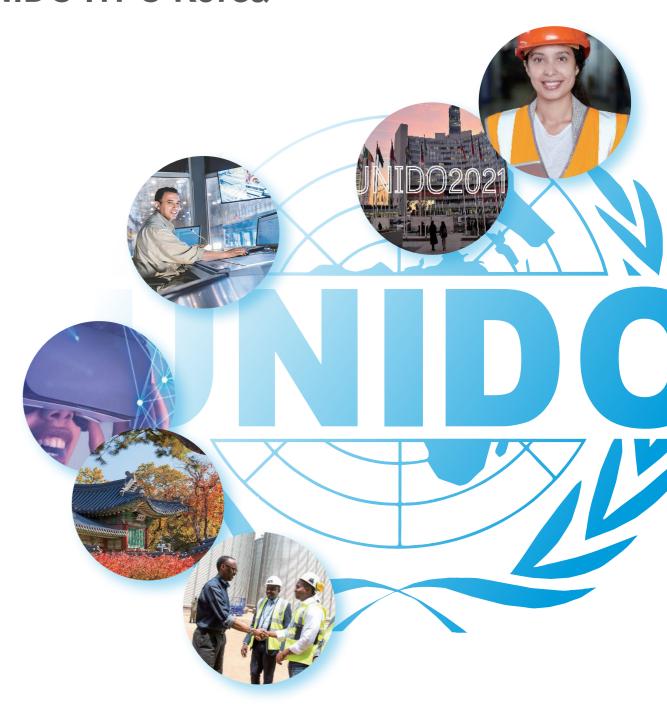




# ANNUAL REPORT 2021 UNIDO ITPO Korea















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Investment and Technology Promotion Office, Korea visit us at www.unido-itpo.kr







Korean website

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### HEAD OF UNIDO ITPO KOREA FOREWORD

Throughout the year 2021, amid the lingering severe Covid-19 economic impacts, the world struggled in solidarity to overcome the crisis, and then to accelerate industrial recovery. To this end, UNIDO strengthened its cooperation with other UN organizations and the members of the international community to assist developing countries' industrial development.

Following the principles of the UN Charter and the SDGs, UNIDO continued to implement its technical services that aim to mitigate the global inequality that has been aggravated by the pandemic and to advance economic competitiveness of the developing countries.

Along with these efforts, UNIDO ITPO Korea carried out its core activities while keeping up with the new business environment caused by the pandemic.

ITPO Korea's Advisory Programme, as its third year of operation, provided a wide range of events to facilitate exchanges between Korea and the three target countries, Peru, Ethiopia and Cambodia, through local advisors.

The UNIDO-KOICA Joint Fellowship Programme has been successfully carried out virtually despite the pandemic, and it further strengthened the relationship between UNIDO and KOICA. ITPO Korea witnessed the meaningful achievements from many other virtual events, in particular, the Online Delegate Programme executed in collaboration with ProColombia. Even under the pandemic situation, ITPO Korea participated in the exhibitions held in Seoul such as the International Security Exhibition (SECON) and Convention on Pharmaceutical Ingredients (CPhI).

With an aim to enhance the Intellectual Property Rights (IPR)-based technology transfer, ITPO Korea built stronger ties with relevant local oganizations and arranged meetings between domestic and overseas companies to discuss future technology exchange projects based on the IPR.

In order to support startups' overseas business, which is in line with the UNIDO's rising focus of empowering startups' innovation, ITPO Korea hosted offline events connecting startups with the Embassies of six countries in Seoul for the consultation and networking purpose. Also, ITPO Korea started to operate a space called Connecting Lounge jointly with the local accelerator, D.CAMP, to strengthen network channels between Korean startups and the partner countries.

UNIDO ITPO Korea will continue to strive to promote investment and technology transfer in accordance with the UNIDO's mandate and vision. Specifically, ITPO Korea will 1) speed up recovery of our core missions, 2) be more proactive in implementing projects within our focused area, i.e. Advisory Programme and IPR-related activities and 3) expand the scope of our works by reaching out to new partner countries.

In 2022, looking forward to a year of recovery and hope, UNIDO ITPO Korea will continue to make its best efforts toward its mission.

Hyundong Cho Head of UNIDO ITPO Korea

# UNIDO ITPO KOREA COVID-19 RESPONSE

#### COVID-19 Response

The pandemic has brought an unprecedented threat to the world, impacting healthcare systems, economies, and the society as a whole. To overcome this challenge, UNIDO is maintaining its close-knit ties with its member countries. In particular, UNIDO is actively supporting the reconstruction of supply chains, creation of jobs for women and youth, and the transfer of technology that would enhance digital production, industrial and resource efficiency, and clean production.





The UNIDO framework Responding to the crisis: building a better future was developed in alignment with the United Nations framework for the immediate socioeconomic response to COVID-19 and outlines the Organization's approach in the following three steps.

- 1) **Prepare and Contain** to support countries as they prepare for and contain the health crisis and its economic consequences.
- 2) Respond and Adapt to support the adaptation of the productive sector, including MSMEs, it responding to the crisis through inclusive and sustainable solutions as well as the management of medical waste.
- 3) Recover and Transform to support the recovery and transformation towards inclusive, resilient and environmentally sustainable economies.

#### UNIDO ITPO Korea COVID-19 Response

- 1) Digital transition: expansion of online seminars and consultations through digital platforms, the online operation of the delegate program
- 2) Publication of local COVID-19 response policies in developing countries
- 12 cases of Ethiopian government policy shared
- 107 cases of Peruvian government policy shared
- 3) 'Office Hour' Provision of post-COVID local economic trends/overseas investment strategies: Local economic trends and nationwide economic recovery programmes in Indonesia, Colombia, Vietnam, India, Sri Lanka, and Mongolia
- 4) Expansion of enterprise technology database
- 5) Comply with the social distancing guidelines, implement work-from-home





### **ACHIEVEMENTS IN 2021**



# UNIDO

UNIDO is a specialized agency of the United Nations that promotes industrial development for poverty reduction, inclusive globalization and environmental sustainability.

The mission of the United Nations Industrial Development Organization (UNIDO), as described in the Lima Declaration adopted at the fifteenth session of the UNIDO General Conference in 2013, is to promote and accelerate Inclusive and Sustainable Industrial Development in its 170 Member States.

With its headquarter located in Vienna, Austria, regional and national offices in 48 countries around the world maintain close network to achieve its common goal.

The relevance of ISID as an integrated approach to all three pillars of sustainable development is recognized by the 2030 Agenda for Sustainable Development and the related Sustainable Development Goals (SDGs), which will frame United Nations and country efforts towards sustainable development in the next ten years. UNIDO's mandate is fully recognized in SDG-9, which calls to "build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation". The relevance of ISID, however, applies in greater or lesser extent to all SDGs.

### **SUSTAINABLE DEVELOPMENT GOAL #9**

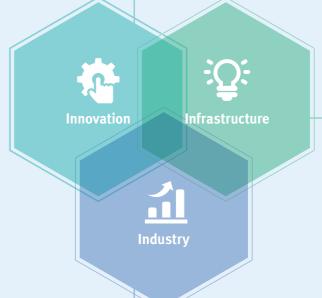
#### **Innovation**

- · Promote rapid economic and industrial growth
- Build trade capacities in industries
- Ensure that all countries can benefit from international trade and technological progress, also through the application of modern industrial policies and compliance with global standards and norms









#### Industry -

- Advance poverty eradication and inclusiveness
- Build productive capacities in an inclusive manner
- Provide more opportunities for all women and men as well as across social groups, also through partnerships with all stakeholders involved in industrialization process

#### Infrastructure

- Advance environmentally sustainable growth
- Build institutional capacities for greening industries through cleaner production technologies and resource efficiency methodologies
- Create green industries, spurred by technology facilitation, innovation, and partnership building



# UNIDO 4IR Strategic Framework (2021-2030)

- Address challenges and reap the opportunities for the Fourth Industrial Revolution
- Advancing smart production for climate action
- Harnessing 4IR for economic development and improving livelihoods using 4IR technologies

These goals can be achieved through

- (i) The Development of Innovation Ecosystems
- (ii) Skills and Capacity-building
- (iii) Governance
- (iv) Partnerships
- (v) investment and Infrastructure

In carrying out these core requirements, UNIDO has been enhancing communication and dialogues regarding the 4IR Strategic Framework through the hosting of regional sessions in the Africa Group, the Group of Latin America and the Caribbean Countries, the Asia Pacific, and Arab Regions, the Eastern European Group, and the Western European and Others Group. Through the Development Dialogue, UNIDO Member States are enabled to make more contextualized exchanges of 4IR regional studies.

# **UNIDO Medium-term Programme Framework** (2018-2021) – 4 Strategic Priorities

- Creating shared prosperity
- Advancing economic competitiveness
- Safeguarding the environment
- Strengthening knowledge and institutions



Each of these fields of activities contain a number of individual programs, which are implemented in a holistic manner to achieve effective outcomes and impacts through UNIDO's four enabling functions.

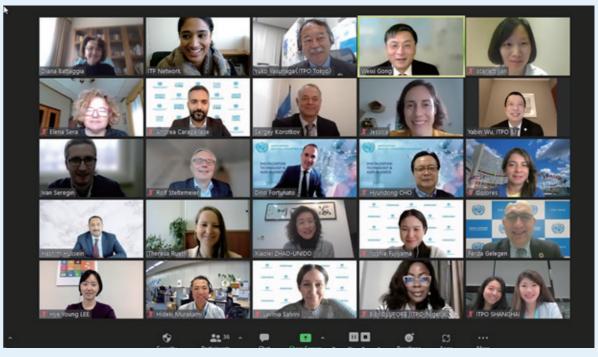
- (i) Technical cooperation
- (ii) Analytical and research functions and policy advisory services
- (iii) Normative functions and standards, quality-related activities
- (iv) Convening and utilizing partnerships for knowledge transfer, networking and industrial cooperation

In carrying out the core requirements of its mission, UNIDO has considerably increased its technical services over the past ten years. At the same time, it has also substantially increased its mobilization of financial resources, testifying to the growing international recognition of the Organization as an effective provider of catalytic industrial development services.

# **UNIDO ITPO – UNIDO Investment and Technology Promotion Office**

In 1986, UNIDO introduce the very first Investment Promotion Services, which would become the UNIDO Network of Investment and Technology Promotion Offices (ITPOs). Since then, the UNIDO ITPOs have contributed to reducing development imbalances by brokering investment and technology agreements between developed and developing countries, as well as countries with economies in transition. Located in both hemispheres, the specialized network of UNIDO ITPOs opens up opportunities for investors and technology suppliers to find potential partners and offers unique services to both entrepreneurs and business institutions.





18 Nov 2021-UNIDO ITPO Heads Meeting

# **UNIDO's 19th Session of the General Conference**



The 19th session of the UNIDO General Conference was held in Vienna from 29th November to December 3rd, 2021, on a semi-virtual platform to show how UNIDO is bringing stronger focus to the practical aspects of its ISID (Inclusive and Sustainable Industrial Development) mandate to help countries achieve the Sustainable Development Goals.

During the General Conference, topics related to the services of ITPOs were actively discussed and proposed. UNIDO ITPO Korea will continue to develop and implement its activities to be line with the following points stressed during the Conference:

- "9. Enhancing innovation ecosystems is also central to these efforts, at the national, regional and global levels. This endeavour can be assisted principally by providing mapping and measurement, evidence-based advice and development of relevant indicators. Micro-, small and medium-sized enterprises (MSMEs), start-ups, multinationals, government and regulatory bodies, and academia are at the core of this endeavour. The work of the UNIDO field presence is essential in this regard, particularly the network of Investment and Technology Promotion Offices." <UNIDO activities related to Digital Transformation and Innovation>
- "Role of UNIDO. SDG target 17.5 is relevant for the current DpoA priorities: "adopt and implement investment promotion regimes for LDCs". This links well to the theme "Foreign Direct Investment" and UNIDO's work on promoting investment (and partnerships) for industrialization. Further, UNIDO has a track record in building partnerships for LDCs, through multistakeholder approaches, for example through the integrated Programmes for Country Partnership (PCPs) aligned with national priorities." Decisions and resolutions adopted by the General Conference at its nineteenth session.

Another highlight of the Conference was the appointment of the Director General. Mr. Gerd Müller, formerly Germany's Minister of Economic Cooperation and Development was confirmed as the new Director General of UNIDO.

In his acceptance speech, Müller stressed the significance of global solidarity and partnership-based cooperation between industrialized and developing countries in response to solving global challenges.



#### **UNIDO ITPO KOREA**

The Republic of Korea joined as a Member State of UNIDO in 1985 and established the UNIDO ITPO Korea in 1987. At the time, the Korean Ministry of Foreign Affairs and UNIDO agreed that UNIDO ITPO Korea would actively engage in the dissemination of Korea's economic development experience and knowledge through technology transfer and investment promotion. This approach has been the organization's key strategy in helping developing countries and economies in transition to reduce poverty and achieve sustainable economic development.

#### (1) Providing professional support for partnerships and negotiations

UNIDO ITPO Korea assists potential investors in Korea and developing countries at each stage of investment, providing guidance from project identification to initiation. Providing necessary information such as legal and economic guidance, UNIDO ITPO Korea seeks to facilitate discussion and create a synergy effect between stakeholders.

#### (2) Invitation of developing countries for investment and technology promotion

UNIDO ITPO Korea invites officials from developing countries to provide training for Korean enterprises, particularly SMEs, to build their own selective investment and technology portfolios.

ADDRESS 16th fl. FRONT1, 122, Mapo-daero, Mapo-gu, Seoul, Korea (04213)
TEL 82-2-702-2030,2034
EMAIL itpo.seoul@unido.org



**English** website









#### **3 DEVELOPING COUNTRY DELEGATIONS, 547 ON/OFFLINE PARTICIPANTS**

UNIDO's Programme for Country Partnership (PCP) is an innovative model for accelerating inclusive and sustainable industrial development in certain Member States. The Programme supports countries in achieving their industrial development goals. Through the PCP, UNIDO provides advisory services to the government on industry-related issues and facilitates overall PCP coordination. UNIDO, together with governments, develops a holistic programme aimed at accelerating the country's industrial development. The Advisory Programme provides support and facilitates investment promotion and technology transfer from Korea to the target countries. Out Advisors in each country facilitate the local business activities of Korean companies by providing them with professional consultancy and support services.



- Professional Consultancy Services: trade logistics / availability of foreign currency in local banks / availability of raw materials / key investment policies and regulations / tax regulations and practices
- **Support Services:** providing country-specific investment and business information / facilitating company visits / matchmaking with domestic firms / arranging meetings with public and private sector offices / following-up on projects with Korean companies

#### **Advisory Programme Accomplishments**

Projects	2021	2019~2021 (Cumulative)
Organizational Meetings	75	205
Investment Promotion Seminar/ Consulting	54	95
Participation in Technology Transfer Related Exhibitions	25	69
B2B/B2G Meetings	29	146
Signed LOI (Letter of Intent)	1	1
Establishment of Corporate/ Institutional Database	134	741
Provision of Bidding/ Project Information	193	451
Invitation of Delegation	1	1
Planning of Seminar/ Workshop	5	8
Total Seminar/ Workshop Attendees	1,224 (515 Females)	1,581 (647 Females)

#### **ADVISORY PROGRAMME**

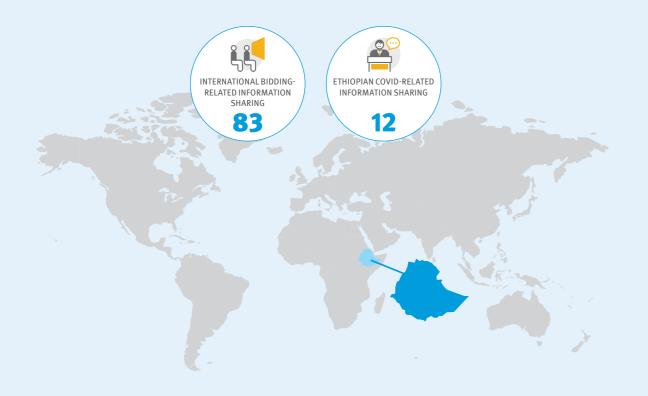
Ethiopia





Advisor
Baharnesh Mesfin Teshome

- Master's Degree in International Trade Law (United Kingdom)
- Over 10 years of experience in mining investment, infrastructure development, transportation, sustainable technologies, horticulture



# Web-seminar – The First Capacity Building Session: Research and Policy of the ICT Sector for Establishment of the e-Government System in Ethiopia

23 March 2021 - UNIDO ITPO Korea co-hosted The First Capacity Building Session: Research and Policy of the ICT Sector with the National Information Resources Service (NIRS) and the Ethiopian Investment Commission (EIC).

In the opening speech, the Head of UNIDO ITPO Korea, Mr. Hyundong Cho, emphasized the importance of Human Resources and the ICT sector, which he described as a center of innovation. He further stated that the ability to fully utilize available information will depend on the speed and frequency of learning. In this regard, UNIDO ITPO Korea, in cooperation with public and private partners, introduced different activities to support secure opportunities in the Fourth Industrial Revolution's rapid pace of change, and strengthen capacity to respond to crises by being adapted to respond to the needs of different countries.

It was followed by remarks from Temesgen Tilahun, the Deputy Director of EIC, and Dong-seok Kang, the President of the NIRS. They mentioned that they truly welcome the theme of this event, especially in the era of the COVID-19 pandemic and expressed their interests in cooperation to not only build efficient ICT infrastructure but also contribute to capacity building and manpower training in Ethiopia. In addition, Aurelia Calabro, the Representative of UNIDO Ethiopia and Director of the East Africa Regional Office Hub, encouraged participants to take such an active role in raising awareness of the benefits digital technology has to offer and emphasized that she will continue to support Ethiopia's digitization. Dr. Abiot Sinamo Boltena, the Director General for National ICT Development Sector at the Ministry of Innovation and Technology of Ethiopia, also shared the current plans for implementing Ethiopia's digital government system along with budget, expected results, achievements and major tasks to be carried out.

The session was followed by the presentation from the Public Relations Team of NIRS and Director Kim Jun-tak of the National Integrated Network Project, where they introduced the e-government system, cloud computing system, intelligent cyber security management system, operation of the national backbone network (K-net) and government network service system, and future roadmap of Korea.

This web-seminar served as an opportunity to share experiences of the NIRS with officials related to e-government system establishment such as the EIC, the Ministry of Innovation and Technology, the Ministry of Trade and Industry, and the Industrial Complex Development Corporation, etc. After the web-seminar, all 24 attendees in the first session responded that they found this web-seminar very helpful and informative.

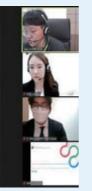
UNIDO ITPO Korea plans to continuously host such an experience-sharing platform for further research and support in the ICT sector as part of partnership with the EIC. Follow-up discussions are planned to be held to cover a variety of topics including policymaking, regulatory frameworks, and supporting strategic development in terms of investment attraction and private sector engagement.











# "Technology Transfer between Ministry of Agriculture and Daesung Smarthive\_ in Ethiopia

#### - 1 LOI contract signed, 11 professional training (2 females)

30 July 2021 - UNIDO ITPO Korea organized a meeting between Ministry of Agriculture of Ethiopia and Daesung Smarthive. It is known that the Ministry of Agriculture of Ethiopia represented by State Minister, Dr. Fikru Regassa, and CEO of Daesung Smarthive, Mr. Hyuk Jeong, signed a letter of intent for the purpose of modern beekeeping technology transfer in Ethiopia.

To introduce Daesung's Smarthive technology, it could be said that it is one of the most needed technologies in Ethiopia. Considering the defensive nature of bees in Ethiopia, traditionally harvesting is only conducted at night using smoke. Daesung's Smarthive technology not only eliminates the use of smoke but also allows farmers to harvest honey anytime of the day without harming the bees and increases output efficiency and reduces labor.

The technology transfer from Daesung Smarthive to the Ethiopian Ministry of Agriculture has taken place in time for the honey harvesting season in Ethiopia, providing significant assistance. Moreover, Daesung Smarthive took the extra step to provide training on the use, management, and repair of the Smarthive technology to more than 11 apiaries to maximize the benefit the technology would bring to the industry.

Following the implementation and verification of the Smarthive product, the Ethiopian Ministry of Agriculture is planning on providing a comprehensive performance evaluation data. The data could be utilized as reference when entering additional markets in the east African region. Furthermore, once the Ethiopian Smart Apiculture Management Service is fully developed, the Smarthive's registration onto the platform would be prioritized. Through the platform, further expansion into the markets of Nigeria, Uganda, Rwanda, and other related countries is enabled.

UNIDO ITPO Korea will continue to support technology cooperation with areas of high local demand and plans on sustaining its economic exchange and development projects with the Ethiopian government.





#### "Korean Agricultural Machinery Exhibition in Ethiopia

#### - 13 Korean corporations, 211 Participants (47 Females)

DUKEM, 2-5 November 2021 - UNIDO ITPO Korea co-organized Korean Agricultural Machinery Exhibition in Ethiopia in collaboration with Korea Trade-Investment Promotion Agency (KOTRA) and EKOS Steel Mill PLC at the EKOS factory premises in Dukem, Ethiopia.

The Event was officially launched by Former President of Federal Democratic Republic of Ethiopia, H. E Mulatu Teshome, Korea Ambassador to the Ethiopia, H.E Kang Seokhee, KOTRA Regional Director General for Africa, Mr. Pyong -Il Son, UNIDO Representative and Director of Regional Office Hub, Ms. Aurelia Calabro, State Minister of Agriculture for Natural Resources Development Division, Professor Eyasu Elias, Deputy Investment Commissioner, Ethiopian Investment Commission, Mr. Daniel Teressa, President of Adama Science and Technology University Dr. Lemi Guta Enyadene, and CEO of EKOS Steel Mill PLC, Mr. Shell Choo.

In this event, a total of 13 Korean firms participated. They were able to promote various agricultural machineries from land preparations tools up to post harvesting equipment's to include smart farming solutions. The event attracted 211 attendees that included farmers, business community and representatives from federal and regional Government bodies engaged in the Agricultural sector. In addition, UNIDO ITPO Korea in partnership with KOTRA have planned to organize 30 meetings with 21 Ethiopian firms who have re-affirmed their interest to engage in online one-on-one meetings with Korean firms following the exhibition.

Within the framework of the partnerships with Ministry of Agriculture, EKOS Steel Mill PLC and KOTRA, UNIDO ITPO Korea will continue to strengthen and ensure sustainability of market linkages between Ethiopia and Korea, to transfer technologies that will best suit in boosting productivity of farmers, and gradually produce these machineries locally in the future. In this regard, UNIDO ITPO Korea aims to achieve the goal of creating a positive socio-economic impact in Ethiopia whilst supporting an Inclusive and Sustainable Industrial Development (ISID).





#### Online Business Conference For Agricultural Machinery

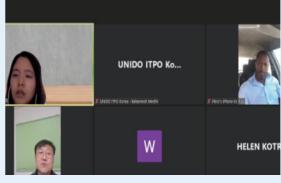
#### - 16 B2B Online Meetings

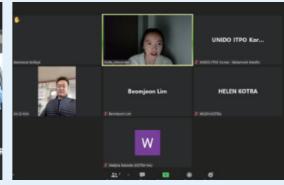
As a follow-up to the Korea Agricultural Machinery Exhibition held in November, an online business conference between Ethiopian and Korean companies was held with KOTRA throughout the first two weeks of December.

A total of 16 B2B online meetings were held to discuss about Korean organic fertilizers, threshers, and smart agricultural machinery. Agendas for the discussion were regarding the product pricing, logistical details of import and export between Korea and Ethiopia, the process of product registration approval by the Ethiopian Ministry of Agriculture, and the establishment of a local distribution network.

Company H, one of the participating Ethiopian companies, inquired and negotiated the products and prices of a Korean company C, while Company G expressed interest in Company K's innovative product that could control pests. As an extension of the meeting, each of the companies have agreed to continue talks regarding the specific negotiations even after the event.

UNIDO ITPO Korea will continue to provide the necessary support for both Korean and Ethiopian companies by supporting bilateral agricultural product sourcing, technology transfer, and partnerships with potential distributors/agents in the future.





### **ADVISORY PROGRAMME**

Peru

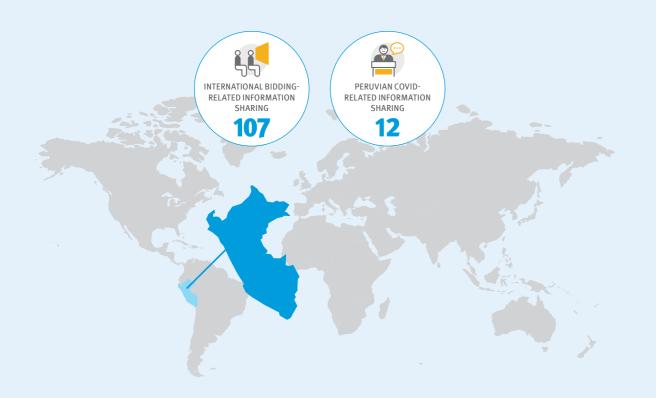




Advisor

David Alfredo Diaz Lazo

- Bachelor's Degree in Business Administration (Peru)
- Master's Degree in Business Administration (University of Maryland, USA)
- Experience in working in the Peruvian Ministry of Foreign Affairs Investment Promotion division



#### Invitation of PromPeru to FKorea FinTech Week 2021

#### – 146 Corporations

26 May 2021 – UNIDO ITPO Korea invited PromPeru to the online exhibition of "Korea FinTech Week 2021" in cooperation with the Korea FinTech Support Center.





The Financial Services Commission and the Korea FinTech Support Center organize <sup>®</sup>Korea FinTech Week<sub>d</sub> every year, to promote the FinTech industry and invite global investment partners. This year, the event has been successfully operated with about 250,000 people visiting the website and viewing more than 1.44 million pages since the opening day.

The event consists of various programs to attract investment, employment, and promotion in the FinTech industry. For the online exhibition, 39 global stakeholders from 13 countries, including PromPeru, participated in the event to provide Korean fintech companies with opportunities for overseas expansion and international cooperation. It was the first time for Peru, invited by UNIDO ITPO Korea, to attend the event as a Latin American country.

UNIDO ITPO Korea will continue to provide opportunities for cooperation with developing countries and domestic companies and institutions with high growth potential in the fintech sector. We will continue to make efforts to contribute to the achievement of inclusive and sustainable industrial development (ISID) in developing countries through domestic companies' overseas expansion and local investment.

#### [PromPeru and Peru's High Tech Scene]

#### Promper

- Designing and implementing strategies and actions to attract, retain and boost the expansion of foreign direct investment in Peru.
- Promoting investment opportunities related to greenfield projects, partnerships with Peruvian enterprises and company acquisitions, aimed at increasing the generation of goods and services.



#### Peru's Thriving High-Tech Scene

- With more than 100 Fintech start ups Peru is positioned as the third country in number of Fintech start ups in the Andean region
- Peruvian Internet users are more active users compared to other countries in the region (going online on average more than 5 times a week)
- In the last 10 years, Peru recorded the highest average annual growth rate of Ecommerce in the region (+35%)
- Software and IT Services
- In the 2016 2019 period, FDI recorded an annual average growth rate of 94
- In 2019 09 FDI projects for a total of USD 58 9 million which generated 514 jobs
- In 2020 FDI amounted to USD 20 9 million
- In the 2017 to 2020 period, 72% of companies that expressed an intention to invest in Peru belong to the High Technology sector.

#### Tax benefit

- Law N 30309: Income Tax Deduction of up to 175 for foreign based companies that invest in R+D+I projects in Peru (evaluation in charge of the Peruvian government agency CONCYTEC)

#### The National Innovation Week 2021 in Peru

#### - 115,000 registered participants, 600 UNIDO event participants (197 females)

21-25 June 2021 – UNIDO ITPO Korea, for the second time, co-organized one of the largest events on innovation and technology in Peru, the National Innovation Week 2021. On its 4th edition, the topics developed throughout these days in the plenary sessions, forums and workshops were commented on by specialists, many of them international experts who enriched the debate with their own experiences from their region.

During the Innovation Week 2021, UNIDO ITPO Korea participated by bringing an expert in Smart Cities, Mr. Hee Dae Kim and an expert in Korean Technoparks, Dr. Jaehoon Rhee. Mr. Kim, Director General of the Digital Transformation Agency at the Daegu Technopark, participated as a speaker during the first plenary, on June 21st, dedicated to the strengthening of the ecosystem. During Mr Kim's presentation, he provided insight about smart cities around the world and living laboratories providing the case of Daegu smart cities sharing the structure of Daegu City Innovation Platform and how it has evolved on time, finalizing by commenting challenges faced by the Covid-19 pandemic and how helped to overcome.

On the other hand, on June 25th, Dr. Jaehoon Rhee's webinar was about Korea Science and Technology Parks and Regional Development. Dr Rhee, CEO of i SquareVentures and former chairman of Korean Technopark Promotional Association (KTPA), explained that Technoparks in Korea had a public and private management in the form of PPP's (Public-Private Partnerships), but now it is an initiative of the Government, because it is used with public resources. Moreover, Dr. Rhee highlighted, that it is important that young people should get involved in this initiative to continue improving Technoparks, generating a diversity of ideas so that they can flourish.

Overall, the Innovation Week 2021, during the 5 days, had registered in its transmission on social networks a total reach of more than 115 thousand people, surpassing registered reached back in 2020. Closing the event, UNIDO ITPO Korea will continue to encourage trade and communication between Korea and Peru, seeking ways to provide opportunities by supporting events like the National Innovation Week 2021 in Peru. In this regard, UNIDO ITPO Korea aims to achieve the goal of creating a positive socio-economic impact in Peru whilst supporting an Inclusive and Sustainable Industrial Development (ISID).





#### "Innovation and Circular Economy: The Korean Model Webinar in Peru

#### - 235 participants (83 females)

11 August 2021 – UNIDO ITPO Korea and the ProInnovate co-organized Webinar session on innovation and technology in Peru, "Innovation and Circular Economy: The Korean Model." UNIDO ITPO Korea invited international experts who enriched the debate with their own experiences from their region, including Dr. Ho-Jung Shin, Chief Leader of Planning & Coordination Office of the Korea National Clean Production Center (KNCPC) of the Korea Institute of Industrial Technology (KITECH).

This Webinar was beginning with a congratulatory remark by Mr. Gonzalo Villaran Elias, Head of the Instrument Development Unit of the National Program for Technological Development and Innovation – ProInnovate. In his speech, he mentioned about the priority from the Ministry of Production regarding the Circular Economy in the Peruvian Industry. Following the speech, Mr. Cesar Llona Silva, National Coordinator of the Programme for Country Partnerships (PCP) Peru from the UNIDO, gave brief words regarding their support to the Peruvian Government in the development of the Circular Economy Roadmap for the industry and the current intervention in the implementation.

In the Webinar, Dr. Ho-Jung Shin first introduced Korea National Clean Production Center (KNCPC), followed by the remanufacturing process in Korea, metal recycling process in Korea and eco-industrial park in Korea. Furthermore, Dr. Shin emphasized the importance of recognizing the challenge in Circular Economy with the increase of usage of plastic material during the pandemic. Moreover, he added that the Government of Peru may offer programmes and incentives to companies in the similar way to what Korean government did to aid many small companies that perform sustainable businesses protecting the environmental eco-system. During the event, it is known that the participation of the audience had as highest peak of 236 people during the entire webinar and a total connection of 442 from start to end.

Closing the event, UNIDO ITPO Korea will continue to encourage facilitating technology exchange and innovation between Korea and Peru and seeking ways to provide opportunities. In this regard, UNIDO ITPO Korea aims to achieve the goal of creating a positive socio-economic impact in Peru whilst supporting the mission of UNIDO, an Inclusive and Sustainable Industrial Development (ISID).



### **ADVISORY PROGRAMME**

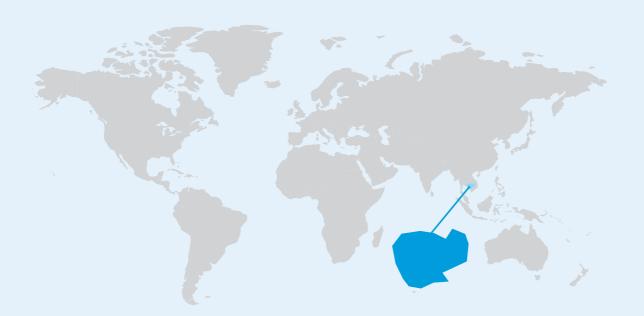
#### Cambodia





Advisor Ritty Ou

- Master's degree in Public Policy and Human Development (United Nations University, Maastricht)
- National Project Officer position at the International Labour Organization (ILO) in Cambodia
- Variety of experiences in the humanitarian sector (including Oxfam)



#### Research on the Current Situation of Korean Business in Cambodia

#### - Survey on 100 Target Companies

UNIDO ITPO Korea has conducted research on Korean businesses in Cambodia. In the survey, a total of 38 companies out of 100 target companies had completed the questionnaire, and representatives of 6 companies have been interviewed. Respondents were major companies by sector such as manufacturing, construction, ICT, agriculture, and food and beverage, and the final report containing the results was shared with major stakeholders in Cambodia.

#### **Baseline Survey**

## Current Situation of Korean Business in Cambodia

November 2020 - January 2021

#### "Overview of Cambodia's Fintech Ecosystems" Status Report

#### – 1 Status Report

UNIDO ITPO Korea has published a report on the status of the local market necessary for the Korean fintech companies and institutions to enter into Cambodian financial industry market. This report includes the status of Cambodia's Fintech industry, key stakeholders in the industry, and efforts made by the Cambodian government and companies to foster the industry.



#### **"Sectoral industrial policies III: The automotive parts sector** in Cambodia

9 September 2021 - UNIDO ITPO Korea co-organized FSectoral industrial policies III: The automotive parts sector<sub>a</sub> in Cambodia with UNIDO headquarter in Vienna, Austria. This workshop was the third in a series of three online workshops – Agri-business, Textiles and leather, and Automotive parts and components – discussing the development of respective sectors in Cambodia since June. The workshop was attended by the Cambodian government officials in charge of industrial policies from the Ministry of Industry, Science, Technology and Innovation, and the Council for the Development of Cambodia, and consisted of lectures and discussions by experts from various countries, including Korea and Vienna. The workshop aimed at analyzing the current situation and trying to outline future paths by considering international best practice in industrial policy and examples from other countries.

UNIDO ITPO Korea invited Dr. Jae Yong Park, a director of the external cooperation department at Korea Automotive Technology Research Institute (KATECH) in Korea as a speaker, and organized a session titled "Korean Policy & Technology Development for Future Mobility."

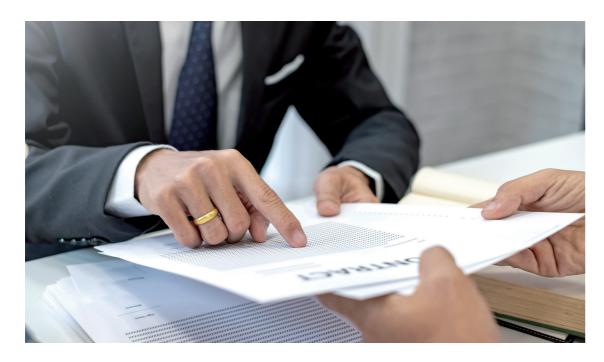
During the presentation, Director Park first introduced Korea Automotive Technology Research Institute (KATECH), followed by the introduction to the current status of the Korean and global automobile and parts industry, and policies and efforts of the Korean automobile industry and the government for carbon neutrality. Furthermore, Director Park emphasized the importance of encouraging new innovation and challenges in the automotive and parts sector, and also added that new innovations and challenges toward realizing the goal of carbon neutrality should be further encouraged for future growth and sustainable development.

Closing the event, UNIDO ITPO Korea will continue to encourage facilitating technology exchange and innovation between Korea and Cambodia and seeking ways to provide opportunities. In this regard, UNIDO ITPO Korea aims to achieve the goal of creating a positive socio-economic impact in Cambodia whilst supporting the mission of UNIDO, an Inclusive and Sustainable Industrial Development (ISID).





### **ONLINE CONSULTANCY SERVICE**





#### **Target**

Business targeting the Cambodia, Ethiopia, Peru markets



#### Registration period

Year-round



#### Consultation content

**Business operation** 

#### **FDI Consulting**

- FDI requirements and procedures
- Tax laws and incentives
- Incorporation procedures and laws
- Customized location support
- Labor relations and employment support
- Customs procedures for capital goods, etc.

#### **Administrative Support**

- Support with visa issuance/ renewal/change
- Exchange of foreign license with a local one
- Information on investment conditions and systems
- Connect to customized support by local governments

#### **Settlement Support**

Consulting and accompaniment service

#### **UNIDO ITPO Korea Advisors**

Our advisors maintain connections with central and local governments

#### **Central Government**

- Ministry of Innovation and Technology
- Ministry of Trade and Industry
- Ministry of Agriculture
- National Planning Commission
- Ethiopian Investment Commission
- Ministry of Water, Irrigation and Energy

#### **Local Government**

- Addis Ababa
- Oromia • Amhara
- SNNPR
- Somali
- Tigray

#### Other

- Ethiopian Chamber of Commerce
- & Sectoral Associations
- Addis Ababa Chamber of

Commerce

ETHIOPIA **SEC** 



- Ministry of Foreign Affairs
- Ministry of Production
- Ministry of Economy and Finance
- Ministry of Energy and Mines
- National Council of Science, Technology and Technological Innovation-Concytec
- ProInversión
- PromPerú

- Lima
- Arequipa
- Piura • La Libertad
- Cajamarca
- Cusco

- National Society of Industries
- Lima Chamber of Commerce
- Peru SME Association
- Entrepreneurs

Association - ASEP

- RED Idi
- BioActiva

PERU 👛



- The Council for the Development of Cambodia
- Ministry of Industry, Science, Technology and Innovation
- Ministry of Commerce
- Ministry of Agriculture, Forestry and Fisheries
- Ministry of Tourism
- Ministry of Labor and Vocational Training
- Ministry of Economy and Finance

- Phnom Penh
- Prey Veng
- Siem Reap
- Battambang
- Takéo
- Sihanoukville
- Kampong Spue
- Kandal

• Cambodia Chamber of

Commerce

Commerce

• Phnom Penh Chamber of

CAMBODIA \_\_\_\_



Enquiries advisory@unidoseoul.org

For more information, please scan the QR code



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### UNIDO-KOICA FELLOWSHIP PROGRAMME

「Policies for Inclusive and Sustainable Industrial Development」





In partnership with the Korea International Cooperation Agency (KOICA), UNIDO ITPO Korea organizes professional training programmes designed for government officials, civil servants, and private sector experts from partnered developing countries to be hosted in Korea. The programme includes lectures on industrial policy management, study tours and site visits to leading industrial facilities in Korea, and business seminars with various Korean stakeholders. This programme allows UNIDO ITPO Korea to achieve its mission in promoting industrial exchanges between the Republic of Korea and the partnered developing nations.

#### Accomplishments:



Over three years (2019~2021), UNIDO and KOICA (Korea International Cooperation Agency) have co-hosted a set of training sessions for government officials and industry professionals in developing countries in Asia. The course is composed of lectures run by experts in each field, inspections of Korean industrial facilities, and business seminars targeted towards participants and Korean entrepreneurs. Conclusively, the course has significantly contributed to prompted exchanges between Korea and the participating countries.



Marking its third year, the course was conducted online for two weeks from November 1st to 12th 2021. A total of 30 trainees from Laos, Vietnam, India, Cambodia, and the Philippines participated, comprised of government officials from entities including the Ministry of Trade and Industry, Ministry of Economy and Finance, Ministry of Science and Technology.



The main goal of the training was to promote the significance of policies in the development of inclusive and sustainable industries and improve the ability to devise industrial policies based on evidence and data. In particular, the goal was propelled with the participation of experts in Korea as lecturers to introduce Korea's economic development and the policies that led to its success.

Aside from these experts, several UNIDO staffs and external professionals were invited to provide a broader spectrum of insights to the participants.

The online course was composed of the following themes

- Data-based industrial policymaking: instruments for analysis and strategysetting
- 2. Economic diversification and global value chain
- 3. Gender and industrial development
- 4. Green industry and circular economy
- 5. The future of science, technology, innovation, and manufacturing

Noting the successful outcomes of the three-year joint training, UNIDO and KOICA have agreed to continue similar training projects for the next three years. The upcoming projects expect to encourage the development of policymaking competency of public officials to further contribute to the achievement of the target country's industrial development goals.

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### DELEGATE PROGRAMME



UNIDO ITPO Korea invites delegates from target developing countries to Korea in order to promote technology transfer and to increase various investment opportunities. Delegates are typically high-level officials of public and private Investment Promotion Agencies (IPAs) and/or other industry leaders and experts. The programme consists of bilateral business meetings, with potential Korean investors, country profile presentations, study tours and site visits to leading industrial facilities in Korea. These activities serve as a gateway to initiate substantive cooperation between the Korean private sector and partner countries.

#### Accomplishments:







UNIDO ITPO Korea organized Delegate Programme for 2 weeks from 26th November until 10th December 2021. The programme was conducted online due to the prolonged COVID-19 situation. ITPO Korea invited two delegates from ProColombia, the Colombian government agency in charge of promoting Colombian exports, tourism, and foreign investment: Mr. Manuel Salgado (Asia Investment Manager, ProColombia Bogota Office) and Mr. Alfredo Ramos (Head, ProColombia South Korea Office).

On 26th November, UNIDO ITPO Korea hosted FOnline Seminar: Colombian Business Environment and Market Entry Strategy, and over 70 entrepreneurs who are interested in entering the Colombian market attended the webinar. Mr. Manuel Salgado introduced the overall business environment in Colombia, followed by Mr. Alfredo Ramos' introduction of the specific strategy to enter the Colombian market customized for Korean companies.

Korean companies from various industries including pharmaceutical, manufacturing, and ICT sector participated in the webinar and got information about business issues in Colombia and the incentives for foreign companies, etc.

From 29th November until 10th December, a total of 21 individual meetings between ProColombia and the Korean companies were conducted. The participating companies were provided in-depth consulting services specialized for each company. Practical supports such as introduction to the local collaborative organizations in Colombia and ProColombia database registration were provided through the consultation meetings.

UNIDO ITPO Korea will continuously facilitate the business exchanges between Korean companies and the stakeholders in the Colombian market for increased trade, investment, and technology transfer between the two countries.



# TRADE AND INVESTMENT PROMOTION



UNIDO ITPO Korea organizes various events, seminars and consultations in collaboration with relevant stakeholders such as government institutions, potential investors, trade promotion authorities in developing countries, and UNIDO's regional offices for the promotion of trade and investment in target countries. The promotional activities are designed to operate as a platform to share valuable information on investment opportunities, market environment as well as legislative requirements and political situations in each target country, with a goal to establish business networks around the globe.

### **"Consultancy Service for Overseas Operation\_ at the SECON&eGISEC 2021**







KINTEX, 12-14 May 2021 – UNIDO ITPO Korea participated in the SECON&eGISEC 2021 at Korea International Exhibition and Convention Center (KINTEX), Ilsan, South Korea, and successfully organized consultancy services for overseas expansion and operation of various SMEs in South Korea's security industry.

Marking its 20th anniversary this year, the SECON&eGISEC is Asia's largest and Korea's only integrated security exhibition certified by the Ministry of Trade and Industry and Energy. The exhibition was hosted by the 'SECON Organising Committee', which consists of more than 40 related domestic institutions and organized by 'Informa Markets BN Co Ltd', a global exhibition company. Under strict COVID-19 measures and social distancing, approximately 350 companies participated in 1,100 individual booths and displayed their latest technologies and products in various physical and information security sectors, while 18,482 participants visited despite the restriction due to COVID-19.

At this event, UNIDO ITPO Korea successfully hosted "Consultancy Service for Overseas Operation" for Korean security companies, encouraging them to enter developing countries with their promising security solution products and technologies. 17 government officials (Female: 10) from 13 developing countries (Ghana, Nigeria, Rwanda, Mongolia, Myanmar, Ethiopia, Uzbekistan, Indonesia, Cameroon, Cambodia, Kyrgyzstan, Tanzania, and Tunisia) were invited by UNIDO ITPO Korea as local consultants to provide country-specific information. These are investment and finance experts working in related departments such as the National Bank, Ministry of Finance, etc. The consultants conducted 33 cases of one-to-one consultation on local market information and ways to enter the developing countries for 38 clients (6 females) from participant SMEs in the domestic security sector.



Ms. Sokhema Neak, a participating consultant from National Bank of Cambodia, mentioned that her provision of consultancy service "was a great chance to understand the main interests and demands of Korean companies that want to enter the Cambodian market by experiencing Korea's excellent security technologies and products." and that she anticipates continuous cooperation with UNIDO ITPO Korea.

Mr. Dong-pyo Hong, a CEO of participating company, 'Face Phi', assess the service as "a great chance to gain detailed information and professional consulting on company's overseas expansion, especially in a situation where it is difficult to visit the country due to the COVID-19." and mentioned that he hopes to continuous cooperation.

UNIDO ITPO Korea has created a complex effect through this event by introducing new markets to Korean security SMEs and strengthening their network with developing countries. UNIDO ITPO Korea will continue to contribute to the cooperation and industrial development of various industrial agents and promote Inclusive and Sustainable Industrial Development (ISID).





# "Strategy Briefing for Developing Countries\_ at the 42nd International Exhibition on Environmental Technology & Green Energy (ENVEX)

From July 8 to 10, UNIDO ITPO Korea participated in the 42nd International Exhibition on Environmental Technology & Green Energy (ENVEX2021) at COEX, Seoul, with the goal of introducing strategies for advancing into developing countries.

ENVEX, held for 40 years since 1979, is one of Korea's most representative B<sub>2</sub>B exhibitions specializing in environmental technology, having acquired the International Exhibition Certification (UFI) in 2019.

With 243 companies from 15 different countries, the event was held safely in compliance with the quarantine guidelines.

UNIDO ITPO Korea participated in this event as part of the cooperation with the Environmental Conservation Association and with the aim to provide new business opportunities for promising Korean companies in the environmental industry to advance into developing countries. UNIDO ITPO Korea held a session on strategies to advance into developing countries (India, Indonesia), and the participants were the Export-Import Bank of Korea, the Korea International Trade Association, and many other corporate officials. Participants interested in the environmental and economic industry among these emerging economies responded positively to the session. In addition, UNIDO ITPO Korea installed a UNIDO booth, which invited more than 90 companies.

Through the event, UNIDO ITPO Korea has achieved its goals of opening doors to the new markets in Inda and Indonesia for domestic businesses struggling amid Covid-19. UNIDO ITPO Korea will continue to contribute to cooperation between industrial actors in both countries and industrial development in developing countries, and to promote the 'Inclusive and Sustainable Industrial Development.



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# "Advisory Consultation for Foreign Advancement by Inviting Public Officials from Developing Country, at CPhI 2021



COEX, 11-13 October 2021 - UNIDO ITPO Korea attended the CPhI Korea, organizing a promotional booth to provide consultation to companies interested in overseas expansion.

The global exhibition catered to the trends of the pharmaceutical and health industry, held in collaboration by Informa Markets, Korean Pharmaceutical Import and Export Association, and the Korean Biopharmaceutical Association



In the exhibition, UNIDO ITPO Korea organized a booth to provide advisory services and consulting for pharmaceutical and bio-related companies wishing to advance into overseas markets. The 'Advisory Consultation Service for Overseas Expansion' provided an extensive one-on-one consultation service by officials from 9 different countries (Tanzania, Cameroon, Congo, Ghana, Tajikistan, Mongolia, Azerbaijan, Bangladesh, and Colombia). At the end of the exhibition, it had invited 13 government officials from the 9 countries and had provided consultation to 27 different countries in 3 separate booths.



Through the exhibition, UNIDO ITPO Korea promoted cooperation between developing countries and domestic pharmaceutical companies, explored business expansion opportunities into new markets, and strengthened the network between the officials from developing countries and domestic companies.

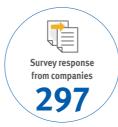
In the future, UNIDO ITPO Korea will continue to actively promote the overseas investment and support domestic companies to develop their investment strategy to successfully expand their business into developing countries.







## **"Online HRM Seminar for SMEs and Startups on Overseas Expansion 2021**



From December 7th~8th, UNIDO ITPO Korea and the Korea Labor Employment Service has held an online HRM seminar for small and medium-sized enterprises and startups advancing into overseas markets. The webinar provided necessary information for companies entering the Vietnamese and Indonesian market as well as latest employment and labor related details of respective countries.

The webinar started with greetings from Hyeong-woo Jeong, Secretary General of the Korea Labor Employment Service, and Hyundong Cho, the Head of UNIDO ITPO Korea. On the first day, the participants were provided details of the Vietnamese market and latest employment issues, while the second day was focused on how to successfully enter the Indonesian market, information regarding the revised labor laws, and some prerequisites that domestic companies would need to keep in mind.

In the planning process to brainstorm the demands of domestic companies and trending overseas markets, the Korea Labor Employment Service and UNIDO ITPO Korea conducted a survey on 297 companies registered in UNIDO ITPO Korea's internal database. A total of 21% of the companies responded that they intend to advance into Southeast Asian countries, such as Vietnam and Indonesia. As for the challenges, companies responded that the lack of information on local investment and economic environment is the main concerning aspect in overseas expansion.

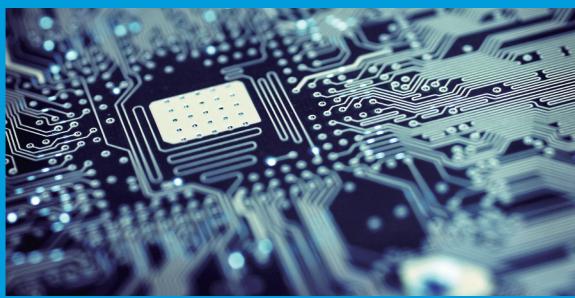
UNIDO ITPO Korea is hoping to continue its cooperation with the Korea Labor Employment Service to provide essential information in employment and labor laws for countries aspiring to advance into overseas markets.

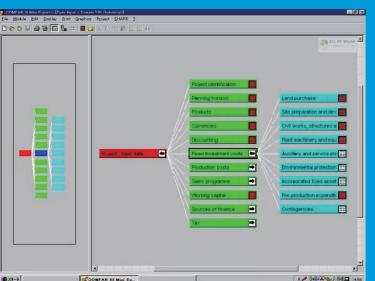




### **CAPACITY BUILDING**

To promote technology-based economic development of developing countries, UNIDO ITPO Korea periodically arranges study tours for diplomats and government officials from various countries. UNIDO ITPO Korea organizes annual promotional workshops to promote UNIDO's Computer Model for Feasibility Analysis and Reporting (COMFAR III) to public and private stakeholders in Korea. The objective of these activities is to enable participants to learn about networking, technologies and business opportunities in Korea.







# 2021 COMFAR III PROMOTIONAL WORKSHOP

SEOUL, 20-21 May 2021 - In collaboration with D.CAMP, UNIDO ITPO Korea held its COMFAR III education from May 20th to 21st to support domestic startups, SMEs, and large corporations' business execution in domestic and foreign fields.

Noting the substantial capital and cost required in the initial stage of a business, an economic feasibility analysis is vital for a successful business execution. To aid in this process, UNIDO ITPO Korea provides support through the UN's internationally recognized COMFAR III methodology for overseas partners and financial institutions.







Workshop Aims

Curriculum

The workshop aimed at reducing financial uncertainty and risk factors in domestic and foreign investments, and to strengthen the financial capabilities wishing for overseas expansion.

#### DAY 1. Theory



- Topic: The importance of financial literacy and financial forecasting, how to manage the project and its outcomes

#### DAY 2. Practice

- Time: May 21 (Fri), 15:00-18:00
- Topic: Deriving financial indicators through data, analysis of overseas market feasibility
- Financial analysis of an actual project (reflecting the period, capital and cost, tax, etc.)
- Deriving major financial indicators and evaluating feasibility
- NPV, IRR, Dynamic IRR, Payback
- Key success factors and risk management
- Utilizing the automatic completion system of financial statements: balance sheet, income statement, cash flow statement
- Case analysis through UNIDO COMFAR III program
- Experiencing the COMFAR demo version



# Startups and Entrepreneurship

In view of achieving the United Nations Sustainable Development Goals (SDGs), UNIDO ITPO Korea collaborates with relevant institutions and organizations to promote entrepreneurship and innovative startups. Through various activities, UNIDO ITPO Korea provides entrepreneurs and startups with consultation and advisory services in relation to developing countries and economies in transition through UNIDO's long-standing experience and expertise. Our service provides entrepreneurs with an opportunity to effectively expand and increase their share in foreign markets and accumulate knowledge of investment in developing countries.







#### **<Office Hour>**

<Office Hour is a startup mentoring program hosted by D.CAMP that has been held for more than 400 times since 2014. UNIDO ITPO Korea, utilizing its global network, provides personalized mentoring support to domestic startups wishing to expand into overseas markets, while maintaining a close partnership with D.CAMP.</p>



### ©Office Hour -

#### **"Office Hour – Embassy of Indonesia**"





SEOUL, 9 March 2021 - UNIDO ITPO Korea co-hosted the 'Office Hour' Program with D.CAMP and invited the Embassy of Indonesia to the Republic of Korea.

Six delegates from the Embassy of Indonesia, including Ambassador H.E. Umar Hadi and Commercial Attache Mr. Dwinanto Rumpoko, visited ITPO Korea's office for the program. The Head of UNIDO ITPO Korea, Hyundong Cho, and the Indonesian delegation discussed ways to strengthen cooperation between the Republic of Korea and Indonesia.

After the meeting with the Head, the Indonesian delegation met with Yeong-Duk Kim, Executive Director of the D.CAMP. The director introduced the D.CAMP, FRONT 1 building which is serving as an incubator for 100+ startups, and the 'Connecting Lounge' located on the 3rd floor of the building.

Three selected Korean startups (Enuma Korea, GDFLAB, LabSD) planning to expand into the Indonesian market presented their products and services to the Indonesian delegation. The participating startups focused on various sectors such as Al image enlarger, healthcare, and education. In response to the presentations, the Indonesian delegation expressed expectations for socio-economic impact in Indonesia, such as job creation and helping rural areas with insufficient infrastructure, through increased cooperation with the Korean companies.

The Commercial Attaché to the Embassy of Indonesia, Mr. Dwinanto Rumpoko, presented on Indonesia's domestic startup market environment and relating policies. The presentation introduced in detail the latest domestic information, such as the i) Current startup ecosystem of Indonesia; ii) Indonesia's economic trend after the COVID-19; iii) National economic recovery program, and; iv) Major sectors for potential cooperation with South Korean businesses.

After the presentation sessions, Commercial Attaché Mr. Dwinanto Rumpoko, Director of IIPC (Indonesia Investment Promotion Centre) Mr. Hilmy Tanjung, and Minister Counsellor of Creative and Digital Economy Mr. Joannes Ekaprasetya Tandjung provided individual consultations to the participating Korean startups. This session provided valuable advice regarding the local business operation models and market entry strategies for the Indonesian market. The Embassy of Indonesia promised to follow-up and continue a cooperative relationship by providing further information and connections with the local partners.

UNIDO ITPO Korea will continue to encourage trade and communication between the South Korean and Indonesian markets, seeking ways to provide opportunities for local startups to venture into Indonesia, the largest holder of unicorn companies in Southern-east Asia. UNIDO ITPO Korea aims to achieve the goal of creating a positive socio-economic impact in Indonesia whilst supporting an Inclusive and Sustainable Industrial Development (ISID).







#### 『Office Hour – ProColombia』



SEOUL, 24 March 2021 - UNIDO ITPO Korea cohosted the 'Office Hour' Program with the Banks Foundation for Young Entrepreneurs (D.CAMP) to invite the delegation of the Embassy of Colombia to the Republic of Korea.

UNIDO ITPO Korea has been closely interacting with various stakeholders in Colombia to strengthen trade and technology cooperation between the two countries. Previously, UNIDO ITPO Korea sponsored "Fellowship Program for Business Innovation and Enhancement of MSMEs in Colombia\_in 2018 and 2019, co-hosted "Destination Korea project\_with the Cali Chamber of Commerce and Industry in 2019, and invited the ambassador of Colombia and the delegation for an institutional visit in 2020.

Director Alfredo Ramos and Senior Advisor Teresa Ro of ProColombia Korea (Embassy of Colombia, Commercial Section) visited the FRONT 1 Building for the program. The Head of UNIDO ITPO Korea, Hyundong Cho, and the Colombian delegation discussed ways to strengthen cooperation between the two organizations.

After the meeting with the Head of UNIDO ITPO Korea, the Colombian delegation met with Yeong-Duk Kim, Executive Director of the D.CAMP and FRONT 1. Yeong-Duk Kim introduced general information on D.CAMP and FRONT 1, at the 'Connecting Lounge' located on the 3rd floor of the building.

The Colombian delegation proceeded to the meetings with the four selected Korean startups (Flower Farm, LabSD, Enuma Korea, VR Glass), which are planning to expand into the Colombian market in various sectors including the floral industry, healthcare, education, VR. In turn, Director Ramos presented on Colombia's domestic startup market environment and relating policies. The presentation introduced in detail the latest domestc information, such as the i) Macroeconomic and political stability of Colombia; ii) Colombia's policy on digital transformation; iii) Entrepreneurship and innovation ecosystem; and iv) Appeal for VC attraction and investment incentives.

After the presentation sessions, ProColombia Korea's Director Ramos and Senior Advisor Ro provided individual consultations to the participating Korean startups. This session provided valuable advice regarding the local business operation models and market entry strategies for the Colombian market. The delegation promised to follow-up and continue a cooperative relationship by providing further information and connections with the local partners.

In response to the presentations, the Colombian delegation introduced the cases of a joint venture between Korea and Colombia and expressed expectations for the socio-economic impact in Colombia through increased cooperation with the Korean companies.

UNIDO ITPO Korea will continue to encourage trade and communication between the Korean and Colombian markets, seeking ways to provide opportunities for local startups to venture into Colombia. UNIDO ITPO Korea aims to achieve the goal of creating a positive socio-economic impact in Colombia whilst supporting an Inclusive and Sustainable Industrial Development (ISID).



#### **"Office Hour – Vietnam**"



SEOUL, 7 March 2021 - UNIDO ITPO Korea co-hosted the 'Office Hour' Program with D.CAMP and invited the delegation of the Embassy of Vietnam to the Republic of Korea.

Since Vietnam ranks second in startup investment share in Southeast Asia under the active

government's support system for startup ecosystems, a large number of tenants and investors in D.CAMP expressed their willingness to participate in the "Office Hour Global – Vietnam Edition<sub>a</sub>. As it took the form of online-offline hybrid format, officials with expertise in startup ecosystems from Vietnam National Innovation Center (NIC) and Vietnam Business Startup Support Center (BSSC) were virtually invited to introduce relevant institutions, present information and local programs, in addition to an institutional visit of the Embassy of Vietnam to the Republic of Korea to share the general trends in the Vietnamese market.

Ambassador H.E. Mr. Nguyen Vu Tung, the head of the Investment office Mr. Pham Viet Tuan, the head of trade office, and the head of science & technology office, (Embassy of Vietnam to the Republic of Korea) visited the FRONT 1 building for the program. At the UNIDO ITPO Korea office on the 16th floor, the Head of UNIDO ITPO Korea, Hyundong Cho, and the Vietnamese delegation discussed ways to strengthen cooperation between the two organizations to support companies wishing to advance overseas.

After the meeting with the Head of UNIDO ITPO Korea, representatives of 4 startups, "Allfin "Aimbe lab "Village Baby "ZEROxFLOW participated in the "Meeting with Startup" session. The 4 companies selected for this program are enthusiastic in entering Vietnamese market in various fields, including education, smart agriculture, childcare platform, beauty and pet-related cloud services, and held 10-minute business briefings for each company in turn. In response, the Vietnamese delegation hoped that the Korean companies' entry into Vietnam would encourage provision of employment opportunities in Vietnam, partnerships between companies, and the development of Vietnam's domestic economy.







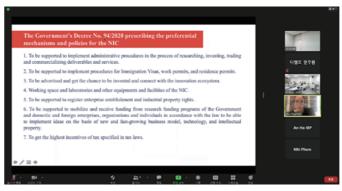
Kim Ngoc Thanh Nga, Acting Head of Ecosystem Development Department to the National Innovation Center (NIC), introduced key market information, policies, and NIC's roles and activities for companies wishing to expand to Vietnam.

An Ha, Director of International Relations at Vietnam's Business Startup Support Centre (BSSC), introduced strategies to enter the Vietnamese market, local startup business trends, and "Startup Wheel – Asia's largest startup competition where startups, VCs, investors, and institutions from around the world participating on a large scale" – hosted by BSSC.

Pham Viet Tuan, Head of the Investment Office to the Embassy of Vietnam, then briefly presented local economic trends, foreign direct investment, and startup-related government policies and laws.

The meeting with individual companies was consulted by Pham Viet Tuan, Head of the Investment Office to the Embassy of Vietnam, and Kim Ngoc Thanh Nga, Acting Head of Ecosystem Development Department to the National Innovation Center (NIC), to share information on strategies for entering Vietnamese market, how to obtain Vietnamese business licenses, partnerships with local companies, and networking tips. For specific advice, they promised to exchange mails to provide information for further communication and local partner seeking.

UNIDO ITPO Korea will continue to encourage trade and communication between the Korean and Vietnamese markets, seeking ways to provide opportunities for local startups to venture into Vietnam. UNIDO ITPO Korea aims to achieve the goal of creating a positive socio-economic impact in Vietnam whilst supporting an Inclusive and Sustainable Industrial Development (ISID).







#### **"Office Hour – Embassy of India"**



SEOUL, 28 May 2021 - UNIDO ITPO Korea co-hosted the 'Office Hour' Program with the Banks Foundation for Young Entrepreneurs (D.CAMP) to invite the delegation of the Embassy of India to the Republic of Korea.

'Office Hour' is a mentoring program for startups organized by D.CAMP, which has been held more than

400 times since 2014. UNIDO ITPO Korea supports South Korean startups to enter overseas markets by utilizing the organization's global network of more than 170 member states around the world. As part of that, UNIDO ITPO Korea cooperates closely with D.CAMP, the largest startup incubator, and provides individual consulting services to startups.

ICT-based companies from various sectors such as education, fitness, etc., participated for \*Office Hour Global – India Edition\*, since India is currently the third-largest startup ecosystem in the world and is home to 21 unicorns as of 2021.

Five delegates from the Embassy of India, including Ambassador H.E. Sripriya Ranganathan, Second Secretary (HoC and Education) Ms. Jose Antro Healtha, and Second Secretary (Commerce and Investment) Mr. Swapnil Devidas Thorat, visited FRONT 1 Building for the program.

The Head of UNIDO ITPO Korea, Mr. Hyundong Cho, and the Indian delegation discussed the ways to strengthen cooperation between the Republic of Korea and India.

After the meeting with the Head of UNIDO ITPO Korea, the Indian delegation met with Siwan Kim, Head of Investment Department of D.CAMP and FRONT 1. Mr. Kim introduced the organization and building to visitors. Representatives from each organization shared their opinions on Korea-India economic cooperation, including the 'GoPizza' case, the success story in entering India supported by D.CAMP.



Three selected Korean startups (Bebridge, ZEROxFLOW, DEVUNLIMIT) planning to expand into the Indian market presented their services. The Indian delegation positively assessed the services introduced, which can support the non-face-to-face activities of Indian customers, while emphasizing the importance of the 'Digital Transformation' after the COVID-19 pandemic.



#### The Second Secretary Ms. Jose Antro

Healtha and Second Secretary Mr. Swapnil Devidas Thorat presented on the status of Korean-Indian economic bilateral relations, India's domestic startup market environment, and relating policies. The presentation introduced in detail the latest domestic information, such as the i) Current startup ecosystem of India; ii) India's economic trend after the COVID-19; iii) Major sectors for potential cooperation with South Korean businesses, and; iv) Framework for Foreign Investment.

After the presentation sessions, the Indian delegation provided individual consultations to the participating Korean startups. This session provided valuable advice regarding the local business operation models and market entry strategies for the Indian market. The Embassy of India promised to follow-up and continue a cooperative relationship by providing further information and connections with the local partners.

UNIDO ITPO Korea will continue to encourage trade and communication between Korean and Indian markets, seeking ways to provide opportunities for local startups to venture into India. UNIDO ITPO Korea aims to achieve the goal of creating a positive socio-economic impact in India whilst supporting an Inclusive and Sustainable Industrial Development (ISID).







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#### Introduction to Sri Lankan Startup Market and 1:1 Consulting Online Seminar





SEOUL, 23 June 2021 - UNIDO ITPO Korea held an online seminar inviting D.CAMP, the Sri Lankan Embassy in Korea, the Sri Lanka Information and Communication Technology Agency, and other Sri Lankan startup-related organizations.

The event was attended by various local IT

and startup ecosystem officials, including the Sri Lanka Export Development Committee, the Association of Software and Service Companies, and local accelerators.

The event started with congratulatory speeches from the heads of each organizations, including the Sri Lankan Ambassador to Korea Saj U. Mendis, the Korean Ambassador to Sri Lanka Jeong Un-jin, UNIDO ITPO Korea CEO Cho Hyun-dong, D.CAMP Center Director Kim Young-deok, and Sri Lankan Export Development Committee Chair Suresh De Mel.

Following the introduction, the participating Sri Lankan organizations shared specific local information – Sachindra Samaratne, Director of Information and Communication Technology, provided an overview of the technology startup industry in Sri Lanka; Jeevan Gnanam, CEO of a local accelerating company Hatchworks, introduced the details of the startup ecosystem; Kanishka Weeramunda, Coordinator of Startup SL, presented the successful cases of startups in Sri Lanka; Ashique M Ali, the vice president of SLASSCOM, presented about the exchange programs as well as the IT industry.

In the later stages of the event, individual meetings were held with the domestic startups interested in the respective markets. Representatives from Korean startups were given the opportunity to have individual meetings with the local experts in Sri Lanka and the Southwest Asian markets, discussing each company's business model and strategy. In the individual sessions, the domestic startups were recommended some local partners and received advice on specific contact methods.

ITPO Korea will continue to cooperate closely for continuous economic exchange between Korea and Sri Lanka in the future, and to realize UNIDO's mission of Inclusive and Sustainable Industrial Development (ISID).





#### **"Office Hour – Embassy of Mongolia"**

SEOUL, 14 September 2021 - UNIDO ITPO Korea co-hosted the 'Office Hour' Program with the Banks Foundation for Young Entrepreneurs (D.CAMP) to invite the delegation of the Embassy of Mongolia to the Republic of Korea.

'Office Hour' is a mentoring program for startups organized by D.CAMP, which has been held more than 400 times since 2014. UNIDO ITPO Korea supports South Korean startups to enter overseas markets by utilizing the organization's global network of more than 170 member states around the world. As part of that, UNIDO ITPO Korea cooperates closely with D.CAMP, the largest startup incubator, and provides individual consulting services to startups.

Two delegates from the Embassy of Mongolia, including Ambassador H.E. Ms. Erdenetuya NAMSRAI, Counsellor of the Embassy Mr. Batsaikhan PUREVSAMBUU visited FRONT 1 Building for the program FOffice Hour Global – Mongolia. The Head of UNIDO ITPO Korea, Hyundong Cho, and the Mongolian delegation discussed ways to strengthen cooperation between the two organizations in UNIDO ITPO Korea office.

After the meeting with the Head of UNIDO ITPO Korea, Mongolian delegation and UNIDO ITPO Korea proceed with a FRONT 1 building tour to visit a total of four floors, including the 'Connecting Lounge' located on the 3rd floor of the building and briefly D.CAMP had a time to introduce the D.CAMP, FRONT 1.

After that, 'Meeting with Startup' session was conducted on the 5th floor of the building. Mongolian Ambassador to Korea firstly introduced the recent trends in the Mongolian market and startup ecosystem. She especially expressed expectations for the social and economic win-win effect of Korean companies entering Mongolia in the future. Later, four selected Korean startups (RE:harvest, Aimbe lab, aweXome Ray Inc, WE ARE BORN) planning to expand into the Mongolian market in various sectors including the healthy food by upcycling, AI based IoT device, ESP(electrostatic precipitator) type air purifying module, beauty had 10-minute business briefings for each company in turn. In response, the Mongolian delegation hoped that the Korean companies' entry into Mongolia would encourage partnerships between companies, and the development of Mongolia's domestic economy.

After the presentation sessions, the Mongolian delegation provided individual consultations to the participating Korean startups. This session provided valuable advice regarding the local business operation models and market entry strategies for the Mongolian market. The Embassy of Mongolia promised to follow-up and continue a cooperative relationship by providing further information and connections with the local partners.

UNIDO ITPO Korea will continue to encourage trade and communication between Korean and Mongolian markets, seeking ways to provide opportunities for local startups to venture into Mongolia. UNIDO ITPO Korea aims to achieve the goal of creating a positive socio-economic impact in Mongolia whilst supporting an Inclusive and Sustainable Industrial Development (ISID).





#### Facets of the India-Republic of Korea Partnership 2nd Online Workshop

10 September 2021 – UNIDO ITPO Korea was invited to the Second Online Academic Workshop Facets of the India-Republic of Korea Partnership」 hosted by the Embassy of India in Republic of Korea and Indian Cultural Centre Embassy of India, Seoul. Approximately 60 startup companies from various sectors such as education, agriculture which are interested in entering Indian market were participated in this workshop.



The workshop was beginning with a congratulatory remark by Sriya Ranganathan (Ambassador of India to

Republic of Korea) and a total of four panelists and discussors, including Mr. Hyundong Cho(Head of the UNIDO ITPO Korea), Mr. Amit Anchalleads(Strategy, Business Development and Corporate Finance for the Ola group), Mr. Shashank Kumar(Co-founder of Razorpay), Mr. Colin Chang (Founder & CEO at POWER KICK Corporation in Korea) participated in this workshop.

Each panelist discussed about cooperation in the era of Unicorn & Decacon, views of the Korean-India market, and their career experiences. On this online academic workshop, Mr. Hyundong Cho, Head of the UNIDO ITPO Korea, introduced Korea's general market briefing, startup ecosystem and provided relevant information to encourage Indian startups wishing to invest in Korea. In particular, he emphasized India's ICT industry and agriculture sector, and encouraged startups in related fields to collaborate with the UNIDO ITPO Korea.

UNIDO ITPO Korea will continue to encourage trade and communication between Korean and Indian markets, seeking ways to provide opportunities for local startups to venture into India. UNIDO ITPO Korea aims to achieve the goal of creating a positive socio-economic impact in India whilst supporting a Sustainable Development Goals(SDGs).







#### The Korea Pavilion of ICONN 2021

October-December 2021 - UNIDO ITPO Korea supervised the planning and operation of the Korea Pavilion for the ICONN 2021 event.

ICONN 2021 is an online expo to link startups with businesses and government projects in 20 different industries newly launched by Center of Excellence for Innovation, Entrepreneurship and Startups - a startup division within the Confederation of Indian Industries (CII). Approximately 40 startups and accelerators selected by UNIDO ITPO Korea installed online booths to promote their products and services. On top of that, more than 70 participating companies and 700 representatives were given the opportunity to have personal meetings for potential cooperation projects.

From this opportunity, we look forward to continuing cooperation with the Confederation of Indian Industries in the future to revitalize exchanges in the startup field between Korea and India.



# TECHNOLOGY TRANSFER AND PROMOTION









UNIDO ITPO Korea aims to actively facilitate the transfer of advanced technologies to developing countries. Under the Sustainable Development Goal 9 (SDGs-9), our objective is to achieve inclusive and sustainable industrial development and foster shared innovation in both the developed and developing world. The main method for the facilitation and promotion of technology transfer is through our annual publication of the technology database.

#### Supporting TIPA's Overseas Technology Exchange Project

#### Accomplishments:







The Korea Technology and Information Promotion Agency for SMEs (TIPA), affiliated with the Ministry of SMEs and Startups, carried out the 2021 Overseas Technology Exchange project to promote technology transfer from Korean SMEs to new overseas markets, as well as strengthen the developing countries' technological capabilities.

The main contents were as follows:

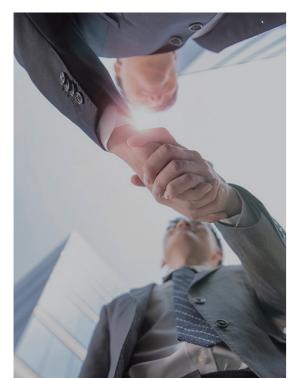
- Identifying target countries that are in high demand by domestic Korean SMFc
- Identifying industries that are in highest demands for technology transfer, as well as specifying the technologies suitable for domestic SMEs
- Selecting SMEs with relevant technologies for the transfer
- Holding consultations for technology transfer between domestic SMEs and local consumers

Analyzing its internal databases and networks, UNIDO ITPO Korea recommended Vietnam, Indonesia, and Colombia as promising target countries. From this recommendation, a survey was conducted for 24 companies from these 3 countries regarding technical exchange projects with SMEs. From the survey results, suitable domestic SMEs were selected, and a one-on-one consultation was held between the selected domestic companies and the SMEs in target countries. At the conference, each of the selected companies introduced its business models, proposed blueprints for the technical transfer, and shared practical details of how they imagine the import and export of technology to look like.

Through various forms, UNIDO ITPO Korea expects to further support its initial goals of technology transfer of Korean SMEs into the markets of developing nations.



# **COOPERATION WITH UNIDO'S NETWORK**







UNIDO ITPO Korea extensively cooperates with UNIDO's global network of 48 regional and country offices to promote and pursue UNIDO's mandate of Inclusive and Sustainable Industrial Development (ISID). Our provision of professional expertise on international business operation alongside the close-knit partnership with UNIDO's global network of offices further enhance domestic startups, SMEs, and major companies' technology transfer and market expansion into developing countries/emerging economies. Through knowledge sharing projects, seminars, workshops, and consultancy services, UNIDO ITPO Korea aims to disseminate Republic of Korea's experience of economic success to contribute to the inclusive and sustainable industrial development of developing countries around the world.

#### Joint Operation of the Connecting Lounge with D.CAMP

Starting from March 2021, UNIDO ITPO Korea and D.CAMP opened the 'Connecting Lounge' to Front One as part of a platform to support startups' overseas expansion. As the world's largest startup incubator housing more than 130 startups/ institutions and 1,000 employees, promising startups in various fields are looking for overseas expansion opportunities. As such, UNIDO ITPO Korea and D.CAMP have come together to provide comprehensive support for these startups' overseas expansion.

Services provided in the Connecting Lounge include overseas expansion consulting service, B2B/ B2G meeting arrangements, seminars/ trainings, overseas market guidance sessions, and other services demanded by the startups. On top of that, UNIDO ITPO Korea is building databases of profiles including overseas partner organizations and domestic startups – currently 104 overseas partners and 72 promising domestic startups are registered, and the list is being updated regularly.

The Connecting Lounge is expected to provide the domestic startups an avenue to advance their overseas expansions and establish strategies for their global entry.













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#### Participation in the 2021 Global ODA Seminar

#### Accomplishments:



On November 9-11, UNIDO ITPO Korea participated in the 2021 Global ODA Seminar held by the GPass Association. This event provided information and consultations to support Korean companies wishing to enter the ODA market. UNIDO ITPO Korea provided information on developing countries' market status and potential partners for Korean companies wishing to advance into Peru and Ethiopia. During this conference, a total of 17 people participated in the UNIDO online consultation session, which focused providing information on the local government's public sector project participation strategy, establishing local networks, and brainstorming potential local partner companies.



#### 2021 KOICA INNOPORT INNO-Globe



UNIDO ITPO Korea has jointly conducted the 2021 KOICA INNOPORT INNO-Globe programme with KOICA to advance companies with innovative technologies into developing countries.

INNO-Globe is a program to accelerate local commercialization centered on overseas procurement projects and local networks with the goal of advancing domestic SMEs to developing countries. In 2021, our project was focused on companies wishing to expand into the markets of 11 selected countries – Laos, India, Nepal, Peru, Rwanda, Tanzania, and Ethiopia. UNIDO ITPO Korea had provided information on local business bidding and exhibition information to a total of 14 companies.

#### Panel Discussion on Innovation and Digital Transformation at the "Future of Multilateralism and the Role of the Republic of Korea』

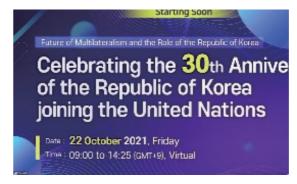
On October 22, celebrating the 30th anniversary of the Republic of Korea joining the United Nations, the UN agencies in Korea held a special forum "Future of Multilateralism and the Role of the Republic of Korea" in collaboration of the Ministry of Foreign Affairs. At the forum, Hyundong Cho, head of UNIDO ITPO Korea, participated in the "Panel Discussion on Innovation and Digital Transformation" session.

The panel discussion was convened by Kiyoung Ko, head of the Asian and Pacific Training Centre for Information and Communication Technology for Development (APCICT) under the UN ESCAP. 6 panels of the session included:

- Hyundong Cho, head of UNIDO ITPO Korea
- Robert de Jesus, programme officer of UN APCICT
- Athita Komindr, head of UNCITRAL-RCAP
- Hyunjung Park, national programme officer of UNODC
- Keping Yao, expert from UNPOG
- Pierre Guillaume Wielezynski, deputy director from WFP.

In the panel discussion, Hyundong Cho (head of UNIDO ITPO Korea) underscored the significance of startups as drivers of innovation and introduced UNIDO ITPO Korea's efforts to propel the outward expansion of startups with innovative technologies. In particular, he highlighted the ICT industry as a significant part of innovation and digital transformation, and actively encouraged other UN organizations to collaborate with startups in related fields.

In addition, UNIDO ITPO Korea invited Young-Duk Kim, executive director of D.CAMP, to take part in the webinar to introduce itself as a major partner organization to support startups. From this, UNIDO ITPO Korea was able to introduce some of its successful cases of supporting startups to enter overseas markets.





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# UNIDO PROCUREMENT







UNIDO procures goods and services for implementation of its Technical Cooperation Programmes (TC Procurement), and maintenance and functioning of the Vienna International Center including UNIDO Headquarters (Non-TC Procurement).

#### **"2021 Online UN Procurement Plaza"**

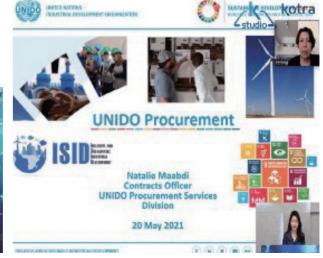
SEOUL 20-28 May 2021 - UNIDO ITPO Korea held a briefing session on the UN procurement market and innovative technologies at the <code>"2021</code> Online UN Procurement Plaza<sub>a</sub> hosted by the Public Procurement Service and KOTRA. About 150 domestic companies participated in this event, seeking opportunities to share various information and promote cooperation on UNIDO procurement projects and technical cooperation with domestic companies on a larger scale than in previous years.

At the 'UN Procurement Market Entry Briefing', Natalie Maabdi, Director of Procurement at UNIDO's headquarters in Vienna, Austria, explained how to participate in UNIDO's procurement market and business opportunities to domestic companies. The procurement officer introduced the overall UNIDO procurement business, including the provision of materials and services procured by UNIDO from 2014 to 2018, and information on the procurement products currently in progress.

At the 'Innovative Technology Briefing', there was a time allocated for domestic companies to introduce their exclusive technologies. Various eco-friendly companies and companies in the field of technological innovation promoted their strengths along with an overall overview of their business. An Ethiopian advisor to UNIDO conducted a one-on-one consultation to four Korean companies that are developing products that are recognized in the Korean procurement market.

UNIDO ITPO Korea will continue to discover promising technologies for domestic companies in various fields and continue to support overseas expansion through various opportunities.





### **PARTNERSHIPS**



외교부

Ministry of Foreign Affairs, Republic of Korea



산업통상자원부 Ministry of Trade, Industry and Energy

산업통상자원부

Ministry of Trade, Industry and Energy



중소벤처기업부 Ministry of SMEs and Startups

중소벤처기업부

Ministry of SMEs and Startups, Republic of Korea



국가정보자원관리원

**National Information Resources Service** 



특허청 Korean Intellectual Property Office

특허청

Korean Intellectual Property Office



농촌진흥청

농촌진흥청

Rural Development Administration



한국기계산업진흥회

Korea Association of Machinery Industry



한국테크노파크진흥회

Korea Technopark Association



한국 G-PASS 기업 수출진흥협회

Korea G-PASS Company Export Association



한국국제협력단

Korea International Cooperation Agency (KOICA)



Korea Trade-Investment Promotion Agency 대한무역투자진흥공사

Korea Trade-Investment Promotion Agency (KOTRA)



한국특허전략개발원

Korea Intellectual Property Strategy Agency



한국여성공학기술인협회

Women in Science Engineering and Technology in Korea



한국의료기기산업협회

Korea Medical Devices Industry Association



디캠프

D.CAMP



킨텍스

Korea International Exhibition and Convention Center(KINTEX)



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