

Digital Convergence
Top Frontier
To Expand BUSAN

BIPA
Busan IT Industry
Promotion Agency

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20th ANNIVERSARY 2002-2022

Celebrating over 20 years since its establishment, the Busan IT Industry Promotion Agency is now energetically racing towards a new future in the digital era.

With two decades of impactful contributions to Busan's information communication and content industries, the Busan IT Industry Promotion Agency is now energized to pursue a dynamic resurgence.

Despite challenges, we are resolute in expanding support for local businesses and citizens. As a pioneer in digital convergence and expansion, our agency ushers in a new era of bold endeavors and groundbreaking innovation.

The Busan IT Industry Promotion Agency is creating a 'digital new industry city', Busan, where both local businesses and citizens can explore and thrive in the new digital world together.

Willing to Venture

With an unwavering pioneering spirit, the Busan IT Industry Promotion Agency fearlessly embarked on groundbreaking challenges, forging a path into unexplored frontiers.

Successfully Hosted the Inaugural Mid-Season Invitational (MSI) of League of Legends in Busan(May 10 to 29, 2022)

By hosting the esteemed League of Legends Mid-Season Invitational (MSI) 2022 as the first-ever host in the country, Busan captivated a global viewership of over 2 million, leaving a lasting impression on Esports enthusiasts and establishing itself as a prominent city in the industry.



The Best Digital Growth Partner

In the digital era, where leveraging technologies such as AI, big data, and cloud is not just a means to enhance competitiveness but a necessary survival strategy for businesses, the Busan IT Industry Promotion Agency is dedicated to fortifying the competitive edge of local companies. Together, we strive to create a smarter business environment.



Making a Difference

By leveraging digital technology and content, the Busan IT Industry Promotion Agency seamlessly integrates into the lives of citizens.

Hosted the Busan Webtoon Festival, a Collaborative Event with Citizens(Oct 27 to 30, 2022)

Each year, the festival invites everyone to partake in a webtoon extravaganza, showcasing Busan's creations to citizens and offering a wide array of interactive programs such as caricature events, art exchanges, webtoon experience zones, and citizen-engaged comic walls.

함께 사용하는
교육실입니다

교육 프로그램 외
설치를 제한하오니
협조부탁드립니다

```
1 // BGA1.cpp : 01 파일에는 'main' 함수가 포함됩니다. 거기서 프로그램 실행
2 //
3
4 #include <iostream>
5
6 int main()
7 {
8     std::cout << "Hello World!\n";
9
10
11     return 0;
12 }
13
14
15
16
17
18
19
20
21
```

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2. [Ctrl+S] 활용 사용하여 소스 제어에 연결합니다.
3. [오류 목록] 활용하여 소스 제어에 연결합니다.
4. [프로젝트] 빌드 출력 및 기타 메시지를 확인합니다.
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6. [오류 목록] 활용하여 오류를 봅니다.

Building a Brighter Future with Digital Talent

In the digital transformation era, the key element that holds utmost importance is "people." By prioritizing top-notch education, comprehensive training, and seamlessly integrating them into the digital ecosystem of the local industry, we pave the way for the emergence of excellent job opportunities. Together, we shape Busan into a city of "opportunity and talent."

GROWTH

From the IT and CT industries
to all sectors



**Digital is
everywhere.**

At the Promotion Agency,
a future holds a new chapter,
unlike anything we have witnessed before.

EXPAND

MISSION

Driving digital industry development for regional economic growth in Busan

VISION

Digital Convergence Top Frontier to Expand Busan

Pioneering digital convergence and expansion for Busan's growth

CORE VALUES

Mutual Growth

Cultivating partnership values through active engagement and shared progress with our customers

Expertise and Innovation

Driving proactive and innovative initiatives across all areas of our operations

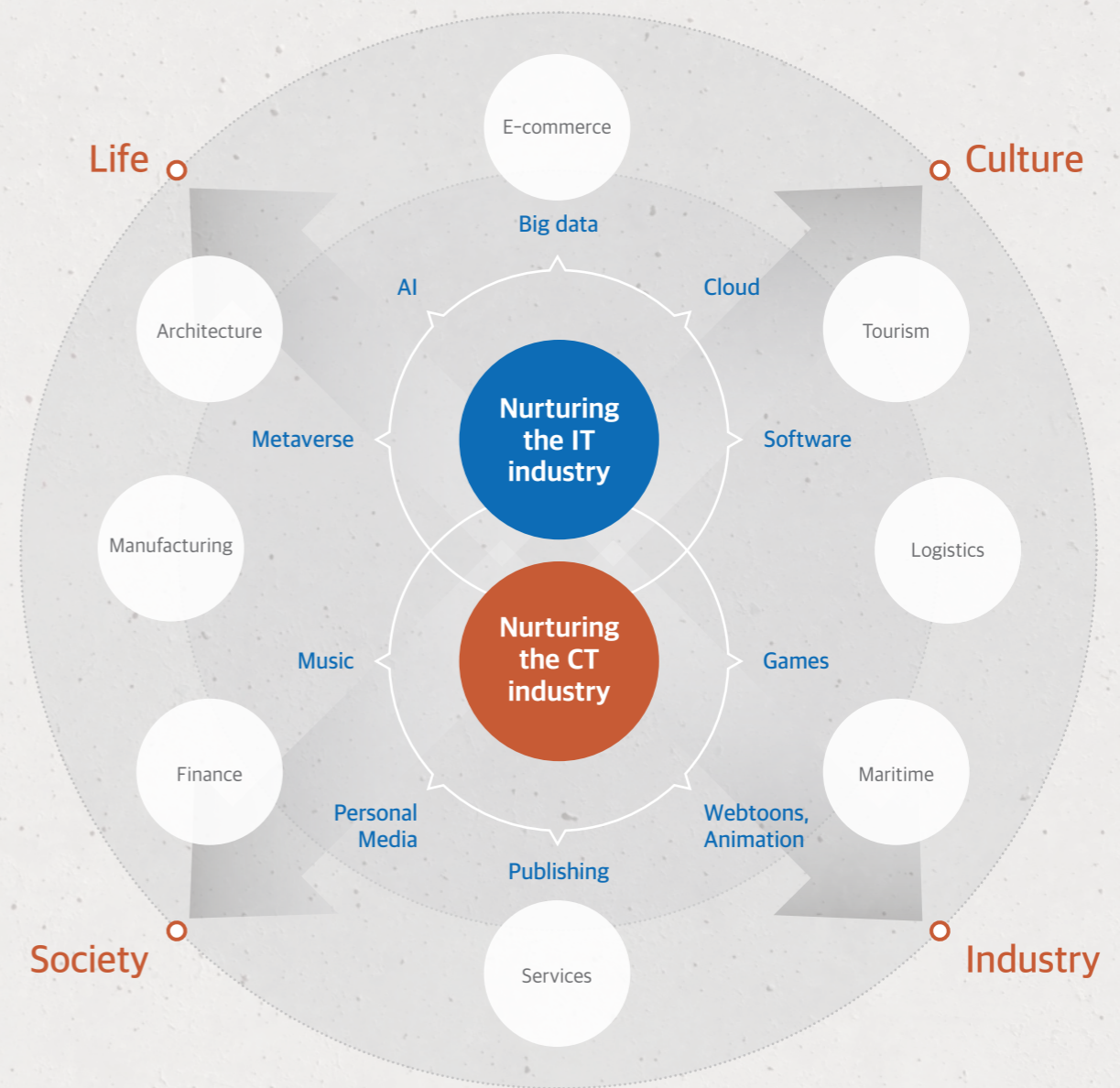
Communication

Meeting customer needs and ensuring satisfaction through tailored support programs

Integrity and Fairness

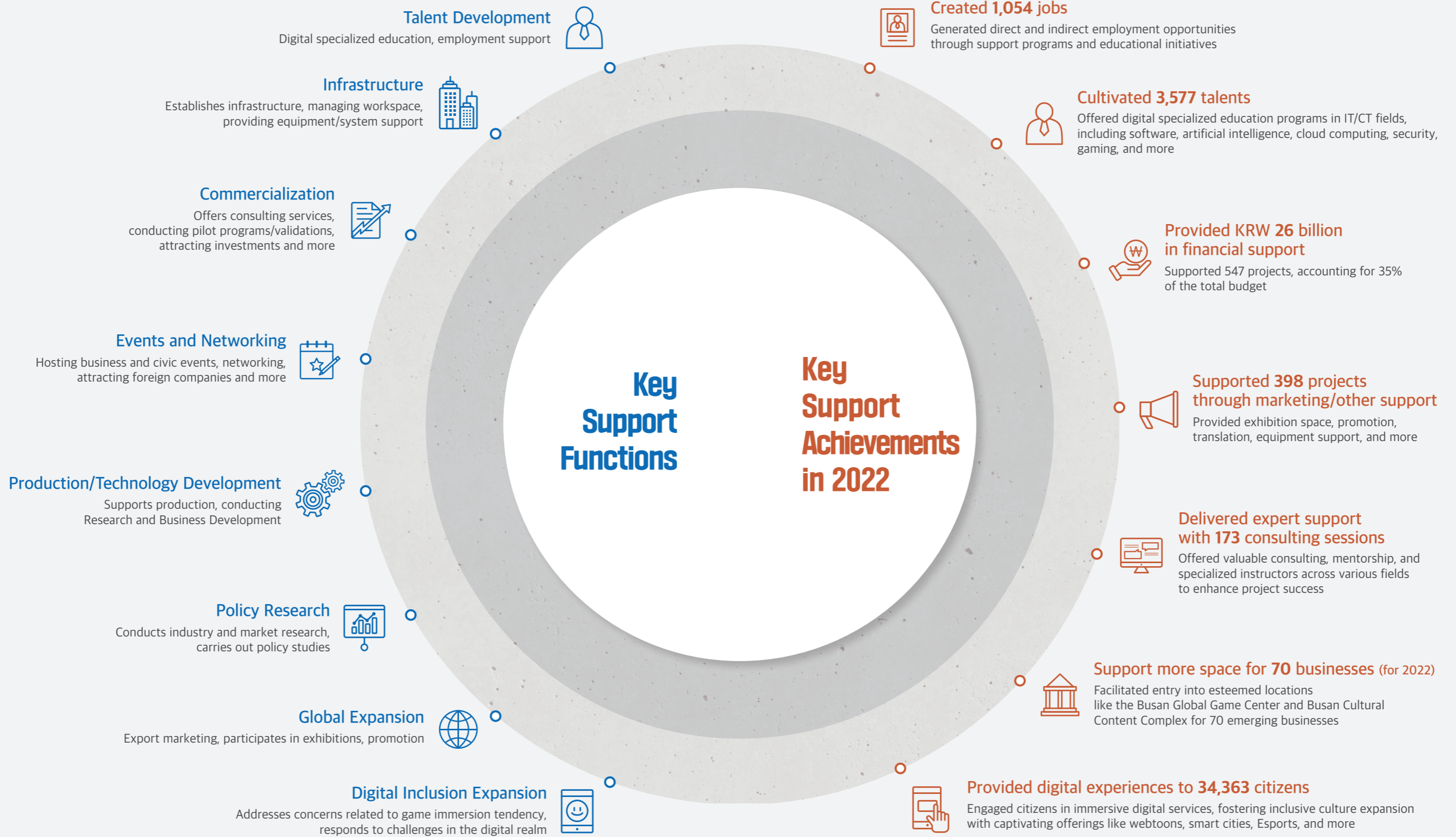
Ensuring fair implementation of support programs and fostering a culture of integrity

Digital convergence fuels growth and drives competitiveness across all industries today.



With digital convergence opening doors to new opportunities,
the Busan IT Industry Promotion Agency connects us all.

The Busan IT Industry Promotion Agency operates a diverse range of support programs across the entire digital industry ecosystem.



2002-2009

“Taking the First Steps”

- 2002. 07. Registration of the Busan IT Industry Promotion Agency
- 2002. 10. Inauguration of the first president, Mr. Jang, Se Taek
- 2003. 01. Opening ceremony of the Busan IT Industry Promotion Agency



- 2004. 10. Inauguration of the 2nd-4th president, Mr. Kim, Gyu Cheol
- 2005. 09. First ‘IT Expo Busan’ held



- 2008. 12. Opening of the Busan Internet Culture Center



- 2009. 11. First Global Game Exhibition, G-STAR



2010-2014

“Expanding Business For Various Fields”

- 2010. 10. Inauguration of the 5th-7th president, Mr. Seo, Tae Gun
- 2011. 02. Opening of the Busan AI Support Center



- 2011. 06. Opening of the Software Quality Innovation Center in the southeastern region
- 2011. 10. Achievement of 1st place in the 3rd National President’s Cup Amateur Esports Competition



- 2012. 02. Opening of the Busan Game Clinic
- 2012. 04. Opening of the Busan Cultural Content Complex



- 2014. 10. Opening of the Software Convergence Cluster Centum Center
- 2014. 12. Opening of the Content Korea Lab Busan

2015-2019

“Laying the Foundation for an Industrial Ecosystem”

- 2015. 08. Opening of the Dongnam Information Security Service Center
- 2015. 09. Opening of the Busan Global Game Center



- 2015. 11. Opening of the Music Lab Busan

- 2016. 11. Opening of the Busan Cloud Innovation Center powered by AWS (world’s first)



- 2017. 08. Opening of the Busan Global Webtoon Center
- 2017. 09. Opening of the Busan Smart City Experience Center
- 2017. 11. Commendation from the President for Contribution to Activating Knowledge Services
- 2018. 10. Inauguration of the 8th president, Ms. Lee, In Suk

2020-Present

“Transitioning Business Paradigms in the Digital Era”

- 2020. 10. Selected as an Excellent Local Public Institution for Innovation by the Ministry of the Interior and Safety

- 2020. 11. Opening of the Esports BUSAN ARENA



- 2021. 07. Opening of the ASEAN-ROK ICT Convergence Village



- 2021. 11. Inauguration of the 9th director, Mr. Jeong Mun-seob

- 2022. 04. Opening of the Kakao Enterprise Cloud Innovation Center

- 2022. 07. Opening of the ICT NewWorkSpace

- 2022. 10. Opening of the Busan Digital Innovation Academy



- 2023. 03. Accreditation as a Certified Testing Institution by the Korea Laboratory Accreditation Scheme (KOLAS)

Embarking on a path of continuous challenges and innovation, the Busan IT Industry Promotion Agency has made an impressive mark over the past 20 years

With two decades of experience, we stand ready to forge a new era of ambitious endeavors and expansion on a global scale.

For startups, local businesses, and creators, we have consolidated digital innovation infrastructure as an ICT convergence hub spanning various industries, including Esports, virtual convergence technology, cloud, and information security. This comprehensive approach extends across the entire Busan region.

Digital Hub in West Busan

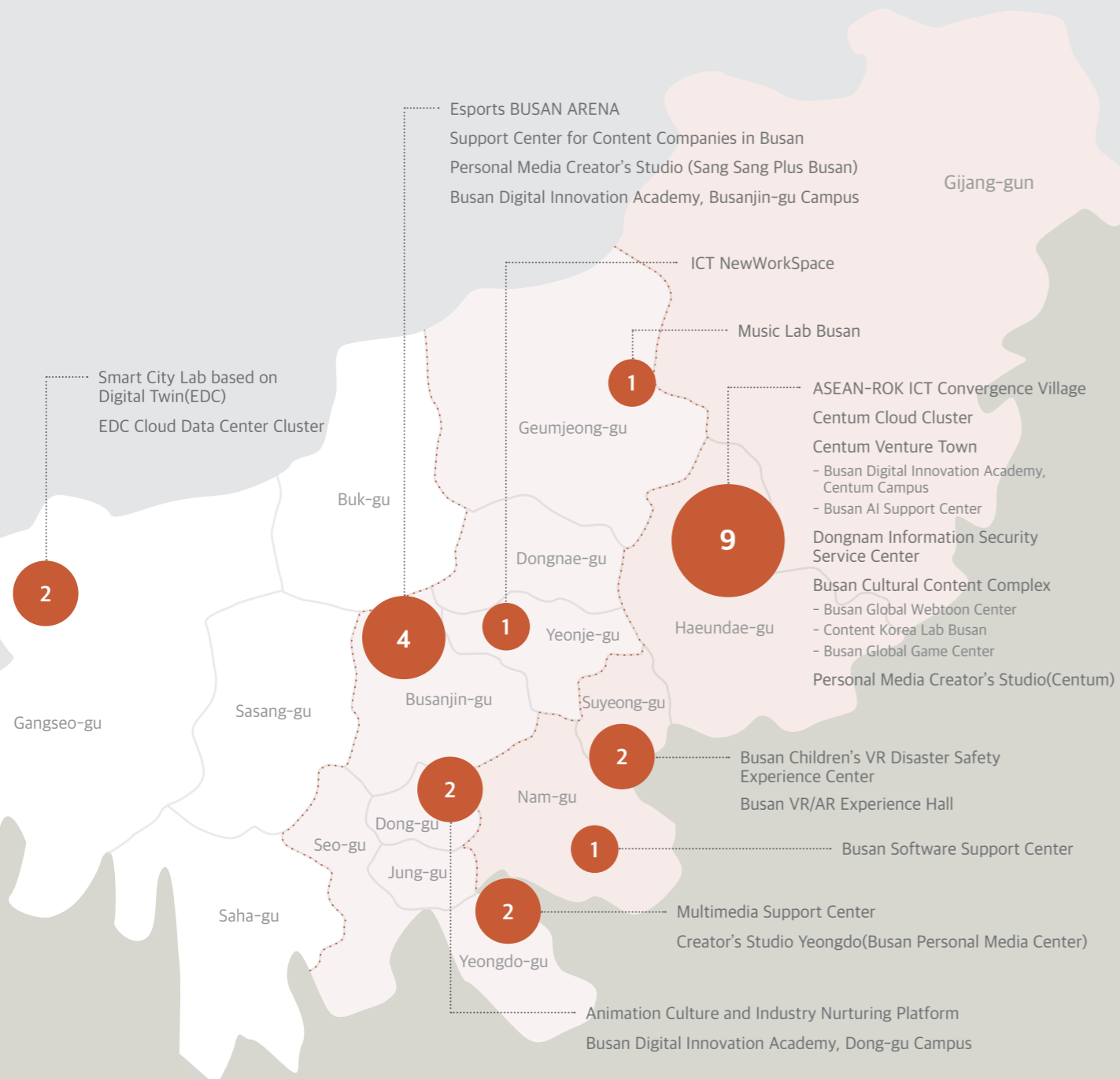
From Sasang-gu to Eco Delta City (EDC)

Convergence Content Hub in Busan Original Downtown

From Busan Original Downtown to Digital Convergence Infrastructure

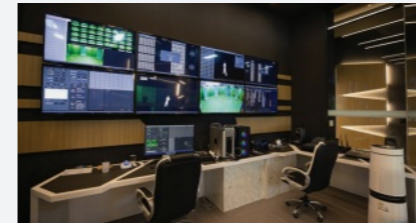
Digital Hub in East Busan

Centum City to Unicorn Tower to Centum 2nd District and more(Digital Valley)



(Figure)Key Digital Infrastructures by Region in Busan

Infrastructure Overview



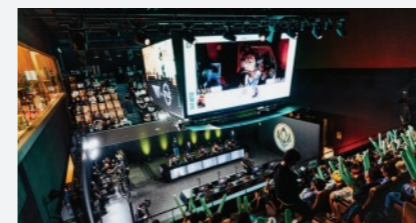
ASEAN-ROK ICT Convergence Village

As a hub for collaboration and cultural exchange between South Korea and ASEAN in the field of virtual convergence industries, it provides infrastructure for XR content production, including 360° studios and mixed reality studios.



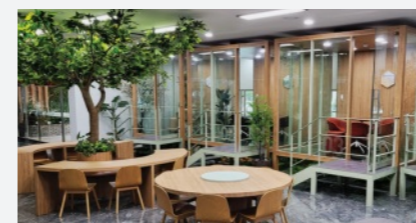
Smart City Experience Center

It is an exhibition and experience space where visitors can directly experience the smart city services being promoted by Busan City.



Esports BUSAN ARENA(BRENA)

With a main arena and auxiliary stadiums with a total of 292 seats, BRENA is a cultural complex space for Esports competitions, performances, events, promotions, and more, open to people of all ages.



ICT NewWorkSpace and ICT Innovation Square Center

These centers serve as hubs for nurturing the ICT industry and talent in Busan. They provide collaborative spaces, including classrooms, book cafes, meeting rooms, testbed rooms, exhibition spaces, and development rooms, accommodating not only youth startups but also fostering ICT skills and workforce.



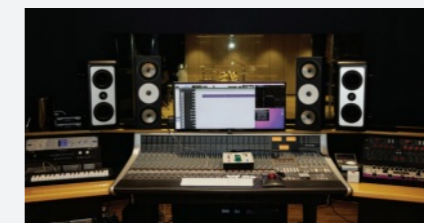
Busan AI Support Center

As a hub for AI city realization and industrial promotion, it has been supporting AI innovation companies and providing development infrastructure spaces, including support for testbeds, since its establishment in 2011.



Dongnam Information Security Service Center

It provides tailored information security support for local small and medium-sized enterprises.



Music Lab Busan

As a facility dedicated to fostering the popular music ecosystem in the Busan region, it provides recording studio facilities, album production, and education programs.



Cloud Innovation Center - AWS(Amazon Web Services), KakaoEnterprise

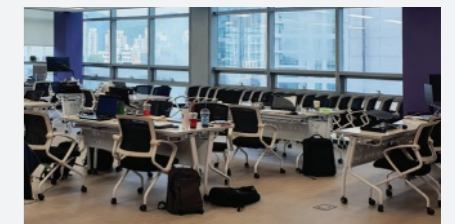
Busan Cloud Innovation Center Powered by AWS : Operates membership programs for nurturing local cloud companies through technical consulting, education, and development.

KakaoEnterprise Cloud Innovation Center : Provides cloud seminars and education targeting local institutions, schools, and businesses, supporting digital transformation.



Digital Twin-based Smart City Lab(EDC)

Digital Twin-based Smart City Lab supports the development and validation of virtual spaces and simulated city-related services based on digital twin technology.



Busan Digital Innovation Academy(BDIA)

BDIA is gaining attention as a hub for cultivating advanced ICT digital talents and supporting job placement, contributing to the development of digital talents in Busan.



Personal Media Creator's Studio

These specialized spaces cater to personal media creators in Busan, offering studio and editing room spaces, as well as high-performance filming and editing equipment rental. They also operate educational programs for personal media creators. (Haeundae-gu, Seomyeon, Yeongdo-gu)



Busan Cultural Content Complex

Content Korea Lab Busan : Provides cultural content creation spaces and programs for (potential) creators.

Busan Global Webtoon Center : Consists of 25 creation support rooms for webtoon creators and a multifunctional cultural space for citizens.

Busan Global Game Center : Operates game company support offices, indie labs, and incubating programs.

ADVANCE

From being a leading agency
to becoming an agency for all



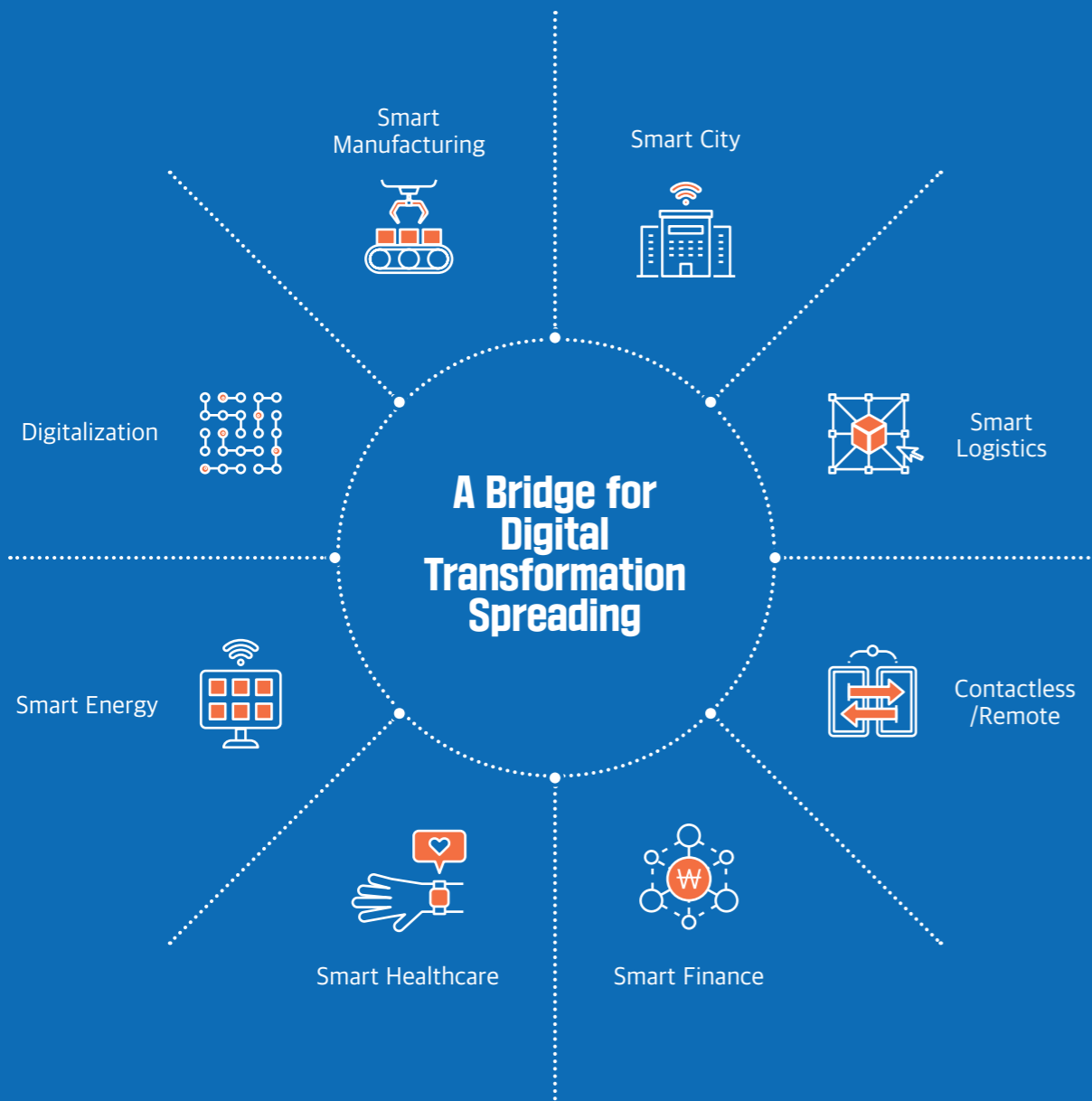
We are different.

We will improve the economic structure of Busan through the digital convergence wave and strive to create dynamic opportunities.

DIVERSITY

Increasing our chances!

Promoting a 'broader' digital transformation across industries



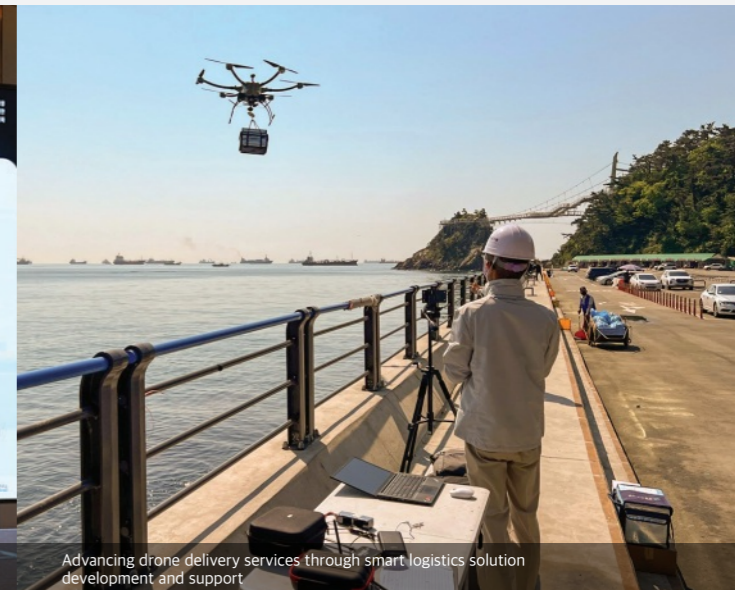
We will explore and forge new avenues of growth in Busan's digital economy.

Advancing ICT Convergence and Expanding the Digital Economy Across Industries

We drive the digital transformation of local industries, including manufacturing and services, to boost productivity, generate growth, and create opportunities for the regional economy, going beyond supporting the independent growth of IT and software technologies such as big data and AI.



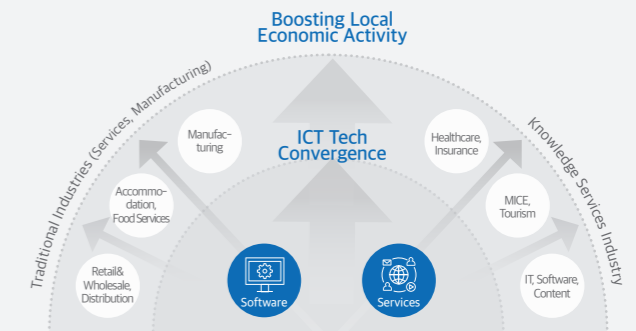
Boosting the local economy through software service commercialization for early-stage startups and small companies



Advancing drone delivery services through smart logistics solution development and support

Exploring new growth opportunities in Busan's digital economy

- Discovers/supports the integration of local industry software projects through technology development and commercialization
- Digitizes e-commerce products using VR/AR technology
- Consults with specialized big data companies for solutions
- Supports Cloud-based digital transformation and contactless solutions
- Organizes seminars on digital transformation for executives to enhance awareness



Promotes digital transformation for Busan companies through the Centum Cloud Cluster



Explains the AI voucher program and provides one-on-one consultations



Organizes seminars on digital transformation for local business executives

Transform Busan into an Advanced Green Smart City

We actively contribute to the industry's future-oriented development by establishing Busan as a pioneering smart city, leveraging the convergence of ICT technologies.

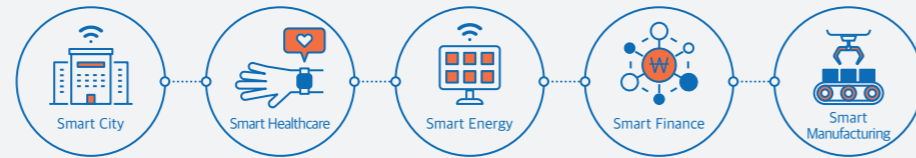


Implements smart kiosks at Busan Metro stations

Creates convenient ICT-enabled vehicle stations for people with mobility impairments

We contribute to a convenient smart city that enhances citizens' lives through the integration of essential ICT-based technologies, including digital twin technology

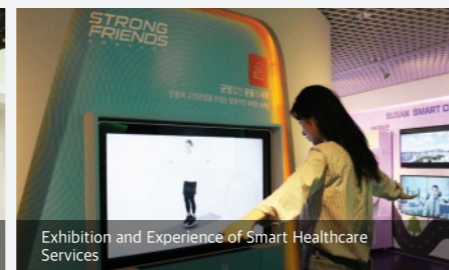
- Creates a smart city lab and hub based on digital twin technology
- Supports the discovery and resolution of social innovation projects for Busan's smart city
- Expands the development of self-sufficient ICT-based energy infrastructure
- Establishes a EDC Cloud Data Center Cluster
- Advancement of Digital Technology-Based Digital Healthcare Industry



Jagalchi Market for the '5G-based Digital Twin Facility Safety Demonstration Project'



Exhibition and Experience of Smart City Services for Citizens



Exhibition and Experience of Smart Healthcare Services

Hosting Advanced Digital Technology and ICT Business Specialized Exhibitions

By organizing specialized IT exhibitions and consultations for local companies, we create opportunities for international market expansion, drive the growth of the local IT industry, and showcase Busan as a thriving IT city.

K-ICT WEEK in BUSAN

AI KOREA + IT EXPO BUSAN + CLOUD EXPO KOREA



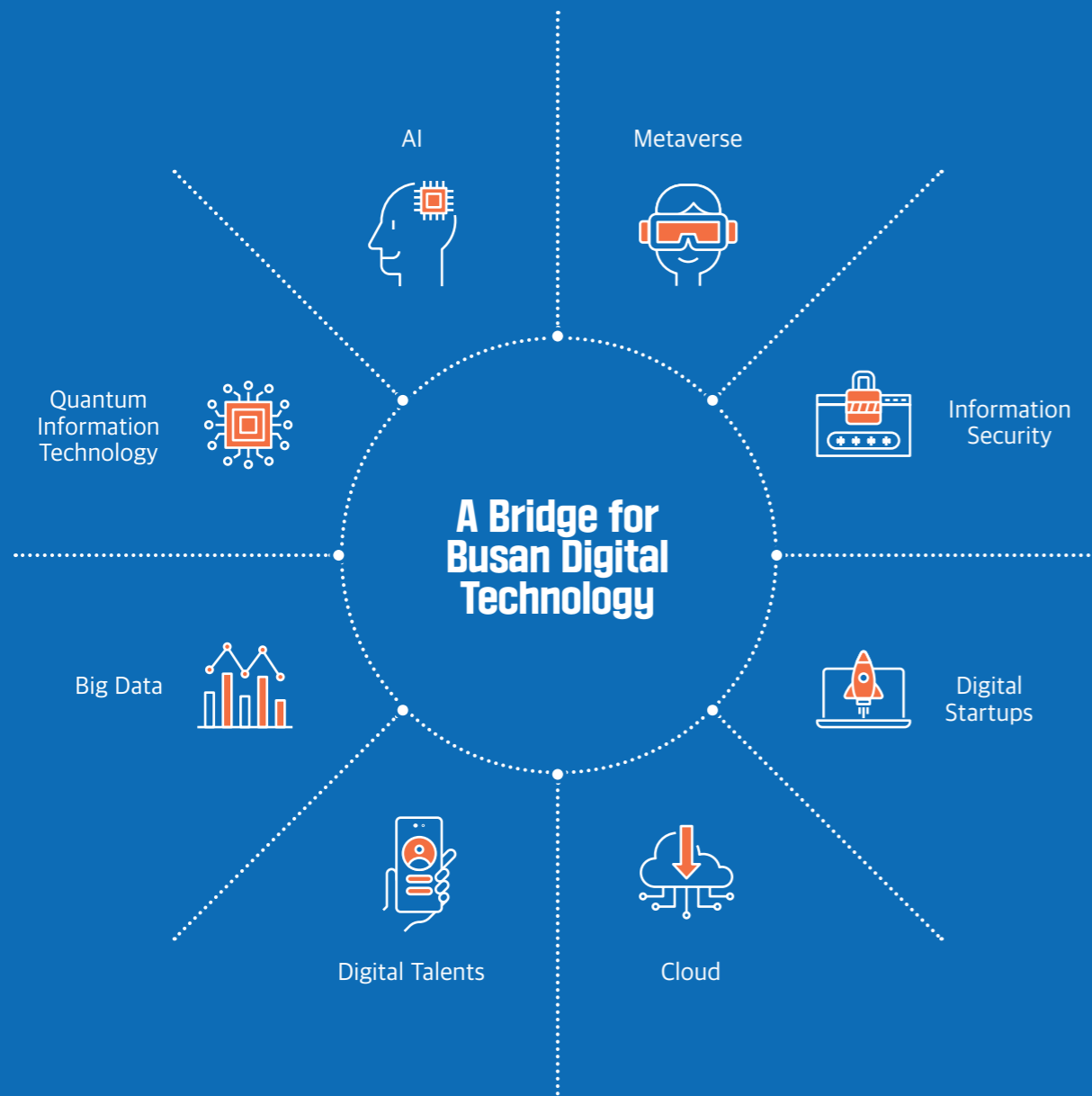
Exhibitions Simultaneous hosting of three exhibitions in the AI, IT, and cloud sectors



Side Events Conducting technology/product presentations and networking events

Accelerate creation!

Pioneering Future Digital Innovations at an 'Accelerated Pace'



Our goal is to position Busan as a leading hub for cutting-edge technologies and skilled professionals.

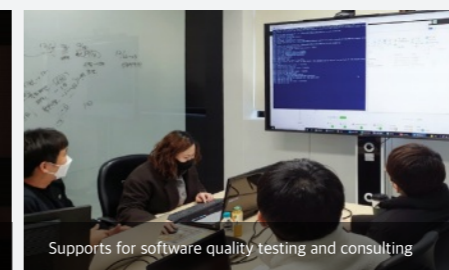
Securing Competitiveness in Future Digital Core Technologies

We will focus on developing and supporting future digital core technologies such as quantum information technology, AI, Big data, Cloud, Metaverse, and Information security. By doing so, we aim to create a thriving industrial ecosystem in the region.



We explore and plan digital-based and convergence technologies, along with conducting R&D projects, to establish a foundation of core technologies for regional digital economic innovation

- Enhances support for AI, Big data, and Cloud technology development
- Promotes metaverse technology and industry development through the ASEAN-ROK ICT Convergence Village
- Creates an industrial ecosystem for Busan's quantum information technology
- Software Quality Testing and Issuance of KOLAS Accredited Testing (inspection) Reports
- Provides information security consulting and support for security solutions



Nurturing Digital Talents and Job Creation

In the era of digital transformation, we will nurture digital professionals in AI, blockchain, cloud, and other ICT fields (over 2,000 annually) and expand job opportunities in the digital sector through employment support. (Target: 10,000 professionals over 5 years from 2022 to 2026)



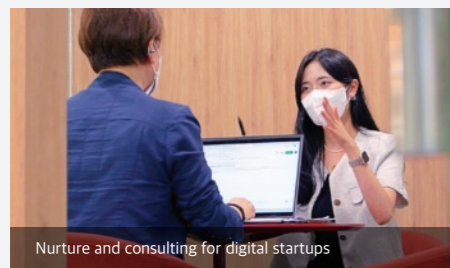
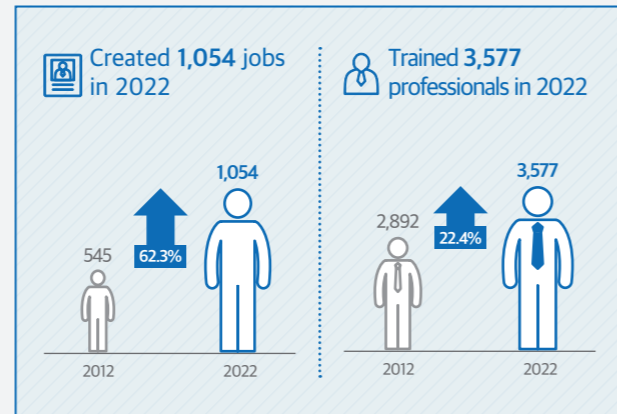
Provide education for AI, blockchain, cloud, smart manufacturing, and cybersecurity specialists



Host job fairs to match promising local companies with young talents

BDIA We will nurture ICT professionals demanded by the digital age and create quality job opportunities

- Nurture local digital innovation talents
 - Cultivate advanced talents in AI, cloud, blockchain, etc.
- Support customized employment for company needs
 - Strengthen youth employment rates and job competencies
- Discover and foster excellent local digital startups
 - Operate ICT NewWorkSpace for ICT startups



Nurture and consulting for digital startups



Host BDIA job fairs and Unity Day



Operation of local youth digital education team projects

Value change!

Breaking the Boundaries of Content and Genres.
Enhancing the Influence and Value of Content



We aim to create an "Indie Content City" in Busan, empowering small yet thriving creators.

Creating an Indie Content City in Busan

We are working towards building Busan as an Indie Content City where small yet powerful creative creators(businesses) can thrive through fostering the ICT convergence content industry and creating an ecosystem for content IP business.



Expanding the creation of content and supporting many citizens in Busan

Operating the Creation Support Office at the Busan Global Webtoon Center for webtoon artists and integrating their efforts

Our goal is to establish Busan as an Indie Content City, empowering small yet thriving creators



- Expanding the community of content creators/IP and fostering middle-tier companies
 - Systematic support for creators and startups, along with support for middle-tier companies
- Supporting the development of IT technology-based converged content
 - Fostering content tech companies and enhancing competitiveness
- Hosting prominent content festivals in Busan
 - Organizing webtoon festivals and other events for the advancement of the content industry
- Establishing industry-academia collaboration to foster creative talent



Organizing the Busan Webtoon Festival



Implementing state-of-the-art immersive content demonstration at Busan Yongdusan Park



Operating a studio for personal media creators

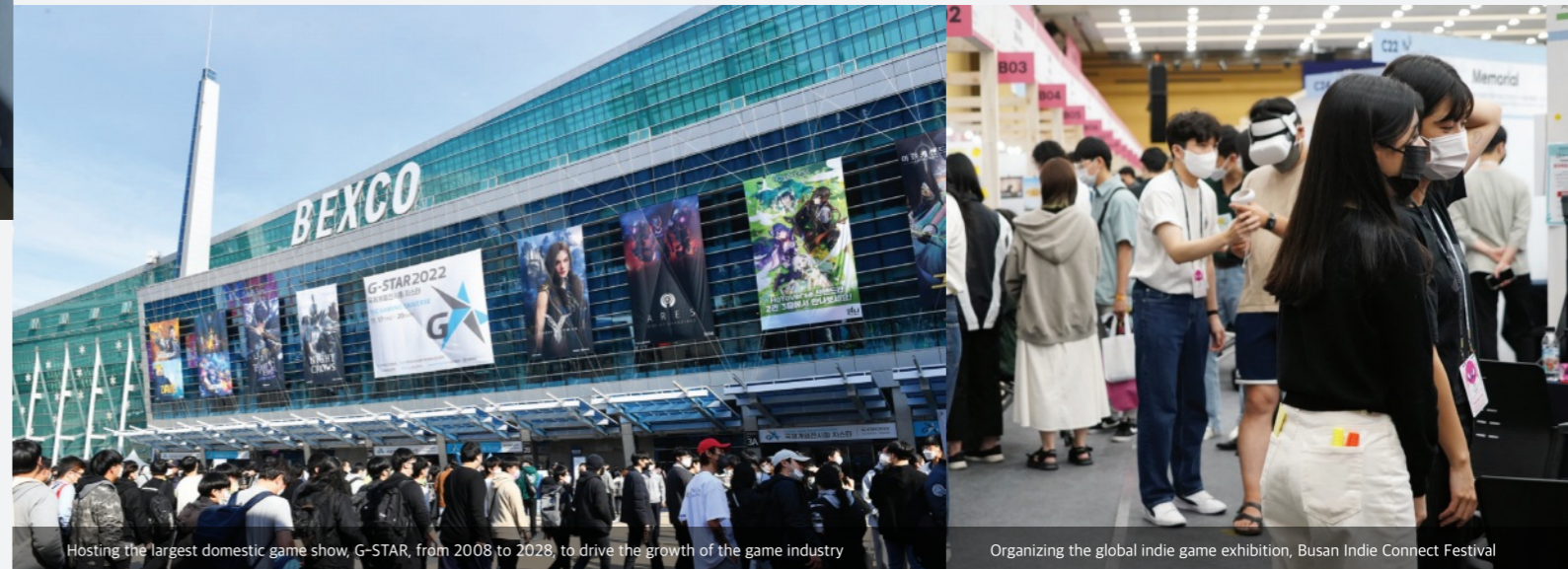
Creating a game city that grows alongside the industry and festivals

Through the permanent base of G-STAR, the largest domestic game show, we aim to establish Busan as a globally recognized game city by supporting local game companies, nurturing indie game developers and their ecosystem, and expanding Esports presence.

We are committed to building a globally renowned game city in Busan



- Nurturing an ecosystem for indie games, where imagination becomes reality
- Supporting middle-tier companies' growth through enhanced game content infrastructure investment
- Organizing global events that lead the game city of Busan
 - Hosting annual events like G-STAR and Busan Indie Connect Festival
- Expanding the influence and industrialization of Esports in Busan



Hosting the largest domestic game show, G-STAR, from 2008 to 2028, to drive the growth of the game industry

Organizing the global indie game exhibition, Busan Indie Connect Festival

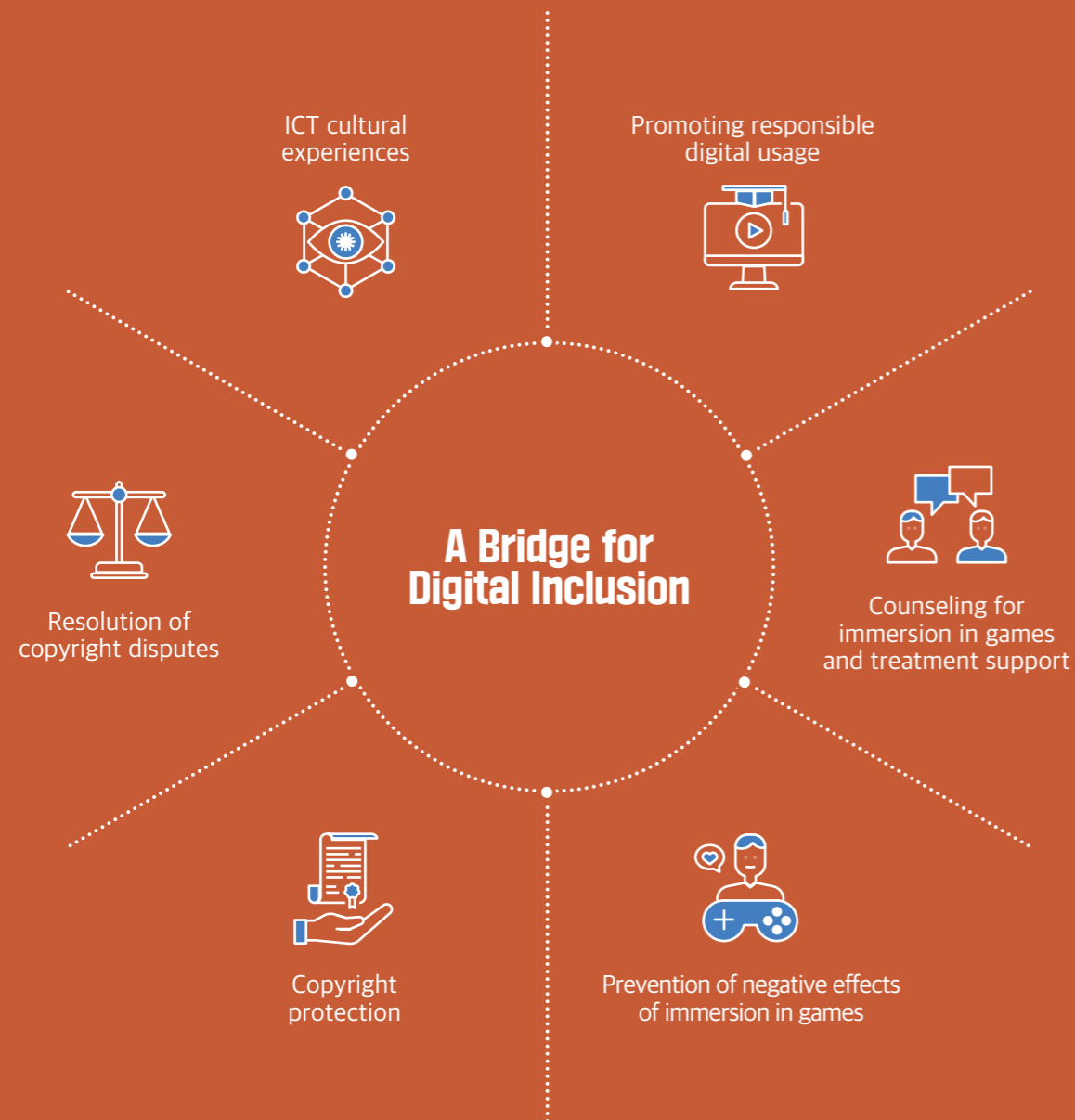


Promoting the spread of Esports culture and cultivating local talent

Building Esports BUSAN ARENA, the first of its kind in the region, and attracting global Esports events such as Mid-Season Invitational (MSI)

Energy Boost!

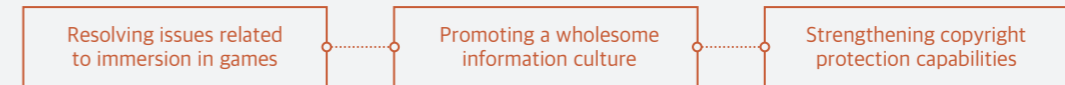
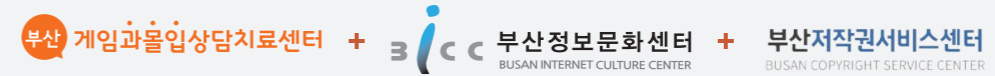
Creating a sustainable and healthy industrial ecosystem by expanding digital inclusivity for everyone to enjoy



We aim to foster a wholesome information culture and expand digital inclusivity.

Promoting the spread of a healthy digital inclusivity culture

The Busan IT Industry Promotion Agency is committed to mitigating the adverse effects of digital engagement and fostering a culture of digital inclusivity through the Busan Internet Culture Center, the Busan Game Clinic, and the Busan Copyright Service Center.



The Busan Game Clinic provides specialized counseling and treatment for immersion in games, offering comprehensive support for management



Supporting prevention education for immersion in games and alternative activities experience

We strive to spread a healthy and happy digital culture for all citizens in Busan

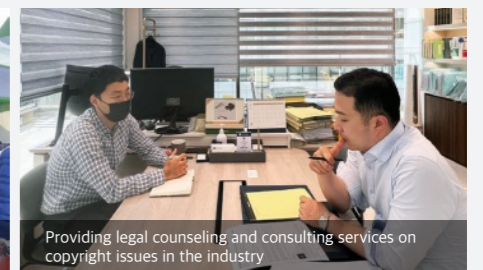
- Resolving immersion-related issues and fostering a wholesome gaming culture
 - Providing preventive and counseling services with clinical psychologists and specialized counselors
- Promoting a healthy internet culture and preventing adverse effects of digitization
 - Encouraging responsible digital usage among citizens, preventing adverse effects of digitization on youth
- Enhancing the copyright capabilities of local businesses
 - Providing support for copyright registration, dispute resolution, rights protection, and legal advice



Organizing shows on the topic of responsible smartphone usage for young children



Holding campaigns to promote a healthy gaming culture



Providing legal counseling and consulting services on copyright issues in the industry

Creating Shared Value

Creating a better tomorrow together

with Busan IT Industry Promotion Agency

As an ESG partner,
we are dedicated to creating
a hopeful and smart Busan

The Busan IT Industry Promotion Agency is a hub that bridges people, industry, and culture through digital technologies. We are committed to practicing ESG(Environmental, Social, Governance) management for sustainable growth. Our vision is to promote the value of ICT technology convergence and symbiosis, fostering environmentally friendly management that prioritizes human well-being and the environment. Together with the local community, we strive to create a healthy and prosperous smart city.

- Advancing Digital Transformation for Everyone -

Environmental

**Sustainable Innovation
for Green Smart Cities**

Contribution to the development of a **green smart city**

- Achieving sustainable environmental management, such as carbon neutrality
- Expanding eco-friendly ICT technology development
- Promoting a culture of environmental friendliness together

Social

**Empowering Digital Inclusion
for Inclusive Society**

Supporting a **digitally happy society**

- Bridging the digital divide and promoting inclusivity
- Supporting discrimination-free workplaces
- Fostering communication-based local cooperation

Governance

**Transparent Governance
for Sustainable Growth**

Achieving **fair and cooperative** management

- Promoting community participation for symbiotic management
- Implementing ethical and legal management practices
- Enhancing digital management and governance systems



Digital Convergence
Top Frontier
To Expand BUSAN

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BIPA

Digital is now integrated into every aspect of our lives.

The Busan IT Industry Promotion Agency, with its commitment to nurturing the IT and content industries, will continue to pave the way for a new era in creating "Smart Busan", a city driven by digital innovation.

By harnessing digital advancements to create innovative solutions and fostering collaborations among diverse entities, we will cultivate valuable connections and unlock untapped potential for the economy of Busan.



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