

Korea and France Look to Deepen Startup Ties at La French Tech Seoul's 10-Year Milestone

A decade after La French Tech first set roots in Seoul, the conversation has shifted – from connection to collaboration.

At the 10th anniversary event held in TIPS Town, Vice Minister Roh Yong-Seok called for a stronger, more active partnership between Korean and French startups – one that goes beyond exchange and toward shared growth.

Launched in 2016, La French Tech Seoul has steadily built a bridge between the two ecosystems. The anniversary event, co-hosted by Business France and La French Tech Mission, brought together around 200 founders, investors, and policymakers – many of whom have been part of the journey.

Among them were Clara Chappaz, Bruno Bonnell, Louis Margueritte, and Julie Huguet.

This year's gathering carried added significance. It comes as Korea and France mark 140 years of diplomatic relations, alongside renewed high-level engagement between the two countries.

But the focus was firmly on what comes next.

Korea is positioning itself as a natural entry point for French startups looking toward Asia – offering not just access, but a structured landing environment. At the same time, Korean startups are being encouraged to step further onto the global stage, supported by overseas platforms such as the K-Startup Centers (KSC), including in Paris.

Vice Minister Roh also pointed to a simple but practical idea: connect what already works. Linking Korea's COMEUP and France's VivaTech could turn global attention into real partnerships – where meetings lead to business, and exposure leads to expansion.

And as this 10-year milestone shows, the Korea-France partnership is moving toward something more durable – where both sides are not just meeting, but building together.

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