

THE FOODPOLIS

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BEYOND INNOVATION



Korean National Food Cluster (FOODPOLIS) Signing investment agreement with leading food companies

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I wish for great success of Foodpolis as the new center of the food industry



Sean Newton

MANAGING DIRECTOR OF
MCDONALD'S KOREA

KOREA has the best infrastructure to do food business

I would like to give my sincere congratulations for the creation of the national food cluster in KOREA. As a food company, I have great expectations for these cutting-edge facilities to be hosted in a city with great infrastructure when it is completed in 2015.

I think that KOREA has the best infrastructure to do food business. It means the routine climate and a predictable nature also high quality man power of staffs. Korea has a great pool of highly dedicated professional information technology and biotechnology experts. They are experts who have knowledge of IT, BT part. Korean staffs are especially intelligent, passionate, and responsible. In fact, their passion and team spirit were the force behind making 25 years of growth for the McDonald's Korea. So, I am confident that Foodpolis will become fully functional very quickly.

And its location also makes it an ideal test market for the ever-growing Chinese market, providing Foodpolis great potential to become the hub of the North East Asia food market.

Expecting growth based on a network of shared prosperity

McDonald's, the company I work for, began as a small hamburger store in the U.S. and grew into the largest food service franchise in the world. It is also the 4th largest employer in the world with more than 2 million people working in more than 33,000 restaurants in 119 countries, providing top quality hamburgers and services. Starting with our first McDonald restaurant in 1988, we now operates 290 restaurant in Korea. Our focus on fostering a sense of community among food providers, restaurant owners and employees was the key to our success, which led to building of a great 'McDonald's' brand. We call it the 'Three-legged stool' and it is our core philosophy and source of growth momentum. I would like to encourage the Foodpolis to consider taking a similar approach and focus on fostering a strong network among companies, government organizations, research institutes that settle in the Foodpolis, rather than relying on the capacity of individual companies. I would also like to encourage companies to aim for creation of jobs and providing benefits to local communities since they are two crucial factors for making Foodpolis successful. I would like to, once again, share my sincere wish for successful for the establishment of the Foodpolis and look forward to working with leading global food companies that settle there. 

Sean Newton, Managing Director of McDonald's Korea





Signing of MOU with CJ CheilJaedang(2012.9.25).

Signing investment MOUs with leading food companies

CJ CheilJaedang and Dongwon F&B to invest in the Foodpolis

The Korean National Food Cluster (FOODPOLIS) has now signed MOUs with a number of leading food companies which will open premises in the Foodpolis when it becomes operational. For example, on the 25th September the team signed an MOU with CJ CheilJaedang and with Dongwon F&B on the 30th of October. By signing the MOUs, both companies agree to establish food product manufacturing plants and R&D centers each on 66,000m² sites. Details of their investment plans and how they will shape the Foodpolis now follows.

CJ CheilJaedang, the best-selling food product brand in Korea, has chosen Foodpolis as its production base

CJ CheilJaeDang announced that it plans to establish an ‘integrated global food complex’ which will host advanced food product manufacturing plants and R&D centers to enable the production of new food products of the highest quality. The Ministry for Food, Agriculture, Forestry and Fisheries (MIFAFF) will provide administrative support and financial advice until CJ’s complex becomes operational. Given CJ’s status as a leading food product company, its decision to investment in the Foodpolis is expected to encourage not only other domestic companies but also overseas companies to invest in the Foodpolis.

Dongwon F&B, leader in the Seafood product industry, commits to investing in the Foodpolis

Dongwon F&B has confirmed its plan to invest in the Korean National Food Cluster. The Ministry for Food, Agriculture, Forestry and Fisheries (MIFAFF) signed an MOU with Dongwon F&B for the establishment of a ‘Global Healthy Food Base’ which will be responsible for both the development and production of high quality new products. Dongwon F&B also expressed its intention to establish a network with other companies in the Foodpolis to encourage collaboration and to help enable further business growth. 🌸



MIFAFF signs MOU with Dongwon F&B for the establishment of a manufacturing plant and R&D center in the Foodpolis. (2012.10.30).



MIFAFF Investment Promotion Team visits SunOpta (Canada)(2012.12.12).

Signing MOUs with leading companies and research institutes in America and Asia

A number of leading food companies from within Asia and America have decided to invest in Korea's National Food Cluster project. For example, SunOpta, the pioneer in the functional food business in Canada and was established in 1973 in Ontario Canada. It specializes in production soy milk, juice, and organic food and beverage. The company plans to build production facility in the project site by 2015. Jalux, a leading food producer in Japan, has signed an MOU for the establishment of a food material processing plant. Shanghai TDL Food & Beverage has also signed an MOU to build a beverage manufacturing plant.

Asia High quality Korean fruit and vegetables encourages investment from Asian food companies

Japanese food giant Jalux has signed a memorandum of understanding (MOU) with Jeollabuk-do, Iksan city and Agency for Korean National Food Cluster (AnFC) to move into the Korean National Food Cluster (FOODPOLIS) on December 7, 2012. An area of 33,000m² will be developed by Jalux when the plan is implemented. Based in Japan, Jalux is a leading company in the food business and specializes in the air travel-related food business including the supply of inflight food, the sale and distribution of food materials and operating duty free shops. Using its new facility within the Foodpolis, Jalux plans to process locally produced food materials and export them globally for inflight meal use. Since Jalux is well known for its high standard in food safety and quality, its decision to establish a business in Korea is expected to boost sales of Korean agricultural products both directly and indirectly. Mr. Katayama, a director at Jalux said, "Korean agricultural products are both safe and high quality." He also expressed high expectations for Jalux's global business based on its new capacity in Korea. On the 18th of December, the Korean National Food Cluster Promotion team also signed an MOU with BioGenomics regarding the establishment of lactic-acid fermentation facility, food materials production as well as a sales facility. The team also signed an investment



Signing of MOU with the Instant Lab(above) and Jalux(below)

MOU with the Shanghai Taedukei Food and Beverage Corporation, which has annual sales of 150 million USD, and had expressed high interest in the available support from the three R&D centers which are to be established in the Foodpolis and therefore decided to build a red ginseng beverage plant in the Foodpolis.

America Signing investment MOUs with food companies in Canada and the U.S.

The Korean National Food Cluster Investment Promotion team travelled throughout the North and South American continent to meet with leading food companies regarding investing in the Foodpolis. The trip was successful; with two companies, SunOpta of Canada and Instant Lab of the U.S. signing investment MOUs. Established in 1973 in Ontario, SunOpta is a Canadian food company which specializes in the production and sale of organic juice and soy milk, and plans to establish a new production facility in the Foodpolis. Located in the Bio Cluster, Instant Lab is a leading bio and food technology research center, which is supported by the University of Maryland. The team also confirmed high interest from American and Brazilian companies regarding expanding their businesses into the Northeast Asian and Korean markets in September. Many food companies based in the U.S. expressed an interest in signing an MOU with the team for their expansion into the Northeast Asian market. Likewise, many Brazilian and Australian companies have shown great interest in establishing new production capacity in Korea in order to establish a foundation for their expansion into the greater Northeast Asian market.

Europe Recognizing Korea as an ideal place for building new production capacity for tackling the Northeast Asian food market

The Korean National Food Cluster (FOODPOLIS) visited food companies across Europe last October including in Sweden, France and Belgium. Many of the companies expressed a strong interest in expanding their operations into the Northeast Asian market. The CEO of one of the largest cheese companies in France noted the growing consumption of cheese in Korea and expressed an interest in taking part in the Foodpolis development project. Many dairy companies expressed their interest in investing in the Foodpolis, as well as developing new products using Korea's specialty food material such as red ginseng. A food research institute based in the Netherlands also expressed a keen interest in establishing a research base within the Foodpolis in response to the growing Northeast Asian food product market. 🌸

THREE KEY QUESTIONS ABOUT THE FOODPOLIS



1. WHAT MAKES KOREA A GREAT PLACE TO INVEST?

The location of Korea is ideal for reaching out to the 1.5 billion consumers within Northeast Asia. Korea has been ranked as the third most trade-friendly country, with FTA with 47 countries. Furthermore, it should be noted that Korea is considered an ideal test bed for new products due to its high purchasing power and quick customer feedback. Excellent infrastructure is in place to support businesses, as well as excellent human resources boasting strong expertise in IT and bio technology. Korea is also comparatively safe from natural disasters and has a low corporate tax rate of 22%, which is lower even than Japan, China, the Netherlands and New Zealand.

2. WHEN WILL THE FOODPOLIS BECOME AVAILABLE FOR BUSINESSES?

Administrative work including the purchase of land and the designation of the area as a national industrial complex will be completed before the end of 2012. Construction of the six main support facilities for companies in the Foodpolis will begin in early 2013 with a target completion date of the first half of 2015. Companies should be able to begin construction of their factories from the second half of 2014.

3. WILL IT BE POSSIBLE TO RECRUIT A HIGHLY SKILLED WORKFORCE FOR THE PRODUCTION FACILITIES AND RESEARCH CENTERS ESTABLISHED IN THE FOODPOLIS?

An 'integrated human recruitment support system' will be established at the regional government office and the Agency For the Korean National Food Cluster to help companies recruit employees with the necessary ability. Efforts will be made to create an ideal environment for food industry workers and advanced educational institutions including a high school and college with a food industry-focused curriculum will be established to foster a future workforce.

① Industrial Infrastructure

An advanced industrial research and production complex for maximum business benefits

We shall now take an in-depth look at the master plan for the Korean National Food Cluster as announced by the Ministry of Food, Agriculture, Forestry and Fisheries (MFAFF). Key aspects of the plan include support measures for the creation of the food industry complex, business support infrastructure and investment stimulus.



International Airport


Great location coupled with top logistics and tariff relief

The Korean National Food Cluster is planned as a new kind of city tailored for the production of, and research about, food products, complete with residential, educational and cultural facilities. Establishment of the city's infrastructure is essential for the success of leading food companies from both Korea and overseas. The Foodpolis will also be linked to three highways and four railway lines. Overall, Foodpolis will have outstanding infrastructure links to establish itself as the distribution hub for the Northeast Asian food market. The MFAFF plans to designate one or two logistics service companies as dedicated providers, to ensure the most efficient service at the best rate. Integrated support for trade work will also be provided to companies within Foodpolis. First, integrated administration responsible for customs, inspection and testing will be created to help with import/export-related documentation. Moreover, the Foodpolis will be designated as a 'bonded area' allowing companies operating within the area to waive tariffs for goods they import and export.

A 'Clean Industrial Park' with a first-grade water supply and an eco-friendly waste treatment system

All companies and facilities including R&D centers and business support centers will have access to the finest infrastructure including water supply, transport, logistics, waste-water processing and energy supply. The supply of clean water, solid waste management and waste-water treatment are especially important for food product manufacturing. All companies in the Foodpolis will be supplied with a first-grade water supply from the Yongdham dam. A dedicated waste water treatment facility and underground waste collection system will be established to ensure all waste within the complex is dealt with in an environmentally friendly manner. Furthermore, all companies will have access to green energy sources including solar, wind and geothermal.

Residential district complete with education and leisure facilities

A new residential district will be established to allow workers and their families access to high quality housing, education, leisure and entertainment. The residential district, 'Food City', will be established first, and the Foodpolis employees will be given priority rights to purchase houses. Within the district there will be a variety of housing to meet the varied needs of the overseas workforce who will reside in the area for assorted lengths of time. English education facilities and international schools will be established to provide high-quality education for international students of all ages to help overseas workers settle into the city. Comprehensive medical services will be offered and a highly-reputable international hospital will also be established in the future to accommodate the medical needs of the international workforce that will settle in the Foodpolis. 

INCENTIVE PROGRAMS FOR FOREIGN

1 Benefits for Those Who Move into FIZ (Foreign Investment Zone)

Incentive Programs		Benefits	
Foreign Investment Zone(FIZ)	National tax	100% exemption for the first three years, 50% reduction for following two years	
	Local Tax	100% exemption for fifteen years (Acquisition tax, registration tax, and property tax)	
	Tariff exemption	Exemption applied to capital goods inflow raised from the acquisition of new stocks	
	Free/reduced land lease	Land lease benefits (free of charge or at least 50% reduction) for 50 years, duration extendable (up to 100 years)	
Subsidy	Investment Subsidy	Jeolla buk-do(Province)	Minimum investment amount of USD 10 million, the subsidy to be provided within 5% of the invested amount up to USD 4 million
		Iksan city	USD 4 million of the maximum per company in 5% of the investment amount if investment exceeds over USD 850,000
	Employment Subsidy		Up to USD 430 per person for up to six months / the subsidy ceiling to be USD 430,000 per company
	Education/ Training Subsidy	Jeolla buk-do(Province)	USD 90 ~ 430 per person for six months, USD 430,000 per company
Iksan city		USD 430 per person for six month, USD 170,000 per company	

2 Tax exemptions and reduction

National tax : Corporate tax, income tax (100% exemption for 5 years & 50% reduction for two years) for companies relocating from 'overpopulated districts' **Local tax** : 100% exemption on acquisition tax and registration tax, 100% exemption on property tax for five years

CHECK OUT THE INCENTIVE CALCULATOR!



You can calculate what incentives are available for your business by entering your company information including type of business, investment area and the size of investment that you are considering.



3 Reduction set-up costs

- Special discounts on property prices and site selection rights for companies that signed MOUs early on
- Establishment of a special fund for companies operating in Foodpolis using funds from the Ministry for Food, Agriculture, Forestry and Fisheries.
- Provision of investment and operating expenses through the designated host bank

4 Providing the best housing available

- Clean and pleasant housing options for employees of the Foodpolis companies
- Town houses, suburban houses, traditional Korean housing, apartments
- Top notch education and medical services
- Special cultural areas with a focus on food experiences
- Ample intercity transportation infrastructure and eco-mass transit system
- Clean and pleasant city

ESTABLISHING THE KOREAN NATIONAL FOOD CLUSTER

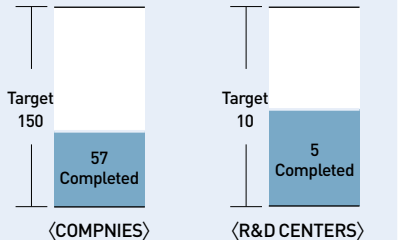
•INDUSTRIAL COMPLEX CREATION PHASE

Completion
Complex construction works
Groundbreaking
Purchase of lands
Property survey
Official approval as an industrial complex[June 2012]

•HARDWARE SYSTEM COMPLETION PHASE

Completion of facilities construction
Introduction of equipment
Construction works
Ground breaking
Basic/implementation design
Architectural design
Basic construction notification

•STATUS OF MOU FOR INVESTMENT





Focus on New Food Product Development by the Global food industry ① To develop your food business, Research all of that FOOD



Alphonus Utioh,
Professor of University of
Manitoba, Canada

Foodpolis to become the new center for innovation of global food products

The 2nd International Food Cluster Forum was held on the 14th of November, 2012 at the Westin Chosun hotel in Seoul. The theme for the forum was the 'Role of food clusters and the direction long-term development'. In attendance, were many renowned experts including professor Alphonus Utioh, who specializes in researching agricultural produce-based products, and Dr. Yoslan Nur, who is a leading expert in clusters and city planning at UNESCO. Approximately 180 experts from numerous food companies participated in the forum.

Professor Utioh, who has succeeded in commercializing functional drinks, energy bars and specialty oil products and currently serves as the head of Canada's first food product development center FDC, gave the keynote speech on successful collaborative business models between R&D centers and food product companies. In his speech, he emphasized that all agricultural produce can be turned into food products through R&D. He also predicted that the

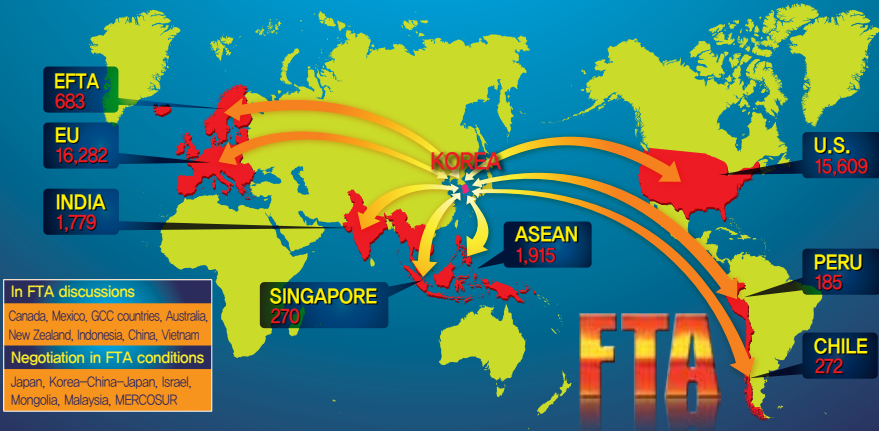
Foodpolis will become a unique place with enhanced support for food product R&D activities.

Dr. Yoslan Nur, an expert on clusters and city planning at UNESCO, presented his view on the long-term development plans of the Korean National Food Cluster.

Facilitating discussion as grounds for discussion of the food industry

Participants observed that the forum served as an excellent central ground for discussing global trends and what needs to be done to make the Foodpolis a production hub for high value products. Many participants also expressed the opinion that there are indeed a huge number of agricultural products which are capable of being processed to become new products. The forum was also a meaningful experience through which participants learned about the value of building networks with R&D centers as well as universities and companies. 🌸

• Korea's FTA status with GDP(billion USD)



Global Korea at the center of international trade with FTA with 47 countries Aiming to be the central hub of the Asian market with the Korea-China FTA

Establishing a super highway for international trade through FTA

Since 2003, the Korean government has expanded its economic territory by signing free trade agreements (FTA) with numerous large economies and countries with large reserves of natural resources. The scope of Korea's FTAs are comprehensive covering not only manufactured products but services, investment, government procurement, intellectual property rights and technology standards.

As of November 2012, Korea has signed FTA's with 47 countries including Chile, Singapore, four EFTA countries, ten ASEAN countries, India, the EU, Peru and the US. In addition, Korea began FTA negotiations with Turkey and signed the basic terms and product-related agreements last August. Six official meetings have been held with Colombia and a draft agreement was signed last August as well. The Korean government is also at present in FTA discussions with many other countries including Australia, New Zealand, Canada, six GCC countries and Mexico. It is also negotiating with China and Japan in the hopes of establishing an integrated Northeast Asian economic block.

To be the hub of the East Asian economy through the Korea-China FTA

In October, the Korean government held four FTA negotiation sessions in Gyungju with a delegation from the Chinese government. The session focused on liberalizing product trade and the removal of non-tariff barriers. The Korean government is also discussing a trilateral China-Japan-Korea FTA simultaneously with the Korea-China FTA. The overall size of the market linked with FTA's through Korea will be 14.3 trillion KRW, making it the third largest after NAFTA and the EU. 🌸



- 1 European Free Trade Association (Switzerland, Norway, Iceland, Liechtenstein)
- 2 Association of South-East Asian Nations (Brunei Darussalam, Cambodia, Indonesia, Malaysia, Myanmar, Philippines, Singapore, Thailand, Vietnam, Laos)
- 3 Gulf Cooperation Council (Saudi Arabia, Kuwait, United Arab Emirates, Qatar, Oman, Bahrain)
- 4 North American Free Trade Agreements (US, Canada, Mexico)

Taking an in-depth view at the Food Industry Preparing for the launch of new businesses at the Foodpolis

CJ CheilJaeDang, the largest food company in Korea, and Dongwon F&B, the largest seafood company in Korea, recently signed MOUs to invest in the Foodpolis.

CJ CheilJaeDang – Planning for a Food Biotechnology business

CJ CheilJaeDang (CEO: Kim, Chulha) was established in 1953 to produce essential food products including sugar, flour and vegetable oil. It has become the largest food product producer in Korea, currently employs more than 50,000 people and has annual sales of 6.5 trillion KRW.

Already an industry leader in some bio-product markets, including hexane production, CJ CheilJaeDang is planning to invest more than 500 million KRW in green and bio businesses by the end of 2013 with the goal of becoming a leader within the global food market. Their aim is to make the immense Chinese market of 1.3 billion people its second home market and to use the new facilities, to be established in the Foodpolis, as the foundation for achieving this objective.

CJ has been promoting a shared growth initiative named 'Happy journey together,' which is designed to promote local SME in the food product business by using its distribution network, marketing and R&D capacity to improve business performance. CJ CheilJaeDang is a leading food company which has pioneered the market by developing new types of products including Korea's first instant rice, 'Hatban', and a hangover mitigating drink called 'Condition'.



Dongwon F&B – Instant meals and products tailored to older consumers

Dongwon F&B (CEO: Kim, Hae-gwan) is one of the largest food companies in Korea with annual sales of 1.6 trillion KRW and a comprehensive product line-up which includes canned tuna, seaweed, porridge, Kimchi, instant rice, red ginseng and vitamins. The company produces more than 250 different products and employs 1,800 people.

Dongwon F&B aspires to be a healthy food company. Currently, 70% of its products can be classified as well-being foods and this proportion is expected to increase even further thanks to high consumer demand for such products. They are preparing to expand operations into overseas markets with a focus on strategic product items such as red ginseng and vitamins, and with plans to develop alternative meals and food products for the older age group.

As the first step towards globalization, Dongwon F&B sites their success in Japan, which has a similar food culture to Korea. Step two in their globalization plan involves expanding their market to Russia, America and Southeast Asia. Overtime, Dongwon F&B also plans to launch canned tuna products into the Chinese market and increase its exports and accelerates its overseas business growth utilizing the new infrastructure of the Foodpolis. 



Prime Minister Kim Hwang-sik(center of a front row) visits to Foodpolis(Sep. 2012)

Prime Minister Kim, Hwang-sik visits the Foodpolis “The government will provide a complete range of support”

Prime Minister Hwang-sik Kim visited the National Food Cluster Publicity center to check on progress and to reaffirm to everyone involved the government’s support for the Foodpolis. During his visit, he toured the publicity center with Governor Kim from Jeonbuk province and Mayor Lee of Iksan city. Dong-Hwa Shin, the Food Industry Promotion commissioner and Chulha Kim, the CEO of CJ CheilJaeDang also accompanied the prime minister and attended briefings on the status of the Foodpolis.

The Prime Minister reiterated the government’s commitment to the success of the National Food Cluster project and assured those present that the necessary infrastructure such as the road system would be established. A total of 553.5 billion KRW will be invested by 2015 in the national food cluster in Wang-Gung-Myun, Iksan city. 🌸

AGENDA

MAIN SCHEDULE OF KOREA NATIONAL FOOD CLUSTER (DEC, 2012)

Month	Event	When
December	• Visit to company of U.S.A	5~13, DEC
	• Visit to food company of Japan	19~20, DEC
	• Hold Beijing investment presentation(IR)	Prearranged in DEC



Taehee Kim, one of the most popular Korean actresses in the Asian region, sent words of encouragement for the successful establishment of the Foodpolis. Kim said that experiencing different foods from different countries was one of the most memorable parts of her experience and expressed great hope that the Foodpolis would help Asian people enjoy a greater variety of food from different countries without having to travel.

“I am very excited about the idea of creating a city full of leading food product companies capable of producing great food products. I hope they can produce functional food products that relieve fatigue quickly for actresses like me and others who often have to work long days. I am counting on Foodpolis to produce lots of great food that can help those with busy lives maintain good health. I have great expectations for the Foodpolis, and I’m certain so do many others.” **Taehee Kim**, Top Actress



국문 QR코드



English Version QR Code

The National Food Cluster will make its best effort for the success of all companies involved in the project.

These are the companies committed to invest in the Korea's National Food Cluster development project.

CJ제일제당
동원F&B 하림
Jalux SunOpta Instantlabs

삼해타이더리식품음료유한공사

한성기업 루지스올 인터블로그를

태양파텍 인천클드프라자 청화F&C

(사)한국자라생산지협회 (주)참고을

(주)한미식품 (주)신원에프아이 (주)뉴지상사

(주)다영수산 (주)디에스알푸드 (주)에이제이에프

(주)원광제약 (주)웨이미식품 (주)일원포장

중강구식품 (주)에이원푸드 (주)한샘종합식품

(주)삼점삼스스 (주)진선 (주)여승에프에스

(주)맑은물에신기산업 (주)은성식품

(주)푸드웨어 신포유리만두 장독대 (주)식8리

농업회사법인황금미(가) 동양종합식품(주)

초록들 원광대 (주)푸른들식품 제이팜스 중앙대

(재)한국농림수산정보센터 (주)삼우농동

한국식품공업협회 한국전자통신연구원

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북경록색서생투자유한공사 보화그룹

IS FRA SKARO JD's Seafood

(유)기속 DART COFFEE 웰스프링사

Sira Halal Food Industries 신영

초노식품공업 난오비조이 동네덜란드기발칭

해안반파실업 GMP Commodities

Campden BRI 원당시 요령성통항시

Skane Food 국제한인식품주류상총연합회

Packbridge 클랙할랄 식품클러스터 연구소

미시간주립대학교장학부 DTI 포장유통연구소

주한유럽연합상공회의소

밀라노상공회의소 VITAGORA

상해시 식품협회



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KOREA NATIONAL FOOD CLUSTER



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