

Preliminary International Conference District designated
by the Government of the Republic of Korea

MICE PORT, GUNSAN

Gunsan Saemangeum
Convention Center
(GSCO)

전북특별자치도
JEONBUK STATE

군산시
GUNSAN CITY

Jeonbuk Saemangeum
GSCO
군산·사매지구관광진흥사업부



What is a Preliminary International Conference District?

A Preliminary International Conference District is a newly established designation introduced by the Ministry of Culture, Sports and Tourism of the Republic of Korea to promote balanced regional development in the international conference industry. In accordance with the 5th Basic Plan for Fostering the International Conference Industry (2024–2028), the initiative provides support to small and mid-sized cities with the capacity to host international conferences, strengthening their event-hosting capabilities and enhancing regional competitiveness.

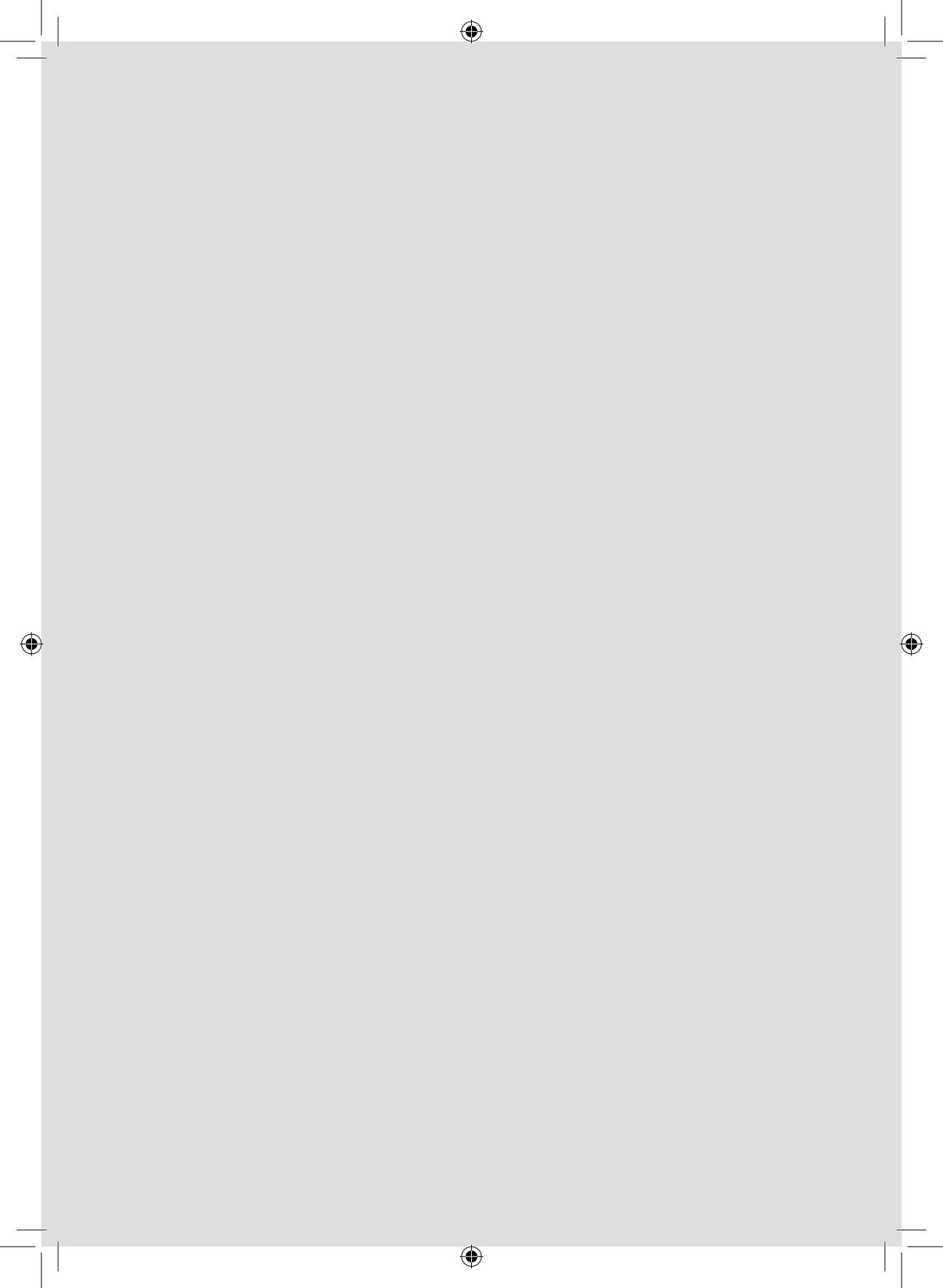
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01

Why MICE in GUNSAN?

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MICE PORT, GUNSAN

MICE PORT, GUNSAN

A city where industry, history, and tourism flow together like a 'Port', now comes together with MICE to become 'MICE PORT, GUNSAN'.



International Hub for Maritime and Logistics Trade

- A land-sea trade port with a 1,000-year history dating back to the Goryeo Dynasty (990 AD)
- A global industrial and logistics network anchored by Saemangeum and Gunsan Port



Korea's Leading Modern History City

- Preservation of more than 170 modern cultural heritage sites
- Home to the nation's largest complex museum of modern cultural exhibitions



A Tourism City with 63 Islands

- An island destination recognized by CNN for its global potential
- Development of cultural and tourism infrastructure, including K-Tourism Islands

Gunsan is a place where the entire city becomes one expansive event platform — a true **MICE PORT CITY!**

At its center stands the **Gunsan Saemangeum Convention Center (GSCO).**



Optimized Domestic and International Accessibility via Diverse Rail, Road, and Port Networks

Gunsan offers convenient access from both within Korea and abroad, supported by its diverse transportation infrastructure. Active exchange with China is enabled through the passenger route connecting Gunsan and Shidao, while the opening of the Saemangeum–Pohang Expressway further strengthens connectivity with the Gyeongsang region.

Airport

- Gimpo International Airport 2h 30min
- Incheon International Airport 2h 30min
- Gunsan Airport (Jeju domestic flight) 15min

Rail

- Iksan Station 30min

Port

- Gunsan Port (The route to Shidao, China) 5min

Road

- Busan 3h
- Pohang 2h 30min
- Jeonju 30min

*Full Opening of the Saemangeum–Pohang Expressway (2025)



CONNECT IN GUNSAN

The integrated international conference district where business, commerce, tourism, and leisure are organically interconnected creates a MICE ecosystem.

Convention Center



Gunsan Saemangeum Convention Center

- Convention halls (2), Exhibition hall (1)
- Small-to-medium conference rooms (10)
- Outdoor exhibition area (1)
- (Parking facilities accommodating up to 785 vehicles)

Accommodation



Best Western Gunsan Hotel (1 min walk)

- An ideal choice for business travelers
- Located at the heart of the Saemangeum Industrial Complex
- 180 rooms



Eunpa Palace Hotel (15 min drive)

- Excellent accessibility to Eunpa Lake Park
- 61 rooms



Ramada Gunsan Hotel (15 min drive)

- The first four-star hotel in the Honam region
- 137 rooms



AVON Hotel Gunsan (20 min drive)

- A premium business and family hotel featuring a blend of cultural and leisure experiences
- 135 rooms

Unique Accommodation



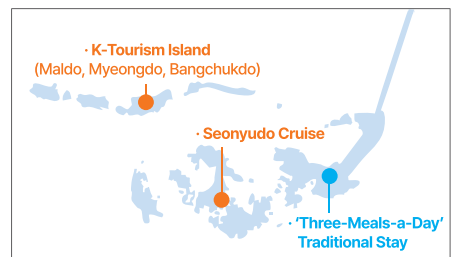
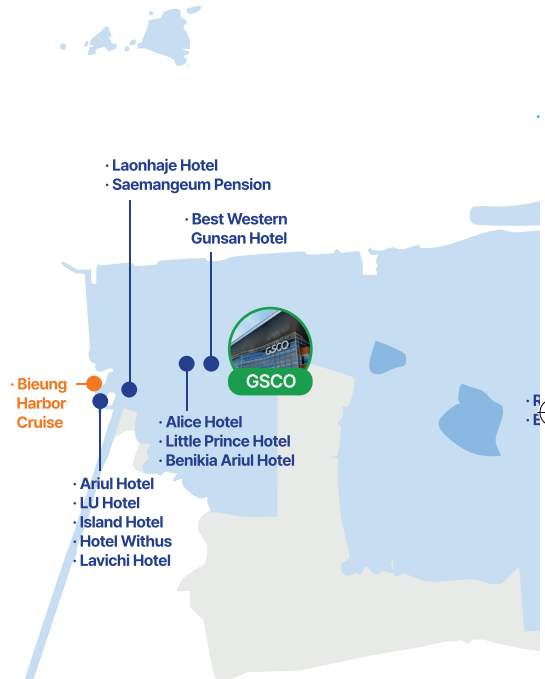
'Japanese-Style Heritage House' Accommodations

- Accommodation: So-soel Stay, Daho, Yeomirang
- Traditional tatami rooms in a renovated 1920s Japanese-style house



'Three-Meals-a-Day' Traditional Stay

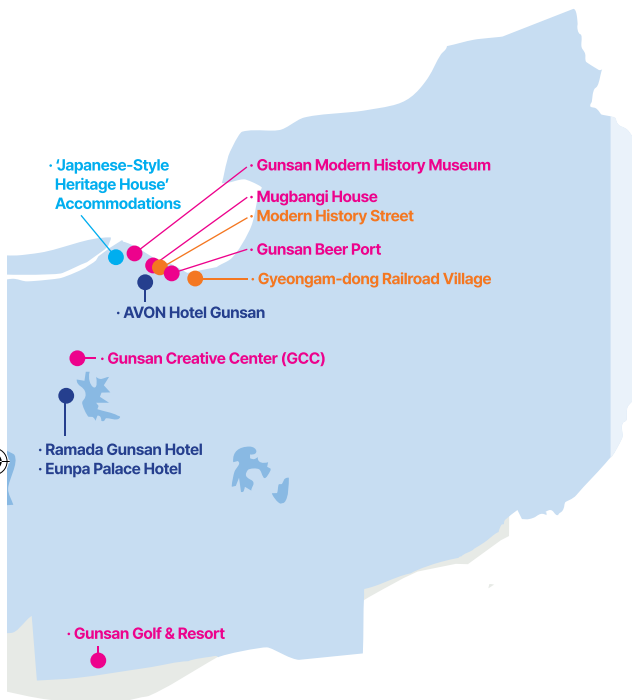
- A unique accommodation offering an integrated experience of lodging, meals, and activities, with three meals provided daily
- Various experiential programs, including fishing, mudflat and fishing village experiences, and marine tours





Operation of Dedicated MICE Shuttle Buses

Participant-friendly mobility supported through shuttle services connecting major tour courses, GSCO, and nearby accommodations



Unique Venue



Gusan Golf & Resort (Capacity: up to 150 pax)

A golf resort-style venue offering premium rounds and events in a natural setting



Gusan Creative Center (Capacity: up to 400 pax)

A signature local cultural complex specializing in banquets and meetings, combining tradition with elegance



Gusan Modern History Museum

A heritage-themed venue where modern historical sites provide a unique setting for events and experiential programs



Gusan Beer Port (Capacity: up to 170 pax)

A pub and lifestyle venue blending Gusan's craft beer with a trendy atmosphere



Mugbangi House (Capacity: up to 120 pax)

A private, small-scale café offering a serene ambiance surrounded by nature

Tour Site (within 30 minutes)



Modern History Street

A walkable district where visitors can experience Gusan's modern history, featuring landmarks such as Chowon Photo Studio and Hirotsu House



K-Tourism Island (Maldo, Myeongdo, Bangchukdo)

A refined island destination showcasing the harmony of the sea, islands, and healing experiences



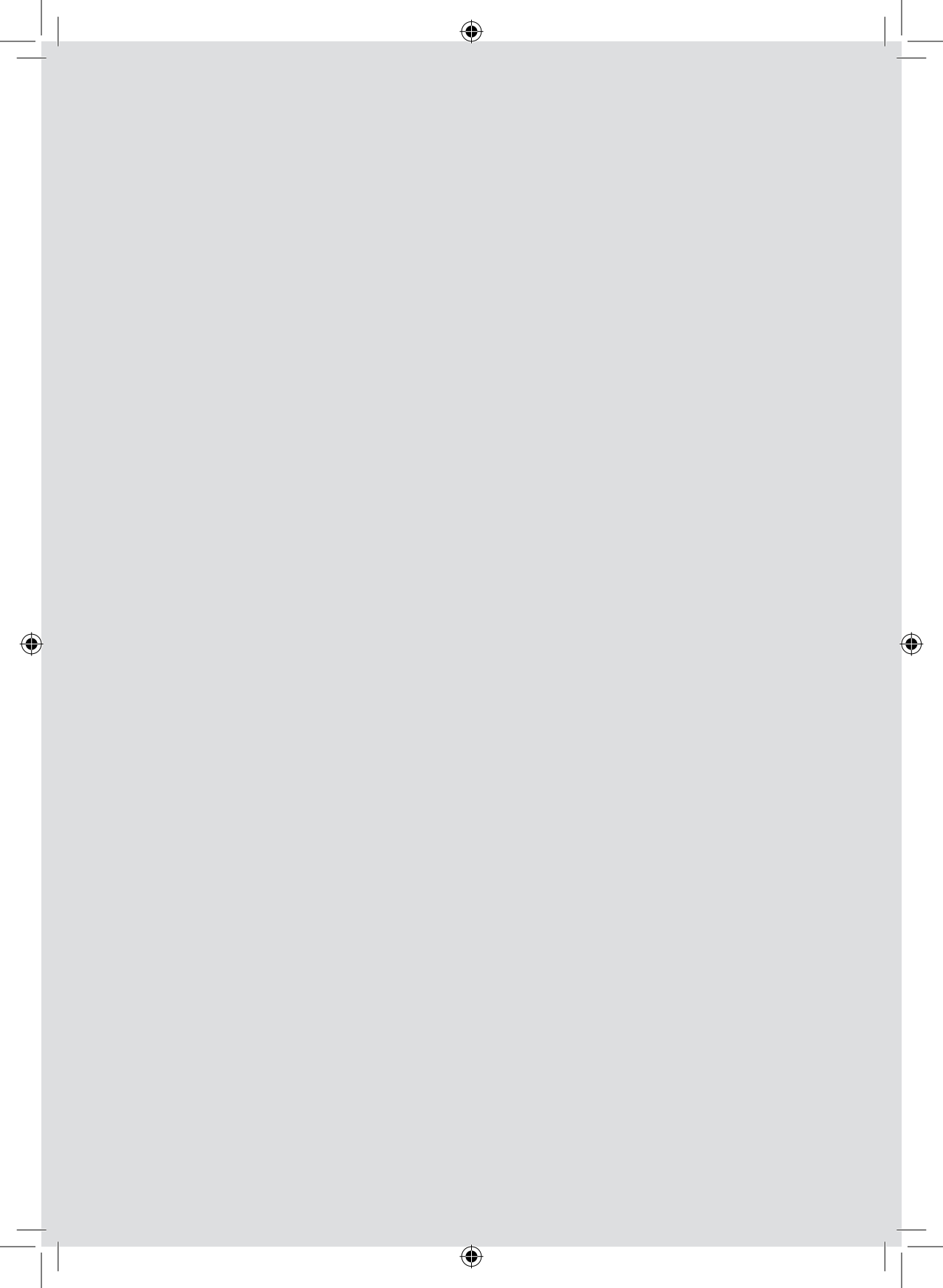
Gyeongam-dong Railroad Village

A retro-themed experiential street offering activities like wearing old-style school uniforms and making Dalgona candy



Bieung Harbor Cruise

A signature marine tour route where visitors can leisurely enjoy the scenery of the West Sea



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GSCO

**GUNSAN SAEMANGEUM
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Gusan Saemangeum Convention Center (GSCO)

The Gusan Saemangeum Convention Center is a flagship facility of the proposed International Convention District, located at the heart of Saemangeum—where future industries and culture converge—and positioned to attract international conferences.

With innovative spaces and state-of-the-art infrastructure, it offers an ideal platform for global business and academic exchange for both domestic and international participants, and is emerging as a leading hub for Korea's MICE industry.

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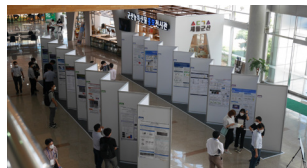
 <https://www.gSCO.kr>

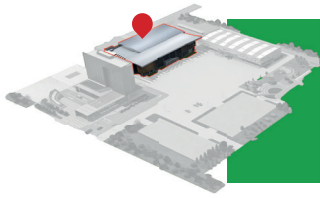
 Site area: 26,397m², Gross floor area: 11,189.93m²

Convention hall: 1,825m² / 2,000 seats, **Exhibition hall:** 3,000m²

Conference rooms: 10 rooms / 20–150 seats, **Outdoor exhibition area:** 15,000m².

Parking: up to 785 vehicles





Convention Center

- LCD Projector
- Rooms 201-203: 5,200 ANSI
- Room 208: 6,200 ANSI
- Other rooms: 5,000 ANSI
- Motorized Screen
- Room 201: 200 inches (4m x 3m)
- Rooms 203 & 208: 150 inches (3m x 2.3m)
- Other rooms: 120 inches (2.4m x 1.8m)

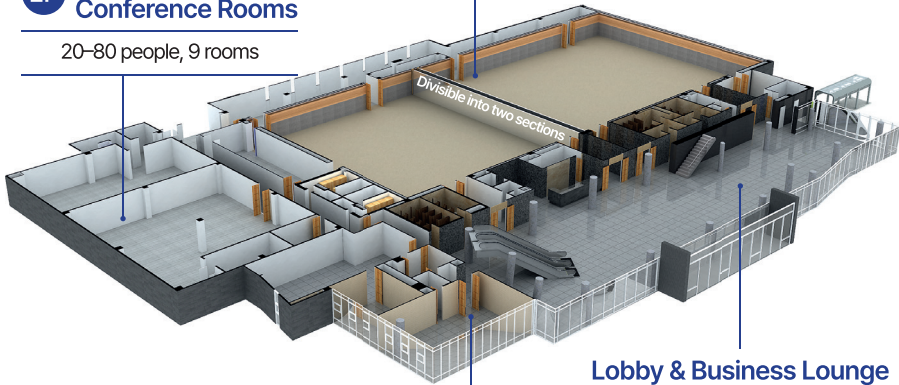
1F Convention Hall

1,825m², Theater 2,000

- Two halls can be combined or divided
- LCD Projector (13,000 ANSI) 4 units
- LED Screen: 320 inch (7.140m x 3.948m) 1 unit
- Motorized Screens
- 400 inch (8m x 6m) 1 unit
- 300 inch (6m x 4.5m) 3 units

2F Small-to-Medium Conference Rooms

20-80 people, 9 rooms



VIP Room

Lobby & Business Lounge

Registration, Poster Session, Coffee Break

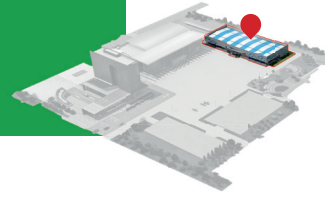
| Facility | Dimensions (m) | Area (m ²) | Height (m) | Personnel(persons) | | |
|----------|----------------|------------------------|------------|--------------------|-----------|---------|
| | | | | Theater | Classroom | Banquet |
| Hall 1 | 27×29 | 780 | 8.5 | 750 | 360 | 300 |
| Hall 2 | 36×29 | 1,045 | 8.5 | 1,000 | 500 | 420 |
| Hall 1+2 | 63×29 | 1,825 | 8.5 | 2,000 | 900 | 860 |

| Facility | Dimensions (m) | Personnel (persons) | Note |
|----------|----------------|---------------------|--------------------|
| Rm. 201 | Ø18×Ø10 | CL 70 | Oval shaped |
| Rm. 202 | 5×8 | CL 20 | 202 + 203 CL 80 |
| Rm. 203 | 8×10 | CL 48 | |
| Rm. 204 | 8×8 | CL 36 | |
| Rm. 205 | 5×8 | CL 20 | |
| Rm. 206 | 6×9 | CL 30 | |
| Rm. 207 | 5×9 | CL 20 | |
| Rm. 208 | 9×10 | CL 48 | 208 + 209 CL 80 |
| Rm. 209 | 5×9 | CL 20 | |



GSCO FLOOR PLAN

Exhibition Hall

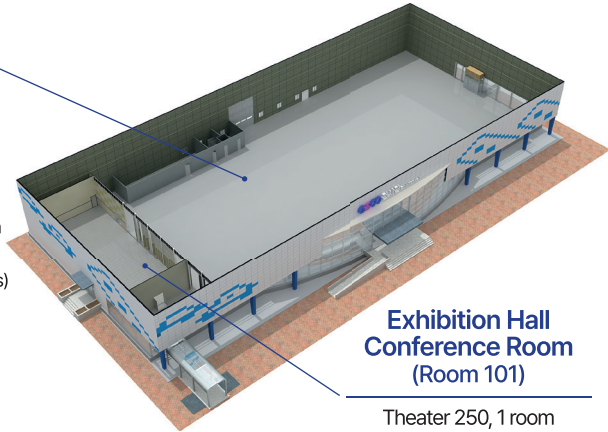


Exhibition Hall

3,000m², 130 booths



- Area: 3,000m², up to 130 booths of 3m × 3m
- Exhibition hall dimensions: 80m × 36.6m
- Ceiling height: 8–10m (7 m to lighting fixtures)
- Capacity: theater-style seating for approximately 2,500 people



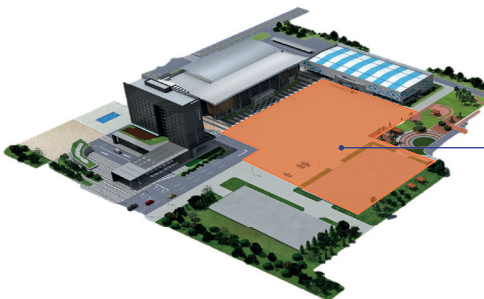
Exhibition Hall Conference Room (Room 101)

Theater 250, 1 room

- Folding doors: opens to expand into the exhibition hall
- Room dimensions: 26m × 11.7m
- Stage: 9.6m (W) × 3.6m (D) × 0.4m (H)
- LCD Projector 7,000 ANSI
- Motorized screen: 200 inches (4m × 3m)
- Capacity: Classroom 150 / Banquet 120 / Theater 250





Outdoor Exhibition Area



- Area: 15,000m²
- Flexible event facilities adaptable for various purposes, including exhibitions, performances, experiential programs, and sales



Reducing Event Budgets through Support from Jeonbuk State and Gunsan City

| |  전북특별자치도 JEONBUK STATE |  군산시 GUNSAN CITY |
|------------------------|--|---|
| Eligibility | <ul style="list-style-type: none"> Organizers, hosts, or authorized agencies that attract and host MICE events in Jeonbuk State (events lasting at least one night) | <ul style="list-style-type: none"> Domestic and international academic conferences (events held over two or more days with at least 200 participants) |
| Support Details | <ul style="list-style-type: none"> Event hosting: up to KRW 20 million Event bidding: up to KRW 10 million Promotion: up to KRW 10 million Linked program: up to KRW 5 million | <ul style="list-style-type: none"> 50% discount on conference room rental fees Registration fee support per participant (KRW 5,000 for domestic participants / KRW 10,000 for international participants) Shuttle bus service: up to KRW 3 million |
| Maximum Support Amount | Up to KRW 20 million per event | Up to KRW 15 million per event |

※ It is subject to change depending on the budget.

A "One-Team MICE City" Built through Public-Private-Industry-Academic Collaboration



Linkage with Specialized Industry Technical Tours

- In collaboration with the Saemangeum Development and Investment Agency, it provides opportunities to visit and network with key institutions in strategic industries such as secondary batteries and renewable energy
- It enhances the potential for global industrial expansion through mutual exchange and collaboration with overseas institutions and companies



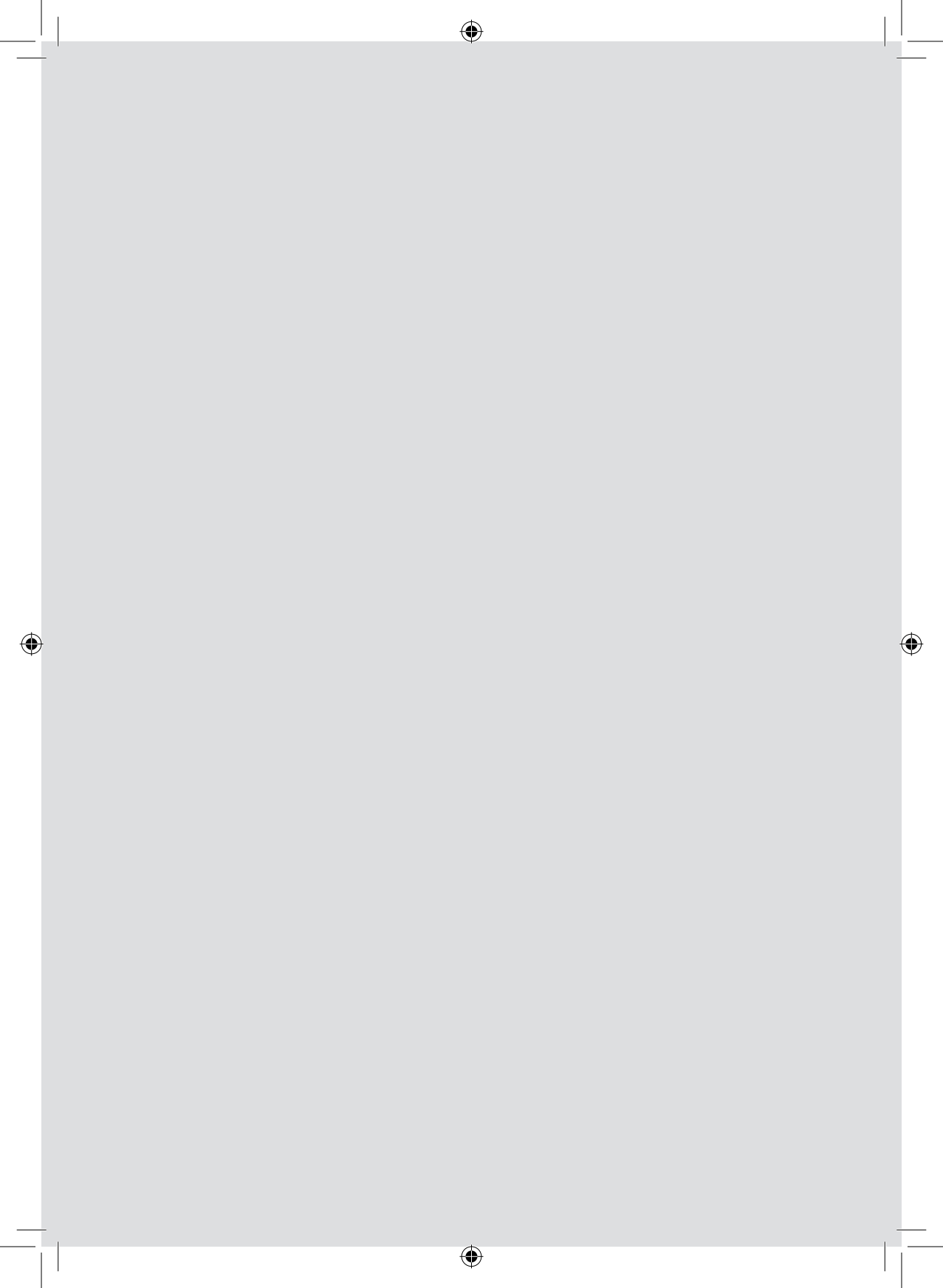
Specialized MICE Program Linkages

- It delivers a wide range of programs: tours, education, and marketing in collaboration with local hotels, educational institutions, and professional associations
- It offers customized experiential and learning-based MICE programs utilizing regional assets



Building a Sustainable MICE Ecosystem through Collaboration with Local Small Businesses

- Through the MICE Alliance, partnering with small businesses across Jeonbuk and Gunsan to integrate regionally distinctive cultural and tourism content into events, including local specialties and craft flea markets and participatory programs such as local craft beer experiences

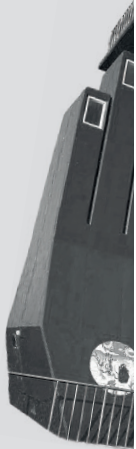


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Experience in **GUNSAN**

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Unique Venues & Hotels** 19

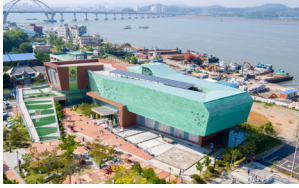




Heritage, Nature & Experiences in GUNSAN

Heritage in GUNSAN

Into the Modern Culture:
"Time Travel in Gunsan"



Gunsan Modern History Museum

A landmark history museum showcasing Gunsan's past as a major maritime logistics hub and Korea's largest collection of modern cultural heritage assets



Honam Customs Museum

An interactive exhibition space offering a comprehensive look at the history of customs administration and maritime trade culture



Japanese-style House in Sinheung-dong

A traditional Japanese-style house built during the Japanese colonial period with its original roof, exterior walls, and garden—recognized for its high architectural and historical value

Nature in GUNSAN

Into the Beauty of the West Sea:
"Gunsan Nature & Marine Tour"



Bieung Harbor / Seonyudo Cruise

A signature marine sightseeing cruise offering panoramic views of the stunning seascape off the coast of Gunsan, sailing along the beautiful West Sea coastline



Seonyudo Island

A natural maritime park blessed with breathtaking seascapes shaped by nature, featuring cruise tours and zipline experiences



Gogunsan Archipelago

Gunsan's flagship island destination, showcasing naturally sculpted island and coastal landscapes with a variety of scenic trekking trails

Activities in GUNSAN

Gunsan, an Experiential City:
"Experiential Travel in Gunsan"



Gyeongam-dong Railroad Village

A retro-themed experiential street offering activities like wearing old-style school uniforms and making Dalgona candy



Mallaengyi Village · Shinheung Brewery

A charming, nostalgic village in Gunsan where you can relive memories along old alleyways and even experience making makgeolli at a local brewery



Marine Wellness Experience Tourism

A comprehensive sea-based wellness tourism experience offering marine leisure activities, mudflat experiences, and sunset yoga



Auxiliary Meeting Facilities with Unique Venues & Hotels

"Conference Facilities Network": Connected Spaces, Expanded Meetings

A tailored network of auxiliary meeting facilities linking unique venues with nearby hotels

Unique Venue 'Unique Venues' with Stories Found Only in Gunsan



Gunsan Golf & Resort

- A resort-style golf venue offering rounds and events set in nature
- Capacity: Banquet hall (150 people) / 4 seminar rooms (up to 20 pax)



Gunsan Creative Center (GCC)

- A signature local banquet and meeting venue that blends tradition with elegance
- Capacity: up to 400 pax (3 halls)



Gunsan Beer Port

- A lifestyle pub combining Gunsan's craft beer with a refined, contemporary ambiance
- Capacity: up to 170 pax



Mugbangi House

- A private, small-scale café where nature and emotion come together in harmony
- Capacity: up to 120 pax

Hotel MICE-Supporting 'Hotels' Near GSCO



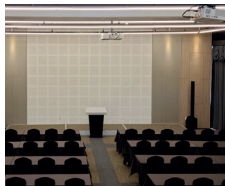
Best Western Gunsan Hotel

- Jeollabuk-do's first luxury hotel
- Capacity: up to 330 pax (3 banquet halls)



Ramada Gunsan Hotel

- The first four-star hotel in the Honam region
- Capacity: up to 120 pax (2 banquet halls)



Eunpa Palace Hotel

- Located near Eunpa Lake Park, a major tourist attraction
- Capacity: up to 80 pax (1 banquet hall)



AVON Hotel Gunsan

- A premium business and family hotel
- Capacity: up to 460 pax (5 banquet halls)



전북특별자치도
JEONBUK STATE



Freezeable Business
GSCO
군산자유무역지역
Gunsan Free Trade Zone