10 REASONS TO CHOOSE KOREA
We invite you to host your meetings, incentive tours, conventions and exhibitions (MICE) in Korea. Trust in our efficiency and experience. Enjoy our ancient charms and trendsetting culture. Discover Korea beyond meetings.

With a can-do spirit, we transformed our country into one of the world’s leading economies in just over 60 years. Now we drive industrial, technological, and creative growth throughout the region. We offer MICE attendees unique business opportunities and fascinating insights into leading multinational companies in electronics, automobiles, and steel to name just a few. Coming here also means experiencing the old and new, our historical heritage and trendsetting culture. As Asia’s arts and entertainment hub, we offer a myriad of options and a tradition of hospitality to make your event unforgettable.
Korea is an ideal destination for international events. We offer operational expertise, efficient support and world class infrastructure, including sizable venues and state-of-the-art facilities. Our record involves hosting over 1,297 meetings in 2017 alone, and carrying out large scale meetings like the 2010 G20 Seoul Summit. The Union of International Associations (UIA) consistently ranks Korea among the top convention destinations worldwide.
An accessible hub in Asia, Korea is within a 3 hour flight radius of one-third of the world’s population. Traveling to Korea for business is easy, thanks to its visa-free entry policy to over 150 countries and fast immigration processing at the award-winning Incheon International Airport.

**Inccheon International Airport:**

- **85** airlines
- Flying to **188** cities worldwide
- **12** time winner of the Airport Service Quality Award (2005-2017)
Nearly all major cities can be accessed within 3 hours.

### Get around with fast and convenient options

With a vast public transportation network in and between cities, Korea is the ideal place to experience different attractions in a short span of time. Road, rail and air options are punctual, affordable and safe, allowing visitors to reach meeting venues or explore the country with ease. Nearly all major cities can be accessed within 3 hours.

**How to get to the city**

<table>
<thead>
<tr>
<th>Mode</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>PLANE</td>
<td>8 international airports, 7 domestic airports</td>
</tr>
<tr>
<td>TRAIN</td>
<td>High-speed train (KTX) connected to Incheon Int’l Airport and major cities</td>
</tr>
<tr>
<td>BUS</td>
<td>Round the clock express and intercity buses</td>
</tr>
</tbody>
</table>

**How to get around the city**

<table>
<thead>
<tr>
<th>Mode</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>SUBWAY</td>
<td>6 metropolitan cities, foreigner-friendly, average fare of 1 USD</td>
</tr>
<tr>
<td>BUS</td>
<td>Extensive routes, average fare of 1 USD</td>
</tr>
<tr>
<td>TAXI</td>
<td>Readily available, reasonably priced</td>
</tr>
</tbody>
</table>

*T Money Card* : prepaid smart card for access to all public transit
Find the right city and convention center

04

Each region in Korea possesses a unique appeal that adds to the colorful spectrum of the destination. Many are highly regarded for their industrial hubs, modern cityscapes, natural sceneries, and historical legacies. Additionally, all cities boast beautiful convention centers equipped with the latest technology and ultra-modern facilities. Organizers can choose the destination that best suits their needs and preferences.

<table>
<thead>
<tr>
<th>City / Convention center</th>
<th>Max Capacity (Theater Type / Class Type)</th>
<th>Meeting Room</th>
<th>Exhibition Hall</th>
</tr>
</thead>
<tbody>
<tr>
<td>SEOUL / COEX</td>
<td>7,000 / 3,500</td>
<td>54-92</td>
<td>4-12</td>
</tr>
<tr>
<td></td>
<td>(11,573 m²)</td>
<td></td>
<td>(35,287 m²)</td>
</tr>
<tr>
<td>BUSAN / BEXCO</td>
<td>4,000 / 2,000</td>
<td>22-50</td>
<td>5-16</td>
</tr>
<tr>
<td></td>
<td>(12,662 m²)</td>
<td></td>
<td>(44,380 m²)</td>
</tr>
<tr>
<td>JEJU / ICC Jeju</td>
<td>4,300 / 3,500</td>
<td>16-27</td>
<td>1-3</td>
</tr>
<tr>
<td></td>
<td>(7,830 m²)</td>
<td></td>
<td>(2,385 m²)</td>
</tr>
<tr>
<td>GOYANG (Gyeonggi) / KINTEX</td>
<td>70,000 / 35,000</td>
<td>29-39</td>
<td>10-20</td>
</tr>
<tr>
<td></td>
<td>(13,303 m²)</td>
<td></td>
<td>(109,556 m²)</td>
</tr>
<tr>
<td>INCHON / Songdo Convensia</td>
<td>1,500 / 1,050</td>
<td>10-23</td>
<td>1-4</td>
</tr>
<tr>
<td></td>
<td>(2,304 m²)</td>
<td></td>
<td>(17,021 m²)</td>
</tr>
<tr>
<td>DAEGU / EXCO</td>
<td>8,000 / 5,900</td>
<td>24-36</td>
<td>5-9</td>
</tr>
<tr>
<td></td>
<td>(12,697 m²)</td>
<td></td>
<td>(23,000 m²)</td>
</tr>
<tr>
<td>DAEGEON / DCC</td>
<td>2,000 / 900</td>
<td>5-20</td>
<td>1-4</td>
</tr>
<tr>
<td></td>
<td>(4,862 m²)</td>
<td></td>
<td>(2,520 m²)</td>
</tr>
<tr>
<td>Gwangju / Kimdaejung Convention Center</td>
<td>3,000 / 1,300</td>
<td>10-31</td>
<td>1-3</td>
</tr>
<tr>
<td></td>
<td>(6,526 m²)</td>
<td></td>
<td>(9,072 m²)</td>
</tr>
<tr>
<td>CHANGWON / CECO</td>
<td>7,000 / 3,600</td>
<td>4-12</td>
<td>1-2</td>
</tr>
<tr>
<td></td>
<td>(7,827 m²)</td>
<td></td>
<td>(8,787 m²)</td>
</tr>
<tr>
<td>GYEONGJU / NICO</td>
<td>3,500 / 1,800</td>
<td>13</td>
<td>2</td>
</tr>
<tr>
<td></td>
<td>(12,927 m²)</td>
<td></td>
<td>(6,273 m²)</td>
</tr>
<tr>
<td>Pyeongchang (Gangneung) / Alpensia Convention Center</td>
<td>2,000 / 1,100</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td></td>
<td>(2,813 m²)</td>
<td></td>
<td>(2,813 m²)</td>
</tr>
<tr>
<td>Gunsan (Saemangeum) / GS CO</td>
<td>2,000 / 900</td>
<td>14</td>
<td>1</td>
</tr>
<tr>
<td></td>
<td>(1,712 m²)</td>
<td></td>
<td>(3,000 m²)</td>
</tr>
<tr>
<td>Suwon / Suwon Convention Center</td>
<td>3,000 / 1,800</td>
<td>28</td>
<td>1-3</td>
</tr>
<tr>
<td></td>
<td>(7,877 m²)</td>
<td></td>
<td>(7,877 m²)</td>
</tr>
</tbody>
</table>
Make an impact with unique venues

From the traditional to ultra-modern, each city offers stunning examples of architecture and historical sites available for gala dinners and networking events. Visit our website (www.koreaconvention.org), and find the 'KOREA Unique Venue' to add the ‘wow’ factor to your event.

Choose from more rooms, more options

A wide range of accommodations are available to suit every taste and budget, such as five-star hotels, boutique hotels, budget hotels, youth hostel, dormitories and hanoks. In recent years, there has been a rise in business hotel chains that offer reasonably priced rooms that are especially convenient for attendees on the go. Many of the accommodations are conveniently located near convention centers. In total, there are 1,026 accommodation facilities and 120,556 rooms including seventy-eight 5-star hotels.
Stay connected with cutting-edge IT infrastructure

Experience super-fast connections and seamless IT services to make the most of your events. The full range of our IT resources will be available at your fingertips to facilitate communications and maximize convenience among attendees. Use of these technologies will elevate your conference to the next level by tracking attendees’ preferences, engaging participants, and promoting the exchange of ideas and knowledge.

Organize a secure and sustainable event

Be assured by Korea’s excellent track record in public safety and security. Visitors benefit from the country’s emphasis on quality of life, including low crime rates, clean streets and high standards in public health and environment.

The country regularly ranks among the safest places in the world. Even in a sprawling metropolis like Seoul, people can walk around freely, day and night.

Organizers increasingly want to maximize efficiency while minimizing carbon footprint. Korea’s energy efficient working environment can make that possible.

- COEX, first in Asia to be Gold certified by EarthCheck, a global sustainability benchmarking system
- Songdo ConvensiA, first LEED certified convention center in Asia
- Goyang city (Gyeonggi-do), 2016 Global Destination Sustainability Index’ Most Improved Destination award recipient
- Paperless system at hotels, conference venues, etc.
- Walkable cities with safe, pleasant neighborhoods
Explore enchanting and exciting attractions

**Places to Go**

Immerse yourself in the Korean landscape which is defined by history and change. 5,000 years of history coexist with avant-garde architecture. Meander through old palace grounds as the ancient royals did or catch a glimpse of the world’s most secretive country, North Korea. Most attractions are easily accessible within a few hours and the constantly evolving landscapes make every visit seem new again.

**UNESCO World Heritage Sites**
The 12 designated sites include lava caves, Neolithic tombs, and authentically preserved folk villages.

**Historical Sites**
Korea’s long and storied past is reflected in the many palaces, fortresses, folk villages, temples, and monuments.

**Natural Wonders**
Even in cities, the beach and mountains are never too far away. Majestic vistas and idyllic nooks set the scene for sports, relaxation and fun.

**Culture & Arts Scene**
Antiquities, fine art, pop art, design and architecture from Korean and international artists contribute to the country’s vibrant culture.

**DMZ**
The demilitarized zone between North and South Korea offers a glimpse into one of the most impenetrable countries in the world.
Korea provides a diverse selection of activities to engage visitors of all types and ages. Restaurants, shops, spas and clinics serve up unique ways to experience the local culture and are also frequently open 24 hours a day.

**Cuisine: K-food**
Korean food features a wide variety of traditional court cuisine, vegetarian temple food and creative snacks from street vendors.

**Night Life and Entertainment**
K-pop concerts, classical performances, jazz bars, clubs and more give conference attendees a chance to unwind.

**Shopping**
Visitors can find exclusive styles and deals in duty-free shops, traditional markets, and shopping meccas like Myeongdong or the upscale Gangnam district.

**Beauty & Wellness**
Opportunities for relaxation and rejuvenation can be found during temple stays tea ceremonies as well as in spas and wellness resorts.

**Medical Tourism**
Advanced but affordable healthcare services include medical check-ups, cosmetic procedures, skincare treatments and acupuncture therapy.
Koreans value hard work, excellence and efficiency. At the Korea Tourism Organization, a friendly and experienced member of the KOREA MICE Bureau provides all conferences with customized support from day one. Organizers can rely on quick feedback to queries and personalized assistance. Korea MICE Bureau also works in close cooperation with equally experienced personnel from the local convention bureau, convention center, and PCO or DMC to provide a convenient one-stop service.

*For more information, contact the Korea MICE Bureau (convention100@knto.or.kr)
Korea Tourism Organization Offices

**HEAD OFFICE**

**HEAD OFFICE**
- 5190-10, 75-1, 5th Fl., Asahi Bldg. 1-1, 2-chome, Hakata-ekimae, Fukuoka, 812-0011, Japan
- fukuoka@visitkorea.or.kr
- 81-92-474-8015

**NEW YORK**
- 5190-10, 75-1, 5th Fl., Asahi Bldg. 1-1, 2-chome, Hakata-ekimae, Fukuoka, 812-0011, Japan
- osaka@visitkorea.or.kr
- 81-6-6266-0847

**HUCAYA**
- 81-92-474-8015

**AMERICAS**

**NEW YORK**
- 5190-10, 75-1, 5th Fl., Asahi Bldg. 1-1, 2-chome, Hakata-ekimae, Fukuoka, 812-0011, Japan
- osaka@visitkorea.or.kr
- 81-6-6266-0847

**HUCAYA**
- 81-92-474-8015

**BANGKOK**
- 81-92-474-8015

**KOREA MICE BUREAU Support System**

**ELIGIBILITY**

1. A conference hosted by an international organization or affiliate, with a minimum of 100 foreign attendees, lasting 3 days or longer.
   * Foreign attendance must represent a minimum of 5 different countries.

2. A conference hosted by an organization that is not a member of an international organization, with a minimum of 150 foreign attendees, lasting 2 days or longer.

**APPLICATION PROCESS**

1. Eligible parties should apply through their Korean partners, such as the local organizing committee, affiliated organization or PCO.

2. Application for our support and services are done in our official Korean website (k-mice.visitkorea.or.kr).

**SERVICES**

1. **Site Inspection Support**
   We provide complimentary site inspection tours of the locale and facilities, which includes accommodations, airfare and interpreters for key personnel.

2. **Communications Support**
   We act as the central liaison between conference planners and local contacts like the host city’s convention bureau.

3. **Opening Support**
   We support banquet, performances, tours and cultural programs; offer use of KTO resources (guide books, etc.), and provide souvenirs to raise your event’s profile and participants’ satisfaction.

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