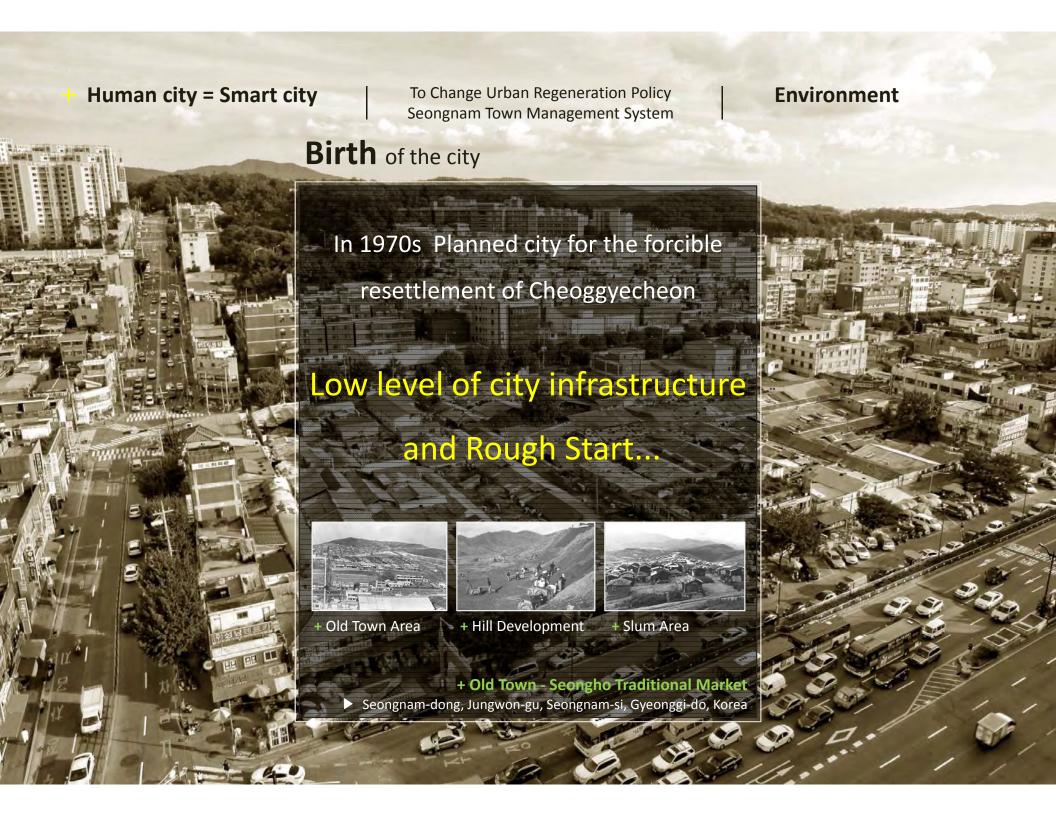


About **Seongnam**







New Town

A 'Polarization' weakens Competitiveness of the city - City fragmentation -Livable Bundang, Intelligent City Pangyo, but Old Town + New Town - Bundang ▶ Sunae dong, Bundang-gu, Seongnam-si, Gyeonggi-do, Korea

Old Town

Sujeong · Jungwon 'Old Town' Deterioration, Identity Crisis, and Deep Recession Competitive disadvantage Solution "Human" Seongnam Town Management System + Old Town - Jungwon ▶ Jungang-dong, Jungwon-gu, Seongnam-si, Gyeonggi-do, Korea



TMS Strategy



TMS **Strategy**: case

Human-ware

Soft-ware

Hard-ware

Merchants community organizing / Training program (Stimulating merchant participation)

Strengthening self-participation ability(incentives from the city) e.g. Self gardening, cleaning and management.

ICT based Communication tools(social) development (web & mobile - emerging on/offline)

Contents(tangible & intangible) development
Story telling / promotion

Additional opportunities / Cooperative marketing Enlarging market(domestic to global)

Building Wi-Fi sites

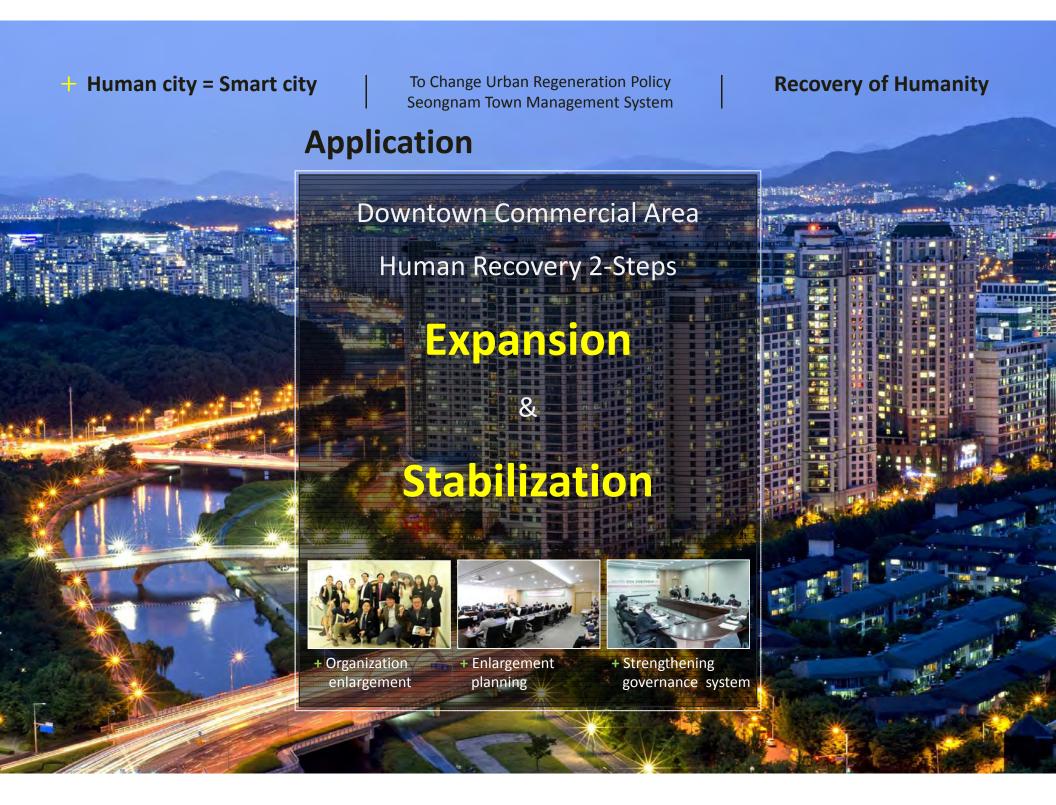
e.g. Free internet zone(telecommunication company supporting)

Theme spot / Environment innovation / Information facilities e.g. Street event stage, billboards

+ Sanseong-daero

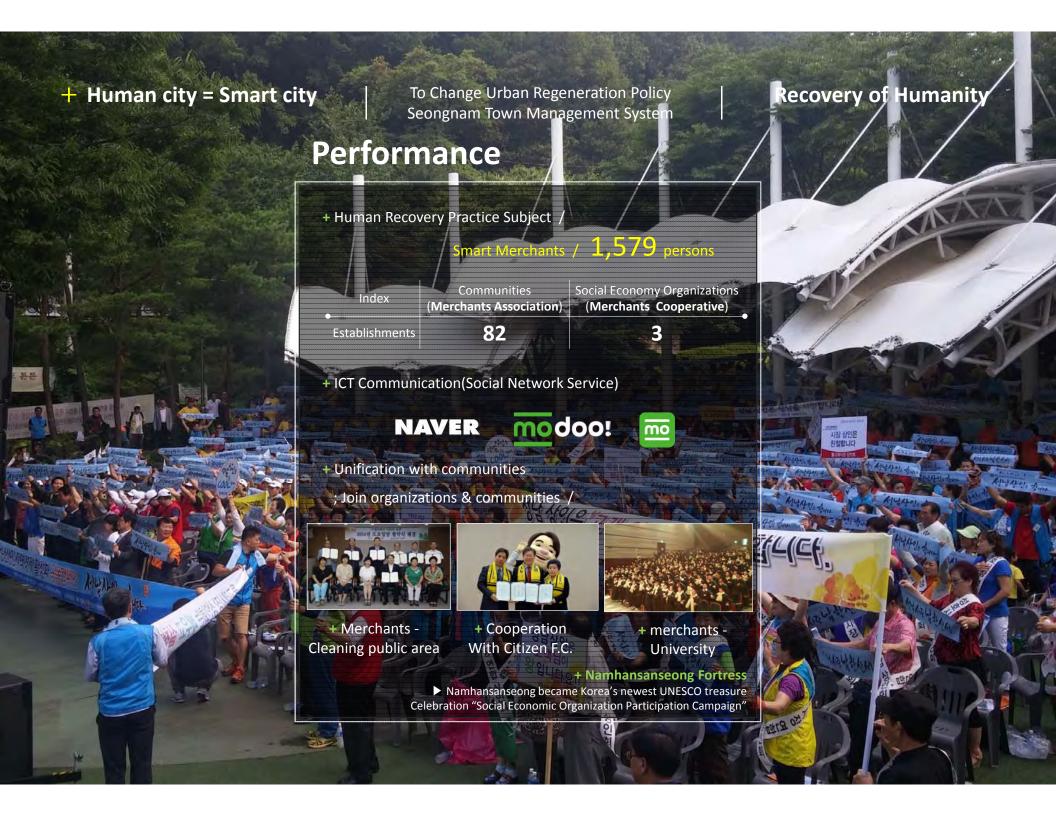
Sanseong-daero, Jungwon-gu, Seongnam-si, Gyeonggi-do, Korea





Change







+ Survey target: Mostly, small- and mid-sized self-employed businesses in Seongnam city + Survey period: January 2012- December 2014 Old Town-2 (Jungwon-gu) Kicked-off(2013~2014), Commercial District Revitalization Project-Detail plan of expanding urban commercial district Monthly average revenue per store Year 2012 2013 \$17.174 \$17,960 Old Town-2 \$19.831 \$20,500 Food & Beverage Services \$17.617 \$16,957 Retails + New Town - Pangyo Techno Valley

▶ R&D complex focusing on IT, BT, CT and Fusion Technology



