



## Global Sports Projects



## South Korea

In the next four years Korea will see an unprecedented level of activity at the host the Asian Games in Incheon, the Universiade in Gwangju, the IOC Winter Olympics in Pyeongchang and the FISU World Swimming Championships in Gwangju.

Korea is no stranger to hosting global sports events, and it has hosted (amongst others):

- 1986 - Asian Games in Seoul
- 1988 - IOC Summer Olympics in Seoul
- 2002 - FIFA Football World Cup
- 2002 - Asian Games in Busan
- 2011 - IAAF World Athletics Championship in Daegu

### **Incheon Asian Games – Sept 2014**

The Asian Games are larger in scale than the Summer Olympics, consisting of 36 sports, around 13,000 athletes and officials and 7,000 broadcasters. The organising committee of the Incheon Games has stated it will use a mixture of existing and new venues. The main stadium has been designed by UK company Populous (the designers of the stadium at Stratford). The committee have committed to hosting “The best Asian Games ever.” However, the preparation for Games has not been without problems and plagued by political and budget issues, and

changes at the top of the committee.

While the Incheon Committee was impressed by the UK’s staging of the London Olympics in 2012, much of UK’s good work will have come a little too late to influence the Incheon committee who have been driven by low cost options. British companies have delivered some technical solutions, may be involved in the staging of the opening ceremony, and there is still an outside chance they may be involved in catering.

### **Gwangju Universiade – July 2015**

South-Western city Gwangju will host the summer Universiade (World Student Games) in July 2015. The games will feature 21 sports and host 7,000 athletes from 170 countries.

Four new venues (including the swimming complex which will be used for the FISU World Swimming Championships in 2019) will be built, and refurbishments to around 70 more existing venues. They will also build a low carbon athletes village (which will be sold as private housing after the games) and will need substantive temporary catering



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## Global Sports – Opportunities for UK companies

# South Korea

facilities. They need IT solutions, help with low carbon solutions and have yet to confirm logistics and transport policy.

The Gwangju Organising Committee are keen to work with foreign companies providing they have a local partner. Their greatest challenge is budget: they have been tasked with finding 40% of their revenue from Sponsorship.

### **Pyeongchang Winter Olympics – Feb 2018**

The city of Pyeongchang in Gangwon Province will host the Winter Olympics in 2018. The games will be centred in two clusters – a mountain cluster and the coastal cluster. No venue will be more than 30 minutes apart. There will be 13 competition venues; Seven existing venues to be updated and six new builds.

South Korea was impressed by the UK's staging of the Summer Olympics in 2012. Y S Park, former President of the Korean Olympic Committee, noted that the London Games had been the "best ever". He had been particularly impressed by the innovative use of temporary buildings and structures and had told the Pyeongchang organising committee to look at temporary solutions as a low cost and environmentally friendly way of delivering their event.

KBS (a Korean broadcaster, and the equivalent of the BBC) broadcast in late February 2014 a documentary focussing on Pyeongchang and Olympic legacy. The premise was if you don't plan ahead and get the legacy right, your games won't be successful. They held up Lillehammer and London as best case examples

(and were intrigued by the temporary venues). Nagano and Sochi were held up as examples of poor legacy planning.

### **Strong opportunities for UK firms exist in;**

- Temporary venues
- Overlay
- Security
- Branding
- Ceremonies and production
- Temporary seating
- F&B
- English language training
- Marketing

### **General Sports Market in Korea**

Baseball and football are the national sports – both have national leagues with Koreans playing successfully overseas. Koreans also excel at short track speed skating.

### **Getting into the market**

To compete in South Korea UK companies are recommended to have a local representative, with an established network in the market, who can act as a strategic communication channel.

Cultural and language barriers can sometimes hinder UK companies as the majority of companies prefer to work with a local representative or a Korean speaking staff member. A long-term perspective and reliable partnership with a local agent is one of key factors in achieving success.

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