



Sister City Agreement Proposal
With KOREA



Purpose

- Promoting international friendship
- Enhancing cultural exchange
- Expanding tourism exchange
- Student and youth exchange programs
- Economic and industrial cooperation
- Strengthening city brand value

1. Tourism Cooperation

01

Cooperative tourism promotion and joint development of travel products

03

Exchange of traditional cultural experience programs

02

Organization of international youth cultural exchange camps

04

Mutual invitations to festivals and hosting of joint cultural events



Mutual Tourism Promotion & Joint Development of Travel Packages

Both cities will cooperate to promote each other as international tourist destinations through online platforms, social media, brochures, and cultural events. By sharing tourism resources and marketing channels, the two sides will jointly develop specialized travel packages that reflect each city's unique cultural, historical, and natural attractions.

These packages may include cultural tours, educational trips, festival-based travel programs, and experiential tourism designed to attract international visitors.

Operation of International Youth Cultural Exchange Camps

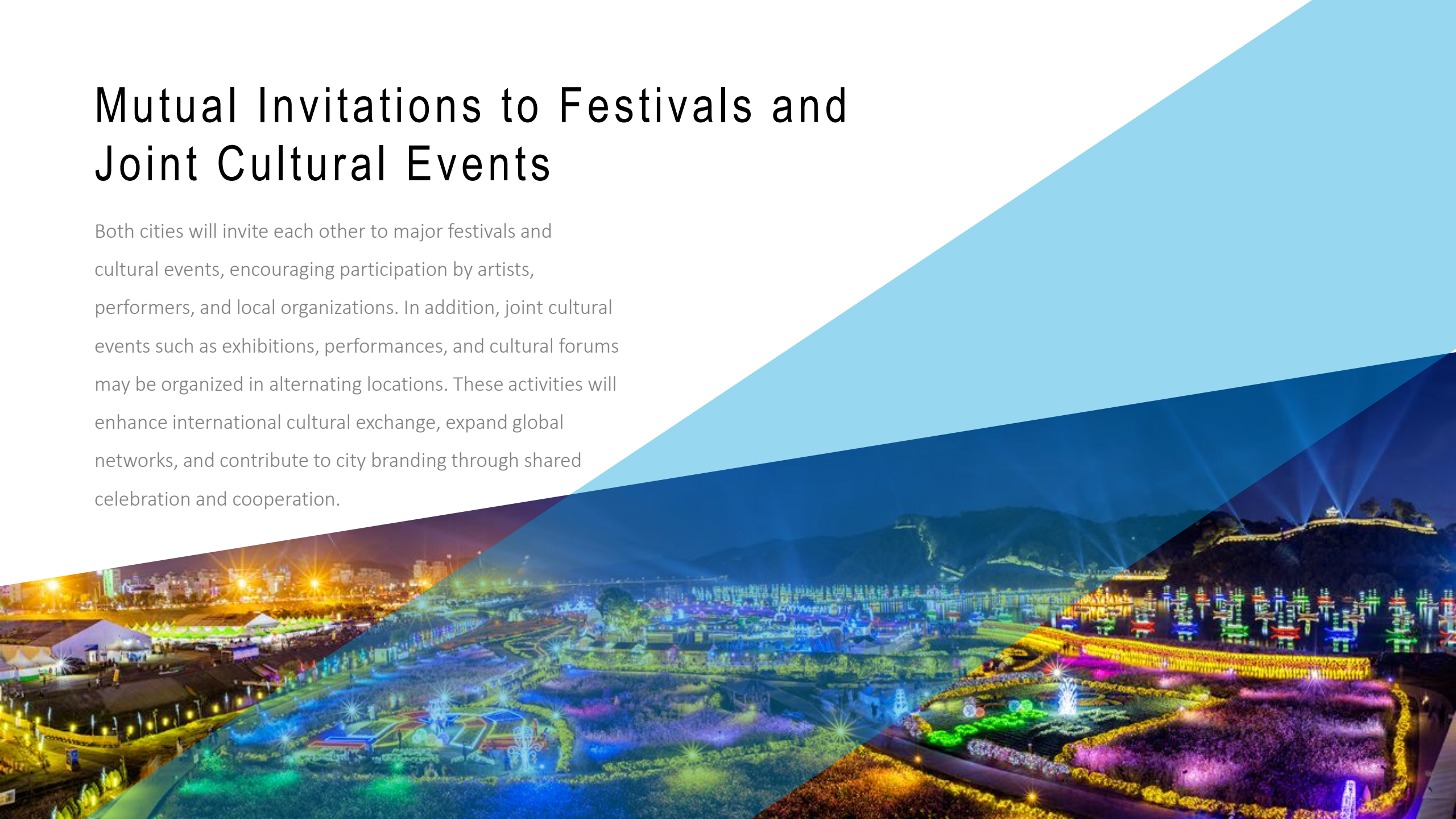
Youth exchange camps will be organized to provide students with opportunities to experience different cultures firsthand. Participants will engage in cultural activities, language exchange, team projects, and joint workshops to foster global awareness and intercultural understanding.

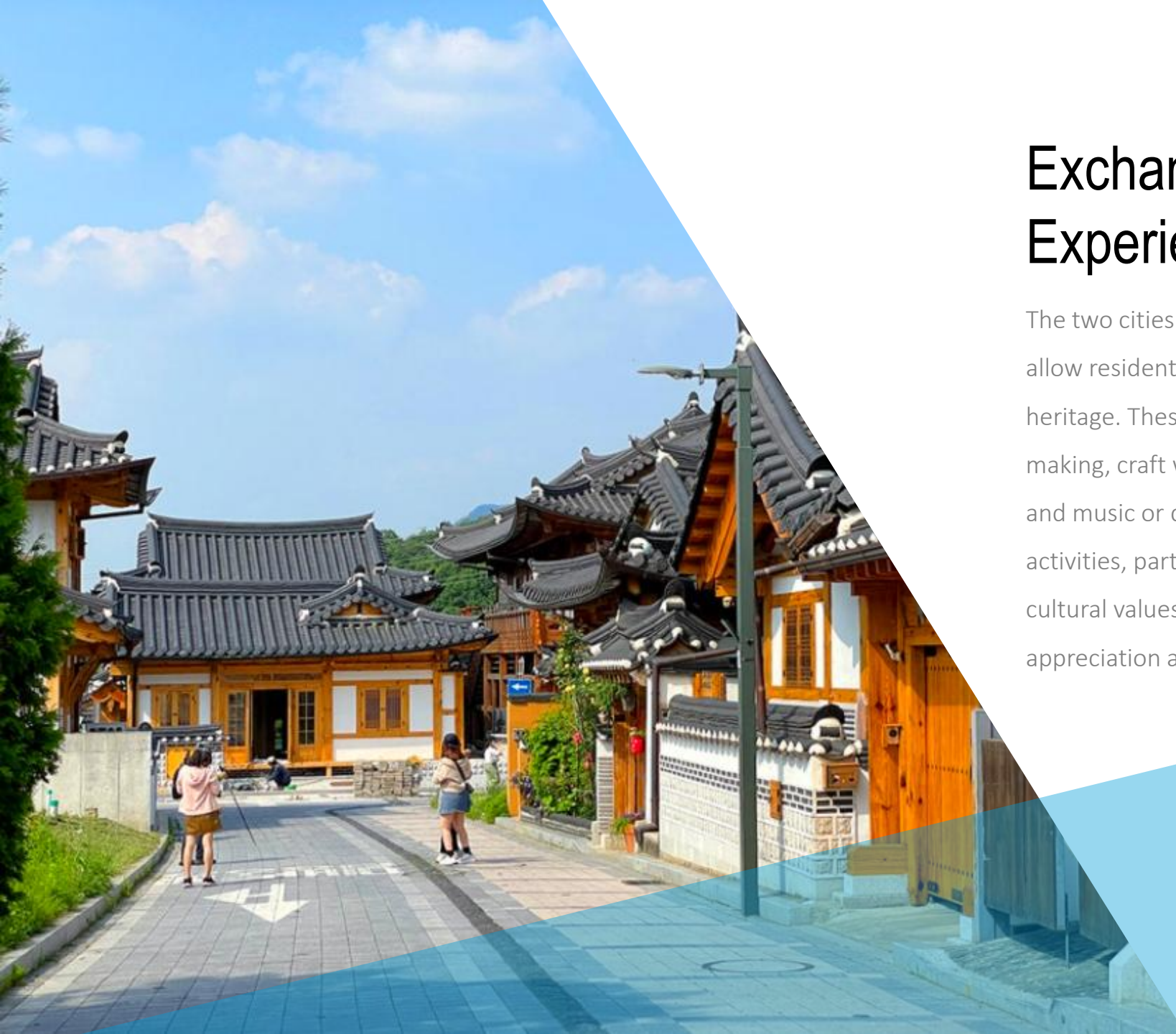
These camps aim to help young people build friendships, develop leadership skills, and grow into global citizens through meaningful international experiences.



Mutual Invitations to Festivals and Joint Cultural Events

Both cities will invite each other to major festivals and cultural events, encouraging participation by artists, performers, and local organizations. In addition, joint cultural events such as exhibitions, performances, and cultural forums may be organized in alternating locations. These activities will enhance international cultural exchange, expand global networks, and contribute to city branding through shared celebration and cooperation.

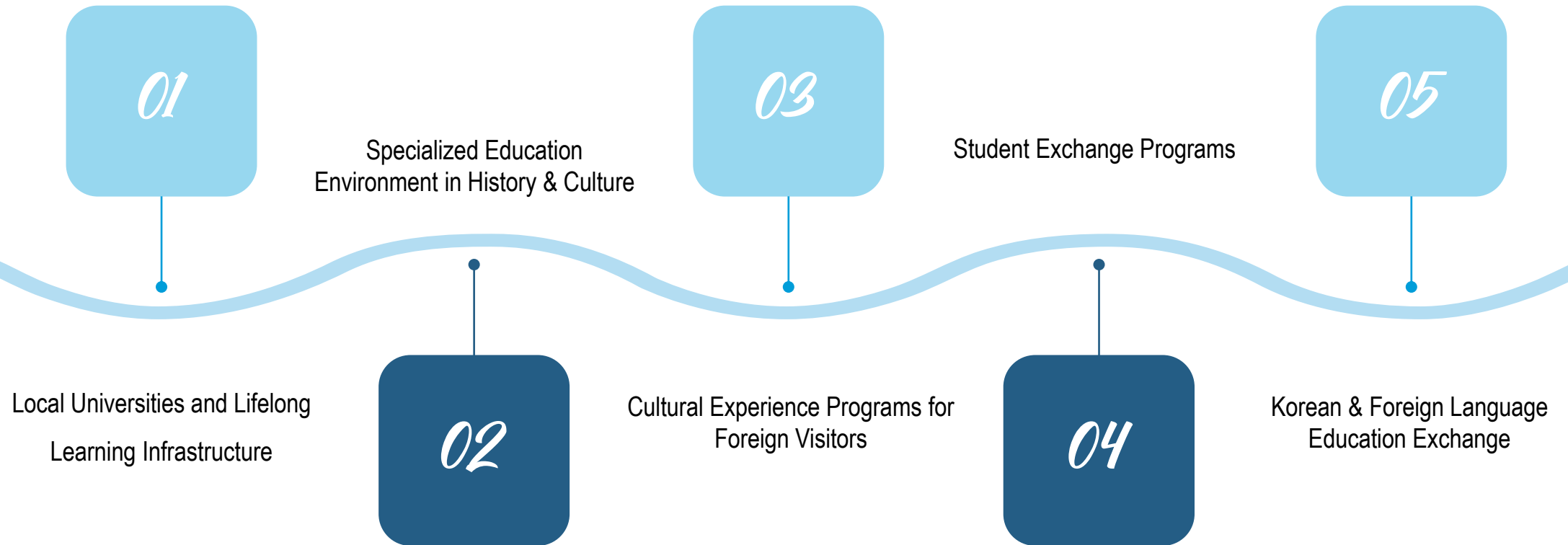




Exchange of Traditional Culture Experience Programs

The two cities will exchange traditional cultural programs to allow residents and visitors to experience each other's heritage. These programs may include traditional food-making, craft workshops, folk games, costume experiences, and music or dance performances. Through hands-on activities, participants can gain a deeper understanding of cultural values and lifestyles, strengthening cultural appreciation and mutual respect.

2. Education Exchange





Local Universities and Lifelong Learning Infrastructure

The city is supported by a strong network of universities and lifelong education institutions that provide diverse academic programs and professional training. These institutions create a stable foundation for international exchange by offering opportunities for joint research, faculty collaboration, and student mobility. Lifelong learning centers further expand access to education for citizens of all ages, promoting continuous skill development and global awareness.



Specialized Education Environment in History & Culture

With a strong focus on history and cultural education, specialized programs are designed to help students gain a deeper understanding of heritage, traditions, and cultural identity. These programs combine academic study with hands-on learning experiences such as cultural heritage courses, historical research activities, and field-based education. This environment supports meaningful international collaboration in the areas of cultural exchange and academic research.

Student Exchange Programs

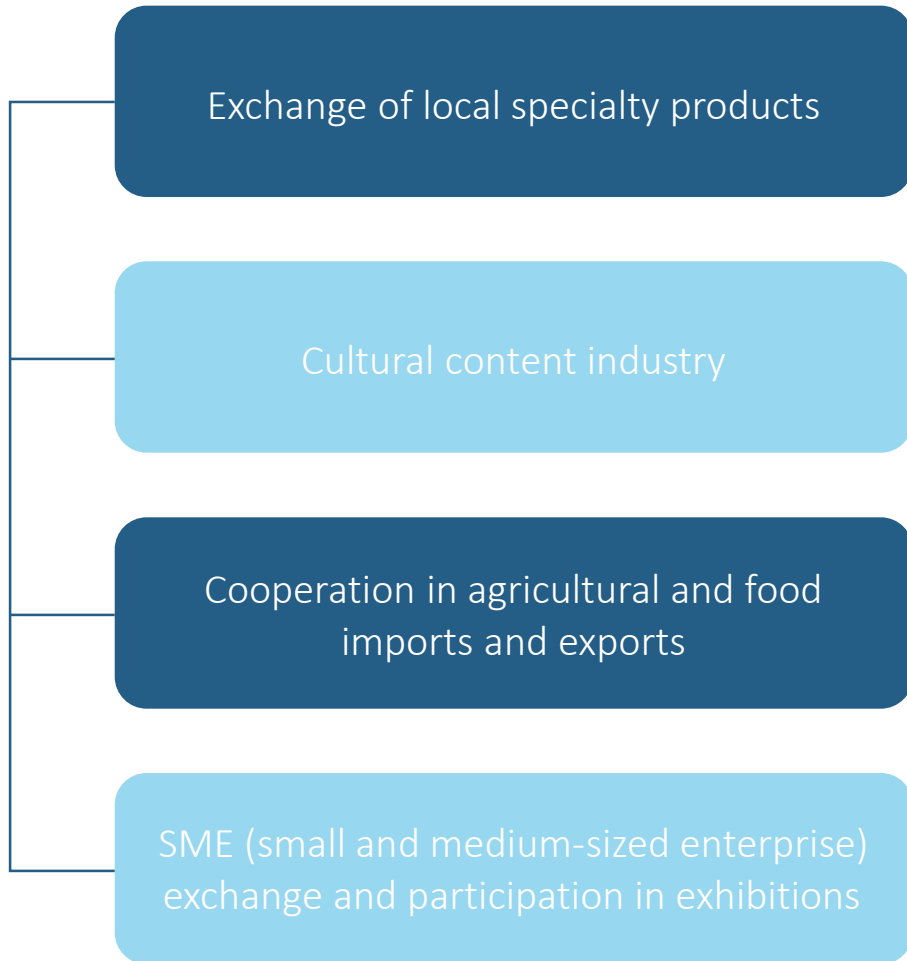
Student exchange programs encourage cross-cultural understanding by allowing students to study, live, and interact in a different cultural environment. Exchange students participate in academic programs, cultural activities, and social integration initiatives. These programs help students develop global perspectives, enhance academic competence, and build international networks.



Korean & Foreign Language Education Exchange

Language exchange initiatives support mutual learning through practical education in Korean and foreign languages. Programs include language courses, cultural immersion sessions, and conversation exchange activities involving both local and international participants. This promotes communication skills, cross-cultural competence, and international cooperation through education.





3. Business & Industry

By exchanging each city's specialized industries, both sides can complement what they lack and develop new industrial fields. Through exchange programs for professionals, researchers, and practitioners, they can share work experience and strengthen expertise. By sharing new technologies, production methods, and management know-how, industrial competitiveness can be enhanced. Companies from both cities can also visit each other, share market information, and explore new business opportunities together.



Exchange of Local Specialty Products

The exchange of local specialty products refers to a cooperative program in which partner cities share and promote their unique regional products with each other. Each city introduces its traditional foods, agricultural products, handicrafts, or processed goods to the partner city's market, helping to increase awareness of regional brands.

Through this exchange, producers gain opportunities to enter new markets, while consumers experience products from different cultures and regions. It also encourages the development of improved packaging, quality standards, and branding strategies to meet international expectations. In addition, joint promotional events, exhibitions, and tasting sessions can be organized to showcase local specialties. This type of exchange not only supports local farmers and small businesses but also strengthens cultural understanding and economic cooperation between the two cities.

Cultural Content Industry

The cultural content industry refers to industries that plan, produce, and distribute various types of content based on a region's history, traditions, arts, and lifestyle. This includes fields such as films, dramas, animation, games, music, publishing, performances, exhibitions, and character products.

Cooperation in the cultural content industry between sister cities means jointly producing content using each city's unique cultural resources and promoting cultural exchange. For example, cities can work together on documentary production based on traditional culture or history, organize joint exhibitions, and exchange performance groups.

Through this cooperation, cultural content can grow beyond entertainment into an important industry connected to tourism, education, and city promotion, enhancing city branding. In addition, exchanges among creative professionals, workshops, and joint projects can help develop skilled talent and expand into global markets.



Cooperation in Agricultural and Food Imports and Exports

This refers to collaboration between cities or regions to trade agricultural products and food items on a regular and organized basis. Each region exports its local specialty products and imports food items that are not easily produced domestically. Through this cooperation, farmers and food companies can enter overseas markets and increase their income, while consumers gain access to a wider variety of high-quality and safe foods.

It also involves sharing information on food safety standards, quality control, packaging, and distribution systems



cooperation in agricultural and food imports and exports supports local agriculture, improves food supply stability, and enhances economic cooperation between partner regions.



SME (Small and Medium-Sized Enterprise) Exchange and Participation in Exhibitions

This refers to cooperation programs that allow small and medium-sized enterprises (SMEs) from partner cities to exchange information and participate together in exhibitions and trade fairs.

Through SME exchange, companies can visit each other, learn about business environments, and share management experiences. This helps SMEs gain a better understanding of foreign markets and build global business networks.

Participation in exhibitions gives SMEs opportunities to promote their products and services to international buyers and investors.

Companies can introduce their technology, quality, and brand value directly to customers, and develop export opportunities.

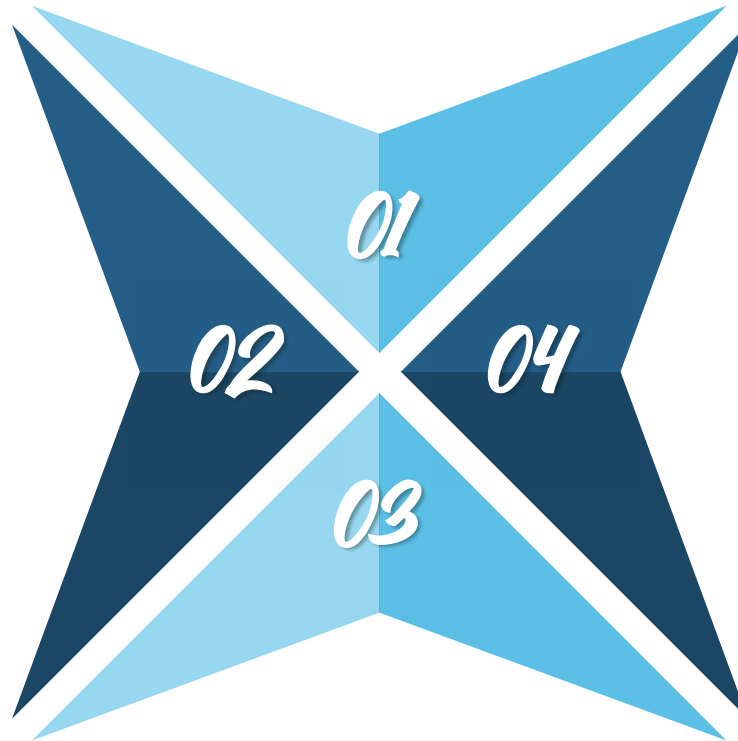
4. Expected Benefits

Growth in Tourist Arrivals

Through sister-city agreements with overseas cities, the city's name and image are introduced internationally, increasing global recognition.

Improvement in the Quality of Education

Exposure to diverse cultures and teaching methods improves educational quality and supports the development of globally minded students.



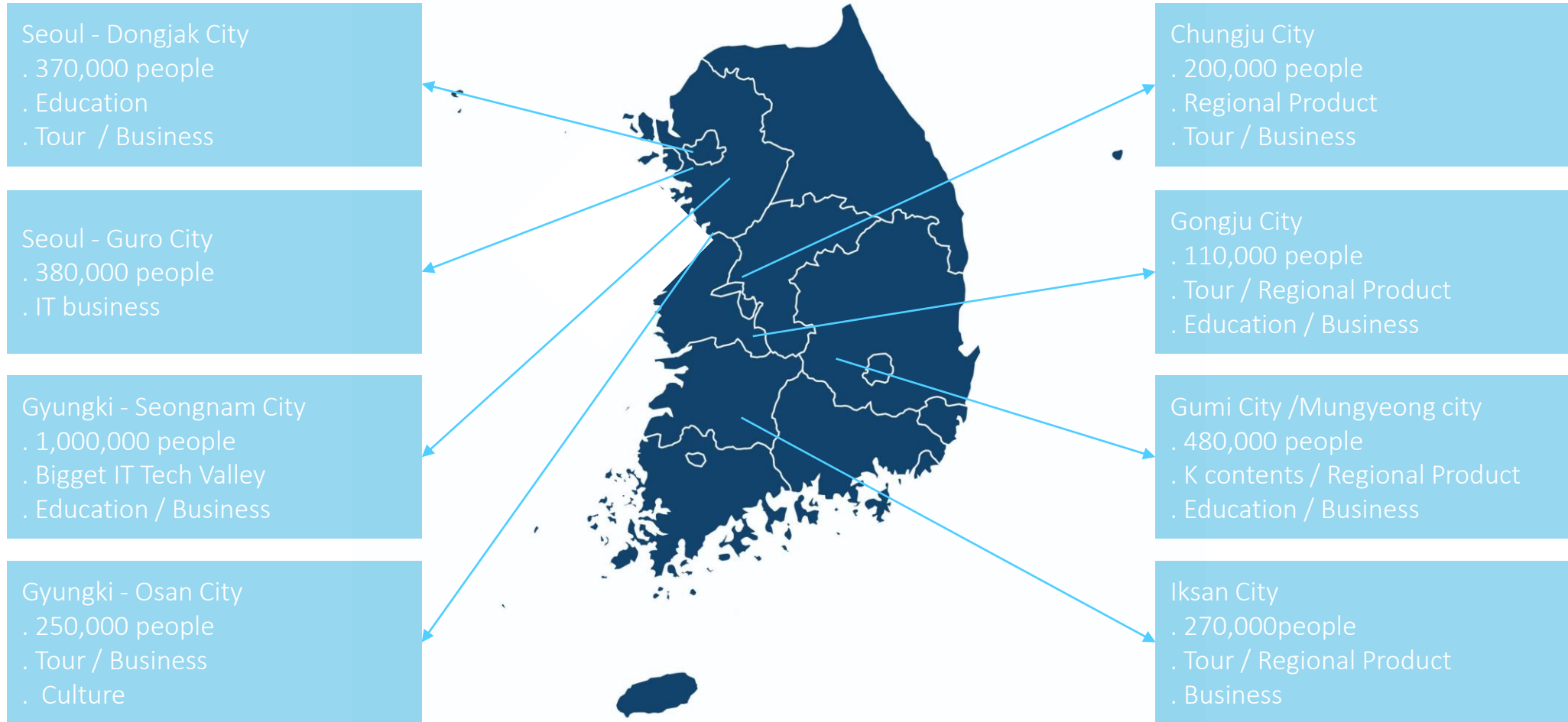
Revitalization of the Local Economy

Opportunities for small and medium-sized enterprises to enter overseas markets increase, leading to job creation and income growth.

Establishment of a Global Network

Continuous cooperation with overseas cities and institutions helps build an international network.

5. City of Korea



Seoul
Finance, media, content industry
Tourism, fashion, IT services

Cheongju
Bio-pharmaceutical industry
Semiconductor manufacturing processes

Yeosu
Petrochemical industry
Marine tourism

Jinju
Aerospace industry

Seongnam
IT industry, game industry, biotechnology
(Pangyo Techno Valley)

Gongju
Tourism industry (Baekje heritage)
Agriculture and local specialties

Suncheon
Ecotourism
Garden industry

Jeju
Tourism
Citrus farming and eco-friendly agriculture

Suwon
Electronics and information technology
Research and development (R&D)

Jecheon
Traditional medicine and biotechnology

Mokpo
Shipbuilding industry
Port logistics

Icheon
Ceramic industry
Rice production

Goyang
Exhibition and convention industry (KINTEX)
Broadcasting and content industry

Chuncheon
Tourism
Leisure sports

Busan
Port logistics
Marine industry, film industry

Andong
Traditional culture tourism
Food industry

Bucheon
Comics, film, and media content industry

Gangneung
Marine tourism, coffee industry
Winter sports

Ulsan
Automobile industry
Shipbuilding and petrochemicals

Damyang
Bamboo industry
Tourism

Incheon
Logistics and aviation industry
Biotechnology, port logistics

Pyeongchang
Winter sports tourism

Pohang
Steel industry

Nonsan
Strawberry farming
Military-related industry
Tourism (Silla heritage)

Daejeon
Research and development (R&D)
science and technology
Defense and aerospace industry

Sokcho
Marine tourism
Fisheries industry

Gumi
Electronics and electronic components

Sejong
Administrative and government services

Jeonju
Traditional Korean food
Tourism

Changwon
Machinery industry
Defense industry

Cheonan
Semiconductor and display industry

Gwangju
Automobile industry
Artificial intelligence (AI) industry

Gyeongju
Tourism (Silla heritage)

City of Korea



Thank you