

창조경제 실현을 위한 건축서비스산업의 해외시장 진출 제도 개선 연구

An Institutional Study for the Advance of Architectural Service Industry into Foreign Markets

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The architectural service industry is facing a crisis that over 52% of the 9,500 architects have only one or less permission for construction recently. Due to the decrease in investment of urban and construction-related industry, the domestic architectural service industry is in a bad way. Because of the recession in the construction business, the number of architectural design contract is decreasing and doesn't seem like it will be increased. The drop of construction business and decrease of the long-term demand for the domestic is threatening the architectural service industry.

The architectural service industry is a knowledge service industry that can create infinite additional value, and Korea's architectural services has reached world level. But we found that our share in the international architectural service industry is minor, considering the techniques we have.

While the government put in a lot of effort to activate the overseas market expansion, they were mostly suggested in the construction point of view. The architectural service industry has been understood as a part of the construction industry. When the architectural design offices enter the overseas market, they are

registered and administrated as overseas construction business according to Overseas Construction Promotion Act. This does not properly reflect the characteristics of architectural service business, although being a part of the knowledge service industry the national support or cooperation is considering.

Currently the domestic Architecture service industry has inadequate national support such as information, financial system, education, etc with overseas expansion. Systems and organizations for work such as market research, trend grasp, intelligence support, which are essential for overseas expansion, are not prepared, so individual design offices must seek overseas expansion opportunities by themselves.

Therefore this study carried out a research on the current situation of architecture service industry of oversea markets, compared the support systems of overseas expansion, and suggested improvements and initiatives to support overseas expansion by analysing examples and perceptions.

The followings are the main points the study has deducted.

First, the number of architecture service businesses in Korea came 3rd place worldwide, but with sales of 1 billion dollars ranking 13th, and with overseas market ratio remaining only at 1.4% seems like expansion is not being effectively accomplished. However in the case of the Netherlands, studies show that the market sales overseas is 7.8 billion dollars which is twice than that of Korea's market itself, so a positive result can be expected when development of expansion of domestic businesses is actively done.

Secondly, when comparing the conducted provisions in Korea with those of other countries, there are not many differences to be found. However when comparing them to the USTDA, it would be a wise decision to expand the support fund for development and ease the requirements in order to support businesses to expand overseas.

Third, internal and external architectural service businesses mostly seem to rely on their individual ability to expand overseas. But Korea is at early stage of going overseas market, so concentrating more on network constructions by participating in the international design competitions and associating with international development banks.

Forth, to activate the overseas expansion of architectural service businesses we suggest a few strategies; localization, diversification, enlargement, organization, and stabilization. Some initiatives can be suggested; research and study for expansion and international exchange, administrative and financial support, expansion related information and consultation-cooperation. Also, we proposed some points to reflect these in an institutional view; integration of support services through the establishment of the task force, provision of own architecture service legal system, expansion of financial support, composition of overseas council.

This study is meaningful since it is the start of overseas expansion in the architecture service industry. In a theoretical perspective, this study has derived main initiatives and proposed specific institutional developments. So now we should survey and find problems of each project and specify the improvements. Through reviews and arguments, the government should find the best way to support overseas expansion. Additionally, to share information and initiate projects between domestic architectural service industries, a council that includes the government, institutes, related organizations should be established.