown Seoul, the KINTEX in Goyang is the largest convention venue in the country. KINTEX offers 53,521㎡ of exhibition space and 6,296㎡ of meeting space. The second phase of KINTEX is scheduled to be completed in 2011, increasing total exhibition space to over 93,000㎡ and adopting green technologies.
Tel. +82-31-810-8184 / Email. marketing@kintex.com / Website. www.kintex.com

**Daegu**

Daegu, located in the southeastern region of Korea, is a major player in the textile and the electronics industry. Additionally, with the fine transportation network linked in all directions, it is a point leading to numerous cultural heritages and tourist attractions.

**Daegu Convention Bureau**
Tel. +82-53-601-5323 / Email. dcvb@daegucvb.com / Website. www.daegucvb.com

**EXCO (Daegu Exhibition Convention Center)**
Located in Korea’s third largest city, this facility, which opened in 2001, has six exhibition halls and a column-free convention hall that can accommodate 4,200 delegates. An expansion that will double the space is expected to be completed in 2011, in time for the IAAF World Championships in Athletics.
Tel. +82-53-601-5038 / Email. pw332@excodaeu.co.kr / Website. www.excodaeu.co.kr
### Changwon

Changwon, located in the heart of the country’s manufacturing and industrial region, Changwon offers benchmarking tours to Korea’s leading companies, including Samsung, LG, Doosan, and many more as a center for the machinery, shipbuilding and robotics industries.

**CECO (Changwon Exhibition Convention Center)**

Home to business powerhouses such as Samsung and LG, CECO serves as the industrial heart of Southern Korea. The convention hall accommodates up to 2,000 people; there are nine meeting rooms as well as two exhibit halls that may be combined and customized.

Tel. +82-55-212-1001 / Email. hahan@coex.co.kr / Website. www.ceco.co.kr

### Daejeon

The city serves as Korea’s second administrative capital and a major transportation hub. The biggest strength of Daejeon as a MICE destination is that it is the hub of Korea’s science and technology industries, so it offers an excellent environment for hosting academic conferences related to state-of-the-art technology and engineering.

**Daejeon Convention & Visitors Bureau**

Tel. +82-42-821-0130~3 / Email. hnjeong@daejeoncvb.co.kr / Website. www.dcckorea.or.kr

**Daejeon Convention Center(DCC)**

The Daejeon Convention Center is situated in the Convention Complex Zone, where visitors can find scientific and cultural facilities near the Gap river.

Tel. +82-42-821-0140~7 / Email. hnjeong@daejeoncvb.co.kr / Website. www.dcckorea.or.kr

### Busan

Busan is Korea’s principal seaport and second largest city. The city is known for being the largest logistics port city in Korea as well as the site of the Pusan International Film Festival (PIFF) held annually in October. With the successful hosting of the 2006 UNESCAP, 2005 APEC Economic Leaders’ Meeting and the ITS(Intelligent Transportation System) World Congress in 2010, and The 95th Lions Clubs International Convention in 2012, the city continues to ascend as a MICE destination.

**Busan Convention & Visitors Bureau**

Tel. +82-51-740-3620 / Email. lena3032@naver.com / Website. www.busancvb.org

**BEXCO (Busan Exhibition & Convention Center)**

BEXCO located in the famous Haeundae beach resort area is undertaking an expansion plan to add a new auditorium with a capacity of 4,000 people and a second exhibition building measuring over 20,000㎡, which are set to open in 2012.

Tel. +82-51-740-7348 / Email. bexco@bexco.co.kr / Website. www.bexco.co.kr

### Gwangju

As the economic and educational center of the southwestern area for centuries, Gwangju has long been regarded for its rich culture and arts. The biggest strength of Gwangju as a MICE site is its celebrated and famous Korean cuisine, exuberant cultural and artistic resources, and unique tourism sites.

**Gwangju Convention & Visitors Bureau**

Tel. +82-61-611-3621 / Email. han@gwangjucvb.or.kr / Website. www.gwangjucvb.or.kr

**Kimdaejung Convention Center**

Named after Kim Dae-Jung, former president of Korea and Nobel Peace Prize Laureate, the center is the south-west region’s leading meetings venue with 10,796㎡ of exhibition space.

Tel. +82-62-611-2226 / Email. hncho@kdjcenter.or.kr / Website. www.kdjcenter.or.kr

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### Regional Convention & Visitor Bureaus and Convention Centers

#### Changwon

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<tr>
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<td>Tel. +82-55-212-1001 / Email. <a href="mailto:hahan@coex.co.kr">hahan@coex.co.kr</a> / Website. <a href="http://www.ceco.co.kr">www.ceco.co.kr</a></td>
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#### Daejeon

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<td>Tel. +82-42-821-0130~3 / Email. <a href="mailto:hnjeong@daejeoncvb.co.kr">hnjeong@daejeoncvb.co.kr</a> / Website. <a href="http://www.dcckorea.or.kr">www.dcckorea.or.kr</a></td>
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<td>Tel. +82-51-740-7348 / Email. <a href="mailto:bexco@bexco.co.kr">bexco@bexco.co.kr</a> / Website. <a href="http://www.bexco.co.kr">www.bexco.co.kr</a></td>
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#### Gwangju

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<td>Tel. +82-62-611-2226 / Email. <a href="mailto:hncho@kdjcenter.or.kr">hncho@kdjcenter.or.kr</a> / Website. <a href="http://www.kdjcenter.or.kr">www.kdjcenter.or.kr</a></td>
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</table>
Regional Convention & Visitor Bureaus and Convention Centers

Once known foremost as a honeymoon destination, Korea’s premier resort island is now an appealing alternative for the MICE market thanks to its world-class facilities and comprehensive MICE services. The island is home to many picturesque beaches, waterfalls, cliffs and caves. Its natural beauty, semi-tropical climate and unique traditional culture provide a warm welcome. Meeting attendees can choose from diverse leisure options, including everything from scuba diving and paragliding to golfing and hiking.

Jeju Convention & Visitors Bureau
Tel. +82-64-739-1804 / Email. streamway@jejucvb.or.kr / Website. www.jejucvb.or.kr

ICC Jeju (International Convention Center Jeju)
Perched atop a cliff, the elliptical building is regarded as an architectural masterpiece. Its location is spectacular and the interior provides 270-degree ocean and mountain view. The United Nations, Pacific Asia Travel Association, and Asian Development Bank have all convened here.
Tel. +82-2-775-1092 / Email. shhan@iccjeju.co.kr / Website. www.iccjeju.co.kr

One-stop Service Supports for Planning and Hosting of International Conferences

The Korea Tourism Organization is here to help you successfully plan any type of Meetings

Phase 1: Assistance for organizations that seek to plan international conferences
The KTO provides assistance to associations that are considering holding international conferences in Korea.
• Providing guidance and counseling on process of planning international conferences in Korea.
• Assisting in drafting proposals for planning conferences in Korea, and sending letters to support bids.
• Arranging site inspections, and assisting with familiarization tours.
• Providing promotional videos, visitor brochures, maps and guide books.
• Providing assistance in planning events in Korea through the KTO’s overseas branch networks.

Phase 2: Supporting overseas promotional activities for international conferences which are set to take place in Korea
The KTO provides support for overseas promotional activities to help increase participants in international conferences, which are set to take place in Korea.
• Providing subsidies (production of promotional brochures and souvenirs).
• Providing promotional videos, visitor brochures, maps and guide books.

Phase 3: Providing assistance for the convening of international conferences set to take place in a given year
The KTO provides assistance to assure successful operation and hosting of international conferences
• Providing facility and contact information.
• Providing subsidies (printing of participants’ guide, operation of tour programs, and production of souvenirs).
• Providing promotional videos, visitor brochures, maps and guide books.
• Assisting with tour programs as well as cultural and art performances.
Seoul takes pride in having an extraordinary environment for hosting conventions. As a northeast Asian business hub, Seoul has what it takes for business success, starting with the award-winning Incheon International Airport, which is the fourth largest in the world and services 56 airlines connecting to 165 cities around the globe. To top it off, Seoul has a top-ranked convention center, Coex, which hosted the 2010 G-20 Summit. Here is a short list of just 10 reasons why people choose Seoul with confidence as an ideal convention city.
Why SEOUL?

1. High-tech

Seoul is famously high-tech. Since 2003 the city has continuously placed first in the 100 Cities Survey on e-Government for the highest percentage of security, accessibility, content, service and citizen participation. Seoul also has Coex, an IT-based convention center that matches outstanding service with high-speed wireless internet and GPS information services that run all throughout the center.

As a pioneer in smartphone technology, Seoul’s mobile networks are becoming more expansive. Whether you are on the subway or just walking through the city, you can fully utilize the capacity of your smartphone or PDA through both wireless internet hotspots or phone networks. For instance, using GPS, you can triangulate your current location, find instructions on how to get to where you’re going and even discover new places using augmented reality applications.

Try visiting Samsung Delight, where you can experience the newest technologies released by this Korean electronics giant.

2. Green

Seoul is graced with the Hangang River, which flows through the center of the city, and the majestic Namsan Mountain that overlooks it. These are just two of the landmarks that represent the city’s abundant natural landscape. Seoul is focusing on expanding city parks in the campaign to make the entire city more environmentally friendly.

* Hangang River Renaissance: The natural landscape of the Hangang River is being restored to become a cultural heritage site. This includes the renovation of the bridges that reach over the river into beautiful silver-white bridges, which offers a lovely and romantic night view. Due for completion in 2014, the modern art and cultural complex “Hangang River Art Island” promises to be a spectacular venue.

* Namsan Mountain Renaissance: This grand urban development project is targeted at transforming Mt. Namsan into a peaceful and pleasant cultural venue. This project preserves the beauty of the existing promenade and cultural heritage site while adding a variety of fun and exciting cultural events and educational programs.

* Cheonggyecheon Stream: Four decades after it was covered by concrete to construct an elevated highway, this stream was restored to its former beauty. Upon its completion, it has been transformed into a beautiful natural asset and has received many compliments from visitors and citizens alike. With Cheonggye Plaza and a total of 22 bridges over the stream, Cheonggyecheon Stream area plays host to exciting outdoor performances and events all year round.

3. Entertainment

Seoul is an exciting city where you have 24-hour access to various leisure and entertainment spots. Seoul attracts many famous performers all year round and provides a great variety of performances - be it art, music, dance, or theater. To top it all off, you can still enjoy shopping or a soothing massage and spa treatment as they too are available around the clock, providing an experience that is unique to Seoul.

* Non-verbal Performances: Seoul’s key nonverbal performances, the musical performance NANTA, martial arts performance JUMP, and the various, thrilling B-Boy acts have become world-renowned.

* 24-hour Shopping: One of the most popular aspects of Seoul is its 24-hour shopping. Huge fashion clusters (E.g. Dongdaemun Market, Namdaemun Market), “youth streets” (E.g. Hongdae Area, Sinchon), and numerous shops, cafes, and bars are open 24 hours a day.

4. Culture

Seoul is a royal city with five palaces standing in the heart of this ancient capital. They date back over 600 years to the founding of the Joseon dynasty in 1392 and add a traditional and historical flavor to Seoul’s modern city landscape. Seoul is also home to three UNESCO World Heritage Sites.

* Changdeokgung Palace: The ‘Palace of Prospering Virtue’ is one of Seoul’s five grand palaces built over 600 years ago, and it was the most favored palace for Joseon Dynasty royalty. Changdeokgung was listed as a UNESCO World Heritage site for its exemplary East Asian architecture, its beautiful gardens, and the way in which it was designed to harmonize with its natural surroundings.

* Jongmyo: A Confucian shrine dedicated to the kings and queens of the Joseon Dynasty, Jongmyo is said to be the largest wooden structure in the world. Known as “the Parthenon of the
East”, it was registered on UNESCO’s World Cultural Heritage List in 1995.

* Royal Tombs of the Joseon Dynasty: The Royal Tombs of the Joseon Dynasty form a collection of 40 tombs scattered over 18 locations. Built over five centuries, from 1408 to 1966, the tombs honored the memory of ancestors. Alongside the burial area, the royal tombs feature a ceremonial area and an entrance. The tombs were registered in 2009.

5. Cuisine

Visitors to Seoul often consider Korean cuisine to be one of the most memorable highlights of their trip. Everyone has their own favorite dish - be it kimchi, galbi (marinated ribs) or bibimbap (mixed rice bowls). Seoul also has a large selection of foreign foods, from kebabs and Italian favorites to Indian and Latin American.

* Bibimbap: A bowl of steamed rice mixed with various vegetables, gochujang (chili paste) and sesame oil. It offers the perfect blend of various flavors and nutrition, and can be customized to accommodate nearly any dietary restrictions.

* Kimchi: Napa cabbage and other ingredients (including pepper and garlic) are mixed together and then allowed to ferment in a cool, dry place. With a spicy taste and a high level of lactic acid, it is globally recognized as an extremely nutritious food.

* Bulgogi: Sliced beef that has been marinated in soy sauce and grilled. Due to its tender and savory taste, bulgogi is one of the most popular Korean dishes.

* Traditional Korean Table-Setting: A full-course Korean meal served with an array of savory side dishes, which include kimchi, bulgogi, doenjang jiggae (soybean paste stew), and jeotgal (salted fish).

6. Hospitality

The citizens of Seoul are known to be quite welcoming to visitors, allowing most visitors to enjoy a comfortable visit. Many people are most willing to offer their assistance while you navigate the city.

7. Design

Seoul was designated as part of the UNESCO Creative Cities Network in design as part of the efforts to promote and encourage the use of design in furthering the social, economic and cultural development of the world’s cities. Korea is making urban design headlines around the world, especially because of Seoul where one can see unique, ultra-modern structures everywhere.

8. Convenience

Seoul is well served by state-of-the-art infrastructure, from world-class accommodation and modern transportation systems to ubiquitous broadband Internet access. Meeting industry professionals can be assured of having everything they need to make their event a success. They can also take advantage of a free information hotline and even a special smartphone application ‘i Tour Seoul’ that provides all the information needed to get around the city.

9. Security

Seoul has earned a reputation as a city with a high level of safety, security and sanitation. Seoul operates the Seoul Global Center to provide various services to visitors, a Medical Referral Service for foreigners, and the Call Center providing services in multiple languages to minimize inconvenience to foreigners. Most services and facilities are available 24 hours.

* Seoul Global Center: +82-2-2075-4130
* Medical Referral Service: 010-4769-8212 or 010-8750-8212 (call 1339 for emergencies)
* Dasan Call Center: 120 (for foreign languages wait, then press 9)

10. Festival

Koreans are a fun-loving people and Seoul is a city full of festivals and celebrations. Seoul celebrates some 600 annual festivals including the Hi Seoul Festival - which is held every spring and features street performances, concerts, and shows throughout the city. Other events to look out for are the Seoul Lantern Festival, the International Drum Festival, and the Seoul Tano Festival.
Seoul Convention Bureau

The Seoul Convention Bureau is a division of the Seoul Tourism Organization dedicated to the business of Meetings, Incentives, Conventions and Exhibitions. We are in charge of international marketing and public relations for Seoul as a convention city. For MICE events, we provide services at every level, from support for bids to the promotion and final staging of the event.

The Seoul Convention Bureau has also developed specialized programs to educate convention experts, expand MICE offerings and reinvigorate the MICE industry. Committed to the advancement of Seoul as a convention destination, the Seoul Convention Bureau has joined forces with the Seoul Metropolitan Government to strengthen the MICE industry’s competitive power and provide you, our valued customers, with outstanding value and service.

Contact
Phone : +82-2-3788-0849 (Ms. Grace Kim, Int’l Conferences and Meetings Support)  
+82-2-3788-0824 (Ms. Diane Kim, Int’l Corporate Meetings Support)  
+82-2-3788-0822 (Mr. Martin Kim, Advertising and Promotions)  
e-mail : mice@seoulwelcome.com  
Webpage : www.miceseoul.com

Support System

Bidding Support for Hosting MICE Events
- Financial support for site inspections, bidding activities, and bid proposal preparation
- Information and data on bidding to host events through the Seoul Metropolitan Government
- Administrative and logistical support and sponsorship.

Promotional Support for MICE Events
- Financial support for promotional activities
- Information and professional consultation on holding conventions
- Provision of promotional multimedia resources about Seoul

Event and Meeting Operations Support
- Financial support for convention operating costs
- Depending on the event, a sponsored banquet with the mayor of Seoul
- Support for tourism brochures to be distributed to convention participants

Seoul Convention Supporters
- Top students chosen from convention-related departments of universities and Seoul Convention Academy graduates
- Highly trained and dedicated multilingual staff able to support any event
Financial Support Program for International Conferences and Meetings

Eligibility
A financial support program is organized by STO for international conferences and meetings. To qualify, event organizers should confer with the appropriate STO representative, and the event must also meet certain criteria in regards to the size of conference, duration, number of overseas participants, and other factors.

Type of Support and Details

<table>
<thead>
<tr>
<th>Type of Support</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Type A</strong> (Events to be Attracted)</td>
<td>Assistance with bidding for international conferences and meetings to attract these events to Seoul.</td>
</tr>
<tr>
<td><strong>Type B</strong> (Events to be Promoted)</td>
<td>Assistance in promotional activities to bring international conferences and meetings to be held in Seoul.</td>
</tr>
<tr>
<td><strong>Type C</strong> (Events to be Hosted)</td>
<td>Assistance with the operation of international conferences and meetings to be held in Seoul.</td>
</tr>
</tbody>
</table>

※ Candidates are limited to each type of assistance once per event (including publicity runs until the year before the event takes place).
※ Applications must be submitted at least two months before the event

For further information, please contact the following:
- International Conferences and Meetings
  Phone: +82-2-3788-0849 [Ms. Grace Kim] / +82-2-3788-0875 [Ms. Minn Woo]
  Fax: +82-2-3788-0899
  E-mail: smile@seoulwelcome.com

Financial Support Program for Corporate Meetings

Eligibility
Corporate meetings held in Seoul must have at least 30 overseas participants staying a minimum of two consecutive nights and have one officially scheduled meeting in order to qualify for financial support. Corporate meetings include meetings held by associations, institutions and businesses.

Type of Support and Details

<table>
<thead>
<tr>
<th>Type of Support</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Type A</strong> (Events to be Promoted)</td>
<td>Assistance with bidding or promotional activities for international corporate meetings.</td>
</tr>
<tr>
<td><strong>Type B</strong> (Events to be Hosted)</td>
<td>Assistance with the operation of international corporate meetings held in Seoul.</td>
</tr>
</tbody>
</table>

※ Candidates are limited to each type of assistance once per event.
※ Eligibility for Additional Benefits:
  - Corporate meetings or conferences that exceed 1000 participants or particular meetings (such as high-level executive meetings, etc.)
  - Organizations that choose to host their event in Seoul for two consecutive years.
※ Applications must be submitted at least one month before the event

For further information, please contact the following:
- Corporate Meeting Support
  Phone: +82-2-3788-0824 [Ms. Diane Kim]
  Fax: +82-2-3788-0899
  E-mail: dianekim@seoulwelcome.com

※ Applications must be submitted at least two months before the event
G20 Seoul Summit 2010  
Date: Nov 11-12, 2010  
Organized by: The Presidential Committee for the G20 Summit  
Scale: Participating Countries: 20, Total no. of participants: 10,000 (Overseas participants: 6,000)  

UNESCO The 2nd World Conference on Arts Education  
Date: May 25-26, 2010  
Organized by: Organizing Committee for the 2nd World Conference on Arts Education  
Scale: Participating Countries: 107, Total no. of participants: 3,000 (Overseas participants: 500)  

XXIII IUFRO World Congress  
Date: Aug 23-28, 2010  
Organized by: Korea Forest Research Institute  
Scale: Participating Countries: 20, Total no. of participants: 3,500 (Overseas participants: 2,500)  

SIGGRAPH Asia 2010  
Date: Dec 15-18, 2010  
Organized by: Seoul Animation Center  
Scale: Participating Countries: 120, Total no. of participants: 20,000 (Overseas participants: 4,000)  

2011 International Dragon Awards  
Date: Aug 4-10, 2011  
Organized by: Insurance Marketing Management International  
Scale: Participating Countries: 10, Total no. of participants: 5,000 (Overseas participants: 5,000)  

The 22nd World Congress of Dermatology 2011  
Date: May 24-29, 2011  
Organized by: Korean Dermatological Association  
Scale: Participating Countries: 120, Total no. of participants: 15,000 (Overseas participants: 13,500)  

The 20th World Congress of Gerontology and Geriatrics  
Date: June 23-28, 2013  
Organized by: Federation of Korean gerontological societies  
Scale: Participating Countries: 70, Total no. of participants: 10,000 (Overseas participants: 8,000)  

International Congress of Mathematicians 2014  
Date: Aug 19-27, 2014  
Organized by: International Congress of Mathematicians 2014 Organizing Committee  
Scale: Participating Countries: 100, Total no. of participants: 6,000 (Overseas participants: 5,500)  

32nd World Congress of Internal Medicine  
Date: Oct 26-30, 2014  
Organized by: The Korean Association of Internal Medicine  
Scale: Participating Countries: 60, Total no. of participants: 5,000 (Overseas participants: 2,500)  

2015 PIARC World Road Congress  
Date: Nov 2-6, 2015  
Organized by: Korea Road & Transportation Association  
Scale: Participating Countries: 150, Total no. of participants: 3,500 (Overseas participants: 2,700)  

International Commission on Occupational Health 2015 Congress  
Date: May 10-16, 2015  
Organized by: KOSHA  
Scale: Participating Countries: 110, Total no. of participants: 3,000 (Overseas participants: 2,000)  

The 26th International Society of Hypertension Biennial Scientific Meeting 2016  
Date: 2016  
Organized by: The Korean Society of Hypertension  
Scale: Participating Countries: 60, Total no. of participants: 8,000 (Overseas participants: 6,000)  

2016 Rotary International Annual Convention  
Date: 2016  
Organized by: The Rotary International, Korea  
Scale: Participating Countries: 90, Total no. of participants: 50,000 (Overseas participants: 22,000)
Coex Convention Center

Coex Convention & Exhibition Center in Seoul is Korea’s venue of choice. Inaugurated in 1986, Coex provides more than 20 years of experience and know-how in the local MICE industry. The center is conveniently located in the heart of Gangnam, Seoul’s business district, and hosts a yearly average of 200 exhibitions and over 2,000 separate meetings and events.

Coex’s meetings facilities consist of 4 main exhibition halls and 54 dividable meeting rooms. On-site accommodations include three 5-star hotels, Asia’s largest shopping mall, three multinational office skyscrapers, two top theaters, and the city’s only airport terminal. Coex’s infrastructure ensures that all your needs -- be they business, entertainment, shopping, or culture -- are met right here under one roof.

SETEC

Consisting of three exhibition halls and four meeting rooms, SETEC has ushered many businesses into the global market. The whole SETEC site spans 34,600m², in the center of which is the main building, which is 15,630m². The space can be organized in many different ways to accommodate demands for various functions, including speciality exhibitions, EXPOs, international meetings, events, and performances. This world-class exhibition and convention center is fully equipped with a wide range of annex and support facilities.

Coex Convention Center

- Total area: 106,612 m²
- No. of meeting rooms: 54 (11,255m²)
- Exhibition space: 4 halls (36,007m²)
- Established in 1979
- From Incheon Int’l Airport: 60 min. / 64.75 km
- Subway Station: Line #2 Samsung Station
- Contact: www.coex.co.kr (Tel. 82-2-6000-1123)

SETEC

- Total area: 15,630m²
- No. of meeting rooms: 3 (650m²)
- Exhibition space: 3 halls (7,948m²)
- Outdoor Exhibition areas: 2 (3,365m²)
- From Incheon Int’l Airport: 60 min. / 71.28 km
- Subway Station: Line #3 Hakyeoul Station
- Contact: http://setec.or.kr
  (Tel. +82-2-2222-3816)
Korea's Most Charming Region: Gyeonggi-do

Geographically, Gyeonggi-do surrounds Seoul, the capital city of the Republic of Korea and is the center and the economic hub of the country. Because the province has easy access to transportation with two airports and two ports, any city in Northeast Asia can be reached within two hours. Gyeonggi-do is where a tour of Korea begins. From prehistoric times through Baekje, Goryeo and Joseon dynasties, which maintained the royal road through the region, Korea's leading industries, the IT industry and tourism, have flourished in Gyeonggi-do. Gyeonggi-do-Korea’s most charming region where the past, present and future come together. Let’s find out about this fascinating place.

Why Gyeonggi for Conventions?
Why
GYEONGGI?

1. A Special Land, Home to UNESCO World Cultural Heritages

Gyeonggi’ means ‘the Outer Land of the Kingdom’s Capital’ which protects the royal palace. Since 1018(Goryeo Period) when the name was first used, the province has long been specially treated as the land guiding the capital city of the kingdom, which is why Suwon Hwaseong Fortress, a UNESCO World Cultural Heritage, can be found here. Suwon Hwaseong, the masterpiece of the Joseon Dynasty, is one of the finest Asian fortresses. It was scientifically designed based on both Asian and Western military science theories and the Asian philology of ‘filial piety’. This fortress, which passes through the downtown area of Suwon, is a well-known tourist destination that expresses the charm of Gyeonggi-do, where tradition and modernity are balanced. Based on this valuable cultural heritage, the province has become the center of Hallyu (the ‘Korean Wave’).

2. From the Center of Hallyu to the Hollywood of Asia!

Gyeonggi-do has been a filming location for many well-known Korean TV dramas and movies including ‘Dae Jang Geum,’ ‘JSA,’ ‘My sassy Girl,’ ‘Taegeukgi: The Brotherhood of War’ and ‘King and the Clown’. In particular, the location of ‘Dae Jang Geum’, which has been a great sensation both in the US and Europe as well as throughout Asia, has been preserved intact as a popular tourist destination. The 66,116-wide Bucheon Fantastic Studio, the location of ‘the Brotherhood of War,’ offers a presentation of Korea’s past. Visitors to these studios might feel that they have traveled back in time.

At the KOFIC Namyangju Studios, visitors can view the filming locations of historical dramas set during the Joseon Dynasty as well as the film ‘JSA’. Many well-known Korean TV dramas and movies that have promoted ‘Hallyu’ as well as TV commercials and animation were shot here.

3. 31 Theme Parks and Festivals for 365 Days

Gyeonggi-do is made of 31 cities and countries. The 31 districts wrap around Seoul like a doughnut and are just like 31 varied theme parks in and of themselves, attracting tourists all the year round with unique and fascinating festivals. With large theme parks, beautiful natural parks and a variety of experiential facilities the province offers world-class festivals as well as charming local festivals. Gyeonggi-do has the Korean tourism resources and conveniences for a city tour, as well. Gyeonggi-do is home to large corporations such as Samsung Electronics, Hyundai-Kia Motors Group because of its easy transportation and well-established infrastructure, and many businesspersons have visited the region to learn about Korea’s advanced industrial technology.

4. The World’s 4 Most Favorite Theme Park and the Unique DMZ!

Everland was named the world’s 4th popular theme park by Forbes in 2005. Located in Gyeonggi-do, it is one of the most impressive tourist attractions in Korea with an annual nine million visitors. Besides Everland, the province has many other exciting theme parks such as Gwacheon Seoul Land, Tiger World, and Ajin’s World. The Korean Folk Village, which features mansions of the Yangban(Joseon Dynasty aristocrats) as well as ‘Chogajip’(rice straw-thatched houses), is a world-class tourist destination in which a variety of Korean traditions and cultures can be experienced. For foreign tourists, in particular, it is a must-see destination since Nongak(a rural form of Korean percussive music), Jultagi(tight-rope walking) and traditional wedding are presented all the year round. The recently-opened Tiger World is the world’s 12th indoor ski slope and offers advanced technology and services. While theme parks are manmade tourist spots, the DMZ is a natural tourist attraction. The DMZ, the world’s only active line of division, has recently come to be viewed as a great ecological tourist spot with exquisite natural resources. Many people, including children and world celebrities, have visited the DMZ, which has been secluded from the world for half a century, to discover the importance of nature and hear a true message of peace.
Established in 2002, Gyeonggi Tourism Organization (GTO) promotes the beauty of Gyeonggi-do. The GTO contributes to the prosperity of Gyeonggi-do as well as promotes the image of Korea. The GTO not only creates world-class tourist attractions but also develops tourism marketing strategies. Creating value for our customers is our core vision and we try to make Gyeonggi-do as the most exciting, attractive, and desirable destination for travelers.

**Support System**

**Bidding Support for Hosting MICE Events**
- Financial support for site inspections, bidding activities, and bid proposal preparation
- Information and data on bidding to host events through Gyeonggi Province
- Administrative and logistical support and sponsorship

**Promotional Support for MICE Events**
- Information and professional consultation on holding conventions
- Provision of promotional multimedia resource about Gyeonggi Province

**Event and Meeting Operations Support**
- Financial support for convention operating costs
- Depending on the event, may sponsor banquet
- Support for tourism brochures to be distributed to convention participants

**CONTACT**

Ju Suk Hong  
Phone: +82-31-259-6913  
E-mail: francisco81@gto.or.kr  
Webpage: www.gto.or.kr
Introducing Convention Centers in Gyeonggi

KINTEX

KINTEX, The Largest and Newest Convention Centre

Located near the Seoul metropolitan area, KINTEX has proven itself to be a leading venue in Asia, hosting numerous international events every year.

Flexible ergonomic design with 10 event halls, 54 meeting rooms, KINTEX covers groups of 10 to 50,000 delegates in a single space with cutting-edge technology (wi-fi and 100Mbps internet).

Additionally, KINTEX features various attractions, including historical sites (UNESCO heritage), theme parks, premier restaurants and shopping malls, a world-class art centre and fine bar/nightclub.

KINTEX promises all organizers and delegates the warmest of welcome.

<table>
<thead>
<tr>
<th>Hall Information</th>
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</thead>
<tbody>
<tr>
<td>- Exhibition Hall : 10Halls, 108,000, 5,000 ~ 50,000 seats</td>
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<tr>
<td>- Congress Hall : 5,600, 500 ~ 6,000 seats</td>
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<tr>
<td>- Grand Ballroom : 1,660, 2,000 seats</td>
</tr>
<tr>
<td>- Meeting Rooms : 54 Rooms, 50 ~ 600 seats</td>
</tr>
</tbody>
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<table>
<thead>
<tr>
<th>Accessibility</th>
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<tbody>
<tr>
<td>- Downtown Seoul : 20 mins (by car)</td>
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<tr>
<td>- International Airport : 35 mins (by car)</td>
</tr>
<tr>
<td>- Domestic Airport : 20 mins (by car)</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Accommodation</th>
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<tbody>
<tr>
<td>- 15,000 rooms within 30 mins</td>
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</table>

* Address: 2600, Daehwa-dong, Ilsanseo-gu, Goyang-si, Gyeonggi-do, South Korea
* Convention Marketing Team
  * Tel: +82 31 810 8182~8185
  * Fax: +82 31 810 8086
* Contact Person
  Frank Yang, CMP, PMP, CEM
  * Tel: +82 31 810 8184
  * E-mail: frankyang@kintex.com
* Website: www.kintex.com
Incheon Metropolitan City is located in the mid-west Korea peninsula abutting the Yellow Sea as a gateway to Northeast Asia with both international seaport and international airport in its hand. The city is distant 28km from the nation’s capital, Seoul. Incheon is planning to hold the 17th Incheon Asian Games in 2014. It has 2.6 millions of the citizens of Incheon with the aspiration to build the era of the ubiquitous network. The current administrative unit covers a total area of 986.45km², or 0.98% of the entire South Korea. Incheon is enhancing the passive position only for the gateway of the metropolitan area into dynamic position in playing the roles of the motive power for local and national economic development by transforming into the hub of the northeast Asia. Many attractions lie just a short distance outside Seoul, and are easily accessible by bus, train or car. With an international airport and an international seaport, Incheon, only an hour from Seoul, is the main gateway of Korea.
Why INCHEON?

1. A gateway for Korea's modernization and economic growth

Incheon Metropolitan City has been the doorway for Korea's modernization and economic growth since the opening of the country's first modern port in 1883. In 2001, the opening of the state-of-the-art Incheon International Airport established it as the logistics center of northeast Asia. In 2003, a new chapter in Incheon's history began with the government of Korea's establishment of the Incheon Free Economic Zone (IFEZ), Korea's first such project.

2. International Accessibility: the transportation hub in northeast Asia

Incheon International Airport serves as Korea's primary international airport, while Gimpo Airport, more modest in size, offers alternative international flights to and from Korea. Incheon International Airport is the hub port of northeast Asia where 51 cities comprising over one billion people are located within a three and a half hour flight. The airport comes third in terms of quantities of goods transported, and stands as the world's largest at 562 square meters; it is ranked second in terms of customer satisfaction.

3. Incheon Free Economic Zone (IFEZ): Asia's business hub

The Korean government designated Incheon City as Korea's first Free Economic Zone in line with its key 21st century economic growth strategies. The Incheon Free Economic Zone (IFEZ) comprises three districts: 138 square km of Yeongjong, 53 square km of Songdo, and 18 square km of Cheongna—totaling 209 square km, 3 times the size of Manhattan, New York.

4. Penta Port: a joyful and abundant future

Incheon has five advantages over any other city in the world; Incheon International airport, a hub airport in northeast Asia; Songdo New City for Information Technology (the airport); Incheon port, a global center for international trade and distribution (the seaport); Songdo New City for Information Technology, a Mecca for international business and high-tech industry (the teleport); the northwestern international financial district, which will become a center of international finance (the business Port); and many tourist attractions in the area, including Yongyu and Muui on Yeongjongdo Island (enjoy beautiful scenery, tasty local cuisine, the northwestern leisure district, the graceful coastline of Ganghwado Island, and hundreds of small islands off the west coast).
Incheon Tourism Organization is the all-inclusive service organization for tour business, featuring Incheon Metropolitan City.

- Development of Tourist Attraction
- Hosting Conventions
- Business to Improve Tourism Environment
- Development of Products for Tourists
- Domestic and International Tourism Marketing
- Incidental Business

Hosting Support Service

- Advanced Promotion Service
- Proposal Documents
- Support for Proposal Presentation
- Support for Site Inspection
- Connection with Local and National Government
- Assistance with related administrative tasks in connection with hosting a conference
- Subsidization of visit expenses incurred during an Incheon site inspection
- Assistance with marketing and promotional activities abroad

Organizing Support Services

- Incentives for Participants
- Overseas Promotion
- Venue Arrangement
- Organizing Interpreters and Staffs
- Catering services (e.g., welcome / farewell dinner)
- Promotional materials (e.g., brochures, signage)
- Shuttle bus service

CONTACT

Phone: +82-32-220-5070~3
e-mail: cvb@into.or.kr

Webpage: www.into.or.kr

MS. Younghee (Kate) Song
4th FL. BENIKEA Premier Songdo BRIDGE Hotel 10-2, Songdo-dong, Yeonsu-gu, Incheon, Korea
Phone: +82-32-220-5070~3
e-mail: cvb@into.or.kr
Incheon Convention Calendar (2011-2015)

**Routes Asia 2011**
Date and Venue: Mar.27, 2011-Mar.29, 2011 / Songdo Convention
Organized by: Incheon International Airport Corporation

**Incheon Sister Cities Summit**
Organized by: Incheon Metropolitan City

**73rd SKAL World Congress**
Organized by: SKAL International
Scale: About 1,000 members of SKAL

**RI(Rehabilitation International) 22nd World Congress, RI Assembly, and RI Executive Committee Meeting**
Date and Venue: Oct.29, 2012 - Nov.3, 2012 / Songdo Convention
Organized by: The Ministry for Health, Welfare and Family
Scale: About 100 nations / About 3,000 members

**17th ASIAN GAMES INCHEON 2014**
In and around Incheon Metropolitan City
Organized by: The 2014 Incheon Asian Games Organizing Committee (AGOC)
Scale: About 13,000 athletes and officials, and about 7,000 broadcasting personnel from the 45 OCA member states
Songdo ConvensiA

Located in Korea’s first Free Economic Zone, Songdo ConvensiA has all the requisite features of a world-class complex, including easy accessibility, ample tourism resources, luxury hotels and restaurants, and an active support network consisting of both public and private organizations. It features multiple exhibition halls and provides the necessary foundation for your business to be a success.

Songdo ConvensiA - Premier Ballroom

To meet the needs of any event, the Premier Ballroom features a mobile stage and state-of-the-art communication and presentation equipment, including advanced A/V setup and a language interpretation system.

Songdo ConvensiA - Conference Room

Songdo ConvensiA’s medium and small conference rooms, which can be separated or joined by partitions, can accommodate events of various sizes. All essential boardroom features are installed in the ceilings and within the walls of the conference rooms to maximize efficiency.

Songdo ConvensiA - Exhibition Hall

A high-ceiling exhibition space that can be customized ensures the success of exhibitions and events.

Songdo ConvensiA

Address: (406-741) Songdo-dong, Yeonsu-gu, Incheon, Korea.
Tel: +82-32-210-1114~1115
Fax: +82-32-210-1005
Website: www.songdoconvensia.com
Daegu is the center of tourism and culture in the southeastern region of Korea. Here, tradition and technology thrive together in harmony. Besides its history, Daegu is well-known for its textile, machinery, metal and automotive industries. The greatest strength of Daegu as a MICE destination is that it has hosted many events related to cutting-edge technologies, including IT and mechatronics, as well as energy-related conferences and other incentives.

Why Daegu for Conventions?

Daegu is the center of tourism and culture in the southeastern region of Korea. Here, tradition and technology thrive together in harmony. Besides its history, Daegu is well-known for its textile, machinery, metal and automotive industries. The greatest strength of Daegu as a MICE destination is that it has hosted many events related to cutting-edge technologies, including IT and mechatronics, as well as energy-related conferences and other incentives.
1. **A city blessed with UNESCO World Heritage sites**

Daegu is the birthplace of traditional Korean culture: its origins go back millennia and its historical significance has been highlighted internationally by UNESCO, which has awarded it four World Cultural Heritage sites. Not only did Korean Buddhism and Confucianism originate here, but visitors are also entranced by the area’s quintessential Asian qualities. There are numerous tourist attractions and tours available.

2. **A pivotal business city full of vitality**

Korea’s economic engines, including textiles and fashion in Daegu, steel in the neighboring Pohang, petrochemical and automobile industries in Changwon, and electronics in Gunim are all concentrated in the Daegu region. Numerous trade shows at the EXCO are closely related to the products of these industrial cities, providing visitors with an opportunity to personally experience the nation’s economic vitality. As illustrated below, each neighboring city can be easily reached by express.

3. **At the core of the nation’s transportation network**

Daegu is conveniently located in the south-east of the Korean peninsula, a mere two-hour journey from every other major city. It offers visitors an extremely useful, first-rate transportation network linking all key locations. Daegu has emerged as a cosmopolitan city of international renown that has opened its doors to the rest of the world.

4. **Quality support system for conventions**

Daegu is the first city in Korea to have established a cooperative system between the city administrations, the convention bureau and the convention center, the EXCO. Our sophisticated support system closely monitors and assists in the convention hosting process from the earliest phases of organizing the wrap-up.
Established in 2003, the Daegu Convention & Visitors Bureau (DCVB) has been working hard to promote Daegu as a convention destination by providing professional services and information on the city and its facilities. The DCVB is increasing its national profile by collaborating with key agencies and industry experts like the Daegu Metropolitan Government, the Daegu Tourism Association, the EXCO (Daegu Exhibition & Convention Center), as well as various hotels, airlines, travel agencies, restaurants, advertising agencies and convention service providers.

### Bidding Phase Services

- Prepare the conference bid documents (Including letters of endorsement pledging support from key people/bodies such as the mayor of Daegu City and Government Ministers)
- Assist with the bid presentation
- Site inspections for the key decision-makers
- Provide access to Daegu’s promotional materials
- Assist to find appropriate venue and accommodations to meet the event’s specified criteria

### Hosting Services

- Provide Financial Subsidies to help cover costs of Welcome reception, rental fee etc.
- Introduce professional Convention Service Providers
- Assist in boosting delegates number (Providing Promotional Booths etc.)
- Provide access to DCVB’s promotional materials (Guidebooks, CDs with up-to-date information on shopping, restaurants, local attractions)
- Coordinate with the Daegu Metropolitan Government and other government bodies
- Distribute media releases for publicity
- Suggest Pre and post-tour programs

### CONTACT

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**e-mail:** josj@daegucvb.com  
**Webpage:** [www.daegucvb.com](http://www.daegucvb.com)

**Ms. Su Jin JO, Manager, Marketing Team**  
**Phone:** +82-53-601-5202  
**e-mail:** dcvb@daegucvb.com  
**Webpage:** [www.daegucvb.com](http://www.daegucvb.com)
Daegu Convention Calendar (2010-2015)

2011 World Congress of International Solid Waste Association, ISWA
Date and Venue: 2011. 10. 17 - 10. 20 / Daegu EXCO
Organized by: Korea Society of Waste Management
Scale: 40 Countries, 1,000 delegates

2011 Asia-Pacific Symposium on Cochlear Implant and Related Science, APSCI
Date and Venue: 2011. 10. 26 - 10. 28 / Daegu EXCO
Organized by: Kyungpook National University Otolaryngology
Scale: 30 Countries 800 delegates

International Biotechnology Symposium, IBS
Date and Venue: 2012. 9. 16 - 9. 20 / Daegu EXCO
Organized by: Korean Society for Biotechnology and Bioengineering
Scale: 45 Countries 2,000 delegates

International Symposium on Dendritic Cells, DC
Date and Venue: 2012. 10. 7 - 10. 11 / Daegu EXCO
Organized by: Korean Dendritic Cell Academic Society
Scale: 30 Countries 1,200 delegates

Conference of the International Association for Energy Economics, IAEE
Date and Venue: 2013. 10. 10 - 10. 19 / Daegu EXCO
Organized by: Korean Energy Foundation
Scale: 90 Countries 5,000 delegates

International conference on Neural Information Processing, ICONIP
Date and Venue: 2013. 11 / Daegu
Organized by: ICONIP Korean Organizing Committee
Scale: 30 Countries 500 delegates

The Congress of the Endoscopic & Laparoscopic Surgeons of Asia Pacific, ELSA
Date and Venue: 2015. October or November / Daegu
Organized by: The Korean Society of Endoscopic & Laparoscopic Surgeons
Scale: 40 Countries 1,000 delegates
EXCO

EXCO, the first regional exhibition & convention center of KOREA opened in April 2001, has become one of the representative centers of South Korea. EXCO has been establishing its position as an export infrastructure of the region by discovering and developing trade fairs with emphasis on region-specific industries, including textile(Preview in Daegu), machinery(DAMEX), eyewear(DIOPS), renewable energy(Green Energy Expo), etc. EXCO also hosted various international events successfully, and has been presenting the positive image of Daegu to the world as an international convention specialized city though hosting IAAF World Championships Daegu 2011, and etc.

Recently, EXCO has completed its expansion to be a truly global exhibition convention center within Asia. With the expansion, the exhibition space became 23,000sqm, which is twice of existing space, and an auditorium with 1,600 seats, total 34 meeting rooms has been set up. These new facilities help EXCO to host middle-, large exhibitions or conventions at the same time, providing ideal environment.

Daegu, where EXCO is located, is the tourism center of Yeongnam Region, a home to Confucianism in Korea, Gaya culture, and Buddhist cultural sites with 5,000 years of history. Four of ten World Cultural Heritages in South Korea designated by UNESCO can be accessed within about an hour. Feel the mystery of astounding cultural history of South Korea and business at EXCO at the same time.

Convention Hall [5F]: Max. 4,000 Seats, For exhibition, Max. 1,000 booths
Auditorium [5F]: Max. 1,600 Seats
Exhibition Hall [1F]: Max. 1,000 Booths (3m x 3m), Dividable into 2, Connected 2 levels using inside E/C
Exhibition Hall [1F]: Max. 600 Booths (3m x 3m), Dividable into 3
Conference Room: [B1F, 2F, 3F, 5F]: 34 Rooms
Parking Capacity: Max. 1,450 Cars (EXCO Underground Parking Lot)
Distance (Unit: Minutes by Drive)
- Daegu International Airport: 15 Minutes
- Dongdaegu Train Station, Dongdaegu Express Bus Terminal: 15 Minutes
Enjoy Busan, Enjoy Convention!

Asia’s Top 4, MICE City Busan

In 2005, the city upgraded its airport, roads, convention facilities, and hotels to prepare for the APEC Summit in Korea. Since then, this festive city has handled a growing number of conference inquiries and is scoring successful bids. Following the successful hosting of the 2005 APEC Economic Leaders’ Meeting and related ministerial meetings, the 2006 UNESCAP Ministerial Conference on Transport, 2009 OECD World Forum and 2010 World Congress on Intelligent Transport Systems, Busan is becoming increasingly known and respected as a convention and tourism destination and is currently ranked as the 4th most popular convention city in Asia by the UIA. Here is Top reason to host your next Convention in Busan.
Why BUSAN?

1. One stop service City

If you are looking for one stop service for your meeting, all the facilities that you need such as Accommodations, Restaurants, Shopping and Tour spots(Beach, Gallery etc) are within a 5-minute from Convention Center.

2. A variety of the venue for MICE

Busan has a variety of the venue to host MICE such as Busan Exhibition and Convention Center BEXCO, Sport facilities that can host large-scale events of more than 1000 people, and some 300 various special venues including an aquarium, yachts, cruises, Gallery and Nurimaru APEC House. Fully equipped with infrastructure for high-tech convention centers and convenient transportation networks, Busan boasts its status as the best global MICE city.

3. Comfortable and affordable accommodation

Busan has dozens of accommodation options around the venue, from five star hotels to youth hostels and condominiuims. There are more than 52,000 guest rooms in Busan and among them 5,000 guest rooms are within 5-minute from convention center.

4. Easy access

- Direct flights from America, Europe and Asia to Busan -10 countries, 28 cities, 570 flights per week -Cambodia, China, Germany, Japan, Philippines, Russia, Taiwan, Thailand, USA, Vietnam
- Flights via Seoul (Incheon) Int’l Airport to Busan -Direct flights to Incheon: 53 countries, 177 cities, 2,766 flights per week -Fly from Incheon to Busan: 5 times a day
- Fly via China, which is directly connected to Busan -Flights from Beijing to Busan: 58 times a week -America/Europe-China-Busan: 12 flying hours in total
- Fly via Japan, which is also directly connected to Busan -Flights from Tokyo to Busan: 70 times a week -America/Europe-Japan-Busan: 12 flying hours in total
- Fly to Incheon Int’l Airport, transfer by bus to Gimpo Airport and then fly to Gimhae Airport.
  - Gimpo to Busan: 50 minute-flight
  - Flight frequency: every 15 minutes
- KTX (Bullet Train) -Seoul Station to Busan: 2hours 20minutes -Incheon Int’l Airport to Busan: 2hours 40minutes (by 2012)

5. Rich Tourism Resources

It is filled with a wide variety of unique tour programs including exotic temples, ceramic-making programs, refreshing hot springs, cultural heritage tours, and many technical tours. Participants can experience 5,000 year old Korean cultural heritage in nearby Kyung-ju, an hour drive away from Busan. Busan is becoming quite reputable as one of the most attractive festival city in Korea. Participants can enjoy festivals such as Busan International Film Festival, Busan International fireworks festival.

6. Top 4 Asian Convention City

<table>
<thead>
<tr>
<th>Year</th>
<th>Convention</th>
</tr>
</thead>
<tbody>
<tr>
<td>2002</td>
<td>FIFA World Cup Final Draw</td>
</tr>
<tr>
<td>2003</td>
<td>ICCA General Assembly and Conference</td>
</tr>
<tr>
<td>2004</td>
<td>ITU Telecom Asia</td>
</tr>
<tr>
<td>2005</td>
<td>APEC Summit and Ministerial Meetings</td>
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<tr>
<td>2006</td>
<td>UNESCAP Transport Ministerial Meeting</td>
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<tr>
<td>2007</td>
<td>Campus Mission 2007</td>
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<tr>
<td>2008</td>
<td>ICI ASPAC</td>
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<tr>
<td>2009</td>
<td>OECD World Forum</td>
</tr>
<tr>
<td>2010</td>
<td>World Congress on Intelligent Transport System</td>
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<tr>
<td>2011</td>
<td>2011 International Association of Ports and Harbours</td>
</tr>
<tr>
<td>2012</td>
<td>Lions Club International Convention</td>
</tr>
</tbody>
</table>
Busan CVB was launched in 2004 as one of the city organizations under the leadership of the city’s vice mayor to attract international events and visitors. The staff is efficient, experienced, and caring. It is dedicated to providing visitors or event planners with all they need, including any required information on Busan and details on planning events. Busan CVB is a one-stop convention bureau which offers absolutely everything you could require, from accommodation and transport advice to financial and services support and consulting.

Introduction of the Busan Convention Bureau

Busan Convention & Visitors Bureau

MICE Attraction Support

Attracting Support: For Organizations to Attract International Conferences.
- Information and advice for attracting international conferences.
- Preparation of proposal to attract conferences, and consulting thereof.
- Liaison with the relevant departments of Busan City and business consultation thereof.
- Permits and collaboration of public institutions.
- Assistance for important figures (working groups, VIPs) to be able to take a field trip in Busan.
- Provision of discount benefits related to convention facilities, and support of booking.
- Information of local businesses (such as PCO, travel agencies, and performing groups), and liaison thereof.
- Consultation and support related to organization committee that is in charge of attracting international conferences.

PR Support: For International Conferences that are Set to be Held in Busan
- Support of subsidies (PR booklets, souvenirs)
- Provision of Busan PR publications/videos
- Provision of pictures retained by BCVB
- Liaison of the relevant Busan City departments, and assistance of business thereof.
- Support of Assistance for important figures (working groups, VIPs) to be able to taking a field trip in Busan.
- Provision of discount benefits related to convention facilities, and support of booking.
- Seeking out a place for event incidental to the conference in question, and providing business and service linked thereof.
- Information of local businesses (such as PCO, travel agencies, and performing groups), and liaison thereof.
- A full provision of personnel necessary to hold conference.
- Provision of tourist programs and information booklets thereof.
- Provision of Drop-by Lighthouse Information Center.
- Provision of special discount coupon booklets for those participating in conferences.
- Support for media news and advertisements

Hosting Support: For International Conferences to be Held in Busan
- Preparation of letter such as welcome address of Busan City Mayor to hold conferences.
- Support of assistance for important figures (working groups, VIPs) to be able to taking a field trip in Busan.
- Provision of discount benefits related to convention facilities, and support of booking.
- Seeking out a place for event incidental to the conference in question, and providing business and service linked thereof.
- Information of local businesses (such as PCO, travel agencies, and performing groups), and liaison thereof.
- Full provision of personnel necessary to hold conference.
- Provision of tourist programs and information booklets thereof.
- Provision of Drop-by Lighthouse Information Center.
- Provision of special discount coupon booklets for those participating in conferences.
- Support for media news and advertisements

Tourism Support
- Personalized Taxi Tour
  A taxi tour of niche sightseeing accompanied by Busan Convention and Visitor taxi drivers. A sightseeing tour at any convenient time during the period of conference.
- Drop-by Lighthouse Information Center
  This Tour Information Booth, shaped on lighthouse, promotes Busan to visitors, located at BEXCO and hotels where international conferences are held.

CONTACT
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- Fax : +82-51-740-3640
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  e-mail : jn05621@paran.com
  Webpage : www.busancvb.org/english
Introducing Convention Centers in Busan

BEXCO

BEXCO, a proud landmark convention center of Busan, has long been one of the most preferred destinations for international conferences and exhibitions in Asia for its splendid natural maritime heritages and convenience of the participants. Along with an affordable hotel and the world’s largest department store located conveniently across from the center, BEXCO offers three pillar-less exhibition halls measuring over 26,500m², which can be further divided into five smaller exhibition halls, and 37 modern conference rooms including a grand ballroom capable of housing up to 2,400 attendees. To build on its past success and to leap toward becoming the most competitive convention center in Asia, BEXCO is currently undergoing an expansion project to add a new 4,000-seat state-of-the-art auditorium and a second exhibition facility with 11 additional mid-size multi-functional exhibition halls and 12 conference rooms. Combined with its existing facilities, BEXCO will boast over 60,000m² of exhibition and conference space on a total land area of over 160,000m² by June 2012.

**BEXCO**

- **Exhibition Halls**: 5 (26,508m²)
  - 16 halls (after June, 2012)
- **Conference Rooms**: 37 (7,084m²)
  - 49 rooms (after June, 2012)
- **Distance from Gimhae Int’l Airport**: 29.06km,
  - Via Airport Shuttle - 40 minutes.
  - Via Taxi - 30 minutes
- **Distance from Busan Railway Station**: 15.22km,
  - Via Public Transportation - 30 minutes.
  - Via Taxi - 20 minutes
- **Distance to Haeundae Beach**: 5-10 minutes,
- **Contact Information**:
  - Kevin Park, Convention Team
  - Tel. +82-51-740-7348
  - Fax. +82-51-740-7367
  - Email : jhp@bexco.co.kr
  - Website : www.bexco.co.kr

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**Busan Convention Calendar (2010-2015)**

- **17th ITS World Congress**
  - Date : October 25th~29th 2010
  - Place : BEXCO
  - Hosting party : ITS KOREA
  - Size : 150 countries, 1,500 people

- **G20 Finance Ministers and Central Bank Governors Meeting**
  - Date and Venue : June 3rd~5th 2010
  - Place : The Westin Chosun Busan
  - Hosting party : Ministry of Strategy and Finance
  - Size : 80 countries, 60,000 people

- **4th High Level Forum on Aid Effectiveness**
  - Date and Venue : November 29th~1th 2011
  - Place : BEXCO
  - Hosting party : Korea State Council Lions Clubs International
  - Size : 130 countries, 2,500 people

- **2012 95th Lions Clubs International Convention**
  - Date and Venue : June 22nd~26th 2012
  - Place : BEXCO
  - Hosting party : Korea State Council Lions Clubs International
  - Size : 80 countries, 60,000 people

- **2012 International Water Association Congress**
  - Date and Venue : September 6th~11th 2012
  - Place : BEXCO
  - Hosting party : Korean Council of International Water Association, Korean Society on Water Quality
  - Size : 130 countries 4,000 people

---

**2012 International Water Association Congress**

- **Date and Venue** : September 6th~11th 2012
- **Place** : BEXCO
- **Hosting party** : Korean Council of International Water Association, Korean Society on Water Quality
- **Size** : 130 countries 4,000 people
DAEJEON

"Center of Korea! Center of Success! Daejeon, a Convention City!"
Daejeon, a city where longstanding tradition and future science co-exist, is reborn as the major convention city in Korea.

A rich Environment for Convention Hosting
City of Science & technology, culture, arts, advanced education, and administration & national defense

Easy Access
City with the best traffic system in Korea

High-tech Convention Center
User-friendly convention facilities in the convention complex

Daejeon has everything you need for a successful convention.
The place you want, it’s Daejeon

Why Daejeon for Conventions?
Factors that Distinguish Daejeon as a Convention City

1. Mecca of Science and Technology

Daejeon is now a major city for cutting-edge science and technology in Korea. There are 232 research and education institutes including the Korea Advanced Institute of Science and Technology(KAIST), the National Fusion Research Institute(NFRI), the Korea Aerospace Research Institute(KARI), and the Korea Atomic Energy Research Institute(KAERI). Daedeok Innopolis has now become a center of R&D and a leader of development in Korea’s scientific technology. Functioning under UNESCO, one can also find the headquarters of the World Technopolis Association(WTA) in Daejeon, strengthening the City’s renowned reputation for science and technology.

2. Korea’s Best Traffic System

Daejeon is geographically located in the heart of the nation and functions as the nation’s transportation hub. Other major cities are accessible within 2 hours and Seoul is only 50 minutes by high speed train (KTX).

With this wonderful transportation network, it is possible to travel to anywhere in the country within half a day from Daejeon and it enhance the reputation of Daejeon as a hub city of Korea.

3. Brand-new Convention Center, Convention&Culture Belt

Daejeon Convention Center is opened in 2008, equipped with hi-tech facilities, the Center has 24 meeting rooms of various sizes, a grand ballroom, an exhibition hall, and a conference hall. All the rooms are ergonomically designed, with the aim to provide not only convenience, but also the utmost comfort. Convention Belt with National Science Museum, EXPO Science Park, Hanbat Arboretum, Han-bit Tower Square, Daejeon Culture&Arts Center, Municipal Museum of Arts around Gapcheon(the main river of Daejeon) makes the Convention more successful.

4. An experienced MICE support system

Daejeon Convention & Visitors’ Bureau(Daejeon CVB) offers an all encompassing service from planning to execution for all convention, exhibition and event needs.

The Daejeon CVB operates the Daejeon MICE Alliance to leading MICE Industry and promotes Daejeon City through creative co-ordinate marketing. Together with professional partners, which include international meeting planners, Professional Convention Organizers, hotels, publishing companies, and travel agents, Daejeon CVB provide top-class services under one roof.

5. Various Tour Attractions

Daejeon is a fascinating and exciting city where you can see the co-existence of a dichotomy: the hi-tech industry in Daejeok Innopolis and the traditional culture of the Royalty.

There are also the Baekje cultural tourist attractions like the Great Baekje World Festival, Baekje Cultural Land, the Tomb of King Muryeong, etc.
Daejeon Convention & Visitors’ Bureau

Daejeon Convention & Visitors’ Bureau (Daejeon CVB), operating as a non-profit foundation within the Daejeon Metropolitan City Government, was established in December 2005. By giving full support to organizers, the Daejeon CVB aims to attract more international events to the city.

Bidding Phase Services

Hosting
- Proposal Documents / Support for Proposal Presentation
- Familiarization Tour Arrangement
- Support from the Related Organization and Government

Hosting Services

Organizing
- Financial Support
  Venue Arrangement / Accommodation Arrangement
  Tours for Leisure, Recreation, Professional Associations etc.

Promoting
- Operation of PR booth and Support for Related Activities
- Public Relations
- Promotional materials for Daejeon

Other Services
- Organization of local workforce (Daejeon MICE Alliance)
  Cooperate with recruiting the Staff & Volunteers
  Support for Overseas and Domestic Road Show

CONTACT
Hannah Jeong, Marketing Team
4-19, Doryoung-dong, Yuseong-gu, Daejeon, Korea
Phone: +82-42-821-0136
e-mail: hjjeong@daejeoncvb.or.kr
Webpage: www.dcckorea.or.kr/eng
Daejeon Convention Calendar (2010-2015)

**2012 World Association Chef's Societies**
Data and Venue : 2012. 5. 1-5 / DCC
Organized by : World Association Chef’s Societies
Scale : 60 countries / 5,000 participants
Etc : The 2012 World Association Chef’s Societies (WACS) congress will be held in Daejeon, South Korea, where long-standing traditions and future sciences coexist. Over 3,000 leading leisure-industry professionals from around the world will convene at this special occasion, which offers a unique chance to showcase the cutting-edge achievements within the international chef community. The congress will also address future prospects for the industry, on a specific culinary theme.

**International Year of Chemistry (IYC) 2011**
Date and Venue : 2011. 09. 26-10. 01
Organized by : Korean Chemistry Society
Scale : 50 countries / 5,000 participants
Etc : The International Year of Chemistry 2011 (IYC 2011) is a worldwide celebration of the achievements of chemistry and its contribution to the well-being of humankind. IYC 2011 will be held throughout the year, the biggest IYC 2011 events, ChemConnect, will be held at Daejeon Convention Center.

**Global Initiative to Combat Nuclear Terrorism (GICNT)**
Date and Venue : 2011. 10. 28-30 / DCC
Organized by : GICNT (Global Initiative to Combat Nuclear Terrorism), MOFAT (Ministry of Foreign Affairs and Trade Republic of Korea)
Scale : 66 countries / 600 participants (300 from overseas)
Etc : The Global Initiative to Combat Nuclear Terrorism (GICNT) is an international partnership of 82 nations and 4 official observers working to improve capacity on a national and international level for prevention, detection, and response to a nuclear terrorist event.

**IAEA Fusion Energy Conference**
Date and Venue : 2010. 10. 11-16 / DCC
Organized by : International Atomic Energy Agency (IAEA), Ministry of Education, Science, and Technology (MEST), National Fusion Research Institute (NFRI)
Scale : 41 countries / 1500 participants (900 from overseas)
Etc : AEA FEC, held under the theme “21st Century Environment and Knowledge-based Energy,” encompassed a Green Forum where participants discuss their visions of green energy, a Youth Conference to pass on valuable knowledge to younger generations, and a Green Festival for nuclear fusion experts, students and other visitors.

**IMF Asia Conference**
Date and Venue : 2010. 7. 10-13 / DCC
Organized by : MOSF (Ministry of Strategy and Finance), IMF (International Monetary Fund)
Scale : 20 countries / 700 participants (300 from overseas)
Etc : More than 1,000 regional economists, bankers, analysts, and financial media crowded into the Korean city of Daejeon for the conference, titled “Asia 21: Leading the Way Forward,” hosted by the Korean government and the IMF.

**60th International Astronautical Congress**
Date and Venue : 2009. 10. 12-16 / DCC
Organized by : IAF (International Astronautical Federation), KARI (Korea Aerospace Research Institute), IAA (International Academy of Astronautics), RSI (International Institute of Space Law), KSAS (The Korean Society for Aeronautical & Space Sciences)
Scale : 72 countries / 4056 participants (2167 from overseas)
Etc : 2009 International Astronautical congress was a huge success with the largest number of attendees from 72 countries. Along with the Congress, there was the Space Festival, Space Exhibition, International Forum of Presidents from the world’s major aerospace universities, and more.

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Daejeon Convention Center (DCC) is one of Daejeon’s premiere conference centers with a unique, sophisticated architectural design, a beautiful view and modern facilities. DCC, which opened in 2008, consists of a Grand Ballroom, an Exhibition Hall, a Conference Hall, and 24 meeting rooms designed to accommodate all kinds of meetings and convention activities.

Though it is considered a comparatively latecomer to the MICE industry, Daejeon has rapidly positioned itself as one of the leading cities in this field after the opening of the Daejeon Convention Center. To date, the DCC has been the venue for 80 international meetings in various scales, including the 23rd IAEA Fusion Energy Conference 2010, the 60th International Astronautical Congress (IAC) 2009. With a growing list of successful conferences, DCC is becoming one of the most popular convention centers in Korea.

Moreover, KOTREX (KOTRA Exhibition Center in Daejeon), Expo Park, Daejeon Culture and Arts Center, the Municipal Museum of Fine Arts and Hanbat Arboretum are located nearby the DCC, which provide a platform for experience in the latest science and technology.
GWANGJU

Gwangju is the prime convention spot in southwestern region in Korea and boasts state-of-the-art facilities to meet every need. In 2007, the Korean Government designated Gwangju as one of the six international convention cities in Korea. The biggest strength of Gwangju as a MICE site is its celebrated and famous Korean cuisine, exuberant cultural and artistic resources, and colorful tourism sites.

Why GWANGJU?
Factors that make Gwangju a great Convention City

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**Why GWANGJU?**

**1. The Hub of Asian Culture**
Gwangju is developing into a hub city of Asian culture. The Asian Culture Complex which is to partially open in 2012 would be the very first futuristic cultural multiplex. Through the cultural exchanges of Asian Arts Communities, the Asian Culture Complex will build networks that cover Asia. It is our aim that Gwangju will play a major role to link Asia’s cultural diversity. The Asian Culture Complex will be the main facility of Gwangju as Hub City of Asian Culture. The Gwangju Biennale and the Gwangju Design Biennale are festivals enjoyed by international visitors. Gwangju Biennale is a diachronic exhibition tracing the root of Asian spirit which can be seen in modern art culture.

**2. The City of Authentic Cuisine**
Gwangju is well-known for its authentic Korean cuisine and warm local hospitality. Located between the western coastal plains and the west sea, Gwangju has always had access to a rich variety of fresh ingredients. Such natural conditions allowed it to develop a great culinary tradition of healthy eating.
Gwangju Kimchi Town offers variety of programs with hands-on experience on how to make Kimchi, which is known to be one of the world’s healthiest foods.
Having one of the most unique cuisine throughout Asia, Gwangju city boasts excellent dishes and unforgettable flavor through a long history in Korea. You will be mesmerized by the rich and the true taste of Korean cuisine!

**3. The City that Cherishes Democracy, Human Rights and Peace**

**4. International Convention City**
Gwangju is the political hometown of former president and the Nobel Peace Laureate, Kim Dae-jung, after whom this state-of-the-art convention center is named. Since the opening of the Kim Dae-jung convention center and the launch of the Gwangju Convention & Visitors Bureau, Gwangju City has grown into a world-class international convention city. Gwangju has hosted major international events, such as the “Gwangju Summit of Nobel Peace Laureates in 2006” and the “World Women Peace Forum in 2007”. It will host the “2011 Gwangju Summit of the Urban Environmental Accords Cities”, “2013 Asia Pacific Conference of the Junior Chamber International”, the “World Hydrogen Energy Conference 2014”, and the “2015 Gwangju Summer Universiade”.

**5. Eco-friendly City**
After signing the ‘Urban Environmental Accords’ in 2005, Gwangju has become an eco-friendly city through numerous green initiatives. With the project of building 5 new parks in downtown Gwangju and to transform Gwangju stream into a clear and clean stream, Gwangju has transformed into a beautiful city with comfortable living conditions. The amount of sunlight, which determines the production efficiency of solar energy, is the highest in the nation.
Gwangju Convention & Visitors Bureau

Gwangju Convention & Visitors Bureau is an organization providing service support for international conferences and tourism in the beautiful city of Gwangju. We provide one-stop services that cover convention facilities, tourism, accommodations, transportations, etc being in charge of international marketing and public relations for Gwangju as a convention and tour city.

In addition, Gwangju Convention & Visitors Bureau is doing its best to provide systematic and strategic services from planning to marketing, in close cooperation with local government, hotels, airlines, tour companies, and other related organizations.

CONTACT
Phone: +82-62-611-3624
e-mail: convention@gwangjucvb.or.kr
Webpage: www.gwangjucvb.or.kr

Attraction Support
■ Developing proposals and giving presentations
■ Advanced joint marketing activities
■ Support for visits at convention infrastructure locations in Gwangju
■ Negotiation activities for attraction support (with local and federal governments)
■ Contact with the Korean Tourism Organization in regards to attractions and overseas promotion

Host Support
■ Budget management support
■ Negotiations on convention facility prices and reservation arrangements
■ Arrangement of cultural events
■ Providing promotional Gwangju information
■ Arrangement of tourism and industry inspections
■ Support for preparation and management of human resources

Promotion Support
■ Overseas joint promotion activities
■ Sending invitations from Gwangju Metropolitan City
■ Promotion in the press, professional magazines, and the internet
■ Cooperative marketing with large businesses and public organizations

Introduction of the Gwangju Convention Bureau

Gwangju Convention & Visitors Bureau

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Phone: +82-62-611-3624
e-mail: convention@gwangjucvb.or.kr
Webpage: www.gwangjucvb.or.kr
Gwangju Kimchi Festival
Date and Venue: Every October / Jungoe Park, Gwangju
Scale: 15 countries / 500,000
Etc.: Held for the first time in 1994, Gwangju’s annual Grand Kimchi Culture Festival is an event where one can taste endless varieties of kimchi from different regions of Korea, and underscores Gwangju’s reputation as the Culinary City.

Gwangju Biennale
Date and Venue: October(Even Years) / Jungoe Park, Gwangju
Organized by: Gwangju, The Gwangju Biennale Foundation
Scale: 30 countries / 600,000
Etc.: Founded in 1995, the Gwangju Biennale is Asia’s oldest and most prestigious biennial of contemporary art. It has established itself as a highlight of the international contemporary art circuit.

Gwangju Design Biennale
Date and Venue: October(Odd Years) / Jungoe Park, Gwangju
Organized by: Gwangju, The Gwangju Biennale Foundation
Scale: 30 countries / 400,000
Etc: The theme of Gwangju Design Biennale 2011 is dogadobisangdo (圖可圖非常圖, Design is Design is not Design), and will be divided into 6 different sections. Dogadobisangdo will reinterpret the boundaries between design and non-design, and look back and explain a variety of design concepts that determine the value of civilized society.

2011 Gwangju Summit of the Urban Environmental Accords
Date and Venue: Oct.11-18, 2011 / Kimdaejung Convention Center, Gwangju
Organized by: UNEP, San Francisco City, Gwangju City
Scale: 45 countries / 109 City
Etc.: The 2011 UEA summit will be held at the Kimdaejung Convention Center, Gwangju, on October 12th and 13th. Delegates of member countries will discuss a variety of issues including agreeing suitable environmental assessment indicators for industrialized countries and developing countries, and the development of CDM.

2012 the International Symposium on Mesozoic Terrestrial Ecosystems
Date and Venue: June, 2012 / Chonnam University, Gwangju
Organized by: Mesozoic Terrestrial Ecosystem
Scale: 50 countries / 500

2012 International Symposium on Architectural Interchanges in Asia
Date and Venue: Oct 22-25, 2012 / Kimdaejung Convention Center, Gwangju
Organized by: Architectural Institute of Asia
Scale: 10 countries / 500

The 20th World Hydrogen Energy Conference
Date and Venue: 2014 / Kimdaejung Convention Center, Gwangju
Organized by: The Korean Hydrogen & New Energy Society
Scale: 50 countries / 3,000
Etc.: The conference offer a complete overview of the potential of hydrogen energy and fuel cells as highly efficient energy conversion technology. Many exhibitors and speakers provide visitors with a comprehensive view of the effects on the state of innovative hydrogen and fuel cell technologies.

IEEE International Conference on Advanced Information Networking and Applications 2015
Date and Venue: March, 2015 / Kimdaejung Convention Center, Gwangju
Organized by: IEEE Computer Society
Scale: 30 countries / 500
Etc.: The conference is designed to facilitate the identification, creation, capture and exchange of highly peer-reviewed scientific and technological knowledge.

2015 Gwangju Summer Universiade
Date and Venue: July, 2015 / Gwangju Metropolitan city and nearby counties (including Gwangju World Cup Stadium)
Organized by: International University Sports Federation (FISU)
Scale: 170 countries / 20,000
Etc.: An international multi-sports event organized for worldwide university athletes is a mega sports event second in stature only to the Olympics. As a global event, cultural and educational exchange will be displayed beyond a sporting event.
Kimdaejung Convention Center

**Facilities**
- **Convention Hall:**
  - Location: Fourth floor
  - Area: 1,518 m²
  - Capacity: 1,500 people
  - Feature: Column-free space dividable into three sections, infrared wireless simultaneous interpretation system supporting eight languages
- **Exhibition Hall:**
  - Area: 907.2 m²
  - Booths: 500 booths (3x3m per booth)
  - Feature: Column-free space
- **Outdoor Exhibition Space:**
  - Area: 1,558 m²
- **Conference Room:**
  - Location: Second floor
  - Area: 750 m²
  - Capacity: From 15 up to 300 (maximum 710 people)

**Services**
- Up-to-date Support System
- High-speed Internet Connection
- Press Center

**Contact**
- Phone: +82-62-611-2000
- Webpage: www.kdjcenter.or.kr
- Address: 1159-2 Chipyeong-dong, Seogu, Gwangju 502-828

GIST Oryong Hall

**Facilities**
- **Lecture room:**
  - Location: First, Second, Third floor
  - Capacity: 645 people (8 rooms)
- **Convention room:**
  - Location: Second, Third floor
  - Capacity: 68 people (5 rooms)
- **Network lecture room**
  - Location: First floor
  - Capacity: 109 people
- **Open-air Theatre:**
  - Location: First floor
  - Capacity: 198 people
- **Grand auditorium (dividable into two sections):**
  - Location: Second floor
  - Capacity: 715 people (180/535)

**Services**
- The latest meeting facilities, lecture rooms, seminar rooms and an auditorium for large-scale conventions in the area of science and technology
- Large parking area
- various types of conference rooms

**Contact**
- Phone: +82-62-715-2114
- Webpage: www.gist.ac.kr
- Address: 261 Cheomdan-gwagiro(Oryong-dong), Buk-gu, Gwangju 500-712 Republic of Korea
JEJU

Factor that make JEJU a great Convention City

Once known foremost as a honeymoon destination, Korea’s premier resort island is now an appealing alternative for the MICE market thanks to its world-class facilities and comprehensive MICE services. The island’s natural beauty, semi-tropical climate and unique traditional culture provide a warm welcome. Visitors can choose from diverse leisure options, including everything from scuba diving and paragliding to golfing and hiking. The island is also home to many picturesque beaches, waterfalls, cliffs and caves. Jeju was ranked the 6th most popular meeting destination in Asia according to the Union of International Associations’ (UIA) 2009 statistics for international meetings.
Why Jeju?

1. An Ideal MICE Destination in a Heavenly Natural Environment
   - UNESCO World Heritage Sites nearby
   - Abundant travel activities and leisure programs for delegates and visitors

2. State-of-the-Art Technology and Infrastructure
   - All MICE venues are equipped with facilities that meet or surpass international standards
   - A wide range of accommodation options, from urban to resort-style

3. A Strong Support System
   - Experienced and dedicated staff with practical skills and knowledge
   - Informed advice and recommendations provided by Jeju CVB
   - Financial subsidies available from the Jeju CVB and local government

Introduction of the Jeju Convention Bureau

Jeju CVB Jeju Convention & Visitors’ Bureau The Jeju Convention & Visitors’ Bureau (JCVB) works closely with government offices, hotels, airlines and tour companies to provide one-stop services to convention hosts, including booking of convention facilities, tours, accommodation, transportation, and a number of strategic services (from planning to marketing). Furthermore, the Jeju CVB works to promote and develop the tourism industry and the economy of Jeju Island. Address: Jeju Welcome Center 2F, 313-80 Yeon-dong, Jejusi, Jeju Province 690-815 Korea

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Bidding Phase Services
- Impartial venue, DMC and supplier recommendation
- Sight inspection arrangement
- Quotation-forwarding services

Financial Support
A financial subsidy program is organized by the Jeju CVB in partnership with and funded by the Jeju Special Self-Governing Province. Eligibility is based on the attendance requirement of a minimum of 300 participants (must include at least 100 overseas participants) for international events.

Subsidy Details
- 10,000 Korean won reimbursement per Korean participant and 20,000 won per international participant
- The calculated amounted will be provided to the organizer directly or deducted from payment to local suppliers including hotels, convention centers, etc.

Jeju Convention Calendar (2010-2015)

2010 Amway Korea Leadership Seminar
Date and Place: 2010.09.27 ~ 2010.10.27 / ICC Jeju
Hosting party: Amway Korea Limited
Total participants: 7,600 pax / 7 waves
Etc: one of the largest corporate incentive event in Asia Pacific

2011 WSAVA World Congress
Date and Place: 2011.10.14 ~ 2011.10.17 / ICC Jeju
Hosting party: The World Small Animal Veterinary Association (WSAVA)
Total participants: 30 countries / 3,000
Etc: n/a

2012 World Conservation Congress
Period and Venue: 2012.09.06 ~ 2012.09.15 / ICC Jeju
Hosting party: IUCN, International Union for Conservation of Nature and Natural Resources
Total participants: 160 countries / 10,000
Etc: n/a

CONTACT
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ICC Jeju (International Convention Center Jeju) is proud to present an elegant, world-class convention facility with fantastic views of Mt. Hallasan (a UNESCO World Heritage site) and the Pacific Ocean. Tamna Hall, its largest space, can accommodate up to 4,300 participants, theater style and 2,000, banquet style. Also, the venue provides a maximum of 31 conference halls or small meeting rooms equipped with simultaneous interpretation capabilities and on-site A/V systems.

- Open: March 2003
- Maximum Capacity of the Largest Hall:
  - Theatre 4,300 Classroom 3,500 Banquet 2,000