

**Bill Woo/PR Director**

**Paul Lanari/Editor**

[www.bjfez.net](http://www.bjfez.net)

**Investor Newsletter February 2010 Edition Vol. 77**

---

## **MKE/KOTRA award BJFEZA 150,000,000 (KRW) grant for Nammoon Project**



Artist's reproduction of completed Nammoon district

the western half of the Busan-Jinhae Free Economic Zone.

**February 24<sup>th</sup>**-The Busan-Jinhae Free Economic Zone's proposal for Nammoon as a parts & materials industrial park was selected by the Ministry of Knowledge and Economy and KOTRA for a grant including additional funding. The grant worth 150,000,000 KRW, will be used to develop an effective strategy for the district's parts & materials industrial park located in

Strategy building for the Nammoon park will include consulting with specialists from diverse fields for business model development, effective marketing tools and targeting of parts and materials related companies.

The selection process for the above required services will be posted in the public media and the BJFEZ website ([www.bjfez.net](http://www.bjfez.net)) in March 2010 with contract selection in April 2010. For further information please contact Moon Song-A at 51-979-5341

## Kim Moon-hee resigns post as BJFEZA Commissioner

**February 22nd** –Kim Moon-hee officially stepped down as Commissioner of the Busan-Jinhae Free



Economic Zone. The former Commissioner started his term at the BJFEZ in March of 2007.

Looking back over the course of his term, the FEZ has been expanded from 18 to 23 districts, he played a pivotal role giving the BJFEZ more autonomy to achieve overall objectives and pushed for the reduction of bureaucratic inefficiencies in the re-zoning of greenbelt designated areas which was a key issue restricting investment into the BJFEZ. During his tenure, he

Kim Moon-hee (pictured right) receiving thank you plaque

over saw the successful completion of the Busan Techno Park and the entry of Friedrich-Alexander University of Erlangen-Nuremberg into the BJFEZ.

The BJFEZ Authority would like to thank Kim Moon-hee for his tireless efforts at the FEZ and wish the best of luck and success in his future endeavors.

## BJFEZA making inroads into Japanese auto parts market

**February 9th**-The BJFEZ Authority continues to make inroads into the Japanese auto industry via consultations with the Council on Busan-Fukouaka Automotive Parts Industry. The event held in Busan brought together academics and researchers in the auto parts field as well as the BJFEZ to find meaningful ways to expand contact with auto parts manufacturers in the Kyushu region of Japan. Kyushu region is home to some of Japan's best in automotive technology supplying Nissan-Renault, Suzuki and Daihatsu.

The BJFEZ will continue consulting with groups such as the Council to further build momentum in penetrating the Japanese auto industry.

For further information regarding the BJFEZ and districts related to auto parts manufacturing contact Alex Kim via e-mail at [egg0717@korea.kr](mailto:egg0717@korea.kr)

## March Events

**March 3<sup>rd</sup>**-The Busan-Jinhae Free Economic Zone will be hosting India's TATA group as they tour the BJFEZ area during a five day tour of Korean market.

Senior level officers from TATA's divisions will begin with a brief session at the FEZ Authority headquarters followed by a tour of the New Port as well as a Geoga bridge, which will connect Busan to Geoje Island, the heart of Korea's shipbuilding industry.

The TATA group is India's largest publicly traded and family owned company. Established in 1868 by Jansetji Nusserwanji Tata, the company has grown into a multi-billion dollar conglomerate producing everything from salt to steel. In FY 08-09, Tata group reported \$70.9 bn USD in revenues with a market capitalization of 1,298 bn USD. Under its current CEO Ratan Tata, the conglomerate has produced the Tata Nano, India's first indigenously produced vehicle and has acquired prestigious car maker Jaguar/Land Rover as well as the Anglo-Dutch Steel consortium.

The BJFEZ Authority eagerly anticipates the visit of the Tata group senior officers and wishes them a successful tour of the South Korean market place. For further information regarding the TATA group visit please contact Bill Woo at 51-979-5332.

Paul Lanari  
Public Relations Officer  
82-51-979-5332  
[paul@bjfez.net](mailto:paul@bjfez.net)

Bill Woo  
Public Relations Director  
82-51-979-5330  
[billwoo@bjfez.net](mailto:billwoo@bjfez.net)