

WIS WORLD SHOW 2024

2024. 4. 17(Wed) - 19(Fri), Hall A,C

SHOW GUIDE

Concurrent Events

ITRC Human Resource Development Festival 2024
2024 ICT Commercialization Festival



WIS 2024 OVERVIEW

Overview

- Show Title** World IT Show 2024(WIS 2024)
- Dates** April 17(Wed) - 19(Fri), 2024 / 10:00-17:00
- Venue** COEX, SEOUL, KOREA
- Slogan** Innovation in Everyday Life, Created by AI
- Hosted by** Ministry of Science and ICT
- Organized by** K I T A THE KOREA ECONOMIC DAILY etnews coex K FAIRS
- Supported by** Ministry of Trade, Industry and Energy GOLD SPONSOR NARWAL

Concurrent Events

- ITRC Human Resource Development Festival 2024
- 2024 ICT Commercialization Festival

Connecting Businesses : Mingling Zone 4.17(Wed)-18(Thu), Hall A

- Providing business and investment connecting opportunities for mutual growth and collaboration among large companies, middle market enterprises and small and medium enterprises

Programs

- Global ICT Trend Insight Conference 2024
- Global ICT Buyer Export Consultation
- Star-up Open Antenna
- WIS New Products & New Technology Presentation
- WIS Innovation Awards
- Korea ImpaCT-ech Awards
- NST Industry-Specific Technology Roadshow

Exhibits



CONCURRENT EVENT

ITRC Human Resource Development Festival 2024

Exhibition of research and education outcome of each technology field to spread the research and education results and promote cooperation in the ICT mater's and doctoral level manpower training project

- Date/Location.** Apr. 17 (Wed) ~ Apr. 19 (Fri), 2024 / COEX 1F, Hall A
- Host/organizer.** Ministry of Science and ICT / Institute of Information & Communications Technology Planning & Evaluation, Information Technology Research Center
- Theme.** Global digital innovation, challenges for the future
- Exhibition details.** Arrangement of exhibition halls by research topic (8 pavilions), cultural events for fun and tour for invited students including those from specialized high schools and science high schools
- (8 pavilions)** ① AI platform and service ② Digital bio-health ③ Immersive SW and content ④ Cloud, security, blockchain ⑤ ICT industry convergence ⑥ Special exhibition hall ⑦ Next-generation intelligence and communication ⑧ Quantum computing and intelligent semiconductor
- (Special exhibition)** ① Soongsil University-AI Security Research Center ② Kyungpook National University-ICT Convergence Research Center
- (Participatory exhibition)** Providing tour and on-site class from participating universities to invited students from specialized high schools, science high schools, etc.
- (Cultural events)** Exhibition hall stamp tour, participation proof event on SNS, giveaway event for participating researchers, etc.
- Scale.** 31 ICT graduate schools nationwide (54 centers, 3,700 master's and doctoral students)

Date	Major event
17 (Wed)	• Opening ceremony (13:30 ~ 14:00) • Entrepreneurship lecture (14:30 ~ 16:00) • ITRC center directors' meeting (16:45 ~ 19:00)
18 (Thu)	• Providing tour and on-site lecture to invited students from high schools and participating universities • Cultural events (Exhibition hall stamp tour, participation proof event on SNS, giveaway event, etc.)
19 (Fri)	• Providing tour and on-site lecture to invited students from high schools and participating universities • Cultural events (Exhibition hall stamp tour, participation proof event on SNS, giveaway event, etc.)



CONCURRENT EVENT

2024 ICT Commercialization Festival

Promoting the commercialization of technologies in the ICT convergence field through the exhibition of ICT R&D research and achievements, sharing of commercialization success stories of small and medium-sized enterprises, and technology exchanges



- Date/location.** Apr. 17 (Wed) ~ Apr. 19 (Fri), 2024 / 10:00~17:00 / COEX Hall A3 (1F)
- Host/organizer.** Ministry of Science and ICT / Institute of Information & Communications Technology Planning & Evaluation and co-organizers
- Theme.** Facing the AX era / OPEN, AX
- Participating organizations.** Electronics and Telecommunications Research Institute (ETRI), Korea Electronics Technology Institute (KETI), Telecommunications Technology Association (TTA), Korea Venture Business Association(KOVA)
- Exhibition details.** ICT R&D research achievements and excellent products in 5 pavilions, technology transfer briefing sessions, and investment business consultation sessions

Program	Major event
Exhibition of excellent products	• A representative event for ICT R&D technology commercialization where excellent technologies resulting from ICT R&D can be exhibited, technology transfer and consultation, and commercialization success stories can be shared in one place (100 booths in total)
Investment business consultation sessions	• Business meetings to attract investment that can generate tangible results (VCs, research institute TLOs, private technology commercialization organizations/companies, demand companies, universities, and others involved in technology transfer)
Technology transfer briefings	• Presentation of R&D results from research institutes (ETRI, KETI) / companies Presentation of promising technologies for commercialization

Program schedule

Date	Time	Program	Venue
17 (Wed)	13:00-14:00	• Opening/Pre-event	Main stage
	14:30-17:00	• Technology transfer briefing	Consultation room
18 (Thu)	10:00-13:00	• Pitching master class to attract investment	Consultation room
	13:00-17:00	• Business counseling meeting to attract investment	Consultation room
19 (Fri)	11:00-17:00	• Technology transfer briefing / Technology presentation (IR method) / Success story presentation	Main stage
	10:30-12:50	• Media Tech Open Lab	Main stage

PROGRAMS

WIS 2024 Global ICT Trend Insight Conference

- Theme.** AI Revolution, Building a Better Tomorrow
- Date/Location.** Apr. 17, 2024 (Wed) 11:00~16:00 / COEX, 3F, Hall C, special stage
- Host/Organizer.** Ministry of Science and ICT / WIS Organizing Committee

Time	Program	Presenter
Keynote Speech		
11:00-11:30	The Changes Brought by Super-sized Generative AI and Our Response Strategies	HA JUNG-WOO Head of the Center for AI Innovation at Naver Cloud
11:30-12:00	Generative AI and AI Semiconductor	PARK SUNG-HYUN representative of Rebellions
12:00-13:10	Break (70')	
[TRACK A]		
13:10-13:30	Kakao Brain's Generative Super-giant Medical AI	BAE WOONG, CHO of KakaoBrain
13:30-13:50	Cross-border Innovation: World's First Nationwide Open RAN 5G Network Led by AI	SON SEUNG-HYUN, CEO of Rakuten Symphony Korea
13:50-14:10	The Evolution of Delivery Market into Robots	HWANG H YUN-KYU, Team Leader of Woowa Brothers Robotics LAB Business Planning Team
14:10-14:30	Global Trends and Collaboration Cases in Leading Technology for Mobility Innovation	KIM YOUNG-JOON, CEO of Pablo Air
14:30-14:40	Break (10')	
[TRACK B]		
14:40-15:00	The Role of On-device AI Era and Qualcomm AI Hub	LEE KYU-JIN, Director of Qualcomm CDMA Technology Korea
15:00-15:20	Requirements and Directions for Combining Generative AI with AI Corporate Value Chains	KIM DAE-SUNG, managing director of LG CNS SINGLEX business
15:20-15:40	Technology and Market of Autonomous Logistics Robots	CHEON HONG-SEOK, CEO of Twinny
15:40-16:00	Advancements in Generative AI and Mainstreaming of 3D Vision Technology	LEE BYUK-SAN, CTO of Entereality

Global ICT Buyer Export Consultation

Hosting 1:1 business consultation meeting between overseas ICT buyers and companies participating in the exhibition

- Date/Location.** 2024. 4. 17(Wed)-18(Thu) 10:00~18:00 / COEX The Platz
- Organizer.** Korea International Trade Association
- Scale.** Over 40 overseas buyers and 120 domestic companies will participate (pre-matched consultations and walk-in consultations for buyers at the exhibition venue)



PROGRAMS

WIS New Products & New Technology Presentation

It is intended to showcase the new products and technologies of participating companies to visitors and investors (FI/SI/M&A) participating in the World IT Show in order to discover new technologies and seek business/technical collaboration partners

- Date/Location.** Apr.18, 2024 (Thu) 11:00 ~ 14:30 / COEX 3F Hall C, Main stage
- Target audience.** Large, small and medium sized enterprises as well as investors in need of sourcing new technologies and seeking business collaborations from promising ICT innovation companies (no entry fee)

Time	Major Content	
11:00 ~ 11:05	OPENING	
11:05 ~ 12:20	• PRESENTATION	
	• Mobile Passport Platform (TripPass)	LORDSYSTEM
	• Conversational AI Assistant Service (PERSONALIVE)	ESTSOFT
12:20 ~ 12:35	• AI-Based Telepresence Platform (BreakOut) and Video Conversation App	HAEDENBRIDGE
	• All-in-One Growth Hacking Optimization Platform (Hackle)	HACKLE
BREAKTIME		
12:35 ~ 13:55	• Real Space-based XR Spatial Computing Service (DSC)	DEEPPINE
	• Waste Sorting Robot (Atron) and Unmanned Robot Resource Recovery Center	AETECH
	• Next-Generation Wireless Power Transmission Solution (Eta-On)	ETA ELECTRONICS
14:10 ~ 14:30	• Ultra-Small Decentralized Storage Data Center Solution (NANODC)	ZETA CUBE
	AWARD CEREMONY	

Star-up Open Antenna

Open innovation talk show to share the excellent business collaboration cases between large, medium sized enterprises and promising innovation companies in the IT sector

- Date/Location.** 2024.4.18(Thu) 15:10 ~ 16:40 / COEX 3F Hall C, Main stage
- Organizer.** Seoul Center for Creative Economy & Innovation

Time	Classification	Program
14:40-15:10	Registration	• Participation registration and seating
15:10-15:20	Event introduction	• Opening and introduction of the Startup Open Antenna Program
15:20-15:50	Part 1: Startup (panel introduction and talk show)	• Visual Camp (CEO PARK JAE-SEUNG) • Wemeet Mobility (CEO KANG KWI-SEON)
	Part 2: Large companies (panel introduction and talk show)	• SK Eclplant, Collaboration Team (Pro LEE JOON-HO) • Hyundai Engineering & Construction, Management Strategy Team (Pro KIM JEONG-HAN) • Hyundai Corporation, Business Development Unit (Pro KIM KWANG-MIN)
16:40	Closing	• Closing

PROGRAMS

KOREA OUTSTANDING ICT COMPANY AWARDS CEREMONY

WIS Innovation Awards

"WIS Innovation Award of the Year" will be given to the most notable product among the technical products exhibited at the WIS 2024

- Host/Organizer.** Ministry of Science and ICT

Category	Classification	Company
Ministry of Science and ICT Award	V-glass Step Up 4 th	VAULT CREATION
	A holographic realistic device that you can enjoy without glasses	FRT ROBOTICS
	Perse Live	MARKETON
WIS organizing committee Award	Mobile Passport Platform (TripPass)	ESTSOFT
	Hair Recommendation Technology with AI Technology (Mirart AI Mirror)	LORDSYSTEM

Korea ImpaCT-ech Awards

Identifying and awarding outstanding companies and individuals with innovative and creative ideas to lead the technological industry of South Korea

- Host/Organizer.** Ministry of Science and ICT
- Supporter.** THE KOREA ECONOMIC DAILY

Category	Classification	Company
A Presidential award	12nm 32Gb DDR5 DRAM	SAMSUNG ELECTRONICS
	2nd Generation 5G MMU Platform	SAMSUNG ELECTRONICS
Ministry of Science and ICT Award	AI Robot Resource Selection Center	AETECH
	Genie TV All-in-One Soundbar	KT
	AI Media Studio	SKTELECOM
Korea Association for ICT Promotion Award	Development of a senior-focused exercise management platform for disease prevention and management	MYBENEFIT
	Solution for detecting ID forgery	POSKUBE
The Korea Economic Daily Award	Real-time multilingual speech recognition technology without language selection	ETRI
	SSMSAI, a smart safety integrated management system	SMARTINSIDE AI

Mingling Zone : Business Connecting

Providing 1:1 connecting services for promising innovative companies participating in the World IT Show and large, medium, and small enterprises, as well as investment firms for business collaboration and investment partnerships

- Date/Location.** 2024.4.17(Wed)-18(Thu) / COEX 1F Hall A, Mingling Zone

Category	Partnership cooperation connecting	Investment connecting
Introduction	Providing business connecting services for mutual cooperation between promising innovative enterprises and large, medium, and small enterprises	Providing investment connecting services between investment firms and promising innovative enterprises based on each stage of investment level
Business item	Venture into new markets, barter, collaboration, strategic investment, content partnership, strategic partnership, marketing partnership, technology partnership, joint promotions, etc.	Strategic investment (SI), Financial investment (FI), M&A, etc.

PROGRAMS

Envisioning the future of ICT society with public technology! NST Industry-Specific Technology Roadshow

Discovering and selecting key technologies from the national strategic technology to promote the latest public technology to ICT companies and create a platform for technology sharing and utilization

- Date/location.** 2024.4.17(Wed) / COEX 3F Conference room 307
- Host.** National Research Council of Science & Technology
- Organizer.** Joint marketing office(WIPS Co.Ltd)

Technology	Schedule					
	14:00-14:20	14:20-14:40	14:40-15:00	15:00-15:20	15:20-15:40	15:40-16:00
Industrial Control System Cyber Security Testing Technology (National Security Research Institute / Dr. CHO YOUNG-JOON)	Presentation			Consultation		
Artificial Intelligence-based Cyber Threat Information Automatic Analysis Technology (Korea Institute of Science and Technology Information / Dr. SONG JOONG-SEOK)	Consultation	Presentation			Consultation	
Smart Farm ICT Wireless Sensor (Korea Institute of Industrial Technology / Dr. YANG SEONG-HWAN)		Consultation	Presentation		Consultation	
Multi-functional Sensor and Finger for Soft Gripper Using it (Korea Institute of Industrial Technology / Dr. CHOI MYEONG-SOO)		Consultation		Presentation		Consultation
Robot and Control Device Capable of Performing Hazardous Tasks in Place of Humans (Korea Atomic Energy Research Institute / Dr. PARK JONG-WON)			Consultation		Presentation	Consultation
High-efficiency Memory Expansion Technology for Giant AI Application Execution (Electronics and Telecommunications Research Institute / Dr. KO KWANG-WON)			Consultation			Presentation



