

Seoul Finance Snapshot #2

September 2023



『Asian Financial Center, Seoul』 Basic Plan

Background

- Possible change in Hong Kong's status as a financial hub due to the enactment of the National Security Law in 2020



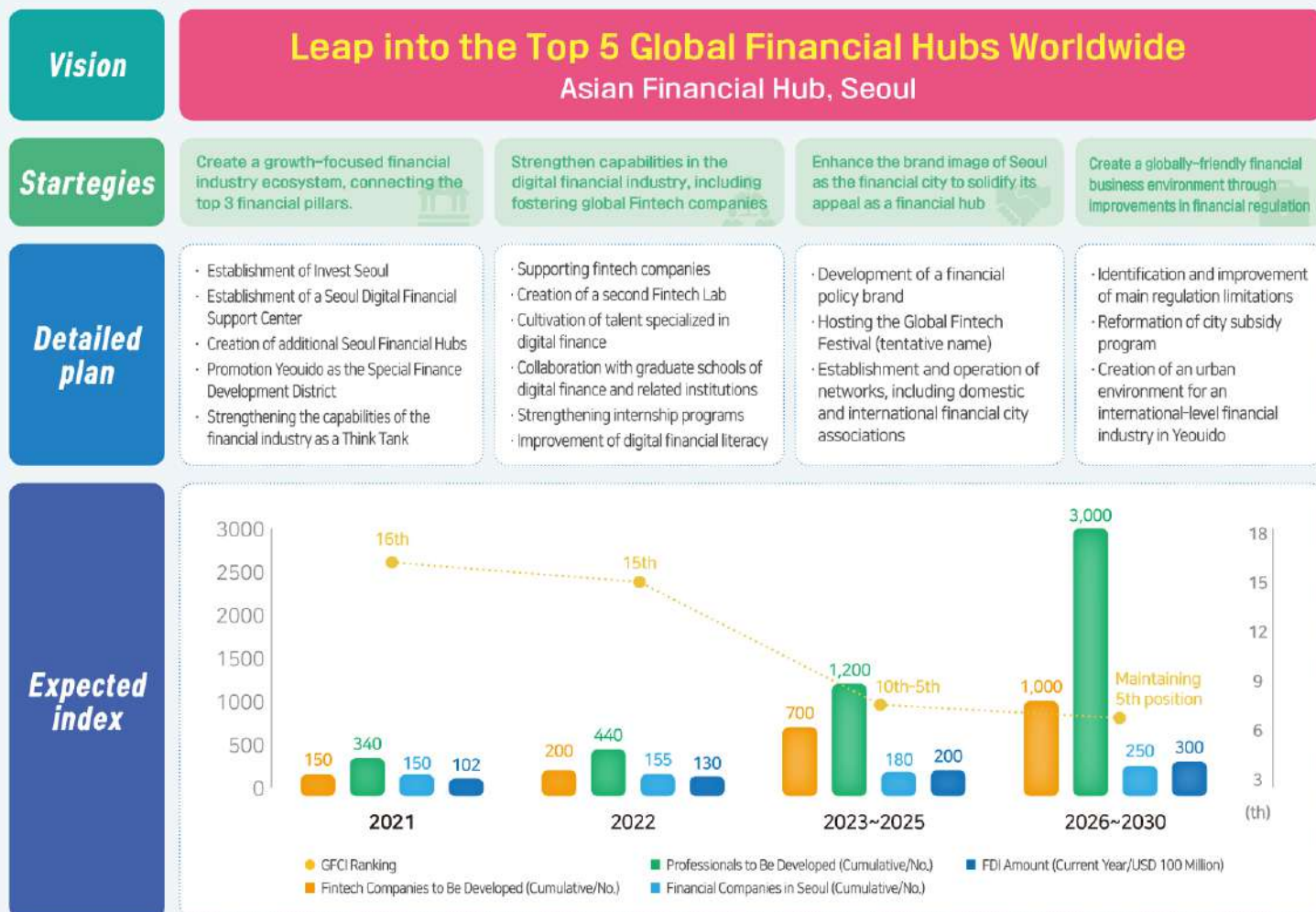
- South Korea's financial market growth stagnates relative to the size of its economy.
 - The growth rate of the asset management market in 2022 was 4.6%, and the operating profit ratio was 26.1%, the lowest level in 10 years

- Emerging as an Asian financial center and narrowing the gap

- The result of the GFCI published in September 2022 showed that the rankings of Singapore (6th to 3rd), Shenzhen (10th to 9th), and Seoul (12th to 11th) all increased, and the gap between Singapore in 3rd (726 points) and Seoul in 11th (718 points) was only 7 points.
- Hong Kong's ranking fell from 3rd to 6th when the National Security Law came into effect, and from 3rd to 4th in September 2022.



Strategic system



『Asian Financial Center, Seoul』 Basic Plan

Strategy 1

Create a growth-focused financial industry ecosystem, connecting the top 3 financial pillars.



Goal

Attracting 100 new overseas financial companies to Seoul by 2030



Objectives

Strategically attract overseas financial companies, improve the concentration of financial clusters, establish facilities for support of the financial industry, and strengthen the capabilities of research of the financial industry



Action plan

- Establish Invest Seoul
- Introduce English consulting services via chatbots and voicebots for global investors and build the Invest Seoul metaverse (Invest & Play)
- Strengthening the Seoul financial industry think tank function (establishing the Seoul Financial Hub Research Center)
- Co-operate funds with global venture capital companies, achieve over USD 30 billion of FDI, and attract 100 overseas financial institutions
- Establish the Digital Financial Support Center and create additional Seoul Financial Hubs (in Yeouido)
- Promote Yeouido as the Special Finance Development District



Invest Seoul



Chatbot



Digital Financial Support Center

『Asian Financial Center, Seoul』 Basic Plan

Strategy 2

Strengthen capabilities in the digital financial industry, including fostering global Fintech companies



Goal

Creating the largest fintech hub in Asia by 2030



Objectives

Nurture a total of 1,000 fintech startups, discover 30 potential unicorns, and provide a workforce of approximately 80,000 digital financial professionals and 20,000 working-level personnel to the field



Action plan

- Support fintech startups so that they can bring their business to market (through regulatory innovation, consulting, networking, marketing, etc.)
- Build a second Fintech Lab (in Mapo-gu) to provide tailored membership and create an ecosystem
- Cultivate financial talent (through operation of graduate schools of digital finance and a working-level personnel match program for employment and entrepreneurship, and job search support)
- Conduct online and offline education and campaigns to raise understanding of digital finance among citizens
- Conduct online/offline education and campaigns to improve citizens' understanding of digital finance
- Promote strengthening understanding of digital finance (online and offline campaigns, support fintech technology commercialization and discover cooperative projects, form a citizen monitoring group for digital financial crimes, promote commercialization of system improvement ideas)



Digital finance expert training project



Fintech Lab



Digital Finance MBA

『Asian Financial Center, Seoul』 Basic Plan

Strategy 3

Enhance the brand image of Seoul as the financial city to solidify its appeal as a financial hub



Goal

Promoting the brand of "Seoul" as one of the top 5 global financial hubs

Objectives

Share cases through fair competition between financial cities and cooperation with global financial cities, develop a Seoul policy brand as the financial city for global marketing, and hold a global fintech festival

Action plan

- Conduct marketing activities by developing a brand image that reflects Seoul's urban image and the characteristics of an Asian financial hub
- Promote international financial conferences and hold a global fintech festival
- Build a global investment governance system by establishing and operating the "Global Investment Ambassador" of Seoul Metropolitan Government" of the Seoul city
- Establishment and operation of domestic and international networks related to the financial industry



World Policy Conference



Yeouido Financial Hub



SEOUL FINTECH WEEK 2023

『Asian Financial Center, Seoul』 Basic Plan

Strategy 4

Create a globally-friendly financial business environment through improvements in financial regulation



Goal

Creating a global-friendly financial business environment



Objectives

Identify limitations in strengthening the global financial competitiveness of the financial center, Seoul, attract international schools, improve the living environment for foreigners, for example, by providing serviced apartments, and by moving forward on green transport zone policies



Action plan

- Put institutional improvement into public discussion and revise laws, for example, by co-hosting seminars related to cooperation with other organizations
- Work together with the Korea Financial Investment Association to expand the 52-hour flexible workweek system for financial personnel
- Frequently hold the Financial Industry Policy Committee's meetings and develop long-term policies
- Reform the city's subsidy program (expansion of incentives and revision of the subsidy support system)
- Support attracting foreigners (review of plans to provide customized housing for foreign financial personnel and attract international schools)
- Creation of an international-level financial industry urban environment (Yeouido)



Seminar on Improvement of Treasury Stock System of Listed Companies



Yeouido district unit plans area on financial



Support for attracting foreigners