



KOREA BEYOND MEETINGS



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.



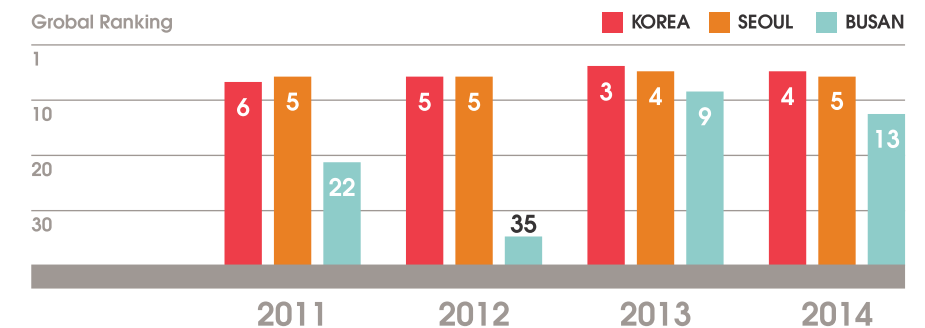
01

Plan for success at a top convention destination

Korea is the preferred 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 630 meetings in 2014 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.

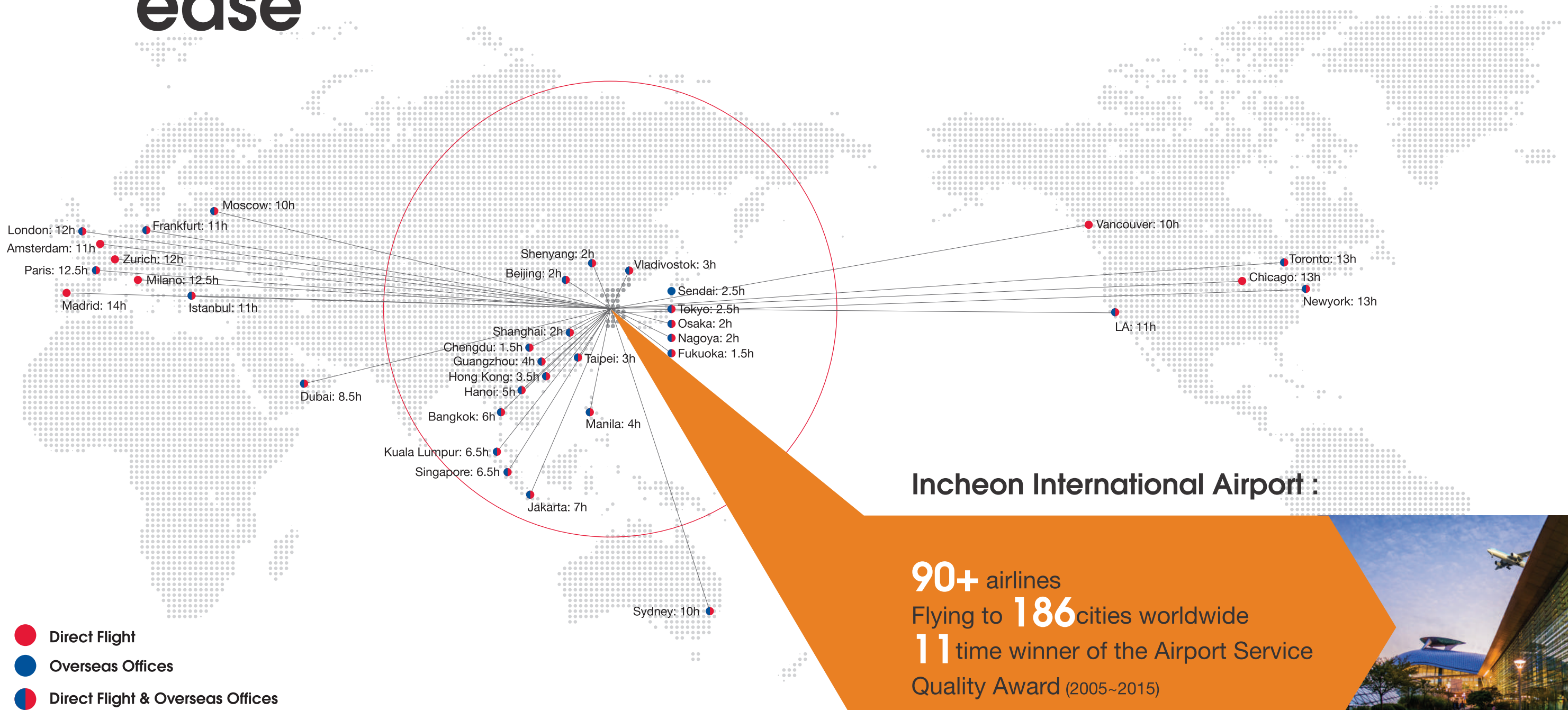
Experience

- 2002** FIFA World Cup
- 2005** APEC KOREA
- 2010** G20 Seoul Summit
- 2012** Seoul Nuclear Security Summit
- 2012** OECD Tourism Committee & OECD/APEC Tourism Working Group Forum
- 2013** World Energy Congress
- 2014** ITU (International Telecommunications Union) Plenipotentiary Conference
- 2014** International Congress of Mathematicians
- 2015** UNESCO World Education Forum
- 2015** World Science and Technology Forum, OECD Ministerial Meeting
- 2015** ISO (International Organization for Standardization) General Assembly
- 2016** Rotary International



02 Arrive in style, comfort and ease

An accessible hub in Asia, Korea is within a 3 hour flight radius of one-third of the world's population. Visa-free entry for visitors from more than 150 countries and fast processing at the award-winning Incheon International Airport make business travel to Korea a pleasure.





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



PLANE

9 international airports, 7 domestic airports



TRAIN

High-speed train (KTX) connected to Incheon Int'l Airport and major cities



BUS

Round the clock express and intercity buses



How to get around the city



SUBWAY

6 metropolitan cities, foreigner-friendly, average fare of 1 USD



BUS

Extensive routes, average fare of 1 USD



TAXI

Readily available, reasonably priced

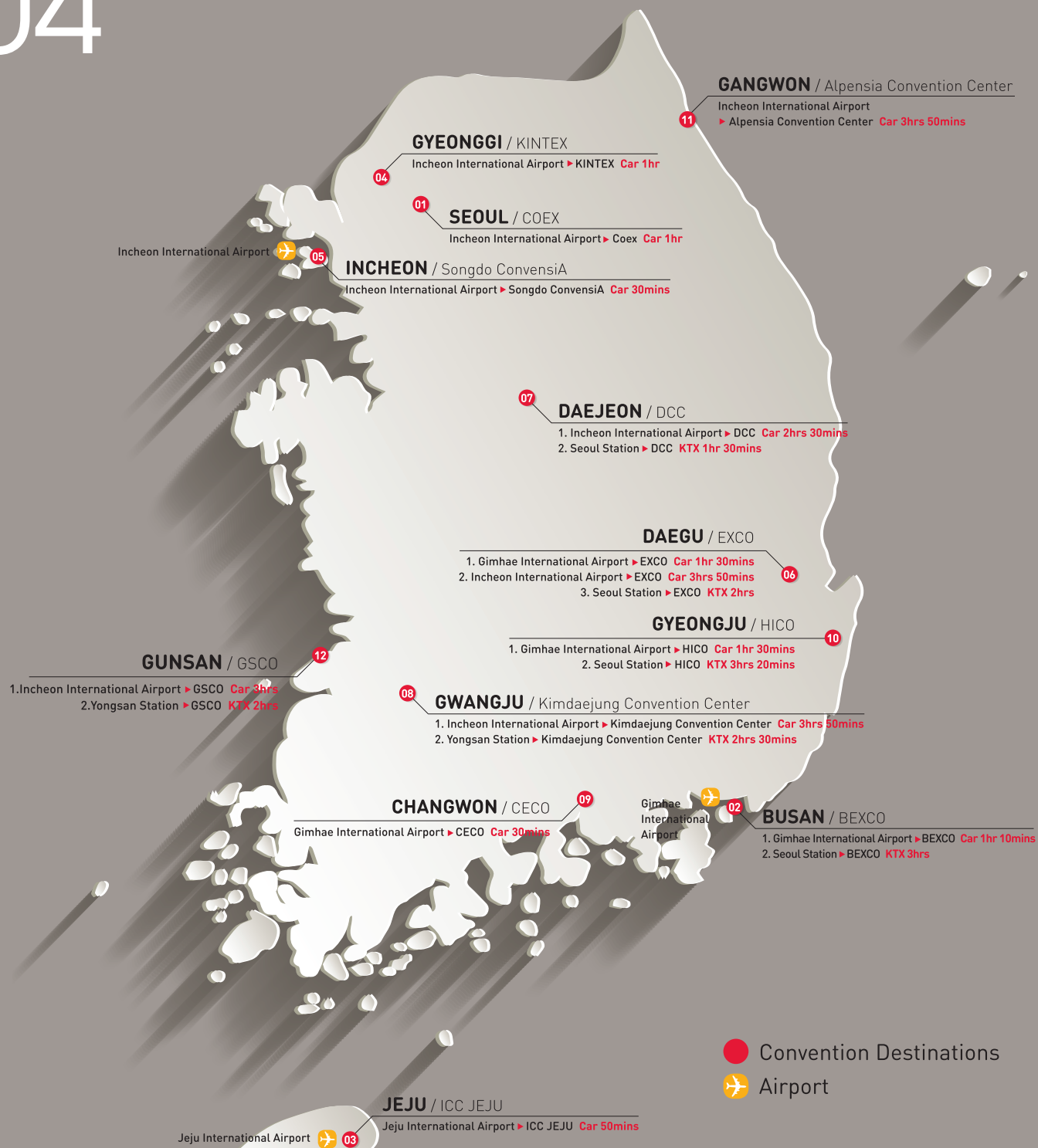


T Money Card : prepaid smart card for access to all public transit

Find the right city and convention center

04

Regional attractions add to the colorful spectrum of Korea's MICE destinations. Each locale has a unique appeal and is famed for its industrial hub, modern cityscape, natural scenery or historical legacy. 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 knowing they will receive a warm welcome wherever they go.



City / Convention center	Max Capacity (Theater Type / Class Type)	Meeting Room	Exhibition Hall
01 SEOUL / COEX Historically the heart of Korea, the capital is now a global metropolis and a major economic hub driving cultural innovation in Asia.	7,000 / 3,500	54-92 (11,573 m ²)	4-12 (35,287 m ²)
02 BUSAN / BEXCO Korea's second largest city is also Asia's 4th best convention city (2013, UIA), boasting picturesque mountains and beaches.	4,000 / 2,000	22-50 (12,662 m ²)	5-16 (46,380 m ²)
03 JEJU / ICC Jeju The ecological paradise featuring beaches, caves and other UNESCO designated natural wonders attracts visitors year round.	4,300 / 3,500	16-27 (7,930 m ²)	1-3 (2,395 m ²)
04 GOYANG (GYEONGGI) / KINTEX The popular region next to Seoul has many theme parks and sports venues, in addition to Korea's largest convention venue.	70,000 / 35,000	29-39 (13,303 m ²)	10-20 (108,556 m ²)
05 INCHEON / Songdo ConvensiA The transportation hub is home to Songdo, the international business district with state-of-the-art convention facilities.	1,920 / 1,050	10-23 (2,304 m ²)	1-2 (8,416 m ²)
06 DAEGU / EXCO The industrial city is a major player in manufacturing, especially textiles and electronics, as well as in high-tech healthcare.	8,000 / 5,900	24-36 (12,697 m ²)	5-9 (23,000 m ²)
07 DAEJEON / DCC The science and technology city is also Korea's administrative capital thanks to its convenient transportation network.	2,000 / 900	5-20 (4,862 m ²)	1-4 (2,520 m ²)
08 GWANGJU / Kimdaejung Covention Center Known for its rich history, cuisine and nearby green tea fields, the city is celebrated for its gallery district and art festivals.	3,000 / 1,300	10-31 (6,526 m ²)	1-3 (9,072 m ²)
09 CHANGWON / CECO The industrial hub with R&D centers for global companies like Hyundai and Volvo also has a vibrant eco-tourism industry.	7,000 / 3,600	4-12 (2,786 m ²)	1-2 (7,827 m ²)
10 GYEONGJU / HICO The ancient capital of Silla is called an 'open-air museum' for its wealth of historical artifacts and UNESCO World Heritage Sites.	3,500 / 1,800	13 (12,927 m ²)	2 (6,273 m ²)
11 PYEONGCHANG (Gangwon) / Alpensia Convention Center Home of the 2018 Winter Olympics, the mountain region is the go-to destination for outdoor sports and healthy lifestyle enthusiasts.	2,000 / 1,100	14 (2,813.6 m ²)	-
12 GUNSAN (Saemangeum) / GSCO The picturesque coastal city has a well developed marine tourism industry and specially designated free economic zone.	2,000 / 900	14 (1,712 m ²)	1 (3,000 m ²)

05

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. See our website (www.koreaconvention.org), and find the special venue to add the 'wow' factor to your event.



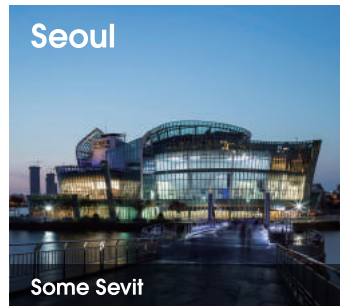
Seoul

Samcheonggak



Seoul

Dongdaemun Design Plaza



Seoul

Some Sevit



Seoul

Korea Furniture Museum



Busan

Nurimaru APEC House



Busan

Busan Cinema Center



Jeju

Spirited Garden



Jeju

Daheeyeon



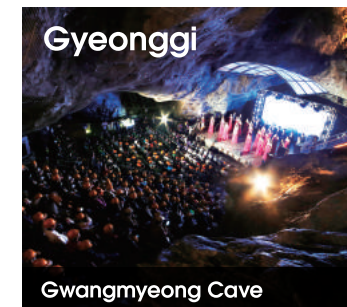
Incheon

Gyeongwonjae Ambassador



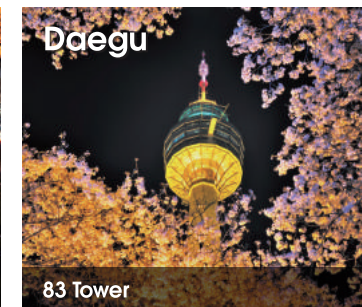
Incheon

Dohobu Government Office



Gyeonggi

Gwangmyeong Cave



Daegu

83 Tower



Daejeon

Ppuri Park



Gwangju

Gwangju Cultural Foundation Traditional Culture Center



Changwon

Hilton Namhae Golf and Spa Resort



Gyeongju

East Palace Garden



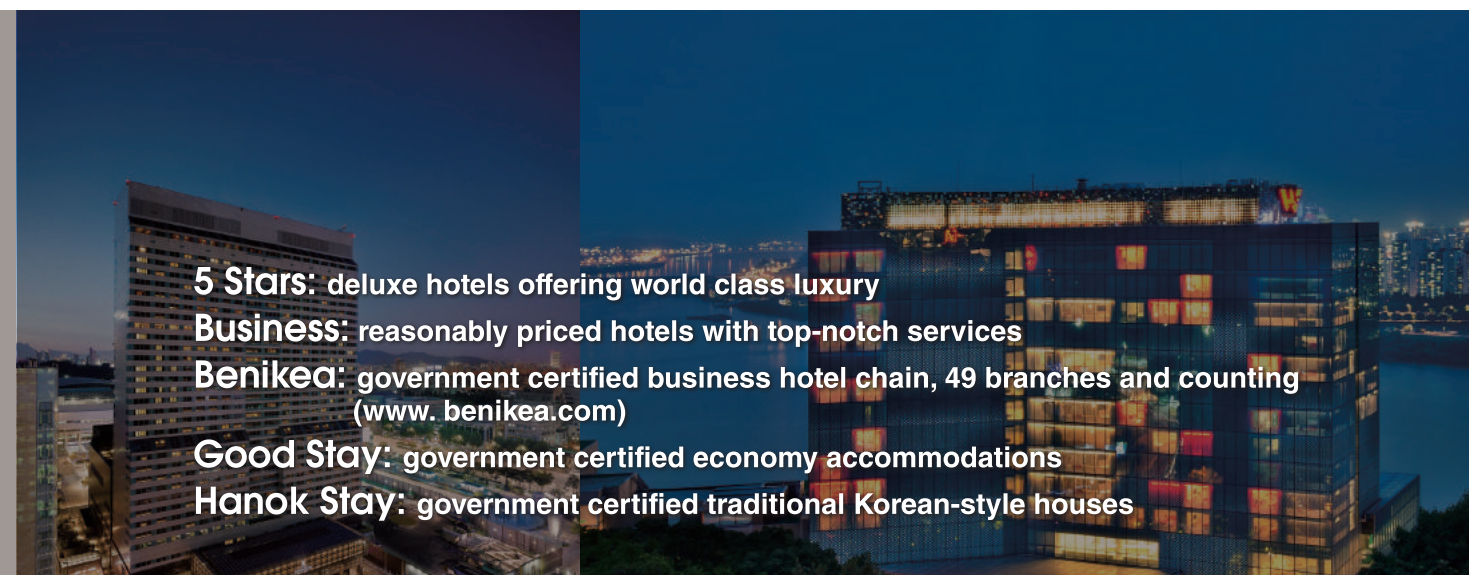
Gangwon

Museum SAN

06

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 893 accommodation facilities and 115,668 rooms including 72 5-star hotels.



5 Stars: deluxe hotels offering world class luxury

Business: reasonably priced hotels with top-notch services

Benikea: government certified business hotel chain, 49 branches and counting (www.benikea.com)

Good Stay: government certified economy accommodations

Hanok Stay: government certified traditional Korean-style houses

07

Stay connected with cutting-edge IT resources

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.



World's highest broadband penetration rate : 97.5%

Fastest average internet connection in the world

Free wifi in public areas including airports, subways, etc.

No.1 country in UN ICT Development Index

08

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.

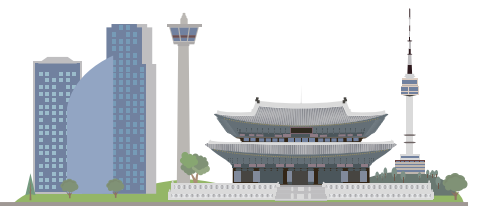
The country regularly ranks among the safest places in the world. Even in a sprawling metropolis like Seoul, people can walk around freely, day and night.



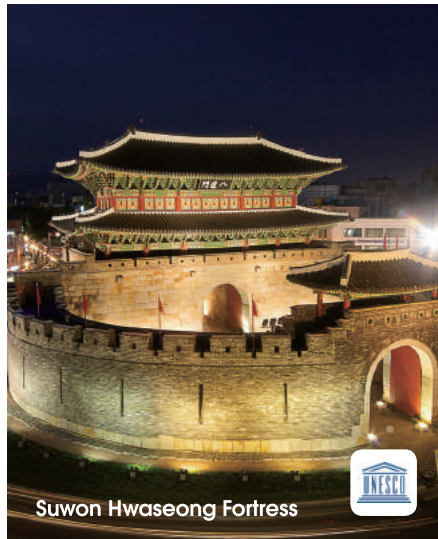
- No. 4 safest country 2014, Global Peace Index
- Low crime rates
- Political stability

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

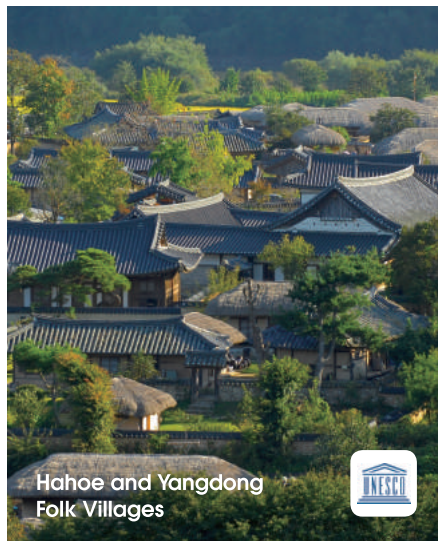
- COEX, first in Asia to be Gold certified by EarthCheck, the global sustainability benchmarking system
- Songdo ConvensiA, first LEED certified convention center in Asia
- Paperless system at hotels, conference venues, etc.
- Walkable cities with safe, pleasant neighborhoods
- Accessible public transit, natural-gas buses in cities



Explore enchanting and exciting attractions



Suwon Hwaseong Fortress



Hahoe and Yangdong Folk Villages



Suncheonman Bay Ecological Park

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 landscape makes every visit seem new again.

UNESCO World Heritage Sites

The 12 designated sites include lava caves, Neolithic tombs and authentically preserved folk villages especially popular with tourists.

Historical Sites

Korea's long and storied history 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.



Leeum, Samsung Museum of Art



National Museum of Modern and Contemporary Art



Jeju island



Gyeongbokgung Palace



Bukchon Hanok Village

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.



Demilitarized Military Zone (DMZ)



Things to Do

Korea provides a dizzying array of options to engage visitors of all tastes 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 temples stays or tea ceremonies as well as in spas and sports resorts.



Medical Tourism
Advanced but affordable healthcare services include medical check-ups, cosmetic procedures, skincare treatments and acupuncture therapy.



10

Rely on our dedicated and knowledgeable team

Koreans value hard work, excellence and efficiency. At the Korea Tourism Organization, a friendly and experienced members of the MICE Bureau provides all conferences with customized support from day one. Organizers can rely on quick feedback to queries and personalized assistance. The 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)*

Convention & Visitors Bureau, Convention Center

No.	City	Convention Bureau	Convention Center
1	SEOUL	Seoul Tourism Organization http://www.miceseoul.com mice@seoulwelcome.com	COEX www.coex.co.kr sales@coex.co.kr
2	BUSAN	Busan Tourism Organization http://www.bto.or.kr/eng busanmice@bto.or.kr	BEXCO http://www.bexco.co.kr/eng bexco@bexco.co.kr
3	JEJU	Jeju Convention & Visitors Bureau http://jejumice.or.kr jhcho@jejuvcv.or.kr , sean@jejuvcv.or.kr	ICC Jeju http://www.iccjeju.co.kr/EN/Main hjkim@iccjeju.co.kr
4	GOYANG (GYEONGGI)	Gyeonggi Tourism Organization http://www.gmice.or.kr gmice@gto.or.kr	KINTEX http://www.kintex.com juparee@kintex.com
5	INCHEON	Incheon Development&Tourism Corporation http://www.incheoncvb.co.kr cvb@into.or.kr	Songdo ConvensiA http://www.songdoconvensia.com/english cvb@into.or.kr
6	DAEGU	Daegu Convention & Visitors Bureau http://eng.daeguvcv.com/mice dcvb@daeguvcv.com	EXCO http://www.exco.co.kr/eng ymkim@exco.co.kr
7	DAEJEON	Daejeon International Marketing Enterprise http://www.dime.or.kr micedaejeon@dime.or.kr	DCC www.dcckorea.or.kr micedaejeon@dime.or.kr
8	GWANGJU	Gwangju Convention & Visitors Bureau http://www.gwangjuvcv.or.kr convention@gwangjuvcv.or.kr	Kimdaejung Convention Center www.kdjcenter.or.kr jeyang@kdjcenter.or.kr
9	CHANGWON	Gyeongnam Convention & Visitors Bureau http://www.gncvb.or.kr/eng/gncvb/main/main.jsp gncvb@gncvb.or.kr	CECO www.ceco.co.kr dhkim@coex.co.kr
10	GYEONGJU	Gyeongju Convention & Visitors Bureau http://gyeongjuvcv.or.kr marketing@crowncity.kr	HICO http://www.hicocity.kr marketing@crowncity.kr
11	PHEONGCHANG (GANGWON)	Gangwon Convention & Visitors Bureau gncvb.gwd.go.kr/hb/en gangwonvcv@gmail.com	Alpensia Convention Center www.alpensiaresort.or.kr hoyong.yoon@ihg.com
12	GUNSAN (SAEMANGEUM)	GSCO http://gSCO.kr gSCO2014@coex.or.kr	GSCO http://gSCO.kr gSCO2014@coex.or.kr

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🌐 omt@unwto.org
📍 Calle Capitán Haya, 42 28020 Madrid, Spain

Korea MICE Bureau's 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) Visit the Korea MICE Bureau's Korean official website (www.koreamice.org) to apply for our support and services.



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 banquets, 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.



Korea MICE Bureau

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Email : convention100@knto.or.kr (convention) / incentive@knto.or.kr (incentive, corporate meeting)

