

# BZen communications Profile 2023





**BZen**



BZen Communications makes the result that reflects the client's needs and we will be toward to create differentiated services for the client's experience beyond expectation.

With BZen!

Zen Lee,  
President of Bzen Communication

BZen Communications would satisfy clients whenever be with us.



# About BZen



BZen

## About BZen

BZen Communications provides professional services for planning and operating International/Domestic Conferences, Exhibitions and DMC. We make the best result with change and innovation instead of settling for standard. We also do our best to achieve goals of the event based on the most important thing for us, which is communication with clients.

### Business



Conference / Meetings

- \* Planning & Program Management
- \* Budgeting, Coordinating Sponsorship
- \* Venue Selection
- \* Design and printings management
- \* Speakers and Participants Management
- \* Hospitality & protocol
- \* Official / Social Events planning
- \* Performance planning and operation
- \* On/offline Promotion
- \* Video Planning and Production
- \* Management of Professional Manpower



Exhibition

- \* Planning & Program Management
- \* Market research and Budget planning
- \* Exhibitor Invitation and communication
- \* Overseas Roadshow / Promotional Exhibition booth production and management
- \* Venue Selection/Onsite Operation
- \* Design and production of exhibition booths
- \* Printings Design and management
- \* Logistics & Clearance assistance
- \* Official / Social Events planning
- \* On/offline Promotion
- \* Video planning and production



DMC  
(Destination Management Company)

- \* Planning & Budget Management
- \* Local Cooperator selection and management
- \* Communication & Onsite Management
- \* Unique Venue
- \* Hospitality
- \* On-site Management
- \* Logistics(Transportation)
- \* Accommodation
- \* Food & Beverage
- \* Entertainment planning
- \* Event Promotion(On/offline)



Marketing / Event

- \* IR Event, SP Event
- \* Overseas Roadshow
- \* Promotional Exhibition booth production and management
- \* On/offline Event promotion
- \* Performance planning and operation
- \* Video Planning and Production



## Philosophy



**BEST**

Best Service



**BEYOND**

Experience beyond  
Expectation

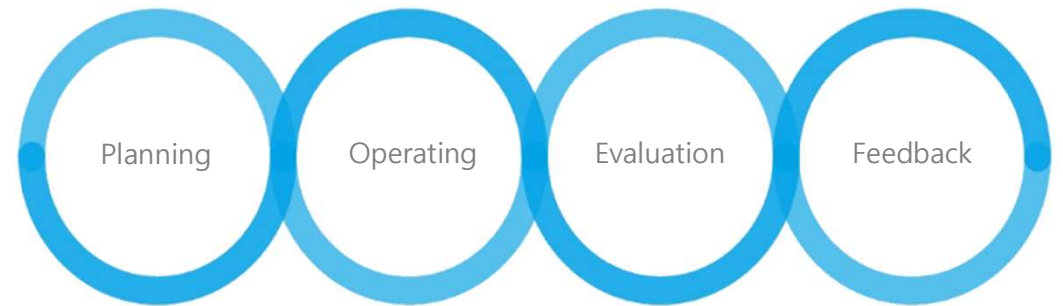


**BROAD**

Constant Development

## One-stop Service

BZen provides one-stop service by planning and operation based on our know-how.



Professional & Thorough  
Planning & Operation

Estimation of Fluctuating  
factor & Preparation

Critical Evaluation

Communication with Clients

2023 Major On-Line Events



2023 Major On-Line Events



# Portfolio



BZen



## Portfolio

2023 Busan tourism spring at a glance, open information session

- **Date :** 2023. 3. 10. (Fri)
- **Venue :** Busan Tourism Business Support Center 3rd floor conference room Songdo
- **Hosted by :** Busan Tourism Organization





## Portfolio

15 minCity Vision Tour Season 2 (Saha-gu, Haeundae-gu, Suyeong-gu, Dong-gu, Sasang-gu)

- **Date** : 2023. 3. 27.(Mon) ~ 12. 26.(Tue)
- **Venue** : Saha-gu Office, Haeundae-gu Cultural Complex Center, Suyeong-gu Office, Dong-gu National Sports and Culture Center, Sasang-gu Office
- **Hosted by** : Busan Metropolitan City, Saha-gu, Haeundae-gu, Suyeong-gu, Dong-gu, Sasang-gu



2023

## Portfolio

### NextRise 2023, Seoul

- **Date** : 2023. 6. 1.(Thu) ~ 6. 2.(Fri)
- **Venue** : COEX, Samseong-dong, Seoul
- **Hosted by** : KDB Korea Development Bank, Korea International Trade Association, National Research Council of Science and Technology, Korea Venture Business Association, Korea Venture Capital Association





2023

## Portfolio

### Biosensors 2023

- **Date :** 2023. 6. 5.(Mon)~ 6. 8.(Thr)
- **Venue :** BEXCO Convention Hall
- **Hosted by :** Elsevier BV



## Portfolio

Singapore Information and Communication Expo

- **Date** : 2023. 6. 7.(Wed) ~ 6. 9.(Fri)
- **Venue** : Singapore EXPO \*Local progress
- **Hosted by** : Busan Metropolitan City, Busan Information Industry Promotion





Portfolio

2023 TRIPO Heads Meeting

- **Date** : 2023. 11. 30.(Thu) ~ 12. 1.(Fri)
- **Venue** : SIGNIEL Busan, 4F Grand Ballroom, Republic of Korea
- **Hosted by** : KIPO





Portfolio

2023 KEA Safety and Health Day event

- **Date** : 2023. 7. 26. (Wed)
- **Venue** : Korea Energy Agency
- **Hosted by** : Korea Energy Agency



## Portfolio

### Kanazawa Seminar in Busan

- **Date** : 2023. 8. 3.(Thu)
- **Venue** : Busan Port International Women's Gallery Terminal 5th floor conference room
- **Hosted by** : kanazawa Port Promotion Association





## Portfolio

### 2023 World Smart City Expo (WSCE 2023)

- **Date** : 2023. 9. 6.(Wed)~ 9. 8.(Fri)
- **Venue** : KINTEX Exhibition Hall 1
- **Hosted by** : Ministry of Land, Infrastructure and Transport, Ministry of Science and ICT



## Portfolio

### 2023 Second Half Korea-ASEAN Metaverse Training Program

- **Date :** 2023. 9. 11.(Mon) ~ 9. 16.(Sat)
- **Venue :** Korea-ASEAN ICT Convergence Village, facilities in Busan, Gyeongju area
- **Hosted by :** Ministry of Science and ICT, Busan Metropolitan City





## Portfolio

### 2023 Korea-Philippines XR Business Exchange Meeting

- **Date** : 2023. 10. 26.(Thu) ~ 10. 27.(Fri)
- **Venue** : Local Related Organizations, Companies, and SMX Convention Center AURA \*\*Local progress
- **Hosted by** : Busan Metropolitan City, Ministry of Science and ICT, National IT Industry Promotion Agency, Busan Information Industry Promotion Agency





## Portfolio

### KEA Ethical Practice Resolution Contest

- **Date** : 2023. 11. 15.(Wed)
- **Venue** : Korea Energy Management Corporation
- **Hosted by** : Korea Energy Management Corporation



## Portfolio

### 2023 TRIPO Heads Meeting

- **Date** : 2023. 11. 30.(Thu) ~ 12. 1.(Fri)
- **Venue** : SIGNIEL Busan, 4F Grand Ballroom, Republic of Korea
- **Hosted by** : KIPO



## Portfolio

### 2022 BMA Orientation

- **Date** : 2022. 3. 24. (Thu)
- **Venue** : Felix by STX Hotel, Yacht Tour, Busan X the Sky
- **Hosted by** : Busan Tourism Organization

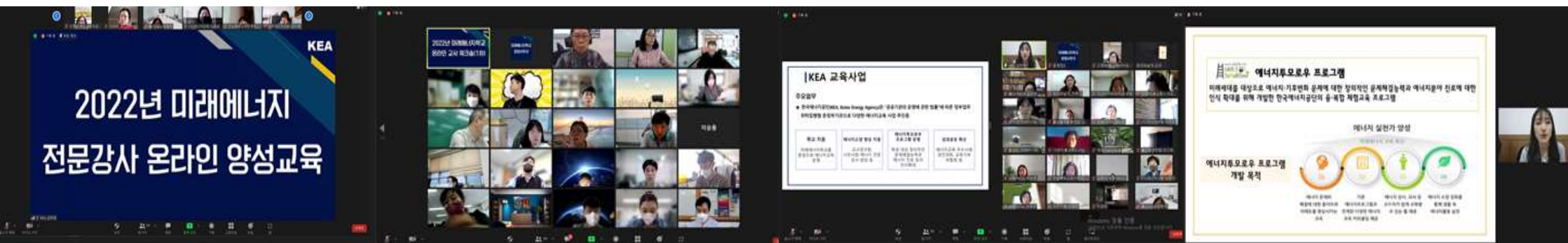




## Portfolio

[On-line] 2022 Future Energy School Online Teacher Workshop

- **Date** : 2022. 4. 22.(Fri) ~ 2022. 4. 23.(Sat)
- **Venue** : BEXCO Video Counseling Center
- **Hosted by** : Korea Energy Agency



## Portfolio

### Buul-gyeong tourism information session

- **Date :** 2022. 5. 3. (Tue)
- **Venue :** Seoul Shilla Hotel
- **Hosted by :** Busan Tourism Organization, Ulsan Tourism Organization, Gyeongnam Tourism Organization

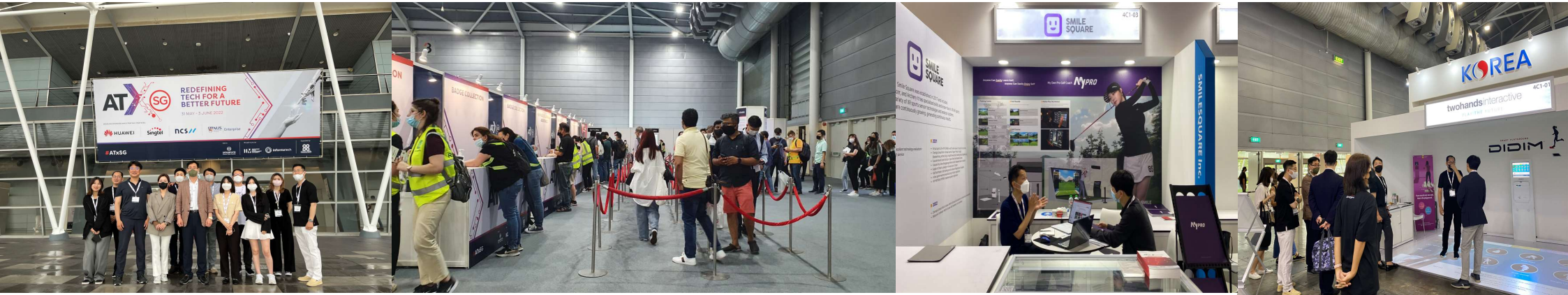




## Portfolio

### ATxSG 2022-CommunicAsia 2022

- **Date** : 2022. 06. 01. ~ 06. 03.
- **Venue** : Singapore Expo Center
- **Hosted by** : Singapore Information, Communications and Media Development Authority (IMDA), Informa Tech



Portfolio

KEA Ethics Week

- **Date** : 2022. 6. 7. (Tue) - 6. 10 (Fri)
- **Venue** : Korea Energy Corporation Ulsan Headquarters
- **Hosted by** : Korea Energy Corporation



Portfolio

Nara Kium Busan Youth EntrepBusan Information Industry Promotion AgencyBusan Information Industry Promotion Agencyrenewship Hub ICT New Work Space Opening Ceremony

- **Date** : 2022년 7월 6일(Wed)
- **Venue** : Busan Youth Startup Hub
- **Hosted by** : Busan Information Industry Promotion Agency





Portfolio

2022 Busan Tourism Organization Open Briefing Session

- **Date** : 2022. 7. 7.(Thu)
- **Venue** : Busan Tourism Enterprise Support Center
- **Hosted by** : Busan Tourism Organization



## Portfolio

### 2022 Busan International Wellness Conference (BIWC 2022)

- **Date** : 2022. 8. 19. ~ 8. 20.
- **Venue** : [Day 1] Piark, Yeongdo, Busan  
[Day 2] Wellmi Wellness Studio
- **Hosted by** : Bzen Communication Co., Ltd.-WellMi Wellness Solutions



Portfolio

[On-line] challenge! You Quiz Renewable Energy on the KEA

- **Date** : 2022. 9. 21. (Wed)
- **Venue** : BEXCO Video Counseling Center
- **Hosted by** : Korea Energy Agency





2022

Portfolio

2022 Dubai ICT Fair

- **Date** : 2022. 10. 10.(Mon) ~ 10. 14.(Fri)
- **Venue** : Dubai, United Arab Emirates International Conventional & Exhibition Centre
- **Hosted by** : Dubai World Trade Centre



Portfolio

BusanSat international cooperation project related organization meeting for fostering new data-based maritime industry

- **Date :** 2022. 11. 2.
- **Venue :** Video conference room on the 7th floor of Busan City Hall
- **Hosted by :** Busan Metropolitan City





2022

## Portfolio

[On/Off-line] Meet in Busan

- **Date** : 2022. 11. 24. (Thu) ~ 11. 25. (Fri)
- **Venue** : Busan area, Grand Chosun Bus
- **Hosted by** : Busan Metropolitan City / Busan Tourism Organization

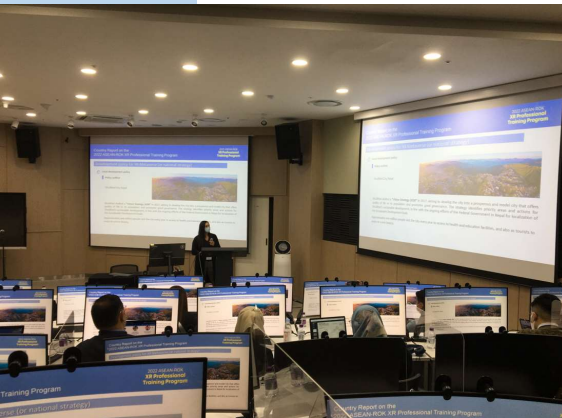




## Portfolio

### 2022 ASEAN-Korea XR Training Program

- **Date** : 2022. 11. 28. (Mon) - 12. 2. (Fri)
- **Venue** : Korea-ASEAN ICT Convergence Village
- **Hosted by** : Korea-ASEAN ICT Convergence Village



Portfolio

Workshop in the second half of the year to discuss ways to advance the operation of the New and Renewable Energy Center

- **Date** : 2022. 12. 12.(Mon) ~ 13(Tue)
- **Venue** : Stanford Hotel & Resort Tongyeong
- **Hosted by** : Korea Energy Management Corporation



## Portfolio

Busan New Marine Industry Networking Day

- **Date** : 2022. 12. 21. (Wed)
- **Venue** : Busan City Hall
- **Hosted by** : Busan Metropolitan City / Busan Techno Park, Donga Science Co., Ltd.





# 2021



## Portfolio

Busan Convention Industry Association inaugural general meeting  
(partially operated)

\* Online progress

- Date : 2021. 3. 30(Tuesday)
- Venue : BEXCO B1 image studio
- Organizer / Organizer : Busan Convention Industry Association
- URL Link :  
<https://us02web.zoom.us/j/87139600929?pwd=a0NwcDZ4UTY3S2tTeTNhNlFkdUJWQT09>

# 2021



## Portfolio

P4G Seoul Summit (partially operated)

- Basic & Special Session\_Circular Economy,
  - Green New Deal, Civil Society, Business Forum, Forest
- \*Online progress

- Date: 2021. 5. 30(Sunday) ~ 2021. 5.31. (Monday)
- Venue: Dongdaemun Design Plaza (DDP) Video Studio
- Host/organizer: Ministry of Environment, Ministry of Strategy and Finance, civic groups, Korea Chamber of Commerce/Ministry of Industry and Forestry
- URL Link :
  - circular economy <https://www.youtube.com/watch?v=sCmCZPfNmUE>
  - Green New Deal [https://www.youtube.com/watch?v=MTBN\\_cPlsNA](https://www.youtube.com/watch?v=MTBN_cPlsNA)
  - civil society <https://www.youtube.com/watch?v=36mFByLwIME>
  - business forum <https://www.youtube.com/watch?v=mAOi43CM1lo>
  - forest <https://www.youtube.com/watch?v=Po-Exz40Jc1I>

# 2021



KATA

CONTENTS

1. KTT(Korea Total Tourism Package)
2. CHI(Contents, Human resource, Infrastructure)
3. ESG(Environment, Social, Governance)
4. DX(Digital Transformation)
5. CASE

## 2021 한-베네수엘라 관광 포럼

### Foro de Turismo Corea-Venezuela

포스트 코로나 시대, 양국 관광 협력 방안 모색  
Búsqueda de colaboración en la era post-pandemia

2021.6.3. (jueves) 20:00-22:00  
2021.6.4. (viernes) 09:00-11:00  
\*온라인 개최(Conferencia Virtual)

순서	주제	주최
1	코로나19 이후 한국관광 한국관광진흥회 박승우 (박승우) 베네수엘라 관광 현황, 제도, 정책 베네수엘라 관광진흥회 박승우 (박승우)	La Pandemia y el Turismo Coreano Dr. Daryemiro Cely, Director de la Asociación de Gestión Turística en Corea El Turismo Venezolano, su Característica y Ventajas Dr. Lucelo Gonzalez, Presidente del Comarcaturismo
2	COVID-19 이후 관광산업의 변화와 미래 전망 세계관광기구 유엔관광기구 세계관광기구 유엔관광기구 한국관광진흥회 박승우 (박승우)	Centro del Turismo Coreano y Programas Turísticos en la era Post-pandemia Dr. Chungwon Lee, Presidente de UNWTO Asia East Reportando como Director del Turismo Dr. Juan Carlos Hernandez, Presidente de Abascoi Tourism
3	한국관광진흥회 박승우 (박승우) 세계관광기구 유엔관광기구 베네수엘라 관광진흥회 박승우 (박승우) 세계관광기구 유엔관광기구	La Verdad de los Países Socios de Viaje y el Turismo Dr. Hassan Lata, Vice-Dean Centro de Investigación del Desarrollo Turístico Dr. José Manuel Puentes, Investigador del ICSA

## Portfolio

Korea-Venezuela Community Korea-Venezuela Tourist forum  
\*Online progress

- Date: 2021. 6. 4. (Friday)
- Venue: Nest Coworking
- Customer/Organizer : Embassy of the Republic of Korea in Venezuela
- URL Link : <https://www.youtube.com/watch?v=Dtg3D8rYznk&list=PLE92p08yRELtP5RgRWCfTYwOjWgTMxZmt>



# 2021



## Portfolio

Opening ceremony of ASEAN-Korea ICT Convergence Village  
& ICT  
Innovation Square

- Date: July 16, 2021 (Fri)
- Venue: Busan Film Post-production Facility  
(6, Centum 7-ro, Haeundae-gu, Busan)
- Organized/Organized by: Busan Information Industry Promotion Agency

# 2021

## Portfolio

### Busan International Wellness Conference 2021

- Date: July 23, 2021 (Fri) ~ July 25, 2021 (Sun) (3 days in total)
- Venue: Nurimaru APEC House
  - [Day 1] Online
  - [Day 2] Nurimaru APEC House
  - [Day 3] Suyeong Bay Yacht Stadium
- Official language: English (Day 2 – English-Korean simultaneous interpretation)
- Co-hosted by: Bzen Communications Co., Ltd. WellMi Wellness Solutions
- URL Link : <https://www.youtube.com/watch?v=yXa2xLaoo0s&t=139s>



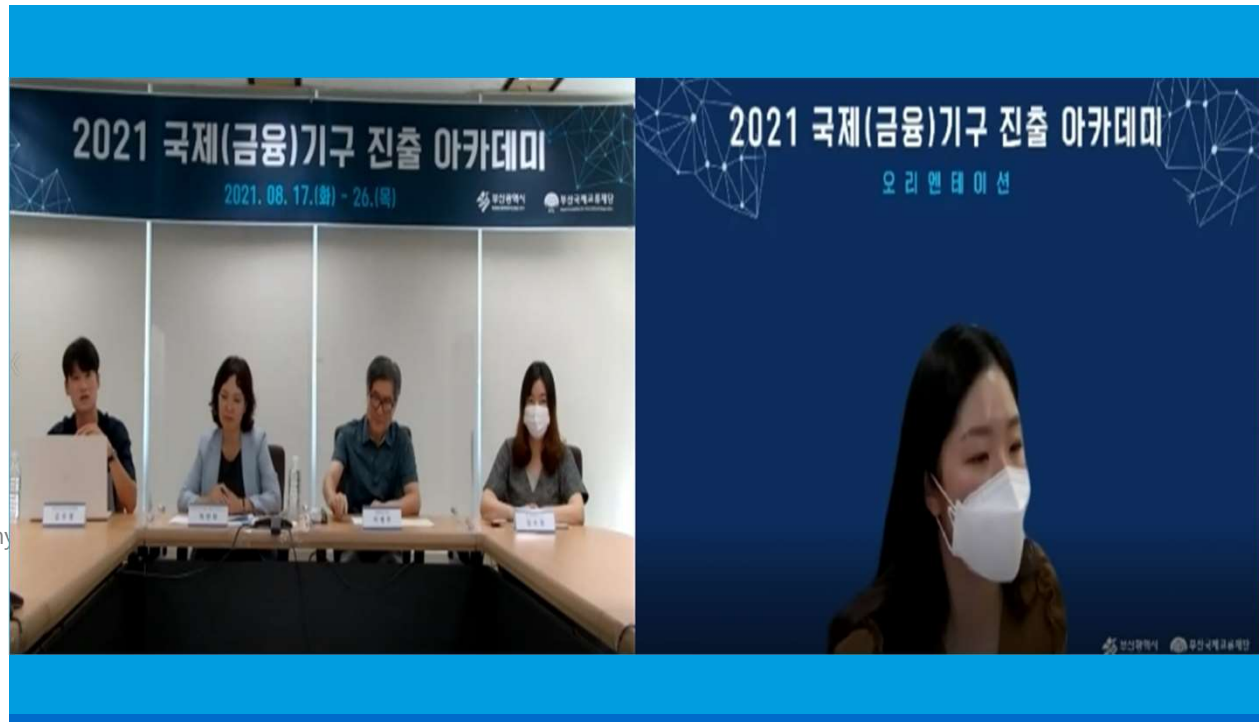
# 2021

## Portfolio

2021 International (Financial) Organization Advancement Academy

\* Online progress (Zoom)

- Date: August 17, 2021 (Tuesday) ~ August 26, 2021 (Thuday)
- Venue: Exchange Room, Busan Foundation for International Relations
- Hosted by: Busan Foundation for International Relations





# 2021

## Portfolio

### AI EXPO BUSAN 2021 (Artificial Intelligence Expo Busan)

- Date: September 1 (Wed) - September 3 (Fri), 2021
- Venue: Hall 4, Exhibition Hall 2, BEXCO, Busan
- Hosted by : Busan Metropolitan City
- Organized by: Busan Information Industry Promotion Agency, BEXCO



# 2021



## Portfolio

- 2021 Korea-Japan On-Offline Talk Concert <Hope to reach you>  
\* On-Offline Parallel (ZOOM, YouTube, etc.)
- Date: 2021. 9. 24. (Fri) 14:00 ~ 17:30
- Venue: Asti Hotel (Choryang-dong, Dong-gu, Busan)
- Hosted by: Busan Cultural Foundation
- URL Link : [https://www.youtube.com/watch?v=QjZKVwo\\_m\\_Q](https://www.youtube.com/watch?v=QjZKVwo_m_Q)



# 2021



## Portfolio

2021 World Peace Forum  
\*On/Offline Live Broadcast

- Date: 2021. 10. 27. (Wed) 10:00~17:00
- Venue: The Westin Chosun Hotel Busan
- Co-hosted by: Busan Metropolitan City, Busan International Foundation
- URL Link : [https://www.youtube.com/watch?v=j\\_lkZJ7LGU8&t=77s](https://www.youtube.com/watch?v=j_lkZJ7LGU8&t=77s)



# 2021

## Portfolio

Overseas experts talk concert to create  
a new marine industry ecosystem in Busan

\* Parallel on-line and offline (simultaneous streaming on YouTube)

- Date: Tuesday, November 2nd, 2021
- Venue: BEXCO Exhibition Hall 1, 1F, rooms 104~105 and anywhere online access is available
- Hosted by: Busan City/Busan Techno Park
- Organized by : Korea Institute of Ocean Science and Technology
- URL Link : <https://www.youtube.com/watch?v=OoC6isOI45E&t=307s>



# 2021

## Portfolio

### 2021 Busan-ASEAN Week

- On-site
- Date: 2021. 11.18.(Thu)~24.(Wed)
- Venue: Haneul Theater of the Seoul Cinema Center and other parts of Busan
- Organized by: Busan Metropolitan City / Busan International Foundation



# 2021

## Portfolio

2021 Busan Fam Tour by invitation of foreign embassies

\* On-site

- Date: 2021. 11. 17. (Wed) ~ 18. (Thu), 2 days 1 night
- Venue: Around Busan, including the North Port Redevelopment Promotion Center and Cinema Center
- Organized by: Busan Metropolitan City/ Busan International Foundation





# 2021

## Portfolio

International Game Exhibition G-STAR 2021 Cosplay Awards

\* Online and offline concurrently

- Date: : 2021. 11. 21. (Sun)
- Venue: BEXCO Exhibition Hall 1 Special Stage
- Organized by: Korea Game Industry Association / G-Star Organizing Committee, Busan Information Industry Promotion Agency
- URL Link : [https://www.youtube.com/watch?v=\\_NE5YuUjIPk](https://www.youtube.com/watch?v=_NE5YuUjIPk)  
<https://www.youtube.com/watch?v=3X91fhz6iBo>



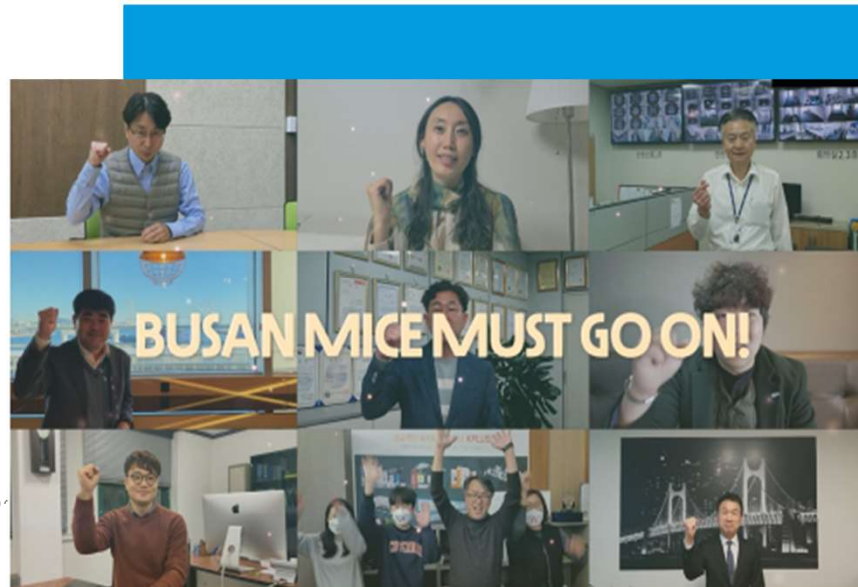
# 2021

## Portfolio

2021 Busan MICE Alliance Day

\*On-site

- Date: 2021. 12. 8. (Wed), 15:00 ~ 17:00
- Venue: BEXCO Convention Hall 101~2, 106
- Hosted by: Busan Tourism Organization



# 2020



## Portfolio

Public hearing on operation guidelines for supporting low-carbon photovoltaic modules

\* Online progress

- Date: 2020.4.28. (Tue)
- Venue: Grand Ballroom at LW Convention Center
- Organized/Organized by: Korea Energy Corporation
- URL: <https://youtu.be/sLmaSWnI7dM>



# 2020



## Portfolio

Korea Energy Agency Klea market

- Date: 2020. 5. 11 (Mon)
- Venue: Korea Energy Agency
- Organized/Organized by: Korea Energy Agency

# 2020

## Portfolio

Busan International Wellness Conference 2020 (BIWC 2020)

\*Online (Day 1)

- Date: 2020. 8. 22. (Sat.) - 23. (Sun.)
- Venue: Golden Tulip Hotel, Geumgang Park
- Organized/Organized by: Bzen Communications, WellMi Wellness Solutions
- URL link:  
[https://www.youtube.com/channel/UCW0Kw5XaO5it8mNJc\\_Ig19g/videos](https://www.youtube.com/channel/UCW0Kw5XaO5it8mNJc_Ig19g/videos)

\*On-site (Day 2)

- Date: 2020. 8. 22. (Sat.) - 23. (Sun.)
- Venue: Golden Tulip Hotel, Geumgang Park
- Organized/Organized by: Bzen Communications, WellMi Wellness Solutions



# 2020



## Portfolio

Conference A (partial operation)

\* Online progress

- Date: 2020. 9. 17. (Thursday) - 19. (Saturday)
- Venue: BEXCO Convention Hall 1F 101, Busan
- Organized/Organized by: Busan Information Industry Promotion Agency



# 2020



## Portfolio

World Peace Forum 2020 (Partial Operation)

\* Online progress

- Date: 2020.10.29. (Thursday)
- Venue: Grand Ballroom of Westin Chosun Hotel in Busan (1F)
- Organized/Organized by: Busan Metropolitan City, Busan International for international Cooperation
- URL: <https://youtu.be/2N3dM96EOBQ>

# 2020



## Portfolio

International Conference Complex Project  
Performance Ceremony 2020

- Date: 2020. 11. 18. (Wednesday)
- Venue: Busan BEXCO Outdoor Plaza
- Organized/Organized by: Busan Metropolitan City

# 2020



## Portfolio

International Game Exhibition G-STAR 2020 Opening Ceremony

\*Proceed online

- Date : 2020. 11. 19. (Thursday)
- Venue: BEXCO Exhibition Hall 1 Hall Special Stage, Busan
- Organized/Organized by: Korea Game Industry Association / G-Star Organizing Committee, Busan Information Industry Promotion Agency
- URL: <https://youtu.be/kjt9jKTcLxY>



# 2020



## Portfolio

2019 ASEAN Special Summit Commemorative Ceremony

- Date: 2020. 11. 26. (Thu.)
- Venue: 1F lobby of Busan City Hall
- Organized/Organized by: Busan Metropolitan City, Busan International Foundation of International Cooperation

# 2020

**THE 7<sup>TH</sup> INTERNATIONAL SYMPOSIUM ON SAFETY IMPROVEMENT & STAKEHOLDER CONFIDENCE IN RADIOACTIVE WASTE MANAGEMENT**

제 7차 방사성폐기물 안전관리 국제심포지엄

고준위방폐물관리 기술개발 : 현재와 미래

Technology Development of High-Level Radioactive Waste Management : Current & Future

제 7차 방사성폐기물 안전관리 국제심포지엄



제 7차 방사성폐기물 안전관리 국제심포지엄



## Portfolio

7th International Symposium on Safety Management of Radioactive Waste (Partial Operation)

\*Proceed online

- Date: 2020. 12. 2. (Wed.)
- Venue: BEXCO Exhibition Hall 121, Busan
- Organized/Organized b: Korea Radioactive waste agency / Korea Radioactive Waste Association
- URL: <https://youtu.be/OR5N-g0aOUw>

제 7차 방사성폐기물 안전관리 국제심포지엄



# 2020

## Portfolio

Busan MICE Alliance (BMA) Day 2020

\*Proceed online

- Date: 2020. 12. 8. (Tue)
- Venue: BEXCO B1F Video Studio
- Organized/Organized by: Busan Tourism Organization
- URL: [https://youtu.be/oFFAvh\\_004E](https://youtu.be/oFFAvh_004E)



**[21년 컨벤션뷰로 사업계획 공유]** 2020 BMA DAY 2020 부산 MICE 얼라이언스(BMA) 데이

**Part 3. MICE 산업 안정화**

**전상훈**  
부산관광공사 팀장

직접지원		간접지원	
마케팅 활동 비용 지원	방역 활동 비용 지원	글로벌 컨벤션 참관 지원	MICE 전문기관 교육 지원
(마케팅활동) 전시회 등록비, 항공료(오프라인시) (방역활동) 소독, 방역키트(마스크 등) 지원		(글로벌 컨벤션) 행사 등록비, 항공료(오프라인시) (MICE전문기관) 교육참가비 ※행사장개폐비용(숙박비, 식비 등) 지원불가	

*Busan MICE Begin Again*



# 2020



## Portfolio

Meeting Technology LAN Cable Workshop

\*Proceed online

- Date: December 17, 2020. (Thursday)
- Venue: BEXCO B1F Video Studio, Busan
- Hosted/Organized by: Busan Metropolitan City / Busan Economic Promotion Agency
- URL: <https://youtu.be/PlyLH9Q-WM4>

# 2019



## Portfolio

### Busan Souvenir of Culture and Tourism Fair 2019

- Date : Feb. 23 (Wed) ~ 25 (Fri), 2019
- Location : Busan Metropolitan City Hall
- Organized by : Busan Metropolitan City
- Hosted by : Busan Tourism Organization (BTO)
- Exhibitions : Tourism Souvenir, Handicrafts, , Local promotion products

# 2019



## Portfolio

Busan & Singapore Tourism Board MOC singing Ceremony

- Date : Feb. 20 (Wed), 2019
- Location : Paradise Hotel Busan
- Organized by : Busan Metropolitan City / Singapore Tourism Board



# 2019



## Portfolio

International Ocean Colour Science Meeting 2019

- Date : Apr. 8 (Mon) ~ 12 (Fri), 2019
- Location : Haeundae Grand Hotel Busan
- Organized by : KIOST / IOCCG

# 2019



## Portfolio

『Vision and strategy for Culture in Busan 2030』 Proclamation Ceremony

- Date : Jul. 11 (Thu), 2019, 10:00 ~ 13:00
- Location : Notice, Busan
- Organized & Hosted by : Busan Metropolitan City

# 2019



## Portfolio

The 5<sup>th</sup> Busan R&D Week 2019

- Date : Oct. 27 (Sun) ~ 29 (Tue), 2019
- Location : Busan Exhibition Convention Center, Busan
- Organized by : Busan Metropolitan City
- Hosted by : Busan Innovation Institute of Industry, Science & Technology Planning (BISTEP)



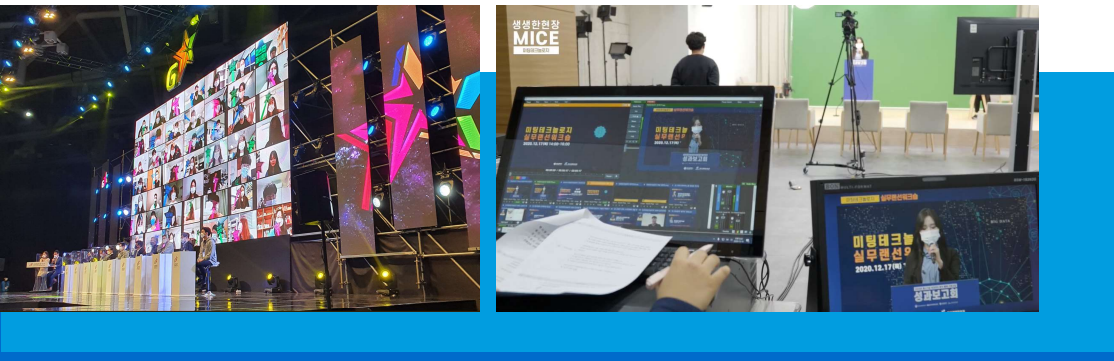
# History

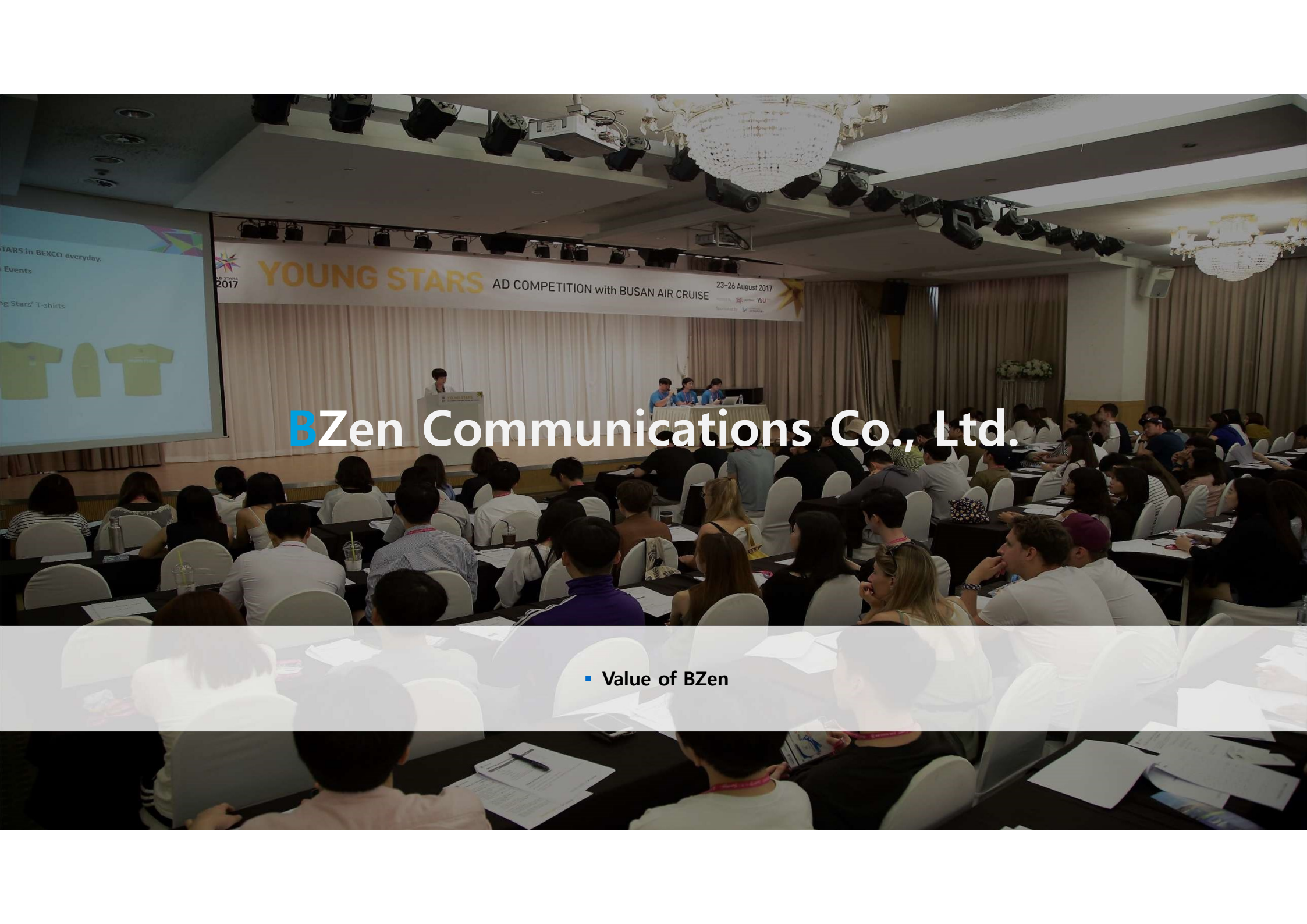


BZen

## History 2023

Date	Main Content
Mar 02, 2023	Busan Metropolitan City Medical Tourism Promotion Council Member Appointment
Mar 02, 2023	Appointed as Vice President of the Korea Tourism and Leisure Association
Feb 01, 2023	Acquired Convention Expert Certificate from Korea PCO Association
Dec 21, 2021	Selected as an excellent MICE company by Busan Metropolitan City in 2021
Dec 16, 2021	Ministry of Gender Equality and Family certification as a family-friendly company.
Jan 27, 2021	Korea software digital content development service business certification
Jul 28, 2020	Women-friendly Ilchon Enterprise Agreement
May 22, 2020	Busan Dong-Eui University Hotel Convention Management has signed a business partnership.
Mar 25, 2019	Appointed as the chairman of the Busan Tourism MICE Promotion Association Urban Branding Committee.
May 24, 2018	Busan Dongseo University Family Enterprise.
May 18, 2018	Registration of academic research business for educational support and education agency
Feb 17, 2018	Appointment of a member of the MICE Industry Promotion Council of Busan Metropolitan City
Jul 11, 2016	Certification of exhibition and event agency.
Apr 25, 2016	Video production industry certification.
Mar 11, 2016	Obtained a certificate of mail order business.
Mar 10, 2016	Obtained a certificate of use of purchase safety service.
Feb 18, 2016	Appointment of a member of the MICE Industry Promotion Council of Busan Metropolitan City
Sep 15, 2015	Shinsegae Duty Free Shop Business Agreement to Revitalize MICE Industry
Apr 28, 2015	Small and Medium Business Administration Obtained a certificate of confirmation for SMEs.
Feb 11, 2015	Korea Technology Guarantee Fund Venture Business Certificate Certification
Apr 11, 2014	Obtained a certificate of female business of the Korean Women's Business Association.
Mar 28, 2014	Busan Tourism Organization Busan MICE Alliance member company.
Mar 27, 2014	International conference planning business (tourism business) registration
Feb 26, 2014	A member company of the Busan Tourism MICE Promotion Association (formerly Busan Tourism Convention Forum).
Jan 22, 2014	Appointment of members of the organizing committee of the 7th Asian Safety City Annual Competition
Jan 10, 2014	Establishment of Bzen Communication Co., Ltd.





# BZen Communications Co., Ltd.

- Value of BZen



BZen Provides **Satisfaction**  
and **Confidence** to  
Customers.



※ Busan R&D Week 2019  
- Opening Ceremony / Award / Congratulatory  
performance / Forum / Exhibition





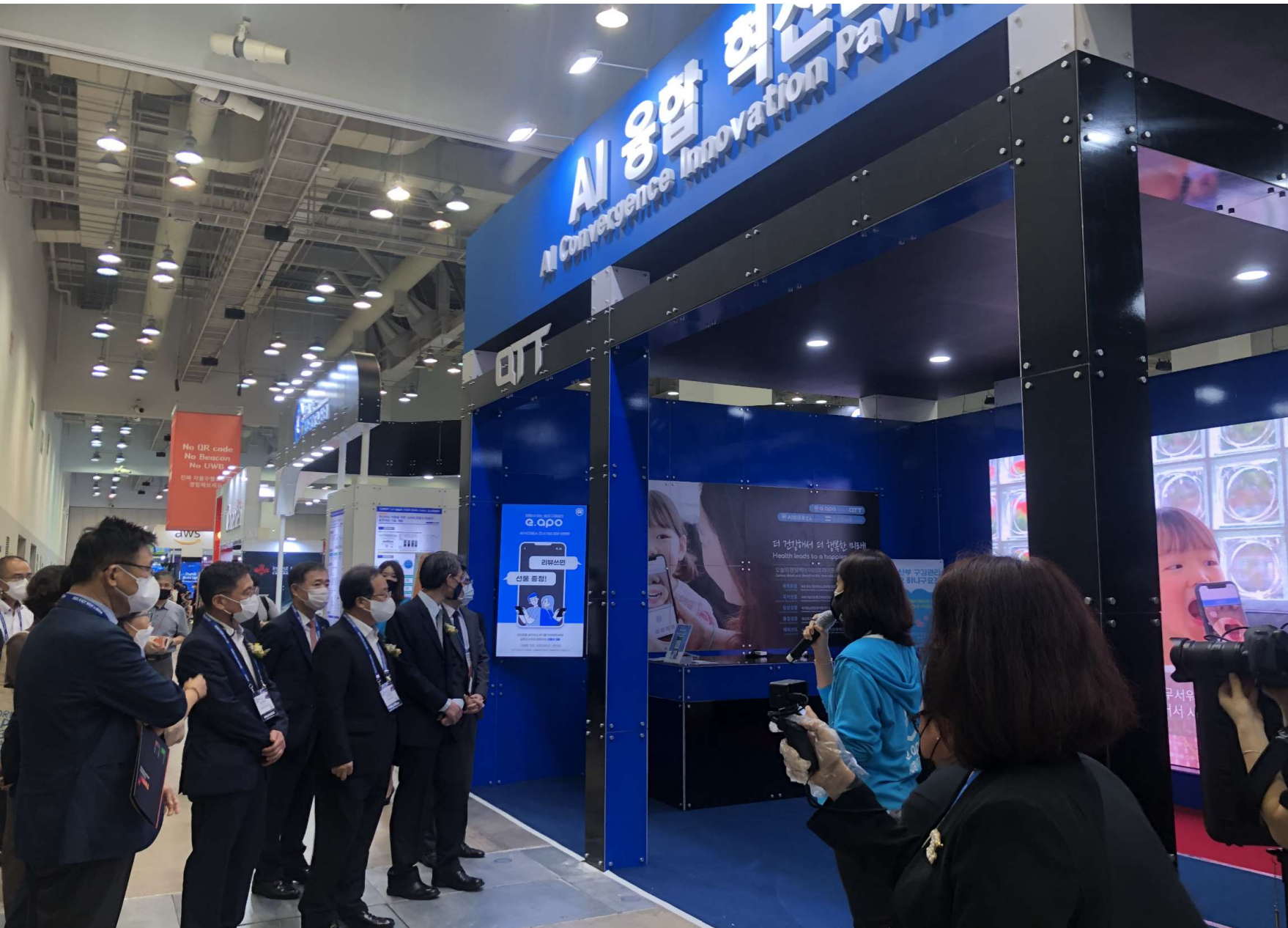
※ ICCA Asia Pacific Chapter Client/Supplier Business Workshop 2017  
- Business Meeting/ Tour in Busan / Gala Dinner

BZen is **Professional** in DMC.

BZen Puts a Premium on **Human** and **Meeting** people.







BZen has

## Planning Power

in various field

※AI EXPO BUSAN 2021  
(Artificial Intelligence Expo Busan)  
- Exhibition





BZen Provides

Experience Beyond  
your  
Expectation

※ Haeundae Beach in Busan  
Gwangbok Tree road in Busan  
Three-Storyed Stone Stupa  
and Tabo-tap Stupa, Bulguksa  
in Gyeongju







BZen Communications would satisfy clients  
whenever be with us.

With **BZen!**

*BZen*  
• Communications