Korea’s Smart City Strategy
PARASITE

ACT LIKE YOU OWN THE PLACE
Korea, Global leader in Smart City
4 Success factors of Korea’s Smart City

- Infrastructure
- Service Provider
- Service Consumer
- Leadership
4 Success factors of Korea’s Smart City

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- 4G: 98%
- 5G: Global #1
- Mobile Speed
4 Success factors of Korea’s Smart City

- Infrastructure
- Service Provider
- Service Consumer
- Leadership

Big:
- Samsung
- Hyundai
- LG

Start-Ups:
- EB CUBE
- Wadiz
- TALK
- SOCAR
4 Success factors of Korea's Smart City

Infrastructure

Service Provider

Service Consumer

Leadership

Smart Phone Users 91%

Global #1

YouTube Active users 64%
4 Success factors of Korea’s Smart City

- Infrastructure
- Service Provider
- Service Consumer
- Leadership
4 Pillars for Korean Smart City Policy

1. R&D
2. Smart Solution Challenge
3. Deregulation
4. Pilot Smart City
4 Pillars for Korean Smart City Policy

- R&D
- Smart Solution Challenge
- Deregulation
- Pilot Smart City

- Government investment
- Core smart technology
- 100 million$, 2018~2021
- Free sharing in 2022
4 Pillars for Korean Smart City Policy

- **R&D**
- **Smart Solution Challenge**
- **Deregulation**
- **Pilot Smart City**

- Competing 46 companies
- Applied solutions
- 3 winners 15mil $ each
4 Pillars for Korean Smart City Policy

- Regulations waiver for 3yr
- Autonomous cars, tele-medicare...
4 Pillars for Korean Smart City Policy

- **R&D**
- **Smart Solution Challenge**
- **Deregulation**
- **Pilot Smart City**

**Sejong**
- Area: 2.7 km²
- Population: 22,500
- Completion in 2023

**Busan**
- Area: 2.2 km²
- Population: 8,500
- Completion in 2021
Smart City, in our real world
Thank you
감사합니다