

Korea, Inspiring

Korea is a viable place to serve as an international hub for Asia, due to its unique geographical location adjacent to China and Japan.

With a five-millennia-long history, Korea is an attractive place to visit and has its own unique cultural heritage, distinct from that of other Asian countries. A visit to the country's numerous historic relics, seven of which are designated UNESCO World Cultural Heritage Sites, will make the CTBUH 2011 participants' journey all the more special.



Seoul, the Capital of Korea for over 600 Years

Seoul, the capital of Korea, is the heart of Korea's culture and education as well as politics and economics. As a city with a history of more than 600 years, Seoul is unique in that historical sites and modern cultural facilities coexist in harmony.

And it is always bustling with colorful events, performances and reenactments of traditional activities as well as many international events including the 1988 Summer Olympic Games and the 2002 FIFA World Cup Korea / Japan.



Perfect Venue COEX

COEX is Korea's top venue for international Conventions & Exhibitions. It has an auditorium large enough to house more than 7,000 people and has 7,500 hotel rooms within 5km radius.

COEX, a 4,704,798 square-foot complex, also houses the Korean World Trade Center, and shares a home with two 5-star hotels, a casino, a major department store, prime office real estate, in addition to being Seoul's most popular and Asia's largest shopping mall including duty-free shops.



The CTBUH 2011 Secretariat

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Organized by Council on Tall Buildings & Urban Habitat
Hosted by Korean Chapter

CTBUH 2011 World Conference

October 10-12, 2011 | COEX | Seoul | Korea

WHY TALL?

Green, Safety & Humanity



Welcome Message

Greetings from Chairmen

It gives us great happiness to deliver news on the CTBUH 2011 World Conference that is scheduled to be held at COEX, from October 10 through 12, 2011. The Council on Tall Buildings and Urban Habitat(CTBUH) is an international nonprofit organization that was established to promote technological advancements and information exchange among experts all across the globe in relation to high-rise building planning, design, construction, and management. As a means to realize this goal, CTBUH regularly holds international conferences. The Conference, scheduled in October, 2011, will focus on the significance and value of high-rise buildings in modern society from three perspectives: green, safety, and humanity. Thus, the theme of the conference has been set to **"Why Tall? - Green, Safety & Humanity"**.

A decade has passed since the beginning of the 21st century. The global community is experiencing many political, economic, and social conflicts and collisions. The high-rise building construction industry also has a great number of issues and challenges that need to be overcome. Top industrial and academic experts in the field of super high-rise buildings will come together at the Seoul Conference to share their knowledge and experience. We believe this conference will substantially help you take on challenges towards a better future.

The Conference will also provide you an opportunity to experience the dynamic aspects of Seoul and Korea in terms of economic viability and cultural diversity, especially since many high-rise building projects are taking place or are planned in Korea. We hope to share a memorable experience with all of you in Seoul this October.

Sangdae Kim *최재필*

Sang-Dae Kim Ph.D.
Chairman, CTBUH
Chairman, CTBUH-Korea

Jaepil Choi Ph.D.
Chairman, Seoul Organizing Committee

Organizing Committee

CTBUH Organizing Committee

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Yong Ku Kim	Samsung C&T	
Daniel Daesubb Oh	Hyundai Amco Co. Ltd.	
Hwa Cheol Song	Korea Maritime University	
Young Hak Lee	Kyunghee University	
Yu Yeon Kim	SIAPLAN Architects & Planners	

Call for Speakers

The Seoul Organizing Committee welcomes the submission of abstracts containing your thoughts, experiences, ideas, and voice which will be considered for presentation during the CTBUH2011 Seoul Conference. On-line abstract submission is highly recommended. The topics and submission guidelines are available now at www.ctbuh2011.org.

Conference Information

Registration

On-line registration begins in February. Please refer to the detailed information below.

Category	Early Birds (by 10 July, 2011)	On-site
CTBUH Members	USD 900	USD 1,000
Non-Members	USD 1,050	USD 1,150
Academics	USD 550	USD 600
Students	USD 300	USD 350
Accompanying Persons	USD 100	USD 100

Sponsors & Exhibitors

CTBUH Conference offers a tremendous opportunity to market to industrial and academic experts in the field of high-rise buildings. A number of experts, scientists, engineers and manufacturers from around the world are expected to attend. Take advantage of this effective opportunity to market your company. We offer several sponsorship levels and exhibition with excellent marketing opportunities and benefits within each category. Download the Sponsorship Brochure at www.ctbuh2011.org.

Diamond	USD 60,000
Platinum+Dinner	USD 55,000
Gold+Welcome Reception	USD 35,000
Gold+Bag	USD 30,000
Gold+USB Flash Drive	USD 25,000
Gold+Badge Lanyard	USD 25,000
Gold+Lunch	USD 20,000
Silver+Coffee	USD 10,000
Exhibitor	USD 5,000
Poster	USD 3,000

Important Dates

Submission of abstract	April 15, 2011
Notification of abstract acceptance	April 30, 2011
Submission of full presentation file	June 15, 2011
Early bird registration deadline	July 10, 2011
Hotel reservation deadline	September 10, 2011