

REAL LIFE &  
REAL DREAM  
BUSAN

“The Story of Busan, where Life is Lived to the Full and Dreams are Realized ”



REAL LIFE &  
REAL DREAM  
BUSAN

Outlines the city's commitment to implementing real future-oriented policies,  
in the long-term interests of the people of Busan

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## Ten Great Visions and Important Project Maps for Future Busan Development

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# Real Life Real Dream

Busan City is pursuing the creation of a society where all people can enjoy their lives and, filled with hope, can fulfill their dreams for the future!

The City strives to share the benefits of real growth among its citizens for the benefit of all



Real harmony between nature and the urban landscape  
is now placed at the heart of the city's development plans



# Busan - A City in Full Bloom

All of Busan's policies, implemented with the aim of transforming it into a first-rate global city envied by cities around the world, are now in full swing





The City with the Highest Brand Awareness in South Korea

Busan, the second-largest city in South Korea, is home to 3.6 million citizens and the world's fifth largest container port. It is a world-class marine city with excellent human resources that can now boast the infrastructure to match, and has been experiencing remarkable growth as a strategic business hub with good links to other hub cities across Northeast Asia.

Busan, now an established name in the film & image industry in Asia, has witnessed the growth of the BIFF (Busan International Film Festival) into one of the top 5 film festivals in the world. The Busan Cinema Center which opened on September 29, 2011 has already become a favorite city landmark and firmly placed Busan in the spotlight as a film and image city of global standing.

In addition, Busan is staking its claim to the title of Best Convention City in Asia, having rapidly risen up the rankings to become one of the top 4 cities in Asia hosting international conferences: its success is rooted in its proven reputation, having hosted such global conferences as the 2005 APEC Summit, the 2010 G20 Finance Ministers' Meeting, and the 4th High Level Forum on Aid Effectiveness in 2011.

Busan is a future-oriented city where the effects of strength in its traditional core industries such as shipbuilding, automobiles, and machinery parts, combined with its growing presence in such high value added industries as the port transportation & distribution industry, the film & image industry, the tourism & convention industry, and the financial sector are projecting its reach and far beyond Northeast Asia and firmly onto the world stage.



Busan in Figures

Population : 3.6 million people (7% of the population of South Korea) 

Area : 768.13km<sup>2</sup> (8% of the area of South Korea)

Administration : 15 districts, 1 county, 214 local neighborhoods 

GRDP : 60.8 trillion won (5.2% of the GDP of South Korea) 

Exports : 14.6 billion dollars(2011), Imports : 14.7 billion dollars(2011) 

Major Industries : port transportation & distribution, machinery, shipbuilding, automobiles, film & image, tourism & convention, and finance 

Foreign Visitors : 2.3 million (2011) 

# The City's Slogan and Goals

Busan's dynamic quest to achieve its goals is being realized because its citizens have the passion and drive to make their dreams come true

Dreaming of Tomorrow





# A leading marine capital of Northeast Asia

**Why 'Dynamic Busan'?** This is the slogan of the city administration, expressing its determination to pursue dynamic growth as a leading marine capital in Northeast Asia, becoming a world-class city, based on its 'vision' projects and by strengthening its traditional industrial structures and creating impetus for continued growth in the future.

## The five goals of the city administration to ensure an even more 'Dynamic Busan'

### \* Affluent New Economy

Strengthening existing traditional industries including the shipbuilding and machinery industries, and fostering high-value-added industries with their impetus for future new growth such as the film and image industry, the nuclear power industry and the MICE industry, to increase the supply of quality jobs and, as a result, increase the city's competitive edge.

### \* Attractive Cultural Life

Making Busan an attractive and pleasant city and a city of global festivals and culture by creating spaces for culture and the arts of the highest standard to be enjoyed by all citizens, and providing artists with support to encourage and enable them in their efforts.

### \* Human-centered Creative City

Creating eco-friendly green spaces that facilitate coexistence between Busan's citizens and nature by reconfiguring the city as a creative metropolis in harmony with nature based on the recovery and preservation of the city's residential environment and city center streams and rivers.

### \* Busan, Global City

Building a truly global city and leading Asian hub by enabling it to assume a pivotal role in the region as the demographic and economic center of the nation's southeastern economic bloc.

### \* Shared Advanced Welfare

Envisaging a city where welfare is shared and where citizens live happily side by side, by implementing welfare policies that provide support for the disadvantaged and the alienated, and by developing a methodological approach to public education that strengthens its desirable functions.



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# Possibility

Busan, a city full of fervent hope and passion,  
and infinite potential



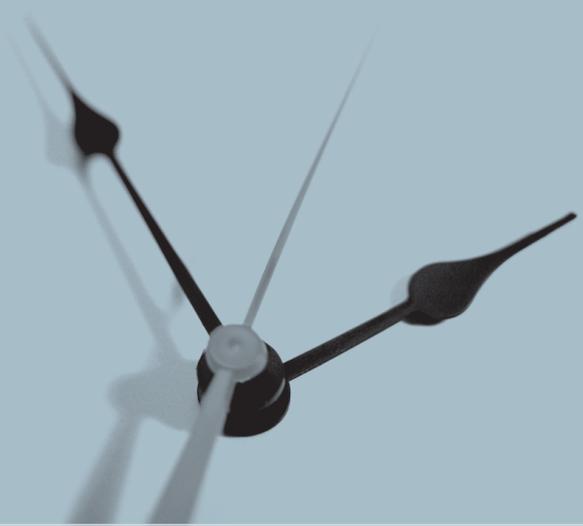
# °Chapter 1

## Opening the doors to a future of infinite potential

The citizens' fervent hopes and passion are serving as the impetus behind the city's efforts to turn crises into opportunities; the difficulties of past decades have laid the foundations for its current development and growth. Busan, with its infinite potential, is now on the verge of a second great transformation.

### ▮ Affluent New Economy ▮

01. Establishing itself as a global logistics center
02. Strengthening Areas in which Busan has a Competitive Edge
03. Future Strategies
04. Making a city whose citizens are excited to get to work



Busan is fast emerging as a leading player in global trade,  
attracting attention from around the world

# Establishing itself as a global logistics center



| North Port Container Wharf



| Busan New Port



| Bird's-eye view of the North Port Redevelopment Project



| Bird's-eye view of the International Cruise Passenger Terminal

## Busan, a marine capital in Asia, is moving forward as a cutting-edge logistics center for Northeast Asia

Fostering marine & logistics industries **Fifth largest container port in the world (16 million TEU in 2011)**

- Fostering Busan New Port as a hub Northeast Asian port
  - Strengthening its competitive edge as a global port : Completion of the 30-berth container port by Gadeokdo Island in 2015
  - Building in key hinterland operations on a 10.95 million m<sup>2</sup> area next to Busan New Port : construction of an oil terminal (2014) and a ship repair and shipbuilding complex (2015)
  - Building railroad links for Busan New Port (completed in November 2010) : from the New Port to Samnangjin Station (38.8 km)
- Fostering international industrial logistics for New Busan Port
  - Gangseo areas : building a cutting-edge global industrial logistics complex (33km<sup>2</sup>) by 2020
  - Large 20km<sup>2</sup> industrial complex : strategic project for the Southeastern Economic Region, convergence parts & marine compound industries, and others
  - Compound logistics complex (9 km<sup>2</sup>) : material for global assembly processing parts and others
  - Knowledge-creating city (4 km<sup>2</sup>) : for international business, R&D, education, tourism, residential areas, and others
- Redevelopment of the North Port
  - Redevelopment of the 1.53 million km<sup>2</sup> waterfront area between the Domestic Ferry Terminal and Pier No. 4 of Busan North Port, transforming it into a beautiful world-class attraction by 2019
  - A hub for international marine business & tourism equipped with compound functions such as waterfront and shipping facilities and equipment, as well as commerce & business facilities
  - Comprehensive reconfiguration of the railroads around Busan Station as part of the North Port Redevelopment Project
- Building a marine and fisheries, and R&D cluster
  - Completing the 610,000 m<sup>2</sup> Dongsam Innovation Zone at Dongsam-dong, Yeongdo-gu, by 2012
  - Relocating sea-related organizations such as the Busan Coast Guard, International Cruise Terminal, and Marine Environmental Technology Center
  - Relocating the Korea Ocean Research & Development Institute, Korea Maritime Institute, Korea Hydrographic and Oceanographic Administration, National Fisheries Products Quality Inspection Service
  - Opening the National Marine Museum (May 2012) : the first comprehensive marine museum in the world
  - Establishing the Korea Marine Science Technology Institute (July 2012) : conducting research and developments in marine science and technology, and producing related experts

| Bird's-eye view of the international industrial logistics city & a general view of Busan New Port and adjoining hinterland and other areas across Gangseo District, West Busan



| Bird's-eye view of Dongsam Innovation Zone



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Affluent New  
Economy



I The world's largest shipyards, constructing large vessels and offshore drilling platforms around the dock

Selection and concentration of specialized industries in which Busan enjoys a competitive advantage!  
Realizing Busan's full potential

## Strengthening Areas in which Busan has a Competitive Edge



| Bird's-eye view of the Mora Advanced Industrial Complex



| Bird's-eye view of the Sasang Advanced Industrial Complex



## Cementing its position in the global market through technological innovation of key regional industries

Fostering the main industries of the Southeastern Region such as transportation, machinery, parts & materials

- Constructing a cooperative machinery industrial area (in Hwajeon Industrial Complex) and a cooperative motor parts area (in Jangan Industrial Complex)
- Constructing a cooperative shipbuilding equipment zone (2013): a 456,000 m<sup>2</sup> area in Mieum Industrial Complex
- Establishing Korea Marine Plant Technology Institute (2016): on a 101,000 m<sup>2</sup> site in Mieum Industrial Complex, researching and developing marine plants, and producing related experts
- Building a marine leisure equipment industrial complex (2015): on a 200,000 m<sup>2</sup> site in Noksan Industrial Complex, to include makers of leisure equipment, and a marine leisure equipment development center
- Building a cutting-edge technologies industrial complex: transforming outdated industrial areas in Sasang by constructing apartment-type factories for cutting-edge technology industries like those in the IT sector
  - Sasang Advanced Industrial Complex (2020): on a 123,000 m<sup>2</sup> site around Gamjeon Station
  - Mora Advanced Industrial Complex (2013): on a 11,000 m<sup>2</sup> site in Mora-dong

## Fostering green growth-leading industries

- Developing and spreading new & renewable energy technologies
  - Building a center for the wind-power parts industry in the southeastern region and an offshore wind-power generation complex near Mokdo Island
  - Building a research institute for hydrogen energy parts and materials (2015): Dongbaek-ri, Gijang-gun
  - Building a hydrogen fuel cell power plant (October 2011) in Hwajeon Industrial Complex, with a capacity of 5.6MW
- Encouraging the growth of joint regional industries: support for a marine robot center and operation of an IT fusion parts research institute
- Fostering the medical-bio industry: focusing on R&D and establishing a biotechnology research institute at Berlin Engineering College, Germany (September 2011)

| Bird's-eye view of Mokdo Offshore Wind Power Plant Complex



| Hydrogen fuel cell power plant



| Shipbuilding



Busan is willing and capable of becoming a leading economic city in East Asia through its rapidly developing growth potential and its audacious future-oriented investments.

## Future Strategies



| Busan International Finance Center



| The 2nd BEXCO



| Nuclear-Medical Science Administration of the Southeastern Region

Busan is forging ahead as a global business city by fostering new next-generation growth potential industries.

Fostering marine & finance derivatives industries

**The largest trading center for financial derivatives in the world**

- Building a marine specialized finance-derivatives global cluster in Munhyeon-dong, Nam-gu, on a 102,000m<sup>2</sup> site
- Construction of the Busan International Finance Center (BIFC) (completion due by 2014) : a 102,000m<sup>2</sup> 63-story building
- Promoting the relocation of such public corporations as the Korea Asset Management Corporation, Korea Housing Finance Corporation and KOSPO to Busan
- Attracting finance derivatives organizations such as a finance derivatives R&D center and a Carbon Exchange



| Busan Cultural Contents Complex

Fostering the film & image industry **The largest film & image city in Asia**

- Building the Centum City film & image cluster (61,135m<sup>2</sup>) in the Cine Port Complex
  - Promoting the relocation of the Korea Film Council, Korea Media Ratings Board, and Korea Game Ratings Board
  - Opening of the Busan Cinema Center (September 2011), opening of the Busan's Post-Production Facilities (2009), and opening of the Busan Cultural Contents Complex (February 2012)
- Building up the image culture infrastructure : building a film experience museum and film studio (2013)



| Film Post-Production Facilities

Fostering the tourism & convention industry

**The fourth-largest convention city in Asia, ranked 17th in the world for international conventions**

- Opening of the Second BEXCO (June 2012) : 20,000m<sup>2</sup> of new exhibition space, and a 4,000-seat auditorium
- Has held the G-Star four times in a row since 2009; is scheduled to host the 2014 ITU Meeting
- Building the East Busan Tourism Complex (by 2017), developing Haeundae Tourist Resort (by 2015)

Fostering the specialized nuclear & medical science industry in the southeastern region

- Building a specialized nuclear & medical science industry complex in Jangan, Gijang-gun, on a 2.3km<sup>2</sup> site
- Opened the Nuclear Medical Science Research Institute in July 2010; establishing the Baryon Accelerator Center (2016), and building new research reactors for exports (2015)
- Fostering the nuclear-related R&D industry : founding the Institute of Radiological and Medical Sciences (2016)



| BEXCO



| Centum Innovation Zone





Creating an energized society in which all citizens, young and old, are freed from the fear of unemployment thanks to Busan's specialized employment policies and dynamic regional economy

## Making a city whose citizens are excited to get to work



| Renault Samsung Motors



| Busan Job Festival 2011



| College Students' Visits to Small- and Medium-sized Businesses

Busan's specialized new employment policies are turning Busan around as a city imbued with a renewed energy and wealth of employment opportunities.

- Raising investment promotion funds for attracting large companies : 180 billion won (2012~2018), securing long-term leasable sites
- Promoting overseas internships support projects : the first city to implement this kind of project in South Korea in 2002, sending about 4,000 workers to some 40 countries around the world
- Fostering social businesses : building 200 new businesses by 2014, creating 5,000 jobs
- Producing young founders of businesses, operating a body of college students visiting small- and medium-sized businesses
- Opening the Busan Business Foundation Center (November 2011) : the first local government to open this kind of center in South Korea, supporting and fostering one-man businesses and other small businesses
- Adding more industrial complexes : construction of 22 complexes, totaling an area of 32.97 million m<sup>2</sup>, by 2014
- Fostering future new growth industries : within the marine, film & image, exhibition & convention, and finance sectors of the economy

Activating the regional economy for more balanced development

Branches of the city government are working as one to dissolve difficulties faced by citizens and small- and medium-sized businesses.

Supporting small-and medium-sized businesses

- Giving funds and R&D support to small- and medium-sized businesses, encouraging joint purchasing, and supporting exports by operating an FTA center
- Promoting cooperation between businesses by means of operating a committee of concurrent growth
- Selecting regional strategic industries and leading businesses, and nurturing their development into sizable and soundly-run businesses

Stabilizing the economy of the common people

- Giving funds to support small businesses
- Providing access to low-interest funding for poor citizens alienated from institutional finance organizations (BUBI Loan)
- Strengthening the competitive edge of traditional markets : fostering specialized markets such as culture-tourism markets, and modernizing facilities

| Job Fair for Leading Businesses in Busan



| Job Fair in Busan Metropolitan City



| Ceremony of Agreement for Busan's Specialized Social Businesses

| Modernized Jagalchi Market



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# Human

Busan, a city undergoing a radical transformation



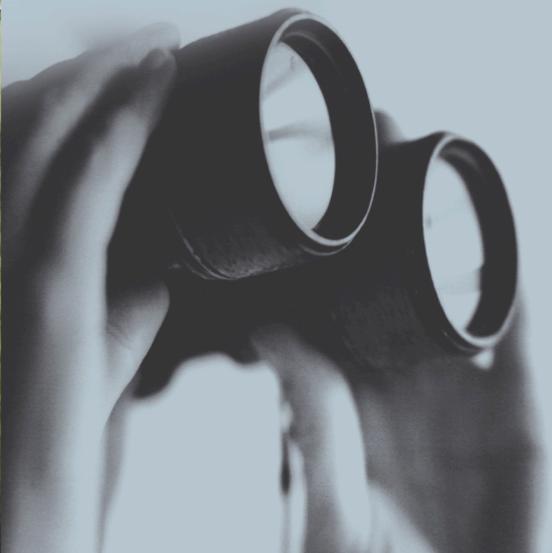
# °Chapter2

## City, Being Directed toward Human Beings

Even the largest forests have all grown from tiny seedlings.  
A forest, too, can only be created by a large number of trees coming together as one.  
The value of the contribution of each individual in Busan must not be ignored.  
Each is an essential part of the whole which creates the city.  
Busan is building a beautiful society where the minds and  
hearts of its members are in tune with each other.

### ■ Human-centered Creative City ■

01. Transforming the downtown area through preservation and renovation
02. Enjoying nature in the heart of the downtown areas of the city
03. Faster, smarter and more convenient transportation systems





## Transforming the downtown area through preservation and renovation

As seen in the beauty of major European cities such as Athens, Milan and Paris, which makes a deep and lasting impression on all those who visit them, Busan is now also becoming a city that preserves its citizens' valuable traditions and heritages and recognizes them as its true assets.

I Sanbokdoro Gallery





| 'Saetbaram-Sinbaram Maeul' in Gamcheon-dong



| Culture Village in Gamcheon-dong

Preservation and creativity is resulting in the renaissance of reenergized neighborhoods, dramatically improving the quality of citizens' lives

「Sanbokdoro Renaissance Project」

**A project to creatively renovate Busan's old neighborhoods**

- Inspired by the history, culture and nature of these former shanty neighborhoods along the 35.3 km of Sanbokdoro (Hillside Roads), overlooking the old downtown areas of the city, renovation is taking place based on spatial and cultural themes (2011~2020)
- 634,000 residents living in 54 city neighborhoods, across 6 districts (including Jung-gu, Seo-gu, Dong-gu, Busanjin-gu, and Sasang-gu)
- Improving the environment for pedestrians, building themed alleyways, re-greening the neighborhoods, creating cultural spaces, promoting community businesses, building eco-museums



Building newly creative neighborhoods in the city's Gangdong districts on the eastern bank of the Nakdong River (Buk-gu, Sasang-gu and Saha-gu)

- Use of such resources as neighborhood rivers and streams, to transform undeveloped industrial areas and residential neighborhoods into newly fashioned city neighborhoods (2012~2020)
- Reforming the space : transforming existing industrial complexes (at Sasang and Shinpyeong Jangnim) into cutting-edge, eco-friendly ones
- Reforming the culture : reviving regional historic and cultural resources, building cultural and artistic areas
- Re-forming the life : physical, social and economic reformation of undeveloped areas

Project for 「Building Happy Villages」

- Improving integrated residential, cultural and welfare environments in poor neighborhoods bypassed by those development projects
- Reactivating communities through groups such as the Committee of Happy Village Promotion, to develop a model for village revitalization
- Gwaenaemaoul Happy Village Center opened in Gwaebeop-dong (March 2011)

| Gwaenaemaoul Happy Village Center in Gwaebeop-dong



| Revitalization efforts in the Gangdong neighborhoods



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Human-centered  
Creative City



| Bird's-eye view of Busan Citizens Park

## Enjoying nature in the heart of the downtown areas of the city

The city is breathing again.

Busan's eco-projects are transforming downtown neighborhoods for the benefit of Busan citizens!

You can now once again enjoy life with nature in the downtown areas of the city.

| The Eco Center by the Nakdonggang River Estuary





| Eulsukdo ecological park

Busan is ready to be reborn as an ecologically minded city in which the beauty of nature is to be found everywhere and where recreational areas exist in each and every downtown neighborhood.

#### Busan Citizens Park

- Transforming the former site of the US Army's Camp Hialeah (530,000 m<sup>2</sup>) into a world-class city park right in the heart of the downtown area by 2013
- 5 themed forest trails, and artificial waterfalls



| Birds'-eye view of Haeundae Arboretum

#### World-class Eco Tourism Site on the Nakdonggang River Estuary

- Transformation of the area around Eulsukdo and the Nakdonggang River in an eco-friendly way
- Opening of Hwameong Eco Park (September 2010), and Mt. Amisan Observatory (February 2011); construction of a new inquiry and experiential site at the mouth of the Nakdonggang River (2012)
- Expansion of the ecologically preserved areas near the Eulsukdo Eco Center (2016): recovery of 2,830,000 m<sup>2</sup> of wetland areas and construction of paths providing access for wetland studies

#### Busan Central Plaza

- Reconfiguration of undeveloped city zones suffering from serious traffic congestion into attractive city plazas (2013)
- The widening of the stretch of road between Samjeon Crossroads in Bujeon-dong and Songgongsamgori Intersection in Yangjeong-dong from 8 lanes to 11 lanes, with the construction of an elongated 34,740 m<sup>2</sup> central plaza running the length of this stretch of road

#### Haeundae Beach Arboretum

- Building the largest arboretum in South Korea, on a 628,000 m<sup>2</sup> site at the Seokdae Garbage Reclamation Site in Haeundae-gu (2016)
- Building a forest-themed arboretum, with areas for studying about the forest's resources, and a space for the community

#### City Stream Eco Parks

- Reforming city streams into eco parks and culture zones
- Oncheoncheon, Dongcheon, Hakjangcheon, the lower part of the Suyeonggang River, Choryangcheon, Seokdaechon, and Udongcheon

#### Geumgang Park Dream Land

- Transformation of the 306,000 m<sup>2</sup> site around Geumgang Park into a downtown theme park (2015)
- Building a tea discovery hall, a children's job experience hall, and a citizens safety experience themed park

| Oncheoncheon Stream after the completion of renovation work

| Hwameong Eco Park



| Artist's impression of Goejeongcheon following the completion of renovation work



# Faster, smarter and more convenient transportation systems

New non-polluting forms of transport happily criss-crossing the city!  
Busan is opening the door to an eco-friendly age through safer,  
more convenient and smarter transportation systems



| The Situation Room of the Traffic Information Service Center



| Line 4 of the Busan Metro

The city's smart and eco-efficient transportation systems now enable citizens to move rapidly to every corner of the city

#### Building a low-carbon transportation network

- Building the metro network
  - Line 4 (Minam ~ Anbyeong) opened in March 2011
  - Construction started on section between Sasang and Hadan, planned for 2016
  - Line 1 extensions: Sinpyeong ~ Dadaepo to be completed in 2016, and Nopo ~ Bukjeong in 2019
- Expanding the infrastructure with bike-only lanes, promotion of eco-friendly CNG buses
- Improving the sidewalks, with repaving and other pedestrian-friendly measures

#### Encouraging greater use of public transportation

- Implementing a transfer-discount system (May 2011): Busan ↔ Gimhae, Yangsan
- Building 'WiFi' connectivity into the bus network, improving the fleet and other services, such as safety monitors
- Improving services by means of the ARS system for major call taxi companies (Deungdae Call, Busan Call)

#### Building a cutting-edge transportation infrastructure

- Setting up a city-wide bus information management system (BIMS) providing real-time information on buses
- Installing Intelligence Traffic Systems (ITS) with cutting-edge IT providing real-time information
- Creating an automatic traffic management system by the use of RFID (August 2010)
- Establishing the BRT system (2015)



| Bike-only lanes



| Real-time bus information terminals



| Silver Zone traffic safety information



| School Zone traffic safety information



| Traffic Information Service Center



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# Relation

Busan, a city of warm-hearted people, moving step-by-step  
towards a more inclusive society



# ◦ Chapter 3

Here is a place where the ideas we share  
are what brings us together

Busan is implementing its policies in such a way as to regard all citizens equally.  
With a quietly heartfelt smile, instead of a boisterous laugh, it is reaching out to  
reconnect with alienated minorities like the poor and the elderly.

## Shared Advanced Welfare

01. A Warmer World where Differences do not mean Discrimination
02. A Happy Childhood, and Stable Old-Age
03. Producing a Korean Steve Jobs with the Help of Public Education



# A Warmer World where Differences do not mean Discrimination

Focusing its attention on people's right to happiness and to being respected by others, and, moreover, on each and every socially alienated person





| Wheelchair-Accessible Forest Paths for the Enjoyment of the Handicapped

## Striving to bring about a more equitably affluent society through a spirit of sharing and love

### Helping low-income families to support themselves by means of the Project for Hope Stepping Stones

- Improving the overall residential environment based on a participatory system in low-income areas, encouraging residents to volunteer to work for self-support programs, providing scholarships to students from low-income families
- Operating the "Hope Lecture" program (the first implemented program to encourage those on low incomes to develop a stronger spirit of self-support in South Korea), and the "Bankbook for Raising Hope" program
- Facilitating the granting of business loans to those on low incomes



### Strengthening the support for handicapped people to engage in economic activities and greater independence

- Creating job opportunities for the handicapped, for example as administrative helpers
- Expanding welfare organizations for the rehabilitation of the handicapped, supporting visit-based culture-sharing activities
- Expanding special transportation services such as Duribal taxis and low-bottomed buses
- Improving the pedestrian-friendly environment by removing pedestrian overpasses and making more wheelchair user-friendly forest pathways



| Duribal Taxis

### Helping cross-cultural families through better welfare and settlement support services

- Expanding the number of multicultural family support centers and operating comprehensive consultation centers for foreign workers
- Providing 'visiting services' for multicultural families
- Supporting multicultural families with wedding ceremonies and festivals that encourage them as they settle into their new lives here together



| Cross-cultural Family Support Centers (for the education of marriage-based immigrants)





## A Happy Childhood, and Stable Old-Age

A variety of childbirth-encouraging programs and old-age support measures are helping to ensure a happier start to a child's life and a more stable old age.



| Feeding Bottle Lighthouse in Yeonhwa-ri, Gijang-gun



Family Love Credit Card |

## Promising to prepare Busan for the future by providing more support for those with children and the elderly

Making Busan the best place in which to start a family and raise your children

**The largest number of newborns and the highest increase in childbirth rates in 2010 across the country**

- Providing free preschool education for a second child born after 2010
- Providing free education for a third child born after 2010, through to the second semester of their tertiary education
- Raising 100 billion won in funds for childbirth encouragement policies (2010~2019):  
10 billion won to be set aside each year
- Providing financial support for childbirth promotion policies: 200,000 won/month paid for every second child, every month for one year, and 100,000 won/month paid for a third, fourth, and fifth child thereafter, for one year
- The first city to implement the 'Family Love Card', providing more benefits to multi-child families
- Strengthening child-rearing and child-education services by increasing the reach of public education organizations

Promoting a lively and healthy old-age

- Creating jobs for old people: establishing Senior Clubs, operating a comprehensive management center for employment opportunities for the aged
- Expanding the infrastructure providing welfare services to the elderly: increasing the number of welfare centers and cultural centers for the elderly, and operating colleges and classes for the aged
- Operating an 'Old Person-friendly Industry Support Center', designated by the Ministry of Knowledge and Economy to support the development of employment-friendly programs
- Building a senior-friendly industrial complex: development of bio- and old age-friendly industries within the Ori Complex in Gijang-gun

| Senior Club Activity, providing food to students



| Busan International Silver Expo



| Mobile Welfare Center for the Elderly





## Producing a Korean Steve Jobs with the Help of Public Education

Busan is providing equal educational opportunities for all, free-of-charge,  
with the help of specialized and creative public education policies.



Busan is developing into an advanced city of educational opportunities, helping to raise ever higher the dreams and aspirations of its young people.

#### Realizing equality in educational welfare

- Expanding and operating "all-day care" programs and supporting the operation of "educational-site keeper"
- Designating a variety of different types of schools: autonomous private high schools, 'meister' high schools
- Expanding the free school lunch program for elementary, middle and high school students to up to 30%, and subsidizing the cost of eco-friendly healthy agricultural and sea products

#### Producing global human resources

- Operating the Busan Global Village: in conjunction with public education programs, to help develop and spread better educational programs
- Building up the infrastructure supporting academic excellence, such as the Korea Science Academy attached to KAIST
- Supporting leading universities in a wide range of areas, as well as universities focusing on industry-academic cooperation
- Building the BKMnet, expanding the 「BB21」 project, aimed at improving the standard of regional human resources at universities
- Opening of the Busan Science Technology Promotion Center (April 2011): located within Busan Techno Park, supporting research based on industry-academic cooperation

#### Creating a better environment for 'lifelong education'

- Constructing a 'lifelong education' system by designating and operating lifelong education promotion institutions (2014)
- Implementing 'lifelong education' programs by improving the links between Busan's colleges and city districts and counties
- Expanding 'lifelong education' promotion projects and the construction of related networks

| Operating all-day care classes



| Implementing the free school lunch system

| Busan Global Village

| Busan Science Technology Promotion Center



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# Culture

Busan, a vibrant and harmonious city of  
communication through culture



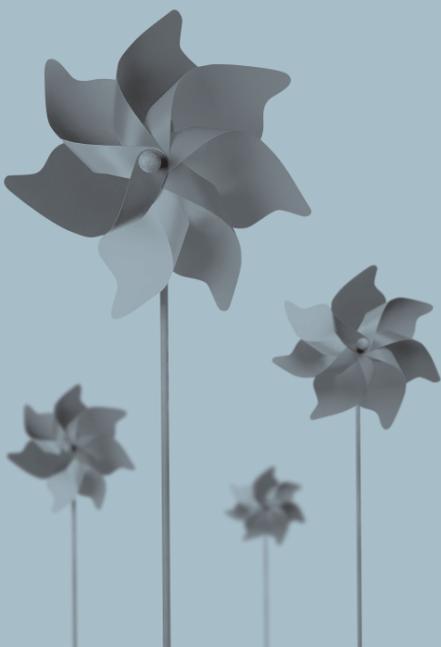
# ◦ Chapter 4

## Placing culture at the center of city life

In a city like Busan where you can easily find whatever you feel like every day, and where there is a high level of culture to be enjoyed in every corner of the city, experience a higher quality of life and a dignified lifestyle.

### ▮ Attractive Cultural Life ▮

- 01. Busan, a Cultural City reflecting Asia's Charms
- 02. Opening up Marine Culture to the Masses
- 03. A City of Festivals like nowhere else in Korea
- 04. Culture & Sports becoming a part of Daily Life for All



REAL LIFE &  
REAL DREAM  
Attractive  
Cultural Life



| Busan Cinema Center

Busan is steadily emerging as a center of Asian culture and a mecca for the latest hot trends in Korean culture by building a wide range of top notch cultural facilities and infrastructure.

## Busan, a Cultural City reflecting Asia's Charms

## Big Roof, the largest of its kind in the world

'One and a half times the size of a soccer pitch (163 x 62m), weighing 4,000 tons, illuminated by 42,000 LED lights'



| Busan Cinema Center

Busan is now changing into a world class city of culture full of its own cultural landmarks.

### Establishing the existence of world-level cultural facilities

- Opened the Busan Cinema Center (September 2011): in the heart of Centum City, with BIFF-dedicated facilities and other cultural spaces (3 screening rooms, outdoor theater, restaurant, etc.)
- Building of a new auditorium (2012): 4,002 seat auditorium adjacent to the BEXCO
- Construction of the Busan Opera House (2018): 1,500 seat, 23,000 m<sup>2</sup> waterfront facility
- Building a second Arts Hall (2015): on Eulsukdo Island, to include the Biennale Hall and the Creation Village
- Building the Busan Science Hall (2015): as part of the East Busan Tourism Complex, a science hall for 'popularizing science technology' in the southeastern area
- Opening of the National Marine Museum (May 2012): in Dongsam Innovation City, the first comprehensive marine museum of its kind in the world
- Building the UN Peace Memorial Hall (2013): in Danggok Park, Daeyeon-dong, featuring a war memorial hall, interactive displays, an observation tower, etc.
- Building the Busan National Theater (2015): in Busan Citizens Park, with small, medium and large theaters

### Building different kinds of comprehensive tourist complexes

- Building the East Busan Tourist Complex (2017): in Gijang County, covering an area of 3,640,000 m<sup>2</sup>, to include theme parks, a leisure-sports center and a beach
- Building the Haeundae Tourist Resort (2015): a 101-story structure, incorporating a comprehensive all-year-round tourist resort with a water park and theme park
- Building the Gadeokdo Comprehensive Tourist Resort (2020): a marine tourism resort including casino facilities and other resort attractions

| Artist's impression of East Busan Tourist Complex



| Artist's impression of Gadeokdo Tourism Resort



| Artist's impression of the National Marine Museum



| Artist's impression of the UN Peace Memorial Hall



| Artist's impression of Haeundae Tourist Resort



REAL LIFE &  
REAL DREAM  
Attractive  
Cultural Life

# Opening up Marine Culture to the Masses

A city where you can enjoy world class marine sports facilities!  
Busan is a mecca for fans of all water sports





| Port Camelia at Unchonhang Port, near Haeundae Beach



Busan, marine capital of Korea,  
where you can enjoy marine sports all year round

Building a marine leisure & sports culture city

**An emerging 'City of Sails', with the largest number of yachts to be moored in this country**

- Renovation of the marina facilities at Suyeongman Bay (2014) : a new hub marina with a variety of marine leisure sports on offer, including expanded moorings and marina accommodation
- Building of a harbor cruise terminal for Yonghoman Bay (2012) : on a reclaimed 2,600m<sup>2</sup> site by the bay
- Building a whale-themed cruise ship for Gwangalli (2013) : a floating tourist hotel, with theme rooms, theater, restaurant, etc.
- Opening of Busan Marine Schools (2014) : at 2 schools (Branch School of Haepo Elementary School and Songjeong Elementary School)
- Building of Port Camelia on the site of Unchonhang Port (2016) : waterfront facilities, cruise mooring area, terminal, etc.
- Building watersports zones on the Nakdong River : 3 areas (Hwameong, Samnak, Daejeo), with moorings and athletics facilities
- Opening of Busan River Sports School: at Haepo Branch School of Garak Elementary School, with equipment storage facilities, and access to the riverside
- Building a marine leisure sports center at Songdo Beach and convenience facilities for marine leisure sports fans at Dadaepo Beach
- Holding marine sports festivals: the Busan Super Cup Yachting Championships (May), River Sports Festivals (June and September), International Surfing Championships (June), Busan Marine Sports events (August), Asia Dragon Boat Championships (September), World Women's Match Race Yachting Championships (October)

| World Women's Match Race Yachting Championships



| Whale-themed Cruise

| Artist's impression of the renovated marina facilities at Suyeongman Bay



| The Nurimaru-ho

# A City of Festivals like nowhere else in Korea

Busan burns with a passion for culture and festivals all year round such as the BIFF, one of the world's biggest film festivals, the Busan International Fireworks Festival, the Busan Sea Festival, and so on.



| Busan International Fireworks Festival





| Busan Port Festival



| BIFF (Busan International Film Festival)

## Busan, a city imbued with the freedom and romance of delightful festivals all year round

### Busan, City of Festivals

**Attracting some 2 million foreign tourists to Busan for the past three years in succession**

- Busan International Film Festival (October) at Busan Cinema Center and Haeundae multiplexes): the best film festival in Asia
- Busan International Fireworks Festival (October) at Gwangalli Beach : a cutting-edge fireworks show set against the beautiful Gwangan Bridge
- Busan Sea Festival (August) on the city's 6 beaches including Haeundae Beach : International Rock Festival, International Hip-Hop Festival, International Magic Festival
- Busan Port Festival (May) at the International Cruise Terminal : a festival promoting Busan Port as one of the world's five largest ports
- Busan Biennale (October to November, every even-numbered year), at the Busan Museum of Art, etc. : a festival of international fine arts
- Pret-a Porter Busan (May, October) at the BEXCO : the only fashion show in the country, announcing Korea's latest fashion trends to the world
- Busan Christmas Tree Culture Festival (December to January) around Gwangbok-ro : selected as the best festival by TPO 2011



| Busan International Rock Festival



| Busan Christmas Tree Culture Festival

| Busan Biennale



| Pret-a Porter Busan



Whether actively or passively,  
you can enjoy a variety of sports and cultural events at Busan's many facilities

## Culture & Sports becoming a part of Daily Life for All





| Sajik Asiad Stadium



| Artist's impression of the new gymnasium in Gangseo District

Busan citizens are now embracing culture and the arts as a valuable and accessible part of their lives.

Expanding opportunities for the enjoyment of a wide variety of culture by all

- Making public facilities function as cultural spaces, like book cafés in metro stations
- Supporting spaces for the creation of art such as Totatoga, an artistic space for artists, and the Mt. Yongdusan Street of Fine Art
- Building cultural streets around universities such as the Pusan National University Art Street
- Building specialized streets such as the Doyechon in Gijang County and the Tourist Alley by Munhwaeuteum-ro in Busanjin-gu
- Performances by Busan City Arts Troupe, promoting interest among the general public in the city's arts facilities like the Museum of Art

Creating a variety of sports facilities for convenient use in our daily lives

- Adding citizen-focused sporting facilities in local neighborhoods such as small stadia
- Building a World Cup village (2012) : around Ilgwang-myeon, including a playing field, Futsal pitch, etc.
- Building new gymnasiums around the city: at 6 locations including in Buk-gu, Sasang-gu and Gijang-gu, by 2014
- Renovating Gudeok Stadium: building a comprehensive sports complex including a gymnasium, commercial outlets, cultural facilities, etc.

| Performance by the City Arts Troupe



| Totatoga, an art-creating space outside the downtown area

| Human Rights Exhibition Hall at Mulmangol Metro Station

| The Baseball Lighthouse in Chilam, Gijang County

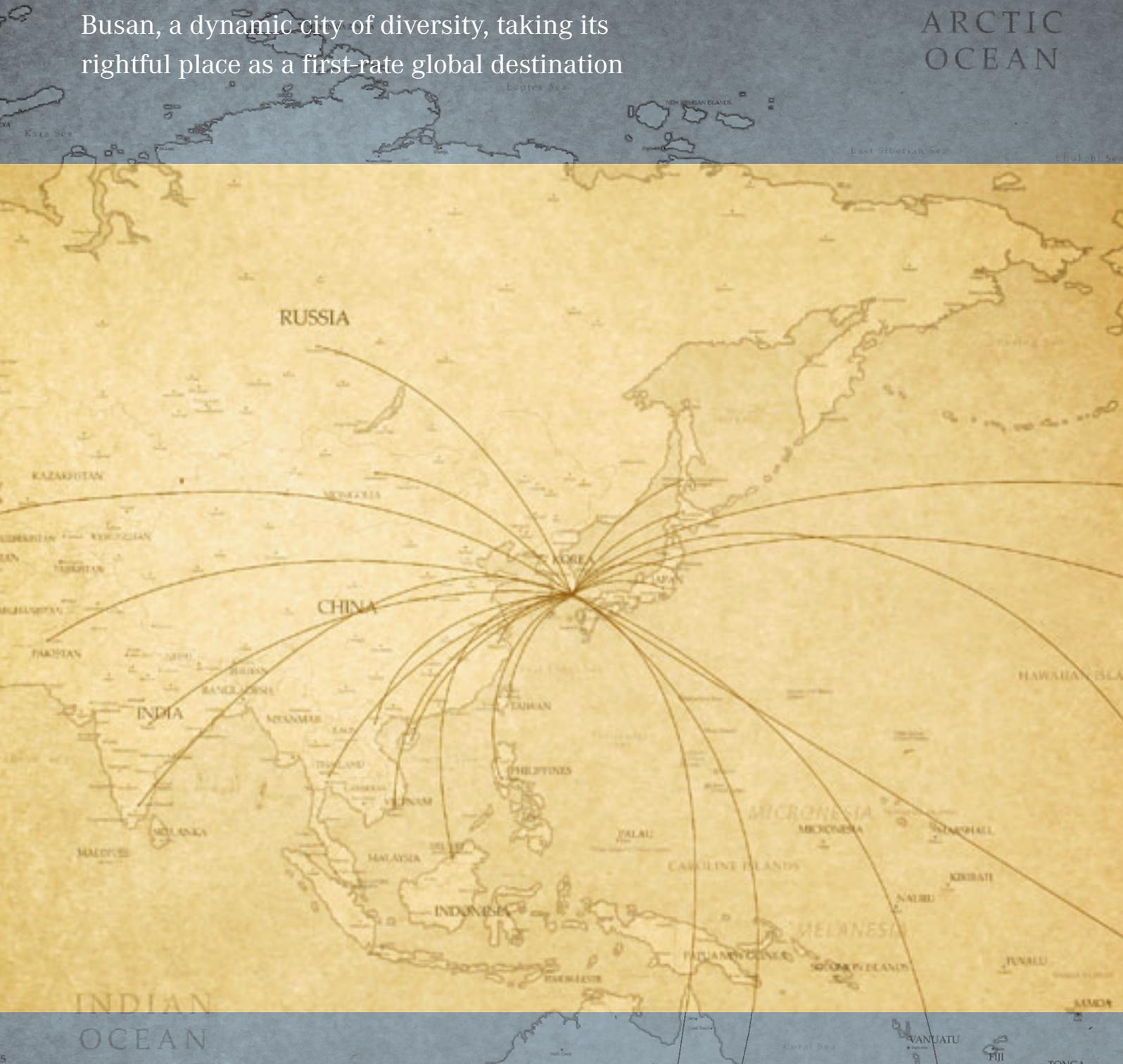


REAL LIFE &  
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BUSAN

# Globalization

Busan, a dynamic city of diversity, taking its rightful place as a first-rate global destination

ARCTIC  
OCEAN



# ◦ Chapter 5

## Busan, reaching out to all corners of the world

As Busan improves links to every part of the wider world,  
people and cultures transcend old boundaries.  
Busan is energetically transforming itself into  
a substantial global city of international business.

### ▮ Busan, Global City ▮

- 01. Busan's Routes to the World
- 02. New Synergies through Closer Supranational  
Economic Integration
- 03. Global City and Happy Home  
for Foreign Residents



REAL LIFE &  
REAL DREAM

B u s a n  
G l o b a l C i t y

Whether to other parts of Korea,  
Asia, or beyond, all roads lead to, and through Busan.

# Busan's Routes to the World



| View from the Geoga Bridge to the undersea road tunnel and Gadook Island beyond

| Artist's impression of the North Port's Bukhang Bridge



| Gwangan Bridge

## Global networks now link seamlessly with those of Korea and Busan

### Greater Busan Transportation Networks

- Completion of Stage II of the KTX network (November 2010) :  
130 km between Daegu and Busan, placing Seoul just 2 hours and 18 minutes from Busan
- Completion of the hinterland railroad to Busan New Port (December 2010) :  
39 km between Noksan and Samnangjin, heralding a new age for railroad transportation
- Completion of Geoga Bridge, the fixed link linking Busan and Geoje Island (December 2010) :  
**The first submerged road tunnel in the nation and the deepest one in the world**
  - 16.32km 4-6 land route between the Noksan Industrial Complex and Geogje City (including the 8.2km Geogadaegyo bridge/tunnel link)
- Completion of the light rail transit (LRT) between Busan and Gimhae (September 2011) :  
23.8km line between Sasang Station (Metro Line 2) and Samgye Station in Gimhae

### Expanding the Rail Infrastructure for Regionwide Development

- Constructing a double-track electrified line between Busan and Ulsan (2015), and between Bujeon and Masan (2017)
- Building intermodal transport transfer hubs: at Bujeon (307,000 m<sup>2</sup>) and Dongnae (116,000 m<sup>2</sup>)

### Expanding the Road Infrastructure for Regionwide Development

- Constructing the 4-lane Outer Ring Expressway to the north of Busan (2015) :  
64.06 km from Ungdong, Jinhae via Gimhae City to Gijang County
- The Southern Beltway around the coast of Busan: via Gwangan Bridge, Bukhang Bridge (2014), Namhang Bridge, Mt. Cheonmasan Tunnel (2015), Eulsukdo Bridge, and Shinho Bridge
- Widening of the Namhae Expressway (between Naengjeong and Busan (2013) :  
3.96 km over the Nakdong Bridge, 53.28 km of road widening, to 6-8 lanes

### Improvements to Gimhae International Airport

- Building of a new International Terminal and launch of international cargo operations, and reconfiguration of the airport as a hub airport for LCCs
- Relocation of the main airport to a new 6.8km<sup>2</sup> site just off Gadeok Island (2024)  
- planned capacity of 34 million passengers per year



| KTX



| Artist's impression of Busan and Mt. Cheonmasan Tunnel



| Dongnae Station Intermodal Transport Transfer Hub



| LRT line between Busan and Gimhae



| Bujeon Station National Transport Transfer Hub



REAL LIFE &  
REAL DREAM

B u s a n  
G l o b a l  
C i t y



Busan and Fukuoka, a new supranational Megacity Region of Asia!  
Busan set to benefit from synergistic effects of the region's development.

# New Synergies through Closer Supranational Economic Integration



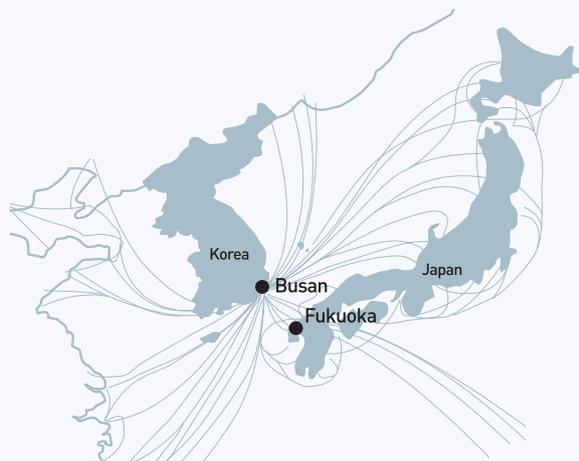
Busan is playing a central role in the creation of the Southeastern Region Economic Bloc in line with global economic trends that seek the creation of economic belts that bridge regional and national borders

Promoting projects for the successful development of a Southeastern Region Economic Bloc

- Fostering the bloc, which will become the 14th largest of 20MCRs around the world, as a leading center for international trade
- Promoting projects for the bloc such as in machinery fusion parts and materials
- Building networks between decision-making bodies in the bloc for an effective comprehensive approach to development : Busan-Ulsan Economic Development Committee, Support Agencies for Leading Industries, Human Resources Centers

Activating the existence of a supranational economic community between Busan and Fukuoka

- Promoting exchange projects between Busan and Fukuoka
  - Operation of the Office for Economic Cooperation between Busan and Fukuoka, increasing flights
  - Holding Business CEO Forums between Busan and Fukuoka, cooperation in exhibitions and conventions
  - Holding of trade consultation meetings, common use of electronic money devices between Busan and Fukuoka



| Video phone calls between the Mayors of Busan and Fukuoka



| Business CEO Forum between Busan and Fukuoka

| Economic Cooperation Committee



| Tongsinsa Parade in Fukuoka, commemorating the Joseon Dynasty's Diplomatic Missions to Japan



REAL LIFE &  
REAL DREAM

B u s a n  
G l o b a l  
C i t y

A comfortable and convenient living environment and programs  
helping to bring the foreign and local communities together

# Global City and Happy Home for Foreign Residents





| Busan International Foreign School

Busan now offers foreign residents a convenient and comfortable living environment on a par with anywhere else in the world

Providing foreign residents with the necessary services

- Opening Busan International Foreign School (August 2010) : 350 students
- Opening the Branch College of FAU University in Germany (March 2011)
  - Operating graduate schools and science and biotechnology research institutes in Busan Techno Park
- Promoting projects for the further improvement of the living environment for foreign residents
  - Improving the environment of the Chinese School (2010), and building facilities for foreign workers in the Noksan Industrial Zone (2011)
- Supporting foreign students:
  - supporting exchanges with local students and holding global festivals
- Opening of the Busan Global Center (2011) : operation of a Call Center, education and culture programs, and a mobile consultation room
- Launch of an English FM broadcasting station (2009)

| Call Center for Foreigners



| Busan Global Center



| English FM Broadcasting Station



| The Branch College of FAU in Busan



# 10 Ten Great Visions and Important Project Maps for Future Busan Development

Busan's Dreams towards the First-rate City in the World!  
The dreams are becoming a reality of today one by one.



## 01 Building an international industrial physical distribution city

- Located around Gangseong areas in the mouth of the Nakdonggang River, about 33km<sup>2</sup> in area
- Building an industrial physical distribution hub in a combination of cutting-edge industries and compound physical distribution against the background of New Busan Port

## 02 Development Busan Port (Bukhang Port)

- The wharf of Busan port (between the coastal wharf and 4th wharf), 1,530,000km<sup>2</sup> in area
- Building the area of Bukhang as an international marine tourist hub and Development the Busan Station and the areas of downtowns

## 03 Fostering as a Northeast Asian hub

- Constructing a container wharf with the capacity to treat 30 containers at the same time in New Busan Port
- Growing into an international physical distribution hub port in Northeast Asia by giving New Port and Bukhang Port efficiently shared functions

## 04 Building Busan Citizens Park

- Located at the site of US Army Hialeah Camp, Jin-gu, 530,000 m<sup>2</sup> in area
- Building a world-level flat park equipped with 5 theme forest lanes, wide grass fields, many kinds of facilities of performance

## 05 Building a tourism&convention cluster in East Busan

- Building East Busan Tourist Complex, Haeundae Beach Tourist Resort, the 2nd BEXCO
- Building a stay-type compound tourist complex in Gijang and Haeundae, and increasing convention facilities

## 06 Building Film&Image Town

- At Cine Park in Centum City, Haeundae, 36,000 m<sup>2</sup> in area
- Relocating image-related public organizations for increasing the infrastructure of film culture contents

## 07 Building Busan Finance Complex

- Building BIFC at the site of 102,000 m<sup>2</sup>, Munhyeon-dong, Nam-gu
- Designating as Korea marine finance-derivative hub and building as a financial cluster representative of South Korea
- Attracting such finance derivatives organizations as Korea Finance Derivatives R&D Center and Certified Emission Reduction (CER) Trade Center

## 08 Building wide-area transportation network systems in southeastern areas

- Building the Circulation Highway around Busan and re-building the East Sea-South Railroad into a double-track-lane electricity railroad system
- Widening Namhae Highway (between Naengjeong and Busan) [2013]
- Constructing roads against the background of ports (between New Port and Bukhang Port)

## 09 Relocating Kimhae International Airport to Gadeok

- The southeastern coast of Cheonga-dong (Gadeokdo), 6.8 km<sup>2</sup> in area
- Constructing the international compound transportation networks in link with new ports and KTX to form an open hub in southern areas

## 10 Attracting the Olympics

- Promoting flexibly to attracting the Olympics in consideration of some conditions
- Leaping as the world first-rate city with a global competitive edge based on high awareness of Busan



# Vision & Project Map

# BUSAN



# Vision & Project Map BUSAN

Ten Great Visions and  
Important Projects  
for the Future  
Development of Busan



Can you hear it?  
It's the sound of happiness...

A city where closed minds have opened, clouds have cleared,  
a spirit of sharing and communication is alive and well,  
and joyful sounds can be heard!

Real Life & Real Dream!

Busan is a city that is reverberating with happiness.

Human  
Dream  
City

REAL LIFE &  
REAL DREAM  
BUSAN

 BUSAN METROPOLITAN CITY



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