

·Enquiries: Foreign Spokesman, Anthony JUNG, Spokesperson's Office(044-204-7104)

Global Startup Festival “COMEUP 2021” Kicks off **under the theme of “Transformation”**

- COMEUP 2021* will take place from Wednesday, November 17, to Friday, November 19 at the Dongdaemun Design Plaza (DDP) in Seoul to share the excellent traits of the Korean startup ecosystem and provide opportunities for communication and exchanges among startup ecosystems around the world
 - * COMEUP : Global Startup Festival organized by the government of the Republic of Korea with the private sector to promote the ecosystem of startups worldwide and to offer overseas exchange opportunities
- The event will be offline based as a part of living with COVID-19, so called ‘Return to New Normal’
 - ① Conference to view the changes in post COVID-19 market environment
 - The event will provide conferences for 12 sessions reflecting the startup trends and social interest, to focus on the various changes of the world since COVID-19, such as digital transformation
 - ② There will be pitching for 72 “COMEUP Stars,” innovative startups from Korea and foreign countries, and open innovation showcases from 18 global companies including Samsung and Google and so on
 - ③ Other special events include “Challenge! Finding the Best K-Startup” and “Global Startup Day,” biz matching, networking events for old and new startups, and many more to come

The Ministry of SMEs and Startups (Minister KWON < COMEUP Brand Image> Chil-seung, hereafter referred to as “MSS”) stated that COMEUP 2021, a global startup festival, will take place at the Dongdaemun Design Plaza (DDP) in Seoul from Wednesday, November 17, to Friday, November 19.



COMEUP dates back to 2019 when the “Venture and Startup Festival” that focused on Korea was adapted to share the Korean startup ecosystem with the world. In 2020, despite COVID-19, COMEUP was able to become a successful example of an online startup festival.

* Number of visitors to COMEUP 2020: (2019, face-to-face) 21,000 people → (2020, online) 59,000 people

This year, the event will include large-scale global startup events to strengthen communication and exchanges between innovative startups, global investors, and global companies as a part of living with COVID-19, so called ‘Return to New Normal’.

In addition, the slogan (theme) “Meet the Future – Transformation” conveys the hope to provide startups aspiring to become unicorn companies with an opportunity to discuss the changes in the market since the COVID-19 pandemic and prepare for the upcoming future.

(1) Opening Ceremony

The opening ceremony for COMEUP 2021 will be in the order of thematic video, congratulatory remarks, welcoming remarks, round table talks, and visiting startup booths.

First, the thematic video with the title of “The Key Players of the Transformation to Change the World – Startups” kicked off the COMEUP festival.

Next, President MOON Jae-in sent his congratulatory remarks over video in hopes of a successful COMEUP 2021 and to encourage the innovation efforts of the Korean startup ecosystem.

The welcoming remarks from Minister KWON Chil-seung of SMEs and Startups emphasized the importance of the COMEUP festival that has switched to a face-to-face event upon returning back to new normal, with the gradual recovery of normal life.

In addition, he expressed a strong willingness to enable policies to foster innovative startups, such as strengthening the exchanges and cooperation among startups, to continuously spread the Second Venture Boom and passion for innovative startups.

Then, Jigbang CEO AHN Seong-woo, who took part in preparing for the COMEUP Festival for the past year as the Organizing Committee Chairperson, will be the host for the round table talks, to lead an active discussion by six panel speakers* with the theme of “Transformation for Korean Startups.”

* Participants (6): Deputy Minister CHA Jung-hoon from the Ministry of SMEs and Startups, FuturePlay CEO RYU Jung-hui, Bluepoint Partners President LEE Yong-gwan, Bepin Global CEO LEE Hanjoo, Korea Startup Forum Executive Director CHOI Sung-jin, / MyRealTrip CEO & Founder LEE Donggun

The video of the opening ceremony will be shown online in real time at the COMEUP website (www.kcomeup.com) and on the COMEUP YouTube channel, and all of the events that will take place for the three days will also be available online.

(2) Major Programs

Major programs for COMEUP 2021 include:

Conferences for 12 sessions reflecting the startup trends and social interest, pitching for “COMEUP Stars,” innovative startups from Korea and foreign countries, and open innovation showcases from global companies.

In addition, there are various other special events including biz matching between startups and investors, and much more.

In particular, the conference will be joined by 84 renowned speakers who are the leaders of the global startup trend for active lectures and panel conversations.

<12 Conference Sessions>

| November 17 (Day 1) | | November 18 (Day 2) | | November 19 (Day 3) | |
|---------------------|---------------|-----------------------|---------------------------------|-----------------------------|------------------|
| Resources | | Sustainability | | Enrichment | |
| Money | Work | Food | Environment & Energy | Culture & Media | Commerce |
| Property | Social | Health | Space & Mobility | Beauty & Fashion | Education |

72 COMEUP Stars companies, innovative startups that represent COMEUP 2021, will receive practical assistance in attracting investment and promoting their companies by participating in company introductions (IR), biz matching, and booth exhibitions for investors around the world.

Also, the “Open Innovation Showcase” which is new this year, will introduce the directions and detailed strategies of 18 global companies that actively engage in open innovation, such as Samsung and Google, to discover cooperative models between startups and global companies.

Special events of the festival include “Challenge! Finding the Best K-Startup” on Day 1, “Global Startup Day” on Day 2, and “Startup-Large Company Solution Finder Platform Competition” on Day 3.

Day 2’s “Global Startup Day” includes mentoring, pitching, and online booths for participating startups in cooperation with the ASEAN-KOREA Centre and the Korea-Africa Foundation to differentiate COMEUP with global startup festivals currently focused in Europe and North American countries, such as Slush (Finland) and TechCrunch (USA).

There are also other events including biz matching between startups and investors, and networking among new and old startups, to capture the attention of many participants.

Minister KWON Chil-seung stated, “I hope that this event will be an opportunity to encourage creative and talented individuals to take bold action and take on the challenge of founding a startup, and to heavily bring in investment to the startup ecosystem.”

He added, “The MSS will also strive to support creating innovative startup and venture ecosystems so that COMEUP will become the world’s best startup festival.”

- **(Major Programs)** Opening ceremony, Conference, COMEUP Stars pitching, Open Innovation Showcase, Extra events, Special events, etc.
- **Opening Ceremony** (DDP Seoul, Art Hall 1, November 17)

| Time | | Major Event | Note |
|---------------|-----|---|---|
| 10:00 - 10:02 | 2' | ◦ Opening Declaration (Introduction of major guests and event) | · Host: JO Su-bin |
| 10:02 - 10:05 | 3' | ◦ Thematic video (The Key Players of the Transformation to Change the World – Startups) | |
| 10:05 - 10:10 | 5' | ◦ Congratulatory Remarks | · President (video) |
| 10:10 - 10:15 | 5' | ◦ Welcoming Remarks | · KWON (Korean Minister) |
| 10:15 - 10:18 | 3' | ◦ Congratulatory Remarks | · Head of the Trade, Industry, Energy, SMEs, and Startups Committee |
| 10:18 - 10:21 | 3' | ◦ Congratulatory Remarks | · Cedric O (French Minister) |
| 10:21 - 10:23 | 2' | ◦ Congratulatory Message (video) | · Former chairmen of the COMEUP Organizing Committee, etc. |
| 10:23 - 10:50 | 27' | ◦ Round table talks (Topic: Transformation for Korean Startups) | · Representatives (7) of the startup ecosystem |
| 10:50 - 10:52 | 2' | ◦ Photographing | · Major guests |
| 10:52 - 11:00 | 8' | ◦ Visit booths of COMEUP Stars | · Major guests including the Ministers |

* Opening video before the ceremony: Interview video of COMEUP Organizing Committee members, Startup, VC, global companies, and the public, expressing their expectations for COMEUP

- **Major Programs** (DDP Seoul, Art Hall, November 17-19)

| Classification | November 17 (Day 1) | | November 18 (Day 2) | | November 19 (Day 3) | |
|---|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
| | Resources | | Sustainability | | Enrichment | |
| Conference (12 sessions) | Money | Work | Food | Environment & Energy | Culture & Media | Commerce |
| | Property | Social | Health | Space & Mobility | Beauty & Fashion | Education |
| COMEUP Stars (72 pitching) | COMEUP Stars (12 companies) | COMEUP Stars (12 companies) | COMEUP Stars (12 companies) | COMEUP Stars (12 companies) | COMEUP Stars (12 companies) | COMEUP Stars (12 companies) |
| Open Innovation (Showcase from 18 companies) | OI Showcase (6 companies) | | OI Showcase (6 companies) | | OI Showcase (6 companies) | |

* **Conference:** 2 FireSide Chats for each session (1 speaker, 1 host), 1 panel discussion (2 panel members, 1 host)

** **FireSide Chat:** A friendly conversation between one guest and one host in the form of talk shows to answer questions about startups and investing in startups, instead of an official and rigid conversation (talks were presented in a keynote format in 2020)

□ **Extra and Special Events** (DDP Art Hall/International Conference Hall)

| Classification | Name | Date | Major Event |
|-----------------------|--|-------------------------------|---|
| Extra Events | ○ Business Matching | Wed. Nov. 17 -Fri. Nov. 19 | Provide opportunities to attract investment and collaborate with global companies |
| | ○ Break Session (Backstage) | | Organize seven programs including investor seminars |
| Special Events | ○ Challenge! Finding the Best K-Startup | Wed. Nov. 17 | Startup competition among 10 departments |
| | ○ Global Startup Day | Thur. Nov. 18 | Biz matching with global investors |
| | ○ Startup-Large Company Solution Finder Platform Competition | Fri. Nov. 19 | Shared growth program between large companies and startups |

- **(Purpose)** A festival for global startups to provide opportunities for Korean startups to attract investment and enter the foreign market and provide an opportunity for communication and exchanges among members of the startup ecosystem around the world
- **(Date/Venue)** Wednesday, November 17 – Friday, November 19, 2021, Dongdaemun Digital Plaza (DDP), Seoul
- **(Participants)** Members of the startup ecosystems around the world, including startups, VCs, large companies, etc.
- **(Slogan)** Meet the Future–Transformation
 - * Examination of the world as it goes through various changes after COVID-19, including digital transformation
- **(Host/Organizer)** Ministry of SMEs and Startups, COMEUP Organizing Committee / Korea Institute of Startup & Entrepreneurship Development
- **(Major Programs)** Conference (12 sessions), startup pitching and booth exhibitions, open innovation showcase, extra events, special events, etc.
 - **(Conference)** 12 sessions in total with topics of great social interest
 - * Money, Property, Social, Work, Health, Food, Environment & Energy, Space & Mobility, Commerce, Culture & Media, Education, Beauty & Fashion
 - **(COMEUP Stars)** 72 innovative startups to represent COMEUP from all over the world that are given opportunities such as booth exhibitions, global investment biz matching, and networking
 - * A total of 783 companies, 622 from Korea, and 161 from 36 foreign countries, applied (Competition 10.9:1, July 6-August 5) → Total of 72 companies selected, with 56 from Korea and 16 from seven foreign countries → Provided assistance such as mentoring, on-site IR, biz matching, booth exhibitions, etc.

- **(Open Innovation) Showcase that features detailed open innovation strategies** from 18 global companies including Samsung and Google, **and the opportunity to engage in networking with startups**
 - * 18 companies including Samsung Electronics, CJ, GS, Naver, SKT, Hyundai Motors, NVIDIA, Google
- **(Extra Events)** The extra events are expected to create greater results with various programs including **biz matching** between startups and investors or global companies that participated in COMEUP, and **networking** among startups
 - * Seven programs including investor meetings, meetings with past startup founders, investment seminars, and business consultations
- **(Special Events)** Final pitching and awards ceremony for “Challenge! Finding the Best K-Startup” and “Solution Finder Platform Competition,” global startup day, etc.