



CEOs of Copenhagen city visit Seoul

June 26th – July 1st 2011

Final program



PRACTICALITIES

□ THE PLAZA HOTEL SEOUL

- You will stay at the Plaza Hotel Seoul located in the city center, 5 minutes walk from the City Hall.
- All rooms are reserved as early check-in without extra charge.
- A conference room is available for 2 hours per day. If needed for longer than 2 hours, contact the embassy. The room reserved at your requested hours.
- Address : 23, Taepyeong-ro 2-ga, Jung-gu, Seoul
- Phone : 82-2-771-2200
- From the airport : 60 mins
- www.hoteltheplaza.com

□ TRANSPORTATION

- Due to hot, humid weather in June in Korea and long distance, most transit between sessions will be by minibus. You will ride on metro once to see how metro system works in Korea and short distances under 10 minutes of walk will be arranged as well. Transportation between airport and hotel will be by minibus.





RESERVATION INFORMATION

☐ Hotel reservation

		Name	Administration	Flight arrival				Flight departure				Reservation Number
				Jun 26, 7:10AM		Jun 27, 7:10AM		Jun 30, 09:25AM		Jul 1, 09:25AM		
				Sunday		Monday		Thursday		Friday		
1	Ms.	Lene Sillasen	Health and Care			O	AF264	O	AF267			899100
2	Ms.	Anette Laigaard	Social Services	O	AF264					O	AF267	899109
3	Ms.	Else Sommer	Children and Youth	O	AF264					O	AF267	899130
4	Ms.	Rikke Skovebolling Brandt	Coordinator	O	AF264					O	AF267	899131
5	Mr.	Morten Binder	Employment and Integration	O	AF264					O	AF267	899132
6	Mr.	Hjalte Aaberg	Technical and Environmental	O	AF264			O	AF267			899133
7	Mr.	Claus Juhl	Finance Administration			O	AF264			O	AF267	899134
8	Mr.	Carsten Haurum	Culture and Leisure			O	AF264			O	AF267	899137
9	Ms.	Rikke Ostergaard Mathiassen	Coordinator	O	AF264					O	AF267	907931
				6		3		2		7		

☐ Conference room reservation

- The conference room is reserved under Ms. Brandt's name and reservation number.
- June 26th Sunday : 11:00 – 12:00
- June 27th Monday : 16:30 – 18:30
- June 28th Tuesday – June 30th Thursday : 17:00 – 19:00



PROGRAMME OVERVIEW

Monday Jun 27th
"Green Growth"

- Embassy visit : General background information about Korea
- Seoul TOPIS (Transport Operation and Information Service)
- Hyundai Motors visit: Partnership on hydrogen cars
- Dinner at the ambassador's residence

Tuesday Jun 28th
"Education"
"Ubiquitous City"

- Primary and global high school visit
- Education Forum at Seoul Metropolitan Office of Education
- Eunpyung Newtown U-city visit

Wednesday Jun 29th
"Ubiquitous City"
"Global City"

- U-health services introduction and U-health park visit
- Media pole tour at Gangnam metro station
- Seoul City Global Center
- LEGO Education Center

Thursday Jun 30th
"Global City"
"Green Growth"
"Design Seoul "

- Wrap-up meeting
- Seoul global campaign introduction
- Green growth policies introduction & forum
- Seoul design policies introduction

SUNDAY JUNE 26TH



- When you come out of the airport, a staff member from bus company will be waiting for you with a sign, 'CEOs of Copenhagen City'. He will escort you to buses. Your ride from the airport to hotel will take about an hour.
 - Contact point : Ms. Jaemi Lee, the embassy staff, +82-(0)10-2447-3175
- Ones who arrive on Sunday
 - Anette Laigaard, Else Sommer, Rikke Skovebolling Brandt, Morten Binder, Hjalte Aaberg, Rikke Ostergaard Mathiassen
- Your early check-in at hotel is guaranteed without extra charge. You will each check in and have a couple of hours of rest at your rooms.
- The conference room is located on 18th floor Club Lounge. The room is reserved at 11:00 to 12:00 under Ms. Brandt's name and reservation number. The embassy staff, Ms. Jaemi Lee, will meet you in front of the conference room and brief you about the day's program
- Your lunch reservation is at 12:00 at an Italian restaurant, 'Tuscani', located on 2nd floor at hotel. Jaemi will meet you after your meeting is over and take you to the restaurant. The reservation is under Jaemi's name.

SUNDAY JUNE 26TH (continued)



- After lunch, you will go visit 'Cheonggyecheon Stream'. It is a ten minutes walk from hotel.
 - ➔ It is the most talked-about tourist destination in Korea. The total length is 5.8 kilometers and the water is clean. Spanning the stream are twenty-two beautifully designed bridges, and during lunch time, the area is filled with office employees sipping take-out coffee or enjoying a leisurely walk. In the evening, the stream area is perfect for meeting a date or sightseeing.
- You will walk along the stream and move to 'Insadong'. Another ten minutes walk.
 - ➔ Insadong is home to dozens of art galleries and antique shops. Insadong's narrow alleys branch out into all directions from one main street. You can look around various antiques shops, art galleries, Korean traditional handicrafts and souvenirs shops. You can also visit at one of many cafes – both modern and traditional ones.
- After a visit at Insadong, you will move to Samchungdong to have an early dinner. It is a ten minutes drive. You will have a typical Korean barbecue style dinner at a restaurant called, 'Maple Tree House'.
 - ➔ The restaurant serves different types of beef and pork including gabraisa, pork cheek meat, and hangjeongsal, pork jowl meat. You can get high quality food at affordable prices in a tastefully designed space with friendly service.
- After dinner, you will be escorted back to hotel by bus. It is a five minutes drive from the restaurant.



MONDAY JUNE 27TH



- Ones who arrive on Monday
 - Lene Sillasen, Claus Juhl, Carsten Haurum
 - When you come out of the airport, a staff member from bus company will be waiting for you with a sign, 'CEOs of Copenhagen City'. He will escort you to buses. Your expected arrival time at hotel is 09:00. You will meet the embassy staff at hotel lobby. You will each check in your rooms and, as soon as you are ready to leave, the embassy staff will escort you to buses then take you to the embassy.
 - The program on Monday starts at 09:15 from hotel.
 - Contact point : Ms. Jaemi Lee, the embassy staff, +82-(0)10-2447-3175



MONDAY JUNE 27TH (continued)

“Green Growth”

- Embassy visit : General background information about Korea
- Seoul TOPIS (Transport Operation and Information Service)
- Hyundai Motors visit: Partnership on hydrogen cars

Time	Duration	Location	Agenda
09:15 – 09:30	15 min	Transit by bus	
09:30 – 10:10	40 min	Embassy	<input type="checkbox"/> Korea introduction <ul style="list-style-type: none"> • The ambassador will lead a presentation about Korea including general information, market potential, foreign policies status, strategic relationship with Denmark, etc.
10:10 – 10:30	20 min	Transit by bus	
10:30 – 12:00 (*Translator)	90 min	Seoul TOPIS	<input type="checkbox"/> Seoul transportation system introduction <ul style="list-style-type: none"> • TOPIS is a digital headquarter where you can see how metropolitan transportation is networked, connected, managed, and operated. • The agency's PR manager will lead a presentation on such info as Seoul transport statistics, TOPIS system service, bus operation management, traffic information system, future plans, etc. Following the visit, you will visit a nearby metro station and take a metro to go to have lunch.



MONDAY JUNE 27TH (continued)

Time	Duration	Location	Agenda
12:00 – 12:15	15 min	Transit by metro	
12:15 – 13:10	55 min	Lunch at a home-style restaurant in Seoul Finance Center	
13:10 – 14:30	80 min	Transit by bus	
14:30 – 16:20	90 min	Hyundai Motors R&D Center	<input type="checkbox"/> Hydrogen cars introduction <ul style="list-style-type: none"> • As the leading automaker in Korea, Hyundai Motor Co. is ranked as the world's fifth-largest automaker since 2007. • Brief meeting with Hyundai Motors Vice Chairman (20min) • Presentation about R&D center introduction and green cars development status (40min) • R&D center tour (20min) • Test drive on hydrogen cars (30min) • R&D history museum tour (20min)
16:20 – 17:40	80 min	Transit back to hotel by bus	
18:40 -	20 min	Transit by bus and dinner at the ambassador's residence	<ul style="list-style-type: none"> • On your first day, you are invited to a welcome dinner at the ambassador's residence. Several officials from Seoul City Government and CEOs from Danish companies based in Korea will be invited to share their stories in Seoul, Korea.

MONDAY JUNE 27TH (continued)



- Participants list for dinner at the ambassador's residence
 - Mr. Dayyoung YOON, Director, Exhibition Division at Seoul Design Foundation
 - Mr. Alan TIMBLICK, Head of Seoul Global Center
 - Mr. Ilsoo KIM, Ambassador for International Relations at Seoul Metropolitan Government
 - Mr. Changwon CHOI, Director-General at Presidential Committee on Green Growth
 - Mr. Heedu JEON, Head Director of Planning and Coordination Office at Seoul Metropolitan Office of Education
 - Mr. Steen Lauge KOKKENBORG, President of LEGO Korea

 - Mr. Peter HANSEN, Ambassador
 - Mr. Thierry HOPPE, Commercial Counsellor
 - Ms. Jaemi LEE, Commercial Official



TUESDAY JUNE 28TH

“Education” “Ubiquitous City”

- Primary and global high school visit
- Education Forum at Seoul Metropolitan Office of Education
- Eunpyung Newtown U-city visit

Time	Duration	Agenda	Content
08:50 – 09:10	20 min	Transit by bus	
09:10 – 10:20 (*Translator)	70 min	School visit 1. Seoul Global Highschool 2. Hyehwa Elementary	<input type="checkbox"/> Primary & global high school tour <ul style="list-style-type: none"> • You will visit one public primary school (age 7 - 12) and one public global high school (age 16 – 18). Each visit will take about 30 minutes and will be led by the school’s headmaster. You will hear introduction on the schools and look around facilities. You will see students in classes.
10:20 – 10:40	20 min	Transit by bus	
10:40 – 12:00 (*Translator)	80 min	Seoul Metropolitan Office of Education	<input type="checkbox"/> Education forum <ul style="list-style-type: none"> • You will first hear a presentation on Seoul education system and policies. • Officials from Seoul Metropolitan Office of Education including school commissioners will be invited to answer your questions in regard to education model and system in Korea. • Participants list is on slide13
12:00 – 12:30	30 min	Transit by bus	



TUESDAY JUNE 28TH (continued)

Time	Duration	Agenda	Content
12:30 – 13:30	60 min	Lunch at a temple located in Eunpyung District (Traditional temple meals)	
13:30 – 15:30 (*Part of PT with translator)	120 min	Eunpyung District Office	<ul style="list-style-type: none"> ☐ Eunpyung Newtown U-city visit • Eunpyung Newtown U-city is the best u-safe and smart city model in Korea. • Tea time with Head Chief of Eunpyung District Office • Presentation about e-government system from Seoul city official • Presentation about e-governance control center from district official • Presentation about U-city technologies incorporated in the city by LG CNS project manager (LG CNS is a IT, networking company, responsible for strategic planning and establishment of Eunpyung Newtown) • Tour at the control center • Site visit at city streets where U-city technologies are in place
15:30 – 16:00	30 min	Transit back to hotel by bus	
16:00 – 18:00	120 min	Conference room	
18:30 – (Accompanied by Thierry Hoppe, Commercial Counsellor)		Dinner at Youngsusan, traditional Korean restaurant <ul style="list-style-type: none"> • This franchise is owned by a successful business woman who spent many of her life in Denmark. She is also planning to open a Korean restaurant in Copenhagen this year. For CEOs trip, she is planning to prepare a special menu only for you. 	

TUESDAY JUNE 28TH (continued)



- Participants from Seoul Metropolitan Office of Education for Education Forum
 - Mr. Woong SON, Director General of Education Policy Bureau
 - Mr. Imkyun JUNG, Director of Education Autonomy Division
 - Mr. Dongchan LIM, Director of Future Education Human Resources Division
 - Mr. Byeonggab CHOI, Director of Education Responsibility Division
 - Mr. Sangnam KIM, Deputy Director of International Affairs Section



WEDNESDAY JUNE 29TH

**“Ubiquitous City”
“Global City”**

- U-health services introduction and U-health park visit
- Media pole tour at Gangnam metro station
- Seoul City Global Center
- LEGO Education Center

Time	Duration	Agenda	Content
09:00 – 09:20	20 min	Transit by bus	
09:20 – 10:30	70 min	U-health park	<p><input type="checkbox"/> U-health services introduction</p> <ul style="list-style-type: none"> • U-health park is located at Yangjaechon, a small river steam where many nearby Seoul citizens take a walk, exercise, etc. • You will first hear a presentation by a marketing officer at health center of Gang-nam-gu (Gang-nam-gu is one of districts under Seoul city and where Yangjaechon is located in). It will explain U-health community polices in Seoul. • Then you will have a brief check up including a simple blood test, blood pressure, obesity measurement, etc. – list of check ups that are available for citizens. • Then you will receive a card and visit U-health kiosk located at Yangjaechon. With this card, you will see basic information about your health and hear exercise recommendation suitable for your body.
10:30 – 11:00	30 min	Transit by bus	



WEDNESDAY JUNE 29TH (continued)

Time	Duration	Agenda	Content
11:00 – 11:30 (*Translator)	30 min	Gangnam District Office	<input type="checkbox"/> Media pole tour at Gangnam metro station <ul style="list-style-type: none"> • A 12-meter tall media pole shaped as a square pillar provides public contents such as media art, ads and latest news through LED or LCD screen at sidewalk and traffic lanes. • From U-health park, you will do site visit to see media pole at Gangnam metro station and hear its introduction from Gangnam District official.
11:30 – 12:30	60 min	Lunch at a cafe nearby Gangnam metro station	
12:30 – 13:00	30 min	Transit by bus	
13:00 – 14:00	60 min	Seoul City Global Center	<input type="checkbox"/> Seoul global policies introduction <ul style="list-style-type: none"> • Presentation about policies to promote Seoul as the global city and attract foreigners. Then you will take a tour around Seoul Global Center.
14:00 – 14:20	20 min	Transit by bus	
14:20 – 16:30	130 min	LEGO Education Center	<input type="checkbox"/> LEGO education center introduction <ul style="list-style-type: none"> • You will hear a presentation on LEGO Education Center for 30 minutes at the embassy. • Then you will move to education center, 50 mins drive away inside Seoul. • You will take a tour around facility and watch the session with children. You will see the session under process with children's participation.

WEDNESDAY JUNE 29TH (continued)



Time	Duration	Agenda	Content
16:30 – 17:00	30 min	Transit back to hotel by bus	
17:00 – 19:00	120 min	Conference room	
19:00 -	40 min	Dinner at Dugahun, French restaurant	<ul style="list-style-type: none">• It is located within backyards of Gallery Hyundai on Sam Chung Dong Road, meaning 'a very beautiful house'. You will be able to taste the tradition of West with selection of wines in the modern interior beautifully assembled within a 1910's style traditional Korean-style house.



THURSDAY JUNE 30TH

- * Ones who leave on Thursday morning
- Lene Sillasen, Hjalte Aaberg
- Your bus will leave from hotel at 05:30.

“Global City”
“Green Growth”
“Design Seoul ”

- Wrap-up meeting
- Seoul global campaign introduction
- Green growth policies introduction & forum
- Seoul design policies introduction

Time	Duration	Location	Agenda
09:20 – 09:30	10 min	Walk to City Hall	
09:30 – 11:00 (*Translator)	60 min	Seoul City Gov.	<input type="checkbox"/> Wrap-up meeting <ul style="list-style-type: none"> To discuss potential collaborations between Copenhagen and Seoul Participants will include Seoul City Gov. directors.
11:00 – 11:10	10 min	Transit by bus	
11:10 – 12:00	50 min	Seoul City Gov. Marketing Div.	<input type="checkbox"/> Seoul global campaign introduction <ul style="list-style-type: none"> Presentation for 30 minutes about Seoul global campaign (marketing campaign to make Seoul as an ideal tourist place).
12:00 – 13:00	60 min	Transit by bus and lunch at Namsan mountain	



THURSDAY JUNE 30TH (continued)

Time	Duration	Location	Agenda
13:20 – 14:00	40 min	Seoul City Gov. Env. Protection HQ	<input type="checkbox"/> Green growth policies introduction <ul style="list-style-type: none"> • Namsan mountain is located in the middle of Seoul and a famous tourist location. Seoul City Gov.'s Env. Protection HQ office is located at Seoul mountain. • 13:20-13:35 Presentation about Seoul city's electric buses operation status • 13:35-13:50 Ride on electric buses • 13:50-14:00 Get off at bus station and ride on electric cars to move to Seoul city office
14:00 – 15:00	60 min	Seoul City Gov. Env. Div. GGGI Presidential Committee	<input type="checkbox"/> Green growth forum <ul style="list-style-type: none"> • Discussion about fast execution and implementation of green growth polices in Seoul, largely in Korea. This discussion will continue to talk about management model in Korea to see how it has been possible in Korea to execute various polices in such short period of time. • 14:00-14:10 Presentation by Seoul city on its GG policies • 14:10-14:20 Presentation by Mr. Juhl, CEO of the Finance Admin on Sustainable City Catalogue • 14:20-15:00 Free discussion on CEOs' suggested issues • If the discussion goes longer than scheduled, the next session will be delayed accordingly • Participants list is included in slide 19
15:00 – 15:20	20 min	Transit by bus	



THURSDAY JUNE 30TH (continued)

Time	Duration	Agenda	Content
15:20 – 16:40	100 min	Seoul City Gov. Design Div.	<p>☐ Seoul design policies introduction</p> <ul style="list-style-type: none"> • You will go to the Dongdaemun Design Plaza (DDP), a comprehensive design support center which is now under construction in the center of Korean fashion industry. • Presentation about background of how Seoul has decided to proceed various design polices and how it succeeded in transforming the city into a design-valued, dynamic and global city. • You will visit DDP PR center and watch PR film and see its building models and construction site
16:40 – 17:00	20 min	Transit back to hotel by bus	
17:00 – 19:00	120 min	Conference room	
19:00 -		<p>Dinner at either 'Korea House' or 'A Table Bis'</p> <ul style="list-style-type: none"> • 'Korea House' is a famous Korean royal cuisine restaurant where you can also watch traditional art performance. The art performance will take a place in a separate theater place within the restraurant building for an hour. • 'A Table Bis' specializes in French home-style dishes. It is a very small restaurant and on your reservation night, you will be the only ones who have dinner there. You can enjoy all of its cozy atmosphere and delicious foods all by yourselves. 	



THURSDAY JUNE 30TH (continued)

• Participants list for wrap-up meeting at City Hall

- Seoul Metropolitan Government
 1. Mr. Ilsoo KIM, Ambassador for International Relations
 2. Mr. Hongseog GOH, Director-General of Investment & Marketing Bureau
 3. Ms. Hongseon MUN, Director-General of Health Planning Bureau
 4. Ms. Okki LIM, Director-General of Design Bureau
 5. Mr. Jaeryong YOO, Director-General of Industry & Economy Planning Bureau
 6. Mr. Byeongho KANG, Director-General of Information Planning Division
- Embassy of Denmark
 1. Peter Hansen, Ambassador
 2. Thierry Hoppe, Commercial Counsellor

• Participants list for Green Growth Forum

- Mr. Yunchan JUNG, Head Chief of Env. Protection HQ at Seoul City Gov.
 - Mr. Jongpil KANG, Director of Env. Change Planning Team
 - Mr. Yungsung KIM, Manager of Env. Policies Team
 - Mr. Hyunsik KIM, Manager of Env. Atmosphere Team
 - Ms. Ami KOO, Manager of Green Transportation Team
 - Mr. Jooseop LEE, Senior Project Manager from Global Green Growth Institute
 - Mr. Young-Kyu, CHANG, Director, Policy Planning and Coordination, Presidential Committee on Green Growth
- } Env. Protection HQ at Seoul City Gov.
- Presenter from Seoul City Gov. : Mr. Youngsoo, CHOI, Ass. Manager of Global Affairs Team
 - Embassy of Denmark
 1. Peter Hansen, Ambassador
 2. Thierry Hoppe, Commercial Counsellor

SESSION DETAILS



Date	Session	Location	Address	Presenter	Participants
Jun 27 Mon	Embassy visit	Embassy	Itaewon (10min from hotel)	Mr. Peter HANSEN (Ambassador)	Mr. Thierry HOPPE (Commercial Counselor)
	TOPIS	TOPIS HQ	Jong-lo (20min from embassy)	Mr. Pyunggeun PARK (PR Manager)	
	Hyundai	Hyundai R&D center	Namyang, Gyunggido (1hr from Seoul)	- Mr. Woongchul YANG (Vice Chairman of Hyundai Motors) - Mr. Taewon IM (R&D Division Director)	- Mr. Sehun KIM (R&D Division Manager) - Ms. Park Ji Yun (R&D Assistant Manager)
Jun 28 Tue	School visit	Global high school (public)	Jong-lo (10min from hotel)	Mr. Kwangyung JUNG (Vice Principal)	
		Primary school (public)		Mr. Byung Seok JIN (Vice Principal)	
	Education Forum	Seoul Metropolitan Office of Education	Jong-lo	Ms. Jenny PARK (Global relations team assistant manager)	



Date	Session	Location	Address	Presenter	Participants
Jun 28 Tue	Eunpyung District Office	Eunpyung District Office	Eunpyung (30min from Jong-lo)	- Mr. Namsoo KIM (E-gov. Planning Team Manager) - Mr. Jungsuk OH (District Official) - Mr. Hyungsuk CHO (LG CNS)	- Mr. Wooyoung KIM (Head Cheif of Eunpyung District Office) - Mr. Jaesung KIM (Data Center Manager)
Jun 29 Wed	U-health park	Visitors center at U-health park	Yangjaechon, Gangnam-gu (20min from hotel)	Ms. Aayoung CHOI (Mkt Officer at Gangnam-gu Health Center)	
	Media pole tour	Gangnam metro station	Gangnam metro station (30min from U-health park)	Mr. Dongju KIM (Gangnam District official)	Director from Gangnam District Office
	Seoul global policies	Seoul City Gov., Global Center	Seoul Press Center (30min from Gangnam metro station)	Mr. Byungyun NAM (Seoul Global Center Management Director)	Ms. Insuk KIM (Global Planning Team Director)
	LEGO	LEGO intro presentation at the embassy		Itaewon (10min from hotel)	Mr. Sungtaek OH (LEGO Education Korea Marketing manager)
		LEGO Education Center	Guro-dong (1hr from embassy)	- Teachers and children in classes	



Date	Session	Location	Address	Presenter	Participants
Jun 30 Thur	Wrap-up meeting	Seoul City Gov.	City Hall (5min walk from hotel)	Mr. Peter HANSEN (Ambassador)	- Participants list on slide 19
	Seoul global campaign	Seoul City Gov., Mkt Div.	Seoul Press Center (10min walk from City Hall)	Mr. Peter KIM (Mkt Officer)	
	Green growth intro	Seoul City Gov., Env. Protection HQ	Seoul Mountain's electric cars' station visit (10min from Press Center)	Ms. Ami KOO, (Green Transportation Team Manager)	
			Seoul Mountain Office	Mr. Youngsoo, CHOI (Global Affairs Team Manager)	
	Green growth forum		Seoul Mountain Office		- Participants list on slide 19
	Design	Seoul City Gov., Culture, Tourism & Design HQ	DDP (20 min from Seoul Mountain)	- Ms. Hyojin KANG (Design Planning Team Manager from Seoul City Gov.) - Mr. Moonsuk KANG, DDP Business Planning Manager	- Two more assistance managers

SHORT BACKGROUND INFO & IMPLICATION



1. Seoul TOPIS

- It is the future-oriented integrated transportation center of Seoul collecting transportation information from related organizations such as BMS, transportation card system, unmanned regulation system, TBN, Seoul Metropolitan Police agency, Seoul Regional Construction and Management Administration, and Korea Expressway Corporation, operating and managing all traffics in Seoul, and making traffics an integral part of Seoul
- Through TOPIS, Seoul City has successfully established a simple transportation connection system, efficient operating system and an intelligent integrated operating system. Seoul City citizens receive services from TOPIS through various media (smart phones, media boards, websites, etc.) that help and improve their everyday lives where means of transportation are very critical.

2. Hyundai Motors

- Hyundai Motors has signed an MoU with the Scandinavian Hydrogen Highway Partnership on using Scandinavia as a testbed for their hydrogen cars. The first cars are expected in Denmark in May 2011. Hyundai Motors recently met officials from the City of Copenhagen (Center for Miljø) regarding this project.
- Hyundai Motors introduced fuel cell buses to be put into daily service in cities around Korea, especially Seoul, in line with the government's declared green growth goals.



3. Education

- Seoul Global Highschool is the only public school that aims to provide specialized education that is both truly Korean and global.
- Many public elementary schools are also trying to provide education to younger generation to prepare them for globalized society as communicative and creative citizens.
- Korea has traditionally been a country where education is highly sought after. This "education fever" has contributed to the outstanding academic achievement on the Program for International Student Assessment (PISA), in which Korea ranked second.
- Despite this success, the excessive competition resulting from the education fever has triggered some problems in the education system. In particular, the school education is excessively focused on the college entrance examination. As a result, students are exhausted from studying for long periods of time and parents face the financial burden created by private education.
- Seoul Metropolitan Office of Education is working to improve this education system by providing a 'cooperative' atmosphere, compared to previous 'competitive' education atmosphere.



4. Eunpyung Newtown U-city

- Eunpyung Newtown U-city is a futuristic IT city where residents can get information from the network anytime and anywhere to improve the quality of their life.
- Eunpyung Newtown is built as the best U-city model in the country.
- In order to provide U-city technologies to residents, the Governance Control Center is established. The center has integrated various kinds of CCTV systems into one which are used for traffic, disaster and security. If an event is found via CCTV view, it promptly connects to the department in charge of it to solve the problem. A network of briefing rooms of each department is in operation to respond quickly to emergency situations such as floods, snow, and other disasters.
- It shows how Seoul City is working to improve citizens' life through U-city technologies

5. U-health park

- U-health park is established to provide customized exercise and nutrition management service using ubiquitous networking computing system as a way to establish successful U-health city in Gangnam. (Gangnam is one of 25 districts in Seoul.)
- Citizens using U-health park services can receive customized exercise and nutrition guidelines according to their own health conditions through website and kiosks at Yangjaecheon. (Yangjaecheon is a river trail where many citizens visit for exercise, rest, etc.



6. Media pole

- Media pole is an installment airing commercials and providing information as part of the Seoul Metropolitan City's 'Design Seoul Project'. It is famous as a unique ubiquitous service.
- Pedestrians can check out the latest news on business, current events, culture, art, sports in real time and can be informed on bus routes, subway map and weather.
- You can see how Seoul citizens enjoy U-city technologies on streets.

7. Seoul Global Center

- Seoul Global Center, a one-stop-service center set up in January, has been the mainstay behind all of those globalization projects. It has branched out in major districts in Seoul where many foreigners residents live. Hundreds of them visit these branches daily to get a variety of information and assistance.
- Seoul city is trying to make itself attractive for foreigners so that they come here, invest here and enjoy touring here.

8. LEGO Education Center

- Advanced Learning Co., Ltd. ("ALCO"), an education service provider in Korea, signed a master partner agreement with LEGO system A/S, regarding the establishment and operation of LEGO Education Centers (LEC) in Korea in 2001, and have been providing about 140 LECs nationwide with LEGO education products and learning contents. In 2008, LEGO education centre also started providing LEGO Home Learning program which takes place in a student's private home taught by a visiting teacher.



9. Seoul Global Campaign

- Back in 2007, Seoul was ranked 33rd in city brand index by Simon Anholt CBI. Starting 2008, Seoul City set aside an aggressive amount of budget to proceed an active global marketing campaign. In 2008, Seoul City activated a marketing campaign that covered media, sports marketing, tour promotions, etc. In 2009, Seoul City established a long-term marketing strategy to promote Seoul as an ideal, attractive tour destination.
- Compared to 2006, the number of tourist to Seoul increased by 30% in 2009. In China, Japan and Taiwan, Seoul City was selected as top as a city where people want to go visit the most.

10. Green Growth

- At the 60th anniversary of the founding of the Republic of Korea on August 15, 2008, President Lee Myung-bak proclaimed "Low Carbon, Green Growth" as Korea's new national vision. This vision aims to shift the current development paradigm of quantity-oriented, fossil-fuel dependent growth to quality-oriented growth with more emphasis on the use of new and renewable energy resources.
- To implement the national vision of green growth effectively, Seoul City has introduced various green growth policies to promote energy saving practices to citizens and awaken them of the importance of green growth in Seoul.



11. Design Seoul

- From the metropolitan government's perspective, design is a means through which a city can improve its urban landscape and competitiveness. To address the urban challenges that had resulted from Korea's rapid economic growth, which is commonly referred to as the "Miracle on the Han River", and to improve the living quality of citizens, establish an attractive urban environment, and raise the future competitiveness of the city, Mayor Oh incorporated design in every project since he took office in July 2006.
- The Seoul city government has been systemically nurturing the design to foster Seoul's eight new growth engines like the business service industry, content creation sectors, and tourism. A design industrial belt was established connecting four design clusters located in Dongdaemun, Mapo, Guro, and Gangnam, which houses 62% of the city's design companies and 71% of its design-related workers. The government provides comprehensive support for design companies including financial assistance, marketing, consulting, and education services. Companies that are housed within the design cluster and have been designated as a specific development district are provided with various benefits such as tax incentives.