

Start in SEOUL Grow with Invest Seoul

INVEST SEOUL





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invest
Seoul

Start In Seoul

Grow With Invest Seoul

Bonhi Gu, Director, Invest Seoul

Friday, 12 August, 08:30 London / 16:30 Seoul



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Welcome

invest
Seoul



Mike Wardle
CEO & Head of Indices
Z/Yen Group

Today's Programme

Seoul	London	Programme
16:30	08:30	Welcome Mike Wardle , CEO, Z/Yen Group
16:35	08:35	Grow With Invest Seoul Bonhi Gu , Director, Invest Seoul
16:55	08:55	Questions, Comments & Answers
17:15	09:15	Close



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Speaker

invest
Seoul



Bonhi Gu
Director
Invest Seoul

Start in SEOUL Grow with Invest Seoul

INVEST SEOUL



Content

I



Business Attraction City

II



Seoul's Vision 2030

III



About us

Global Innovation Leader

2021 Bloomberg Innovation Index Rankings

2nd



R&D Intensity

2nd



Value-added
Manufacturing



Patent Activity

1st



High-tech Density

4th

Ranked **No.1** for **8 consecutive years**

Global Innovation Leader

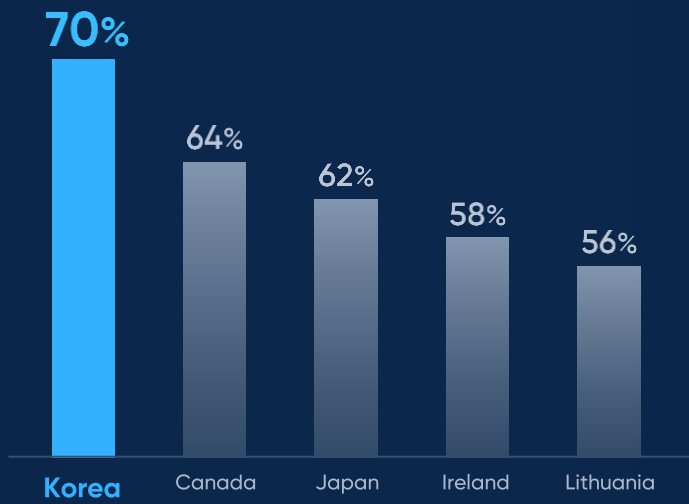
2021 European Innovation Scoreboard



Selected as **The Most Innovative Country**, performed 21% above the EU average.

Abundance of Top Talent

2021 Education at a Glance



OECD College Graduation Rate in 25-34 Age Group



Best Student Cities Index

Seoul ranked No. 3 in the world and No.1 in Asia.



Global Urban Talent Competitiveness Index

Seoul ranked No. 10 overall:
Ranked No. 1 in Enable and No. 6 in Grow.



A Mega City with a Population of 10 Million

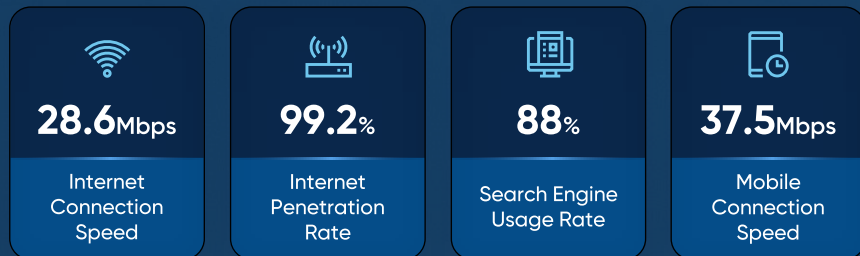
One-fifth of the Korean population (10 million) live in Seoul, forming a massive consumer market.

Digitalized Environment

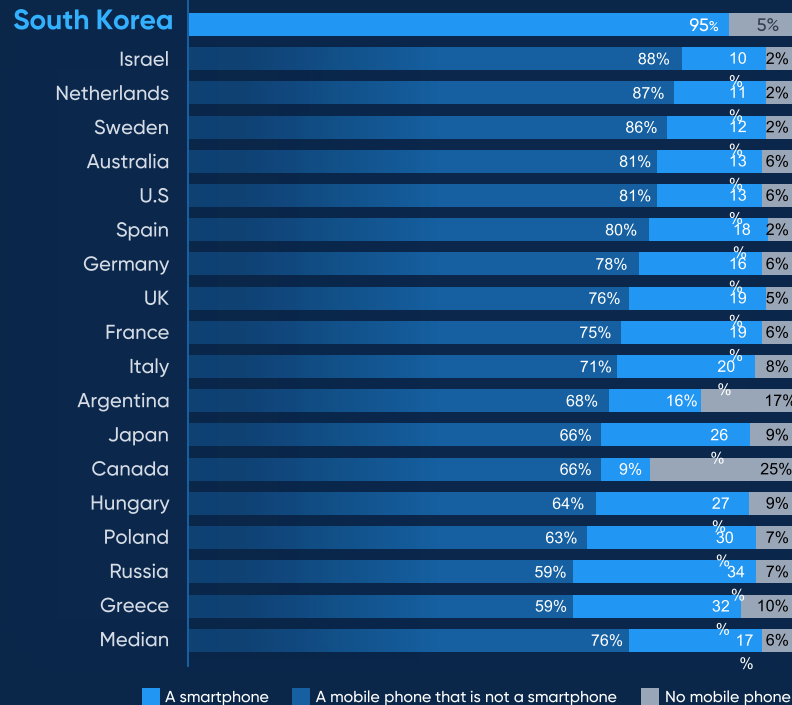
Awarded 'UNESCO Netexplo Linking Cities Awards' at 2021

“Seoul has been named the world's top Linking Cities by UNESCO. The Establishment of a digital education system contributed to the digital gap problem during the COVID 19 era.”

World's Best E-Government Ranking 7 years Running (UN DESA)



Advanced economies



Leader of Global Brand



Ranked 5th out of 190 countries in ease of doing business

Korea ranked 5th out of 190 countries in ease of doing business ranking.

In particular, Korea ranked high in the category of Getting Electricity and Enforcing Contracts.



More than half
of the Fortune Global 500 companies
have made inroads into Korea



Home to more than 70 percent
of the world's largest corporate brands
in Seoul

Innovation Ecosystem

Ranked No.10 at 2022 Startup Genomes

Seoul has experienced the "Second Venture Boom",
With numbers related to startups and venture investment continuously reaching record highs

10th

Global Startup
Ecosystem

\$ 6.4bn

Venture
Investment



\$ 177bn

Ecosystem
Value

16

Unicorns in Seoul

16 unicorns are located in Seoul out of 18 nationwide

" It is analyzed that Seoul has a rich corporate environment, with 16 out of 18 unicorn companies
in Korea currently located in Seoul."

World's Leading Financial Cities

5th largest metropolitan area
in the world
(Population of 26 million)

12th for global financial
competitiveness Global Financial
Centres Index (GFCI)



Ranked **No.2**
from UIA's international Meetings
Statistics Report in 2021
(With 263 meetings)

Ranked **No.5**
over a 20 year period
(With 5094 meetings since 2001)



Seoul Vision 2030,
Fair City Seoul



World's Leading Financial Cities



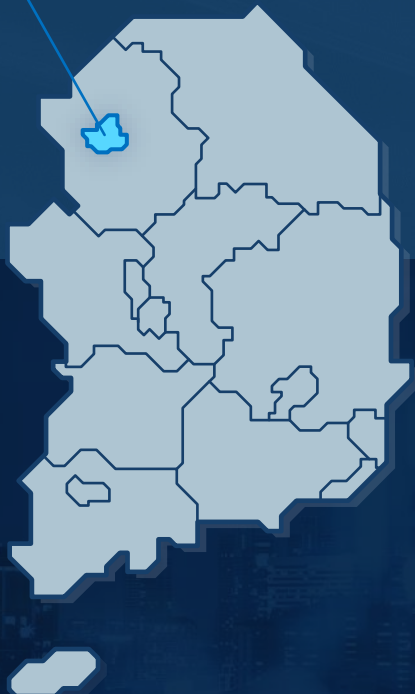
Seoul

\$331B



Finland

\$300B



The attractiveness of investing in Seoul for companies is

"Geographical Advantage" and
"Large Market Size."

Seoul's economy equals to GDP in Finland

Seoul Unicorn Ventures

MARKET
Kurly

Valuation

\$3.30blillon

Main Investor

Sequoia Capital

yello mobile

Valuation

\$4.00blillon

Main Investor

Formation 8

L&P COSMETIC

Valuation

\$1.19blillon

Main Investor

Credit Suisse

두나무

Valuation

\$1.00blillon

Main Investor

Qualcomm Ventures

VIVA
REPUBLICA

Valuation

\$7.40blillon

Main Investor

Besseme

yanolja

Valuation

\$1.00blillon

Main Investor

Skylake Investment

위메프
WEMAKEPRICE

Valuation

\$2.34blillon

Main Investor

NXC

GP Club

Valuation

\$1.32blillon

Main Investor

Goldman Sachs

MUSINSA

Valuation

\$2.20blillon

Main Investor

Sequoia Capital

RIDI

Valuation

\$1.33blillon

Main Investor

Atinum Investment

Successful Startups from Seoul

Market Kurly



Start Year
2015

Founder
Sophie Kim

Industry
Food, Beverage, Online delivery

No. of Employee
3,000

Valuation
\$3.3B

No. of Investors
14

Socar

SOCAR

Start Year
2011

Founder
Jaeuk Park

Industry
Car-sharing

No. of Employee
367

Valuation
\$834B

No. of Investors
14

Yanolja

yanolja

Start Year
2005

Founder
Sujin Lee

Industry
Hotel, Information Technology, Travel

No. of Employee
1,082

Valuation
\$1.9B

No. of Investors
5

Technical R&D & IPRs Support

R&D Support



300 SMEs
/ Year



\$40 million
/ Year

- 1,864 companies with \$540 million since 2005
- 3,000 patents applied or registered

IPRs Support



4,000 SMEs
/ Year



IPRs Support for SMEs



Seoul's Business Clusters



* Seoul Metropolitan Government : Seoul Vision 2030

VISION 2030 Seoul

01

Global Leadership



02

Future Vibes



Global Leadership

Becoming one of the top 5 global cities where talented individuals gather, businesses prosper, and people from all around the world visit.



Asia's Economic Hub

- Digital financial zone in Yeouido
- Support global unicorn companies



A City of Industrial Innovation

- 10 technology & culture convergence innovation clusters
- Digital transformation of the industrial ecosystem



A City of Startups

- Total support system for startups and scales-ups
- Campus town valley for unicorn companies



A City of Cultural Tourism

- Host of Asia's global tourism festival
- Global beauty hub

Future Vibes

A city where 2,000 years of history, culture and art enrich people's lives while leading the world with smart technology



A City of Future Vibes

- Urban space renovation through the Water Renaissance
- Large-scale internationalization location



A City of Smart Transportation

- High-tech innovative transportation
- Smart transportation logistics system



City of Digital Leadership

- Bid data and AI-based government
- Innovation urban services for connection and convergence



A City of Eco-Friendly Environment

- Carbon neutrality in response to climate change
- Total management of smart energy

Invest Seoul

01

Management



02

2022 Performance Status



03

Level Up



Invest Seoul Management

- ✓ Organized **target-oriented** team R&R
- ✓ **Constant investment attraction system** through individual/temporary project DB



Investment Strategy and Promotion

- ✓ Establish short-and medium-term strategies for investing in Seoul
- ✓ Conduct systematic promotion to strengthen the brand identity of Invest Seoul

Networking

- Network consulting for investment institutions

- **Major Partner Institutions**

- 1 KCCI and Commerce attaché (Italy)
- 2 KOTRA Invest Korea
 - Foreign investment related institutions (WAIPA), etc



[FKCCI Presentation]

- Provision of information on investing in Seoul

Promotion

- Production of specialized content for each channel

- **Industrial Report on 5 Key Industries**

- 1 Areas: AI, Bio-health, Fintech, Smart Mobility, Robots
- 2 Current status of industry in Seoul
- 3 Initially attracting foreign investors
 - ※ New areas will be added as requested



[Invest Seoul Chatbot Service]

- **Improvement in Integrated Platform and Chatbot Service**

Global Investment Network

- ✓ Close-Knit networking from establishing a pool of new investors in Seoul to achieving the desired outcomes

Identify & Match a network of investors

- Diversify Investment Network Channels
- Operate a global investment group
 - 1 Appointment of public-private experts in the field of investment as members
 - 2 Promotion of investment environment



PRIMER SAZZE



FiscalNote

Host IRs associated with Global Partnerships

- Partnership-based cooperation for each overseas industry and base city
- Global IRs
 - 1 Industry clusters
 - 2 Investment attracting institutions
 - 3 Investor conference platform



2022 BIO (US)/Collision (CA)

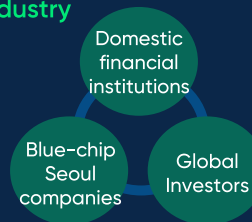
- Secured 45 foreign investors
- Matching foreign investors to local companies: 173 cases

Host Invest Seoul Day

- Invitation of influential investors
- Briefing on companies in new growth industry

• Networking

- 1:1 meet-ups



Identify promising investment companies

- ✓ Increase contact frequency between companies & foreign investors by constant provision of online IR and meet-ups

Identify potential Seoul companies for investments

Pre-investment opportunities are captured through introduction of a dedicated PM system

Support global companies to invest in Seoul

Organization of Investment Roadshow to attract global companies

Comprehensive FDI support

Support for the FDI All-in-One Package and After-care

IRs associated with global conferences

Support for participation in major conferences focused on Seoul's five key industries (Bio USA, GITEX, etc.)



2022 Performance Status

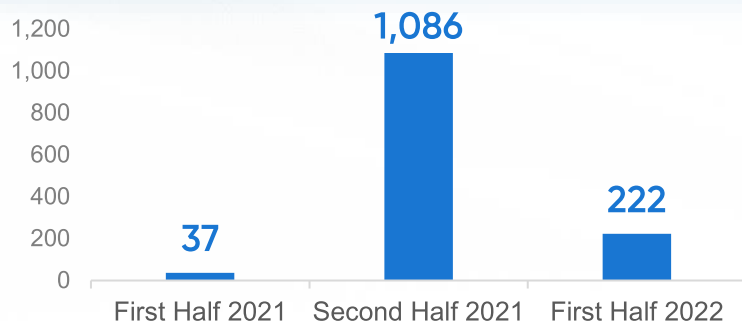
Future Development Plan

“
Aiming to attract \$30 billion in foreign investment by 2030
”

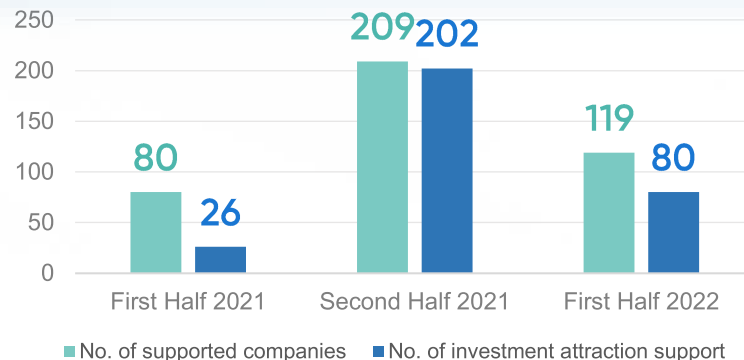
-Seoul Mayor Oh Se-hoon 'Seoul Vision 2030'-

1. Strengthen domestic and overseas awareness of Invest Seoul
2. Strengthen investment marketing for Seoul
3. Expand foreign investment attraction through systematic discovery of promising companies

Amount of Foreign Investment Attraction



No. of investment attraction support and recipient companies



Level up Invest Seoul

Objective **"Continuous growth as an institution specializing in attracting investments"**

Goal



**Medium-term
investment
attraction strategy**

+



**Global
Startup Fund**

+



**A SMG funded agency
to be in 2024**

Content

- Focused on future key technology and new growth engine industries
- Strategy for preemptive and long-term customized investment

- Target: Overseas funds interested in investing in Seoul-based companies

- Develop core infrastructure
- Reinforce employee expertise to perform its core functions (Investor discovery and matching)

THANK YOU

REDISCOVER SEOUL

invest
Seoul

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Questions, Comments & Answers

