Good morning,

It’s my pleasure to have a chance to introduce the cases of Daejeon, Korea. I’m vice chairman and CEO of Daejeon Convention and Visitors Bureau.

My presentation is about creating convention business by strengthening the city brand and making an international organization in the city.

I built this idea from my professional experience as a diplomat for 35 years including the career I served Korean Ambassador to Algeria. I have been involved in many conferences and events for decades. And it helped me fully understand the importance of international cooperation.

Now, I will start the presentation
I’ll start with Background of the topic and overview the characteristics of Daejeon Metropolitan City. And then Direction and Goals, Case Studies of the topic, I’ll explain to wrap up with Conclusion.
The convention business has been growing slowly and the annual number of conventions held world-wide has shown a stagnating trend for the past years.

However, international alliances and agreements are being fostered with increased interests in new areas such as renewable energy. There are also newly established associations for these industries to cooperate and collaborate their efforts in exchanging ideas and networking within related fields. And it raises the needs for quality convention services around the globe and creates new conventions like G20, Nuclear Summit 2012, Annual World Congress on Climate Change and so on.

Thanks to the so-called "IT revolution", on-line networking has grown rapidly and is becoming a way of life now. However, this does not mean that meeting face-to-face, which is what the convention industry provides, has lost its edge and competitiveness. We, as social beings, still like the physical contact to connect with each other in order to exchange knowledge. I am talking specifically about hi-tech industries that demand absolute accuracy and precision..

The 20th century saw the beginning of convention industry with exhibitions and expositions that were general in nature and therefore an attraction to the masses.

But, this trend changed as we entered the 21st century. Small or medium sized gatherings, which are more subject-specific, are increasing and play an important role in the development of region, economy, science and other cultural aspects. And it can still function as a momentum for cooperating and networking world-wide. G20, which will be held in Seoul, Korea this November is a good example for that.
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Consequently, the convention industry has gained an important foothold with local and national governments as they believe this industry to have a "ripple effect" on a variety of aspects of their societies.

This has resulted in fierce competition in the attraction of new local and international events to their cities.

The increased tough competition of our industry can be described by using the red ocean.

We, Daejeon CVB, need to create "blue oceans" within our industry and in our approach to stay one step ahead.

Therefore, I present the case of Daejeon and my view, which are creating international organization and use this as creating new events and footstep for convention development. This whole process is definitely required adequate plans, strategies and consideration on sustainability and compatibility with a city itself.
Now, I would like to introduce the city of Daejeon and it's characteristics to you.

In 1970, the "Daedeok Research Complex" was established and now it accumulates over 70 government research institutes and over 900 Small and Medium Enterprises, most of which are hi-tech companies.

Daedeok Research Complex is the largest in scale in both Korea and Asia and it makes Daejeon the *Mecca of Science and Technology*. 
In 1993, Daejeon successfully hosted "Daejeon Expo" authorized by BIE. "Daejeon EXPO" was an international event aimed to showcase and publicize many achievements that Korea had made in science and technology, as well as the development of its economy. And over 3 million visitors made their way to the event.

Following on from the success of the "Daejeon Expo", the city established and chaired the "World Technopolis Association(WTA)" in June, 1997 with 10 countries and 22 cities. Today, we boast memberships from 35 countries and 77 cities.

WTA meets on a bi-annual basis and hosts congress, hi-tech fair, workshop and other events for its members. As serving a chair of WTA, Daejeon is now working on a progress to establish a UNESCO-WTA Development Center which is expected to be UNESCO affiliate.

To reflect our special focus on science and technology, Daejeon has successfully organized a host of events including the International Astronautical Congress (IAC) in 2009, the International Association of Science Parks (IASP) and the International Atomic Energy Agency Fusion Energy Conference (IAEA FEC), in 2010.
Daejeon is also home to many government agencies, including the Korean Intellectual Property Office, the Small and Medium Enterprise Administration, Agency and the National Statistics Office. Plans are underway to move the administrative capital of South Korea to *Sejong*, a city some 10 minutes away from Daejeon, by 2014. Once completed, the Prime Minister office, the Ministry of Education, Science and Technology, the Ministry of Knowledge Economy and the Ministry of Environment etc will be placed there. It will strengthen Daejeon’s position as the administrative center of the Country.

Besides this, in Daejeon, there are educational institutions including KAIST, which is an internationally prestigious university on science and engineering, and the Agency for Defense Development office. Therefore Daejeon also functions as the center of higher education and development on defense technology.
As a model of economic growth for developing countries, Korea is getting more actively involved in the cooperation business with developing countries. Especially, Daejeon is able to function as a bridge between developed and developing countries with its strong capacity identified as a Asia's No.1 science and technology city.
As for examples, I would like to introduce you how Daejeon creates international events.

To begin with, I would like to show you how Daejeon has created international bodies and make convention business.
World Technopolis Association, simply WTA, is a good example. Daejeon has made its effort to network with other countries aiming to cooperate and exchange information not only on science, technology but also the strategies for local development.

In this effort, Daejeon could establish WTA in 1997. And the members of WTA has grown to now 77 members in 35 countries all around the world from 23 members in 10 countries in the beginning.

In close cooperation with international organizations such as UNESCO, WTA successfully hosts the general congress, High-tech Fair and other international research workshops on a regular basis.

In addition, WTA is planning to establish the UNESCO-WTA Development Center in Daejeon. I fully expect that new businesses will be generated from this.

In conclusion, WTA supports developing countries to establish the science complex as well as the network to exchange information and technology. And it inflates the branding of Daejeon and creates a long-lasting convention business.
Next, I would like to introduce another example Daejeon has made to you, which is about how the creation of international groups, particularly in Asia-Pacific, following after the successful hosting of world events, generates convention business.
In Daejeon, last year 2009, the International Astronautical Congress, simply IAC, hosted by International astronautical federation was held as the largest and the most successful event in it's history.

Korean President Lee Myung Bak was there to deliver a congratulatory speech. And we held additional forums and workshops successfully, in which we drawn the presidents of major universities around the world and many corporations in space industry. We also held a space festival, which attracted five hundred thousand visitors for 3 weeks.
After the success of IAC, Daejeon emerged to become a new powerhouse in the field of aerospace science.

And this year 2010, it enabled Daejeon to lead the establishment of the Asia Pacific Regional Group of the International Astronautical Federation and I was elected the chair of organizing committee.

Through its leadership and strong involvement, I am planning to host the 2011 Asia-Pacific Space Conference and the 2012 Africa and Latin America Interregional Conference.

In conclusion, Daejeon takes good position to lead in the activities of International Astronautical Federation, especially in Asia-Pacific region. And, eventually, it increases another possibility for Daejeon to establish Asia-Pacific Space Center and create new events in the related field.
Thirdly, I would like to talk about the way we create mega event like the Global Science, Technology and Innovation forum, which I will simply name it "STI" forum.
03 To create a mega event like the STI Forum

Background

- Rising of National Status of South Korea through World-famous International Conferences
- Daeduk Innopolis produced world-class research results based on R&D cumulative competence for 35 years.
- Increasing expectation toward South Korea from international Society
- Linkage between government lead Green Growth and Science & technology power of Daeduk

With 40 years of accumulated experience in science & technology, we are creating a global science technology forum which includes publishing and promoting research results based on the four way cooperation of government, university, institute and corporation.
To create a mega event like the STI Forum

Growing up into a main forum after 2013

Global Science, Technology and Innovation (STI) Forum

- S&T for Innovation
- Partnership among Advanced and Developing Countries
- STI for Global Challenges
- Participation of National & International Organizations, Other Regions, Mass Media and Private Partnership

*Innovation* is the value, vision and driving force behind Daejeon’s search for scientific solutions to solve global issues. This forum is designed to provide an avenue in government-private-institute sectors and between developed and developing countries to exchange information and to network.

In order to create new business out of this, Daejeon should strengthen the global networks in cooperation with international organizations like UNESCO, central government and local governments.

Though the Forum, I expect the cooperation between developed and developing countries will be drawn and the leading countries in science fields such as space and energy will make their policies with awareness and consideration on the rest of the world.

This Forum is planned to be held in 2013, after 3 years of preparation.
### Case Study

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For the last, I would like to introduce how Daejeon is planning to establish the new alliance among global cities in specialties with science convention and create events out of it.
The idea of alliance is the convergence of science and convention. The alliance is about connecting cities together regarding that each member city holds specialties and potentials on scientific research and high-technological, innovative industries as well as convention business. I believe the alliance will generate a transnational synergy out of common strengths of member cities.

The alliance of science convention cities is aimed to enhance the understanding science & technology as solutions in areas such as climate change, green growth, and to support developing countries and so on.

We will need to prepare terms, rules and references and organize BOD(board of directors) and committees and so on. Not only the cities but also individuals, institutions and corporation can join the alliance because it pursues an open network.
04 To create convention by establishing alliances of science & convention cities

Transnational Alliance (Science + Convention)

Aim
To enhance the understanding for the global challenges
Through science & technology

Action Plan
1. to make an open network
2. to develop various events for members
3. to create and host combined convention
4. to utilize online social media for “Science Convention Digital Academy”, etc.

A main organization to manage a STI Forum

We can also strengthen the network and relationship with members by holding goodwill golf, business presentation, award ceremony and so on.

And we can strengthen the innovative and creative image of alliance by hosting events that combine science and culture, art, design and so on.

We can use online social media to present research results and promote commercial products by hosting online conferences, exhibitions or game conventions.

In the alliance, I also suggest to make the Digital Academy on Science Convention to foster knowledge exchange between member cities and institutions.

In the long run, the alliance can also be used as a main organization to manage a global STI forum.
Now, I conclude my presentation.

Daejeon is making a step forward to strengthen and promote its branding based on its own specialties and strengths as Asia’s No.1 science city. And we are trying to make a strategic approach, plan and implement to keep science conventions created in the city.

Daejeon can serve a bridge among international organizations, local governments, central governments, and corporations, which enables us to promote the development of science and technology, further strengthening our position within the industry.

And last but not least, as a means of convention, Daejeon pursues to contribute towards human welfare as well as comprehensive development of city by creating ideas and networking within alliance.
Thank you!

Daejeon Convention & Visitors Bureau

This is the end of my presentation.

Thank you for your listening.