Hi Seoul

Soul of Asia

SEOUL

Welcome to Seoul

Foreword



Welcome to Seoul!

Seoul has been the capital of Korea for more than 600 years. Seoul, centered around the Hangang (River) and surrounded by beautiful mountains, is a city where tradition and modernity co-exist.

The city experienced turmoil 50 years ago, as it was in the midst of the Cold War and the division of the Korean Peninsula. Since then, the city of Seoul has made strenuous efforts to uphold freedom and democracy. For many years, Seoul has served as a symbol of rapid economic development known as Miracle on the Hangang, the role model for many developing countries.

Seoul successfully hosted the 1988 Summer Olympic Games and the 2002 FIFA World Cup Korea/Japan, leaving an indelible impression as a country full of enthusiasm. Building on this momentum, Seoul is aiming to become a world-class city, developing itself as the nation's political, economic, social and cultural hub.

As a CEO-turned-mayor, I am working hard so that my business experience will bring about changes and reform in the city administration, raising efficiency and transparency within the city government.

Together with our environmental, historic and cultural heritage, this city has been praised as home to the world's best e-government practices, proving to be a forerunner of highly advanced information technologies.

Seoul is a city, which enjoys world's top-ranking broadband Internet network both nominally and virtually. The city will focus on becoming an internationally competitive city by tapping into such potential, while promoting pro-business policies and making the most of its high-skilled human resources.

Recently, the city launched ambitious projects intended to make Seoul a more desirable and convenient city to live in: the Cheonggyecheon (Stream) Restoration Project, originally deemed "mission impossible," the New Town Project for the city's balanced regional development, the Public Transportation Reorganization Plan and the Seoul Green Trust campaign. We will continue our commitments in completing these projects successfully so that we may contribute to the prosperity of Northeast Asia and to the world.

We will make unsparing efforts so that foreign visitors can experience and remember the city with pleasant memories.

I hope that your visit to Seoul will leave an unforgettable impression in your heart.

Thank you

Best regards,

Lee, Myung Bak
Mayor of Seoul

01 Vision Seoul



Seoul is not just the capital city of Korea, but also the city where the wave from Japan across the Pacific Ocean flows through and home to the Gyeongui Line (Railroad) linked to the Eurasian Continent. In the 21st century, Seoul will emerge as the hub of Northeast Asia and furthermore, will grow as one of the world's most important cities. It will be revived into a city leading the 21st century: A city with a long history and unique tradition, a city with sophisticated information technologies, and a city showing Korea's compassionate aspect in a fast-changing society. Seoul will be developed into a city with a bright future and balanced development, an eco-friendly city, a compassionate and yet safe city.

A Warm-hearted City, Seoul

Going through unbalanced development and economic growth-oriented policies, Seoul started to suffer from a lopsided regional development and some people were neglected along the way. However, Seoul will be reborn as a city that cares for the poor and provide them with help.

Seoul has announced ambitious plans for balanced regional development: to narrow the developmental gap among regions, to develop the center of each district, and to build new towns. First of all, Seoul will beef up efforts to develop areas that are currently lagging behind and designate the centers of each autonomous district as an area for the balanced development project.

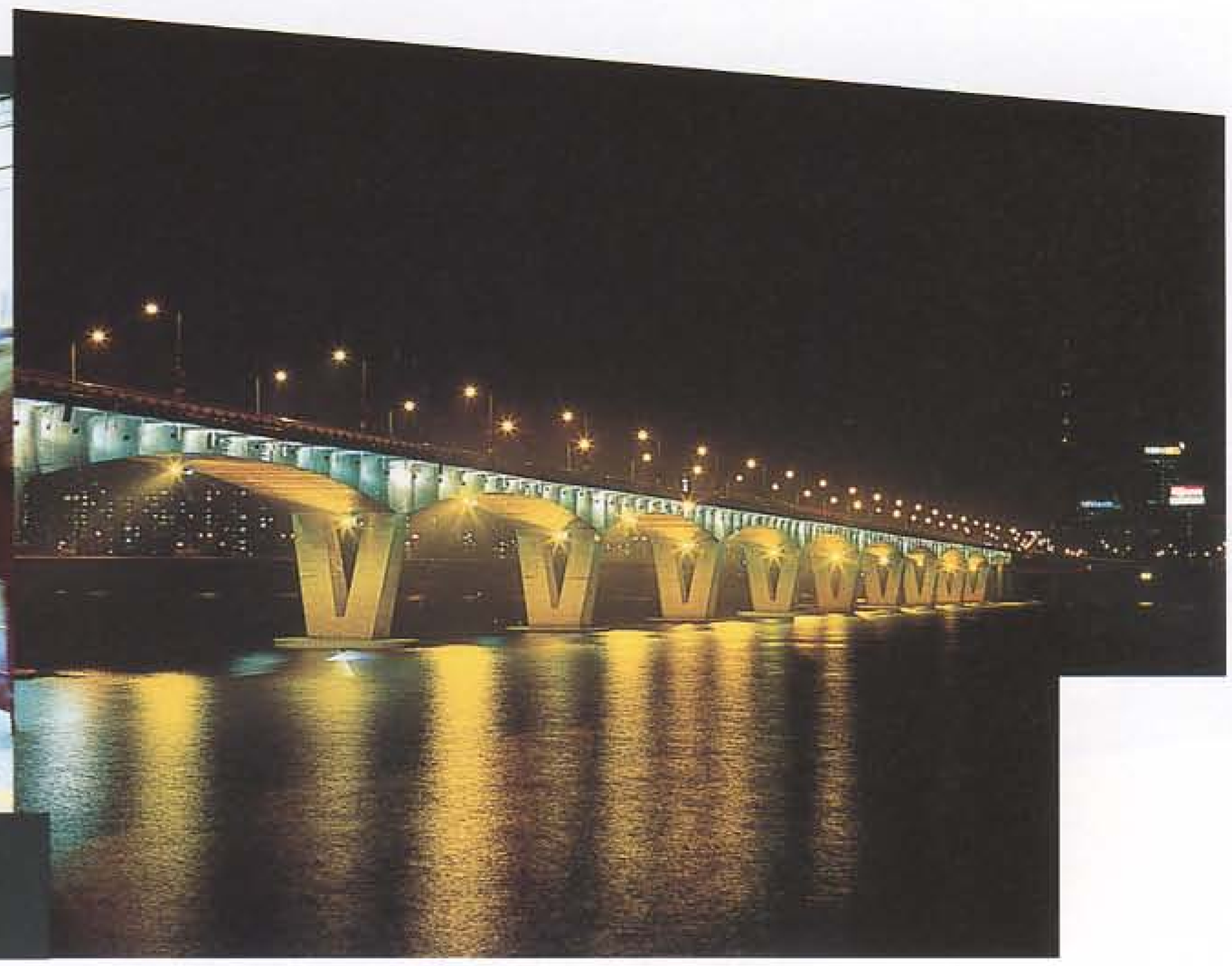


In addition, the city government will build 100,000 public housing units to solve housing problems and will tackle the problems of frequently flooded areas. A job fair for senior citizens will also be held, to prepare the city experiencing an aging society. Seoul will build more nursing homes for senior members suffering from dementia. Also established will be more daycare centers for double-income families and more welfare facilities for the challenged.

A More Convenient City, Seoul

We will develop Seoul into a city where people can experience sophisticated civilization and relax amid a clean environment by providing people with convenient public transportation and parks with more trees. Although Seoul is surrounded with numerous mountains, there is a lack of greenery for people to come into touch with on a daily basis, especially when compared with other developed countries. So we will turn Seoul into a place where man and nature co-exists by adding 1,155,000 square meters of green





space to Ttukseom in the northeastern part of Seoul and preserving the green belt area. In addition, we will be staging a Seoul Green Trust campaign and encourage people to participate in protecting more greenery. Other ambitious plans are underway, such as elevating the Hangang Park to a high-class multi-purpose leisure complex that will serve as one of the famous tourist attractions of Seoul.

A Vibrant City, Seoul

We will turn Seoul into a city of wealth and full of vitality. Seoul will emerge as a business hub of Northeast Asia by tapping into Korea's rapid growth. The city will provide foreign businesses with more incentives by providing better investment opportunities and strategically promote value-adding industries ideal for Seoul. We will put more effort into making Seoul an ideal place to do business so that more multinational companies establish their Asian headquarters in Seoul. Along with this, more support will be given to small and medium businesses in Korea that boast advanced technologies.





Today, Korea's information technology and network infrastructure have a world-famous reputation in the global market. Seoul will build the best network to provide citizens with daily benefits. We will also rediscover the historic meaning of Seoul through the Cheonggyecheon Restoration Project and create a cultural plaza in Seoul to restore cultural heritages.

Various theme parks and citizens' plazas will be built so that people can enjoy rich culture throughout their daily lives. And one of the top priorities will be to build an efficient bus and subway system for the greater convenience of citizens.

02 Seoul, an Internationally Competitive City



Seoul has now turned its attention into becoming an eco-friendly and culturally rich city after the recent decades of development and growth helped us achieve quality of life. In Seoul, visitors will find highly skilled human resources and the world's best information-technology infrastructure. It is a great place to live in, with its beautiful natural environment, low tax burdens and social security expenses for foreign businesses, making it a great place to invest, do business and live in.

A Business Hub of Northeast Asia

Korea is the thirteenth largest economy in the world and Seoul has the potential to grow into a business hub of Northeast Asia.

Geographically, there are 43 major cities, each with a population of over one million, all within a three-hour flight from Seoul. Seoul is already the center of finance nationally and will emerge as the business hub and center of world's finance. This ambitious plan is carried out in three major areas of Yeouido, Cheonggyecheon, and Digital Media City.



After the restoration of Cheonggyecheon, nearby areas will be developed into the world's financial center and strategic place for service-intensive industries. The world's tallest building will be built for the creation of an international business center. In Yeouido, a large and modern Seoul International Financial Center will be established by 2008 in cooperation with AIG, the world's leading financial firm. SIFC will play a vital role in attracting multinational companies and international financial organizations.

A Nice City to Do Business In

The Seoul Metropolitan Government is seeking advice from the Seoul International Business Advisory Council, to succeed as the business hub of the Northeast Asia and emerge as a good city to do business.

Every year, the city holds the Seoul Venture Fair to support small and medium businesses with cutting-edge technology, helping them attract foreign investment and enhance their competitiveness worldwide.





The Seoul Help Center for Foreigners located in the city government provides a wide range of information ranging from jobs to daily life in Seoul. It also provides administrative support and medical service for foreign residents. Seoul also plans to establish a large-scale "English Village" to be located in Songpa-gu, southern Seoul by October 2004.

The Village will offer visitors a chance immerse themselves in the Western culture whilst learning English. Seoul also plans to build a foreign school in Hannam-dong, Yongsan-gu through a join project with the Ministry of Commerce, Industry and Energy. Seoul will develop the media industry by building information-technology infrastructure through various projects such as Digital Media City. It will also create a Seoul Convention and Visitors Bureau to hold international conferences and exhibitions in Seoul.

Seoul City - The Best E-Government in the World

The United Nations has selected Seoul as the city with the best electronic-government practices in the world. Seoul, with its high-quality information network, is aiming to become the business hub of the Northeast Asia. The city government has always made efforts to communicate well with the citizens and to actively react to their demands. Accordingly, the city is expected to provide the best digital administrative service by offering an "On-line Commerce Center."



Promoting Knowledge-Based Industries

Seoul is trying to encourage high value-added and knowledge-based industries such as animation and fashion. To that effect, financial support is offered and various international fairs are held.

03 Introduction of a New Paradigm, the Cheonggyecheon Restoration Project



Cheonggyecheon Tells History of Seoul

Cheonggyecheon has shared a 600-year history with the capital of Korea, where during the Joseon Dynasty, many bridges adorned the river. It once ran through central Seoul, and has witnessed the ups and downs the city went through, ever since it was designated as the nation's capital.

However, economic growth and a rising population led to its burial, covered with asphalt and concrete with an elevated road built over. In a sense, it symbolized the days of rapid industrialization and modernization, when Seoul's per capita income was less than 100 dollars.

Cheonggyecheon Restoration - A New Paradigm of Urban Management in the 21st Century

With the dawn of the 21st century, a new paradigm of urban management requires us to put more emphasis on balanced development, environmental preservation and humanity. This project aims to achieve three ultimate goals: first, to build an environment-friendly space where clean water flows and the beautiful natural environment can be relished; second, to recover historic and cultural heritage of Seoul; and third, to remove the highway that has now become an eyesore which poses serious safety concerns. Citizens from all walks of life are now taking part in the project city with the government. We plan to take special care of the area post-completion of the project, so that the significance of the restoration can come out to the fullest.



Current Status of the Project

The Seoul Metropolitan Government is striving to complete the work efficiently and swiftly to lessen the citizens' inconvenience. The construction site has been divided into 3 sections to allow better management. The Cheonggye Expressway and the Samil Expressway have now been removed. The Seoul Metropolitan Government will restore nearby areas of Cheonggyecheon into a cleaner environment by 2005. Initially, the project faced a lot of opposition from citizens



due to worries of possible worsening of traffic jams. The successful project now enjoys support and cooperation from civic organizations, citizens, and merchants located in the area.

The Future of Cheonggyecheon

The project's basic concept is bringing back to life a natural urban stream. After the project, the stream will provide clean water and will serve as a habitat for fish and birds. A public plaza with beautiful fountains will be formed. There will be many parks and resting places where people can relax and enjoy traditional culture and historic heritage. Moreover, 21 bridges will be built over the stream.



A Project Continued from Generation to Generation

The restored Cheonggyecheon will stabilize and have a greater impact on commerce and redevelopment of adjacent areas. After the completion of the project, we have to continuously care for the stream. The project should serve as a motive to recover our historic identity and heritage. The project offers the opportunity to pursue balanced regional development and to turn Seoul into an eco-friendly city.

04 Balanced Regional Development in Pursuit of a Quality Life



Seoul will improve quality of life for citizens. To tackle the disparity among regions within the city, the city government is pushing ahead with a strategic plan to develop outer-areas of the city so as to create an environment-friendly atmosphere.
A variety of projects will be implemented, including the New Town Development Project to upgrade residential areas and promote regional balanced development.

The New Town Development Project

The New Town Development project is not a simple housing reconstruction plan but a comprehensive city development plan to revamp the northern part of the Hangang, as a better residential area and realize balanced regional development. The project started in 2003, as a demonstration plan. If it succeeds, another 20 districts will be completed by 2012.

A Green Space to Relax with Neighbors - Gireum

Focusing on the housing reconstruction district, the city will create a green town for pedestrians and build a community in which you can live in harmony with your neighbors.



Living in Harmony with Nature, Your Dream Comes True - Eunpyeong

We will develop less developed areas into a new town with improved residential and commerce areas. The new towns will be based on resorts or a garden city where community members live in harmony with nature.

Living in a Downtown Style City with Community Members - Wangsimni

The Wangsimni New Town will be an eco-friendly district where citizens are encouraged to take part in urban development. Downtown and surrounding areas will be developed, building high-rises for residential and commercial purposes. It will be developed into a town pursuing regional balanced development to resolve problems such as traffic and environment.



A New Town for the Balanced Development - You Can Get Everything You Want

To create a better residential environment, each autonomous gu, or districts within the city of Seoul, will assign a model town for regional balanced development and the selected town will be given tax cuts and other public supports. Three model towns have been developed and another 21 towns will be developed by 2008.

Turing Conventional Markets into Major Shopping Centers

Conventional markets are based on the so-called grass-roots economy. A total of 312 markets will be developed into shopping centers and support from the public sector will aid reconstruction and repair work. Seoul will also provide small businesses with financial support and technology to launch unique brands and to introduce advanced distribution systems. A wide variety of products from clothes and bags to shoes will hit the world market with a brand 'Hi Seoul' on it.



Narrowing the Development Gap by Improving Educational Environment

The city recognized that regional imbalances resulted from a disparity in educational opportunities. To tackle this problem, the city government plans to close the gap by establishing quality schools in Gangbuk, or the northern part of the Hangang.

05 Living Together in Seoul



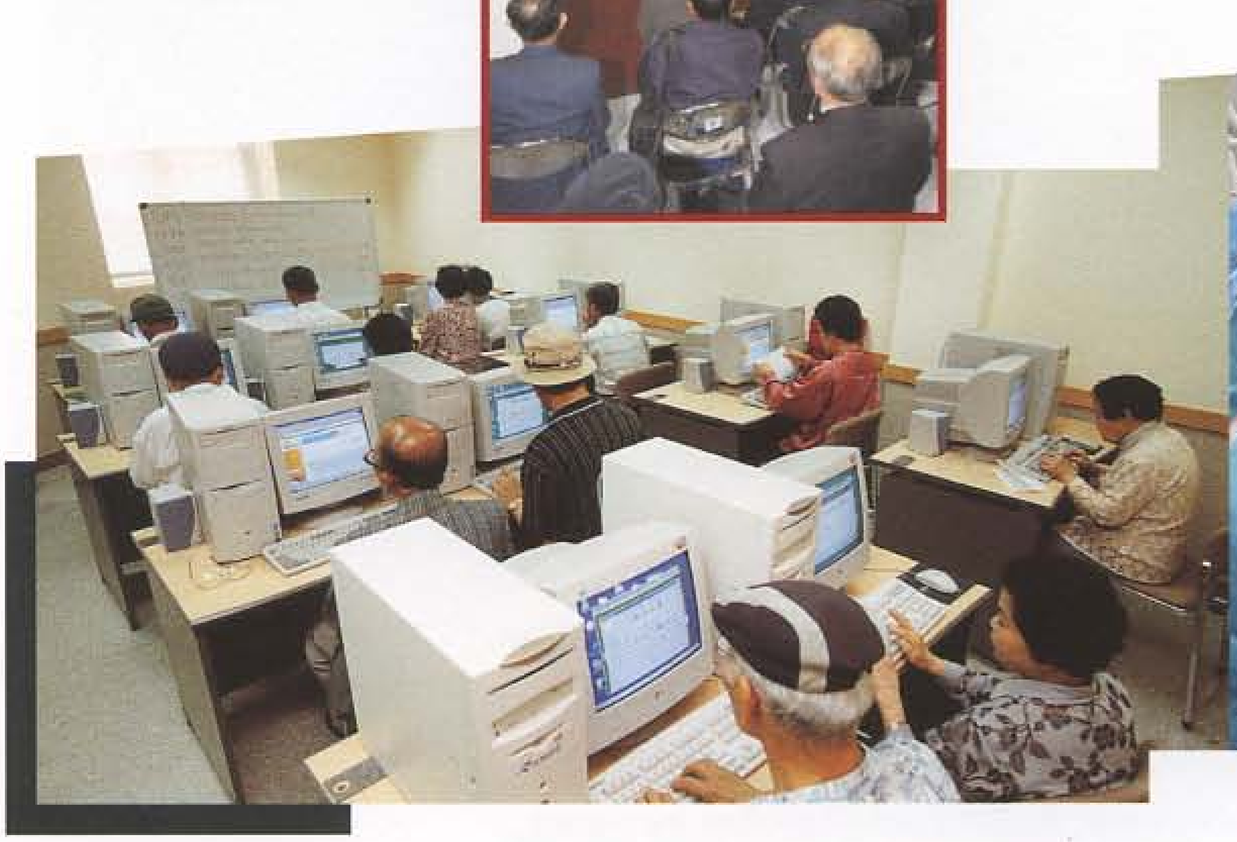
Living Together in Seoul

One of the city's top priorities is to raise the quality of life. The city is preparing for its aging society as the number of senior citizens continues to rise. It will also provide more support and facilities for challenged people. As the number of dual-income families increases, the city is trying to build more childcare centers and cultural spaces for teenagers. High-quality public housing will be built so everyone can live in a better environment in Seoul.

Preparing for an Aging Society

The city will establish colleges for its rising senior citizens community, offering educational opportunities. There will be more than 70 classes ranging from foreign languages to philosophy, to cater to the wider community. Welfare programs will develop more cultural spaces for the elderly, and recruiting fairs by the city will help the elderly intending to continue working. This will help senior citizens to maintain their wealth whilst enjoying their lives. The city will also expand nursing home services for elderly without support.







Care for the Challenged

The city will put enormous efforts to allow widespread access for the challenged, there remains a lack of facilities for the disabled. Seoul will take into consideration the opinions of the disabled and experts, when designing and building new facilities. A more convenient transport system will be created, benefiting the physically challenged. As a part of these efforts, elevators for the elderly and disabled will be built at every subway station by 2005. There will also be more buses with special features for the disabled. Seoul City will continue to operate taxies for the severely disabled, starting in 2003.







Public Childcare Support for Double-Income Families

The city is noting the increase in the number of double-income families, and plans to expand support so more women can work. The city will provide more private childcare centers and try to create an efficient public childcare system. In addition, we will provide same education opportunities to disabled children and improve the quality of childcare service.

Seoul, a City Growing by Tapping into the Potential of Women

The Seoul Metropolitan Government is operating various centers and programs to expand social participation of women, to uphold their rights and interests and enhance welfare.

The city runs various training programs, aiming to increase the number of women participating in economic activity by offering help. Women's Development Center and Women Resources Development Center operate to develop female human capital and promote social participation of women by enhancing vocational programs.



Moreover, the city will promote active participation of women through continuous support from Women's Development Fund whilst Seoul Women's Foundation will provide financial support for women who hope to start their own business.

06 Eco-Friendly Seoul



Eco-Friendly Seoul

During the past three decades of Korea's industrialization, Seoul witnessed deterioration of its landscape and ecological system due to air and water pollution and the loss of forests and wetlands.

But efforts to make a Green Seoul are now starting to transform the metropolis into a pleasant and beautiful city, with a mixture of a beautiful natural environment and modern facilities. Seoul enjoys four distinct seasons, and with its surrounding low mountains and hills ensuring fresh air it makes Seoul a pleasant city to live in. The Hangang, running through the center of Seoul from east to west, is a source of quality tap water and also serves as a recreational space.

A Green City, Seoul

People once measured their quality of life by the ease of access to traffic; however, people now put more value on how much park area surrounds you. The city government responded many projects including Cheonggyecheon Restoration Project to increase green space. The city launched the Seoul Green Trust campaign to expand parks and green zones. This will also allow future generations to enjoy whilst allowing citizens, civic groups and businesses to volunteer by taking part in the movement.





Hangang (River)

Parks along the river are excellent places for people to relax. Such eco-friendly parks include Seonyudo Park and Hangang Park.

There are various jogging courses, bicycle-pathways and marathon courses along the river. There are also many venues for various sports such as soccer, volleyball, and swimming.





Hangang attracts many people with its beautiful night views and fantastic illuminations on the bridges.

Sustainable Environment Management System

The city government has restored the forest eco-system to secure diversity of flora and fauna. It is also making efforts to expand fauna and flora habitats by securing more green areas and restoring streams. We have worked out a Biotope Map based on surveys of fauna and flora across Seoul. We have also designated Bamseom (Islet) in the Hangang, Tancheon migrant birds' habitat and the wetland in Dunchon-dong as Eco-System Preservation Areas to help protect the environment and its flora and fauna.





An Environment-Friendly City, Seoul

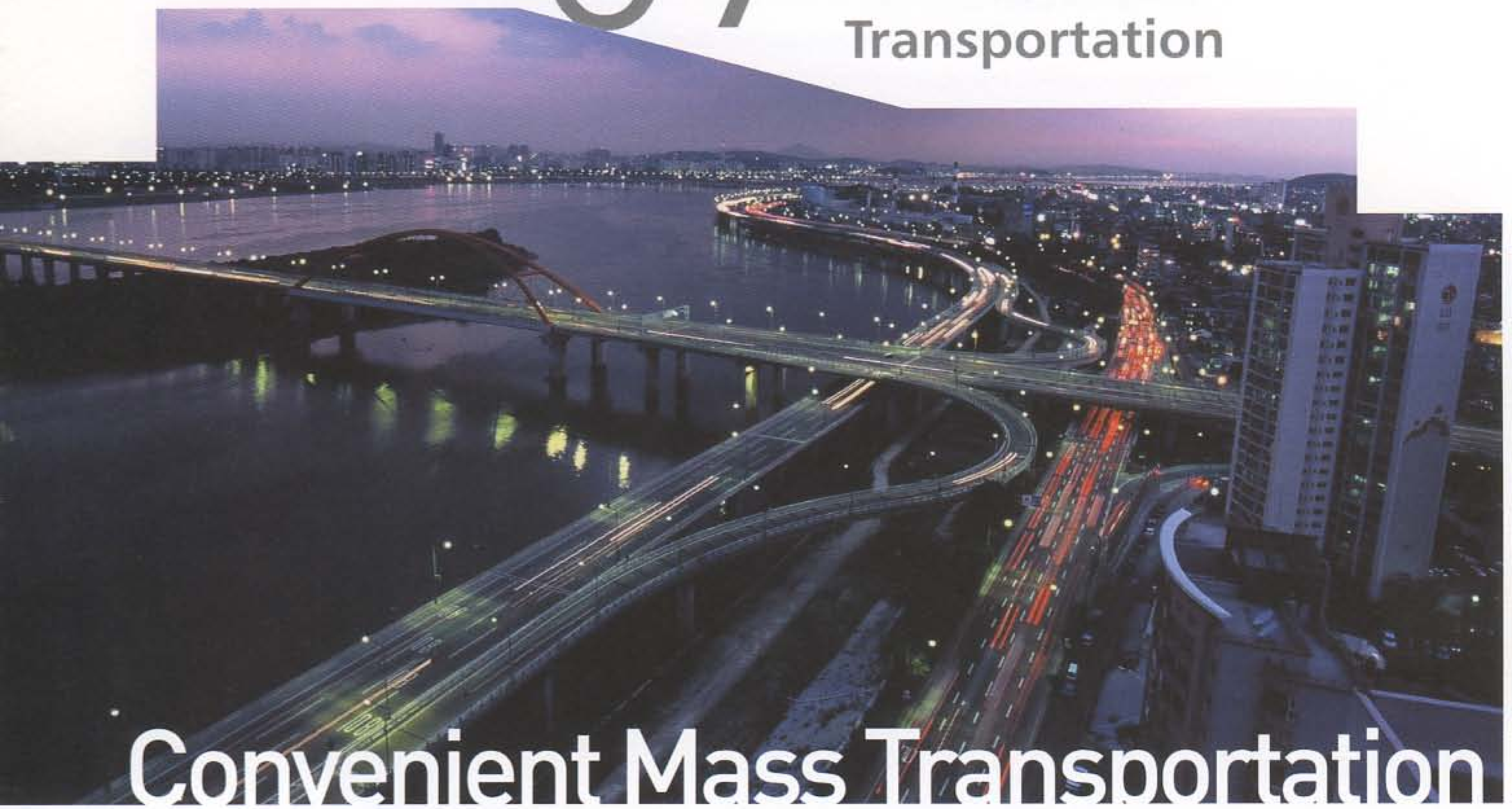
The Seoul Metropolitan Government won a prize for its sustainable environmental policies at the third Mayor's Asia-Pacific Environmental Summit in 2003.

The city's two-year effort in establishing World Cup Park on a once large-scale waste landfill in southern received high praises from Seoul MAPES, as well as other various projects to restore the Hangang ecosystem and streams such as Cheonggyecheon.

The city government will progressively promote its environmental projects to the international community, strengthening Seoul's status world-wide as an eco-friendly city.

07

Seoul, a City with Easy Access to Mass Transportation



Convenient Mass Transportation

Like other major cities, traffic is the one of the biggest problems in Seoul.

However, the city is committed to resolving it through its all-out reorganization while encouraging citizens voluntarily to participate in resolving traffic problems. The city government will reorganize bus routes and operational systems whilst setting up convenience facilities such as elevators, automatic moving sidewalks and screen doors for easier transfers.

Tour guidebooks are planned to turn the subway ride into a cultural experience. For the blind, subway station floors will have Braille signs identifying destinations

Transportation System Reorganization

The city will establish three transfer depots downtown and 12 transfer centers within the city for greater convenience. Bus bay systems will be set up in front of the Sejong Center for the Performing Arts, allowing people more convenient bus use.

Arterial buses and downtown circular buses will be connected to each other, and transfer centers developed so that people can easily transfer to public transport when entering Seoul on private transportation. There are four kinds of buses: arterial bus, local bus, downtown circular bus and metropolitan bus. Bus-only lanes will be expanded. The Bus Management System, with its cutting-edge information technology and systematic bus management, will be operated from 2004. Citizens will be provided information on bus whereabouts, operational condition and estimated arrival time by using GPS and wireless radio transmitter installed in buses.





Convenient New Transit Card

New transit card services signal the start of an advanced city, using state-of-the-art traffic systems. Aimed to begin service from July 1, 2004, organizations such as Gyeonggi-do, the Incheon Metropolitan City, the National Railroad Administration, the Seoul Metropolitan Subway Corporation, the Bus Transport Association and the Taxi Transport Association are collaborating to devise a smart card, device and equipment.

Tech-savvy smart chips will be installed in transport cards, allowing lost card balances to be protected and recovered. The new card will allow in addition to bus and subway fares, to pay taxi fares, parking bills and civil petition fees. Additionally, the new cards will allow



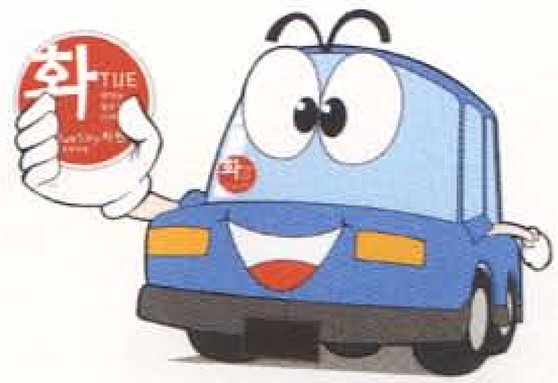




various payment methods by installing a chip in our cellular phone, PDA and watches. It will also allow prepayment of bus fare at a bus stop. As of July 1, 2004, subway and bus fare systems will be unified and fares will be charged differently according to your distance and time range.

No-Driving-Day Campaign

To engage citizens' participation in resolving traffic problems, the city is holding a 'No-Driving-Day' campaign, encouraging the public to refrain from private car use for one day of the week.
This campaign will be a part of the effort to reduce air pollution and traffic congestion. The city will offer various incentives such as discounted public parking lots in the city and exempted tunnel fees to encourage maximum participation.







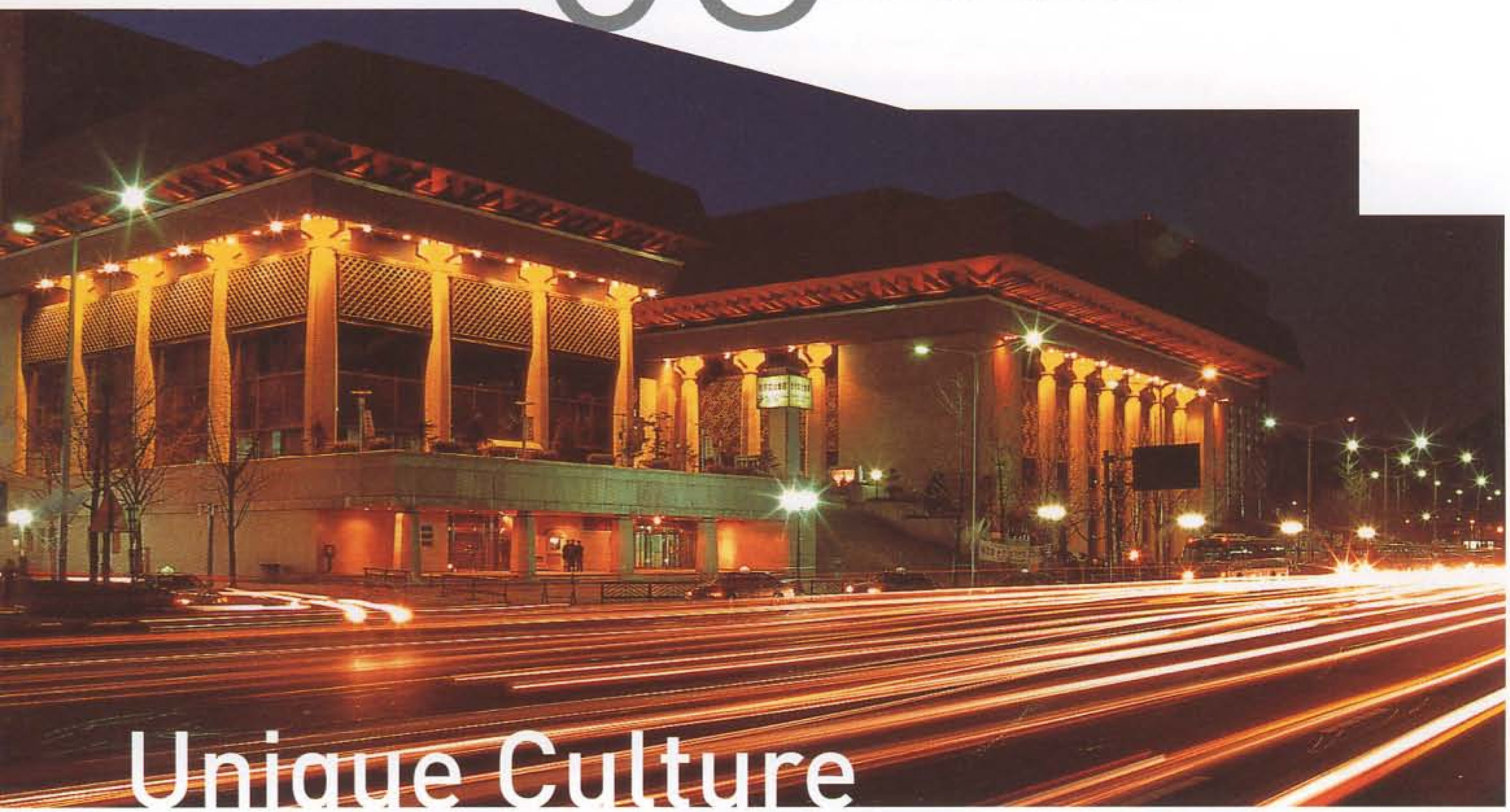


Securing Enough Parking Space

The city government will push ahead with the Green Parking 2006 Project to introduce human-oriented and eco-friendly parking policies. The three major goals of the project: to reduce parking difficulties; to secure more green spaces; and to improve local road and traffic flows.

The project will affect more than half the city by 2006, and the city will provide financial support for construction and gardening to encourage people to pull down their fences and use it as parking space. Regulations will also protect residential areas from outside cars.

08 A City of Unique Culture, Seoul



Unique Culture

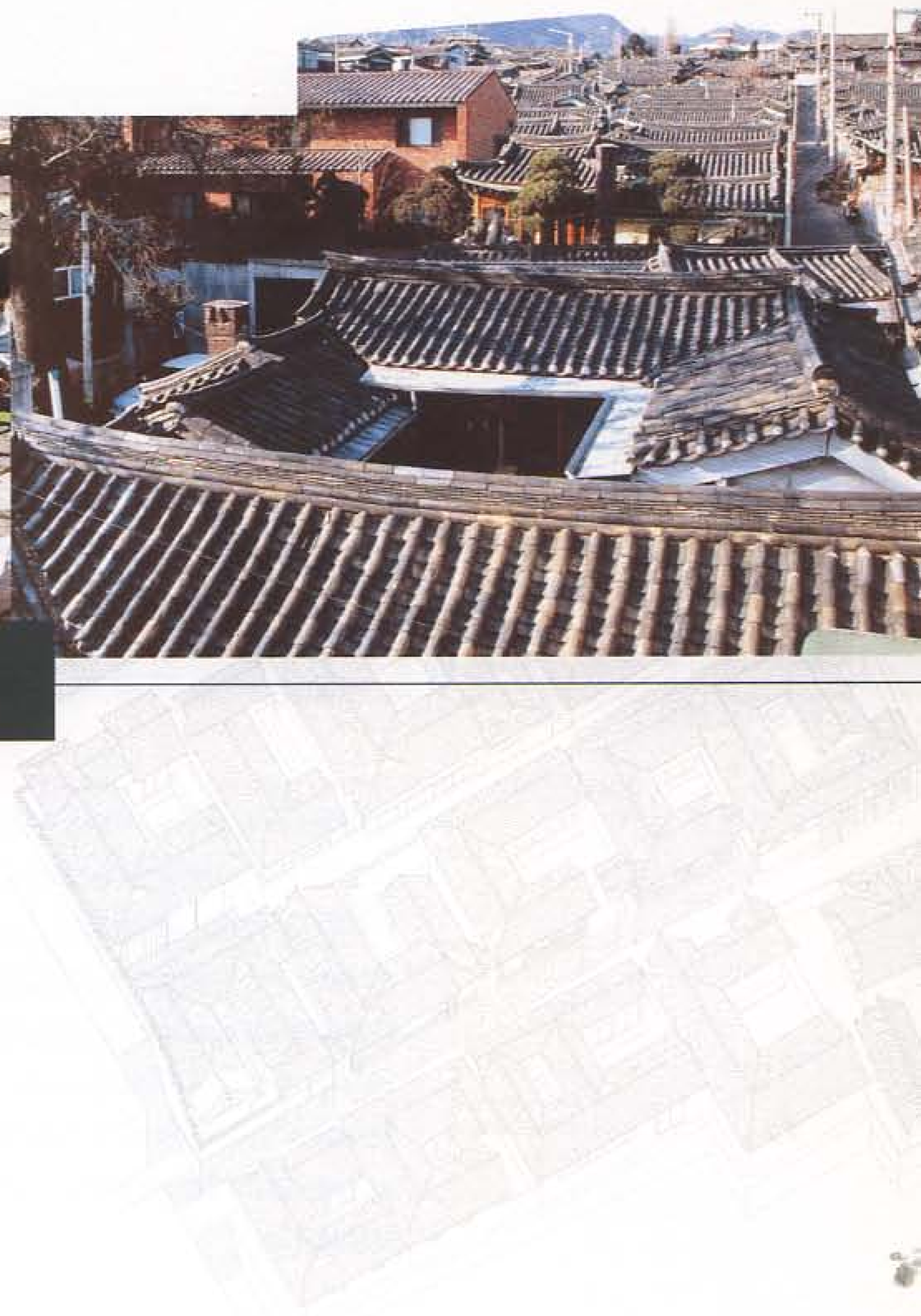
Seoul is a unique and attractive city where there are limitless things to see and enjoy. Tradition and modernity co-exist in harmony, making Seoul all the more beautiful and pleasant. Seoul's heritage dates back to the Prehistoric Age. In old palaces from the Joseon Dynasty and at the city's museums, visitors have the chance to learn about Korean history and see what the traditional culture was like. Seoul also remains a future-oriented city where skyscrapers, advanced information-communication networks and developments continue.

A City of Culture and Tourism with 600-Year-long History

The Seoul Metropolitan Government designated Myeong-dong, Bukchang-dong and Namdaemun Market, Itaewon and Dongdaemun Market as special tourist. If visiting Bukchon, visitors are able to see traditional houses. Visitors can tour the city centers and old palaces with help from Hi Seoul Greeters.

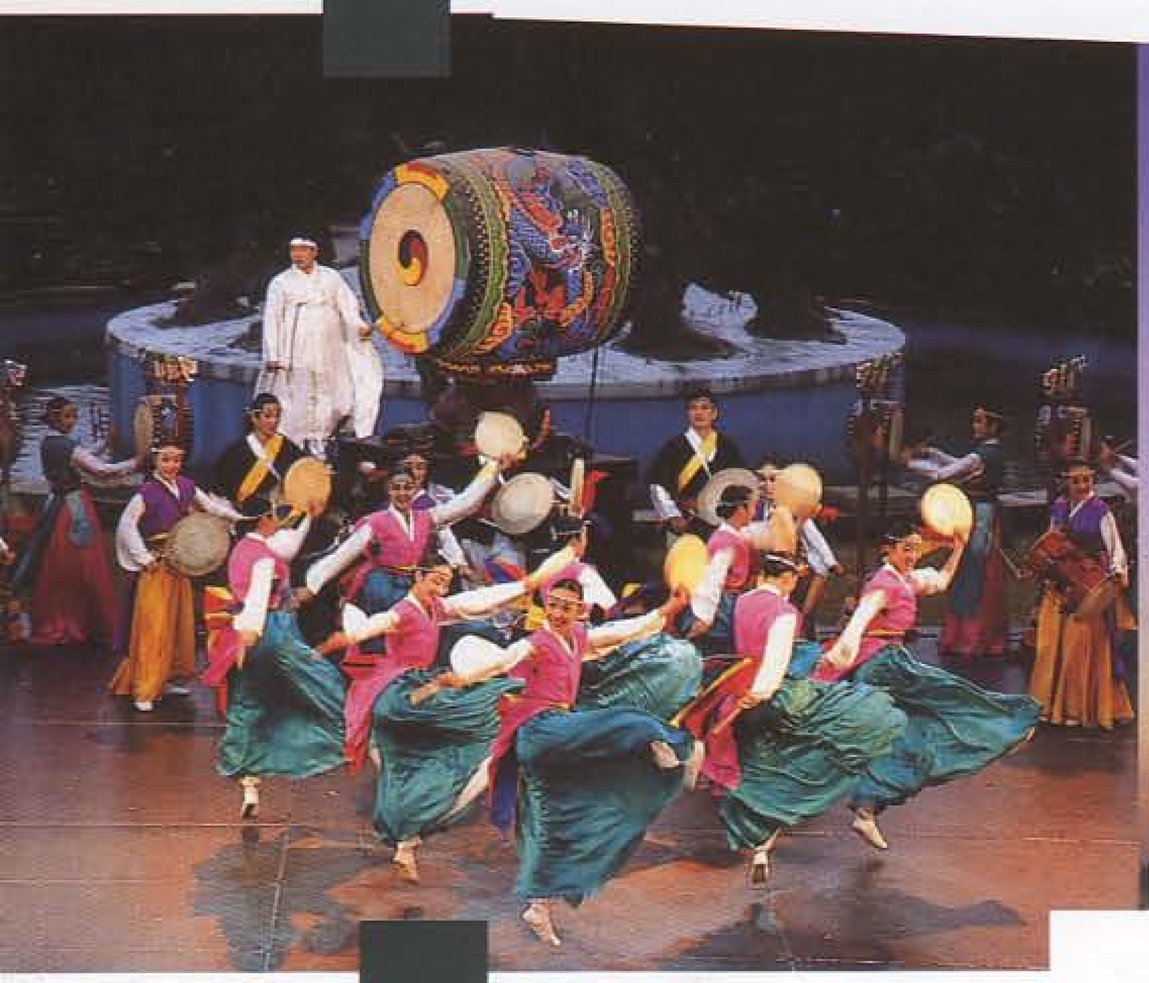
In Changgyeonggung (Palace), reenactment of Gwageo, a traditional civil service examination of the Joseon Dynasty can be enjoyed and in Namsangol Traditional Korean Village, visitors can experience Korean traditional food and folk games.





An Attractive International City And Culturally Rich City, Seoul

The Seoul Culture Foundation helps create various culture infrastructures and provides support for artistic and cultural organizations funded by donations from citizens, businesses, artists and experts. The city is implementing a plan to build a theater exclusively for opera and musical, to be completed by July 2004 for





heightened citizens' enjoyment of art performances. In addition, Seoul holds big festivals such as Seoul International Cartoon and Animation Festival and Dongdaemun Fashion Festival. The numerous traditional festivals such as Seoul's famous 4 festivals (Hi-Seoul Festival, Seoul Performing Arts Festival, Seoul Drum Festival and Seoul International Fireworks Festival) are held every year to promote status as a city of culture to the world.

Hi Seoul Festival

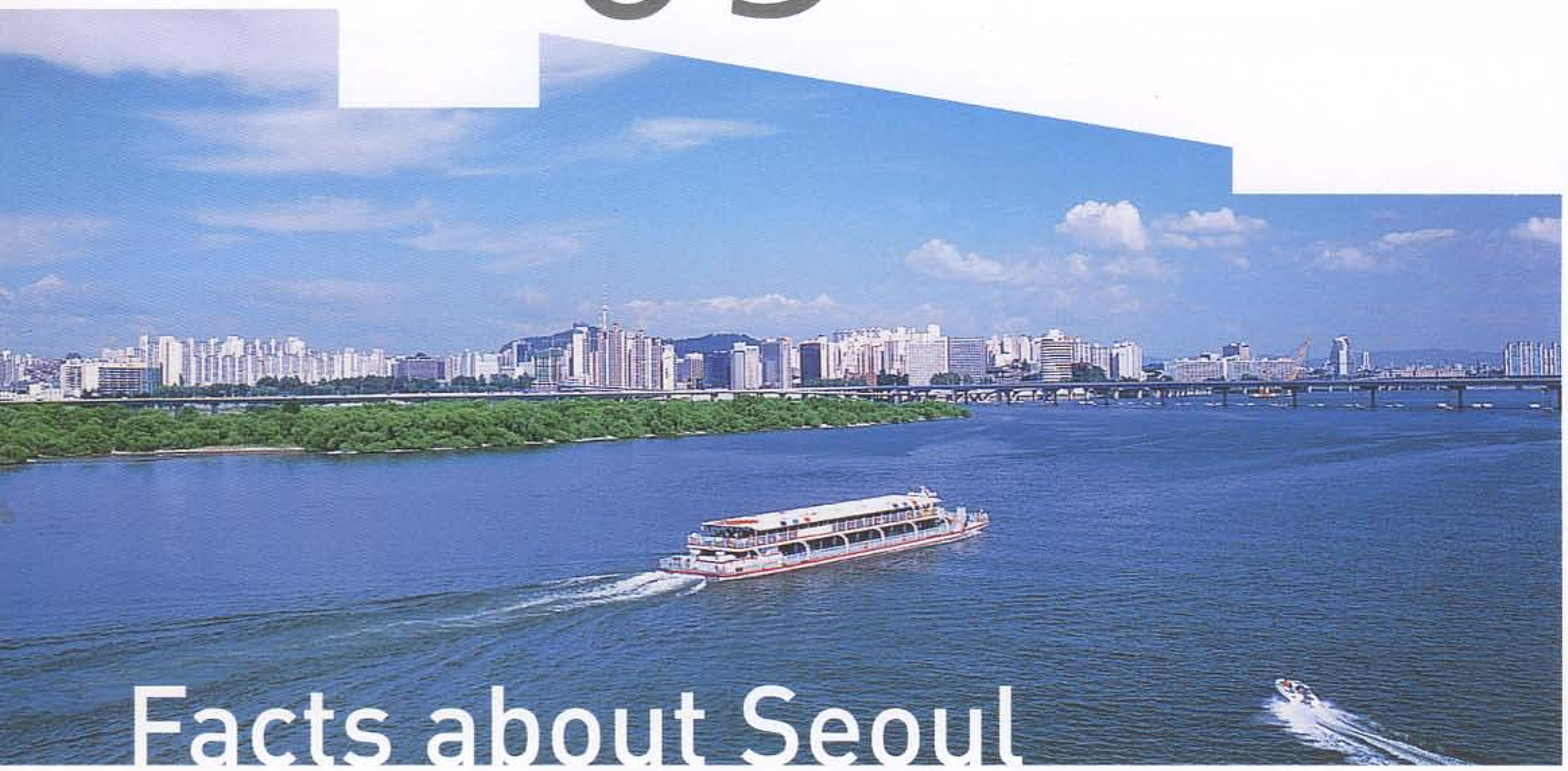
Hi Seoul Festival is one of the most symbolic festivals in Seoul, originating in 2003. Everyone is invited to enjoy and participate in this annual festival. The city is seeking advice from various civic groups for improved preparations.



Seoul Philharmonic Orchestra, a Leap Toward an International Orchestra

Seoul Philharmonic Orchestra compares with the world's leading orchestras, such as London and Berlin philharmonic orchestras. The city government continues support for the orchestra to transform Seoul into a city of culture.

09 Facts about Seoul



Facts about Seoul

Location

Seoul is located at 126 degrees 59 minutes longitude and 37 degrees 34 minutes latitude and is at the central western part of the Korean Peninsula. The Hangang (River) flows through the center from east to west. Seoul is shaped as a round valley, surrounded by mountains. Seoul is not only the transport hub of the nation but also a geographic hub of Northeast Asia.

Domestically, every other city is within 500 kilometers from Seoul and as a result, Seoul provides easy access to Asia, and major cities with a population of 1 million plus, such as Tokyo, Osaka, Beijing, Shanghai and Vladivostok. All are within a three-hour flight from Seoul.

Area

Seoul, the capital of the Republic of Korea, occupies 605 square kilometers or 0.6 percent of the nation's territory. The Hangang bisects the city. The area north to the river (called "Gangbuk") is 298 square kilometers (49.2%) and the area south to the river ("Gangnam") is 309 square kilometers (50.8%).



Administrative Units

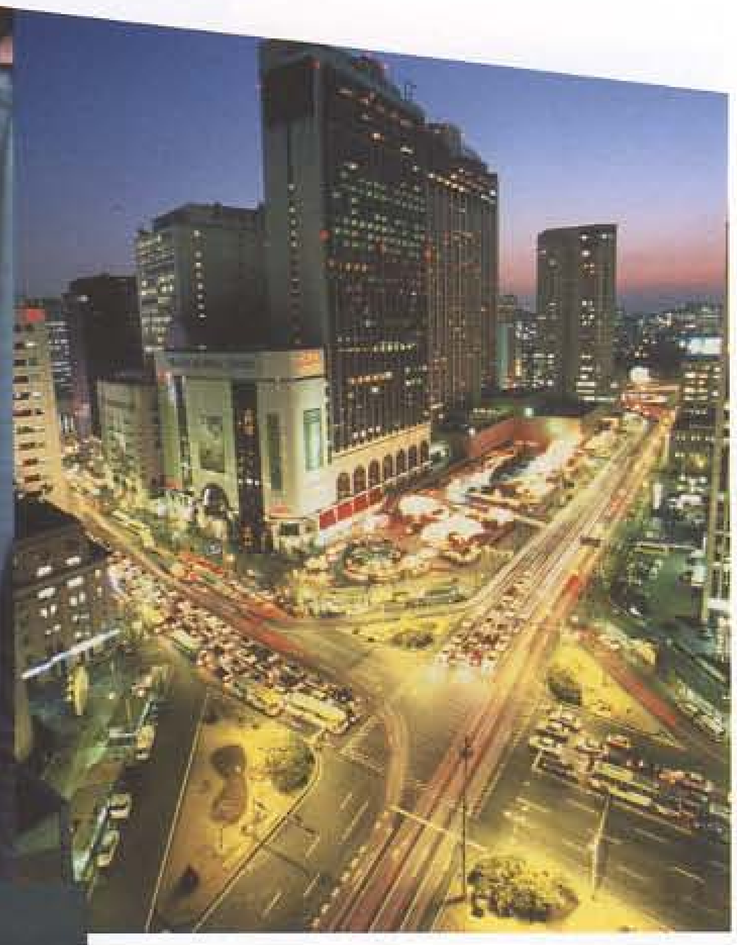
The administrative organization of the City of Seoul is divided into the executive branch Seoul Metropolitan Government and the legislative body, Seoul Metropolitan Council. Seoul has 25 autonomous districts, called "gu," and 522 smaller administrative units, named "dong."

The gu offices undertake tasks authorized by the city government as well as their own autonomous projects. The dong offices provide essential local government services to residents. A total of 46,633 city officials including the democratically elected mayor and 25 heads of autonomous gu offices, execute a budget of 14.18#trillion won for the city government projects for the year 2004. The Seoul Metropolitan Council is made up by 102 members on four-year terms, which represent the 10.28 million Seoul citizens.

Population And Foreign Residents

Seoul has a population of 10,276,968 (as of January 2004), accounting for more than a quarter of the nation's total population (48,229,950). There are 102,882 foreign residents; 52,572 Chinese; 11,484 Americans; 8,908 Taiwanese and 6,139 Japanese. The number of foreign residents is continuously rising.





Tourism

Seoul has five ancient palaces - Gyeongbokgung, Changdeokgung, Changgyeonggung Gyeonghuigung and Deoksugung. Each exemplifies the many aspects of traditional construction and life style.

Numerous amusement parks and theme parks are located across Seoul, providing citizens the opportunity to enjoy various cultures.

Visitors can also take a look at the long history of the city and enjoy various art exhibitions at the Seoul Museum of Art and the Seoul Museum of History. There is the City Tour Bus that takes passengers all around Seoul to look around ancient palaces at a reasonable price, and a city tour program in which participants can travel through on foot the heart of the city, guided by the so-called "Hi Seoul Greeters," guides who offer description of Seoul's cultural heritage.

Today's Seoul

Workplace to over 10 million citizens, Seoul is the political, social, economic hub of the nation, as well as the heart and brain of the Republic of Korea. It has been the engine of the nation's rapid growth over the past 40 years. Today it has become a world-class city of Northeast Asia. Many domestic conglomerates have their headquarters in Seoul and there are also a large number of multinational companies. Seoul enjoys advanced urban infrastructures as the hub of transport, logistics and information technologies, and thus everyone has easy access to information.





In addition to this, Seoul boasts highly skilled human resources, allowing foreign investors to enhance business efficiency.

Seoul is rapidly emerging as one of the best cities to do business amongst other international cities in Asia. Currently, Seoul is trying to improve its human face as a pedestrian-oriented city, and a place where tradition and modernity co-exist. It is also growing to be a modern city with a clean environment, and also on that is rich in culture.

http://www.seoul.go.kr

Hi Seoul

SEOUL METROPOLITAN
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