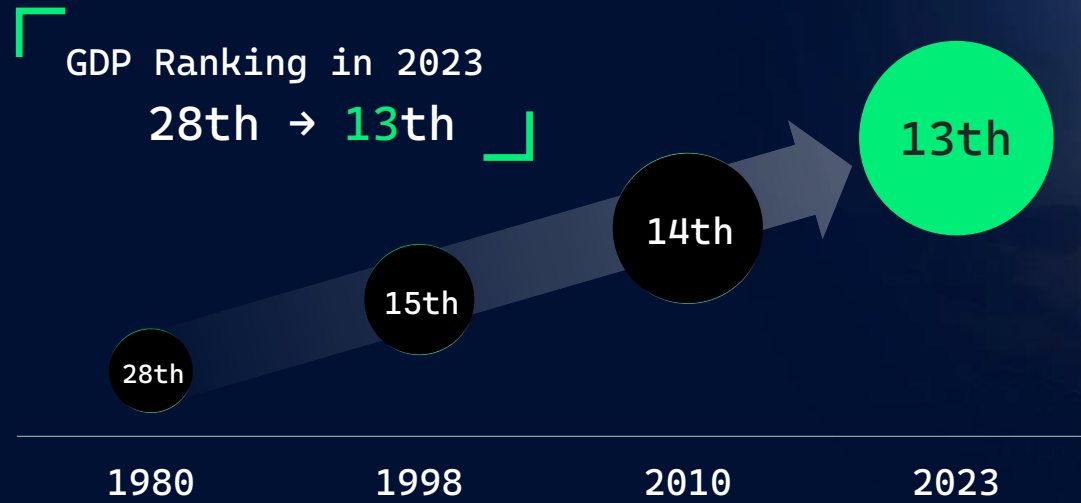


SEOUL

A Global Economic
Innovation Hub

Economic Growth



Global Power City Index 2023 (MORI)



1

London



2

New York



3

Tokyo



4

Paris



5

Singapore



6

Amsterdam



7

Seoul



8

Dubai



9

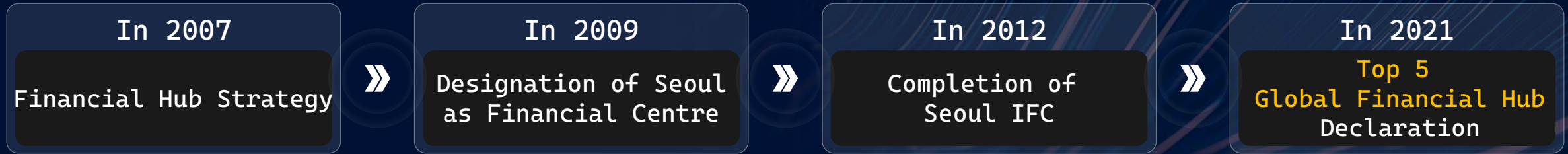
Melbourne



10

Berlin

Seoul's 20-Year Journey to Becoming Asia's Financial Hub



GFCI Ranking

2007	2024
London 1	New York 1
Singapore 2	London 2
Hong Kong 3	Singapore 3
⋮	Hong Kong 4
Seoul 43	Seoul 10

Background of Seoul's Leap

Strengths	Efforts
54 Universities 130,000 Talents (Annually)	Deregulation
Global Brand Power : 7th	Financial Cluster Development
Best ICT Infrastructure	

Seoul, The Highest Potential for Future Growth

Cities with high potential for future growth

* GFCI (24.03) : Global Financial Centres Index

Rank	Centre	Mentions in last 24 months
1	Seoul	177
2	Singapore	70
3	Dubai	66
4	Hong Kong	49
5	London	48
6	Shanghai	35
7	Busan	32
8	New York	31
9	Casablanca	28
10	Kigali	28

Driving Force

01

Compelling Consumer Market of 10 Million People

» Open Banking Population (36M)

02

Gateway to Northeast Asia

» Located in the center of Northeast Asia, with more than a quarter of the world's population residing in the region

03

High Educational Standards and Advanced Talent

» Training abundant IT Professionals

Seoul's Endeavors to Attract Global Talent

Attracting Future Talent

Number of International Students

86,000 ('13) → 180,000 ('23)



54 Univ. 130,000 Graduates Annually



Open City for Global Talent

English-Friendly City

Expansion of International Schools

Strengthening Foreign Residents' Infrastructure





DMC(Digital Content) VR-AR-centered M&E Content Cluster

- ▶ Test-bed for new M&E technologies
- ▶ Support for VR-AR companies
- ▶ Size: 569,925m²
- ▶ Resident companies: SAMSUNG SDS, MBC, DREAMSEARCH etc.

Hongneung (BIO) Biotechnology and Medical Cluster

- ▶ Provision of office spaces and research equipment
- ▶ Support for investment promotion
- ▶ Size: 21,937m²
(Community Building and Global Collaboration Building ~'22)



Magok (R&D) High-Tech R&D Cluster

- ▶ Large-scale industrial complex in Seoul
- ▶ Size: 3,665,722m²
- ▶ Resident companies: LG, DAEWOO, LOTTE

Yangjae (AI) AI-Big Data R&D Innovation Hub

- ▶ Provision of office spaces for AI-Big Data companies
- ▶ Promotion of joint R&D
- ▶ Size: 58,395m²
- ▶ Construction period 2021-2023

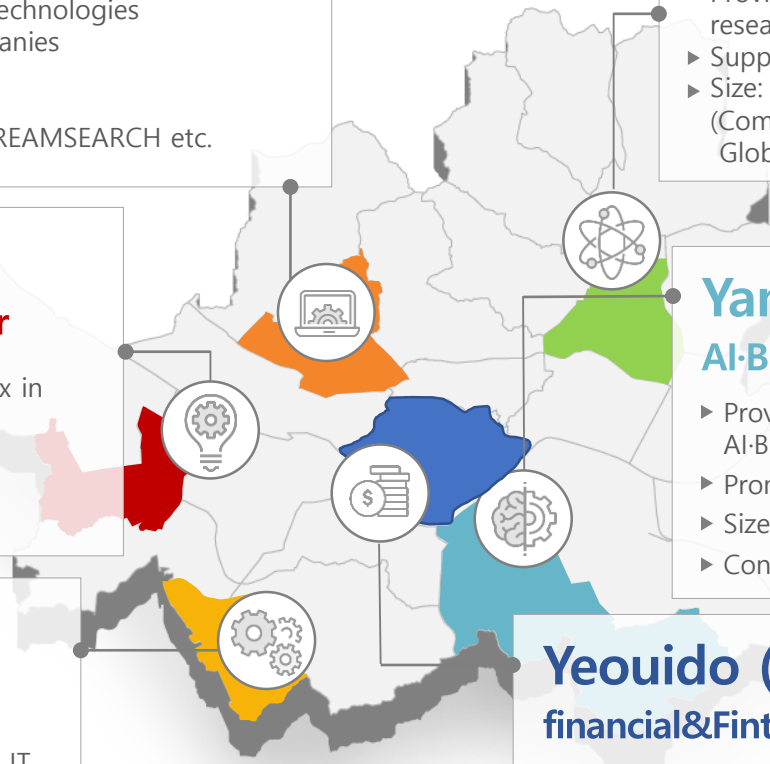


G-Valley (IoT) IoT Conversion

- ▶ Expansion of network among IT and manufacturing companies
- ▶ Promotion of commercializing technologies
- ▶ Size: 1,925,000m²

Yeouido (Finance) financial&Fintech hub

- ▶ One-Third of financial institutions in Korea are located
- ▶ fosters 100 fintech companies.
- ▶ Seoul Financial Hub





The World's Most Focused Financial hub

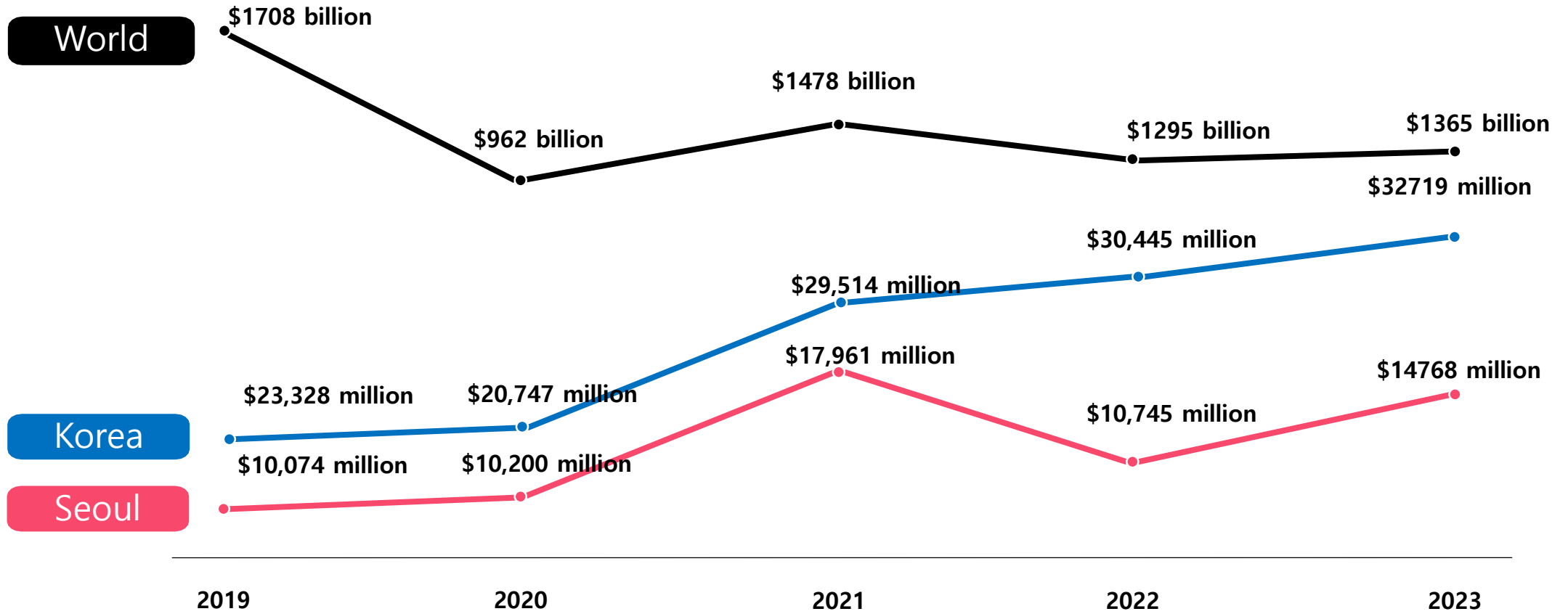
- **Scale**
total floor of 1,453m²
- **Key facilities**
Offices, Meeting rooms, Seminar rooms, Studios
- **Programs**
Foreign Financial Institutions' Occupancy, Subsidies support, Networking Opportunities



A place for small yet new ideas coming together for a big impact on the future

Total Floors	size (m ²)	Key Facilities
Total	14,711.79	Office space: 48 rooms
5 th -7 th Floors	1,115.06	Office space (8-9 rooms), meeting rooms, break rooms
4 th Floor	1,120.88	Office space (9 rooms), meeting rooms, break rooms
3 rd Floor	1,374.07	Office space (8 rooms), meeting rooms (3 rooms), coworking space, break rooms
2 nd Floor	1,350.56	Office space (5 rooms), workspace, management office
Ground Floor	1,731.88	Seminar rooms, exhibition halls, lounges, cafeteria, recreation rooms, break rooms
Basement 1	2,465.96	Parking lot
Basement 2	3,323.26	Parking lot

Global FDI fell, but Seoul's FDI rose



Source : UNTAC, Ministry of Commerce Industry and Energy of Korea

Invest Seoul, A Dedicated Partner for Foreign Investment and Global Business Growth throughout every stage

Attracting Global Companies

- Support the entire process of global companies from entering and settling in Seoul
- Attracting a cluster of five strategic industries
- Asia HQ, R&D centers, unicorn companies, etc. focus on high-impact companies



Attracting Foreign Investment

- Expanding Global Investor Network
- Finding and fostering promising investment companies
- Domestic and foreign IR operations, global investor-company investment matching



Creating a Compelling Investment Environment

- Creating a city that is convenient for business, a city where foreigners live, and a good city for Seoul
- Improvement of regulations preventing business activities
- Ombudsman Activities to Solve Difficulties



Target Marketing

- Establishment of potential company DB and confirmation of intention to enter the market
 - PM-led management
- Target marketing in Asia and North America
 - Local roadshow in HK, SG
 - Operate 1:1 consulting for unicorns in North America



Support for expansion into Seoul

- Providing Seoul incentives with non-stop support from entry to settlement
 - Market research, consulting support
 - Investment reporting/establishment, employment support
 - Space support and R&D linked to city strategic industry clusters



After Care

- Support for settlement and management
 - Support for attracting follow-up investment
 - Resolving grievances of foreign-invested companies through Ombudsman
 - Domestic and international corporate networking and partner connection



Finding and fostering promising companies

Find Core100 companies with high potential for global investment and provide specialized programs

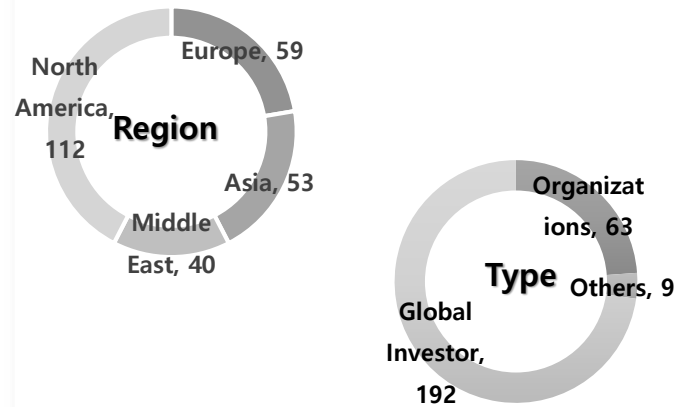
- Supporting English translation and fact sheet production
- Support for overseas investor matching and meet-up



Expanding Global Investor Network

Forming a strong human network of overseas investors leads to investment performance

- Establishment of a management system that leads to 'discovery-meeting-analysis-matching-history management'
- Operating the 'Seoul Global Investment ambassador', a network of overseas investment experts with global influence



Domestic and overseas IR operations

Core100 Encourages corporate entities to carry out their IR and mission.

- Provides domestic and international IR programs to provide a venue for exchange between large global investment institutions, VCs, and startups
- Leading planning of online/offline matching programs



2023 Seoul Investment Environment Promotion

Participating in domestic and international exhibitions

- Hong Kong Asian Financial Forum (Jan.)
- Busan KOTRA Invest Korea Summit (Nov.)
- Japan Overseas Business Expo (Nov.)



Publication of Industrial Report

Providing information on 'Seoul industry specialization' needed by foreign investors

- 2023: Beauty/fashion, content, big data, AR/VR
- 2022: AI, robots, bio, fintech, Smart Mobility



Investment trend seminar

Collaboration with industry-specific organizations, and Sharing investment trends and matching companies with related Investors

Major Industry, including robots, fintech, bio, beauty/fashion, etc.
Selection of industry groups and topics that are timely for the industry



▶ Monetary Support

〈 Support by submitting brief documentary evidence without separate screening criteria 〉

The total amount of support for each additional investment is up to KRW 90M(USD 67,000) per company (excluding tax)

Market Entry Stage

- **Market Research Support**

- ∴ Support fees spent to the consulting firms for conducting market research



Incorporation & Investment Stage

- **All-in-one Package** (Investment · Management · Settlement Support)

- ∴ Support fees spent to the law firms and accounting firms in incorporation stage



After Care Stage

- **After-care Service**

- Supporting additional investment for start-ups already registered as FDI



Employment Subsidy and Education & Training Subsidy (ratio 30% ↑)

- When the number of Korean workers newly employed exceeds five, each of the excess workers will be granted maximum 769USD (KRW 1 million) per month for up to six months



Cash Grants (ratio 30% ↑, requires minimum employment)

- Engaging in a business -new growth engine industry technologies & newly installing & Expanding a factory
- Companies eligible for support will be consulted separately with the Seoul Metropolitan Government



Rent Subsidy (ratio 30% ↑, requires minimum employment)

- Qualifying industry (R&D, Finance, Knowledge service, Cultural, Tourism)
- Employment of 15 or more Korean workers for 3 years (R&D Industry requires 5 or more employees)
- The total amount of FDI for 3 years must be at least 100% of the building value of the leased area



Tax Exemption (requires minimum employment)

- Acquisition tax and property tax / 100% for 10 years + 50% for 5 years

SE♥UL M! SOUL

THANK YOU