



Beyond Korea, Toward The World

# Dynamic DAEGU

# 12

December 10, 2007\_Vol. 1

Daegu Metropolitan City International Economic Magazine



## Daegu's Dash to Be 2013 WEC Venue

- e-Fun 2007, Designed for Global e-Sports Culture
- Monorail System Set for Urban Railroad Line No. 3
- Japan's Topy Lands in Daegu Industrial Park



[www.daegu.go.kr](http://www.daegu.go.kr)

**Daegu Metropolitan City**

# Dynamic DAEGU



## Daegu Metropolitan City

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## Glorious, Global Daegu

Welcome to “Dynamic Daegu,” the new Daegu Metropolitan City international magazine.

Daegu is a city with a long history and unique Korean traditions. It is also the cradle of the nation’s textile industry, the root of the Korean miracle in building the world’s eleventh largest economy from the depths of absolute poverty in just four decades.

Of course, the Daegu-centered textile industry’s success was fueled by an outward-looking economic and development policy that leaned heavily on international cooperation and collaboration. This global focus remains essential in our “New Start, New Daegu” drive to build the city into a key hub of the Northeast Asian economy.

Daegu is a dynamic, international business city equipped with an international airport, state-of-the-art convention and exhibition facilities as well as geographical and cultural proximity to Northeast Asian countries, notably Japan and China. Asia, where two-thirds of the world’s population resides, is now experiencing rapid economic growth and a related significant increase in energy demand.

Underscoring the city’s growing prominence in the global community, Daegu has successfully hosted a number of major international events including 2002 FIFA World Cup matches, 2006 Solar Cities Congress, and 2007 Orient & Southeast Asia Lion’s Forum, among others. Most recently, Daegu has launched a bid to host the 2013 World Energy Congress.

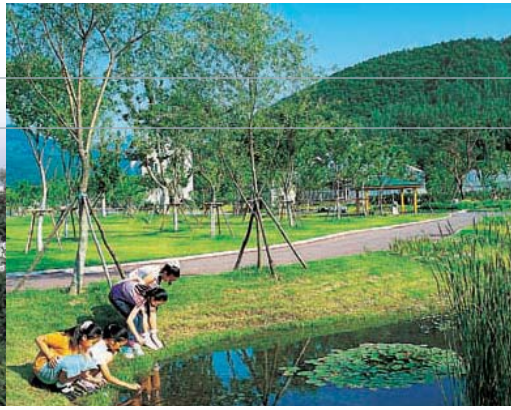


**Kim Bum-Il**  
Mayor  
Daegu Metropolitan City

Located within an hour and a half of Seoul, the nation’s capital, by high-speed train and a 40-minute drive from Gimhae Airport near Busan, Korea’s second-largest city, Daegu is the de facto capital of Korea’s new & renewable energy drive. The city and its vicinity harbor solar energy, wind power, hydrogen fuel cell, and nuclear power facilities alongside traditional industries like steelmakers and refineries and high-tech fields such as information-communication technology, biotech and nanotech.

In conclusion, the citizens of Daegu and I request the attention and cooperation of everyone around the world in our common pursuit of co-prosperity. We bid you all good fortune and good health in 2008 and beyond and invite you to visit our dynamic city anytime.

Thank you.



## Raising the Torch for Green Energy Dream Daegu's Dash to Be 2013 WEC Venue

With climate change a flaming global issue, Daegu enters the limelight in the world energy community as a strong candidate to host the 2013 World Energy Congress (WEC), the premier global all-energy event on the calendar.

During the 2007 Rome World Energy Congress held Nov. 11-15, Daegu unveiled its bid to be the venue for the 2013 WEC, noting that the city is the right place at the right time to fine tune a global drive -- the sustainable supply and use of energy for the greatest benefit of all peoples.



If its bid is successful, Daegu would be the first Korean city to host the World Energy Congress, which held its inaugural meeting in London in 1924. In Asia, only two countries, Japan and India, have so far had the good fortune to stage this time-honored global energy event.

Fueling Daegu's aspiration to write a new chapter in energy history is global recognition of Solar City Daegu 2050, a project being executed under the leadership of Mayor Kim Bum-Il. Visualizing creation of a vibrant, green economy for his city, Mayor Kim accepted the challenge of converting Daegu into a clean, green energy hub of Northeast Asia under the Solar City project.

At a luncheon reception during the 2007 Rome WEC, Daegu Vice Mayor Park Bong-Kyu gave a presentation on Daegu's qualifications and program to host a successful World Energy Congress in 2013. In his presentation, attended by more than 160 representatives of the energy sector throughout the world, Park emphasized that the city and its vicinity represent the center of the energy industry in Korea. "We have 10 nuclear power plants and one wind power generation company. POSCO, the world's No. 3 steel maker, is constructing a fuel cell power plant nearby to be completed by 2010 with an annual capacity of 100 megawatts. This area provides 50% of the nuclear power generation in Korea."

The vice mayor also pointed out Korea's role as a successful model economy despite its energy resource poverty. "It is one of the world's poorest nations in terms of energy resources, depending on imports for 97% of total energy needs. Despite this severe limitation, the nation has built a successful energy system, laying the foundation for it to become the world's 11th largest economy. Korea is important to

### About WEC Congress

#### • WEC Congress



The World Energy Congress is widely recognised as the premier global all-energy event on the calendar and has been running since 1924.

#### • What is WEC?

The World Energy Council (WEC) is the foremost multi-energy organisation in the world today. WEC has Member Committees in 94 countries, including most of the largest energy-producing and energy-consuming countries. Established in 1923, the organisation covers all types of energy, including coal, oil, natural gas, nuclear, hydro, and renewables, and is UN-accredited, non-governmental, non-commercial and non-aligned.



the global energy market as the fifth largest oil importer and second largest importer of LNG.”

Park also called on the participants to view the world’s energy future from Asia’s perspective. “Asia, where two thirds of the world’s population resides, will be both the main consumer of conventional energy and the main actor in energy efficiency and exploitation of sustainable energy sources. Therefore, we can say that Asia will be the key in determining the world’s response to energy security and climate change.”

**A City of Passion, Fashion & Vision Toward the World**

Traditionally, Daegu has been the center of Korea’s textile and fashion industry, the original root of Korean industrialization. At the heart of its national leadership role is the ceaseless passion and dedication of Daegu citizens to be the first and be the best.

The passion to build a better future naturally led to Daegu’s new vision - Solar City Daegu 2050, which aims to create a vibrant, green economy.

In order to realize its vision, the city has developed a three-pronged strategy: build an innovative energy infrastructure, promote the new & renewable energy industry and foster an eco-cultural environment. City leaders are now implementing an ambitious plan to increase the ratio of renewable energy sources to total energy demand to 6% by 2015 and 30% in 2050.

**World-Class Infrastructure Coupled with ‘You-First’ Spirit**

As its slogan, ‘City of Culture, City of International Mind,’ indicates, Daegu is playing host to numerous colorful, large-scale international events. Its success in this arena is largely due to the city’s world-class infrastructures, including international convention facilities, coupled with Korean hospitality that treats guests with a ‘you-first’ attitude.

Continuing this spirit, Daegu plans to construct a cutting-edge renewable energy convention center especially for WEC 2013.

**A Chorus of Daegu’s Advantages**

**Full-Dress Support from Government and Business**




The central and local governments as well as the business community have pledged full-dress support for Daegu City’s bid to host the 2013 World Energy Congress. The reason: “Not only would the role of host serve a wide range of national interests but it would establish a milestone in realizing the triple WEC objectives—energy accessibility, availability and acceptability.”

Commerce, Industry & Energy Minister Kim Young-Ju vowed the full support of the government, emphatically underlining Daegu’s advantages, which include its “position as the de facto capital of Korea’s energy industry, excellent infrastructure and extensive experience in hosting numerous international events successfully.”

Also demonstrating the government’s commitment to Daegu’s bid, Cho Seok, director general of the Ministry of Commerce, Industry & Energy’s Energy Policy Office, attended the 2007 Rome World Energy Congress and made wide contacts with influential figures in international energy circles to promote Daegu as the host of 2013 WEC.

# Members of 2013 Daegu WEC Congress Bid Committee



Honorary Chairman  
The Korean Academy of  
Science and Technology  
Chung, Geun-Mo  
President



Chairman  
Korea Electric Power  
Corporation  
Lee, Won-Gul  
CEO



Vice Chairman  
Korea National Oil  
Corporation (KNOC)  
Hwang, Doo-Yul  
CEO



Vice Chairman  
Korea Gas Corporation  
Lee Soo-Ho  
President & CEO



Vice Chairman  
Korea Hydro & Nuclear  
Power Co., Ltd.  
Kim Jong-Shin  
President & CEO



Vice Chairman  
GS Caltex Corporation  
Myeong Young-Sik  
President



Vice Chairman  
Daesung Group  
Younghoon David Kim  
Chairman



Vice Chairman  
Korea Nuclear Fuel Co., Ltd.  
Yoon, Meng-Hyun  
President and CEO



Vice Chairman  
Korea District Heating Corp.  
Kim Young-Nam  
CEO



Vice Chairman  
SK Energy Co., Ltd.  
Shin Heon-Cheol  
President and CEO



Member  
Mine Reclamation Corp.  
Choi Jong-Soo  
CEO



Member  
Korea Resources Corporation  
Lee Han-Ho  
President



Member  
Hyosung Corp.  
Kim Jae-Hak  
President



Member  
Korea Midland Power Co.,  
Ltd.  
Chung Jang-Sup  
President and CEO



Member  
Korea Western Power Co.,  
Ltd.  
Son Dong-Hee  
President and CEO



Member  
Korea South-East Power Co.,  
Ltd.  
Kwan Young-Wook  
CEO



Member  
Korea Southern Power Co., Ltd.  
Kim Sang-Kab  
President and CEO



Member  
Korea Plant Service &  
Engineering Co., Ltd.  
Ham Yoon-Sang  
CEO



Member  
Korea Power Exchange  
Park Soo-Hun  
Chairman and CEO



Member  
Korea Energy Economics  
Institute  
Bang Ki-Yual  
President



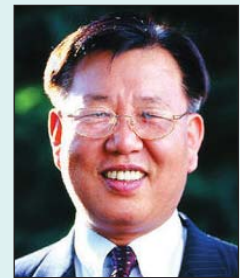
Member  
Korea Institute of Energy  
Research  
Choi Ik-Soo  
President (Former)



Member  
Daesung Group  
Lee Jong-Moo  
Advisor



Member  
Korea Tourism Organization  
Kim Jong-Min  
President



Member  
Graduate School of Aju  
University, Department of  
Energy Engineering  
Choi Ki-Ryun  
Professor



Member  
Seoul National University of  
Technology, Graduate School  
of Energy & Environment  
Kim Lae-Hyun  
Professor



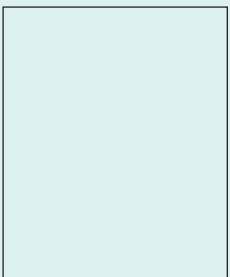
Member  
Korea Atomic Energy  
Research Institute  
Park Chang-Kyu  
President



Member  
Korea Trade-Investment  
Promotion Agency  
Hong Ki-Hwa  
President



Member  
Ministry of Commerce,  
Industry & Energy  
Cho Seok  
Director General for Energy  
& Resource Policy



Member  
Ministry of Foreign Affairs  
Choi Jae-Chul  
Director General for  
International Economic  
Affairs Bureau



Member  
Daegu Metropolitan City  
Park Bong-Kyu  
Vice Mayor for Political Affairs



Member  
Gyeongsangbuk-do  
Lee Chul-Woo  
Vice Governor for Political  
Affairs



Secretary  
Korea Energy Foundation  
Koh Hee-Beom  
General Secretary

## In J/V with Local Firm

## Japan's Topy Lands in Daegu Industrial Park

Global construction machinery parts maker Topy Industries, Ltd. of Japan will advance into Daegu in a joint venture with Korean partner San Engineering Corp. The J/V company plans to build a manufacturing plant in the foreign industrial site in Dalseong 2nd Industrial Park, Daegu Metropolitan City.

Topy, which is investing in Korea for the first time following previous investment in China, ranks first in the world in its business area with 1.7 trillion won in annual sales. The projected J/V plant will supply construction machinery parts to heavy equipment firms at home and abroad, including Volvo, KBL, etc., while exporting about 70% of its total production.

The J/V corporation, called 'Teksan,' is scheduled to commence construction of a US\$5 million-scale plant on a site of 7,185 square meters in November this year for start of operation in March 2008. The company expects to grow into a mainstay enterprise with 40 billion won in annual sales.

Furthermore, the domestic partner, San Engineering, also plans to move its head office from Seoul to Seongseo Industrial Park in Daegu. This is expected to create a direct and indirect employment effect of 200 persons as well as encourage the accompanied move of related cooperating firms to the city.

The Investment Inducement Corps of Daegu City revealed that it has actively cooperated in the promotion of joint venture investment between the

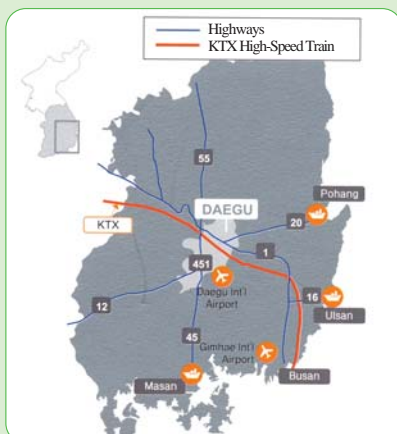


two companies since November 2006 and succeeded in inducing 'Teksan' by offering to lease the site for 50 years at a low 1% rate.

The foreign industrial park in the Dalseong 2nd Industrial Park has a total of 209,286 square meters. So far, three companies - Philip Morris, Estam and Teksan - have concluded entry contracts for 105,607 square meters. Daegu City is exerting utmost efforts to attract additional foreign-invested automotive parts companies by the end of this year.

Established in 1921 with a paid-in capital of 144.7 billion won, Topy has five business divisions, including steel, bridge construction, etc. and 2.7 trillion won in annual turnover. Topy's sales in automotive and construction machinery parts sectors alone reach more than 1 trillion won. The company's employees total 2,263.

## Daegu's Highly-Developed Transportation System



## Aviation

- Services to 2 countries via 6 airlines in total 27 flights/week: Bangkok, Shanghai, Shenyang, Beijing, Qingdao, Hong Kong

## Ports

- 5 ports located within 1 hour's drive: Pohang, Ulsan, Masan and Busan

## Overland Routes

- Inland transportation hub linked through 7 highways: Gyeongbu, Guma, Joongang, 88, Jungbu Inland, Daegu-Pohang, Daegu-Busan
- KTX High-Speed Train: Daegu-Seoul only 99 minutes!
- 2 Railroads: Gyeongbu-Line, Daegu-Line
- 2 Subway Lines
- Currently promoting new construction of subway Line 3

## Operation Targeted for 2014

# Monorail System Set for Urban Railroad Line No. 3

After confirming that a monorail constructed above ground would be the most suitable system for the planned railroad line No. 3, Daegu Metropolitan City intends to complete all related designs and commence construction of the project by September and December 2008, respectively. It plans to launch operation of the system by 2014, five years ahead of the city's original schedule of 2019.

The city's decision came after it consulted with domestic light rail transit (LRT)-related experts, deliberated construction technology and held 20 explanatory sessions and forums to gather opinions from citizens.

In October 2006, Daegu City obtained approval for AGT (Automated Guideway Transit), a commonly employed system at that time, for its urban railroad line No. 3 from the Ministry of Construction and Transportation. As a result of its subsequent examinations of AGT, monorail, maglev, LIM (Linear Induction Motor) and Tramway, representative commercialized urban rail systems in operation worldwide, and in consideration of its physical space structure and regional characteristics, Daegu concluded that a monorail system is the best choice from visual, spatial, economic and technical aspects as



well as passenger convenience.

Daegu also assessed that in addition to its advantages, better visual effect and amenities, a monorail system would entail lower construction cost and maintenance and management expenses. Furthermore, it decided that aboveground construction would be most desirable in symbolizing Daegu and in supporting the city's desire to be a first-class tourist destination.

## Excellent R&D Infrastructure for Enterprises in Daegu

In order to build the R&D infrastructure through an industry-academia cooperative system and to support corporate R&D, Daegu is operating a variety of public research institutes and technical research centers.

Name	Website	Key Function
Daegu Technopark	<a href="http://www.ttp.org">www.ttp.org</a>	Fostering venture corporations
Daegu Regional Innovation Agency	<a href="http://www.dria.or.kr">www.dria.or.kr</a>	Assessing R&D
Mobile Technology Commercial Center	<a href="http://www.mtcc.or.kr">www.mtcc.or.kr</a>	Fostering mobile terminal industry
Nano Practical Application Center	<a href="http://www.npac.or.kr">www.npac.or.kr</a>	Fostering nano components industry
Daegu Bio Industry Center	<a href="http://www.tbic.or.kr">www.tbic.or.kr</a>	Fostering bio-industry
Oriental Medicine Industry Support Center	<a href="http://www.omisc.or.kr">www.omisc.or.kr</a>	Clinical trials for oriental medicine
Daegu Digital Industry Promotion Agency	<a href="http://www.dip.or.kr">www.dip.or.kr</a>	Fostering IT (SW), CT industries
Daegu Machinery Institute of Components & Materials Foundation	<a href="http://www.dmi.re.kr">www.dmi.re.kr</a>	Fostering machine and metal industries
Korea Optical Industry Support Center	<a href="http://www.koisc.org">www.koisc.org</a>	Fostering optical industry

Choice & Concentration

# Daegu Fostering Future Growth Engines Strategically

Under the city's ambitious development initiative, Daegu is actively nurturing the following industries into future growth engines:

### Intelligent Automotive Parts

Centering on regional innovation centers for electronic automotive parts, Daegu intends to support the development of core technologies (1.9 billion won) and promote the RIS establishment project to support industrialization of automotive parts through cooperation between DGIST and universities in the region (5.1 billion won for '07-'09). The city also plans to build a cluster for automotive firms, including organization of Youngnam Future Automotive Parts Council (tentative name).

### Next-Generation IT-NT Industries

For the development of IT and NT industries, Daegu plans to nurture the Mobile Terminal Commercialization Center (built in January 2007 with an investment of 49.5 billion won) into a cluster hub, establish a mobile industry development strategy (200 million won) and support holding of MOBEX (international mobile industry exhibition) at EXCO.

For cultivation of next-generation display industries, the city intends to supply 11.6 billion won (1.2 billion won in '07) for high-tech display manufacturing processes and an equipment research center; and 1.4 billion won for operation of an industry-academia joint research center. The city also plans to invest 1.5 billion won for the operation of a display training center to cultivate specialized manpower in the device and process technology fields.

### Embedded System Industry

Daegu plans to support commercialization of core embedded software (5.5 billion won) and cultivation of embedded specialization industries with technology transfer from ETRI Daegu Center (2.1 billion won). The city also intends to support the development of Daegu Soft Town into a growth hub for software (3 billion won) and establishment of a multimedia technology support center (6 billion won for '05-'08/2 billion won in '07).

In addition, the city plans to fund the fusion of key industrial technologies (6.3 billion won), centering on the Nano Parts Commercialization Center (built in January '07).

### Wearable Computer Industry

Daegu intends to grow itself into a next-generation wearable computer industry hub city (80.4 billion for '07-'11).



The city also plans to promote a u-health commercialization service project (10 billion won for '07-'09/2 billion won in '07), launch a technology development idea contest (300 million won), organize and operate a cluster promotion council (15 members), and create the environment to establish a smart apparel research center ('08) and an R&D support center ('09).

### u-Health Industry

Based on an excellent health and medical care infrastructure, Daegu intends to promote itself as a u-health industry city after selection of 53 tasks in seven fields. For this, Daegu intends to construct a senior 'fusion' experience center encompassing housing, medical care, recuperation, leisure, insurance, finance, etc.

## EXCO Daegu

# Representing World-Class Exhibition & Event Capacity

The City of Daegu opened a global business era after Daegu Exhibition & Convention Center (EXCO Daegu) launched in the city on April 19, 2001. Since then, EXCO Daegu has served as an attractive venue for many international conferences and other events on the basis of its state-of-the-art infrastructures.



EXCO offers more than 11,000 m<sup>2</sup> of highly flexible exhibition space arranged in a series of three levels on the 1st, 3rd, and 5th floors. The exhibition hall on each level can be divided into two smaller halls. The column-free 3,872 m<sup>2</sup> convention hall on the 5th floor is specially designed to support diverse large events like conventions, exhibitions, and music concerts.

In the exhibition halls, a wide variety of exhibits can be easily displayed, while large-scale meetings, events and expositions can also be held in a stylish atmosphere.

The total area of the exhibition halls on the 1st and 3rd floors and the convention hall on the 5th floor is 11,617 m<sup>2</sup>. Each 3,872 m<sup>2</sup> large hall can be partitioned

## EXCO Expansion Plan

	Existing Facilities	Expansion	Total
Exhibition Hall	1Fl. & 3Fl. (7,744 m <sup>2</sup> )	13,000 m <sup>2</sup>	20,744 m <sup>2</sup>
Convention Hall	5Fl. (3,872 m <sup>2</sup> )	1,800 m <sup>2</sup> (Auditorium, 2,000)	5,672 m <sup>2</sup>
Conference Rooms	2,089 m <sup>2</sup> (10 rooms)	1,800 m <sup>2</sup> (14 rooms)	3,889 m <sup>2</sup> (24 rooms)

into two separate smaller halls.

The city of Daegu plans to expand EXCO, doubling its size by 2011. The Korean central government approved the expansion plan with a promise to share half of the US\$100 million cost.

## 2007 Daegu Trade Missions

### General Products

Mission Name	Dispatch Period	Countries (Cities)
Western Europe	Oct. 21-Oct. 28	Netherlands (Amsterdam), Switzerland (Zurich), Germany (Frankfurt)
Middle East/Africa	Nov. 26-Dec. 7	Egypt (Cairo), Libya (Tripoli), UAE (Dubai)

### Specialized Products

Mission Name (Items)	Dispatch Period	Countries (Cities)
Europe/Africa (Textiles)	Sept. 6-Sept. 10	Italy (Milano), Morocco (Casablanca), Romania (Bucarest)
LA Textile Show (Textiles)	Oct. 14-Oct. 18	USA (Los Angeles)
Indonesia (Textile Machinery)	Sept. 4-Sept. 8	Indonesia (Bandung, Jakarta)
USA (IT/Electronics)	Oct. 30-Nov. 3	USA (Dallas)
U.S. Ford (Automotive Parts)	October	USA (Detroit)
North America (Automotive Parts)	Nov. 12-Nov. 18	Canada (Toronto), USA (Detroit)
Japan (Consumer Goods)	Oct. 16-Oct. 20	Japan (Osaka, Fukuoka)

## e-Fun 2007, Designed for Global e-Sports Culture

Designed to stimulate the regional game industry and create a sound game leisure culture, 'e-fun 2007' game festival was held October 25-28 at EXCO and on Dongseong-ro street in Daegu.

The Daegu Digital Industry Promotion Agency (DIP)-organized 'e-fun 2007' was jointly managed by DIP, Korea Game Industry Agency (KOGIA) and Korea e-Sports Association (KeSPA) and supported by the Ministry of Culture & Tourism (MCT).

As the largest-scale game culture content event in Korea, which marked its seventh anniversary this year, the festival consisted of '1st e-Sports Contest for Culture & Tourism Minister's Trophy,' '1st World Game Culture Conference,' and other diverse game-related events, 'Game Content Theme Park Season I,' 'Game Musical,' 'Center City RPG Season II,' etc.

In the '1st Nationwide Amateur e-Sports Contest,' held to expand the low level of participation in e-sports, about 350 representative players screened through preliminary matches in eight regions,

including Seoul, Busan and Gwangju, participated and competed in four games - Starcraft, Warcraft, Special Force and Free Style.



The top three players at each game received prize money, the minister's prize and semi-programmer qualification certificate from KeSPA.

Thirteen domestic and overseas experts in the game field attended the World Game Culture Conference as lecturers with presentations on policies and success practices on the theme 'Games' Role as a Sound Culture.' The conference tracks were divided into 'Sound Game Culture Session' and 'OSMU (One Source Multi Use) Session,' attracting the participation of about 300 officials from related domestic academic circles, organizations, government ministries and local autonomous bodies.

## Int'l Oriental Medicine Expo Korea 2007 in Daegu

Under the theme, 'Yesterday, Today and Tomorrow of Oriental Medical Science,' the seventh 'International Oriental Medicine (Hanbang) Expo Korea' was held November 9-11 at EXCO in Daegu.

Organized by Daegu-Gyeongbuk Institute for Oriental Medicine Industry, Daegu Hanny University and EXCO, the exposition encompassed 180 booths in a total exhibition area of 3,872 square meters.

About 80 companies from three countries, China, Hong Kong and Korea, participated in the three-day exposition, which aimed to pursue ways to develop oriental medicine as a knowledge-based industry in the 21st-century and to secure international competitiveness of the industry in the region through technology and information exchanges.

As the oriental medicine exposition was held

simultaneously with the first 'Korea Healthcare & Welfare Expo 2007,' a large number of experience events were provided, including oriental medicine healthcare foods and products.

The events that attracted the most attention from the approximately 10,000 visitors were a special lecture on life and oriental medicine, comparative exhibition of domestic and imported herbal materials held by the National Agricultural Products Quality Management Service (NAQS), free-of-charge medical examinations, oriental medicinal foods, etc., among others.



## '2007 Korea in Motion' Held in Daegu



Korea's representative non-verbal performance, '2007 Korea in Motion,' was held in the traditional cultural city of Daegu November 20-25, organized by the Korea Tourism Organization (KTO) as part of the nation's performance tourism marketing.

Daegu City supported the second '2007 Korea in Motion' festival, which was held for five days at Daegu Citizens Center, Daegu Dong-gu Culture & Athletic Center, Bongsan Cultural Center, Dongseong-ro street, etc.

Based on the success of the performance in 2006 in Seoul, a large number of the world's major tourism market promoters from Hong Kong, Singapore, Germany, the Netherlands, UAE, Australia, etc., as well as foreign visitors, came to Daegu to see Asia's representative non-verbal performance.

The performance program included 'Karma,' 'Picnic' and 'The Marionette' held at Daegu Citizens Center; 'Jump,' 'Kwang Myung,' 'Pingpangpong' and 'Ballerina Who Loves B-Boyz Season I' at Dong-gu Culture & Athletic Center; 'Puppet' and 'Arirang Party' at Bongsan Cultural Center; and 'Dreaming City Episode I,' 'Human Body Amusement' and 'Mr. Gong's Hair Salon' at City Hall Theater.

On the first day of the show, November 20, as the faces of '2007 Korea in Motion, Daegu,' actress Park Si-Yeon and popera tenor Lim Hyung-Ju participated in the opening ceremony and were named PR ambassadors.

## Daegu Textile Art Documenta & Textile Design Contest



Daegu City, jointly with the Ministry of Culture & Tourism (MCT), hosted 'Daegu Textile Art Documenta 2007' and 'Korean Traditional Textile Pattern Textile Design Contest 2007' November 13-25 at Daegu Culture & Arts Center in Duryu Park.

The two-week-long events aimed to stimulate interest in textile design, which is a core field forming the very foundation of the textile industry, and industrial applications of textile arts.

A total of 108 domestic and foreign textile artists, textile designers, and image and installation artists participated in the 'Daegu Textile Art Documenta,' exhibiting a wide variety of works, including textile formative pieces, artistic apparel, traditional costumes and embroideries.

As a venue enabling the viewing of the latest trends in textile arts at home and abroad, 'Daegu Textile Art Documenta 2007,' which marked its third anniversary this year, was held under the theme 'The Sound of Resonance,' consisting of a main exhibition and a special exhibition.

Of particular note, Prof. Mark Newport of Cranbrook Academy of Art, USA., Prof. Cari Dyrdal of National Academy of Arts, Norway, and Prof. Onoyama Kazuyo of Osaka University of Arts participated in the exhibition and gave presentations on the international trends in modern textile arts.

## New Tasks to Integrate Daegu-Gyeongbuk Economies

Daegu City and Gyeongbuk Province have decided to build a public official training institute and a national expressway (Sangju-Andong-Youngdeok) and also to cooperate in attracting the 2013 World Energy Congress (WEC) to Daegu.

On October 12, the city and the province held the fourth meeting of the Promotion Council on the Integration of Daegu and Gyeongbuk Economies and adopted the three projects as new tasks to foster economic integration of the city and the province while reviewing the progress of 27 existing joint tasks, which are currently being promoted.

The projected public official training institute will be constructed as a complex facility encompassing forest resort and sports & culture concepts that can generate synergy effects for the economic

integration of Daegu and Gyeongbuk through capability development of city and provincial officials, mutual exchanges and creation of a cooperative mindset.

For construction of the 110.6 kilometer national expressway between Sangju and Yongdeok, Daegu and Gyeongbuk plan to cooperate in selecting implementation designs and in raising the project budget of about 2.9 trillion won in order to accelerate the development of the province's northern region and the East Sea coast area.

Meanwhile, related officials of the city and the province attended the 2007 WEC held November 11-25 in Rome and conducted publicity activities for hosting the 2013 WEC in Daegu City.

## Environment-Friendly Bicycles to Debut in Daegu

An enterprise-linked social job creation project, 'Hope Bicycle Manufacturing Business,' will be launched in Daegu City after the Ministry of Labor (MOL) confirmed it as a project qualifying for national budget support.

Accordingly, the business, jointly planned by YMCA, Daegu City Gas and Daegu City, is expected to accelerate the 'Green Daegu City' project and the city's construction plan for a 80-kilometer bike path network presently being promoted.

In August 2007, the three organizations filed the business plan with the ministry. The plan called for the repair and utilization of bicycles abandoned in the city center as a citizens' transport means or as tour bikes for sightseeing after their renovation into artistically designed bicycles.



## 11th Nationwide Environmental Photo Contest

Aiming to support the successful hosting of the 2011 IAAF World Championships in the city through enhancement of citizens' awareness of environmental issues and stimulation of environmental conservation consciousness, Daegu City implemented the 11th 'Nationwide Environmental Photo Contest.'

The works solicited by the city were photos awakening pleasure from a beautiful environment and the importance of environment, expressing the pain of

a natural environment hurt by deterioration of the ecological system due to environmental contamination and a damaged nature and depicting scenes making efforts to restore the environment.



## International Exhibitions & Events

# A Show Window of New Techs & New Products

Daegu City offers an opportunity to understand the changing trends of the world's new technologies and products at a glance. Among the exhibitions and events taking place at EXCO Daegu all year round, the major ones are the Preview in Daegu (PID), Daegu International Optical Show (DIOPS) and Daegu International Automatic Machinery & Tools Exhibition (DAMEX).

### Preview in Daegu (PID): International Textile Fair

**Period & Venue**  
Every March,  
EXCO Daegu  
Information  
(053) 560-6520-1



Preview in Daegu (PID) conveys the meaning of showing in advance. It is an exhibition specializing in materials where fashion trends are predicted and newly-developed materials are presented. It is a twin textile fair, the other one being Preview in Seoul (PIS) which is organized by the Korea Federation of Textile Industries (KOFOTI), that takes place in Autumn.

### Tour Expo Daegu

**Period & Venue**  
End of every  
March  
EXCO Daegu  
Information  
(053) 803-3882



This is a tourism exposition that attracts 120 organizations and companies from 30 countries participate. Exhibitors set up booths to publicize their companies, organizations, and local governments. Participants exchange ideas and information, and publicize themselves through a variety of folk performances and events.

### Daegu International Automatic Machinery & Tools Exhibition (DAMEX)

**Information**  
(053) 601-5062



DAMEX is an exhibition specializing in automated industrial machinery and tools, which cover almost all the areas of automated industries ranging from tools and machinery to advanced robots for industrial use. It is an international marketplace where over 20,000 buyers from more than 10 countries participate, including Japan, China and Singapore.

### Daegu International Optical Show (DIOPS)

**Information**  
(053) 601-5083 /  
5351



High quality optical frames manufactured in Daegu and other optical-related products are on display during the show. New materials, new products and new technologies, all of which are related to the optical industry, are presented. DIOPS aims at developing the optical industry and promoting the increase of international trade. Through DIOPS, the best quality Korean optical products and new trends of the optical industry are introduced. During the show, an international symposium and conference also take place.

[www.daegu.go.kr](http://www.daegu.go.kr)  
**Daegu Metropolitan City**

