

2025

Busan Global City Foundation Annual Report





Busan Global City Foundation is a specialized public diplomacy and media organization dedicated to branding Busan as a Global Hub City. We drive strategic city diplomacy, support the settlement of foreign residents, and elevate Busan's global standing through English broadcasting.

2025 BGCF Performance Highlights

We **O**pened, **S**trengthened, **P**romoted, and **F**ulfilled.

Opening Doors to the World	Strengthening Foundations for Settlement	Promoting Busan's Global Appeal
City Diplomacy	Global Resident & Student Support	Busan English Broadcasting (BeFM)
Citizen-led Diplomacy  <ul style="list-style-type: none"> 3,000+ participants in 40 programs (Eurasia Citizen Diplomats, UN Weeks in Busan, etc.) 	Ministerial Award  <ul style="list-style-type: none"> Received the Minister of SMEs Startups Award for excellence in international student startup/employment support 	Digital Impact  <ul style="list-style-type: none"> Surpassed 160,000 YouTube subscribers (53x growth vs '24)
Global Partnerships  <ul style="list-style-type: none"> Expanded to 21 countries (Up from 16 in '24) 	Korea Immigration & Integration Program(KIIP)  <ul style="list-style-type: none"> Designated as the first "KIIP" center by the Ministry of Justice 	BeFM Kids Channel  <ul style="list-style-type: none"> New launch providing customized English education content
ODA Projects  <ul style="list-style-type: none"> Secured \$1M (1.4B KRW) in national funding over 3 years 	RISE STUDY BUSAN HUB  <ul style="list-style-type: none"> Designated as the lead agency for the "Study Busan 30K Project" 	International Recognition  <ul style="list-style-type: none"> Won Gold at the New York Festivals Radio Awards
International Org. Cooperation  <ul style="list-style-type: none"> Launched 3 core global talent programs with 70+ participants 	Large-scale Engagement  <ul style="list-style-type: none"> 20,000+ participants joined global resident-citizen harmony events 	Smart Studio  <ul style="list-style-type: none"> Newly established a state-of-the-art production environment for high-quality broadcasting

Fulfilled: Management Excellence

Top Performance Award  <ul style="list-style-type: none"> Won the 'Mayor's Award' for institutional competitiveness 	Record Funding  <ul style="list-style-type: none"> Secured \$1M (1.3B KRW) in external revenue, a record high 	Public Collaboration  <ul style="list-style-type: none"> Led a joint public interest campaign with 11 Busan-based agencies 	Management Efficiency  <ul style="list-style-type: none"> Selected for ERC triple management diagnosis (Strategy, Labor-Mgmt, HR)
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Forging strategic ties and promoting Busan as a Global Hub City

◆ Building Sustainable Partnerships through Global Governance

Strengthening Busan's global solidarity through multi-sector collaboration

- Busan Global City Forum (Oct 27, **400+** attendees)
 - ⊙ Shared global urban visions with Mayors and delegations from Kigali, Copenhagen, and more
- Busan-ASEAN Week (Nov 21–30, **1,511** visitors, **16** delegates)
 - ⊙ Strengthened ASEAN friendship via ASEAN+3 collaboration and interactive programs
- 13th Korea-China-Japan Children's Art Fair (Feb–Nov)
 - ⊙ United future generations through **300** artworks: "My Message to the World"



◆ Branding Busan as a Global Peace Hub based on Citizen Engagement

UN Weeks in Busan: Unique Brand Value created by Global Diplomats, Partners, and Citizens



UNs-Supporters
110 members,
9 events joined

Walk & Peace in Busan
 (Sep 27)
1,500

Busan Fam Tour
 (Oct 23-24)
54 (**25** nations)
 (16 Diplomatic, 17 Security,
 21 UN-related)

80th UN Day
Ceremony & Gala
 (Oct 23-24)
334

6th World Peace Forum
 (Nov 7)
250

◆ Eurasia Citizen Diplomats: Strategic Urban Diplomacy

5 cities in **5** nations: **35** annual events with **94** partner organizations

- Schedule: Sep 10–25 (16 days) | **90** participants (Total of **215** including joint projects)



Beijing: Biz Matching & Meetings



Ulaanbaatar: ESG Volunteer Activities



Almaty: Future Strategy Seminar



Istanbul: Veterans Appreciation Ceremony



Berlin: Busan Day Promotion

◆ Cultivating Global Talent and Career Foundations for Busan Youth

From theory to dispatch: A career launchpad for Busan youth



Int'l (Financial) Org. Academy
52



Int'l Organizations Internship
2 interns



Busan Global Leadership Project
12 dispatched
 (Bangkok, New York)



Global Youth Ambassadors
16 from **4** nations

Expanding Busan's Strengths Globally, Revitalizing Local ODA

◆ National Projects & Busan-style ODA

KOICA Selection | **₩810M** National Funding Secured

- Resource Circulation: Commercializing Busan's unique ODA model
- ESG Networks: Stronger partnerships with BECO, POSCO E&C, etc.

◆ Global Training: Sharing Busan's Best Policies

48 Leaders from **6** Nations Learning Busan's Key Policies

- **3** Core Sectors: Resource circulation, Film & Video, Urban development



Resource Circulation

Kenya, Uzbekistan,
Indonesia, Paraguay

8



Jun 23-28



Film & Video

Rwanda

13



Jul 6-19



Resource Circulation

Paraguay

14



Aug 17-30



Urban Development

Vietnam

13



Sep 1-5

◆ Local ODA Ecosystem & Market Entry Support

B-ODA Platform: For Citizens and Businesses

- B-ODA Platform: **7,500+** visits | **26** tailored consulting sessions
- Capacity Building: 3rd Meet-up (May 3, **170** participants) | Working-level Network (Dec 28, **22** participants)

◆ BIG Academy: Open Knowledge Platform for a Global Hub City

Opening a Knowledge Hub for Global Busan

- Big Talk: 5 sessions (**780** participants) featuring Mayor Park Heong-joon, Architect Yoo Hyun-jun, etc.
- Big ODA: Resource Circulation Theory (**50** participants)
- Big Coaching: ODA Field Practice (**42** participants)



Supporting Foreign Residents & Creating a Study-Friendly Busan

◆ Promoting Global Communication & Harmony

Global Gathering 2025: Busan's Largest Festival with 16k+ Participants (May 24)

- 20th Busan Global Gathering: 30 nations, 90 organizations | 16,239 visitors

Global Citizenship Education

7,840

Global Citizen Film Festival

987

GO! Global Youth Camp

161



◆ Counseling & Settlement Support

14k+ General Consultations with a 97.6 Satisfaction Score

General Consultations

14,590 cases

Korean Language Classes

340 graduates

Interpretation & Translation

1,675 cases
61 supporters
in 12 languages

Integrated Support System

Call Center
1600-0051

Korea Immigration & Integration Program (KIIP)

Korean/Civic Ed
2,420 graduates

◆ Creating a Global Study City: Busan

Enhancing Global Competitiveness through a Virtuous Cycle from Recruitment to Employment

- Strategic Student Attraction (Study in Busan Fairs) **Attraction**

Japan (Fukuoka) May 10-12

14 Busan universities
500 local participants

Mongolia (Ulaanbaatar) Sep 12-13

13 Busan universities
400 local participants

Kazakhstan (Almaty) Sep 15-16

7 Busan universities
1,000 local participants

- Stable Settlement Support **Settlement**

Busan Hangul Institution

700

Int'l Student Welcome Kit

Provided to
19 universities

Safety & Law Education (Video Content)

Provided to
19 universities

2025 Int'l Student Festival in Busan

1,700

Busan Int'l Student Support Council

19 universities

- Career Competency & Local Retention **Growth**

Busan Int'l Student Supporters

33 (11 nations, 15 universities)

Job/Startup Seminars

323 (5 universities)

Internship Program

33 in **23** companies

Job Fair for Int'l Students

35 companies | 500+ visitors

FLY-ASIA Startup Idea Contest

23 (10 teams)

Company Field Trips

16 (2 companies)



Elevating Broadcasting Quality & Connecting Citizens through Digital Media

High-Quality Content & Citizen Participation

Double Award Winner | **838** Citizens Participated in Open Broadcasting

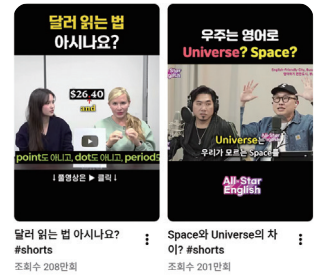
- Award-Winning Documentary <Finger Chef: Cooking My Life>
 - ⊙ Recipient of the Korea PD Award & the New York Festivals Radio Award
- Selected for Busan Regional Development Support Project : 'Morning Wave in Busan-Talk Busan'
- Citizen Participation Programs: 878 participants (20 per week)
 - ⊙ <School Reporters> Program: 87 students from 39 schools
- Special Broadcasts: **37** episodes produced



Digital Accessibility & Growth

170% Growth on YouTube | 3,800+ Digital Content Expanding Viewer Reach

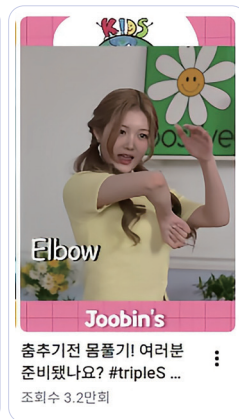
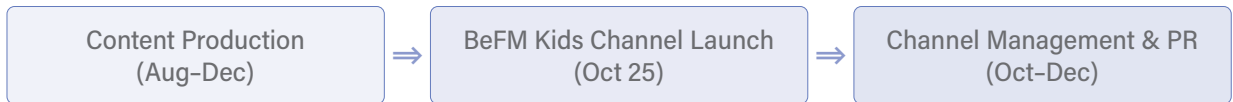
- BeFM Main Channel (@befm)
 - ⊙ 170% growth in YouTube subscribers (98k → 167k)
- Digital Content Production:
 - 1,400+ Mid-form/Livestreams | 2,400+ Short-form videos



Public Language Education: BeFM Kids

Launched a Dedicated Youth Platform, Reaching **6.2k** Subscribers Within Three Months

- BeFM Kids: Expanded public education and closed regional gaps
- 500+ Educational Shorts: Established a stable learning infrastructure via dedicated content



Public Responsibility: Disaster Broadcasting

1,692 Rapid Alerts: Safeguarding Citizens' Safety and Daily Lives

- Emergency Alerts: 1,692 rapid disaster broadcasts
- Safety Campaigns: **5,673** sessions to enhance citizen response
- Safety Briefing: **408** episodes produced

Vision

A Specialized Public Diplomacy & Media Organization Branding Busan as a Global Hub City

Core Strategies

- 1 Global Hub City**
Expanding urban diplomacy network
- 2 Sustainable City**
Driving mutual growth through ODA
- 3 Harmony & Study City**
Supporting foreign residents and students
- 4 English-Friendly City**
Producing citizen-centered media content



1 Global Hub City Connecting the World

- 1-1. Korea-China-Japan Civil Exchange
- 1-2. Urban Diplomacy Network
- 1-3. Busan Global City Forum
- 1-4. Global Leadership Project
- 1-5. Global Youth Ambassadors
- 1-6. High-profile Busan Fam Tour
- 1-7. Busan-Eurasia Urban Cooperation
- 1-8. Sister & Friendship City Networks
- 1-9. Media-based Urban Diplomacy
- 1-10. UN Weeks in Busan
- 1-11. Busan-ASEAN Week
- 1-12. Eurasia Citizen Diplomats

2 Sustainable City & Mutual Growth

- 2-1. Incubating Busan-style ODA
- 2-2. Busan Global Training
- 2-3. Int'l Development Cooperation Support
- 2-4. BIG Academy
- 2-5. Training for Sister City Officials
- 2-6. KOICA: Rwanda Film Industry (Yr 2)
- 2-7. KOICA: Paraguay Waste Management (Yr 2)



- 3-1. Foreign Resident Counseling
- 3-2. Interpretation & Translation
- 3-3. Korean Language Classes
- 3-4. Community & Engagement Programs
- 3-5. 'My Busan' Online Platform
- 3-6. Busan Global Gathering Festival
- 3-7. Global Citizenship Education
- 3-8. Int'l Student Support Services
- 3-9. Joint Student Recruitment
- 3-10. Career & Startup Support
- 3-11. Busan Hangul Institution
- 3-12. Integrated Support System
- 3-13. Social Integration (KIIP)



- 4-1. Regular Programs
- 4-2. News Programs
- 4-3. English Education Support
- 4-4. Outsourced Content
- 4-5. Special Programs
- 4-6. Disaster Broadcasting
- 4-7. School Reporters
- 4-8. Standards & Review
- 4-9. System Maintenance

3 Global Harmony & Study Busan: Realizing Dreams

4 English-Friendly Communication City



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BGCf Website



Global Resident
Portal
'My Busan'