



The City of Growth: Balancing Economic Development & Sustainability Songdo IBD, Incheon Korea



Jonathan Thorpe
Gale International Korea, LLC
(jthorpe@galeintl.com)



- From 1980 to 2010, Asia added more than a billion people to its cities – more than all other regions combined – with a further billion people set to be city dwellers by 2040.
- 11 of the 20 most polluted cities in the world are in Asia.
- From 2000 to 2008, average per capita greenhouse gas emissions for Asia grew by 97% versus only 18% for the world overall.
- In many Asian nations, losses from traffic-related congestion amount to 5% of gross domestic product (GDP).

Source: [Key Indicators for Asia and the Pacific 2012](#)
Asian Development Bank





Songdo



Growing demand for quality residential & commercial  Songdo

Today the vision is being realized....

 Songdo



INNOVATION & SUSTAINABLE DESIGN STRATEGIES

- USGBC LEED standards introduced to Korea
 - LEED ND pilot program for overall master plan development
 - First LEED Certified Exhibit Hall in Asia
 - First LEED Certified Residential Tower in Korea
 - First LEED Certified Hotel in Korea
 - First LEED Certified School in Korea
- Multi-modal transportation options – a 10-minute walk from home to work
- U-Life Solutions ubiquitous ICT platform powered by Cisco Systems/LGCNS



INNOVATION & SUSTAINABLE DESIGN STRATEGIES

FOCUS ON QUALITY OF LIFE

- Balanced commercial and residential development
- Governmental, educational, cultural and recreational facilities
- Physical construction plus community development “software”



A horizontal bar with a gradient of colors: teal, orange, light green, blue, and brown.

INNOVATION & SUSTAINABLE DESIGN STRATEGIES

A horizontal bar with a gradient of colors: green, orange, light green, yellow, blue, cyan, and purple.

FOCUS ON QUALITY OF LIFE

A horizontal bar with a gradient of colors: cyan, yellow, green, brown, purple, blue, cyan, and green.

THE POWER OF PARTNERSHIP

- Opportunities and challenges





**Korean Central
Government**

**Local
Government**

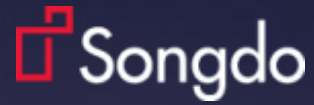
Incheon
City/IFEZA

Developer
NSIC - Gale
International &
POSCO E&C

Consultants
A/E & Other
Service
Providers

**Financial
Investors**
Debt & Equity

Users & Occupiers
Commercial & Residential



Challenges:

"You can't always get what you want"
Michael Myers, "Halloween"
"You can't always get what you want"
The Four Tops, "I Can't Get No Satisfaction"
"You can't always get what you want"
The Rolling Stones, "You Can't Always Get What You Want"



