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Caarea at the heart of the Korean Tech4Good Tour

A week of summits, meetings, pitches and exchanges between members of government, major companies and Franco-Korean start-ups : here is further proof of the acceleration of innovation and investment between France and Korea. Caarea participated in these events in Seoul. The opportunity to observe the development priorities emerging in the mobility, battery and clean energy sectors.

On Thursday, September 22, South Korea and France signed a new agreement aimed at increasing cooperation in the development of innovative technologies, with mobility-related technologies at the forefront. *"European companies have long been used to looking to the region's giants - Japan and China - for development. But things are changing, and fast, thanks to the impetus of governments and the multiplication of business opportunities in Korea"*, notes

Sophie Escomel, development coordinator of Caarea Korea, the company's subsidiary based in Seoul.



A small history within the greater history

While governments sealed their common ambitions during the 7th Franco-Korean forum of innovative industries, the start-ups of both countries have set themselves up to benefit from this rapprochement. The French-Korean Chamber of Commerce and the Tech4Good network have organized the Tech4Good Tour in parallel, with the aim of facilitating investments by French companies in Korea and promoting partnerships with local companies. *"Caarea was part of the Tech4Good Tour delegation. It was an opportunity to verify what we see on a daily basis: the incredible economic dynamism of Korea. The Korean government has already expressed its ambition a few years ago. It wants to impose Pusan, its largest port city, as the new Hong Kong"*, explains Sophie Escomel. On this path, France could be a partner of choice, as François Hollande commented during a speech to the Tech4Good delegation.

During the same week, Seoul also hosted one of the world's largest start-up conventions, "Try Everything 2022". This was an opportunity to bring together young companies, unicorns, media and international investors. Again, the prism is technology. *"It's interesting to see the complementarities emerging between the start-ups that pitched at this event, especially the*

French and the Koreans". Another observation by Sophie Escomel is the predominance of the theme of mobility and sustainability. The contribution of technology to tomorrow's mobility, particularly with regard to the life span of electric batteries, hydrogen and new uses of the automobile, were the focus of many presentations. "Korea is at the forefront of these issues and it will be interesting to see what the European automotive sector can gain from the innovations that Korean players, accompanied by their partners, are already experimenting with."



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