

Strategies to Promote the Urban High-tech Industrial Complex in Gwangmyeong-Siheung Techno Valley

The purpose of creating this urban high-tech industrial complex is to foster new business areas linked with local industries in a bid to establish a high-tech hub in the southwestern part of the Seoul Metropolitan Area (Southwestern SMA) with the aim of leading the Fourth Industrial Revolution. To this end, four plans have been prepared for the sale of industrial facility sites in the complex.

Plan I : Use evaluation. After the first 30% of lots are sold, the remaining 70% will begin to be sold through the usual process by the evaluation method.

- Of the land area for industrial facilities, after evaluation, 30% will be sold to anchor companies first, regardless of the move-in priority in the special management plan, and the remaining 70% will be sold to selected businesses in consideration of the move-in priority.

- Advantage : Giving priority to anchor companies will advance the development of the complex. Also, the innovative companies preferentially selected during the process will further enhance the complex's status as a representative innovative cluster in the Southwestern SMA.

Plan II : Announce sales, evaluate submitted business plans, select preferred bidders, and sign the sales contracts.

- Advantage : Plan II is the best way to find innovative, R&D-focused companies as well as small but strong enterprises as the evaluation committee will take the initiative in reviewing applicants and their business plans.

- As a result, Plan II will serve the purpose of establishing an urban complex to serve as a high-tech hub in the Southwestern SMA, leading the Fourth Industrial Revolution.

Plan III : Hybrid of Plan I (evaluation) and Plan IV (lottery).

- Of the land area for industrial facilities, after evaluation, 30% will be sold to anchor companies first, regardless of the move-in priority in the special management plan, and the remaining 70% will be sold to businesses selected by lottery in consideration of the

move-in priority.

- Advantage : Plan III not only considers businesses in the "special measures area" and jurisdictions of Gwangmyeong and Siheung, but also helps attract innovative mid-/large-sized enterprises, which will spearhead the Fourth Industrial Revolution.

Plan IV : Announce sales, evaluate qualifications of applicants as R&D companies, and conduct lottery for selection of companies if number of eligible companies exceeds quota.

- Plan IV will help companies in the "special measures area" and jurisdictions of Gwangmyeong and Siheung be selected for the sales.

- Limitation : The lottery raises the chance of picking small or micro-businesses over medium-sized or larger innovative, R&D-focused companies.

The following two approaches have been prepared for the efficient management of the Public Knowledge Industry Center, which is essential to promote business, in a bid to establish the complex as a representative innovation cluster in the Southwestern SMA.

Approach I : Gyeonggi Housing & Urban Development Corporation (GH) directly manages and operates the Public Knowledge Industry Center.

- GH manages the lease for tenant companies or institutions as well as physical facilities and systems.

- For business support, it invites relevant professional organizations to operate business support programs.

Approach II : Gwangmyeong City strategically manages and operates the Public Knowledge Industry Center.

- Gwangmyeong City leases or purchases a part of the Public Knowledge Industry Center and handles its strategic management.

- The city strategically provides affordable rental spaces to high-tech companies while also attracting business support agencies to act as proxies that provide business support for resident companies in the complex.

- The mid-/long-term plan is to create and promote the Gwangmyeong Industry Promotion Agency (working title) as a strategic industry support platform for Gwangmyeong City.

The Gwangmyeong Industry Promotion Agency (working title) will do the following:

- It will implement startup support programs. For (potential) entrepreneurs, it will operate open office spaces, meeting rooms, supply rooms for office automation, rest areas,

conference rooms, lounge cafes, and meeting rooms.

- It will lease spaces to cutting-edge companies or research institutes and promote joint projects, such as mentoring for startups. For tenant companies, it will provide comprehensive information as well as assistance for global marketing and commercialization to lay the groundwork for their overseas advancement.

- It will provide connections to its own comprehensive business support programs, hold meetings to explain how to join support projects established by different organizations, conduct legally-required education sessions for small-/medium-sized enterprises, and research the needs of resident companies and help develop tailored support programs.

- It will provide spaces for resident companies; prioritize its own projects by holding training sessions, seminars, and explanatory meetings; and rent auditoriums, conference rooms, and other common facilities.

Keyword

Urban High-tech Industrial Complex, Methods for sale of lots, Public Knowledge Industry Center, Gwangmyeong Industry Promotion Agency