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

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

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<th>Distribution system</th>
<th>individual transportation &amp; regional logistics consolidation</th>
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<tr>
<td>Infra</td>
<td>improve freight operation env., levy on freight flow demand production</td>
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<td>Modes</td>
<td>guarantee optimum logistics infrastructure by mode</td>
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<td>Behavior</td>
<td>shift street logi-activities to underground, more open public spaces, min side effects</td>
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<tr>
<td>Foreigner (for trade)</td>
<td>develop seamless processing system for logi-business</td>
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- **To secure cycle parking space & loading zone**
  - **Securing cycle parking/loading spaces**
    - utilize public facilities & spaces around bldg.
  - **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

- **To provide batch processing serv. for foreigners’ logi-biz.**
  - **Providing logi-service for foreigners**
    - batch processing system of logistics business for foreign tourists and buyers