



Gyeonggi at a Glance




Heart of Korea, Gyeonggi Province



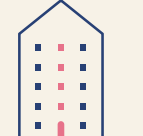
Thousand-year history
1,000 years



Approximately 10% of the country
10,185 km²




Largest population
13 Million




Home of excellent enterprises
900,000

Major Convention Centers




KINTEX
Korea's largest exhibition center
Exhibition hall of 100,000m²



Suwon Convention Center
MICE complex in Southern Gyeonggi
Convention hall accommodating 3,000 people

Excellent accessibility


Incheon/Gimpo International Airports



KINTEX


Airport Limousine Bus (30 min./15 min.)

Incheon/Gimpo International Airports



Suwon Convention Center

Airport Limousine Bus (60 min./70 min.)



 **GYEONGGI TOURISM ORGANIZATION** 경기관광공사

 **GYEONGGI**
Meet Do. Fall in Love. Your MICE Destination

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Gyeonggi
your MICE
Destination

GYEONGGI SUPPORTS YOUR MICE EVENTS



Why Gyeonggi?

Introduction of Gyeonggi MICE

New Experience beyond Business Gyeonggi Province, the international MICE Destination

NICE to MEET

30 minutes from Incheon International Airport to KINTEX

Gyeonggi Province sits within easy reach of both international airports and provides easy access to Seoul as the optimal MICE destination with an advanced transport infrastructure. KINTEX, Korea's largest international exhibition hall, is located just 15 minutes from Gimpo International Airport and 30 minutes from Incheon International Airport by car. The Suwon Convention Center also provides excellent accessibility. The convention center is just a one-hour drive from Incheon and Gimpo International Airports.

NICE to DO

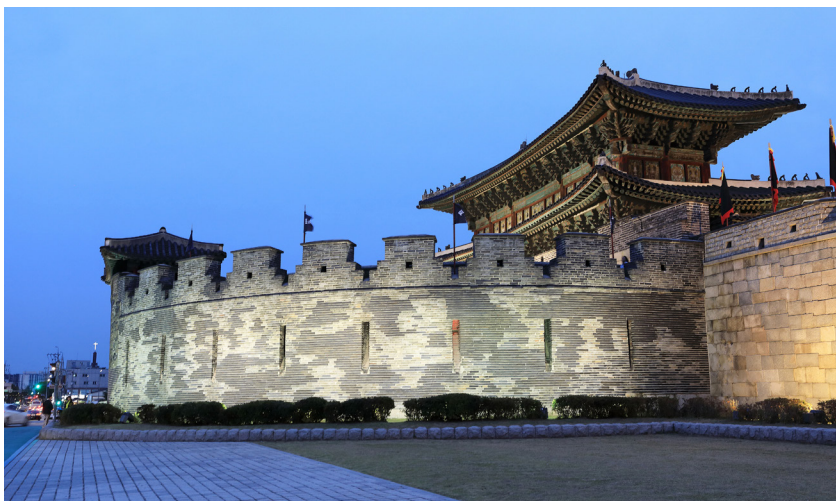
Optimal MICE venues for conferences

Gyeonggi Province is the heart of Northeast Asia's business and economic hub with outstanding connections to various industrial inspections and superior convention facilities. In addition to KINTEX, which is the nation's largest exhibition hall located in Goyang-si and one of the higher-class venues in Asia, the province is home to small- and medium-sized MICE facilities suitable for the features of the 31 cities and guns of the province where events of various sizes and characteristics can be held.

NICE to FALL IN LOVE

MICE in Gyeonggi with unique venues + recreation + culture

There are unique venues that can only be found in Gyeonggi Province. Recreational and unique cultural tourism aspects are incorporated in the convention halls to present participants with satisfaction and special memories. Nature can be experienced at these unique venues that also feature a balance between the traditional and the contemporary as well as various stories. Gyeonggi Province is the perfect place for those searching for more than just a conference venue.



Gyeonggi MICE

Guide Map



Main MICE Projects of the Gyeonggi Tourism Organization

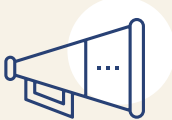
Attraction and hosting of MICE projects in Gyeonggi Province

- Attraction and hosting support for domestic/ international conferences, corporate meetings
- Attraction and hosting support for foreign incentive groups
- Attraction and hosting support for internationally circulating exhibitions and international events
- Discovery and cultivation of regionally specialized MICE



Publicity and Marketing of MICE in Gyeonggi Province

- Publication of ads in domestic and overseas MICE magazines/journals
- Promotion of publicity and marketing through participation in domestic and overseas MICE-related expos
- Production of ads, operation of websites, etc.



Construction of MICE base in Gyeonggi Province

- Construction of MICE alliance and mutual marketing activities
- Current state of MICE industry and survey of statistics in Gyeonggi Province
- Execution and participation in MICE education



Support System for Attraction and Hosting of MICE in Gyeonggi Province

Target

- Domestic/International Conferences
- Exhibitions
- Events
- Corporate Meetings
- Incentive Tours

Steps

- Bidding
- Overseas PR
- hosting

Benefits

- PT/ads/ souvenir production
- Hosting of official banquets (Korea Gyeonggi Night)
- Rent for conference facilities
- Lodging expenses for overseas speakers
- Admission fees (experience costs) for tourist facilities within Gyeonggi Province
- Coupons and gift cards for use at traditional markets and shopping malls