

Completion of Goyang MICE Industry Competitiveness

GOYANG MICE INCUBATOR

We introduce the Goyang MICE Incubator,
which will serve as a hub for training next generation
MICE experts through GCC GOYANG.
[Global Convention Complex GOYANG]



M E E T I N G
I N C E N T I V E S
C O N V E N T I O N
E X H I B I T I O N & E V E N T







Leap into a Global MICE City, Starts from GCC GOYANG!

* GCC GOYANG(Global Convention Complex GOYANG)

Goyang City aims to provide a platform for growth as a destination for international conferences with efficiency, convenience and amusement by fostering various high-tech industries, Korean Wave and cultural industries and expanding convenience facilities through GCC GOYANG.

GOYANG MICE INCUBATOR

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01 Goyang, a Global MICE City



The Goyang MICE Incubator carries out projects such as professional MICE education, consulting for resident companies, and support for start-up companies of university students to create a sustainable MICE industry ecosystem in Goyang.

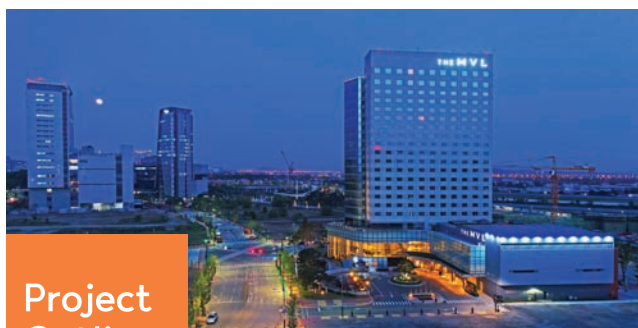
Through this, Goyang MICE Incubator will move forward to a hub of MICE human resources training of Goyang City.

What is GCC GOYANG?



As the local government's first MICE Specialized District located in Goyang, GCC GOYANG (Global Convention Complex GOYANG) refers to the area where the related facilities such as Lodging, Shopping, Culture, and MICE-Related Business in the surrounding area are concentrated around KINTEX, the largest exhibition center in Korea.

Having already recognized the MICE industry as a growth strategy industry, Countries and Cities around the world are continuously expanding investment and policy support for MICE industry. In line with this trend, Goyang established the Convention & Visitors Bureau which is exclusively responsible for Goyang MICE industry in November 2016 and accomplished the splendid feat of being selected as a 'Global Convention Complex' with Incheon and Gwangju in 2018. Through the development of GCC GOYANG, Goyang is looking forward to positive industrial ripple effects, such as MICE-related job creation and revitalization of the local economy, as well as a leap into a Global MICE City.



Project
Outline
& Goals



Hyundai Motorstudio Goyang	KINTEX
SONO Calm (Formerly, MVL Hotel Goyang)	

Project Overview

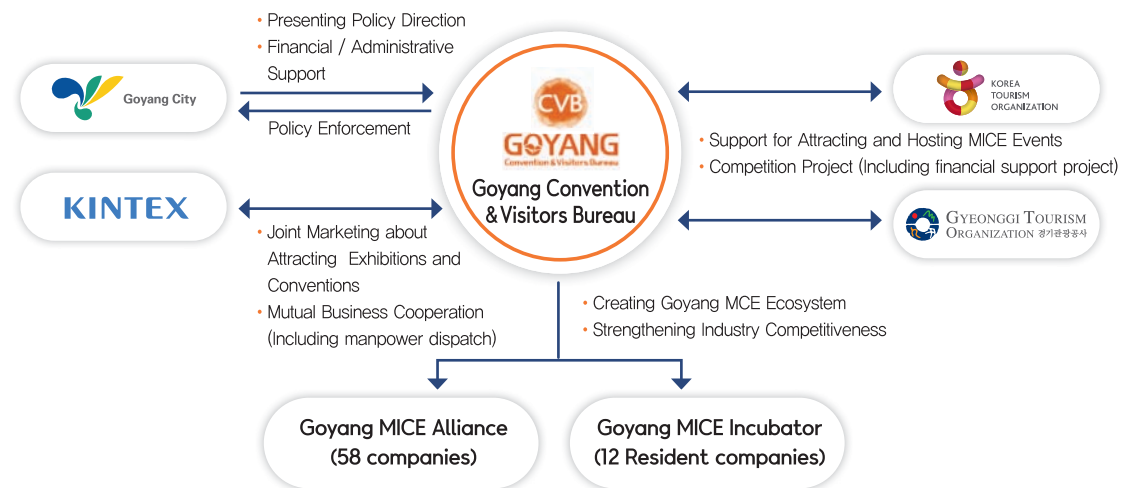
- District name : GCC GOYANG (Global Convention Complex GOYANG)
- Date of designation : 2018. 08. 27
(designated by Ministry of Culture, Sports and Tourism)
- District location : 217-60, Kintex-ro, Ilsanseo-gu, Goyang, Gyeonggi-do
- District area : 2,098,917.6m²
- Target site : The site adjacent to KINTEX, including KINTEX Exhibition Center 1,2 and the MICE Support Complex (approximately 1.35 million m²) and the Goyang Tourism Culture Complex (approximately 750,000 m²) was selected as the designated GCC zone.

Operation Goals

- To Enhance complementary functions among facilities by linking conference facilities, exhibition facilities and outdoor spaces and Enhance practicality as MICE Specialized Complex
- To Establish a sustainable MICE industry ecosystem centering on diverse stakeholders
- To Promote the expertise of MICE-related companies in Goyang City, through the operation of the Goyang MICE Incubator
- To Cultivate regional specialized human resources through nurturing Goyang MICE supporters, career-interrupted women and middle-aged supporters
- To Implement various partnership projects for building a continuous network between local business-experts-residents and local governments in GCC GOYANG

Vision of Goyang MICE Industry

“Leap into a Global MICE City leading Knowledge-Convergence”



We will become **GCC GOYANG** that carries out
3S (Sustainable, Smart, Satisfactory) Plans
to leap into a Global MICE City



Goyang City aims to provide a platform for growth as a destination for international conferences with efficiency, convenience and amusement by fostering various high-tech industries, Korean Wave and cultural industries and expanding convenience facilities through GCC GOYANG.

GCC
GOYANG

Designation
Status

Features of GCC GOYANG

- ‘Strengthening competitiveness of Goyang Global MICE Industry and Improving the citizens’ life quality
- Categorized into Two Complexes
 - KINTEX and Support Complex (approximately 1.35 million㎡) * Under construction of the KINTEX Exhibition Center 3
 - Goyang Tourism Culture Complex (approximately 750,000㎡)
- Scheduled to expand various convenient facilities for MICE participants (Guide System, Transportation Convenient Facilities and Tourist Information Center for Foreigners, etc.)



Facility Status

In order to create a Sustainable Goyang MICE Industry Ecosystem, linked facilities including large commercial facilities, hotels, lodgings and other MICE-Related businesses are gathered to form GCC GOYANG. We plan to host and attract large MICE events, create differentiated tourism resources, foster MICE-specialized companies and strengthen cooperation through the integration of facilities.

Classification	Facility name	Scale	
Professional Conference Facility	• KINTEX Exhibition Center 1 and 2	Indoor Exhibition Area: 108,566㎡ Scheduled to expand Exhibition Center 3	
Integrated facility	Accommodation	• SONO Calm Goyang(MVL Hotel Goyang)	826 Rooms(East Tower 377 Rooms, West Tower 449 Rooms)
		• K-Tree Hotel(Scheduled)	430 rooms
	Commercial Facilities	• Onemount	165,386㎡
		• Emart Town	99,753㎡
		• Hyundai Department Store	169,405㎡
	Concert Hall, Theme Park	• Hyundai Motorstudio Goyang	63,878㎡
		• CJ LiveCity(Under Construction)	20,000 seats

Goyang MICE Incubator, What kind of place is it?

The Goyang MICE Incubator aims to 'Create a virtuous cycle business ecosystem by fostering MICE-related operators and strengthening cooperation' through the activation of GCC GOYANG. We are trying to enhance the expertise of MICE operators in Goyang and create a sustainable MICE ecosystem by strengthening MICE job competency, training professional manpower, supporting PR marketing for resident companies, and conducting professional consulting.



Project Information

- Installation and Operation of the 'Goyang MICE Incubator' to foster MICE companies and train human resources in GCC GOYANG
- The form of the Goyang MICE Incubator is a system in which idle space is used to allow for move-in of MICE planning and related service companies
- Promotion of Professionalism of MICE industry personnel through specialized job training by Goyang MICE Incubator and 1:1 professional consulting system
- Support for domestic and overseas marketing of resident companies through regular briefing sessions invited by organizer and Support for participation in overseas fairs
- Operation of pre-entrepreneur education for university students and Support for MICE Start-up companies

Why is the Goyang MICE Incubator necessary?

The Goyang MICE Incubator offers various support programs specialized for resident companies according to the three major operation strategies: 'Educator, Accelerator, and Incubator'. As of September 2020, 12 companies are registered as resident companies, and are playing a hub role of training human resources for Goyang MICE Industry

Category	Major Roles	Programs
Educator	<ul style="list-style-type: none"> • Providing educational programs for Strengthening MICE capacity • Guide to Domestic and International MICE Trend and Policy • Operation of Special start-up programs related with MICE Industry 	<ul style="list-style-type: none"> • Educational Programs to enhance resident companies' capacity and job • Monthly MICE Regular Seminar • Education for Goyang MICE Supporters, Event-operation Personnel and Citizens
Accelerator	<ul style="list-style-type: none"> • Connection Between MICE Organizer-Service Provider • Activation of MICE Events in Goyang • Activation of MICE Industry Community in Goyang 	<ul style="list-style-type: none"> • Regular briefing sessions invited by organizer and Networking Party • 1:1 Consulting for resident companies through the use of the Head Professor System • Providing Professional Consulting such as Judicial affairs / Accounting / Labor
Incubator	<ul style="list-style-type: none"> • MICE Start-up Education • Commercialization of MICE-related ideas and Support for real start-up companies • Creation of MICE-related jobs for young people, women and middle-aged people 	<ul style="list-style-type: none"> • Operation of Start-up Education and Support programs for MICE personnel and university students in Goyang • Support for Goyang MICE incubator office space and financial affairs for Start-up founders • Link of job offer and job opening between Goyang MICE Supporters and Event-operation Personnel, Resident Companies

Benefits of Residency

Benefits from Residing in the Goyang MICE Incubator!

The Goyang MICE Incubator offers various support programs to support the growth of resident companies. We ask for a lot of interest of the start-up companies and SME officials who will play a leading role in the growth of the Goyang MICE Industry through Marketing, Consulting, MICE Education, and Start-up support.

Location 903, Office Building, 217-59, Kintex-ro, Ilsanseo-gu, Goyang, Gyeonggi-do

Target of Residency

Companies registered in domestic MICE-related associations and relevant organizations that have legal force such as Korea MICE Association, Association of Korea Exhibition Industry as MICE agencies (PCO, PEO) or MICE facility and service companies

Procedure of Residency



Conditions of Residency

- Resident companies must complete business registration in Goyang within 3 months of moving in
- Resident company contract is based on one year and can be extended later
- Resident companies are responsible for a certain amount of administrative expenses excluding rent of the incubator
- Resident companies must provide the purchase, sales related basis to Goyang when conducting the service and agency of events held in Goyang

Benefits of Residency

- Totally free training program
- Support for domestic and international marketing, including support for resident companies to participate in overseas fairs
- Providing professional consulting programs (Management Support / Accounting / Judicial Affairs, etc.)
- Participate in various meetings including MICE Alliance meetings, and presentations using the Goyang CVB network
- Support for shared office rental

Criteria for Selection

Based on the Goyang MICE Incubator residency review and evaluation table, we evaluate the company's capabilities, linkage with Goyang City's industry, marketability, and development potential. (Scheduled to post the recruitment of resident companies on the website of Goyang Convention & Visitors Bureau and GCC GOYANG)

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02 Goyang MICE Incubator Resident Companies



The Goyang MICE Incubator provides various business support for start-up company, one-man business, and SME business people by supporting specialized training in MICE field, participation in domestic and international exhibitions, and video production and professional consulting.

These are resident companies in Goyang MICE Incubator that will lead the next generation Goyang MICE Industry.

“ Hello, This is DNIC ”

DNIC is a company that combines experience and infrastructure. It is a complex MICE operation agency that provides all the services necessary for the event ranging from event planning and operation, professional agent service, service training and uniform production. Business is not career, but 'ability'. DNIC is growing every year as a reliable company that values promise with customers through endless efforts and research without settling for time and experience.



CEO Yoo Ji-Soo

? What Kind of Work Do You Do?

DNIC provides overall MICE related project operation services from the preparation stage of the event to the post settlement after the event. DNIC is striving to realize our customers' goals anytime and anywhere in a space to communicate with customers beyond the business area.

Event Planning, Operation and Execution	Conventions, Exhibitions, Expos, Corporate Events and Promotions, etc.
Manpower Operation Agency	Hosts, Models, Assistants, Staff, Supervisors, Interpreters, etc.
Educational Operation Agency	Dispatch of MICE Service and Education Instructors
Event Uniform Production	Uniform Design Draft Work & Production



History of DNIC

- 2019. Operation of professional workforce for Smart GE Expo
- 2019. Operation of professional workforce for Korea MICE Expo
- 2019. Operation of professional workforce for Seoul Money Show
- 2019. Operation of professional workforce for Think with Google 2019
- 2018. Operation of professional workforce for Korea Industrial Technology R&D Competition
- 2018. Operation of professional workforce for Seoul Cafe Show
- 2018. Operation of professional workforce for Pyeongchang Winter Olympics & Paralympics Opening Reception, Licensed Product Official Store Gangneung Ice Arena
- 2015. Manpower Agency for Goesan World Organic Farming Industry Expo
- 2014. Agency of KTX 10th Anniversary Ceremony Operation
- 2012. Agency of Yeosu World Expo Staff
- 1991. Founded



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Only DNIC Can Do It

The best thing that DNIC does is manpower operation. Building various human resource databases to be competitive in the huge market of MICE industry, DNIC has developed an efficient and professional workforce management capability. In addition, DNIC provides more practical and satisfying services by constructing an educational curriculum that is faithful to cases rather than theories as the 'only education operation agency company that understands the MICE industry' among CS professional education operation agency companies in a saturated market state.



“ Hello, This is Mexpo ”

Mexpo is a company specializing in conventions and events that provides consulting, planning and execution, and research services for MICE, Expo, Events and Festivals. As a 'Social Creator that Brings Happiness and Joy to Everyone in the World', Mexpo successfully performs B2B and B2C projects to realize customer impression and create new values for the world.



CEO Shin Chang Yeol

What Kind of Work Do You Do?

Mexpo comprehensively manages and consults all plans from A to Z for MICE. Starting with the basic planning of MICE events, we provide professional assessment, diagnosis and development plans for MICE events to ensure that they are successfully held and maintained. In addition, by providing MICE-related training, we grow together with MICE talents and make the world happy with MICE

MICE Master Planning	Development of new items for MICE related events & Planning master plan
MICE Evaluation Service	Professional evaluation and Providing development plans for MICE events
Existing MICE Event Consulting	Providing diagnosis and solution for current MICE related events
Joint Participation in MICE Event Bidding	Joint participation in MICE event bidding of public institutions and companies
MICE Education	Practical curriculum composition and group training operation based on 20 years of teaching experience know-how and 30 years of field experience

History of Mexpo

- 2019. Signed Industry-University Cooperation MOU with SoongEui Women's College
- 2017. Established Master Plan of Wando International Seaweed Expo
- 2017. Gyeongbuk MICE Industry Unique Venue Research Service
- 2016. Performance evaluation service for the Jeju Citrus Expo
- 2016. Analysis and evaluation service for Chuncheon International Leisure Competition
- 2015. Consulting on local traditional culture tourism resources program
- 2014. Performance evaluation service for Seogwipo World Citrus Expo
- 2014. Evaluation service for Korea Hot Spring Festival
- 2013. Research service on the Effect and Development Plan of World B-boy Competition
- 2013. Research service for MICE industry development plan



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Only Mexpo Can Do It

Mexpo has over 30 years of experience and know-how in the fields of MICE, Expo, Conventions, Events, Festivals, Brand Marketing and PR. In particular, we have proved our capabilities by attracting, hosting and operating MICE projects that everyone may know, including the 2010 G20 Seoul Summit, the 2012 Seoul Nuclear Security Summit, and the 2012 Yeosu Expo. We will present the best MICE event results with a nationwide human network and industry-leading resources.



Show Team Plus

“Hello, Show Team Plus”

Comprised with professional directors with 20 plus years of experience in planning and executing big events, and working level employees with a decade-long experience in putting up events with knowledge in events and conventions planning theories. Our main businesses are MICE, tourism/ local government activities, startup consulting services, research commissioning, online & offline PR, entrepreneurship training, etc.



? What Kind of Work Do You Do?

Show Team Plus mainly deals with MICE, tourism/ local government activities, startup consulting, research commissioning, and platform business.

MICE

We organize and hold international conferences, forums, vision declaration ceremonies, start-up demo days/ IR events, Expos, etc.

We study local economic & tourism revitalization initiatives and mid to long-term growth measures, consulting for traditional market and youth venture.

Online & offline PR

We design adequate tools and execute them to help our clients to focus on PR activities for various events, government projects.

Entrepreneurship training program

We design and run entrepreneurship training program.



History of Show Team Plus

- 2020. Bio- healthcare IR, demo day exhibitions & events
- 2020. NextRise 2020, Seoul
- 2020. Real Estate Expo 2020
- 2020. Korea Technology Finance Corporation's 6th KIBO venture camp demo day & completion ceremony
- 2020. 2020's Online/ offline marketing and PR of Chungbuk's agri-food products for Hong Kong market
- 2020. 1st Goyang Peace Medical Forum
- 2019. HiteJinro youth venture league
- 2019. Opening ceremony of Korea International Trade Association's startup branch
- 2019. Opening ceremony of Korea Institute of Design Promotion's style tech
- 2019. ENSL Global meetup
- 2019. LG Young Leaders Day



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Only Show Team Plus Can Do It

We design, direct and hold international conferences, conferences, expo, demo day for startups/ IR events, etc. We study how to boost regional economy with a focus on local tourism. We provide consulting services related to young entrepreneurship. We run event preparation platform, known as Show Team, to help our clients make arrangements for events. To facilitate comprehensive marketing of government policy, events, etc., we design and run adequate tools. We plan and run entrepreneurship training.



- Collect mid to long-term growth strategies and master plan for the event
- Develop operational manual
- Develop local tourism brand strategies

- International conference/ expo, festivals
- Design business matching / export consultation
- Design and run global PR
- Raise investment for start-ups and provide consulting services

- Plan startup events and programs
- Design and implement events and promotion
- Culture and performance planning
- Operation and management of programs

- Customized PR services
- Establish comprehensive PR plans
- Create videos & media promotion
- Create broadcasting programs

- Basic research on global market
- Discover customized buyers
- Consulting and strategy planning for exports



Premium Pass International

“Hello, Premium Pass International Co., Ltd”

As a total convergence service company, we present new standards in one-stop service. "Premium Pass", Korea's MICE, tourism, and convergence company capable of providing total services encompassing global concierge and hospitality services is Korea's one and only platform-based one-stop service provider agency for PCO, Expo planning, limousine service, premium service, PR & marketing, etc.



? What Kind of Work Do You Do?

We plan MICE and run events	Host, plan and run international conferences, corporate events, local government events, invite VIPs to events
PR marketing	Online/ offline, domestic and international PR
Limousine services	Event formalities, limousine services, business formalities, concierge services, etc.
Operate tours	Incentive tour, MICE tour, business tour, local government-linked tour
Run VIP desk	VIP marketing and call centers for financial institutions
Easy travel care service	Fun and safe tour! Design and offer reliable insurance & care services



History of Premium Pass International

- 2020. Global Financial Expo
- 2020. Design and offer easy travel care services for safe tour
- 2019. Timber industry and Forestry Expo
- 2019. International conference on Science, technology & IT
- 2019. Gangwon Media Center for Pyeongchang Winter Olympics and Paralympics
- 2018. 11th WTA General Assembly, High Tech Fair, Global Innovation Forum
- 2018. International conference on eco-tourism and sustainable tourism
- 2017. Asia Bird Fair



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💡 Only Premium Pass Can Do It

Premium Pass is a MICE & tourism total service company specializing in organizing international conferences and company meetings, incentive trips, limousine service, events, tour contents development, and marketing and promotions. With its versatility, the company can do multifarious businesses such as international conference planning, touring business, travel agency specializing in China (designated by Ministry of Culture, Sports and Tourism), official partner for Korea Tourism Organization FTT, and PR agency to attract foreign tourists.



“ Hello, This is Shinwoo Plus ”

‘Reliable Shin Friend Woo’
Dream & Creator



Shinwoo Means a Reliable Friend. As an exhibition design and construction company, Shinwoo Plus is a professional company that is responsible for the A to Z of exhibition design from planning, design, design, construction and operation of exhibition booths based on trust. Starting with exhibition design work in 1991, we have been in charge of designing large-scale events for 28 years such as KINTEX and COEX. We will present a special exhibition design that makes participants stop through high quality planning and design, safe design and construction, and complete operation management.

? What Kind of Work Do You Do?

Shinwoo Plus plans and directs space. We provide total services from planning to design, construction, operation, and reporting of results to showcase the creative space that is optimized for the purpose and intention of the space users and events.

Exhibition Space Planning and Strategy Proposal

Graphic and Sign Design

Detailed Drawings Work

Preparation for Materials

Field Construction Schedule Management

Architectural Design and Construction Supervision

Booth Design & Construction

Ordering and Site Supervision

Recruitment of Construction Works

History of Shinwoo Plus

- 2019. 2019 Supervision on construction work of Seoul International Food Industry Exhibition (Ordered by KINTEX)
- 2018. 2018 Supervision on device construction of Korea Climate and Meteorological Industry Exhibition (Ordered by KINTEX)
- 2018. 2018 Supervision on device construction of Korea Public Procurement Expo PPS Hall (Ordered by PPS- Public Procurement Service)
- 2017. 2017 Supervision on device construction of Korea Machinery Fair (Ordered by Korea Association of Machinery Industry)
- 2017. 2017 Supervision on Construction of Motor Show Additional Events and Motor Show History Hall (Ordered by KINTEX)
- 2016. Supervision on Construction of Korea Safety Fair National Safety Hall (Ordered by KINTEX)
- 2015. 2015 Supervision on NANOKOREA device construction (Ordered by Nano Convergence Industry Cooperative)



Contact Information

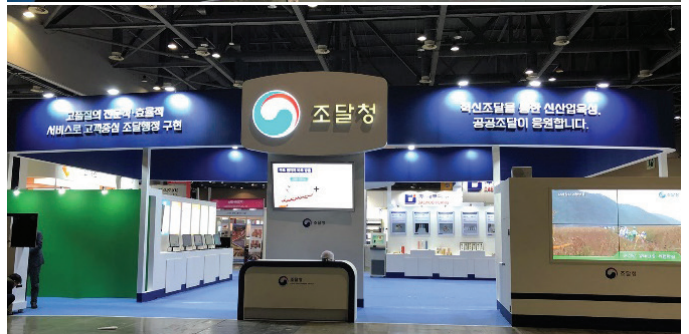
CEO Lee Young-Wook

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Only Shinwoo Plus Can Do It

Shinwoo Plus always puts 'Customers' first. Based on Honesty and Trust, we carry out the process quickly according to the event schedule and showcase customized design for the purpose of the space. Shinwoo Plus creates a more unique and sensual design power with a team of professional designers who have many years of project experience and young and passionate designers.



Creative Garden

“ Hello, This is Creative Garden ”

Events with flowers are even more special. Creative Garden is a space decoration company that beautifully creates spaces such as weddings, parties, events, landscaping, and exhibitions using flowers and plants.

We offer an unforgettable experience for those who visit the space by decorating all spaces requiring specialty such as catering space, photo zone, VIP waiting room as well as event stages We will always present the best results with creative and trendy design and reliable work progress.



CEO Yoon Hu-In

? What Kind of Work Do You Do?

We efficiently manage real flowers, plants, landscaping subsidiary materials through direct wholesale and retail and decorate all spaces with flowers and plants such as weddings, parties, events, landscaping and exhibitions. We not only produce flower products such as welcome flowers, award ceremony flowers, flower pens necessary for events, but also education programs such as flower design, garden design, and flower design experience training.

Decoration Space decoration

Education Flower Design, Garden Design Education

Distribution Real Flowers / Plants / Landscaping Subsidiary Materials



History of Creative Garden

- 2019. Decoration of Korea House Drama Awards Dinner
- 2019. Decoration of 2019 Korea MICE Expo Goyang Exhibition Hall Booth (GREEN MICE Award)
- 2019. Stage Decoration of TBC Founding Special Documentary 'Flower Night'
- 2019. Decoration of WALKERHILL Hotel China Hyster Sales Promotion Event
- 2019. Decoration of Hanhwa Year Awards Ceremony Space
- 2018. Decoration of Constitutional Court International Forum
- 2018. Samcheonggak Wedding Decoration
- 2017. The Models Fashion Show Stage Flower Decoration
- 2017. Shinsegae Department Store Centum Branch Arch Top Flower Decoration
- 2017. Chosun Hotel Wedding Stage Flower Decoration

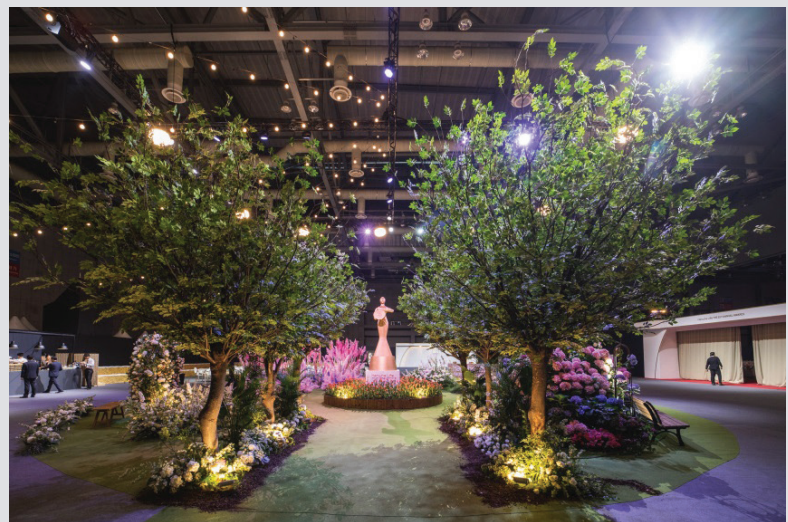


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Only Creative Garden Can Do It

Creative makes every event more special and beautiful. Creative Garden, made up of professionals who major in flower design, creates the space by maximizing the beauty of flowers and plants to provide visitors with an unforgettable experience and enjoyment. In particular, we are participating in saving the planet by practicing sustainability through eco-friendly decorations



“ Hello, This is T&I Media ”

The Core of Design is Communication and Empathy. Good design cannot be born without a step of observation, empathy, and collaboration. We draw inspiration in the process of reviewing and discussing the project and melt that inspiration into the design. Key concept and design that accurately reflect the client's needs are the driving force behind T&I Media's long-lasting partnership. T&I Media will provide the best service based on 20 years of experience and know-how.



CEO Kim Young-Mi

What Kind of Work Do You Do?

T & I Media has been always thinking about the design to overwhelm the market with creative editing quality that grabs the client's attention. Even now, we are creating unique products by maintaining client's brand power with differentiated strategies and creative.

Advertising Planning Design	Media Advertising, Outdoor Advertising, Advertising Design
Brand Design	Publishing, Brochure, Leaflet, Company Profile
Print Design	One-stop Service from Planning and Design to Print delivery
Calendar Diary	Production of year-end promotional materials, such as desk and wall-hanging calendars
Rent	Event Planning & Rental of MICE Related Event goods

History of T&I Media

- 2014. 07 Reported as an Industrial design company
- 2014. 07 Offset Printing Machine (5 Colors), Purchased Heidelberg Competition Offset 4- color machine
- 2009. 12 Purchased digital printing machine
- 2007. 08 Registered as a print company
- 2006. 06 Registered magazine business
- 2005. 07 Registered as a publisher
- 2001. 02 Established company



▲ Goyang International Flower Fair Leaflet



▲ Goyang Newsletter

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Only T&I Media Can Do It

T & I Media's strength is to focus on the message that the client wants to convey and create a convincing story. In addition, it is the best facility that enables this quality. The offset printing system is equipped with machines from all the world's brands to show the entirely different quality. We promise professional results with skilled know-how and state-of-the-art systems.

Category	Project Name		Client
Promotion Sector	Calendar (2016 ~ Present)	Mentoring Calendar of Samsung Dream Scholarship Foundation, Samsung Life Insurance, Samsung Fire Insurance, PCA Life, Chubb Life, Gen Star, Jaseng Oriental Medicine Hospital, Military Mutual Aid Association, A + Asset, Mercedes-Benz Korea, AIG Life, AIA Life, etc.	Insurance Companies, Financial Institutions and Others
	Diary (2016 ~ Present)	Samsung Life, PCA Life, Chubb Life, Gen Star, Benz Korea, etc.	Mercedes-Benz Korea and Others
	Household Account Book (2016 ~ Present)	Shinhan Life Insurance, Samsung Fire Insurance, Hyundai Marine & Fire Insurance etc.	Insurance Companies, Financial Institutions and Others
Tourism Sector	Tourist Map MICE	Seoul, Siheung, Jongno-gu, Goyang MICE Project, Small Business Market, Gangneung City Hall Guide Map, etc.	Seoul, Siheung and Others
Financial Sector	Product Brochure and Leaflet Design, Rebranding for Company Name Change, Event and Package Planning, Event Webpage Design, Sales Support System Contents, AP Leaflets, Insurance payment cases, Proposals for each target, Materials for arousing needs, Proposals, Product Brochures, Event-related Products, Posters, Manuals, Recruiting Brochures, Textbooks, etc.		Orange Life / KB Life Insurance / Samsung Life / KDB Life Insurance / NH Nonghyup Life Insurance Insurance Companies, Financial Institutions and Others
Publishing Sector	Publishing Samsung Life Insurance recruiting magazine [Good Day] (March 2010 ~ December 2018)		Samsung Life Insurance
	Published the Secretariat of the National Assembly [National Assembly Gazette], (January 2012 ~ December 2013 / January 2015 ~ December 2016)		Secretariat of the National Assembly
	People Caring for People, Women's Story, S-Story, Healthy Life, Travel Booklet, etc.		Miracom and Others



▲ Card News of Ministry of Strategy and Finance



▲ KOICA Outdoor Advertising



▲ Jongno-gu Tour Guidebook

◀ Seoul's Representative Tour Guide Book



▲ Orange Life Mobile Finance Card News

Jeon Deco Design

“ Hello, Jeon Deco Design ”

Jeon Deco Design is a company specializing in setting up and implementing plans aimed at attracting domestic and foreign tourists on top of total interior design. For nearly 30 years, apart from providing consulting services related to interior design for big and small businesses, the company has been attracting foreign tourists and running shopping centers and restaurants 700 pyeong or 2,314 m² exclusively designed for them in tourism industry, which is often referred to as chimneyless industry. Multiple countries, including China, Japan, Hong Kong, Taiwan, Thailand, Indonesia and Vietnam have also reached us.



CEO Jeon Deok-Yeol

? What Kind of Work Do You Do?

Jeon Deco Design is a design consultancy (specifically interior design), which also carries out developing tourism, hosting and running tours for foreigners. Being a comprehensive design company start to finish, undertaking operations from planning, analysis, design, design to construction it is providing quality services for housing, hospitals, offices, events, expos, supermarkets, franchise stores, schools, hotels, pensions, public facilities, etc. We can proudly say that no other companies do better than us at attracting foreign tourists and developing tourism related products.

History of Jeon Deco Design

- 2020. Renovation of Hyundai Department Store restaurants
- 2020. Interior design of 4th floor of Lotte Mall
- 2020. Preparation Committee member of ceremony designed to reproduce Jema Lee's appointment to governor of Jinhae
- 2020. Housing renovation- cartoon pension
- 2019. Plan, analysis, design for Dog Plaza open project (approx. 600 pyeong, [1,983.47107m²])
- 2019. Renovation, planning, analysis, design of Suji Sports Center (approx. 12,000 pyeong [39,669m²])
- 2019. Plan, analysis, design for supermarket open project (approx. 350 pyeong, [1157m²])
- 2018. 5 stores for a franchisor
- 2018. 1 store for a franchisor
- 2018. Water purifier design for export
- 2017. Provided a tour of Korea for Vietnamese bio business people
- 2017. Board member of the Cooperative's Korean tourist guides for foreigners



Contact Information

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Only Jeon Deco Design Can Do It

With roughly 30 years of interior design experiences at home and abroad, we have come to possess diversity, depth and unparalleled expertise. Our global personal network and sales experience in the field we work in resulted in our excellent ability to attract foreign tourists over the last 6 years. Having executed two projects side by side in urban regeneration, "developing environmental design in an old city" and "attracting domestic tourists" can be said to be our specialties.



“ Hello, This is GlobiOne ”

GlobiOne is an artificial intelligence-based MICE platform service company. It provides comprehensive event management service ranging from event planning and conducting to final reporting, as well as data management. Furthermore, relying on the added value generated by data management and platform standardization, it is developing a total solution platform to better manage export conferences, which will help companies expand into global markets. The company is trying to secure its competitiveness by signing business contracts with government agencies and embassies to work as event/exhibition organizer and PCO (professional convention organizer) and by advancing into overseas platform markets, so that it can take a big leap toward becoming the No.1 total service MICE platform company.



? What Kind of Work Do You Do?

Design, develop and operate platform

All-In-One Service that encompasses the entire process of event planning, conducting and final reporting. Cloud-based platform service allows the users to use the system in a more stable manner, and it also provides a very effective communication system to those engaged in the event so that they can share their work with one another and ultimately the overall work efficiency gets improved. On top of this, all devices with internet access capability such as PC and mobile devices like tablet can be used to enable real time work progression, which helps organize events in a more systemic and efficient way. Big data analysis is another strong suit that greatly helps the platform users achieve their goals. This can be done by analyzing and providing data for each company, industry and sector, which includes analysis of companies who did similar events, event recommendation and customized service, service recommendation for business partners (buyers, sellers), and company credit rating service in collaboration with credit rating companies.

Organize, design, run expos and events

We ensure a success from event/ exhibition planning, operation to reporting based on our extensive field experience and efficient way of executing tasks, which were gained from 8 years of working in MICE.

History of GlobiOne

- 2020. 07 [GBC online export consultation & video consultation] GBNBOX platform service
- 2020. 06 Built sculptures at Inter-Korean cultural center's PR office, and provided design, interior design, H/W & S/W for kiosks
- 2020. 05 GlobiOne Co., Ltd.'s research center established.
- 2020. 03 Selected as support projects [startup assistance voucher 2020]
- 2019. 10 Selected for 2019 mid-term start-up cloud service support project in Gyeonggi-do
- 2019. 10 Selected as a recommended candidate for the face-to-face evaluation in the Women Participation Social Venture in 2019 Startup Growth Technology Development Project (2nd)
-Title of application: Development of integrated management platform for export consultation sessions using artificial intelligence technology
- 2019. 10 Joined as a regular member of Korea MICE Association-Signed a "MICE Platform Service (GBNBOX)" business alliance agreement
- 2019. 08 Selected as 2019 Global Startup School
- 2019. 08 Selected as a consulting target company for 2019 SME GDPR response
- 2019. 06 Moved to Goyang MICE Incubator
- 2019. 03 Patent application-Event management platform system and its method
- 2019. 03 Application for trademark registration-GlobiOne



Contact Information

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Only GlobiOne Can Do It



User needs-based platform we have built by MICE professionals with 8 years of field experiences and IT professionals with 20 years of experience in IT field SI and SM. It provides services focused on user convenience by enabling anyone to optimize settings and design as per purpose and nature of events. Our cloud service-based platform allows users to access it without the burden of operational management while providing various statistics and reports required by event officials on a real time basis.



Kinterch

“ Hello, This is Kinterch ”

As an event IT platform developer, Kinterch manages big data for MICE events, events, business discussion while providing solution to help effective matching among buyers, which leads to an actual business opportunity with various added values. As event industry is going touchless due to the prolonged pandemic, our online event platform, “Pexpo”, is arranging meetings for participants, supporting online video consultations, thereby helping MICE to go online. Based on “user experience design”, which gives positive user experience, we connect IT to MICE and is expanding our businesses into other areas.

? What Kind of Work Do You Do?

We recruit MICE participants through Pexpo platform and provide added value from matching data. AS a destination marketing company, we develop online support system with MICE on, which means that we are a MICE company growing with event organizers.

PEXPO

Pexpo

It is an online/ offline MICE & event platform, which supports web conferencing while allowing event participants to create value from matching. It is also a web-based mobile platform accessible from anywhere without being installed.

Mobile app, Goyang MICE ON

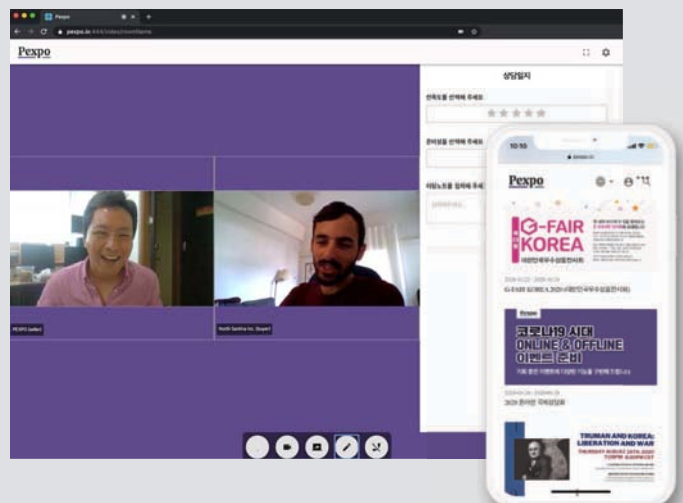
Mobile platform designed to provide integrated marketing for Goyang, which enables the city's MICE event participants to look up information related to restaurants, accommodations, attractions

Online service to support Goyang's organization and hosting of MICE events

Integrated online platform to support organization and hosting of MICE events

History of Kinterch

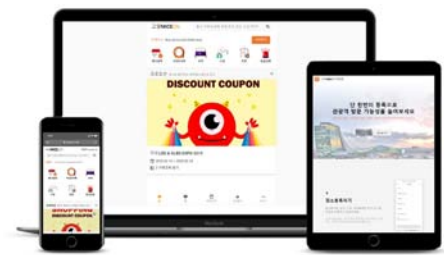
- 2020. Launched Pexpo (Pexpo.io), which enables video consultation in COVID-19 era
- 2019. Released Goyang Convention & Visitors Bureau mobile application- 'Goyang MICE ON'
- 2019. Developed online service to support MICE events held in Goyang
- 2018. Self-development of artificial intelligence engine for MICE events and exhibitions
- 2018. 3rd Progress of Incheon Tourism Organization Smart MICE Project
- 2018. Certified as Venture Business
- 2018. Performed Start-up Leading University Project of Korea Institute of Start-up & Entrepreneurship Development
- 2018. ATEM fair mobile exhibition operation PEXPO service
- 2017. Visitor Reward service in Korean Pavilion of Astana Expo in Kazakhstan
- 2017. Established R & D Center
- 2016. Established company



Contact Information

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💡 Only Kinterch Can Do It



Based on thoughtful consideration on Return on Investment (ROI), which always comes up in MICE events, we provide efficient matching between participants and buyers, which increases probability of business success, leading them to reap actual profits. In particular, video consultation from online business consultation matching solution, which works well for Asian companies (not to mention Korean ones), we increase ROI and help companies end up with actual business opportunities. In addition, we developed deep learning AI engine in MICE, learned patterns and interest from participants, presented lists of interested businesses, thereby enhancing satisfaction for events. We also present big data incorporated by AI as proof, helping MICE industry and prosperity of a city we work in.





“ Hello, TSM ”

Knowing that good entrepreneurial spirit has nothing to do with cheap products, over-packaging and publicity, we are striving to lead event & rental business culture with quality items, technological prowess and authentic willingness to serve our clients. TSM Co., Ltd. Offers comprehensive services from renting various items and high-priced equipment used in international conferences, government agencies or big events. With experience gained from small corporate events to national events such as G20 and Nuclear Security Summit, we go beyond simply providing rental service to offer everything our customers need in terms of event system and operation.

? What Kind of Work Do You Do?

Hardware

system rental & operation for convention/ expo, video conference, image, simultaneous interpretation, sound, lighting, intermediation, registration system, OA devices, equipment, etc.

Software

- ① **Video conference program** : run virtual meeting programs
- ② **"Everbank", exclusive dealership in Korea** : (event planning and membership management software), which enables users to manage all event related operations on a single, event planning cloud-based platform from website design, online invitation, online registration, collection of payment fees, name tags for the RSVP lists, attendee registration data regardless of event types, be it expo, convention, etc.

Equipment for outdoor events


Tents (AL-HALL, TFS, Hupic, MQ)government projects.

History of TSM

- 2020. Vice chair of Korea MICE Association, board member of Korea Exhibition Service Providers Association
- 2020. Exclusive dealership of Event Bank (www.eventbank.com)
- 2020. Won Seoul Mayor's award
- 2020. Won Vice Prime minister & Minister of Economy and Finance's award at third anniversary of Federation of Service Industries
- 2020. Established a MICE application developer, TSMi Co., Ltd./ constructed Icheon Central Fulfillment Center (9,000m²)
- 2020. Built a new headquarters office/ expanded attendee registration business/ won knowledge economy minister's award, and grand prize for advanced Expo service
- 2019. Won Gyeonggi provincial governor's award at the 4th World Ceramic Biennale
- 2019. Expanded facilities business (tent, mobile toilet)/ built new fulfillment center in Gwangju, Gyeonggi
- 2019. Established Busan branch/ business expansion into image, sound, lighting and interpretation
- 2019. Determined TSM's CI
- 2019. Established TSM



Contact Information

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Only TSM Can Do It

MICE know-how

Has 21 years of experience and know-how in MICE

Best system and operation enabled by system operation from professional technicians with 21 years of MICE experiences

TOTAL SERVICE

TOTAL SERVICE : ONE COMPANY TOTAL SERVICE MANAGEMENT

We possess various operational know-how in We possess various operational know-how in summits, as well as capacity to provide total service for items required for international conferences, expos, and outdoor events, such as video, sound, intermediation, lighting, event facilities, equipment, etc.

Trust and expertise

A company trusted by regular customers

Roughly 80% of our regular customers have been doing business with us for over 10 years and we put top priority on customer's trust. We are also a company with best professionals, strong bonds and excellent team work and our technicians stay with us for more than 7 years on average.



A star made of
the perfect team
made of best
individuals

Cooperative for companies located in Goyang's MICE incubator

FIVESTAR

“ Hello, Five Star Cooperative ”

Fivestar coop is a cooperative organized by MICE experts to cooperate and achieve mutual growth based on individual expertise. The cooperative is two years old working toward a joint goal although each and everyone of us comes second to none as an individual. We are made up of 7 members striving to drive growth of Goyang and MICE industry.



? What Kind of Work Do You Do?

MICE content	Seminar, exhibition, forum planning, business platform development
Urban culture content	Urban culture marketing, tourism promotion project
Create advertising & PR, brand, special images	Create advertising & PR/ brand consulting, images, special images (3D, VR)
Festivals, events, promotion	Design cultural festivals, performances, promotion
Public design	Environmental design, space design, landscaping, flowering, interior design

History of FIVE STAR

- 2020. 08 Urban marketing project development for Goyang and other regions underway
- 2020. 07 MOU signed between Five Star and Goyang Daily
- 2020. 07 Goyang Daily published series of interviews on local business people (7 companies)
- 2019. 10 Designed logo and BI of Global Convention Complex Goyang
- 2019. 07 Permit to establish Five Star Cooperative obtained from Goyang City Hall
- 2019. 07 Appointing president Chang-yeol Shin and board members
- 2019. 06 Recruiting Five Star Cooperative promoters & hosting of inaugural assembly



MICE & Culture Biz Expert Group FIVESTAR Cooperative

FIVESTAR is MICE & Culture's Best Expert Group Cooperative, constantly striving to upgrade the customer life

What is FIVESTAR?



01 5(Five) Star

Stars of Culture, Sightseeing, City
Marketing, Contents Planning,
Design Business(★)

02 Dictionary Meaning

Representing class and quality;
Five-star; Great

03 Makes Star

Pray for the mutual cooperation and
Endless growth and Development of
company members

A Business Model for Members' Cooperation in Gyeonggi & Goyang Mice Alliance

- ▶ Separately and Together, Together and Separately (Maintain a member individual company brand)
- ▶ Development of Gyeonggi & Goyang (MICE Alliance) and regional institutional cooperation model

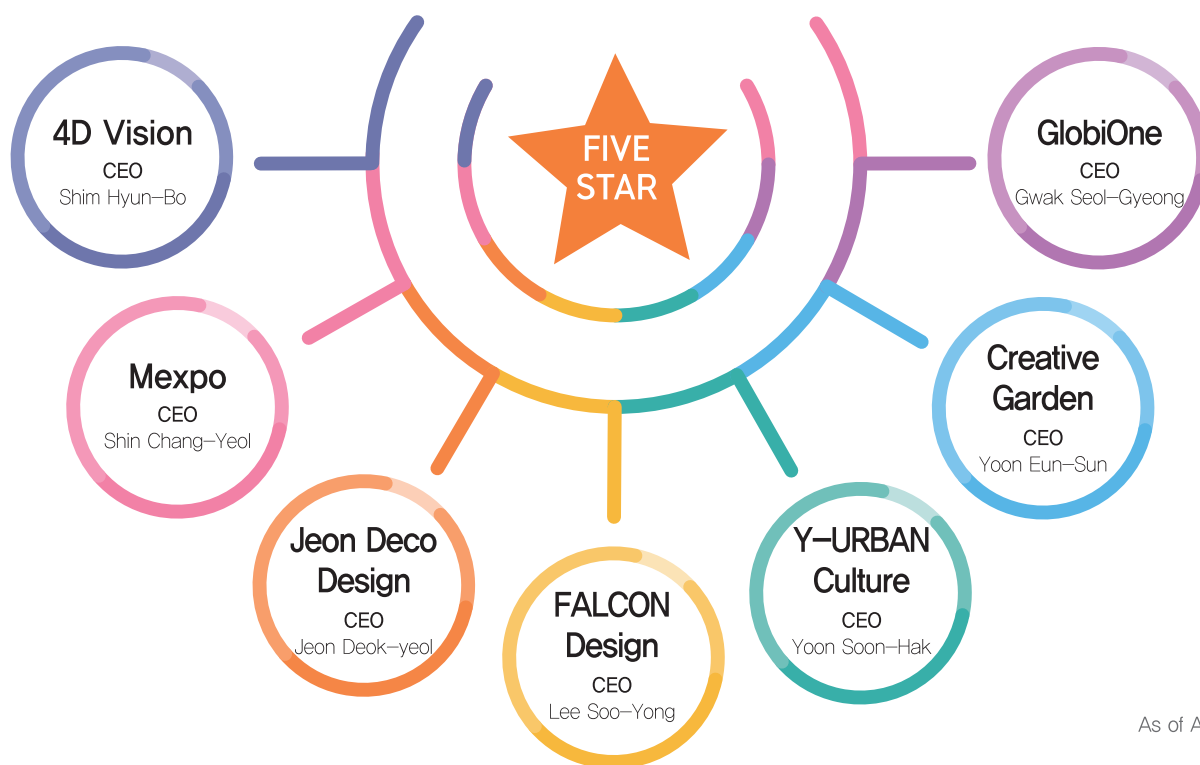
Mutual Cooperation, Co-development and Profit Creation of Member Company Individual Brand & Business Area

- ▶ Contributing to the improvement of each member company's business capabilities and network / performance (sales, profits)
- ▶ Sharing cooperative business network / support for business development of members

Contribution to the development of community and
cultural industry



FIVESTAR, Where the Best Experts in the MICE Industry Gather



As of August 2020

Member's Profile

Shin Chang-Yeol

CEO of Mexpo Co., Ltd. / adjunct professor at Baekseok Arts University

Communication Director at the Ministry of SMEs and Startups (present)

Advisor to Busan Expo 2030 (present)

Korea Event Promotion Association / Former Chairman

Former head of LG ad (LG)/ listed in "Marquis Who's Who, global biographical dictionary for ad, MICE and expos (2016)

Doctorate in Tourism Management from Kyung Hee University/ Master in PR & Adversiting from Chung Ang University

Jeon Deok-Yeol

CEO of Jeon Deco Design (present)

CEO of Jeon Deco Design (present)

Preparation Committee member of ceremony designed to reproduce Jema Lee' s appointment to governor of Jinhae (present)

Goyang Tourism Convention Association's tourism committee member (present)

Gwak Seol-Gyeong

CEO of Globione Co., Ltd.

CEO of Globione Co., Ltd. (present)

Former General Manager of C-TIS Conscils Co., Ltd.

Goyang Global Convention Complex Project team

Lee Soo-Yong

CEO of Falcon Design

Advisor to Anyang Architecture Council

Gyeongbuk Fisheries Infrastructure Promotion Association's former design consultant (present)

Former SK Telecom (SK) brand experience design supervisor

Former LGAD (LG) ad creator

Former Hancomm (Hanhwa) ad Creator

Graduated from Seoul National University with BA in Industrial Design

Yoon Hu-In

CEO of Creative Garden (present)

CEO of Jiyu (present)

Editor in chief at The Korean Society of Floral Art & Design (present)

Completed doctor's degree course in education from Incheon University

Master's degree in Horticultural Science and Biotechnology from Korea University

Yoon Soon-Hak

CEO of Y Urban Culture

Former member of Cheong Shim Peace World Center's cultural projects (Cheong Shim)

Former member of TBWA (SK) BTL/ PR

Former member of Kum Kang Planning Outdoor Advertising (Hyundai) PR/ Sports marketing

Graduated from Dongguk University with BA in business administration

Shim Hyun-Bo

CEO of 4D Vision

Gyeonggido Business & Science Accelerator certified consultant (present)

National IT Industry Promotion Agency's task planning and evaluation committee member (present)

Korea Evaluation Institute of Industrial Technology task planning committee member (present)

Seoul Business Agency's evaluation committee member (present)

3D Fusion Industry Association advisor & consultant (present)

Mentor of the Ministry of Science and ICT's software maestro commercialization

Technology/ market PS for the Ministry of Science and ICT

Doctor of Humanities (social welfare)

Directions to Project Team

To Make Goyang as No.1 Global MICE City, GCC GOYANG Project Team conducts various projects including operation of Goyang MICE Incubator, establishment of SMART MICE Platform and support for domestic and international marketing of resident companies.



Address : 903, Office Building, KINTEX Exhibition Center 2, 217-59, Kintex-ro, Ilseong-gu, Goyang, Gyeonggi-do, Korea

※ Goyang Convention & Visitors Bureau Office : 9F 904



Public Transportation

Line 3 Daehwa Station

Exit 5 → Transfer to buses 39, 82, 9700, 8109, 082

Exit 2 → Transfer to Bus 58



By Walking

Located 1.5km away from Daehwa Station – about 20 minutes



By Car

– About 25 minutes from Gimpo Airport

(E.g) Gonghangno – In front of Gonghang High School – Gaehwa IC –

South End of Haengju Bridge – Haengju IC – Freeway – Isanpo IC – KINTEX

– About 45 minutes from Incheon International Airport

(E.g) New Airport TG–Nooji JC – Seoul Outer Ring Expressway – Freeway JC –

Freeway – Isanpo IC – KINTEX

Contact Information

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Responsible for developing and supporting operation of GCC Goyang MICE linked tourism packages

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Manager Im Jung Eon

Responsible for planning and operation of Goyang MICE Center programs, promotion of international conference-linked tourism products

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joy.im@goyangcvb.com

Goyang Global Convention Complex Project team



GCC GOYANG



GOYANG MICE
INCUBATOR

