

Presentation & Programs

Tech4GOOD

Tour 2022



SPONSORS 2022



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Can we count you in?

TECH4GOOD TOUR INTRODUCTION

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 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 2022 to highlight even more that impactful solutions and global cooperation have become a priority!

WHAT'S NEW in Tech4Good 2022?

Following the success of the 2019 and 2021 editions, **French Tech Community Seoul** and **FKCCI** organize a 3rd opus this year, under a new format of **One-Week Tour Program** to introduce the Korean tech startup ecosystem in Korea to a delegation of French startups through a rich program: Seminars, Meetings between startups of two different countries and Korean institutions, Tech4Good collective booths at the Try Everything 2022 exhibition, the 3rd edition of Tech4Good Summit and a Pitch Contest.

We are also going more international this year, by inviting other French Tech Communities in Asia. This time again, Korea and France are moving together toward the same goal: Tech4Good, by **connecting people, business and partners**.

OBJECTIVES



GLOBAL COOPERATION

Provide opportunities for **B2B Networking** to Tech4Good French startups in Korea, and to learn from each others' ecosystems by **sharing knowledge**, solutions and best practices.



SUPPORT IMPACT SOLUTIONS

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



INCREASE VISIBILITY

Increase **visibility** of French and Korean Tech ecosystems in the **Asia-Pacific region** and spread notoriety and knowledge between French Tech Communities in Asia-Pacific.

WHY PARTNER UP WITH TECH4GOOD TOUR?

15 French startups will come to Korea to establish direct contacts with local stakeholders (startups, investors, incubators, etc.), and **10 representatives of French Tech communities in the Asia-Pacific region** to meet, and promote French and Korean Tech as international, open and attractive ecosystems. French startups will be selected following a call for applications. An **hybrid summit aiming at 1,000 participants** will close the program.

VISIBILITY, NETWORKING AND KNOWLEDGE SHARING IN A RICH PROGRAM



SEMINARS

Let's get networking opportunities and key information on Tech4Good solutions and tech ecosystems in Korea, France and the Asia-Pacific region.



B2B NETWORKING

Let's bring together startups and potential partners or investors through offline and virtual meetings.



TRY EVERYTHING 2022 EXHIBITION

Let's showcase French Tech and Tech4Good at a major global startups exhibition in Seoul.



HYBRID EXHIBITION

Let's give everyone a glance at the start-up environments in France, in Korea and in our partner countries through interactive booths available both online and offline.



HYBRID SUMMIT

Let's talk about Tech4Good solutions in Seoul and online to widely spread knowledge and identify business opportunities.



PITCH CONTEST

Let's give every participating startups a chance to be in the spotlight and to get rewarded through our pitch contest.

KEY THEMES

GreenTech, HealthTech, EduTech, DeepTech

Day 1 – Sept 19	Day 2 – Sept 20	Day 3 – Sept 21
Introduction Seminars on Korean Market & Tech Ecosystem	Introduction on Seoul Ecosystem for Startups	Tech4Good Exhibition with TryEverything 2022
OFFLINE - Y-Valley Seoul	OFFLINE - Samsung Innovation Museum & Seoul Startup Hub	OFFLINE - Dongdaemun Design Plaza
<p>Morning: Korean Market and Implantation in Korea French Tech Seoul, FKCCI, French Embassy in Korea, NR2</p> <p>Afternoon: Tech in Korea – Eurazeo, Asiance, Dassault Systemes, Hyundai Motor Group, KOTRA</p>	<p>Morning: Korean Tech Big Company Visit of Samsung Innovation Museum</p> <p>Afternoon: Tech4Good in Seoul (in cooperation with <i>Invest Seoul</i>) Seoul Startup Hub Tour & Seminar on support programs for foreign startups</p>	<p>All Day: Tech4Good Exhibition & B2B Networking at TryEverything 2022</p> <p>Afternoon: Try Everything Opening Ceremony & VIP Networking</p>

Day 4 – Sept 22	Day 5 – Sept 23
Forum on Innovative Industries & Networking Evening	Tech4Good Summit & Pitch Contest
HYBRID - Grand Intercontinental Seoul Parnas & Novoter Dongdaemun	HYBRID - Dongdaemun Design Plaza
<p>All Day: Tech4Good Exhibition & B2B Networking at Try Everything 2022</p> <p>7th France-Korea Forum on Innovative Industries (co-organized by <i>MEF</i> of France and <i>MOTIE</i> of Korea)</p> <p>Evening: After Summer Networking Evening with the French-Korean Business Community</p>	<p>All Day: Tech4Good Exhibition & B2B Networking at Try Everything 2022</p> <p>Morning: << Tech4Good Summit 2022 >> Conferences on GreenTech and HealthTech</p> <p>Afternoon: << Tech4Good Pitch Contest >> Pitch contest + Awards & Closing ceremony</p>

Doing business in Korea.

General presentation of Korea, economy, market, business opportunities.

Place : [Y-Valley](#), 서울특별시 용산구 청파로77 원효전자상가 6동 2,3층 용산전자상상가,

Participants : ~20 people (delegation of startups, French Tech, FKCCI)

Morning < Business in Korea >

09:30 - 09:45 : Welcoming / Opening speeches

- *H. E. Philippe LEFORT, Ambassador of France to Korea*
- *Mr. Cédric LEGRAND, CEO of FKCCI*
- *Mr. Solomon MOOS, President of French Tech Seoul, Investor Partners Asia of Eurazeo*

09:45 - 10:30 : Korean macro-economy

- *Ms. Adeline-Lise KHOV, Economic Counsellor & Head of the Economic Department of the Embassy of France to Korea*

10:30 - 11:00 : Doing business in Korea. The French business presence in Korea

- *Mr. Cédric LEGRAND, CEO of FKCCI*

11:00 - 11:30 : Startup manning in Korea

- *Mr. Jordan MONNET, Co-founder & CEO of NR2*

11:30 - 11:45 : Y-Valley Presentation

- *Mr. Jaewook JUNG, CEO of City Innovation Group Movement*

11:45 - 12:15 : Y-Valley Visit

- *Mr. Tae-Min AN, Director of City Innovation Group Movement*

12:15 - 14:00 : Lunch onsite by France Gourmet

Afternoon < Korean Tech Ecosystem >

14:00 - 14:30 : French Tech Seoul / Korean Ecosystem of Startups

- *Mr. Solomon MOOS, President of French Tech Seoul, Investor Partners Asia of Eurazeo*

14:30 - 15:00 : Relations between the Ecosystem of Startups and the Korean large company

- *Mr. Guillaume PARVAIX, Manager at Hyundai Motor Group / Innovation Division*

15:00 - 15:30 : Digital Korea. Korean consumers, e-commerce, social networks and inspiration

- *Ms. Mimi CHOI, Digital Strategy Consultant of Asiance*

15:30 - 15:45 : Breaktime

15:45 - 16:15 : Dassault Systèmes & Startup Cooperation in Korea

- *Mr. Wonik LEE, Public Sector Leader of Dassault Systèmes Korea*

16:15 - 16:45 : Korean Startups Promotion and Policies

- *Mr. Junho KIM, Manager of Startup Support Team, KOTRA*

Morning

Purpose : Visit of a Korean Tech big company

Participants : ~20 people (delegation of startups, French Tech, FKCCI)

Schedule :

09:00 - 11:00 : Visit of Samsung Innovation Museum



Afternoon

Purpose : Visit of SBA / Invest Seoul

Place : Seoul Startup Hub - Gongdeok

Participants : ~20 people (delegation of startups, French Tech, FKCCI)

Schedule :

14:00 - 14:30 : Preparation

14:30 - 15:00 : Presentation of Seoul Startup Ecosystem and Seoul Startup Hub

15:00 - 15:30 : Presentation of Seoul Investment Environment and Invest Seoul

15:45 - 16:35 : Business Establishment in Seoul

16:50 - 17:30 : Seoul Startup Hub Tour



Day 3_(Wed) 21 September 2022

All day

Purpose : Participation to *Try Everything*

Place : Try Everything, Dongdaemun Design Plaza (DDP), Room 1

Web Site: <https://tryeverything.or.kr>

Participants : 60,000 people / 10 booths for delegation of startups, French Tech

Schedule

10:00 - 12:30 : Participation to *Try Everything*

12:30 - 14:00 : Collective Lunch (Delegation)

14:00 - 15:30 : *Try Everything* Opening Ceremony

15:30 - 16:00 : VIP Networking Session in presence of the Mayor of Seoul (TBC)



* The agenda is subject to change

Day 4_(Thu) 22 September 2022

All day

Purpose : 7th France-Korea Forum on Innovative Industries

Place : Grand Intercontinental Seoul Parnas 2F

2022 Theme : Green industry towards Carbon neutral society

Participants: 300 people (Enterprises, universities, and research institutes that are interested in green innovation)

Schedule

09:00 – 13:50: Part I. Policy & Strategy

13:50 - 17:20: B2B Matchmaking



7th Korea-France Forum on Innovative Industries 2022

- Green Industry towards Carbon Neutral Society -

Save the Date: September 22, 2022

Place : Orchid Room, 2F Grand Intercontinental Seoul Parnas



Ministry of Trade, Industry and Energy of Korea and Ministry of Economy and Finance of France invite you to share knowledge and innovative ideas to advance green technology and industries for sustainable society. This year, the 7th Korea-France Forum on Innovative Industries will provide a great opportunity to explore industry and technology trends towards carbon neutrality. Join us to strengthen and facilitate technological cooperation in future industries.

Whom to attend:

Enterprises, universities, and research institutes that are interested in green innovation

Target sectors:



Low carbon energy



Clean Factory



Green Transportation

What to expect:

- Keynotes on green innovation trends in Korea and France
- Best practices of Korea-France technology cooperation and Information about funding programmes
- Idea pitches for innovative companies
- 1:1 meetings

How to attend and find R&D partners:

Register online at the 'Innovation with South Korea' platform.

< Tentative Programmes >

Time (KST)	Programme	
Part I. Policy & Strategy Orchid Rm(2F)		
09:00-09:30(30)	Registration	All
09:30-09:40(10)	Opening Session	(K) MOTIE (F) MEFIDS
09:55-10:55 (60)	Thematic Speech	(K), (F) TBC
10:55-11:05 (10)	Idea Pitch I	(K), (F) TBC
11:05-11:20 (15)	Coffee Break	All
11:20-12:10 (50)	Success Stories of K-F Cooperation Programme	(K), (F) TBC
12:10-12:20 (10)	Idea Pitch II	(K), (F) TBC
12:20-13:50 (90)	Networking Lunch	All
Part II. Industry and Technology Orchid Rm(2F)		
13:50-17:20 (210)	B2B Matchmaking	(K), (F) 20 Companies each

Registration

* The agenda is subject to change

Evening < After Summer Networking Evening >

Purpose : Networking with the French-Korean Business Community (for the delegation) ; After summer party (for the French-Korean Business Community)

Place / Time : Novotel Dongdaemun, Rooftop / 18H00-00H00

Participants : ~150 people (delegation of startups, French Tech, FKCCI, CEFC)

Registration : [\[FKCCI\] Networking Evening in Tech4Good 2022](#)



Morning : Tech4Good Summit

Purpose : Promote the French Tech4Good among in Korea ; Promote France-Korea bilateral cooperation in the Tech4Good.

Place : Try Everything, Dongdaemun Design Plaza (DDP), Room 1, <https://tryeverything.or.kr>

Participants : ~400 people (delegation of startups, French Tech, FKCCI, Korean participants to Try Everything) / 10 booths

Schedule

09:30 - 09:45 : Welcoming and Opening Speeches

09:45 - 10:45 : VIP Panel

10:45 - 11:45 : GreenTech Panel

11:45 - 12:30 : HealthTech Panel

12:30 - 13:00 : Dassault Systèmes & Startup Cooperation in Korea



Afternoon : Pitch Contest

About 10 French and Korean startups, aligned with 4 themes (GreenTech, HealthTech, EduTech, DeepTech), will pitch their innovative projects. Beyond the field et country, the two startups with the highest score based on the juries' evaluations will be final winners, and a business development subsidy of 2 M KRW will be provided.

Schedule

- 13:00 - 15:00** 5 min Pitch + 5 min Q&A with judges per candidate
- 15:00 - 15:20** Evaluations of juries
- 15:20 - 15:30** Winner Announcement and Awards Ceremony



TECH4GOOD SUMMIT FORMAT

OFFLINE ▼

Hall #1, #2 and Conference Hall at DDP*, Seoul

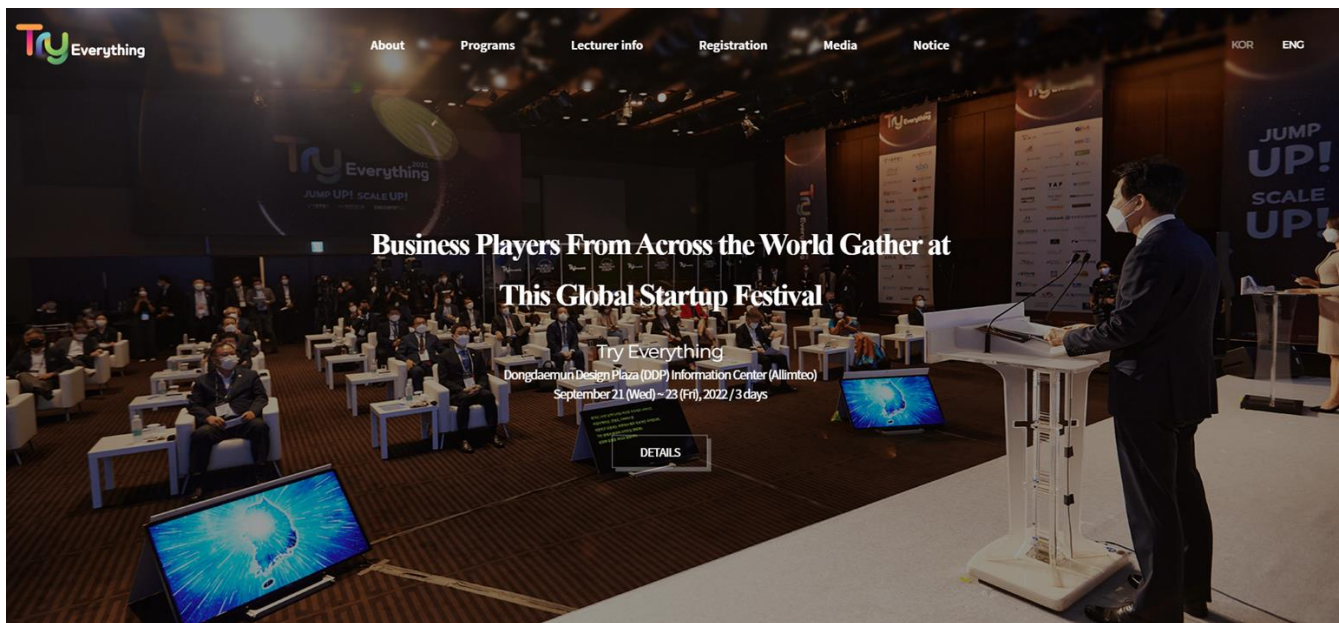
ONLINE: Platform Try Everything

Every participants (speakers and attendees) will be able to meet in an immersive environment simulating an event venue. As a reproduction of all essential aspects of events in a digital environment, the virtual platform will allow participants to benefit from a very unique experience.

*TBC

<http://en.tryeverything.or.kr/program/onlinestartup>

<http://en.tryeverything.or.kr/program/meetup>



2019 & 2021 REFERENCES

2019

250 participants
19 corporates
17 institutions
7 investors
42 startups

VIPS: French Ambassador in Korea, President of KISED, CIO at Root Impact, President of JC Decaux Korea, VP for Future Technology Strategy at Hyundai Motors Group, Director Seoul Office at UNDP

2021

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

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



[2021 playlist](#)



PREVIOUS SUCCESS AND MEDIA COVERAGE

PRESS



한국경제

데일리

머니투데이

IT DAILY

믿고 보는 경제신문 20년
서울파이낸스

Maddyness

SEOULZ

IT·정보·마케팅
DATANET

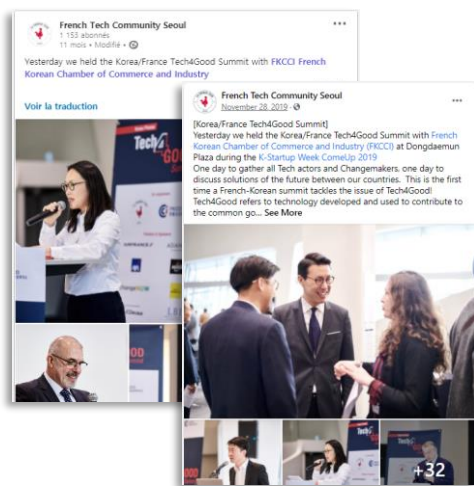
한국일보

아주경제

2022.01.20 목요일

IMPRESSION & ENGAGEMENT

Online Marketing



Offline Marketing



SNS

+130,000 Impressions
+13,000 Likes/clicks

Web pages

+13,000 Views

Posters of the event featured at bus stops in Seoul for a month before the event.

ABOUT US

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



51

Communities
in France

48

Communities
outside France

2500+

Startups represented
by their CEOs

French-Korean Chamber of Commerce and Industry (FKCCI)

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 CCIs network, providing a wide range of customized services: market expertise, prospection, networking, business center, HR, communication, advocacy.

Website: <https://www.fkcci.com/>

Contact : event@fkcci.com



450

Members

33k

Followers

124

International chambers