

Digital Convergence  
Top Frontier  
To Expand BUSAN

**BIPA**  
Busan IT Industry  
Promotion Agency

**BIPA**  
Busan IT Industry  
Promotion Agency

**BIPA**  
Busan IT Industry  
Promotion Agency



# Contents

## Intro

## Growth & Expand

16 BIPA PROFILE

## Advance & Diversity

28 BUSINESS OVERVIEW

40 MANAGEMENT PRIORITIES (E-S-G)

**BIPA** SINCE 2002

Leading Busan's digital innovation for over 20 years, just as we've driven the growth of Busan's ICT and content industries, the Busan IT Industry Promotion Agency (or BIPA) will continue to lead as a key partner in digital convergence and regional transformation.

With the experience we've built alongside local businesses and citizens, we now take on bigger challenges and deeper 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 Attracted the Inaugural Mid-Season Invitational (MSI) of League of Legends in Busan  
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

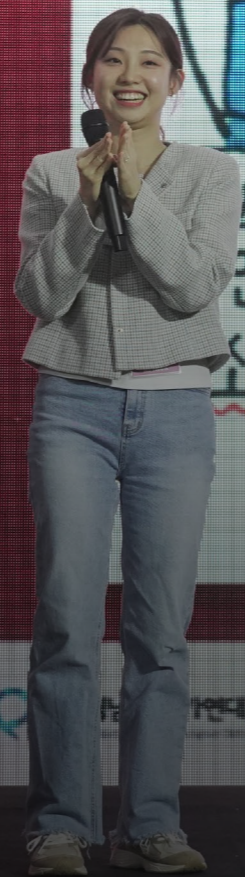
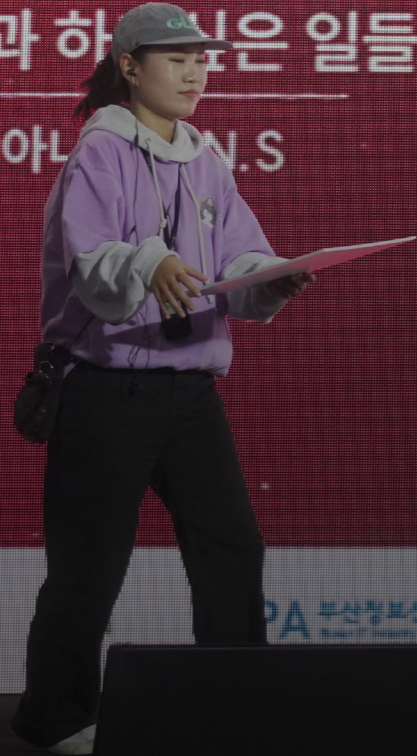
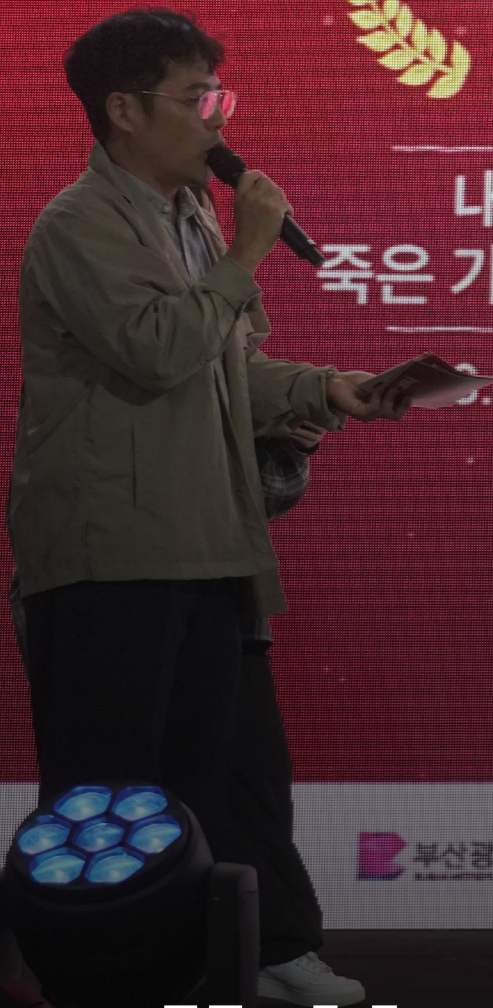
In the digital era, where leveraging technologies such as AI, big data, and cloud is not just a means to enhance competitiveness but a necessary survival strategy for businesses, the Busan IT Industry Promotion Agency is dedicated to fortifying the competitive edge of local companies. Together, we strive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

부산  
IT  
산업  
진흥  
공단  
부산  
웹툰  
페스티벌

제4회 부산웹툰페스티벌  
카툰만화그리기대회  
**우수상**

내가 상만이라면  
죽은 가족과 하... 싶은 일들

C.E.S 아... N.S



# Making a Difference

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

the Busan Webtoon Festival, a Collaborative Event with Citizens

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.



# 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

**Building Busan into a Global digital powerhouse**  
**A true hub of innovation**

“Beyond Digital Global Hub BIPA”

CORE VALUES

**Ethical Management**

Establishing a trusted organizational culture through transparency and fairness

**Innovation-led**

Creating future value through bold, digital-driven innovation

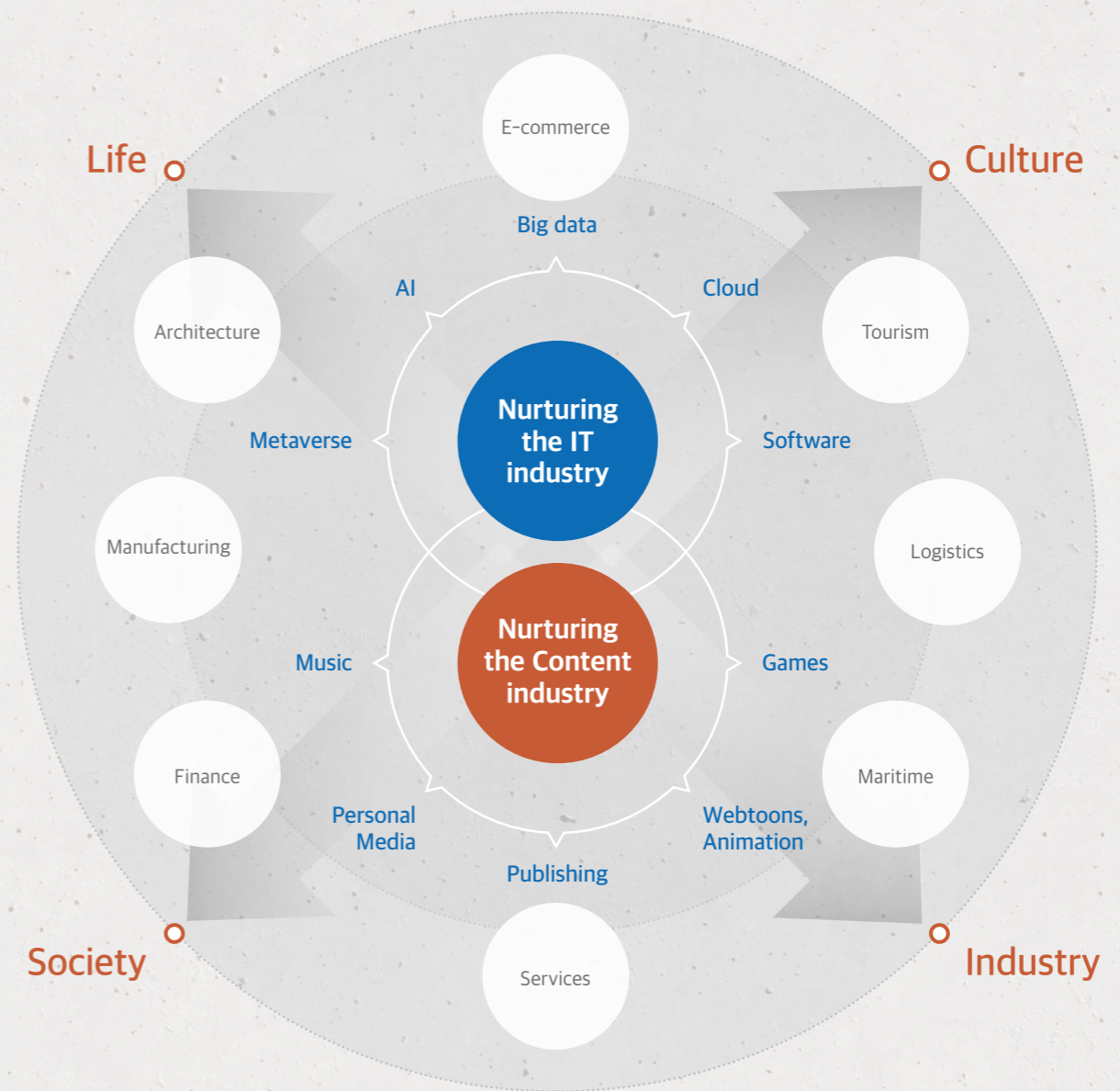
**Communication Cooperation**

Building a thriving digital ecosystem, together with our community

**Civic Happiness**

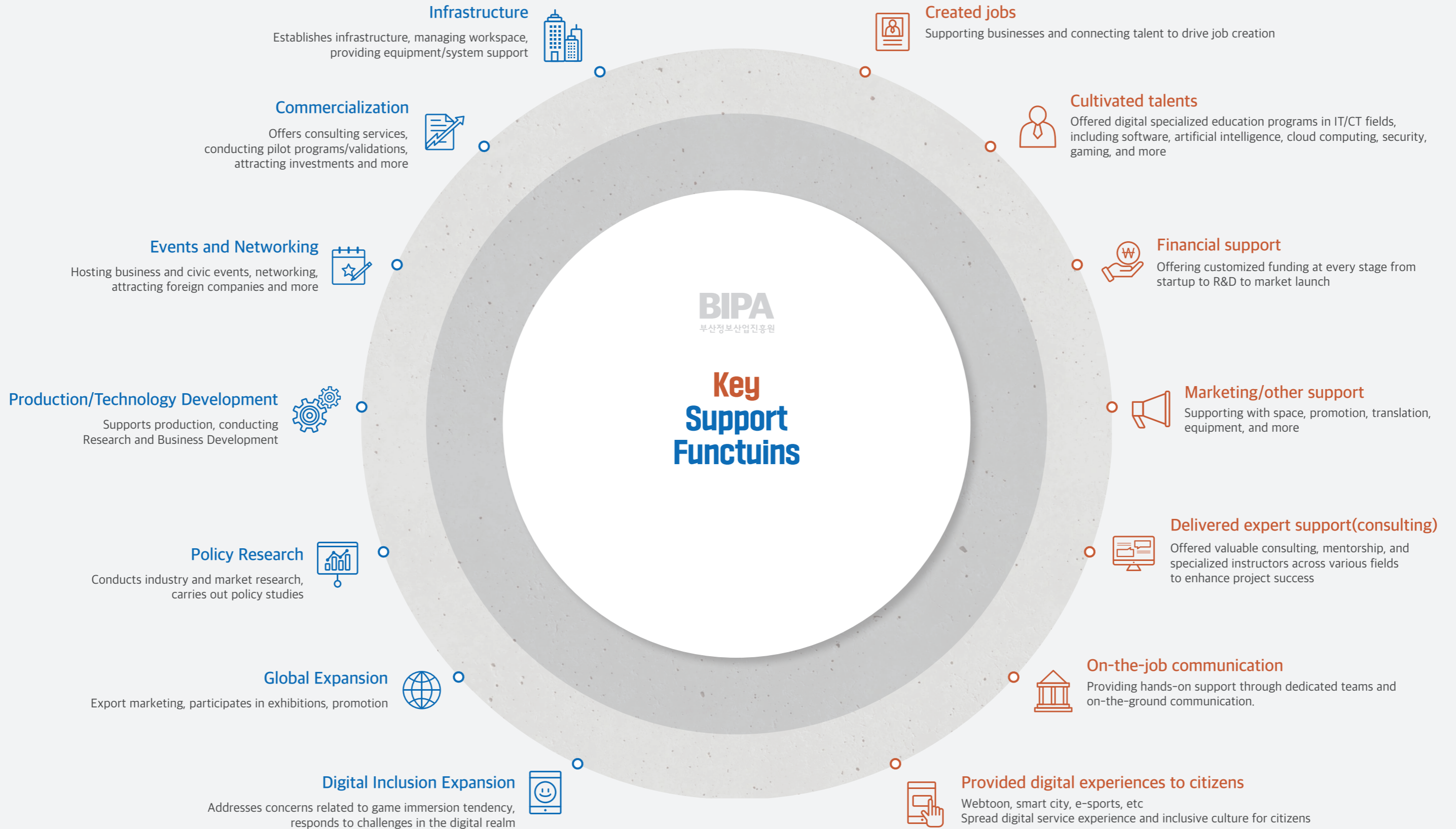
Making digital transformation real through services centered on citizens

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.** 국제게임전시회 ‘지스타’ 첫 개최



## 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)
- 2023. 07.** Opening of the Anirang Busan
- 2023. 12.** Inauguration of the 9th director, MR. Kim Tae-Yeol
- 2024. 03.** Opening of the Dongnam Information Protection Cluster
- 2024. 11.** Opening of the Busan Content Biz Town
- 2025. 04.** Opening of the Busan AX(AI transformation & eXperience) LAB



Beyond 20 years of progress,  
leading the digital future as your innovation partner

together with our community, BIPA is shaping a digital future writing new stories of challenge and growth on a global stage.

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**

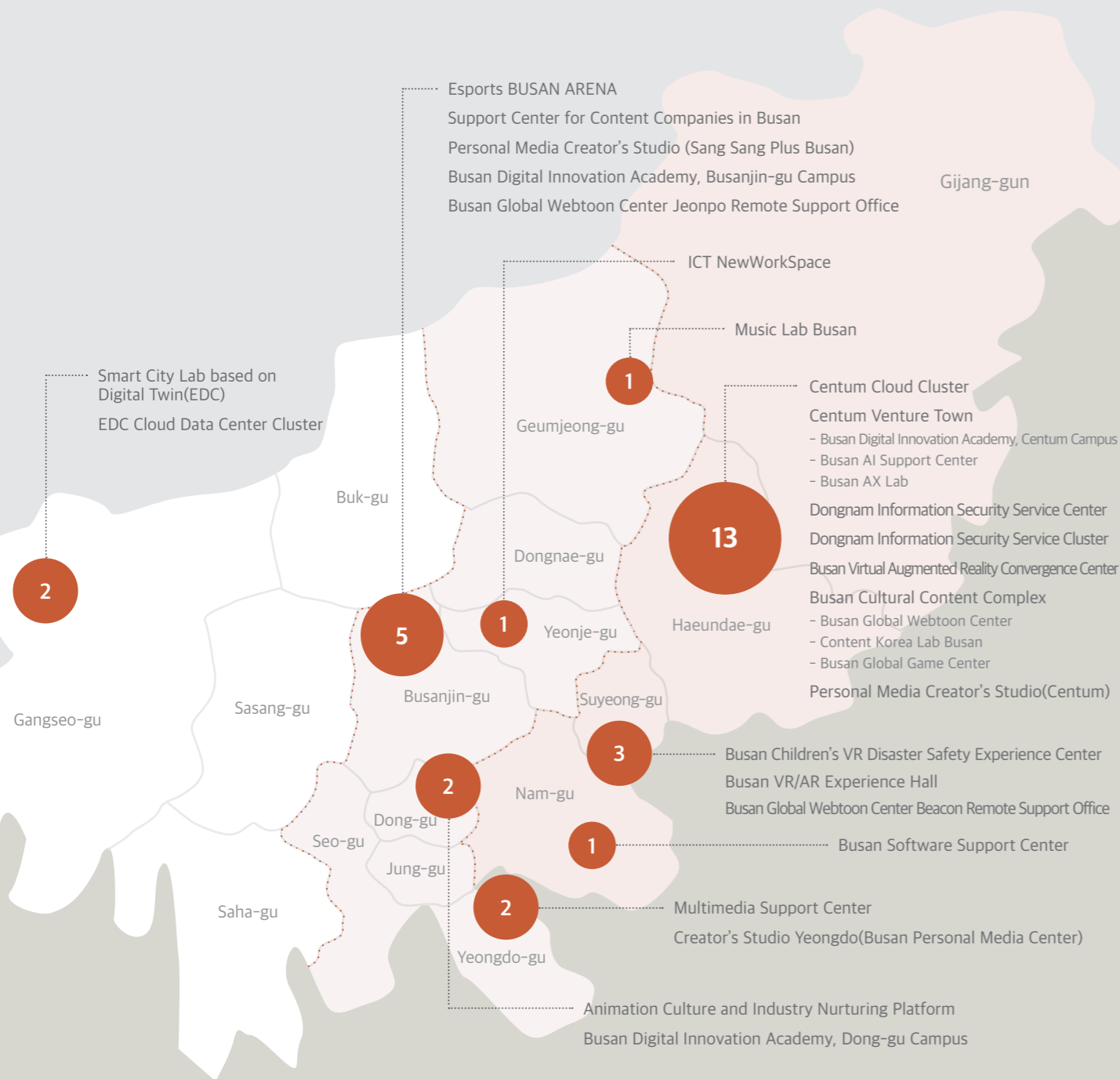
From Sasang-gu to Eco Delta City (EDC)

**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**



**Busan AX Lab**

For businesses at the forefront of AI transformation, we offer customized testing and development support turning AI into real-world innovation.



**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.



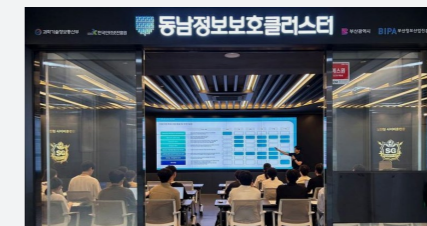
**Digital Twin-based Smart City Lab(EDC)**

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 Content Biz Town**

As a one-stop business hub for content creators, we support the entire journey from creation to commercialization.



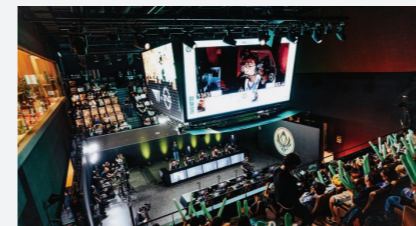
**Dongnam Information Security Service Cluster  
Dongnam Information Security Service Center**

Integrated support and cooperation base for fostering the information protection industry and strengthening cybersecurity capabilities



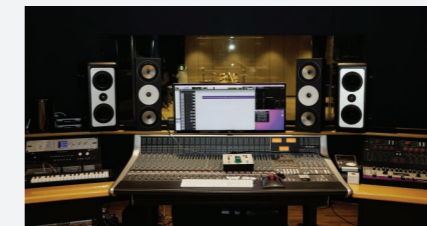
**Busan Digital Innovation Academy(BDIA)**

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.



**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.



**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.



**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)



**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.



**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.



**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



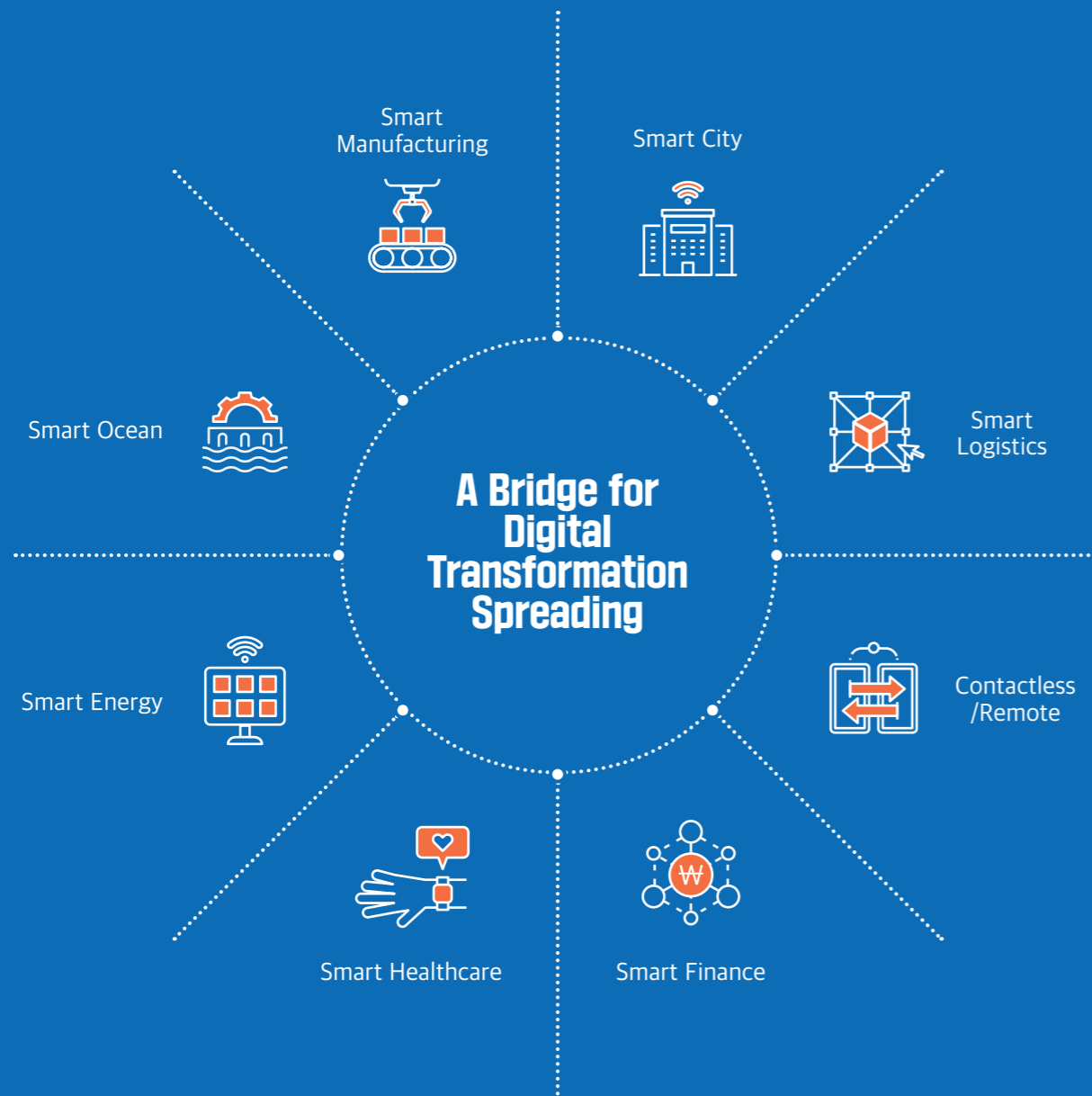
**We are different.**

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



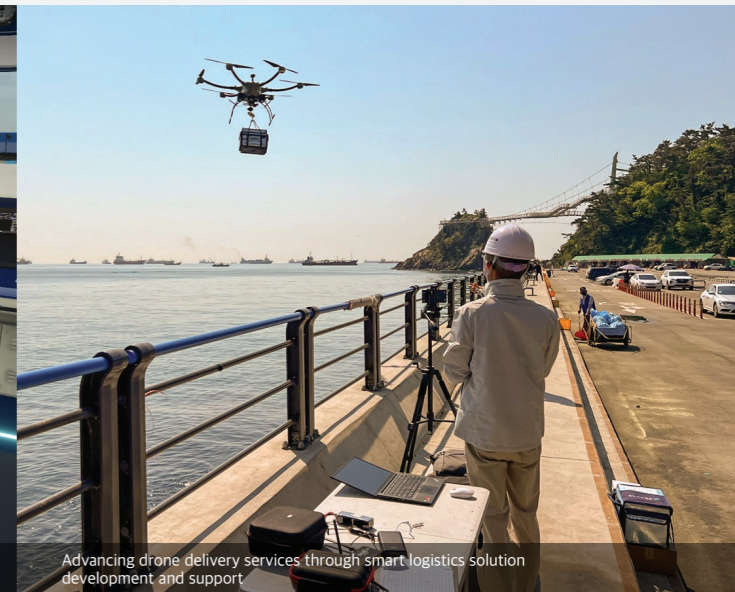
We will explore and forge new avenues of growth in Busan's digital economy.

## We're expanding AI-powered convergence across industries and accelerating digital transformation.

By integrating cutting-edge technologies like AI, big data, and cloud across every sector, we're driving innovation in manufacturing, services, and distribution.



Advancement of Metaverse Technology for the XR-based Eco-friendly Ship Training System



Advancing drone delivery services through smart logistics solution development and support

### This is how we power the future of Busan's digital economy

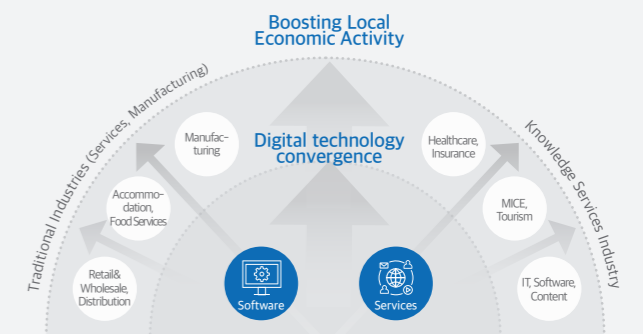
We support regional AI and software convergence projects from concept to commercialization.

Digitizes e-commerce products using VR/AR technology

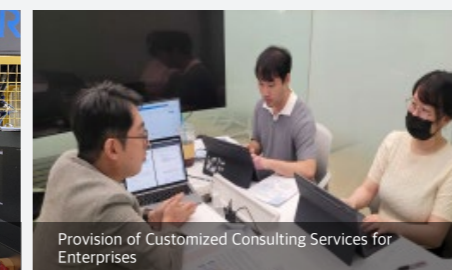
Consults with specialized big data companies for solutions

Supports Cloud-based digital transformation and contactless solutions

Organizes seminars on digital transformation for executives to enhance awareness



Support for Technology Development, Testing, and Field Demonstration



Provision of Customized Consulting Services for Enterprises



Organizes seminars on digital transformation for local business executives

## Spread of citizen-centered digital transformation public services

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



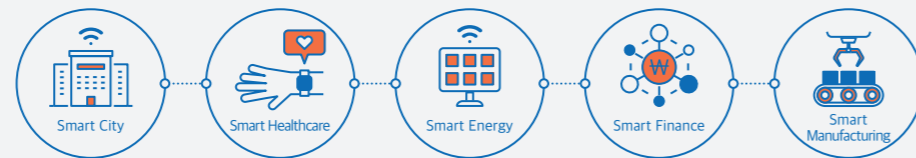
Implements smart kiosks at Busan Metro stations



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

- Operation of Smart City Lab based on Digital Twin
- 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'



Autonomous Wheelchair Demonstration



Area Surrounding the Eco-Delta City Green Data Center Cluster

## Host future digital technology experience exhibitions that meet in everyday life

Through global exhibitions and buyer meetings, we open new markets for local companies. And with citizen-driven programs, we offer a glimpse into a future where digital technology and industry grow together.

### K-ICT WEEK in BUSAN

AI KOREA + IT EXPO BUSAN + CLOUD EXPO KOREA



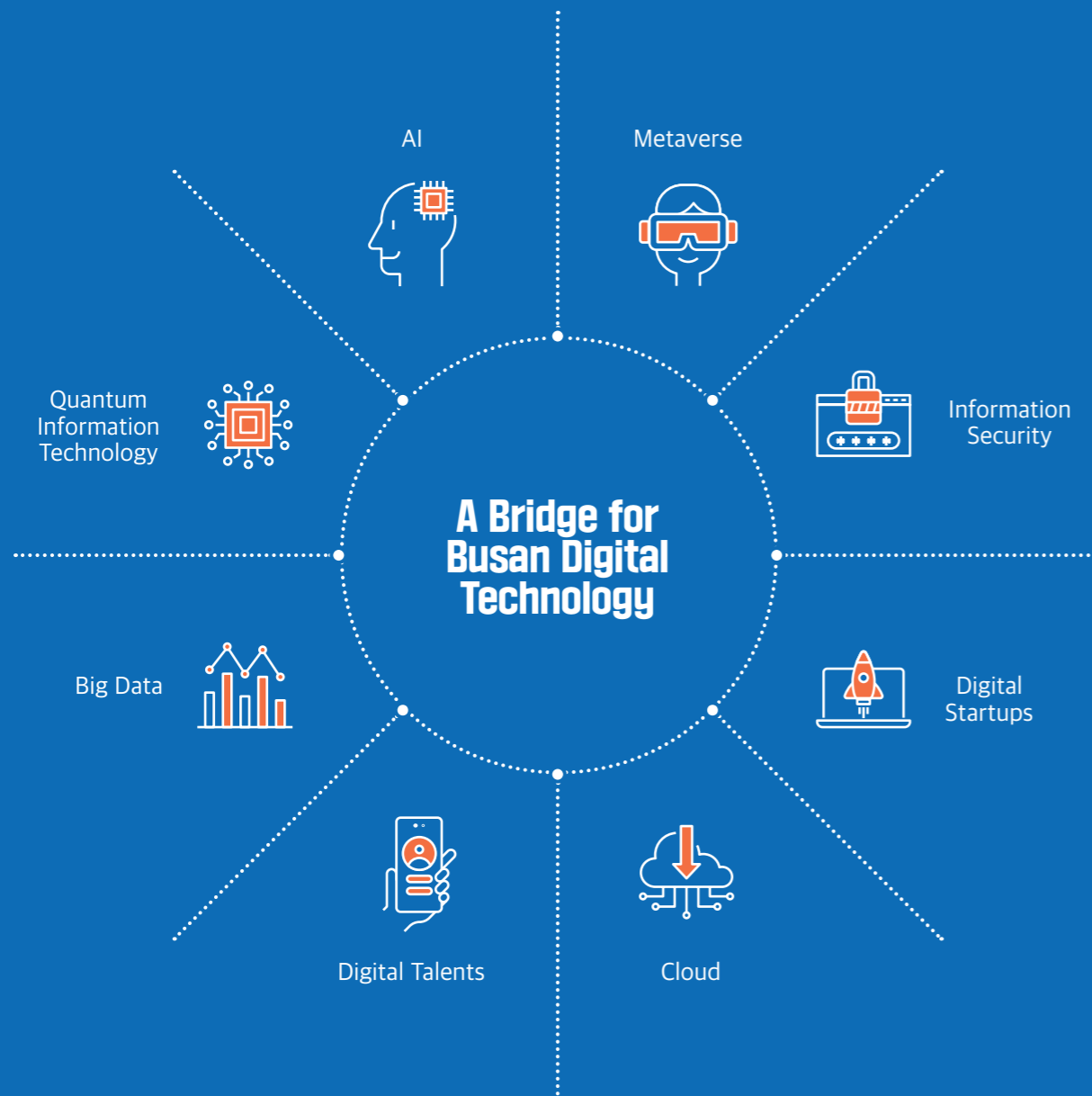
Exhibitions Simultaneous hosting of three exhibitions in the AI, IT, and cloud sectors



Side Events AI Technology Experience, Buyer Consultation Meetings, and Conferences

# 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.

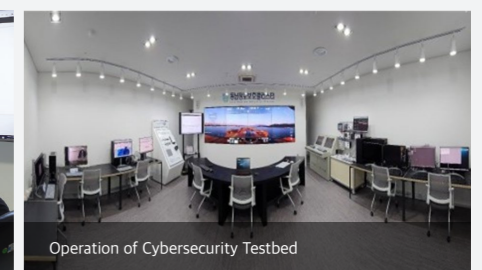
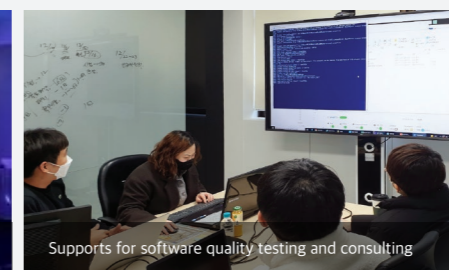
## We're leading frontier technologies and strengthening global competitiveness

by building ecosystems around national strategic fields like quantum tech and cybersecurity and advancing convergence areas such as AI Transformation and Marine AI.



### Through R&D, we're laying the groundwork for digital innovation in the region

- 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

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



Operation of BDIA Training Center



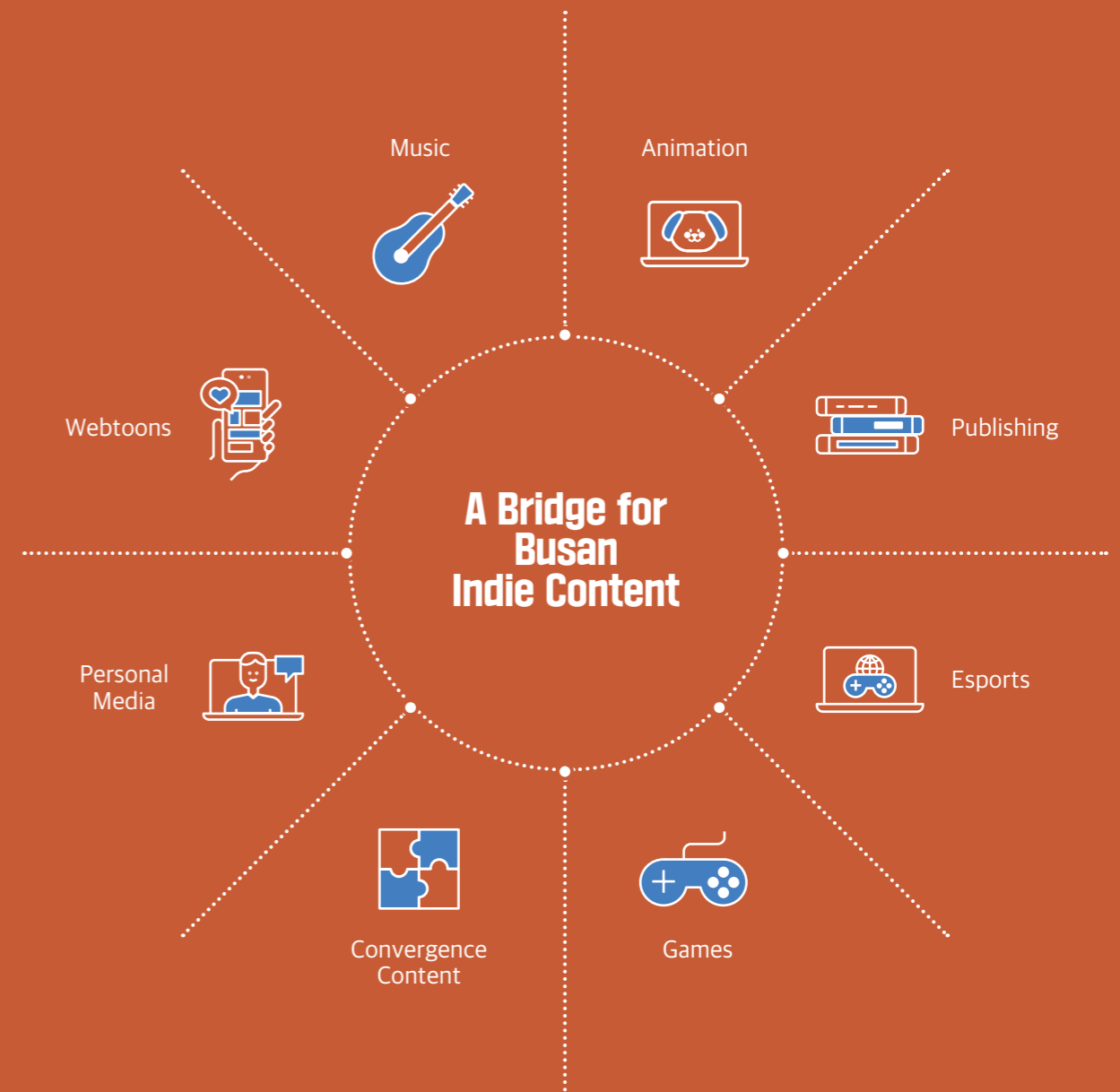
Follow-up Support for Youth Startups



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 a Convergence Content Industry City in Busan

Busan is becoming a global content powerhouse — where games, animation, webtoons, music, and creators grow together.



Expanding the creation of content and supporting many citizens in Busan

Hosting of the Webtoon Masterclass in Italy

**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

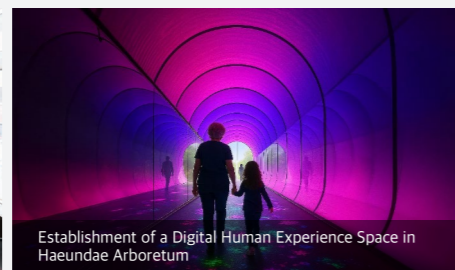
Global exchanges such as webtoons and music and the expansion of the foundation for industrial growth

- 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



Establishment of a Digital Human Experience Space in Haeundae Arboretum



Operating a studio for personal media creators

## Creating a game city that grows alongside the industry and festivals

Based on Korea's largest game show G-STAR and Busan Indie Connect (BIC), we are building Busan into a global game hub city leading the game and e-sports industry.

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



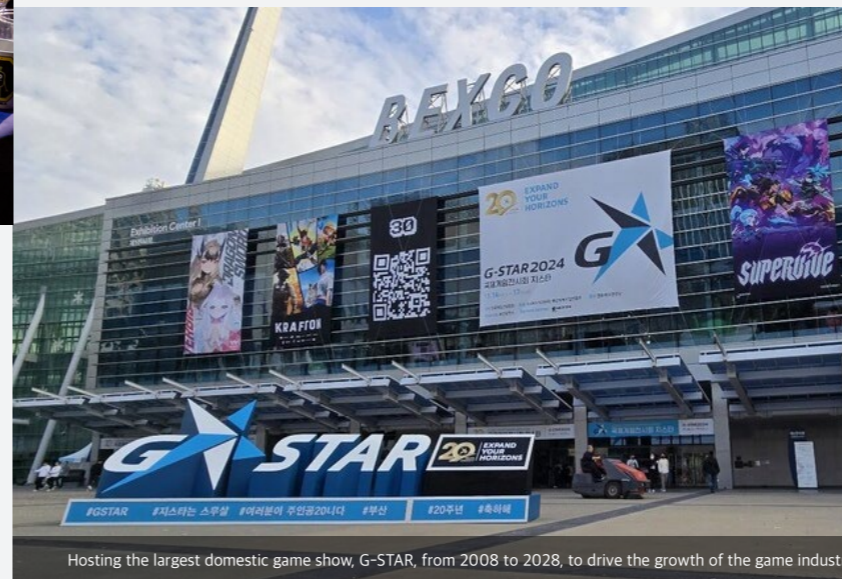
Strengthen the Indie Game ecosystem and support young developers

Creating industrial and tourism synergy by attracting global e-sports competitions

Organizing global events that lead the game city of Busan

- Hosting annual events like G-STAR and Busan Indie Connect Festival

Expanding the base of e-sports in Busan and nurturing practical talents



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



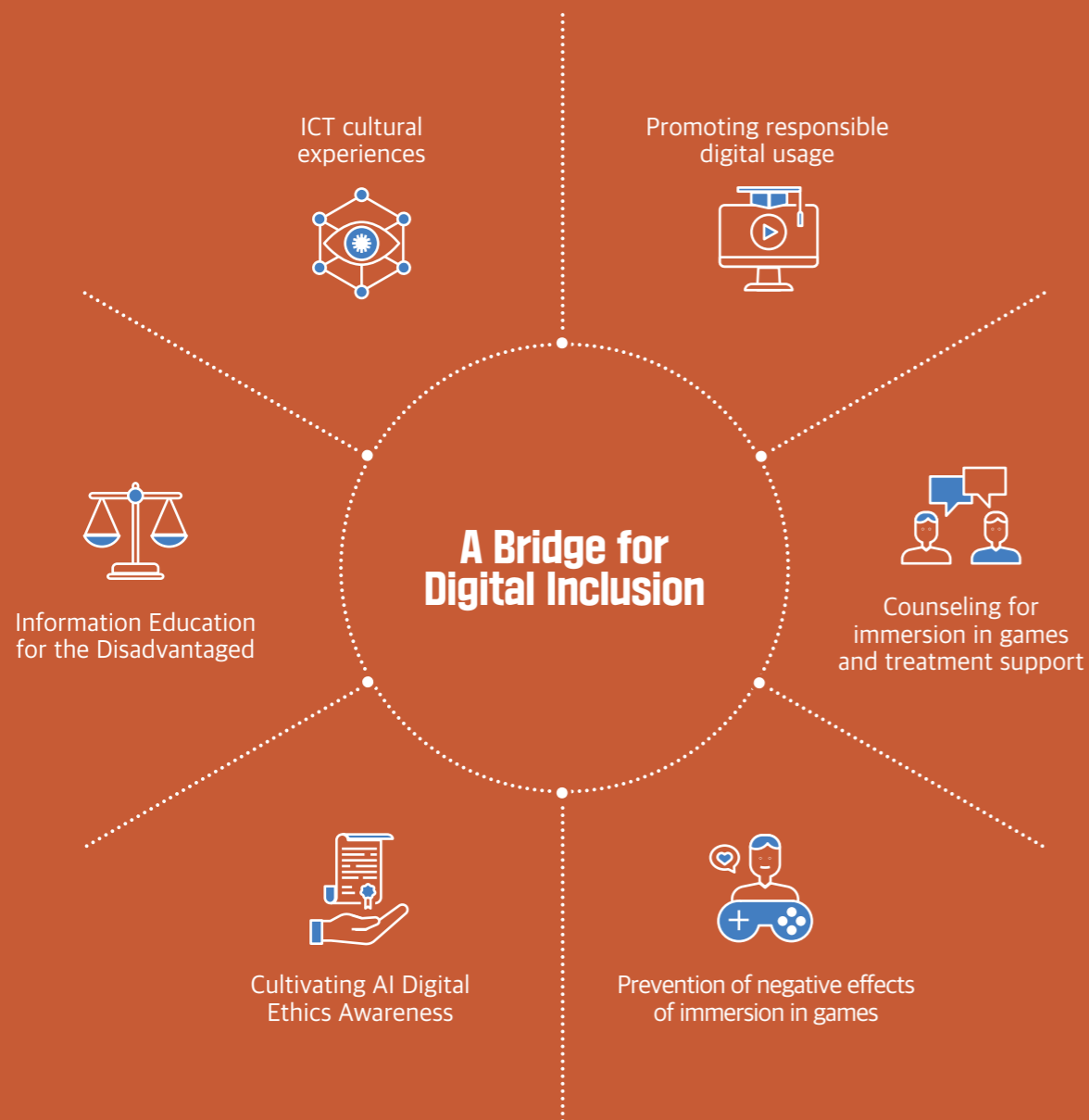
Busan eSports Career Experience Program



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!

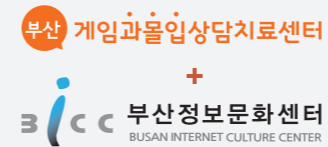
Creating a sustainable and healthy industrial ecosystem by expanding digital inclusivity for everyone to enjoy



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

## Promoting the spread of a healthy digital inclusivity culture

Through AI education for all ages and a focus on digital ethics, we're creating a more inclusive digital world. By promoting healthy tech habits, we ensure everyone can engage with digital safely.



- Resolving issues related to immersion in games
- Promoting a wholesome information culture



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**

- Prevent excessive immersion in games and create a healthy game culture
- Expand basic AI education tailored to each generation
  - Encouraging responsible digital usage among citizens, preventing adverse effects of digitization on youth
- We promote digital ethics and foster a more inclusive digital culture.
- Operation of our neighborhood counseling center
  - We offer prevention and counseling services through in-house clinical psychologists and counselors.



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

As a digital hub connecting people, industries, and culture,  
BIPA is committed to ESG-driven growth.  
Through sustainable, responsible practices,  
and by aligning emerging ICT technologies with ESG values,  
we're working together to build a warm, vibrant digital cityBusan.

- 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

Launch of "EUSSEUK," the Centum District ESG Council of Related Organizations



Provision of Essential Supplies to Vulnerable Groups for Cold Wave Preparedness



CSR Program for Youth Career mentoring



Trekking Event for Forest Fire Prevention



Digital Convergence  
Top Frontier  
To Expand BUSAN  
-  
BIPA

When citizens and businesses grow together,  
Busan moves forward.

Through AI transformation and innovation,  
BIPA is creating a digital future where everyone grows together.



This product is printed on FSC® certified paper using soy based ink.

41, Centum Dong-ro, Haeundae-gu, Busan, Republic of Korea  
[www.busanit.or.kr](http://www.busanit.or.kr)