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Busan Metropolitan City, endeavoring to become a world-class city!

A key city in the southern region of Korea that is emerging fast as a world-class city - Busan!

With superb infrastructure, outstanding human resources and strong new growth industries, Busan is striving to become stronger and more powerful as an international maritime capital city.
Get ready

Busan provides an ideal business environment with its young, creative and outstanding professionals, four distinct seasons, splendid natural environment, all the necessary social infrastructures as well as financial and administrative support. Join us in Busan Metropolitan City, where you’ll find everything you need.

A city in Northeast Asia that is ready for the future - Busan
Go together

A place where people can work, live and enjoy life in a pleasant environment.
A place where businesses work quickly and accurately by providing ubiquitous IT services.
A place where people dream of better tomorrow.

Stepping toward a brighter future, together with the people of Northeast Asia - Busan
For **Success**

From various incentives, administrative support to prior investment consulting services to land selection and follow-up management, we promise to do our best to provide you-business executives, employees and their family- with ideal business and living environment.

Find success in Busan Metropolitan City.

*A future-oriented city that will lead Northeast Asia to success - Busan*
Introduction of Korea

Korea, which is well-known for its remarkable economic growth, has been referred to as one of the four tigers of Asia along with Taiwan, Hong Kong and Singapore. In 2007, Goldman Sachs forecasted that Korea will become the second strongest economic powerhouses, following the US, by 2050 with GDP per capita of 90,294 USD. As of 2012, Korea has the 15th largest economy in the world with GDP per capita of 23,679 USD.
The creative economic nation of the future, Korea!

The center of Northeast Asia
Korea, situated in a geographically advantageous location between two economic powerhouses Japan and China, serves as the gateway to Northeast Asia and has 25% of the world’s population, 20% of the global GDP and 43 cities having more than a million population within 2-hour flight distance.

Ideal business environment
According to the results of the 2012 Doing Business of World Bank, Korea ranked 8th out of 185 countries in the world, and remained in the top 10 for two consecutive years. It ranked 3rd among the East Asian countries, 3rd among G20 member countries, and 6th among OECD countries. Also, it was named the 4th most business-friendly country in the world, gaining recognition for its excellent environment for doing business among competing countries in the world.

■ World ranking of Korea’s major industries

<table>
<thead>
<tr>
<th>Industry</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shipbuilding</td>
<td>1st</td>
</tr>
<tr>
<td>Automobile manufacturing</td>
<td>5th</td>
</tr>
<tr>
<td>Large LCD and OLED panel production</td>
<td>1st</td>
</tr>
<tr>
<td>Chemical industry (production)</td>
<td>6th</td>
</tr>
<tr>
<td>Semi-conductor production</td>
<td>1st</td>
</tr>
</tbody>
</table>

Overview of Korea

Population: 50,062,000
Area: 100,032 sq km
Location: Northeast Asia
Language: Korean
Creating an ideal environment for foreign direct investment

Stimulating foreign direct investment
After overcoming the Asian financial crisis in 1997 and 1998, the Korean economy became more advanced and globalized, and an ideal environment for foreign investment was created. In order to stimulate FDI even further, 18 foreign investment zones of industrial complex, 4 lease districts, and 60 individual foreign investment zones were designated to create a business-friendly environment for foreign-invested companies. As of 2012, 274 multinational companies among Fortune Global 500 companies, including the world’s top 20 companies, have invested in Korea.

FDI characteristics by field (as of 2012)
Korea, leading the global market

Economic Powerhouse
From the economy centering on primary industry with Korea’s GDP per capita less than 100 USD in the early 1960s, Korea’s economy showed the fastest economy growth in the world during the rapid industrialization period in the 70s and 80s. With such remarkable economic achievements, Korea emerged as one of the major economic nations in the world and joined OECD in 1996, gaining recognition as a developed nation. As of 2012, Korea has the 15th largest economy in the world with GDP of 164 billion USD and GDP per capita of 23,679 USD, and has become a leader in the global market based on its high-tech industries.

National credit rating

Moody’s

S&P

Fitch
Introduction of Busan

Busan, the center of Northeast Asia’s economy, has been reborn as a global city of movies, pictures, logistics, finance, offshore and shipbuilding. With its world-class urban infrastructure and sustainable growth engines, Busan is fast becoming an international gateway city connecting the countries along the Pacific Rim and Eurasia.
Busan, the center of global logistics!
A strong foundation for a brighter future!

Strategic point for global logistics
Busan, a major port city situated in the main route toward North America and Europe, is a strategic base for global logistics. Having benefited the most from the pioneering of the North Pole sea route, the distances of the sea routes to Europe and North America have been shortened by 40% and 30%, respectively, which in turn has reduced the logistics cost. Furthermore, Busan is the future starting point of transcontinental railways that will run from Korea through China and Russia, all the way to Europe.

One of the world’s top 5 container port cities
Busan handles 75% of all container cargo coming in and out of Korea and more than 17 million TEU of goods annually. Regarded as a super port city, Busan has one of the top 5 container ports in the world, with goods transported to and from 500 ports in more than 100 countries, and has established itself as the logistics center of Northeast Asia. With the opening of 45 additional berths at the Busan New Port by 2020 and establishment of a logistics center in the hinterland with a high-tech system, the lead time will be minimized, and Busan will secure its place as the logistics hub of Northeast Asia and as a world-class port city.
An ideal business environment

Center of Korea’s Southeast Economic Belt
Busan serves as the economic and logistics hub of Korea’s Southeast Economic Belt with a total population of 7.63 million people where Korea’s leading industries are located. A total of 90% of national output in shipbuilding, 90% of ship parts, 45% of automobile, and 40% of machinery is produced in the region.

Top Transportation Infrastructure
Busan has an excellent air-land-sea transportation system connecting the continent and the sea. With such superb transportation infrastructure, Busan resident companies can enjoy convenient transportation and reduce logistics costs.

Excellent Human Resources
Busan has a great pool of quality labor force, which comes from its 3.6 million population and competitive educational infrastructure. In the city, there are 25 universities and colleges, 334 research institutes as well as the world’s leading R&D Centers such as Fraunhofer Institute for Applied Material Research, INI-GraphicsNet, Rolls-Royce University Technology Center, Loyd’s Register Foundation Research Center of Excellence and APEC Climate Center.
Foreigner-friendly City

**Centum Marine City**: A popular residential area among foreigners

**Busan Global Center**: Foreigner call center, educational/cultural programs and moving consultation services, etc.

**English Radio FM (90.5MHz)**: Mentoring program between Korean and foreign communities, etc.

**Foreign Organizations / Diplomatic Missions**
- **Consulate General**: 4 (US, Japan, Russia, China), Taipei Mission in Korea, Busan Office Honorary Consuls: 30 countries

**Social Organizations & Association**: 12
(Busan Foundation for International Activities, Busan International Friendship Society, EU Chamber of Commerce, Korea-Japan Cultural Exchange Association, etc.)

**Culture Centers**: Institut Francais (France) and Goethe Institut (Germany)

**International School**

<table>
<thead>
<tr>
<th>School</th>
<th>Language &amp; Curriculum</th>
<th>Education Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>FAU (Germany) Busan Campus</td>
<td>English (European)</td>
<td>University</td>
</tr>
<tr>
<td>Busan International School</td>
<td>English (European)</td>
<td>Kindergarten, elementary, middle, and high school</td>
</tr>
<tr>
<td>Busan Foreign School</td>
<td>English (American)</td>
<td>Kindergarten, elementary, middle, and high school</td>
</tr>
<tr>
<td>Brighton College</td>
<td>English (European)</td>
<td>Kindergarten, elementary, middle, and high school</td>
</tr>
<tr>
<td>Busan Japanese School</td>
<td>Japanese</td>
<td>Elementary and middle school</td>
</tr>
<tr>
<td>Busan China Primary School</td>
<td>Chinese</td>
<td>Kindergarten, elementary school</td>
</tr>
<tr>
<td>Busan China School</td>
<td>Chinese</td>
<td>Middle and high school</td>
</tr>
</tbody>
</table>
Industrial Structure of Busan

No. of Foreign Businesses: 746
Renault Samsung Motors (automobile), Bosch Rexroth Korea (manufacturing), Wilo Pumps (manufacturing), Rolls Royce (R&D), Fraunhofer (R&D), MAN Diesel & Turbo (shipbuilding), Wartsila (shipbuilding), Kongsberg (shipbuilding), LME (London Metal Exchange logistics warehouse), Aker Solution (offshore)

Major Foreign-invested Firms in the Service Industry
- Entertainment (Merlin)
- Hotel (Sega Sammy Hotel Busan, Toyoko Inn)
- IT (Accenture)
- Engineering (Intergraph)
SEGA SAMMY HOTEL BUSAN

Location/Area
1502 U-dong, Haeundae-gu,

Lot size
9,911 m²

Total project cost
Over 391.5 billion KRW (incl. land purchase cost)

Project description
Construction of 5-star and business hotels
Entertainment facilities, digital theme park, shopping mall and outlet stores

Major incentives
Tax deductions/exemptions
Corporate tax: Deductions for 7 years
(100% for the first 5 years and 50% for the following 2 years)
Acquisition tax: Exemption for 15 years
Property tax: Deductions for 10 years
(100% for the first 7 years and 50% for the following 3 years)

Duties, VAT, special consumption tax: 100% exemption for 5 years
(on imported capital goods)
A central city in Northeast Asia!

Busan known for its superb maritime, logistics and advanced film industries and the international financial center contains special districts of culture, industry, tourism and IT industry. It is a place where all industrial sectors co-exist in harmony.
Busan, with its splendid natural environment and diverse festivals throughout the year, launched the Busan Tourism Organization in 2012 with the aim of transforming it into a global tourist city. A wide range of tourism resources such as cruises have been developed, and the LCT and East Busan Tourist Complex were established.
A co-existence city of traditions and advanced industries, Busan!

A City of Culture and International Festivals
Busan International Film Festival / Busan Fireworks Festival / Busan Sea Festival / Busan Port Festival / Busan Biennale / Pret-A-Porter Busan / Busan Christmas Tree Festival

Development of Cruise Tours
- Cruises entering the port in 2012: 126 times with a total of 160,000 people (including Club Harmony)
- Attracting foreign cruises
  Legend (70,000 tons, max. capacity of 3,000 people),
  Costa (70,000 tons, max. capacity of 3,000 people),
  Club Harmony (30,000 tons, max. capacity of 1,300 people)
- Incentives for cruise coming into Busan port and no-visa entry
  (tourist landing authorization system)

Expansion of Infrastructure for Marine Leisure Sports
- Redevelopment of the yachting center
- Development of the Nakdong River Water Sports Town
- Development of the Busan Water Sports School
- Songdo Marine Leisure Sports Center
- Yongho Bay Cruise Ship Terminal
- Port Camellia of Unchong Port

※ MICE (Meeting, Incentives, Convention, Exhibition)
Busan, a Host City for Exhibitions, Conventions and International Conferences

Exhibitions/Conventions
Busan has emerged fast as the center of the MICE industry of Asia and a global exhibition and convention city with the establishment of world-class infrastructures for diverse exhibitions and conventions.

International Conference City
- A fast growing city in the convention industry in the past 10th years by UIA (Union of International Association)
  - Ranked 1st in Asia and 3rd in the world
  - Ranking based on the number of international conferences held - 4th in Asia and 15 in the world
    ▶ The 3rd OECD Water Forum in 2009
    ▶ Fourth High Level Forum on Aid Effectiveness 2011 in Busan
    ▶ Busan Lions Club International Convention 2012
    ▶ International Union for the Scientific Study of Population (IUSSP) 2013
    ▶ 2014 ITU Plenipotentiary Conference

Extension of Infrastructure
- 1st BEXCO: exhibition area - 26,508㎡
- Opening of 2nd BEXCO: exhibition area - 20,000㎡
- Auditorium: 4,002 seats

Host of Various Exhibitions
- Global Game Exhibition (G-STAR) 2013
  - 8 consecutive years from 2009 to 2016; Established the foundation for permanent hosting)
- Kormarine, Marine Week, Busan International Motor Show,
  Busan International Machinery Fair,
  Busan International Seafood & Fisheries EXPO, etc.
No. 1 City in Medical Tourism

Optimum Place for Medical Tourism
- Special zones designated for medical services (Seomyeon, Haeundae)
- Dramatic increase in the number of foreigners entering the city for medical tourism
  (5,921 people in 2010, 10,031 in 2011, and 14,125 in 2012)

Infrastructure for Medical Tourism
- A total of 4,400 medical institutions
  5 university hospitals, 22 general hospitals, 259 hospitals,
  8 oriental medicine hospitals, 1,097 dental hospitals and clinics, 2,088 medical clinics and 998 oriental medical clinics, etc.
- Some 220 medical specialists (doctors, dentists and oriental doctors) from 5 medical schools and 360 medical assistants enter the workforce annually

Diverse Medical Tour Programs
- A wide range of tour programs available that include recuperation, experience, entertainment, food and shopping, etc.
A Premium Marine Recreational Complex for Year-round Stay

**Splendid Natural Environment**
Hot spas, beautiful temples and other attractive spots for tourists are situated along Haeundae and Gwangalli beaches draw approximately 2 million foreign tourists and 26 million domestic tourists to Busan each year.

**Growing Tourist Population**
There are more than 200 million people living within a two-hour flight radius of the EBTC, which is expected to be the No. 1 resort area in Korea, in addition to the 50 million people living domestically within a one-hour flight radius.

**Convenient Accessibility**
The location of EBTC offers quick access to major transportation centers including Gimhae International Airport, Busan International Ferry Terminal, Busan Station and Busan-Ulsan Expressway.

**Real Estate Investment Immigration System**
Permanent resident status is granted to foreigners investing more than 500 million KRW into the recreational facilities of EBTC.
### Direction of Development

- Development of 4 zones: Urban Leisure Zone, Theme Park Zone, Beach Zone and Leports Zone
- Advanced development of the strategic zones: Theme Park Zone and Leports Zone

<table>
<thead>
<tr>
<th>Zone</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Zone I</td>
<td>Urban Leisure Zone</td>
</tr>
<tr>
<td>Zone II</td>
<td>Theme Park Zone</td>
</tr>
<tr>
<td>Zone III</td>
<td>Beach Zone</td>
</tr>
<tr>
<td>Zone IV</td>
<td>Leports Zone</td>
</tr>
</tbody>
</table>

![Map showing the distribution of zones](image)
**Location/Area**
1058-2 Jung 1-dong, Haeundae-gu (65,934 m²)

**Direction of development**
Construction of a resort complex for year-round stay
- Water park, theme park, tourist hotel, regular hotel, stores, residential facilities, etc.

**Project scale**
Building 1 with 101 ground floors and Building 2 with 85 ground floors (gross floor area: 660,077 m²)

**Project period**
2006 to 2017 (Land - Busan Metropolitan Corporation, Upper part (Building) - LCT PFV)

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**A New World Created in the Marine City, Haeundae**

LCT is expected to become a landmark in the Haeundae area with diverse facilities and spaces that can lead tourists all year-round including the 8-floor podium connecting 3 towers, large-scale indoor and outdoor water park, digital theme park, cinema complex, Art Plaza and Kids Garden.

**Real Estate Investment Immigration System**
Permanent resident status is granted to foreigners investing more than 700 million KRW into LCT.
Gaedeok-do Tourist Complex

Project scale
7.4km² in 3 zones
> 3.7km² in Nulcha, 2.9km² in Cheonseong, 0.8km² in Daehang

Concept of development
Creating a world-class tourist complex and resort area for year-round stay

Innovating West Busan

Gaedeok Island, connecting Busan and Geoje Island, is situated near Busan New Port, Busan-Jinhae Free Economic Zone and Eco Delta City, and is expected to become a future-oriented marine city specialized in international tourism and leisure activities and an iconic tourist attraction in the West Busan area.

Nulcha Zone (Golden Bay)
An international amusement facilities zone containing a casino and resort, traditional theme park, convention center, hotel and marina, etc.

Cheonseong Zone (Discovery Bay)
A tourist and recreational zone containing a golf course, forest experience center, marine-themed resort, townhouses, etc.

Daehang Zone (Fisherman’s Wharf)
A tourist, recreational and logistics support zone containing a fishing experience village, aviation logistics center, wellness complex, etc.
Movie & Picture

04 Visual Industry Center

Busan, a world-renowned city of film in Asia, is equipped with superior facilities and support system that are unrivalled by any other cities. With the Busan International Film Festival, which has become the top film festival in Asia, as well as the Korean Film Council, Korea Media Rating Board and Game Rating Board to be relocated into the city, Busan has undoubtedly one of the top movie and image industries in the world.
The Top City in Movie & Image Industry in Asia, Busan

Since the 1st Busan International Film Festival was held in 1996, Busan has established itself as the center of the movie and image industry of Asia and is now preparing to extend its influence as the hub of the global movie and picture industry.

Creation of the Movie & Picture Cluster at Centum City
- 61,135m² in CinePort
- Relocation of the Korean Film Council, Korea Media Rating Board and Game Rating Board
- Opening of the Busan Cinema Center, Busan Cultural Contents Complex, Post-production facilities for film productions

Establishment of the Infrastructure for Picture Contents Production
- Cinema Experience Museum, Movie Filming Studio
Centum City

Mecca of Advanced Picture Contents Culture
- Foundation to become the center of picture and production work
- State-of-the-art business environment:
  Advanced picture, information and international business and tourist facilities, etc.

Concept of Development
- Informative industry complex:
  Software, pictures, animation, Internet data center, Asia-Pacific Gateway, etc.
- Urban entertainment:
  World-class urban recreational facilities and large department stores
- Residential and commercial facilities:
  Apartment, discount stores and small and medium-sized stores, etc.
- International business zone:
  Skyscraper complexes functioning as housing and business facilities
**Visual Industry Center**

**Location**
39 Senteomseo-ro, Haeundae-gu
(1466-2 U-dong, inside the Centum Innovation Zone)

**Project period**
2010 to 2014

**Target businesses**
Company/organization in the picture and image contents industry

**Incentives**
Affordable leases (public property) compared to the nearby apartment-type factories

<table>
<thead>
<tr>
<th>Visual Industry Center</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Category</strong></td>
</tr>
<tr>
<td>Total</td>
</tr>
<tr>
<td>1st phase</td>
</tr>
<tr>
<td>2nd phase</td>
</tr>
</tbody>
</table>
Busan, which was designated as a specialized financial center in January 2009 by the Korean Government and situated near the world’s top shipyard, is currently the world’s No. 1 city with respect to the volume of derivatives trade. Through the creation of a specialized financial cluster, Busan is expected to emerge as a shipbuilding and financial center of Northeast Asia.
Specialized Financial Hub in Maritime and Derivatives Trade of Northeast Asia

Creation of a global financial hub specializing in maritime and derivatives trade
- Relocation of Korea Asset Management Corporation and Korea Housing Finance Corporation into BIFC underway
- Attracted financial institutions specializing in derivatives such as R&D Center on Derivatives and Certified Emission Reductions (CERs) Exchange to BIFC

Scale of funds managed by tenant institutions of Busan International Finance Center

<table>
<thead>
<tr>
<th>Institution</th>
<th>Scale of Funds (trillion KRW)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Korea Securities Depository</td>
<td>2.3 trillion won</td>
</tr>
<tr>
<td>Korea Asset Management Corporation</td>
<td>2.6 trillion won</td>
</tr>
<tr>
<td>Korea Exchange</td>
<td>2.6 trillion won</td>
</tr>
<tr>
<td>Korea Housing Finance Corporation</td>
<td>2.7 trillion won</td>
</tr>
<tr>
<td>Korea Technology Finance Corporation</td>
<td>3.2 trillion won</td>
</tr>
<tr>
<td>Korea Housing Guarantee</td>
<td>5.7 trillion won</td>
</tr>
<tr>
<td>Korea Southern Power</td>
<td>6.3 trillion won</td>
</tr>
<tr>
<td>Busan Bank (Head Office)</td>
<td>39 trillion won</td>
</tr>
<tr>
<td>(National Agricultural Cooperative Federation)</td>
<td>194.7 trillion won</td>
</tr>
</tbody>
</table>
Busan International Finance Center (BIFC)

Location/Area 1227-1 Munhyeong-dong, Nam-gu, 102,352㎡
Project operator Busan Metropolitan Corporation
Target businesses Finance and insurance companies/organizations

The one and only large-scale international specialized finance complex in the country

Center of Specialized Finance
Busan, a shipbuilding and financial city that is No. 1 in derivatives trade and concentrated with shipyards ranking in the world’s top 10, is quickly emerging as the global center in the maritime and derivatives trade sectors. With the establishment of the optimum infrastructure, Busan is expected to become the center of specialized finance in the world.

Infrastructure for Total Financial Services
BIFC is establishing optimal business support facilities for total financial services by attracting world-class back office, back-up center and integrated medical and administrative centers for stable financial services as well as financial educational centers to train top-notch professionals in finance.

Integrated Development Project

<table>
<thead>
<tr>
<th>Category</th>
<th>1st phase</th>
<th>2nd phase</th>
<th>3rd phase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Land area</td>
<td>24,856㎡</td>
<td>12,276㎡</td>
<td>10,293㎡</td>
</tr>
<tr>
<td>Purpose of use</td>
<td>Office facilities, general commercial facilities ※ Relocation of 8 institutions incl. Korea Exchange into BIFC</td>
<td>Studio, commercial facilities, Data Center, facilities attracted to financial center</td>
<td>TBD (demand survey and review of project scale, etc.)</td>
</tr>
<tr>
<td>Scale of construction</td>
<td>197,869㎡(63 floors)</td>
<td>114,910㎡(25 floors)</td>
<td></td>
</tr>
<tr>
<td>Project period</td>
<td>April 2008 to June 2014</td>
<td>April 2011 to Jan. 2015 (Planned)</td>
<td></td>
</tr>
</tbody>
</table>

Implementation Plan for the Specialized Finance Center

1st phase
Establishment of a foundation for a financial hub
- To foster the financial industry
- Complete the construction of Munhyeong Innovation Zone and relocation of public institutions
- Commence the operation of key infrastructures such as training of financial professionals, strengthening of the network and promotion of globalization

2nd phase
Cultivation of specialized finance and establishment of international finance infrastructure
- Establish residential infrastructures including housing, medical, educational, cultural and English facilities
- Stimulate the marine and derivatives market through the derivatives exchange

3rd phase
Formation of an international marine and derivatives cluster
- Strengthen the competitiveness of financial institutions in Busan
- Innovate the marine and derivatives cluster of Busan centering on companies, universities/colleges and research institutes
- Expand the finance market and establish a specialized international finance center
The ICT Hub of Asia-Pacific Region

Busan, an ICT-based city, is an international base for submarine cables connecting Korea, Japan, China, US and Europe. Also, with the establishment of a cloud data center with an aim to attract global companies to the Asia Data Center, the city’s competitiveness in this information-based society has been enhanced even further.
LG CNS Data Center

Location: Busan-Jinhae Free Economic Zone
Development plan:
2nd phase: 2013 to 2017 / Gross floor area: 28,050㎡
Target businesses:
IT and IT engineering service companies/organizations

Cloud Data Center Complex - LG CNS Data Center

Establishment of the First Data Center Park
- An IT and data center for the Asia-Pacific region
- In operation 24/7 all year-round
- Appropriate temperature for servers, maintained using the wind and renewable energy (built-up air conditioning system)
- The nation’s first base-isolated facilities and equipment that are not affected by earthquakes and tsunamis
- The nation’s first container data center with great accessibility and expandability
- Tenant companies include Kakao, LG Electronics Data Processing Center, NTT (Japan)
Korea’s maritime capital, Busan, is an ideal place for companies in the marine sector with its well-established infrastructure such as ports, airport and the Innopolis and a concentration of shipbuilding materials manufacturers, universities and colleges and research institutes as well as its close location to the world’s leading shipyards. Busan will emerge as a center for R&D and professional training for the marine sector with the creation of an R&D cluster, relocation of research institutes implementing national projects on the marine sector, and establishment of relevant educational institutes.

Relocation of Research Institutes Implementing National Projects
- Korea Institute of Ocean Science & Technology (KIOST)
- Establishment of the Korea Institute of Offshore Plants (2016)
- Korea Ocean Research & Development Institute (KORDI), Korea Maritime Institute (KMI) and Korea Hydrographic and Oceanographic Administration (KHOA) set to relocate to the Innopolis

Global Ship Classification Offices
ABS, DNV, KR, LR, NK, RINA, etc.
Busan Innopolis

Location/Area  Central area of International Industry & Logistics City in Gangseo-gu / 14.104㎢

Inno-Cluster of R&D-based Shipbuilding & Offshore Plant

Designation of Innopolis
- R&D Convergence Zone (3.20㎢): Perform the function of an R&D hub centering on Government-supported research institutes and universities/colleges, etc.
- Production Base Zone (2.06㎢): Pursue industrialization of shipbuilding and offshore plants centering on Noksan Industrial Complex
- Commercialization Promotion Zone (4.20㎢): Cultivation of advanced technologies through commercialization of technologies
- High-tech Complex Zone (4.64㎢): Create new industrial complexes and establish a shipbuilding and offshore plant industry ecosystem

Vision and Specialized Industries
- Vision: To create a shipbuilding and offshore plant inno-cluster based on the world’s leading R&D projects
- Specialized industries: shipbuilding and offshore plant industries
  > Specific specialization area: Offshore plant engineering and services, and shipbuilding and offshore plant equipment and materials

Global Offshore Plant Market Share in 2012

<table>
<thead>
<tr>
<th></th>
<th>2011</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Drillship</td>
<td>76.0%</td>
<td>52.4%</td>
</tr>
<tr>
<td>China</td>
<td>3.7%</td>
<td>7.5%</td>
</tr>
<tr>
<td>FPSO/FSU</td>
<td>77.5%</td>
<td>75.7%</td>
</tr>
<tr>
<td>Norway</td>
<td>20.3%</td>
<td>25.0%</td>
</tr>
<tr>
<td>Other</td>
<td>11.1%</td>
<td>17.0%</td>
</tr>
</tbody>
</table>

Share: Based on new order placements converted to CGI
Source: Clarkson, NKE Credit Rating
INDUSTRY & LOGISTICS

International Industry & Logistics City

With the establishment of the premium business city amidst the blessed natural environment centering on the International Composite Logistics Complex and the high-tech industrial complexes in the Gangseo region, Busan will gain a new growth engine.
International Industry & Logistics City

Location
33㎢ area in the Gangseo region near of Nakdong River

Project period
2008 to 2020

- Metropolitan Industrial Complex (20㎢):
  Strategic industry in the southeastern region, and hybrid parts · marine composite industries, etc.

- Composite Logistics Complex (9㎢):
  Global assembly and processing · parts and materials supply base, etc.

- Knowledge Creation City (4㎢):
  International business, R&D, education, tourism and residential area, etc.

Global Competitiveness

Mecca of Global Logistics and High-tech Industries
Taking advantage of the location being the hinterland of Busan New Port and Gimhae International Airport, the International Industry & Logistics City will be cultivated into a composite logistics foothold and strategic base for high-tech industries such as the aviation industry and be developed into a global Industry and Logistics center.

An Integrated Development System for the West Busan Region
It will be developed into an international business city that provides international commercial, tourism and convention functions and services to the 33㎢ Free Economic Zone (FEZ) and the Noksan and Sinho industrial complexes.

A Dedicated Complex for Foreign-invested Firms
- Attract global companies and research institutes associated with the specialization industry of the southeastern region as the final base of the global production and research network
- Excellent land for foreign-invested firms in FEZ
- Establish an industrial complex for Japanese companies in the Metropolitan Industrial Complex (Zone 1 & 2): 380,000㎡(planned)
International Business Town

09 Myeongji International City  10 North Port Redevelopment

The projects, Busan New Port, Myeongji International City and North Port redevelopment will turn the city into an international business center equipped with the most modern buildings, convenient residential facilities, international schools, business facilities as well as cultural and recreational facilities.
An international business center focusing on the marine, culture and tourism sectors! That is the future envisioned by Busan!

**Redevelopment of the North Port**
The face of the Busan Port with over 130 years of history will be changed completely. It will be transformed from an advanced base for international trade to an international gateway to Eurasia.

**Myeongji International City**
Myeongji International City, situated in a geographically advantageous location that will be enabling to linkage of the port, aviation logistics and hinterland functions. In addition, it will offer the state-of-the-art international business facilities and a pleasant living environment with an aim: International business town.
<table>
<thead>
<tr>
<th>Myeongji International City</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Location</strong></td>
</tr>
<tr>
<td><strong>Area</strong></td>
</tr>
<tr>
<td><strong>Project period</strong></td>
</tr>
<tr>
<td><strong>Target businesses</strong></td>
</tr>
</tbody>
</table>

## An International Business Center with the Ideal Environment

### Residential and Business Environment

Myeongji International City, situated in the southeastern region of Busan-Jinhae FEZ, will be developed into an international business center containing the ideal residential complexes, public institutions, multinational companies and international education institutions that will meet the expectations of the people moving in from the West Busan region.

- Public institutions: Busan District Court for the Western Region and Busan District Prosecutors’ Office Western Branch
- Educational institutions: Brighton College (U.K.) and UCLA Nursing School

<table>
<thead>
<tr>
<th>Myeongji International City</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Functions</strong></td>
</tr>
<tr>
<td><strong>Business</strong></td>
</tr>
<tr>
<td>- International logistics and business support services</td>
</tr>
<tr>
<td>- Integrated business and support functions to promote foreign investment and corporate activities</td>
</tr>
<tr>
<td>- Integration of services related to the marine industry</td>
</tr>
<tr>
<td><strong>Marine cluster</strong></td>
</tr>
<tr>
<td>- Integration of services related to the marine industry</td>
</tr>
<tr>
<td>- Integrated management of industries, schools and institutions</td>
</tr>
<tr>
<td><strong>Education/Research</strong></td>
</tr>
<tr>
<td>- Key research facilities with outstanding research competency</td>
</tr>
<tr>
<td>- Education and professional training</td>
</tr>
<tr>
<td>- Development and propagation of advanced technologies</td>
</tr>
<tr>
<td>- Integrated management of industries, schools and institutions</td>
</tr>
<tr>
<td><strong>Housing/Support</strong></td>
</tr>
<tr>
<td>- Sufficient housing space set aside to meet the demand of people coming in from West Busan and BJ FEZ</td>
</tr>
<tr>
<td>- Pleasant living environment with residences and workplaces in close proximity</td>
</tr>
<tr>
<td>- Housing complex and school for the employees of foreign companies moving into BJ FEZ and their families</td>
</tr>
<tr>
<td>- Offices for employees of foreign companies moving into BJ FEZ and their families</td>
</tr>
</tbody>
</table>
Redevelopment of the North Port (Central Bay)

<table>
<thead>
<tr>
<th>Location/Size</th>
<th>General wharf of Busan Port (Coastal wharf - 4th wharf), 1.53 million m²</th>
</tr>
</thead>
<tbody>
<tr>
<td>Project period</td>
<td>2008 to 2020 (in phases)</td>
</tr>
<tr>
<td>Facilities</td>
<td>Port, leisure and commercial facilities, etc.</td>
</tr>
</tbody>
</table>

Central Bay, where Nature and People Coexist in Harmony

**Gateway City to Asia**
The North Port will be developed with a focus on securing water-friendly spaces and making sure that the hinterland area acquires the functions of a complex city it needs to become an international tourist attraction.

**Ideal Location**
The North Port, is close to the Busan Station, which will become the starting point of transcontinental railway that will run from Korea through the Eurasian Continent, as well as the largest shopping mall in Korea and a theme park called Lotte World II. With such an ideal location, it will emerge as the commercial center of West Busan and as an international business town.
City Center Zone
Area: 98,841 m²
- Facilities
Rest and Recreational Functions: Tourist hotels, service residence hotels, condominiums, integrated well-being facilities, hospitals /medical clinics (silver town), etc.
Commercial Functions: Shopping mall, traditional restaurants, theme restaurants, food markets, etc.
Residential Functions: Multi-unit dwellings, residential-commercial complexes, etc.

IT, Visual Media & Exhibition Zone
Area: 60,450 m²
- Facilities
Cultural and Exhibition Functions: IT exhibition hall, promotional center (large companies), international convention center, family gaming center, X-sports stadium, screening complex, filming studio, animation center, cinema, multi-purpose performance hall, indoor sports center, etc.
Commercial Functions: Shopping mall for it, electronics stores, business facilities, etc.

Commercial & Business Zone
Area: 47,750 m²
- Facilities
Multiple Commercial Functions: Premium outlet, discount stores, condominiums, etc.

International Business Zone: Finance center, business facilities, premium hotels

Marine Culture Zone
Area: 137,640 m²
- Facilities
Cultural and Exhibition Functions: Arts Center, art museum, etc.
Multiple Functions: Landmark tower (financial facilities, business facilities, premium hotels, etc.)

Port District
Area: 153,412 m²
- Facilities
International ferry and cruise terminal, shopping center, premium outlet, business facilities, accommodations facilities, tourism facilities, etc.

Transfer Center
Area: 40,472 m²
- Facilities
Transfer facilities, airport terminal, shopping center, deck, accommodations, business

Waterfront Park
Area: 197,797 m²
It`s possible

Anything is possible in the city of Busan that offers ideal environment for investors and businesses!
A supportive partner, ensuring your success!