

# Global No.1 Medical Platform

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01

# Company Overview



## CEO's Message



Through relentless effort and growth, we aim to realize the value of global collaboration and fulfill our mission as a 'life-saving company,' creating a world where everyone is healthy and happy.

At MediCity Co., Ltd., we believe that innovation in the medical field goes beyond technological advancement—it lies in the global collaboration of medical professionals to save lives. To bring this vision to life, we are building a global medical network and creating a **"Global Medical Integration Platform"** where healthcare professionals can communicate and cooperate seamlessly.

**The K-Medi platform provides high-quality medical education content that can be accessed anytime, anywhere.** It has opened new possibilities for sharing medical knowledge and experience across borders. Through this, we aim to enable the global medical community to grow together while continuing our mission to save more lives.

Building on K-Medi, we are setting a new standard in medical education and expanding our services into diverse business areas, including distribution, consulting, medical tourism, and membership services for healthcare professionals. Through these efforts, we are strengthening the global medical network and leading the way toward creating better healthcare environments worldwide.

MediCity Co., Ltd. will continue to drive innovation in the medical field and strive to realize the value of global collaboration. **Our ultimate goal is not just to provide medical content but to create a world where everyone can enjoy a happy and healthy life through enhanced cooperation among healthcare professionals.**

Your interest and support are the greatest driving forces behind MediCity Co., Ltd.'s journey into new challenges. Together, let us build a better tomorrow.

CEO of Medi-City Co., Ltd.

Leon Park

## Overview

# 세계적으로 뻗어가는 Global No.1 Medical Platform (주)메디씨티

For the past 18 years, MediCity Co., Ltd. has successfully operated webinars and MICE (Meetings, Incentives, Conferences, and Exhibitions) for medical institutions and societies. We have built a database of over 40,000 medical professionals and accumulated extensive surgical and lecture video content. Through our global network, including Southeast Asia, we are strengthening collaboration with medical experts and offering membership services such as consulting for medical institution openings, tailored marketing solutions, and exclusive benefits for affiliated institutions. By integrating IT, MICE, and MEDIA into our solutions, we are contributing to the advancement of the global medical industry and setting new standards for global medical education and networking.

Company Name	MediCity Co., Ltd.
Established Date	February 21, 2022
CEO	Sungmin Park
Capital	85,000,000 KRW
Business Areas	<ul style="list-style-type: none"> <li>• Medical video platform services</li> <li>• Membership and medical tourism services</li> <li>• Trade of medical supplies and equipment</li> <li>• Domestic and international conferences, exhibitions, and event management</li> </ul>
Number of Employees	4 (with 20 personnel for R&D and operations)
Locations	<ul style="list-style-type: none"> <li>• <b>Headquarters :</b> 43-55 Mugunghwa-ro, Ilsandong-gu, Goyang-si, Gyeonggi-do, South Korea</li> <li>• <b>Gangwon Branch :</b> 3rd Floor, Unit 3, 2165 Gyeonggang-ro, Gangneung-si, Gangwon-do</li> <li>• <b>Indonesia Overseas Office :</b> Prosperity Tower, Lt. 56, KOSME(GBC) Room 4.1. Jl. Jend. Sudirman No.Kav. 52-53, Jakarta Selatan 12190</li> </ul>

## Overview

# 2024

### Global Service Implementation

12. Launch of K-Medi India Service  
Launch of K-Medi Web Service
11. Selected as a Resident Company at Jakarta GBC
10. MOU signed with KETO
08. MOU signed with RSUI, RSUM
07. Official Launch of K-Medi Indonesia Service
05. MOU signed with Imperial Palace Seoul
04. MOU signed with Sky International Co., Ltd.  
MOU signed with Haevichi Hotel & Resort Jeju Medical tour hosted for RSUI ASTUTI hospital director at Korea National Cancer Center
03. MOUs Signed
  - AYANA Midplaza Jakarta
  - CMS Entertainment
  - Rumah Sakit Universitas Indonesia
  - Cheongdam Korean Aesthetic Clinic
  - PT. Cashtree for Indonesia
02. Hosted the K-ART Exhibition by ArtBuddyHeld an Indonesia Branch Showcase (The Westin Jakarta)
01. Trademark registration of MediCity Co., Ltd.

# 2023

### Establishment of PT. Medi City Indonesian Branch and MediCity Co., Ltd's Gangwon branch Office

12. MOU signed with All My Tour
11. MOU signed with ArtBuddy Co., Ltd.
10. National Assembly Registration  
Listing of Chairperson Jisun Lee of the Korea Science and Technology Policy Research Association as a board member
07. Establishment of MediCity Co., Ltd.'s Gangwon branch office  
Launch of K-Medi Indonesia Service Test Version 1.0  
Beta service launch of MediCity Membership Service
06. Agreement with Udijant Tedjosasongko as an invited speaker for the iADH2024 International Conference
05. Establishment of PT. MediCity Indonesia  
Trademark registration for 'K-Medi' overseas service in Indonesia  
Patent application (No. 10-2023-0070316)

# 2022

### Establishment of MediCity Co., Ltd.

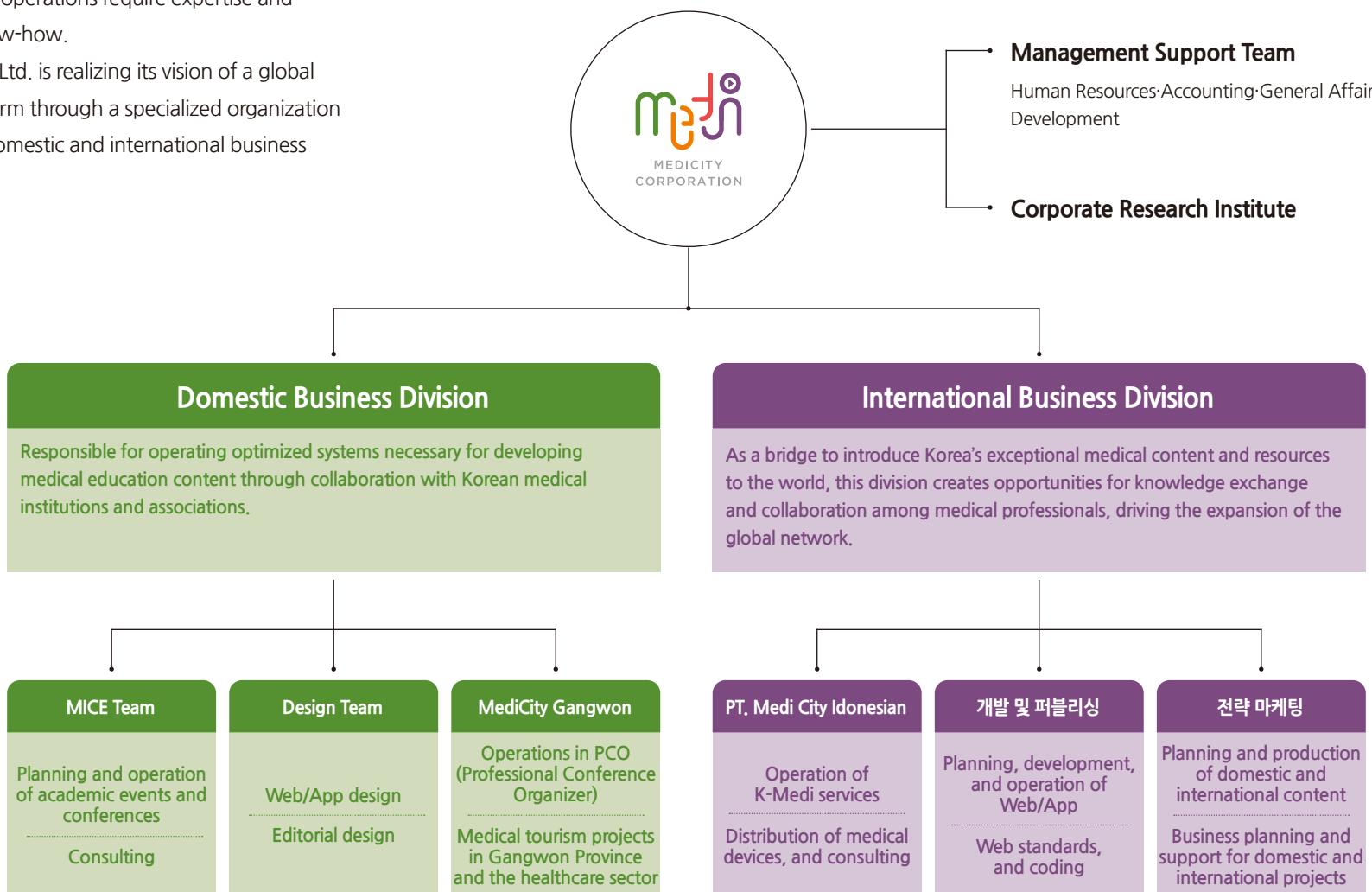
10. MOU signed with JJin Homme
09. Selected for the Technology Protection Desk Program (Gyeonggi Technopark)  
  
MOU signed with KINTEX by KTree Hotel
07. MOU signed with Air Macau at Incheon Airport  
MOU signed with Mercure Ambassador Hotel Ulsan
04. Trademark application filed for MediCity Co., Ltd.  
(Korean Intellectual Property Office)  
  
MOU signed with St. John's Hotel
03. Official website of MediCity Co., Ltd. launched
02. Incorporation of MediCity Co., Ltd.  
Hosted the 1st Medi-City Day  
Inauguration Ceremony held  
at St. John's Hotel, Gangneung  
Registered as a small business enterprise

## Human Resources

# Organizational Structure

Global service operations require expertise and advanced know-how.

MediCity Co., Ltd. is realizing its vision of a global medical platform through a specialized organization divided into domestic and international business divisions.



## Human Resources



**Steve Lee**

Chairman & CTO of Medi-City Co., Ltd

- 2025 ~ : Board Member, Goyang YMCA
- 2023 ~ : Board Member, Korea Association for Science and Technology Policy Studies
- 2020 ~ : CEO, Able Co., Ltd.
- 2012 ~ : Evaluation Committee Member  
Evaluation Research Department, National Research Foundation of Korea (NRF)

# Introduction to Medicity Group Executives

- **Doctor of Philosophy in Computer Engineering**  
(Specialization in System Security and Software Engineering)
- **Master of Science in Computer Engineering**
- **Bachelor of Science in Computer Engineering**  
(Incheon National University, Incheon, South Korea)

### Previous

- 2022-2024 Director of Information Korea-Canada Association
- 2021-2023 Director of Information Asian Association for Counseling and Coaching
- 2007-2024 Director of Technology Research HiComp INT Co., Ltd.
- 2010-2016 Lecturer, Department of Computer Engineering  
(Incheon National University, South Korea)
- 2009 Examiner and Evaluator IT Business Division, Broadcasting and Telecommunication Human Resources Development Center
- 2009 Lead Researcher, R&D Division Korea Internet & Security Agency (KISA)
- 2008 Examiner and Evaluator KIPS-IT Certification Institute  
(Korea Information Processing Society)
- 2007-2010 Professor, Department of Digital Contents  
(Nazarene University, South Korea)

### Publications

- 2014 PRACTICAL CentOS LINUX (Ehan Media)
- 2011 Linux CentOS: From Basics to Practical Applications (Ehan Publishing)
- 2007 C# Programming with a Workbook (Ehan Publishing)
- 2007 JSP Programming with a Workbook (Ehan Publishing)
- 2006 ASP Programming with a Workbook (Ehan Publishing)
- 2005 LINUX 9.X: From Basics to Practical Applications (Ehan Publishing)
- 2003 Ehan Linux.COM (Ehan Publishing)

## Human Resources



**Leon Park**

CEO of Medi-City Co., Ltd.

Previous

- Prudential Sales Division
- JW Pharmaceutical ETC
- Delta Air Lines ICN Operation
- Qantas Airways BNE Passenger service
- High1 HR and Manager

## Achievements

- 2024 K-Medi Application Launch
- 2024 RSUI Business Collaboration Agreement
- 2024 RSGM UNPAD Business Collaboration Agreement
- 2023 Establishment of PT Medi City Indonesia

# Introduction to Medicity Group Executives



**Caleb Park**

Branch Manager of Medi-City Gangwon Co., Ltd.

Previous

- Head of MICE Acquisition and Planning, Marketing Team, St. John's Hotel
- Head of MICE Acquisition, Marketing Team, Lekai Sandpine
- Marketing Strategy Team, Hyundai Human Resources Development Center
- Operational Planning Team for Overland Tours to Geumgangsan, Hyundai Asan Corp.

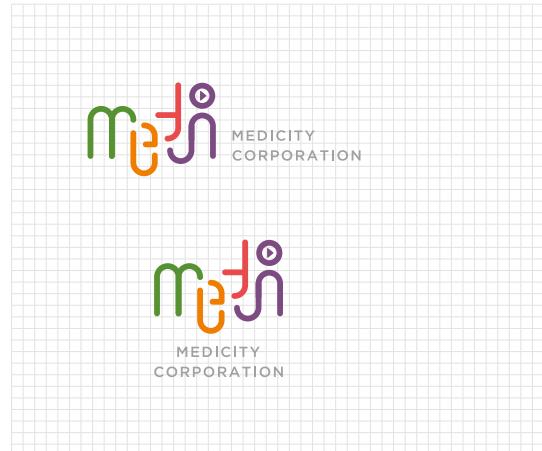
## Achievements

- 2020 Award for Contribution to Attracting International Conferences in Gangwon Province(Gangwon Province)
- 2022 Award for Contribution to the Development of the MICE Industry in Gangwon Province(Gangwon Tourism Organization)

## CI & BI

# Corporate Identity

The wordmark emphasizes flexibility and simplicity, reflecting the company's goal of becoming an influential entity in the global medical industry by **integrating various networks (Medical, IT, Big Data, Media)** and achieving its **goal of advancing the global medical field**.



### M\_Green

PANTONE 363C  
Process Color\_C69 M24 Y100 K7  
RGB\_R86 G145 B49  
#5c903f

Green, the fundamental color of healthcare, symbolizing life, nature, and peace, is placed at the forefront.

### E\_Orange

PANTONE 1575C  
Process Color\_C0 M62 Y100 K0  
RGB\_R239 G216 B0  
#f57e20

It conveys the warm yet gentle spirit of MediCity Co., Ltd., reflecting its desire to embrace humanity with warmth.

### D\_Red

PANTONE 1787C  
Process Color\_C0 M84 Y62 K0  
RGB\_R223 G74 B75  
#f05157

It expresses the passion of MediCity Co., Ltd.

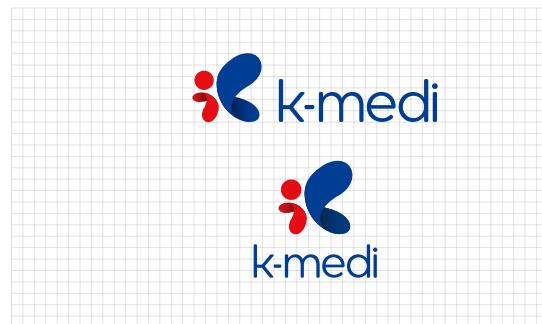
### I\_Purple

PANTONE 7664C  
Process Color\_C59 M78 Y22 K5  
RGB\_R124 G74 B129  
#7a5184

It represents MediCity Co., Ltd., combining the contrasting characteristics of red and blue—conveying vibrant energy from red, grounded on the trust symbolized by blue.

# Brand Identity

The basic concept of the logo embodies meaning in three visual elements. The letter "K" represents the commitment to promoting Korea's excellent medical technology and knowledge to medical professionals abroad. The symbol, which incorporates the colors of the Indonesian and South Korean national flags, symbolizes the vision of a global service connecting the two nations.



### I\_Red

Process Color\_C0 M99 Y100 K0  
RGB\_R255 G0 B0  
#FF0000

Red representing the Indonesian flag

### K\_BLUE

Process Color\_C100 M83 Y2 K0  
RGB\_R0 G71 B160  
#0047A0

Blue representing the South Korean flag

## Vision and Mission

# A company that continuously creates value through relentless challenges and innovation, MediCity Co., Ltd.

At the heart of medical education and the global medical network, we realize the integration of IT, MICE, and MEDIA and strive to become a Global No.1 Medical Platform company, advancing the global medical industry and creating sustainable life values.



## Business Areas

### MediCity Co., Ltd.

As the root of the global medical platform business, we solidify the **foundation for growth** through integrated support and strategic planning.

- MediPeople - Membership Services
- Medical Tour
- Operation of Medical-Related MICE Events

### Foundation

### PT. MEDI CITY INDONESIA

Leading the **expansion** of the global medical platform, connecting Korean medical content to the world, and expanding the global medical network.

- K-Medi App/Web Services
  - Medical Device Distribution
  - Consulting for Korean Companies
- Entering the Indonesian Market

### Expansion

### Medi-City Gangwon Co., Ltd.

Realizing MediCity's vision based in the Gangwon region, paving the way as a new growth hub for medical tourism and academic exchange.

- Specialized PCO in the Gangwon region
- Operation of festivals and events
- Management of Medical Tour in the Gangwon region

### New Growth Exploration

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02

**Key Business Areas**

# MediCity Co., Ltd.



## MediCity Co., Ltd.

## Key Business Areas

### MediCity Co., Ltd.

MediCity Co., Ltd. plays a pivotal role in **connecting the global medical network** and creating new value in the medical industry.

Over the past 18 years, we have operated PCO projects for domestic and international medical societies and hospitals, accumulating over 40,000 pieces of medical lecture content and building a comprehensive database of medical professionals worldwide.

Based on this foundation, we have developed various collaborative projects, including Medi People membership services, Medical Tour programs, and the operation of medical-related MICE events, providing practical and differentiated services to medical professionals.

Furthermore, we are laying the groundwork and strategically securing resources to grow as a global platform.

#### Medi People

Customer Acquisition and Management

#### Medical Tour

Strengthening the Global Network

#### Operation of Medical-Related MICE Event

Securing K-Medi Content Assets

**Establishing the Foundation for Global Platform  
Growth and Securing Resources**

**MediCity Co., Ltd.**

## Key Business Area 01

### Medi People - Membership Services

MediPeople is an integrated membership service for domestic and international medical professionals, designed to expand and systematically manage medical networks through a variety of value-added services.

It offers services that meet the needs of medical professionals and enhance satisfaction, **including hotel reservation services** for attending domestic and international conferences, the Art Buddy service **supporting art purchase and rental for hospitals and affiliated institutions**, and the **Moldovan vintage wine promotion** that elevates the quality of events and gatherings.

MediCity Co., Ltd. provides **an integrated experience** through MediPeople membership services in connection with overseas branches and MediTour projects, fulfilling its role as a hub that connects and supports medical professionals.

Customer Acquisition  
and Management



**Hotel**

Exclusive Room Discounts,  
Facility Discounts, and Membership-Only Services



**Art Service**

Art Collection, Purchase,  
and Rental



**Wine**

Moldova Wine  
Promotion Services

## Key Business Area 02

### Medical Tour

Customer Acquisition  
and Management

Medical Tour is a key service of MediCity that strengthens the global network and elevates medical tourism to a new dimension. Through medical tourism programs linked to academic and educational activities, it facilitates exchanges among medical professionals and provides a distinctive experience through integration with Medi People membership services.

Medical Tour expands opportunities for interaction among medical professionals, offers unique experiences exclusive to MediCity, and plays a critical role in strengthening the global medical network. In doing so, it makes a tangible contribution to improving health and happiness worldwide.



**Visit of RSUI Hospital Director from Indonesia to the National Cancer Center**

In June 2024, the visit of Asututi, the director of RSUI (Universitas Indonesia Hospital), to Korea was managed, facilitating collaboration with the National Cancer Center



**K-Medi Night Event Management**

In September 2024, a dinner party introducing Korean halal food was organized for Indonesian medical professionals attending IADH 2024 in Seoul



**Indonesia Bali Pilates Tour**

Scheduled for February 2025, the tour in Bali, Indonesia, includes professional photo shoots, meditation sessions, and support for training through medical lectures.

MediCity Co., Ltd.

## Key Business Area 03

### Operation of Medical - Related MICE Events

Customer Acquisition  
and Management

MediCity Co., Ltd. plans and manages domestic and international medical conferences and conventions, achieving high-quality medical content acquisition and strengthening the global network.

Through these events, we promote interaction among medical professionals and secure academic and educational content essential for the K-Medi platform, supporting MediCity's integrated service strategy.

Additionally, leveraging extensive MICE experience and expertise, we create new collaboration opportunities within the medical industry and play a leading role in the medical MICE market.

※ Introduction to Major Conferences in 2024/ In addition to the listed events, numerous other medical-related MICE events are managed.



**iADH 2024 /  
KNS 2024 Management**

In September 2024,  
the official website was created, and the conference and  
related events were comprehensively managed.



**ZIESS SMILE  
FORUM 2024**

In November 2024,  
planned and managed the event,  
overseeing design and production.



**ICHO 2025 /  
ZEISS Horizon2025**

Comprehensive management of  
event planning and operation, design,  
and web development.

03

Key Business Areas

# PT.Medi City Indonesia



## PT.Medi City Indonesia

# PT. Medi City Indonesia

PT. Medi City Indonesia plays a leading role in **delivering Korea's advanced medical technology and educational content to Indonesian medical professionals and expanding MediCity's vision into a global platform service.**

Through the operation of the **K-Medi platform**, a core business area, it enhances accessibility to education by enabling Indonesian medical professionals to access diverse medical academic materials and lecture videos **without traveling abroad**, thereby supporting the enhancement of their professional capabilities.

Additionally, through the **medical device distribution business**, PT. Medi City Indonesia introduces high-quality domestic and international medical devices to the Indonesian medical market.

By collaborating with local companies, it supports the advancement of medical technology and provides **consulting services to assist Korean companies in entering the Indonesian market**.

Recently, PT. Medi City Indonesia was **selected as a resident company at the Jakarta Global Business Center (GBC)**, further strengthening its presence in the Indonesian and Southeast Asian markets.

### K-Medi

Realization of the  
Global Medical  
Platform Vision

### Medical Device Distribution

Development of Localization  
Strategies and Revenue  
Models

### Consulting for Entry into the Indonesian Market

Expansion of  
the Global Platform  
Vision

**Connecting Korean Medical Content to the World and  
Expanding the Global Medical Network**

# Key Business Area 01



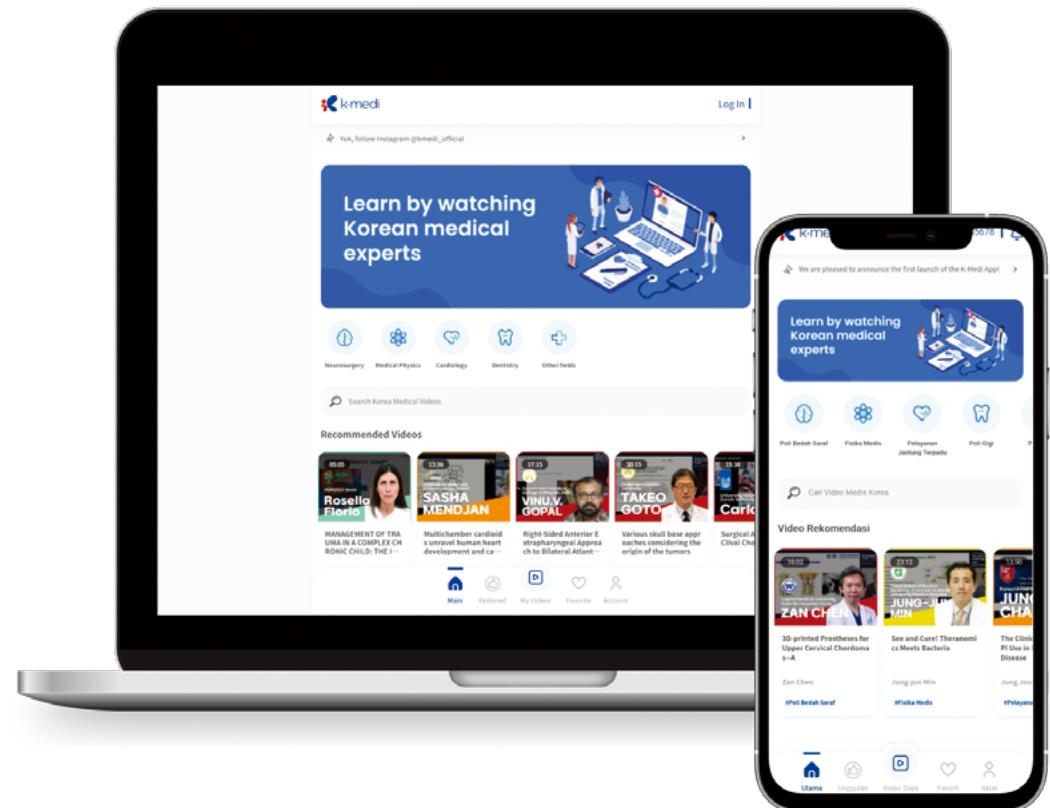
Realization of the  
Global Medical Platform Vision

## Medical e-Learning Netflix

K-Medi is a Medical Professional Educational Video Platform. Through K-Medi, users can access unlimited high-quality medical lectures, surgical procedures, and experimental videos conducted in Korea across various specialties.



▲APP DOWNLOAD



## Key Business Area 01

### K-Medi

**Breaking the Boundaries of Conferences!**  
Attend Conferences Anytime, Anywhere with Ease

K-Medi: An Innovative Service Replacing Offline Conference Attendance.

With a monthly subscription fee of Rp 98,000, enjoy the freedom to participate in professional medical conferences held in Korea, anytime and anywhere, through K-Medi.

#### Cost Saving

**99** % 

Attending overseas conferences involves expenses exceeding Rp 26,000,000 for transportation, participation fees, and accommodation.



With K-Medi, enjoy the service for a monthly subscription fee of just Rp 98,000.

#### Time Efficiency

**7** Days 

Attending offline conferences requires at least 3 to 7 days for travel, accommodation, and event participation.



K-Medi customers can enjoy unlimited streaming at their preferred time.

PT.Medi City Indonesia

## Key Business Area 01

### A Trusted Medical Professional Educational Video Platform for Indonesian Medical Experts: K-Medi

Number of  
Members

**200**

100% of members are  
Indonesian medical  
professionals.

Registered  
Content

**600** Videos

An average of over 100  
new videos are uploaded  
each month.

Average Daily  
Usage Time

**3** Hours

High usage time compared  
to video length.

Monthly  
Active Users

**347**

Engaged and highly  
loyal user base.

Within 5 months of its  
launch in July 2024,  
over 200 Indonesian medical  
professionals have signed up.

Specialized international  
conference videos are available in  
5 fields, including neurosurgery,  
neurorestoration, dentistry,  
nuclear medicine,  
and cardiology.

K-Medi serves as a platform  
where its target audience,  
medical professionals,  
actively explore and  
learn through the videos.

Considering the average  
daily usage time,  
K-Medi has secured a loyal user  
group focused on quality  
over quantity.

※ As of December 2024

※ MAU Calculation Basis: Monthly average number of connected devices

## PT.Medi City Indonesia

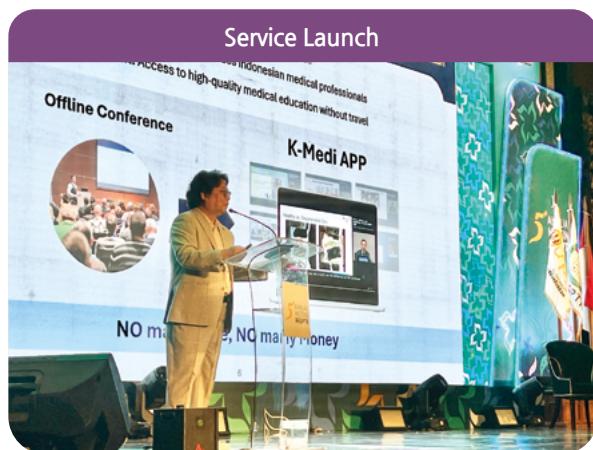
## Key Business Area 01

### K-Medi

#### A Leap Towards a Global Medical Platform, Accessible to Everyone Beyond Indonesia

**K-Medi: A Subscription-Based Platform Offering Medical Lectures, Surgeries, and Experimental Videos Through App and Web.** K-Medi selectively curates high-quality lectures, surgeries, and experimental videos from medical conferences held in Korea, offering them via App and Web. In July 2024, K-Medi was officially launched during the **ARSPTN 5th event, attended by over 400 hospital representatives in Indonesia**, making the vision of becoming a global medical platform more tangible. Additionally, in **November 2024**, K-Medi was selected as a resident company at **Jakarta GBC**, established by the **Korea SMEs and Startups Agency**, recognizing its growth potential and business viability.

With its competitive platform and Korea's advanced medical technology, K-Medi supports knowledge expansion and improved medical standards for professionals worldwide. It is actively working to expand its services to Southeast Asian countries, starting with the **India service launch in December 2024**.



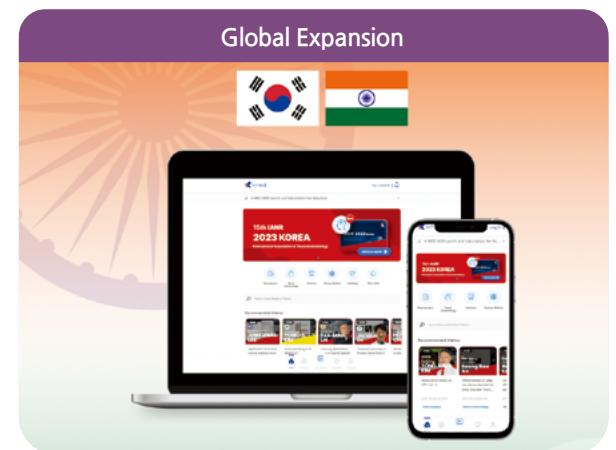
**K-Medi Indonesia  
Service Launch**

The official launch of K-Medi services was held at an event attended by 400 representatives from Indonesian hospitals. MOUs were signed with RSUI, RSGM, and others (July 2024).



**Selected as a Resident  
Company at Jakarta GBC**

K-Medi was recognized for its content competitiveness and growth potential, leading to its selection as a resident company at the Jakarta GBC by the Korea SMEs and Startups Agency (November 2024).



**India Service Launch  
(December 2024)**

In response to requests from global users in India, Japan, and other countries, K-Medi launched its services in India. Sequential launches in Southeast Asian countries are planned for 2025.

## Key Business Area 02

### Medical Device Distribution

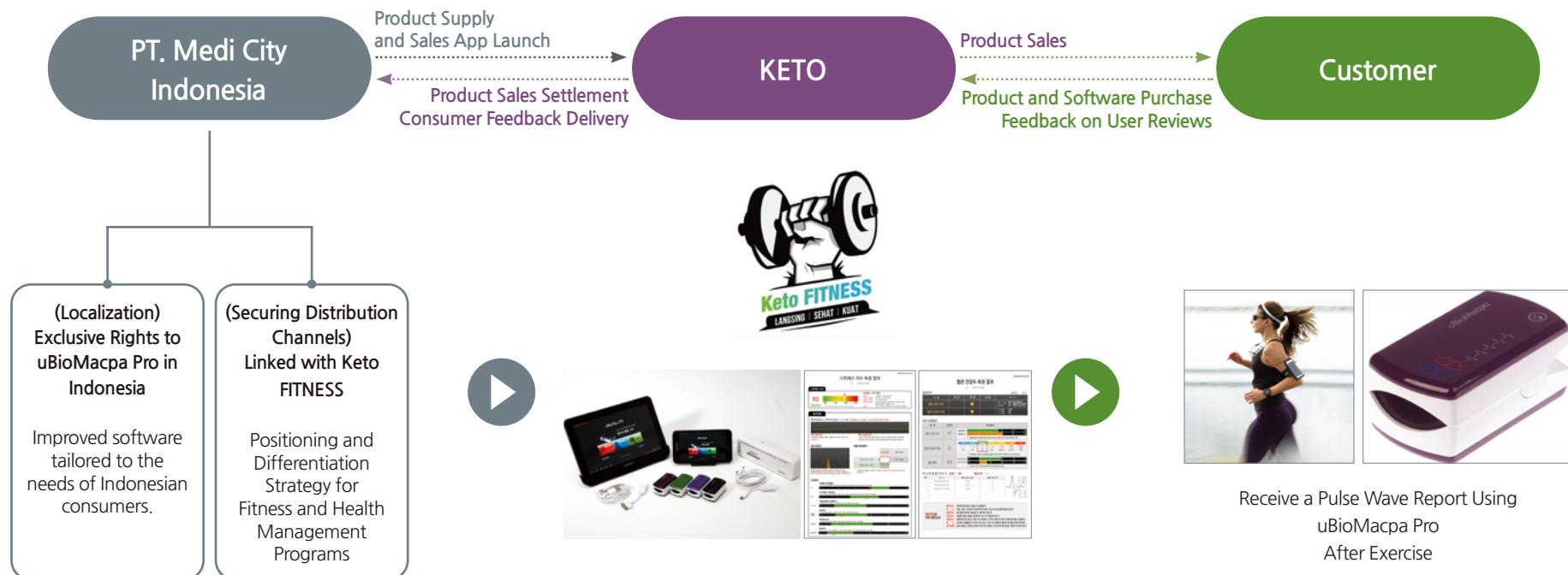
Development of Localization Strategies and Revenue Models

PT. Medi City Indonesia introduces medical devices, proven through real-world use by medical professionals in Korea and abroad, to the Indonesian medical market.

With a focus on trust and quality, the company ensures thorough inspection of products, establishes platforms to showcase them, and improves associated software to better serve local consumers.

Additionally, it leverages relevant communities to secure distribution channels for the products.

#### Examples of Medical Device and Supplies Distribution



## Key Business Area 03

### Consulting for Entering the Indonesian Market

Expansion of the  
Global Platform Vision

PT. Medi City Indonesia hopes to support more Korean companies in entering and successfully establishing themselves in the Indonesian market.

From establishing local corporations, launching the K-Medi service, to becoming a resident company at Jakarta GBC, we share **expertise accumulated throughout the process of entering and commercializing in the Indonesian market** and help build a strong business network.

Consulting Service Areas for Indonesian Market Entry and Corporation Establishment				
Market Research and Analysis	Legal and Regulatory Advisory	Partner and Network Development	Marketing Strategy Development	
Financial and Investment Advisory	Human Resources and Organizational Management Advisory	Distribution and Logistics Advisory	Localization and Product Development Advisory	
<ul style="list-style-type: none"><li>Conducting in-depth analysis of Indonesia's economy, industries, and consumer behavior to assess the potential and competitive landscape of the target market.</li><li>Gathering foundational data for the development of market entry strategies.</li></ul>	<ul style="list-style-type: none"><li>Providing consultation on Indonesian laws, particularly those related to foreign investment regulations.</li><li>Covering areas such as business registration, taxation, labor laws, foreign exchange regulations, and intellectual property protection.</li></ul>	<ul style="list-style-type: none"><li>Assisting in identifying local partners and building a robust business network.</li><li>Establishing partnerships with local collaborators, including networks for distribution and supply chains.</li></ul>	<ul style="list-style-type: none"><li>Developing marketing strategies tailored to the local market.</li><li>Proposing methods to enhance brand awareness and improve consumer engagement.</li><li>Covering localization strategies as well as both digital and traditional marketing approaches.</li></ul>	
<ul style="list-style-type: none"><li>Providing strategies for securing funding, attracting investments, and optimizing taxes for local business operations.</li><li>Offering information related to Indonesia's investment promotion policies.</li></ul>	<ul style="list-style-type: none"><li>Providing consultation on local workforce recruitment, training, and establishing HR management systems.</li><li>Proposing efficient organizational management practices based on an understanding of Indonesia's labor market culture.</li></ul>	<ul style="list-style-type: none"><li>Developing strategies for distributing products or services and managing logistics within Indonesia.</li><li>Covering supply chain management, logistics optimization, and the configuration of warehouse and distribution networks.</li></ul>	<ul style="list-style-type: none"><li>Assisting in the development of products and services tailored to the local market.</li><li>Supporting the localization of existing products.</li><li>Providing guidance to appropriately adjust products and services by reflecting language, culture, and consumer preferences.</li></ul>	

04

Key Business Areas

# Medi-City Gangwon Co., Ltd.



## Medi-City Gangwon Co., Ltd.

# Medi-City Gangwon Co., Ltd.

Medi-City Gangwon Co., Ltd. is a **global platform integrating healthcare, tourism, and MICE businesses** based on Gangwon's pristine natural environment.

Anchored in the Gangwon region, it realizes MediCity's vision and pioneers a **new growth hub for medical tourism and academic exchange**.

Leveraging years of experience in domestic and international academic conferences and related projects, Medi-City Gangwon provides **comprehensive solutions for MICE operations**, including planning, management, website development, design creation, and promotional marketing, achieving differentiated outcomes.

Additionally, through **Gangwon-specific Medical Tour services** focused on wellness, happiness, and health, it connects high-quality medical services with regional tourism programs, fostering **an ecosystem where medical professionals, patients, and local communities thrive together**.

### Gangwon Region No.1 PCO

Revitalization of  
the Regional MICE  
Industry

### Festival and Event Management

Promotion of Regional  
Economic Development  
and Infrastructure  
Strengthening

### Gangwon-Specific Medical Tour

Intersection of Healthcare,  
Tourism, and Academic  
Exchange

**Pioneering a New Growth Hub Integrating Healthcare,  
Tourism, and Academia**

## Medi-City Gangwon Co., Ltd.

# Key Business Area 01

## Gangwon-Specialized PCO All-in-One Group in the MICE Industry

Revitalization of the  
Regional MICE Industry

Medi-City Gangwon Co., Ltd. provides **comprehensive solutions for MICE operations**, leveraging years of experience in domestic and international academic conferences and related projects. These solutions range from planning and management to website development, design creation, and promotional marketing.

In particular, the company is working on projects in collaboration with **Gangneung City** and **Gangneung Tourism Development Corporation** to attract large-scale international events aligned with the **completion of Gangneung Convention Center in 2026**, aiming to lead the growth of Gangneung's tourism infrastructure and MICE industry.

### MICE Event Planning and Management

From conceptual planning and team building aligned with the purpose of the event to securing venues and sponsors, we deliver comprehensive branding that encompasses planning, management, and marketing, achieving differentiated outcomes.



### Website and App Development & Management

From creating official websites to managing sponsors and speakers, abstract registration, and hosting webinars, we provide comprehensive support for all Web and App development and maintenance required for events.



With over 10 years of experience, MICE planners and designers collaborate to create visually artistic materials, completing the visual branding of events.

### Design Planning and Production

From digital campaigns utilizing official websites and SNS channels to email marketing through our proprietary customer database, we provide tailored promotional marketing solutions that connect sponsors and participants.

### Promotional Marketing



## Medi-City Gangwon Co., Ltd.



### Gangneung Tourism and MICE Roadshow

**Date** | Thursday, August 29, 2024, 10:30 AM ~ 2:00 PM

**Target Audience** | Decision-makers and organizers from domestic academic and association MICE organizations

**Venue** | Medium Conference Room 3, Korea Science and Technology Center, Science and Technology Convention Center

**Details** | Promotion of Gangneung's MICE information and infrastructure, including facilities, attraction, and hosting support systems

Introduction to customized team-building programs tailored to event sizes

Collaborative promotional activities with Gangneung MICE Alliance member companies

Networking and business matching opportunities for stakeholders

## Gangwon-Specialized PCO 2024 Key Portfolio



### Gangneung MICE Alliance Workshop

**Date** | Friday, November 29, 2024, 4:00 PM ~ 8:00 PM

**Target Audience** | Gangneung MICE Alliance members and Gangneung Business and Tourism Supporters

**Venue** | 4th Floor, Babuda Hall, St. John's Hotel

**Details** | Strengthening collaboration with local MICE-related companies and organizations

Promoting sustainable growth of the regional MICE industry

Hosting expert lectures

Workshop planning and operation



### 2024 Gangneung Coffee Forum

**Date** | Friday, October 25, 2024, 1:00 PM ~ 6:00 PM

**Target Audience** | Stakeholders in the coffee industry and related organizations in the Gangneung region

**Venue** | 3rd Floor, Saint Hall, Saint Convention Wedding Hall

**Details** | Aiming for the advancement of the coffee and MICE industries

Lectures and performances by coffee experts

Experience and event booths operated by specialized coffee-related institutions

## Medi-City Gangwon Co., Ltd.

# Festival and Event Management

Medi-City Gangwon Co., Ltd. leads the development of Gangwon's tourism, culture, and MICE industries through festivals and events that combine the region's unique characteristics with a global vision.

By planning and managing distinctive events rooted in Gangwon's natural environment and cultural assets, the company actively contributes to **revitalizing the local economy** and positioning Gangwon as a hub for global MICE and tourism industries.

Promotion of Regional Economic Development and Infrastructure Strengthening

## Key Business Area 02



### 2024 Gangneung MICE Familiarization Tour

**Date** | Tuesday, November 26, 2024 ~ Wednesday, November 27, 2024

**Target Audience** | Decision-makers and organizers from domestic academic and association MICE organizations

**Venue** | Gangneung MICE infrastructure and major tourist attractions

**Details** | Introduction to support services for hosting MICE events in Gangneung

Exploration of Gangneung's MICE infrastructure (Olympic Park, Convention Center, Unique Venues, etc.)

Welcome events, including dinner, cultural experiences, networking meetings, and more



### 2024 Untangodo 1330 Themed Trekking Festival

**Date** | June ~ October 2024

**Target Audience** | 4,000 domestic outdoor activity enthusiasts

**Venue** | Four mining region cities and counties (Jeongseon, Samcheok, Taebaek, Yeongwol) along Untangodo 1330 and surrounding walking trails

**Details** | Aiming to promote tourism in Untangodo 1330 and mining regions

Side programs such as mission stamp challenges and concerts

Cultural experiences in villages along the Untangodo 1330 route  
Local food tastings and connections to region-specific tourism products

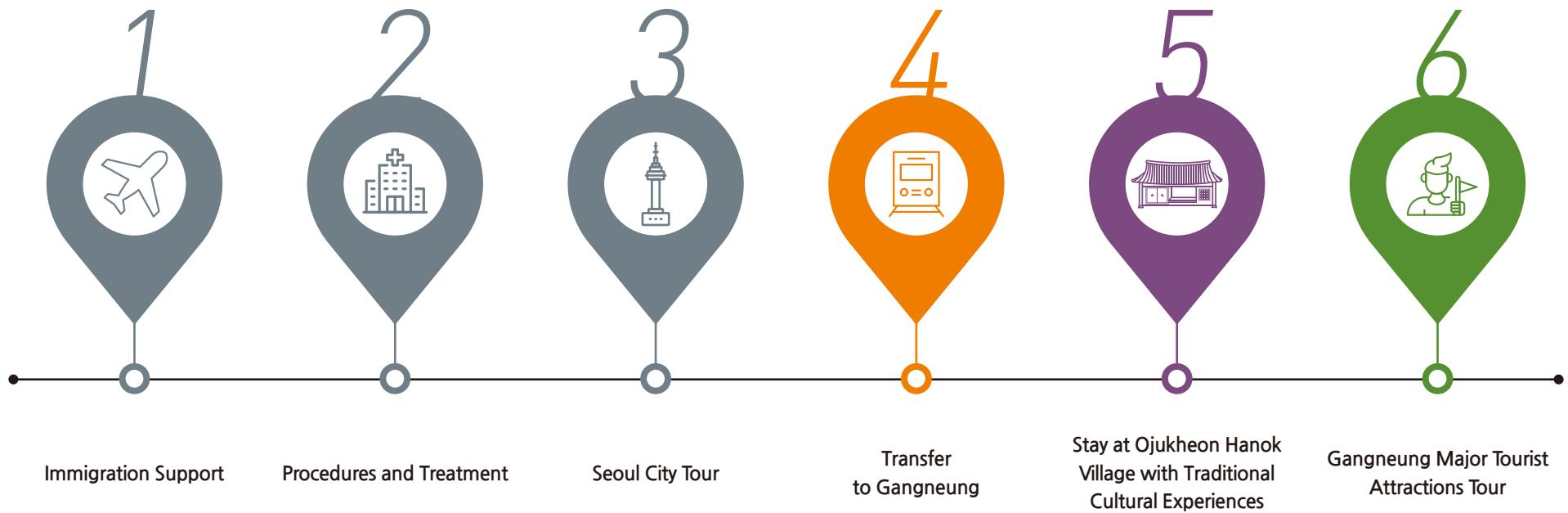
## Key Business Area 03

### Gangwon-Specialized Medical Tour

Intersection of Healthcare, Tourism,  
and Academic Exchange

Medi-City operates medical tour services based in Gangwon, a unique city blessed with exceptional natural environments, promoting wellness, happiness, and health.

The "Medical Tour" program **connects high-quality medical services with regional tourism programs**, creating a sustainable ecosystem where medical professionals, patients, and local residents thrive together. It caters to participants of MICE events held in Gangwon and across the country, as well as international patients visiting Korea for treatments and procedures.



# Partnership & Growth Vision

## Future Plans and Vision

## Goals and Growth Strategies

### Focusing on Service Enhancement and Monetization for Global Platform Expansion

#### MediCity Co., Ltd.

Expansion of Medi People Services  
Acquisition of Global Members



#### PT. Medi City Indonesia

Expansion of K-Medi Services to More Countries  
Growth of the Medical Device Distribution Business



#### Medi-City Gangwon Co., Ltd.

Attraction of Medium and Large-Scale MICE Events in Gangwon Region and Advancement of Tour Programs

#### Market Understanding & Preparation for International Expansion

2023

Content Acquisition and Platform Development

- Acquisition of Data and Platform Infrastructure
- Planning of Medi people & K-Medi Platforms

#### Market Entry and Network Acquisition

2024

Entry into the Indonesian Market

- Launch of K-Medi and Establishment at Jakarta GBC
- Establishment of MediCity Gangwon Co., Ltd. and Development of Medical Tour Program

#### Expanding Service Countries & Attracting Domestic and International Client Circulation

2025

동남아시아 서비스 개시 & 멤버십,  
메디 투어 활성화

- Launch of K-Medi Services in Southeast Asian Countries such as India and Japan
- Activation of MediPeople & Gangwon Region MICE and Medical Tour"

## Partners

# Partners and Collaborators

Domestic

International

Institutions			Hospitals				병원				
 중소벤처기업진흥공단	 Gangneung Tourism Development Corp.	 K-Medical Tourism Association 시민협회 K-의료관광협회	 국립암센터 NATIONAL CANCER CENTER	 명지 병원 MYONGJI HOSPITAL	 새빛안과병원 의료법인 세경의료재단	 국민건강보험 국민건강보험 IlSan Hospital	 RSUI We Provide Outstanding Care	 청담 CHEONG DAM Korean Aesthetic Clinic	 RSGM Unpad		
KOSME	Gangneung Tourism Development Corporation	K-Medical Tourism Association	NATIONAL CANCER CENTER	MYONGJI HOSPITAL	Saevit Eye HOSPITAL	IlSAN HOSPITAL	RSUI	CHEONG DAM Korean Aesthetic Clinic	RSGM		
Hotels					Hotels						
 KINTEX by K-TREE	 MERCURE HOTELS	 MAISON GLAD JEJU	 Haevichi HOTEL & RESORT JEJU	 Imperial Palace Seoul-Korea	 HOTEL MULIA SENAYAN JAKARTA	 AYANA	 WESTIN HOTELS & RESORTS	 NOVOTEL HOTELS & RESORTS			
KINTEX by K-TREE	Mercure Ambassador Ulsan	MAISON GLAD JEJU	Haevichi Hotel & Resort JEJU	Imperial Palace Seoul-Korea	HOTE MULIA JAKARTA	AYANA	WESTIN HOTELS & RESORTS	NOVOTEL HOTELS & RESORTS			
Airlines	Tourism	Art / Shopping	Wine	Others	Mobile Platforms	Consulting	MICE	Distribution			
 AIR MACAU 澳門航空	 allmytour	 GANGNEUNG OJUK HANOK VILLAGE	 ARTBUDDY	 SEOUL KOREA Tailored By JJIN CUSTOM FIT	 Wine D.	 JNP 제이엔피 JNP INTELLECTUAL PROPERTY & LAW	 SJ VIBE	 Cashtree	 Smile Research Indonesia	 CMS Entertainment	 Keto FITNESS
AIR MACAU	All my tour	GANGNEUNG OJUK HANOK VILLAGE	ARTBUDDY	JJIN Homme	International Sky	JNP Intellectual property & Law	SJ VIBE	Cashtree	Smile Research Indonesia	CMS Entertainment	Keto FITNESS

## Key Certificates



Trademark Registration Application



Patent Application



Patent Application



International Patent Application (PCT)



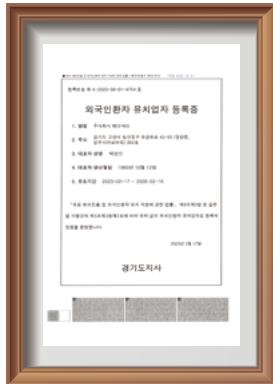
Trademark Registration in Indonesia



MediCity Co., Ltd. Business Registration Certificate



Tourism Business Registration Certificate



Foreign Patient Attraction Business Registration Certificate



Small and Medium-Sized Enterprise Certification



Establishment of Corporation in Indonesia



MediCity Gangwon Co., Ltd. Business Registration Certificate



ARSPTN Sponsor Certification



#### MediCity Co., Ltd.

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