Thank you very much for your proactive cooperation with the International Transport Forum (ITF), and I hope you have found today’s seminar meaningful and insightful from a practical viewpoint. We’d like to ask you some questions on general issues in public transport.

1. You have initiated a public transport reform in Seoul in mid-2000, and it has been appraised as a good success. What are the two main points for the success of the public transport in general?

The success of Seoul's public transport reform in 2004 boils down to leadership and ICT convergence.

The first and foremost key success factor is leadership. Former mayor of Seoul City, Mr. Myung-bak Lee, initiated the project and pushed it ahead with passion for a better public transport system and faith on new urban environment. Especially Mr. Myung-bak Lee, currently the President of Korea, persistently put all the possible administrative power into the project and went through a conflict management process to persuade citizens and public transport operators and other stakeholders who opposed the project. He was inspired to have such a leadership by mayors like Ken Livingston of London, and Jaime Lerner of Curitiba. Otherwise, we could not have made it.

Second success factor is ICT convergence with the project. In Korea, the ICT industry led the development of the nation's overall industries. Samsung and LG play a leading part in the Korean ICT industry. But ICT industry did not take part in the public transport reform project. In the Seoul case,
information and communication technology is the second factor of success. GPS systems were installed to every bus and it became possible to collect and manage their location-based information in real time through Bus Management System (BMS). Also, ICT technology allowed Seoul citizens to use credit card payment for public transit fares. Of course, this is a deferred payment method. Under the integrated fare structure for public transport modes, it is possible to implement transfer discount using smartcard-based automatic fare collection systems following global best practice.

2. It has been suggested that national public transport policies need to be revisited to promote more car users to switch to public transport. Why is it important and how we can make this possible in the national perspectives?

In 1990s, public transport ridership for inter-city travel was three times higher than now. This is because a large share of rail journeys were recently absorbed by private car use. This modal shift from public transport to private car causes following the results:

- Firstly, it causes traffic congestion in many parts of the nation and thus requires the government to invest a great amount of budget in road construction.

- Secondly, it increases the national energy consumption and leads to a higher amount of GHG emissions.

- Lastly, household spending on transport has increased threefold. Nonetheless, public transport operators are about to go bankrupt due to traffic congestion. Now is the time for us to shift to sustainable transport modes,
especially for long-distance intercity travel.

3. How do you think of public transport in 2030? Do you think will it be more or less same as we see now, or will there be significant change in the future?

There should be a significant change by 2030 by wisely coping with the challenge of climate change. To do so, we need to change how we think as well as how we act. This is especially important in the transport sector because the Korean government pledged to reduce its CO2 emissions in the transport sector by 34% by 2020.

The Chinese word for crisis 危机 (wēijī) tells us how we need to think to cope with climate change. Wēijī comprises two characters meaning ‘danger’ and ‘opportunity.’ Just as wēijī indicates, climate change is an opportunity to change as well as a danger. Thus, we need to take this opportunity to move forward, leaving behind the dangerous threat of climate change.

Now, let me take a Korean saying to suggest how we act. There is a Korean saying “Go alone, if you want to go fast, but go together with your friend if you want to go far.” Just as the saying indicates, working together with global partnership really matters for us to achieve sustainable future. I believe cooperation between KOTI and ITF make it happen.

Thank you.