I. CURRENT SITUATION OF CONVENTION INDUSTRY IN KOREA
## 1. current situation

### 1. Number of Convention held in Korea

- **2002**: 124
- **2003**: 160
- **2004**: 164

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<tr>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>USA</td>
<td>1,080</td>
<td>1,155</td>
<td>1,076</td>
<td>1,087</td>
</tr>
<tr>
<td>2</td>
<td>FRANCE</td>
<td>552</td>
<td>678</td>
<td>656</td>
<td>684</td>
</tr>
<tr>
<td>3</td>
<td>GERMANY</td>
<td>491</td>
<td>507</td>
<td>490</td>
<td>490</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>SOUTH KOREA</td>
<td>164</td>
<td>160</td>
<td>124</td>
<td>131</td>
</tr>
<tr>
<td>18</td>
<td>SINGAPORE</td>
<td>156</td>
<td>124</td>
<td>138</td>
<td>113</td>
</tr>
<tr>
<td>18</td>
<td>FINLAND</td>
<td>156</td>
<td>190</td>
<td>174</td>
<td>180</td>
</tr>
</tbody>
</table>

SOURCE: UIA
### 2. Number of Convention hosted by Main Cities

<table>
<thead>
<tr>
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</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>PARIS</td>
<td>221</td>
<td>285</td>
<td>293</td>
<td>308</td>
</tr>
<tr>
<td>2</td>
<td>VIENNA</td>
<td>193</td>
<td>190</td>
<td>170</td>
<td>178</td>
</tr>
<tr>
<td>3</td>
<td>BRUSSEL</td>
<td>190</td>
<td>216</td>
<td>238</td>
<td>217</td>
</tr>
<tr>
<td>10</td>
<td>SEOUL</td>
<td>109</td>
<td>87</td>
<td>83</td>
<td>102</td>
</tr>
<tr>
<td>11</td>
<td>BUDAPEST</td>
<td>104</td>
<td>84</td>
<td>87</td>
<td>76</td>
</tr>
<tr>
<td>12</td>
<td>WASHINGTON</td>
<td>102</td>
<td>92</td>
<td>96</td>
<td>86</td>
</tr>
<tr>
<td>13</td>
<td>NEW YORK</td>
<td>94</td>
<td>108</td>
<td>114</td>
<td>102</td>
</tr>
</tbody>
</table>

*SOURCE: UIA*
II. LEGAL SYSTEM
II. LEGAL SYSTEM

1. Central Organisation
2. Convention City
3. Financial Resources
Recently, Korean government has recognized the importance of Convention Industry and seeking many ways of enhancing Convention Industry.

As a result of this recognition, the government decided to establish legal system for Convention Industry for further fostering. The Convention Enhancement Act became effective in 1996.

Revised Convention Enhancement Act 2003 included various systems to cover diverse needs from the convention industry.
1. CENTRAL ORGANISATIONS

- Convention Enhancement Act 2003 authorised **two Central Organisations** to enhance convention industry more effectively.

- First one is **Korea Convention Bureau**, which is a sub-organisation of Korea National Tourism Organisation is mainly responsible for national destination marketing.

- The Second organisation is **Korea Convention · Event Industry Association (KCA)**, which is dealing with education, training human resources and providing wide range of information and materials on convention industry.

- As these Central Organisations established, the convention related sectors became to have more synergy on running their businesses.
Ⅱ. Legal System

ROLES OF CENTRAL ORGANISATIONS

KCB
- Destination Marketing
- Assisting Bids
- Market Survey

KCA
- Education/Training
- Cultivation of Human Resources
- Networking
- Establishing DB

Promoting Convention Industry
II. legal system

2. CONVENTION CITY

Four cities have been designated as “Convention Cities” on Oct 2005 according to the Convention Enhancement Act.

“Convention Cities” are purposed to be specialised those cities designated to enhance convention industry. Therefore, they have first priority on taking supports from the central governmental. Also, reduced regulations are applied on convention businesses in Convention Cities.

With this support from the central government, the ultimate goal of appointing convention city, which is reinvigoration of local economies, could be achieved.
Ⅱ. legal system

Four Convention Cities

Authorized in Oct 14, 2005

Tourism Promotion Fund

Developing Convention Facilities

Attracting Participants

Success in Hosting Convention

Boosting Convention Industry

Revitalization of Local Economic growth

SEOUL

JEJU

BUSAN

DAEGU
II. legal system

3. Financial Resources

- Annually, **up to 10% of the Tourism Promotion Fund** can be spent as a fund for promoting convention industry. This fund is used in building new facilities and developing new convention technologies etc.

<table>
<thead>
<tr>
<th></th>
<th>2004</th>
<th>2005</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total Tourism Promotion Fund</strong></td>
<td>US$ 159, 448</td>
<td>US$213, 289</td>
</tr>
</tbody>
</table>

Unit: thousand dollars

The exchange rate: 1 USD = 981.9 KW as at Jan 13, 2006
III. THE STRUCTURE OF CONVENTION INDUSTRY IN KOREA
III. THE STRUCTURE OF CONVENTION INDUSTRY

1. Convention Centre
2. Destination Marketing Organisation
3. Professional Congress Organiser
III. the structure

1. Convention Centre

- Korea has seven convention centres nation-wide, and two more centres are waiting for their grand opening.

- Based on the convention centres’ high quality facilities, the conferences and exhibitions are held with full IT equipments and with well-trained staffs in Korea.

- Convention centre is not only considered as a venue for convention but also regarded as a multipurpose place where visitors can be entertained with various occasions.
### III. the structure

#### 1. Convention Centre

**SEVEN CENTRES**

<table>
<thead>
<tr>
<th>NAME</th>
<th>OPENING YEAR</th>
<th>LOCATION</th>
<th>CONFERENCE FACILITIES</th>
<th>EXHIBITION AREA</th>
</tr>
</thead>
</table>
| COEX   | 2000.05      | SEOUL        | • Total area : 10,358 m²  
• Grand Conference room : 7,000 seats  
• Number of conference room : 54 | Total : 36,027 m² |
| EXCO   | 2001.04      | DAEGU        | • Total : 5,930 m²  
• Grand Conference room : 4,200 seats  
• Number of conference room : 11 | Total : 11,616 m² |
| BEXCO  | 2001.09      | BUSAN        | • Total : 4,961 m²  
• Grand Conference room : 2,800 seats  
• Number of conference room : 23 | Total : 28,387 m² |
| ICC JEJU | 2003.03  | JEJU ISLAND  | • Total : 6,594 m²  
• Grand Conference room : 4,300 seats  
• Number of conference room : 11 | Total : 2,504 m² |
### 1. Convention Centre
#### SEVEN CENTRES

<table>
<thead>
<tr>
<th>NAME</th>
<th>OPENING YEAR</th>
<th>LOCATION</th>
<th>CONFERENCE FACILITIES</th>
<th>EXHIBITION AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>KINTEX</td>
<td>2005.04</td>
<td>GOYANG</td>
<td>• Total : 8,074 m²&lt;br&gt;• Grand Conference room : 2,000 seats&lt;br&gt;• Number of conference room : 44</td>
<td>Total : 53,975 m²</td>
</tr>
<tr>
<td>DJ CENTRE</td>
<td>2005.09</td>
<td>GWANGJU</td>
<td>• Total : 2,300 m²&lt;br&gt;• Grand Conference room : 1,260 seats&lt;br&gt;• Number of conference room : 11</td>
<td>Total : 9,072 m²</td>
</tr>
<tr>
<td>CECO</td>
<td>2005.09</td>
<td>CHANG WON</td>
<td>• Total : 1,131 m²&lt;br&gt;• Grand Conference room : 500 seats&lt;br&gt;• Number of conference room : 9</td>
<td>Total : 7,827 m²</td>
</tr>
</tbody>
</table>

### III. the structure
Ⅲ. the structure

1. Convention Centre

**UNDER CONSTRUCTION**

<table>
<thead>
<tr>
<th>NAME</th>
<th>SCHEDULED OPENING YEAR</th>
<th>LOCATION</th>
<th>CONFERENCE FACILITIES</th>
<th>EXHIBITION AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>DAEJEON CONVENTION CENTRE</td>
<td>2007</td>
<td>DAEJEON</td>
<td>• Total : 8,871 m²&lt;br&gt;• Grand Conference room : 2,500 seats&lt;br&gt;• Number of conference room : 24</td>
<td>Total : 2,536 m²</td>
</tr>
<tr>
<td>SONGDO INT’L CONVENTION CNETRE</td>
<td>2008</td>
<td>INCHEON</td>
<td>• Total : 2,286 m²&lt;br&gt;• Grand Conference room : 2,000 seats&lt;br&gt;• Number of conference room : 23</td>
<td>Total : 8,390 m²</td>
</tr>
</tbody>
</table>
2. Destination Marketing Organisations

- In Korea, destination marketing is undertaken at both a local level (by local CVBs) and a national level (by Korea Convention Bureau).

-Currently, there are one national convention bureau and five local convention bureaux in Seoul, Busan, Deagu, Jeju and Daejeon.

-For attracting Conventions to their destinations, CVBs are running promotion websites and creating PR Videos and CDs describing their attractions of convention facilities. Also CVB staffs participate in other conventions abroad to introduce themselves to the potential visitors.

-Recently, the competition among local CVBs is getting intense. This could be a huge obstacles to promote the destination not only at a local level but also at a national level. To prevent over-heating competition, professionals are having many debates on this emerging issues.
2. Destination Marketing Organisations

Your Next Destination - Korea

Comfortable and Affordable Accommodations
World Quality Service
Easy Access and Transportation
Land of Great Incentives
Ⅲ. the structure

3. Professional Congress Organisers

- There are over 130 PCOs in Korea. Although there are not many large scale companies, in terms of service quality and technical skills, most PCOs have abilities to make conventions successful.

- Korean PCOs have hosted numerous international conventions and their services received high reputation. There is a trend PCOs and PEO are getting convergent in search for synergy effects.

- Also, event companies as well as PR agents tend to enter convention fields.
IVK OREAC ONVENTION · EVENT INDUSTRY ASSOCIATION
1. Introduction

According to the Convention Enhancement Act 2003, KCA was appointed as one of the central convention promotion organisations and started its work since Oct 2003.

Role

- Education/Training
- Cultivation of Human Resources
- Networking
- Providing convention information
- Research
- Publication

Member: Total 96 convention related companies and organisations

- Convention Centre & CVB: 7
- PCO: 64
- Travel Agent: 18
- Research Institute and etc: 7
2. 2005 Business Report

- Executive Development Program
  - Retraining executives in MICE industry
  - Total 10 weeks programme
    - 8 weeks : Yonsei Univ. in Korea
    - 2 weeks : University of Nevada, Las Vegas (Hong Kong Polytechnic Univ. in 2004)

- Standardisation of
  - PCO Service Quality (2005)
  - Tariff on Convention related Goods and Services
  - Convention Documentations (2006)
  - Hotel Convention Services (2007)

- Reforming Professional Convention Organiser Certificate System
  - Modification of current PCO certificate system
  - To increase certificate’s practicality:
    - Making mandatory practical education courses to ensure certified PCOs qualification.
    - Creating higher level of certificate for present PCOs who are already in convention industry.

- Research Project on Analysis of Economic Impact of Convention to other relevant industries
  - Analysing spending patterns of delegates and participants.
  - Measuring economic impact on related industries and national economy.
V. FUTURE OF KOREA CONVENTION INDUSTRY
V. Future of Korea Convention Industry

**Vision**
- Be the Convention Leader in Northeast Asia
  - Enter G12 of Convention leading countries by 2010

**Goal**
- Host 222 International conferences based on UIA standard
- Obtain 250 million US dollars in terms of economic impacts
- Increase GDP portion from 0.025% (2004) to 0.04% (2010)
- Build up 3 more convention centres and 10 CVBs

**Strategies**
- Expand Convention infrastructure and raise national competitiveness
- Build up cooperative network between convention centres, CVBs, and PCOs
- Strengthen systematic support for hosting international conferences
- Apply more market-driven economic factors
THANK YOU!

questions or comments?