



LA  
FRENCH TECH  
SEOUL

# CONFERENCE AGENDA

# 2023



# TECH4GOOD 2023 10 YEARS ANNIVERSARY

<https://www.lafrenchtechseoul.com/>

In partnership with  **FKCCI**  
한불상공회의소

# WHY TECH4GOOD ?



Recent emergent technological innovations in different fields gave unprecedented opportunities to shape a better world and solve social, economic, and environmental challenges. Our world is hit by an unprecedented global pandemic and inflation crisis that will have lasting social and economic consequences. That is why innovation and global cooperation are now even more crucial.

It is Tech4Good's mission of the Year 2023 to highlight even more that impactful solutions and global cooperation have become a priority!



## What's Tech4Good 2023?

Following the successful editions in 2019, 2021, and 2022, **La French Tech Seoul** is now organizing the 4th installment of the event in partnership with the French-Korean Chamber of Commerce and Industry (FKCCI). The **<Tech4Good Tour 2023>** is scheduled to take place **from November 6th to 10th, 2023**.



3.000+  
PARTICIPANTS



100.000+  
REACH ONLINE  
COMMUNICATION



23 COMPANIES  
42 DELEGATION  
MEMBERS

# GOALS & OBJECTIVES



LA  
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The primary goal of the event is to **introduce the Korean tech startup ecosystem to a delegation of French startups** and facilitate **meaningful exchanges** between the French and Korean tech industries. This initiative will provide a wide array of **activities** and **opportunities** for **collaboration** between the two communities.

Additionally, **La French Tech Seoul** will be celebrating its **10th anniversary** during this program. In this occasion, a special conference will be held to discuss the past, present and future of La French Tech in Korea.



Create opportunities for **learning, sharing knowledge, and exchanging best practices** between the French and Korean startup ecosystems. Additionally, facilitate **networking** between businesses in two countries.



Actively **support impactful actions** that address social, economic, and environmental challenges by mobilizing startups and engaging institutional stakeholders.



Enhance the **visibility** of the French and Korean tech ecosystems and promote recognition and knowledge-sharing among global French Tech Communities.



# WHY PARTICIPATING IN TECH4GOOD TOUR?

Over 10 French startups will visit Korea to establish direct connections with local stakeholders such as startups, investors and accelerators. Additionally, they will meet with **representatives from the French Tech communities in the Asia-Pacific region** to foster collaboration and promote both the French and Korean Tech ecosystems as international, open and attractive hubs. The selection of French startups for this program will be made through a call for applications.



## SEMINARS

Let's talk about the key issues within the French and Korean tech ecosystems and share our knowledge and best practices.



## FIELD VISIT

Let's check the Korean startup scene, gaining invaluable insights and a deeper understanding of real-world challenges and opportunities.



## COMEUP 2023 – TECH4GOOD SUMMIT

Let's discuss about the French Tech and opportunities in Korea through conferences and panel discussions at a major global startup fair in Seoul.



## NETWORKING

Let's meet key stakeholders in both the French and Korean startup ecosystems to establish valuable connections.



## B2B MEETING

Let's seek tangible business opportunities with potential partners or investors through meetings.



## PITCH CONTEST

Let's have a chance to shine by holding a pitch contest to enhance visibility and take rewards for innovative ideas and solutions.

## KEY THEMES

### GreenTech & DeepTech

(Quantum, cyber security, cloud, robotics, 5G, digital green innovation, electronics, AI, space and so on)



# PROGRAM OF TECH4GOOD TOUR 2023\*



Day 1	Day 2	Day 3
<b>Introduction &amp; FT 10 years</b>	<b>Accelerator &amp; digital world</b>	<b>Invest Korea summit &amp; K-Global Cluster</b>
November 6th (Mon)	November 7th (Tue)	November 8th(Wed)
<p><b>9:30 – 9:50</b> Opening / Welcome Speech</p> <p><b>Celebration : the Evolution of French Tech</b></p> <p><b>10:00 – 11:00</b> Evolution of Korea's place in the Tech Ecosystem in Asia</p> <p><b>11:00 – 12:00</b> French - Korean Collaboration in the Tech industry &amp; Feedbacks from French startups in Korea</p> <p><b>12:00 – 12:30</b> Investing in France: Unlocking opportunities</p> <p><b>12:30 - 14:00</b> Networking lunch</p> <p><b>The Future of tech in Korea</b></p> <p><b>14:00 - 14:30</b> The ecological challenge of hydrogen fuel cell electric mobility</p> <p><b>14:30 - 15:20</b> (De)regulation</p> <p><b>15:20 - 15:30</b> Coffee Break</p> <p><b>15:30 – 15:50</b> Autonomous mobility (R&amp;D, legislation regulations in Korea)</p> <p><b>16:00 - 17:30</b> Press Conference 10 years of French Tech</p>	<p><b>10:00 - 11:00 :</b> Presentation of the Smart City</p> <p><b>11:00 - 11:30</b> Panoramic tour of the city to better understand the offer of the smart city</p> <p><b>12:00 - 13:30</b> Lunch</p> <p><b>14:00 – 16:10</b></p> <p>Exchange with Invest Seoul</p> <p>Conference on innovation</p> <p><b>17:00 - 18:30</b> Digital Korea and social media</p>	<p><b>Track 1: Invest Korea summit in Busan</b></p> <p><b>10:00 – 12:00</b> Conferences and Meetings</p> <p><b>12:00 – 13:30</b> Networking Lunch</p> <p><b>13:30 – 15:00</b> Participation &amp; visit of the Investment Expo</p> <p><b>Track 2: K-Global Cluster with COMEUP</b></p> <p><b>9:00 – 12:00</b> Visit of Come up MOU signing with Cosmetic Valley &amp; Korean Ministry of SMEs</p> <p><b>14:30 – 15:30</b> Cosmetics Conference</p> <p><b>15:30 – 16:00</b> Launching of L'Oreal's open innovation program</p> <p><b>15:30 – 17:00</b> Event participation</p> <p><b>18:00 – 00:00</b> Afterwok Networking Night</p>

**When:** Nov. 6-10, 2023 / One week program

**Where:** Seoul metropolitan area and Busan, Korea

*\*Non-contractual - Program subject to modifications*

# PROGRAM OF TECH4GOOD TOUR 2023\*



Day 4

Day 5

**Innovation – Smart City & startup ecosystem**

**Comeup Conferences & pitch contest**

November 9th (Thu)

November 10th (Fri)

**9:30 - 11:00** Visit of Pangyo

**11:30 - 14:00** Lunch and return to Seoul

**14:00 - 15:00** Introduction of Innobranch (KITA)

**15:00 - 15:50** Introduction to the fiscal system in Korea

**15:50 - 16:20** Introduction on financing tools for international / export activities

**16:20 - 17:00** Mentoring

**18:00 - 20:00** Networking Party at Novotel Dongdaemun Hotel together with Korean SME's Ministry

**9:00 - 12:00**

Event participation and booths

**12:30 - 12:40** Welcoming and Opening Speeches

**12:40 - 12:50** France : Innovation Hub in Europe

**12:50 - 13:40** VIP Panel

**13:40- 14:30** GreenTech Panel

**14:30 - 15:10:** HealthTech Panel

**15:10 - 16:10** Startups Pitch Contest

**16:10 - 16:25** Jury Deliberation

**16:25 - 16:40** Pitch Contest Awards

**17:00** Grand Final Networking



**When:** Nov. 6-10, 2023 / One week program

**Where:** Seoul metropolitan area and Busan, Korea

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# 2021 & 2022 REFERENCES

2021

2022

Online

Offline & Online

**500 participants**  
**70 speakers**  
**45 startups**  
**Accelerators / VC investors / Large groups / Universities / Institutions / Non-Profits**

**23 startups**  
**42 representatives**  
**13 sponsors&partners**  
**104,000 reach of online campaign**  
**3,000+ participants (all programs included)**

**VIPS:** Cédric O, French Secretary of State for the Digital Economy, Mr. Yannick GLEMAREC, Director, Green Climate Fund (GCF), H.E. Mr. Daejong YOO, Korean Ambassador to France, Mrs. Jeehyun BANG, Deputy director, Ministry of SMEs and startups

**VIPS:** Mr. François Hollande, former president of the French Republic, Ms. Fleur Pellerin, Founder and Managing Partner of Korelya Capital, Mr. Grégory Boutté, Digital Officer of Kering Group, Mr. Vincent Boulanger, CEO of EDF Renewables Korea



**Youtube link:** <https://youtu.be/AAsG29rriZY>

# PRESS



FRENCH TECH  
SEOUL

# COVERAGE

매일경제

NewsWire



100 000+

REACH ONLINE  
COMMUNICATION

M이코노미뉴스

스마투스

경제신문



35

PRESS ARTICLES

반도체에 관한 모든 것!  
All4Chip

metro

AVING Global news network

MADTIMES  
Marketing communication @ Digital Times



100

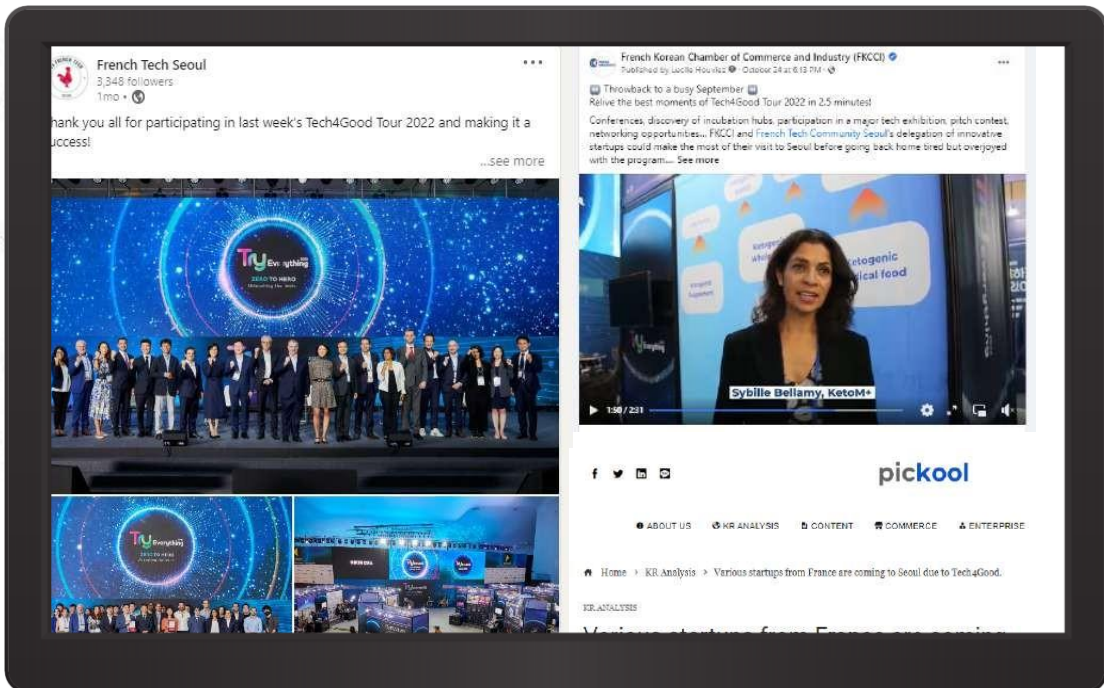
MENTIONS BY  
PARTNERS

Platum

The Startup Hub of Korea  
VENTURE SQUARE

AEM

워크투데이



보도자료 배포 뉴스위어

NewsWire

최신 IT 건강 경제

도시혁신그룹 두  
참여

프랑스 스타트업 대표단에 출신

뉴스 제공 도시혁신그룹을 부  
2022-09-26 10:00

서울--(뉴스와이어) 2022년 09  
(대표자 정재욱)는 9월 19일~20  
TCS·French Tech Commu  
CCI)가 주최한 '테크포스트 투어  
일 밝혔다.

'테크포스트 투어'는 한국과 프랑  
고 네트워크를 강화하는 대표적  
최됐다. 올해에는 프랑스 스타  
트업 생태계를 살펴보는 현장 부  
스 기업 간 연결망을 구축하는  
에는 필립 르포르 주한 프랑스



# Who We Are ?



LA  
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## French Tech Community Seoul

French Tech Community Seoul, officially endorsed by the French Ministry for the Economy and Finance, bridges the French and Korean tech communities and helps to skyrocket tech champions (Hypergrowth) that are a vector of positive change (Tech for Good).

Website: <https://lafrenchtechseoul.com/>  
Contact: [frenchtechseoul@gmail.com](mailto:frenchtechseoul@gmail.com)



366  
Members



83  
Companies



33%  
Women



50%  
French

## French-Korean Chamber of Commerce and Industry (FKCCI)

*The FKCCI represents the operational team of French Tech Seoul community in the preparation of Tech4Good.*

Since 1986, FKCCI is the key player fostering the vibrant business community between France, Korea and beyond. Gathering nearly 5000 business leaders, FKCCI is a non-profit association part of French International CCI's network, providing a wide range of customized services: market study/test, prospection, networking, business center, HR, communication, advocacy.

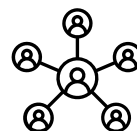
Website: <https://www.fkcci.com/>  
Contact : [welcome@fkcci.com](mailto:welcome@fkcci.com)



450  
Members



119  
International  
Chambers network



39k  
Followers





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**SEOUL**



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