



World EXPO 2030
BUSAN, KOREA

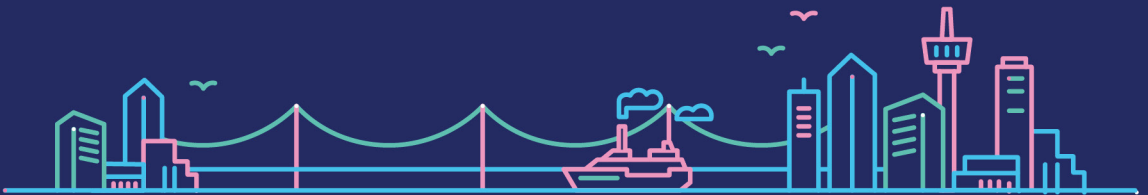


WORLD

EXPO

2030

BUSAN, KOREA



Schedule : May.1.2030 - October.31.2030 (184 days)

Site : Busan North Port Area, Korea

Theme: Transforming Our World, Navigating Toward a Better Future

BUSAN, KOREA

Busan : The Optimum Host for the World EXPO 2030

In June 2021, the Republic of Korea submitted a letter of candidature to the Bureau International des Expositions (BIE) for the hosting of the World Expo 2030 in Busan. Korea's second-largest city and greatest port city, Busan is an excellent choice for hosting the World EXPO 2030. The City of Busan is eager to host World EXPO 2030 on the basis of "3Ws" : well-developed; well-placed; and well-experienced.



1 Well-developed

- Busan has played a crucial role in Korea's path from being a recipient of economic assistance into a donor country within half a century.
- Busan is playing a leading role in the transformation process amidst the Fourth Industrial Revolution. On July 23, 2019, Busan was designated as a regulation-free zone for Blockchain technologies to test innovative technologies and foster related businesses. A center for Korea's future industries, Busan Eco Delta Smart City, is becoming a logistics hub of Northeast Asia.
- This thriving city now serves as a center for marine science and R&D, and a home to relevant institutions, such as the Korea Maritime Institute (KMI) and the Korea Institute of Ocean Science and Technology (KIOST).



2 Well-placed

- Busan is a transportation & logistics hub, and a connecting passageway from the Eurasian continent to the Asia-Pacific. It offers easy access to well-equipped infrastructure such as airports, high-speed railways and top edged ports.
- Busan is a much loved city with 40 million tourists visiting from many countries around the globe. Whilst a thriving metropolis, it also offers a captivating natural environment emanating from the harmony among the sea - including the seven beaches in Busan -, rivers and mountains. This fun and lively city is at the forefront of promoting K-Culture through the holding of various cultural events, including the annual Busan International Film Festival, Busan One Asia Festival, and G-STAR.



3 Well-experienced

- The municipality has an extensive experience of holding large-scale international events such as the Asian Games in 2002 and the APEC Summit in 2005. Meaningful events it has hosted include: the 2011 Busan World Development Institute General Assembly; 2014 ITU Plenipotentiary Conference; 2014 & 2019 ASEAN-ROK Commemorative Summit; the 2015 IDB Annual Meeting; and the International Federation of Freight Forwarders Associations (FIATA) World Congress in 2022.
- Busan, the 5th and 13th largest MICE city in Asia and the world respectively with outstanding talent pool and exhibition infrastructure (such as BEXCO), has outstanding expertise in hosting international exhibitions.
- This global megacity has full capacity and heartfelt aspiration to host the World EXPO 2030 and is indeed a powerful potential for the realization of the ideals of the Bureau International des Expositions.



Busan: Facts & Figures

Unparalleled Experiences in Hosting International Conferences & Events

- 2002 Asian Games, 2005 APEC Summit, 2014 & 2019 Korea-ASEAN Special Summit
- Designated as the Global Convention Complex by the Ministry of Culture, Sports and Tourism in 2020



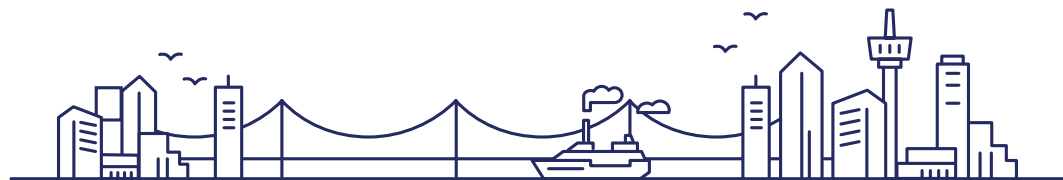
Unrivalled Expertise in Hosting International Exhibitions

- The 5th and 13th largest MICE city in Asia and the world respectively, hosting 239 international conferences (Source: UIA Statistics in 2019)
- Outstanding talent and exhibition infrastructure (BEXCO)



A hub connecting to the world

- Gateway city in Northeast Asia easily accessible via airport, railway, roads or ports
- Optimal geographic location: home to the second largest port of transshipment and the intersection of Eurasia and the Pacific Ocean, highly accessible from anywhere



A Cultural Hub that Leads K-Content

- The home of cultural events, including Busan International Film Festival (BIFF) and G-STAR
- Historical places such as Huinnyeoul Culture Village and Gamcheon Culture Village sit side-by-side with modern landmarks such as Haeundae, Gwangan Bridge and Centum City



Unmatched International Tourism City

- Engrossing natural environments created from the harmonious relationship of the sea (seven beaches in Busan), rivers and mountains
- Diverse and robust tourism infrastructure
- More than 120 Excellent 5 star hotels available for tourists



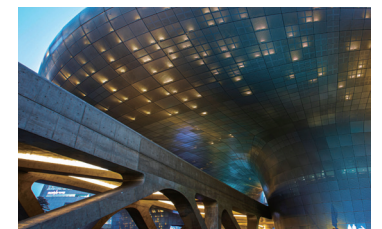
A Special Place in the History of Korea

- Korea's main point of interaction with the outside world since the ancient Gaya and Shilla periods 1,500-2,000 years ago via trade and cultural exchange
- A city that laid the foundation for Korea's economic development and the growth of global Korean companies following the Korean War



Future industrial city

- Center of technological research for eco-friendly mobility, shipbuilding, and hydrogen energy
- Busan New Port and Busan Eco Delta Smart City, a model of decarbonization realized through industry and infrastructure



Transforming Our World, Navigating Toward a Better Future

While the development of technology and the economy has been pursued as the way for better and happier lives, humankind is also facing unprecedented global challenges of climate crisis, the pandemic and digital divide. Dramatic and fundamental change, therefore, is called for to address them. To achieve this goal, Busan aims to host the World EXPO 2030 with the main theme of “Transforming Our World, Navigating Toward a Better Future”.

Under the main theme, sub-themes have been selected to address the three following global challenges: 1) climate change; 2) downsides of the digital transformation; and 3) inequality among and within nations. Each sub-theme correlates with the three pillars of the UN SDGs - people, planet, and prosperity.



Planet, Prosperity, People



Sustainable Living with Nature

- In the face of climate change and environmental degradation driven by rapid industrialization and economic development, the World EXPO 2030 Busan aims to serve as a platform to develop solutions to promote ‘sustainable life with nature’.



Technology for Humanity

- It will also present ways to implement and utilize future technologies to enrich our lives and provide solutions for a number of social issues such as digital alienation, digital divide, etc..



Platform for Caring and Sharing ‘People’

- It will provide an opportunity for humanity to navigate toward a better future by discussing ways to address various forms of inequalities among nations and within nations and ways to create a global social safety net.



Special attention for developing countries

- Korea will make the World EXPO 2030 Busan an opportunity to share with other countries its unprecedented story of transformation to a donor from a recipient in just half a century.
- Various forms of assistance will be provided for developing countries, including the construction of pavilions; arrangement of pre-events; provision of communications as well as operating, travel and lodging expenses, to name a few.



Korea, one team to host World Expo 2030

Along with the people of Busan, Koreans share a very strong aspiration to host the World EXPO 2030 in Busan. The central and local government, executive and legislative branches, private and public sectors alike, will engage in wholehearted efforts as one team in order to achieve it.

Full approval from the government



- The Bid Committee for World EXPO 2030 Busan was launched in July 2021 to conduct promotional activities for the bid.
- The Government Support Committee, Chaired by the Prime Minister, was launched in November 2021 to provide central government-wide support.

Bi-partisan support from the National Assembly



- The National Assembly provides bi-partisan support for the bid to host the World EXPO 2030 in Busan. The National Assembly Special Committee was formed last year, based on a Special Act passed with the bipartisan support for the bid.

Active participation of world leading businesses



- Representatives from Korea's top ten businesses (including Samsung, Hyundai, and SK) are member of the Bid Committee.

Strong aspiration of the public



- Busan citizens - over 90% of the whole demographic - are showing support for the World EXPO 2030, as it was demonstrated in a recent survey. Moreover, economic organizations, the media, civic groups and public institutions are members of the Bid Committee. This is a testament to the high level of public support and aspiration to host the World EXPO 2030 Busan.

The One and Only, World EXPO 2030 Busan, Korea

The World EXPO 2030 Busan will provide an opportunity for all participants to recognize global challenges and give thought to the environment and new ways of life for humankind.

The audience will become compelling witnesses to a new future as a transformation unfolds around the world before their eyes in real-time utilizing new technologies, such as AI, IoT and 6G.

The World Expo 2030 Busan will be a truly global festival, open to all. The journey we embark on will take us beyond the current crisis to usher in a new future for humanity and the entire globe.

Busan, which is at the center of Korean transformation, will set a new course toward a better tomorrow for the Earth and for humanity.





Transforming Our World,

Navigating Toward a Better Future



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World Expo 2030
Candidate