PRESENTATION

Tech4GOOD

Tour 2022

French Tech Community Seoul

https://seoul.lafrenchtech.com/

Your Contact:
Mr. Guillaume MULTEAU,
Communication Coordinator
frenchtechseoul@gmail.com

French-Korean Chamber of Commerce and Industry (FKCCI)
https://www.fkcci.com/

Ms Mijin YI, Project Manager
Ms Booki JUNG, Event Manager
event@fkcci.com
+82 2 553 7217

TECH4GOOD TOUR INTRODUCTION

WHY Tech4Good?

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

It is **Tech4Good's mission** of the Year 2022 to highlight even more that impactful solutions and global cooperation have become a priority!

WHAT'S NEW in Tech4Good 2022?

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

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

OBJECTIVES

GLOBAL COOPERATION

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

SUPPORT IMPACT SOLUTIONS

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

INCREASE VISIBILITY

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

*TBC

WHY PARTICIPATING IN TECH4GOOD TOUR?

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

VISIBILITY, NETWORKING AND KNOWLEDGE SHARING IN A RICH PROGRAM

SEMINARS

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

B2B NETWORKING

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

TRY EVERYTHING 2022 EXHIBITION

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

HYBRID EXHIBITION

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

HYBRID SUMMIT

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

PITCH CONTEST

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

KEY THEMES

GreenTech, HealthTech, EduTech, DeepTech

*TBC

PROGRAM OF TECH4GOOD TOUR 2022*

When: Sep. 19-23, 2022 / One week program
Where: in hybrid format for most programs except some reserved only offline in Seoul
*see below for details

Day 1	Day 2	Day 3
Introduction Seminars on Korean Market & Tech Ecosystem	**Introduction on Seoul Ecosystem for Startups & Networking with Korean Startups**	**Tech4Good Opening with Try Everything 2022**
HYBRID	**OFFLINE**	**OFFLINE**
Morning: **Korean Market and Implantation in Korea** French Tech Seoul, FKCCI, French Embassy in Korea **Afternoon:** **Tech in Korea -** MSS, KISED, Korean group (Hyundai), Business France **Tech4Good in Asia-Pacific -** Hong-Kong - Shenzhen / Australia / Taiwan / Malaysia	(in cooperation with *Invest Seoul*) **Morning:** **Tech4Good in Seoul** Seoul StartUp Hubs Tour & Seminar on support programs for foreign startups **Afternoon:** **Tech4Good in Seoul** B2B Networking with Korean startups and stakeholders	**All Day:** **Tech4Good Exhibition & B2B Networking at Try Everything** **Afternoon:** Try Everything Opening Ceremony & VIP Networking

Day 4	Day 5
Tech4Good Exhibition & Forum on Innovative Industries	**Tech4Good Summit & Pitch Contest**
HYBRID	**HYBRID**
All Day: **Tech4Good Exhibition & B2B Networking at Try Everything** **7th France-Korea Forum on Innovative Industries** (co-organized by *MEF* of France and *MOTIE* of Korea)	**All Day:** **Tech4Good Exhibition & B2B Networking at Try Everything** **Morning:** **≪ Tech4Good Summit 2022 ≫** Conferences on the 4 Key Themes **Afternoon:** **≪ Tech4Good Pitch Contest ≫** Pitch contest + Awards & Closing ceremony

** The agenda is subject to change*

TECH4GOOD SUMMIT FORMAT

OFFLINE ▼

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

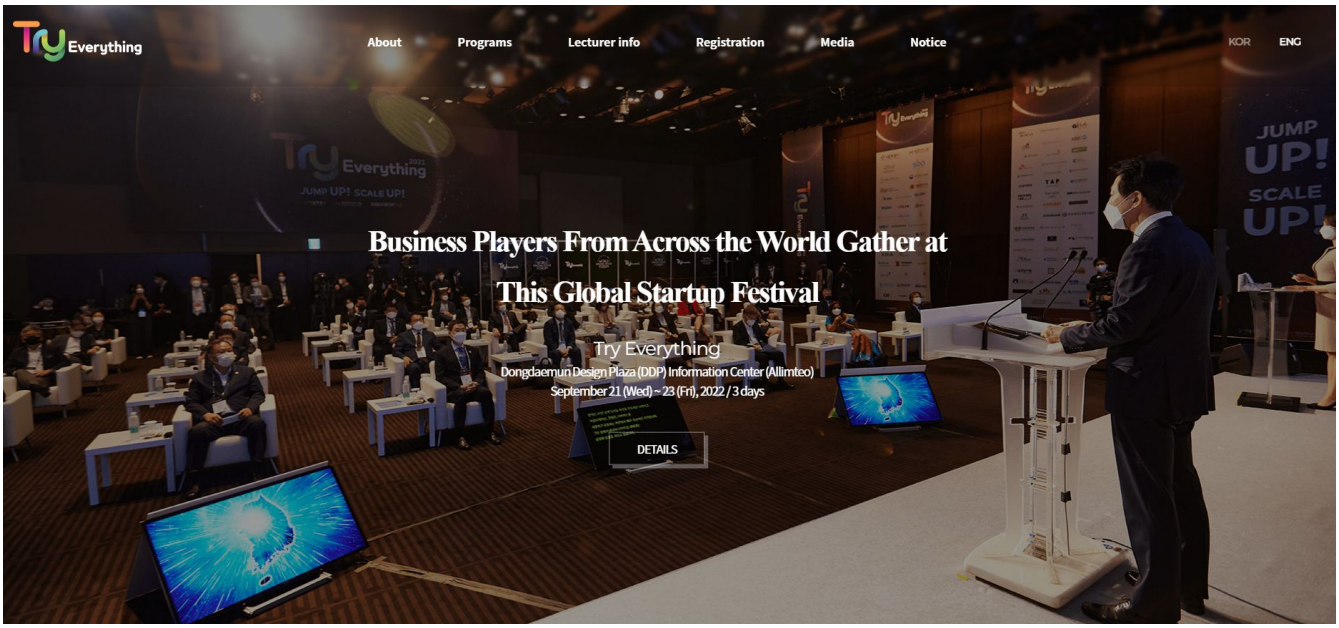
ONLINE: Platform Try Everything

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

*TBC

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

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



2019 & 2021 REFERENCES

2019	2021
250 participants **19 corporates** **17 institutions** **7 investors** **42 startups** **VIPS:** French Ambassador in Korea, President of KISED, CIO at Root Impact, President of JC Decaux Korea, VP for Future Technology Strategy at Hyundai Motors Group, Director Seoul Office at UNDP	**500 participants** **70 speakers** **45 startups** **Accelerators / VC investors / Large groups / Universities / Institutions / Non-Profits** **VIPS:** Cédric O, French Secretary of State for the Digital Economy, Mr. Yannick GLEMAREC, Director, Green Climate Fund (GCF), H.E. Mr. Daejong YOO, Korean Ambassador to France, Mrs. Jeehyun BANG, Deputy director, Ministry of SMEs and startups

2021 playlist

PREVIOUS SUCCESS AND MEDIA COVERAGE

PRESS

AGENCE DE PRESSE YONHAP
YONHAP NEWS AGENCY

The Korea Herald

SBS CNBC

한국경제

I데일리

머니투데이

IT DAILY

믿고 보는 경제신문 20 서울파이낸스

Maddyness

SEOULZ

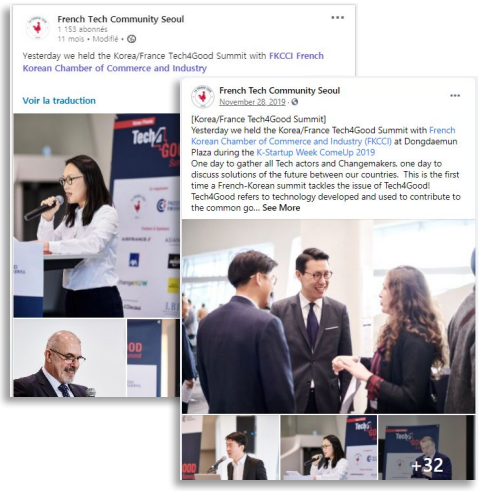
IT·정·보·마·당 DATANET

한국일보

아주경제
2022.01.20 목요일

IMPRESSION & ENGAGEMENT

Online Marketing



Offline Marketing

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

SNS

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

Web pages

+13,000 Views

LAST YEAR' SPONSORS

GOLD SPONSORS

ASIANCE – Your Brandtech Partner in ASIA
<GERMINAL>
JCDecaux
LBI – Luxury Business Institute Korea
mazars
PRISM Communications
SANOFI

SILVER SPONSORS

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SEOULZ
SWS

BRONZE SPONSORS

AXA
THALES
makers
ECM

I PARTNERS

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AMBASSADE DE FRANCE EN CORÉE – 주한 프랑스 대사관 문화과
ASHOKA
CREATIVE VALLEY
changeNOW
La FRENCH TECH
PARIS REGION ENTREPRISES
INVEST IN GRENOBLEALPES
kised – Korea Institute of Startup & Entrepreneurship Development
Maddyness

ABOUT US

French Tech Community Seoul

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

Website: https://lafrenchtechseoul.com/
Contact: frenchtechseoul@gmail.com

La FRENCH TECH

51
Communities in France

48
Communities outside France

2500+
Startups represented by their CEOs

French-Korean Chamber of Commerce and Industry (FKCCI)

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

Website: https://www.fkcci.com/
Contact : event@fkcci.com

FKCCI 한불상공회의소

450
Members

33k
Followers

124
International chambers