

(7) POHANG

Economic Revitalization by City Promotion

Mr. Yun Jung Yong
Deputy Mayor of Pohang City

Conditions of Location and Character of Pohang

1. Conditions of Location

- A Strategic Area Connecting Asian Continent to the Pacific Region
- A Center City of the New Oceanic Era and the East-Sea Rim Economic Bloc in the 21st Century
- The Gateway to the East-Coast of the Korean Peninsula, International Port City
- The Origin of the Saemaul(New Village Movement), Lead Modernization of Korea

2. Character of the City

- Major Steel Industrial City, Lead Economic Development of Korea
POSCO, Hyundai Steel Co, Pohang Steel Industrial Complex, Dongguk Steel Co
- International Logistic Center of the East-Sea Rim Economic Bloc
Yeongilman Port, Pohang Airport, Southern Donghae Railway and Middle Donghae Railway, Economic Free Trade Area, Free Trade Zone
- High Tech Science City, Based on Research Infrastructure
POSTECH, RIST, Accelerator Research Center, Life-Engineering Research Institute, Intelligent Robot Research Center
- Beautiful Tourist City with Beautiful Mountain and Sea
Bogyeongsa Temple of One Thousand Year History, O-ersa Temple, Homiggot National Tourist Park, Beacon Museum, Clean Beach Resort
- Environmental Friendly Green City, where Man and Nature Live Together
Low Carbon Green Industrial Complex, Waterfront Park of Hyungsan River, Citywide Bicycle Facilities, the POSCO POWER (A Factory of A Fuel Cell)

New Economic Trends of Global Village and Vision of Pohang

1. New Economic Trends of Global Village

The Age of Limitless Competition by Globalization and Informationalization

- Changes of Concepts of Time and Space, and Removal of National Border
- Expansion of Exchange and Influence beyond National Border
- Efforts for Mutual Prosperity through Regional Cooperation in the Age of Limitless Competition

Low Carbon Green Growth Opposed to Global Warming

- Occurrence of Global Warming caused by Thoughtless Use of Fossil Fuel
- Big Flooding in the Northern Brazil, Big Flooding in Japan, Taiwan and China
- Global Coping Efforts to Alleviate Global Warming: Local Agenda 21, UN Framework

Convention on Climate Change

2. Vision for Development of Pohang

Taking off As the First Class World City through Low Carbon Green Growth and International Business

- International Logistic Center City Leading Oceanic Era of 21st Century
- Low-carbon Green Growth City, Opposing to Global Warming
- High-Tech Science City with Excellent R&D and Enterprises
- Cultural City with Preserved Tradition and Overflowing Creativeness
- Advanced Social Welfare City, Respecting law and Orders and Practicing Distribution and Service

Pohang opened an International Port for the first time in the East Coast, wants to be developed as the Center City of the East-Sea Rim Area, and hopes to be the developed as the first class world City

Cases of Creative City Development of Pohang

1. Direction of City Development

- Aiming Multi-Core Compact City, Preventing Thoughtless Urban Sprawl
- Aiming Art Polis with Beautiful Urban Design
- Formation of Unique and Harmonious City, Integrating History and Tradition
- Development of Green Space and Waterfront to Increase Livability of Citizen
- Development of New Concept City at the Yeongilman Port Area
- Science Polis Based on Excellent R&D Infrastructure

2. Cases of Creative City Development of Pohang

(1) Restoration of Dongbin Inner Harbor

- Revitalization of old Downtown Area, Realization of Dream to be an Environment City
 - Project Area: Songdo Dong, Haedo Dong, and Jukdo Dong Area
(Channel 1.3 km, Waterfront Park 96,120 m²)
 - Cost: 117 Billion Won
 - Rest and Convenience Facilities, Culture Experience Theme Park, etc
- *New Model for Urban Redevelopment through Recovering Eco-Environment

(2) Downtown Revitalization and Cityscape Design

- Forming a Masterpiece City with Culture and Art
 - Revitalization of Local Economy through old Downtown Regeneration:
A Streamlet in the Joong Ang Commercial District, Street of Culture
 - Tera Nova Pohang Project: Improving Beauty of the City, Changing to Art Polis
- *Received the National Spatial Culture Prize in 2008

(3) Pohang Techno Cluster

- Science Village As A Mecca of Science and Technology
 - Excellent Research Infrastructure of the Jigok District. POSTECH, RIST, National Technology for Nanomaterials Technology, Pohang Accelerator Laboratory, Life Engineering Research

Institute, Pohang Institute of Intelligent Robotics

- Eco-Industrial Complex of High-Tech and Science. Technopark 2 Complex, Economic Free Trade Zone of Knowledge and Creation Industrial Estate Exclusive for Machine parts and Materials

- *World Class Science City with Excellent R&D Infrastructure

(4) Environmental Theme Street of Bukbu Beach

- Rest and Cultural Space with Ocean and Green Trees
 - Project Area : 1.2 km (Passenger Ship Terminal - Doocho Dong)
 - Cost: 2.5Billion Won
 - Environmental Friendly Promenade, Bicycle Course, Outdoor Stage, Play Yard
- *Installation of Environmental Friendly Wooden Deck

(5) Hyungsan River As A Waterfront Park and Eco-River

- Recreating Urban Image through Preservation and Development
 - Project Area : 63 km(Ulsan - Gyeong Ju - Pohang)
 - Waterfront Eco-Park, Maintenance of Waterflow, Pedestrian and Bicycle Roads.
- It is the longest river and has the largest basin among the rivers directing to the East-Sea
(Basin Area : 1,167 km²)

(6) Low Carbon Green Industrial Complex

- Development of Environmental Friendly Eco-Industrial Complex
 - Target: POSCO and Pohang Steel Industrial Complex
 - Expanding Green Space, Using Clean Energy, Reusing Surplus Steam, Commercialization of By-Products of Zinc Galvanization, Reusing Rainfall and Waste Water
- *Development of Green Industrial Complex for Both Citizen and Enterprises

(7) Infrastructure for Activation of Bicycle Use

- Establishing Bicycle Roads for Energy Saving and Leisure
 - Project Area : Citywide Area(253.9 km)
 - Cost: 39.1Billion Won
 - Bicycle Roads, Parking Facilities, Security System, etc
- *Example Area by the Ministry of Administration and Safety
(Multi-Activity Field - Haedo Dong - Songdo Dong : 2.5 km)

(8) Development of Eco-Park and Resort Forest

- Development of Eco-Environment Experience and Cultural Experience Place
 - Location: Yeonil Eup, Heung Hae Eup, Kibuk Myun Area
 - Contents: Joong Myung Nature Eco Park, Bihak Mountain Nature Resort Forest, Doeum Mountain Resort Forest
- *Eco observation Place, Education Place, Eco Observation Route, Rest Area

Future of Pohang

Current Pohang

Creative Mythical City, Initiated National Prosperity through Saemaul and Steel Industry

Future Pohang

- Center City of the East-Sea Rim Economic Bloc in the New Oceanic Era
- A Model City for Low Carbon Green Growth, Opposing to Global Warming
- Beautiful Metropolitan City with 850,000 Population in 2020, where Everyone want to live

Pohang wants to be developed as the first class world city, which leads the nation and contributes to the world through establishing human-centered City with environment, culture, and social welfare.



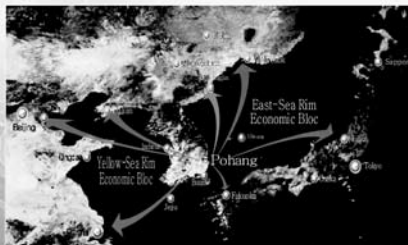
Contents

- I. Conditions of Location and Character of Pohang
 - Conditions of Location of Pohang
 - Character of the City
- II. New Economic Trends of Global Village and Vision of Pohang
 - New Economic Trends of Global Village
 - Vision for Development of Pohang
- III. Cases of Creative City Development of Pohang
 - Direction of City Development of Pohang
 - Cases of creative City Development
- IV. Future of Pohang

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View of POSCO



Yeongilman Port

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High Tech Science City, Based on Research Infrastructure
POSTECH, RIST, Accelerator Research Center, Life-Engineering Research Institute, Intelligent Robot Research Center

Beautiful Tourist City with Beautiful Mountain and Sea
Bogyeonsa Temple of One Thousand Year History, O-ersa Temple, Homigot National Tourist Park, Beacon Museum, Clean Beach Resort

Environmental Friendly Green City, where Man and Nature Live Together

Low Carbon Green Industrial Complex, Waterfront Park of Hyungsan River, Citywide Bicycle Facilities, The POSCO POWERIA Factory of A Fuel Cell



Accelerator Research Center



O-ersa Temple



A Factory of A Fuel Cell

II. New Economic Trends of Global Village and Vision of Pohang

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Hyungsan River

Low Carbon Green Industrial Complex

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Infrastructure for Bicycle Use

Nature Resort Forest

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(8) VLADIVOSTOK

Sustainable development of Asian-Pacific cities: strategy of the Vladivostok city development

Mr. Vladimir Saprykin

Head, International Relations and Tourism Department

Vladivostok City

As of to-day in the Russian Federation there has been well-defined formed the State policy aimed at the accelerated development of the Far East and Trans-Baikal area supported by significant financial resources and formulated in the Strategy of the Far East and Trans-Baikal region development until 2025 and the Strategy of the Primorskii krai (territory) social-economic development until 2025.

The Strategy of the Primorskii krai social-economic development until 2025 determines the mission of the Primorskii krai in the Russian Federation: to ensure the interrelationship of the Russian Federation with the Asian-Pacific region (APR) at the account of the most productive inclusion of the Russian Federation to Asian markets of goods, finances, labor forces, technologies and information.

The role of Vladivostok resulting from the Strategy of the Primorskii krai development is fixed in the Strategy of the city of Vladivostok development. Priority tasks are as following:

1. Formation on the basis of Vladivostok a large Russian political, economic and cultural center in the APR, development of a “contact zone” (communication site) between Russian and APR countries, management, transport-logistic, innovation-education, touristic and production functions.
2. Formation of Vladivostok city agglomeration ensuring investment and migration attractiveness and conditions for the development of innovation activities and high qualification labor market; appearance of new types of activities capable to accumulate the innovation resource.
3. Formation of a sustainable habitat and infrastructure development of the agglomeration supposing the realization of large scale projects.

The scenario of Vladivostok development got a nick-name “Vladivostok is the World city for sane enterprising and clever people”. Main elements of the scenario selected are:

1. The basic city-forming economy is the hospitality industry. Within the touristic, hotels, entertainment-restaurants excursions and sport-recreation sectors there must be created not less than a half of the GRP (gross regional product).
2. The main distinguishing features, «individualization and positioning of the city», should be promoted to the market through the system of exportation of education and public health services (economy of social culture and civil society) and importation of new technologies and persons who are their bearers.
3. Consolidation of the civil society’s efforts, social institutions and all the forms of the population self-organization should be executed around the idea of Vladivostok self-identity as a

strategically important part of Russia and at the same time a European city in the APR.

The main instrument in reaching the goals set forth by the Strategy of the city of Vladivostok development is the sub-program «Development of the city of Vladivostok as a center of international cooperation in the Asian-Pacific region» within the framework of the Federal target program «Economic and social development of the Far East and the Trans-Baikal region for the period until 2013». The Program determines that in 2012 in Vladivostok there will be held official events of the APEC Summit.

Holding the Summit in Vladivostok significantly raises the status of the city within the boundaries of the Asian-Pacific region and makes great demands to the conditions of the municipal territories, engineering infrastructure and the exterior look as a whole.

For the realization of the Program there are made provisions of 553.4 billion Rubles: from the federal budget - 202 billion, from the Krai's budget — 33.6 billion, 317.9 billion Rubles will be raised from non-budgetary sources, 44 million Rubles will be provided from the budget of the Vladivostok municipal district.

With these funds 27 big projects are supposed to be realized in order to significantly raise the quality of life in Vladivostok.

<Main Projects>

1. Reconstruction of Vladivostok airport: the amount of financing is 14.3 billion Rubles. As a result of this project realization the airport capacity will increased up to 1,300 passengers an hour, there will be reconstructed the runway, changed the light-signal equipment, enlarged the parking place for wide-body aircraft, that would permit to accomplish the receipt of airplanes of any class, there will be built new international terminal.

As for the first half of the 2010 there were assimilated some 8.5 billion Rubles.

2. Development of the road network i.e. reconstruction and building new roads and bridges, amount of financing is 99.9 billion Rubles. As a result of this project realization there will be reconstructed and built 113.1 kilometers of automobile roads, including:

- highway crossing to the Russkii island across the Bosphorus Vostochnyi strait (3.1 kilometer);
- highway crossing across the Golden Horn Bay in Vladivostok on the highway connecting the federal highway M-60 «Ussuri» Khabarovsk-Vladivostok to the Russkii island (2.1 kilometer);
- there will be built the road network on the Russkii island (20 kilometer).

The most complicated and large-scale objects are the bridges to the Russkii island across the Bosphorus Vostochnyi strait, amount of financing is 34.0 billion Rubles and especially the bridge across the Golden Horn Bay in Vladivostok, erected in complex with the highway (the length of the highway crossing will exceed two kilometers, and the main span length is 737 meters), the amount of financing is 19.9 billion Rubles.

As for the first half of the 2010 there were assimilated more than 28 billion Rubles.

3. Development of the hospitality industry: construction of hotels for 3.5 thousand rooms on the mainland part of Vladivostok. The total volume of financing is 23.8 billion Rubles.

At present there is underway the construction of a resort complex of 43.1 thousand sq. meters, located in the area of the Cape Burnyi, a business complex of 32.3 thousand sq. meters in the area of Korabelnaya embankment.

The first visitors of modern hotels will become guests and participants to the “APEC Summit week” to Vladivostok, and after the event they will become centers of business activity and tourism in Primorye.

As for the first half of the 2010 there were assimilated some 300.0 million Rubles..

4. Construction of the Conference-Hall capable to accommodate 7 thousand persons, financing volume – 10.0 billion Rubles.

As for the first half of the 2010 there were assimilated more 2.3 billion Rubles.

5. Development of the communal infrastructure of the city of Vladivostok, financing volume – 23.35 billion Rubles. The project includes the following objects:

- Construction of water supply facilities for the city of Vladivostok and other towns of the Primorskii krai from underground sources of the Pushkinskiy water deposit, having a capacity of 324 thousand cubic meters/day, financing volume 7.3 billion Rubles.

As for the first half of the 2010 there were assimilated some 3.0 billion Rubles.

- Reconstruction and development of the city of Vladivostok’s system of water supply and central heating having a capacity of 325 thousand cubic meters/day, canalization having a capacity 325 thousand cubic meters/day and sewage facilities having a capacity 207 thousand cubic meters/day, financing volume is 9.6 billion Rubles.

As for the first half of the 2010 there were assimilated some 2.3 billion Rubles.

- Construction of a complex for processing and utilization of solid domestic wastes on the square of 40.5 hectares, financing volume is 1.4 billion Rubles.

As for the first half of the 2010 there were assimilated some 300 million Rubles.

6. Construction and reconstruction and energy and heating facilities, the financing volume is 14 billion Rubles; within the framework of the project there is planned the construction of the generation sources with fuel storages and distribution nets for heating and energy supply for the Far East Federal University, for the Primorskii Oceanarium, construction and reconstruction of distribution nets of the mainland part of the city of Vladivostok and the Russkii island.

As for the first half of the 2010 there were assimilated some 1.5 billion Rubles.

7. Development of the territory of the Russkii Island: establishment of the Far East Federal University.

It is supposed that after 2012 in the new University there will be studied some 50 thousand students. In order to realize this project there will be provided 55.6 billion Rubles. The territory under construction would amount to 200 hectares, the total square of the real estate constructed will be 500 thousand sq. meters.

As a result of this project realization there will be constructed: the building of natural sciences of 45 thousand sq. meters, hotels (3-stars) – 5.5 thousand rooms, financial-economic building of 38 thousand sq. meters, the whole University students center of 41 thousand sq. meters, medical

treatment and scientific-research center and educational building of 48.1 thousand sq. meters, fire-fighting depot for six vehicles.

Beneath the FESFU there will be built buildings of a large fundamental library, several exhibition halls, as well as largest sport complexes and the oceanarium.

As for the first half of the 2010 there were assimilated some 11.43 billion Rubles.

8. The sea face of the city of Vladivostok, including port facilities and port infrastructure of the city of Vladivostok and the Russkii Island.

In order to perfect the face of the city from the seaside it is planned the reconstruction of buildings and facilities facing bays, gulfs and guests' routes of Vladivostok. The cost of the project is 11.96 billion Rubles.

As for the first half of the 2010 there were assimilated more than 8.7 billion Rubles.

9. Construction site of a new housing complex, «Snegovaya Padj»

Within the framework of the Program there is planned the construction of social infrastructure's facilities in the new housing complex: four general education schools for 825 schoolchildren each, five preschools for 240 children each, sports and recreation center.

As for the first half of the 2010 there were assimilated some 23.5 million Rubles.

The basic infrastructure created within the framework of the Program will permit to assign to Vladivostok the status of business, scientific-educational and cultural center.

Thanks to the realization of the Strategy Vladivostok would become a city to bear a mission of strengthening and developing positions of Russia in the Far East and forming the site for international interrelation of the Russian Federation with APR countries, a city which strives to occupy positions of one of the world intellectual, enterprising and cultural cities-leaders capable not only to produce business, innovation, scientific-technical and cultural ideas, but also to implement them in Russia and in APR countries, thus ensuring a high level and quality of the city's inhabitants, inspiring respect in the world, exporting high technology products and services, attracting both people and capitals.

Sustainable Development of Asia Pacific Cities: Strategy for Vladivostok's Development
 Presentation materials for the 9th Asian Pacific City Summit
 30.09.2010

Sustainable Development of Asia Pacific Cities: Strategy for Vladivostok's Development

Strategy of Vladivostok's social and economical development for a period up to 2020
The crucial point of Vladivostok's development is to turn into a large political, economical and cultural center of Russia in the Asia Pacific region

Major implementation steps:

- Hospitality is a priority industry of the city economical development
- Health Care and Education services market
- To promote the image of Vladivostok as a European city in the Asia Pacific region

2012 APEC SUMMIT to be hosted in Vladivostok
In 2012 Vladivostok will host all APEC Summit-related events

The budget allocated for the implementation of all the planned events is 553,4 bn. rubles (about 13,5 bn. USD)

2012 APEC Summit preparation:

- Airport terminal reconstruction
- Road network upgrade
- Hospitality industry promotion
- City utilities network reconstruction
- Energy facilities construction and upgrade
- Rusky Island development
- Marine facade
- Snegovaya Pad residential area development

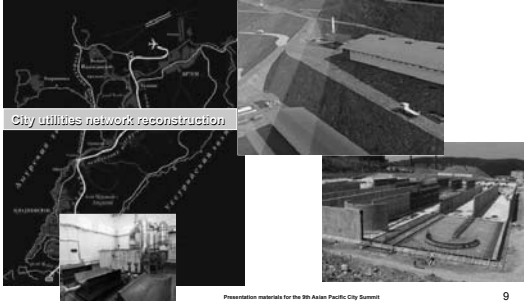
Airport terminal reconstruction

Road network upgrade

Hospitality industry promotion



New waterlines and treatment facilities as well as solid domestic waste treatment complex are to be constructed by 2012



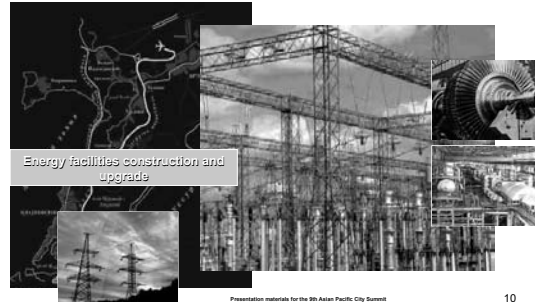
City utilities network reconstruction

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9



The amount of electric power and heat provided for the city to be increased by two times by 2012



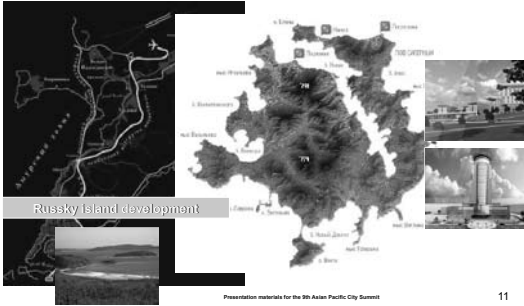
Energy facilities construction and upgrade

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10



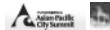
Principal objects of 2012 APEC Summit are to be constructed on Russky Island



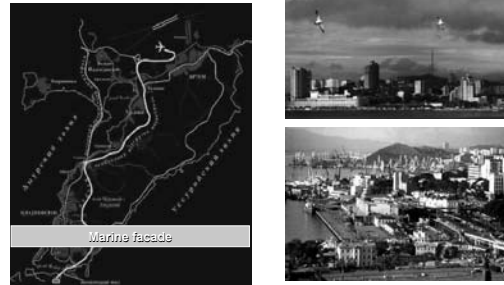
Russky Island development

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11



To improve the general look of the city the exteriors of the buildings and other constructions facing the sea and the city's main streets are to be renewed



Marine facade

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12



Social infrastructure development of new residential area called Snegovaya Pad



Snegovaya Pad residential area development

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13



Thank you for your attention!



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14