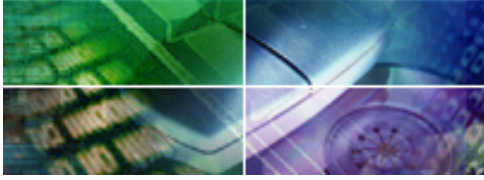


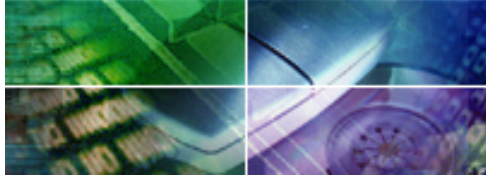
# Innovation & Incubation as Future Drivers of Growth in Korea

June 2008

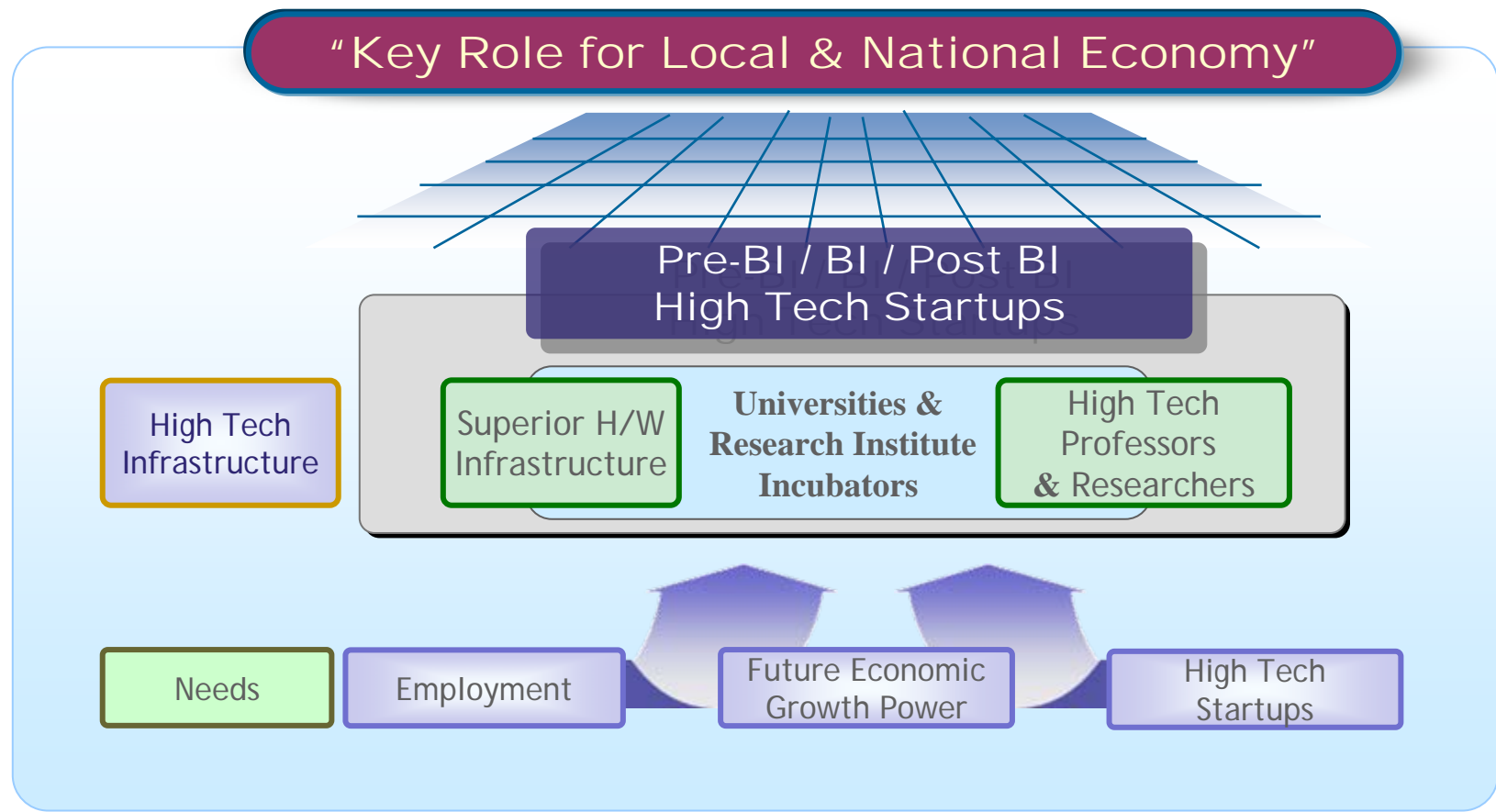


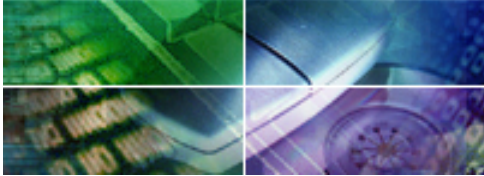
## Contents

- I. Purpose of Business Incubation in KOREA
- II. Outcomes from BI Area
- III. What KOBIA does
- IV. SWOT Analysis on KOBIA's Network



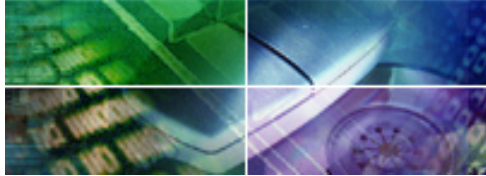
# I. Purpose of Business Incubation in KOREA





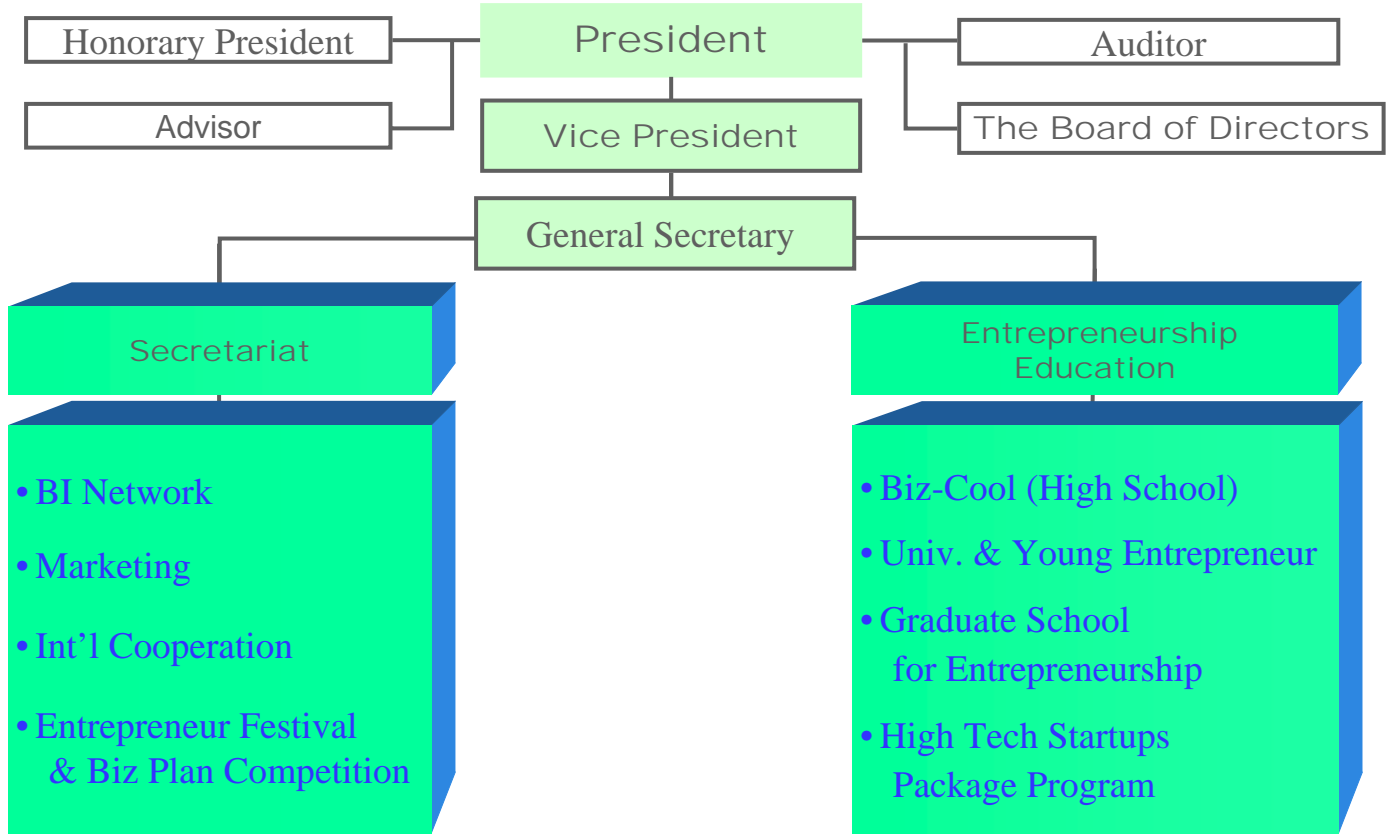
## II. Outcomes from BI Area

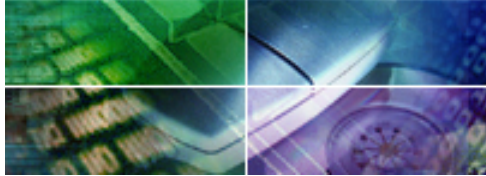
	2005	2006	2007
Incubators	274	267	269
Tenants	4,131	4,330	4,441
Graduates	4,247	5,350	5,780
Total Sales	\$16billion	\$20billion	\$23billion
Employees	21,370	22,538	23,000



### III. What KOBIA does

#### Organization



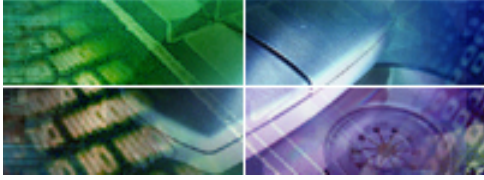


### III. What KOBIA does

#### Current Projects

##### Increase of Success Rates

Program	Contents
• Education for Managers	Program for Certificate of Business Incubation Manager
• Education for Tenants	Entrepreneurship program for CEO
• Marketing	On-Line & Off-Line Marketing Support Program
• Public Relations	Media, Community & Related Activities
• Exhibitions Support	Local/Overseas Exhibition Support Program with Buyers & MD's
• International Network	AABI, NBIA, GBIN, etc.



### III. What KOBIA does

#### Future Projects

##### Policy

- Support Univ. & Research Institutes to Set up Profit Organization for Technology Commercialization
- Coupon Consulting System for Tenants

##### Business

- Expansion of the Role of Incubators
- Development of various Marketing Support Program

##### Education

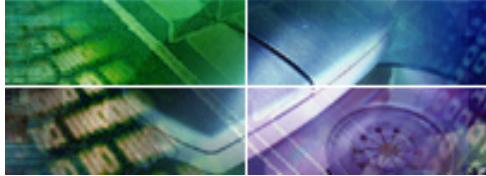
- Increase of Regular Entrepreneurship Credit Courses through Universities
- Establishment of Manager Coaching Center

##### Int'l Networks

- AABI 13<sup>th</sup> General Assembly and International Conference
- Overseas Marketing

##### Publicity

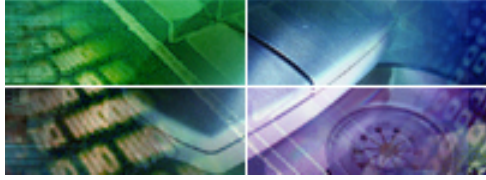
- On-line publicity
- Development of Possible Media Tools



## IV. SWOT Analysis on KOBIA's Network

Strength	Weakness
<ul style="list-style-type: none"> <li>•KOBIA :269 BI's on University Campuses &amp; Research Institutes</li> <li>•Directors : Professors &amp; Researchers of Technology &amp; Management</li> <li>•Managers : 500 Tech. &amp; Mgmt Managers</li> </ul>	<ul style="list-style-type: none"> <li>•KOBIA : Shortage of R&amp;D Staffs</li> <li>•Directors : Temporary Position at Universities</li> <li>•Managers : Lack of Experience &amp; Knowledge in the area</li> </ul>
<ul style="list-style-type: none"> <li>•KOBIA : Recognition of Role of Incubators and Government Policy</li> <li>•Directors : Core of Industry-Academia Cooperation</li> <li>•Managers : New Professional Job</li> </ul>	<ul style="list-style-type: none"> <li>•KOBIA : Delay Outcomes from Newly borned Companies</li> <li>•Directors : Difficulties by Dual Position of Professors</li> <li>•Managers : Poor Employment Conditions</li> </ul>
Opportunity	Threat





# The Entrepreneur Festival Korea 2008

Venue

Indian Hall, COEX, Seoul, Korea

Date

Oct 31<sup>st</sup> (Fri) ~ Nov 2<sup>nd</sup> (Sun), 2008

Program

- **'Ten years' Incubation History in Korea'**
- Awards for Tenants, Institutes and Staffs

● Slogan : **"Business Incubation! Future Economic Growth Power"**

● AABI the 13<sup>th</sup> General Assembly & International Conference



**Thank YOU !**

**Business Incubation !**

**“Future Economic Growth Power”**