

Welcome to **BUSAN!**

Busan is a popular 'four seasons' tourist destination blessed with mountains, sea, rivers, and many thrilling attractions. The metropolitan city is largely divided into the east and west sides. The east side is home to Haeundae Centum City, which is akin to Manhattan in New York. This area exemplifies present-day Busan and its ultra-modern appearance. The west side is home to Gukje Market, the largest traditional market in Busan, and Jagalchi Market, the largest fish market in Korea. Busan also hosts the world-renowned Busan International Film Festival (BIFF), the Busan Fireworks Festival, and various other exciting annual festivals. The city also offers numerous delicacies made of fresh ingredients harvested from the region's clean seawater and soil. We invite you to visit Dynamic Busan, a city that will satisfy all your five senses with its attractions, cuisine, and entertainments.



BUSAN MICE Bureau

The Busan MICE Bureau conducts a wide range of marketing activities aimed at promoting Busan worldwide as an attractive convention destination. We offer detailed information on convention facilities and services, support bids for international conferences and their organization, and help organize convention-related tour programs and incentive tours. By supporting bids for MICE events and their organization, we contribute to the development of the local community we serve.

*Tel : +82-51-780-2111

*Website : www.bto.or.kr

KOREA MICE Bureau

Korea MICE Bureau(KMB), under the auspice of the Korea Tourism Organization, aims to establish Korea as a premier destination for tourists, convention delegates and business travelers. KMB, as the government's leading MICE agency, has for nearly 30 years worked to provide a wide range of advice and assistance to those considering holding meetings in Korea. KMB also works closely with organizers, meeting planners, and other regional convention bureaus to ensure that every meeting held in Korea is successful as well as memorable.

*Address : 40, Cheonggyecheon-ro, Jung-gu, Seoul

*E-mail : micekorea@knto.or.kr

*Website : <http://k-mice.visitkorea.or.kr>

*Korea Travel hotline : In Korea 1330 From Abroad +82-2-1330

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Gwangandaegyo Bridge

Featured as one of the "top fifty beautiful places to visit" by CNN Travel, Gwangandaegyo Bridge at Gwangalli Beach offers a splendid view of Busan when the weather is clear. Together with the Busan Fireworks Festival held on Gwangalli Beach in October, the bridge is one of the top tourist attractions in Busan. At weekends, street music concerts and various other events are held.

- *By subway : Line 2, Gwangalli Station, Exit 3 or 5, walk straight ahead for about 800m
- *Gwangalli Tourist Information Center : +82-51-610-4216
- *Bridge toll rate : 1,000 won
- *Website : <http://gwanganbridge.bisco.or.kr>



Haeundae Beach

Listed as one of the "top 50 beautiful places to visit" by CNN Travel, Haeundae Beach is located in Haeundae-gu. It offers the perfect beach conditions with its white sandy beach, beautiful coastline, shallow waters, and placid waves. It is a leading tourist attraction in Busan, so much so that it is the first place that comes to mind when thinking of Busan. There are numerous attractions nearby, including the Nurimaru APEC House, BEXCO, Dongbaekseom Island, and Moontan Road, as well as Shinsegae Centum City Department Store, which is registered in the Guinness Book of World Records as the largest shopping complex in the world.

- *Getting there : Line 2, Haeundae Station, Exit 3 or 5, walk straight ahead for about 600m
- *Haeundae Beach Tourist Information Center : +82-51-749-5700
- *Website : <http://sunfun.haeundae.go.kr>



Nampo-dong

Nampo-dong is a tourist site where the vestiges of the early modern period are well preserved. Jagalchi Market, Korea's largest seafood market, offers more than 300 types of fresh marine products every day, which are sold by friendly 'Jagalchi ajimae', or female merchants. Nampo-dong is also home to Yongdusan Park, where visitors can get a birds-eye-view of downtown Busan from Busan Tower, BIFF Movie Street, Gukje Market, Bosu-dong Book Alley, and many other sightseeing, dining, and entertainment venues.

- *By subway : Line 1, Nampo-dong Station or Jagalchi Station
- *Busan Tourism Information Center : +82-51-253-8253

Taste ⁱⁿ Busan!



Puffer Fish Dish

Puffer fish is one of Busan's major local specialties. This dish is effective in detoxing the liver, getting rid of a hangover, and preventing alcohol dependence. The most common way of eating puffer fish is in a clear soup called bokguk, which is made with puffer fish, bean sprouts, and radish. You can enjoy this health food throughout Busan, particularly in Haeundae, Yeongdo, and Gwangalli.



Milmyeon (Wheat noodle)

Milmyeon is a must-eat if you come to Busan and want to sample a true local food. A dish of wheat noodles eaten cold, either in a cold broth or mixed in a spicy red dressing, milmyeon was originally made by displaced North Koreans who came south during the Korean War. Unlike naengmyeon, a cold noodle dish made with buckwheat powder, they made these noodles using wheat flour. A mound of chewy noodles is ensconced in an ice-cold, rich meat broth topped with a hot spicy sauce, julienne cucumber, meat, and eggs.



Dongnae Pajeon (Dongnae Green Onion Pancake)

Situated in Bokcheon-dong, Dongnae, Busan, Dongrae Halmae Pajun is a traditional local restaurant designated as the No. 1 Busan Folk Restaurant by the Busan Metropolitan Government. In business for four generations, this restaurant boasts a 70-year history. Its main dish is Dongnae pajeon, which is simply a pancake of green onions and seafood. This dish is a traditional and historic food that was served to the kings of the late Joseon Dynasty. It is a fantastic accompaniment to Dongnae sanseong makgeolli (Korean rice wine), so it is hugely popular not only among local and international tourists but also with the residents of Busan.

- *Dongrae Halmae Pajun : 367-2, Bokcheon-dong, Dongnae-gu, Busan
- Website : www.dongraehalmaepajun.co.kr
- Getting there : Subway line 1, Dongrae station, exit 2, 15 minutes by walk
- *Price : 20,000~40,000 won

Shop ⁱⁿ Busan!



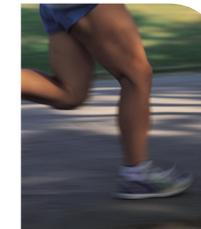
Gijang Sun-dried Kelp & Seaweed

High quality kelp and seaweed are harvested from the clean seas off Gijang, where the water is deep and the flow of water ideal. The kelp and seaweed are sun-dried using traditional methods consisting of sunlight and wind blowing in from the sea. The narrow and thick leaves are rich in fiber and low in salt, and have a deep flavor. Gijang kelp, which is also called "the herb of eternal youth from the sea", is effective in preventing arteriosclerosis, high blood pressure, and constipation. Gijang seaweed is a great health product for adolescents in their growth years and women undergoing postpartum care.



Busan Fish Cakes

Made with high-quality fish meat that is rinsed numerous times, Busan fish cakes have a simple and delicious taste. They can be eaten straight or cooked in diverse ways. They are great as a side dish or snack food for people of all ages and genders. Busan fish cakes contain more fish than any other fish cakes, so they taste better and hence are more popular.



Sneakers

In the 1980s top global sports brands such as Nike, Adidas, New Balance, and Reebok were manufactured in Busan, which ultimately gave the city's footwear industry the world-class technology required to produce footwear for several decades. Following a temporary recession, the footwear industry is emerging once again thanks to its technology for producing sneakers, which is widely recognized in Korea and abroad.

- *Company name : Treksta
- Tel : 1599-0055
- Website : <http://www.treksta.co.kr>
- *Price : 100,000~200,000 won

