

# **A Scoping Workshop on Green Growth oriented strategic master planning for Danang High Tech Park**

(Da Nang City, 20<sup>th</sup> of December, 2013)

## **1. Background**

### **Strategic planning and Green Growth Orientation development for Da Nang city**

Recently, there have been lots of efforts to make Da Nang to be more sustainable and competitive city in Asia as well as Vietnam, based on its comparative advantages and strategic locations. Strategic planning with leadership training, Green Growth Orientation (GGO) for City Development Strategy of Da Nang and other key programs have been developed by cooperative initiatives among the local governments and international organizations such as UN-Habitat and GGGI. All have concrete aim of identifying strategic options for Da Nang to achieve its development objectives, namely, *“high-tech driven economic growth, effective resource use and high value addition, cleaner industrialization, sustainable use of natural resources, strong urban rural linkage, and strengthening social equity”*. The GGO has developed key programs and project ideas in cooperation with potential partners, and look for strategic partnership to implement pilot projects. Da Nang ultimately aims at facilitating practical & innovative mechanisms to mobilize multi-sectoral resources, based on local networks, adaptive capacity, social capital, and its global networks.

One of key strategic initiatives of the strategic planning and GGO is high tech park strategic master planning, which can be a key to achieve sustainable economic growth and eco-city development of the city by creating positive socio-economic impacts of Da Nang High Tech Park (DHTP) development. With the strategic master planning, Da Nang aims to achieve some outcomes; New economic position will be created for large and medium/small businesses and all types of industries in the locality in connections with other industry clusters and research institutions in Vietnam; Global competitiveness of the national and regional economy will be strengthened and foundation for vitalization of foreign investment attraction will be developed; Specialized business city will be developed with professionalism and creativity; Innovation based knowledge industry and high-tech industry clusters developed to attract next generation growth engine industries; and Low carbon green city developed with integrated urban environment including nature, culture and innovative industry, using eco and green technology. As such, there is strong need to make efforts to bring various expertise and multi-sectoral resources to establish the high tech park strategic master planning.

### **High Tech Park and cooperation with the Seoul City of Korea**

In principle, the direction and realization of High-Tech Industrial Park will be determined by corresponding general capability of a city such as industry, science, and technological skills.

Many high-tech industrial parks are being built in different countries, and DHTP would need to refer to lessons from different models considering its local contexts. Historical cases of Korea, which has experienced compressed development, can offer provide many merits and demerits of compressed growth. Korea's successes and failures can be a reference for DHTP development in most of perspectives such as planning, executing, managing, and administrating. Importantly, Korean central government and local governments, such as Seoul Metropolitan Government, are ready to share their experience and knowledge of developing high-tech industrial parks, e.g. Guro Digital Complex and Sang-am Digital Media City, since 1960s until present. In fact, in 2013, city leaders and the high tech park management board have visited the Digital Media City in Seoul to learn how such initiatives made positive impact on overall socio-economic development of potential part of city.

In this regards, Da Nang Institute of Socio Economic Development (DISED), UN-Habitat and the Seoul Institute, a think tank of Seoul Metropolitan Government, cooperated to organize **A Scoping Workshop on Green Growth oriented strategic master planning for Danang High Tech Park** on 20<sup>th</sup> of December, 2013. During the workshop, local and international urban development experts and officials of Da Nang High Tech Park will discuss how to support DHTP through strategic master planning. The workshop will play a role to create mutual understanding by sharing challenges and opportunities of two cities and discuss options for appropriate solutions to make success case of DHTP. If the cooperation between Seoul Metropolitan and Da Nang City, succeeds practically and specifically, the joint venture of the two cities can expand into more various fields. Such cooperation can lead to growth of trust and create a new model for international cooperation among two cities, which can lead diplomatic relations to new direction.

## **2. Objectives and scopes**

The scoping workshop would have following objectives;

- To Identify relevant urban development issues and strategic approaches to master planning of HTP, referring to lessons of best practices
- To identify appropriate options and roadmaps to make success of Da Nang High Tech Park in consideration of local assets, capacity and socio-economic contexts
- To discuss scope of collaborative work and identify further steps to develop strategic master planning of DHTP
- To build concrete mutual understanding and trust for long-term cooperation

### Participants from Korea:

- Seoul Metropolitan Government
- Mr. Yi Byeong Han, Director of Management and Planning Department
- Mr. Shin Jong Cheol, Deputy Director of International Relation Division

- Seoul Institute:
  - Dr. Kim In Hee who has been in charge of 2030 Seoul City master plan
- Sungkyunkwan University
  - Prof. Kim Do Nyun who was in charge of the planning of Seoul Digital Media City
  - Prof. Sohn Sae Hyung
  - Researcher Park Ji Hoon

### 3. Agenda

Date: 20<sup>th</sup> of December

Venue: DISED, 118 Le Loi, Danang

Session	Content	Presenter
<b>I. Opening Plenary</b> 08:00-08:20	<b><u>Objectives:</u></b> Welcome, Introductory Speeches & Overview of the workshop <ul style="list-style-type: none"> <li>- Welcome and introduction (MC: DISED)</li> <li>- Introductory Speeches (5'/each)               <ol style="list-style-type: none"> <li>1. Mr. Phung Tan Viet, Vice Chairman of Da Nang People's Committee</li> <li>2. Mr. Yi Byeong Han, Director of Management and Planning Department, Seoul Metropolitan Government</li> <li>3. Mr. Nguyen Quang, Habitat Programme Manager, UN-Habitat</li> </ol> </li> <li>- Overview of the workshop (UN-Habitat – Ms. Juhyun Lee)</li> </ul>	
<b>II. General overview of challenges and opportunities of urban development in Da Nang and Seoul</b> 08:20-09:25	<b><u>Objective:</u></b> Understand key development issues, orientation, and master plan of two cities to response to agendas related to sustainable urbanization <ol style="list-style-type: none"> <li>1. Overview of key urban development issues and development orientation of Da Nang city (15')</li> <li>2. Presentation on integrated approaches to urban planning for competitive &amp; sustainable urban development of Seoul with focus on (how to target both “quality” and “rapid” growth; how to integrate eco cultural perspectives into overall sustainable development agenda) (40')</li> </ol> Q&A (10')	<ol style="list-style-type: none"> <li>1. Dr. Nguyen Van Hung, Deputy Director of DISED</li> <li>2. Dr. Kim In Hee from the Seoul Institute</li> </ol>
09:25-09:40	Tea break	

<p><b>III.Introduction of Seoul Digital Media City and Developing strategic master planning for DHTP</b> 09:40-10:20</p>	<p><b>Objective:</b> Understand key development issues, orientation, and master plan of DMC and rationale of strategic master planning for high tech park (and new science city)</p> <ol style="list-style-type: none"> <li>1. Introduction of DMC, background and principles, and its actual contribution (socio-economic and environmental aspect) to deal with urban development issues of Seoul</li> <li>2. Concepts of new science city and future knowledge industry</li> <li>3. Results of the consulting paper for strategic conceptual master plans of DHTP with focus on “<i>what to improve</i>” and “<i>how to localize</i>” for Da Nang</li> </ol>	<p>Prof. Kim Donyun from Sung Kyun Kwan University</p>
<p><b>V. Discussion</b> 10:20-11:20</p>	<p><b>Discussion:</b></p> <ul style="list-style-type: none"> <li>- Lesson learned, strategic vision, prioritized tasks, roadmaps and localized strategic solutions for HTP.</li> <li>- Brainstorming on collaboration areas</li> </ul>	
<p><b>VI. Closing</b> 11:20-11:30</p>	<p><b>Wrap up and closing speech</b></p>	