



## THE GLOBAL BUSINESS INNOVATION PROGRAMME FOCUS ON CONNECTED AND AUTONOMOUS VEHICLES SOUTH KOREA

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

Delivered by Innovate UK EDGE, the programme consists of a preparation phase followed by a 5-day tailored programme of activities in South Korea with the opportunity to visit facilities and connect with key stakeholders and companies operating in the connected and autonomous vehicle industry. The programme provides a unique opportunity for delegates to find new international partners and identify opportunities for technology collaboration.

Delegates will benefit from a follow-up workshop and bespoke support from an Innovate UK EDGE Innovation and Growth Specialist to exploit knowledge and contacts gained during the visit and develop cross border innovation projects.

### WHY SOUTH KOREA?

Home to global car giant Hyundai South Korea is the fifth largest automobile manufacturer in the world producing 3.46 million cars in 2022.

In September this year the Korean government launched the country's Mobility Innovation Roadmap and set out its plan to establish itself as a global leader in the mobility and innovative services sector. To facilitate the early operation of the high-tech future mobility network the country aims to overhaul the public transportation system by 2024, introduce self-driving taxis and buses by 2025, make level 4 passenger cars available by 2027 and ensure half of all cars made locally will be autonomous by 2035.

The country benefits from a world class state of the art ICT infrastructure and boasts leading electronics, telecommunications and tech platform companies such as Samsung, SK Telecom and Naver Corp.

With a reputation for high R&D investment and international collaboration South Korea offers significant opportunities for ambitious UK companies developing connected and autonomous vehicle technologies.

### FOCUS THEMES AND TECHNOLOGIES:

- Perception & Localisation
- Safety or Mission Critical Vehicle Systems including Cyber Security
- Advanced Software Solutions
- Verification & Validation (V&V) of CAM
- Technologies for Human Machine Interface (HMI) systems either interior or exterior to the vehicle and Autonomous Vehicle Infrastructure
- Data collection, processing and analytics related to CAV and/or using AV

### KEY DATES:

Briefing Event  
19 December 2022

Application  
Deadline  
13 January 2023

Pre-Visit  
Workshop

7&8 February 2023

Innovation  
Visit

25 March – 2 April  
2023

Exploitation  
Workshop

16 May 2023

## WHAT TO EXPECT:

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

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

## EXAMPLE ITINERARY (subject to change):

Participants will need to comply with [South Korean](#) and [UK](#) travel requirements.

Date	Activity
27 March 2023	Embassy Briefing and Visit K City
28 March 2023	Visit Hyundai
29 March 2023	Meeting with Korea Automotive Technology Institute
30 March 2023	<a href="#">Seoul Mobility Show</a>
31 March 2023	Networking and B2B event

## TO APPLY FOR THIS INITIATIVE YOU MUST BE:

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

A company with fewer than 500 employees.

Able to attend and complete all activities.

## THE COST

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

## HOW TO APPLY

[Apply here](#) using the online application form. The Global Business Innovation Programme is a competitive process which aims to support the very best companies satisfying a quality threshold. Successful applicants will be notified by Friday 27 January 2023.

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

## FOR MORE INFORMATION

[Register for the Briefing Event 19 December 2022](#)

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