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Press release

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About 10,000 people visited 'CES 2022 Seoul Hall' . . .

86.77 million USD export consulting results

- Seoul Digital Foundation operates 25 innovative companies with <Seoul Hall>...Find 1 out of 4 visitors
- 835 cases of export consultation for 3 days (January 5~7), about 200%↑ compared to before COVID-19
- Eureka Park's only pitching stage, with 40 global VCs participating every day, "Seoul Pitching Day" and other favorable reviews

- On January 7 (local time), 'CES 2022' ended with a total of 10,000 people including domestic and foreign investors, buyers, companies, and institutions, visited the <Seoul Hall>, which was held on the largest scale ever for three days. Considering that the total number of CES visitors this year was about 40,000, it means that 1 out of 4 visitors (25%) visited the Seoul Hall.
- With the support of the Seoul Metropolitan Government, the business performance of 25 innovative companies on the world stage was also remarkable. Export consultations worth about \$86.77 million (about 104.1 billion won) were held for three days. It has risen by nearly 200% compared to the export consultation amount at CES 2020 held before the COVID-19. The number of export consultations was about 835 (88% compared to CES 2020). In contrast, the number of visitors to "Seoul Hall" at CES 2022 was nearly five times lower than CES 2020).
- Including CES 2020 <Seoul Hall>, where the city participated for the first time, 51,000 people visited for a total of four days. 945 investment consultations were conducted, and export consultations amounted to about \$45.2 million (about 53 billion won).
- The main domestic visitors to the "Seoul Hall" include members of the National Assembly's Science, ICT, CEO of Lotte Information and Communication, Chairman's Board of Korea International Trade Association, and the consul and vice-consul of the Consulate General in New York.

- The Seoul Digital Foundation, the organizer of CES <Seoul Pavilion>, explained that even though this year's CES was held on a significantly smaller scale than previous years, such as a shortened schedule, it was able to confirm higher interest in <Seoul Hall> and Korean innovative companies.
- CES <Seoul Hall> this year, which marks its third year, was created on the theme of 'Next Digital Seoul' with a scale of 310m² (about 94 pyeong), the largest Seoul hall ever. In terms of corporate participation, 25 innovative companies located in Seoul participated, and operated the Seoul Hall with five keywords (① innovativeness of participating companies ② pre-enterprise support program ③ Eureka Park's only pitching stage operation ④ Global networking events such as Seoul Pitching Day ⑤ University students Supporters).
- 6 companies, 24% of the participating companies in <Seoul Hall> (▲ AlgoCare ▲ Cleon ▲ Metel ▲ Wayne Hills Ventures ▲ Coptic ▲ Ruple) received great attention by winning the 'CES Innovation Award'. This award is given to the most innovative product of the year.
- The city analyzed that the main factors in the success of "Seoul Hall" were to create a differentiated space for "Seoul Hall" by setting up the only pitching stage at "Eureka Park," a venue for startups around the world, and to run various attractions and on-site programs.

- At the site, apart from booth exhibitions by companies, 'Seoul Pitching Day' was held every day, where participating companies directly present and promote their solutions. It is said that about 40 people, including global VCs and buyers, who will help the company create practical performances, attended and presented customized feedback on corporate pitching. From this year's CES, the City has made various efforts, such as establishing a pre-support program to strengthen the capabilities of participating companies.
- 'As many domestic companies were recognized for their technology at CES this year, the City said most of the VCs who attended the Seoul Pitching Day expressed hope that the companies participating in <Seoul Hall> with excellent technology and solutions to advance into overseas markets.
- In addition, a 300-inch large screen installed at the main entrance of the Seoul Hall caught the attention of visitors to Eureka Park by screening a Seoul promotional video of BTS (the Seoul tourism ambassador)
- Saeed Amidi, CEO of Plug And Play, a Silicon Valley investment company that has grown global innovative companies such as

Google and PayPal, and Kang Jun-Sik, chairman of the Seoul Digital Foundation, will hold online talks to foster domestic startups, and to continue exchanges and cooperation to enter overseas markets.

○ The Seoul Digital Foundation and Plug and Play operated a pre-program to strengthen the capabilities of smart technology and service of companies participating in 'CES 2022' <Seoul Hall>.

- ▲ Planning customized development programs for companies
- ▲ Support for business skills such as education and expert mentoring
- ▲ Support for domestic and foreign investment matching opportunities.

In this regard, the Foundation and Plug and Play signed a business agreement on November 17 last year.

○ In an online meeting, Amidi CEO Said said that he would review a visit to Korea in March or April after watching the development of COVID-19, and said that he would meet in person to discuss specific methods.

□ College student supporters, who actively supported participating companies, impressed not only companies but also visitors with their unique operation of "Seoul Hall." The 25 supporters matched 1:1 with the company to support investors & buyers, sending invitation letters, writing counseling journals, and they were in charge of business interpretation by excellent English skills.

○ Lee Jae-ki, director of Kyung Hee University said "We have achieved a competition rate of about 11:1 due to high demand from students even before participation," He added, "We hope that students will

continue to cooperate with valuable opportunities to experience and feel business in the field."

□ The Seoul Digital Foundation is planning to prepare for 'CES 2023' by planning more substantial programs as more companies want to participate in the <Seoul Hall>.

□ Kang Jun-Sik, director of the Seoul Digital Foundation, said, "It was an opportunity to exchange and sympathize with the development and direction of technology pursued by global companies. We also thank 25 innovative companies, 25 supporters and operating personnel for doing their best from exhibition preparation."

□ Kim Seung-Yong, CEO of Coconut Silo, which introduced a cargo transportation brokerage platform based on big data, said "It was a great opportunity to discover good companies and disclose our technology and business feasibility to the outside world". It helped us a lot to improve and broaden the company's capabilities."

□ Jeong Ji-won, CEO of Algocare, who introduced a personalized nutrition management service through IoT nutrition management devices, expressed his gratitude, saying, "It was very helpful for physical support inside and outside as well as for careful mental support during the event."

Attached CES 2022 Seoul Hall Event Photos



'CES 2022 서울관' 약 1만여 명 발길...8677만불 수출상담

파이낸셜뉴스 입력 :2022.01.13 11:15 수정 : 2022.01.13 15:13



미국 라스베이거스에서 지난 5~7일(현지시간) 'CES 2022'가 열린 가운데 서울디지털재단은 오프라인 행사장에 서울의 혁신 기업을 소개하는 '서울관'을 운영했다. 서울관에서 참여기업이 자사 솔루션을 직접 발표·홍보하는 '서울피칭데이'가 진행되고 있다./사진=서울시

[파이낸셜뉴스] 미국 라스베이거스에서 지난 5~7일(현지시간) 세계 최대 가전·정보기술(IT) 전시회인 'CES 2022'가 열렸다. 이번 행사에서 서울디지털재단이 운영한 '서울관'에 국내·외 투자자와 바이어, 기업, 기관 등 총 1만여명의 발길이 이어졌다. 행사기간 동안 약 8677만달러(약 1041억원) 규모의 수출상담도 이뤄졌다.

서울디지털재단은 CES 2022에서 오프라인으로 운영된 서울관이 이 같은 성과를 올렸다고 13일 밝혔다.

서울디지털재단은 스타트업의 각축장인 '유레카파크'에서 유일하게 피칭무대를 설치

하는 등 서울관 만의 차별화된 공간을 조성하고 다채로운 볼거리와 현장 프로그램을 운영한 것이 흥행의 주요인이라고 분석했다.

아울러 현장에서는 기업별 부스 전시와 별도로 참여기업이 자사 솔루션을 직접 발표·홍보하는 '서울피칭데이'가 매일 열렸다. 기업의 실질적인 성과 창출에 도움이 될 글로벌 벤처캐피탈(VC), 바이어 등 40여명이 참석해 기업 피칭에 대한 맞춤형 피드백을 제시하는 등 열기가 뜨거웠다. 또 서울디지털재단은 올해 CES부터 참가 기업의 역량 강화를 위한 사전 지원프로그램을 신설하는 등 다각도의 노력을 기울였다.

서울디지털재단은 "서울피칭데이에 참석한 VC 대부분은 올해 CES에서 많은 국내 기업들이 기술력을 인정받은 만큼 우수한 기술력과 솔루션을 앞세운 서울관 참가기업들의 해외시장 진출도 희망적으로 평가했다"고 전했다.

구글, 페이팔 같은 글로벌 혁신기업을 키워낸 미 실리콘밸리 투자사 '플러그앤플레이(Plug And Play)'의 사이드 아미디(Saeed Amidi) 대표와 강요식 서울디지털재단 이사장은 온라인 회담을 갖고 국내 스타트업의 육성과 해외시장 진출을 위한 교류·협력을 이어나가기로 했다.

서울관 출입구에 설치된 대형스크린을 통해 서울관광홍보대사인 BTS의 서울홍보영상을 상영해 '유레카파크'를 찾은 관람객들의 시선을 사로잡기도 했다. 대학생 서포터즈도 행사장에서 참여 기업들을 적극 지원했다.

서울디지털재단은 보다 내실 있는 프로그램을 기획해 'CES 2023'을 준비한다는 계획이다.

강요식 서울디지털재단 이사장은 "글로벌 기업들이 추구하는 기술의 발전과 방향에 대해 교류하고 공감할 수 있는 기회의 장이었다"고 말했다.

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인쇄하기

취소