



3D Printing Scientist with polymer 3D object

MISSION AUSTRALIAN RESEARCH AND DEVELOPMENT COMMERCIALISATION MISSION TO KOREA 2019

An opportunity to present innovative R&D capability, explore global commercialisation and collaboration with leading Korean conglomerates.

ABOUT THIS EVENT

Austrade Korea invites you to participate in the Australian Research and Development Commercialisation Mission to Korea, a unique opportunity to explore commercial partnerships with leading Korean conglomerates across multiple innovation streams.

The mission provides a platform to showcase your R&D capabilities to the global market by engaging directly with leading Korean conglomerates. The mission will also explore collaboration opportunities, aiming to achieve global commercialisation through partnership with Korean conglomerates.

Korea's largest conglomerates are heavily investing in innovation. For example, Samsung Electronics Co Ltd, responsible for 20 per cent of Korea's total exports and 17 per cent of its GDP, ranked first among major businesses around the globe in terms of spending on research and development (R&D) for the 2017 financial year. With its three year plan to invest \$22 billion in artificial intelligence technology by 2020, Samsung has established seven international AI research centers, in partnership with universities in North America, UK and Russia and are continuing to seek international R&D partnership opportunities.

Important information

Date:
15-16 May 2019

Location:
Seoul, Korea

Apply by:
12 April 2019

Refer to [event page](#)

Who should attend?

Australian universities, research institutes and CRCs in:

- AI / Big Data
- IoT
- Health Technology
- Battery and Energy Technologies
- Computing Science
- New materials
- Smart Factory.

Apply now at www.austrade.gov.au/rndmissionkorea

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According to the 2018 EU Industrial R&D Investment Scoreboard released by the European Commission, Samsung Electronics Co Ltd spent 13.44 billion euros (US\$15.2 billion) in R&D projects over the period.

WHY YOU SHOULD PARTICIPATE

- **Connect** with Korean conglomerates who are actively seeking innovation and technology that can be applied to their business across a range of innovative sectors including but not limited to:
 - › Brain Inspired Computing and Neural Interfaces
 - › Software Engineering
 - › Data Analytics / Data Service Platform
 - › Hybrid System of Energy Harvesting and Battery
 - › 3D battery
 - › Health Technology
 - › Material Informatics and Deep Learning
 - › Conversational Assistant
 - › New Quantum Dot
 - › Ultra-compact Power Conversion Platform.
- **Fast track** commercial business discussions by pitching directly to senior decision makers during focussed group workshops and create an opportunity to take innovative R&D global by leveraging networks of Korean conglomerates.
- **Build or strengthen** awareness of your institutional brand through an Austrade run marketing campaign during the mission.
- **Maximise** your chances of winning commercial business deals through expert advice and support provided by Austrade staff.
- **Leverage** Australian government networks and events to present Australian capability as an integrated solutions provider.

MARKET INSIGHTS AND OPPORTUNITIES

- Korea's economic success over the past fifty years is a result of its commitment to investing in R&D and technology to drive industrial development. Korea is now the 11th largest economy in the world.
- Korea continues to invest heavily in R&D as it races to stay ahead of China and embrace Industry 4.0.
- A key policy of President Moon's administration is the "Innovation Growth for Economic Growth" policy.
- Korea is ranked second behind Israel in terms of R&D spend as a proportion of GDP. In 2015, it spent 4.23 per cent of gross domestic product, compared with Israel's 4.25 per cent. (OECD Report 2017).
- To foster and develop new sources of innovation, the Korean Government has allocated US\$20 billion focusing on SMEs and start-ups as well as global companies, universities and research institutes.

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- Korea's private sector invested US\$52.7 billion in R&D in 2018, an increase of 6.8 per cent from 2017. The spending by the Korean chaebol (conglomerates) accounts for 66 per cent of this amount and is an increase of 6.4 per cent from the previous year.
- The Korean economy is one of the most globally connected with chaebol operations and investments spanning the globe. Unlike any other advanced economy, more than 50 per cent of Korea's GDP is derived from exports. (*2018 Trading economics*)

MISSION PROGRAM

The program has been designed to maximise your visit.

Date	Details
Wednesday 15 May 2019	<ul style="list-style-type: none">• Austrade briefing:<ul style="list-style-type: none">› Why Korea? presentation by Austrade Korea Senior Trade and Investment Commissioner› Korean government's Industry 4.0 programs by Korean government official› IP Landscape in Korea by IP lawyer• Site visit: Samsung Innovation Museum / SK Showroom – to be confirmed• Workshop 1: Workshop 1: SK Telecom – to be confirmed• Networking reception with Korean academia and industry
Thursday 16 May 2019	<ul style="list-style-type: none">• Workshop 2: LG / Posco – to be confirmed• Workshop 3: Samsung / KT – to be confirmed• Debriefing / Official program close <p>Each workshop will include the following sessions:</p> <ul style="list-style-type: none">› Korean host company's introduction on business priorities and R&D focus› Pitching for each research themes of Australian participants› Discussion on collaboration opportunities and action plans

*Please note that workshops will be with one conglomerate at a time and the program can be modified subject to the availability of the host organisations.

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PARTICIPATION PACKAGE

Options	Package inclusions	Total cost
Option 1	<p>This package includes the following services and inclusions:</p> <ul style="list-style-type: none">• mission programme coordination and assistance with logistics• organisation and promotion of industry workshops and welcome reception• pre-departure briefing• delivery of in-market sector briefing• mission booklet to promote participants' capabilities• introduction to decision makers of Korean conglomerates• venue hire, catering and logistics costs for welcome briefing and networking event• refreshments for industry workshop participants• ground transport for site visits and workshops.	A\$2,700 minimum (cost will depend on the number of participants per organisation)

[CLICK HERE TO REGISTER](#)

Register your interest in attending this mission on the Austrade website (click link above). As places are strictly limited, all registrations will be reviewed by our country and industry specialists for suitability. If you are accepted, you will be offered a place which will be confirmed when you make your payment. Once you are confirmed, we will work with you to ensure you are prepared to make the most of this opportunity.

Please refer to the event [Terms & Conditions](#) for further details.

You may be eligible to claim some marketing and promotion costs associated with this mission through the Export Market Development Grant scheme. For more information, visit www.austrade.gov.au/grants or call 13 28 78.

IMPORTANT INFORMATION

If you are considering this mission, Austrade recommends that you consult 'Smartraveller', the Australian Government's travel advisory service, which is available at www.smartraveller.gov.au. Travel advice is updated regularly on this site.

Please note that Austrade will only work with clients that maintain appropriate business ethics, and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas markets. Review further information on anti-bribery at <http://www.austrade.gov.au/Australian/Export/Guide-to-exporting/Legal-issues/Bribery-of-foreign-public-officials>.

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