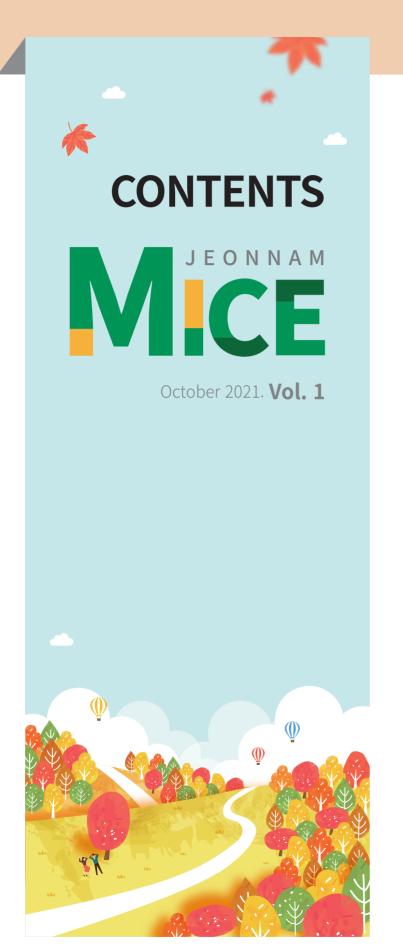
JEONNAM CE

October 2021. Vol. 1

W E B Z I N E





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Preface Lee Kun-cheol

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Q4Jeonnam MICE

2021 Jeonnam MICE Incentive
Support

Preface

Lee Kun-cheol, CEO,

Jeonnam Tourism Organization

06 Unique Venue
Gurye Nature Dream Park

O8 Mice Trend Indication
Online MICE DAY
Participating in MICE International
Exhibition IT&CMA 2021 held by
Jeonnam Tourism Organization

Jeonnam MICE NOW
2021 Mokpo Literature Fair
2021 Jeonnam International Ink Biennale
Namdo Pass Event, Contest

12 Onsite interview
Trainees Junsu Woo, Eunjin Kim

Jeollanam-do MICE facility, providing you with autumn atmosphere of Namdo

Yeongam Hotel Hyundai Muan Mud Flat Land Yeosu The Ocean Resort

16 MICE event being held in Jeonnam



2021 Jeonnam MICE Incentive Support

Application for support fund

Application period Anytime throughout the year (Please apply at least one month before the event as we take a first-come-first-served basis until the funds are all spent)

How to apply Incentives are paid after screening (review) of evidence materials such as result reports

How to apply e-mail (sarasuyoung@ijnto.or.kr)

Process









Conditions for application.

- · Insert the logo of Jeollanam-do and Jeonnam Tourism Organization in promotional materials.
- · Giving opportunities for promoting Jeollanam-do for participants and cooperate in surveys, etc.
- · More than 80% of subsidies are used by companies in Jeollanam-do.
- · Submit a result report and expenditure details within one month of the end of the event
- · Small size (more than 30 people accommodatable)

Support target

- · MICE event organizer and supervision group (academic/association, organizing committee, corporation, NGO group, etc.)
- Domestic institutions commissioned by organizations hosting and supervising MICE events
 PCO (International Conference Planning Company),
 PEO (exhibition agency), travel agency, etc.



Submission of result report and payment of support fund

Deadline Within one month after the event ends (Submission deadline: December 4)

Where to apply e-mail (sarasuyoung@ijnto.or.kr)

Process







(Within one month after submission)

Where to submit and how to apply

Please send it to Jeonnam Tourism Organization
e-mail sarasuyoung@ijnto.or.kr Contact Number © 061-802-2142
How to apply Please send us an e-mail

 $\ensuremath{\text{\%}}$ If you don't get reply after submission, please contact us for confirmation



Although the MICE industry is a representative high value—added tourism industry with great economic ripple effect and job creation effect, it is true that it has not been activated in Jeonnam. However, due to the COVID—19 pandemic, the MICE has been going through difficult times as foreign tourists are not able to come. The revitalization of the MICE industry must be a tough task for our Jeonnam Tourism Organization, which has just been launched and does not have enough manpower or resources to hold large—scale global conferences and exhibitions, we will keep doing our work in revitalizing the MICE industry with the belief and heart of joy even though it is difficult to create something new that has never existed before.

In this regard, we have created a magazine to form a bond of sympathy on the importance of the MICE industry and lay the foundation for vitality based on this. Especially, Jeonnam, a safe and clean town is planning to take the lead in promoting hopes that Jeonnam is the best place for small and medium—sized MICE and suggesting alternatives,

Moreover, we have good news and hope in Jeollanam-do. The 2026 Yeosu World Islands Expo has been approved, and



Lee Kun-cheol (CEO, Jeonnam Tourism Organization)

there is a possibility that the Conference of Parties (COP28), which is of global interest, will be held in the southern coast centering on Yeosu.

Our organization is laying the groundwork for making hopes and good things come true. Although we are under a lot of restrictions due to the COVID-19 pandemic, we are doing our best to lay the foundation. First, we have conducted a Global Expert Training Course to train about 100 trainees and supporters as a basic curriculum for holding MICE international events. And we are making a great effort to promote online MICE facilities and major events in Jeollanam-do. Not only that, we are making web contents and Jeonnam integrated website to inform the necessity and importance of Jeonnam MICE. And we are planning information sessions through video production and online platform screening, and developing MICE-linked tourism so we are now preparing that MICE will be able to functionable at the end of COVID-19 pandemic. We will keep paying attention to detail parts by providing information and supporting manpower and incentives for those participating in the Jeonnam MICE industry.

We will do our best to make the Jeonnam MICE webzine which will be published so that it will become a useful information and communication tool, Thank you for your support, encouragement and advice, Thank you.

Unique Venue

A new trend in the area affected by iCOOP Nature Dream



As the cluster is established, we improved quality and lowered prices, so that good food can be supplied to members at an affordable price. In Gurye, where Nature Dream Park is located, especially we provide scholarships in order to create jobs and foster human resources in rural areas. It has become a model for regional win-win cooperation and solidarity as we operate obstetrics and gynecology departments in order to expand vulnerable medical facilities, and hold cultural events and liberal arts lectures. It has become a local tourist attraction as we hold various tours, experience facilities, and the Gurye Natural Dream Rock Festival, which attracts 7,000 to 10,000 people every year.

Nature Dream Eco-Friendly Vegetable Farm

Nature Dream Eco-Friendly Vegetable Farm has been created for the purpose of producing pesticide-free organic vegetables and supporting eco-friendly organic farming. As we established a liquefied fertilizer manufacturing facility and an eco-friendly nursery, we create a safe environment profitable even for underground and leaves, provide organic materials for producers and conduct eco-friendly farming technology education. In the corporate nursery which is created by Nature Dream, we grow watermelon and tomato seedlings consigned by individual farmers and provid to producers who lack eco-friendly seedling technology. In the corporate nursery which is created by Nature Dream, we grow watermelon and tomato seedlings consigned by individual farmers and provid to producers who lack eco-friendly seedling technology. And you can see the growing process of agricultural products through various experiences at the sprout farming experience center.



Workshop tour guide

Tour operation: Every Tuesdays - Saturdays **Operating hour**: Weekdays 10:00, 12:50, 14:10,

Saturdays 10:00, 13:30

Running time: Within 1 hour and 20 minutes

Tour course: After following the guide and watching video, applicants will tour 3 or 4 workshops in Gurye Nature Dream Park (courses may be partially changed depending on the production status of the workshop on the day)

Jomulak Workshop

You can enjoy fivesensory experience as you cook yourself in a healthy way while learning the story of healthy ingredients and the taste of raw materials! You can enjoy with friends and family.



Experience operation: Tuesdays to Sundays

Experience time: 10:30 / 13:00 / 15:00 (Only 13:00 on Sundays)

Maximum number of persons to be admitted: 130people

Program: Korean Beef Crust Domestic wheat pizza,

Blueberry Domestic wheat pizza, Cheese Domestic wheat Bear Bread, Cornus fruit Sweet Potato Woori Wheat Bread

Komjirak Makerspace

The newly transformed Makerspace from the Komjirak workshop has become a creative space that solves local problems with creative ideas by reinterpreting the culture of independent living skills, cooperation, and sharing culture of rural com-



munities with various digital productions.

Experience Program: Tue-Fri 10:30 / 13:30 / 15:00

Maximum number of persons to be admitted : 20people Minimum group number of persons to be admitted : 10people

Booking : 꼼지락스스.kr

Program: Coffee clay, Mini pressed flower folding fan making, Acrylic dream catcher, Message mood lamp making, Mug making

Guide to Tour of **Sprout Farming Experience Complex**

Experience operation: Tuesdays – Saturdays
Experience time: 10:30 / 13:00 / 15:00
Running time: About 50 minutes
Experience target: People of all ages
Maximum number of persons to be admitted

: 40people (at the same time) Raising seedlings experience

Category	Contents	Running time
Section 1	Watching video	About 10 minutes
Section 2	Eco-friendly culture soil making and seedling planting experience	About 40 minutes

Benefits 5% discount for over 50 people (5% discount on membership price and general price for members) Only 5% discount on general prices for 'organizations of institutions such as companies and corporations' not the individual organizations

Unique Venue

Natural Dream Hue Pension





Natural Dream Hue Center



Conference room (meeting room)

· ICA Hall · ICOOP Room





· Dream Room

· Seed Room



Recommended course for the day of Gurye trip

Quick and enjoyable trip in Gurye for one day!

Enjoy the magnificence of Hwaeomsa Temple, feel the phytoncide, and visit the quite temple to learn about Gurye!

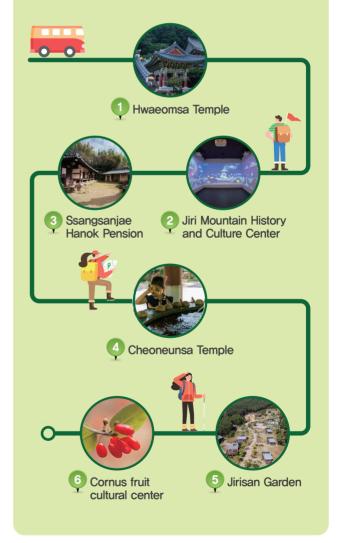
Although the given time is short, but you have to find everything about Gurye!!

Enjoy travel through tourism!

One—day for who prefer to tourism!

Hwaeomsa Temple representing Gurye! Learning trip for the history of Jiri Mountain, the temples,

and culture of cornus fruit of Gurye!



Mice Trend Indication

Online MICE information session

MICE DAY

'ICT craze in MICE in the generation of With-Corona'

Case in Incheon

'Reinforcement of hybrid event facilities such as virtual studios, 3D platforms, and video conference rooms'

Online MICE training center and MICE industry fostering online contest, Online information sessions, online mentoring concerts, online conferences

In the MICE industry, online processing has become already essential. Incheon held the MICE online information session last August with the name of 'HIGHbrid Incheon' through 'YouTube HD Live Streaming'.

In order to arouse the interest of participants and help them understand the use of hybrid events in the future, we filmed in a virtual studio (Chromakey) for the first time in Korea and transmitted in a 3D platform.

For this, Incheon equipped with various facilities for hybrid events such as virtual studios, 3D platforms, and video conference rooms.







Mice Trend Indication

'Participating in MICE International Exhibition IT&CMA 2021 held by Jeonnam Tourism Organization'

– Holding Jeonnam MICE online information session for 15 companies –



Scale of the event

- 120 organizations such as seller NTO, travel agency, PCO, hotel, etc.
- A total of 360 people including buyers, local MICE travel agents, major company meeting planners, and PCOs

Main Contents

- Contents promotion with exposition platform for each participating organization (presentations, videos, etc.),
 - Personal business consultations with local buyers
 - (PSA consultations for 20 minutes each, maximum 36 times and walk-in consultations is available)
- Webinars, seller and buyer showcases,
 Identifying Asian MICE industry trends and build networks through networking sessions, etc.



Virtual booth (draft)



PSA meeting



Seller and Buyer Showcase



MICE / CTW Topic Webinar

Jeonnam MICE NOW

'Jeonnam Tourism Organization becomes Promotion Ambassador for Jeonnam MICE Industry'

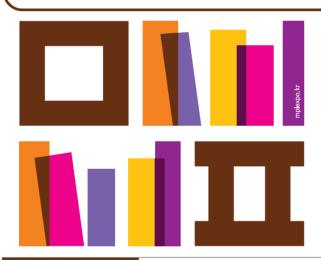


Signed an MOU with Mokpo City and Korea Children's Publishing Association for the success of the literature fair

On August 27, Mokpo City signed a business agreement with the Jeonnam Tourism Organization and the Korea Children's Publishing Association for the successful hosting of the '2021 Mokpo Literature Fair.' According to the agreement, three organizations will cooperate in promoting tourism through the attraction of many literary persons and publishers for the Mokpo Literature Expo and the revitalizing literature and art, For this, Jeonnam Tourism Organization provides

MICE incentives to eight organizations where participating in the literature fair, and the Korea Children's Publishing Association guides the members about the program and encourages their participation. Kim Jong—sik, Mayor of Mokpo, said, "As we signed up the business agreement with Jeonnam Tourism Organization and the Korea Children's Publishing Council, our PR and marketing are strengthened. We will actively cooperate for the successful hosting of the literature fair. Mokpo city signed a business agreement with four organizations this month, including the Korean Literature House Association, the Korea Poet Association, Talent Poetry Recitation Association, and Korean Women's Literature Association, and decided to cooperate jointly in operating literary events during the literature fair.

Reporter Lee Hun-ki leek2123@gwangnam.co.kr



2021 MOKPO LITERARY EXPO

Oct 7 (Thu) - Oct 10 (Sun)

Mokpo Literary Center (Main event hall) Pyeonghwa Plaza / Old downtown

Main events	Commemorative event, theme hall, literature industry hall, four-person four-color literary festival, alleyway literature hall, independent bookstore, used bookstore, Namdo literature hall, performance, experience, etc.	
Commemorative event	Opening/Closing Ceremony, Mokpo Literary Award Ceremony	
Exhibition	Theme Hall, Publishing Hall, Media Seller Hall (Webtoons & Dramas & Movies), Text Content Hall, ndependent Bookstore Hall, Used Bookstore, Namdo Literature Hall, Small Library, etc.	
Literary event	Writer's Day (Four-person four-color literary festival), academic conference, literary mentor talk, literary competition, etc.	
Literary performance	Crossover literary concert, Narrative literary concert, Poetry song performance, etc.	
Literature Wellness Therapy Zone	Day of reading a book, Literature Vending Machine, Audiobook & Video	
Experience	Al Media Zone, Literature Art Studio, Literature Experience, etc.	
Literature tourism product	Literary Train bound for Mokpo, Literary Concert onboard, Mokpo Literary Tour, etc.	

Jeonnam MICE NOW

'Enjoy the International Sumuk Biennale and

get discounts on nearby tourist attractions'

Ohchaechanran Monochrome

A new start of vibrant sumuk

Sep 1 to Oct 31 2021 - Mokpo City | Culture and Arts Center member Jindo-gun | Ullim Sanbang Art House



Special exhibition

City/county	Exhibition place	Exhibition subject	Exhibition period
Gwangyang	Jeonnam Museum of Art	Sojeon Son Jae-hyeong Exhibition	Sep 1 - Nov 7
Yeosu	GS Caltex Yeulmaru	Yeongnam-Honam Sumuk Exchange Exhibition (Yeosu-Tongyeong)	Sep 1 - Sep 30
Naju	Korea Natural Dyeing Museum	International Contemporary Landscape Exhibition - Love and Companion of Landscape Painting	Sep 5 - Sep 25
Gwangiu	Asia Culture Center	Ho Ho Ho Exhibition	Sep 1 - Sep 30

Commemorative exhibition

City/county	Exhibition place	Exhibition subject	Exhibition period
Yeosu	Expo Art Gallery	Haemuk in Yeosu (海墨)	
Gurye	(Hall 1) Korean Press Flower Museum (Hall 2) Hwaeomsa Buddhist Museum	Sumuk in Gurye	
Boseong	Boseong County Baekmin Art Museum	Sumuk(水墨), finding the new in the old	
Gangjin	Korean Folk Painting Museum	Gangjin 愛(Love) / Shaking - Folktales painted by Sumuk	
Haenam	(Hall 2) Chungheon-gak (Hall 3) Ttangkkeut Pilgrimage Literary Museum (Hall 4) Daehong Temple	(Hall 1) Self-portrait of Gongjae & Household paintings (Hall 2) Jeonnam International Sumuk Biennale Haenam Commemoration Exhibition (Hall 3) Classical Scholar's Plum Blossom Special Exhibition (Hall 4) Duryun Mountain Daehongsa Exhibition (Hall 5) Master of Modern Sumuk Exhibition	Sep 1 – Oct 31
Yeongam	Yongam County Ha Jeong-woong Art Museum	Ha Jung-woong Collection - East Asian Sumuk Painting	
Muan	Muan County Oh Seung-Woo Art Museum	Imaginary symbol - From the Line	
Hampyeong	Hampyeong Art Museum	Sumuk, the expansion of boundaries	
	(Hall 1) Cho Hee-ryong Art Museum (Hall 2) Evening Sunset Art Museum	International Residency - International Sumuk and conversation room+	

2021 Namdo Pass Additional Charge E V E N T

Sep 2021 Until budget is all spent



+10%

Purchase amount for Namdo Pass (50,000 to 100,000 won) 10% additional charge

Limited to one ticket per person

Contest Exhibition of Namdo Pass Users' Comments

Deadline

Nov 30 (Tue)

Competition contents

Comments on memories of Jeonnam trip with Namdo Pass

Qualifications

Payment and certification details with Namdo Pass at 3 or more affiliated stores

For more information, see the Namdo Pass website. https://namdopass.co.kr/

Store On-site sales outlets (16 locations) and Namdo Pass website

What is Namdo Pass?

Namdo Pass is a tourism discount card intergrating Gwangju/Jeonnam that provides on-site discounts at major tourist destinations, accommodations, and leisure facilities in Gwangju Metropolitan City and Jeollanam-do.

On-site interview



"A great opportunity to learn practical experience and meet partners studying for the goal"





Please introduce yourself briefly.

I am a university student majoring in tourism. Currently, I am interested in English and Japanese, so I am trying to acquire the related language certifications

How did you find this program and why did you apply? What are your motives for participating?

I often checked Jeonnam Tourism Organization and local government websites in order to participate in various tourism-related activities, Especially I was interested in the MICE industry, and after finding the Jeonnam MICE global expert training course, I hoped to become a MICE-related expert, that is why I applied,

What was your favorite course content and what is the reason?

The lecture content of 'One Global Talent Leadership Practice' was the best for me. It was the only practical training but since after half of the lectures were turned into online due to the spread of COVID-19, it was a great opportunity for me. I was happy to learn the skills that can be used in the future work and get confidence by learning the skills and interacting with others smoothly.

What was the the most helpful for you in education?

The theory and practical training helped me understand the MICE industry well, and I was able to learn the capabilities of field practitioners. It was nice to see renowned experts in the industry and colleagues who have the same goal to broaden their knowledge of the MICE industry. It supported me a lot to set more specific and ideal goals. In addition, there was no burden caused by long-term education as I was provided with accommodation services and meals.

Do you have any regrets, lectures you want to listen in the future? Or please tell us your suggestions.

At the beginning of the lecture, I was able to acquire knowledge about the MICE industry through the theory class, however it was regrettable that there was not enough time for sharing time between colleagues due to the continuous lectures. I wish there will be lectures that can be developing collaboration, such as making a presentation in a team.

Please say any words to those who are interested in MICE.

If you are interested in the MICE industry, I recommend you not hesitate but seek experience activities actively. You can experience more than learning while sitting still and personally I felt like finding the way.

Please tell us your future plans and resolutions!

As a member of the Jeonnam MICE Supporters, I will do my best to promote domestic MICE facilities and encourage local citizens to participate, and in order to become a convention expert, I will try to be helpful in international fairs such as EXPO by increasing knowledge of local accommodations, convention facilities, and tourist destinations, and cultivating foreign language skills.

On-site interview

Please introduce yourself briefly.

After living abroad for a long time, I returned to Korea last year to help my parents' business, and I am living in Yeongam at the moment. In Korea, I worked as an education planning researcher, and even in foreign countries, I worked as a teacher at a Korean language school affiliated with the Office of Education related to education and planning, I have a lot of interests in the development of MICE unique venues in Jeonnam, so I have been listening to a lot of MICE—related education.

How did you find this program and what are your reasons for participating?

When I saw the announcement of the "Jeonnam MICE Global Expert Training Course" on the website of the Jeonnam Provincial Office, I contacted the human resources officer and asked if it is a course that young university students participate in, and I heard that everyone who are interested in MICE and have the capability to apply are always welcome, so I decided to participate because I thought I might be able to help when there is an opportunity as I can speak English.

What was your favorite course content and what is the reason?

Most of the lecture was meaningful, but especially I found that the lecture on how to use "Online Social Media Marketing Strategy" is profitable which is essential in the pandemic generation. The contents of the lecture included how to search for desired information, the type of SNS that suits me, SNS marketing that can be effective in the short term, tips for registering search words for each SNS trend, etc, as we are living in a generation where online communication has become more important since after COVID-19 outbreak, it was very practical and specific contents,

What was the most helpful for you in education?

I liked the high-quality education provided by good instructors, and guidance on the 'convention agency' exam and study group after education was helpful for me as the providers continued to provide management support, such as helping sample questions and exam schedules, so I registered for the exam and passed the first written exam even though I am not a specialist, It was not just an education program, but a special program to cultivate MICE global experts, especially, I liked that I was selected as a MICE supporter for professional qualification exam and experienced practical work,



"Even though I am not a major or experienced person, I could pass the first exam for the convention certificate!"

Do you have any regrets, lectures you would like to have in the future, or any suggestions?

I was thankful that the provider kept posting the schedule of events and job at the Gwangju Kim Dae-jung Convention Center to the group chatting room, but when I applied for the experience, I thought to myself "Can I work with young college students?" So I thought it would be great if there is a system that matches with middle-aged education graduates who are interested in MICE.

Please say any words to those who are interested in MICE,

Jeonnam region, where has a clean and beautiful natural environment, stories and culture in its long history, and the best delicious food, is a place with great potential for the MICE industry, so I think Jeonnam residents living here should pay more attention with love.

Please tell us your future plans and resolutions!

As I am appointed as a Jeonnam MICE supporters, I'm looking forward to enjoying the planned "visiting supporters" and "participating in large-scale MICE events" to have specific experiences and set directions for what I can and what I plan.



Jeonnam MICE facility where you can feel autumn atmosphere of Namdo

Hotel Hyundai

"The autumn night view of the Yeongsan River on a silver hairtail fishing boat is a real magnificent scene"

Room	207 rooms / Check-in: 15:00, Check-out: 11:00	
Topaz Restaurant	136 seats / Mon-Fri 06:30 to 09:00	
Banquet hall	Large banquet hall: Maximum 1000 seats / 933 m² (282,2 pyeong) Medium Banquet Hall: Maximum 300 seats (Emerald, Ruby, Sapphire) Small banquet hall: Maximum 80 seats (Diamond, crystal, pearl)	
Wedding hall	Maximum 500 people / 933 m² (282.2 pyeong)	dai
Other facilities	Swimming pool (adults, infants), sauna, fitness center, kids round, billiard hall, video game room, unmanned convenience store, gift shop, gallery	Hotel Hyundai







"A place where you can feel the romantic night sea of Yeosu and the autumn breeze of the Mediterranean Sea"



Mediterranean architecture resembling a treasure ship

The wonderful sea as if sailing the sea

The Ocean R e s o r t



Hotel / condominium room size	Hotel 137 rooms / Condo 127 rooms	
Convention Center & Seminar Room	Hotel 1F: Grand Ballroom A, B, Emerald Hall A, B Condo 3F: Bella Star Hall Condo B2: Geomundo Hall A, B, C, Geum-o-do Hall, Odong-do Hall, Seminar Room A, B, C	
Wedding hall	Hotel 1F: 500 people accommodatable / 1,125m²	
Banquet hall: Hotel 1F / 600 people accommodatable / 1,125 Medium banquet hall: Hotel 1F / 200 people accommodatable / 240 Medium banquet hall: Condo 3F / 230 people accommodatable / 36		
Country club	club 1588–0377 (Golf Reservation No. 2)	
Waterpark	Hours of Operation: 10:00 to 18:00 / TEL: 061-698-0880	
Other facilities Spa & Sauna, Fitness Center, Restaurant & Terrace, Art The Ocean Gallery, Business Center, Cafe, Convenience Store, etc.		



MICE event that will be held in Jeonnam

2021 Korean Horticultural Academic Society Extraordinary General Meeting & 114th Autumn Academic Conference

Oct 20 (Wed) to Oct 23 (Sat), 2021 Yeosu Expo Convention Center

Oct 21 (Thu)

- Special lecture 10:00-12:00
- Facility horticulture/post-harvest management/ hereditary & breeding announcement 14:00-18:00

Oct 22 (Fri)

 Vegetables/fruits/flowers/functional plants presentation 09:00-13:00

Oct 21 (Thu) - Oct 23 (Sat)

Poster presentation (Publishing online)

Hosted by: Korean Society for Horticultural Science Support: Jeollanam—do·Jeollanam—do Tourism Organization· Yeosu City· Agriculture, Forestry and Food Technology Planning and Evaluation Institute· Foundation of Agri, Tech, Commercialization & Transfer Foundation Seed Industry Promotion Center·Wonyesanup News· C&Y Inc.,· Ilshin Chemical Industry· Koregon Seedling· Nongwoo Bio· Kyung Nong· Daelim Nursery Farm· BNP Instrument Shin Nong· Asia Seedlings· URISEED Group· J—Agro



Co-hosted by The Korean Institute of Electrical Engineers

/ The institute of Electronics and Information Engineers

CICS' 2021 Information and Control Conference

Oct 20 (Wed) to Oct 23 (Sat), 2021 Venezia Hotel & Resort (Yeosu, Jeonnam)

