



Netherlands Enterprise Agency

Blueprint of Busan Smart City

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Introduction

The Presidential Committee on the Fourth Industrial revolution announced a blueprint for the administrative hub of Sejong and the Southeastern port city of Busan to be national test beds for the realization of Smart Cities. Various innovative technologies, ranging from unmanned vehicles to smart water treatment systems will be adopted in parts of these two urban areas to make them into world-class smart cities. This article will introduce Busan smart city which will be located near Gimhae international airport with the size of 219 million-square-meter with the budget of approximately 760 million EURO by 2022.



< Image of Busan Eco-delta smart city >



Master Planner of Busan Smart City

Although the actual developer of Busan Smart City is K-Water (Korea Water Resources Corporation), the master plan of this project is led by Mr. Jaewon Peter Chun, the National Smart City Master Planner from the Presidential Committee on the Fourth Industrial Revolution, also the CEO of XNTree, a British accelerator supporting Fintech and smart city tech companies. Mr. Chun has many years of experience of training startups in the Fintech and smart city sector. Among them, 13 startups have become a unicorn which has its value of more than 1 billion USD. He stated that compared to Singapore and Hong Kong, Busan has competitive advantage of establishing a global smart city. As the second largest city in Korea, Busan has many internal problems to be solved in order to reduce the gap between Seoul. The aging population and the city could weaken the competitiveness; however, he foresees the opportunity in Busan as there are several high quality universities and has abundant engineers in IT sectors. There are three focused strategies that the government will proceed in Busan.

Three focused strategies

1. Smart Tech City

Apart from its high quality education environment, young knowledge workers choose to find jobs in Seoul area. For this reason, Busan has been suffering from losing many knowledge workers. In order to solve this problem, Busan will be a smart tech city which establishes an innovative industry ecosystem. The city will be a platform to realize cutting edge smart city technologies for startups and SMEs. In order to freely test the technology, the government will ease the regulations by operating a Smart City Tech Sandbox. By creating such innovative ecosystem, it is expected to create jobs and secure knowledge workers to remain in Busan.

2. Smart Water City

Busan is located in coastal area, so the city is famous for international ports and logistics. In addition, one of the longest rivers in Korea is flowing through the city which historically has been a source of drinking water. For this reason; water will be the key topic for Busan's smart city development. Busan has been suffering from the contamination and pollution of drinking water, because of illegal way of disposing chemical wastes in the river and four major river development projects by the previous government. The water pollution issue was raised for many years, but no concrete solution was made. One of the reasons behind this is because there were two ministries dealing with Water related topics, so the lack of communication between two ministries have not been able to solve this problem properly. However, the Moon Jae-in Administration have first unified the entire water unit and made K-water to take in charge of this river pollution problem. K-Water will try to solve this problem by implementing the most cutting edge water related technologies to realize Smart Water City in Busan.

3. Smart Digital City



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In addition, the government will utilize Virtual Reality (VR), Augmented (AR), Building Information Modeling (BIM) technology, and 3D mapping technologies to realize simulation of urban planning, building construction, operation and management. This will be available online and able to make an appropriate decision making from very early stage of city development.

International cooperation in Busan Smart City

Korean government is also going to open its market to foreign entities. As the Netherlands have in depth knowledge dealing with water, there will be a lot of opportunities for Dutch water related companies to do business in Busan. Furthermore, for the smart city related startups, Busan will be a place to test their innovative technologies and scale up to enter Asian market. Lastly, the Korean government is also planning to establish a global living lab hub which can lead to exchanging the success cases of living lab projects with oversea smart cities.

Smart City Mission to South Korea

RVO and the Embassy of the Kingdom of the Netherlands in Seoul office are organizing Smart City Mission to South Korea during the World Smart City Week from 18th ~ 20th of September, 2018. The delegation will have an opportunity to present at Holland Pavilion, give speech at the Netherlands-Korea Smart City conference and/or International Smart City Round Table, attend B2B matchmaking events, and participate in networking reception and site visits. For more information, please visit: <https://www.rvo.nl/actueel/evenementen/verken-uw-marktkansen-met-de-innovatiemissie-smart-cities-zuid-korea>

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