

Qualifications

International conferences & meetings in Seoul with 50 or more international participants

* Financial support goes to local organizations.

Bidding Support

Financial Support

Subvention up to 30 Million KRW for bidding activities

Additional Support

- Bidding committee meeting and counseling
- Write-up of bidding proposal & PT
- Bid support letter from the mayor of Seoul and president of Seoul Tourism Organization
- Site and venue inspection
- Meeting with the mayor of Seoul and president of Seoul Tourism Organization and bidding-related organizations
- One-on-one bidding clinic
- Joint bidding support abroad



Promotional Support

Financial Support

Subvention up to 20 Million KRW for promotional activities

Additional Support

- Seoul MICE leaflets and Seoul promotional videos
- Introduction of the event through the Seoul MICE homepage and webzine

Hosting Support

Financial Support

Subvention up to 100 Million KRW for hosting event

Returning Events Support

One *Seoul MICE Card** given to international participants of returning events with 500 or more attendees of which at least 250 are international

* Transportation card with a value of 8,000 KRW (balance of 5,000 KRW)

Event App Development Costs Support Up to 5 Million KRW

50% of event app development costs for international conferences with 500 or more participants of which at least 250 are international

General Support

Airport Greeting Message

Welcome message displayed above the baggage carousels at the Incheon Int'l Airport



Promotional Materials

Seoul welcome kits and promotional videos



Seoul MICE Supporters

Matching supporters for events and 50% subsidy of the labor costs



Seoul Promotional Booth

Operation of Promotional Booth for international conferences with 2,000 or more international participants



Seoul Unique Venue

10,000 KRW per international participant when international conferences with 50 or more foreign attendees use a Seoul Unique Venue



Discount on Discover Seoul Pass

10,000 KRW discount on mobile version of *Discover Seoul Pass* for international conferences with 1,500 or more international participants



Contact Us

- **When to Apply** Applications must be submitted at least 2 months before the event begins
- **How to Apply** Local travel agency or PCO can apply via One Stop Service at kr.miceseoul.com/mice
- **Contact** T. +82-2-3788-0875, 0859, 0825 E. smile@seoulwelcome.com



www.miceseoul.com