
Busan Finance Center's Endeavors to Elevate Busan as a Global Financial Hub

※ Busan Finance Center strategically intensifies our promotion to develop Busan as the International Financial Hub through press announcements as below

BUSAN, South Korea- Busan Finance Center, a distinguished public-private partnership dedicated to the advancement of Busan as a key financial hub and the enhancement of the local financial industry, is intensifying its efforts to solidify Busan's stature as a global finance powerhouse.

On February 6, the Busan Finance Center, under the leadership of President Myongho Rhee, announced a strategic shift in its promotional endeavors. The Center aims to extend its outreach beyond general audiences, such as readers of international economic journals, to specifically target entities deeply integrated within global financial circuits. This includes influential media in international finance centers and experts, notably the London-based Z/Yen Group.

This approach is designed to proactively showcase Busan's inherent potential and robust competitiveness on the international stage, thereby elevating its position as an International Financial Hub.

In March, the Busan Finance Center will launch the first edition of 'Focus on Busan 2024', a monthly publication that will disseminate the latest developments in Busan. This initiative, in partnership with the Z/Yen Community Newsletter, will culminate in the co-hosting of the prestigious 36th Global Financial Centres Index (GFCI) launch event with the Z/Yen Group in September 2024.

'Focus on Busan 2024' underscores the ambitious project 'the Creation of Busan Global Hub City', featuring key initiatives such as the Special Act for the Creation of Busan Global Hub City and the Opportunity and Development Zone.

These efforts are aimed at transforming Busan into a world-class international business city, paralleling the likes of Singapore and Shanghai, and driving balanced development across the Republic of Korea. This pivotal publication is a collaborative effort between Busan Metropolitan City and major financial institutions including Korea Exchange, Korea Securities Depository, and others.

By providing detailed insights into maritime, digital, and sustainable finance in Busan, the initiative is poised to significantly elevate the city's profile among global financial professionals.

The Z/Yen community newsletter, reaching approximately 20,000 readers monthly, will play a crucial role in enhancing Busan's brand as a global financial hub and attracting foreign financial institutions.

The February issue of the Z/Yen Group newsletter highlighted Busan's burgeoning digital financial ecosystem, focusing on D-Valley, the nerve center of Busan's Digital Financial City. Future issues will continue to spotlight the evolving narrative of 'Busan Global Financial Hub City'.

The upcoming 36th International Financial Centres Index (GFCI) launch event in September in Busan will be a landmark occasion. It will feature Mike Wardle, CEO of the Z/Yen Group, and will focus on strategies and policy directions for developing Busan into a specialized financial hub for maritime, digital, and sustainable finance.

The Busan Finance Center is committed to maximizing the impact of these initiatives, attracting global attention to Busan's financial center and fostering cooperation with major international financial centers.

This press release was issued by 'Financial News', 'Energy Economy', 'ITBizNews', 'Gukjenews', 'NEWSIS', 'NNews' and etc.,

- Financial News: <https://www.fnnews.com/news/202402061135111733>
- Energy Economy: [:https://www.ekn.kr/web/view.php?key=20240207001152558](https://www.ekn.kr/web/view.php?key=20240207001152558)
- ITBizNews: <https://www.it-b.co.kr/news/articleView.html?idxno=73620>
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