



EXPERIENCE ECONOMIES IN KOREA & CHINA

**INNOVATION CAMP FOR EXPERIENCE ECONOMY COMPANIES
HELD IN KOREA AND CHINA 14-20 NOVEMBER 2018**

SOUTH KOREA is known for its incredible economic development after the Korean War, which has put the country on the forefront of many high-tech sectors. Koreans have an enormous appetite for new technologies and applications, and a strong Consumer Electronics industry, creating high potential for sound technology innovations.

CHINA has for a long time been the growth engine of Asia and the world. Traditionally, its growth has been based on production and exports. New policies, however, aims to develop China and Shanghai in particular into an international Science & Technology hub with tech-savvy citizens that enjoy a higher living standard and more free-time. This creates ample opportunities for companies in the experience economy.

ICDK SEOUL AND ICDK SHANGHAI are arranging a 7-day camp for selected Danish Experience Economy companies and start-ups with the Danish Innovation Network INVIO.

The camp will allow you to introduce your technology to the Korean and Japanese business environment, and will open doors into high-level executives and technology specialists in the R&D environment.

The main areas we are working with are:

- **Gaming and Entertainment**

OUTCOMES OF PARTICIPATING

- **An exclusive chance to pitch your technology to key people in a Korean/Chinese conglomerate**
- **Sparring and qualified feedback from technology experts**
- **Introduction to business culture and environment in Korea and China**
- **Networking events and matchmaking with Korean/Chinese business innovation partners**
- **Top-university seminars and valuable technology insights**

LEARN MORE - CONTACT

ICDK Seoul (marhox@um.dk) or
ICDK Shanghai (marbec@um.dk)
for more information on this event or to sign up.

INNOVATION CENTRE DENMARK SEOUL

WHY KOREA AND CHINA?

- Clear and tangible government focus on innovation and high-tech sectors
- Mega-corporations such as Samsung Electronics, LG, Hyundai Group looking for new technologies
- Korean companies are innovating up the value chain, which fits very well with Danish competencies
- 51 mil. Koreans, tech-savvy and confident with new technologies
- Shanghai aims to become China AI hub
- The Shanghai government has special programmes to attract international start-ups and SMVs
- As the Shanghainese have become richer and have more free time, the experience economy is booming and the appetite for international solutions is growing.



Wednesday 14 Nov	Thursday 15 Nov	Friday 16 Nov	Saturday 17 Nov	Monday 18 Nov	Tuesday 19 Nov	Wednesday 20 Nov
Kick-off meeting incl. Introduction to Business Culture in Korea	Gyeonggi Center for Creative Economy & Innovation (GCCEI) https://ccei.creative-korea.or.kr/gyeonggi/main.do	G-STAR 2018 <ul style="list-style-type: none"> • B2B with Korean companies • Conference attendance • Networking lunch / reception 		Departure/Arrival in Shanghai	Seminar: Shanghai Academy of Social Sciences, Experience Economy policy, support and stakeholders	Departure
LG U Plus Sangam 5G Technology Center visit http://www.uplus.co.kr/cm9/kore/info/pklu/RetrievePkLuHomeMediaLoc.hpi	Start-up scene in Korea (D:CAMP)			Tongji University, School of Design and Innovation		
Visit to Hongik University / University of Seoul	Visit Korea & Taste of Korea (Hansik)			Yangpu District, Experience Economy Campus	xNode Experience Economy Incubator	
Informal Dinner with ICDK Seoul (Optional)	<i>Transport to Busan</i>	<i>Free time / informal dinner</i>	<i>Free time / informal dinner</i>	<i>Welcome dinner / Reception</i>	<i>Free time / informal dinner</i>	

BE AMONG the selected companies to join this event.
Companies with fewer than 250 employees and an annual turnover of less than 375 mil. DKK can apply.

Participation fee: **9.550,00 DKK.**

**Participation fee includes up to 2 people per company.*