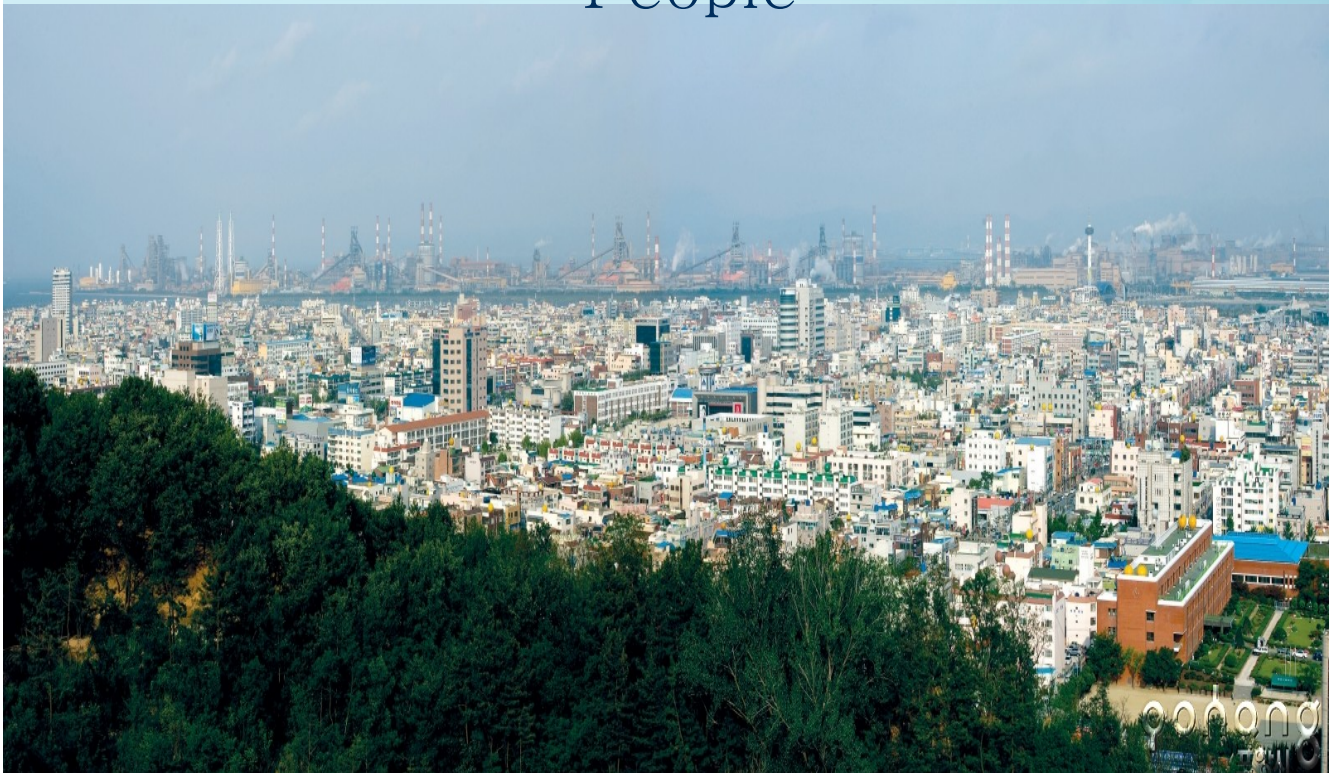
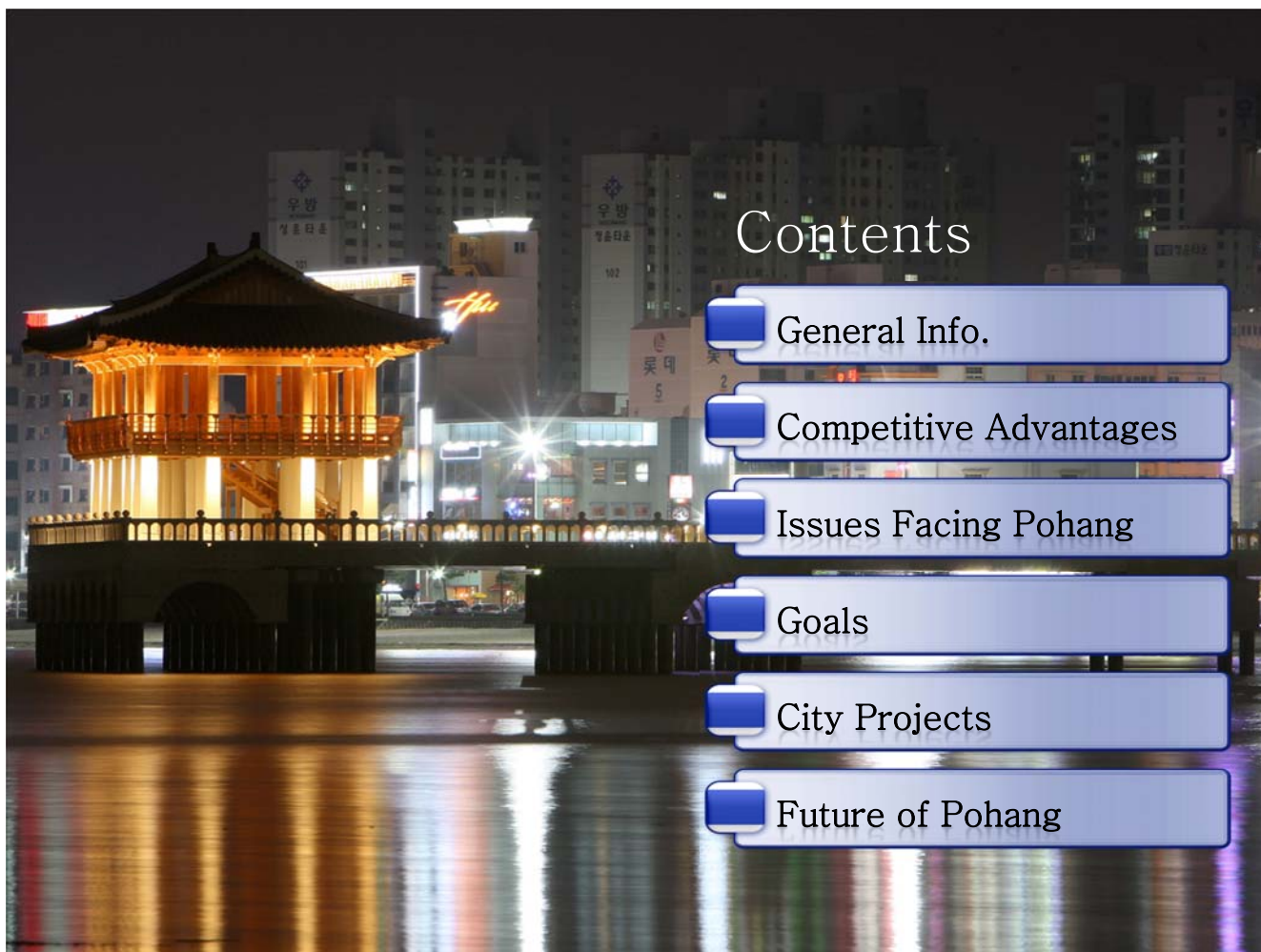


Ways to Facilitate Sustainable Economic and Social
Development and Protect Environment

Global POHANG

Pohang:
Coexistence of Nature &
People





Contents

General Info.

Competitive Advantages

Issues Facing Pohang

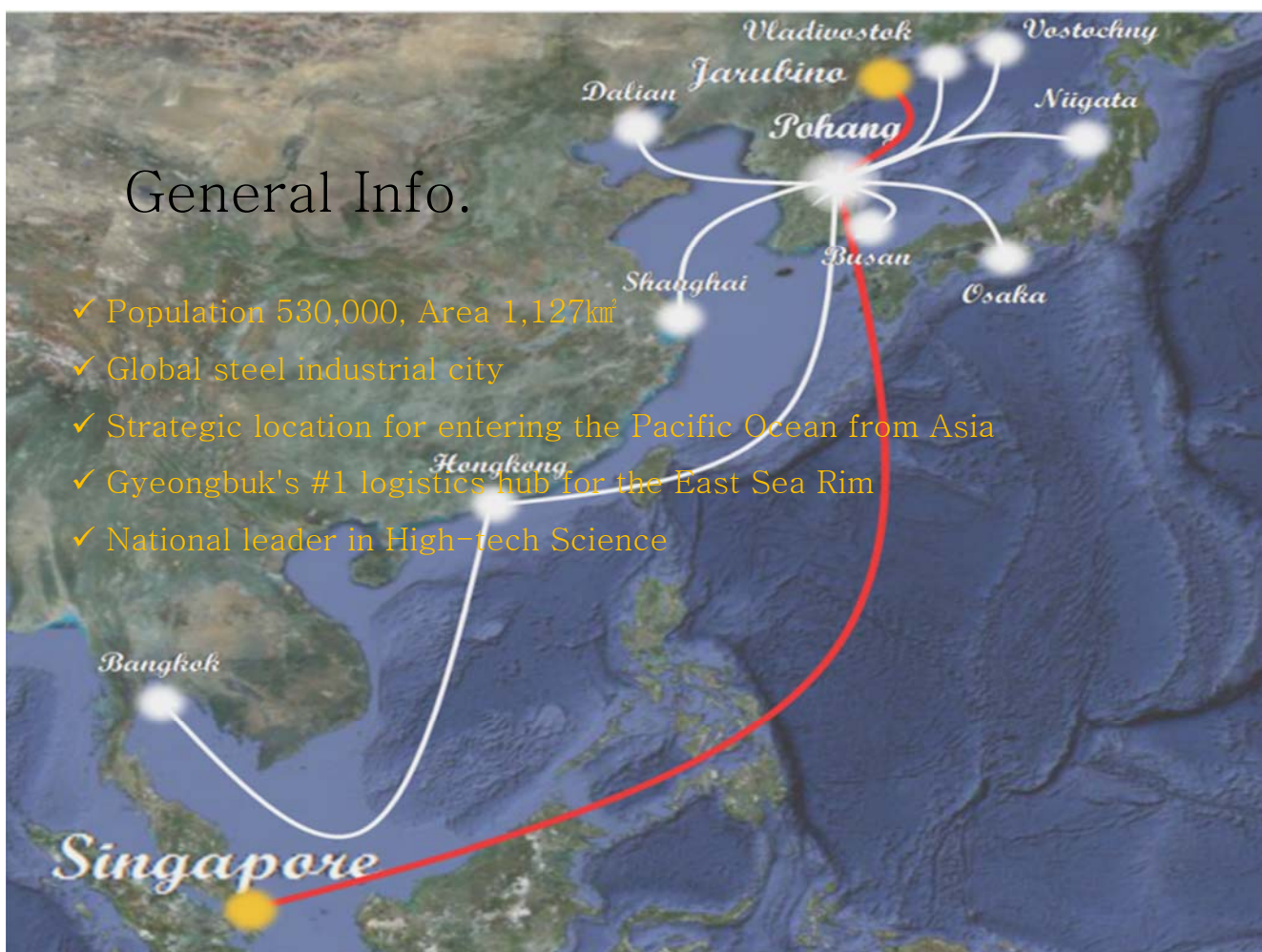
Goals

City Projects

Future of Pohang

General Info.

- ✓ Population 530,000, Area 1,127km²
- ✓ Global steel industrial city
- ✓ Strategic location for entering the Pacific Ocean from Asia
- ✓ Gyeongbuk's #1 logistics hub for the East Sea Rim
- ✓ National leader in High-tech Science



Competitive Advantages

- ✓ 162km of beautiful coastline and marine tourism resources
- ✓ High-tech science infrastructure: global steel industry and research facilities
- ✓ Transportation hub connecting mainland and coast
- ✓ Yeongilman Bay: Business center of East Sea Rim



Issues Facing Pohang



Rising external competition in steel industry



City image as a polluter

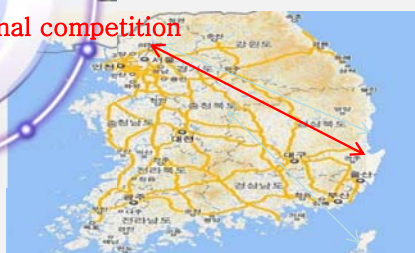


Environmental pollution from industrialization



Accessibility to capital city

Lack of varied infrastructure
Global economic recession
Rising international competition



Pohang's Goals

More Growth

High 5

Metropolitan Traffic Network
Large-scale Industrial Complex
Global Logistics Infrastructure

Better Life

Happy 5

Abundant Culture
Warm Welfare
Open Education
Pleasant Environment
More Jobs



City Projects

Open Pohang Canal

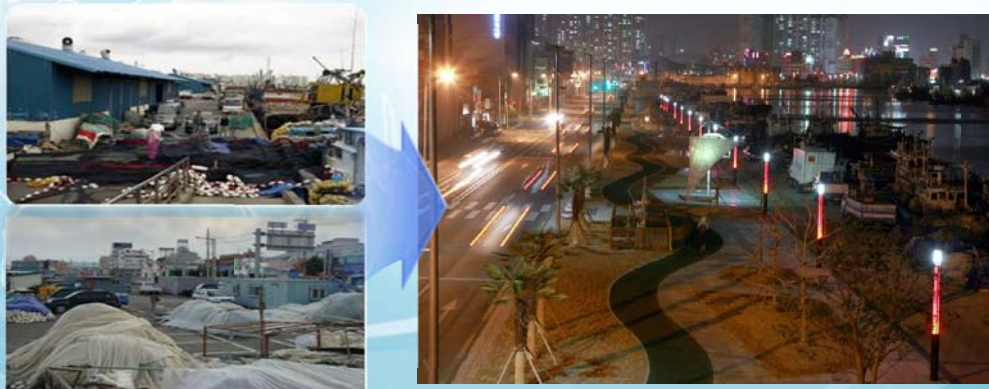
- L=1.3km (Recreation 96.455m², Width = 15~22m, Depth 1.7~2.2m)
- Total Project Cost: 160 billion KRW



City Projects

Redesign Dongbin Pier

- Scale: 1.7km (Redesign pier, move fish market, fuel tanks)
- Cost: 11.4 billion KRW
- Duration: 2008.10.31~2011.10.10 (completed)



City Projects

Central Shopping Street Streamlet

- Duration: 2007. 7~9
- Scale: L=657m, B=11m
- Cost: 24 million KRW

Won Korea Design Award, and Asia Cityscape Award



City Projects

Turn Old Railroad into City Forest

- Duration: 2009~2011
- Area: 5.7ha (L=2.3km, Avg. width= 25m)
- Cost: 14.2 billion KRW
- Landscape Design
 - 22,740 plants, 33 types including pine trees
 - Bike path, walking trail



City Projects

Themed Boardwalk at Yeongildae Beach

- Length: 1.2km
- Cost: 2.5 billion won



- Eco-friendly walking trail, bike path, outdoor stage, play yard
- Eco-friendly wooden deck

City Projects

Songdo Beach Sand Restoration

- Scale: 1.7km
- Cost: 38 billion KRW
- Duration: 2012~2015



City Projects

"My Own Tree" Movement for all 530,000 residents

- Planting a forest with involvement of all 530,000 residents of Pohang (61,050 trees planted)
- Personal nameplates worth 15,000 KRW attached to tree

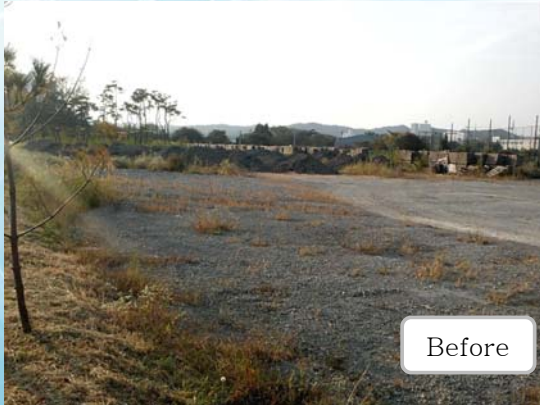


City Projects

Eco Park

- Scale: 10,735m²
- Cost: 1 billion KRW

Built to reduce noise and hazards from Sewage Treatment Plant



Pohang's Future

- Pivotal city in East Sea economic bloc in new marine era
- Population of 850,000 in 2020, most liveable city
- Strive to be an international city at center of the world



Thank you

