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Mayor

PARK
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**“We will build a
sustainable city”**

SEOUL ICLEI 2015

ICONIC EVENT VENUES

TOP ACCOMODATION

2015 ICLEI WORLD CONGRESS

MASTER PLAN FOR THE MEETINGS INDUSTRY

MAYOR: THE MEETINGS INDUSTRY IS SEOUL'S FUTURE

THE MEETINGS INDUSTRY IS THE ECONOMIC DRIVER FOR THE SOCIETY



The Iconic Event Venues OF SEOUL

OPENED IN 2014, the Dongdaemun Design Plaza has quickly become one of Seoul's most iconic unique event venues, located in the heart of the Korean design industry's Dongdaemun district. Since its arrival, the DDP has already become a prime location for major design-related events including Seoul Fashion Week and travel international shows from Chanel and many others and not to forget: The ICLEI World Congress 2015.

The unique structure, designed by world class architect Zaha Hadid, is comprised of an exterior covered in 45,133 aluminum panels and an open and curvaceous interior. For events, the Dongdaemun Design Plaza's facilities include 2 exhibition halls (total of 3,108 m²), 2 convention halls (total of 4,540 m²) and a conference hall (414 m²). The large multi-complex also includes a range of designer and boutique stores, and its central Seoul location places it conveniently close to many of the city's business hotels as well as shopping and entertainment offerings.

"Before starting to work on the design, it was critical that we worked

hard to fully understand the history, urban context, and existing conditions of the site. Through this extensive research, we developed the design to respond directly to these important factors. Dongdaemun is an important gathering place for the city, and the DDP design creates a whole new kind of inclusive public space for the people of Seoul", says Zaha Hadid at Zaha Hadid Architects.

Some Sevit depicts three glowing islands floating amid the glistening waters of the mighty Han River. The word Some Sevit contains the meaning of 'awesome' in recognition of the wonderful space that awaits visitors there.

Some Sevit which is world's first cultural space to float on water, consists of three islands that embody the process by which a seed Some Solvit turns into a flower bud Some Chavit and transforms into a flower in full bloom Some Gavit.

It symbolizes the life of Seoul citizens and illuminates Seoul and the Han River. chavit is, like the sun rising in the east, a glorious light that opens up a vibrant day. Solvit rises to

the top and illuminates all directions like the sun at noon. Gavit shines beautifully and elegantly as it, like the sunset, puts the crowning glory on the day. The media art gallery Yevit will be a venue for art like the delicate moonlight illuminating the night.

Some Sevit opened its doors in April 2014. In reality a complex of three islands floating on the water by means of incredibly advanced engineering technology. With its 762 m² the Some Sevit main hall is well suited for conventions, and seats 550 delegates, or 1,000 standing. The three restaurants have room for 150–250 seated guests, and the two neighbouring islands consists of exhibition and restaurant areas together with recreational functions.

Some Sevit was featured in the recent Avengers movie and with the uniqueness of the facility, its location on the river, the nightly views across the city the Moonlight Rainbow Bridge illuminated fountain, this is already a stunning success, and the world will come gathering to see how awesome it is.



The Largest ever ICLEI CONGRESS IN SEOUL

THE INTERNATIONAL Council for Local Environmental Initiatives (Iclei), a global association of local governments and organizations committed to sustainable development, concluded its largest-ever congress in Seoul on April 12th. The five-day event held mainly at the Dongdaemun Design Plaza (DDP), central Seoul, had the most mayors and representatives of 204 member cities and regional governments as well as officials from 190 organizations from all over the world. From Korea, 36 cities, including Seoul, Suwon and Changwon, took part. Congress officials also said the event had more than 127,000 visitors to plenary sessions and exhibitions set up at the DDP and Seoul Square in the center of Korea's capital city.

The most valuable legacy of the Iclei World Congress 2015 was the adoption of the Seoul Declaration. "We adopted the Seoul Declaration, which underlines the priorities for our common goal of building a sustainable city," said Seoul Mayor Park Won Soon, who is the incoming president of the Iclei. "We have

vowed our commitment to cooperate among cities to reduce greenhouse gas emissions, and agreed to hold a mayoral forum on annual bases as an extension of the Compact of Mayors."

The priorities mentioned by Park are reducing greenhouse gas emissions and creating a low-carbon city; a resilient city; a resource efficient and productive city; an eco-mobile city; a smart city; a biodiverse city; a happy, healthy and inclusive city; a sustainable local economy and public procurement; and a sustainable city-region cooperation.

Thirty-six leading mayors announced their intent to comply with the new Compact of Mayors – a global coalition of mayors and city leaders voluntarily making a commitment to cut greenhouse gas emissions, track progress and prepare for the impact of climate change.

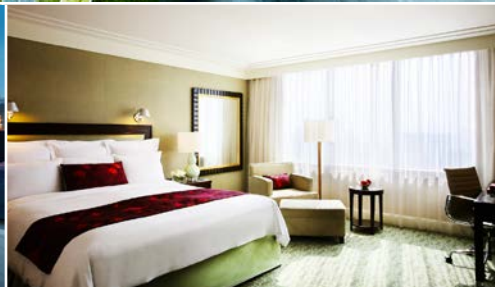
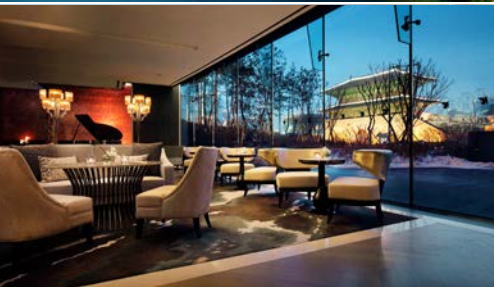
The Seoul Strategic Plan 2015–2021 was also adopted, which presents a continuation of the Iclei's previous plans and also focuses on new strategic initiatives for the next six years. These consequences of the congress will be delivered to leaders

of all the member countries at the 21st session of the Conference of the Parties to the UN Framework Convention on Climate Change, a landmark event that will determine the post-2020 climate regime.

"The Seoul Declaration would be a good case that will lead to actual goals, plans and executions at the Conference of the Parties to the UN Framework Convention on Climate Change in Paris in November," said Ahmed Djoghlaif, Co-Chair, Ad Hoc Working Group on the Durban Platform for Enhanced Action. "While Seoul is acting as the president city of the Iclei, I'll work to deliver the commitment of cities to the conference in Paris."

Seoul Mayor Park was elected president of the association on the first day of the congress, the first person from Asia to be chosen for the position, and will be leading the council for the next three years.

Park also later said in a statement, "The achievements of the congress will be a stepping-stone to represent efforts and voices of cities and local governments."



Accommodating **SEOUL**

WHEN IT COMES to accommodation, business visitors are spoilt for choice in Seoul, thanks to a full spectrum of choices to suit all budgets, and a full representation of all the major international luxury brands. Completing that set later this year will be the Four Seasons Seoul, which adds 317 rooms to the city. A further 2,000 rooms will be added with the 2017 arrival of the massive Accor hotel complex in the Yongsan district across four new properties, including a Novotel, Suite Novotel, Ibis Styles, and a Suite Mercure.

These expansions continue the momentum in Seoul's accommodation growth which in 2014 saw the arrival of the JW Marriott Dongdaemun Square Seoul, Aloft Seoul Gangnam, Shilla Stay Yeoksam, and Ibis Styles Ambassador Myeongdong. The latter two hotels are just two of a steadily growing category of accommodation for ideal for the budget-conscious yet which still provide high standards of service.

The design-centric GLAD Hotel Yeouido, which opened in January 2015 with 319 rooms in the city's

International Finance district, the near-downtown Shilla Stay Seodaemun, which arrived in May with 319 rooms, and also arriving in May – the 342-room Four Points by Sheraton in Yongsan, are three of the most recent additions.



Next Step in **SEOUL'S MASTER PLAN**

IN THE 18 MONTHS since the Master Plan was publically announced (at November 2013's SIBAC meeting), Seoul has taken great strides to realize its vision of turning the city into a district-wide meetings capital. Although Seoul holds a prominent position in both the **UIA** and **ICCA** rankings for the number international meetings it holds annually – an affirmation by the international community that they are moving in the right direction – it is not resting on its laurels.

The Master Plan is a multi-decade project that continues to propel the city forward through the creation and expansion of business events-related infrastructure. For example, two new unique meeting venues were opened: the much-awaited Dongdaemun Design Plaza in the city center and Some Sevit on the Han River.

As the mayor of Seoul, Park Won Soon has worked to greatly expand Seoul's support program for existing unique venues, giving selected venues across Seoul financial support to help them host international events and also promote and educate them on ways to promote themselves to the international market. Thus, Seoul's offerings are expanding both by creating new venues and showing that Seoul already has many attractive

meeting spaces that are just waiting to be discovered.

With the DDP and the opening of nearby hotels, the city has achieved Phase 1 of the plan through the creation of its first MICE Zone. Phase 2 is also rapidly underway in Gangnam, which involves bolstering and redeveloping the area between Coex and the Jamsil Stadium into a fully-integrated "MICE Cluster". This means that in that area, every possible service one could want for business events, from meeting spaces and accommodation to efficient transport and entertainment are all available in one place. Coex is actively working with local businesses to achieve this and recently completely refurbished its Coex Mall, the region's largest shopping complex, which is right next to major business hotels and the Coex convention center.

All of which forms just part of the many challenges Park embraces in his role as the city's mayor.

"Since I took office, I have made it a priority to pay attention to the affairs of Seoul's citizens, or, as I said in my 2015 address, *I will share the lives of our citizens.*" Anyone with concerns or suggestions can email the mayor or even send him a tweet via his Twitter account. There are also various forums throughout the year in which

the public can contribute their voices or in which captains of Seoul's many industries may connect with government and the private sector to further their development. The annual SIBAC event, which in 2013 focused upon the Master Plan and in 2014 general tourism, is a key example of this.

While Seoul is already endowed with strong infrastructure for business events – which as per the Master Plan is continuing to expand – communication between sectors is an area that needs greater improvement, says Park. "Whatever the industry, good communication between the private and public sectors is essential. Therefore, it is important that leaders in each field understand what the city offers them in order to help them grow and/or increase the professionalism of the services they provide the international community – particularly of course when it comes to business events." Again, SIBAC, along with various other public-private sector meetings organized by the Seoul Metropolitan Government throughout the year, is a means of promoting what the city offers to industry leaders. The Seoul MICE Alliance Annual Meeting is another such example.

The Seoul OF KOREA'S MEETINGS INDUSTRY

SEOUL'S rapidly-expanding meetings industry is the perfect can-do partner for every event planner, whether they are looking to hold successful corporate meetings or host events as large as a G20 summit. In addition, Seoul is actively working to tailor its services for the European market through ongoing interaction with buyers, media, and industry professionals at IMEX, EIBTM, and other industry events. Services and support include:

Financial support is available for events that meet certain criteria in terms of size and duration, and can also include the services outlined below. Please contact the Seoul Convention Bureau for more information on eligibility and the types of support packages offered.

The SCB will provide accommodation and transportation services to board members or executives visiting Seoul for event feasibility studies. This includes venue recommendations, city tours, and site inspections of business events infrastructure and local attractions. In addition, the SCB can provide a letter and video message of support for proposed events from the mayor of Seoul and the CEO of the Seoul Tourism Organization.

For events hosted in Seoul, the Seoul Convention Bureau provides

a range of promotional materials, including a Meeting Planners Guide, Unique Venues guide, Team Building guide, and more. The SCB can even arrange for complimentary event Welcome Messages to appear on Incheon International Airport's "multicube" digital displays at the baggage carousels – an especially popular service with event planners.

For events, the SCB offers the Seoul Convention Supporters, a highly-trained and dedicated pool of multilingual personnel chosen from convention-related departments of universities able to provide operational assistance for international congresses or other events upon request. Half of the daily rate for use of the Supporters at events is covered by the SCB.

The SCB's professional and experienced staff is ready and able to respond to all queries in plain English and is well-versed in the needs of European meeting planners. In addition, the Bureau's official website, www.miceseoul.com, provides a wide range of information on Seoul's meetings industry and business events services, as well as the latest industry news via a monthly webzine.

The Seoul MICE Alliance (SMA) is a partnership between the Seoul Met-

ropolitan Government and 170 meetings industry-and-related stakeholders in ten different categories. These include the city's main convention centers and hotels, as well as unique venues, professional convention organizers, destination management companies, transportation services, event service and equipment providers, selected retail outlets, entertainment agencies, and local associations.

Event planners who utilize SMA member companies receive additional benefits such as reduced rates, complimentary use of event spaces, free-of-charge promotional space, discounts on event registration, pick-up and set-down services, and support for site inspections.

Learn more about the many ways Seoul and SMA members can enhance and support international meetings and conventions in Seoul by contacting the Seoul Convention Bureau in the following ways:

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