

IFEZ U-City Vision & The 3rd sector based U-City plan



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Realization of a leading global u-City



Achieving the premier competitiveness among Northeast Asia cities by 2020



Three Differentiation Strategies



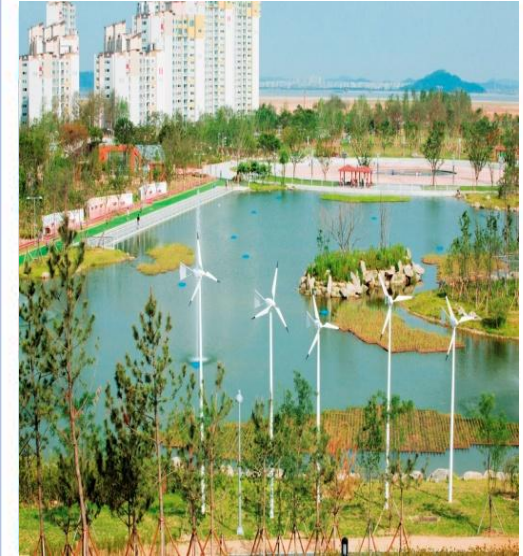
Global Leading u-City

- Operating u-IT cluster support center
- Establishing an integrated management systems including u-transportation, u-environment, u-security and u-disaster prevention



Eco Friendly City

- Over 30% green and water-friendly areas
- Creating an eco-friendly environment including artificial lake
- Creating a waterfront habitual environment for animals



Energy Saving City

- Designing energy-saving buildings
- Efficient use of water including recycled water supply system
- Building waste collection facilities

The past, present and future of Songdo



Past (1997)

- Songdo was part of the sea 10 years ago, Mainly focusing on fishery activities



Present (2009)

- The first phase of development is being completed.
(Incheon Bridge, international business zone, etc.)



Future (2020)

- The true business center of Northeast Asia

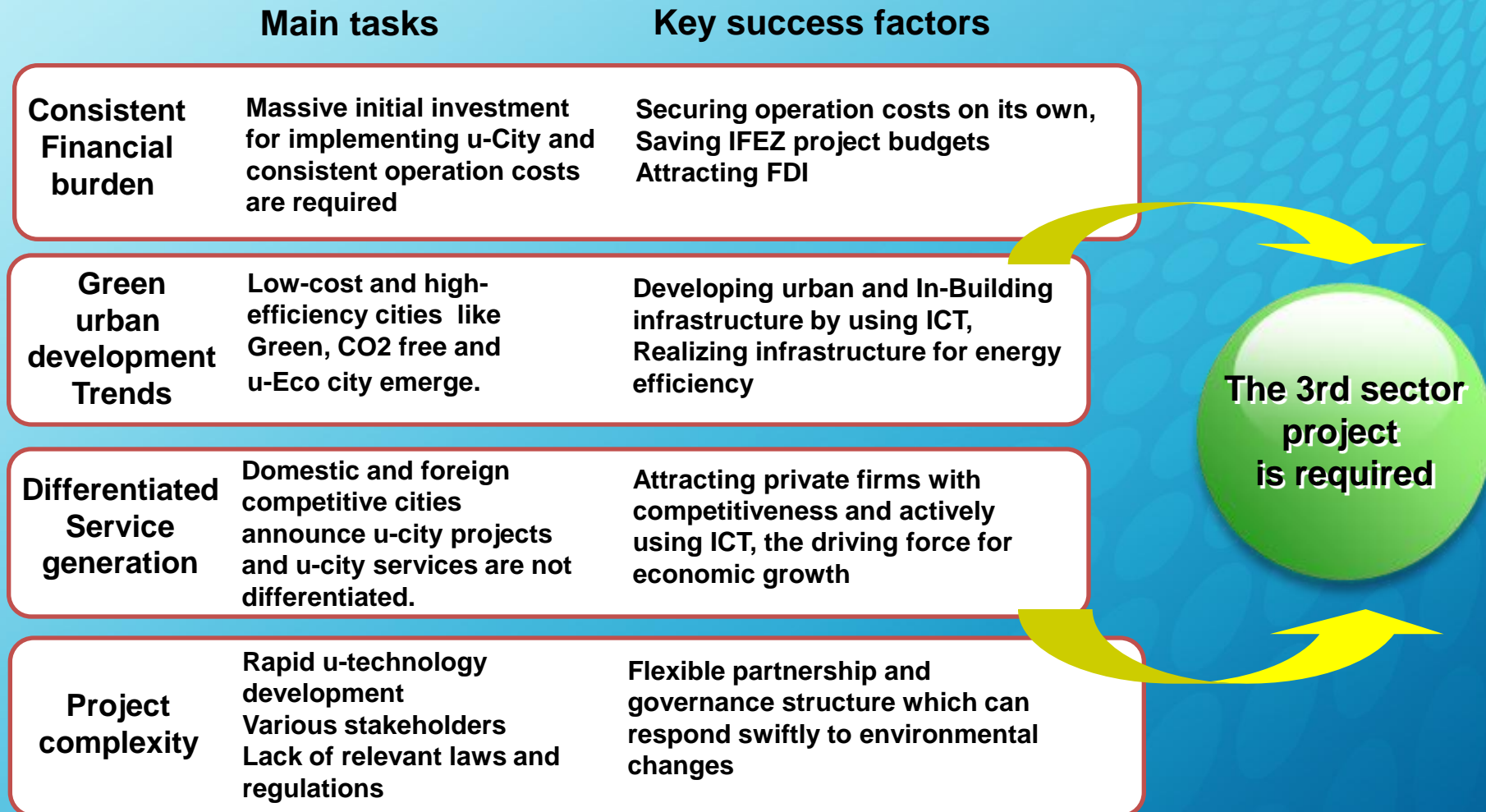
U-City status

U-city projects are actively progressing in three areas.

Songdo	Yeongjong	Cheongna
<p>Project carrier : IFEZ (u-city project division)</p> <p>Project duration : Jan. 2007~ Dec. 2020</p> <p>Project cost : 164.7 billion won</p> <p>Project details Basic and detailed designs, basic and specialized service implementation</p>	<p>Project carrier : IFEZ, IUDC, Korea Land Corporation</p> <p>Project duration : Jan. 2008~ Dec. 2020</p> <p>Project cost : 150 billion won (Sky city, Unbook)</p> <p>Project details Basic and detailed designs, basic and specialized service implementation</p>	<p>Project carrier : Korea Land Corporation</p> <p>Project duration : Jan. 2007~ Dec. 2012</p> <p>Project cost 65 billion won Project details basic and detailed designs, basic and specialized service implementation</p>

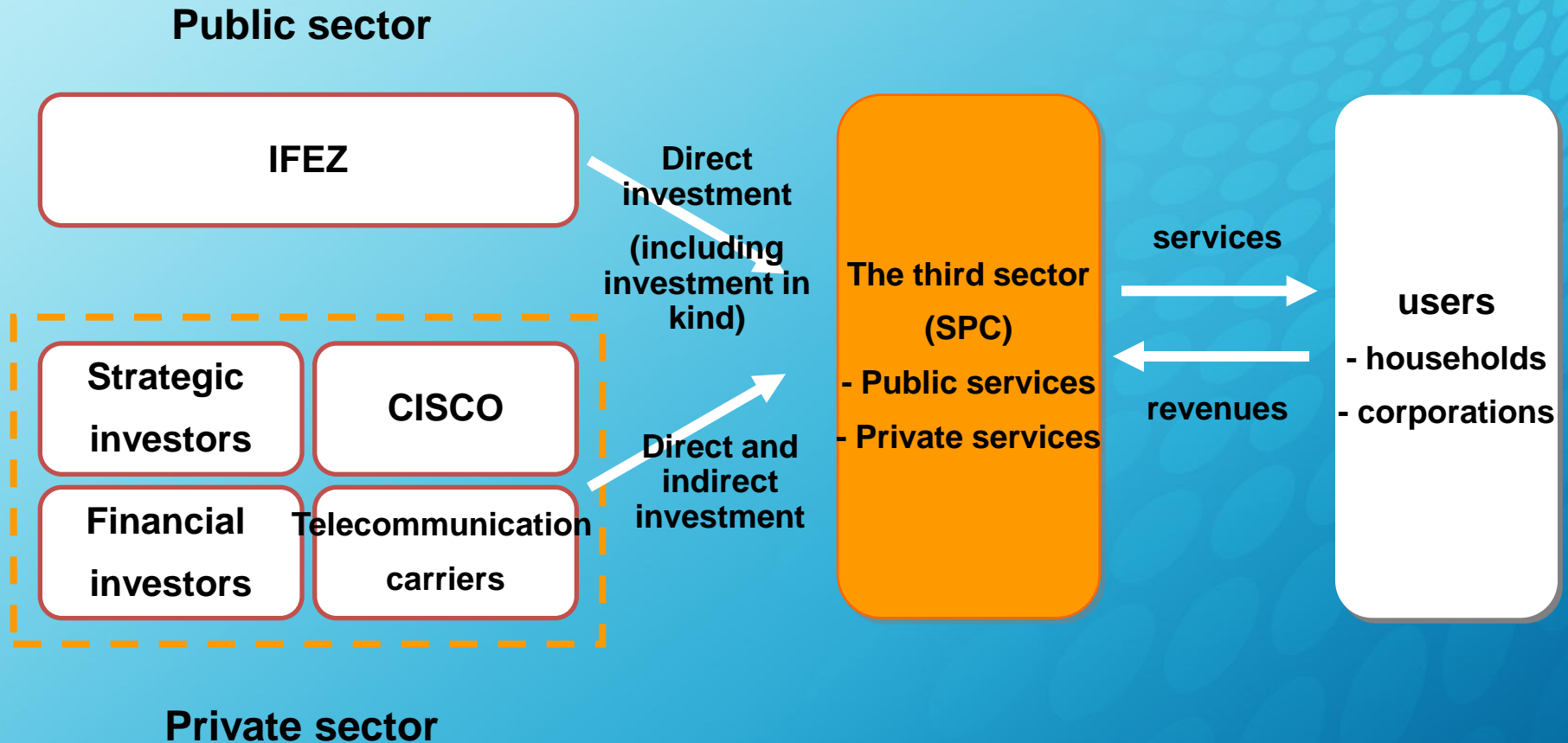
IFEZ u-City tasks and key success factors

A PPP (Public Private Partnership) project should be pursued by putting focus on public interest as well as taking advantage of creativity, driving force, flexibility and sustainability of the private sector in order for IFEZ to overcome obstacles it has faced.















The third sector project model




For implementing and operating IFEZ u-City along with private investors, the third sector is established to provide public and private services.



Revenue and service models

- U-public services are provided for free.
- Private sector u-services, which generate profits for securing operation costs, and value added services are offered together.

Service type	Core success factors	Public interest	profitability	risk	Service example
1 Public service (urban infra service)	<ul style="list-style-type: none"> • Integrated operation • U-city basic service 				<ul style="list-style-type: none"> • u-disaster prevention • u-crime prevention • u-environment information • u-facility information
2 In-building facility Management service	<ul style="list-style-type: none"> • green infrastructure for saving energy 				<ul style="list-style-type: none"> • security service • building operation service • parking automation service
3 Value Added Service	<ul style="list-style-type: none"> • Creativity, easy to use • Differentiation, competitiveness 				<ul style="list-style-type: none"> • data service center for corporations • Global cooperation center service • IFEZ video call center
4 Connectivity service	<ul style="list-style-type: none"> • Cooperation with existing carriers 				<ul style="list-style-type: none"> • broadband Internet service • telephone service • IPTV service

 high
  middle
  low

Detailed Service plan

- **Value-added services are offered to support innovative value creation in the private sector and based on this, operation and scalable development costs for u-City public services are covered.**

Service type		Service details	
U-City service	Public service	<ul style="list-style-type: none"> • u-disaster management • u-public safety management • u-environment management 	<ul style="list-style-type: none"> • u-facility management • u-traffic management • u-public information management
	In-building facility management service	<ul style="list-style-type: none"> • building automation • building operation and management • digital ads/information 	<ul style="list-style-type: none"> • energy management
Value Added Service	Profitable service	<ul style="list-style-type: none"> • Smart Business Center • XaaS (Compute as a service) • BT Global Cooperation Center 	<ul style="list-style-type: none"> • Education management center • cooperation-based education service • remote medical cooperation service
	Subsidy / incentive generation service	<ul style="list-style-type: none"> • e-service portal • interactive media board • public video booth 	<ul style="list-style-type: none"> • IFEZ video call center • IFEZ wikipedia
Connectivity service		<ul style="list-style-type: none"> • broadband Internet service • Telephone service • IPTV service 	

Thank you

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