



Image Source: James Cheung (Flickr)

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Busan is the second largest city in Korea and is also Korea's gateway to the world. Today, Busan has become an important city with a world-class port and logistics hub. "Busan International Film Festival" has become an important event worldwide in the movie industry, and visitors from all over the world have been visiting Busan, making Busan a veritable destination recognised by the world. While establishing an industrial system that transcends the times, with industries including film, video, content, finance, and MICE, Busan also paid much attention on the importance of environmental maintenance and development in order to become a green city.

As is known to all, Busan has been favored for its geographical environment and hardware equipment. It has successfully held many large-scale events, such as international film festivals, international advertising festivals, international short film festivals, international kids film festival, global game exhibition, etc. Busan's film and entertainment-related activities formed business markets such as the content-market and the Asian film market, expanding the grassroots employees of film and television industry and promoting Busan as the production and distribution center of the film industry. With its leading position in the film industry of Asia, Busan's city brand value will reach its peak.

The strong development in customized manufacturing and e-commerce industries has drive South Korea to look at the future trade changes in Busan and strive to build Busan into a city of logistics, industry, leisure, and entertainment. Therefore, the construction of Busan New Port has begun in 2010 in the area of Gadeokdo, Gangseo District, Busan, and it is expected to be completed in 2020. In addition to the construction of the new port, Busan Metropolitan Government has also built a one-stop logistics center and an international logistics and industrial complex in the hinterland of Busan New Port. Busan government has established a 33 sq. km. international logistics and industrial complex in Gangseo District, and the project includes - local industrial park, research and development area, aviation clusters, general industrial parks, and Eco Delta City area, preparing the port as a world-class port. Under the Korean government's active construction of Busan New Port, the transshipment volume reached 10 million containers. Four logistics companies in China are also optimistic about Busan's future competitiveness in the global logistics industry. They have signed four investment letters of intent with the Busan Municipal Government and the Korea Water Resources Corporation (K-water), and the estimated total investment amount is up to KRW 80 billion. In addition, SENKO, a large Japanese logistics company, also established a logistics center in the Ungdong Hinterland Complex of Busan, and jointly established NH-SENKO logistics with Japan Niigata Transportation and Korea Hwa Sung Express to build a warehouse with a scale of 22,000 square meters. The new logistics center will be providing services to companies in Busan that are engaged in processing business and import from the United States and Europe. With many environmental policy advantages, Busan City has become a city that many international companies will put into consideration, showing the future development potential of Busan.