

**Opportunities for New Zealand's Secondary Schools  
in Korea's  
Songdo (Incheon Free Economic Zone)  
&  
Jeju (Jeju Free International Zone)**

**Prepared by IRC Limited**

**28 May 2010**

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## 1. Executive Summary

In 2008, there were 63,952 foreign students in Korea and this number is expected to increase to 100,000 by 2012.

Korea is building international schools as part of the effort to sharpen global competitiveness and to attract more foreign investment by making it a more convenient place for expatriates to live.

In addition, there is an increasing demand for higher quality of education for Koreans as well. The number of Korean students studying overseas almost tripled over the five year period from 2002 to 2006 from 10,132 to 29,511.

For parents whose children remain in Korea for secondary school, private education expenses average over \$800 USD per month. These courses typically include foreign languages (especially English), mathematics, and athletics. If parents are already committing this money for their children to study in Korea, sending them abroad to study is oftentimes only incrementally more expensive.

Until recently, Korean educational law recognized only one type of English language school called Foreign Schools. Foreign Schools were primarily for foreign students (the children of foreigners living in Korea). These schools were restricted from enrolling Korean students unless they had studied abroad for at least 3 years. The idea was that it would be difficult for returning students to assimilate back into the Korean educational system.

In 2009, two new laws were introduced creating 'International Schools' which were licensed to operate in Free Economic Zones and on Jeju Island. One law authorizing international schools in FEZ and Jeju is called, "Special Act on Establishment and Operation of Foreign Educational Institutions in Free Economic Zones and Jeju Free International City". These international schools are entitled to enroll Koreans, up to 30% of their student body. The other law applies only to international schools in the Jeju Global Education City and is somewhat confusingly called, "Special Act on the Establishment of Jeju Special Self-Governing Province and the Development of Free International City". These new laws have created new and exciting opportunities for foreign investment in education in Korea.

There are already 20 foreign schools in Seoul as well as several in other major cities. No 'International Schools' are operational at present.

## 2. Regulations, Qualifications & Incentives

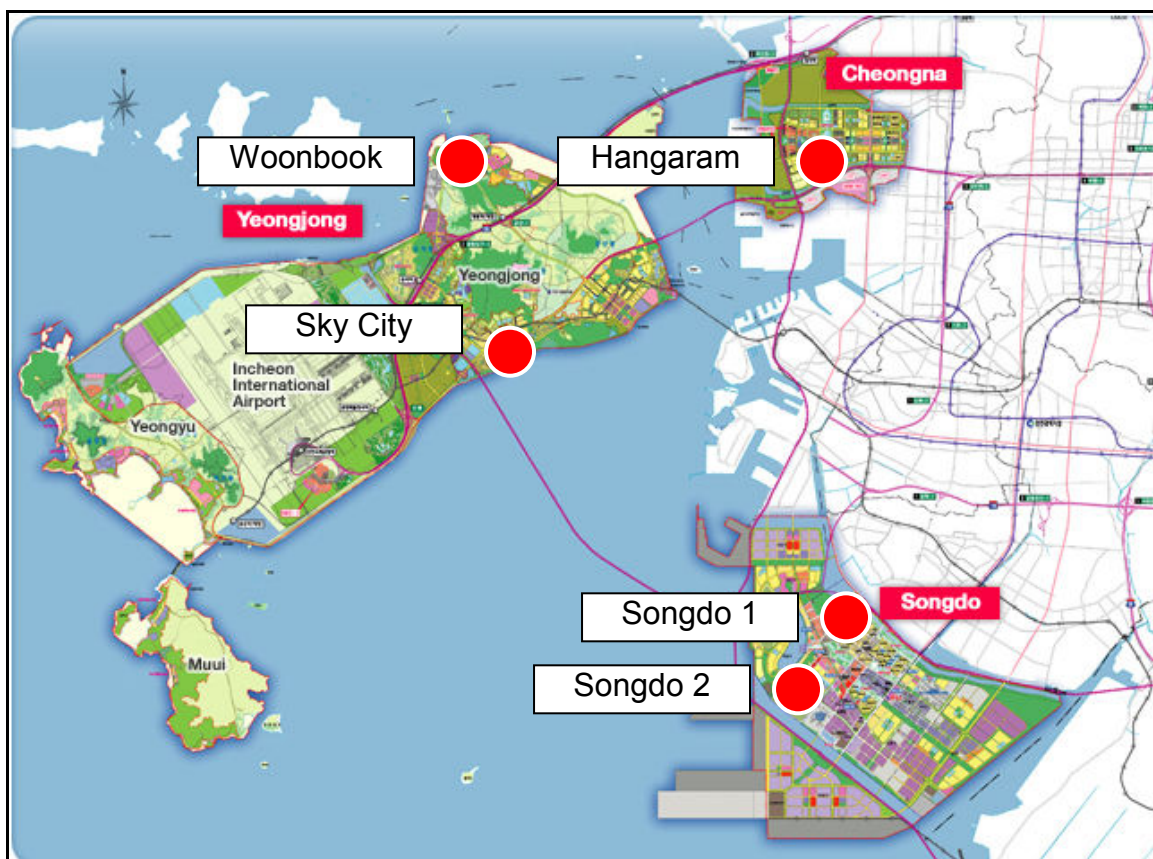
Classification	Incheon Free Economic Zone (IFEZ)		Jeju Global Education City*
	FEZ International School.	Foreign School	Jeju International School
<b>Objective</b>	To attract foreign investors	To educate foreigners	To prepare Korean students who want to study abroad
<b>Authority</b>	Ministry of Education, Science and Technology (MEST)	Incheon Metropolitan City Office of Education	Jeju Provincial Office of Education
<b>Applicable Law</b>	Special Act on Establishment and Operation of Foreign Educational Institutions in Free Economic Zone and Jeju Free International City	Paragraph 2 of Article 60 of the Elementary and Secondary Education Act	Special Act on Establishment of Jeju Special Self-Governing Province and Development of International Free City
<b>Legal Structure</b>	Must be branch of foreign school	Must be Korea based foundation	Unrestricted
<b>Land &amp; Facility Ownership</b>	May lease land	Must own land	Unrestricted
<b>Eligible Establisher</b>	Reputable, nonprofit Foreign Education Entity	Foreigner, Nonprofit Foreign Education Entity	National or Local Government, Domestic or Foreign Profit or Nonprofit Corporation
<b>Operations / management</b>	Reputable, nonprofit Foreign Education Entity	Establisher	Unrestricted, operations may be outsourced
<b>Curriculum</b>	Autonomous except Korean language and History must be taught	Autonomous	Autonomous except Korean language and History must be taught
<b>Hiring Conditions</b>	Autonomous	Autonomous	Autonomous

Classification	Incheon Free Economic Zone (IFEZ)		Jeju Global Education City*
	FEZ International School.	Foreign School	Jeju International School
<b>Number of Korean Students</b>	Maximum 30% Korean students	Unlimited, but students must be foreigners or Koreans who have studied abroad for 3 or more years	Unlimited, but recommended target of 30% foreign students and grades 1 -3 are limited to only foreigners (this regulation is under review)
<b>Land &amp; Facility Ownership</b>	May lease facility	Must own facility	Unrestricted
<b>Students eligible to attend Korean Universities</b>	Permitted if student takes 2 hours a week of Korean Language & Sociology courses	Permitted if student takes 102 hours a year of Korean Language & Sociology courses	Permitted if student completes (an unspecified minimum number of class hours of) Korean Language & Sociology courses
<b>Incentives**</b>	Negotiable (Chadwick had no up-front investment but must pay a lease to use the facility)	None	<ul style="list-style-type: none"> <li>Income/Corporate Tax: Exemption for 3 years and 50% discount for 2 more years</li> <li>Customs duties for capital goods imports: Exempt for 3 years</li> <li>Acquisition / Registration tax: Exempt</li> <li>Property tax: Exempt for 10 years</li> </ul>

\*Jeju Global Education City is a special section of Jeju Free International City and falls under a different set of regulations than the rest of Jeju Island or any other FEZ. The only foreign or international schools in Jeju are in Jeju Global Education City.

\*\*The Government has an annual budget of 10 billion won (nationwide) to support construction at all K-12 foreign & international schools (50% contribution by the Ministry of Knowledge Economy and 50% by local government).

### 3. Incheon Free Economic Zone (IFEZ)



The IFEZ is one of 6 FEZ in Korea (with 2 more in preparation). It is made up of 3 geographical areas in Incheon: Songdo, Chung-La (reclamation site) and Youngjong-do (where the airport is located). The plan is to have 5 secondary schools in the IFEZ by 2020 (2 in Songdo, 1 in Chung-La, and 2 in Youngjong-do). The main driver for creating English language secondary schools is to create an environment conducive to foreign investment. If foreign companies are to locate in IFEZ, they need a school where the children of their foreign personnel can study.

**Overview of School Projects in the IFEZ**

Location (in IFEZ)	Facility Owner	Educational Operator	Classification	Current Status	Opening Date**	Land Area pyung / (SQM)***	Land Budget (KRW)	Total Budget (KRW)	Student Capacity
<b>Songdo 1</b>	New Songdo International City (NSIC)*	Chadwick International School Songdo	Foreign Educational Institution	Construction completed	August 2010	21,000 (69,300)	N/A	150 billion	2,100
<b>Songdo 2</b>	NSIC	TBD	TBD	Infrastructure ready	TBD	21,000 (69,300)	N/A	N/A	N/A
<b>Chung-La</b>	Bongduk Foundation	Hangaram Academy of Foreign Language	Foreign School	Under construction	September 2011	14,000 (46,200)	7 billion	30 billion	1,440
<b>Youngjong-do, Haneul "Sky City"</b>	TBD	TBD	TBD	Infrastructure ready 2012	TBD	24,500 (80,850)	N/A	N/A	N/A
<b>Youngjong-do, Woonbook</b>	TBD	TBD	TBD	Infrastructure ready 2010	TBD	30,000 (99,000)	N/A	N/A	N/A

\*NSIC is a private company which is 70% owned by Gale International and 30% owned by POSCO.

\*\*The goal is for all schools in the IFEZ to be operational by 2020.

\*\*\*1 pyung = 3.3 SQM

## Secondary School Projects in the IFEZ:

### Songdo 1

**Project Title:** Chadwick International School Songdo (CISS)

Among the 5 planned secondary schools, the first one to begin operation is CISS, a K to 12 secondary school. Located in Songdo, CISS is nearing completion with scheduled debut in August 2010 with about 300 students (initially) in grades K to 7. (Other grades are expected to be added in the coming years.)

**Owner:** New Songdo International City (NSIC)

**Project Administrator:** Richard C. Warmington, President

**Economics (source of budget: initial investment & operating funds):**

Incheon Metropolitan City government has invested 150 billion won in the land and construction. (Source: Korea Times, 23 March 2010)

CISS has a lease contract with the developer of the site, New Songdo International City (NSIC): a Joint Venture between Gale International (70%) and Posco (30%). NSIC has contracted with Chadwick in California to establish and operate CISS in Korea.

Based in Los Angeles, Chadwick sent 11 percent of its graduates to Ivy League schools in 2008 and was ranked among the top 20 schools with an average Scholastic Aptitude Test score of 2,041.

**Land Area:** 21,000 pyung (69,300 SQM)

**Current Status:** In an exclusive interview with The Korea Times, the head of the school acknowledged that it was expecting some delays in getting a license and start to recruit students.

The Ministry of Education, Science and Technology (MEST) said Chadwick School had failed to submit documents, which were agreed upon by Gale International, the New Songdo International City developer, and a consortium of investment banks, for release of the school's land and buildings, by the designated date, March 15.

Warmington said there was no "deadline" for submitting the documents so the delay was not a major impediment to meeting the planned objectives of an August 2010 start.

Initially, Gale International planned to open the school in September 2008, but there have been delays due to problems involving school operators.

The plan for CISS originally included dormitories for boarding students but the dorms were not built.

CISS will be the first International School under the newly created legal structure.

**Anticipated enrollment:** The school is planned for a capacity of 2,100. After being licensed, the international school will recruit some 280 students for 16 classes from kindergarten through grade 7. According to the president, the school hopefuls need to pass exams and an in-depth interview, which will also involve the parents of the applicants.

The IFEZA estimates that it will take about 5 years for the school to reach full capacity (Chadwick estimates that it will take 10). Please see the Appendix for photographs of the facility.

#### **School's authority to develop and manage curriculum:**

Chadwick will take full responsibility for all operations of the school from recruitment of students and teachers, curriculum development, operations, administration. NSIC's responsibility is limited to maintaining the facility.

**Faculty employment issues:** The school operator already has selected 19 teachers and tried to recruit 13 to 15 more from around the world so that the student to teacher ratio will be 8:1.

### **Songdo 2**

**Owner:** NSIC

**Land Area:** 21,000 pyung (69,300 SQM)

**Current Status:** No schools have yet expressed interest in operating this school, but the infrastructure is ready.

### **Chung-La**

**Project Title:** Hangaram Academy of Foreign Language

**Owner:** The Bongduk Foundation

**Classification:** Foreign school

**Land Area:** 14,000 pyung (46,200 SQM)

**Current Status:** The school in the Chung-La district has been purchased and is now under construction. It will be operated by the Bongduk Foundation, a non-profit arm of a major for-profit language institute in Seoul. It will begin its first academic year in August 2011.

**Economics:** Bongduk Foundation purchased the land with 7 billion won. Construction was funded by the Bongduk foundation 50%; central government 25%; local government 25%.

#### Youngjong-do, Haneul “Sky City”

**Classification:** This could be either an international school or a foreign school: it would have to be negotiated with the companies developing (owning) the sites.

**Land Area:** 24,500 pyung (80,850 SQM)

**Current Status:** This project is still in the planning stages. The site infrastructure is expected to be completed in 2012 but there is no specific timing for start of the school at this location. The main determinant will be the number of students requiring education. No schools have yet publically expressed interest in operating this school.

#### Youngjong-do, Woonbook

**Owner:** Land is owned by the developer.

**Classification:** This could be either an international school or a foreign school: it would have to be negotiated with the companies developing (owning) the sites.

**Land Area:** 30,000 pyung (99,000 SQM)

**Current Status:** This project is still in the planning stages. The site infrastructure is expected to be completed by October 2010 but there is no specific timing for start of the academic year for this location. The main determinant will be the number of students requiring education. No schools have yet publically expressed interest in operating this school.

#### Accreditation plans:

Jeju International Schools Foreign Schools are accredited by the local Board of Education. FEZ International Schools are accredited by the Ministry of Education, Science and Technology (MEST). None of the specialists interviewed were aware of plans for international accreditation. However, there is a requirement that International Schools in FEZ are operated by ‘Reputable’ International Schools.

### **Competitors:**

As of this point, no schools have applied to operate the remaining 3 schools in the IFEZ.

The greatest competitor is the demand for education in NSIC. At present, the new development is virtually empty and has no significant foreign investors. Therefore, there is not yet sufficient demand for the school to fill the classrooms.

The other 3 secondary schools in the IFEZ area, while further behind Chadwick in preparation, eventually will be targeting the same student population base. There are more than 20 foreign schools in Seoul and a similar number in Shanghai and in Beijing, many with long histories and good academic reputation. Thus, the options for education for foreign investors are significant and growing.

Source: [http://www.koreatimes.co.kr/www/news/nation/2010/03/117\\_62874.html](http://www.koreatimes.co.kr/www/news/nation/2010/03/117_62874.html)

### **Application Process:**

The criteria for selecting schools are rather vague. The “Quality of the School” is the primary determinant defined by: the History of the school, the proposed curriculum, quality of teachers that will be employed by the school, timing of the program, etc. There is a strong preference for US schools though schools in other countries would be considered. The IFEZA mentioned UK as a second preference and advised that Australia and NZ schools would also be considered but were clearly less interesting (perceived lower prestige). Only the “top 100” would be considered and they would have to have a record of sending 10% or more of their graduates to Ivy League universities.

**Key Contacts:**

The Education Affairs Team is part of the Knowledge Industries Division of the Investment Promotion Business Unit of the Incheon Free Economic Zone Authority (IFEZA).

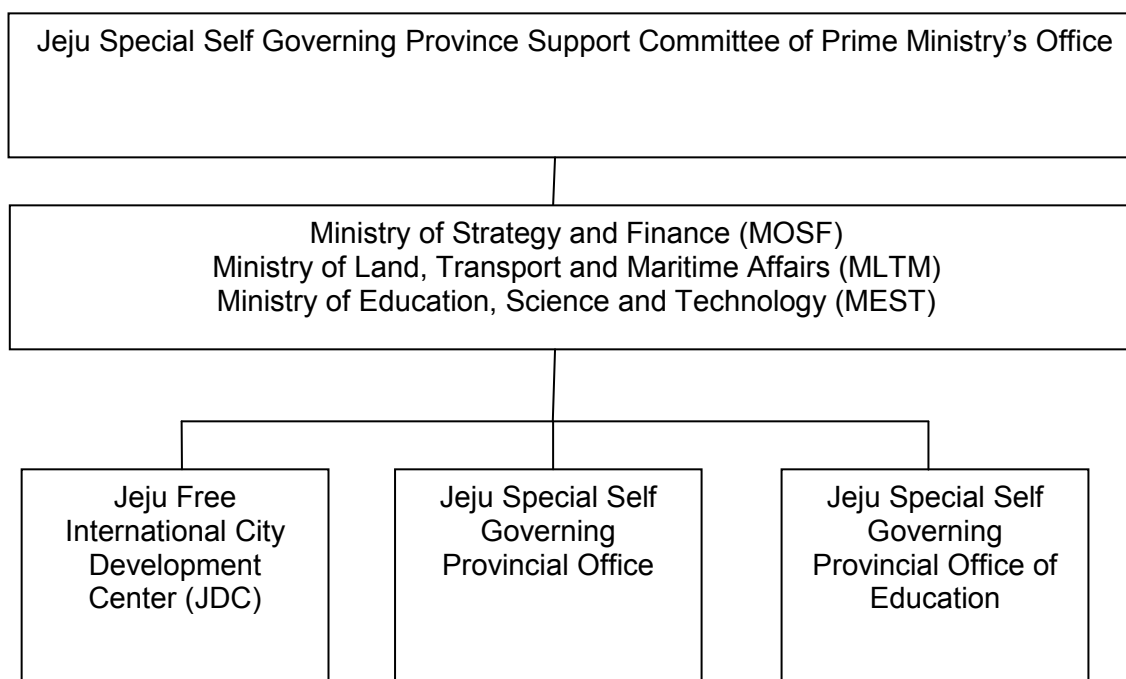
The Education Affairs Team is responsible for all education opportunities in the IFEZ, K to 12 as well as university. Their job is to attract educational institutions to the FEZ. While the central government Department of Education is overall responsible for educational services, they are responsible within the FEZ.

Name	Title	Telephone	Email
J.T. Kim (Kim, Jong-tae) (김종태)	Director, Education Affairs Team, IFEZ (교육팀장)	Tel: 82-32-453-7381 Mobile: 82-10-4211-3323	<a href="mailto:kjtrh@korea.kr">kjtrh@korea.kr</a> , <a href="mailto:kjtrh@naver.com">kjtrh@naver.com</a>
Helena Jung, (Jung, Hye-ryun) (정혜련)	Project Manager Education Affairs Team, IFEZ (전문위원)	Tel: 82-32-453-7384 Mobile: 82-10-9251-2975	<a href="mailto:hjung617@korea.kr">hjung617@korea.kr</a>

#### 4. Jeju Free International City (JFIZ)

##### Jeju Global Education City

The Jeju Free International City Development Center (JDC) is a special purpose company established under and funded by the Ministry of Land, Transport and Maritime Affairs (MLTM) by the “Special Act on the Establishment of Jeju Special Self-Governing Province and the Development of Free International City”. This plan includes the Jeju Global Education City project. While the Jeju Global Education City project is considered by the JDC to be only one project, there are plans to develop up to 10 schools there, or more accurately, enough schools to accommodate 9,000 students. When the JDC was first making the Jeju Global Education City plan, they planned to establish 12 schools (5 elementary, 4 middle, and 3 high schools) but they are now working on a revised plan because they instead want to classify the schools to meet the global standard.



**Jeju Free International City (JFIZ):**



**Jeju Global Education City:**



## Secondary School Projects in the JFIZ:

**Objective:** To provide world-class education service and observe the demand of language education and diversified education of Korean and non-speaking countries' students, especially K-12 students.

### Timeframe & Phases:

Phases	Time Frame	Target
Phase I	2011 - 2012	<ul style="list-style-type: none"> <li>• Area: 183,333 pyung (605,000 SQM)</li> <li>• Objectives:                             <ul style="list-style-type: none"> <li>○ Attract 3 Jeju International Schools</li> <li>○ Establish an “English Training Center” for English teachers</li> </ul> </li> </ul>
Phase II	January 2012 to December 2015	<ul style="list-style-type: none"> <li>• Area: 966,364 pyung (3,189,000 SQM)</li> <li>• Objective: Attract additional Jeju International Schools to accommodate 9,000 students (The students at the 3 schools established during Phase I are included in the overall target of 9,000 students.)</li> </ul>

### Current Status:

- Contract completed with North London Collegiate School (UK) and will open on September 2011. Construction started in April, 2010.
- YBM Sisa was designated as operator of the public school in Jeju Global Education City. Construction started in April, 2010.
- Completed MOU with St. Albans School (US) and Branksome Hall School (Canada)

**Anticipated enrollment:** 9,000 students with 30% of the total students being foreigners (this is JDC's target, not a regulation)

**Foreign school's authority to develop and manage curriculum:** Autonomous: The only regulation for curriculum is to teach Korean and Korean history. This is mandatory.

**Faculty employment issues:** Autonomous

NOTE: The following projects are actually considered part of the larger Jeju Global Education City project described above.

Overview of School Projects in Jeju Global Education City										
Location (in Jeju)	Facility Owner	Educational Operator	Classification	Current Status	Opening Date	Land Area pyung / (SQM)**	Land Budget (KRW)	Total Budget (KRW)	Current Student Capacity	Target Student Capacity
Jeju Global Education City 1	Jeju Free International City Development Center (JDC)*	North London Collegiate School	Jeju International School	Contract completed. Construction started in April 2010	2011	Phase 1: 183,333 pyung (605,000 SQM) (3 schools)	NA	NA	1,400	9,000
Jeju Global Education City 2	Jeju Special Self Governing Provincial Office of Education	YBM Sisa	Jeju International School	Contract completed. Construction started in April 2010	2011		Phase 2: 966,364 pyung (3,189,000 SQM)	NA	NA	
Jeju Global Education City 3	TBD	Saint Albans	Jeju International School	MOU	TBD (if they decide to locate in the site, they will open in 2011)		TBD	TBD	TBD	
Jeju Global Education City 4	TBD	Branksome Hall	Jeju International School	MOU			TBD	TBD	TBD	

\* JDC is a special purpose company owned by Ministry of Land, Transport and Maritime Affairs (MLTM).

\*\*1 pyung = 3.3 SQM

### Jeju Global Education City 1

**Project Title:** North London Collegiate School

**Owner:** Jeju Free International City Development Center (JDC)

**Operator:** North London Collegiate School

**Classification:** Jeju International School

**Current Status:** Contract completed with North London Collegiate School (UK) and will open on September 2011

**Anticipated Enrollment:** 1,400

### Jeju Global Education City 2

**Project Title:** Korea International School Jeju

**Owner:** Jeju Special Self Governing Provincial Office of Education

**Operator:** YBM Sisa

**Classification:** Jeju International School

**Current Status:** YBM Sisa has been designated as operator of the public school in Jeju Global Education City.

**Anticipated Enrollment:** 400

### Jeju Global Education City 3

**Project Title:** Saint Albans School

**Owner:** TBD

**Operator:** Saint Albans

**Classification:** Jeju International School

**Current Status:** Completed MOU with St. Albans School (US)

### Jeju Global Education City 4

**Project Title:** Branksome Hall School

**Owner:** TBD

**Operator:** Branksome Hall School

**Classification:** Jeju International School

**Current Status:** Completed MOU with Branksome Hall School (Canada)

### Accreditation plans

To receive accreditation, the school must submit the following to the Jeju Special Self Governing Provincial Office of Education:

1. School name
2. Purpose of establishment
3. Operating plan

Source: Special Act on the Establishment of Jeju Special Self-Governing Province and the Development of Free International City

### Competitors

Several schools have applied to establish in JFIZ but have been rejected by the JDC due to insufficient qualifications. Successful MOUs have been signed with:

- St. Albans (US)
- Branksome Hall (Canada)

This project benchmarked Knowledge Village in Dubai and Education City in Qatar. However, Jeju Global Education City focuses on K-12 students while Knowledge Village focuses on job training for adults and Education City is focused on university education.

The JDC plans to run overseas promotions to attract foreign students from non-English speaking countries.

### Application Process

Interested parties should follow the following process to establish a school in JFIZ:

- Negotiate and contract with JDC:
  - Land
  - Facility
  - Student recruitment
- Apply for school establishment plan permission from Jeju Special Self Governing Provincial Office of Education

- Apply for construction and building permission from Jeju Special Self Governing Provincial Office
- Hire teachers
- Apply for permission for school establishment from Jeju Special Self Governing Provincial Office of Education
- Open

### Key Contacts

Name	Title	Telephone	Email
Mr. Jang, Tae-young	Deputy Director, Jeju Free International City Development Center	82 64 797 5528	<a href="mailto:clayjang@jdcenter.com">clayjang@jdcenter.com</a>
Mr. Lee, Seung-hoon	Deputy Director, Jeju Special Self-Governing Provincial Office	82 64 710 2477	<a href="mailto:linguist@jeju.go.kr">linguist@jeju.go.kr</a>
Ms. Woo, Ok-hee	Deputy Director, Jeju Special Self-Governing Provincial Office of Education	82 64 710 0442	<a href="mailto:wooky@korea.kr">wooky@korea.kr</a>

## 5. Sources & Resources

Source	Website
Free Economic Zone Planning Office	<a href="http://www.fez.go.kr">www.fez.go.kr</a>
IKE	<a href="http://www.ike.co.kr">www.ike.co.kr</a>
Incheon Free Economic Zone (IFEZ)	<a href="http://eng.ifez.go.kr">http://eng.ifez.go.kr</a>
Invest Korea (KOTRA)	<a href="http://www.investkorea.org">www.investkorea.org</a>
Jeju Free International City	<a href="http://freecity.jeju.go.kr">http://freecity.jeju.go.kr</a>
Korea Education Development Institute (KEDI)	<a href="http://www.kedi.re.kr">www.kedi.re.kr</a>
Korea Herald	<a href="http://www.koreaherald.co.kr">www.koreaherald.co.kr</a>
Korea Institute of Life-long Education Evaluation	<a href="http://kpe.or.kr/index.asp">http://kpe.or.kr/index.asp</a>
Korea Times	<a href="http://www.koreatimes.co.kr">www.koreatimes.co.kr</a>
Megastudy	<a href="http://www.megastudy.net">www.megastudy.net</a>
Ministry of Education, Science and Technology (MEST)	<a href="http://www.mest.go.kr">www.mest.go.kr</a>
Ministry of Knowledge Economy (MKE)	<a href="http://www.mke.go.kr">www.mke.go.kr</a>
Ministry of Land, Transport and Maritime Affairs (MLTM)	<a href="http://www.mltm.go.kr">www.mltm.go.kr</a>
Seoul Metropolitan Office of Education	<a href="http://www.sen.go.kr">www.sen.go.kr</a>
Songdo IBD	<a href="http://www.songdo.com">www.songdo.com</a>

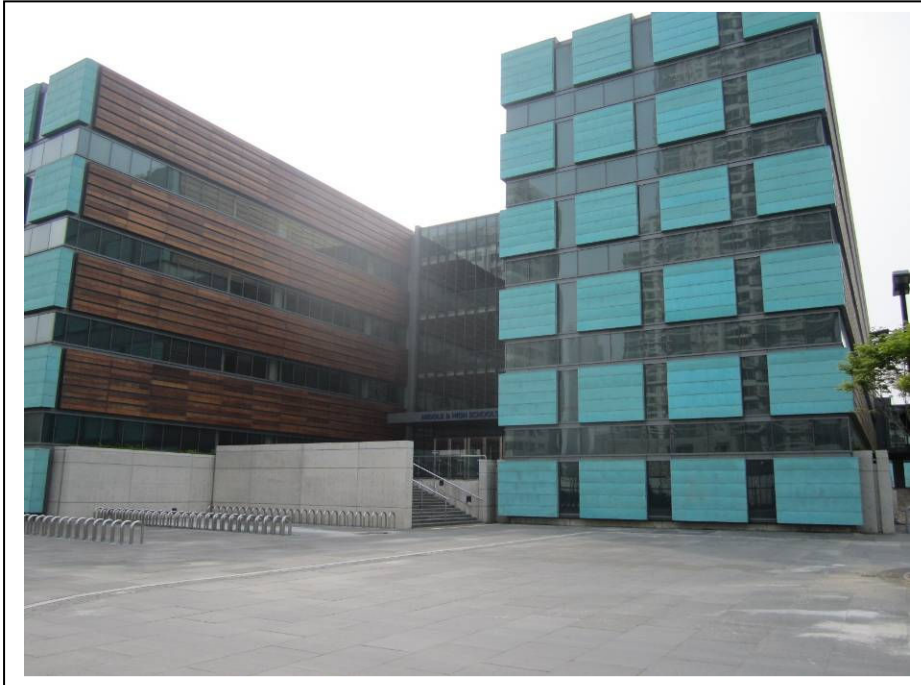
## 6. Appendix

### Appendix 1: Photos of Chadwick International School Songdo









## Appendix 2: FEZ in Korea

### 1. Daegu-Gyeongbuk Free Economic Zone Authority



Samsung Finance Plaza  
F20, 21, 26, #1188  
Dalgubeol-daero, Jung-gu,  
Daegu Metropolitan City  
Dept: Knowledge Based Service Corridor  
Tel: 82-53-550-1500  
Fax: 82-53-550-1919  
Web: <http://dgfez.net>

### 2. Saemangeum-Gunsan Free Economic Zone Authority



Jeollabuk-do Province Hall 18th fl.  
Hyoja-ro 2, Wansan-gu  
Jeonju-si, Jeollabuk-do  
560-761, Republic of Korea  
Dept: Tourism & Leisure Industry  
Tel: 82-(0)63-280-4136  
Fax: 82-(0)63-280-4139  
Email: [hj2489@jeonbuk.go.kr](mailto:hj2489@jeonbuk.go.kr)/ [askingtree@naver.com](mailto:askingtree@naver.com)  
Web: <http://sgfez.com>

### 3. Yellow Sea Free Economic Zone Authority



8F Wondang Dream Tower  
981 Sucheon-ri  
Dangjin-eup, Dangjin-gun  
Chuncheonnam-do  
343-804 South Korea  
Dept: Education and Medical Service Team  
Tel: 82-41-351-6114  
Web: <http://www.yesfez.go.kr>

### 4. Incheon Free Economic Zone Authority



Songdo Techno Park Venture Building  
7-0 Songdo-dong  
Yeonsu-Gu, Incheon Metropolitan City  
Tel: 82-32-453-7316  
Email: [jyeons@korea.kr](mailto:jyeons@korea.kr)  
Web: <http://eng.ifez.go.kr>

## 5. Gwangyang Bay Area Free Economic Zone Authority



545-808, 70 Chilseong-ri  
Gwangyang-eup, Gwangyang-si,  
Jeollanam-do, Republic of Korea  
Contact: Jhung, Jhung Ki  
Dept: Service Industries Team  
Tel: 82-62-760-5611  
82-61-760-5610~12  
English: 82-61-760-5091  
Web: <http://gfez.go.kr>

## 6. Busan-Jinhae Free Economic Zone Authority



KDB IT Center 8F  
16 Yeouido-dong, Youngdeungpo-gu  
Seoul, 150-873, Korea  
Dept: Myeongji Area – International business complex, International school and  
medical center  
Tel: 02-761-3401~2  
Web: <http://eng.bjfez.net/>