WORLD KPOP CENTER

K-POP Training History

*Please note that this image was generated by AI to help facilitate understanding of the business proposal.

THE WORLD K-POP CENTER

is a comprehensive K-POP cultural complex located in Namsan, a premier tourism zone in Seoul.

Equipped with an infrastructure capable of hosting performances for up to 1,000 attendees, the center operates an integrated, one-stop itinerary that seamlessly connects permanent K-POP shows for international tourists, specialized dining, K-POP and Taekwondo educational experiences, and an exclusive global shopping mall.

By establishing an immersive, stay-and-experience tourism pipeline—where a performance naturally transitions into dining, hands-on activities, and shopping—the center delivers a multi-faceted K-Culture experience to global travelers visiting Namsan.



Permanent K-POP Performances

Combining K-POP performances, Hanbok fashion shows, and Taekwondo demonstrations



Tourist Dining / Specialized Restaurants

Capable of accommodating group dining for approximately 300 people



Educational & Hands-on Experiences

Focused mainly on K-POP and Taekwondo interactive experiences



Global Shopping Mall (Exclusive for International Visitors)

K-Beauty, Health Foods, Red Ginseng, Official Merchandise, and Lifestyle Products



Sales & Distribution Channels

Partnership with Inbound Travel Agencies, Overseas Travel Agencies, OTAs, and Educational Institutions

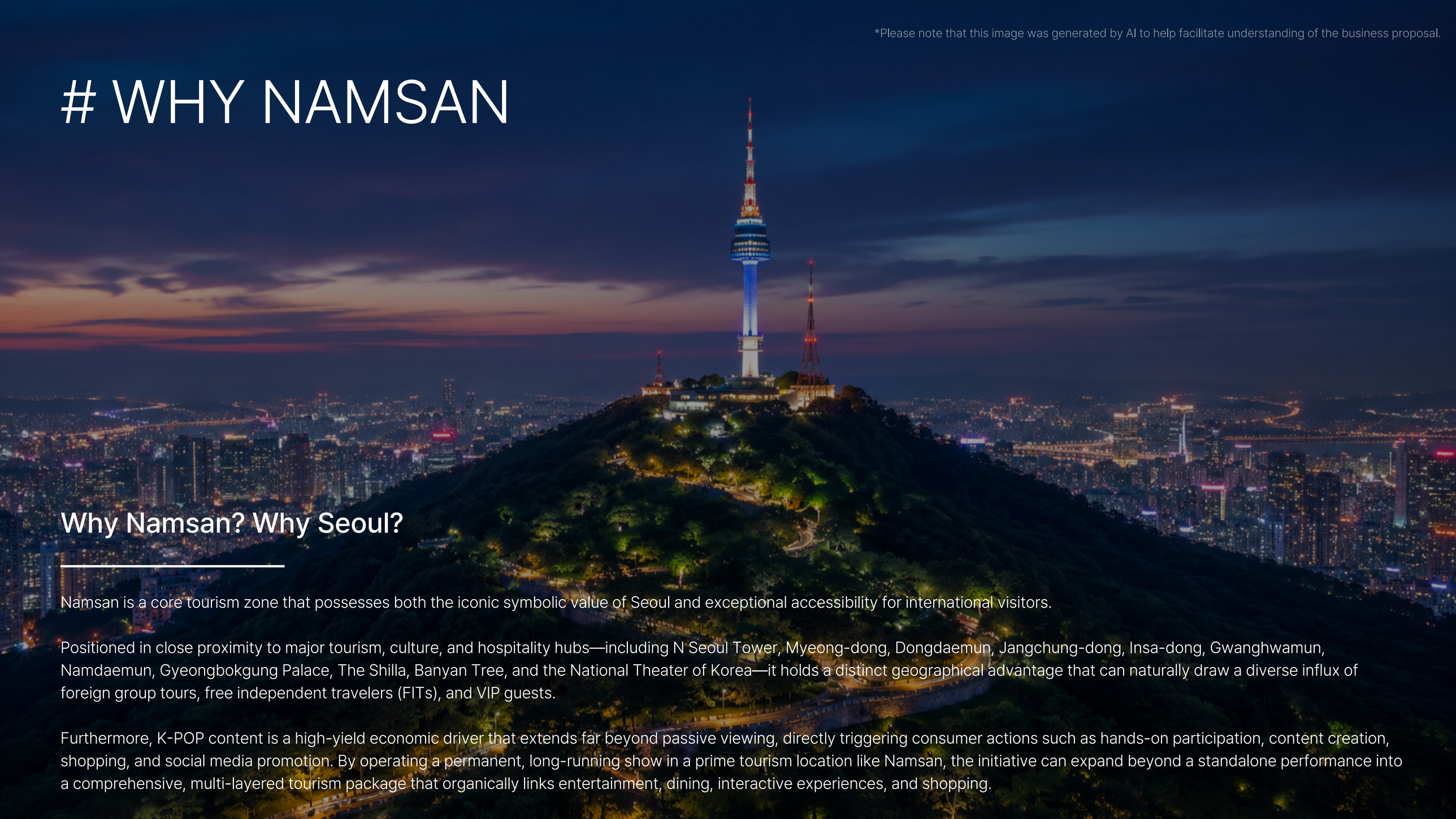


Revenue Structure

Revenue generated by linking dining, hands-on experiences, and shopping with performance audiences

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WHY NAMSAN



Why Namsan? Why Seoul?

Namsan is a core tourism zone that possesses both the iconic symbolic value of Seoul and exceptional accessibility for international visitors.

Positioned in close proximity to major tourism, culture, and hospitality hubs—including N Seoul Tower, Myeong-dong, Dongdaemun, Jangchung-dong, Insa-dong, Gwanghwamun, Namdaemun, Gyeongbokgung Palace, The Shilla, Banyan Tree, and the National Theater of Korea—it holds a distinct geographical advantage that can naturally draw a diverse influx of foreign group tours, free independent travelers (FITs), and VIP guests.

Furthermore, K-POP content is a high-yield economic driver that extends far beyond passive viewing, directly triggering consumer actions such as hands-on participation, content creation, shopping, and social media promotion. By operating a permanent, long-running show in a prime tourism location like Namsan, the initiative can expand beyond a standalone performance into a comprehensive, multi-layered tourism package that organically links entertainment, dining, interactive experiences, and shopping.

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LOCATION STRATEGY

The heart of Seoul's tourism routes

The World K-POP Center can be utilized as a central hub connecting Seoul's major tourism zones. It is located close to areas heavily visited by foreign tourists, including Myeong-dong, Dongdaemun, Insa-dong, Gwanghwamun, Namdaemun, and Gyeongbokgung Palace, and is also adjacent to premium accommodation and cultural facilities such as The Shilla, Banyan Tree, and the National Theater of Korea.

Furthermore, by integrating K-POP content within the Namsan tourism route connected to N Seoul Tower, it is possible to configure regular tour packages tailored for tourists visiting Seoul.

The World K-POP Center is a comprehensive tourism hub within Seoul's travel routes that can seamlessly connect K-POP performances, dining, hands-on experiences, and shopping into a single itinerary.

Key Connectivity Points



EDUCATION CURRICULUM

The epicenter of K-POP training, the World K-POP Center is a practice-oriented K-POP educational institution dedicated to simultaneously nurturing global artists and professional trainers.

FOUNDATIONAL DANCE TRAINING

A course designed to master the fundamentals of K-POP performance, including rhythm, isolation, and basic footwork.

+

COVER DANCE CLASS

A course designed to master the latest K-POP artist choreography, enhancing expressive skills and teamwork.

+

PERFORMANCE & STAGE COURSE

A course focused on practical performance skills, including stage formations, facial expressions, and camera blocking.

+

TRAINER & ORIGINAL CHOREOGRAPHY COURSE

A course aimed at learning choreography creation and class management skills, extending capabilities to a professional trainer level.

You can start your K-POP training right now.

EDUCATIONAL PROGRAM STRUCTURE

The K-POP training program aims to foster a deeper understanding of global culture through K-POP one of Korea's leading cultural assets while developing core capabilities across diverse fields such as music, dance, and language.
Through a blend of theoretical background and hands-on practice, the program provides participants with the opportunity to directly experience the appeal of K-POP and actively engage in real-world creative activities.

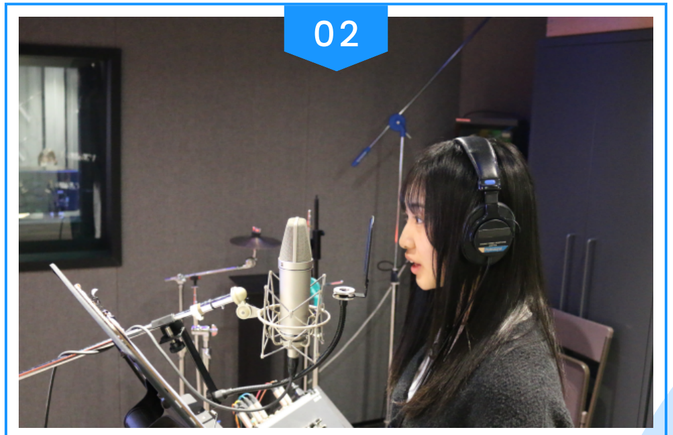
01



ONEDAY CLASS

A 90-minute program designed to grasp the fundamental styles of K-Culture and K-POP dance & vocal, enhancing performance capabilities based on foundational movements.

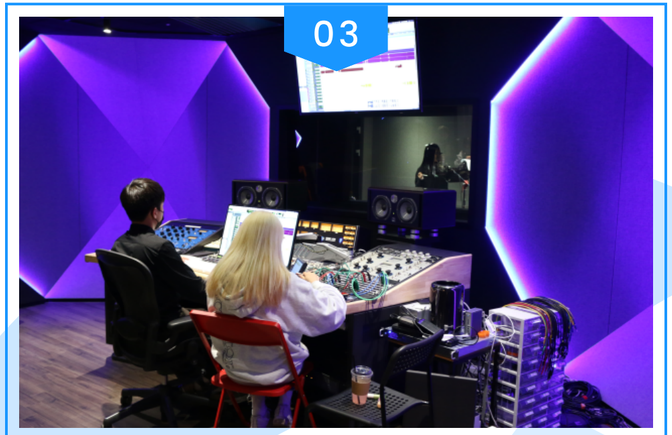
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KPOP CAMP

A 3-day & 5-day program that provides an in-depth experience exploring various facets of K-POP, developing participant capabilities through advanced learning and intensive practical training.

03



PRO CLASS

A comprehensive program spanning 1 to 6 months designed to learn and practice all aspects of K-POP in depth, enhancing participant capabilities through professional, long-term training.

ONEDAY CLASS



POINT 01

WARM-UP

Instructor Introduction and Warm-Up Session to Prepare for K-POP Choreography

POINT 02

K-POP DANCE

K-POP Point & Detail: Main Chorus Training and Professional Know-How Delivery

POINT 03

SNS CHALLENGE

High-Quality Short-Form Video Shooting and Uploading

KPOP CAMP



POINT 01

DANCE TRAINING & PERFORMANCE

Systematic K-POP Dance Training: From Fundamentals to High-Quality Performance

POINT 02

VOCAL TRAINING & RECORDING

Hands-On Artist Experience Through Vocal Basics and Professional Recording

POINT 03

STYLING, MAKEUP & STAGE EXPERIENCE

Completing a Special K-POP Moment with Professional Styling, Makeup, and Stage Experience

POINT 04

SHORT-FORM CONTENT & RANDOM PLAY DANCE

Vibrant K-POP Activities featuring Short-Form Video Shooting and Random Play Dance

POINT 05

GROUP PERFORMANCE & SHOWCASE

Group Performance Stage Completed Through Team Practice and Intensive Training

PRO CLASS

POINT 01

DANCE CLASS

K-POP Dance Training: From Fundamentals to Professional Choreography

POINT 02

VOCAL CLASS

Vocal Training: Developing Vocalization, Breathing, and Expression

POINT 03

RECORDING CLASS

Recording Masterclass with Professional Producer Directing

POINT 04

DANCE FILM

Choreography Shooting and Performance Video Production Class

POINT 05

IMAGE STYLING

Customized Image Styling based on Professional Hair & Makeup

POINT 06

AUDITION & CERTIFICATE

Audition Coaching and Official Certification Program



2014~2019 PAJU TRAINING CENTER



Global K-POP Dance Camp at Paju English Village



Conducting On-Site Agency Auditions



Cultivating Global K-POP Talent: Paju Dance Academy



Systematic K-POP Choreography Training Session



Intensive K-POP Dance Training at WKC Paju Campus



International Youth K-POP Dance Training Center

2014~2019 PAJU TRAINING CENTER



Beyond Language & Culture: K-POP Dance Workshop



Visual Directing: Hair, Makeup & Artist Profile Shoot



First Step to Debut: K-Styling & Profile Photoshoot



Active Vocal Training & Recording for Global Stars



Visual Transformation: Hair, Makeup & Shoot



WKC Global Artist Visual Making Project

2014~2019 PAJU TRAINING CENTER



Connecting Globally: K-POP Dance Class in Paju



The Epicenter of Global K-POP Education: Paju Camp



First Step to Stardom: K-POP Dance Training



Passion-Filled K-POP Dance Studio in Paju



Growth Through Passion: WKC Dance Training Session



Turning Dreams into Reality: K-POP Dance Intensive Course

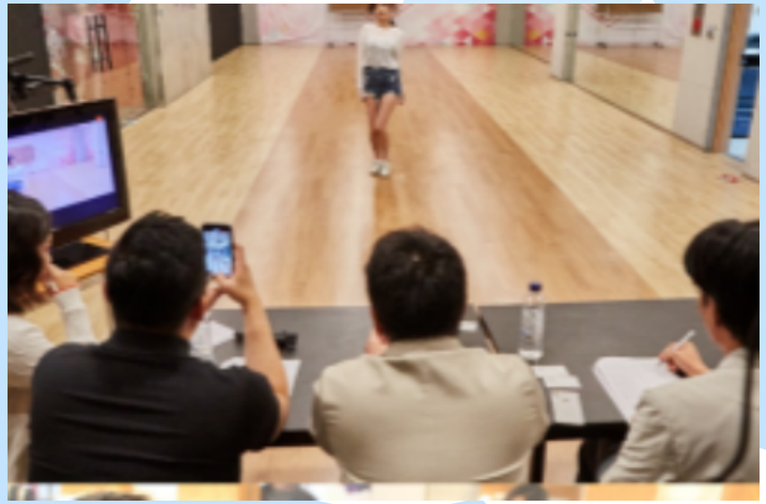
2014~2019 PAJU TRAINING CENTER



Dynamic Dance Training of Next-Generation Global Artists



K-Beauty Styling & Profile Photoshoot Session



WKC Paju English Village K-POP Dance Project



Real-World Choreography Master: Paju Global Training Center



WKC Global Academy: Paju Dance Session



Perfecting the Performance: Professional Dance Training

2014~2019 PAJU TRAINING CENTER







WKC Professional K-POP Dance Training Camp







WKC Professional K-POP Dance Training Camp

2014~2019 PAJU TRAINING CENTER



Global K-POP Camp Orientation & Welcome Ceremony



Skill Assessment & Class Placement Evaluation



K-POP Global Dance Master Class



Artist Vocal Recording & Professional Directing Session



Mastering the Basics: K-POP Dance Technique Training



Mastering the Moves: Intensive Choreography Training

2014~2019 PAJU TRAINING CENTER



Stage Presence: Dance Expression & Gesture Class



Driven by Passion: Live Dance Studio Practice Session



Stage Presence: Dance Expression & Gesture Class



Constructive Feedback: Midterm Dance Evaluation



Personalized Styling: Individual Choreography Check



Enhancing Stage Presence: On-Camera Performance Test

2014~2019 PAJU TRAINING CENTER







Global K-POP Idol Training & 'Produce 101' Audition System







Global K-POP Idol Training & 'Produce 101' Audition System

2014~2019 PAJU TRAINING CENTER



China 'Qi Hang Xing Ji' Audition Project



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China 'Qi Hang Xing Ji' Audition Project

2014~2019 PAJU TRAINING CENTER



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China 'Qi Hang Xing Ji' Audition Project

2023~2024 WORLD K-POP CENTER NAMSAN TRAINING



K-POP Dance for 20 American University Students



K-POP Dance for 30 Joa Travel Agency Clients



K-POP Dance for 35 Taiwan Sanxia Junior High School Students







K-POP Dance for 30 Foreign Influencer Groups

2023~2024 WORLD K-POP CENTER NAMSAN TRAINING



CAU International Summer School



Training for 20 Chinese K-POP Trainees



K-POP Dance for 60 Middle and High School Students



K-POP Dance for 30 World K-POP Center Ambassadors



K-POP Training for 30 Thailand SuperStar Students



Korea Tourism Organization FAM TOUR for 20 Participants

2023~2024 WORLD K-POP CENTER NAMSAN TRAINING







WORLD K-POP CENTER Pro Class (A class where you can experience the entire process of an artist's debut)



Indonesia K-POP Experience Program for 1,050 Participants



France K-POP Experience Program for 40 Participants



UK K-POP Experience Program for 60 Participants

2023~2024 WORLD K-POP CENTER NAMSAN TRAINING



Intelligence Japan K-POP Experience Program for 80 Participants



K-POP Dance for 200 Participants



Ever Korea K-POP Dance for 25 Participants







Korea Tourism Organization (KTO) K-POP Dance for 30 Participants

2023~2024 WORLD K-POP CENTER NAMSAN TRAINING



Hannam University K-POP Dance for 70 Participants



Hanjin Travel K-POP Dance for 15 Participants



K-POP Dance for 10 Japanese University Students







Korea Tourism Organization (KTO) Guide Dance & Kimbap Making for 30 Participants

2023~2024 WORLD K-POP CENTER NAMSAN TRAINING



K-POP Dance for 40 Foreign Tour Groups



UEFA La Liga Football Player Experience



Wharton School K-POP Dance for 20 Participants



Yonsei International Summer School



K-POP Dance for 70 Foreign Tour Groups



Korea Tourism Organization (KTO) K-POP Dance for 50 Participants

2023~2024 WORLD K-POP CENTER NAMSAN TRAINING





Kangwon National University K-POP Dance for 70 Participants



Only One Travel Agency K-POP Dance for 5 Participants



Wharton School K-POP Dance for 25 Participants





Jamboree K-POP Dance for 150 Participants

2023~2024 WORLD K-POP CENTER NAMSAN TRAINING



K-POP Dance Experience for Kazakhstan Influencers





Motion Tour K-POP Dance, Taekwondo, and Kimbap Making Package for 120 Participants



JNJ Communication BTS Song K-POP Dance for 12 Participants



Aju Incentive K-POP Dance for 20 Participants



Today Travel Elementary School Students K-POP Dance for 25 Participants

2023~2024 WORLD K-POP CENTER NAMSAN TRAINING







University of Seoul K-POP Dance for 150 Participants



Korean Language School Teachers' Invitational Training K-POP Education for 300 Participants





Hannam University K-POP Dance for 40 Participants

2023~2024 WORLD K-POP CENTER NAMSAN TRAINING



K-POP Dance Experience for Russian Student Groups



K-POP Dance for 80 Taiwanese Elementary School Students



Joa Travel Agency K-POP Dance for 30 Participants



Joa Travel Agency K-POP Dance for 30 Participants





K-POP Dance for 40 Foreign Tour Groups

2023~2024 WORLD K-POP CENTER NAMSAN TRAINING



K-POP Experience with Overseas Chinese School Idols



K-POP Dance for 7 Russian Influencers



K-POP Experience for 2 Members of Taiwanese Idol Group 'Kiris'



Good Feel Tour K-POP Dance for 30 Participants



Dance Team Training Camp for 25 Participants



K-POP Dance for 10 Elementary School Students

2025 WORLD K-POP CENTER NAMSAN TRAINING



Hyunmin Travel K-POP Dance for 20 Participants



Thomas Travel K-POP Dance for 25 Participants



YC Team K-POP Dance for 17 Participants







Intelligence Japanese Tour Group K-POP Dance for 100 Participants

2025 WORLD K-POP CENTER NAMSAN TRAINING



YC Team K-POP Dance for 30 Participants





WKC Ambassador Activities (Profile Photoshoot, Recording)



National Assembly Television (NATV)
Live & Recorded Broadcast K-POP Dance



K-POP Dance for 25 Chinese Student Groups



K-POP Dance for 35 Hong Kong Student Groups

2025 WORLD K-POP CENTER NAMSAN TRAINING



K-POP Dance for 90 Overseas Korean Students



Ambassador Activities (K-POP Dance Training)



K-POP Dance for 20 Russian Student Groups







Hyunmin Travel 4-Day, 3-Night K-POP CAMP (Dance, Vocal, and Korean Language Classes) for 33 Participants

2025 WORLD K-POP CENTER NAMSAN TRAINING



SKKU INTERNATIONAL K-POP Dance for 40 Participants



KTO K-POP Dance for 10 Participants



K-POP Dance for 30 Hong Kong Elementary School Student



Kids Academy 'Resom' K-POP Dance for 7 Participants



KTO FAM TOUR K-POP Experience for 10 Participants



K-POP Dance for 12 Philippine Participants

2025 WORLD K-POP CENTER NAMSAN TRAINING



K-POP Dance for 60 Foreign Tour Groups



KTO Guide K-Culture Kimbap Experience for 33 Participants



K-POP Dance for 50 Kazakhstan Foreign Tour Groups







K-POP Experience for Philippine Actor & 2-Million Follower Influencer Family

2025 WORLD K-POP CENTER NAMSAN TRAINING





K-POP Dance for 10 Swiss Student Groups



CBC Group K-POP Dance for 15 Participants







CLICK THE STAR PERU - Audition Winners K-POP Training

2025 WORLD K-POP CENTER NAMSAN TRAINING







Aju Incentive Student Group K-POP Dance for 120 Participants



KCCT Company Travel Agency K-POP Dance for 30 Participants



K-POP One-Day Dance Class for 13 Japanese Participants



Mimi Travel Agency K-POP Dance for 30 Participants

2025 WORLD K-POP CENTER NAMSAN TRAINING







Vocal Training for Famous Philippine Actress Alcantara Kyline Nicole







Mimi Travel Agency Malaysia Tour Group K-POP Dance for 200 Participants

2025 WORLD K-POP CENTER NAMSAN TRAINING



K-POP Beauty Experience for 30 Participants from Middle Eastern Countries



Singer Ilmin's Preparation for Appearance on SBS 'The Trot Show'



Thailand Only One Travel K-POP Dance for 20 Participants







Visit to Korea by Mongolian Asian Idol Star Company K-POP Dance for 5 Participants

2025 WORLD K-POP CENTER NAMSAN TRAINING



WKC Kids Crew K-POP Rising Star 'Dream Rising'



Jinseon Girls' Middle School Visit K-POP Dance for 80 Participants



World K-POP Center Musical CEO Course Class







K-POP Dance for 12 Central Asian Delegation Members Visiting Korea

2026 WORLD K-POP CENTER NAMSAN TRAINING



World K-POP Center Official Ambassadors 2nd Generation Dance Training Experience & Busking Performance



World K-POP Center Official Ambassadors 2nd Generation Click Sound Recording Experience

2026 WORLD K-POP CENTER NAMSAN TRAINING



Rose Motel's Yuk Joong-wan Vocal Masterclass





Spanish Broadcaster TVE Visit to World K-POP Center: K-POP Dance & Audition Shoot



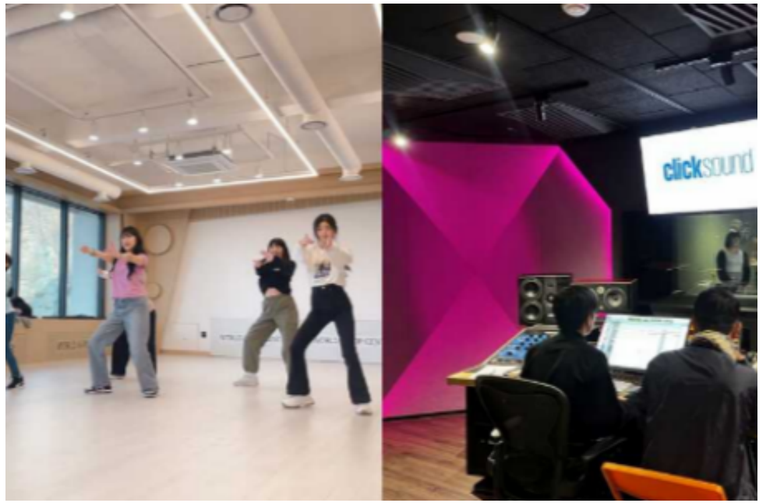


Children of Foreign Ambassadors to Korea Visit to World K-POP Center: K-POP Training Experience



Ever Korea Taiwanese Student Group K-POP Dance for 30 Participants

2026 WORLD K-POP CENTER NAMSAN TRAINING







Japan K-Village K-POP Aspiring Idols K-POP Training







K-POP Dance for 100 Danish International Students from Skals Private School

2026 WORLD K-POP CENTER NAMSAN TRAINING





Japan K-Village K-POP Aspiring Artists Audition, Vocal, Dance, and Recording Experience



Uijeongbu Cultural Foundation 'Heungsan Crew' Dance for 20 Participants





K-POP Dance for 8 Singaporean Tourists



Muju Taekwondowon K-POP Dance for 40 Participants

2026 WORLD K-POP CENTER NAMSAN TRAINING







World K-POP Center Official Ambassadors 3rd Generation Regular Activity: K-POP Dance Experience



Thomas Travel K-POP Dance for 45 Participants





Intelligence Japanese Student Group K-POP Dance for 70 Participants

2026 WORLD K-POP CENTER NAMSAN TRAINING







Motion Tour Taekwondo, K-POP Dance, and Food Experience



Motion Tour K-POP Dance 10



Taekwondo Experience for Foreign Groups (40 Pax)



Taekwondo for 80 Taiwanese Elementary School Students

THANK YOU



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