
Business Attraction Strategies for Goyang Ilsan Techno Valley

The purpose of this study is to propose a business attraction strategy for the development of Ilsan Techno Valley. Goyang City aims to prepare for the 4th Industrial Revolution and become a growth hub city in northern Gyeonggi Province. Therefore, Ilsan Techno Valley is not just an industrial complex, but as a base for innovation and growth of the regional economy of Goyang City. This study proposes three measures to attract companies in Ilsan Techno Valley. First, the study proposes the use of the Knowledge Industry Center. Second, it is necessary to establish two Public Support Centers—a Business Center Complex and an R&D Innovation Center- to attract companies. The Public Support Center is a key anchor facility to transform Ilsan Techno Valley into a human-centered living space that meets the 21st century industrial environment. Third, it is essential to strengthen the business attraction strategy of Goyang City. The study proposes the following measures to revitalize the Ilsan Techno Valley as a conclusion: low supply prices, preliminary construction of Public Support Centers, concrete criteria for selecting tenant companies, planned clustering through tenant business management, regulatory reform, and strengthening policy support of Goyang city and Gyeonggi-do, etc..

Keyword

Goyang Ilsan Techno Valley, Knowledge Industry Center, Public Support Center, Business Attraction
