



Smart City Trade Mission to South Korea

South Korea, 4 – 6 September 2019

The Department for International Trade in South Korea invites British companies specialised in the smart city area to join a trade mission to South Korea for World Smart City Expo(WSCCE) 2019 (www.smartcityasia.net). This will be a unique platform to showcase the excellence of British smart city technologies to the potential local clients and business partners and for British tech companies to develop their exports to Korea.

Why South Korea?

Smart cities are a key part of the Korean government's industrial policy. Korean government has announced two smart city pilot projects in Busan city and Sejong city worth a combined GBP 3 billion, of which GBP 1.8 billion is to be provided by national government funding. Significant political support has been given to national smart city projects and the Ministry of Land, Infrastructure and Transportation is leading the flagship projects. There is a growing awareness in Korea that the UK is a leader in the fields of smart city related technologies such as 5G, data, AI, security and mobility etc. So British companies with compelling value propositions should be met with a warm reception among smart city pilot projects. The Korean government has created a regulatory sandbox in both Busan and Sejong, suspending regulations to facilitate the deployment of next-generation technologies.

Opportunities for UK companies

Areas of opportunity for UK companies include the main technologies and components of smart city projects such as mobility, smart grids, drones, robotics as well as the technologies enabling these services, such as big data, data analytics, data visualization, AI, blockchain and IoT, etc.

Core Activity

The Department for International Trade (DIT) offers a unique opportunity for UK companies to promote their innovative technologies and solutions for smart city effectively to Korean market and meet with potential clients and business partners.

The key mission programme includes;

- UK pavilion will be built at the venue of World Smart City Expo 2019 which is the largest event with a theme of Smart City in Korea. UK trade mission attendees will be provided with support for building individual stands to showcase their products and services. World Smart City Expo will have an audience of potential clients and business partners including cities, government bodies,



institutions, and industry. DIT Seoul may be able to arrange individual media interview with UK delegates if requested.

- DIT Seoul will be providing B2B meeting arrangement service by promoting UK mission members to local organisations in the area of smart cities and trying to arrange one on one meetings with local organisations that showed interest. Interpreters will be provided for UK mission companies without a Korean speaking staff to support pre-arranged meetings with local organisations at the UK pavilion.
- Networking reception will be organised inviting Korean companies and organisations for UK mission companies.

Costs & Travel

All participants are responsible for own flights, accommodation and subsistence. DIT Seoul will be providing a standard booth for each participating UK company and producing a mission directory and other marketing materials.

Please do not make any travel arrangements prior to confirmation of your place on the mission.

Registration

If you are interested in participating in this mission, please contact Ms Mikyung (Mikie) Park, Trade Manager, DIT Seoul, Mikyung.Park@fco.gov.uk

DIT Seoul will be receiving applications by 11th August 2019.

