

We Build Busan's Everyday Life

My Home, Our Workplace, Everyone's City

We Build Busan Life for the Better

Since its foundation on January 25, 1991, Busan Metropolitan Corporation (BMC, President Kim Yong-hak) has supported and promoted Busan's growth and housing welfare for its citizens. We developed and supplied housing sites in 19 districts, including Hwamyeong and Jeonggwan New Town, to provide people with places to live. We also helped the city address its housing shortage by supplying around 47,000 housing units in various forms. Furthermore, we created a foundation for the local economy through industrial complex projects and urban development projects for a total area of approximately 30,000,000km².

In particular, we helped Busan make the leap to a world-renowned city by developing the Busan New Port hinterland, the Osiria Tourist Complex, Haeundae LCT Tourist Resort Complex, and Munhyeon Busan International Finance Center (BIFC).

The hinterland development contributed to Busan's growth as a logistics hub for Northeast Asia by improving Busan Port's competitiveness and boosting its cargo volume. Expected to be visited by around twenty million travelers per year, the Osiria Tourist Complex will elevate Busan's standing as an international tourism city by serving as a tourism infrastructure promoting long-stay tourism in the city. Haeundae LCT is a tourist resort complex offering leisure and recreation all year round in Haeundae. It is one of the most popular tourist destinations in Korea and has become a new addition to the city's many landmarks. Munhyeon BIFC is evolving into a blockchain and fintech center, building on its successful entry into the top 30 in the Global Financial Centres Index. Having completed the first two phases of the project, we are set to complete the third phase and consolidate the center's status as a finance hub for all of Asia.

As a leading public corporation in the city, BMC has worked on creating a growth platform for Busan. We will continuously help Busan to fully realize its potential as a leading global city and make the city a better place to live for all.



Legal basis

Article 49, Local Public Corporation Act and Local Ordinance on the Establishment of Busan Metropolitan Corporation (January 25, 1991)

Purpose

Improve housing stability and welfare for citizens and promote the growth of the local community by developing and supplying housing units and sites, and implementing urban development projects

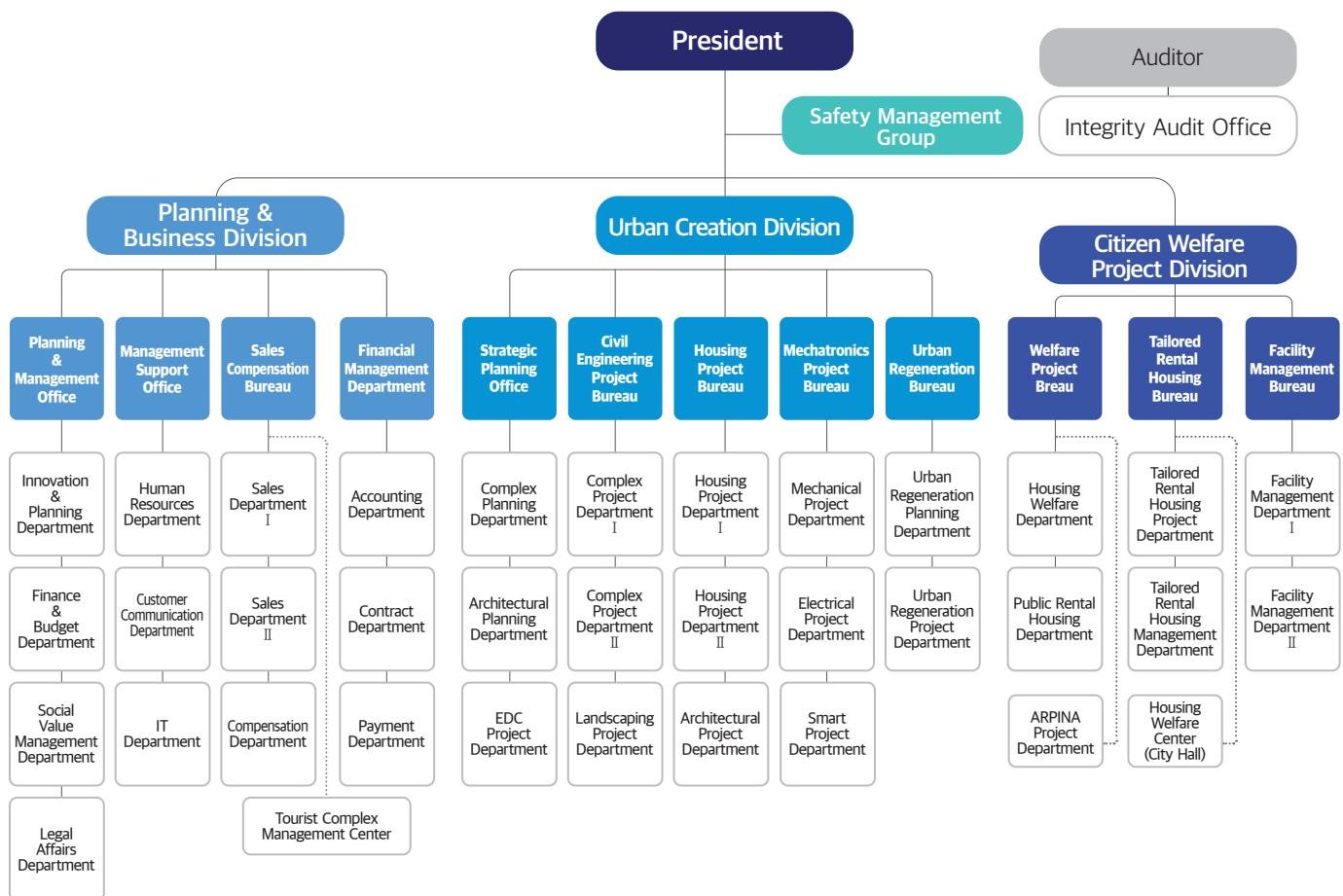
Businesses

- Urban development, urban planning facilities, urban regeneration, and regeneration facilitation
- Tourist complex development, free economic zone development, industrial complex development, and public waters reclamation
- Acquisition, development, supply, and management of housing units and sites
- Other businesses delegated by central/local governments and public institutions

Organization and Executives/Employees

- President, Auditor, 2 Divisions, 1 Project Division, 4 Offices, 9 Bureaus, 1 Group, and 34 Departments
(Total number of employee positions: 321)

Organizational Chart



BMC History

The city offers places for life and rest, helping people continue with their work and life.

Our goal always has been and will be making Busan a better place to live in.



1990's

BMC Begins

- 1991. Founded as Busan City Development Corporation; first groundbreaking (Bansong District Housing Site Development Project)
- 1992. Busan City Development Corporation Labor Union founded
- 1994. Signed a twinning agreement with Osaka Housing Supply Corporation
- 1995. Carried out the first public recruitment (24 new employees); built a new corporation building (156 Sincheondae-ro, Busanjin-gu, Busan)
- 1996. Completed the housing construction project for Dadae 5 District (5,832 units/the largest housing construction project)
- 1998. Completed the public waters reclamation project in Millak-dong (currently, Millak Waterfront Park)
- 1999. Announced the Customer Service Charter (the first among local public corporations in Korea)

2000's

Building Spaces to Live

- 2000. Completed the housing site development project for Geoje District (Geoje Law Town)
- 2001. Completed the housing environment improvement project for Sujeong 1 District (the first of its kind in Busan)
- 2002. Completed the housing site development project for Hwamyeong 2 District (1.4 km², the corporation's largest housing site development project)
- 2003. Built Bansong Hyowonjeong (housing designed for co-habituants across three generations; first of its kind in Korea)
- 2004. Built Busan Youth Hostel Arpina
- 2005. Completed the housing construction project in Guseo (the corporation's first reconstruction project)
- 2006. Renamed as Busan Metropolitan Corporation; completed the Jagalchi Market modernization project
- 2007. Won the Presidential Award at Local Public Corporation Business Management Awards
- 2008. Completed the housing site development project for Jeonggwan District (BMC's share: 21.7%)
- 2009. Completed the Busan Memorial Park development project

1 Founded as Direct Control City Development Corporation

2 Built a new corporation building

3 Carried out the first public recruitment

4 Announced the Customer Service Charter

1 Housing environment improvement project for Sujeong 1 District

2 Housing site development project for Hwamyeong 2 District

3 Groundbreaking ceremony for Bansong Hyojeongwon

4 Renaming ceremony



2010's

Engine for Economic Growth

- 2011. Completed the Hwajeon Industrial Complex development project (the first industrial complex to be located in a free economic zone in Korea)
- Completed the Jangan General Industrial Complex development project (Busan's largest automotive parts cluster)
- 2012. Asia's largest premium outlet in Busan (Osiria)
- 2013. Completed development projects for Daeyeon, Dongsam, and Centum Innovation District
- 2014. Completed the Mieum Industrial Complex development project (shipbuilding equipment)
- 2015. Completed the urban development project for Dongsam Hari District; completed the Saenggok Industrial Complex development project
- 2016. Completed Phase 3 of the Osiria Tourist Complex development project
- 2017. Completed the hinterland development project for North Container Terminal, Busan New Port; founded the Museum of Contemporary Art Busan
- 2018. Completed Phase 2 of the Munhyeon Innovation District development project; selected for the Urban Regeneration New Deal Project (Cheongchun and Jeongdeun Villages, Geumsa-dong, Busan)
- 2019. Completed the urban development project for Ilgwang District; completed Phases 1 and 2 of the Global Industry Logistics City Project; built Dongnae Happy Housing (BMC's first Happy Housing Project)

1 A full view of Hwojeon Industrial Complex

2 A full view of Mieum Industrial Complex

3 A full view of Saenggok Industrial Complex

4 A full view of Global Industry Logistics City



2020's

Partner for Citizens' Happiness

- 2020. Held a signing ceremony for Busan-type Job Shared Growth Agreement
- Green belt restriction lifted for Centum 2 District Urban Hightech Industrial Complex
- Donated KRW 2 billion to COVID-19 crisis response efforts
- Decided to participate in new projects (International ap-2BL Happy Housing, etc.)
- Signed the agreement for Phase 3 of Munhyeon Innovation District Mixed-Use Development Project
- Won the Minister's Award by the Ministry of the Interior and Safety Active Administration Competition for 1H 2020
- 2021. Created and announced the Vision 2030 Medium-/Long-Term Business Strategy System
- Provided emergency disaster relief grants for permanent rental housing (first among local public corporations in Korea)
- Launched two Housing Welfare Centers in Busan
- Adopted the worker director system
- Named an Outstanding Institution at the 2021 Local Public Corporation Business Evaluation
- Decided to participate in new projects (Busan R&D District Development Project, etc.)

1 Signing ceremony for Busan-type Job Shared Growth Agreement

2 Won the Minister's Award at the Active Administration Competition for 1H 2020

3 The 30th-anniversary ceremony

4 A Housing Welfare Center opening ceremony

BMC Accomplishments

Housing site development

0.8% of Busan's total area; equivalent to 850 soccer fields



Housing construction

3.3% of total housing supply and 5.7% of total apartment housing supply in Busan



Rental housing supply / management

Permanent/public/national/rotational/purchased/
deposit-based/redevelopment/happy rental housing



※ Deposit/monthly rent: based on permanent rental housing beneficiaries

Urban development

1.6% of Busan's total area; close to the total area of Yeonje-gu



Public architecture

Public buildings (art museum, youth hostel), including projects carried out for Busan Metropolitan City Government



Industrial complex development

2.4% of Busan's total area; close to the total area of Dongnae-gu



Urban regeneration

Urban Regeneration New Deal projects at five locations



Revenue in 2021

KRW 419.3 billion

Net profit in 2021

KRW 9.4 billion

Total budget in 2021

KRW 1,210.4 trillion

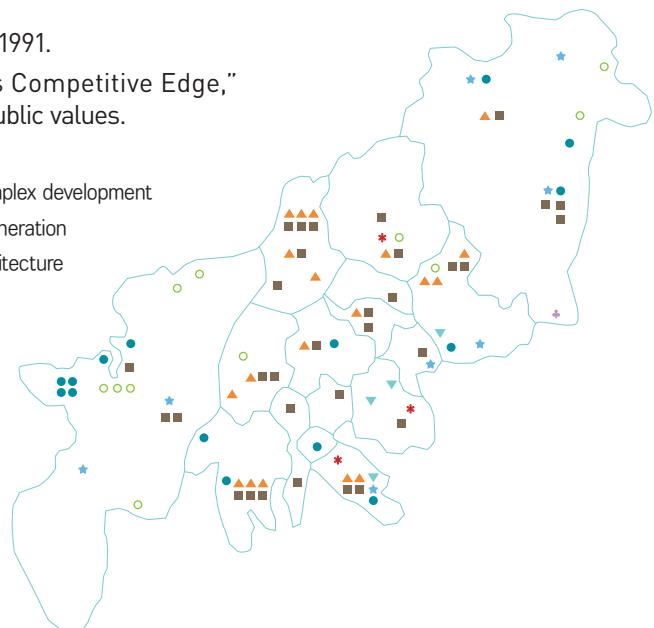
※ As of January 2022 (including ongoing projects); see 2020 Busan Statistics Yearbook

BMC Business

BMC has built a growth platform for Busan since its foundation in 1991.

In keeping with our motto, "Our Competitive Edge is Busan's Competitive Edge," we will continue to drive Busan's economic growth and promote public values.

- | | | |
|----------------------------|-----------------------------------|-------------------------------|
| ▲ Housing site development | ● Industrial complex development | ■ Tourist complex development |
| ■ Housing construction | ★ Urban development | ● Urban regeneration |
| | ▼ Innovation district development | ● Public architecture |



My Home : We Value Rest for Our Citizens

Housing site development (1987–2008) Bugok, Dadae 3, Hakjang 1, Gaegeum 2, Deokcheon 2, Dongsam 1, Bansong, Dadae 4, Dongsam 2, Eomgung, Dadae 5, Hwamyeong 3, Mandeok 3, Hwamyeong 2, Hwamyeong 4, Geoje, Banyeo, Banyeo 2, Jeonggwan

Housing construction (1989–2025) Bugok, Dadae 3, Hakjang 1, Hakjang 2, Deokcheon 2, Dongsam 1, Gaegeum 2, Dadae 4, Bansong, Dadae 5, Dongsam 2, Hwamyeong 3, Gwangan, Gupo, Sujeong 1, Hwamyeong 2, Hwamyeong 4, Guseo, Bansong Hyowonjeong, Geoje 3, Yongho 5, Nambumin 3, Jeonggwan, Ilgwang 3, 5, 6BL, Dongnae, Ami 4, City Hall, Ilgwang 4BL, Ilgwang 7BL, Global ap-2BL, Echo 18, 19, 20BL, Eco 15BL

Public architecture (1992–2023) Busan Youth Hostel Arpina, Jagalchi Market Modernization, Jangnim Rental Apartment Factory, Busan Techno Park, Hightech Parts and Materials Research Support Center, Bongandang Construction, Marine Biology Industry Development Center, Science and Technology Promotion Center, Smart Electronic Parts Technology Support Center, Museum of Contemporary Art Busan, Korea Maritime Institute, Marine Convergence Materials Center, Busan International Arts Center, Power Semiconductor Commercialization Center, Noksan Hometown Hill Memorial Hall



Our Workplace : We Envision a Future for Our Citizens

Industrial complex development (2004–2030) Jangan, Hwajeon, Mieum, Saenggok, Hoedong-Seokdae, International Industrial Logistics District 1, Ori General Industrial Complex, Centum 2 District Hightech Industrial Complex, Sasang Regeneration Project District Revitalization Zones, West Busan Mixed-Use Industry Distribution Complex, Busan Special R&D District

Urban development (2000–2023) Millak-dong Public Waters Reclamation, Gijang Ceramics Village, Busan Memorial Park, Busan New Port Hinterland, Haeundae Tourist Resort, Dongsam Hari District, Eco Delta City, Ilgwang District

Innovation District Development (2007–2025) Munhyeon Innovation District, Daeyeon Innovation District, Dongsam Innovation District, Centum Innovation District



Everyone's City : We Care About What Citizens Think and Feel

Tourist complex development (2006–2023) Osiria Tourist Complex

Urban regeneration (2020–2023) Geumsa Urban Regeneration Eoulim Center, Happy Housing Development for Busan Environmental Corporation Site, Happy Housing in Bongsan Village

My Home :

We Value Rest for Our Citizens

BMC addresses Busan's housing issues by supplying various types of public housing, including happy housing for younger citizens, public rental housing for disadvantaged citizens, and public sales housing for would-be homeowners.

Housing Construction



Dongnae Happy Housing

- 📍 158 Bansong-ro, Dongnae-gu
- 🏠 395 units
- ₩ KRW 47.5 billion

Ilgwang District Public Sales Housing (3, 5, 6BL)

- 📍 Samseong-ri, Ilgwang-myeon, Gijang-gun
- 🏠 2,460 units
- ₩ KRW 723.6 billion

Ami 4 Happy Housing

- 📍 237-237 Amidong 2-ga, Seo-gu
- 🏠 767 units
- ₩ KRW 114.4 billion



City Hall Happy Housing

- 📍 1590-25 Yeonsan-dong, Yeonje-gu
- 🏠 1,800 units
- ₩ KRW 294.9 billion

Ilgwang District National Rental Housing (4BL)

- 📍 771 Samseong-ri, Ilgwang-myeon, Gijang-gun
- 🏠 1,134 units
- ₩ KRW 240.9 billion

Eco Delta City Public Sales Housing (18, 19, 20BL)

- 📍 Gangdong-dong, Gangseo-gu
- 🏠 2,787 units
- ₩ KRW 958.5 billion

Housing Welfare



Rental housing supply / management

- 17,949 units
- Basic living welfare beneficiaries, people with disabilities, low-income group
- Permanent, Public, National, Rotational, Purchased, Deposit-based, Redevelopment, Happy rental housing
- Deposit: KRW 2.09 to 2.53 million
Monthly rent : KRW 44 to 54 thousand

Housing Welfare Services



1. BMC Culture Street Reveal and Lighting Ceremony, Dongsam 1 District



2. Food sharing for Lunar New Year



3. Vaccine for your feelings (Plants sharing for senior citizen)

Housing Site Development



Hwamyeong New Town (Hwamyeong 2, 3, 4 District Housing Site Development)

- Hwamyeong-dong and Geumgok-dong, Buk-gu
- 1.9 km², Acceptance plan population 76,351
- KRW 630.3 billion



Jeonggwan New Town (Jeonggwan District Housing Site Development)

- Jeonggwan-myeon, Gijang-gun
- 950,000 m² (Total project area: 4.2 km²), Acceptance plan population 85,791
- KRW 240.9 billion
(total project budget: KRW 1.0854 trillion)

Our Workplace :

We Envision a Future for Our Citizens

BMC leads job creation in Busan by developing industrial complexes, including Centum 2 District Urban Hightech Industrial Complex and Busan Eco Delta City, along with other urban development projects and industry restructuring efforts.

Industrial Complex Development



Jangan General Industrial Complex

- 📍 Ballyong-ri, Jangan-eup, Gijang-gun
- 🏗 1,320,000 m²
- ₩ KRW 232.7 billion



Hwajeon Industrial Complex

- 📍 Hwajeon-dong, Gangseo-gu
- 🏗 2,448,000 m²
- ₩ KRW 764.5 billion



Saenggok Industrial Complex

- 📍 Saenggok-dong, Gangseo-gu
- 🏗 557,000 m²
- ₩ KRW 229.4 billion



Global Industry Logistics City (Phase 1)

- 📍 Mieum, Beombang, Songjeong, and Noksan-dong in Gangseo-gu
- 🏗 5,708,000 m²
- ₩ KRW 2.1525 trillion



Ori General Industrial Complex

- 📍 O-ri, Jangan-eup, Gijang-gun
- 🏗 606,000 m²
- ₩ KRW 154.5 billion



Centum 2 District Urban Hightech Industrial Complex

- 📍 Banyeo-dong, Bansong-dong, and Seokdae-dong in Haeundae-gu
- 🏗 1,912,000 m²
- ₩ KRW 2.0411 trillion

Urban Development



Busan New Port North Container Terminal Hinterland

- 📍 Songjeong-dong, Gangseo-gu; Yongwon-dong, Jinhae-gu, Changwon-si
- 🏗 3,085,000 m²
- ₩ KRW 495.7 billion



Dongsam Hari District Urban Development

- 📍 880-3, Dongsam-dong, Yeongdo-gu
- 🏗 51,000 m²
- ₩ KRW 29.4 billion

Ilgwang District Urban Development

- 📍 Icheon-ri, Hoenggye-ri, and Samseong-ri in Ilgwang-myeon, Gijang-gun
- 🏗 1,237,000 m²
- ₩ KRW 586.9 billion

Busan Eco Delta City Waterfront Area

- 📍 Myeongji-dong, Gangdong-dong, and Daejeo2-dong in Gangseo-gu
- 🏗 2,180,000 m²
(Total area: 11,770,000 m²)
- ₩ KRW 990.8 billion
(Total budget: KRW 6.605 trillion)

Innovation District Development



Dongsam Innovation District

- 📍 1125 Dongsam-dong, Yeongdo-gu
- 🏗 615,000 m²
- ₩ KRW 21.7 billion



Munhyeon Innovation District

- 📍 1227-2, Munhyeon-dong, Nam-gu
- 🏗 47,426 m²
- ₩ KRW 1.3872 trillion

Everyone's City :

We Care What Citizens Think and Feel

BMC contributes to Busan's growth as a cultural city by implementing urban regeneration projects to rebuild places with a long history for the better, developing tourist complexes for all, and pursuing various public architecture projects.

Tourist Complex Development

Osiria Tourist Complex

- 📍 Daebeonyeon/Sirang-ri, Gijang-eup, Gijang-gun
- 📏 3,662,000 m²
- ₩ KRW 914.4 billion



Osiria Tourist Complex Facilities

Sports and Leisure

Theme Park Lotte World Adventure Busan, Luge, etc.

Golf Course Haeundae Beach Golf and Resort

Others Leports Center



Malls and Stores

Shopping Complex Lotte Premium Outlet

Entertainment Shopping Mall Ikea

Others Trendy Stores, Night Leisure Mall, Ocean View Restaurants, Etc.



Recreation and Culture

Science Museum Busan National Science Museum

Aqua World Aqua World *Coming soon

Others Family Land, Trendy Town, Youth Town, and Culture and Art Town



Hotels and Resorts

Landmark Hotels Hilton Hotel, Ananti Cove

Eco-friendly Resort Village De Ananti *Coming soon

Others Condominiums, family resorts, themed motels, etc.



Urban Regeneration



Geumsa Urban Regeneration Eoulim Cente

- 📍 388-4 Geumsa-dong, Geumjeong-gu
- 🏠 42 units of happy housing, administration and welfare center, public parking, etc.
- ₩ KRW 19.6 billion

Happy Housing Development for Busan Environmental Corporation Site

- 📍 23 and 87-4, Yongho-dong, Nam-gu (Busan Environmental Corporation Dormitory)
- 🏠 68 units of happy housing, 20 units of employee housing, Post-Retirement Life Support Center
- ₩ KRW 14.7 billion

Public Architecture



Busan Youth Hostel Arpina

- 📍 1417 U-dong, Haeundae-gu
- 🏠 28,503 m²
- ₩ KRW 28.7 billion



Jagalchi Market Modernization

- 📍 105-1 Nampo-dong 5-ga, 37-1 Nampodong 4-ga in Jung-gu
- 🏠 25,971 m²
- ₩ KRW 42.7 billion

Museum of Contemporary Art Busan

- 📍 1149-37 Hadan-dong, Saha-gu
- 🏠 15,311 m²
- ₩ KRW 43 billion

Busan International Arts Center

- 📍 60 Yeonji-dong, Busanjin-gu (In Busan Citizens Park)
- 🏠 19,862 m²
- ₩ KRW 98 billion

BMC ESG Management

BMC will build citizens' trust by adopting ISO 26000 for social responsibility management and ceaselessly improving its practices across the seven key themes.

* **ESG:** ESG stands for "Environment, Social, and Governance." It reflects BMC's belief that sustainable growth is only attainable with eco-friendly and socially responsible management, governance improvement, and transparent business practices.

** **Seven Key Themes:** Organizational governance, human rights, labor practices, environment, fair operation practices, consumer issues, and local community engagement and development

Eco-Friendly Management Through Green Infrastructure and Space Innovation



Relevant themes Environment and Organizational governance

- Remodeling project for deteriorated public rental housing
- Green infrastructure development in urban areas
- Landscape facility improvement for rental housing
- Art Fence Project: Construction Site Gallery



Osiria Eco Forest – Osiria Tourist Complex (Sirang-ri and Yeonhwa-ri, Gijang-eup, Gijang-gun)



Ami-dong Happy Housing Art Fence Project (Things To Come)

Promotion of Shared Growth Through Social Contribution Activities and Safety Management



Relevant themes Human rights and Labor practices

- Enhance BMC's public role for the early overcoming of COVID-19
- Create better jobs unique to BMC
- Carry out social contribution activities to foster a culture of shared growth
- Preempt and respond to disasters at construction sites
- Practice site-oriented safety management
- Spread safety awareness and culture



Social Contribution Activity



Smart disaster prevention system

Achieving Open Management Through Ethical Business Management Open to All Citizens



Relevant themes Fair operation practices, Consumer issues, and Local community engagement and development

- Organize and manage Citizen Participation Innovation Groups
- Hold Urban Regeneration Concerts
- Run university student supporter programs
- Build meaningful integrity/ethics management system
- Prove BMC as an institution with “zero” speculative investment
- Foster the environment for fair trade culture



2021 Urban Regeneration Talk Concert



Integrity Agreement

Contact and Social Platforms



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*Photographs of Busan New Port North Hinterland, Hwajeon, Mieum, Saenggok, Global Industry Logistics City courtesy of Busan Jinhae Free Economic Zone Authority



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