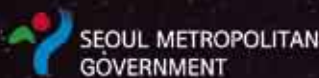




Korea MICE Expo 2011 in *Seoul*

Where You Meet the Future of MICE
28-30 June 2011 * Coex



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the seoul OF ASIA

FIRMLY ENTRENCHED AMONG the top 10 of the world's leading convention cities, Seoul is aiming to be within the top 5 by 2015.

STORY BY **BRAD FOSTER**

In both International Congress & Convention Association and the Union of International Associations rankings, Korea's capital is already among the top 10 leading convention cities.

Located between Japan and China, Seoul is in an enviable geographic position to capture more MICE business, however it is certainly not that alone that will assure the city greater and ongoing success.

In 2011 the Seoul Convention Bureau plans to widen the scope of its presence in other countries by diversifying bidding activities and approaches in marketing. One part of this movement is by attending events including the Americas Meetings & Events Exhibition (AIBTM), Incentive Travel and Convention Meetings Asia in China, and to the Middle East through the Gulf Incentive, Business Travel, & Meetings Exhibition (GIBTM).

Building on the success of the 2010 G-20 Summit held in Seoul, the city continues to attract some major meetings and events. Two high-profile events in May this year included the 22nd World Congress of Dermatology, and the International Dragon Award.



FCCI city representatives meet with Seoul Mayor Oh Se-Hoon

building relationships

THE SEOUL CONVENTION Bureau is building lasting relationships.

Not content to wait for business to come to it, the Seoul Convention Bureau is fast-tracking domestic and international relationships to increase its share of the MICE segment.

Locally, the Seoul MICE Alliance was established to not only promote Seoul's capabilities to a domestic audience but strengthen the city's competitiveness generally.

Seoul MICE Alliance members now number 72 with members coming from convention centres, professional conference organising companies, hotels, travel agencies, transport companies, and entertainment providers. As part of the strategy, Seoul MICE Alliance members are supported in their endeavours to participate in overseas MICE exhibitions, roadshows, and marketing activities undertaken by the Seoul Convention Bureau. To further strengthen international ties the Seoul Convention Bureau has helped form the Future Convention Cities Initiative (FCCI) which now counts as members London, Sydney, Toronto, San Francisco, Abu Dhabi, and Durban.

The FCCI is an international cooperative which seeks innovation and further development in the convention industry through research and best practice models.

Representatives of all seven city members convened in Seoul in March for the first FCCI Action Forum.

UPCOMING MAJOR EVENTS

2011 International Dragon Awards
August 4-10, 2011 – Coex, Seoul
PAX: 5800 international

The 20th World Congress of Gerontology and Geriatrics
June 23-28, 2013 - Coex, Seoul
PAX: 10,000 (8000 international)

International Congress of Mathematicians 2014
Aug 19-27, 2014 - Coex, Seoul
PAX: 6000 (5500 international)

32nd World Congress of Internal Medicine
October 26-30, 2014 - Coex, Seoul
PAX: 5000 (2500 international)

2015 PIARC World Road Congress
November 2-6, 2015 - Coex, Seoul
PAX: 3500 (2700 international)

International Commission on Occupational Health
2015 Congress
May 10-16, 2015 - Coex, Seoul
PAX: 3000 (2000 international)

The 26th International Society of Hypertension
Biennial Scientific Meeting 2016
TBA, 2016 - Coex, Seoul
PAX: 8000 (6000 international)

2016 Rotary International Annual Convention
TBA, 2016 - Coex, Seoul
PAX: 50,000 (22,000 international)



bureau support

THE SEOUL CONVENTION Bureau provides services at every level, from support for bids to the promotion and final staging of the event.

Ask and you may very well receive says the Seoul Convention Bureau which offers a plethora of support for business event professionals planning events in Seoul. The bureau can provide assistance with bidding that could be financial, logistical, administrative, as well as in terms of gathering information for site inspections, bidding activities and proposals. Promotional support for events can be in the form of financial assistance as well as advisory support, and support in terms of providing multimedia resources about Seoul generally. The bureau also offers event and meeting operations support which could be in the areas of financial support for operations or the creation of tourism brochures, as well as providing up to 3000 trained, multilingual convention volunteers ready to support your event.

Eligibility for financial support is dependent on the type of event which fall under two categories:

- international conferences and meetings
- corporate meetings

For assistance for international conferences and meetings held by associations and organisations applications must be submitted through Korean associations or organisations such as local partnerships. Events must have a minimum of 50 overseas participants staying for at least two consecutive nights.

International corporate meetings are those held by businesses. Events must have at least 30 overseas participants staying at least two consecutive nights.

To learn more contact Ms Grace Kim for international conferences and meetings support on +82 2 3788 0849, and for international corporate meetings support contact Ms Diane Kim on +82 2 3788 0824. Alternatively, email mice@seoulwelcome.com or visit www.miceseoul.com for further details.



We Create Tomorrows

Our IT initiatives, sustainable management, and global business partnerships focus on the business of tomorrow. Meet the future when you bring your event or trade to Coex in Seoul, the blooming metropolitan heart of Korea.

Come create tomorrows with us!



36,007 m² Prime Exhibition Space • 92 Meeting Rooms
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180 Exhibitions & 2,000 Conferences Hosted Annually



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we bring people together



KOREA'S STAR CONVENTION centre is moving forward with globalization initiatives.

The Coex complex in Seoul is Korea's top convention and exhibition centre and one of the city's major tourist and shopping destinations. Centered in the 190,000 square metre World Trade Center Seoul, Coex consists of 36,000 square metres of exhibition space and 92 meeting rooms, as well as Asia's largest underground mall, Seoul's premier musical theatre, the city's most diverse aquarium, its highest-grossing cinema, and much more. Coex has hosted South Korea's largest and most prestigious international events, including the G20 Seoul Summit, Business for the Environment, SIGGRAPH Asia and the World Stroke Congress in 2010 alone. Coex is also South Korea's largest exhibition organiser, with nearly a quarter of its 180 yearly exhibitions owned or organised by the centre itself.

"Coex Shows" and the Future of MICE

In 2010, Coex formed the new Global Business Unit (GBU), dedicated to the globalization of Coex's MICE planning activities. The GBU focuses on "Korea's Core Exhibitions", a group of 14 Coex-planned trade shows.

Coex's new promotional activities include overseas buyer services, such as a tour package and delegation program, and exhibitor trade promotion services, such as an international pavilion creation package. The Korea Tourism Organization has signed on to jointly promote and support these services.

The GBU has also planned a new Technical Tour Program to start in 2011. Technical tours will take buyer delegations to research or market-related trips in Seoul that are relevant to their industries.

Looking forward

Coex's new programs and expansions are part of a grander plan for the centre, which anticipates the global changes set to sweep the MICE industry. Following Seoul City's lead with the Future Convention Cities Initiative, Coex seeks to play its part in turning Seoul into a major centre of MICE business.

To learn more visit www.coex.co.kr/eng/

korea 2011 MICE EXPO

IT'S ALL SYSTEMS go for the Korea MICE Expo 2011, being held from June 28 to 30 at Coex.

Building on the momentum of last year's Korea MICE Expo (KME), which enjoyed an overall increase from KME 2009 in the number of participants with a twofold increase of foreign buyers, a 73 per cent increase in business consultation sessions, and representatives from 26 countries in attendance, KME 2011 anticipates the largest turnout to date. Now in its 12th year, the KME aims at becoming a major international meetings exhibition with Seoul as its representative host city.

The 2011 Korea MICE Expo plans to feature a business space outfitted to maximize participant satisfaction. Additionally, briefing sessions about the bidding and organising of international conferences are planned to take place, targeting both domestic and international buyers.

Feature Events

A returning feature of this year's KME is the Seoul MICE Forum, which will mark its second year. Planned to take place over one day, invited guests and specialists from international convention organisations, tourism authorities, and businesses will come together to discuss the future of the MICE industry, share information and network.

The ICCA Data Workshop, which explains the meetings industry database maintained by ICCA, and the Seoul MICE Youth Challenge, which invites college students who are interested in the meetings industry to design mock bids, will also return for this year's forum.

To learn more contact mice@seoulwelcome.com



new infrastructure

TO REMAIN ONE step ahead of the competition Seoul is continuing to welcome a raft of new infrastructure including new hotels.

Part of Seoul's successes in the meetings sector in recent years can be put down in part to the phenomenal growth of key infrastructure improvements. New venues, key transport links, and exciting attractions are keeping pace with the city's growth in the business events sector, with more to come. A new underground line was added to the South Korean capital's already extensive rail network in December. The new line can deliver passengers from Incheon Airport to Seoul Station, the city's central transport terminus, in about 40 minutes, less than half the travel time of the other services. Commuters may purchase rechargeable transport cards in the airport arrivals lounge or at the airport station itself prior to departure (for US\$12).

Another new product (opening in August 2011) is the impressive Han River-based Floating Island, the city's first new convention facility of the decade. This venue is the latest in the city's "Han River Renaissance" project, an initiative to revitalize Seoul's waterways, restore the Hangang and its tributaries to their natural state, and create attractive parkland and recreational facilities. Just around the corner in terms of new facilities is the Seoul Station Exhibition and Convention Center, due for completion by 2014. The centre, being constructed from the northern section of the station to Yeomcheon-gyo, will be the city's largest, offering 23,000 square metres of meetings space, a 3000-seat centre, and 16,000 square metres of exhibition space.

Another exciting project is Dongdaemun Design Plaza and Park

which when completed will revitalize the Dongdaemun commercial area, adding to the convention infrastructure of Seoul.

To help cater for the expected additional conference delegates there are four new hotels nearing completion. These include the 269-room Sheraton Seoul D-Cube City (due for completion in August 2011), a 251-room Stanford hotel (opening October 2011), the 200-room Lotte City Gimpo (opening at the end of 2011), and the 446-room Conrad Seoul (opening 2012).

GRAND HYATT SEOUL

Grand Hyatt Seoul's 356 guestrooms and 195 Grand Club rooms, and extensive meetings facilities for up to 1000 delegates ensures it is a market leader for business meetings and conventions with class. An additional 50 suites, ranging in size from Grand Suites, Executive Suites, to the Diplomatic Suites stand ready to accommodate the needs of the most discerning VIP. To learn more telephone + 82 2 797 1234, e-mail: seoul.grand@hyatt.com, or visit www.seoul.grand.hyatt.com.

CONVENE

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Seoul: *Your Complete Convention City*

A proud member of the Future Convention Cities Initiative with London, Sydney, Toronto, San Francisco, Abu Dhabi, and Durban

Couples huddle close to admire the nightly light and fountain show at the Moonlight Rainbow Bridge