

Industry Paper

Daegu's Convention Legacies are Contributing to Climate Change Solutions

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ABSTRACT: This submission is derived from the “Business Event Legacies in Daegu, Korea” which was commissioned by the Daegu Business Events District. This report sponsored by the Daegu Metropolitan City and Daegu Convention & Visitors Bureau (Daegu CVB) illustrates legacies from five business events which were held in their city. Data for the report was compiled and researched by Prof. Jun Soo-hyun, Prof. Oh Ik-geun (Department of Tourism Management, Keimyung University), and Dr. Park Seong-deok (DaeguGyeongbuk Development Institute). Dr Kwon Young-Jin, Mayor of Daegu explained that the report is groundbreaking because it clearly shows that international business meetings are transformative agents for Daegu, and the city will leverage on its future conventions as a strategy for the development of its priority industries. This summary article for IJBEL which covers two case studies is submitted on behalf of the Daegu CVB which acts as the Secretariat for the Daegu Business Events District. Daegu has long roots in its conventions industry as the site of South Korea's first regional convention centre EXCO which opened for business in 2001. Two years later, the Daegu CVB was set-up, and the city has not looked back since. With an impressive list of national and international conventions under its belt, Daegu is one of South Korea's top convention cities. The 28thWorld Gas Conference and 13thWorld Conference of Geron technology are among those expected this year. In this submission for the IJBEL, the legacy impacts of hosting International Solar Cities Congress 2004 (ISCC 2004) and WEC 2013 or the “Energy Olympics” are scrutinized.

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Key Contents

The long-term benefits or legacies left by the conventions Daegu hosted in 2004 and 2013. These impacts transformed Daegu and also contributed to the world's solutions in renewable energy.

Case Study: International Solar Cities Congress 2004 (ISCC 2004) and 2013 World Energy Congress (WEC 2013)

Two decades ago, in 2000, Daegu in South Korea embraced a forward-looking 50-year project called "The Solar City Daegu 2050 Project". This SCD 2050 called for the citizens of Daegu to envision a future which is environmentally friendly and sustainable. Long before "net zero" became a buzz word, Daegu has already made significant strides of its own in the field of renewable and green energy technology.

As part of its action plan to reach out for these transformative goals, in 2003 Daegu joined the International Solar Cities Initiative and, one year later in 2004, hosted the inaugural International Solar Cities Congress (ISCC). This was a significant direction as the pillars of South Korea's industries like steelmaking and petrochemicals have long hinged on coal and other carbon-intensive energies, and this signals its departure from the safe and traditional to a new future. Today, ISCC is world-renowned for its innovation in renewable energies and their uses in large cities. Climate change is an existential challenge and at the core of environmental policies around the world. Cities play a central role in this scenario because they are not only responsible for the consumption of the world's energy and the production of greenhouse gases emissions, cities can also build different strategies to face this environmental challenge.

More than 1,100 participants from 23 countries attended the first ISCC, including 80 mayors and policy makers from 19 cities, 500 researchers who presented papers at the scientific conference, and 430 participants of the business and citizens forums. Importantly, nearly 20,000 of Daegu's citizens visited the congress' green energy exhibition.

ISCC 2004 also drove long-term implementation and institutional reform strategies with the establishment of Korea's first 'Solar City Ordinance'. Today, Daegu's Solar City Master Plan systematically incorporates renewable energy into the city's development. An Energy Code has also been enacted for improving energy efficiency and citizen involvement in energy policy.

In addition, when Daegu cut their teeth on this international convention, the impact on the city's reputation and brand further catapulted Daegu into the energy segment as a committed and serious player. Prof Kim Jong-dal who served as Chair of ISCC Organizing Committee said: "It has been 17 years since ISCC 2004, and now Daegu is a global city in the energy sector. The convention was a very valuable event that cleared a path for more international events in the energy and environmental sectors while providing a foundation for the city's economic policy."

Mr Gary Grimmer from GainingEdge and who has vast experience in convention legacy study, reviewed the Daegu's research on the sidelines: "There are four levels of legacy impacts from

conventions. They range from Personal (L1) to Professional Community (L2); and from Sectorial Development (L3) to World Changing (L4). On the global level, the legacies of ISCC 2004 are supporting UN energy and climate policies. Solar energy will be a major cornerstone of the global energy system and Daegu is now a role model city for integrating renewable energy and energy efficient technologies and industries into environmental, economic and city planning.

In order to consolidate its position as a global renewable energy hub and to play a leadership role in the global energy transition from coal to carbon neutrality, Daegu made a bid to host the 2013 World Energy Congress (WEC 2013), often touted as the “Energy Olympics”.

Hosted every three years in cities all over the world, WEC is the largest meeting of energy Ministers, utility executives and engineering firms. Some 5,000 top decision-makers from all continents convene to do business, to share insights and innovate, and to forge new inroads in energy transition. Daegu is only the second East Asian city, after Tokyo, to host the World Energy Congress.

WEC 2013 Daegu was hosted by the World Energy Council and WEC Korean members committee. The congress attracted some 7,546 delegates from 123 countries and 30,000 participants to its exhibition, making Daegu the global gateway for Korean companies in the energy field. The direct economic impact from hosting WEC 2013 was estimated at South Korean Won (KRW) 500 billion.

Beyond the convention’s immediate outcomes, how did WEC 2013 help Daegu to achieve its SCD2050 goals?

“Daegu raised its profile and gained a lot of recognition in the global energy community,” revealed Suzanna Samstag Oh, Vice-President, Korea.com, in the ‘Business Events Legacies in Daegu’ report commissioned by the Daegu Metropolitan City and Daegu Convention & Visitors Bureau. “Daegu’s Solar City Initiative offered a roadmap for how other cities could advance without total reliance on conventional energy sources.

WEC 2013 turned out to be a great success. At that time, Daegu hosted the largest number of delegates in the history of the World Energy Congress. This achievement shows how much the profile of Daegu and Korea have been enhanced among the international energy community.

Ms Im Gyeong-ran from the International Trade Division, of the Daegu Metropolitan City added: “Now Daegu is so well known in the energy sector that if our industry people introduce themselves to the world energy market by saying ‘I’m from Daegu,’ everyone will recognise the city.”

With such recognition and credentials under its belt, it is therefore no surprise that Daegu was later selected to host the International Solar Energy Society - ISES Solar World Congress in 2015, and the 2019 SolarPACES Conference.

Ms Im continued: “When we successfully hosted WEC 2013 with over 7,000 attendees, it boosted the city’s confidence and became our starting point to bid for more large-scale events. We later hosted the World Water Forum in 2015 (14,800 pax), and are set to host the World Gas Conference – another mega event - in May this year (2022).”

In fact, EXCO or the Daegu Exhibition and Convention Center, buoyed by this confidence, undertook a second expansion programme so that the city will be able to cater for bigger business groups. With the opening of its East Wing, EXCO now offers an exhibition area of 15,000 m² with one basement level and two ground levels. Combined with the original space, today EXCO can accommodate 30,000 m² exhibition space requirements. Mr Charlie Bae, CEO of Daegu CVB provided further insights: "Hosting WEC 2013 helped our city establish strategies for the development of its renewable energy industry. Today, this sector is one of the city's new growth engines. Daegu's economic structure has changed: we are still an industrial powerhouse but now one which is more environmentally-friendly and high-tech. Today, Daegu is fully committed to becoming a clean energy, self-reliant city by expanding clean energy sources, including solar, fuel cell, and LNG, across the city. National energy companies and those from abroad have access to test-beds at the National Industrial Complex and Daegu Technopolis as part of our efforts to promote new energy industries. Each year, Daegu hosts the International Green Energy Expo Korea which is Top 3 of Asia's and among Top 10 largest renewable energy exhibitions in the world."

"Along with such efforts, we also focus on strengthening the global competitiveness of our leading industries. Besides green energy, we consciously seek and bid for conventions in the fields of water, high tech medical devices, future vehicles, robotics, and IT convergence (smart city applications) with legacy impacts at the core of our bid proposals and events delivery. When we bid, we offer legacy opportunities to fulfill the organizer's vision and mission. When we win, we plan and design the convention in such a way to leverage on the drivers and catalysts for our economic sectors, while adding legacy value for the international association."

Younghoon David Kim, chairman and CEO of the Daesung Group - one of South Korea's oldest energy conglomerates - was the Co-Chair of the Organising Committee for WEC 2013. Three years later in October 2016, he was elected Chair of the World Energy Council headquartered in London, and played this role for three years. Mr. Kim also served on the Energy Council of Korea, advising the government on national energy policies, renewable energy, smart grids, future technologies and securing energy resources.

Our 'Business Events Legacies in Daegu' report has clearly illustrated that when planned with long-term legacy impacts in mind, Daegu will get more out of our conventions," Mr Bae emphasized. "At the same time, we offer convention planners and organisers high quality and high value business events because our focus on legacy also creates more value for them and their participants."

Summary Of Legacies And Outreach Levels From Iscc 2004 & Wec 2013

(1) Each of these legacies will build over time and should be monitored on an ongoing basis and the case study updated where appropriate.

(2) Outreach level of Legacies:

Legacies outreach can be grouped into four levels as below – ranging from a personal level (L1) to world changing legacies (L4) such as those within the framework of the UN Sustainable Development Goals.

Level 1 (Personal)

Level 2 (Professional Community)

Level 3 (Sectoral or Industrial Development)

Level 4 (World changing)

- Sectoral Legacy (Energy) – Levels 1 + 2 + 3
 - o Co-Chair of WEC 2013 is tapped as Chair of the World Energy Council.
 - o Awareness of Daegu and the city's Reputation in the field of renewable energy as "City of Energy Innovation"; "City of New Industries" (with new and renewable energy/industrial clusters); "City of Eco Culture".
 - o The International Green Energy Expo Korea – Top 3 in Asia; Top 10 largest in the world – is anchored in Daegu.
- Political Legacy – Levels 2 + 3 + 4
 - o Co-Chair of WEC 2013 is tapped as Chair of the World Energy Council.
 - o Awareness of Daegu and the city's Reputation in the field of renewable energy as "City of Energy Innovation"; "City of New Industries" (with new and renewable energy/industrial clusters); "City of Eco Culture".
 - o The International Green Energy Expo Korea – Top 3 in Asia; Top 10 largest in the world – is anchored in Daegu.
- Sectoral Legacy (Business Events) – Levels 2 + 3
 - o Greater appreciation and awareness of the role of conventions and how it contributes to the socio-economic development of Daegu, resulting in greater buy-in from stakeholders and local communities.
 - o Daegu's Business Events brand is enhanced as a result of its successful hosting of two high-profile and important international conventions.
 - o The coming together of, and collaboration among Daegu's organizations and agencies to ensure successful outcomes for the city's business events industry.
 - o The expansion of Daegu Exhibition and Convention Center (EXCO) prompted by the success of its convention industry.

- Economic Legacy / Level 3
 - o Energy becomes Daegu's 5+1 new growth industries and an important part of Daegu's economic development.
 - o Event Legacy becomes a core consideration, influencing the level of resources according to the types of conventions Daegu will selectively bid for.
- Economic Legacy / Level 4
 - o Environment conservation takes centre stage as the South Korean government increases investments to develop technologies that can reduce carbon emissions and achieve carbon neutrality.
 - o Daegu as a role model for other cities around the world on how they can advance without total reliance on conventional energy sources.
- Social Legacy / Level 4
 - o South Koreans changed the paradigm of their lifestyles and energy uses.
 - o Daegu provides subsidies from both the central government and the city government for homes that install solar power, solar heat, geothermal heat, and other energy facilities, thus saving households' monthly electricity consumption.

Visit Daegu CVB's website and download a copy of the "Business Event Legacies in Daegu, Korea" research here. You can view the video introduction of the report by Mr Charlie Bae here.

About Daegu Convention and Visitors Bureau (Daegu CVB)

Daegu CVB is a dedicated convention organization which markets Daegu as a top convention destination to the domestic and international markets. The CVB provides comprehensive information about Daegu's convention facilities and services, and assistance tailored to MICE organisers' needs.

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Terminology

The Five Legacy Pillars

Sectoral Legacy – Progress and development in industries/sectors because of new knowledge and partnerships; global visibility and brand reputation

Community & Social Legacy – Social benefits such as improved health, quality of life, community awareness and engagement, services to the host community

Economic Legacy – Trading among groups from products and services showcased, leading to new money, total economic impact with jobs and tax revenues

Environment Legacy – Environmental awareness and sustainability including support for indigenous cultures

Political Legacy – Changes in governance, public/private services as a result of positive policies

Peer-reviewed Contributions

Reviewed by:

Mr Sung-tae Kim, Managing Director of Daegu CVB

Mr Gary Grimmer, Executive Chairman of GainingEdge

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