



Innovate UK



## THE GLOBAL BUSINESS INNOVATION PROGRAMME FOCUS ON GREEN SMART CITIES SOUTH KOREA

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

This programme aims to help UK businesses to grow and scale on a global stage through building R&D and innovation collaborations and partnerships.

The programme consists of a Get ready preparation phase followed by a 5-day visit to South Korea, with a tailored programme to connect with key stakeholders and leading South Korean companies involved in developing resilient, connected, inclusive and healthy cities. The programme will provide a unique opportunity to find partners and identify opportunities for technology collaboration.

Delegates will benefit from a follow-up Exploit the opportunity workshop and bespoke support from an Innovate UK Business Growth innovation and growth specialist to exploit the contacts,

opportunities and knowledge gained during the visit and to progress innovation projects.

### WHY SOUTH KOREA

Home to global technology companies Samsung, LG Electronics and KT Corporation, South Korea is ranked as one of the most technologically advanced economies in the world, ranking 2<sup>nd</sup> in terms of technology readiness and innovation, according to the World Economic Forum.

For over two decades, the country has been developing its cutting-edge infrastructure and superfast connectivity to solve urban problems and improve the quality of life by applying smart and disruptive technologies to cities and urban centres.

In the [Smart City Korea plan](#), the government has prioritised smart city pilot projects in Sejong, Busan and Daegu and has set out an ambitious

agenda to adopt 64 local smart city platforms by 2025, integrating geographic information systems, ICT platforms and utilising IoT and AI.

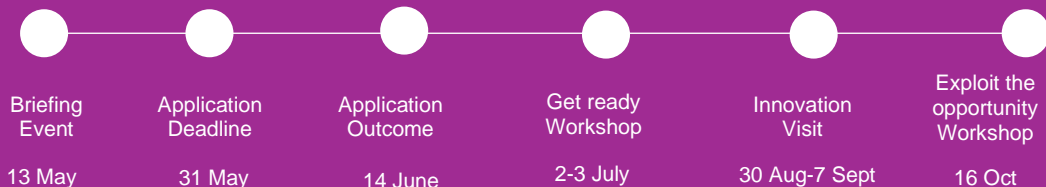
With a keen focus on international collaboration for sustainable smart city development and with established South Korea - UK Collaborative R&D programmes to support R&D projects, the opportunities for UK companies developing smart city solutions are considerable.

### FOCUS THEMES

Digital and data driven innovations that provide sustainable urban solutions to:

- Future mobility
- Disaster prevention and management
- Clean energy optimisation
- Safety and security
- Buildings – heating/cooling
- Circular economy

### KEY DATES



## WHAT TO EXPECT:

Successful applicants will benefit from an intensive 9 to 12 months three phased programme with bespoke support from an Innovate UK Business Growth specialist throughout.

- **Get ready:** Two-day preparation workshop to build knowledge and understanding of the market and opportunities, including cultural aspects, how to do business, protecting Intellectual Property, and articulating your value proposition.
- **Visit the market:** Explore the innovation opportunities first-hand through meeting with key contacts, research organisations and potential collaborators and partners through pre-arranged meetings and matchmaking events.
- **Exploit the opportunity:** A workshop and one-to-one bespoke support from an innovation and growth specialist to help you follow-up and maximise the opportunities identified through the programme.

## EXAMPLE ITINERARY (subject to change):

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

Date	Activity
Friday 30 <sup>th</sup> August 2024	Depart UK/Arrive Seoul
Sunday 1 <sup>st</sup> Sept 2024	Recovery Day/Cultural Tour
Monday 2 <sup>nd</sup> Sep 2024	Briefing at British Embassy; visit Sejong
Tuesday 3 <sup>rd</sup> Sept 2024	<a href="#">World Smart City Expo Korea 2024</a>
Wednesday 4 <sup>th</sup> Sept 2024	World Smart City Expo. Meet Seoul Metropolitan Government
Thursday 5 <sup>th</sup> Sept 2024	Visit Busan
Friday 6 <sup>th</sup> Sept 2024	Continue time in Busan/Ulsan
Saturday 7 <sup>th</sup> 2024	Depart Seoul

## TO APPLY FOR THIS INITIATIVE, YOU MUST BE:

A UK-based innovation-led company with ambitions to grow and scale globally

A company with fewer than 250 employees

A CEO, founder, or senior decision maker able to attend and complete all activities

## THE COST

Innovate UK will fund and organise flights, accommodation, in-market travel, and conference fees for successful applicants. Innovate UK will also pay for any reasonable adjustments throughout the initiative. Only one representative from each company will be funded and the same person will be expected to participate in all parts of the programme. On acceptance to the programme a commitment fee of £1000 will be requested, to be refunded on completion of all activities and an agreed work plan. Non-completion 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 and successful applicants will be notified by 14 June 2024.

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

## FOR MORE INFORMATION

[Register here](#) for the briefing on 13<sup>th</sup> May 2024 or contact [Sarah Hildersley](#), Programme Lead