

同 자료는 보도 편의를 위해 사전 제공하는 것으로, 어떠한 형태로의 외부 공유도 일체 금합니다. 유출 시 그에 따른 법적 책임이 따를 수 있음을 알려드립니다.

- ※ 엠바고 : 연설문 전문은 연설 종료 후 현장본 확인 후 보도할 수 있습니다. 단, 이미 연설을 마친 부분은 연설 중에도 보도 가능합니다.
- ※ 현장에서 달라질 수 있으니 반드시 실제 발표 내용을 확인해 주시기 바랍니다.

## 6/20(화) 파리 제172차 BIE 총회, 2030 세계박람회 4차 경쟁 PT

### #1. PT 1. / Park Jai Sang

Hello everyone,

My name is Jai Sang Park, but to many, I am better known as PSY.

Thank you so much for inviting me to be a part of this meaningful, honorable event.

I'm here today to introduce to you 'World EXPO 2030 BUSAN' and why Busan is the one and only, optimum city to host the World EXPO.

Being here in Paris brings back fond memories from 2012 when I did a flash mob of my song 'Gangnam Style' with 20,000 people in Trocadero Square, facing the Eiffel Tower. It was truly the biggest event and I realized, even though we all spoke different languages, everyone came together as one.

As a musician, I've experienced that K-pop has the power to unite, transform, and transcend boundaries. And just like that performance,

I believe World EXPO 2030 Busan will unite us all!

Some 22 years ago, I made my debut as a singer-songwriter in Korea. Out of the norm and entirely unconventional, both musically and physically, my debut came as a shock to many.

Despite the challenges I faced along the way, I never gave up, just like Korea never did 70 years ago. With that Korean spirit, I had the willpower and the unwavering drive to create without conforming. Luckily, people gradually began to like my carefree style.

While the Korean entertainment industry is known for its competitive and meticulous nature, Korea also embraces a culture that values freedom.

With such freedom, we have been able to reach fans globally with K-POP, as well as with K-cinema and K-Drama.

We love to mix different genres, and create something unique, like our best-known meal, bibimbap!

With <Squid Game> and <Parasite> we were able to deliver to the audience a mix of suspense, comedy, and social commentary. We tell a story in a big bowl with various elements mixed in well, just like a delicious bowl of bibimbap, and all the pieces come together to create empathy for people all around the world.

From the music you listen to, to the shows you watch, your smartphones, cars and TVs, Korean influence is deeply rooted in your everyday lives. This influence comes from a country that once struggled to feed its people, but now has grown this much. Can you imagine the vibrant energy such a country will bring to the Expo?

At World Expo 2030 Busan, we will showcase  
the transformative power of our culture and technology.  
We will demonstrate our commitment to global cooperation and innovation.  
We'll share our journey, our growth,  
and our vision for a sustainable future.

Indeed, World Expo 2030 Busan will serve as a global platform.  
where governments, industry experts, academics and citizens  
from around the globe gather to exchange ideas and find solutions  
for our shared progress.

This is why I'm so excited about the World EXPO 2030 Busan,  
because I believe it's about the things we share—our shared future, our shared challenges  
and the unlimited opportunities we have before us!

Distinguished delegates, I'm so grateful that even after 10+years,  
my Gangnam Style still brings people together whenever it's on.  
I hope that the World EXPO 2030 Busan will do the same—  
bring the whole world together and shape a better future for all of us.

Thank you.

## #2. PT 2./ Yangkyo Chin

Distinguished Delegates,

I'm Yangkyo Chin, the chief architect  
of our proposed World Expo site.

Today,  
I would like to discuss the World Expo 2030 Busan  
as a SPACE that presents innovative solutions for the future.

Our expo vision is inspired by the long-standing Korean tradition  
of harmonizing nature, humanity, and technology.

Here, as you can see,  
the Hanok, a traditional Korean house  
built with natural materials such as soil, wood, and stone,  
fully embodies this concept of harmony.

It influences the central themes guiding our World Expo planning,  
including the design of the Expo site.

The North Port of Busan  
used to be a busy international seaport  
before it fell behind the waves of new industries.  
The area is now left  
with disused buildings and abandoned machines.

Our plan is to turn these remains of old industrialization  
into a space for sustainable life  
where nature, humanity and technology coexist in harmony,  
a site of GREAT TRANSFORMATION  
where we'll share our vision for a NEW EARTH.

THAT is our space design concept for the World Expo 2030 Busan –  
“Re-Earth.”

The Expo site  
will be a living, spatial embodiment  
of the key themes of the World Expo 2030 Busan,  
an\_eco-friendly, carbon-neutral space.

Across the site,  
you'll see dynamic, porous patterns,  
that form gaps and openings  
amid layers of concrete  
so living forms can coexist with humanity.

All structures will be built  
using as much sustainable materials as possible.  
The expo site will be powered 100% by green energy  
and transport will encompass eco-friendly mobility  
like UAM and hydrogen vehicles.

The waterfront,  
the interface between our site and the sea,  
will be a model of carbon neutrality,  
and our cutting-edge technologies/ for harmony with nature.

We want this special space  
((to be)) a place for Caring and Sharing,  
where all nations around the world come together,  
discuss our challenges and share solutions.

If nations so desire,  
they may organize JOINT exhibitions  
Fostering a spirit of unity and cooperation.

Additionally, we are thrilled to present  
the world's first/ UN Habitat floating city.  
This groundbreaking addition  
presents yet another innovative solution.

The T-Square will be open to all,  
including individual creators, to contribute their ideas –  
because we want our Expo  
to be truly inclusive and welcoming.

And perhaps most importantly,  
the legacy of our collaboration  
will not simply disappear when the Expo closes.

For instance, once the Expo is over,  
the repurposed silo in the North Port  
will become the Expo Big Data Silo  
to preserve all the history and data  
spanning 180 years of World Expo.

There will also be an ODA Memorial Hall  
to tell the tales of human solidarity,  
of our commitment to caring and sharing.

Distinguished Delegates,  
Our ambition is to make this site  
a place for harmony/ of nature, humanity, and technology,  
where problems find solutions  
to shape a new and better future for all.

Thank you.

#3. PT 3. / Soo-inn Lee

Good afternoon!

Did you know that over 250 million children worldwide lack access to education?

70% of 10-year-olds cannot read basic text, a huge increase from 57% before the pandemic.

I am Soo-in Lee, the co-founder and CEO of Enuma - an ED-TECH company creating digital learning solutions for children.

Our journey began when, as game developers and designers, my husband and I wanted to empower children with disabilities to learn independently.

Our educational software designed to make math and language learning enjoyable, turned out to be very popular, among not only children with difficulties, but also those without.

However, during our journey we discovered (that) education barriers affect not just children with disabilities but also those facing poverty.

As we believed every child should experience the joy of learning, this reality compelled us to take action.

We Koreans have always believed in EDUCATION's power to shape our future.

Even during the war, our parents priORitized building schools and printing textbooks. Education was Korea's path to growth and recovery.

We received support from the Korean government, to develop a program teaching children in developing nations how to read, write, and do math, even without a teacher.

Gratefully, our program became a co-winner at the "Global Learning XPRIZE" competition, for our efforts to eliminate illITeracy.

Since 2020, with the aid of the Korean government, we have provided this program to children in developing countries.

Distinguished guests,

Our innovation

is just a small win  
against colossal challenges.

To overcome these obstacles,  
we must UNITE our efforts—  
governments, businesses, and ENtrepreneurs—  
with our shared love for humanity.

This/ is exactly what Korea's Busan Initiative is about.

Through the initiative,  
our government is already engaging  
in various global challenges,

sharing our green technologies to combat the climate crisis,  
implementing IT innovations to enhance the global digital environment,

we also have healthcare programs  
supporting mothers, newborns, and children,  
and agricultural development programs  
addressing the food crisis.

Our businesses are sharing their expertise ['teez'] too,  
bridging the digital divide, restoring forests,  
and implementing rainwater collection systems/ in vulnerable regions.

ULTimately,  
our vision for World Expo 2030 Busan  
is to find solutions  
to address humanity's most pressing challenges  
TOGETHER.

Collaboration across borders is crucial,  
as no individual, business, or nation

can solve these problems alone.

I sincerely hope (that)  
World Expo 2030 Busan  
becomes a symbol of global partnership.

Together, let us help the future generations  
reach for the stars and unlock their boundless potential.

Thank you!

