



New Visions of Pohang City

The Way of APCS with New Normal



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- 1** Post Covid-19, New Normal Era
- 2** Pohang with New Normal
- 3** The Way of APCS with New Normal

1 Transformation towards New Normal Era

2

Changes with Covid-19

Transformation towards
Contactless, On-line
Economy & Society



1

Future New Industries
(Digital, Bio, Renewable Energy)



Exchanges in Global Value Chain
Expansion of Local Supply Network



2 Pohang with New Normal

1 Fostering of Future New Industries



4th Industrial Revolution


Secondary
Battery



Designation of Battery Regulation Free Zone & \$2bn Investment by Companies


Hydrogen



Establishment of Hydrogen Fuel Cell Cluster


Bio/ Health



Rich R&D Facilities for Bio Health Industries

2 Pohang with New Normal

2 Smartification of Pohang City



Smart Green City

- Winner of National Smart Challenge Project



Safe & Convenient City



Smart Farm

- Winner of Agricultural Energy Self-supporting Model



Improvement of Agricultural Competitiveness



Smart Fish Farm

- 10K Tons of Annual Salmon Production



Dramatic Increase of Fish Catch

2 Pohang with New Normal

3 Citizen-friendly Urban Environmental Changes

2009



"Green Way Project"



2021



3 The Way of APCS with New Normal

1 Securing of New Growth Engine

H/R Development



POSTECH

R&D Support



Pohang Technopark

Venture Start-ups



Change-up Ground

Platform Integration



Industry Integration

3 The Way of APCS with New Normal

2 Integration of Regional Capacity in APCS

Human Resources

Raw Materials

Technology

Market



**New Industry
Trans-border Platform**



3 The Way of APCS with New Normal

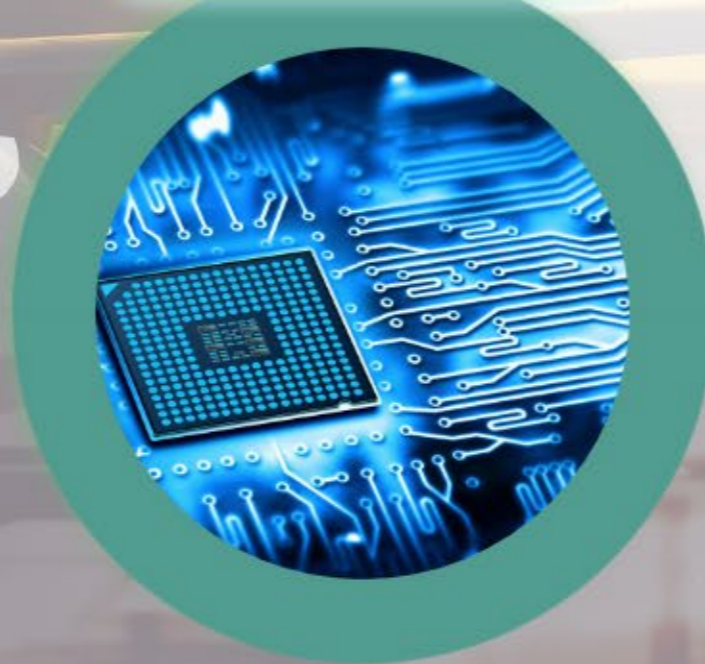
3 Digital Exchanges in APCS

Digital Culture & Tourism Exchanges
in APCS

VRT



IT



On-line Exchange





**"CHANGES
WITH
CITIZENS "**



**"NEW VISIONS
OF GROWING
POHANG "**



THANK YOU !