



## PRELIMINARY PROGRAMME

# INNOVATION AND STARTUP TOUR

SEOUL, 17-19 DECEMBER, 2019

### TUESDAY, DECEMBER 17: LEARN AND MEET KOREAN INNOVATION SCENE

- 08:00 – 09:30**      **DELEGATION KICK OFF - BREAKFAST SEMINAR ON STARTUP ECOSYSTEM IN KOREA**  
Kick off program with insight on how innovation is handled and supported in Korea. Presentation about Korean startup & innovation ecosystem with highlights on important players and movements.
- 10:30 – 12:00**      **VISIT LEADING CORPORATE INNOVATION PLAYER – C LAB OUTSIDE**  
C.LAB is Samsung Electronics' corporate startup incubation program where the inventiveness of Samsung Electronics and Startups meets, and synergy is created. In October 2018, the company expanded its existing In-house venture Program (C.LAB) and Mobile Startup Incubation Program to all Samsung Electronics' business areas and rebranded it as C.LAB Outside
- 12:30 – 13:30**      **LUNCH**
- 14:00 – 15:00**      **VISIT LEADING E-COMMERCE UNICORN – COUPANG**  
Coupang is one of the largest and fastest-growing consumer internet companies in the world. Powered by innovative technology and operations, Coupang have set out to transform the customer experience journey—from revolutionizing last-mile delivery to rethinking how customers search and discover on a truly mobile platform. Coupang have been named one of the '50 smartest companies in the world' by MIT Technology Review and one of Forbes magazine's '30 global game changers'.
- 15:30 – 19:30**      **SWEDEN – KOREA INNOVATION MEET UP - DEEP DIVE INTO SECRET SOURCE OF INNOVATION**  
Networking & pitching event with Korean startups, investors, and eco system players! Start with fireside chat about secret source of Korean and Swedish innovation, followed by pitching session from startups and networking dinner.  
  
delegation may invite own business contacts. Registration link for share will be provided later with fixed agenda and participating companies.

### WEDNESDAY, DECEMBER 18: SHARING INSIGHTS - SWEDEN KOREA BUSINESS SUMMIT

- 08:00 – 09:00**      **BREAKFAST MEETING WITH HIGH LEVEL DELEGATION MEMBERS**  
An informal breakfast meeting held to brief the business delegation on the programme, introduction of delegation and team, Q&A on practicalities. A relevant speaker will be invited to impart views on current trends in the Korean economy.
- 09:15 – 10:00**      **REGISTRATION & WALKTHROUGH-EXHIBITION ON SWEDISH SOLUTIONS**



10:00 – 12:30

### BUSINESS SUMMIT: INDUSTRY BREAK-OUT SESSIONS (PARALLEL TRACKS)

The sessions will feature introductions to each industry theme followed by short presentations by Swedish and Korean companies in each sector. A moderated discussion on cooperation opportunities will be hosted. The overall purpose is to position Swedish companies and solutions as Innovative global leaders.

#### TRACK 1

#### “Innovation Session: How to stay innovative? Start-up success and beyond”

Presentation of the big trends and challenges of the start-up ecosystems in both Korea and Sweden. Understand and build common interest area between Korea and Sweden for realizing next generation unicorn

Participants/Target audience: Presentations by globally leading start-ups, innovation focused companies, ecosystem players such as ministries, incubation offices, and venture firms. Target audience is media and representatives from triple helix from both countries.

#### TRACK 2

#### “Smart Cities of Tomorrow: Transforming cities through innovative and sustainable solutions”

Both Sweden and Korea have been successful in developing innovative and sustainable cities, applying digitalisation, connectivity and circular economy in the fields of mobility, energy, and security.

Purpose: Position Swedish companies and solutions as innovative global leaders and to share success cases of smart cities in Sweden and discuss collaboration areas in Korean city development.

Intended audience: Providers/users of transport, energy, security and connectivity solutions, cities and municipalities, relevant ministries, citizen organisations, associations and universities

#### TRACK 3

#### “Smart Manufacturing: Manufacturing innovation with AI to ensure competitiveness”

Korea is one of the frontrunners of the technological developments within manufacturing. The country has a high dependence on manufacturing, together with globally-leading connectivity infrastructure.

Purpose: Position Swedish companies and solutions as Innovative global leaders. Share Swedish and Korean solutions and discuss how we ensure that AI and innovation is used to move our manufacturing in the right direction.

Intended audience: Providers/users of factory automation and information system, companies in manufacturing industry, relevant ministries, institutes and associations.

#### TRACK 4

#### “Life Science & Healthcare: A new era in digital healthcare powered by AI”

The tremendous potential of AI’s application in healthcare is surging, and its possibilities are far beyond providing simple assistance to medical professionals. Key challenges remain as the evaluation and approval of novel AI medical products will need to be supported by clear regulatory frameworks.

Purpose: Position Swedish companies and solutions as Innovative global leaders. Bring together industry, public sector and academia in a partnership and share insights from Korean and Swedish leading experts within the field.

Intended audience: Providers/users of digital healthcare, AI and healthcare innovation, hospitals, governments and municipalities, regulators, insurance, and universities

12:30 – 13:30

### NETWORKING LUNCHEON



13:30 – 15:30

**BUSINESS SUMMIT: SPECIAL SESSION WITH PRESENCE OF THE SWEDISH PRIME MINISTER AND KOREAN GOVERNMENTAL OFFICIALS**

**“Strategic competitiveness through innovation & AI”**

Rapid technological advances in Artificial Intelligence (AI), analytics and automation are having, and will inevitably continue to have, profound implications for business, for the economy, and more broadly, for society. This session invites triple helix actors from both Sweden and Korea with the purpose of sharing leading cases between the two countries and exploring how complementary strengths between the countries can be used as a lever for enhanced innovation and growth.

Purpose: Share leading cases between Korean and Swedish industry. How do we ensure that our industries stay in the forefront of innovation, and how will AI impact this? How can Korea and Sweden jointly leverage our respective areas of strength to drive and enhance innovation and sustainable development?

Intended audience: CxOs, global thought-leaders and representatives from triple helix from both countries.

16:00 – 17:00

**MEDIA CONFERENCE**

Press conference with industry and national media.

18:00 – 21:00

**BUSINESS SUMMIT DINNER HOSTED BY THE SWEDISH PRIME MINISTER**

Official dinner of the Business Summit with key officials and business representative from both countries present.

**THURSDAY, DECEMBER 19: INSPIRING JOURNEYS – DISCOVER THE UNIQUENESS OF KOREA**

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08:00 - 09:15

**BREAKFAST MEETING WITH THE SWEDISH MINISTERS**

Delegation introduction to the Ministers and open discussion regarding challenges and expectations for doing business in South Korea.

10:00 - 12:00

**MORNING SESSION: TAILORED ACTIVITIES BY INDUSTRY GROUP (PARALLEL VISITS)**

The day session will have three separate tracks which participants can choose from depending on their industry focus. The final activities will depend on the official representation and programme, as well as the priorities and requests of the delegation.

VISIT 1

**DIGITAL HEALTH INNOVATION**

Visit to Seoul National University Bundang Hospital (SNUBH), the first Stage 7 hospital outside of North America.

- Learn how research in AI, big data and IoT can translate into high impact use cases
- Learn about a next-generation Healthcare Information System
- Exchange experiences on aging societies and life style-related diseases

VISIT 2

**SMART CITIES: BIG DATA & SMART INFRASTRUCTURE**

Visit to Seoul City Hall, tour and learn about how Seoul intends to become a smart digital.

- Explore how one of the world’s largest megacities work with Smart city implementation
- Learn about Korean and Swedish smart city solutions
- Exchange ideas on how IoT and big data can be utilised in city governance

VISIT 3

**SMART INDUSTRIES & MANUFACTURING IN THE 5G ERA**



Visit to one of Korea's largest 5G operators and/or a Korean Smart manufacturing site.

- Get an understanding of Korean 5G operators' strategy and broaden networking with key stakeholders in Korea
- Exchange best practices and find collaboration opportunities.

**12:30 -13:30**

#### **LUNCHEON AT ROBOT-SERVING DINER MERRY-GO KITCHEN**

Luncheon at the Merry-Go Kitchen, a restaurant of the future.

**14:00 -17:00**

#### **AFTERNOON SESSION: STUDY VISITS TO LEADING KOREAN COMPANIES**

The afternoon session will offer several inspirational study visits in different fields, where the participants will get an insight into, and understanding of that has underpinned Korea's economic miracle.

##### *VISIT 1*

#### **HOW DID K-POP CONQUER THE WORLD?**

K-pop, a global phenomenon and now a multi-billion-dollar industry, has become the international face of Korea thanks to an extremely regimented, coordinated production system. More than any other international music industry, K-pop has been strategically designed to earworm its way into your brain and to elevate Korea and its culture onto the world stage. The visit to one of the top K-pop stars producers will explore how the experts create a K-Pop stars and manufacture incredibly successful products.

Visit to one of the top entertainment studios in Korea, JYP Entertainment and listen to a presentation of their business and strategy for global outreach.

- Get inside a K-pop factory; how to create a K-Pop star for the global market
- Get insights into the exchange between Sweden and Korea in the content industry
- See one of the content studios' own products perform (TBC)

##### *VISIT 2*

#### **THE RISE OF A KOREAN UNICORN**

Woowa Brothers operates the leading food delivery app in South Korea called 'Baedal Minjok'. The food delivery tally in Seoul is as big as in a few cities in Europe combined. It is mainly because Seoul is a megacity with a population of nearly 10 million. The company has been investing in artificial intelligence and autonomous driving technology to develop delivery robot. How they did evolve from a simple food delivery service to the country's No. 1 app-based food delivery service operator?

Visit to one of the recent Unicorn companies, Woowa brothers (the company behind Korea's leading food delivery app) and PUBG (one of Korea's largest video game developers)

- Get insights into how Korea's leading food delivery app evolved from a simple delivery service to the country's No. 1 app-based food delivery operator
- Learn about Krafton/PUBG, with the international hit game "BattleGrounds"

##### *VISIT 3*

#### **CONGLOMERATE POWER: KOREA'S SECRET WEAPON**

"Chaebol", a group of massive, mostly family-run business conglomerates, dominates Korea's economy and wields strong influence over its politics. These powerful entities played a central role in transforming what was once a humble agrarian market into one of the world's largest economies. At a time of global economic crisis, they are the ones that should play a strategic role to defend the status and influence of the Korean economy. Delegation will visit one of the top five South Korea's mega-conglomerates (Samsung, SK, Lotte, Hyundai, and LG), represent approximately half of the South Korean stock market's value, to learn the inside of their global success and future vision.



Visit to one of the top five Korea's mega-conglomerates (Samsung, SK, Lotte, Hyundai, or LG), representing approximately half of the South Korean stock market's value.

- Learn about the Korean mega-conglomerates and the keys to their global success.
- Get insights into the companies' strategic direction and future vision.

**18:00-21:00**

**NETWORKING RECEPTION & KOREAN CULTURAL PERFORMANCE**

Networking dinner at the Korean traditional restaurant Pilkyungjae, a centuries-old traditional Korean house, "Hanok", which was once home to members of the Korean nobility. During the reception, guests will be entertained in the garden with live Korean traditional music and dance.

*Further delegation activities will be clarified in dialogue with delegates after registration and when official representation has been confirmed.*

**END OF PROGRAMME**