

PARTICIPATION, COMMUNICATION AND INNOVATION TO OPEN A NEW ERA FOR HAEUNDAE



HAEUNDAE-GU, NOW IN THE SECOND YEAR OF ITS 7TH ELECTION, IS TO FOCUS ON CREATING A PEOPLE-CENTERED FUTURE HAEUNDAE

Key achievements by sector

For the safety sector, we have carried out the provision of 'resident safety insurance', which provides insurance premiums of up to 10 million won to residents who suffer from disasters and accidents. We have also put in measures to ensure a safe living environment for residents including yellow carpets and crosswalk floodlights. For the welfare sector, we have promoted various campaigns such as a project to prevent lonely deaths, establishing an abandoned animal adoption center, and free lunch for first graders at high school. For the economic sector, we have been in the lead for job market opportunities for the seventh consecutive year and have signed the Haeridangil Gentrification Protection Agreement to protect local businesses. The tourism sector has seen the promotion of the Marine City-Dalmaji cultural tourism street, River Suyoung cruise and such.

Amenity Citizens' Movement

A satisfaction survey conducted among Haeundae-gu residents recorded a satisfaction percentage of 64.2%, up from 55.9% in 2017. It was found that the most important and urgent issue was the traffic problem. Other problems included regional imbalance and lack of job availability. In the second year of the 7th election, the city plans to promote the construction of a high-tech industrial complex in the Centum 2 district, construct a Haeundae tunnel and extend Line 2 on the metro. The Haeundae Amenity Movement will be promoted in earnest to create a city that provides comfort and satisfaction. Haeundae is to become a futuristic city with excellent accessibility through the improvement of self-sufficiency by the expanding of urban facilities, development and fostering of new industries, enhancement of expertise through high value-added businesses of main industries and improvement of transportation infrastructure.

10 TO-DOS DURING YOUR HAEUNDAE TRIP: BEAUTIFUL SUNRISE AT CHEONGSAPO PORT



There are three small ports between Haeundae and Songjeong in Busan - Gudeokpo, Mipo and Cheongsapo. On the way from Haeundae Dalmaji Hill and toward the direction of Songjeong, Cheongsapo can be seen below, towards the right. Cheongsapo means 'village on the blue sand hill' and is well-known for its beautiful sunrises. It is always bustling with people who come to fish along the rocks on the seashore. There is one lighthouse at each end of two breakwaters, and they are great spots for filming. Cheongsapo is also renowned for its good quality seaweed, and seaweed farms fill the seafront. Cheongsapo Daritdol Observatory, which was built in 2017, has recently become a new tourist attraction. There are many shellfish restaurants in Cheongsapo, which can be grilled over a briquette fire. In addition, grilled eel, scallop, and grilled shrimp are also popular.

NIGHT-TIME SCENERY LIGHTING AT SUYOUNG BRIDGE NARU PARK



After 4 months, Haeundae-gu completed work on the riverside night scenery along River Suyoung last month. The project is being promoted along with the Haeundae River Cruise business, and includes the installing of LED lighting for the upper and lower sections, and reed lighting along the APEC Naru Park waterside. Programs have been out in place to offer various color and pattern changes. The lights turn on at sunset and the area is embroidered with beautiful lights until 11pm. Haeundae-gu also has plans to install landscape lighting in Jwasuyeong Bridge and APEC Naru Park.

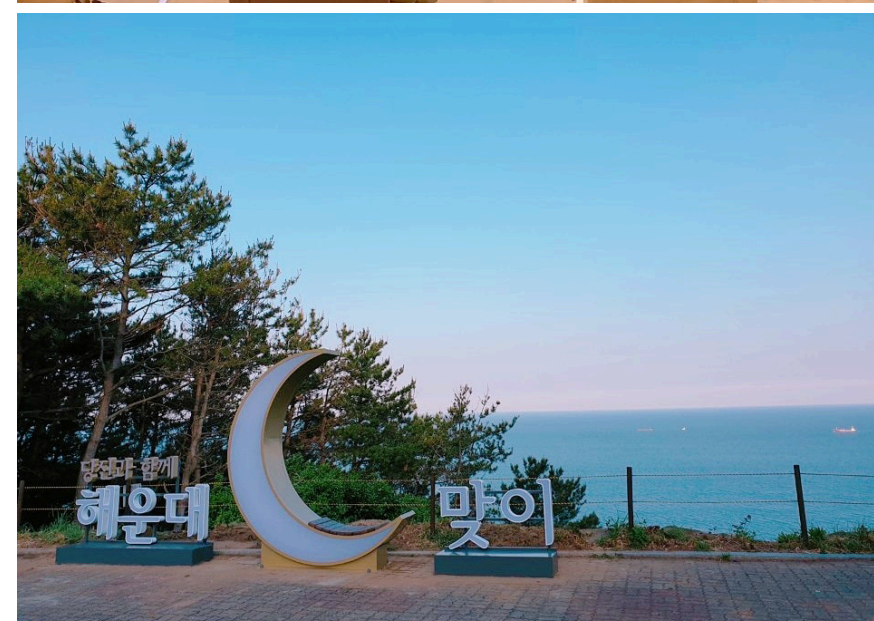
INFANT CLASSES AT BABY-MOM CENTER

Haeundae-gu Public Health Center opened the Baby-Mom Center on 16th May. It runs programs for pregnant women and infants. ▲Five senses development play class ▲Yoga class for moms ▲Child growth development class ▲Birth preparatory class ▲There are many programs such as forest prenatal care and much more which can bring happiness to both mother and child. Contact 051-749-7522 for inquiries.

HAEUNDAE ON SNS



Haeundae Beach Cinema, which collaborates the romance of the night sea with the beauty of film, is held at Haeundae Beach. Competition was fierce for first-come first-serve seating. The 100 seats sold out in 30 minutes. Two more cinema events are planned for the rest of this year.



In addition to Songjeong Photo Zone, an additional photo zone has been installed at Dalmaji. The phrase 'At Haeundae Dalmaji With You' is also romantic. There is a secret in the photo zone: is it lit up by LED nights at night, becoming even more beautiful.

THE BEACH: A TOURIST ATTRACTION FREE OF OBSTACLES

On the 28th of last month, Haeundae-gu made Haeundae Beach an 'obstacle-free tourist destination', enabling disabled people, elderly people, and families with infants to travel without any inconvenience and restrictions. Haeundae-gu has improved information facilities such as the provision of braille guidebooks, and has installed a hot spring bathing room for disabled people in wheelchairs. A slope ramp has been put in place for entry and exit to the beach, and shower and dressing rooms for the disabled have also been provided. This is the first time a beach without obstacles has been built in Busan. Haeundae-gu Office is considering introducing a 'water chair', which is a wheelchair that floats on water, so those who are physically impaired can enjoy the sea.