



LA
FRENCH TECH
SEOUL

2024



TECH4GOOD 2024

5th EDITION !

<https://www.lafrenchtechseoul.com/>

In partnership with  **FKCCI**
한불상공회의소

WHY TECH4GOOD ?



Recent emergent technological innovations in different fields gave unprecedented opportunities to shape a better world and solve social, economic, and environmental challenges. Our world is hit by an unprecedented global pandemic and inflation crisis that will have lasting social and economic consequences. That is why innovation and global cooperation are now even more crucial.

It is Tech4Good's mission of the Year 2024 to highlight even more that impactful solutions and global cooperation have become a priority!



What's Tech4Good 2024?

Following the successful editions from 2019 to 2023, **La French Tech Seoul** is now organizing the 5th installment of the event in partnership with the French-Korean Chamber of Commerce and Industry (FKCCI). **The Tech4Good Tour 2024** is scheduled to take place from **October 21th to 25th, 2024**.



3.000+
PARTICIPANTS



112.000+
REACH ONLINE
COMMUNICATION



30 COMPANIES
42 DELEGATION
MEMBERS

GOALS & OBJECTIVES



The primary goal of the event is to **introduce the Korean tech startup ecosystem to a delegation of French startups** and facilitate **meaningful exchanges** between the French and Korean tech industries. This initiative will provide a wide array of **activities** and **opportunities** for **collaboration** between the two communities.



Create opportunities for **learning, sharing knowledge, and exchanging best practices** between the French and Korean startup ecosystems. Additionally, facilitate networking between businesses in two countries.



Actively support **impactful actions** that address social, economic, and environmental challenges by mobilizing startups and engaging institutional stakeholders.



Enhance the **visibility** of the French and Korean tech ecosystems and promote recognition and knowledge-sharing among global French Tech Communities.



WHY PARTICIPATING IN TECH4GOOD TOUR?

Over 10 French startups will visit Korea to establish direct connections with local stakeholders such as startups, investors and accelerators. Additionally, they will meet with representatives from the French Tech communities in the Asia-Pacific region to foster collaboration and promote both the French and Korean Tech ecosystems as international, open and attractive hubs. The selection of French startups for this program will be made through a call for applications.



SEMINARS

Let's talk about the key issues within the French and Korean tech ecosystems and share our knowledge and best practices.



FIELD VISIT

Let's check the Korean startup scene, gaining invaluable insights and a deeper understanding of real-world challenges and opportunities.



KES - 2024 TECH4GOOD SUMMIT

Let's discuss about the French Tech and opportunities in Korea through conferences and panel discussions at a major global startup fair in Seoul.



NETWORKING

Let's meet key stakeholders in both the French and Korean startup ecosystems to establish valuable connections.



B2B MEETING

Let's seek tangible business opportunities with potential partners or investors through meetings.



PITCH CONTEST

Let's have a chance to shine by holding a pitch contest to enhance visibility and take rewards for innovative ideas and solutions.



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KEY THEMES

GreenTech, Health Tech, Food Tech & Beauty Tech

ONLINE PROGRAM OF TECH4GOOD TOUR 2024*



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Korea's tech sector

Dive into the fascinating world of tech in Korea, one of the world's most dynamic and innovative markets. This webinar will introduce you to the latest trends, emerging start-ups and tech giants that are shaping the future. Explore the opportunities for collaboration and the secrets of success in this leading tech hub.

Legislation and intellectual property

Navigating the Korean legal landscape can be complex, but is essential for any company wishing to establish itself in this market. This webinar will focus on the crucial aspects of legislation and intellectual property protection in Korea. Learn best practices for securing your innovations and avoiding legal pitfalls, with insights from local expert.

The art of the Korean pitch

Master the art of the Korean pitch, an essential skill for success in the Korean business world. This webinar will teach you how to adapt your presentation to capture the attention of Korean investors and partners. Discover the cultural nuances, specific expectations and effective techniques to make your project stand out and convince your audience.

Pitch Practice & Coaching

This webinar includes a hands-on coaching session where companies will practice their Korean-style sales and investment pitches. Participants will present their adapted pitches and receive personalized feedback, helping them refine their skills. This practical approach aims to boost their ability to effectively engage and convince Korean investors and partners.

When: Between August and October 2024 / 5 webinars sessions program

Where: Online webinars

*Non-contractual - Program subject to modifications

ONSITE PROGRAM OF TECH4GOOD TOUR 2024*



OCTOBER 21TH (MON)	<p>8:00 - 10:00 Introduction speech : Discover the Korean Economy & Business Ecosystem with the FKCCI President David Pierre Jalicon</p> <p>11:00 - 13:00 Visit of Pangyo valley</p> <p>13:00 - 14:00 Lunch</p> <p>14:30 - 16:00 Meeting with the French Tech Ecosystem & Presentation with a Korean governmental institution</p> <p>From 17:00 KES Booth Set-up</p>
OCTOBER 22TH (TUE)	<p>Opening of the KES show, presence at the show all day</p> <p style="text-align: right;">KES 2024</p>
OCTOBER 23TH (WED)	<p>09:00 - 12:00 Workshop on Korean IP</p> <p>12:00 - 13:00 Lunch</p> <p>13:00 - 16:00 Meetings with potential partners (Tailored Meeting)</p> <p>16:15 - 17:30 Investment Fund pitch</p> <p>18:00 - 22:00 VIP Networking</p> <p style="text-align: right;">KES 2024</p>
OCTOBER 24TH (THU)	<p>Presence at the show all day</p> <p style="text-align: right;">KES 2024</p>
OCTOBER 25TH (FRI)	<p>09:00 - 10:00 VIP Panel <u>TECH4GOOD SUMMIT</u></p> <p>10:00 - 11:00 Round table Green Mobility</p> <p>11:00- 12:00 Round table HealthTech</p> <p>12:00- 13:00 Lunch</p> <p>13:00- 14:00 Round Table Food Tech</p> <p>14:00 - 15:00 Round Table Beauty Tech</p> <p>15:00- 16:30 Pitch Contest</p> <p>17:00 - 17:30 Award ceremony</p> <p>From 19:00 Buffet & Networking Event</p> <p style="text-align: right;">KES 2024</p>

When: October. 21-25, 2024 / One week program

Where: Seoul metropolitan area, Korea

Non-contractual - Program subject to modifications

SPONSORING LEVELS*



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	Bronze 2,000,000 ₩	Silver 3,500,000 ₩	Gold 5,000,000 ₩	Platinum 10,000,000 ₩	Diamond 20,000,000 ₩
Logo on main banner	✓	✓	✓	✓	✓
Logo on E-mailings	✓	✓	✓	✓	✓
Logo on Social Network Posting**	✓	✓	✓	✓	✓
Logo on Website pages	✓	✓	✓	✓	✓
Logo on post-event video**	✓	✓	✓	✓	✓
Quote from sponsor's CEO in PR& webpages	✗	✗	✓	✓	✓
Quote from sponsor's CEO in post-event video	✗	✗	✗	✗	✓
Logo display on all events' banner	✓	✓	✓	✓	✓
Invitations at Tech4Good summit***	✓	✓	✓	✓	✓
Brochure distribution at a chosen part of the program	✗	✗	One time	Two times	Three times
Video display at Tech4Good summit	✗	✗	✓	✓	✓
Presentation time at Tech4Good summit	✗	✗	✗	✓	✓
Free access to all programs	✗	✗	✗	✓	✓

*Price excl. VAT

** On La French Tech Seoul & FKCCI networks

*** Quantity of tickets to be confirmed later on

2022 & 2023 REFERENCES



2022

Offline & Online

- 23 startups
- 42 representatives
- 13 sponsors&partners
- 104,000 reach of online campaign
- 3,000+ participants (all programs included)

VIPS: Mr. François Hollande, former president of the French Republic, Ms. Fleur Pellerin, Founder and Managing Partner of Korelya Capital, Mr. Grégory Boutté, Digital Officer of Kering Group, Mr. Vincent Boulanger, CEO of EDF Renewables Korea

2023

Offline & Online

- 12 startups
- 8 Korean institutions
- 18 sponsors&partners
- 10 000 USD reward value for the 1st pitch contest prize
- 112,000 reach of online campaign
- +47,6% engagement growth on our online campaign
- 1,000+ participants offline only

VIPS: LEE Young, Minister of SMEs and Startups BERTOUX Philippe, Ambassador of France to the Republic of Korea JAMET Marc-Antoine, Cosmetic Valley President & LVMH Secretary MASSON Christophe, Cosmetic Valley General Director HERVY Olivia, Viva Technology Chief Ecosystem Officer LI Philippe, Kim&Chang Foreign Attorney / Vice-President & Honorary Chairman of FKCCI JOO Pierre, Korelya Capital Managing Director Korea



Youtube link: <https://youtu.be/AAsG29rriZY>

LAST YEAR'S SPONSORS & PARTNERS



SPONSORS

DIAMOND

JCDecaux

PLATINUM



GOLD



BRONZE



PARTNERS



PRESS

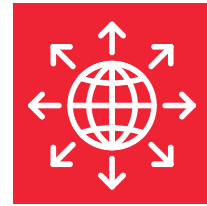


FRENCH TECH
SEOUL

COVERAGE

매일경제

NewsWire



112 000+

REACH ONLINE
COMMUNICATION

M이코노미뉴스

스마투스

경제시무



35

PRESS
ARTICLES

반도체에 관한 모든 것!
All4Chin

metr

AVING Global news network

MADTIMES
Marketing communication @ Digital Times



100

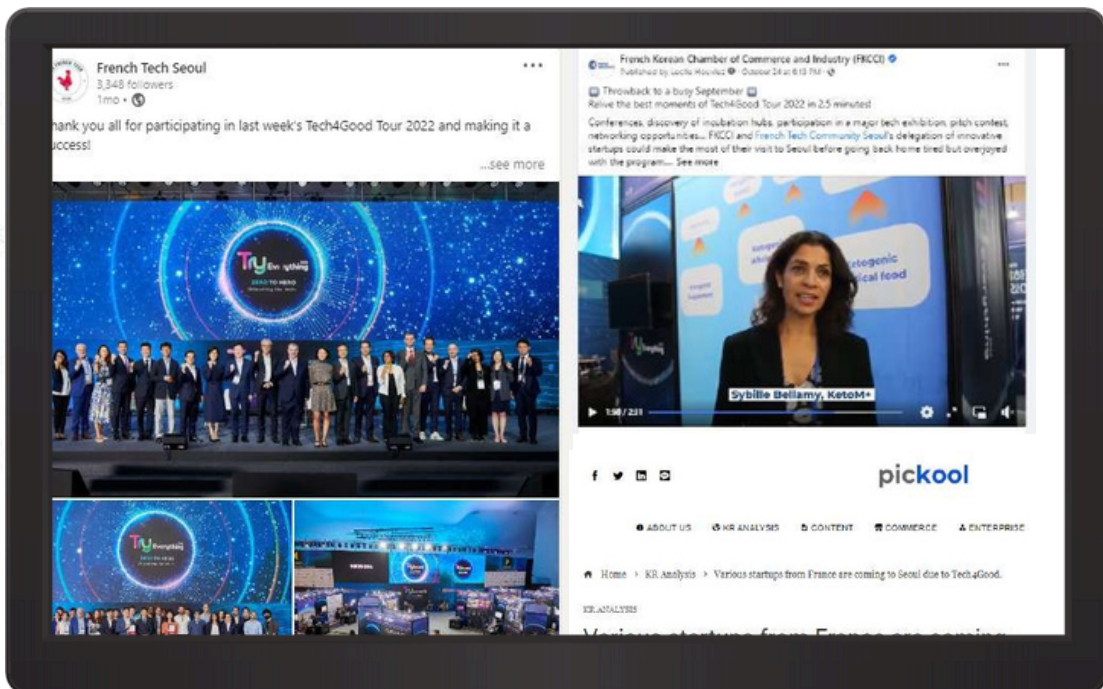
MENTIONS BY
PARTNERS

Platum

The Startup Hub of Korea
VENTURE
SQUARE

AEI

워크투데이



보도자료 배포 뉴스아이어

NewsWire

최신 IT 권광 경제

도시혁신그룹 두
참여

프랑스 스타트업 대표단에
뉴스 제공 도시혁신그룹
2022-09-26 10:00

서울--(뉴스와이어) 2022년 09
대표자 정재욱)는 9월 19일~20
TCS·French Tech Commu
CCI)가 주최한 '테크포스트 투어'
일 밝혔다.

'테크포스트 투어'는 한국과 프랑
고 네트워크를 강화하는 대표적
회했다. 올해에는 프랑스 스타
트업 생태계를 살펴보는 건강
스 기업 간 연결망을 구축하는
에는 필립 르포르 주한 프랑스

Who Are We ?



French Tech Community Seoul

French Tech Community Seoul, officially endorsed by the French Ministry for the Economy and Finance, bridges the French and Korean tech communities and helps to skyrocket tech champions (Hypergrowth) that are a vector of positive change (Tech for Good).

Website: <https://lafrenchtechseoul.com/>

Contact: frenchtechseoul@gmail.com

French-Korean Chamber of Commerce and Industry (FKCCI)

The FKCCI represents the operational team of French Tech Seoul community in the preparation of Tech4Good.

Since 1986, FKCCI is the key player fostering the vibrant business community between France, Korea and beyond. Gathering nearly 5000 business leaders, FKCCI is a non-profit association part of French International CCIs network, providing a wide range of customized services: market study/test, prospection, networking, business center, HR, communication, advocacy.

Website: <https://www.fkcci.com/>

Contact : welcome@fkcci.com

366
Members



33%
Women

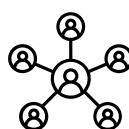


83
Companies



50%
French

450
Members



39k
Followers



119

International Chambers
network





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CONTACT US

French Tech Community Seoul

SuMin PARK, Community Coordinator

frenchtechseoul@gmail.com

Operational team

Mr. Tristan Zuliani Project Manager
t.zuliani@fkcci.com

Mr Sangmin KIM, Project Manager
s.kim@fkcci.com

In partnership
with

