

Seoul's Startup Ecosystem 'GLOBAL TOP5 SEOUL'



Best Accelerator in the public sector

sba
Seoul Business Agency

We think Seoul.
Also, *your future*

95,363 companies

Support
innovative
companies

864M USD (1\$=₩1,350)

Increase in
Corporate
sales

19,127 people

Creation
of
jobs

* a three-year accumulation



Startup and
Incubation



Increase of Seoul
Corporate sales



Cultivation of
Corporate Talent and
Recruitment



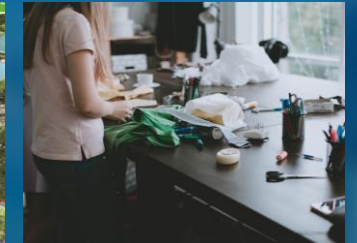
Enhancing
Competitiveness of
Companies



Fostering the content
industry



Activating Industrial
Hubs



Fostering The Beauty
Fashion Industry

2024 Leading Startup
Ecosystems in the World

SEOUL

Global Startup
Ecosystem Ranking

* Startup Genome

9th

TOP
10

Global Financial
Center Ranking

* Zen Group

Why Seoul?



South Korea

Seoul #9

MEMBERS:

Seoul Business Agency

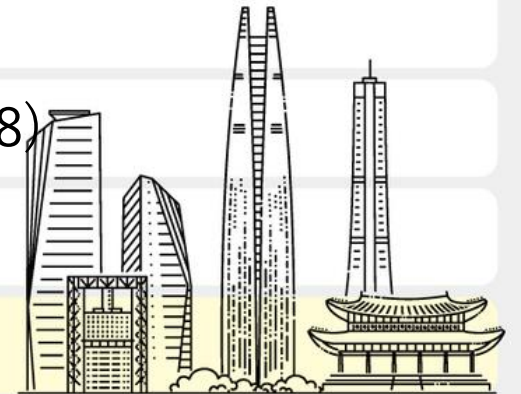
"Seoul is a city that dreams, a city that achieves dreams, and a city that makes dreams. A city where startups and youths become stars through innovation and creativity."

Hyun Woo Kim
CEO, Seoul Business Agency

Global Startup Ecosystem Ranking 2024

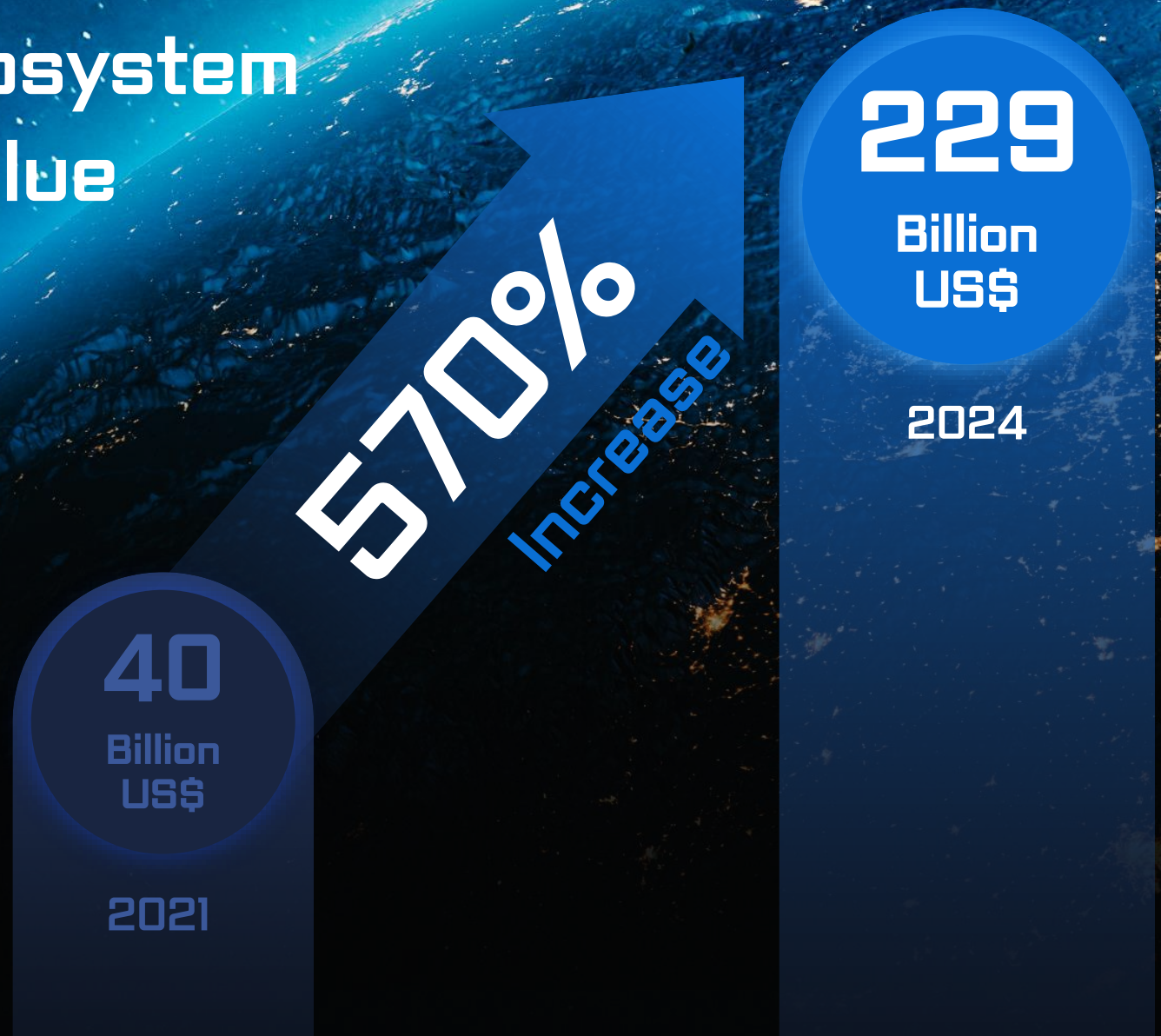
(Last year's ranking in parentheses)

- 1 Silicon Valley(1)
- 2 London(2) / New York City(2)
- 4 Los Angeles(4) / Tel Aviv(5)
- 6 Boston(6)
- 7 Singapore(8)
- 8 Beijing(7)
- 9 Seoul(12)
- 10 Tokyo(15)



Source: Startup Genome

Seoul's Startup Ecosystem Rose 570% in Value



Funding for Startups

1st
in Asia **5th**
Globally



SEOUL

Startups are
Racking-up
Awards at CES

5 *Best
Innovation Awards*

56 *Innovation
Awards*

Change in the Innovation Ecosystem

As Innovation Partner Public Accelerator



Venture
Capital



Seoul
sba



Startup

+
Startup
Consulting

+
Technological
Mentoring

+
Business
Networking

+
Expand
Investment
across
Sectors

+
Venture
Capital
Fund
Raising

Open Innovation

Global Leadership

Becoming one of the top 5 global cities where talented individuals gather, businesses prosper, and people from all around the world visit.



Asia's Economic Hub

- Digital financial zone in Yeouido
- Support global unicorn companies



A City of Industrial Innovation

- 10 technology & culture convergence innovation clusters
- Digital transformation of the industrial ecosystem



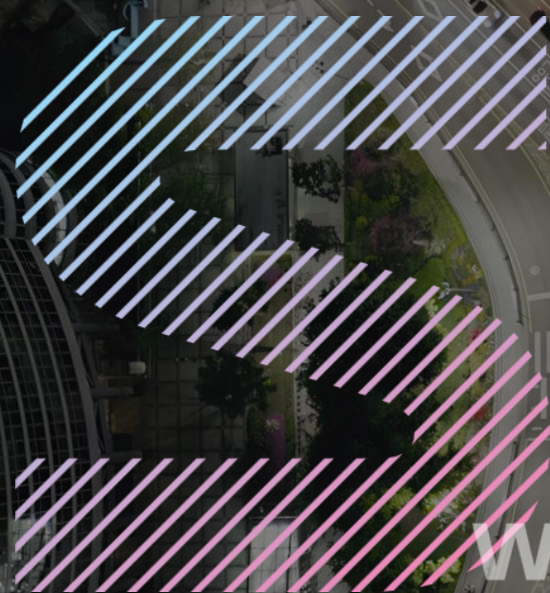
A City of Startups

- Total support system for startups and scales-ups
- Campus town valley for unicorn companies



A City of Cultural Tourism

- Host of Asia's global tourism festival
- Global beauty hub



START-UP에서
SCALE-UP으로,
with SEOUL

Invite top influencers in each field, Provide special experiences including Bosin-gak bell-ringing ceremony, domestic integrated K-wave awards, etc. and Encourage the creation of contents collaborated with worldwide fans.

2023 SEOULCon

내 손안에 서울

'인도 유명 연예인'

아누쉬카 센

5,000만+

'2억 뷰의 뷰티 모델'

카산드라 뱅크스

370만+

'우즈벡 출신 귀화 스타'

엘리나 카리모바

1,700만+

'틱톡만 3,600만 팔로워'

키카킴

5,100만+

'필리핀의 국민 여동생'

크리스텔 풀가

1,800만+

'한국을 사랑하는 베트남 인플루언서'

캠


600만+

오징어 게임

한미녀 만남!!!!!!

인싸 파티 즐기기

KOREA VLOG new year in Seoul, k-pop stars, ringing the bell for 100,000 people! Kika Kim's




seoulcon_official님 외 여러 명이 좋아합니다


anushkasen0408 새해 복 많이 받으세요! 이런 특별한 이벤트와 함께 2024년을 맞이합니다!

지난 70년째 이어지고 있는 중 행사에 초대해주신 서울시장님께 감사드립니다! 국회의원과 시장님 직접 중을 돌릴 기회를 가졌습니다. 대한민국 전역에서 수백만 명이 지켜보며 살고 있습니다! 이 순간에 대단히 감사합니다! 여전히 공처럼 느껴지는 이 놀라운 순간을 영원히 간직할 것입니다. 고마워요 서울시

51.3만 1,566 6,773

#seoulcon





2024 SEOULCon

Date : 2024.12.28 (SAT) ~ 2025.01.01 (WED)

Venue : DDP

Program (** now in preparation*)

- (Fashion) Original Seoul (Street Fashion & Sneakers Display)
- (Entertainment) SEOULCon X APAN STAR AWARDS (K-wave/Influencer awards)
- (Invite) GPE (A seminar with Google Product Experts about creator economy)
- (Game) LCK festival (10 clubs of L.o.L, Fan meetup, etc.)
- (Performance) KPOP concert and New year Countdown (KPOP musician, etc.)