Fast Track Partnership: EU-KOREA

19th Forum on Eco-Innovation, Seoul
27th October 2015
Tae Hui Olive Kim, DeltaTech Korea Ltd.
Contents

Ⅰ Backgrounds

Ⅱ Support Process

Ⅲ Success case with Europe
I. Backgrounds

: International environment

Opportunities Factor

- FTA
- E-Business
- Increased support for export business by government

Threat Factor

- Competitive Market
- Product life cycle reduction
- IPR dispute
I. Backgrounds
: Restriction on SMEs

Marketing
Financial view
Systemic perspective
R&D
I. Backgrounds: Globalization

<Stage 1>
Companies in Domestic Market

<Stage 2>
Export Companies

<Stage 3>
Global Companies

Business strategy

- Dominant position in a domestic area

Overseas marketing

- Entering overseas markets
- Localizing products

Globalization

- Standardized product
- Global production and distribution system

A (Less than a million $)
B (Less than 5 millions $)
C (Less than 50 millions $)
D (More than 1 hundred millions $)
I. Backgrounds

: Deal Structure

*TRL (Technology Readiness Level)

Legend:
- **Technical cooperation**
- **Export Product**

<table>
<thead>
<tr>
<th>TRL 9</th>
<th>TRL 6</th>
<th>TRL 2</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Investment Attraction</strong></td>
<td><strong>Technology foundation</strong></td>
<td><strong>Technique guidance</strong></td>
</tr>
<tr>
<td><strong>OEMs</strong></td>
<td><strong>Performance test</strong></td>
<td><strong>OEM/ODM Production</strong></td>
</tr>
<tr>
<td><strong>Field demonstration test</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Sales Agency</strong></td>
<td><strong>Supplying products</strong></td>
<td><strong>Swap</strong></td>
</tr>
</tbody>
</table>

*Production Capacity

- **No Manufacturing Facilities**
- **Preliminary production**
- **Mass Production**
a network of 160+ quality-certified EU|BICs
Divided into 4 Comprehensive set of support and business opportunities

**EU|BIC Services**
A unique “certification & benchmarking system” for innovation-based incubators, accelerators, clusters etc.

**Projects Lab**
An efficient EU-funded collaborative projects lab crossing multiple sectors and themes, internationally focused with member participation

**International Hub**
An open international networking platform delivering smart take-off and soft landing services

**Networking-as-a-Service**
Opportunities for online and offline networking between members and others via Congress, Techcamp and Special Interest Groups
Training business ability with setting \( \triangle \) Target Nation, \( \triangle \) Goals, \( \triangle \) Type of deals, \( \triangle \) Plan and etc.

Through BICs, finding prospects in target nation

Within a incubation center, business development by \( \triangle \) market research, \( \triangle \) searching business partners, \( \triangle \) exhibition participation

---

### 1st step: Smart Take-Off
Through BICs, finding prospects in target nation

### 2nd step: Networking – EBN Platform
Within a incubation center, business development by \( \triangle \) market research, \( \triangle \) searching business partners, \( \triangle \) exhibition participation

### 3rd step: Soft Landing
Within a incubation center, business development by \( \triangle \) market research, \( \triangle \) searching business partners, \( \triangle \) exhibition participation
II. Support Process
: Enterprise Europe Network

- The world's largest support network for SMEs
- About 600 partner organizations in over 60 countries
One stop shop for SMEs biz

- Find Int'l business partners
- Source new technologies
- Access to funding/Finance
- Matchmaking/Specialized Events

EEN-Korea Ranked 5th place among third countries in 2013
Sponsored by KIAT (Korean institute for advancement of Technology)

Korea consortium organizations:
KITA (Korea International Trade Association), Edresearch and DELTATECH-KOREA Ltd
Ⅱ. Support Process
: Process of EEN service

[EEN Partnership Process]

Promotion

Company Assessment

Profile

Brokerage Event / Company mission

Expression of Interest

Assistance in Negotiation

partnership agreement

[Online Profile]

[Technology Offer/Request]

[Company Profile]

[Offline Matchmaking Event]
### III. Success case with Europe: Technology Transfer

- **Solar Module Manufacturing and Construct production equipment**
- **Rolling technology transfer**
- **USD 90,000 export contract with a Danish corporate**

#### J* (Korea)
- R&D
- Know-how
- Technical documentation
- Exhibition participation

#### DTK (EEN-K)
- Technology offer
- Searching a technology consumer
- Supporting exhibition participation

#### Danish EEN Partner
- Providing consumer’s info.
- Company credit
- Introduce support business
- Exhibition participation

#### G* (Denmark)
- Securing Engineers
- Getting fund support
- Purchasing land to build a factory

#### Data Service
- Advance payment for licensing fee
Contact

DeltaTech Korea Ltd.
Tae Hui Olive Kim

FL 13, KeumKang Penterium IT Tower, 74-2, Dangsan-dong 4(sa)-ga, Yeongdeungpo-gu, Seoul, Korea (150-806)
Seoul, Korea
+82 2 3278 2721
olive@dtk3.com