

Korea Tourism Organization Overseas Offices



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TOURISM
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Korea Inspiring Meetings 2011

Korea
Inspiring Meetings

Korea MICE (Meetings, Incentives, Conventions, Exhibitions) Bureau

Tel : +82-2-729-9552 ~ 9557 FAX : +82-2-778-2326 E-mail : convention100@knto.or.kr

Website: www.koreaconvention.org



Korea
Inspiring Meetings

Reasons to Meet in Korea!

- Inspiring Destinations -
- Inspiring World Class Infrastructure -
- Inspiring Pre & Post Tours -
- Inspiring Shopping and Entertainment -
- Inspiring Cuisine/Gourmet -
- Inspiring Support Packages by the MICE Bureau -



Gwanghallu, Namwon, South 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

Easy Access and Convenient Transportation

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.

Comfortable and Affordable Accommodations

Korea offers a wide range of choices from clean budget inns to deluxe hotels managed by international chains such as Ritz-Carlton, Inter-Continental, Hilton, Hyatt and Marriott. Hotels operated by local chains such as Shilla and Lotte also offer second-to-none facilities and services. For those people who would like to experience the local culture, exciting homestay programs are available at a very attractive price.



Inspiring Pre & Post Tours

Health-Wise

Conference delegates can opt for quick non-invasive 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 Shopping & Entertainment



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: Namdaeumun Market, Dongdaemun Market
- Popular Shopping Districts in Seoul: Myeong-dong, Insa-dong, 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



Inspiring Cuisine/Gourmet



Korean Delicacies : Flavorful and Healthy Food

Korean cuisine provides unique aromas and tastes. Meals are nutritiously 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.



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

Convention Destination and Convention and Visitors Bureau



Korea MICE Bureau of the Korea Tourism Organization

Address: 40 Cheonggyecheon-no, 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
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Regional Convention & Visitor Bureaus and Convention Centers

SEOUL



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

Seoul Convention Bureau

Tel. +82-2-3788-0821~4 / Email. mice@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

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 m² of exhibition space and 6,296 m² of meeting space. The second phase of KINTEX is scheduled to be completed in 2011, increasing total exhibition space to over 93,000 m² and adopting green technologies. Tel. +82-31-810-8184 / Email. marketing@kintex.com / Website. www.kintex.com

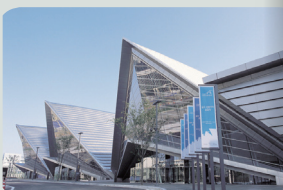
INCHEON



Designated as a free economic zone, Incheon is a major port city and home to Incheon International Airport, one of the top ranked airports in the world, and Incheon Bridge, the world's fifth longest suspension bridge.

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. jjdori84@into.or.kr / Website. www.songdoconvensia.com

Regional Convention & Visitor Bureaus and Convention Centers

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@excodaegu.co.kr / Website. www.excodaegu.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.

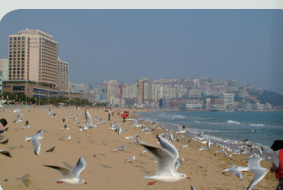
CECO (Changwon Exhibition Convention Center)

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



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.busanvcvb.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 m², which are set to open in 2012.

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



Korea's 9 Convention Destinations welcome any type of meetings you plan

Regional Convention & Visitor Bureaus and Convention Centers

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

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 10,796m² of exhibition space.

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

JEJU



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.

General Guidelines

The Korea Tourism Organization determines the scope of assistance and the types of support by taking into account the size of foreign participants and ripple-effects.

International meetings entitled to support are international conferences that are in compliance with the Act on International Conference Industry Promotion, which are as follows:

- A conference hosted by an international organization or an organization that is a member of an international organization, which is attended by more than 300 people (more than 100 foreigners) from five countries or more, and convened for three days or longer.
- An international conference hosted by an organization that is not a member of an international organization, which is attended by over 150 foreigners and held for two days or longer.

* The information above is valid as of July 2010, and is subject to change.

The KTO's Support Invigorates Incentive Tours to Korea

Minimum requirement for assistance: no less 10 people than, duration of stay must be for two nights or longer.

- Additional support can be arranged for a larger group with 1,000 or more people through consultations.
- A welcome speech will be delivered by the KTO President or the Minister of Culture, Sports and Tourism.

Basic standards for assistance

Number of people	Souvenir	Tour program	Welcoming event at airport arrival sections	Performance	Welcome speech	Remarks
10-49	√					
50-99	√	√	√			Please choose one of these items. However, the limit of support is 10,000 won per person
100-999	√	√	√	√		Please choose one or multiple items. However, the limit of support is 15,000 won per person
1,000 or more	√	√	√	√	√	Please choose one or multiple items. However, the limit of support is 15,000 won per person

Standards for support for long-distance markets (Europe, America, Oceania)

Number of people	Souvenir	Tour program	Welcoming event at airport arrival sections	Performance	Welcome speech	Remarks
10-19	√					
20-999	√	√	√	√		Please choose one or multiple items. However, the limit of support is 20,000 won per person
1,000 or more	√	√	√	√	√	Please choose one or multiple items. However, the limit of support is 20,000 won per person

General Guidelines

- Korea tourism maps will be provided to all groups of 10 members or more, who are visiting Korea.
- Different levels of support can be provided for incentive tours/business conferences according to the phase of attraction, overseas promotion and hosting.
- The scope of support can be expanded for incentive tours / business conferences that are attended by VIPs including CEOs, and senior government officials.

* The information above is valid as of July 2010, and is subject to change.

Upcoming MICE Events for 2011

Opening date	Closing date	Title	Venue
Incentive / Corporate			
Jan 04	Jan 07	IDA(International Dragon Award)	COEX, Seoul
Sep		Herbalife University	KINTEX, Goyang
Oct	Nov	Bao Jian	Seoul, Busan
Conventions			
Apr 20	Apr 23	9th IGCC(International Gastric Cancer Congress)	COEX, Seoul
Apr 29	May 01	6th Congress of World Institute of Pain	Seoul
Aug 22	Aug 26	10th International Congress on AIDS in Asia and the Pacific	BEXCO, Busan
Sep 28	Oct 06	17th International Federation of Organization Symposium	TBD
Oct 16	Oct 21	Annual Meeting of In International Animal Hospital Association	TBD
Nov 24	Nov 26	DRV Annual Convention 2011	Daegu
Exhibitions			
Feb 24	Feb 27	Seoul International Sports and Leisure Industry Show	COEX, Seoul
Mar 17	Mar 20	Korea International Medical & Hospital Equipment Show	COEX, Seoul
Apr 01	Apr 10	Seoul Motor Show	KINTEX, Goyang
Apr 14	Apr 17	Korea International Jewelry & Watch Fair	COEX, Seoul
Apr 21	Apr 24	Photo & Imaging 2010	COEX, Seoul
Apr 26	Apr 29	Seoul International Food Industry Exhibition	KINTEX, Goyang
Apr 28	May 01	Seoul Cosmetics & Beauty Expo	COEX, Seoul
May 11	May 14	World IT Show	COEX, Seoul
Sep 28	Oct 01	Korea Machinery Fair	KINTEX, Goyang
Oct 18	Oct 23	Seoul Int'l Aerospace & Defense Exhibition (Air Show)	Seoul Airport Base, Seongnam, Gyeonggi-do
Oct 26	Oct 29	Marine Week 2009	BEXCO, Busan

The Exhibition and Event Team at the Korea MICE Bureau, Korea Tourism Organization, provides the following assistance.

- Providing services for exhibition planners, organizers, and participants, including advice on selection of exhibition venues, assistance of promotion to visitors, and guidance on experience programs.
- Providing assistance in venue checking and coordination for key decision makers.
- Allowing the use of KTO logos to support exhibitions and fairs.

* The information above is valid as of July 2010, and is subject to change.



Facts on Korea

Land

Korea is situated on the Korean Peninsula, which lies on the northeastern section of the Asian continent. The peninsula shares its northern border with China and Russia. To its east is the East Sea, beyond which lies neighboring Japan. In addition to the mainland peninsula, Korea includes some 3,000 islands.

People

Over 49.7 million people live in the southern part of the Republic of Korea, and approximately a quarter of this population resides in Seoul.

Climate

Korea lies in the temperate zone and has four distinct seasons: a mild spring and autumn, a hot and rainy summer, and a cold winter.

Language

The Korean language consists of ten vowels and fourteen consonants, and is written in a native script, hangul, which was created in 1443. English speaking meeting attendees will not experience any language barrier issues here in Korea, as English is prevalent.

Currency

The unit of Korean currency is the Won. One U.S. dollar was equivalent to about KRW 1,200 as of August 2010. Credit cards, including VISA, American Express, Diners Club, Master Card and JCB, are widely accepted.

Passport and Visa

All foreign visitors wishing to enter the Republic of Korea must have a valid passport and obtain a Korean visa before coming. However, people from 51 select countries who would like to visit Korea temporarily are permitted to enter without a visa according to visa-exemption agreements, and also in accord with principles of reciprocity or national interest.

Tax & Tipping

Value-added tax (VAT) is levied on most goods and services at a standard rate of 10% and is included in the retail price. In tourist hotels, this 10% tax applies to meals as well as other services and is added into the bill.

Tipping is not a traditional Korean custom. A 10% service charge is added to your bill at all tourist hotels and 3-10% at some major restaurants.

1330 Korea Travel Phone

For English assistance or travel information, just dial 1330 and a bilingual operator will assist you with detailed information.

Useful Websites

Korea Tourism Organization (KTO)
www.visitkorea.or.kr
www.koreaconvention.org

For more information, you may request “Meeting Planner’s Guide” booklets from any overseas KTO office.