

BUSAN

THE FINANCIAL HUB



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

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

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

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



Green Smart City Busan

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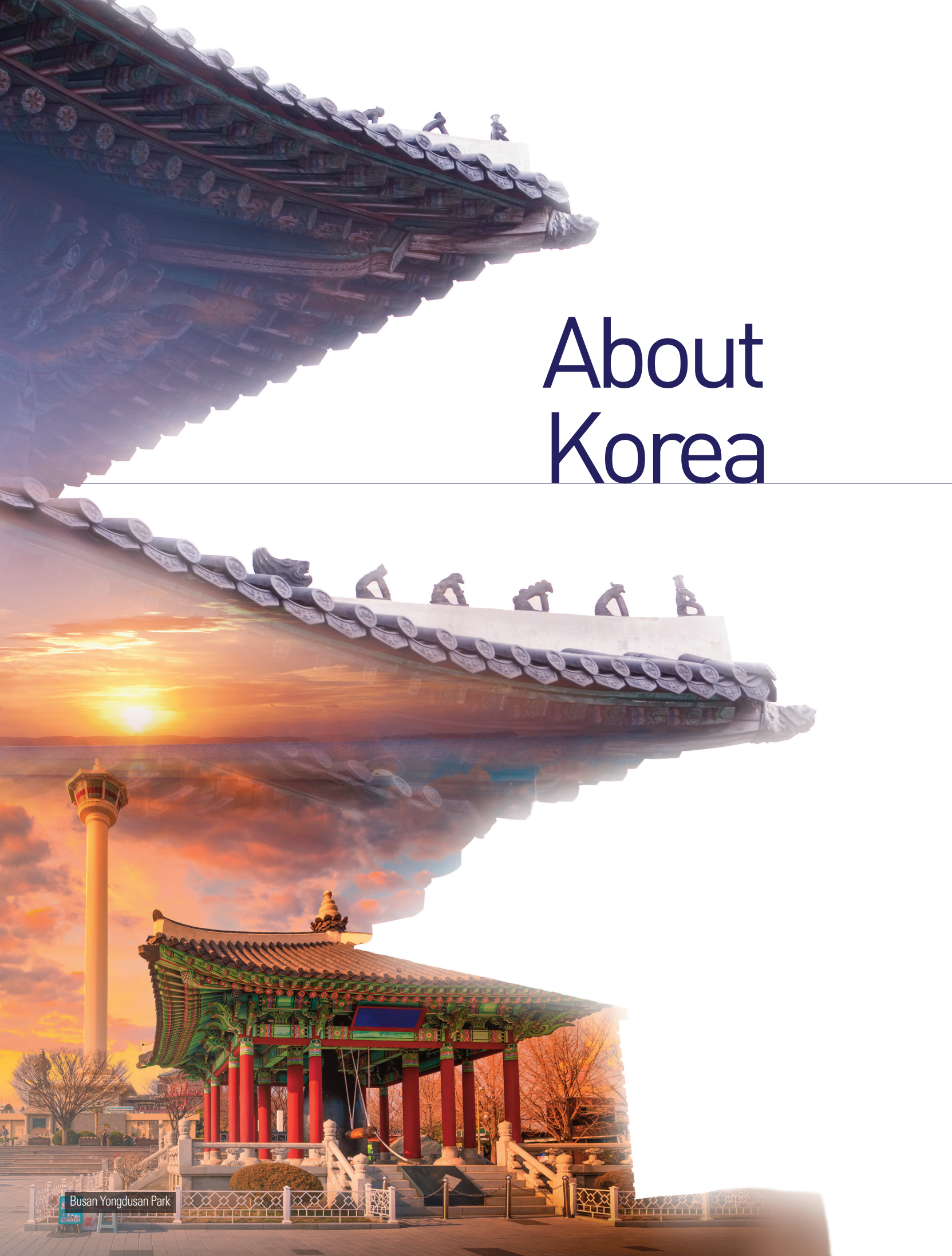
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Attractive Busan

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 Promoting Busan as a Financial Hub

About Korea



Busan Yongdusan Park

Center of Northeast Asia

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

10th Largest Economy in the World

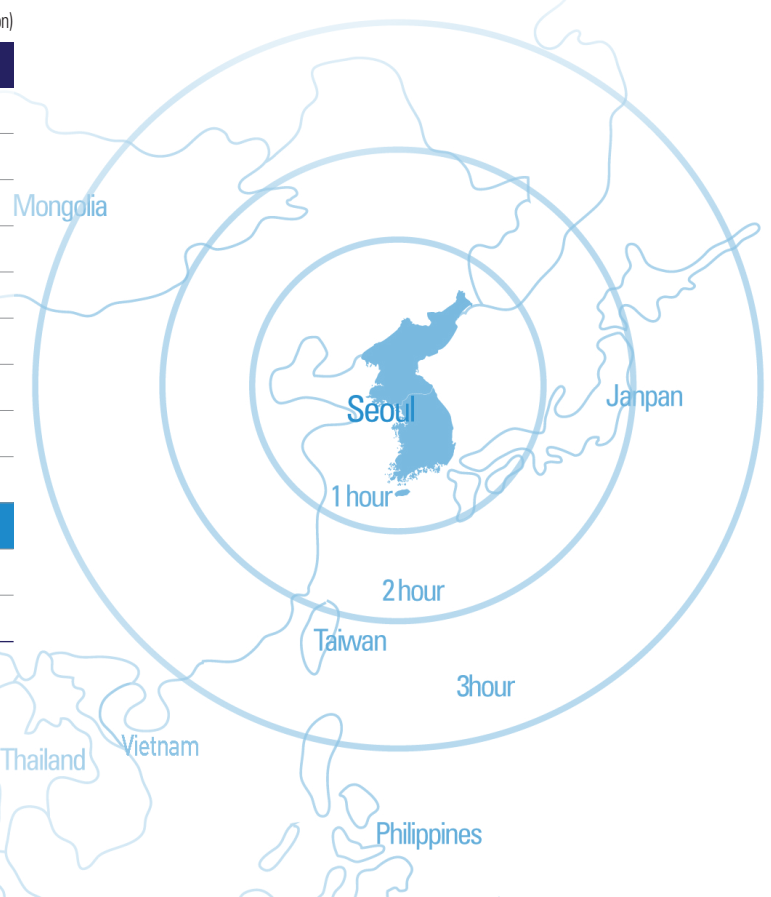
By the end of 2020, Korea is the 10th largest economy in the world, with a GDP of USD 1.6305 trillion. Korea has retained the credit rating of "AA" with a "Stable" outlook since Aug. 2016.

GDP Ranking and Sovereign Credit Ratings of Major Economies

(Unit : USD billion)

No	Country	GDP	Sovereign Credit Rating
1	United States of America	20,936	AA+
2	People's Republic of China	14,722	A+
3	Japan	4,975	A+
4	Germany	3,846	AAA
5	United Kingdom	2,744	AA
6	France	2,630	AA
7	India	2,622	BBB-
8	Italy	1,886	BBB
9	Canada	1,644	AAA
10	Republic of Korea	1,630	AA
11	Russia	1,483	BBB-
12	Brazil	1,444	BB-

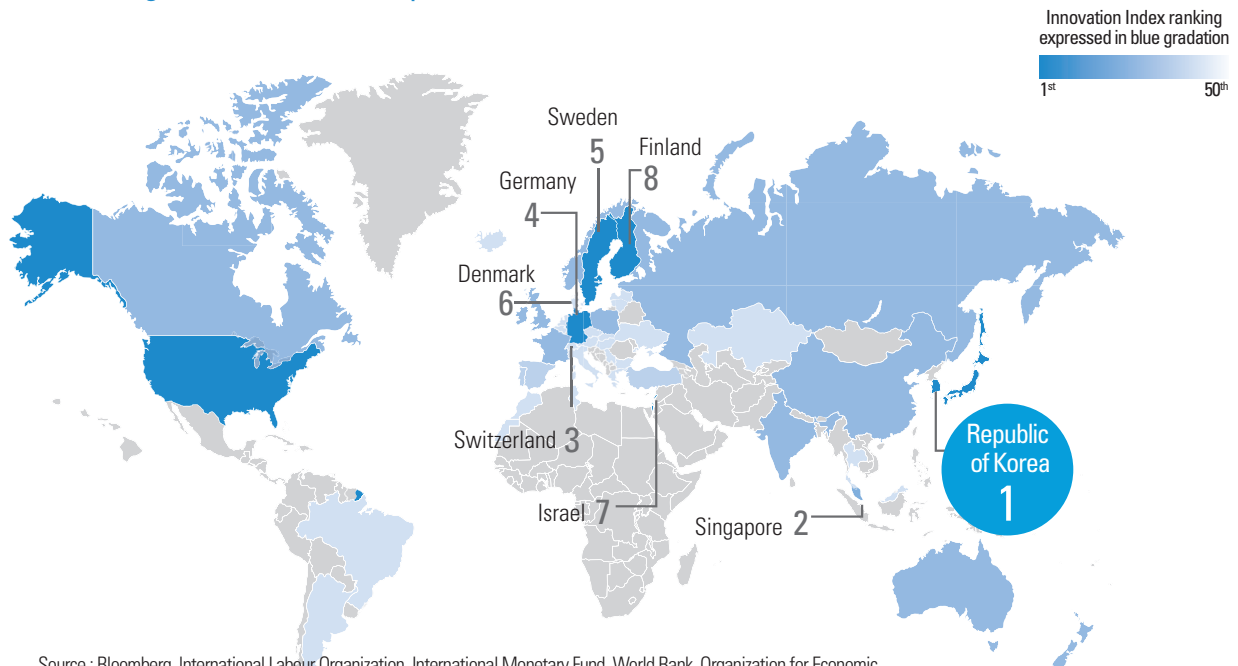
Source : World Bank, S&P Global, 2022



Competitiveness of Korean Economy

Korea was ranked the world's 1st in the 2021 Bloomberg Innovation Index, in which the U.S. media company Bloomberg evaluates a nation's degree of innovation. Korea was also ranked 5th in the World Bank's Ease of Doing Business Index.

2021 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	United Kingdom
9	Norway
10	Sweden

Source : World Bank Group, 2020

Rule of Law Index

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

Source : Rule of Law Index, 2021
World Justice Project

Number of Top Global Brands

No.	Country
1	People's Republic of China
2	Germany
3	United States of America
4	Italy
5	Japan
6	India
7	Netherlands
8	France
9	Spain
10	Republic of Korea

Source : UN Comtrade, 2020

World Top Trading Nations

No.	Country
1	People's Republic of China
2	United States of America
3	Germany
4	Netherlands
5	Japan
6	Hong Kong
7	Republic of Korea
8	Italy
9	France
10	Belgium

Source : UNCTAD, 2020



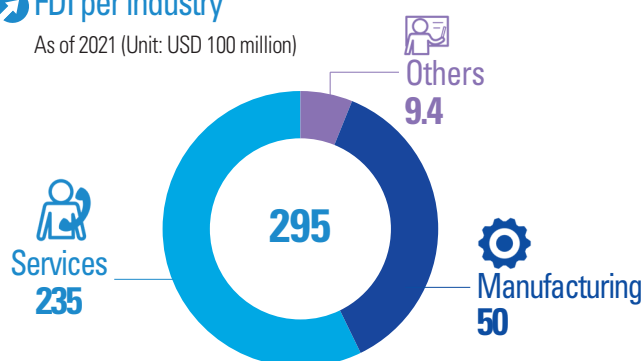
Creating a Foreign Direct Investment-friendly Environment

The Korean economy has advanced and globalized after overcoming the aftermath of the Asian financial crisis and created an environment where Foreign Direct Investment (FDI) can prosper. To this end, Korea has designated 27 complex-type foreign investment zones, 3 service-type, and 79 investment-type foreign investment zones to vitalize FDI and facilitate an optimal business environment for foreign companies.

Although the global financial crisis induced by the COVID-19 pandemic reduced the world FDI dramatically, we attracted USD 2 billion Foreign Direct Investment (FDI) for six years in a row. The record-high FDI has contributed to the economic recovery and expansion of the domestic industrial supply chain, despite the economic impact of COVID-19. In particular, the growing investment in vaccines, biotechnology and hydrogen economy indicates Korea is a sound investment market in terms of both quantity and quality.

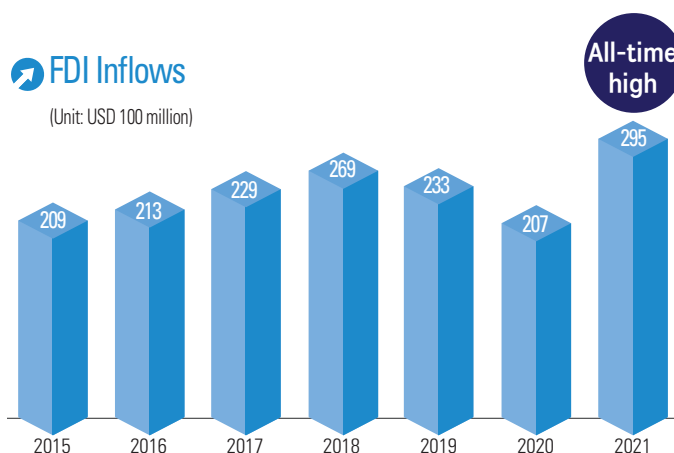
FDI per industry

As of 2021 (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	2020	2021
Total	13,071	13,673	16,286	14,548	19,000	20,910	21,299	22,943	26,900	23,329	20,747	29,514
Manufacturing	6,657	5,657	6,097	4,648	7,646	4,565	5,133	7,247	10,049	8,219	5,970	5,003
Services	6,302	7,269	9,602	9,848	11,188	14,731	15,512	15,459	15,583	14,759	14,354	23,570

Source: Ministry of Trade, Industry and Energy, Trends of Foreign Direct Investment, 2022

Financial Industry in Korea

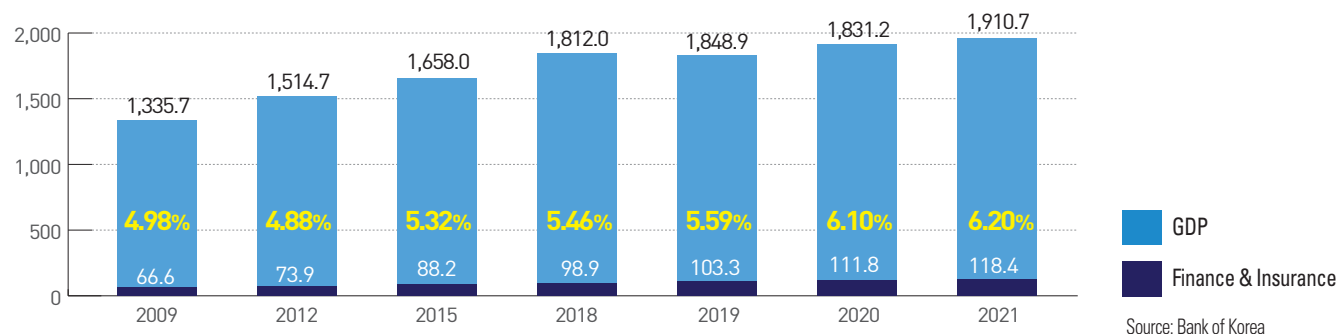
The financial industry in Korea has continuously grown, with the contribution of the finance and insurance industries to its GDP rising from 5% in 2009 to 6.2% in 2021. Market capitalization is also hovering at the global Top-10 level. Furthermore, Korea is laying a solid foundation to expand the financial market by accumulating the world's third biggest pension funds.

Current Status of Financial Institutions in Korea

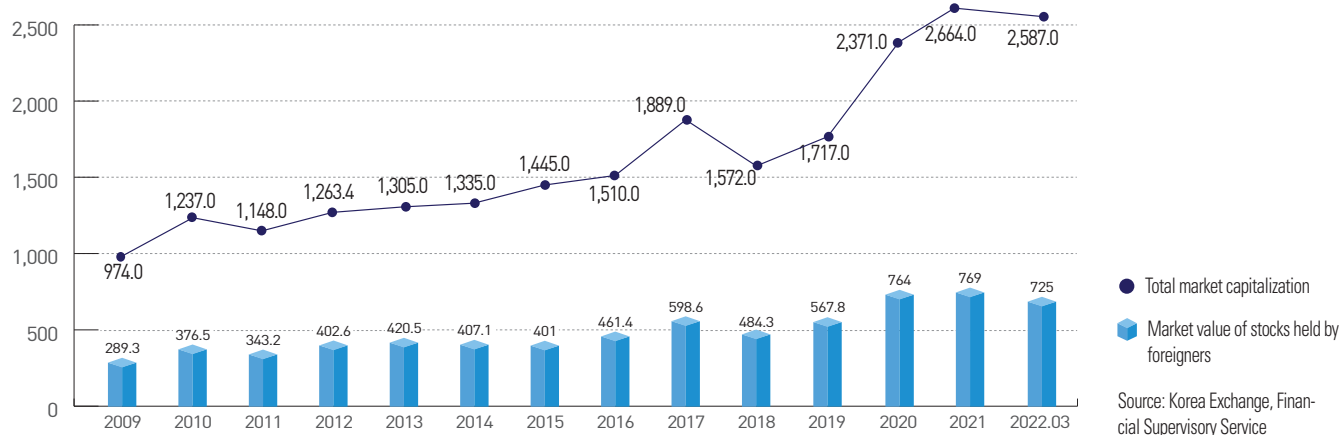
As of the end of Dec. 2021

Banks	Domestic banks 20, branch offices of foreign banks 35
Insurance	Life insurance 23, general insurance 30
Investment	Asset management 335, investment advisory 239, securities 58, real property trust 14, futures 4, and general finance 1
Credit-specialized	New technology financial group 74, lease 26, installment finance 23, credit card 8
Savings Banks	79
Mutual	Agricultural co-op 1,118, credit union 873, forestry co-op 141, fisheries co-op 91
Financial Holdings	10

Weight of Finance and Insurance Industries (Unit: KRW trillion, %)



Aggregate Value of Listed Stocks and Foreigners' Holdings (Unit: KRW trillion)



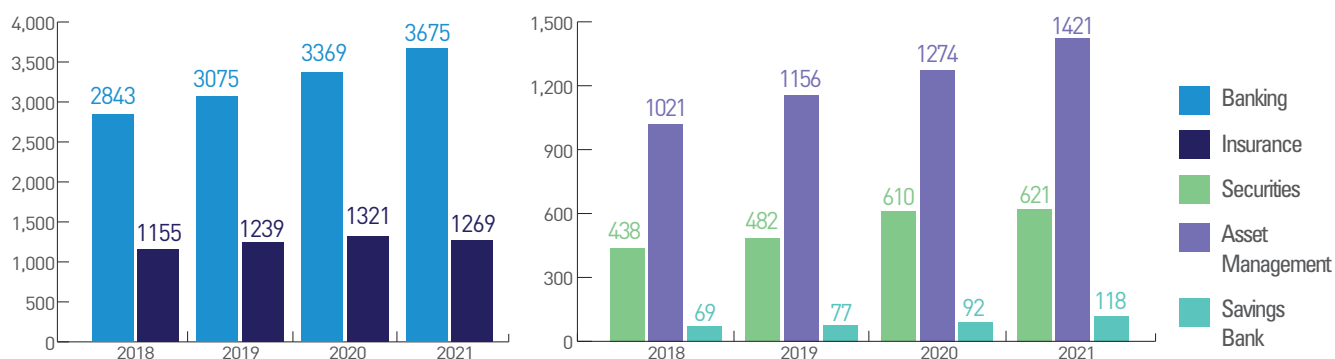
Pension Funds (Unit: USD billion)

No	Country	Pension Funds
1	Japan	1,719
2	Norway	1,305
3	Republic of Korea	765
4	United States of America	651
5	Netherlands	607

Source: Financial Services Commission, Pionline 2020

3rd Republic of Korea

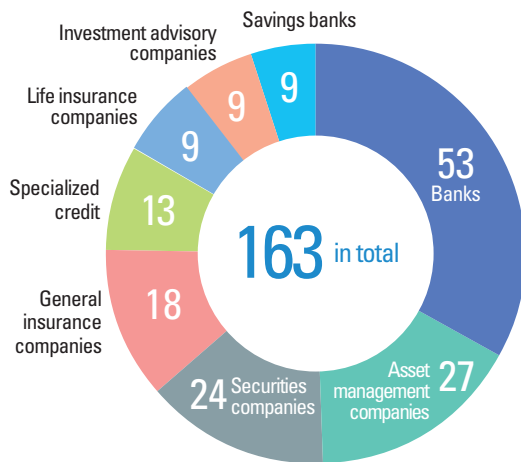
Asset size per Industry (As of the end of each year; unit: KRW trillion; Source: Financial Supervisory Service, Korea Federation of Savings Banks, Korea Financial Investment Association)



Current Status of Foreign Financial Institutions in Korea

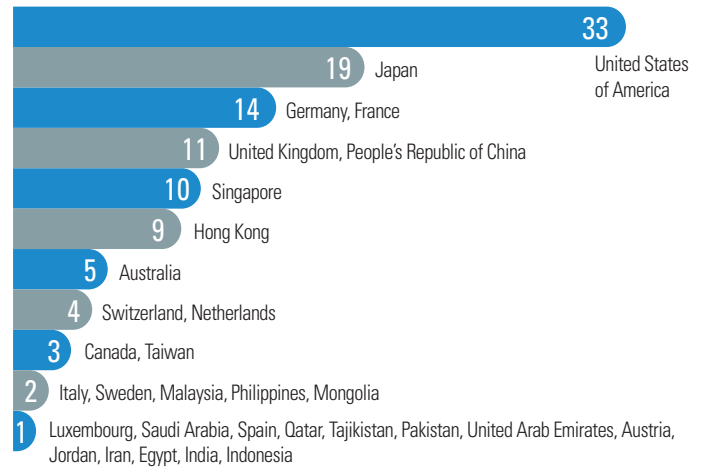
As of Dec. 2021, a total of 167 foreign financial firms are operating in Korea. When broken down into industries, these include 53 banks, 27 asset management companies, 24 securities companies, 18 non-life insurers, 13 credit finance companies, 9 life insurers, 9 investment consulting firms, and 9 savings banks.

Foreign Financial Institutions in Korea per Industry



Source: Financial Supervisory Service, branch offices included

Foreign Financial Institutions in Korea per Nationality



Regulatory Sandbox

The Regulatory Sandbox* system is unleashing various services that can improve the quality of life of the public. Since its introduction on Jan. 17, 2019, a total of 688 projects have been approved as of the end of May. 2022. Among those, 646 projects (or 94%) were commercialized or acquired temporary permits.

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

Current Status of Investment Attracted * per Sector

(Aggregated as of Dec. 2021)

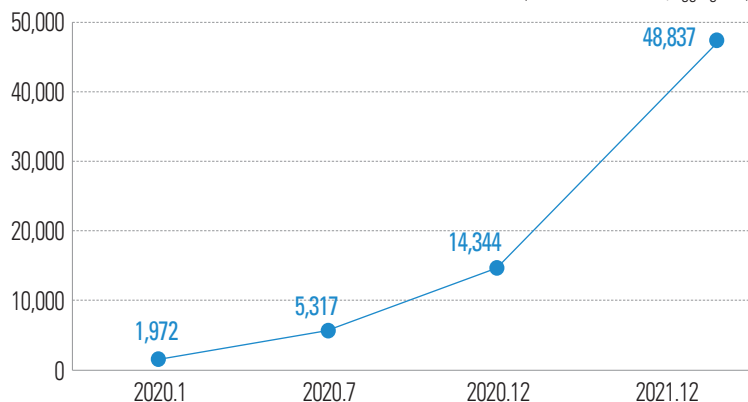
(Unit: KRW 100 million)

Sector	Investment Attracted
Convergence of ICTs	1,076
Convergence of Industries	2,550
Innovative Finance	21,498
Regulation-free Zone	23,572
Smart City	141
Total	48,837

* Sum of Venture Capitals (VCs) and independent investment from corporates

Current Status of Investment Attracted per Time Point

(Unit: KRW 100 million, aggregated)



Source: Financial Supervisory Service

About Busan



Global Financial
Centres Index (GFCI)

Ranked **30th**
in the GFCI

The evaluations of competitiveness
for the major financial centres
(Mar. 2022)

Global Green
Finance Index (GGFI)

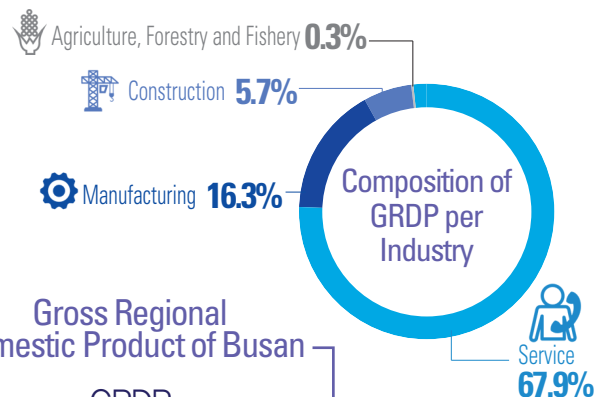
Ranked **22nd**
in the GGFI

The evaluations of the green finance
offerings of financial centres
(Apr. 2022)

Overview

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

- Population **3,396,109** (Apr. 2022)
- Area **770.07km²**
- Average annual temperature **15°C**(2021)
- Average annual precipitation **1576.7mm**(2021)



Export

14,816

USD million
(2021)

Import

15,383

USD million
(2021)

Gross Regional
Domestic Product of Busan

GRDP
91.698 KRW trillion
(2020)

Source: Korean Statistical
Information Service



Green Smart City Busan

Busan is pushing ahead with creating a green smart city with a 15-minute life zone to enjoy a convenient and comfortable life.

15 Minute City of Busan to Live Together!



Gathering
People get together



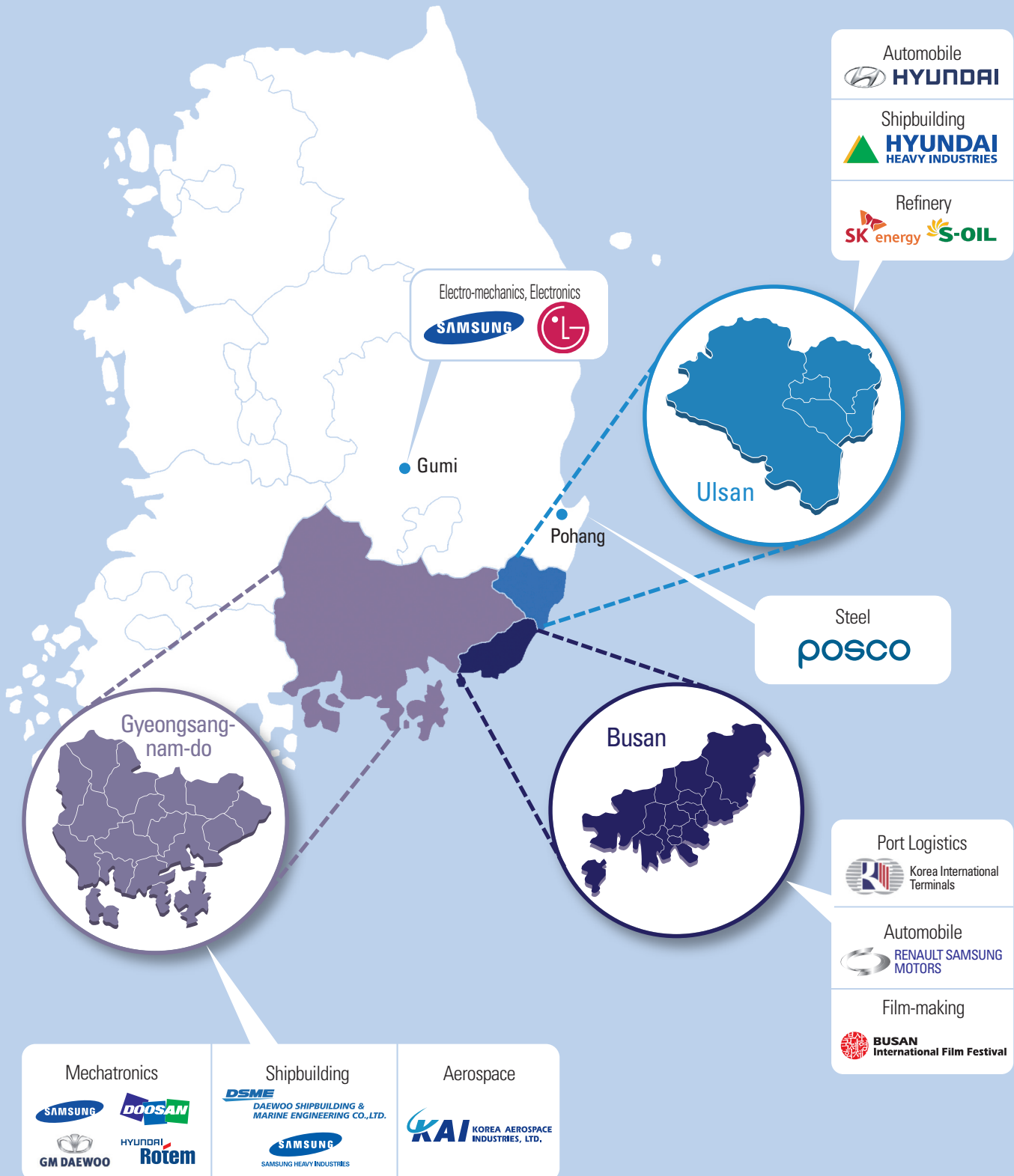
Eco-Friendly
In an eco-friendly living space



Sharing
Share safety and happiness

The Heart of the Bu-UI-Gyeong Megacity Economy

The global manufacturers of automobile, shipbuilding, electronics, and steel are located in Busan, Ulsan and Gyeongnam Province. Teaming up for the Bu-UI-Gyeong Megacity project will lead to a 1-hour commutable network of 7.6 million population in the area, creating synergies between finance and manufacturing.



Foreign Direct Investment and International Organizations

In 2021, Foreign Direct Investment (FDI) in Busan jumped by 85.4% from USD 300 million in 2020 to USD 560 million in 2021, and recorded the highest amount since 2017.

Despite various headwinds such as the prolonged COVID-19, the continuous rise in FDI proved that Busan was recognized as a safe and promising investment destination.

Current Status of Foreign Direct Investment in Busan (based on the report)

(Unit: USD 1,000)

Year	By Industry		By Type *excluding long-term loans	
	Manufacturing	Services	New Investment	Increased Investment
2021	225,982	336,518	277,298	227,418
2020	88,228	215,107	23,728	262,561
2019	28,064	269,761	125,522	170,307

Current Status of Foreign Companies

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

593 companies

(As of December 2021)

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)

Centum City



Center of Maritime Industry

Global Top Share of Orders Obtained for Vessels

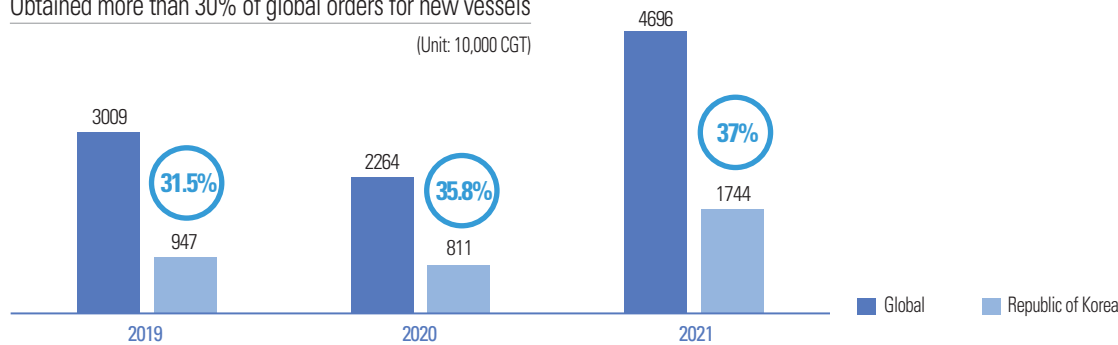
- Three Korean shipbuilding companies obtained the top share of global orders for three consecutive years (2019–2021)
- Korea boasts of world-class shipbuilding technology of LNG vessels, tankers, and container vessels, which are high value-added vessels
- Korea accounts for more than 89% of newly placed global orders for LNG vessels (2021)

World-class eco-friendly ship development technology

- Korea secures key technologies for eco-friendly hydrogen- and ammonia-powered vessels, as well as low-carbon/zero-carbon electric and hybrid vessels
- Hyundai Heavy Industries signed a contract to supply the world's first methanol-powered container vessel to Maersk (2021)

Obtained more than 30% of global orders for new vessels

(Unit: 10,000 CGT)



Source: Clarksons

Share of Orders Obtained per Vessel Type

	2019	2020	2021
Container	13.4%	19.4%	41.5%
LNG	43.9%	38%	24.2%
Tankers	20.8%	21.5%	12.2%
LPG	7.6%	4.7%	11.2%
Others	14.3%	16.4%	10.9%

Source: Clarksons

High value-added vessels (large containers, VLCC) 63% of placed global orders, vessels powered by eco-friendly fuel (LNG, LPG) 66% of obtained global orders (2021)



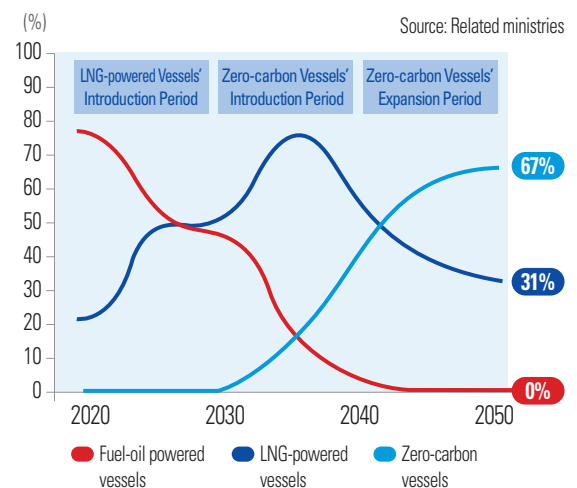


Implementing World No.1 Strategies for Korean Maritime Industry

- Train 8,000 shipbuilding workforce and increase productivity by 30% (by 2030)
- Create World's top ecosystem for eco-friendly and maritime autonomous surface ships
- Discontinue building of fuel-powered vessels by 2050



Expected trends of new shipbuilding tonnage by propellant type



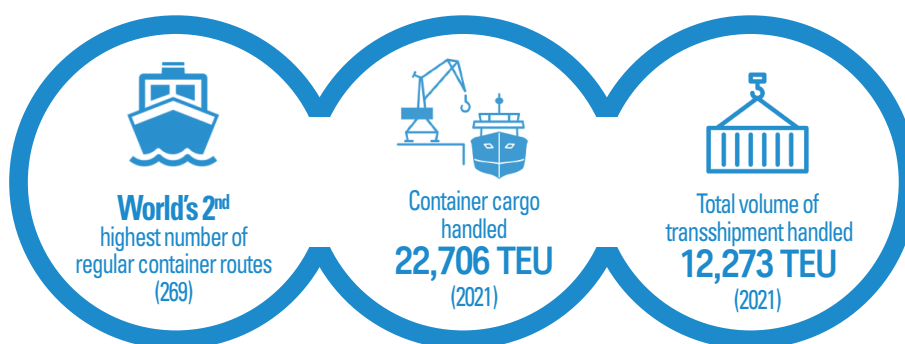
Globalizing Busan with New Tri-port

Innovations in logistics directly translate into national competitiveness in this rapidly changing era of the Fourth Industrial Revolution. Busan will become the center of global logistics powered by innovations in port and railway logistics, along with the construction of the new 24H Gadeokdo New Airport.



Busan Port: World-class Port Infrastructure

- Equipped with major port infrastructure including world's 2nd largest transshipment cargo and 7th largest container port
- Plans for establishing international maritime tourism base and eco-friendly waterfront with the development of North Port



Unit : 1,000 TEU

Global Ranking of Transshipment Cargo

No.	Country	Transshipment volume
1	Singapore	32,118
2	Busan	12,273
3	Tanjung Pelepas	8,542
4	Portklang	8,506
5	Dubai	7,340
6	Hong Kong	4,593

Source: Drewry Estimate, 2021

Unit : 1,000 TEU



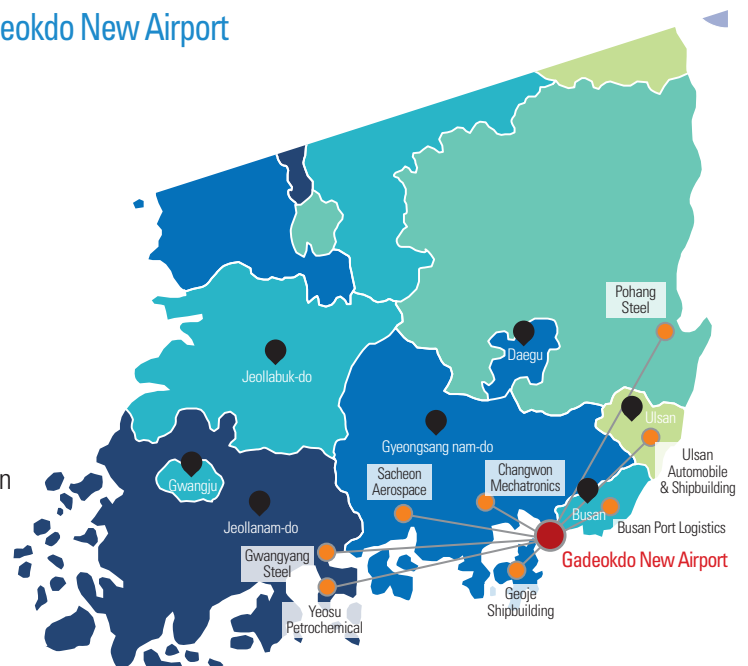
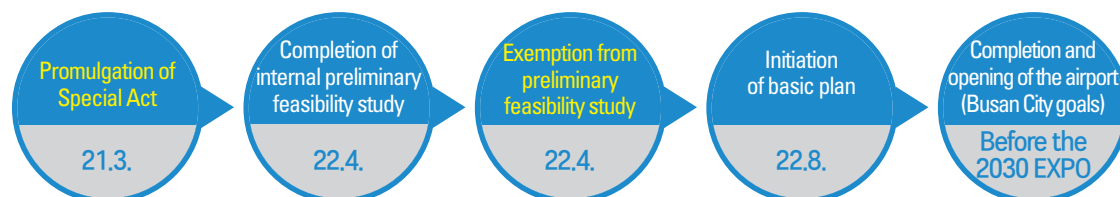
Innovations in Aviation Logistics: Construction of Gadeokdo New Airport

- An airport operating 24H without noise pollution
- Capacity: Accommodating 35 million passengers and 990,000 tons of cargo annually
- Accessible within one hour from Busan, Ulsan, and Gyeongsang Province

Progress Made

- Enactment of Special Act on Construction of Gadeokdo New Airport (Mar. 16, 2021)
- 2022 Business plan adequacy review / Initiation of basic plan
- 2023 Completion of basic plan
- Completion and opening of the airport before the 2030 Expo (Busan City goals)

Project Pipeline



Plan for World EXPO 2030 Busan Korea

Busan is actively promoting to attract the World EXPO in Busan under the theme of “Transforming Our World, Navigating Toward a Better Future.”



The bird's eye view of EXPO

Schedule for bidding and hosting the World EXPO 2030 Busan



Hosting Period	May.1 – Oct. 31, 2030
Venue	Part of North Port, Busan Metropolitan City
Participants	Around 200 countries and 34.80 million visitors
Expected Economic Value	Generate KRW 43 Tril. of produc- tion Trigger KRW 18 Tril. of added value Create 50 thousand jobs

EXPO – Why Busan?

1/ Ample experiences in holding international events

- 2002 FIFA World Cup and Asian Games
- 2005 APEC Summit
- 2014, 2019 ASEAN-Republic of Korea Commemorative Summit

2/ Excellent global exhibition capacities

- Asia's 4th and world's 9th global MICE city
- Rich exhibition infrastructure, like Busan Exhibition Convention Center (BEXCO), and human resources
- Designated as international meeting complex zone by the Korean Ministry of Culture, Sports and Tourism in 2020

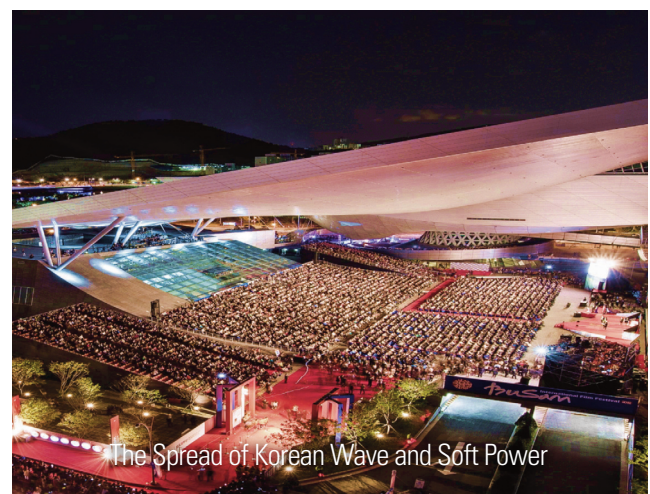
3/ Easy access and global business environment

- Highly accessible by plane, train, road as gateway city of Northeast Asia
- Trans-Pacific exchanges with the People's Republic of China, Japan, and Russia
- World's 7th largest port city with logistics, finance, Information and Communication Technology (ICT) networks

4/ Attractive international tourist city

- Blessed with natural environment, surrounded by ocean, rivers, and mountains
- Diverse high-quality tourism infrastructure
- Selected as International tourist city by the Korean Ministry of Culture, Sports and Tourism in 2020

Expected Benefits



A Leap Forward as a Digital Financial Hub

The Busan Metropolitan City has newly established the Finance and Blockchain Division in 2021 and the Busan Blockchain Industry Association to focus on fostering a blockchain industry ecosystem and step up to become a digital financial hub. Furthermore, Busan has applied innovative services applying blockchain technology, such as blockchain integrated service B PASS and Dongbaekjeon, and is developing into a future financial city.



- Identification: Busan Citizens' Card, Family Love Card, Library Membership Certificate, City Hall Visitor Certificate, etc.
- Connected with four major project apps of the special zone: Logistics, tourism, public safety, digital voucher
- Certifies 30 types of public certificates, such as Resident Registration Certificate, Certificate of Military Service, University Graduation Certificate, etc.

Commercialization of Innovative Financial Services

As part of the block chain innovative service demonstration project, a local currency, Dongbaekjeon (by BNK Busan Bank) and a real estate investment service based on STO, BBRIC have been commercialized.



Creation of a Blockchain Cluster



Busan Digital Virtual Asset Exchange Establishment Plan

Busan Digital Virtual Asset Exchange will provide different asset trading services for cryptocurrencies such as Bitcoin, STO, NFT and others.



Busan International Blockchain Business Center (BIBC) Establishment Plan

Blockchain consortium will form an industrial ecosystem with more than 3,000 regular blockchain experts (scheduled for 2025).

-Medium, Tesla, NHN and others will move in.



Hosting Digital Finance Festivals

The festivals introduce investment contents centered on consumer finance including virtual assets as well as the latest trend and technologies in the financial sector such as digital finance, FinTech, and blockchain.

NFT Busan 2021



10,000 visitors

Approx. 8,000 offline and 1,500 online



Blockchain Conference, Corporate PR, NFT auction, etc.

Busan Money Show



100 companies **250** booths

Finance Publicity Hall, Digital Finance Technology Hall, Metaverse Hall, etc.



Investment Relations (IR) Show and networking party held for investment in and fostering of financial startups



About Busan Financial Hub

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

Enhancement of Busan's Reputation as a Global Financial Hub

- Busan ranked 30th in the Z/Yen's Global Financial Centres Index (GFCI 31, Mar. 2022)
- One of nine future financial hub cities selected by CNN, US (Sept. 2014)
- "Busan Finance Center" became the 34th official member of "FC4S," International Network of Financial Centres for Sustainability (May. 2021)
- Ranked 22nd in Global Green Finance Index (GGFI) (Apr. 2022)



The Global
Financial Centres
Index



FC4S

FINANCIAL CENTRES FOR SUSTAINABILITY

Overview of Busan International Finance Center (BIFC)

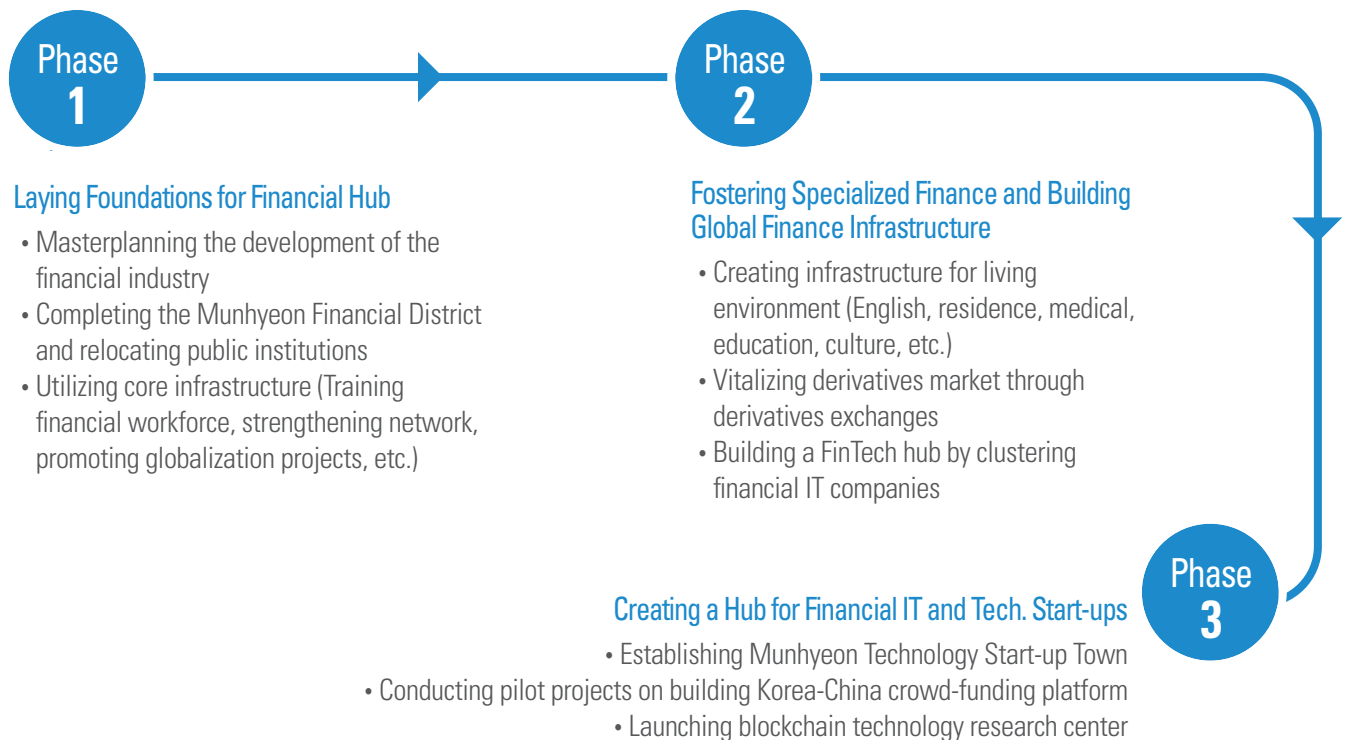
- Location: 40 Munhyeongeumyung-ro, Nam-gu, Busan, Korea
- Area: 102,352m²
- Complex Development Project

Category	Phase 1	Phase 2	Phase 3
Land Size	24,856m ²	12,276m ²	10,293m ²
Application	Offices, commercial facilities	Offices, studio apartments, 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	First half of 2022-second half of 2025 (expected)
Development Status	Move-in completed in Dec. 2014	Completed in Nov. 2018	TBD

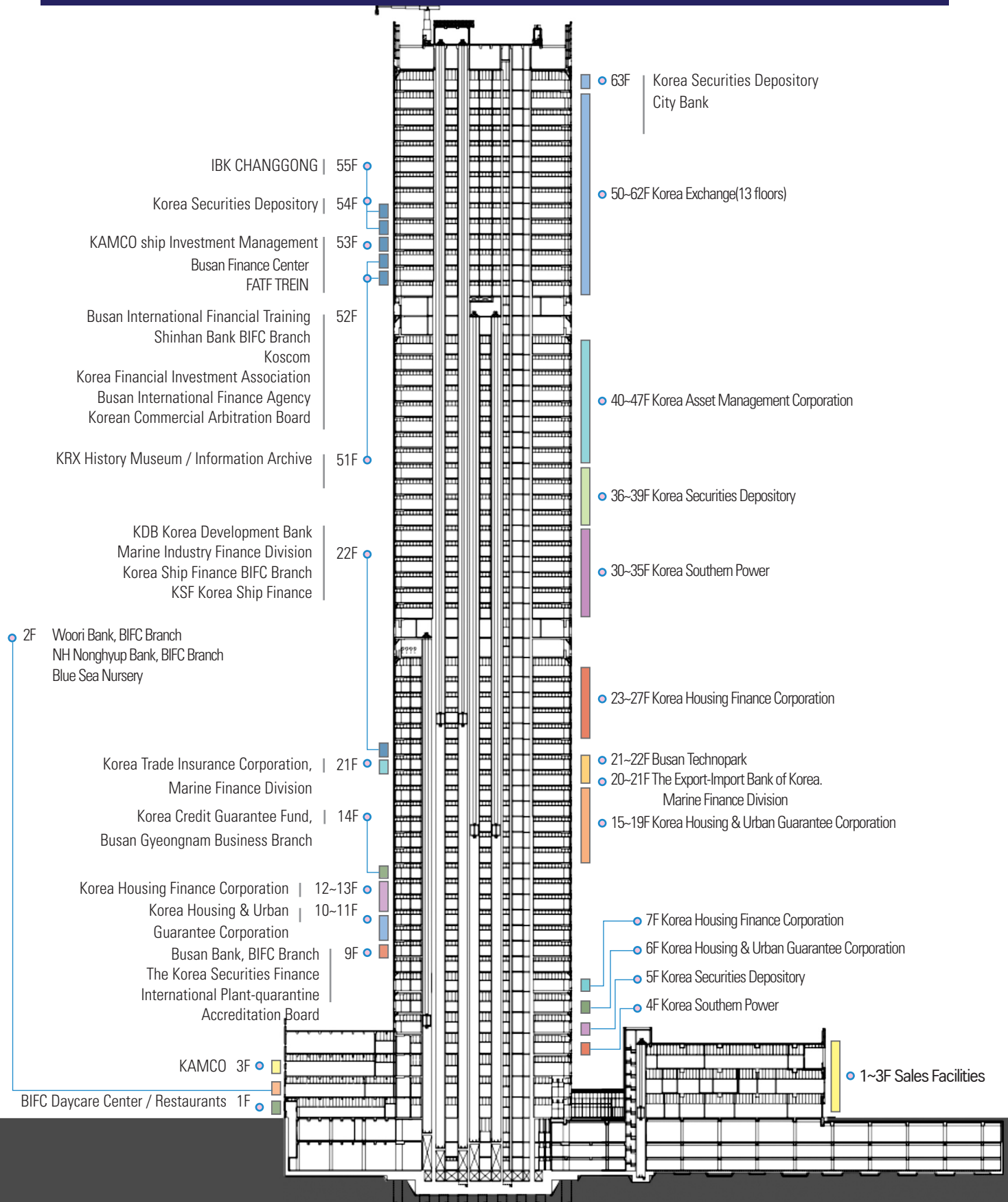
- Individual Development Project

	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

10 public
financial
institutions

10 private
financial
institutions

5 finance
related
institutions

1 international
organization

7 other
institutions

- Around 4,400 employees in 33 organizations as of Nov. 2022

Total Assets of Tenant Institutions in BIFC



Assets of major tenants

261.13 KRW trillion

(As of Dec. 2021)

(Unit: KRW trillion)

Korea Asset Management Corporation	7.50
Korea Securities Depository	4.73
Korea Technology Finance Corporation	4.31
Korea Exchange	8.12
Korea Housing & Urban Guarantee Corporation	8.37
BNK Busan Bank	67.07
Korea Housing Finance Corporation	161.63

Building a Cluster Specialized in Global Maritime Finance and Derivatives

- Marine Finance Center, KAMCO Ship Investment Management relocated to Busan.
- Korea Ocean Business Corporation was established.
- Derivatives Research and Development Center was established within Korean Exchange (KFX).
Gold Spot Market and Carbon Spot Market launched in BIFC. KRX designated as OTC Derivatives Trade Depository.



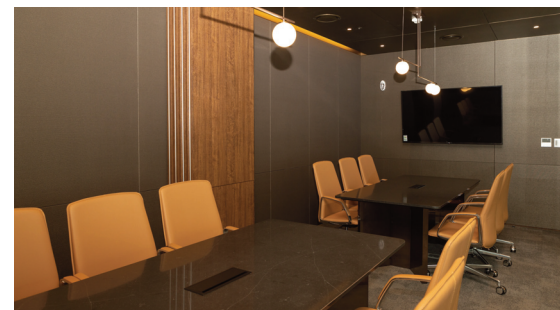


BIFC Finance Cluster (63F, BIFC)

BIFC 63 Global Finance Cluster was established in 2021 for the business of international financial institutions and organizations. Enjoy the best scenery of Busan and top-notch office on the 63rd floor of BIFC. For those who wish to move in, please feel free to contact anytime to apply for an office.



- Foreign financial institution planning to move in BIFC with at least one full-time employee
 - FinTech-related foreign company
 - Korean and global venture capital of more than KRW 5 billion fund in recent 3 years
 - Finance-related government authorities, public institutions, and UN-affiliated international organizations





B-Space (21-22F, BIFC)

B-Space is a dedicated promotion facility for blockchain companies, established in line with the blockchain regulation-free zone regulations. B-Space houses offices in various sizes and offers tested infrastructure, and provides various programs to support and facilitate networking between blockchain companies.



Main lounge



Office pantry



U-Space (11F, WeWork BIFC, 133, Jeonpo-daero, Nam-gu, Busan)

U-Space is a platform to nurture digital innovative finance jointly built by Busan Metropolitan City, BNK Financial Group, Global FinTech Industry Promotion Center and WeWork in Oct. 2019. As of 2022, about 40 fintech companies have moved in and have been incubated and nurtured.



Main lounge



Office pantry



Office space

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 ¹⁾ Income Tax ¹⁾	Financial institution with an investment of over KRW 2 billion and more than 10 regular employees	100% tax exemption for three years from the first tax year when the first income is made, 50% for the next two years		Not applicable	
Property Tax ^{1) 2)}		100% tax exemption for three years from the first date when tax liability is formed		Not applicable	
Acquisition Tax ^{1) 3)}		100% tax exemption for acquired property after startup (or new establishment) until Dec. 31, 2023		Not applicable	
Entrance Subsidy ⁴⁾	Financial institution which establishes regional headquarters managing more than three countries or headquarters in Korea	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 ⁴⁾	Financial institution with more than 10 regular employees for the last three months	KRW 600,000 per new employee after movement into BIFC (for up to six months, up to KRW 200 million per institution)			
Education/ Training Subsidy ⁴⁾	Financial institution with training for more than one month to recruit more than 10 Korean employees	KRW 600,000 for education/training per new employee after relocation to BIFC (for up to six months, up to KRW 200 million per institution)			
Business Facility Installation Subsidy ⁴⁾	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 (Restriction of Special Taxation Act Article 121 (21-3))

3) Article 12 (2) of the Busan Metropolitan City Tax Reduction Ordinance (Restriction of Special Taxation Act Article 121 (21-3))

4) Busan Metropolitan City Ordinance on Financial Industry Promotion (Articles 5, 6, 7, 8, and 12)



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

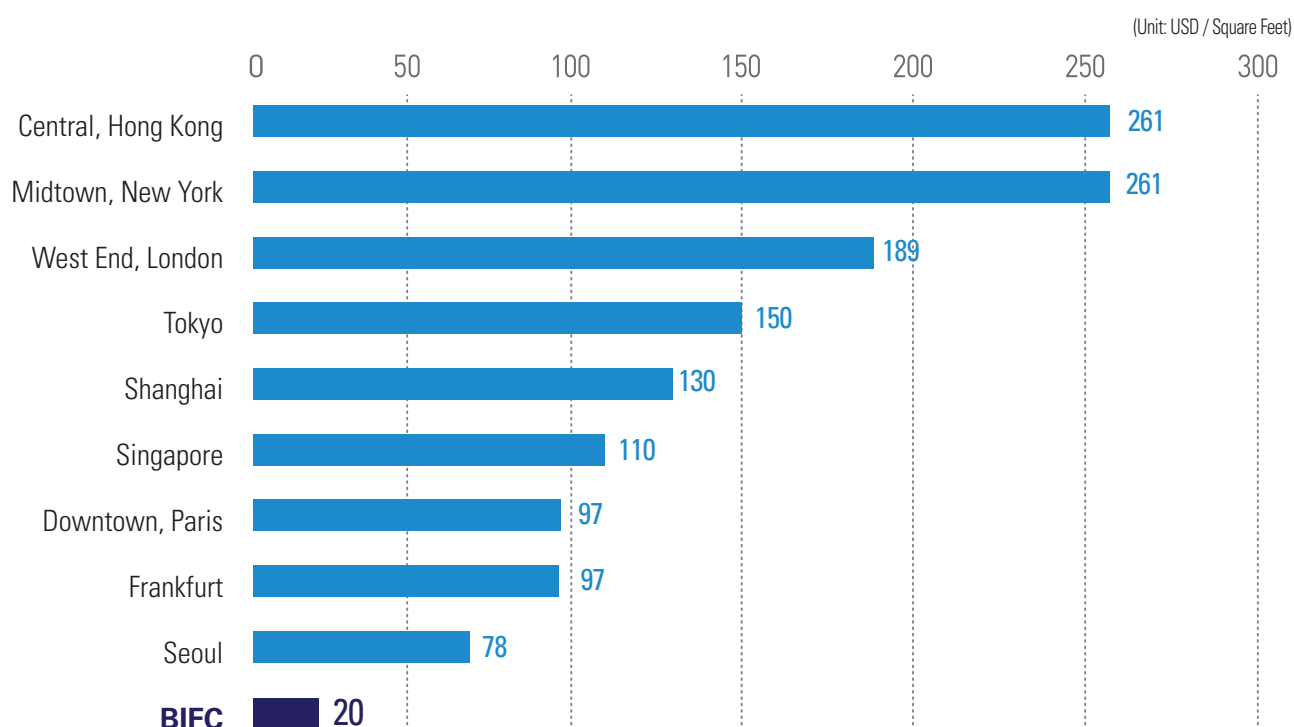
(Unit: %)

Country	2019	2020	2021
Australia	30.0	30.0	30.0
Canada	26.8	26.2	26.2
France	32.0	32.0	28.4
Germany	29.9	29.9	29.9
Italy	27.8	27.8	27.8
Japan	29.7	29.7	29.7
Republic of Korea	27.5	27.5	27.5
Luxembourg	24.9	24.9	24.9
Mexico	30.0	30.0	30.0
United Kingdom	19.0	19.0	19.0
United States of America	25.9	25.8	25.8

Source: OECD Stat, as of Nov. 2021

Reasonable Office Rent

- Competitive office rent compared to major global cities



Source: The JLL Global Premium Office Rent Tracker, 2021

Establishment of an 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 specializing in finance in Sep. 2018

University	Department (Major)	Degree	No. of Students
Pusan 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

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 Finance Center	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



Financial Expert Training Lecture



On/offline BIFC Finance Lecture

Every other Wednesday 14:00-16:00
(total 24 times a year)



Total number of attendees: 777
Access via YouTube: 5,656



Support for University Finance and Maritime Clubs

BUGS (Busan·Ulsan·Gyeongnam Security Investment Club Union)
Busan Maritime Expert Club



BIFC Finance Museum

BIFC runs the Finance Museum to help children, teenagers and college student who want to become a global financial expert in the future learn financial knowledge and experience the history of capital market. You can access the official website of Busan Finance Museum Road, viewing online museum of Korea Exchange, Korea Technology Guarantee Fund, Busan Bank, Bank of Korea's Busan. Securities Museum of Korea Securities Depository also open to the public.

Korea capital market museum (Korea Exchange)



The museum is a place where you can explore the history of the Korean capital market and experience the current market. About 600 artifacts show the trace of capital market, helping visitors experience main works in the market via advanced interaction media devices.

Tourist Information

Item	Details
Address	51F, Busan International Finance Center, 40 Munhyeon Financial-ro, Nam-gu, Busan
Available Hours	Monday to Friday (09:00-18:00), closed on public holidays
Contact	051-662-2559

Busan Finance Museum Road

<http://bfmr.busan.com>

You can visit the website to view the digital museum online.

Korea Securities Depository Securities Museum



Photo by courtesy of Korea Securities Depository

Busan Securities Museum was opened in Dec. 2019 in Busan, the global financial hub, to preserve paper securities as economic artifacts and to inherit the history of securities issuance. The museum collects, preserves and studies securities of rare value in a systemic way, while emphasizing the roles and importance of securities through the collection by display and education.

Tourist Information

Item	Details
Available Hours	Monday to Friday (10:00-17:00, last admission at 16:00)
Closed on	Weekends, public holidays and May Day
Admission	Free
Website	museum.ksd.or.kr
Address	2F, IFC Busan, 133, Jeonpo-daero, Nam-gu, Busan
Contact	051-519-0600, bsmuseum@ksd.or.kr



Photo by courtesy of Korea Securities Depository

BIFC Cultural Space and Accommodations



Avani Central Busan Hotel

The Best Choice for Staycation in the City, Avani Central Busan Hotel!

Avani Central Busan is the first branch in Korea launched by Minor International of Thailand which operates hotels and resorts across Europe, the Middle East, Asia, Africa, and Australia. Located in the Munhyeon Finance Complex, the center of financial hub, Busan and the heart of Yeongnam area, the hotel is not only popular among younger generation thanks to the signature color purple and modern interior design, but also available for customized banquets, events and weddings.

Location: Avani Central Busan Hotel (281 rooms), 133, Jeonpo-daero, Nam-gu, Busan

Rooms: 281 rooms

Deluxe King, Deluxe Twin, Premier, Junior Suite, Family Suite, Avani Suite (Tie Suite 2, Kids Suite 1)

Banquet hall: Avani Hall (457.01sqm), Bridge 1 (272.87sqm), Bridge 2 (85.44sqm), Bridge 3 (151.79sqm)

Facilities: The Cube (buffet restaurant-4F), The Garden (lounge & bar-3F), AvaniFit (fitness, indoor golf-6F), Avani Therapy (therapy-19F), 133 Sky Pocha (rooftop bar-36F)



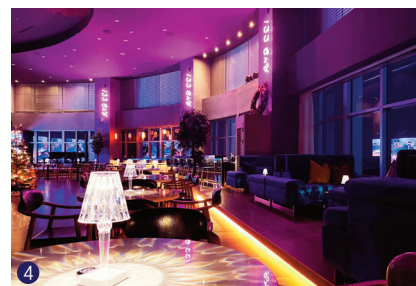
1



2



3



4

1 The Garden (lounge & bar-3F) 2 Avani Hall (wedding hall/grand ballroom-5F) 3 Avani Therapy (therapy-19F) 4 133 Sky Pocha (rooftop bar-36F)



The front view of Dream Theatre



Musical The Phantom of the Opera World Tour in Busan

Dream Theatre

Dream Theatre, the Largest Musical Theatre of Dream in Korea

Opening with *The Lion King* in April 2019, the theatre has become a landmark of Korean culture, staging a string of hits such as *The Phantom of the Opera*, *Wicked*, *Hadestown* for the first time in Busan while succeeding the steady seller musicals including *Cats*, *Mamma Mia!*, *Rebecca* and *Jekyll & Hyde*. It is a cultural space open to the citizens of Busan that presents musicals, concerts, and other performances along with exhibitions and other programs.

Location: 133, Jeonpo-daero, Nam-gu, Busan

Contact: Tel 1833-3755 www.dreamtheatre.co.kr



The entrance of the theatre



Inside of the theatre

Policies for Promoting Busan as a Financial Hub

Strengthening the competitiveness for the major financial centres and attracting financial institutions

- Enhancing Busan's position as a global financial hub and attracting foreign financial institutions
- Improving financial regulatory competitiveness and providing generous incentives
- Attracting relocated public financial institutions in a 2nd phase
- Promoting the exchange in the BIFC and hosting forums and seminars on maritime and derivative finance



Building a foundation for the growth of Busan

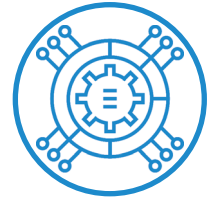
- Setting mid-to long-term strategies and promoting business for Busan, as a global digital financial hub
- Attracting and supporting financial technology companies in the FinTech sector, nurturing maritime and derivatives finance
- Strengthening network among marine, shipbuilding and logistics and building the human and hard infrastructure



Joint opening ceremony of foreign financial institutions at the Global Financial Cluster (Jul. 2022)

➤ Reinforcing cooperative networks at home and abroad

- Building and operating governance for Busan financial hub
- Expanding the global network and enhancing international activities



➤ Enhancing Busan's financial ecosystem in connection with BIFC tenant institutions

- Building cooperative network among region, industry, university and research and accelerating collaboration projects with BIFC tenant institutions
- Improving citizens' financial awareness based on BIFC and training workforce



➤ Policies that maximize the benefits of the real economy for promoting Busan as a financial hub

- Enhancing the support for the financial sector of the maritime and shipbuilding industry that transforms into the green industry
- Combining blockchains with shipping and maritime finance by taking advantage of Blockchain Regulation-free zone
- Encouraging the Korean and foreign financial institutions to invest in the infrastructure project including the new airport and the seaport redevelopment





Attractive Busan



Hub of Global Logistics, Maritime City

2nd

busiest transshipment
port in the world



7th

largest container port



World's 7th largest container port

22,706,000 TEU

National total

30,040,000 TEU

Import & Export

10,433,000 TEU

Transshipment

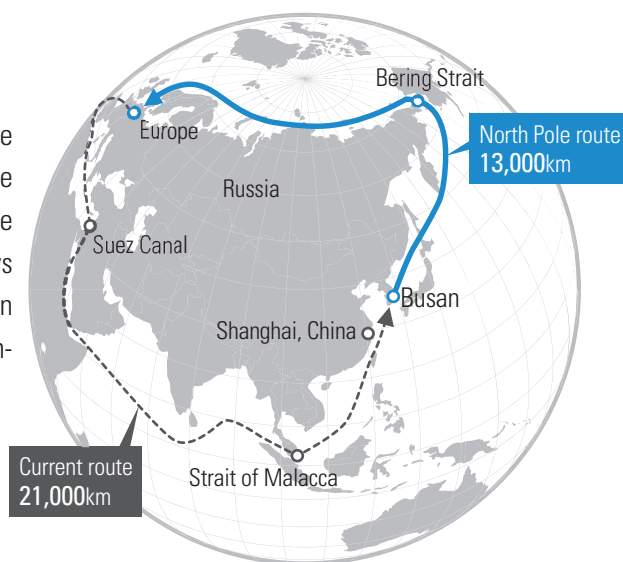
12,273,000 TEU

Source: National Statistical Portal, 2021.



North Pole Route

When voyage to the North Pole takes longer than 100 days due to global warming and other factors during 2030 to 2040, the North Pole route from Busan Port to Port of Rotterdam in the Netherlands will reduce shipping days by approximately ten days (or 30%) compared to the existing Suez Canal route. Located en route to North Pole, Busan Port is expected to step up as the central hub for maritime logistics.





Maritime Cluster

- **Maritime Cluster in Dongsam Innovation District – Heart of Maritime R&D**

Dongsam Innovation District is the home to 16 maritime and fisheries research centers and public institutions, including the 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 – Mega Port in Northeast Asia**

Busan New Port aims to develop as a mega port where ultra-large (30,000 TEU) vessels can approach by promoting the second new port with 21 berth capacity by 2040.

- **Maritime Industry Cluster in Wooam Pier at Busan Port**

Wooam Pier at Busan Port is transforming into an industrial cluster for maritime leisure vessels (e.g. Yacht and boat) and advanced maritime plants to cluster and promote the convergence of maritime and relevant industries.

- **Sea Food Industry Cluster**

Injected with KRW 128.5 billion of project fund and approximately 70,000 m² of land, the Sea Food Industry Cluster will be comprised of plants for developing seafood products, innovation and growth support center, multi-center for an export base, and others at Amnam-dong, Seo-gu, Busan.

International Tourist City

City of Tourism and Films

Busan, Lonely Planet's Best Place to Visit in Asia

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

189,116

Number of films produced (2018)

324 films in 79 countries

Total tourists
25.33 million
(2019)



Number of foreign tourists
2.68 million
(2019)

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

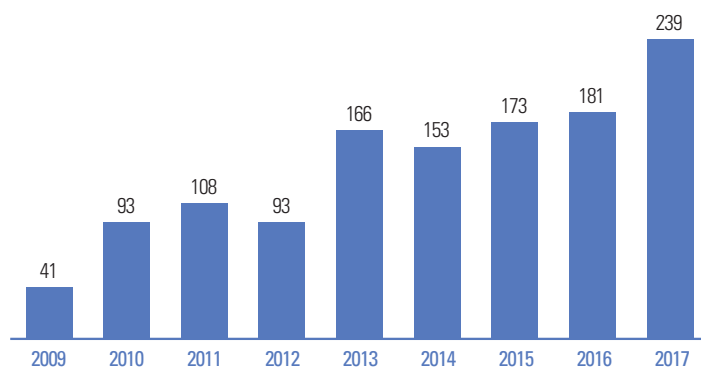
13th in the world in terms of number of international meetings held

* Source: Union of International Associations

Recent Major International Meetings

2011	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - The 10th World Council of Churches (7,000) - The 27th IUSSP International Population Conference (3,000)
2014	<ul style="list-style-type: none"> - The 9th International Aerosol Conference (7,000) - 2014 ITU Plenipotentiary Conference (3,000) - 2014 Conference of the Electric Power Supply Industry (3,000) - 2014 ASEAN-Republic of Korea (ROK) Commemorative Summit (3,500)
2015	<ul style="list-style-type: none"> - 2015 World Congress of International Stereoscopic Union (1,000) - CLEO Pacific Rim 2015 (1,000) - 2015 IDB-IIC Annual Meeting (3,000)
2016	<ul style="list-style-type: none"> - The 20th International Vaccine Congress (2,500) - The 7th World Fisheries Congress (2,000) - The 11th International ISSX Meeting (3,000) - The 4th Plenary Meeting of FATF (3,000)
2017	<ul style="list-style-type: none"> - ITU Telecom World (3,000)
2018	<ul style="list-style-type: none"> - AIDB Annual Meeting (5,000) - The 82nd International Electrotechnical Commission General Meeting (3,000)
2019	<ul style="list-style-type: none"> - 2019 ASEAN-ROK Commemorative Summit (5,000) - International Diabetes Federation Meeting (10,000)
2022	<ul style="list-style-type: none"> - Commemorative event for Together Day (700)

The Fastest Growing Convention City in the World



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, United States, 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

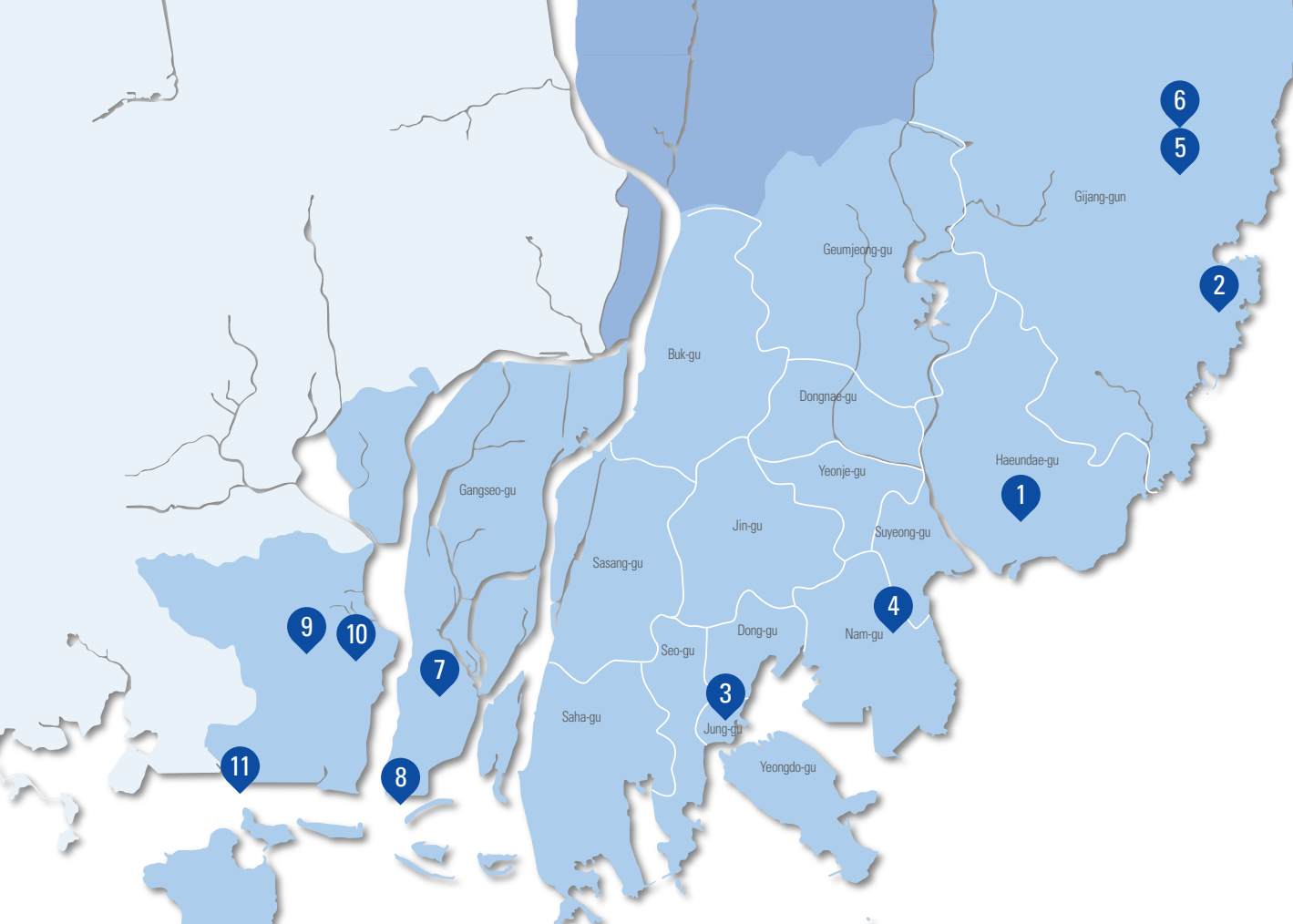
- Completed construction of the Busan Global Cloud Data Center for LG CNS (May 2013)
- Opened Cloud Innovation Center for Amazon Web Services (AWS) (Sep. 2016)
- Completed construction of IT Center for BNK Financial Group (Jan. 2019)
- Completed construction of a data center* for Microsoft at Mieum Industrial Complex (Jun. 2020)
 - ※ To be established as a legion composed of 6 data centers. Remaining 5 data centers to be constructed consecutively in line with data demands.
- Signed a Memorandum of Understanding (MOU) for investment in the construction of One Asia Network's cloud data center (Jun. 2021)

ICT Projects

- Developing workforce to prepare for the Fourth Industrial Revolution (e.g. Blockchain, AI, cloud, Internet of Things (IoT), etc.)
 - Actively train talents for future new technologies and industries
 - Preemptively respond to the Fourth Industrial Revolution and secure innovative growth engine in Busan
- Pursue Busan Eco Delta Smart City and Sasang Smart City
 - Create smart cities utilizing ICT technologies to improve urban problems, like traffic problems, environmental problems, housing problems, and inefficient facilities.

Workforce 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 Donggeui University
 - Established a 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 the competitiveness in the manufacturing industry through technology developments in "Smart Factory," including IoT, big data, cloud, AI, cyber security and others
- Established ROK-ASEAN ICT Convergence Village and base center for ASEAN students (follow-up project for 2019 ASEAN-ROK Commemorative Summit)



Major Development Projects

Centum District-2 Advanced Urban Industrial Complex

As the largest advanced 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 the 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 Gwangalli – invite more than 2 million foreign and 26 million Korean 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 the 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 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.

5

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.



6

Ori General Industrial Complex

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



7

Eco Delta City Project

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



8

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.



9

Cloud Data Center Model Complex

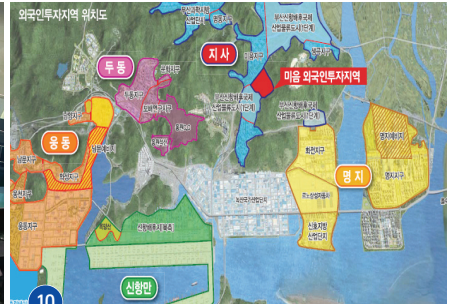
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10

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.



11

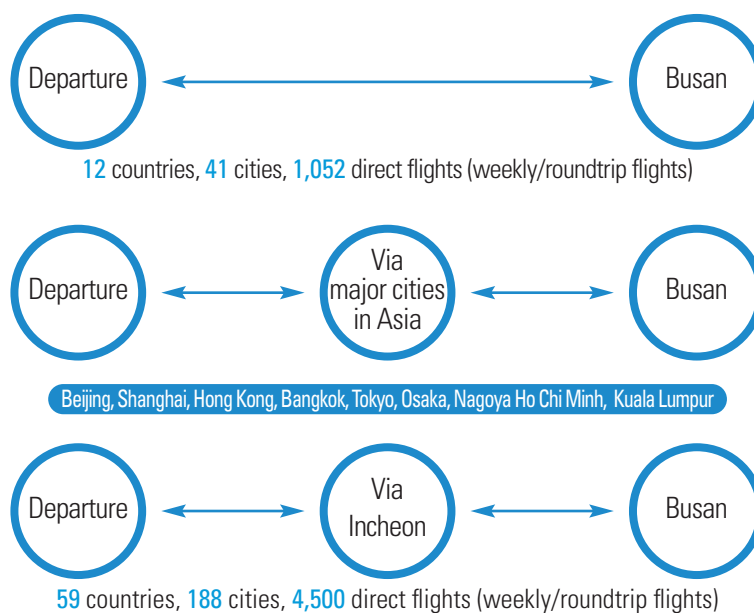
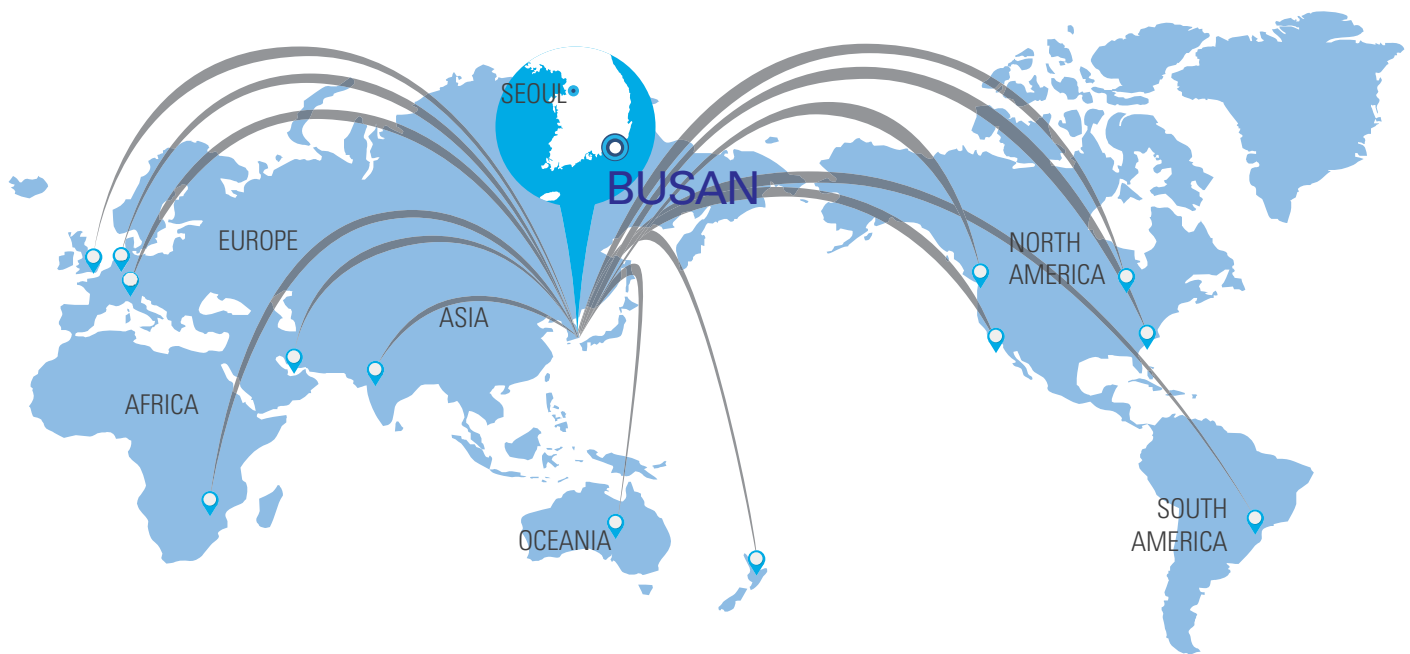
New Port Development Project

With the introduction of technologies of the Fourth Industrial Revolution, Busan New Port will develop into a smart and high-value-added logistics port. The zone will renovate into a logistics hub that organically connects logistics, business, culture, and daily life.



Globally-connected City

Using Korea Train eXpress (KTX), it takes 2H17M from Busan to Seoul by train and 1H5M by flight from Busan to Seoul. For visitors transferring at Incheon International Airport while traveling from overseas, it takes 2H25M by train using KTX and 1H5M by flight to Busan. From Gimhae International Airport, the gateway to Busan, there are more than 1,000 direct flights to more than 40 cities every week and more than 10 million passengers use the airport annually. When traveling via Incheon International Airport, there are connections to 169 cities with 4,500 direct flights.



Foreigner-friendly City

Foreign Diplomatic Offices / Foreign Organizations

- Consulates (5 countries: United States of America, People's Republic of China, Russia, Japan, and Mongolia), Taipei Mission in Korea, Honorary Consulates (35 countries as of 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 (United States)	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

Hospitals

- As of Dec. 2018, there are 29 general hospitals (including university hospitals) with 12,645 beds and 132 hospitals with 12,765 beds within the Busan Metropolitan City.

Foreigner-friendly Living Environment

- Centum Marine City: Located with 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 to foreigners (medical/legal consultation), educational/cultural programs, and mobile counseling office.
- English FM broadcasting station (90.5MHz): Operating mentor programs between Koreans and foreigners, etc.

Safe Community Recognized by International Organizations

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



Institutions for Promoting Busan as a Financial Hub

Finance & Blockchain Division, Finance & Start-up Policy Bureau, Busan Metropolitan City

We, officials in charge of the Finance & Blockchain Division of the Busan Metropolitan City sets and implements policies to develop the financial industry as a future growth engine of Busan. In the fast-changing financial landscape across the world, we commit to ensuring that Busan steps up as a global financial city. Our commitment can be found in our active response to changes in the global financial environment and in attracting foreign financial institutions.

25F, 1001 Jungangdae-ro, Yeonje-gu, Busan, Republic of Korea (Zip code 47545)
(Yeon-san-dong)
Tel: +82-51-888-4871~4873 / 888-4881~4883
Fax: +82-51-888-4869
www.busan.go.kr



Busan Finance Center

Busan Finance Center (BFC) was launched in July 2020 as an incorporated association built on a public-private partnership to develop strategies for Busan to become an international financial hub and act on policy initiatives to develop the local finance industry. BFC, along with eight 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 – plans to prepare measures and execution strategies for Busan to step up as a financial hub, and work with related organizations to systematically pursue them. BFC is always wide open for any inquiry on investment related to Busan financial hub.

52F, Busan International Finance Center (BIFC), 40 Munhyeongeumyung-ro, Nam-gu,
Busan, Republic of Korea (Zip code 48400) (Munhyeon-dong)
Tel: +82-51-631-0294~0295 Fax: +82-51-631-0298
www.kbfc.or.kr



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 7th 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.

