**Ride the Korean Wave**



**EXPECT EXCELLENCE**

The South Korean capital is gaining recognition around the world for its credentials as a world class convention city, with 2014 emerging as a watershed year for achievement. In May, Seoul jumped to ninth place in the International Congress and Convention Association (ICCA) Statistics Report 2013, while also climbing to fourth place worldwide in the Union of International Associations (UIA) International Meetings Statistics for 2013.

Meanwhile in August, South Korea topped the Asia category in Pacific World’s August Destination Index as a ‘preferred city for incentives’ known for its ‘safety and stability’. Along with many other key factors, this has contributed to Seoul’s rising popularity, which is growing even more notable within the Middle East.

Business events held in Seoul benefit greatly from the city’s thriving IT sector, which provides a high-speed communications infrastructure. In addition, a sophisticated transportation network makes getting around the city simple and convenient. A commitment to comfort for locals and visitors alike can also be seen in the abundance of parkland and clean waterways, with the natural environment deemed integral to 21st century urban living.

Underpinning all these attractions is Seoul’s successful meeting industry, which is backed by strong support from the government and a unified commitment to excellence by the city’s service providers. Working together as the Seoul MICE Alliance, this partnership ensures event planners benefit from everything the city has to offer, from top convention centres and hotels to professional convention organisers, destination management companies and much more.

Recognition of the importance of business events is also seeing Seoul continue to expand its meeting infrastructure to match increased demand as well as respond to the unique needs of its many visitors. All this ensures it remains well-positioned to meet the challenges of the future head on.

**The Seoul MICE Alliance**
The Seoul MICE Alliance (SMA) is a partnership between the Seoul Metropolitan Government and around 170 meeting-industry and related stakeholders in nine different categories. These include the city’s main convention centres and hotels, as well as unique venues, professional convention organisers, destination management companies, transportation services, event services and equipment providers, selected retail outlets and entertainment agencies. Event planners who utilise SMA member companies receive additional benefits such as reduced rates, complimentary use of event spaces, free-of-charge promotional space, discounts on event registration, pick-up and set-down services and support for site inspections.

**Supporting business events**

As an international event host, Seoul has enjoyed a long track record of excellence in meetings, conventions and exhibitions of all kinds, from large-scale gatherings of global magnitude such as the G20 Summit, to high-level talks on inter-regional co-operation, such as GCC Days in Seoul. For all these activities, a wide range of services and support is available to meeting planners, including:

**Financial support for international conferences and meetings**
Financial support is available for events that meet certain criteria in terms of size and duration and can also include the services outlined below.

**Site inspections**SCB (Seoul Convention Bureau) will provide accommodation and transportation services to board members or executives visiting Seoul for event feasibility studies..

**Promotional support**
For events hosted in Seoul, SCB provides a range of promotional materials. Event attendees can also receive the Seoul Welcome Kit, comprising a Business Travellers Guide, postcards and a coupon book.

**Operational support**
For events, SCB offers the Seoul Convention Supporters, a highly trained and dedicated pool of multilingual personnel involved in the industry.