



THE GLOBAL BUSINESS INNOVATION PROGRAMME FOCUS ON SMART CITIES SOUTH KOREA

Innovate UK is inviting ambitious companies to participate in the Global Business Innovation Programme.

Delivered by Innovate UK EDGE, the programme consists of a preparation phase followed by a 5-day tailored programme of activities in South Korea with the opportunity to visit leading smart cities and meet key stakeholders and companies. The programme will provide a unique opportunity for delegates to find new international partners and identify opportunities for technology collaboration.

Delegates will benefit from a follow-up workshop and bespoke support from an Innovate UK EDGE Innovation and Growth Specialist to exploit the contacts, opportunities and knowledge gained

during the visit and develop cross border innovation projects.

WHY SOUTH KOREA?

South Korea ranked first in the Bloomberg Index of Most Innovative Nations 2021 and is home to global leading electronics and IT companies such as Samsung, LG Electronics and Naver. For over two decades Korea has been embracing its cutting-edge ICT infrastructure and is exploiting its superfast internet speeds to solve urban problems and improving quality of life by applying smart and disruptive technologies to cities. Having invested in exemplary smart city projects it is now turning its ambitious vision into realistic plans.

In November 2021 the country's Transport Ministry announced a

\$215 million investment to establish 64 local smart city platforms by 2025 and put local citizens at the heart of creating tailor-made next-generation city infrastructure.

With an established National Strategic Smart City Programme, renowned smart city projects in Seoul and Sejong, a reputation for high R&D investment and international collaboration, this is a market which offers significant opportunity for ambitious UK companies developing technologies that solve net zero city challenges and support sustainable urban development.

FOCUS THEMES:

Solutions that address challenges such as:

- Citizen Engagement & Behaviour Change
- Smart Mobility
- City Planning
- Urban Health
- Climate Resilience
- Sustainable Infrastructure
- Energy Solutions

KEY DATES:

Briefing Event
13 April 2022

Application
Deadline
4 May 2022 17:00

Pre-Visit
Workshop

9 June 2022

Innovation
Visit

27 August – 3 Sept
2022

Exploitation
Workshop

9 November 2022

WHAT TO EXPECT:

Successful applicants will benefit from an intensive 9 to 12 months three phased programme and bespoke support from an Innovation and Growth Specialist throughout.

- **Getting ready for the market:** Preparation workshops to build knowledge and understanding of the market and opportunities, consideration of cultural differences and how to do business in South Korea, protecting Intellectual Property and training on articulating your value proposition and how to pitch.
- **Visiting the market:** Exclusive access to the South Korean market and the opportunity to meet with key contacts, research organisations and companies. Meet potential collaborators and partners through pre-arranged meetings and matchmaking events.
- **Exploiting the opportunity:** A follow-up workshop and bespoke support from an Innovate UK EDGE Innovation and Growth Specialist to exploit contacts and knowledge gained during the visit and develop cross border innovation projects.

ITINERARY (subject to change):

Participants will need to comply with [South Korean](#) and [UK](#) travel requirements. Should travel not be permitted the programme will be delivered virtually.

Date	Activity
29 August 2022	Embassy Briefing & Meeting with Seoul Metropolitan Government
30 August 2022	Visit Sejong Smart City
31 August 2022	World Smart City Expo
1 September 2022	World Smart City Expo & B2B
2 September 2022	Sprint meeting with Magok Smart City Living Lab contributors

TO APPLY FOR THIS INITIATIVE YOU MUST BE:

A UK based innovation-led company with ambitions to grow and internationalise.

A company with fewer than 500 employees.

Able to attend and complete all activities.

THE COST

Innovate UK will fund and organise flights, accommodation, in-market travel, and conference fees for successful applicants. Innovate UK will also pay for any reasonable adjustments throughout the initiative. Only one representative from each company will be funded. On acceptance to the programme a commitment fee of £500 will be obtained from each delegate, which will be refunded on completion of the full programme of activities and agreed action plan. Non-completion after formal acceptance may result in forfeiting some or all of the commitment fee.

HOW TO APPLY

[Apply here](#) using the online application form. The Global Business Innovation Programme is a competitive process and successful applicants will be notified by 13 May 2022.

Innovate UK is committed to improving the diversity of who we support. We welcome applications from under-represented groups.

FOR MORE INFORMATION

[Register for the Briefing Event 13 April 2022](#)

Email [Louise Hooker](#), Programme Lead or call 07850 300575