



## MISSION TO SEOUL VR/AR EXPO 2019, OPTIONAL PROGRAMS IN TAIWAN AND JAPAN

Global opportunity to enter the Asian VR/AR market and partner with Korean VR/AR game platforms and VR theme park providers.

### ABOUT THIS MISSION

- In May-June 2019, Austrade is hosting the first VR/AR mission to Korea with optional Taiwan and Japan programs. This mission will assist Australian companies to capitalise on Asia's impressive VR/AR ecosystem.
- As VR/AR develops, Asia is forecast to be a global leader in growth and innovation.
- The Korean VR market grew from US\$1.1 billion in 2016 to US\$1.3 billion in 2017 and is forecast to reach a staggering US\$5.2 billion by 2020.
- This mission will provide Australian participants the opportunity to showcase at Asia's largest VR/AR Expo – *Seoul VR/AR Expo 2019* with delegate passes free of charge, a shared booth and full-access to conference programming, on 30-31 May.
- This is your chance to establish partnership opportunities with major Korean VR/ AR platform providers and investors.
- Austrade will also arrange a supplementary day of programming in Korea to expose you to the ecosystem and its key players and opportunities.

Information on optional programs to Taiwan and/or Japan below.

#### Important information

**Dates:**

**South Korea**

29 May 2019

Austrade pre-visit program

30 May - 1 June 2019

Seoul VR/AR Expo 2019

**Taiwan (optional)**

27-28 May 2019

**Japan (optional)**

3 June 2019

**Application deadline:**

Refer to [event page](#)

#### Who should attend?

Australian businesses in Virtual/Augmented/Mixed Reality games and experiences industries:

- VR/AR/XR Content
- VR/AR/XR Games
- VR/AR/XR Software.

Apply now at [www.austrade.gov.au/seoulvrarexpo2019](http://www.austrade.gov.au/seoulvrarexpo2019)

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## SEOUL VR/AR EXPO 2019

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### SEOUL VR/AR 2019 EXPO FACTS & FIGURES



150 VR/AR COMPANIES



24,000+ VISITORS

400 INTERNATIONAL BUYERS & VCS



350 EXHIBITORS



\$45 MILLION FROM 350 INVESTORS

### WHY YOU SHOULD PARTICIPATE

- Access Asia's largest VR/AR Expo with full access, a shared booth, free delegate pass.
- Showcase to major Korean VR/AR platform providers and developers.
- Establish partnership opportunities with Korea's major VR/AR platform providers (VR/AR Arcades, VR/AR Theme parks, VR/AR game developers)
- Build relationships with prominent VR/AR investors.
- Join a networking function with peak VR/AR platform industry companies and associations.
- Gain insight into the new trends and technologies in Asia's developing VR/AR market.
- Receive on-the-ground assistance from Austrade and advice on how to successfully operate in the Korean market.
- Opportunity to test other Asian markets (Japan and Taiwan) through optional programing.

### KOREA VR/AR – TRENDS AND OPPORTUNITIES

- Since 2018, Korea's Government has allocated **US\$270 million** to support growth/development of VR/AR.
- Major industries such as electronics, automotive, e-commerce, entertainment, consumer goods in Korea are in need of more creative VR content and technologies to implement in their VR platforms and facilities.
- Since 2016, major Korean corporations have **invested** in recreational VR/AR arcades. Today, the number of arcades nationwide has reached 250. This trend is spreading throughout Asia, exposing VR/AR content providers that enter the Korean market to neighbouring Asian markets.
- In 2018, KT and Hyundai IT&S opened their first gaming arcades, with a plan of **expanding to 200** locations in Seoul and expecting over US\$100 million in revenue by 2020. Also in 2018, the largest VR Platform provider GPM Korea, opened the biggest VR theme park, Monster VR in Incheon. Overseas expansion of Monster VR theme parks include Bali, Japan, France and Vietnam.

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- Approximately **40 per cent of the game contents in Korea's VR/AR arcades are supplied from overseas**, mostly from Japan, the US and Europe, leading to Korean VR/AR platform providers' strong interest in developing further business partnerships with international VR/AR content developers. **Australia's creativity** in VR/AR has proven track records with contents from Australia listed on Korea's major VR/AR platforms and VR arcades.
- Korea is relying on import of VR **hardware** and **software** technologies to develop its VR platforms.
- Korea introduced the 5<sup>th</sup> generation wireless systems (**5G**) to market, which have seen an abundance of gaming, content, entertainment and e-commerce services integrated with VR and AR (augmented reality) – widely considered to be hallmarks of Korea's 5G future.

### MISSION PROGRAM

Date	Details
Monday 27 - Tuesday 28 May	<ul style="list-style-type: none"><li>• Optional programing in Taiwan (see below)</li></ul>
Wednesday 29 May 2019	<ul style="list-style-type: none"><li>• Austrade Briefing at the Australian Embassy</li><li>• Tour of GPM Monster VR Arcade and Hyundai IT&amp;S VR Arcade</li><li>• Welcome dinner</li></ul>
Thursday 30 May	Seoul VR/AR Expo 2019 <ul style="list-style-type: none"><li>• Showcase at Australian booth</li><li>• Speaker to present at Seoul VR/AR Expo 2019 seminar session</li><li>• Tailored 1:1 meetings – see participation options</li></ul>
Friday 31 May	Seoul VR/AR Expo 2019 <ul style="list-style-type: none"><li>• Showcase at Australian booth</li><li>• Tailored 1:1 meetings – see participation options</li><li>• Closing networking reception with GPM</li></ul>
Monday 3 June	<ul style="list-style-type: none"><li>• Optional programing in Japan (please see below)</li></ul>

### EXPRESSION OF INTEREST SUBMISSION FOR SPEAKER SESSION AT SEOUL VR/AR EXPO

If interested in speaking at the *Seoul VR/AR Expo 2019*, please contact Leo Bremanis ([Leo.Bremanis@austrade.gov.au](mailto:Leo.Bremanis@austrade.gov.au)) at your earliest convenience.

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### PARTICIPATION PACKAGES – KOREA

Participants' personal expenses, including international airfares, domestic travel, accommodation and personal meals, are not included in this offer.

Options	Package inclusions	Total cost
KOREA	<p>This package includes the following services and inclusions:</p> <ul style="list-style-type: none"><li>• Pre-departure briefing</li><li>• <i>Seoul VR/AR Expo 2019</i> participation fee and access</li><li>• Booth representation at <i>Seoul VR AR Expo 2019</i> for all mission attendees (booth setup cost+ design)</li><li>• Marketing and promotional material flyer (including design, editing)</li><li>• Translations</li><li>• Welcome dinner reception</li><li>• Pre-departure webinar briefing</li><li>• mission program coordination</li><li>• tailored 1:1 meetings (Up to 3 meetings per delegate)</li><li>• On-site assistance <i>Seoul VR/AR Expo 2019</i></li><li>• On-site assistance.</li></ul>	A\$825

**Note:** Optional Taiwan/Japan programs will attract separate costs.

### OPTIONAL PROGRAMS

#### Taiwan: 27-28 May 2019

Capitalising on market growth and appetite, Austrade is arranging an optional program to Taiwan, 27-28 May (prior to Korea).

#### Why Taiwan?

- Taiwan is a tech-based economy on the lookout for disruptive technologies with commercial potential. Attracting international companies for joint venture and product development is high on Taiwan's innovation agenda.
- Taiwan's AR/VR market grew from A\$314 million in 2016 to A\$380 million in 2017, a 20.9 per cent growth.
- Taiwan is one of the world leaders in AR/VR hardware manufacturing, for example HTC and NVIDIA. There are opportunities for Australian software and content providers to collaborate with major and niche companies.
- The cornerstone of Taiwan's tech industry is its strong IP protection laws, which has attracted over 47 multinationals to set up 65 innovation and R&D centres in Taiwan including IBM, Sony, HP etc.
- Taiwan's Government and private sector are investing heavily into the industry, including an A\$45 million investment into a new AR/VR technology hub, and over A\$130 million of private investment in 2018.
- The government and major telecommunication companies have committed to rolling out the 5G network in 2020.

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- Opportunities for Australian businesses: content creation, joint ventures to combine Taiwan technology with Australian solutions, health and other applications, and training products/solutions.

### Program – to be confirmed

This program has been designed to maximise your visit in Taiwan, prior to Korea. Please note programing will attract separate costs to Korea and is to be confirmed.

Date	Package inclusions
Taiwan, Taipei Monday 27 May 2019	<ul style="list-style-type: none"><li>• Austrade market briefing on Taiwan</li><li>• Views from Taiwan industry leaders</li><li>• Lunch</li><li>• Australia-Taiwan AR/VR Roundtable, followed by networking with local industry (partnered with Digital Content Industry Promotion Office, Ministry of Economic Affairs)</li></ul>
Tuesday 28 May 2019	<ul style="list-style-type: none"><li>• Site visit</li></ul>

### Participation Package

- The total cost for the additional Taiwan program is **A\$650**.
- Participants' personal expenses, including international airfares, domestic travel, accommodation and personal meals, are not included in this offer.

### Japan – 3 June 2019

Japan's VR/AR market is forecast to grow from 14.1 billion Japanese Yen in 2017 to 211.1 billion yen by 2020). This growth is driven by Japan's adoption of 5<sup>th</sup> generation wireless systems (5G), diversified applications for VR/AR technologies in Japan and Government support.

- Japan will introduce a limited 5G commercial services to market in 2019 to launch full 5G services in 2020. Japanese major telecommunication companies such as NTT Docomo, KDDI, and Softbank plan to set up the VR/AR viewing platforms under the 5G networks at sports games as well as other live events aiming to offer brand new experiences to audiences (MIC, 2018).
- It is forecast VR/AR technologies will be applied in more widely in industries such as health care, tourism, retail, education, real estate, and manufacturing.
- Japan's position as a global tech innovation hub and the rise of the VR/AR technologies has seen the Japanese Government commit to exploring and supporting development of the VR/AR technologies and the exciting opportunities it presents. The Ministry of Economy, Trade and Industry (METI) provides grants for creating contents that leverage advanced content creation technologies, including VR/AR, to promote products, services, or tourism of the Japanese local regions.

In response to Japan's highly-diversified and rapidly growing VR/AR market Austrade is considering an optional program to Japan on 3-4 June, after Korea, centred around Tokyo's EDGEof.

EDGEof is one of the most exciting startup platforms in Japan. They have developed the 'Game Changer's Studio' in the heart of Tokyo, Shibuya to accelerate existing talent, solutions, and technologies. EDGEof has had extensive experience in helping international startups enter the Japanese market to date together with its notable stakeholders

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from the traditional industry and technology space in Japan. This is your chance to establish partnership opportunities with strong Japanese influencers, major companies and investors in the creative space, including VR/AR and gaming.

### Program – to be confirmed

Please note programming will attract separate costs to Korea and is to be confirmed.

Date	Package inclusions
<b>Japan - Shibuya and Tokyo</b> Monday 3 June 2019	<ul style="list-style-type: none"><li>• Austrade market briefing on Japan</li><li>• Lunch</li><li>• Site visit e.g. VR zone SHINJUKU, VR PARK TOKYO SHIBUYA, or Tokyo Joypolis</li><li>• Australian VR/AR pitch to Japanese customers and investors (co-hosted by Austrade and EDGEof)</li></ul>

### Participation Package

- The total cost for the additional Japan program will be a *maximum* of **A\$440**.
- Flights from Korea to Japan and accommodation are at delegates' expense, as are meals, admission fees for VR arcades, and public transport within Japan.

**Disclaimer: Austrade's pursuit of optional programs to Taiwan and Japan are subject to requisite interest. Registration for the Korea program does not guarantee participation in the proposed Taiwan or Japan programs, nor does it guarantee this optional program will be pursued by Austrade.**

## [CLICK HERE TO REGISTER FOR THE KOREA PROGRAM, WITH JAPAN/TAIWAN OPTION](#)

- To best prioritise and assist attendees, Austrade is ensuring this mission small and bespoke. In addition to the Korea program, Austrade is welcoming EOIs for a potential optional program to Taiwan and Japan.

### Taiwan and Japan Optional Programs

- As places are limited, all registrations will be reviewed by Austrade's country and industry specialists for suitability. If you are accepted, you will be offered a place which will be confirmed when you make your payment. Once you have registered, we will work with you to ensure you are prepared to make the most of this opportunity. Austrade Seoul Post will also assist you with information on travel to Korea and suggested accommodation options, as will Japan and Taiwan posts (if applicable).

Please refer to the event [Terms & Conditions](#) for further details.

You may be eligible to claim some marketing and promotion costs associated with this mission through the Export Market Development Grant scheme. For more information, visit [www.austrade.gov.au/grants](http://www.austrade.gov.au/grants) or call 13 28 78.

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### IMPORTANT INFORMATION

If you are considering this mission, Austrade recommends that you consult 'Smartraveller', the Australian Government's travel advisory service, which is available at [www.smartraveller.gov.au](http://www.smartraveller.gov.au). Travel advice is updated regularly on this site. Please note that Austrade will only work with clients that maintain appropriate business ethics, and demonstrate a commitment to legal obligations including anti-bribery laws, both in Australia and overseas markets. Review further information on anti-bribery at <http://www.austrade.gov.au/Australian/Export/Guide-to-exporting/Legal-issues/Bribery-of-foreign-public-officials>.

### KEY CONTACTS

To discuss your participation further, please contact:

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