Daegu, Where Creative Convergence Begins

Melding traditional culture with cutting-edge industry, Daegu is Korea’s third-largest city, with a population of 2.5 million. Located in the southeastern part of the Korean peninsula, the city boasts the distinction of being the birthplace of Samsung, as the company was founded in Ingyo-dong in 1938 as Samsung Sanghoe.

Daegu was also the first stop on a visit by global investment guru Warren Buffet to Korea a few years ago, as he selected the company TaeguTec, which is headquartered in Daegu, for his first Korean investment considering its sound investment infrastructure and growth potential. His decision gave Daegu global recognition as an attractive place to invest, drawing the attention of multinational companies and investors.

With a mission to create a business-friendly city and revitalize the regional economy, Daegu has been carrying out a policy priority of expanding infrastructure to support new growth engines for knowledge-based, cutting-edge industries.

**Intelligent Vehicle and Robotics Industry**
Daegu is Korea’s third-largest auto parts manufacturing center, with industrial infrastructure that is in a class of its own. In a bid to usher in an era of digitized futuristic vehicles, the city strives to become a reliable global supplier of cutting-edge auto components and to establish itself as a research and development base for commercialization. To that end, it is building the world’s best ITS-based Proving Ground for Intelligent Vehicles & Transportation Systems, which is scheduled to open in the first half of the year.

**IT Convergence Industry**
Through its well-established network of high-tech industries, Daegu has created high added value from the IT convergence industry. Striving to take the lead in knowledge-and-information based industries, Daegu has focused on nurturing the IT convergence sector involving 3D, mobile, embedded S/W, TEF-LCD and PDP displays, LED, healthcare, multi-touch platforms and more.

**Green Energy Industry**
To live up to its reputation as a “solar city,” as designated by the Organisation for Economic Co-operation and Development’s International Energy, Daegu has vigorously promoted the green energy sector (e.g., photovoltaic parts and materials, fuel cells), which is one of the region’s leading strategic industries. As a host city of the 2013 World Energy Congress, Daegu is taking ambitious steps to transform itself into a model eco-city for the global community.

**High-tech Medical Industry**
With a “Medicity Daegu” vision, the city is one of two Korean cities to host a high-tech medical cluster. Medi-city Daegu boasts all the fundamentals needed to develop the medical industry, including the existing medical devices and medical service industries and new technology industries, such as mobile communications and embedded SW.

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**Investment Projects**

**Daegu National Industrial Park**
- **Location (Size):** Guji-myeon, Dalseong-gun, Daegu (8,548,000 m² – Industrial facility 4,855,000 m², R&D facility 153,000 m²)
- **Period / Cost:** 2009 - 2018 / approximately $800 (3.3 m²)
- **Target Industry:** Machinery & metal, auto parts, electricity-electronics, IT convergence, renewable energy
- **Facility:** ITS-based driving test area, water industry cluster, support facility for the root industry, foreign investment zone
- **Incentives:** 1% of purchasing land price for 50 years, tax redemption, other cash subsidies

**Daegu Technopolis**
- **Location (area):** Yuga-myeon, Dalseong-gun, Daegu (7,269,000 m² – Industrial & research area 2,936,000 m²)
- **Period / Cost:** 2006 - 2013 (groundbreaking in Dec. 2008 / $800 (3.3 m²)
- **Major industries:** Mechatronics, auto parts, IT convergence, renewable energy

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