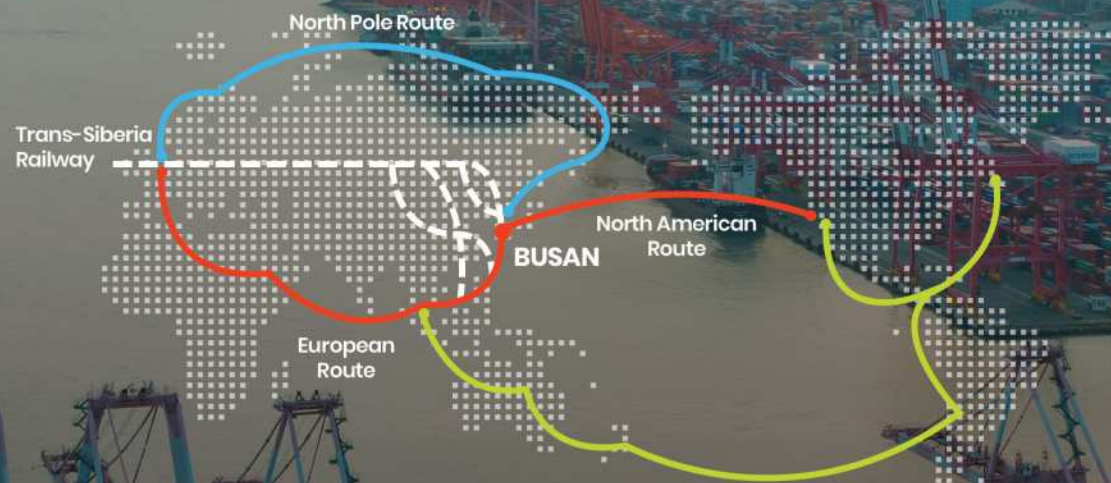


ALL ROADS LEAD TO BUSAN



INVITATION TO A GATEWAY OF THE WORLD

Busan is a starting point of North Pole Route and the final destination of the Trans-Eurasian railway with a competent triple logistics system involving the railway, port and airport.

Also the city has world's 6th largest port in terms of container cargo volume. With its strategic location, Busan takes the great leap to the maritime finance hub of Asia.

With the attractive incentives and strong support of the government, Busan is ready to support your business.

Dynamic
BUSAN

 Busan Finance Center

www.kbfc.or.kr

BUSAN, THE FINANCIAL HUB

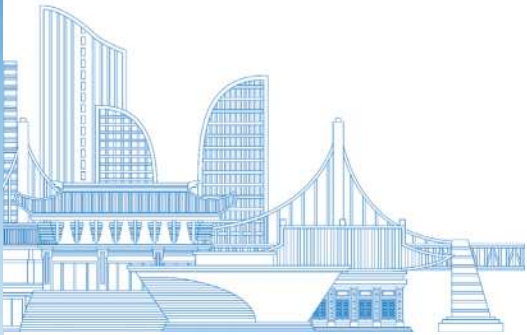
2020

Busan Metropolitan City at full throttle to rise as a Global Financial Hub!

From a major city in the southern part of Korea,
Busan marches toward the global financial hub.

Powered by excellent infrastructure, competent talents,
and competitive incentives,
Busan is stepping up to become a global financial city
by converging new technologies and finance industry
in response to rapidly changing paradigm in the finance sector.

We welcome you to **Busan**,
the financial city ready for the future.



Contents

04 About Korea

- Center of Northeast Asia
- Competitiveness of Korean Economy
- Creating Foreign Direct Investment-friendly Environment
- Financial Industry in Korea
- Current Status of Foreign Financial Institutions in Korea
- Regulatory Sandbox

10 About Busan

- Overview
- Center of Southeast Economic Bloc
- FDI and International Organizations

14 About Busan Financial Hub

- Busan Financial Hub
- Overview of Busan International Finance Center
- Tenants of Busan International Finance Center
- Competitive Incentives
- Regulation-free Zone for Blockchain Technologies
- Policies for Promoting as Financial Hub

23 Attractive Busan

- Hub of Global Logistics, Maritime City
- International Tourist City
- Global MICE City
- World-class IT City
- Major Development Projects
- Globally-connected City
- Foreigner-friendly City
- Institutions for the Promotion of Busan as Financial Hub



About Korea

Center of Northeast Asia

Located in between China and Japan as two major economies, Korea holds geographic advantage as the gateway of Northeast Asia. What's more, Korea is just 2-hour flight away from significant demands from 43 cities with more than 1 million citizens, which take 25% of the world's population and 20% of global GDP.

12th Largest Economy in the World

As of the end of 2019, Korea is the 12th largest economy in the world, with GDP at USD 1.7295 trillion. Korea has retained credit rating at "AA" with a "Stable" outlook since Aug. 2016.

GDP Ranking and Sovereign Credit Ratings of Major Economies

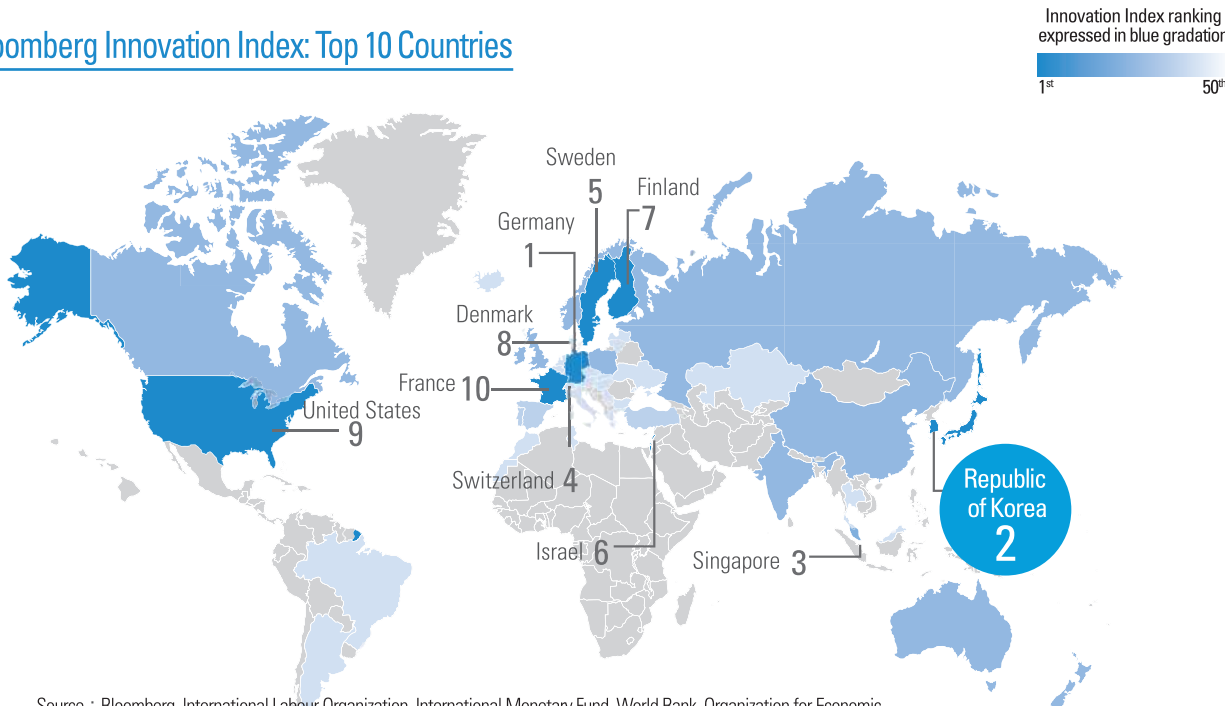
| (Unit: USD billion) | | | | | | | |
|---------------------|---------------|--------|-------------------------|-----|-------------------|-------|-------------------------|
| No. | Country | GDP | Sovereign Credit Rating | No. | Country | GDP | Sovereign Credit Rating |
| 1 | United States | 21,439 | AA+ | 7 | France | 2,707 | AA |
| 2 | China | 14,140 | A+ | 8 | Italy | 1,989 | BBB |
| 3 | Japan | 5,154 | A | 9 | Brazil | 1,847 | BB- |
| 4 | Germany | 3,863 | AAA | 10 | Canada | 1,731 | AAA |
| 5 | India | 2,936 | BB+ | 11 | Russia | 1,638 | BBB- |
| 6 | England | 2,744 | AA | 12 | Republic of Korea | 1,630 | AA |

Source : World Bank, S&P Global, 2020

Competitiveness of Korean Economy

Korea was ranked the world's 2nd in 2020 Bloomberg Innovation Index, which the U.S. media company Bloomberg evaluates a nation's degree of innovation. Korea was also ranked 5th in World Bank's Ease of Doing Business Index and 13th in The Global Competitiveness Index 2019 rankings of World Economic Forum, also known as Davos Forum.

2020 Bloomberg Innovation Index: Top 10 Countries



Source : Bloomberg, International Labour Organization, International Monetary Fund, World Bank, Organization for Economic Co-operation and Development, World Intellectual Property Organization, United Nations Educational, Scientific, and Cultural Organization

Ease of Doing Business

| No. | Country |
|-----|--------------------------|
| 1 | New Zealand |
| 2 | Singapore |
| 3 | Hong Kong |
| 4 | Denmark |
| 5 | Republic of Korea |
| 6 | United States of America |
| 7 | Georgia |
| 8 | England |
| 9 | Norway |
| 10 | Sweden |

Source : World Bank Group, 2020
190 countries evaluated

Rule of Law Index

| No. | Country |
|-----|-------------------|
| 1 | Denmark |
| 2 | Norway |
| 3 | Finland |
| 4 | Sweden |
| 5 | Netherlands |
| 6 | Germany |
| 7 | New Zealand |
| 8 | Austria |
| 9 | Canada |
| 17 | Republic of Korea |

Source : Rule of Law Index, 2020
World Justice Project
128 countries evaluated

Global Competitiveness Index

| No. | Country |
|-----|--------------------------|
| 1 | Singapore |
| 2 | United States of America |
| 3 | Hong Kong |
| 4 | Netherlands |
| 5 | Swiss |
| 6 | Japan |
| 7 | Germany |
| 8 | Sweden |
| 9 | England |
| 13 | Republic of Korea |

Source : World Economic Forum, 2019
141 countries evaluated

Enabling Trade Index

| No. | Country |
|-----|-------------------|
| 1 | Singapore |
| 2 | Netherlands |
| 3 | Hong Kong |
| 4 | Luxembourg |
| 5 | Sweden |
| 6 | Finland |
| 7 | Austria |
| 8 | England |
| 9 | Germany |
| 27 | Republic of Korea |

Source : The Global Enabling Trade Report, 2016
World Economic Forum
136 countries evaluated

Creating Foreign Direct Investment-friendly Environment

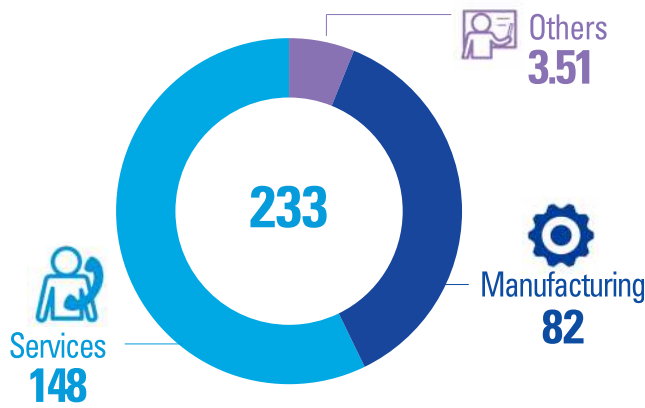
The Korean economy has advanced and globalized after overcoming the aftermath of Asian financial crisis, and created an environments where Foreign Direct Investment (FDI) can prosper.

To this end, Korea has designated 26 complex-type foreign investment zones, 4 lease districts, 1 service-type and 77 investment-type foreign investment zones to vitalize FDI and facilitate business environment for foreign companies. As of 2019, 246 out of Fortune 500 multi-national companies which include global Top-20 players are investing in Korea.

FDI per Industry

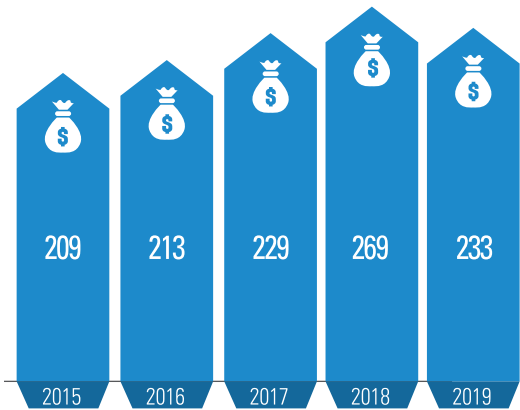
(2019)

(Unit: USD 100 million)



FDI Inflows

(Unit: USD 100 million)



Current Status of FDI

(Unit: USD million)

| | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 | 2017 | 2018 | 2019 |
|---------------|--------|--------|--------|--------|--------|--------|--------|--------|--------|--------|
| Total | 13,071 | 13,673 | 16,286 | 14,548 | 19,000 | 20,910 | 21,299 | 22,943 | 26,900 | 23,329 |
| Manufacturing | 6,657 | 5,657 | 6,097 | 4,648 | 7,646 | 4,565 | 5,133 | 7,247 | 10,049 | 8,219 |
| Services | 6,302 | 7,269 | 9,602 | 9,848 | 11,188 | 14,731 | 15,512 | 15,459 | 15,583 | 14,759 |

Source : Ministry of Trade, Industry and Energy, Trends of Foreign Direct Investment, 2020

Financial Industry in Korea

The financial industry in Korea has been constantly growing, with the contribution of finance and insurance to GDP rising from 5% in 2009 to 5.6% in 2019. Market capitalization is also hovering at the global Top-10 level. Furthermore, Korea is laying a solid foundation to expand the financial market by accumulating world's 3rd biggest pension funds.

Current Status of Financial Institutions in Korea

As of Jun. 2020

| | |
|--------------------|--|
| Banks | Domestic banks 19, branch offices of foreign banks 36 |
| Insurance | Life insurance 24, general insurance 31 |
| Investment | Asset management 310, investment advisory 207, securities 56, real property trust 14, futures 4, and general finance 1 |
| Credit-specialized | New technology financial group 61, lease 26, installment finance 23, credit card 8 |
| Savings bank | 79 |
| Mutual | Agricultural co-op 1,154, credit union 910, forestry co-op 157, fisheries co-op 89 |
| Financial holdings | 9 |

Weight of Finance and Insurance Industries

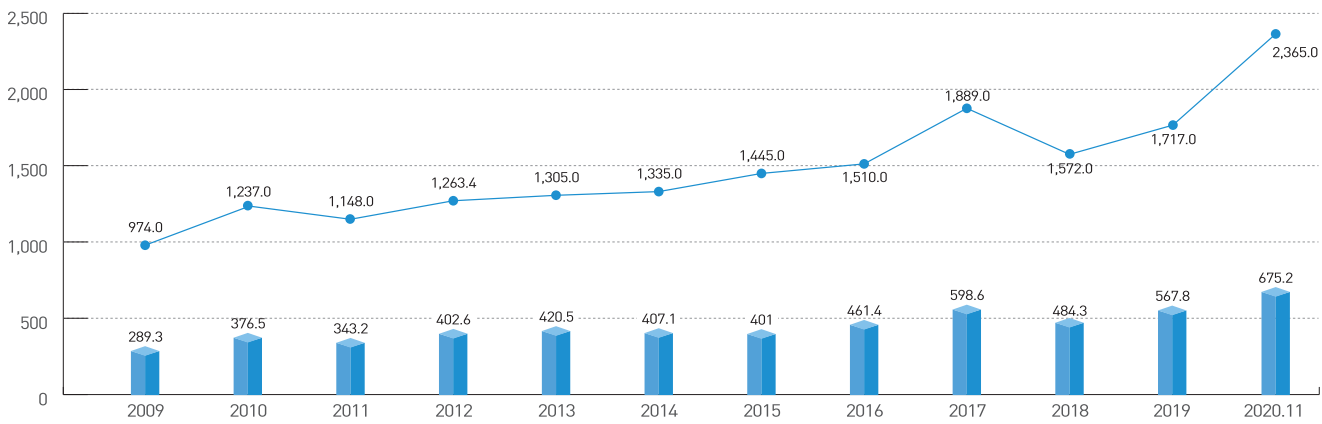
(Unit: KRW trillion, %)

| Category | 2009 | 2012 | 2015 | 2018 | 2019 |
|---------------------|---------|---------|---------|---------|---------|
| GDP | 1,335.7 | 1,514.7 | 1,658.0 | 1,812.0 | 1,848.9 |
| Finance · Insurance | 66.6 | 73.9 | 88.2 | 98.9 | 103.3 |
| Weight | 4.98 | 4.88 | 5.32 | 5.46 | 5.59 |

Source: Korean Statistical Information Service, Korea Exchange

Aggregate Value of Listed Stocks and Foreigner's Holdings

(Unit: KRW trillion)



Source : Financial Supervisory Service

● Total market capitalization
■ Market value of stocks held by foreigners

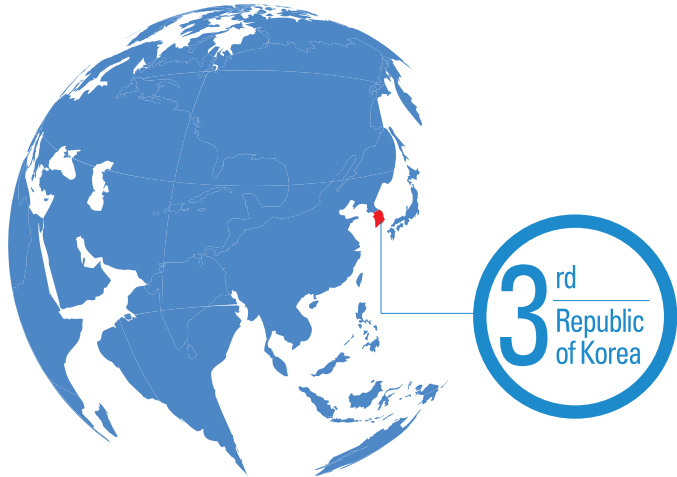
About Korea

Pension Funds

(Unit: USD billion)

| No | Country | Pension Funds |
|----|-------------------|---------------|
| 1 | Japan | 1,374 |
| 2 | Norway | 982 |
| 3 | Republic of Korea | 573 |
| 4 | China | 371 |
| 5 | Canada | 287 |

Source: Financial Services Commission, 2019



Size of Asset per Industry

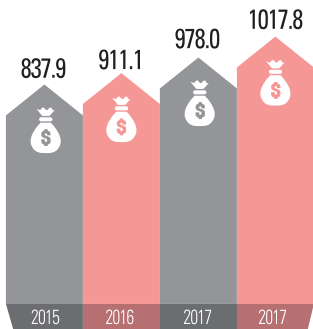
(As of the end of each year, USD billion)

Banking

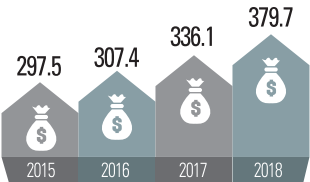


Source: Financial Supervisory Service

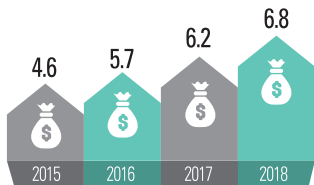
Insurance



Securities

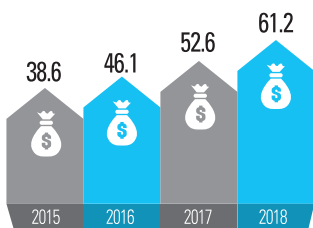


Asset Management

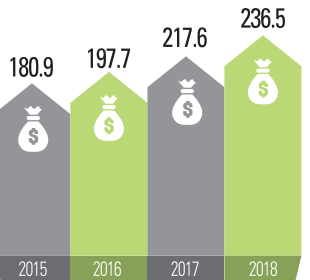


Source: Financial Supervisory Service

Savings Bank



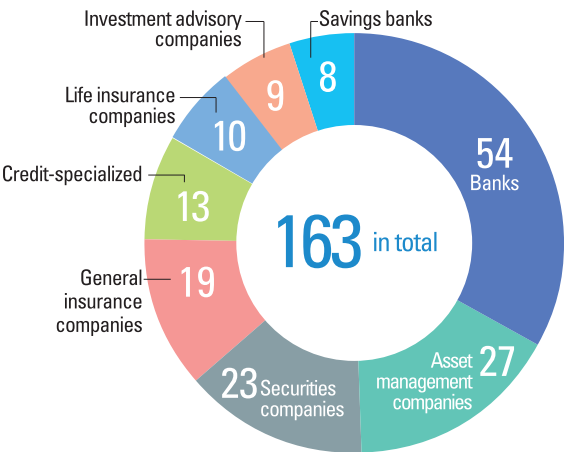
Credit-specialized



Current Status of Foreign Financial Institutions in Korea

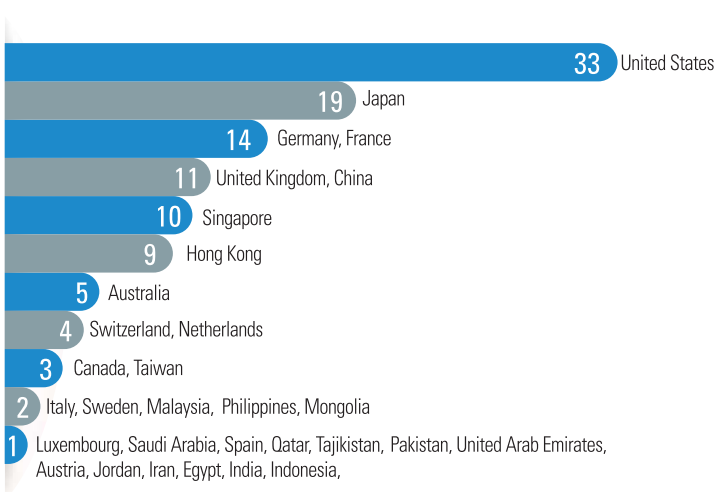
As of Jun. 2020, there are a total of 163 foreign financial institutions operating in Korea. When broken down into industries, these include 54 banks, 27 asset management companies, 23 securities companies, 19 general insurance companies, 13 specialized credit companies, 10 life insurance companies, 9 investment advisory companies, and 8 savings banks.

Foreign Financial Institutions in Korea per Industry



Sources: Financial Supervisory Service, branch offices included

Foreign Financial Institutions in Korea per Nationality



Regulatory Sandbox

The Regulatory Sandbox* system is unleashing various services which can improve quality of lives of the public. Since the introduction on Jan. 17, 2019, a total of 364 projects have been approved as of Nov. 2020. Among those, 166 projects (or 46%) were commercialized or are under demonstration tests.

*A system which exempts from or delays existing regulation for certain period of time when new services are launched

Current Status of Investment Attracted* per Sector

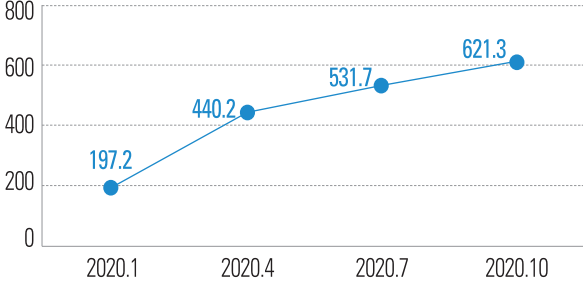
(Aggregated as of Oct. 2020) (Unit: KRW billion, aggregated)

| Sector | Investment Attracted |
|---------------------------|----------------------|
| Convergence of ICTs | 23.8 |
| Convergence of Industries | 41.6 |
| Financial Innovation | 180.8 |
| Regulation-free Zone | 372.1 |
| Smart City | 3 |
| Total | 621.3 |

* Sum of venture capitals and independent investment from corporates

Current Status of Investment Attracted per Time Point

(Unit: KRW billion, aggregated)

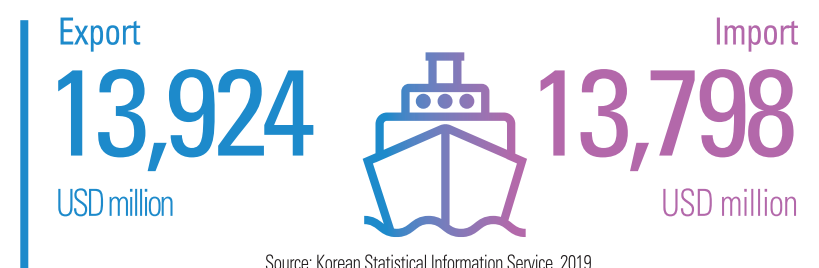
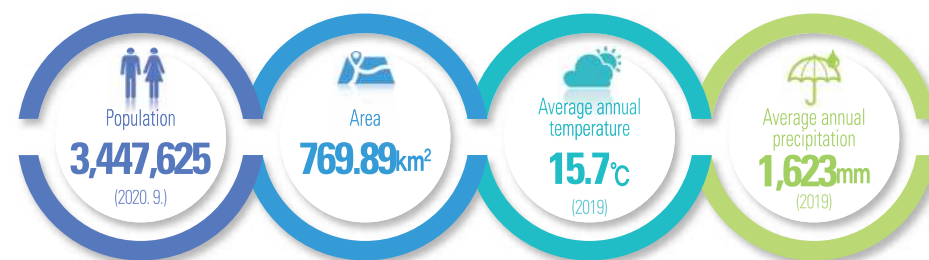


Source : Financial Supervisory Service

About Busan

Overview

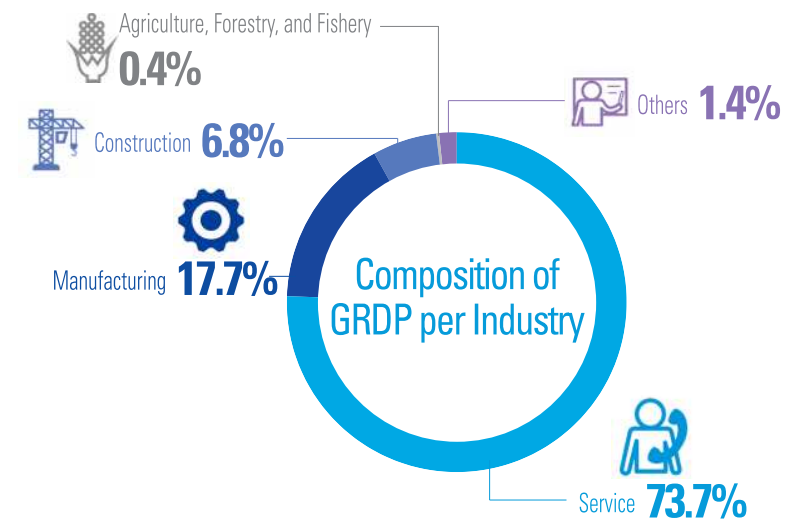
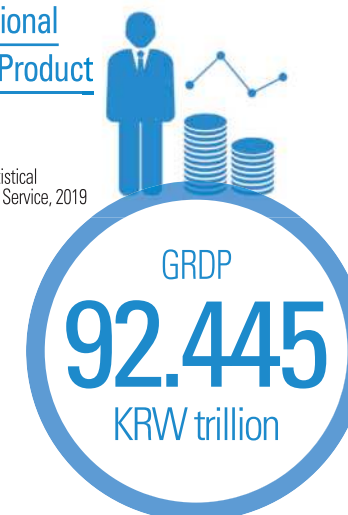
Busan is the global logistics hub located at the gateway to Northeast Asia. The southeast economic bloc - composed of Busan, Ulsan, and Gyeongnam Province - is the main engine of Korean industry. Based on solid infrastructure and sustainable growth engine, Busan is stepping up as an international gateway city connecting the Pacific Rim with Eurasia.



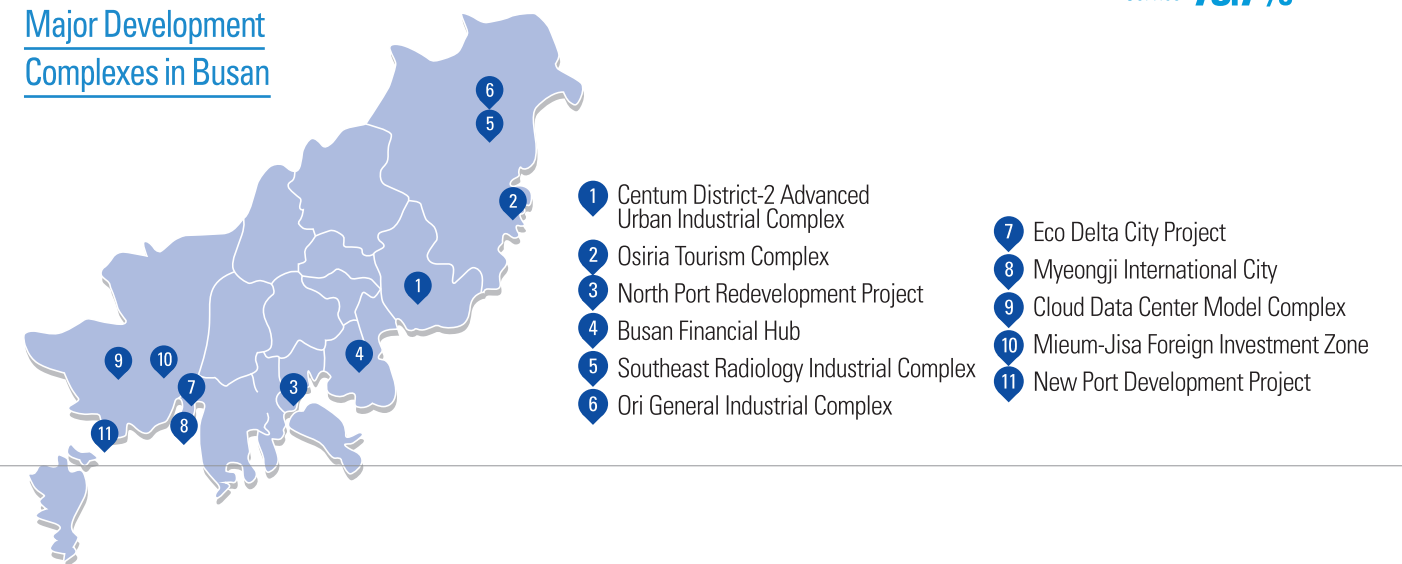
Source: Korean Statistical Information Service, 2019

Gross Regional Domestic Product of Busan

Source: Korean Statistical Information Service, 2019

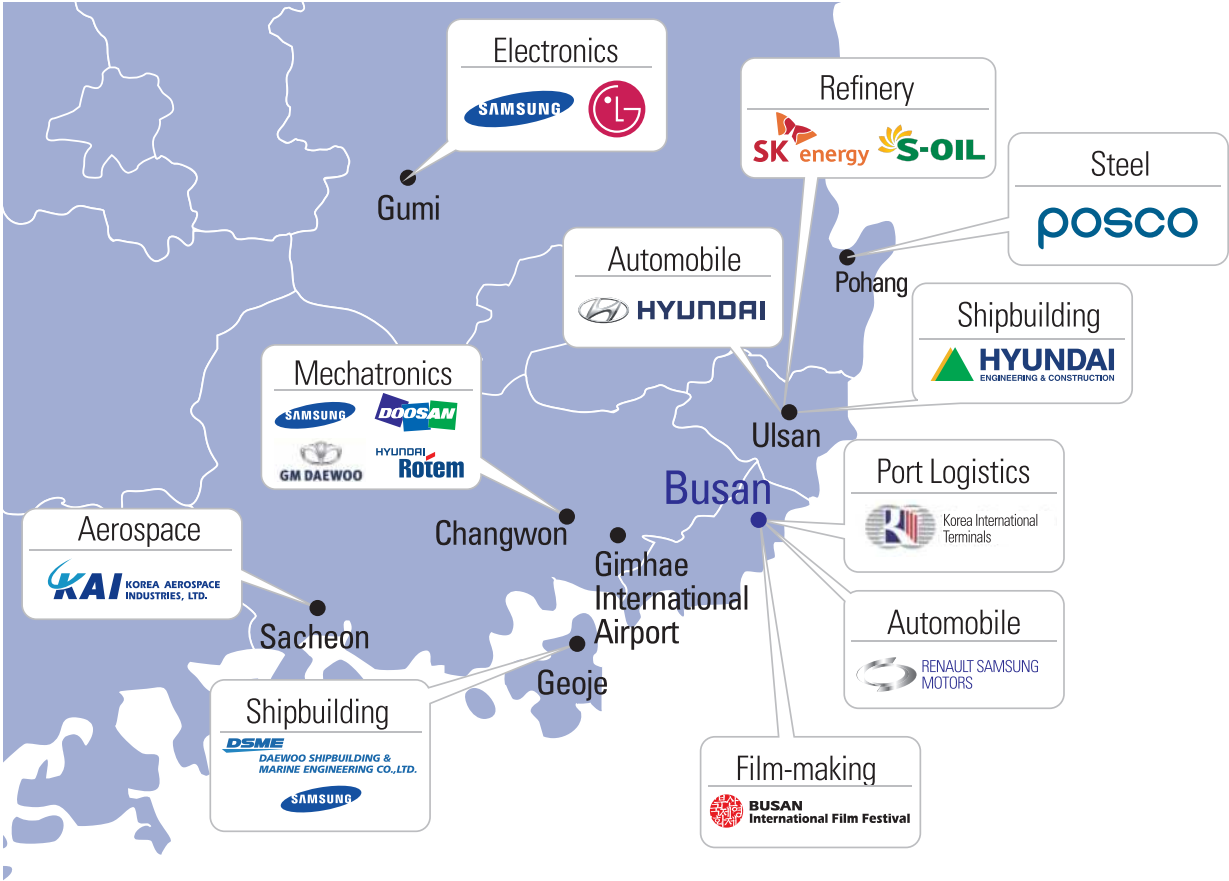


Major Development Complexes in Busan



Center of Southeast Economic Bloc

Korea's southeast economic bloc encompasses Busan, Ulsan, and Gyeongnam Province, where Korea's many symbolic industries operate in.



Foreign Direct Investment and International Organizations

Busan is an international industrial city where foreign investment is actively made. As of Dec. 2020, Busan attracted a total of 2,468 FDIs which amount to USD 7.528 billion since 1962.

Current Status of Foreign Companies

596 companies
(As of Jun. 2019)

Renault Samsung Motors (Automobile), Bosch Rexroth Korea (Manufacturing), Wilo Pumps (Manufacturing), Rolls-Royce (R&D), Fraunhofer (R&D), Man Diesel & Turbo (Vessel parts), Wartsila (Vessel parts), Kongsberg (Shipbuilding equipment), LME (London Metal Exchange warehouse), Arker Solutions (Maritime plant), YK Steel (Metal) and others

Current Status of International Organizations in Busan

Commission for the UNMCK
(1951)

NOWPAP Secretariat
(2004)

APEC Climate Center
(2005)

APEC e-Learning Training Center
(2006)

UNICEF Field Office, Busan
(2006)

FATF TREIN
(2016)





About Busan Financial Hub

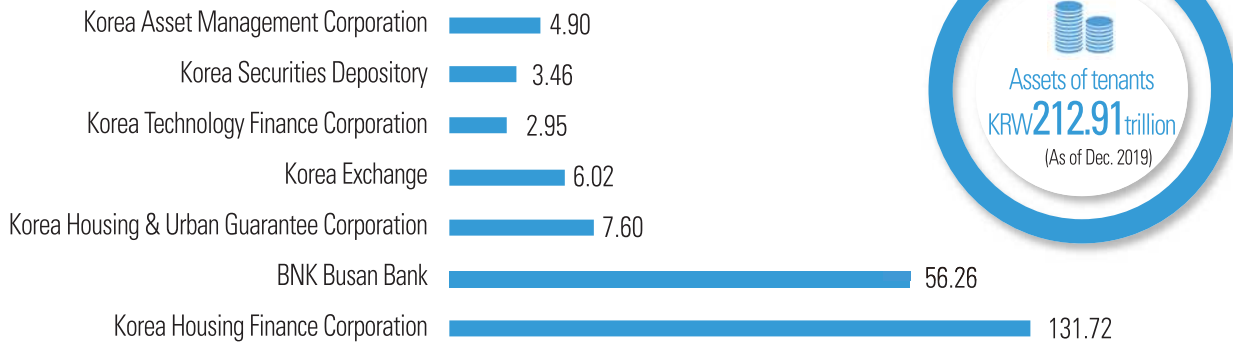
Busan Financial Hub

Since the designation as financial hub in Jan. 2009, Busan is developing into a financial hub city in Northeast Asia. In addition, Busan International Finance Center (BIFC) is leading regional financial industry and economic growth backed by well-equipped infrastructure and Busan's real economy.

Building a Cluster Specialized in Global Maritime Finance and Derivatives

- Marine Finance Center, Korea Marine Finance Corporation, Korea Ship Finance Company opened in BIFC. KAMCO Ship Investment Management relocated to Busan. Korea Maritime Guarantee Insurance launched.
- Derivatives Research & Development Center established within Korea Exchange (KRX). Gold Spot Market and Carbon Spot Market launched in BIFC. KRX designated as OTC Derivatives Trade Depository.

Total Assets of Tenant Institutions in BIFC (Unit: KRW in trillion)



Overview of Busan International Finance Center

- Location: 40 Munhyeongeumyung-ro, Nam-gu, Busan, Korea
- Area: 102,352 m²
- Complex Development Project

| Category | Phase 1 | Phase 2 | Phase 3 |
|--------------------|---|---|-----------------------------------|
| Land Size | 24,856m ² | 12,276m ² | 10,293m ² |
| Application | Offices, commercial facilities | Offices, officetels, hotels, performance halls, commercial facilities, etc. | Business and community facilities |
| Construction Size | 197,169m ² , 4 underground floors, 63 aboveground floors | 183,132m ² , 7 underground floors, 49/36 aboveground floors (2 wings of a U shaped building) | 147,000m ² , 45 floors |
| Project Period | Apr. 2008 - Jun. 2014 | Aug. 2015 - Oct. 2018 | 2022-2025 (Expected) |
| Development Status | Move-in completed in December 2014 | Completed in Nov. 2018 | — |

- Individual Development Project

| | Korea Technology Finance Corporation | Busan HQ of Bank of Korea | BNK Busan Bank |
|-----------------------------|---|---|---|
| Size | 2 underground floors, 15 aboveground floors | 1 underground floor, 4 aboveground floors | 3 underground floors, 23 aboveground floors |
| Groundbreaking / completion | Feb. 2009/May 2011 | Jan. 2011/Jun. 2013 | Dec. 2011/Jul. 2014 |

3-Phase Action Plan for Specialized Finance



Tenants of BIFC

Cluster of Financial Institutions



- Around 4,400 employees in 32 organizations as of Dec. 2020

| Public Financial Institutions (10) | Private Financial Institutions (9) | Finance-related Institutions (5) | |
|--|---|--|--|
| Korea Credit Guarantee Fund ²⁾ Korea Technology Finance Corporation ¹⁾ The Export-Import Bank of Korea ²⁾ Korea Development Bank ²⁾ Korea Trade Insurance Corporation ²⁾ Korea Housing & Urban Guarantee Corporation ¹⁾ The Bank of Korea Busan Branch ²⁾ Korea Securities Depository ¹⁾ Korea Asset Management Corporation Korea Housing Finance Corporation | BNK Busan Bank ¹⁾ Shinhan Bank ³⁾ KB Kookmin Bank Woori Bank NH Bank NongHyup Life Insurance KAMCO Ship Investment Korea Ship Finance Co. ²⁾ Korea Marine Finance Corporation (KOMARF) | Korea Exchange Busan International Finance Institute Korea Financial Investment Association Busan Regional Office Busan Finance Center Korea Securities Finance Corp. ²⁾ | |
| | | International Organization (1) | |
| | | FATF TREIN (Financial Action Task Force Training and Research Institute) | |
| | | Other Institutions (7) | |
| | | | |
| | | Global Fintech Industry Promotion Center Koscom Corporation Busan Center Korea Southern Power Company ¹⁾ Qingdao International Trade Co., Ltd. International Plant-quarantine Accreditation Board Korea Commercial Arbitration Board Asia Pacific Maritime Arbitration Center | |

Note: 1) HQs 2) Regional HQs 3) Local offices



U-Space BIFC

U-Space BIFC is a platform to promote innovative digital finance, co-created by Busan Metropolitan City, BNK Financial Group, Global FinTech Industry Promotion Center, and WeWork in Oct. 2019.

| | |
|-----------|---|
| Location | 133 Jeonpodae-ro, Nam-gu, Busan, Korea * Phase-2 of BIFC (Flr. 11 to 15), each floor (Approx. 661 m ²) allocated for exclusive use (Total: 3306 m ²) |
| Purpose | Clustering, supporting, and activating financial technology (FinTech, blockchain, AI) companies |
| Opened on | Oct. 14, 2019 |
| Facility | ▷ Rooms for training, seminar, space for FinTech companies: 11th Flr. ▷ Dedicated space for FinTech companies (start-ups): 4 floors (11 to 13th Flr., part of 15th Flr.) ▷ Accelerator, Venture Capital, BNK FinTech Lab: 14th Flr. |

Main Lounge



Office Pantry



Training Room



Office



Establishment of Educational System for Financial Experts

- Busan International Finance Institute established in Sep. 2014
- Creation of training system for shipping finance and specialized finance experts
- Establishment of Busan Graduate School in Sep. 2018

| University | Department (Major) | Degree | No. of students |
|-------------------------------------|---------------------|----------|-----------------|
| Busan National University | Derivatives finance | Master's | 25 |
| Korea Maritime and Ocean University | Maritime finance | Master's | 15 |

102 programs 6,400 trainees per year (as of 2019)

Major courses in 2019

| Course | Hosts | Period |
|---|--|-------------|
| Practices in Maritime and Shipping | Korea Banking Institute | April |
| Shipping Finance | Korea Banking Institute | Oct. - Dec. |
| Financial Market Analysis | Korea Banking Institute | March |
| Appraisal | Korea Banking Institute | May |
| Securities Laws and Regulations | KOFIA Busan | October |
| Retirement Finance | Korea Housing Finance Corporation | September |
| Housing Pension | Korea Housing Finance Corporation | May |
| Financial Practices Law | Korea Banking Institute | May |
| BIFC Finance | Busan Economic Promotion Agency | Year-round |
| IB Expert Course | Korea Financial Investment Association | Year-round |
| Global Economic Trends and Asset Allocation | Korea Banking Institute | Year-round |
| Corporate Valuation | Korea Banking Institute | Year-round |

Enhancing Busan's Reputation as a Financial Hub

- Z/Yen Group's Global Financial Centres Index (GFCI):
Busan ranked 40th (GFCI 28, Sep. 2020)
- One of nine future financial hub cities selected by CNN, US (Sep. 2014)



Competitive Incentives

BIFC's Incentive System for Foreign Financial Institutions

| Type | Target | Description | | | |
|--|---|--|-------------------------|---|-----------------------------------|
| | | Establishment of HQ or regional HQ | Establishment of branch | Relocation of HQ or regional HQ within Korea | Relocation of branch within Korea |
| | | Overseas ▶ Busan | | Other city ▶ Busan | |
| Corporate Tax / Income Tax | Financial institution with an investment of over KRW 2 billion and more than 10 regular workers | 100% tax exemption for 3 years from the first tax year when the first income is made, 50% for the next 2 years | | Not applicable | |
| Property Tax | | 100% tax exemption for 3 years from the first date when tax liability is formed | | Not applicable | |
| Acquisition Tax | | 100% tax exemption for acquired property within 15 years from establishment date of business | | Not applicable | |
| Entrance Subsidy | Financial institution which establishes regional headquarters managing more than 3 countries, or headquarters | Up to 50% of the expenses to purchase land or buildings or rent (Up to KRW 5 billion per institution) | Not applicable | Up to 50% of the expenses to purchase land or buildings or rent (Up to KRW 5 billion per institution) | Not applicable |
| Employment Subsidy | Financial institution with more than 10 regular workers for the last 3 months | KRW 600,000 per new employee after movement to BIFC (for up to 6 months, up to KRW 200 million per institution) | | | |
| Education/ Training Subsidy | Financial institution with training for more than 1 month to recruit more than 10 Korean employees | KRW 600,000 for education/training per new employee after relocation to BIFC (for up to 6 months, up to KRW 200 million per institution) | | | |
| Business Facility Installation Subsidy | Financial institution with more than 10 regular Korean employees | Up to 10% of the expenses required for installation of business facilities (up to KRW 1 billion per institution) | | | |

※ Relevant laws
1) Article 121(21) of the Restriction of Special Taxation Act and Article 116(26) of the Enforcement Decree thereof
2) Article 7(1) of the Busan Metropolitan City Namgu District Office Tax Reduction Ordinance (Article 121(21-3))
3) Article 12(2) of the Busan Metropolitan City Tax Reduction Ordinance
4) Busan Metropolitan City Ordinance on Financial Industry Promotion (Article 5, 6, 7, 8, and 12)

Free Occupancy on 63rd Floor of BIFC

- BIFC63 was created by Busan Metropolitan City to step up as the financial hub city in Asia. Dedicated offices are secured for foreign financial institutions, FinTech and blockchain companies on the 63rd floor of BIFC.
- Foreign financial institutions moving into BIFC63 can use 10m² per person for free, and renew contract every 3 years. Contract can be extended up to 25 years based on business performance evaluation.

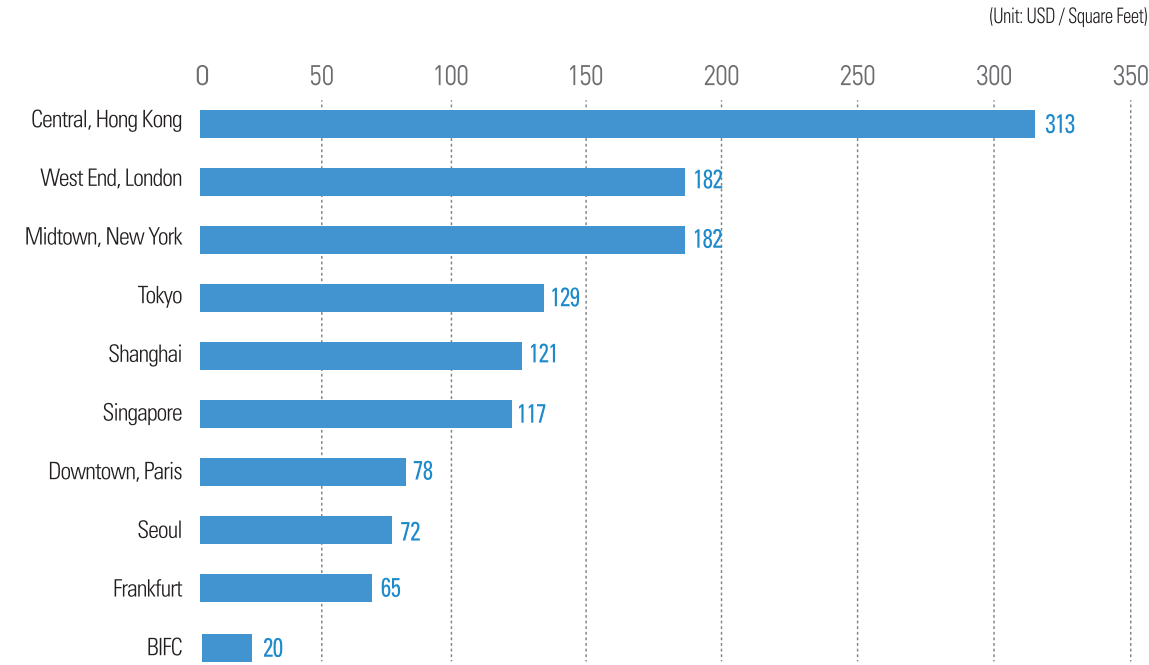
Business-friendly Tax System: Corporate Tax Rate of Major Countries

(Unit: %)

| Country | 2017 | 2018 | 2019 |
|----------------|------|------|------|
| Australia | 30.0 | 30.0 | 30.0 |
| Canada | 26.7 | 26.8 | 26.8 |
| France | 34.4 | 34.4 | 32.0 |
| Germany | 29.9 | 29.9 | 29.9 |
| Italy | 27.8 | 27.8 | 27.8 |
| Japan | 30.0 | 29.7 | 29.7 |
| Korea | 24.2 | 27.5 | 27.5 |
| Luxembourg | 27.1 | 26.0 | 24.9 |
| Mexico | 30.0 | 30.0 | 30.0 |
| United Kingdom | 19.0 | 19.0 | 19.0 |
| United States | 38.9 | 25.8 | 25.9 |

Source : OECD Stat, Aug. 2019

Reasonable Office Rent



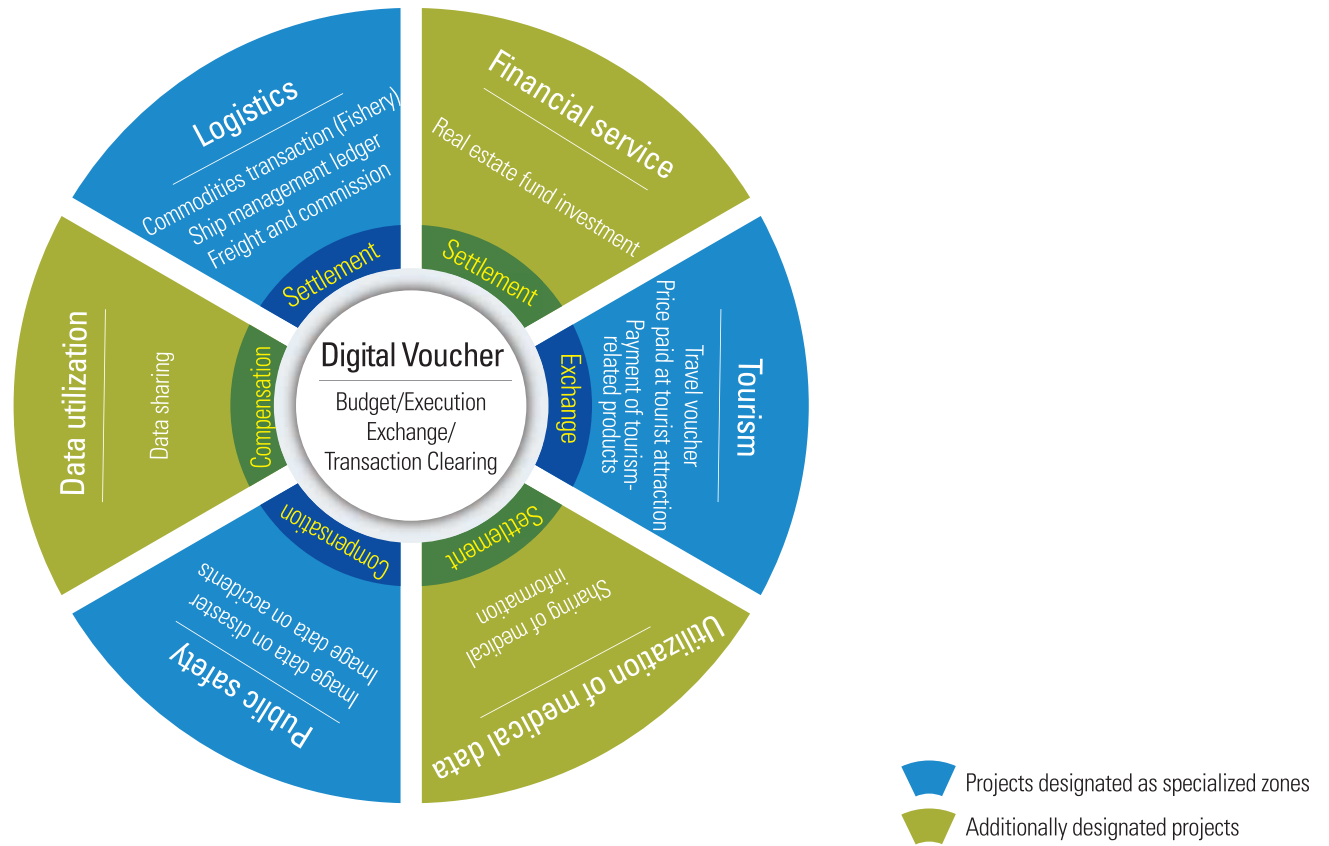
Source : The JLL Global Premium Office Rent Tracker, 2019

Regulation-free Zone for Blockchain Technologies

Since the designation as regulation-free zone for blockchain technologies by the government in Jul. 2019, Busan has been serving as a testbed for innovative companies which can enjoy delay or exemption of various regulations and actively implement businesses by harnessing blockchain technologies.

Major Projects of Regulation-free Zone for Blockchain Technologies

- Summary: Creating a blockchain ecosystem where social and economic values form a procyclical cycle, by issuing and distributing digital voucher (Stable Coin) through organic connection between regionally competitive industries (e.g. Logistics, tourism, public safety) and finance
- Special provisions: 2 provisions on regulatory sandbox in accordance with the Electronic Financial Transactions Act
 - Recognition of transfer of electronic prepayment means based on agreement made at distributed ledger
 - Recognition of saving and destruction of off-chain as destruction of electronic financial transaction records



Policies for Promoting as Financial Hub

Driving Integration of Maritime Finance

- Activating of maritime policy finance
- Strengthening network between finance and maritime, shipbuilding, and logistics
- Building human and physical infrastructure for integrating maritime finance

Clustering Financial Technology Companies (e.g. FinTech)

- Leading convergence between new technology and finance (e.g. Launching testbed for financial regulation)
- Developing regulation-free zones for blockchain technologies led by blockchain base center
- Clustering FinTech companies and attracting financial IT companies

Strengthening Position as Global Financial Hub

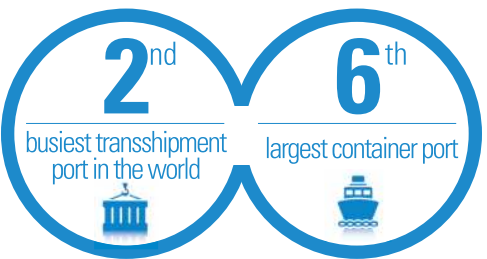
- Holding forums and seminars on maritime finance and derivatives
- Attracting finance events for public institutions, finance conferences, and events for private financial companies (or associations) in Busan
- Hosting global finance events in Busan

Reinforcing Financial Ecosystem in connection with BIFC Tenant Institutions

- Collaborating with BIFC tenant institutions for developing local economy
- Attracting relocation of other public financial institutions
- Inviting data/back-up centers of financial institutions home and abroad



Hub of Global Logistics, Maritime City



The world's 6th largest container port

21,992,000 TEU (2019, 75.25% of national total)

National total 29,225,619 TEU

Import & Export 10,354,105 TEU

Transshipment 11,637,895 TEU (National Logistics Information Center)



North Pole Route

When voyage to the North Pole takes longer than 100 days due to global warming and other factors from 2030 to 2040, the shipping time from Busan Port to Port of Rotterdam in the Netherlands will reduce by 42%, taking 14 days (or 12,700km) compared to the current Suez Canal route (24 days, or 21,000km). As Busan is located en route to North Pole, Busan Port is expected to step up as the central hub for maritime logistics.

Attractive Busan



Maritime Cluster

- **Maritime Cluster in Dongsam Innovation District - the Heart of Maritime R&D**
Dongsam Innovation District is the home to 16 maritime and fisheries research centers and public institutions, including Korea Institute of Ocean Science and Technology, Korea Maritime Institute, Korea Hydrographic and Oceanographic Agency, National Fishery Products Quality Management Service and others.
- **Logistics Cluster at New Port of Busan - the Mega Port in Northeast Asia**
Busan New Port aims to develop as a mega port where ultra-large (25,000TEU) vessels can approach, by promoting the 2nd new port with 21 berth capacity by 2040.
- **Maritime Industry Cluster in Wooam Pier at Busan Port**
To cluster and promote convergence of maritime and relevant industries, Wooam Pier at Busan Port is transforming into an industrial cluster for maritime lesiure vessels (e.g. Yacht, boat) and advanced maritime plants.
- **Sea Food Industry Cluster**
Injected with KRW 128.5 billion of project fund and approximately 70,000m² of land, the Sea Food Industry Cluster will be comprised of plants for developing seafood products, innovation and growth support center, multi-center for export base and others at Amnam-dong, Seo-gu, Busan.

International Tourist City

City of Tourism and Films

Lonely Planet's
Best Place to Visit in
Asia for 2018

1st

Reinvigorating marine cruise tourism
Attracting international cruise ships to Busan as a joint home port
Developing and operating coastal cruise tourism products

Supporting the reinvigoration of medical tourism
Operating a volunteer interpreter program for medical tourism
Established residential-type medical tourism cluster (2018)

Developing global tourism infrastructure
Established East Busan Tourism Complex (2017)
Developed LCT in Haeundae Tourism Resort (2018)
Established Busan Green Railway (2017)
Hwangnyeong Mountain Observatory Tower (2017)

Total tourists
25.33 million
(2019)

Number of foreign tourists
2.68 million
(2019)

Total number of visitors to
Busan International Film Festival (BIFF) (2019)

189,116

Number of films produced (2018)

324 films in **79** countries

City of Culture and Festivals

Promoting Osiria Tourism Complex, cruise maritime and medical tourism, hosting film festivals, fireworks festival, One Asia Festival and many more



Global MICE City

900 or more
conferences per year

15th in the world in terms
of No. of International
meetings held

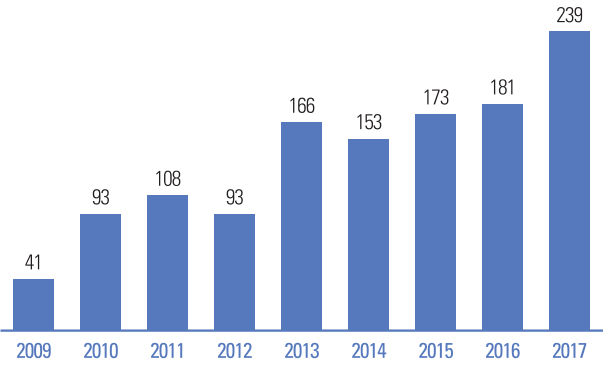
* Source : Union of International Associations,
International Meetings Statistics Report, 2020

Recent Major International Meetings

(Unit: Number of participants)

- 2011
- The 27th International Association of Ports and Harbors Congress (3,500)
 - The 10th International Congress on AIDS in Asia and the Pacific (3,500)
 - The 4th High Level Forum on Aid Effectiveness (2,500)
- 2012
- The 95th Lions International Convention in Busan (55,000)
 - The 19th International Conference on Magnetism (2,000)
 - The 27th Conference of Asia Pacific Academy of Ophthalmology (4,000)
- 2013
- The 10th World Council of Churches (7,000)
 - The 27th IUSSP International Population Conference (3,000)
- 2014
- The 9th International Aerosol Conference (1,500)
 - 2014 ITU Plenipotentiary Conference (2,500)
 - 2014 Conference of the Electric Power Supply Industry (3,000)
 - 2014 ASEAN-Republic of KOREA Commemorative Summit (3,500)
- 2015
- 2015 World Congress of International Stereoscopic Union (1,000)
 - CLEO Pacific Rim 2015 (1,000)
 - 2015 2015 IDB-IIC Annual Meeting (3,000)
- 2016
- The 20th International Vacuum Congress (2,500)
 - The 7th World Fisheries Congress (2,000)
 - The 11th International ISSX Meeting(3,000)
 - The 4th Plenary Meeting of FATF (600)
- 2017
- ITU Telecom World (3,000)
- 2018
- AfDB Annual Meeting (5,000)
 - The 82nd International Electrotechnical Commission General Meeting (3,000)
 - ASEAN+3 Finance and Central Bank Deputies' Meeting (200)
- 2019
- 2019 ASEAN-ROK Commemorative Summit (5,000)
 - International Diabetes Federation Meeting (10,000)

The Fastest Growing Convention City



Source: UIA's Meetings Statistics



World-class IT City

Current Status of Cloud Data Center Complex

Busan as the ICT-base city of Korea is the starting point of global submarine cable which connects Korea, Japan, China, the U.S., and Europe. Busan has secured stronger competitiveness in the information era, by setting up a cloud data center to attract data centers of global companies wishing to establish their data centers in Asia.

Current Tenants of the Complex

- Completed construction of Busan Global Cloud Data Center for LG CNS (May 2013)
- Opening of Cloud Innovation Center for Amazon Web Services (AWS) (Sep. 2016)
- Completed construction of IT Center for BNK Financial Group (Jan. 2019)
- Completed construction of a data center* for Microsoft at Mieum Industrial Complex (Jun. 2020)

*To be established as legion composed of 6 data centers. Remaining 5 data centers to be constructed consecutively in line with data demands

ICT Projects

- Developing manpower to prepare for the 4th industrial revolution (e.g. Blockchain, AI, cloud, IoT, etc.)
 - Actively train talents for future technologies and industries
 - Preemptively respond to the 4th industrial revolution and secure innovative growth engine in Busan

Manpower Developing Projects

- Training core talents for converged security for blockchain-based FinTech at Pusan National University
- Attracting ICT R&D centers on AI and blockchain at universities
 - Established AI Grand ICT R&D center at Dongeui University
 - Established blockchain platform R&D center at Pusan National University
- Created ICT Innovation Square at Gyeongnam Province to develop AI and blockchain experts
- Established Grand ICT R&D center at Southeast Korea to strengthen competitiveness in manufacturing industry through technology developments in "Smart Factory," including IoT, big data, cloud, AI, cyber security and others
- Established Korea-ASEAN ICT Convergence Village and base center for ASEAN students (Follow-up project for 2019 ASEAN-Republic of Korea Commemorative Summit)



Major Development Projects

Centum District-2 Advanced Urban Industrial Complex

As the largest advanced urban industrial complex in Korea, the Complex plans to attract various industrial facilities including robot/sensor convergence parts, tourism MICE, ICT, bio-health, and image/content. In collaboration with Centum City, the Complex will become an advanced industrial complex vital to future growth of Busan.



Osiria Tourism Complex

The numerous tourist attractions in Busan including spas and classical temples along Korea's best beaches - Haeundae and Gwangali - invite more than 2 million foreign and 26 million domestic tourists every year.



North Port of Busan Redevelopment Project

The new Eurasia Gateway will integrate land and sea to connect the Pacific and Eurasian continent, and establish Busan as an international gateway city. Furthermore, this Project aims to recover the original downtown of Busan and vitalize local economy by providing various waterfront areas for citizens and developing New Port of Busan and its adjacent areas simultaneously.



Busan Financial Hub

In Jan. 2009, Busan has been designated as a financial hub specialized in maritime finance and derivatives. Neighboring the world's best shipbuilding yard, Busan boasts the one of the world's highest transaction volume in derivatives. By clustering specialized finance industries, Busan is expected to step up as the hub for maritime finance in Northeast Asia.

Southeast Radiology Industrial Complex

Busan plans to cluster the world's best radiology R&D centers to train experts in facilitating technological development and lead the radiology industry.



Ori General Industrial Complex

With close proximity to Busan Beltway, Busan-Ulsan Expressway, and Gijang Main Road, the Complex is expected to create synergy effects when aligned with other near industrial complexes in Myeongnye, Jangan, Banryong, and Jeonggwan. These synergy effects will vitalize local economy and promote strategic industries to further develop Busan.



Eco Delta City Project

The project will realize a city where man and nature live in harmony, culture and art co-exist along the waterways, and Northeast Asian logistics and advanced industries converge to provide advanced industrial logistic services.



Myeongji International City

Located at the heart of Busan-Jinhae Free Economic Zone and economic powerhouse of Gangseo metropolitan area, Myeongji International City plans to become an international business hub connected with Eco Delta City.



Cloud Data Center Model Complex

Busan as the ICT-base city of Korea is the starting point of global submarine cable which connects Korea, Japan, China, the U.S., and Europe. Busan has secured stronger competitiveness in the information era, by setting up cloud data center to attract data centers of global companies wishing to establish their data centers in Asia.



Mieum-Jisa Foreign Investment Zone

As an area dedicated to foreign investment, the Zone will attract manufacturing and advanced parts and materials industries including mechatronics, new material auto parts, shipbuilding materials and others. The Zone plans to develop into a hub to lead future growth.

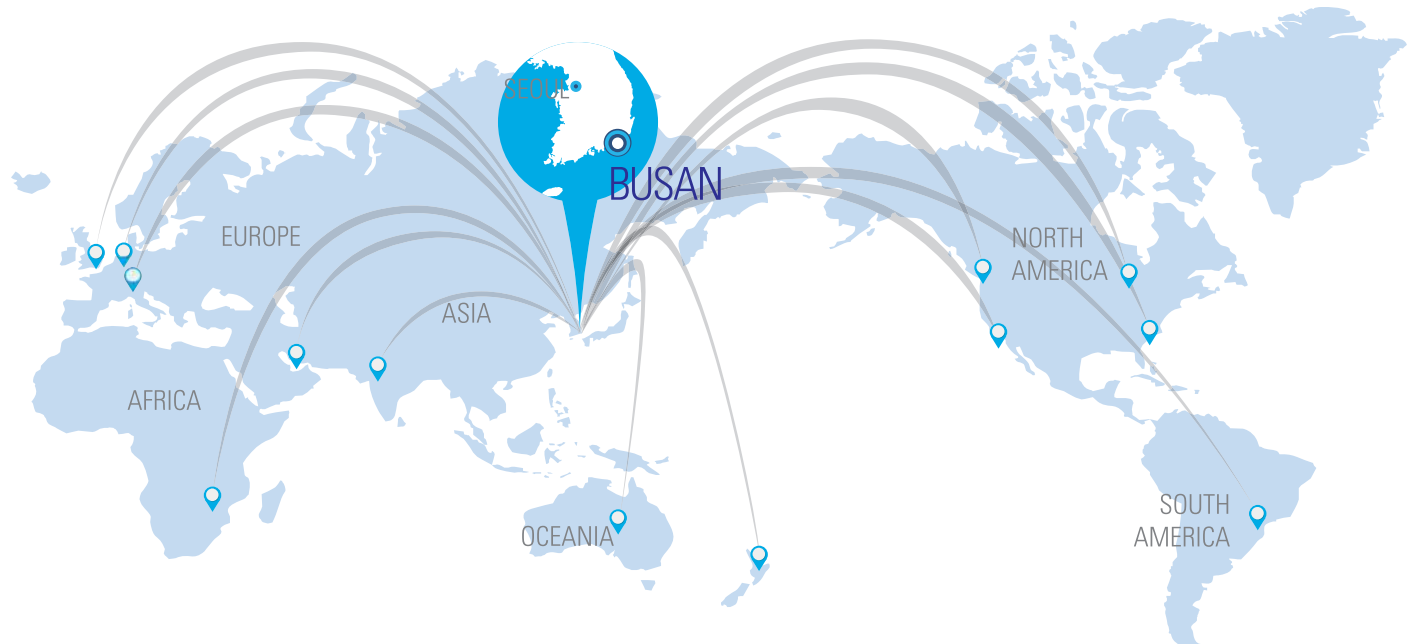


New Port Development Project

With the introduction of technologies of the 4th industrial revolution, Busan New Port will develop into a smart and high-value added logistics port. The Zone will renovate into a logistics hub which organically connects logistics, business, culture, and daily life.

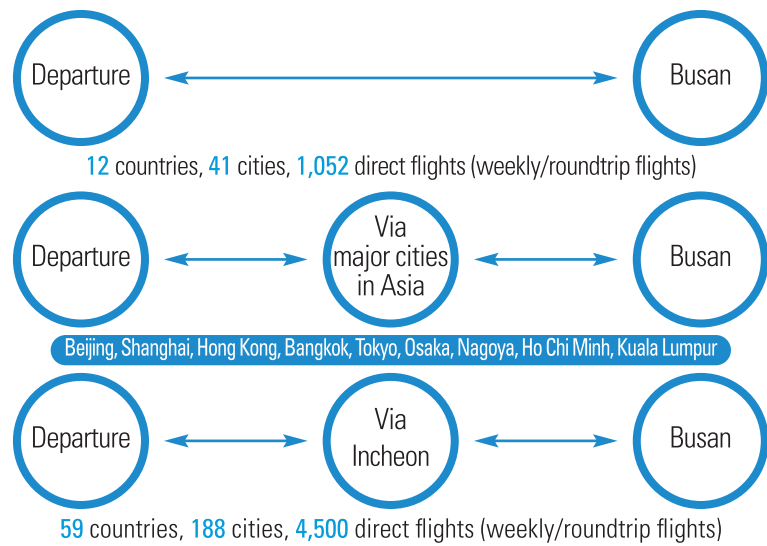


Globally-connected City



Using KTX, the shortest time from Busan to Seoul is 2H18M and 3H40M from Busan to Incheon International Airport. From Gimhae International Airport, there are more than 1,000 direct flights to more than 40 cities every week. When traveling via Incheon International Airport, there are connections to 169 cities with 4,500 direct flights.

Convenient Access and Diverse Air Routes



(As of Dec. 2019)

Foreigner-friendly City

Foreign Diplomatic Offices / Foreign Organizations

- Consulates (5 countries : US, Japan, Russia, China, and Mongolia), Taipei Mission in Korea, Honorary Consulates (35 countries, May. 2020)
- Social Organizations (12 : Busan Foundation for International Cooperation, Busan International Friendship Society, European Chamber of Commerce, Korea-Japan Friendship Association, etc.)
- Cultural Centers (2: Alliance Francaise de Busan, Goethe Zentrum Busan)

Foreign Schools

| Schools | Language | Level of Education |
|--|------------------|--|
| Lancaster University, England | English | Graduate School (Signed MOU for establishment of a campus in 2017) |
| Busan International Foreign School | English (Europe) | Kindergarten, elementary school, junior-high school, high school |
| Busan Foreign School | English (US) | Kindergarten, elementary school, junior-high school, high school |
| Busan Japanese School | Japanese(Japan) | Elementary school, junior-high school |
| Overseas Chinese Elementary School Busan | Chinese(China) | Kindergarten, elementary school |
| Overseas Chinese High School Busan | Chinese(China) | Junior-high school, high school |

Current Status of Hospitals (as of Dec. 2018)

- Within Busan Metropolitan City
 - : 29 general hospitals (including university hospitals) with 12,645 beds
 - : 132 hospitals with 12,765 beds

Global Living Environment

- Centum Marine City: Location of large department stores and cultural facilities where the Busan International Film Festival is held. Popular residential area among foreigners.
- Busan Global Center: Operating call centers dedicated for foreigners (medical/legal consultation), educational/cultural programs and mobile counseling office.
- English FM broadcasting station (90.5MHz): Operating mentor programs between Koreans and foreigners.

Safe Community Recognized by International Organizations

- Safe Community certified by WHO in 2013
- Ranked 9th in Asia (2nd in Korea) in Mercer's 2019 Quality of Living City Rankings

Institutions for the Promotion of Busan as Financial Hub

Service & Finance Division of Busan Metropolitan City

The Service & Finance Division of Busan Metropolitan City sets and implements measures aimed at developing financial industry as future growth engine for Busan.

In the fast-changing financial landscape across the world, we commit to ensure that Busan steps up as a global financial city. Our commitment can be found in our active response to changes in global financial environment and attracting foreign financial institutions.

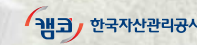
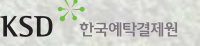


Busan Finance Center

Busan Finance Center (BFC) was launched in July 2020 as an incorporated association built on public-private partnership to develop strategies for Busan to become an international financial hub and act on policy initiatives to develop local financial industry.

BFC, along with 8 member institutions - Busan Metropolitan City, Korea Exchange, Korea Securities Depository, Korea Asset Management Corporation, Korea Housing Finance Corporation, Korea Ocean Business Corporation, BNK Busan Bank, and Korea Technology Finance Corporation - is laying foundations for Busan to step up as a financial hub. Furthermore, BFC manages various projects to strengthen financial competitiveness of Busan, including researches on finance industry, holding international finance events, training finance experts, promoting financial hub and many more.

BFC is always wide open for any inquiry on investment related to Busan financial hub.



BUSAN, THE FINANCIAL HUB

Issued in
December 2020

Issued by
Busan Finance Center
52 Fl., Busan International Finance Center (BIFC),
40 Munhyeongeumyung-ro, Nam-gu, Busan, Republic of Korea (Zip code 48400)
TEL. + 82 51 631 0281-5

Designed by
DAEJOO AD
TEL. + 82 51 803 6631