

2020 Sciencepark INNOFAIR



Gyeongsangbuk-do



2019. 6. 10

Overview

- Event Title : 2020 Sciencepark INNOFAIR
- Auspice : Daegu city, Gyeongsangbuk-do, ASPA
- How to hold : Biennial, rotating event
- Host : ASPA Secretariat
- Date : June 2 (Tue), 2020 ~ June 5 (Fri), 2020 4 days (planned)
- Venue : EXCO, Daegu
- Size : Approximately 500 from 15 countries (Innovative organizations and companies)
 - 400 participants from Korea
(160 from SMEs, 240 from organization/general participants)
 - 100 participants from 15 foreign countries
(50 from SMEs, 50 from organization/general participants)
- Participating Organizations
 - Corporate support organizations such as Techno Park, Center for Creative Economy and Innovation, Industrial Complex Corporation
 - Corporate organizations such as Daegu Gyeongbuk Topnotch Venture Business Association, Small and Medium Corporation Daegu Gyeongbuk Association
 - Industry-Academia corporation organizations such as Kyungpook National University, Yeungnam University, Keimyung University, etc
- Joint Event : ASPA LEADERS Meeting

Event Concept

- **Participation**
 - Science and Technology Park, Innovation Cluster, Outstanding Growing Companies, Universities and Related Experts
- **Event concept based on purpose and role of ASPA**
- **Secretariat for International Cooperation**
 - **Sustainable Interregional Cooperation**
- ✓ **Member Organizations for fostering regional industrial technology such as Science Park and Innovation Cluster**
 - **Role for Local Development**
- ✓ **Registered Organization for UN ECOSOC Special Consultative Status**
 - **Contribution to the Local Community**



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Main Program

Sustainable Interregional Cooperation

- Regional Cooperation Forum
 - Presentation on science park's role to support technology development and nurture companies
 - Case presentation by country
 - About 100 participants domestic and overseas
- LEADERS Round Table Meeting
 - Suggestion and discussion of interregional cooperation project
 - Link with ASPA LEADERS Meeting
 - About 80 participants domestic and overseas

Role for Local Development

- Technology, Business Meeting
 - Outstanding growing companies recommended by member organizations
 - 120 companies domestic and overseas
- Participating Companies Exhibition
 - About 100 Outstanding SMEs domestic and overseas
- Presentation on case studies of overseas outstanding venture companies
 - Sharing Growth Cases
 - Encouraging local company cooperation
 - 10 companies from major countries

Contribution to the Local Community

- Invited keynote speech by famous international businessmen
 - For participants, local venture companies, entrepreneurs, Growth know-how, sharing of management philosophy, etc.
- Global Business School
 - Cheer up, Youth!
 - Direct communication between local leaders and people who want to start their business

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Program Schedule

	June 2(Tue) Day 1	June 3(Wed) Day 2			June 4(Thu) Day 3	June 5(Fri) Day 4
09:00 ~ 12:00		Opening			Technology, Business Meeting – Outstanding Companies Exhibition – Presentation on case studies of outstanding companies (Domestic)	Global Business School
		Keynote Speech				
13:00 ~ 17:00	ASPA Board of Directors Meeting	Technology, Business Meeting – Outstanding Companies Exhibition – Presentation on case studies of outstanding companies (Overseas)	Regional Cooperation Forum	Cheer up, Youth!	Round Table Meeting	Technical Tour – Cultural Tour (Optional)
18:00 ~	Welcome Reception	Gala Dinner			Closing	

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How to Operate



Gyeongbuk-do



Organizing Committee

Attracting International Participants

100 participants from 15 countries
Company, Organization
Participants

- ASPA Member Science Park (100 parks from 15 countries)
- Other related organizations (research institute, universities from member countries)
- Cooperating Organization (UN ECOSOC, etc)

Attracting Domestic Participants

200 participants
SMEs venture companies,
Organization participants

- Korea Technopark Promotion Association (18 Technoparks)
- Korea Industrial Complex Corporation, Center for Creative Economy and Innovation, INNOPOLIS Foundation and other
- Kyungpook National University, Yeungnam University, other universities

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Keynote Speech

- **Invited speaker**

CEO/representative of the well-known overseas venture company that has grown into a global company



2018 ASPA Annual Conference, Russia

- **Main Speech Contents**

- ✓ Startup Stories and Success Stories
- ✓ Current business direction
- ✓ Future Global Market Forecast and Response Strategies
- ✓ Lessons to venture business entrepreneurs
- ✓ Q & A

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Regional Cooperation Forum

- **Participants**

- ✓ Science Park, Techno Park, Innovation Cluster, Universities and Relevant Organizations,
- ✓ 100 participants domestic and overseas (Overseas 50, Domestic 50)

- **Main Contents**

- ✓ Successful cases and major cooperation by region: About 5 people
- ✓ Presentation on policy and role of each country to support technology development and nurture companies
- ✓ Panel Discussion



2018 ASPA Annual Conference, Russia

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Round Table Meeting

- **Participants**
 - ✓ Science Park, Techno Park, Innovation Cluster, Universities and Relevant Organizations
 - ✓ 100 participants domestic and overseas (Overseas 50, Domestic 50)
- **Main Contents**
 - ✓ Discuss the cooperation methods between major organizations for regional development
 - ✓ Suggestion of joint project
 - ✓ Future agenda for cooperation



2017 ASPA Leaders Meeting, Iran

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Technology, Business Meeting

- **Invited Participants**
 - ✓ Winner companies of ASPA Awards, Companies recommended by member country
 - ✓ Invited 50 buyers and excellent companies from Pan-Asian region (Middle East, Northeast Asia, Southeast Asia etc.)
- **Major Contents**
 - ✓ Drafting case studies of local universities and companies through technological cooperation (technology transfer, commercialization)
 - ✓ Drafting business performance cases through pre-business matching work for local small and medium venture companies
- **Others**
 - ✓ Supporting local businesses by university students through university-industry cooperation



Business Meeting ASIA 2017 in Bangkok

※ Interpretation, exhibition booth management, etc. Link with LINC project

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Global Business School

- **Invited Speakers**

Business management and start-up experts, 1 ~ 2 people

- **Main Lecture Contents**

- ✓ Stories and Success Cases of Global Businesses
- ✓ Business Strategy and Management Structure Improvement
- ✓ Business Development Strategy
- ✓ Q&A



2018 KNU-ASPA Venture Business School, Japan

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Presentation on case studies of Global Venture Companies

- **Participants**

- ✓ Winner companies of ASPA Awards, Companies recommended by member country
- ✓ 10 regional small and medium venture companies selected from Pan-Asian region (Middle East, Northeast Asia, Southeast Asia, etc.)

- **Main Contents**

- ✓ Venture Business Growth Story
- ✓ Risk factors and overcoming cases in the growth process
- ✓ Venture Management Mindset
- ✓ Global market outlook and response strategy of related industry



Business Meeting ASIA 2017 in Kuala Lumpur

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Exhibition

- **Participants**

- ✓ Winner companies of ASPA Awards, Companies recommended by member country
- ✓ Local small and medium venture companies
- ✓ Companies participating in technology & business meeting
- ✓ About 100 booths



Business Meeting ASIA 2015 in Kawasaki



Business Meeting ASIA 2015 in Kawasaki

- **Main Contents**

- ✓ Exhibit booth operation for developed products & services
- ✓ It will be installed in the business meeting venue for the easy access of buyers and participating companies, and will be linked with business meeting effectively.

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Cheer up, Youth! (Side Event)

- **Participants**

- ✓ About 50 people who are preparing to start their business, Start-up company entrepreneurs
 - Cooperation with universities/related organizations by region

- **Main Contents**

- ✓ Invited Performance
- ✓ Lecture of Local Leader : Communication Event for Removing the Image of Conservative Local Leaders
 - Inspiring dreams, successful life and affection for the region
- ✓ Invited Lectures (A well-known young entrepreneurs, artist, etc)
 - Experiences on creative thinking and passionate life
- ✓ Q&A

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Thank you

*Asian Science Park Association
ASPA Secretariat
+82-53-218-4103*