

「Building a Better City to Live in」

Visions and Development Projects of Busan

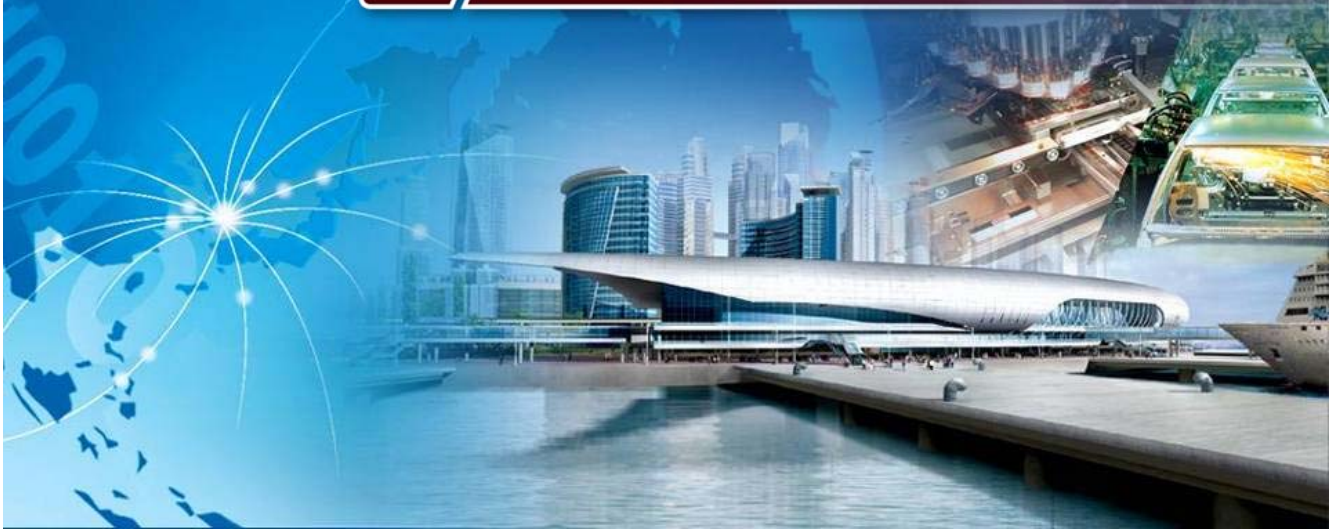


Contents

I Busan at a Glance

II Visions and Development Projects

I / Busan at a Glance



Busan at a Glance

Dynamic
BUSAN



Busan at a Glance

> Population

3.6 million

> Area

768 km²

> Major Industries

Logistics, Automotive, Shipbuilding,
Aerospace, Mechatronics, Convention
& Exhibition

Logistics Hub of Northeast Asia

> World's 2nd Transshipment Port

> World's 5th Container Port

Sophisticated Feeder Network

- Japan : 63 service, China : 51 service,
SE Asia : 72 service



II / Visions and Development Projects



Key Projects for the Economic Renaissance of Busan

Building
Infrastructure for new
national development

Laying the foundations to
become an international
free city

A Maritime Capital
for
the Northeast Asian
Region

Designating
part of the city for
high value-added
industries

Promoting the city
as a world-famous
city brand

1. Developing a Hub Port for Northeast Asia

Complete the construction of 40 berths by 2020 (22 berths completed in 2012) as well as hinterland road and rail links, to become one of Northeast Asia's advanced ports handling high value-added container volumes



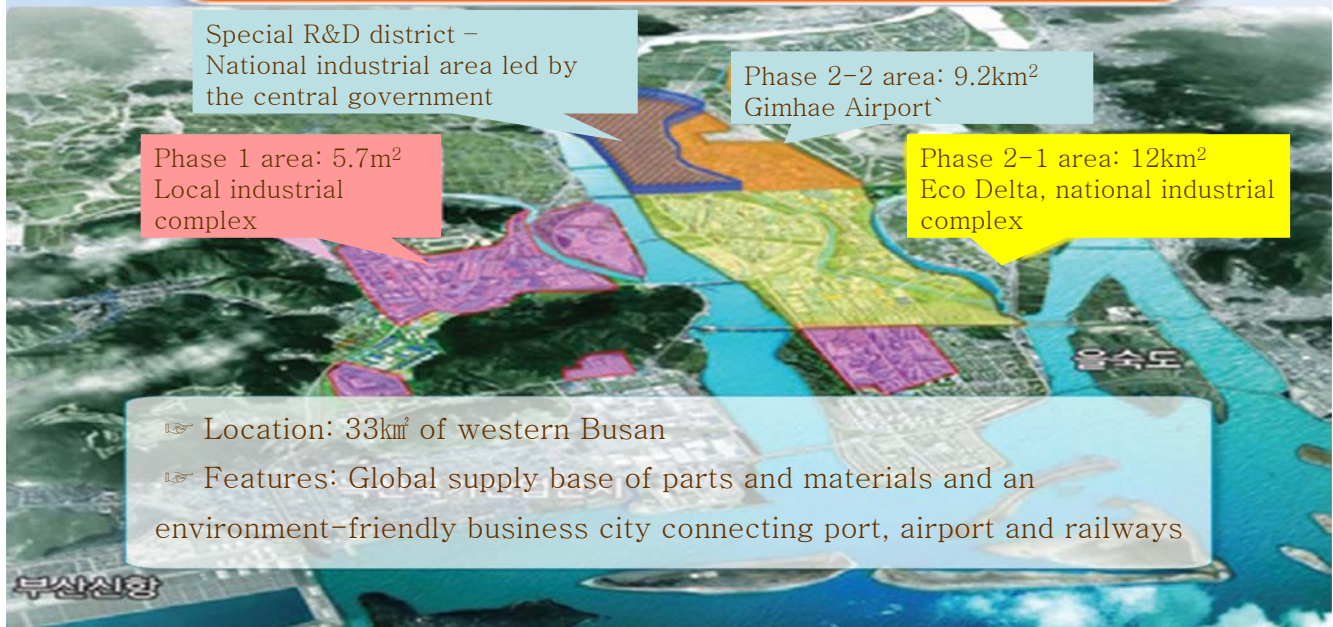
the existing North Port:
30 container berths,
67 General-purpose piers and
16 ferry piers



New Port : 40 container berths,
hinterland industrial complex
under construction (6.74 millionm²)

2. International Logistics and Industrial City

By creating a prestigious business city based on an international logistics and high-tech complex around the New Port, Busan plans to create a new growth engine.



3. Redeveloping the North Port

Build a world-class waterfront area featuring high-tech business, marine, cultural, tourism, and leisure facilities on the 1.53 mil^m site, after the relocation of already existing port facilities into the New Port



Development Plan for North Port Redevelopment and Busan Station Area



Visions and Development Projects

4. Creation of a Cinema Town

As host of Asia's most prestigious film festival, the Busan International Film Festival (BIFF), Busan plans to become a Mecca for film-related industries meeting the overall demands of the industry from filming to production and marketing.



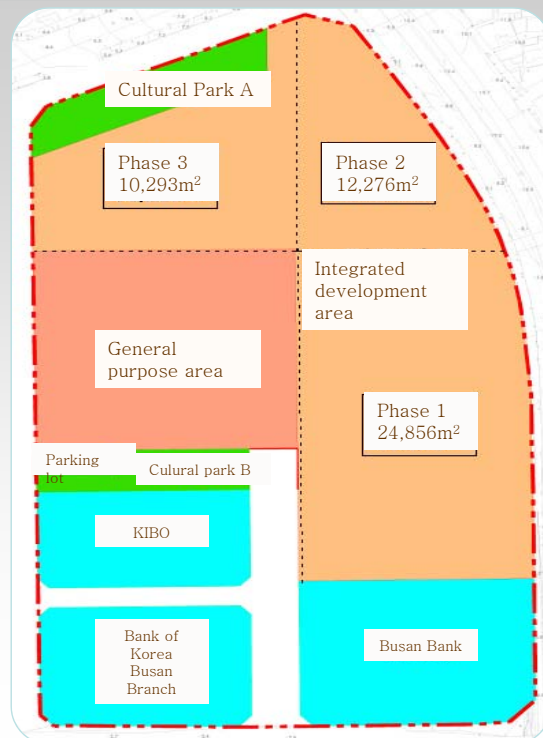
Busan Cinema Center (dedicated venue for BIFF), Cinema Studio Complex, Post-Production Facilities (developing, editing, CG work and recording) etc.

5. Establishing Busan Financial Complex

Build a financial cluster specialized in port logistics, ship finance and fisheries, to strengthen Busan's global financial and business capabilities and to make it a maritime capital of Northeast Asia



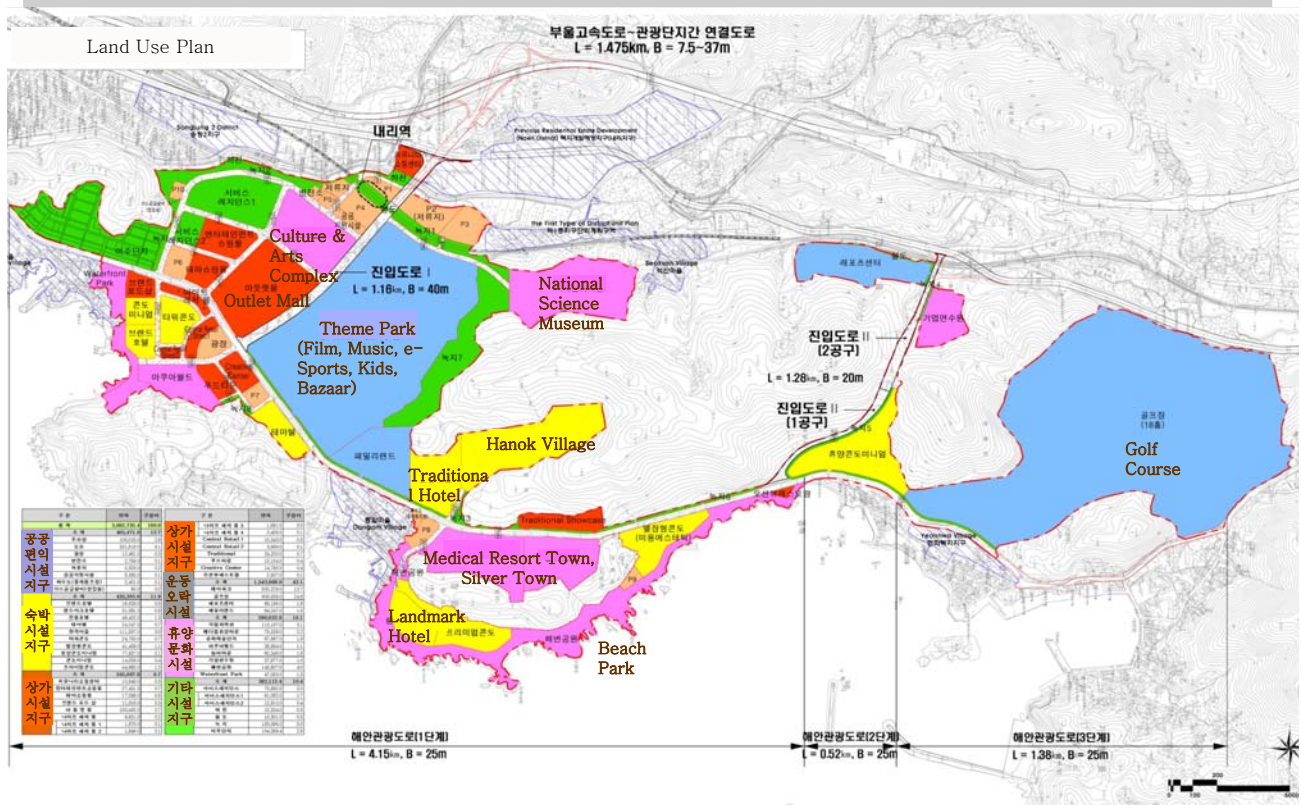
Busan Financial Center Its Present and Land Use Plan



6. Building the East Busan Tourist Complex and Convention Cluster

- Establishment of the East Busan Tourist Complex: an all year round tourist destination
- Development of Haeundae Tourist Resort: integrated resort including water park, hot spring, hotel etc.
- Expansion of BEXCO facilities : exhibition center, auditorium (4,000 seats) etc.

East Busan Tourist Complex Land Use Plan



Haeundae Tourist Resort



- One 101-story and two 84-story buildings
total area : 659,764m²
- water park, theme park, tourist hotel (296 rooms), hotel (380 rooms), commercial facilities, residential floors

Visions and Development Projects

7. Establishing Busan Citizens' Park

Turn once the US military base in downtown into a park complex.
Project to be completed early 2014.



- 📅 Project Period : 2005-2014
- 📍 Location : 530,000m² of land in Busanjin-gu

Construction site of Busan Citizen's Park



Visions and Development Projects

8. Building a New Airport

『 Establish a 24-hour Northeast Asian logistics hub with tri-port system incorporating airport-port-railroad.
Enhance airport convenience for the 15 million people in southern part of the nation 』

✎ Airport demand survey commissioned to the
Central Government, Transport and Maritime Affairs:
September 2013 ~ August 2014



Thank you!