

# FOSS4G 2015 BID

Seoul, South Korea

Toward **Diversity!**  
FOSS4G **Bigbang** from Seoul!!



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## Introduction

It is great honor for us - OSGeo Korean Chapter and the Local Organizing Committee in South Korea - to present this final proposal for hosting FOSS4G 2015, the most honorable open-source geospatial event in the world, in Seoul, South Korea. We believe that Seoul - the 'Soul of Asia' - is definitely the best place for FOSS4G 2015 to spread the spirit of FOSS4G and explode the FOSS4G not only in South Korea but also in Asia. Throughout FOSS4G 2015 Seoul, FOSS4G Bigbang in Asia will be ignited from the 'Soul of Asia' - Seoul.

OSGeo Korean Chapter has held several local FOSS4G events including annual FOSS4G Korea since 2011 and the participants has steadily increased year by year. We've invited eminent OSGeo members to past FOSS4G Korea to promote FOSS4G in South Korea and to train students and professionals in South Korea. Also, many of OSGeo Korean chapter members have participated not only FOSS4G Korea but also global FOSS4G conferences since 2007 to learn advanced FOSS4G projects and technologies and interact with OSGeo members all over the world. The usage and adoptions of open-source GIS software in South Korea has rapidly increased by the various and energetic activities of OSGeo Korean chapters. Since 2011, OSGeo Korean chapter and its members have expressed the opinion to desire to host global FOSS4G conference in South Korea and steadily prepared global FOSS4G conference. We have many experiences to organize local FOSS4G events and are full of passionate members equipped with open-source spirits and international senses.

We are very confident of the success of FOSS4G 2015 Seoul with better situation and full supports from Korean government, academics, companies, and other communities.

Firstly, Korea Spatial Information Society(KSIS, <http://www.ksis.or.kr/>), one of the biggest and the most prominent academic societies in Korea in the field of geospatial with full of professors, researchers, professionals, government officials, and students, has gladly decided to co-organize FOSS4G 2015 Seoul with OSGeo Korean Chapter. (Many members of KSIS are also members of OSGeo Korean Chapter.) KSIS will enthusiastically support and help OSGeo Korean Chapter regarding designing programs, operating and promoting the event in accordance with the guideline of OSGeo. KSIS has plenty of experiences to host international academic conferences, so their experience could definitely help the smooth operating of FOSS4G 2015 Seoul. In addition, the Ministry of Land, Infrastructure, and Transportation, Korea, (MOLIT, <http://www.molit.go.kr/>), the government organization which is in charge of whole geospatial policies in South Korea, expressed their intention to support FOSS4G 2015 Seoul after 2 times practical meetings with the LOC. With active supports from KSIS and MOLIT, OSGeo Korean Chapter is fully ready to do our best for the FOSS4G 2015 Seoul and hope to host FOSS4G 2015 in Seoul for the bigbang of open-source GIS not only in South Korea but also in Asia. Furthermore, we also expect we could probably receive subsidiaries from the Korea Tourist Service or Seoul Convention Bureau for hosting international events that many foreigners would attend and visit Seoul.

Secondly, Seoul is “THE” right place for international event in terms of accessibility, convenience, and attractions. Seoul with the nickname of ‘Soul of Asia’ is over six hundred years old and one of the most advanced cities in the world, meaning that the city has both past and present. The city has old palaces and temples and also has cutting-edge skyscrapers with those historical monuments. People from other places to Seoul can use KIMPO international airport and INCHEON international airport which is about an hour away from the center of Seoul. INCHEON is one of the most connected airports in the world, so people can easily get to the Seoul than any other places. The conference venue for FOSS4G 2015 Seoul might be the COEX(<http://www.coex.co.kr/>) located in Gangnam area which is southern part of Seoul and COEX is professional exhibition facilities with lots of conference rooms and commercial facilities including restaurants, cafes, banks, shops and so on. The COEX is very close to Samsung station - subway line 2, so people can easily approach the venue from anywhere in Seoul. Also, there are lots of accommodations around COEX including from luxury expensive hotels to budget hotels or motels. The workshop venue might be one of universities in Seoul or professional meeting facilities such as TOZ(<http://www.toz.co.kr/>) around Gangnam area.

Thirdly, the preferred dates of FOSS4G 2015 Seoul is from 14<sup>th</sup> Sep through to 19<sup>th</sup> Sep 2015. And Smart Geo Expo 2015, one of the largest international geospatial events in Asia, will be held from 21<sup>st</sup> to 23<sup>rd</sup> Sep 2015 on the COEX. This means FOSS4G 2015 Seoul will be held just a few days prior to the Smart Geo Expo 2015 at the same venue. The host of Smart Geo Expo is MLIT and MLIT will hire PCO(Professional Conference Organizer) for the organizing of Smart Geo Expo. According to initial idea from MLIT at the meeting with the LOC, MLIT can hire a PCO under condition of organizing FOSS4G 2015 and Smart Geo Expo conferences at the same time. This could be MLIT’s start of supporting to FOSS4G 2015 Seoul. Also 2 connected conferences will attract more delegates from all around the world. Smart Geo Expo usually exhibit many company’s cutting-edge geospatial technology and also host world high-level government forum. These programs in Smart Geo Expo could be good opportunities to FOSS4G 2015 Seoul delegates to interact and exchange with other people.

Lastly, Seoul has over 10 million people and most headquarters of famous Korean companies including Samsung Electronics and Hyundai Motors, meaning that there might be more opportunities to broadly promote open-source GIS at once and attract many GIS relevant people from various kinds of industries in South Korea. We anticipate not only many Korean attendance and also the largest attendance from Asian countries. Since Seoul is so internationally connected city, our anticipation isn’t difficult to achieve. We anticipate that open-source GIS bigbang can be ignited from Seoul throughout FOSS4G 2015.

## Location: Seoul Metropolitan Area

### Seoul Metropolitan Area

Seoul is a fast-moving modern metropolis and one of the largest cities in the world. Home to over 10 million citizens, it is a friendly city that is easy to get around. Here are some tips to make your trip to Seoul more convenient and comfortable.



#### \* General Facts

<b>Population</b>	<b>Seoul</b> - 10,195,000 (2013 est., from Seoul city Government) <b>South Korea</b> - 50,948,000 (2013 est., from CIA Factbook) About one-fifth of South Korea's population resides in Seoul
<b>Size</b>	30.3 km from north to south and 36.78 km from east to west
<b>Temperatures</b>	+22C to +30C (August), -7C to +1C (January)
<b>Time Zone</b>	GMT + 9 (Korea Standard Time, KST)
<b>Electricity</b>	220v, 60 hz throughout the country (same type used in France, Germany, Austria, Greece, Turkey)
<b>Country Dialing Code</b>	+82

<b>Area Code</b>	Seoul 02 (when dialing from overseas remove the zero)
<b>Religion</b>	25% Buddhist, 25% Christian
<b>Language</b>	Korean (English, Japanese and Chinese are also spoken)

## Business, Money and Banking

### \* Currency

Korea's official monetary unit is the South Korean Won (KRW or ₩). The currency consists of notes and coins.

### \* General Business Hours

Government Offices	9am to 6pm (Mon to Fri), Closed on weekends
Banks	9am to 4pm (Mon to Fri), Closed on weekends
Restaurants & Retail Stores	Commonly open 11am to around 9pm (in some cases, open until 2 to 3am)
Major Convenience Stores	GS25, CU, and 7-11 (24 hours, 7 days a week)

### \* Security

Seoul is a friendly city with a high level of safety and security and an extremely low crime rate. The city operates the Seoul Global Center that provides various services, including a hotline, for visitors and expats. The Seoul Medical Center also operates an international call center providing multilingual services.

### \* Festivals

Koreans are a fun-loving people so it's not hard to believe that Seoul hosts over 600 festivals every year, including the Lotus Lantern Festival, the World DJ Music Festival, the International Fireworks Festival, the Seoul Performing Arts Festival and the Seoul Gourmet Festival. You'll really have a tough time finding a more action-packed city.

### \* Hospitality

The citizens of Seoul offer warm hospitality, enabling visitors to feel welcome and comfortable. You'll find average citizens giving you assistance or directions while you navigate the city streets or visit local restaurants and tourist attractions. Event organizers and participants from abroad will surely leave Seoul with warm memories of the Korean people.

### **\* Convenience**

Seoul has state-of-the art infrastructure including world-class accommodations, modern transportation systems and ubiquitous broadband Internet access. Meetings industry professionals can be assured of having everything they need to make their event a success. They can also take advantage of a free hotline for visitor questions and even a special iPhone application that provides all the information needed to get around the city.

### **\* Design**

Seoul has been designated as World Design Capital 2010 as part of efforts to promote and encourage the use of design to further the social, economic and cultural development of the world's cities. Korea is making urban design headlines at home and overseas, especially due to Seoul where you can see unique and ultra-modern structures and public areas everywhere.

## Getting to Seoul

As a Northeast Asian business hub, Seoul has what it takes for business success, starting with the world's 4th largest airport, serviced by 56 airlines. Also, Seoul is one of the world's best-connected cities. With two international airports and an extensive airport-to-city transportation network, Seoul has all the resources to welcome large numbers of visitors from all over the world. Seoul is also the proud home to two major, award-winning international carriers, Korean Air and Asiana Airlines.

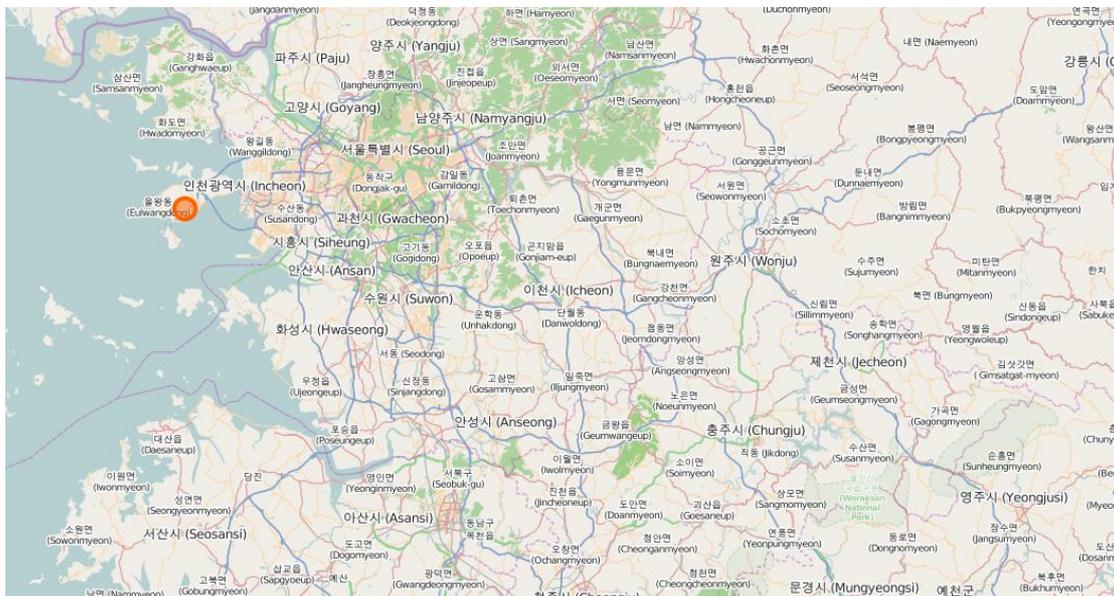
### **\* Incheon International Airport (ICN)**

Incheon International Airport, located approximately one hour from Seoul, is one of Asia's newest transportation hubs. The award-winning airport houses over 64 airline offices and manages over 450 inbound and outbound international and domestic flights every day. It is one of the most technologically advanced airports in the world.



### Contact Information

- Website : [www.airport.kr](http://www.airport.kr)
- Tel : +82-1577-2600
- Fax : +82-32-741-2450
- Distance from Seoul: 52 km (approx. 32 miles) about one hour
- Address : 272 Gonghangno, Jung-gu, Incheon



### Facilities

- Free Wi-Fi Internet, Sky City Shopping Plaza, movie theaters, and a variety of restaurants

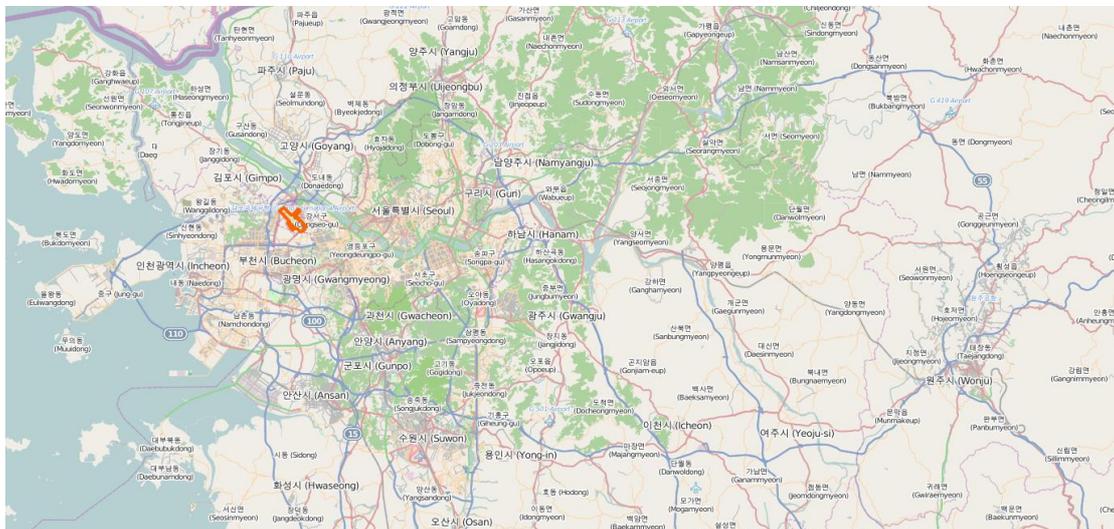
## \* Gimpo International Airport

Gimpo International Airport is located 30 minutes from the center of Seoul, in the northwestern part of the city. Gimpo was Korea's primary international airport before Incheon International Airport was completed in 2001. It is the second largest airport in Korea.



### Contact Information

- Website : [www.airport.co.kr/mbs/gimpo](http://www.airport.co.kr/mbs/gimpo)
- Tel : +82-1661-2626
- Fax : N/A
- Distance from Seoul: Located in Seoul (about 30 min from downtown areas)
- Address : 112, Haneul-gil, Gangseo-gu, Seoul



### Facilities

- Free Wi-Fi Internet, Sky City Shopping Plaza, movie theaters, and a variety of restaurants

## Programme

The workshops, conference, and code sprint for FOSS4G 2015 is planned for September 14th - 19th, 2015. Dates are not completely fixed, but these are the most preferred dates.

### Workshops

Workshops of FOSS4G absolutely plays very critical role and we will thoroughly prepare workshops of FOSS4G 2015. The venue of workshops might be TOZ - the professional meeting place - near COEX or in Gangnam area. The place is designed for small or large meetings, training sessions, and workshops. It provides drinks, Internet, projectors, and powers on the spot so that it could be a great place for FOSS4G workshops.

We are planning to offer discounted price for FOSS4G workshop participants who bring their own laptops for the workshops because we have to prepare and install devices for the workshops at some expenses. The regular price for workshops might be around KRW 100,000(USD 91) per half-day and discounted price for someone who bring their laptops might be KRW 70,000(USD 64) per half-day.

### Conference

We are planning to have around 200 presentations during the conference showing the uses of open-source geospatial software in various fields and benefits of open-source geospatial software. Also, we will give lots of chances to introduce how open-source geospatial software can be adopted into legacy systems, how it can be developed for better performance, how it can be improved, and so on.

Also we have a plan to have a so called 'FOSS4G Asia Special Session' that the conference sessions can specifically focus on the development or utilization of open-source geospatial software in Asian countries to cover the variety of Asian environment such as language variety or the specialties of various Asian countries.

There might be some training programs to educate students or professionals for the right and better usage of open-source geospatial software by invited people.

We are currently planning nine tracks of selected presentations and one track of keynote speeches or plenary session each day of conference. Each individual presentations will be allowed about 20 minutes and 5 minutes for Q&A. Invited presentations, Keynote talks will be delivered at the auditorium. In total, there could be approximately 220 presentations, several keynote speeches and invited talks at the FOSS4G 2015. We already made a reservation nine rooms for individual presentations and one auditorium for opening ceremony, plenary sessions, keynote

speeches, invited talks or OSGeo AGM. Auditorium can accommodate over one thousand people. The proposed schedule and room information is as follows.

**\* Conference Time Table**

Wednesday (16<sup>th</sup>, Sep, 2015)

Room	Hall E1	Hall E2	Hall E3	Hall E4	Hall E5	Hall E6	Hall E7	327 A	327 B	Auditorium	Hall E corridor
Capacity	100	100	100	100	200	200	100	50	50	1048	
9:00~ 9:30										Opening Ceremony	Exhibition and Posters
9:30~ 10:00										Plenary Session	
10:00~ 10:30	Coffee Break										
10:30~ 11:00										Keynote Address	Exhibition and Posters
11:00~ 11:30											
11:30~ 13:00	Lunch										
13:00~ 13:30										Exhibition and Posters	
13:30~ 14:00											
14:00~ 14:30											
14:30~ 15:00											
15:00~ 15:30	Coffee Break										
15:30~ 16:00										Exhibition and Posters	
16:00~ 16:30											
16:30~ 17:00											
17:00~ 17:30											
Evening	Ice Breaking Party										

Thursday (17<sup>th</sup>, Sep, 2015)

Room	Hall E1	Hall E2	Hall E3	Hall E4	Hall E5	Hall E6	Hall E7	327 A	327 B	Auditorium	Hall E corridor
Capacity	100	100	100	100	200	200	100	50	50	1048	
9:00~ 9:30											Exhibition and Posters
9:30~ 10:00											
10:00~ 10:30	Coffee Break										
10:30~ 11:00											Exhibition and Posters
11:00~ 11:30											
11:30~ 13:00	Lunch										
13:00~ 13:30											Exhibition and Posters
13:30~ 14:00											
14:00~ 14:30											
14:30~ 15:00											
15:00~ 15:30	Coffee Break										
15:30~ 16:00											Exhibition and Posters
16:00~ 16:30											
16:30~ 17:00										OSGeo AGM	
17:00~ 17:30											
Evening	Gala Night Out										

Friday (18<sup>th</sup>, Sep, 2015)

Room	Hall E1	Hall E2	Hall E3	Hall E4	Hall E5	Hall E6	Hall E7	327 A	327 B	Auditorium	Hall E corridor
Capacity	100	100	100	100	200	200	100	50	50	1048	
9:00~ 9:30											Exhibition and Posters
9:30~ 10:00											
10:00~ 10:30	Coffee Break										
10:30~ 11:00											Exhibition and Posters
11:00~ 11:30											
11:30~ 13:00	Lunch										
13:00~ 13:30											Exhibition and Posters
13:30~ 14:00											
14:00~ 14:30										Keynote Address	
14:30~ 15:00											
15:00~ 15:30	Coffee Break										
15:30~ 16:00										Closing Ceremony	Exhibition and Posters
16:00~ 16:30											
16:30~ 17:00											
17:00~ 17:30											
Evening	Korean BBQ Party										

## Academic Track

We'll also include Academic Track in the FOSS4G 2015 Seoul just like past FOSS4G conferences with cooperation with KSIS. Members of KSIS may interact with other countries professors or members to discuss how to select papers and how to organize the academic track.

## Code Sprint

Code Sprint will be the crown of the FOSS4G event. The venue for Code Sprint will be TOZ - the professional meeting place - near COEX or in Gangnam area. We will prepare all devices or facilities that Code Sprint participants work on Hackathon at our own expenses.

## Saturday

<b>Room</b>	<b>TOZ</b>
<b>Capacity</b>	100
<b>9:00~ 10:00</b>	Hackathon
<b>10:00~ 10:30</b>	Coffee Break
<b>10:30~ 11:30</b>	Hackathon
<b>11:30~ 13:00</b>	Lunch
<b>13:00~ 15:00</b>	Hackathon
<b>15:00~ 15:30</b>	Coffee Break
<b>15:30~ 17:30</b>	Hackathon
<b>Evening</b>	Pub Night

## Social Activity

### Ice Breaking Party

Truth to be told, most of OSGeo projects has hardly been driven by people in Asia, which means that there are not many people deeply involved in the communities and actively interacting with active members of OSGeo. Also, there might be language barriers for participants from Asian countries and it will not be easy for them to reach out other participants who speak other languages. Throughout Ice Breaking Party on Wednesday, participants can interact with other participants and share their thoughts or ideas with other participants for better FOSS4G event and more positive uses of open-source geospatial software. We will provide a couple of drinks(soda, water, beer, coffee, etc.) with finger food at exhibition location after completing first day of conference. Limited number of drinks will be provided for free and additional drinks can be purchased for paid. All registered participants are able to join this party without additional fee and feel free to join and hang out with others.

### Gala Night Out

On Thursday, after conference, wonderful night will be waiting for all participants. We're planning unforgettable Gala Night for FOSS4G Seoul 2015 participants and will provide exquisite food and drinks including Korean traditional food and drinks. The Gala Night is included in the registration fee, so all participants can enjoy the night with all other participants. We're somehow looking for the place to provide more wonderful night to the FOSS4G Seoul 2015 participants it would be in or around COEX. The Gala Night will let all participants feel the specialties of Seoul and South Korea, making the event memorable to all participants.

### Pub Night

After Code Sprint, we have a plan to have Pub Night for all participants. We are planning to rent a pub near COEX and have an enjoyable party as a meaning of finishing the FOSS4G Seoul 2015 event. This will be paid event.

### Korean BBQ Party

During FOSS4G event, we will have a paid event - Korean BBQ Party. Anyone who want to experience Korean BBQ, so called Samgupsal(Pork) ro Bulgogy(Beaf), with Korean traditional drink(Soju) can enjoy Korean BBQ Party if they pay a certain amount of money. This will be a great chance to experience Korean style restaurant and food.

## Venue and Hotels

### Venue

#### \* COEX

COEX Convention & Exhibition Center in Seoul is Korea's venue of choice. Established in 1979, COEX provides more than 20 years of experience and know-how in the local MICE industry. The center is conveniently located in the heart of Gangnam, Seoul's business district, and hosts a yearly average of 200 exhibitions and over 2,000 separate meetings and events. COEX's meetings facilities consist of 4 main exhibition halls and 54 dividable meeting rooms. On-site accommodations include three 5-star hotels, Asia's largest shopping mall, three multinational office skyscrapers, two top theaters, and the city's only airport terminal. COEX's infrastructure ensures that all your needs - be they business, entertainment, shopping, or culture - are met right here under one roof.



#### **Capacity**

- Total area: 106,612m<sup>2</sup>
- Number of meeting rooms: 54
- Total exhibition space: 36,007m<sup>2</sup>
- Date of establishment: 1979
- From Incheon int'l Airport: 60 minutes / about 64.75km

#### **World Trade Center Seoul**

COEX is the physical heart and the managing body of the 12-building complex known as World Trade Center Seoul, or WTCS. WTCS was established in 1988, and occupies 190,386m<sup>2</sup> of Seoul's business district, Gangnam. WTCS supports international business with more than the essentials. From hosting international

conferences and exhibitions, to providing accommodations, shopping, dining, and entertainment, visitors can find everything they need here in one spot.



### **COEX Mall**

COEX Mall is Asia's largest underground mall, with nearly 300 stores and restaurants in total. It is also one of Seoul's most popular shopping and tourism spots, and welcomes nearly 150,000 visitors each day. Popular stops at the mall include:

- Megabox, Seoul's highest-grossing cinema
- COEX Aquarium, home to 40,000 sea creatures
- The Kimchi Museum, dedicated to Korea's most famous culinary export

### **City Air Terminal**

Seoul's only City Air Terminal is conveniently located at COEX, allowing visitors to take limousine buses or taxis directly to the airport from the center. Passengers can also check their bags and pick up tickets for certain participating airlines.

### **Hotels**

COEX has three five-star hotels on-site: the COEX Intercontinental Hotel, Grand Intercontinental Hotel, and Oakwood Premiere. In total, there are 1,442 rooms at COEX. Each hotel offers luxury services and the convenience of a direct physical connection to the COEX Center.

## **International Offices**

WTCS houses three luxury office skyscrapers: ASEM Tower, Trade Tower, and City Air Tower. The towers hold a wealth of multinational firms and international trade associations, and are some of the most prestigious business addresses in Seoul.

## **Theaters**

COEX is home to two of Seoul's most popular theaters, the COEX Art Hall and COEX Atrium. COEX Atrium is a premiere 800-seat theater dedicated to large-scale musicals, while the Art Hall is a boutique 180-seat theater for dramas and comedies.

## **Casino**

The high-end Seven Luck Casino is located near the Oakwood Premiere. Come try your luck during your stay!

## **COEX Atrium**

COEX is proud of its new addition to the COEX Complex: The COEX Atrium. Located next to the Trade Tower, the COEX Atrium is a modern glass structure that houses an elegant musical performances theater. With its international guests in mind, COEX wants to bring Korean culture and entertainment closer to foreign visitors. The 808-seat theater is a great place to wind down after a long day in meetings. Come and dive into the colors and sounds of the vibrant culture of Korea.

## Hotels

### \* Hotel ibis Ambassador Seoul Gangnam

The Ibis Seoul is located in the international district of Gangnam-gu and offers 317 guestrooms, two business meeting rooms, a wine bar (Le Bar), a restaurant (La table), fitness center, men's sauna, and an underground parking lot. The guestrooms feature a refined modern design and top class hotel services are available all for very reasonable rates. The Ibis Seoul is situated at the center of Gangnam, and its proximity to COEX's International Convention Hall makes it a good choice for visitors participating in conferences or exhibitions.



#### Capacity

- No. of guest rooms: 317
- A subway station : 10 minutes from Subway Line #2 Samsung Station or 8 minutes from Subway Line #2 Seolleung Station

#### Contact Information:

- Website: <https://ibis.ambatel.com/gangnam/main.amb>
- Tel: +82-2-3011-8888
- Fax: +82-2-3454-1946
- Address: 431, Samseong-ro, Gangnam-gu, Seoul, South Korea

### \* Hotel Sunshine

Hotel Sunshine is a first-class business hotel situated in the heart of Gangnam, located only 10 minutes away from the bustling business district of Taeheranno, the trendy area of Apgujeong, Central City, and the Korea City Air Terminal, conveniently meeting all of its guests' business accommodation needs and cultural interests as well. The hotel is also a mere 15 minute car ride away from the shopping districts of Namdaemun, Dongdaemun, and the fashionable streets of Myeong-dong. Also nearby is the COEX Mall, housing a spectacular international exhibition hall, trade center, movie theaters, and a wide variety of internationally renowned restaurants throughout the impressive building.



#### Capacity

- No. of guest rooms: 111
- A subway station : 6 minutes from Subway Line #3 Apgujeong Station or 6 minutes from Subway Line #3 Sinsa Station

#### Contact Information:

- Website: [www.hotelsunshine.co.kr](http://www.hotelsunshine.co.kr)
- Tel: +82-2-541-1818
- Fax: +82-2-574-0777
- Address: 205, Dosan-daero, Gangnam-gu, Seoul, South Korea

### \* Best Western Premier Gangnam

Situated in the middle of Gangnam, it is close to COEX, Korea World Trade Center and Olympic Stadium. With Itaewon, Gangnam Shopping Town and premium department stores nearby, you can take care of your business and enjoy shopping at the same time. This hotel also has a great night view of Seoul.



#### Capacity

- No. of guest rooms: 128
- Date of establishment: 2004
- A subway station : Subway Line #9 Shin-Nonhyun Station

#### Contact Information:

- Website: [www.bestwesterngangnam.com](http://www.bestwesterngangnam.com)
- Tel: +82-2-6474-2000
- Fax: +82-2-6474-2002
- Address: 205-9, Nonhyeon-dong, Gangnam-gu, Seoul, Korea

**\* InterContinental Seoul COEX**

InterContinental Seoul COEX is a premier stylish business hotel located in the vibrant heart of Korea's trendsetting shopping, entertainment and business district, Gangnam. It features picturesque views of the scenic Hangang River and the beautiful, classical temple – Bongeunsa temple along with the convenient direct access to Coex Mall, casino and duty free shop.



**Capacity**

- No. of guest rooms: 652
- Date of establishment: 1999
- A subway station : Subway Line #2 Samsung Station

**Contact Information:**

- Website: [www.iccoex.com](http://www.iccoex.com)
- Tel: +82-2-3452-2500
- Fax: +82-2-3430-8000
- Address: 524, Bongeunsa-ro, Gangnam-gu, Seoul, Korea

## Budget

### Overview

We've developed a detailed budget estimation based on the template provided by OSGeo. Since FOSS4G 2015 Seoul is the first time FOSS4G event in Asia, it's extremely difficult to estimate the number of attendance and amount of sponsorship. So we've been very conservative in estimate the budget with uncertainty.

We have prepared our budget estimation based on the following information and assumptions:

- We have prepared 3 scenarios, assuming 450 attendance, 600 attendance and 750 attendance.
- FOSS4G 2009 Sydney attracted around 440 attendance from all around the world in spite of remoteness and global economic crisis. So we put 450 attendance as base number.
- Official joining of KSIS(Korea Spatial Information Society) to LOC will increase the attendance from academia and research areas.
- Hosting FOSS4G 2015 in Seoul will increase the number of attendance from N.A. and Europe, since Seoul has lots of direct flights to many major cities in the world.
- The regular delegate registration fee has been set at KRW 500,000 (around USD 455) including V.A.T.(Value Added Tax) We try to keep registration fee as low as possible to attract more delegates from Asia. This will include access to full conference programs except workshops, the ice-breaking and the gala dinner.
- The workshop fee per half-day is set at KRW 100,000 (around USD91) including V.A.T. and we expect around 200 people attend workshop at FOSS4G 2015.

### Attendance

Three scenarios are presented with 450, 600, and 750 attendance. Past global FOSS4G conferences in North America and Europe usually attract many delegates usually more than 700 attendance. However FOSS4G 2015 will be the first time FOSS4G conference in Asia, that's why it would be extremely difficult to estimate the number of attendance. So, we put 450 attendance as base number reflecting the experience of FOSS4G 2009 Sydney.

We expect FOSS4G 2015 Seoul could attract more than 600 delegates from all around the world based on following facts and assumptions.

- At first we have very vibrant local chapter just next to Korea. That is OSGeo Japan Chapter. OSGeo Japan Chapters already expressed their strong support

to FOSS4G 2015 Seoul. Especially for Japan members, traveling to Seoul from local Japanese city is usually cheaper than traveling to Tokyo.

- And recently we've watched strong emerging FOSS4G related activities and events in Asia region including Malaysia, Sri Lanka, India, Vietnam, and Thailand. By merging FOSS4G Asia 2015 to global FOSS4G 2015 Seoul, we can attract delegates from Asia. To do this, LOC will interact with FOSS4G leaders in Asia and talk with FOSS4G Asia organizing committees occasionally.
- Many budget airlines to major Asian cities and direct flights to major cities in N.A. & Europe will make it easier for delegates to arrange their visit to Seoul.
- FOSS4G 2015 Seoul will be held in conjunction with Smart Geo Expo 2015, one of the largest geospatial event in Asia, just a few days prior to the conference at the same venue. These inter-connected 2 international conferences will increase the attendance of both events.

## Pricing

Full conference regular registration fee is set at KRW 500,000(approximately USD 455) including V.A.T. The budget estimation that we have included in this final proposal illustrates the revenues and surplus at each level of attendances. We expect any number of attendance more than 450 will record surplus.

Although KRW 500,000 is the lowest level of registration fee in FOSS4G history, **we are considering to introduce 'Half for low-income countries scheme.'** in FOSS4G 2015 Seoul. According to this scheme, delegates who reside in Low or Lower-Middle Income countries as defined by the World Bank and WHO (<http://data.worldbank.org/about/country-classifications/country-and-lending-groups>) qualify for the half conference fees. This scheme is widely accepted in many global conferences to increase the participation from low income countries. When we heard opinions from FOSS4G leaders in Asia, we realized that the biggest hurdle to FOSS4G participation was not the VISA hassle but the cost. Anyway we're open to have talk with OSGeo about this scheme.

## Sponsorship

We are estimating KRW 193,460,000(approximately USD 175,873) for our sponsorship income from government, industry and associations.

We expect major sponsorship from MLIT(Ministry of Land, Infrastructure and Transportation), which is in charge of whole Korean National GIS. We have had 2 times talks with MLIT about its support & sponsorship and we got very positive response.

Other local institutions that showed their intention to sponsor FOSS4G 2015 are as follows:

- NIPA(National IT Industry Promotion Agency)

- KAOS-G(Korea Alliance of Open Source Geospatial)
- Gaia3D, Inc.
- Mango System
- EnGIS
- GNT Solutions

And we will contact all previous sponsors to continue their sponsorship in 2015. Also, we'll send direct mails to many related companies in the world to induce their sponsorship stressing that combining economy of Korea, China and Japan is almost the world largest and is still untapped open source markets.

\* Sponsorship cost and benefits are as follows:

	Diamond	Platinum	Gold	Silver	Bronze	Supporter
<b>Price Inc. VAT</b>	KRW 50,000K	KRW 30,000K	KRW 15,000K	KRW 8,000K	KRW 4,000K	KRW 1,500K
<b>Event Content</b>						
Guaranteed presentation slot within a stream	✓	✓				
Sponsored workshop	✓	✓				
<b>Exhibit space</b>						
Large space, priority position	✓	✓				
Medium space			✓			
Small Space				✓		
Roller blind & laptop space					✓	
<b>Marketing</b>						
Branding on Main Platform	✓	✓	✓	✓	✓	✓
Conference gift/bag	✓	✓	✓			

Web Site – Featured	✓	✓	✓			
Web Site – Minor				✓	✓	✓
Event email communications	✓	✓	✓			
Program	Double Page	Single Page	Half Page	Quarter Page	Listing	Listing
Email communication to registered delegates	✓	✓	Extra charge	Extra Charge		
Delegate passes	8	6	4	2	1	1

## Summary

The summary is below and you can look over detailed budget estimation in another spreadsheet. We put the 5% contingency for the future risk and flexibility.

\* All currencies in Korean Won(KRW)

	Base	Better	Best
<b>Total Attendance</b>	<b>450</b>	<b>600</b>	<b>750</b>
Paid Attendance	405	540	675
Surplus/Loss	<b>29,685,053</b>	<b>35,876,820</b>	<b>42,068,588</b>
Surplus/Loss per Attendee	65,967	59,795	56,091
<b>Total Revenue</b>	<b>387,610,000</b>	<b>445,660,000</b>	<b>503,710,000</b>
Registration Revenue	194,150,000	252,200,000	310,250,000
Sponsor & Exhibition	193,460,000	193,460,000	193,460,000
<b>Total Expenses</b>	<b>357,924,948</b>	<b>409,783,180</b>	<b>461,641,413</b>
On-Site Expenses	115,600,000	119,350,000	123,100,000
Committee & Speaker Costs	26,740,000	26,740,000	26,740,000

Marketing Expenses	19,750,000	22,000,000	24,250,000
Administrative Expenses	9,924,500	11,666,000	13,407,500
Catering Expenses	85,940,000	113,000,000	140,060,000
Gala Dinner	22,500,000	30,000,000	37,500,000
Contingency	14,022,725	16,137,800	18,252,875
V.A.T.	29,447,723	33,889,380	38,331,038
Conference Organizer Expenses	34,000,000	37,000,000	40,000,000

## Organizing Committee

We have almost 40 active individual LOC members from industry, government, universities and research institutes. Also we have 3 institutional LOC members, those are OSGeo Korean Chapter, KSIS(Korea Spatial Information Society) and KAOS-G(Korea Alliance of Open Source GeoSpatial)

### Conference Chair

**Sanghee Shin** – [shshin@gaia3d.com](mailto:shshin@gaia3d.com)

Sanghee is Chief Executive Officer at Gaia3D, and Representative of OSGeo Korean Chapter. He is also Chairperson of KAOS-G, an open source GIS company alliance in Korea.

### Other LOC members

- Yun-Soo Choi: President of Korea Spatial Information Society (KSIS). Professor of University of Seoul
- BJ Jang: Manager of Open GIS Team, Gaia3D
- Min Heo: Senior Researcher of Korean Association of Surveying and Mapping (KASM)
- Minpa Lee: OSGeo Charter Member, Chief Programmer of Mango System
- Tae Yeol Kim: Director of National IT Industry Promotion Agency (NIPA), Open Source SW Promotion Team
- Heegu Park: Marketing Director of Gaia3D
- Sanghoon Lee: Deputy Director of National Geographic Information Institute (NGII)
- Kwang Woo Nam: Associate Professor of Kunsan National University
- JungHwan Yun: Manager of GIS Team, EnGIS
- Sunghoon Cha: Director of R&D Center, E3
- Sangcheol Kang: C.E.O. of GnTsolution
- Ki-Joune Li: Professor of Pusan National University. Former President of KSIS
- Hyuk Jae Lee: Vice President of National IT Industry Promotion Agency (NIPA), Software Industry Promotion Division
- Dongha Oh: Director of Busan Development Institute

### And the other members are:

Tong-Hoon Lee(GnT Solution), Kabsang Cha(GnT Solution), KyoungTae Doh(Samsung SDS), TaiYoung Kim(Gaia3D), Seung Yong Kim(Hanjin Information Systems & Telecommunication), Jooyong Park(Mango System), Kiwoong Kim(Mango System), Jinwoo Park(Pukyong National University), Jeon-Young Kang(State University of New York at Buffalo), Sanghwan Jun(Solideo Systems), Seongkyu Lee, Suhyun Moon(KEPCO-KDN), HyeonBeom Shin(Solideo Systems), Chae Ok Ko(SUNUN ENG), KyeongRyong Kim(E3), Hanjin Lee(Mango System), Yongjae Park(GIS United), Borin

Jung(GIS United), DongHan Shin(Agathos Ergon), Yeongrak Choi(Geomatics Korea), Jaedeok Roh(EnGIS), Jinwoo Jung(EnGIS), Hwahwan Kim(Chonnam National University)

#### Institutional LOC Members:

- OSGeo Korean Chapter
- KSIS(Korean Spatial Information Society)
- KAOS-G(Korea Alliance of Open Source Geospatial)

We will also contact some internally recognizable names to add them to the LOC. And we will contact major Asia FOSS4G leaders to reflect their opinions and thoughts to the FOSS4G 2015. If possible, we'll also invite major Asia FOSS4G leaders to LOC to make program diverse and rich.

## Marketing

### Main Theme

Our main theme of FOSS4G 2015 Seoul is **‘Toward Diversity! FOSS4G Bigbang from Seoul!!’**

FOSS4G 2015 will be very different from past conferences in aspect of culture, region, language and others. We know that some people think of these differences as weakness of FOSS4G 2015 Seoul. However we believe that these differences are the real core strength points of FOSS4G 2015. We’ll add more regional color to FOSS4G 2015 to enrich the OSGeo’s culture and diversities.

### Core Messages

We will continually deliver these core messages to potential delegates through many channels including SNS, mailing lists, and press releases.

- Asia will be the next big market for FOSS4G professionals, users, and companies. The market size of Asian economies already overwhelmed that of E.U. and U.S.A. and we’ve watched many emerging and vibrant FOSS4G activities in Asia. However this market is still untapped in terms of FOSS4G.
- Meeting the difference usually provoke new inspiration and new innovation.
- Cultural diversities in OSGeo will eventually enrich the OSGeo and pipe the new fresh energy to OSGeo.

### Special Session

To deliver and implement our core messages and themes, we have a plan to have a special session called **“Open Source GIS in Asia, Past, Present and Future”** to share and discuss the situation of FOSS4G in Asia. Through this session, we can attract Asian delegates who want to share their situation and also we can attract delegates from outside of Asia who want to know more about the market situation of Asia.

### Keynote Speaker

Globally recognized big names usually attract more people to the conferences. So we’ll try to invite some big names to the conferences. Just like FOSS4G 2014 Portland organizers, we can survey whom OSGeo members want to meet up with in FOSS4G 2015.

### Marketing Channels

- Webpage
- Press Release: We’ll publish press release regularly.
- SNS: We’ll open Facebook and Twitter accounts for instant interaction.

## Extracurricular

### Place to go

#### \* Gyeongbokgung('The Palace Of Shining Happiness')

Gyeongbokgung, or 'The Palace Of Shining Happiness', was built in 1394, at the very beginning of the Joseon Dynasty. It is the city's largest royal palace replete with ancient buildings and relics. A changing-of-the-guard ceremony is reenacted regularly for visitors.

- **Address:** 22 Sajing-ro, Jongno-gu, Seoul
- **Hours:** Mar~Oct: 9am~6pm; Nov~Feb: 9am~5pm
- **Days Closed:** Tuesdays
- **Tel:** +82-2-3700-3900
- **Website:** <http://www.royalpalace.go.kr>
- **Transportation:** Subway Line #3, Gyeongbokgung Station, Exit #5

#### \* Samcheong-dong

Samcheong-dong is a hilly neighborhood in central Seoul with traditional Korean-style houses as well as cafes, wine bars, art shops, and designer showrooms. The unique shops and traditional restaurants create beautiful photo opportunities.

- **Address:** Samcheong-dong, Jongno-gu, Seoul
- **Transportation:** Subway Line #3, Anguk Station, Exit #1

#### \* Insa-dong

Insa-dong has been a center of culture in Seoul for decades. A large variety of arts have surfaced in the neighborhood over the years. In Insa-dong, all galleries open new exhibitions on Wednesdays between 5pm and 7pm. Up-and-coming artists as well as veteran ones announce the opening of their exhibitions in the district.

- **Address:** Gwanhun-dong, Jongno-gu, Seoul
- **Hours:** Different for each gallery
- **Tel:** +82-2-731-1177
- **Website:** <http://www.goinsadong.co.kr>
- **Transportation:** Subway Line #3, Anguk Station, Exit #6

#### \* National Museum of Korea

The National Museum of Korea is the largest exhibition facility in Asia and among the six largest museums in the world. Here you will find a variety of collections that promote the uniqueness and beauty of Korean culture. Admission is free.

- **Address:** 168-6, Yongsan-dong 6-ga, Yongsan-gu, Seoul
- **Hours:** 9am-6pm (Tue., Thu., Fri.), 9am-9pm (Wed., Sat.), 9am-7pm (Sun.)
- **Days Closed:** Mondays
- **Tel:** +82-2-2077-9000
- **Website:** <http://www.museum.go.kr>
- **Transportation:** Subway Line #1 or #4, Ichon Station, Exit 2

#### \* Jjimjilbang

The Jjimjilbang, a Korean-style bathhouse, usually offers hot tubs, saunas and massage therapy, making it a perfect place to relax after a long day. Most include a lounge, restaurant and even an Internet café. Most jjimjilbangs are open all day, every day.

#### \* Myeong-dong

Myeong-dong is one of the trendiest districts in Seoul for shopping and entertainment. Popular among shopaholics and fashionistas, the streets are filled with color. If you like shopping, you'll love Myeong-dong.

- **Address:** Chungmuro 1-ga, Jung-gu, Seoul
- **Hours:** 9am-10pm, some shops close late
- **Transportation:** Subway Line #4, Myeong-dong Station, Exit # 6 or buses 0013, 143, 401 or 406

#### \* Itaewon

Itaewon is a global village in the heart of Seoul. The streets are lined with eye-catching shops, and most merchants are able to communicate well with foreign tourists. You can find a variety of unusual and intriguing items here from all over the world.

- **Address:** Itaewon-dong, Yongsan-gu, Seoul
- **Website:** <http://www.enjoyitaewon.com>
- **Transportation:** Subway Line #6, Itaewon Station, Exit #1

#### \* Hongik University area

The Hongik University area is a mecca for Seoul's young people with numerous cafes, restaurants and clothing shops. It is also a center of indie culture where amateur artists display their skills. The area is well known for its clubs and party culture as well.

- **Address:** Seogyo-dong, Mapo-gu, Seoul
- **Transportation:** Subway Line #2, Hongik University Station

### \* Namdaemun Market

Namdaemun Market is the largest—and oldest—traditional market in Seoul. You can find just about anything you are looking for, such as clothes, accessories, daily supplies and local foods. This 24-hour market is always full of merchants from around Korea.

- **Address:** Namdaemun-ro 1-51, Jung-gu, Seoul
- **Hours:** Business hours differ; Some shops open 8am-5pm
- **Days Closed:** Sundays
- **Tel:** 82-2-753-2805
- **Transportation:** Subway Line #4, Hoehyeon Station, Exit #6

### Foods to eat

#### \* Bibimbap

Bibimbap is a signature Korean dish. The word literally means "mixed rice". Bibimbap is served as a bowl of warm white rice topped with namul (sautéed and seasoned vegetables) and gochujang (chili pepper paste), soy sauce , or doenjang. A raw or fried egg and sliced meat (usually beef) are common additions. The ingredients are stirred together thoroughly just before eating. It is best served hot. In South Korea, Jeonju, Jinju, and Tongyeong are especially famous for their versions of bibimbap. In 2011, it was listed at number 40 on the World's 50 most delicious foods readers' poll compiled by CNN Travel.

#### \* Galbi

Galbi is beef or pork which is marinated in soy sauce, minced garlic, sesame oil and pear juice, and then grilled with onions, mushrooms, and a variety of other vegetables. It is served with rice and eaten with kimchi. Galbi is Korea's signature meat dish and a favorite of visitors.

#### \* Bulgogi

Bulgogi is a Korean dish that usually consists of grilled marinated beef. It is listed at number 23 on World's 50 most delicious foods readers' poll compiled by CNN Go in 2011.

#### \* Samgyeopsal

Samgyeopsal is a popular Korean dish. Commonly served as an evening meal, it consists of thick, fatty slices of pork belly meat (similar to uncured bacon). The meat, usually neither marinated nor seasoned, is cooked on a grill at the diners' table.

Usually diners grill the meat themselves and eat directly from a grill. It is often dipped into a spicy pepper paste.

#### **\* Kimchi**

Kimchi is a traditional fermented Korean side dish made of vegetables with a variety of seasonings. It is often described as "spicy" or "sour". In traditional preparation kimchi is often allowed to ferment underground in jars for months at a time. It is Korea's national dish, with hundreds of varieties made from napa cabbage, radish, scallion, or cucumber as a main ingredient. Kimchi also has many different kinds depends on the main ingredients.

#### **\* Kimchi jjigae**

Kimchi jjigae is a variety of jjigae, or stew-like Korean dish, made with kimchi and other ingredients, such as scallions, onions, diced tofu, pork, and seafood, although pork and seafood are generally not used in the same recipe. It is one of the most common jjigae in South Korea.

#### **\* Makgeolli**

Makgeolli, an ancient Korean rice wine, is one of the most popular traditional liquors in the country. The milky-white liquor with a relatively low alcohol content has recently become even more popular as a wider variety of makgeolli have been introduced.

#### **\* Soju**

Soju is a distilled beverage native to Korea. It is traditionally made from rice, wheat, or barley, but modern producers of soju use supplements or even replace rice with other starches, such as potatoes, sweet potatoes, or tapioca.