

Industry Paper

The Legacy of IBRO 2019 for Daegu, South Korea and the World

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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 ground-breaking 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 one case study 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 28th World Gas Conference and 13th World Conference of Gerontechnology are among those expected this year.

The legacy impacts of hosting the World Congress of Neuroscience (IBRO 2019) is scrutinized.

KEYWORDS: *Convention legacy, Impact, Daegu South Korea, Renewable Energy, World Congress of Neuroscience, IBRO 2019*

Key Contents

Description of the long-term benefits or legacies left by the World Congress of Neuroscience (IBRO) Daegu hosted in 2019. These impacts transformed Daegu and also contributed to the world's solutions in neuroscience research and applications.

Case Study: World Congress of Neuroscience (IBRO 2019)

“The brain is a muscle that can move the world” – Stephen King

This case study illustrates how the city of Daegu in South Korea harnessed its strengths in the field of neuroscience research by selectively choosing to host conventions which will catalyse further growth of their brain science industry. One such convention was the World Congress of Neuroscience or IBRO 2019, which not only helped cement Daegu's position as global brain research leader, but also catalysed professional and social transformation evident after the convention is over, and which will continue to influence Daegu's neuroscience industry into the future.

Preamble

In 1998, the Korean government enacted the “Brain Research Promotion Act” to promote the importance of brain science and to facilitate the industrialization of developed technologies. Neuroscience research became one of the nation's priorities. In addition to the Daegu Gyeonghuk Institute of Science and Technology, the main Korean universities and institutes that deal with neuroscience and behavior are Seoul National University, Korea University, Yonsei University, Korea Brain Research Institute (Daegu), and the Korea Institute of Science and Technology. Indeed, today Korea is regarded among top countries to study neuroscience.

Subsequently in 2016, a flagship programme called the “Korean Brain Initiative” (KBI) was launched. Local, national, and global collaborative networks became very important strategies to achieve KBI's vision.

IBRO 2019 as a Legacy Driver

“Daegu as the host city of the 2019 World Congress of Neuroscience (IBRO 2019) was a turning point for promoting Korea's neuroscience research capabilities and strengthening international cooperation,” said Professor Moon Che-il from Daegu Gyeonghuk Institute Science and Technology (DGIST).

In the lead-up to, during the convention and post IBRO 2019, Daegu broaden its image beyond its traditional business events experiences by putting the spotlight on brain research. In its thoughtfully planned and designed ‘Road to Legacy’ process, the Local Host Committee set goals and envisioned potential legacies that will come out of IBRO 2019.

IBRO 2019 was the most successful Congress yet, with 4,385 delegates, 125 exhibitors and the best of global neuroscience featured in 11 invited lectures, 40 symposia, 4 special programmes, 4 poster

sessions with a total of 1,550 posters, 2 workshops, 19 socials and 6 satellite events. The International Brain Bee Olympiad for teenagers; and the Young Investigators Training Programme for emerging scholars took place. The session Women In World Neuroscience recognised the contributions of women researchers.

The biennial Congress of the Federation of Asian-Oceanian Neuroscience Societies (FAONS), the Global Neuroethics Summit, the International Brain Initiative Coordinating Body Meeting, the launch of the China-Japan-Korea (CJK) Consortium and the first ever high-level forum on the Neuroscience of Learning between Ministers of Education and neuroscientists organized by IBRO and IBE-UNESCO made this Congress a truly special, milestone event. (source: IBRO newsletter)

Wide Ranging, Long-Term Legacies for Daegu

When the congress was over and the last delegate had departed Korean shores, it was apparent that in addition to those quantifiable congress outcomes, IBRO 2019 was the perfect catalyst to drive Korea's ambitions to extend its reach as a global brain research leader across the wide range of disciplines, national borders and policy landscapes. IBRO 2019 also firmly positioned Daegu as a leading city for brain research. The Korea Brain Research Institute (KBRI) secured a budget of KRW13 billion for its Brain Map Establishment and Convergence Challenge Project aimed at developing core technology which will change the paradigm of brain research. A legacy impact from the congress included the addition of the Phase II research wing at the KBRI which prioritized research applications and commercialization.

Personal and Professional Legacies

In 2019, Sung-Jin Jeong from KBRI was elected as secretary general of IBRO, reflecting the high regard and respect given to Korea's leadership in this field. Dr. Jeong, who is Lab Head of KBRI, reflected on how hosting IBRO 2019 catapulted transformation for Korea and Daegu. "It completely changed how international neuroscientists saw Korea and Daegu. We now have enough global recognition and cooperative relationships to join the ranks of advanced countries. This experience gave Korea and Daegu a foundation for building a global network and becoming a global center for brain research."

Sectoral Legacies

Mr Sung-tae Kim, Director General of the Daegu Convention & Visitors Bureau added: "Hosting IBRO 2019 gave Daegu the profile and endorsement as a hub of excellence which is capable of hosting high quality events. It was the first in a succession of business events in the neuroscience sector that the city successfully bid and won. Having this congress under our belt is one of our definitive competitive factors because we went on to secure the 2023 Federation of the Asian and Oceanian Physiological Societies (FAOPS) Congress (estimated 1,000 pax) and the 2026 World Congress for NeuroRehabilitation (estimated 3,000 pax).

Political, Community & Social Legacies

There's more ... Apart from sector and professional growth, the legacy of IBRO 2019 also shaped government policies and touched public welfare and health care.

According to an article in The Korea Herald, Statistics Korea reported that the graying of Korea will accelerate and by 2050, the elderly could account for 43.9 percent of the country's population. This fast-aging population, coupled with low birthrates, can become a burden on the nation's finances as the cost of health and welfare services for senior citizens increase. Investments in brain diseases which need high social requirements such as depression, addiction and autism need to be carried out. The nation's responsibility for dementia care is one priority with the government aiming to slow the outbreak of dementia by five years and reduce the growth of dementia patients by 50 percent after 2030. (source: Business Korea)

As joint-hosts of IBRO 2019, KBRI and the Korean Society for Brain and Neural Sciences, put in great effort to nurture future scientists through training programmes for promising young scholars and the International Brain Bee, the neuroscience Olympiad for teenagers. Mr Kim added: "The achievement of young Korean researchers, their engagement and outreach efforts, and their global connections driven by IBRO 2019, will contribute tremendously to serve Korea's dedication and care of its elderly society.

With the collective expertise of our veterans and leaders, and the energy and innovation from our youth, Korea will continue to ride on the transformative legacies of IBRO 2019 long after the congress is over. It is truly one of Daegu's legacy events."

Conclusion

To summarise, this case study demonstrated IBRO 2019 as an influential and critical driver, leading to a range of legacies and long-term benefits in the areas of Politics/Government; Sector/Industry; Economics; and Community & Social – for Daegu.

Within each legacy area, there can be, up to, four levels of impact or depth. These can range from Personal (level 1) to Professional Community (level 2); and from Sectoral Development (level 3) to World Changing (level 4). Legacies considered as 'level 4' are those which contribute to the achievement of the United Nations Sustainable Development Goals (UN SDGs).

Daegu CVB's CEO, Mr Charlie Bae concluded: "Business events have shaped Daegu's industry and economy, elevated our city's brand globally, and paved the way for innovation and progress in our region. Our "Business Event Legacies in Daegu, Korea" study provides support for the validation and design of our vision and legacy goals." - ends

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.

The Daegu CVB website presents its Business Events Legacies in Daegu report with five case studies including IBRO 2019. Mr Charlie Bae, CEO of the bureau introduces the report in a video and a copy of the report can be downloaded [here](#).

In addition, Prof Moon Cheil from the Daegu Gyeongbuk Institute of Science and Technology (DGIST) reflects on IBRO 2019 in a 1'47" video interview [here](#).

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

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Peer-reviewed Contributions

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