



MINISTRY OF FOREIGN AFFAIRS
OF DENMARK

INNOVATION CENTRE DENMARK
SEOUL

SOUND INNOVATION IN KOREA AND JAPAN



INNOVATION CAMP FOR SOUND COMPANIES
HELD IN SOUTH KOREA & JAPAN, 5-9 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, with a strong Consumer Electronics and Automotive industry, creating high potential for sound technology innovations.

JAPAN is a front-runner in the world as regards to numerous products and technologies such as Sony developed "WALKMAN". New tech such as AI and IoT are getting development, the personal life style and working environment with sound are getting changing. Japanese tech companies are always looking into the new ideas and new technologies.



INNOVATION CENTRE DENMARK IN SEOUL AND THE TRADE COUNCIL JAPAN are arranging a 5-day camp for selected Danish sound engineering companies and start-ups with the Danish Sound Network.

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

**DIGITAL MEDIA – ICT, BIG DATA,
COMPUTER SCIENCE
&
AUTOMOTIVE INDUSTRY
&
SOUND & HEALTH**



OUTCOMES OF PARTICIPATING

An exclusive chance to pitch your technology to key people in a Korean/Japanese conglomerates

Sparring and qualified feedback from Korean technology experts

Introduction to business culture and environment

Networking and matchmaking events with Korean/Japanese business partners

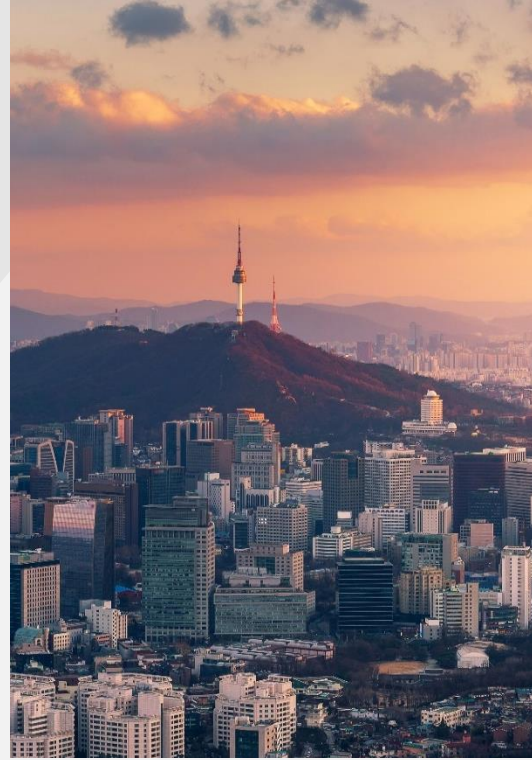
Top-university seminars and valuable technology insights

BE AMONG the selected sound engineering companies to join this event. Companies with fewer than 250 employees and an annual turnover of less than 375 mil. DKK qualify as an SME.

PARTICIPATION FEE

Danish SMEs: 14.000,00 DKK.
Larger companies: 19.000 DKK + outlays

*Participation fee includes up to 2 people per company.



WHY KOREA AND JAPAN?

- Clear and tangible government focus on innovation and high-tech sectors
- R&D investment per GDP: approx.4,2% in South Korea and 3.6% in Japan
- Mega-corporations such as Samsung Electronics, LG, Hyundai, Sony and Honda Group looking for new technologies
- Korean and Japanese companies are innovating up the value chain, which fits very well with Danish competencies
- 50 mil. Koreans and 127 mil. Japanese, tech-savvy and confident with new technologies
- Highly-developed ICT infrastructure
- Confirmed interest from Korean and Japanese stakeholders who would like to learn Danish Design Thinking in the field of Sound with measurement and evaluation systems

STRUCTURE OF THE CAMP (TENTATIVE)

| MONDAY 5 NOV | TUESDAY 6 NOV | WEDNESDAY 7 NOV | THURSDAY 8 NOV | FRIDAY 9 NOV |
|---|--|--|--|---|
| Kick-off meeting incl. Introduction to Business Culture in Korea | Start-up scene in Korea (D:CAMP) | Workshop on Export and Innovation with Quercus group | AM Tech pitch presentation and technical discussion at electronics company (Sony) | AM Tech pitch presentation and technical discussion at electronics company (one company from Fujitsu, Hitachi, NEC, Toshiba, Oki, Softbank, NTT or KDDI) |
| Visit and pitch session to LG U Plus or KT (electronics conglomerate) | Visit to Korean conglomerate (Hyundai Motor Group) | Wrap-up and next steps for Danish sound and ICDC | | |
| Sound Innovation Seminar with university | Pitch seminar and individual meetings | Transport to Japan | PM Tech pitch presentation and technical discussion at automobile company (Honda or Nissan) | PM Sound Innovation Seminar with university, research institution, ICT, automobile and construction companies of outside of Tokyo |
| Welcome Dinner with ICDC | Site visit Networking dinner with Hyundai Motor Group | | | Networking Session with participants |