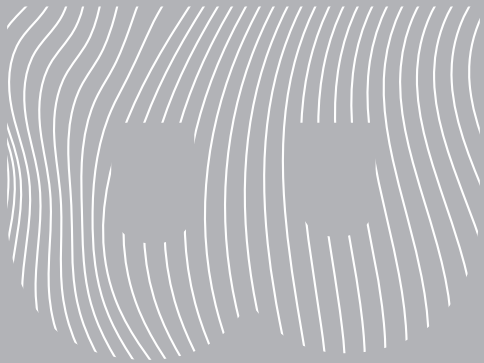


BUSAN
IT INDUSTRY
PROMOTION
AGENCY

www.busanit.or.kr



Busan IT Industry
Promotion Agency

An organization leading IT and CT Industries that open the Fourth Industrial Revolution and the future of content

Busan IT Industry Promotion Agency

The Busan IT Industry Promotion Agency (BIPA) is a Busan funded agency established to foster and support the Information and Communications (IT) and cultural contents (CT) industries in the region.

Since its establishment in 2002, it has carried out various support projects such as policy of IT and CT industries in the region, technology innovation and professional personnel training etc.

BIPA tries to contribute to the revitalization of local economy by intensively fostering and supporting the IT and SW convergence industry and the cultural contents industry, which are next generation growth engine businesses.

In addition, we will make every effort to open the future of the smart city Busan by systematically preparing for future industries such as Block Chain, IoT, Big data and AI.

Thank you.

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WHERE WE GO

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Main History

“ The history of the Busan IT Industry Promotion Agency is the history of information and communications, cultural contents industry. ”

2002~2011

- 2002.07.**
Established Busan IT Industry Promotion Agency
- 2008.12.**
Opened Busan Internet Culture Center
- 2011.02.**
Opened Busan Mobile App Center
- 2011.06.**
Opened Southeast Software Quality Innovation Center



2014

- 2014.10.**
Opened SW Convergence Cluster Centum Center
- 2014.12.**
Opened Content Korea Lab Busan



2015

- 2015.08.**
Opened Southeast Information Security Support Center
- 2015.09.**
Opened Busan Global Game Center
- Opened IOT Global Smart City Campus
- 2015.11.**
Opened Music Lab Busan



2018

- 2018.12.**
Opened VRAR Production Base Center



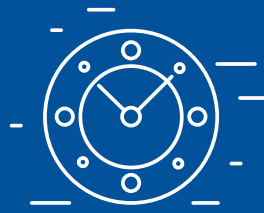
2017

- 2017.03.**
Opened Busan VR-AR Convergence Center
- 2017.08.**
Opened Busan Global Webtoon Center
- 2017.09.**
Opened Busan Smart City Exhibition Hall



2012

- 2012.02.**
Opened Busan Game Over-immersion Counseling Treatment Center
- 2012.04.**
Opened Busan Cultural Content Complex
- 2012.05.**
Opened One-person Creative Company Business Center
- 2012.06.**
Opened Metropolitan Marketing Support Center
- 2012.11.**
Opened Global Data Hub Development Center



2013

- 2013.05.**
Opened Busan Copyright Service Center

2016



- 2016.08.**
Opened Virtual Reality Enterprise Support Center
- 2016.08.**
Opened Busan Smart Venture Campus
- 2016.11.**
Opened Amazon-Busan Cloud Innovation Center

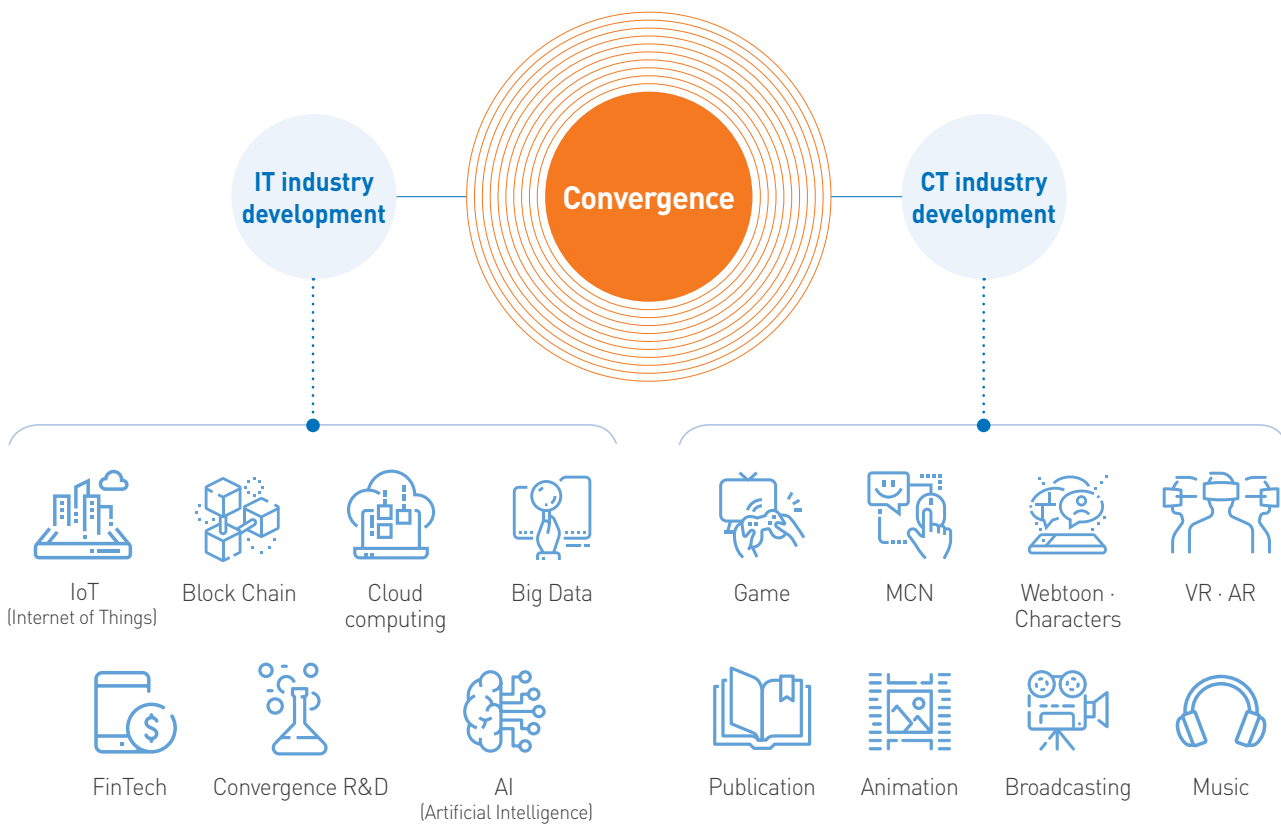
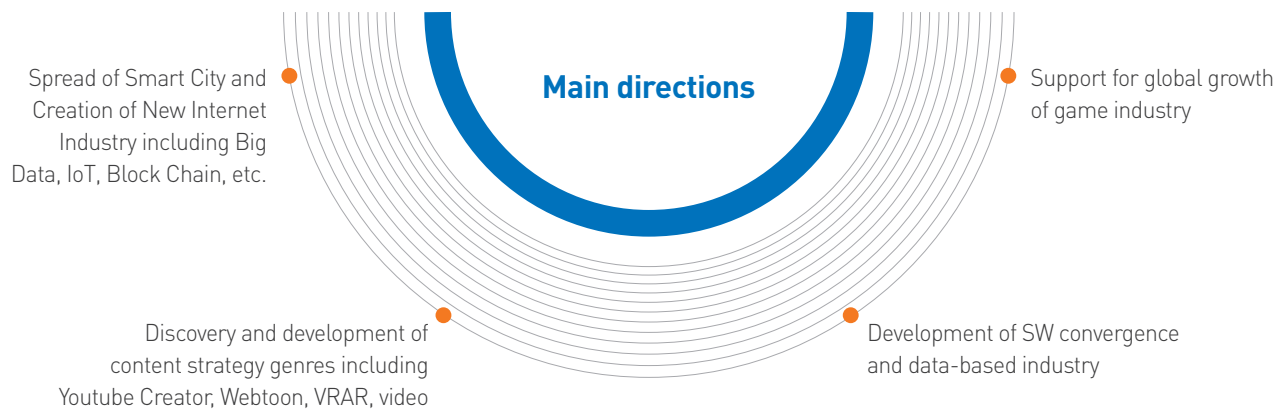


Vision and Goals

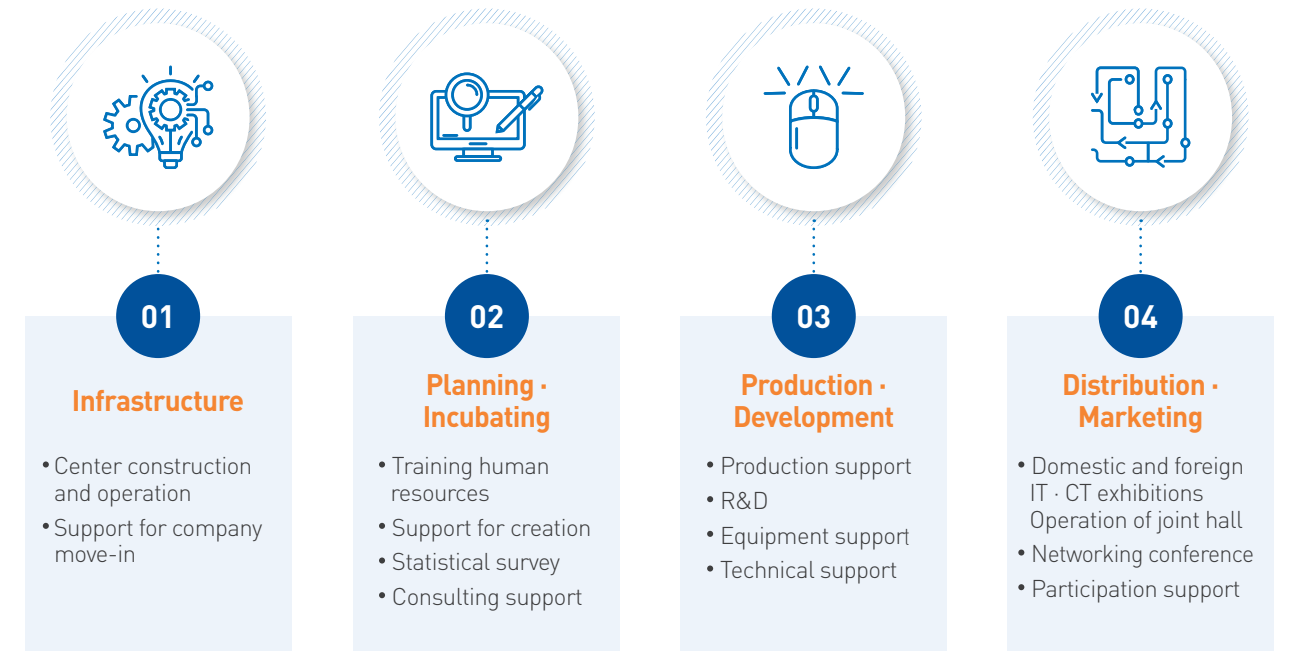
“We will open the future of smart city Busan with citizens”

MISSION Construction of Busan, the Northeast Asian ocean capital where citizens are happy

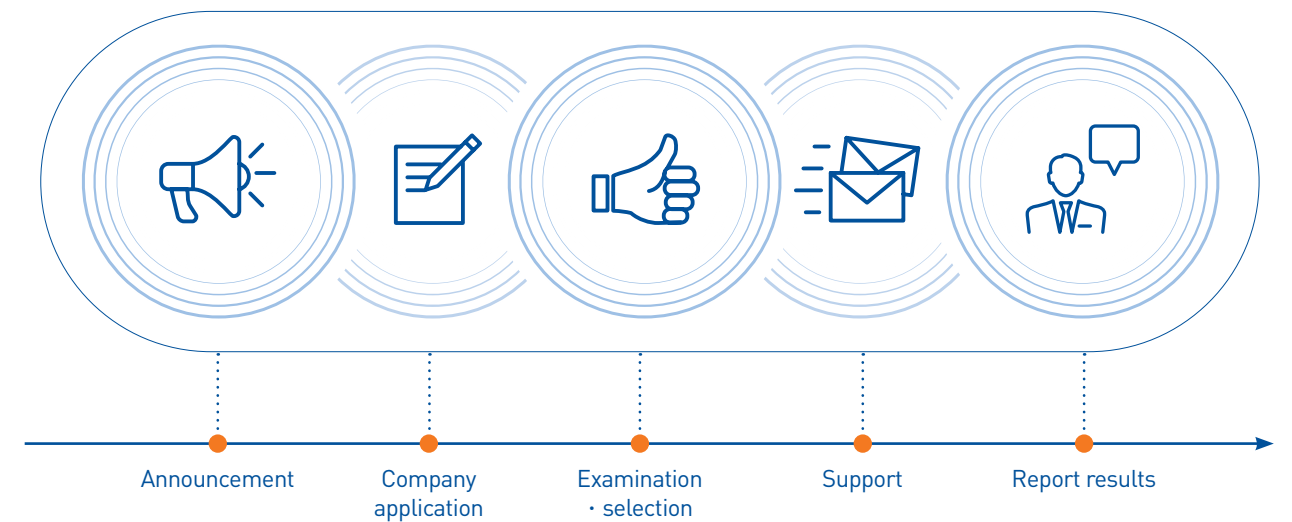
VISION A promotion agency leading the Fourth Industrial Revolution



Details of Main Support



Support process



Major Project

01

Development of New Internet Industry and Creation of Smart City

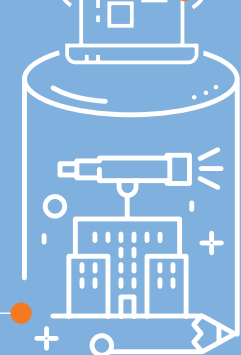
- Operation of IoT-based Smart City Platform
- Development of Busan Eco Delta City-centered solution
- Development of Cloud Start-up
- Fintech Block Chain-based technology financing Cluster research and planning



02

Support for IT convergence and Data activation

- Activation of data trading and discovery of data sales and processing companies
- Construction of data-based industrial ecosystem by upgrading SW convergence cluster
- Strengthening quality competitiveness of SW industry
- Promotion of local information protection industry



03

Training digital creative talents and start-up support

- Development of human resources in local ICT industry strategy field
- Support for founder commercialization in the knowledge service field
- Activation of local SW industry's global advancement
- Development of creative talents customized to cultural content demand



04

Creation of content industry base and activation of creation·production

- Creation of local Webtoon creation base and activation of local artist-centered creation Support for next generation VR technology-based growth
- Attraction of content offshore companies and agglomeration of companies
- Discovery of promising contents and development of star contents
- Discovery and development of strategic genre contents such as Youtube Creator and Board Games
- Support for Busan music industry and local musicians' creation, performance and public relations

05

Support for global growth of game industry

- Promotion of regional based game companies and indie game industry
- International Game Exhibition G-STAR
- Spread of life friendly e-sports

06

Creation of healthy information culture

- Creation of healthy Internet culture through education and alternative activities
- Elimination of game adverse effects by supporting game over-immersion treatment and counseling·education

01

Development of New Internet Industry and Creation of Smart City

We are creating a smart city ecosystem by operating an IoT-based smart city platform and discovering services. With a focus on Busan Eco Delta City, we are also developing various solutions and supporting domestic and overseas demonstrations. In addition, we are activating relevant industries by fostering cloud startups and working on the research and planning of Fintech · Block Chain-based technology financing cluster creation.



Smart City

- Discovery of smart city services
- Operation of Busan Smart City Exhibition Hall
- Attraction of Smart City companies
- Discovery of new business models



Cloud

- Cloud manpower training
- Cloud Expo
- Startup development & environment · Consulting support



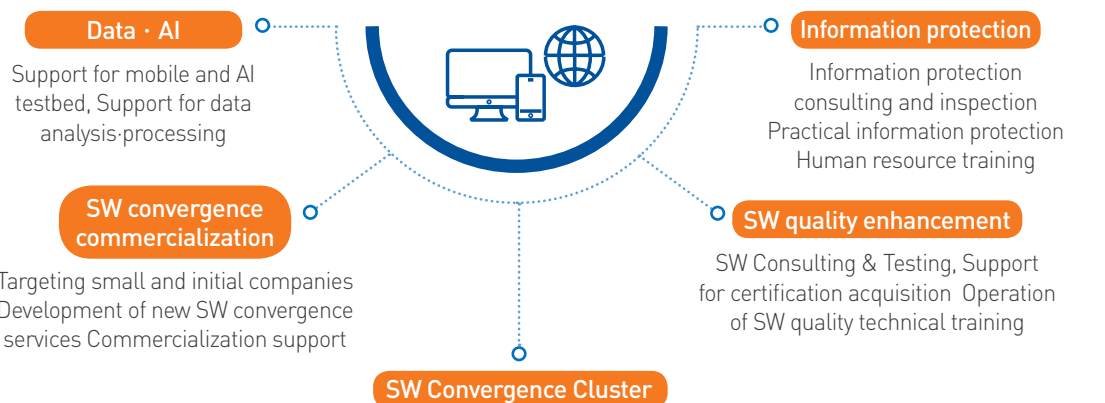
Fintech · Block Chain

- Infrastructure construction planning
- Creation of Block Chain ecosystem
- Creation of R&D base
- Research on establishment of company support system

02

Support for IT convergence and Data activation

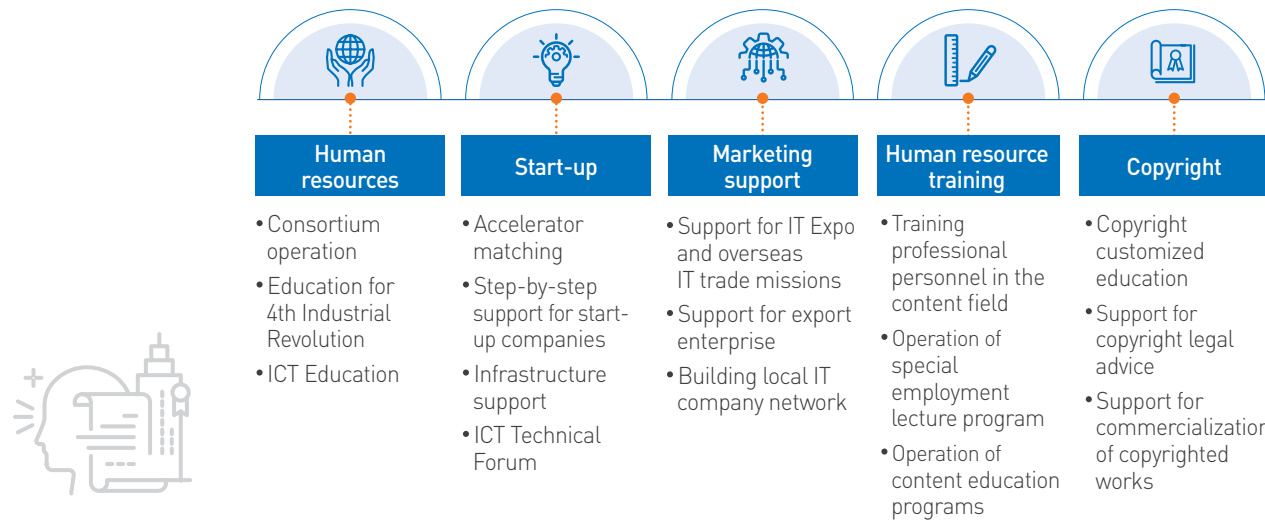
We are steadily activating data trading and discovering data sales and processing companies. We will build a data-based industrial ecosystem by upgrading the SW convergence cluster. In addition, we are strengthening support for startups and preliminary entrepreneurs, as well as information security consulting and human resource training through the open development room and test bed operation.



Construction of big data based smart logistics business platform, Service development and commercialization, corporate development and human resource training, Industry-university related network

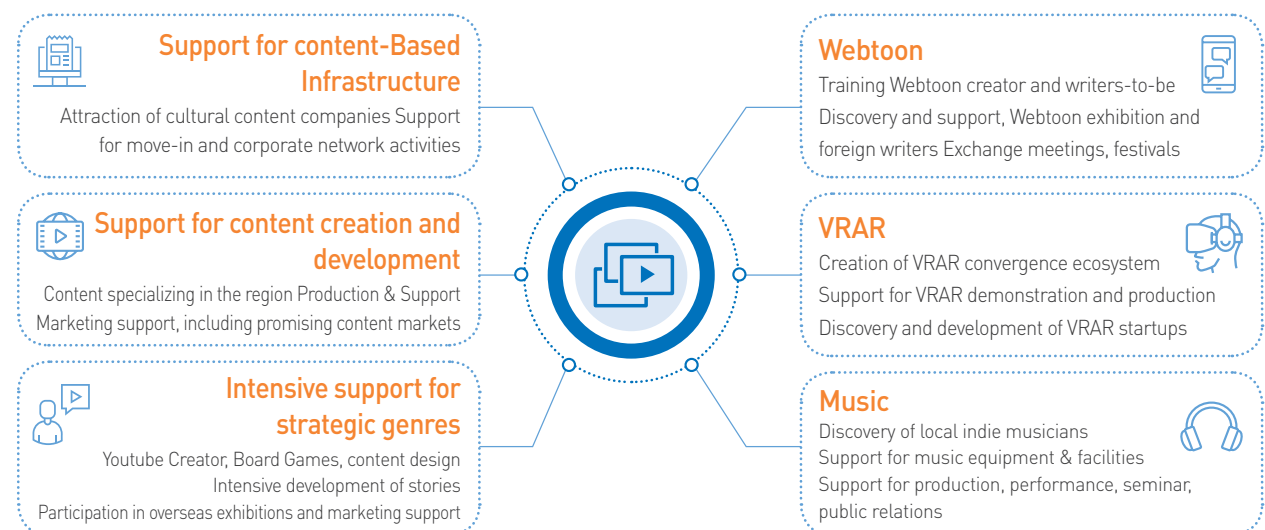
03 Training digital creative talents and start-up support

We are developing human resources by operating demand customized education programs for the 4th Industrial Revolution and Information Technology and supporting the commercialization of founders in the knowledge service sector. In addition, we are promoting global advancement in the local SW industry and training experts in the field of contents such as games, video and animation.



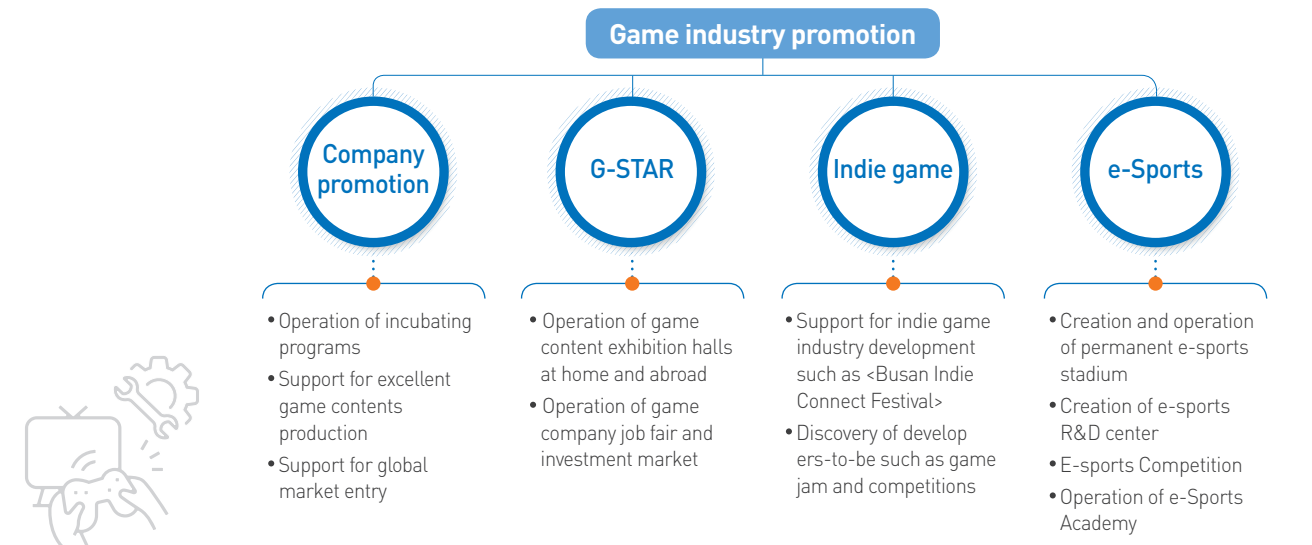
04 Creation of content industry base and activation of creation·production

We are mainly fostering and supporting strategy genres such as Webtoon, VR·AR, music, and Youtube Creator (MCN) so that they will be reborn as new growth industries through infrastructure, planning, production, development, and marketing support. In addition, we are intensively supporting excellent contents through the development support of star projects and local specialized content, while also striving to train human resources and support education and technology in the content field.



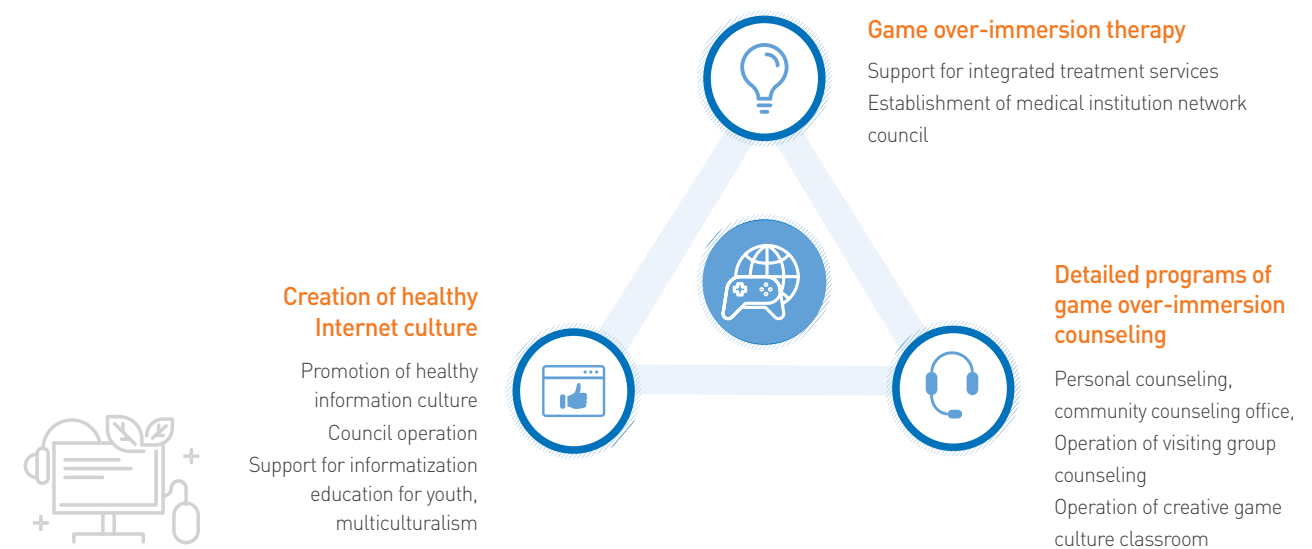
05 Support for global growth of game industry

We are supporting the development of the local game industry such as startup incubating and discovery of excellent games. We are also enhancing the brand image of the game city Busan by holding the international game exhibition G-STAR and Busan Indie Connect (BIC) festival. In addition, we are striving to expand the base and promote the local e-sports culture industry by creating permanent e-sports stadiums and holding various e-sports competitions.



06 Creation of healthy information culture

The Information Culture Center is leading the creation of healthy culture through education and alternative activities to prevent and resolve informatization adverse effects. In addition, the Game Over-Immersion Counseling Treatment Center is to eliminate game adverse effects and create a sound game culture through game over-immersion counseling · treatment and activation of alternative activities.





**Busan IT Industry
Promotion Agency**

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