



# Pusan - City Business Guide

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## Overview

Pusan, the Republic of Korea's second largest city, is the country's seaside connection to Japan and the Western world. Situated on the southeastern tip of the country, Pusan's port handles passenger ferries to Japan and Cheju island in addition to the majority of Korea's international sea cargo. Renowned for seafood, Pusan hosts one of Korea's largest fish markets. A city with a population of 4 million, Pusan also has a vibrant tourist industry, largely due to its warm climate and beach areas with resort facilities like Haeundae. Pusan combines its seaside outlook with mountain terrain and rugged cliffs, resulting in a truly distinctive setting.

## Business Etiquette

\* On first being presented to a person, and in formal business contexts, use his or her title and family or personal name.

\* On greeting, bow politely.

\* Make appointments in advance, and be punctual.

\* When giving or receiving any object, be it a gift or a business card, use both hands.

\* Business attire is conservative. Suits are appropriate for men, while conservative ensembles are suitable for women.

\* Business cards are customarily exchanged right after being introduced to any new business contact. Make sure you have an adequate supply.

\* When you receive a business card, look at it for a few moments and acknowledge it with a comment. Refrain from writing on the card in front of the Korean giver.

\* Hierarchies are important and should be respected. Address yourself to the most senior person present.

\* The concept of saving face is important ensure that your behavior "saves face" of your Korean business associates.

\* Personal relationships play a key role in business negotiations. For this reason, receive introductions if possible.

\* In business dealings, Koreans tend to be very serious and formal.

\* Koreans make great efforts to avoid saying "no", or giving bad news in front of others.

\* Consensus is important to Koreans.

\* It is customary for Koreans to ask about your family, age, marital status, place of birth and education in order to get to know you better. This should not be interpreted as intrusive questioning.

\* Agendas should be set and followed closely.

\* If invited to a Korean lunch or dinner, accept and take care to make a positive statement about the food.

\* Show respect to persons senior in age.

## Chamber of Commerce

**International Chamber of Commerce Korea** 45, Namdaemun-ro 4-ga, Chung-gu, Tel.: +82 02 316-3536/38

**Korea Chamber of Commerce and Industry** 45, Namdaemunno 4-ga, Chung-gu, Tel.: +82 02 316-3114

**Pusan Chamber of Commerce and Industry** 853-1, Bumchun-Dong 614-721 Pusanjin-gu, Tel.: +82 051 645-7771

**American Chamber of Commerce in Korea** 4501, trade tower 159-1, samsung dong, Kangnam-gu, seoul 135-729, Tel.: +82 2 564 2040

**European Union Chamber of Commerce in Korea** 20th Floor, Kyobo Building, 1 Chongro 1-Ga, Chongro Gu, Seoul 110-714, Tel.: +82 2-725-9910

**French Chamber of Commerce and Industry in Korea** Sofitel Ambassador Hotel, suite 2004, Kyobo bldg, 1 chongro 1-Ga, chongro Gu, Seoul 110-714, Tel.: +82 02 2268-9506

**The British Chamber of Commerce in Korea** 4th Floor, Joongwhoo Building,, 61-21 Taepyungro 1-ka, Chung-ku, Tel: +82 02 720-9406/7

**Italian Trade Commission** 45 Namdaemunro 4-ga, Choong-gu, Tel.: +82 02 779-0811

**Japanese Chamber of Commerce** 45 Namdaemunro 4-ga, Choong-gu, Tel.: +82 02 755-6672

**Korea-German Chamber of Commerce and Industry** 28-2, Hannam-dong, Yongsan-gu, Seoul, Tel.: +82-2 3780-4600

## Embassies and Consulates

**Embassy of the Federative Republic of Brazil** 192-11, Ulchoro 1-ga, Chung-gu, Seoul Tel: +82-2 756-3170

**Embassy of the People's Republic of China** 83, Myong-dong 2-ga, Chung-gu Tel: +82-2 779-7387

**Czech Republic** 1-121 Shinmoanro 2-ka, Chongno-gu, Seoul, Tel.: +82 02 725-6765-6

**France** 30, Hap-Dong, Sodaemun-Ku, Seoul, Tel.: +82 3149 4400

**Ireland** 15 Floor Daehan Fire & Marine Insurance Building 51-1, Namchang-dong, Chung-ku, Seoul, Tel.: +82 02 774-6455/7

**Italy** 1-398, Hannam-Dong, Yongsan-Ku, Seoul, Tel.: +82 02 796-0491

**Japan** 1147-11, Choryang-dong, Dong-ku, Tel: +82 051 465-5101-6

**Mexico** 33-6, Hannam-dong, Yongsan-gu, Seoul, Tel.: +82 02 798-1694-5

**United Kingdom** 12th Floor, Yuchang Building, 25-2 Chungang-Dong 4-Ga, Chung-Gu Pusan 600-014. PO Box 75. Tel: (82) (051) 463 0041, (82) (051) 463 4630.

**United States of America** 82 Sejong-ro, Chongro-ku, Seoul 110-710, South Korea, Tel.: +82 2 397-4114, consular section : +82-2 397-4429

## Business Centers

Business centers provide a range of services that include secretarial, translation/interpretation, and office services, including computer rentals, audio/visual equipment rentals, cellular phone rentals, copy and printing services, and temporary office space and staff.

**World Trade Center Pusan** Pusan Chamber of Commerce & Industry Building, 6th Floor, Suite. 603, 853-1, Pomchon 1-Dong, Pusanjin-ku, Tel.: +82 051 647 2020

## Conference and Exhibition Centers

**Busan Exhibition & Convention Center** 1291, W 2-dong, haundae-gu, busan 612-827, Tel : +82 51 740 7300

## Translation Offices

**Ace Network Services** Seoul, Tel: 82 2 725 0090 Fax: 82 2 725 0093

**Ganada Translation** Seoul, Tel: 82 2 2279 5398/9 Fax: 82 2 2274 6737

**Kaeto Technical Translation** Seoul, Tel: 82 2 567 5021/5022 Fax: 82 2 533 7491

## Courier/Messenger Services

**Nam Sung Express Co. Ltd.** Tel.: +82 02 335-7337

**DHL** Toll free : +821588-0001, +82 2-716-0001

**FedEx** Tel.: +82 2-333-8000

**UPS** Tel.: (82-2) 3665-0016

## Internet Connection Place

All upper-range and most medium-priced hotels are equipped with dataports that allow guests to use laptop computers. Many hotels offer business centers equipped with computers and Internet access. In addition, there are thousands of PC rooms with high-speed connections and charge between 500-2000 won per hour. Some also offer printing and scanning services and are open 24 hours.

## Visas & Customs

Citizens of the European Union, the U.S. Japan, Mexico, Brazil, and the U.K. do not need a visa to enter Korea. Citizens of the U.S., Japan, Mexico, Brazil, the European Union (except Italy and Portugal who can stay up to 2 months), and the U.K. may stay up to 90 days without visas. Citizens of the People's Republic of China need to obtain a visa to enter Korea. Duty-free allowances are 200 cigarettes or 50 cigars, 1 liter of alcohol, 2 oz. of perfume, and gifts worth up to 300,000 won. Illegal drugs and hazardous goods are prohibited.

## Phone Information

Country code is 82. The main local area code for Pusan is 051, or 51 from outside the country.

## Emergency Phone Numbers

**Travel Phone (English-language service for foreign visitors)** 1330

**Emergency Rescue (Fire & Ambulance)** 119

**Medical Emergency** 129

**Police** 112

## Tips and Rules for Use of Phone in Country

For local calls, you can simply dial local number without the city code. For long distance calls within Korea, you can dial the city code followed by the local number. Public phones are run by Korea Telecom and take 10 won, 50-won, and 100-won coins. Little beeps during a call indicate more coins need to be inserted. No change will come for 50- or 100-won coins. If the phone is not hung up, other calls may be made on the leftover credit by pressing the green button.

## Tips and Rules for Use and Rental of Mobile Phones

GSM 1800 and 900 networks are in use. SK Telecom is the main network provider. KT Freetel and LG Telecom are the other two mobile service operators. Mobile phone numbers follow the regular telephone number convention, with the telephone number followed by the area code.

If you choose to bring your cellular phone into Korea, be sure to check with your home cellular service provider to establish compatibility of your phone with systems abroad. Rent a locally compatible cellular phone before you arrive to obtain reasonable rates and reliable service.

## Money

The local currency is won (W). Notes are in denominations of W10,000, W5000 and W1000. Coins are in denominations of W500, W100, W50, W10, and W1. Money can be exchanged at international airports, hotels, banks, or other authorized money changers. Cash access with your credit card or ATM is possible, but all instructions are in Korean. Travelers' checks are the most convenient way to obtain cash in Japan; however, only few stores and restaurants accept them. The most commonly accepted credit cards in Korea are American Express, Visa, MasterCard, and Diner's Club.

## Tipping

Tipping is not an established practice. Hotels and hotel restaurants will add 10% service charge to the bill. Taxi drivers are not tipped unless they help with the luggage, or provide an extra service.

## Time Difference

Pusan is nine hours ahead of Greenwich Mean Time (GMT) and does not observe Daylight Savings Time.





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## VAT & Taxes

A value-added tax (VAT) is levied on most goods and services at a standard rate of 10% and is included in the retail price. In hotels, 10% tax applies to rooms, meals and other services and is automatically added onto the bill.

## Voltage

The voltage and current is 110/220 volts AC, 60Hz. Government policy is to phase out the 110-volt supply and many hotels now have a 220 volt supply.

## Local Transportation

Pusan has an extensive network of regular, deluxe and deluxe express buses as well as two main subway lines: Line 1 and Line 2. In addition, there are two types of taxis in Pusan: general and deluxe. General taxis are white or gray, while deluxe taxis, called "mobum" taxis, are black with a yellow sign on the top. Mobum taxis are considerably more expensive. 20% extra is added to the fare between 12 a.m. and 4 a.m.

## Health Info

No specific immunizations are needed to enter Korea. However, if you plan to visit rural areas, visitors are recommended to seek advice from their doctors concerning immunization against Hepatitis, Tetanus, Polio, Cholera, Malaria and Typhoid.

## Climate

Pusan enjoys mild conditions year-round as a result of its oceanic climate. The city's average temperature is 15 degrees Celsius (59 degrees Fahrenheit), and average precipitation totals 239.7 cm annually. In general, summers are cool and winters are warm.

## Public Holidays

- \* **New Year** January 1-2
- \* **Lunar New Year** February 1-3 for year 2003, January 22-24 for year 2004
- \* **Independence Movement Day** March 1
- \* **Arbor Day** April 5
- \* **Labor Day (banks and workers, not Government)** May 1
- \* **Children's Day** May 5
- \* **Budda's Birthday** May 8, 2003
- \* **Memorial Day** June 6
- \* **Constitution Day** July 17
- \* **Liberation Day** August 15
- \* **Choo-Suk** (Thanksgiving) 10-12 September 2003
- \* **National Foundation Day** October 3
- \* **Christmas Day** December 25

## Where to Eat

For fine Korean dining, try **Mugungwha** in Lotte Hotel. With a view over the coastal roads, **Songdo Gongwon** is a four stories restaurant and each floor is specialized in a different cuisine. **Morning Calm** is another place with a great view, where you can imagine being on a European train. **Gaya Hoegwan**, **Bugang Garden** and **Dongbaek Garden** are three of the city's best spots for tasting Korean BBQ. Inside the Pusan Marriott Hotel, **Seascapes Buffet Restaurant** features upscale buffet-style dining. Across from the sculpture park of the United Nations Memorial Park, the **Yeoyeojae** restaurant serves traditional Korean dishes. **GamasotHosu Grill** specializes in juicy steak, while **Club California** serves up steak and Mexican dishes.

## Local Gift Ideas

Pusan offers great shopping, ranging from exclusive designer fashions to traditional Korean art and crafts. Gift suggestions include silks, brocades, hand-finished clothing, sweaters, leather goods, handbags, ginseng and traditional Korean artworks.

## Leisure Time

Among Pusan's historical attractions are Geumjeong Fortress, Beomeosa and Chungnyeolsa. Other cultural sties include Tongdo-sa Temple, the country's largest. The pine-filled Amnam Park, situated by Mt. Janggun, makes a perfect setting for a relaxing walk. Haeundae is Korea's only major beach resort that features sea bathing alongside a hot spring. Also known for its hot spring is Tongnae resort. Over 200 types of trees grow in the coastal area of Taejongdae, which is also noted for its breathtaking ocean views.