

# BRILLIANT FUTURE, LUMINOUS IFEZ!

IFEZ WILL MAKE IT COME TRUE!



IFEZ JOURNAL

2023. 5+6 VOL.111

IFEZ



## IFEZ JOURNAL

2023. 5+6  
IFEZ BIMONTHLY MAGAZINE



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## **WE CARE ABOUT CREATING A DAZZLING IFEZ,** **A CITY THAT ADVANCES THE FUTURE**

The potential for IFEZ, already leaping ahead towards the global stage, is truly limitless.

Citizens' aspirations for a better city remain as passionate as ever.

IFEZ Commissioner Kim Jin-yong is conducting activities to lead the way for Incheon as a world-class city.



### **Dazzling IFEZ, a City Advancing the Future!**

IFEZ has created a slogan to commemorate its 20<sup>th</sup> anniversary.

The slogan promises a brighter future based on the achievements of the past two decades, which have been tirelessly spent running towards establishing Incheon as the best business center city in Northeast Asia and a world-class city. IFEZ will do its best to become the world's central city, rising to compete with Singapore, Hong Kong, and Dubai.



FEB 6, 2023



FEB 9, 2023

### **Songdo Dreams of Leaping forward as a Global Bio Hub**

Celebrating the new year, bio experts from companies, universities, and research/medical institutes (industry-academia-research-hospital) held a meeting in Songdo International City to share significant trends in the region's bio-industry and to lay the foundation for the Songdo Bio Cluster network. IFEZ Commissioner Kim Jin-yong asked the bio experts on hand to ensure collaboration for the Songdo Bio Cluster to take off as a global bio hub in the near future.

### **An Innovative Ecosystem for the Semiconductor and Automobile Industries**

Experts in the semiconductor and automobile fields of IFEZ held a meeting to strengthen Korea's further commitment to developing related industries. The event was attended by about 10 experts from the semiconductor field, including members from Henkel Korea, Shinwon Tech, and Inha University Graduate School of Manufacturing Innovation, along with those from automotive areas, such as Kyungshin, HL Klemove, MCNEX, and the Korea Automotive Technology Institute.

FEB 15, 2023



FEB 23, 2023

### **Cooperation to Create an e-Sports Cluster**

IFEZ Commissioner Kim Jin-yong, who recently visited the United States to attract investment, signed a memorandum of understanding (MOU) with DigiPen Institute of Technology, a world-class e-sports education institution, to create an e-sports cluster within IFEZ. As the cross-border content market grows, the e-sports industry is drawing attention as a new growth engine for K-content. The accelerated transition to a non-face-to-face and online economy after COVID-19 also contributed to this trend. IFEZ plans to define e-sports as a strategic target industry and to create a related cluster by taking this MOU as an opportunity.



# CHEONGNA BMW R&D CENTER OPENING THE FUTURE OF KOREAN-GERMAN MOBILITY RESEARCH

With the signing of a land-lease contract for the BMW R&D Center’s construction in Cheongna International City, the promotion of this project began in earnest. The BMW R&D Center will be completed in 2024 and is expected to contribute to future mobility research through technological exchanges between Germany and Korea.



## Research on Future Mobility

The BMW R&D Center plans to research future mobility fields by promoting technological exchanges between Germany and Korea, such as for autonomous driving, connectivity, and electrification technologies, in cooperation with the German headquarters. The center, which includes facilities ranging from product development to testing, is expected to contribute to job creation in Korea. The test-lab facility opened with the research institute will have a separate space and equipment for vehicle certification and verification of electrification technology. In 2015, the fifth international BMW R&D Center opened in Korea, following openings in the U.S., China, Japan, and Brazil. With this land-lease contract and related investment, the center will be expanded and relocated to Cheongna IHP. IFEZ expects the establishment of the BMW R&D Center to significantly contribute to inducing production across various industries, creating jobs, import-substitution effects, and increased exports.



“Following the MOU in 2014 and a business agreement in 2022, I am so glad for the signing of this contract for relocation and expansion of the business site. We will provide the best administrative support necessary for the successful establishment and operation of the BMW R&D Center in the future.”  
**Yoo Jeong-bok, Mayor of Incheon Metropolitan City**



“BMW R&D Center Korea symbolizes the development of electrification, autonomous driving, and digital-based future mobility technologies. This center will create opportunities for cooperation between the German headquarters and excellent Korean companies, as well as for Korean companies to enter the global market.”  
**General Director of the Dieter Strobl R&D Center**

## BMW GROUP

**Location**  
IHP Urban High-tech Industrial Complex,  
Cheongna-dong, Seo-gu, Incheon

**Area**  
**5,295** m<sup>2</sup>

**Start of Construction**  
1<sup>st</sup> half of 2023

**Completion**  
Scheduled for 2024

## Construction to Begin Early This Year, to Be Completed in 2024

On February 17, IFEZ held a meeting at Incheon City Hall for a land-lease contract between BMW Korea and the Korea Land and Housing Corporation (LH) to build a BMW R&D Center. With the establishment of this center, BMW plans to gain the upper hand in the automotive market, including electric vehicles, which is growing even fiercer. In addition, the company expects that the center will help to preemptively respond to market changes by introducing innovative products and collaborating with domestic technology companies. BMW will provide more optimized solutions and mobility services for the Korean market and will strengthen cooperation with domestic companies, universities, and government research institutes. Through this land-lease contract, BMW Korea, a subsidiary of BMW in Germany, will commit to a long-term lease for a 5,295-square-meter urban industrial complex site in Incheon Hi-tech Park (IHP) in Cheongna (from LH) for up to 30 years. BMW plans to start construction on the R&D Center in the first half of this year and to complete it in 2024.



BMW R&D Center construction location and business site







Bird's-eye view of E-Land Complex

# THE CREATION OF THE E-LAND COMPLEX IN 2029, FURTHER ENRICHING SONGDO’S CULTURAL CONTENT

Promotion of the E-Land Complex Development Project will soon come to fruition, with the goal of completion in 2029. This project includes relocating E-Land’s headquarters to Songdo International Business Complex, near Incheon National University Station, creating a shopping mall complex, attracting a 5-star hotel, offering free support for office space for startups, and establishing multi-purpose buildings.

## Project Completion in 2029, Including a Shopping Mall Complex

On February 9, IFEZ held an agreement ceremony for the Songdo E-Land Complex Development Project at Songdo International City’s G Tower. It has been 12 years since NSIC and E-Land Retail signed a land-purchase contract (in November 2011). According to this agreement, E-Land Retail will relocate the group’s headquarters to the Songdo International Business Complex (F6-2 block, Songdo-dong 94-1/2; 19,587 m<sup>2</sup>), near Incheon National University Station on Incheon Subway Line 1. This project also comes with the intention to build a shopping mall complex, attract 5-star hotels, provide free office space for startups, and establish multi-purpose buildings by 2029. Once the office building is completed, E-Land Group will move the headquarters of five subsidiaries, including E-Land Construction, E-Land Eats, E-Land Service, E-Land Asset Development, and E-Land Next, to Songdo International City in 2030. These companies have about 1,500 employees, and the expectation is to create 1,500 additional jobs. The shopping mall complex, in particular, will have six floors underground and 23 floors above ground. Five floors of the 28-story building next to this complex will be used for office space to house the five headquarters of E-Land Group. After completion, part of the office area is planned to be leased free of charge for one-year stays for startups, in connection with Incheon Startup Park.



Location	94-1, 2 Songdo-dong, Yeonsu-gu, Incheon
Composition	Shopping mall complex (six floors below ground and 23 floors above ground), offices (five floors), etc.
Completion	Scheduled for 2029



## OSANG HEALTHCARE, A LEADING IVD COMPANY, JOINS THE SONGDO BIO CLUSTER



With this leading IVD company’s emergence in Songdo International City, a massive impact is expected in terms of diversifying the industrial structure of the Songdo Bio Cluster, which is currently dominated by large corporations in biopharmaceutical production, and creating an industrial ecosystem. On March 27, IFEZ Commissioner Kim Jin-yong and CEO Hong Seung-uk of Osang Healthcare signed a land-purchase contract to construct a research center in Songdo. Following the signing of this contract, Osang Healthcare will build an IVD research and manufacturing facility spanning 14,716 m<sup>2</sup> of the Incheon Technopark Expansion Complex (Sr-13; Songdo-dong 178-5) in Songdo Zone 7. The project is scheduled to begin in 2024, with completion slated for 2026. This agreement is significant in that Osang Healthcare selected the Songdo Bio Cluster as a base for its leap forward from an IVD medical device specialist to a bio-healthcare company. Osang Healthcare also anticipates synergy effects through cooperation with other companies in the Songdo Bio Cluster.



Location	178-5 Songdo-dong, Yeonsu-gu, Incheon
Start of Construction	2024
Completion	Scheduled for 2026



## IFEZ'S ACTIVITIES LEADING INNOVATIVE GROWTH

IFEZ is doing its best to become a future global city by attracting investments from various angles.  
IFEZ's activities leading innovative growth are as follows.

### #01 2023.02.09.



#### IFEZ AND ORSTED KOREA SIGN MOU FOR MUTUAL COOPERATION FOR GREEN TRANSITION

IFEZ and Orsted Korea have decided to work together for a green transition. The signed MOU includes encouraging the use of renewable energy in IFEZ and surrounding areas in order to attract domestic and foreign companies, supporting Incheon's green transition and revitalization of the green economy, and providing carbon-neutral knowledge-sharing advice to companies.

This MOU is aimed at IFEZ's preemptive response to carbon neutrality, which is emerging as the core of global competition, reviewing the stable supply of renewable energy and electricity in the region through strategic cooperation with Orsted Korea and attracting domestic and foreign leading companies.

### #02 2023.03.10.

#### IFEZ AND THE COMMERCE DEPARTMENT OF NHAR, CHINA, SIGN A BUSINESS AGREEMENT

IFEZ has started exchanges with the Commerce Department of Ningxia Hui Autonomous Region (NHAR), China. IFEZ Commissioner Kim Jin-yong and Deputy Commissioner Cui Enxiang signed a cooperative business agreement at G Tower. The NHAR Commerce Department requested this agreement to benchmark IFEZ's experiences in attracting investment. The agreement's details include exchanges and cooperation across various fields, such as urban development and investment attraction for mutual development, along with maintenance of mutual contact channels and establishment of a consultation system.



### #03 2023.02.08.

#### IFEZ COMMISSIONER VISITS STATS CHIPPAC KOREA AND KOREAN AIR'S AIRCRAFT-ENGINE MAINTENANCE CENTER

Kim Jin-yong, IFEZ's commissioner, visited STATS ChipPAC Korea, an anchor company in the semiconductor and aviation sector in Yeongjong International City, and the Korean Air Aircraft-Engine Maintenance Center. During the meeting, Commissioner Kim sought ways to support innovative growth in the cutting-edge semiconductor and aviation sectors within IFEZ.

For this purpose, Commissioner Kim visited STATS ChipPAC Korea and toured its major production facilities, verifying the status of the expansion of the 2<sup>nd</sup> factory. Next, at Korean Air's Aircraft-Engine Maintenance Center, he was briefed on the construction progress for the aircraft-engine maintenance plant, scheduled to begin in the second half of this year, with plans to expand the aviation maintenance, repair, and operations (MRO) business, also touring the main facilities, such as the aircraft-engine test cells.







## #05

2023.03.14.

### INCHEON STARTUP PARK AND INCHEON UNITED SUPPORT STARTUPS TO BUILD SMART TEAMS

IFEZ works with Incheon Technopark and Incheon United to recruit companies for participation in the Incheon Startup Park Smart-X Sports (Incheon United) program. This program, which supports the startups' smart club construction-demonstration project, is the first cooperative project between Incheon Startup Park and a professional team. This program allows startups to advance their products and services through demonstrations. In addition, startups can receive great help in the stages of innovation and growth through collaborations with professionals.

## #04

2023.03.29.

### BUSINESS AGREEMENT ON SMART MANAGEMENT OF IOT-AI-BASED FACILITIES

IFEZ has been selected for a contest to build and manage underground utility tunnels digitally. By receiving KRW 1.75 billion from the government for this project, IFEZ will be able to promote safer and faster work in underground utility tunnels. Through the IoT-AI-based facility, smart management project agreement signed at this time, 71 intelligent CCTV cameras with 400,000 pixels throughout Songdo Zones 5 and 7 will be replaced with two-million-pixel control monitors. While installing 100 complex sensors that can perform video, vibration, fire, and temperature readings through IoT, additional optical communication lines will be installed. IoT complex sensors and management systems will also be newly established in some parts of Songdo Zones 1 and 3.



## #06

2023.02.23.

### BUSINESS AGREEMENT TO SUPPORT INNOVATIVE STARTUPS USING UNIVERSITY-SPECIFIC INFRASTRUCTURE

IFEZ signed a business agreement to support innovative startups using university-specific-infrastructure with seven universities, including Seoul National University. Incheon Startup Park, the first startup park in Korea, supports innovative startups in the fields of smart city and bio. This agreement aims to further expand such support organized by IFEZ. The support details include establishing cooperative governance to discover and nurture innovative startups, operating joint programs using university-specific resources, linking programs to strengthen startup fostering, and finding collaborative projects.



## #07

2023.03.31.

### SONGDO WATERFRONT PHASE 1-2 DESIGN (PLAN) PRESENTATION

IFEZ successfully held a briefing session for residents regarding the 1-2 stage design (plan) for the waterfront, which aims to connect the detention basin and the northern waterway in Zone 6 of Songdo International City. This briefing session was prepared to explain the main contents of the 1-2 stage project, which is to be promoted following the 1-1 stage project completed in June of last year, and in order to gather opinions. Based on various views, IFEZ plans to reflect these ideas in the Songdo Waterfront 1-2 stage project and to promote them without a hitch.



## #08

2023.02.10.

### K-CONTENT INTENSIVELY NURTURED AS A CORE STRATEGIC INDUSTRY

IFEZ and the Incheon Institute (II) held a briefing session on the start of IFEZ's K-content industry-fostering research and special expert lectures. The organizations formed an advisory group with content-industry experts to secure the effectiveness of growing complex resorts, industrial policy, and urban planning through research projects. Related programs are planned to develop policies that reflect actual demand by linking and cooperating with local content assets and basic plans for promoting the cultural content industry in Incheon.

## #09

2023.02.10.

### MEETING HELD FOR THE BUSINESS COUNCIL OF YEONSU AND SONGDO

IFEZ held a breakfast meeting with the Business Council of Yeonsu and Songdo, a local management community. During the meeting, which was prepared with the goal of strengthening support and communications with related companies, IFEZ spoke on various topics, including investment-promotion projects, with plans to hold regular meetings for companies to share their own opinions.



The IFEZ Brochure informing readers of its competitiveness, major development projects, footprints, and critical achievements won the Bronze Award at the world-renowned International Mercury Awards Competition. Encouraged by this recognition, IFEZ will continue to strive to discover its values that lead the global market and will publicize them widely.



Go to IFEZ  
Brochure

## IFEZ BROCHURE WINS BRONZE MERCURY AWARD

### Internationally Recognized IFEZ Publications

The IFEZ Brochure, capturing the business competitiveness of IFEZ, received a 2022/2023 Mercury Award. MerComm INC hosts this international competition, which celebrated its 36<sup>th</sup> anniversary this year and has risen as one of the three major global competitions, along with the Annual Report Competition (ARC) Awards and the ASTRID Awards, in terms of evaluating the PR activities of public institutions and companies. The winners are selected through expert evaluations based on originality, message delivery, and design. Award-winning works are internationally recognized for their excellence in the field of marketing communication.

During the competition, the IFEZ Brochure was honored with the Bronze Award in the corporate brochure category. The IFEZ Brochure is a representative promotional material that comprehensively introduces the area’s competitiveness, major development projects, history, and critical achievements leading to innovative growth.

This represents the second award for an IFEZ publication. In October of last year, IFEZ Journal received the grand prize in the planning and design category at the 2022 Korea Business Communication Awards, hosted by the Korea Company Newsletter Association. Recognized for the outstanding value of its publicity materials with successive awards, IFEZ will continue its effective PR and communication activities.



+

### Mercury Awards

The U.S.-based MerComm presents this competition for international recognition in order to celebrate excellent marketing communication work. The award winners are announced following expert evaluations based on publicity materials’ originality, message delivery, and design.









**ENRICHING CONSUMERS’ LIVES!**  
**EFFORTS TO RESOLVE INCONVENIENCES**  
**FOR CONSUMERS**



**Iris Korea**  
**Establishment Date** May 10, 1988  
**Type of Business** Non-specialized wholesale trade  
**Products** Manufacturing of plastic household items, home appliances, sanitary masks, etc.  
**Address** 29 Cheomdan-daero 60beon-gil, Yeonsu-gu, Incheon

The management philosophy of Iris Korea is evident: for a more prosperous life for consumers, the company works to constantly develop products that recognize elements of dissatisfaction in life in order to strive to improve such problems. Iris Korea has expanded its presence since establishing its state-of-the-art smart factory in Songdo International City in March 2019.



◀ Go to  **YouTube**

**Scan with your mobile phone right now!**

You can see live images of Iris Korea’s story on the IFEZ YouTube channel.



**Japan’s Largest Consumer Electronics Manufacturer**

Iris Ohyama, the predecessor of Iris Korea, is Japan’s largest household-goods company, founded by a third-generation Korean-Japanese. It manufactures about 23,000 different products, from DIY furniture to small home appliances and LED fields, operating 30 group companies at home and abroad, as well as 36 factories worldwide. Established in 1988, Iris Korea opened a logistics center in Gunpo in 2003 to start its operations in the country. In 2019, the company built a manufacturing plant in Songdo International City to function as a full-fledged maker and vendor (manufacturing and sales). At the time of its initial establishment, the Korean branch mainly produced molds for storage products. In 2003, a logistics center was opened in Gunpo to strengthen the logistics distribution system. Since then, as the distribution channel gradually moved online, Iris Korea began to expand its online sales. In addition, the company chose Songdo International City, which offers an advanced logistics and business environment, as its investment destination and established a state-of-the-art smart factory with a total floor area of 46,700 m<sup>2</sup> in March 2019. Currently, Iris Korea’s main products are plastic storage products and circulators. In particular, plastic storage products are the company’s top selling items, offering the world’s first transparent storage boxes, developed by Iris.





Establishment of a Stable Distribution System with Automated Production Facilities

Automated production facilities not only reduce costs but also allow for quick responses to consumer demand. Iris Korea’s manufacturing plant produces an average of 20,000 plastic storage items daily by establishing robot automation lines. In addition, by setting up an automated warehouse that can accommodate 26,500 pallets, the company realizes cost savings through a stable distribution system. Automated logistics warehouses automatically ship products through an in-house logistics system for orders from large-scale e-commerce systems. This process is also connected to the Japanese headquarters. Currently, Iris Korea is distributing through large shopping malls like Coupang, G Market, SSG, and Costco, with plans for this year’s figures to hit KRW 30 billion through online sales alone. Iris Korea inherits the idea of “User-in,” the management philosophy of the Iris Group, emphasizing corporate social responsibility. Accordingly, Iris Korea is continuing to promote various activities to contribute to the local community, such as seeking ways for companies and consumers to coexist. During the COVID-19 pandemic, the company participated in a warm sharing campaign for low-income families and showed kindness by donating masks and other daily necessities. It is Iris’ belief that product development should always revolve around necessary functions installed at a reasonable price. Automating production and logistics, Iris Korea has set the goal of becoming No. 1 in the domestic plastic storage goods industry by 2026. The expectation is for Songdo International City to develop more innovative products that target the global market.



Office Building  
This building consists of offices and a showroom displaying Korea’s flagship products.



Manufacturing Plant  
This is a factory that manufactures plastic storage products with robot automation lines that increase productivity while reducing costs.



Automated Warehouse  
This automated warehouse can hold up to 26,500 pallets. Online orders are immediately loaded and unloaded from automated warehouses in order to increase supply efficiency.



MINI INTERVIEW



Amimoto Mitsuhiro  
CEO of Iris Korea

Can you please briefly introduce Iris Korea?

Iris Korea is the Korean branch of Iris Ohyama, headquartered in Japan and the country’s largest consumer electronics company. The Korean corporation started from a small office in Insa-dong, Seoul, on June 1, 1988, and has grown to include a logistics center in Gunpo and a factory in Songdo International City. This company, beloved for its home appliances, manufactures and sells household goods while responding quickly and flexibly to domestic consumer demands.

What is the background for Iris Korea’s establishment as the company’s first overseas corporation?

The founder of Iris, Kentaro Oyama, is a third-generation Korean-Japanese whose grandparents moved to Japan from Haman, Gyeongsangnam-do. He has such a special affection for Korea that he calls himself a descendant of the Haman Cho clan. Additionally, with Korea’s status as a hub for logistics in Asia, this led to establishing the Gunpo Logistics Center in 2003 for the supply of molds, core to the injection process at the beginning of the business, and we have since been able to provide them smoothly to Dalian, China, the main production base.

What are the advantages of Iris Korea conducting business in Songdo International City?

Since Iris Korea focuses on online business, excellent human resources are crucial. With around 10 leading universities within a 10-kilometer radius of Songdo International City, it is easy to find talented people for our ranks. Additionally, for Iris, a global company, it was essential to choose a location where it could communicate with the world. Songdo International City offered the advantage of being geographically close to Incheon International Airport and Incheon Port.

What are Iris Korea’s plans for the future?

It has been four years since the establishment of Iris Korea’s Incheon Songdo Plant. Iris Korea aims to promote sales growth in further expanding domestically produced items by maximizing the strengths of the Songdo branch. To this end, we plan to secure price competitiveness by improving our automated production lines. Iris Korea is celebrating its 35<sup>th</sup> anniversary this year. To make consumers’ lives more prosperous, we will respond quickly to the changes of the times in order to develop products and will strive to become a company that contributes to the region and to society, as a whole.



◀ Go to Website!  
[www.iriskorea.co.kr](http://www.iriskorea.co.kr)



## Celltrion Prepares for Its Move into the Global Biotechnology Research Center

Celltrion has completed the trial run of its Global Biotechnology Research Center, built in Songdo, and started validations to check the main functions of the center. This large-scale facility complex can be used to simultaneously conduct R&D, process development, and clinical trials. After a construction period of 26 months, the building obtained usage permission in January this year. The Global Biotechnology Research Center has an area of 10,033 m<sup>2</sup> across one basement floor and six floors above ground. All research activities for clinical entry are possible at this center equipped with state-of-the-art research facilities, such as a pilot lab capable of non-clinical DS production and charging actual costs for non-clinical DP production. Full-fledged occupancy is planned to begin in April, and the concentration of human resources for bio and chemical medicine research will contribute to expanding research fields into new drug modalities and drug-delivery technologies.



**Establishment Date** February 27, 1991  
**Type of Business** Manufacture of medicinal chemicals and antibiotics  
**Product/Business** Research, development, and manufacturing of protein drugs  
**Address** 23 Academy-ro, Yeonsu-gu, Incheon

## Igus Korea Unveils ReBel, the 6-Axis Articulated Robot Arm

Igus Korea participated in the Smart Factory Automation Industry Exhibition 2023, which opened at COEX, Seoul, on March 8, and unveiled ReBel, its 6-axis robot arm, for the first time in Korea. All moving components of ReBel are made of igus Korea’s unique engineering plastic material. As all parts are made of plastic, this robot arm boasts an ultra-light weight of 8.2 kg. As a representative product of the LCA line, it is characterized by strong cost performance. In addition, the sensors built into ReBel enable a simple cloud connection and real-time monitoring right out of the box and without additional software. The plug-and-play version, including a controller and power supply, costs only EUR 4,970, which is expected to contribute significantly to lowering the entry barrier to automation in Korea.



**Establishment Date** January 1, 2001  
**Type of Business** Wholesale of machinery and equipment  
**Product/Business** Cable, bearings (energy chain) wholesale/retail, and manufacturing  
**Address** 42 Venture-ro 12beon-gil, Yeonsu-gu, Incheon

## Samsung Bioepis Obtains a Positive Opinion for the Approval of a Rare Disease Treatment in Europe

Samsung Bioepis has obtained a positive opinion for the approval of the sale of its biosimilar “EpylusTM (project name SB12, trade name eculizumab)” to the European Medicines Agency’s Committee for Medicinal Products for Human Use (CHMP), which is responsible for providing scientific advice and making recommendations on the authorization of medicines in the European Union. EpylusTM is a biosimilar of Soliris. Soliris is an ultra-expensive biopharmaceutical developed by Alexion Pharmaceuticals in the United States, used to treat rare and life-threatening diseases, such as paroxysmal nocturnal hemoglobinuria (PNH). Its annual treatment cost is in the hundreds of millions of won (or tens of thousands of dollars), and its global annual sales reached USD 3.762 billion last year. EpylusTM is the first product developed by Samsung Bioepis in the field of hematology, and it is expected to obtain official sales approval through the final review process of the European Commission (EC), which usually takes about two to three months.



**Establishment Date** February 28, 2012  
**Type of Business** Research and experimental development on medical sciences and pharmacy  
**Product/Business** Research and development, manufacturing, wholesale, and retail of medical and pharmaceutical products  
**Address** 76 Songdogoyuk-ro, Yeonsu-gu, Incheon

## i-SENS Opens the Localization of a Continuous Blood-Glucose Monitoring System

On February 28, i-SENS applied for product approval of CareSense Air, a continuous glucose monitor (CGM), to the Ministry of Food and Drug Safety. A CGM is a real-time device to measure blood sugar through a sensor inserted into the skin. The market for this device is rapidly growing because of its convenience compared to existing products used to measure blood sugar by piercing the fingertip with a needle. Currently, all products on the domestic market are imported. i-SENS’s CareSense Air is the first successful development case in Korea. CareSense Air complied with the provisional standards in the clinical trial completed in the third quarter of last year and obtained a high accuracy of 9.8% in the subject-based MARD value. This product is set to receive approval in the third quarter of 2023 in order to launch in the domestic market in the fourth quarter. i-SENS has also applied for authorization to European CE for overseas exports, with plans for completion by the first half of next year.



**Establishment Date** May 4, 2000  
**Type of Business** Manufacture of electro-diagnostic and electro-therapeutic apparatuses  
**Product/Business** Biosensor for the medical environment industry (blood-glucose meter), manufacturing of measuring equipment, wholesale/retail, and development  
**Address** 12 Harmony-ro 275beon-gil, Yeonsu-gu, Incheon







Songdo International City, which embraces the West Sea, is simply extraordinary. Enjoy a walk while gazing out at the blue sea that stretches towards the horizon. Spring has come, giving us reasons to celebrate the warm sunshine. Get out of your daily life and immerse yourself in the scenery, even if just for a few moments.  
Long Beach Park, where the sun meets the sea, awaits you.

Spring Outing Spots  
Songdo Long Beach Park

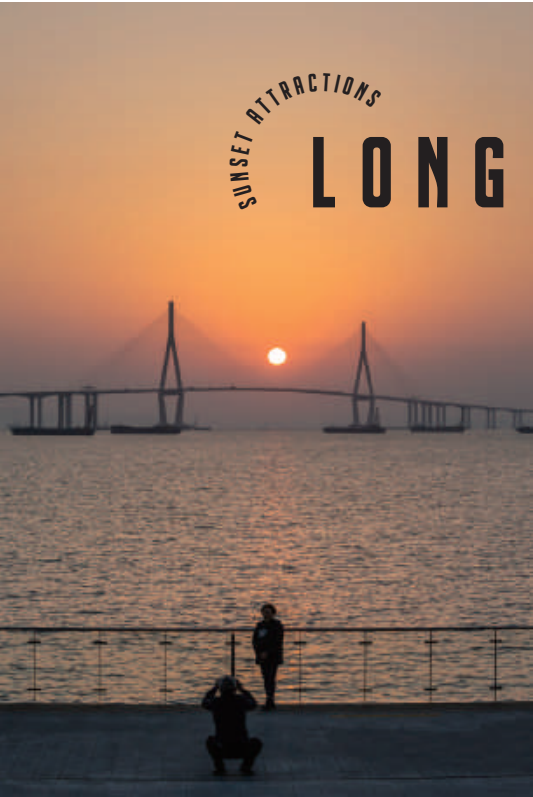
Landmark City No. 1 Waterside Park



◀ Go to  **YouTube**

Scan with your mobile phone right now!

You can see live images of Songdo Long Beach Park on the IFEZ YouTube channel.



**Address**  
308-2 Songdo-dong, Yeonsu-gu, Incheon

**Composition**  
Terrace road, sunset swing, infinity performance hall, observation deck, sports facility, landscape garden, entrance square, rock garden, etc.

A Resting Place for Residents,  
A New Spot for Songdo’s Sunset

The sun rises and sets every day, but the brief moment of the setting sun is always special. At the boundary between day and night, the evening dyes the entire sky red to bring comfort and awe to many onlookers. These charms are doubled with the addition of the sea’s pretty glimmering lights. In December last year, a particular sunset spot was created in Songdo International City: Long Beach Park, a multi-purpose park facing the sea. This name is alternated with the name Landmark City No. 1 Waterside Park. With various facilities and long walking trails, it offers a chance for rest while enjoying beautiful scenery. In particular, this place presents a beautiful view of Incheon Bridge in the background to complement the setting sun.

TIP

Sunset - Viewing Time  
in Incheon

Sunset comes earlier in summer and later in winter. In the case of May and June — late spring or early summer — the sunset in Incheon can be seen between 19:30 and 20:00, on average. Before heading home for the night, stop by Long Beach Park to watch the sunset at your leisure.





Multiple Pleasures at Once,  
A Park Full of Charm

Long Beach Park, with a total area of 77,873 m<sup>2</sup> and a length of 1.2 km, offers a variety of fun activities. Convenience facilities for visitors are prepared throughout the park's vast region. Don't miss out on the spaces set aside for aesthetics, such as Sansuwon, made of stones and a cascading waterfall, as well as a resting place composed of a deck and rocking chairs, where you can sit and relax during your stroll. Spaces for children, such as the sunset swing, slide, and trampoline, are perfect for family visits. In addition, this park has various charms that allow you to enjoy multiple experiences in one space, such as a performance hall and sports facilities. Going on a long trip is not easy, but you can find spots for a jewel-like rest even in everyday life. Long Beach Park is one such place. You will be healed before you know it. Come here for a walk alone to immerse yourself in contemplation, or come with family and friends to chat in ease and comfort.

Nearby Sunset Spots

01

**Incheon Bridge**  
Incheon Bridge (21.38 km, the longest bridge in Korea and fifth longest in the world) connects Songdo International City and Incheon International Airport. The most attractive element of this bridge is that you can fully enjoy the panoramic ocean view. It is also one of the best sunset spots to see the sky tinted red, which makes for a fantastic driving experience.

**Address** 1113-70, Unnam-dong, Jung-gu, Incheon  
**Section** Yeongjong International City – Songdo International City

02

**Solchan Park**  
Solchan Park is a waterside park built on reclaimed land along the coast of Yeonsu-gu, behind Incheon University. You can easily walk or drive through the area following the well-designed promenade and coastal roads. Once the sun goes down, yellow, orange, and indigo colors create a gradation across the entire sky.

**Address** 20 Convensia-daero 391beon-gil, Yeonsu-gu, Incheon  
**Direction** Get off at Incheon National University Station on Incheon Line 1 and take bus No. 8, No. 42, No. 43, or No. 3002.

03

**Ocean Scope**  
Ocean Scope, which boasts an impressive exterior composed of containers, is a true symbol of Incheon as the center of maritime logistics. Containers are installed at different angles and directions so that you can experience various versions from different perspectives. When you go to the observatory in the late afternoon, you can see the sun slowly disappearing between tall buildings.

**Address** 80 Songdo-dong, Yeonsu-gu, Incheon  
**Direction** Exit 2 from Central Park Station on Incheon Line 1 / Exit 1 from International Business District







Receipt



## GOTHEL'S BURGER BAR

### Featured menu items

Gothels Original Burger (KRW 6,900)  
70s Rock 'n' Roll Burger (KRW 7,200)  
French Fries (KRW 3,900)  
Drinks (KRW 2,300)

### Address

B-135, 22 Jungbong-daero 586beon-gil,  
Seo-gu, Incheon

### Opening hours

Everyday 11:00 - 21:00  
(Final orders taken by 20:50)

### Contact

☎ 032-566-9731

Meal for two

₩22,600

# DELICIOUS IFEZ

IFEZ is a delicious city overflowing with the joys of eating. International tourists also flock to the town to experience different tastes. Get to know the new features of IFEZ that have captivated the tastebuds of international visitors: handmade burgers and brunch restaurants.



◀ Go to **YouTube**  
Scan with your mobile phone right now!

You can see live images of unique restaurants and cafes for foreigners on the IFEZ YouTube channel.

## Gothels Burger Bar

Gothels Burger Bar, which exudes a luxurious yet unique atmosphere, gives hints of its exotic feeling from its signboard alone. The gorgeous and unique tiled interior and lighting, pink chairs, and Gothels, the signature character of this handmade burger specialty stores, create a lovely environment. That's why many people are driven to take pictures of the burgers they've ordered before taking their first bite. No matter which direction you choose, you can create images to match a photographer's work. Gothels Burger Bar serves authentic American-style burgers. This burger bar makes 100% all-beef patties in-house every morning and prepares only enough ingredients to sell for that day, such as the finest brioche buns, American cheese, and fresh vegetables. Recently, Hotshupino (for lovers of spicy food), Chicken Monster, and Golden Brown Chicken have become popular items.



- 1 The colorful and unique tiled interior stands out.
- 2 Take in the exotic exterior of Gothels Burger Bar.
- 3 You can order a burger quickly through the kiosk.
- 4 A Gothels Burger is enough for a whole meal.







DELICIOUS

1

1 The sunlight coming through the glass ceiling allows you to enjoy brunch in a warm atmosphere all year-round.

2 Fanxsom's signature menu item, Rucola Classico, is an open sandwich loaded with fresh rucola and savory cheese.

3 Fanxsom is also known for its signature brunch menu.

Receipt



FANxSOM

#### Featured menu items

Brunch Platter Brunch Platter (KRW 15,500) All Day Somenight (KRW 14,500) Vanilla Latte (KRW 6,500) Americano (KRW 5,500)

#### Address

Room No. A69 & 70, 2<sup>nd</sup> floor, Canal Avenue, 79 Cheongna Emerald-ro, Seo-gu, Incheon

#### Opening hours

09:30 - 17:30, Closed on Tuesdays

#### Contact

Instagram @fanxsom

Meal for two

₩49,000



### Fanxsom

The outdoor terrace here, with its wood-toned tables and chairs, is especially attractive in spring. Fanxsom, exuding a warm sensibility, boasts high ceilings, an open interior, and floor-to-ceiling windows overlooking the lake. Its spacious interior, with the order counter and cooking room connected to the open kitchen, allows for the movement and cheerful sounds of the busy kitchen to serve as entertainment for customers dining in. A basket on one side of the store contains brunch ingredients, such as onions and oranges, to add freshness to the overall atmosphere. People visiting this place especially love the Italian-style omelet, packed with plenty of cheese and vegetables, and the pasta salad that soothes the tastebuds with a mild sweet-and-sour taste. However, Fanxsom's offerings are quite versatile and sometimes offbeat; All Day Somenight is a warm salad prepared to highlight the natural flavors of various vegetables, shrimp, and pasta noodles fried in olive oil and with minimal seasoning.



3

### What the Burger

What the Burger, which was awarded as the No. 1 consumer satisfaction brand in Korea in 2022, is known as a burger restaurant that caters to the tastes of Koreans. Delivery, take-out, and hall use are also available, and you can enjoy a variety of burgers here to your liking, with the combination of crispy, savory buns cooked right away, meat patties full of flavor, and sauces developed in-house.

The juiciness of the freshly grilled beef patties, just the right amount of moisture from the vegetables, bright yellow cheese, and sweet-and-sour sauce combine to fill your mouth with rich flavors. The burgers feature fresh vegetables delivered directly from the farm, high-quality patties made by hand every morning, and addictive sauces. The restaurant's principle to use up all the ingredients on the same day guarantees a safe and delicious eating experience.

4 With a pleasant interior, you can quickly order through the kiosk provided inside.

5 What the Burger is located right in front of Cheongna's waterfront.

6 What the Burger's signature menu items include Shut the Burger and Grilled Shrimp Burger.

4



What the!

Burger is What The Burger



5

Receipt



WHAT THE BURGER

#### Featured menu items

Meat-Filled Shut the Burger (KRW 8,400) Scramble Bomb Burger (KRW 8,400) Moist Chewy Cheese Balls (KRW 4,200) Savory Cheese Sticks (KRW 2,800)

#### Address

Room No. 017 & 018, 1<sup>st</sup> floor, Giselle M Cheongna, 99 Cheongna Emerald-ro, Seo-gu, Incheon

#### Opening hours

Everyday 11:00 - 21:00

#### Contact

☎ 0507-1417-4589

Meal for two

₩25,800



6







**REJUVENATE  
YOUR HEALTH  
AND EASE  
YOUR MIND IN  
THE HAPPY  
GARDEN**

Songdo Happy  
Gardening for  
International Residents

IFEZ is carrying out the Songdo Happy Gardening project to provide vitality to international residents. This project, which has been running since 2020, allows selected international residents to take part in growing healthy ingredients while enjoying a break from their daily stresses in the midst of a vegetable garden.



**MINI INTERVIEW**

**Fun to Grow, a Joy to Harvest**

The selected residents for the Songdo Happy Gardening project attended IFEZ’s orientation sessions on March 28 and 29. At this event, the residents learned helpful information for first-time gardeners, such as basic farming techniques, along with information on planting seedlings and purchasing seeds. For this project, IFEZ leased three lots, each divided into quarters to be distributed among the successful applicants. International residents rented agricultural tools from the farm-equipment storage office and then headed off to their allocated lots. Following the orientation’s instructions, they removed any stones from the soil and prepared to plant their seeds. The Songdo Happy Gardening project is aimed at creating organic farms that avoid using any chemical fertilizers or pesticides. In addition to the seeds delivered, the residents can grow various crops while sharing information on their experiences from now until November.



**Yan Hong** (China)   
I am so happy to have been selected for the Songdo Happy Gardening project. I have always been interested in farming and have experience growing some plants and crops at home. I applied for this project because I want to grow various types of vegetables. This year, my husband and I will try to grow lettuce, tomatoes, and peppers in our assigned garden. It will make our table richer and healthier!



**Shodhan Rao** (India)   
I have joined this project for three years now. I like taking part, as it allows me to enjoy nature in IFEZ — a great global city. As a vegetarian who doesn’t eat meat or seafood, I always want to add more fresh veggies to my diet. I love the process of growing and consuming vegetables in my garden. In particular, I was pleased that I could harvest some of the vegetables I used to eat in India. I will share what I have learned from my gardening experiences while building good memories with the other participants.



# National Museum of World Writing Systems



◀ Go to  **YouTube**  
Scan with your mobile phone right now!

You can see live images of National Museum of  
World Writing Systems on the IFEZ YouTube channel.



## WELCOME TO THE WORLD OF GREAT CHARACTERS!

### Peek into the National Museum of World Writing Systems

The National Museum of World Writing Systems, where you can experience the world's and humans' most outstanding pieces of heritage, has finally been unveiled. This museum is scheduled to open in June as a new cultural landmark that promotes the excellence of Hangeul. Ahead of its grand opening, let's take a sneak peek at some of the museum's main attractions.

### Opening of the National Museum of World Writing Systems, the World's Third Museum Dedicated to Characters

The National Museum of World Writing Systems provides opportunities to experience the properties and systems of characters worldwide through various methods, such as art, architecture, and media. This national museum specializing in writing systems, the third in the world and first in Korea, began construction in October 2019. The National Museum of World Writing Systems will catch your eye even before entering, as its exterior's unique curved walls, running both inside and outside the building, embody the shape of a roll called "durumari" in Korean, which served as Korea's representative recording medium. The exhibition work, including the interior exhibition work, is in the final stage, while the building, which has a total floor area of 15,650 m<sup>2</sup> and consists of one basement floor and two above-ground floors, houses facilities like education and research facilities, a storage room, and a multi-purpose auditorium. In particular, this museum boasts convenient accessibility given its location within Songdo Central Park. Following its June opening, the expectation is for many citizens enjoying leisure time in the park to make a visit to the museum.

- 1 Outdoor exhibition
- 2 Space for a café on the 2<sup>nd</sup> floor



#### Address

217 Central-ro, Yeonsu-gu, Incheon

#### Scale

One basement floor and  
two floors above ground

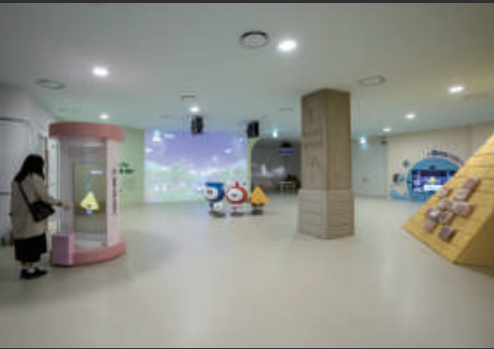
#### Composition

Permanent exhibition halls, special exhibition halls,  
children's museum, storage,  
multi-purpose auditorium, cafeteria, etc.

#### Total Area

15,650 m<sup>2</sup>





- 1 4
  - 2 5
  - 3 6
- 1 Special exhibition interview videos
  - 2 Permanent exhibition: Cuneiform Characters - from Prehistoric to History
  - 3 Permanent exhibition: Latin Characters - to the World along the Sea
  - 4 Children's experience room
  - 5 Permanent exhibition: Chinese Characters - the Long History of Characters
  - 6 Permanent exhibition: Hangeul, the Characters that Reveal the Principles of Creation

Experience the Culture of Characters

The National Museum of World Writing Systems exhibits 59 types of characters, including the first human alphabet, cuneiform, Egyptian, Latin, Arabic, and Braille (Hunmaengjeongeum). The walls of the exhibition hall are filled with relics written out in characters from various cultures, ancient writing instruments and paper, and calligraphy from multiple countries. The museum has permanent exhibition halls, special exhibition halls, a children's experience room, and an outdoor exhibition hall. The permanent exhibition introduces The Great Journey of Letters and Civilization in Part 1 and Part 2, with the first part showing the origins and development processes for characters from each country, while the second part exhibits character culture, such as character-related printing technology, translation, records, and fonts.

The special exhibition Beware of the Length: The Future of Characters provides an opportunity to look back on the recent trend of preferring non-text communication, such as through pictures and videos, and sparks debate over the features of text and non-text media and the future of characters. The children's experience room is an exhibition space where children and families can experience the world's character culture through play under the theme of "Character Trip with Kaebi." The combined digital content will lead you to vividly experience the development of world writing systems. The planned outdoor exhibition will display works that metaphorically capture the properties and methods of characters using stones, light, and water in the space of the rooftop page wall under the theme of "Resonance."



7,8 Tower of Babel by Kim Seung-young



7

8

MINI INTERVIEW

Leader.  
Park Sang-hee

Establishment Task  
Force for the  
National Museum of  
World Writing  
Systems



What are the advantages of Songdo International City opening the National Museum of World Writing Systems?

This museum is in the center of Central Park, one of Songdo's most popular tourist destinations. This location will significantly help attract foreign visitors and promote the museum far and wide. Citizens visiting the park will also be able to spot the museum quickly. On the flipside, thanks to the museum's presence, I expect Central Park to become even more renowned as a world-class healing destination

Can you share any tips for visitors to the museum?

The permanent exhibition's digital panels explain all the exhibits in nine languages, including Spanish, Thai, French, and Arabic, in order to help foreign visitors understand the content. The halls are also barrier-free for visitors with disabilities. Anyone can feel the artifacts in person through the tactile displays.

What plans does the museum have to welcome citizens and visitors?

In addition to publicity, we are fully prepared to create a pleasant viewing environment and provide the best services possible for visitors. We are working on many ways to raise awareness of the museum before its opening. For example, we are planning offline promotions, such as appointing public relations ambassadors, the first release of representative artifacts, and familiarization tours.

Do you have any final words for IFEZ Journal readers?

Please look forward to and support the National Museum of World Writing Systems, which opens in June. We will continue to make efforts to create synergy effects in connection with Songdo International City and will do our best to raise our museum's status as a global landmark going beyond Songdo International City and Incheon.