

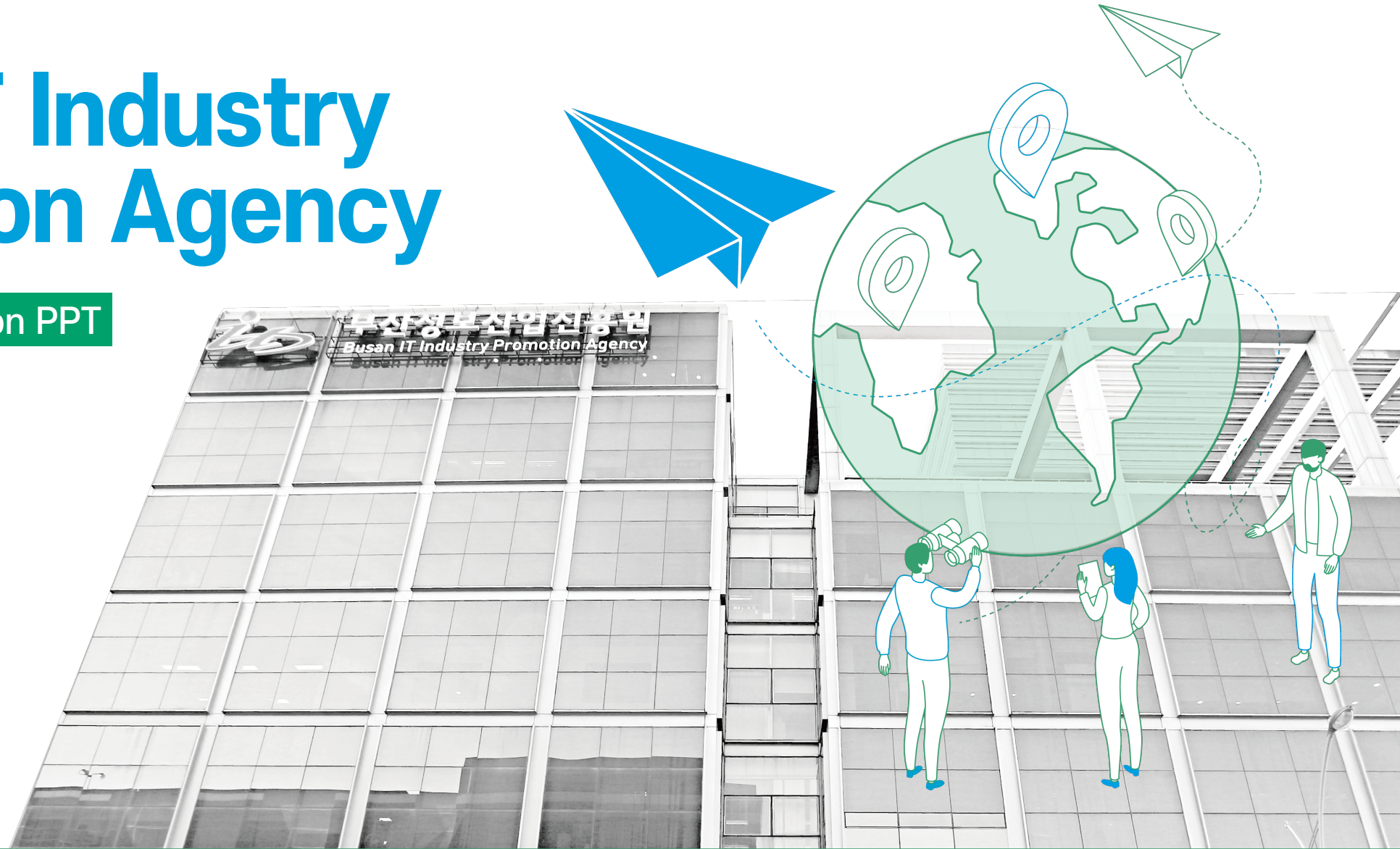
Busan, a Digital City of Global Marvel,
opens with

Busan IT Industry Promotion Agency

Institutional Promotion PPT

SINCE 2002

BIPA Busan IT Industry
Promotion Agency



BASIC OVERVIEW

Busan, a Digital City of Global Marvel,
opens with Busan IT Industry Promotion Agency

We are "Contributing to the revitalization of Busan's digital economy"
by fostering info-communications and cultural content industries in Busan.

Fostering the
Information and
Communication
Industry



Fostering the
Cultural
Contents
Industry



01
Build Infrastructure
to Create
an Industrial Ecosystem

02
R&D Technology &
Production Support

03
Marketing, Global
Business Support

04
Specialized Talent
Development and
Job Support



2024 Budget

61,863 million won

(Based on the current budget)

- Operating Expenses 12,254

- Project Expenses 57,056



Expenses and number of projects (2019~2023)



Organization & Workforce

- Organization 2 Rooms, 4 Levels, 2 Centers,
1 Team, 1 TF Team

- Workforce 177 active employees (125 capacity)

“History of growth by taking on new challenges in a bigger world” is
what we are creating.

2002 - 2009

“Taking the First Steps”

- 2002. 07. Registration of the Busan IT Industry Promotion Agency
- 10. Inauguration of the first president, Mr. Jang, Se Taek
- 2003. 01. Opening ceremony of the Busan IT Industry Promotion Agency
- 2004. 10. Inauguration of the 2nd-4th president, Mr. Kim, Gyu Cheol
- 2005. 09. First ‘IT EXPO BUSAN’ was held



- 2008. 12. Opening of the Busan Internet Culture Center

2010 - 2014

“Expanding Business for Various Fields”

- 2010. 10. Inauguration of the 5th-7th president, Mr. Seo, Tae Gun
- 2011. 02. Opening of the Busan AI Support Center



- 06. Opening of the Software Quality Innovation Center in the southeastern region



- 10. Achievement of 1st place in the 3rd National President's Cup Amateur Esports Competition
- 2012. 02. Opening of the Busan Game Clinic
- 04. Opening of the Busan Cultural Content Complex

2015 - 2019

“Laying the Foundation for an Industrial Ecosystem”

- 2015. 08. Opening of the Dongnam Information Security Service Center
- 09. Opening of the Busan Global Game Center



- 11. Opening of the Music Lab Busan
- 2016. 11. Opening of the Busan Cloud Innovation Center powered by AWS (world's first)
- 2017. 08. Opening of the Busan Global Webtoon Center
- 09. Opening of the Busan Smart City Experience Center
- 11. Commendation from the President for Contribution to Activating Knowledge Services
- 2018. 10. Inauguration of the 8th president, Ms. Lee, In Suk

2020 - Present

“Transitioning Business Paradigms in the Digital Era”

- 2020. 10. Selected as an Excellent Local Public Institution for Innovation by the Ministry of the Interior and Safety
- 11. Opening of the Busan Esports ARENA



- 2021. 07. Opening of the ASEAN-ROK ICT Convergence Village
- 11. Inauguration of the 9th director, Mr. Jeong Mun-seob
- 2022. 04. Opening of the Kakao Enterprise Cloud Innovation Center
- 07. Opening of the ICT NewWorkSpace
- 10. Opening of the Busan Digital Innovation Academy
- 2023. 03. Accreditation as a Certified Testing Institution by the Korea Laboratory Accreditation Scheme (KOLAS)
- 07. Opening of Anirang Busa Anirang Busan
- 12. Inauguration of the 10th director, Mr. Kim Tae-yeol
- 2024. 03. Opening of Dongnam Information Security Cluster

Technology, Talent, An open environment where companies gather

VISION

Realizing Busan as a Global Digital Attractive City, Digital Innovation Hub BIPA

Beyond Digital Global Hub BIPA

3 STRATEGIES

Create an ecosystem for open innovation that attracts global talent, companies, and digital technologies.



Global Digital
Playground

GLOBAL TECH DESTINATION



Training
Busan Digital Unicorn

BUSAN DIGITAL UNICORN



Global
Drive

LOCAL TO GLOBAL

INFRASTRUCTURE STATUS

Busan, a Digital City of Global Marvel,
opens with Busan IT Industry Promotion Agency

“Expanding its digital and content industry base throughout Busan”

including facilities for startups, local companies, and creators,
as well as public experience spaces.

Innovation Hubs in West Busan



Green Data Center Complex,
Smart City Lab
in Gangseo-gu Busan EDC
(Eco-Delta City)

Innovation Hubs in Busan Original Downtown



Creation of Busan
Content Biztown
in Busanjin-gu
(Business Support Center)

Innovation Hubs in East Busan



Creating a regional
Digital Innovation Hub,
Information Security Cluster
in Centum District



Operates **28 support facilities**,
to support **local businesses, startups, creatives,**
and more.



MAJOR EVENTS

Busan, a Digital City of Global Marvel,
opens with Busan IT Industry Promotion Agency



Information and Communication

K-ICT WEEK IN BUSAN

Every September / 3 days

- ▶ Exhibition specializing in advanced digital comprehensive technology & ICT business
- ▶ AI KOREA + IT EXPO BUSAN + CLOUD EXPO KOREA 3 Joint Events
- ▶ Product exhibitions, global overseas buyer meetings, conferences, side events, etc.



CENTUM DIGITAL WEEK

3rd quarter every year / 3 days

- ▶ A Fun-filled Digital Event at the Heart of Centum District: A Hub of Digital Innovation
- ▶ Host conferences, networking, side events, and more

BDIA JOB FAIR

Every November / 1 day

- ▶ Southeast Asia's largest job fair for ICT professionals
- ▶ Engaging ICT companies and job seekers, job fairs, job consulting, conferences, etc.



Contents

BUSAN WEBTOON FESTIVAL

Every October / 4 days

- ▶ A webtoon festival centered on local webtoon writers where citizens, writers, and companies engage with each other
- ▶ Exhibitions of famous local and international webtoon creations, webtoon conferences and business consultations, drawing shows, etc.
- ▶ A platform for citizen communication promoting Busan into a cultural and tourism attraction city



G-Star

Every November / 4 days

- ▶ Korea's largest game exhibition and global game festival
- ▶ Hosted by Busan from 2009 until 2028, driving the development of local gaming and related industries

Busan Indie Connect Festival

Every August / 3 days

- ▶ A global indie game event held annually since 2015
- ▶ Growing to be the largest single indie game event in Korea

Global e-Sports Tournaments and Citizen Engagement Programs

All year round

- ▶ Holding global e-Sports tournaments centered around Busan e-Sports Arena
- ▶ Inviting professional teams to participate in events and fan interaction programs

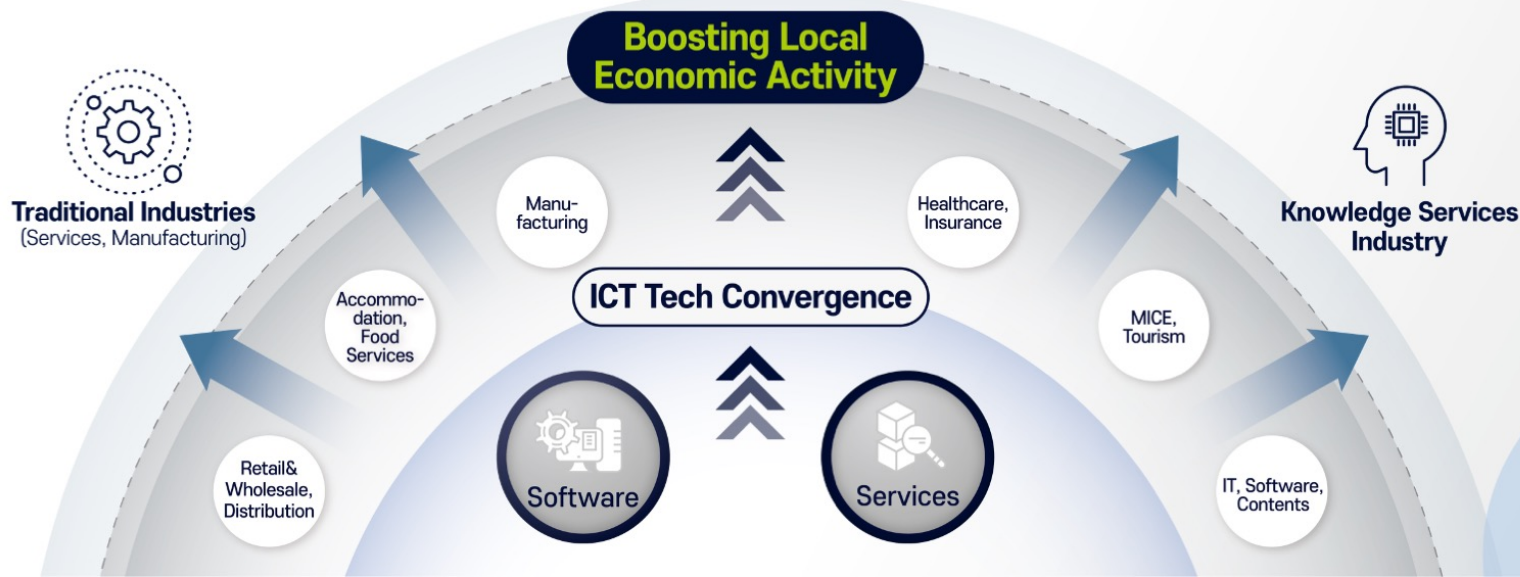


“The Best Digital Growth Partner”

Utilizing IT technologies like AI, cloud, metaverse, information security, and quantum information technology to change businesses digitally has become crucial for their survival in addition to increasing their competitiveness.

The promotion agency is **leading the digital transformation of all businesses in the region to maintain competitiveness in upcoming digital core technologies.**

- ✓ Technology Development and Demonstration Support
- ✓ Commercialization Support
- ✓ Specialized Consulting and Solution Support
- ✓ Quality Testing and Certification
- ✓ Policy Research and Development



"Building a Brighter Future with Digital Talent"

In the digital transformation era, people are the foundation.
The promotion agency is presenting
"Busan, a city of Opportunity and Talent" through educational and training programs that are customized to specific industry sites.



Fostering Local Digital Innovation Talent



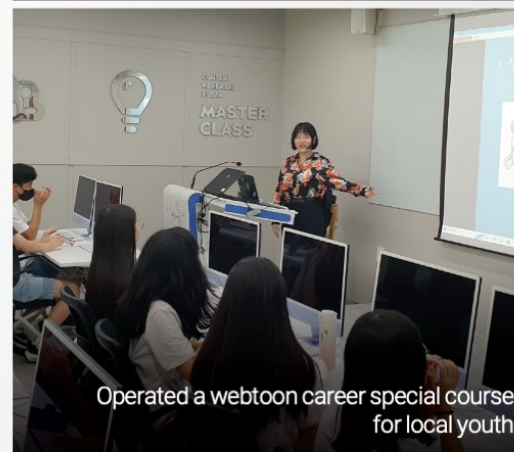
Customized Employment Support for Companies



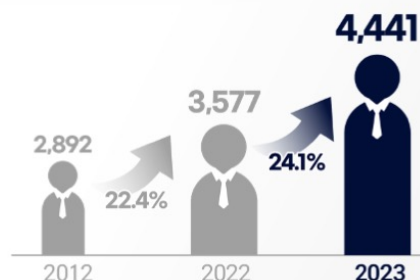
Holding Job Fairs



Support for Youth Career Experience



The Current State of Professional Talent Training

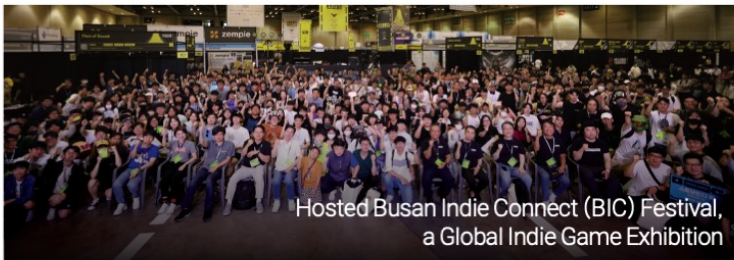


ICT 취업교육은 역시!
BIP BPIA

Cultivating ICT professionals tailored to corporate needs

"Complex Digital Content City, BUSAN"

Encourage the development of a content IP business environment focused on Busan by empowering small but strong creators (companies) in the areas of games, webtoons, animation, music, and more.



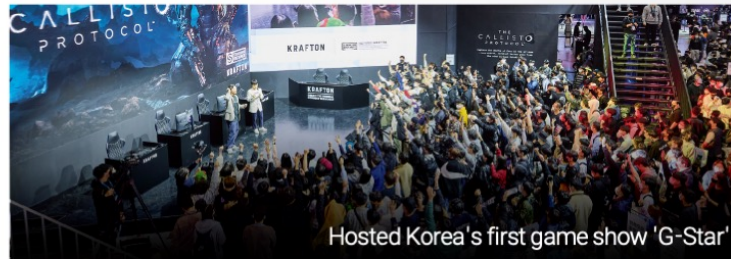
Hosted Busan Indie Connect (BIC) Festival,
a Global Indie Game Exhibition



Operates Busan Global Webtoon Center Creative Support Office



Held the Busan e-Sports Global Exchange Exhibition
at Busan e-Sports Arena



Hosted Korea's first game show 'G-Star'

- ✓ Content / Game Development Production Support
- ✓ IP Utilization and Marketing Support
- ✓ Residency Support
- ✓ Investment Fund Management
- ✓ Support for Public Content and Cultural Enjoyment



Operated 'Anirang Busan', an animation culture and industry development platform

"We Work With Big Companies, Global Companies"

For many years the promotion agency has established collaborations and partnerships with leading domestic and foreign companies, **as a result, Busan is establishing itself as a hub for businesses and young people.**



Korea-Philippines MOU signing ceremony on ICT Convergence Industry Development



U.S. DigiPen Institute of Technology signs MOU to foster global talents



Thai Ambassador visits ASEAN ICT Convergence Village for technical collaboration



Secures 'OneAsia Network', a Hong Kong-based Data Center Specialist, to establish cloud data centers



International Exchange Seminar on Quantum Technology in Busan for Canada-Korea Quantum Technology Cooperation



"Promoting the Spread of Healthy Digital Inclusivity Culture"

Numerous efforts are required in social and cultural aspects in addition to the development and advancement of ICT technologies to guarantee that linked technologies and services are used in a manner that is suitable and beneficial.

Through the operation of the Busan Internet Culture Center and Busan Game Clinic, the promotion **agency assists in eradicating the adverse effects of information and enhancing digital competencies to create a positive information culture.**



Resolving game immersion issues

부산 게임과몰입 상담치료센터



Consultation at Busan Game Clinic



Promote a healthy information culture

부산정보문화센터
BUSAN INTERNET CULTURE CENTER



Busan Internet Culture Center's campaign to promote healthy information culture

- ✓ Game immersion counseling and treatment support
- ✓ Digital literacy training
- ✓ Support for ICT cultural experience activities
- ✓ Prevention of adverse effects of information on youths



Held a puppet show on proper smartphone use for young children

Busan, a Digital City of Global Marvel with its Happy People!

opens with **Busan IT Industry Promotion Agency**

Thank you for watching

BIPA Busan IT Industry
Promotion Agency