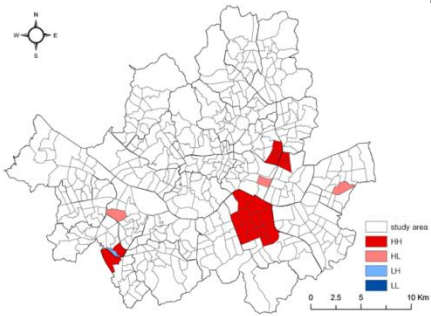


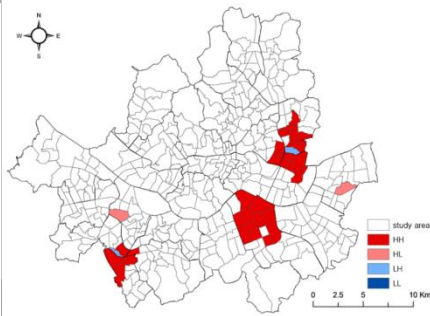
1. Introduction: Dongdaemun Market

- Industrial structure in Seoul changed
 - higher value-added manufacturing, distribution business, and service replace traditional manufacturing
- New industry clusters developing
 - fashion(garments), IT, digital contents, any other cultural industries' clusters
 - spontaneous freight transportation modes employed by industry cluster

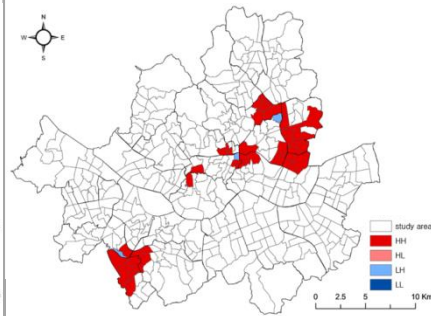
01 Design



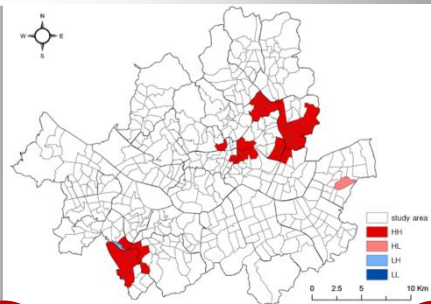
02 Pattern design



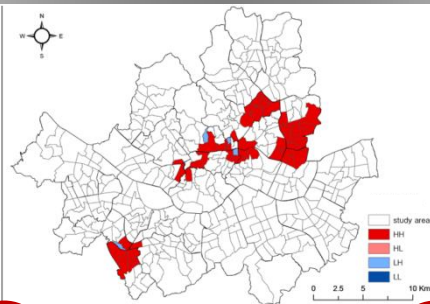
03 Tailoring/Fabric cutting



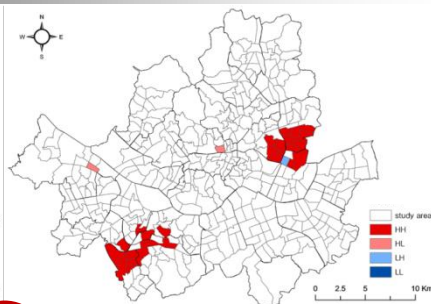
04 Sewing / Assembling



05 Mass production

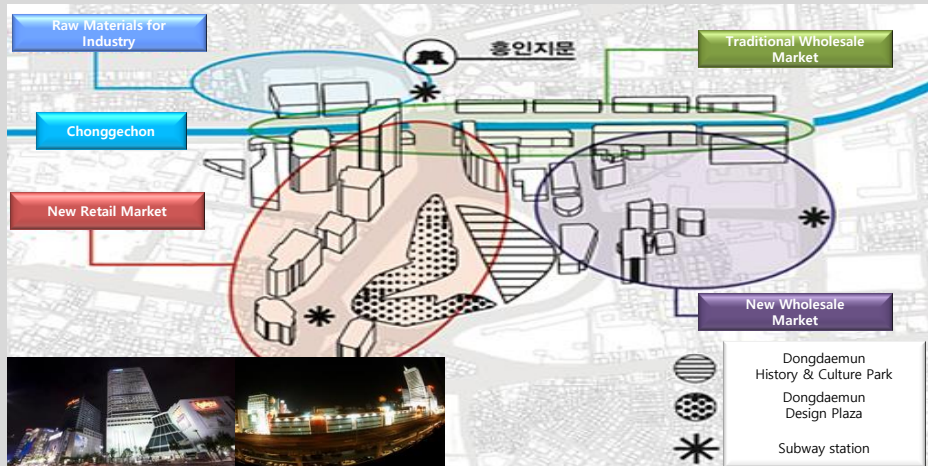


06 Knitting / Crocheting



[Example] Fashion (Garments) industry clusters in Seoul

- Study area: *Dongdaemun Market* (largest fashion industry cluster in Asia)
 - fast fashion production-distribution system
 - cycles & chartered buses developed spontaneously as main delivery modes



2. Freight Transportation Modes

■ Cycles

- adequate for frequent delivery of multiple goods in small quantity; driving on narrow roads; door-to-door delivery services
- support all intra-market freight shipping
- disordered and illegally (un)loading/parking ⇒ congestions, conflict with pedestrians, etc.

■ Chartered Buses

- provide transportation services between Dongdaemun & all over the country
- utilize passenger transportation modes and regional consolidated delivery system to serve retailers/end-users in the provinces
- coaches entering store-concentration area at night (20:30~05:00) and loading/unloading works in the sidewalk ⇒ severe congestion
- spontaneous freight transportation modes employed by industry cluster



3. Improvement Strategies

Distribution system	individual transportation & regional logistics consolidation
Infra	improve freight operation env., levy on freight flow demand production
Modes	guarantee optimum logistics infrastructure by mode
Behavior	shift street logi-activities to underground, more open public spaces, min side effects
Foreigner (for trade)	develop seamless processing system for logi-business

- To secure cycle parking space & loading zone
- To operate 'Logistics Zone'
- To provide batch processing serv. for foreigners' logi-biz.

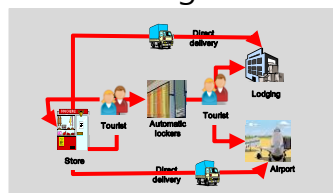
■ Securing cycle parking/loading spaces

- utilize public facilities & spaces around bldg.



■ Providing logi-service for foreigners

- batch processing system of logistics business for foreign tourists and buyers



■ Operating 'Logistics Zone'

- install loading zone for 6 buses operated-at-once and permit temporary parking
- allow bus for designated time (23:00~5:00) to minimize conflict with pedestrians

