

Busan Metropolitan City, Korea

1. Overview of Busan City



Busan, located in the southeast of the Korean peninsula, is the best port city in Korea and the fifth largest port city in the world. It is currently undergoing consistent improvements in terms of its economy, tourism and culture as “an advanced first class city opening to the world.”

Busan Metropolitan City, positioned as a central city of culture, international exhibitions and conventions, was ranked as the 4th most popular city in Asia for international conventions in 2010, up from 8th in 2006, having continued to build on its reputation which was founded by the successful hosting of

international events such as the 2002 Asian Games and the 2005 APEC Summit meeting.

Geographically, Busan is also a gateway city to the Asian continent. As a leading port city in Northeast Asia for the 21st century, Busan is also pushing ahead with a plan to hold the Summer Olympics in 2024 or later, a plan which will bring enormous synergy effects if combined with its official designation as a Safe City.

➤ **Key projects for the development of Busan**

1. Building an international Industrial Logistics Complex in the vicinity of Busan New Port



Gangseo District, Busan's new land of opportunity located by the lower reaches of the Nakdong River, will be developed into a futuristic high-tech industrial logistics city, transforming itself into a key base for the economic renaissance of Busan. Busan is determined to construct a first-class city equipped with an international logistical complex, a high-tech industrial zone and a natural environmental paradise in Gangseo District, in the hinterland area of Busan New Port, expecting it to serve as a growth engine for the city's future economy.

2. Redeveloping the North Port



Busan North Port, with its more than 130 years of history, is about to be transformed forever. Busan North Port, having been the main hub for the nation's international trade since its opening, will be renamed "Central Bay", and will be central to Busan's efforts to become known as one of the world's most beautiful ports. With the transfer of container shipping increasingly away from Busan's North Port to the Busan New Port, the city will be able to reinvent the North Port area as an international waterfront area equipped with facilities and services for high-tech businesses, maritime tourism and a citizens' recreational area, on 1.5 million square meters of land.

3. Developing a Hub Port for Northeast Asia



With the opening of the New Port, Busan will be able to take off as a key Northeast Asian logistics hub equipped with an internationally competitive edge, paving the way for advanced and high value-added cargo operations at the port. With Northeast Asia establishing itself as the global center of international logistics, competition among neighboring countries to develop their ports is growing fiercer.

4. Establishing Busan Citizens' Park



Located in the heart of the city, the former U.S. Army Camp site is being transformed into a citizen's park, improving the quality of life for all Busan's citizens.

5. Building the East Busan Tourist Complex



The magnificent natural beauty of the Haeundae and Gijang areas of the city will see them being developed into Asian tourism hubs by building world-class tourist attractions and through continued expansion of the city's convention facilities. Busan City will establish the

East Busan Tourist Complex with a world-class theme park and year-round tourist attractions in the Gijang region. A massive tourist resort complex will be built at Haeundae Beach, the nation's leading tourist destination and a specially designated tourist zone.

6. Constructing a Cinema Town



Busan is host city of the BIFF (Busan International Film Festival), one of Asia's most popular film festivals. Busan City is stepping up its efforts to foster an internationally competitive film industry, developing the city of Busan as a hub of the Asian film industry.

7. Establishing Munhyeon Financial Complex



The construction of Munhyeon Financial Complex is a project of great symbolism, as it reflects Busan's aspirations to become a regional hub for international finance markets. Designated as a Center of Finance by the central government in January 2009, Munhyeon Financial Complex is expected to reinforce the international finance and business capabilities and functions of Busan, which is rapidly emerging as a leading marine capital of Northeast Asia, by establishing a financial cluster here with customized niche financial functions for port logistics, shipping and fishery industries as well as functions as a financial hub.

8. Expanding Metropolitan Transportation Networks across the Southeastern Region



Busan is becoming bigger and better. With the expansion of metropolitan transportation networks in the Southeastern region, Busan, Ulsan and the Gyeongnam region will become more and more closely linked and closer and will effectively exist as a singular urban zone, and this will serve

to further boost the status and role of Busan, at its center.

9. Moving Gimhae Int'l Airport to Gadeok Island



To develop the southeastern region into a mega-region, an international hub airport is absolutely necessary. Therefore, the plan is to move the airport to Gadeok Island to establish a logistics hub complex connecting the port, the railway network

and the airport, and to become an Asian gateway to which people and capital will choose to flock from around the world. This will also expedite the ongoing globalization of Busan, reinforcing its national competitiveness.

10. Hosting the Summer Olympic Games in 2024 or later



Hosting the Summer Olympic Games in 2024 or later will mark a turning point in Busan's efforts to become one of the world's best cities and to upgrade the city's international status. The Summer Olympic Games, the world's largest sporting festival attracting much attention from all over the world, is a dream sporting event with many major cities around the world competing for the honor of hosting it. Busan has already successfully hosted the 2002 Asian Games. With this abundance of experience and with all its stadium facilities, Busan is now fully capable and qualified to bid for the Olympic Games. Busan City will spare no effort to combine all of its citizens' aspirations and, through the early approval of the government, to establish a strong international support base through international sports exchanges such as the World Trex-Games.

2. Background for Pushing Forward the Safe City Designation Project for Busan Metropolitan City

2.1 The need for the plan

- Since 2004, the death rate from accidents in Busan has been the highest of all metropolitan cities including Seoul; hence, accident prevention must be considered as a prime policy.
- The population of Busan has been on the decline since 2000, but the population of the elderly (over 65 years of age) is consistently increasing, which means that the number of people more prone to accidents is also increasing.

2.2 The Goal

- Boost the safety consciousness of Busan's citizens through the organization of Safe Cities, and establish an advanced safety culture.
- Increase quality of life for Busan's citizens and lay the foundations for Busan's future as a marine capital of Northeast Asia in the 21st century that is ready to welcome people from all over the world, by projecting the image of Busan as a safe city.

2.3 Expected Effects

- Increase the health, safety and rights of citizens by nurturing a culture of accident prevention and by minimizing of accidents and damages through achieving WHO Safe City designation.
- Strengthen the international competitiveness of Busan by accelerating the international convention project and international harbor hub project
- Be designated as the first city at the metropolitan level as a WHO International Safe City and pioneer a new type of International Safe City.

3. Achieving designation as a Safe Community

1) 2009

- January:

Designated the Emergency Safety Section of the Building Prevention Center as a business performing organization in order to receive approval for Safe Communities through enhancing safety throughout the community, and built the basic business plan

- February:

Visited the Center for Safety Promotion at the School of Medicine at Ajou University and consulted the validity of Safe City implementation of Busan Metropolitan City

- April:

Drew up a contract to construct a Busan injury surveillance system and middle and long-term plans for WHO International Safe Community promotion with Inje University

- April:

Attended the declaration ceremony and the symposium of Wonju International Safe City

- June:

Held a business briefing for people with safety-related professions such as public health centers, the fire department, the police and the education system

- October:

Participated in the 5th Asian Regional Conference on Safe Communities held in Beijing, China

- November:

Held a Safe City Network Seminar

- December:

Announced the Busan Safe City WHO Certification Project on the SSCI, Nursing and Health Science “Development of a Web-based child safety education program for Busan Safe City WHO Certification Project”

2) 2010

- February:

Finished establishing the basic outline for middle and long-term plans as well as safety level examination for the Busan Safe City WHO designation

- March:

Participated in the 19th International Safe Communities Conference in Suwon and presented “Busan’s Safe City Program: Towards a Healthy, Safe and Dynamic Busan”.

- June:

Participated in the Spring Conference of the Korea Society of Safety 2011 in Jeju and presented “Construction of the Busan Injury Surveillance System and Middle and Long-term Planning for WHO International Safe Community Promotion”

- July:

Visited and consulted with the Asia Authorization Center for establishing plans for the second year of the Safe City project

- October:

Participated in an experience workshop for the Korean Safe Communities Network

- November:

Established the Korea Injury Prevention Association for pushing ahead with the Busan Safe City WHO Certification Project

3) 2011

- February:

Visited Richmond, Canada and Squamish, Canada for case studies of Safe Communities for metropolitan cities as well as to fulfill one of the requirements of Busan's successful Safe Communities approval of building an overseas network with another member of the Safe Communities

- February:

Finished a study of and designs for construction of the Busan injury surveillance system as well as research into the damage rate for WHO Safe Communities approval

- February:

Published the Busan Safe City WHO Certification Project on the Korean Review of Crisis & Emergency Management, "A Study on the Safety Facilities of Senior Citizen Centers in Busan"

- June:

Established the International Safe Community Research Center of Busan Metropolitan City

- June:

Announced the Busan Safe City WHO Certification Project on the Korean Review of Crisis & Emergency Management, "A Study on the Present Condition of Suicidal Injuries in Busan Metropolitan City"

4. Population

Table 1. Population by age and sex in Busan Metropolitan City

Age	Number	Male	Female
Total	3,567,910	1,773,170	1,794,740
0 – 4	128,670	66,173	62,497
5 – 9	141,940	73,897	68,043
10 - 14	202,246	107,266	94,980
15 - 19	244,860	132,579	112,281
20 - 24	231,246	122,091	109,155
25 - 29	269,266	138,544	130,722
30 - 34	262,699	134,370	128,329
35 - 39	279,765	141,365	138,400
40 - 44	297,655	147,507	150,148
45 - 49	311,853	152,464	159,389
50 - 54	334,210	162,824	171,386
55 - 59	263,664	129,369	134,295
60 - 64	198,052	96,956	101,096
65 - 69	154,143	73,678	80,465
70 - 74	115,168	50,644	64,524
75 - 79	70,791	26,722	44,069
80 – 84	38,051	11,059	26,992
85 – 89	16,490	4,116	12,374
90 - 94	4,719	1,022	3,697
95+	2,422	524	1,898

* As of December 2010, Statistics Korea



Figure 1. Population trends by sex in Busan Metropolitan City (Statistics Korea)

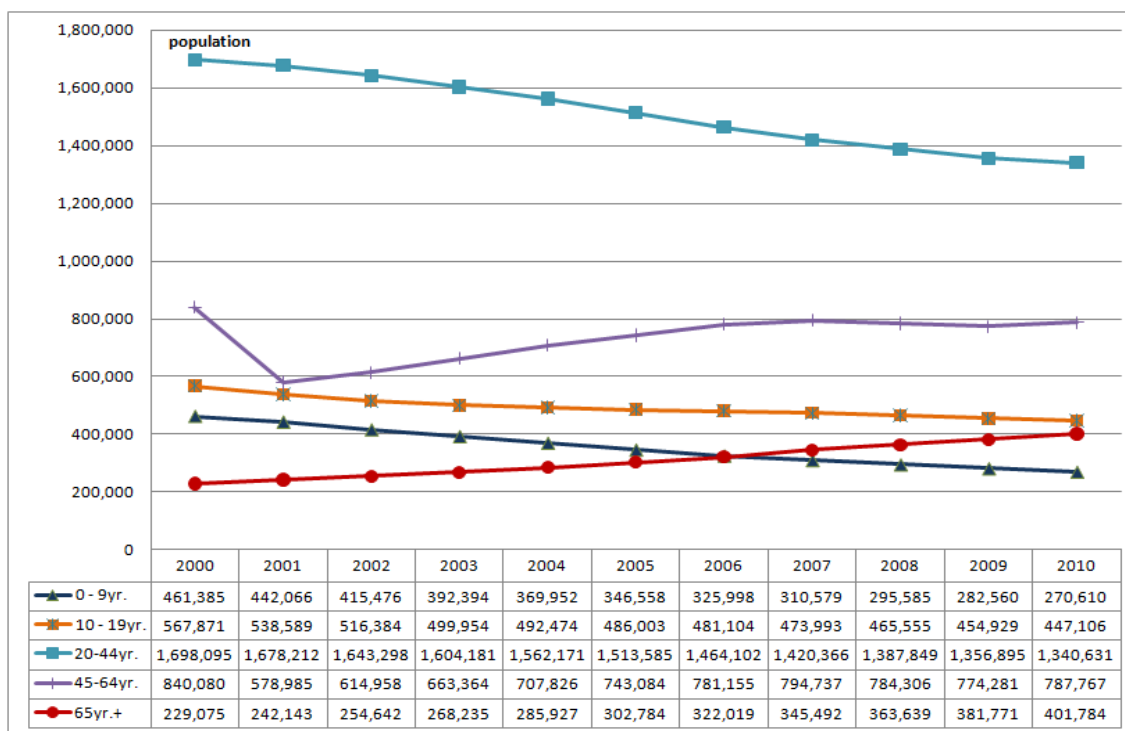


Figure 2. Population trends by age in Busan Metropolitan (Statistics Korea)

5. Causes of death

(2009)

Rank	Causes	Total deaths	Number of injury death in a 100,000 population
	Total	16,728	468.96
1	Cancer(Malignant neoplasm)	5,669	158.92
2	Cardiac disease	4,750	133.16
3	Pulmonary/Respiratory disease	1,308	36.66
4	Suicide	1,141	31.98
5	Unintentional accidents	1,098	30.78
6	Caducity	1,022	28.65
7	Digestive organs disease	926	25.96
8	Endocrine disease	814	22.82

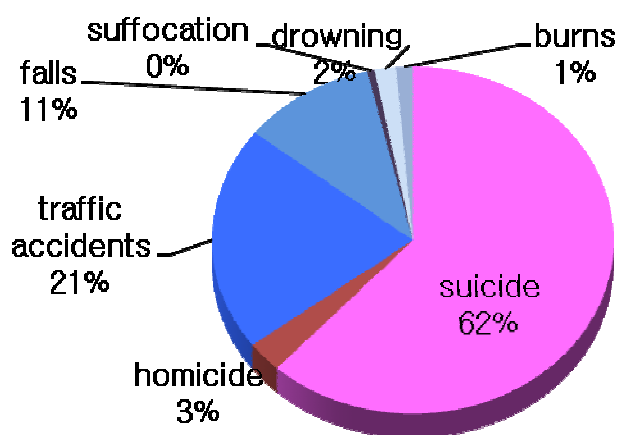


Figure 3. Ratio of unnatural deaths in Busan (in percentage terms)

6. Programs and activities for safety promotion

Criteria	Strategy	Infants & Toddlers (0~6 yr.)	Children (7~13yr.)	Adolescents (14~19yr.)	Adults (20~64yr.)	Elderly (65+ yr.)
Traffic safety	Education	<ul style="list-style-type: none"> Promotion of car seat use for children School Bus Safety Program Safe driving education for school bus drivers 			<ul style="list-style-type: none"> Safe Driving Skills Program 	<ul style="list-style-type: none"> Safe driving education for the elderly Traffic safety programs for elderly pedestrians
		<ul style="list-style-type: none"> Programs highlighting importance of wearing helmets when inline skating, cycling and riding a motorcycle 				
	Strengthen regulation	Environment modification		<ul style="list-style-type: none"> Create a safe school zone 		
		<ul style="list-style-type: none"> Make car seats mandatory and enforce the law 	<ul style="list-style-type: none"> Strengthen School Zone regulations 	<ul style="list-style-type: none"> Strengthen regulations on wearing motorcycle helmets 	<ul style="list-style-type: none"> Strengthen regulations on DUI, speeding, and wearing seat belts 	

Criteria	Strategy	Infants&Toddlers (0~6 yr.)	Children (7~13yr.)	Adolescents (14~19yr.)	Adults (20~64yr.)	Elderly (65+ yr.)
School Safety	Education	<ul style="list-style-type: none"> • Education program to prevent accidents in kindergartens 	<ul style="list-style-type: none"> • Education program to prevent of accidents in schools 	<ul style="list-style-type: none"> • Education to prevent violence within school 		
	Environment modification	<ul style="list-style-type: none"> • Creating a safe kindergarten environment project 	<ul style="list-style-type: none"> • Creating a safe school environment project 			
	Strengthen regulations	<ul style="list-style-type: none"> • Strengthen regulations for a safe kindergarten environment 				

Criteria	Strategy	Infants & Toddlers (0~6 yr.)	Children (7~13yr.)	Adolescents (14~19yr.)	Adults (20~64yr.)	Elderly (65+ yr.)
Home/residential facility security	Education	<ul style="list-style-type: none"> Safety education program for parents with infants 			<ul style="list-style-type: none"> Distributed safety management brochures for inside the home 	<ul style="list-style-type: none"> Fall prevention training (through Tai Chi, balance training etc.)
	Environment modification	<ul style="list-style-type: none"> Set up a safety management system for playgrounds 		<ul style="list-style-type: none"> House safety inspections for vulnerable groups (child heads of households) 		<ul style="list-style-type: none"> House safety inspection for vulnerable groups (elderly people living alone) Set up safe environment for senior centers
	Strengthen regulations	<ul style="list-style-type: none"> Strengthen safety inspections and regulations for kindergartens and 				

	modification
Disaster and Fire Prevention	<ul style="list-style-type: none"> • Fire prevention program • Emergency preparedness program • Natural disasters preparedness program
Education	

7. Organization related to safety promotion in Busan Metropolitan

Criteria	Organizations	Website
Traffic safety	Korea Transportation Safety Authority	www.kotsa.or.kr
	Busan Metropolitan City Traffic Culture Training Institute	www.busandrivers.or.kr
	Busan Citizens' Coalition for Safety	www.ksafekids.or.kr
	Citizens' Coalition for Transportation Culture Movement	www.befum.com
	Busan Metropolitan City Office of Education	www.pen.go.kr
	Busan Fire Department	edu119.busan.go.kr
School safety	Emergency Medical Information Center	www.1339.or.kr
	Busan School Safety and Insurance Association	www.schoolsafety.or.kr
	Youth Violence Prevention Foundation	www.jikim1020.net
	Busan Citizens' Coalition for Safety	www.ksafekids.or.kr
	Busan Community Youth Safety-Net (CYS-Net)	www.bs1338.or.kr
	Busan Metropolitan Young Counseling & Support Center	www.cando.or.kr

Criteria	Organizations	Website
Home/residential facility security	Busan Fire Department	edu119.busan.go.kr
	BMC	www.bmc.busan.kr
	Korea Fire Safety Association	www.kfsa.or.kr
	Korea Gas Safety Corporation	busan.kgs.or.kr
	Korea Electric Power Corporation	cyber.kepco.co.kr/busan
	Busan Citizens' Coalition for Safety	www.ksafekids.or.kr
	Busan Women's Hotline	www.pwhl.or.kr
	Busan Counseling Center Against Sexual Violence	www.wopower.or.kr
	Busan Criminal Victims Center	www.bcvc.or.kr
	Woori Center for Family & Child Therapy	www.woori-family.com
	Busan Center for Child Protection	adong.busan.go.kr
	Busan Differently Abled Women's Solidarity	empowerwomen.or.kr

Criteria	Organizations	Website
Suicide prevention	Busan Metropolitan City Office of Education	www.pen.go.kr
	Busan Metropolitan City Suicide Prevention Center	www.busaninmaum.com
	Busan Metropolitan City Mental Health Center	www.busaninmaum.com
	Busan Women and Family Development Institute	www.bwf.re.kr
	Busan LifeLine	www.bs lifeline.or.kr
	Busan Community Youth Safety-Net (CYS-Net)	www.bs1388.or.kr
	Emergency Medical Information Center	www.1339.or.kr
	Busan Fire Department Fire Protection Division	119.busan.go.kr
Tourism/maritime safety	Korea Water Leisure Safety Federation	www.kwlsf.or.kr
	Busan Fire Service Academy	edu119.busan.go.kr
Disaster and fire prevention		