

ASOCIO Plenary Meeting 2012  
– Members' Presentation

# KEY ACTIVITIES OF FKII

May 19, 2012

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# I. SW Industry in Korea

# I. SW Industry in Korea

## Overview (in 2011)

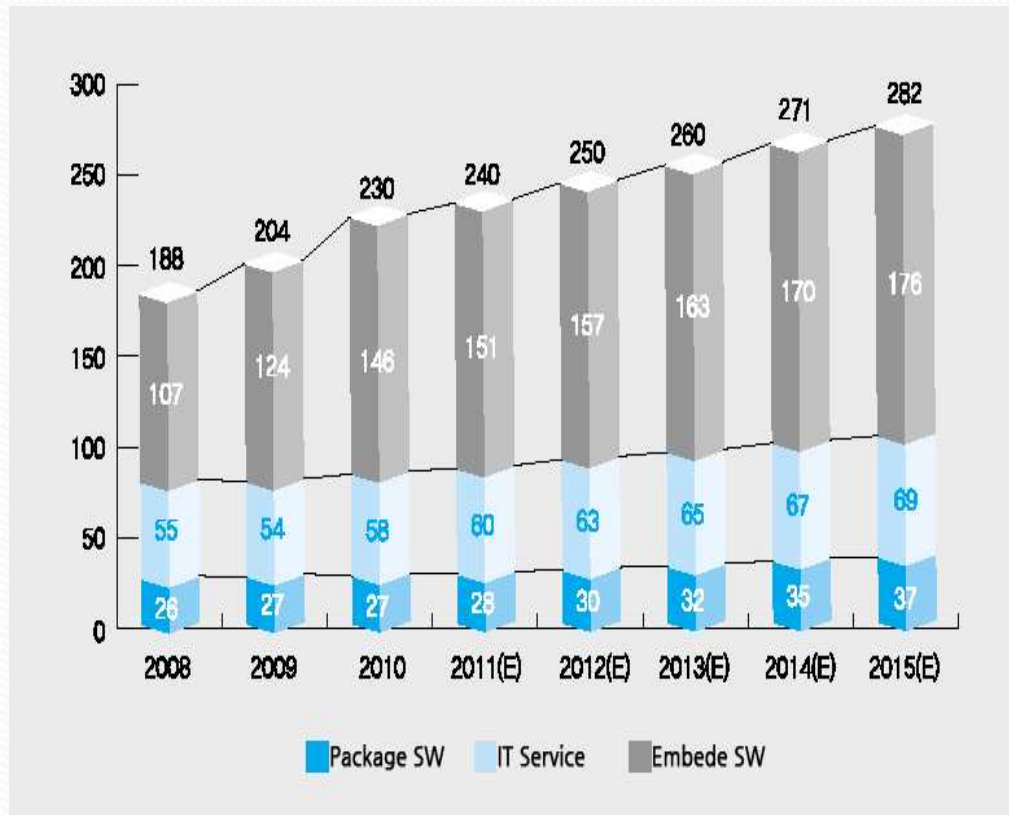
- Why SW? (Our point of view)
  - SW has become the driving force of not only IT paradigm shift but also the innovation in all parts
    - Leading OS platform-based eco system, cloud computing, Smart work, Mobile Office, etc.
    - Nuts and bolts of our life, society and economy.
  - SW Industry is 3.4 times and 5.7 times bigger than that of semiconductor and mobile phone.

Classification	Scale(2011)	(Compared to 2010)
SW Production	252 Billion \$	8.0%
SW Export	1,316 Million \$	7.5%
Domestic SW Market	24 Billion \$	4.3%
Global SW Market	1,075 Billion \$	4.0%

Note: SW production and export does not include embedded SW. Domestic and global SW market include embedded SW  
Source: KEA(2012. 02), ETRI(2011. 6), IDC(2011. 6), BOK(2011. 03), NIPA(2011. 6)

# 1. SW Industry in Korea

## Domestic SW Market



Source: IDC(2011. 8), ETRI(2011.6)  
Unit : Billion \$

All segments have faced low growth rates in 2011 due to the shrink of IT investment

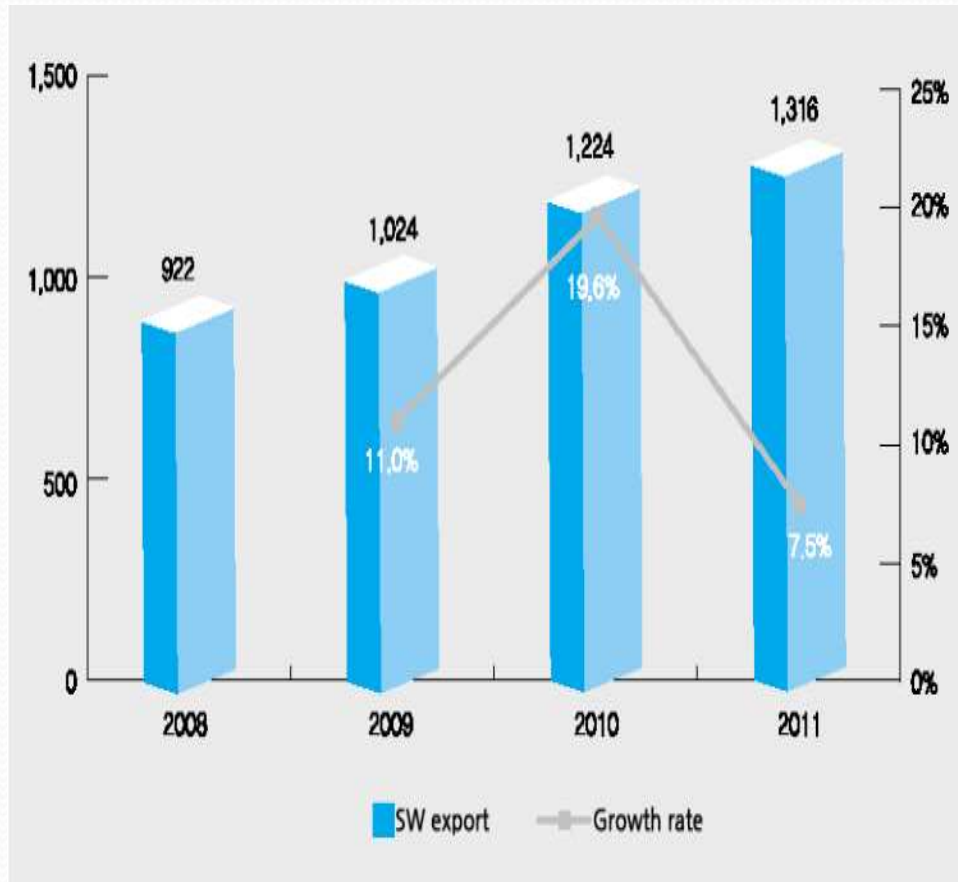
➔ high pressure for “Go global”

The shrinkage of large-scale, new IT projects

➔ Find the breakthrough in mobile, cloud, convergence.

# I. SW Industry in Korea

## SW Export



SW export in 2011 reached to 1,316 million\$ with 7.5% growth rate compared to previous year.

IT service takes 85% of SW export with 1,114 million\$.

- New markets in e-government, Banking, Mobile, SoC
- Success Factors : Government support and differentiated competitiveness of service providers

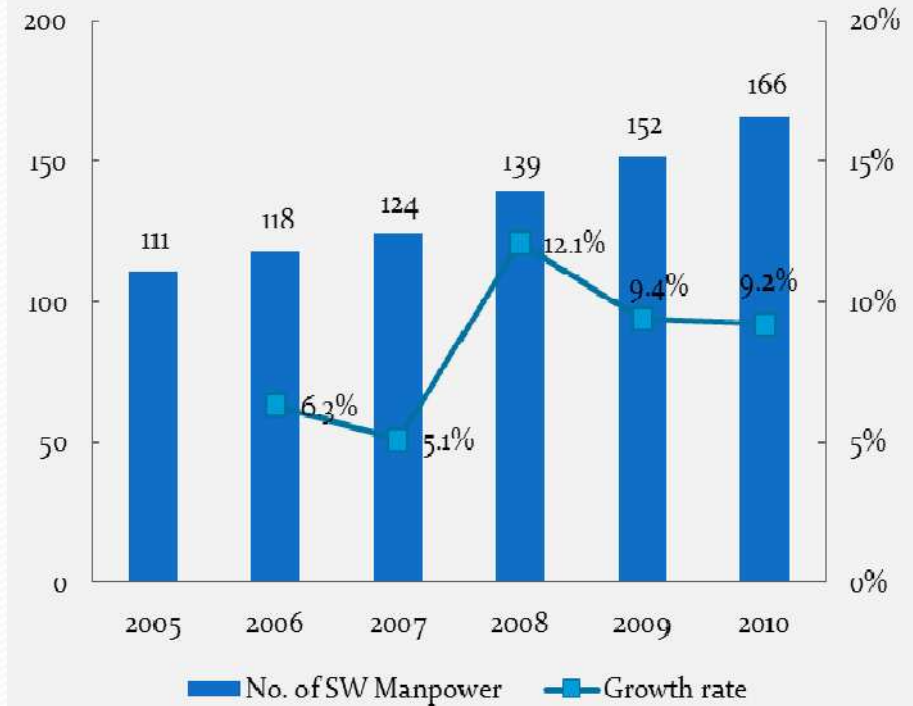
Source: NIPA & KEA(2011. 12)  
Unit : Million \$

# I. SW Industry in Korea

## SW Companies and Manpower



Source: KEA(2011. 9)

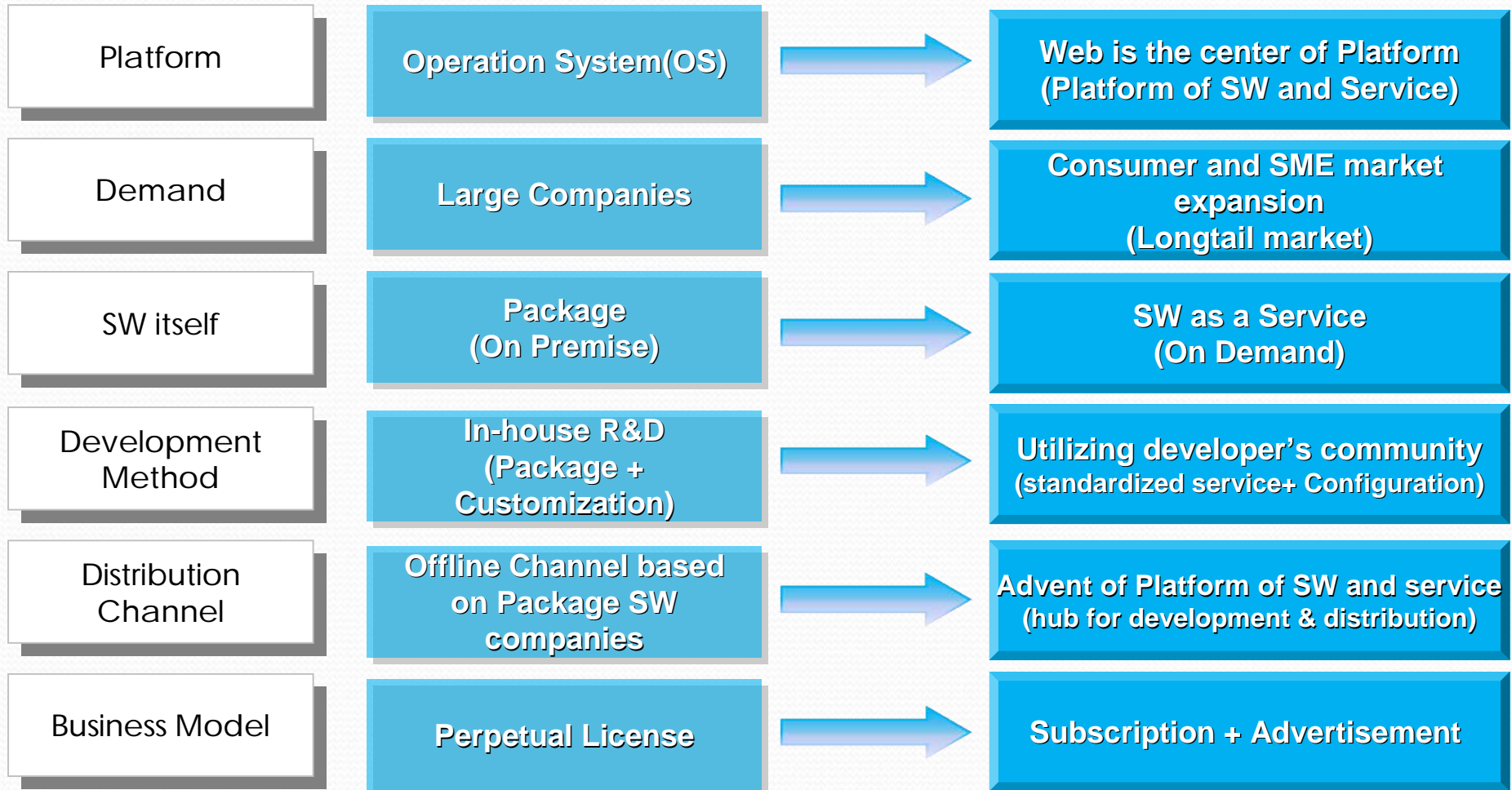


Source: KEA(2011. 9)

- 84.4% of total SW companies have annual sales less than USD 5million.
- Since 2009 IT convergence, Cloud Computing, Smart & Mobile business has led the increase of the number of employees. But the shortage of high-level experts remains unsolved.

# I. SW Industry in Korea

## The Transition of SW Ecosystem



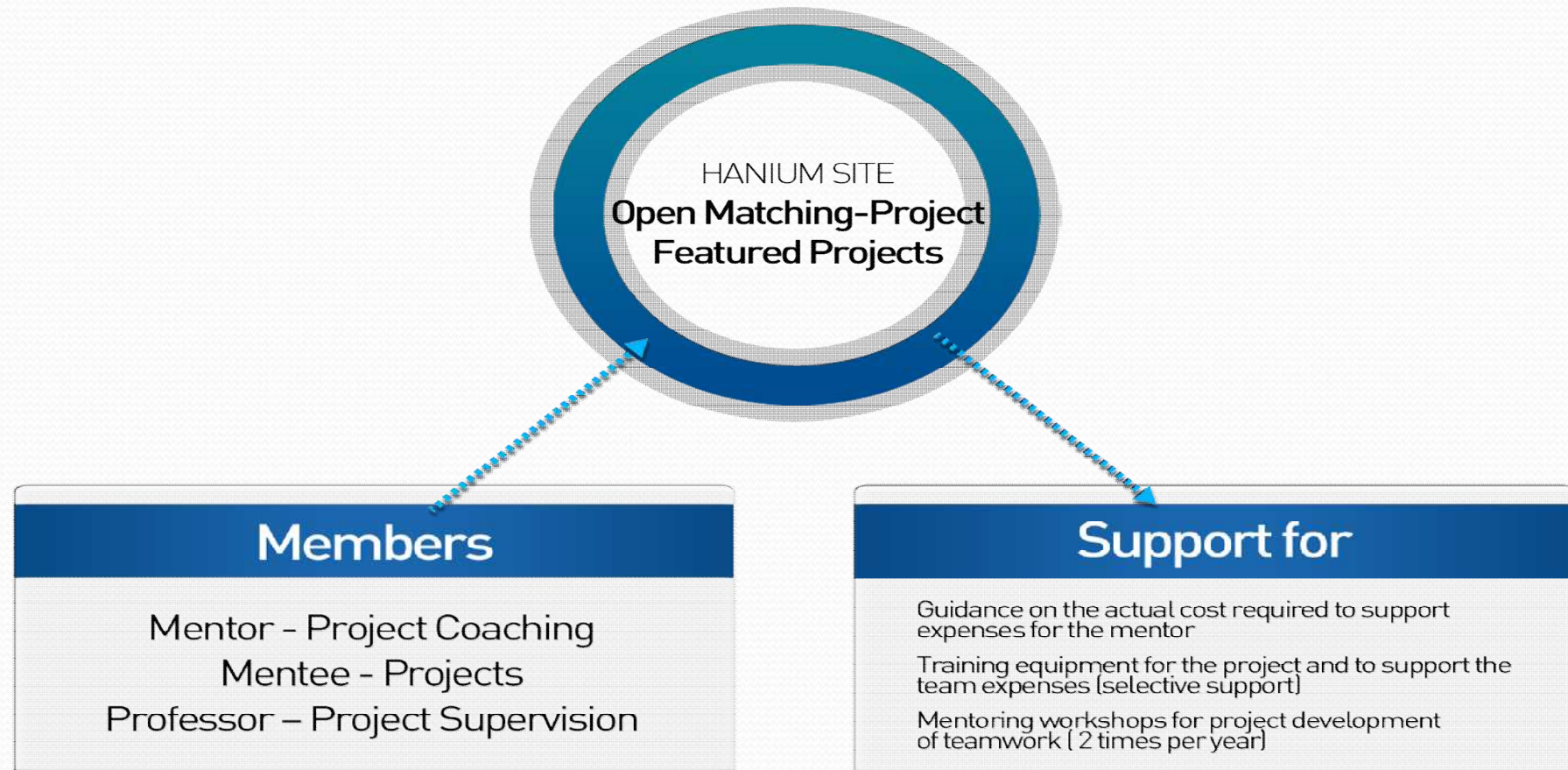


## II. Key Activities of FKII

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### HANIUM IT Mentoring

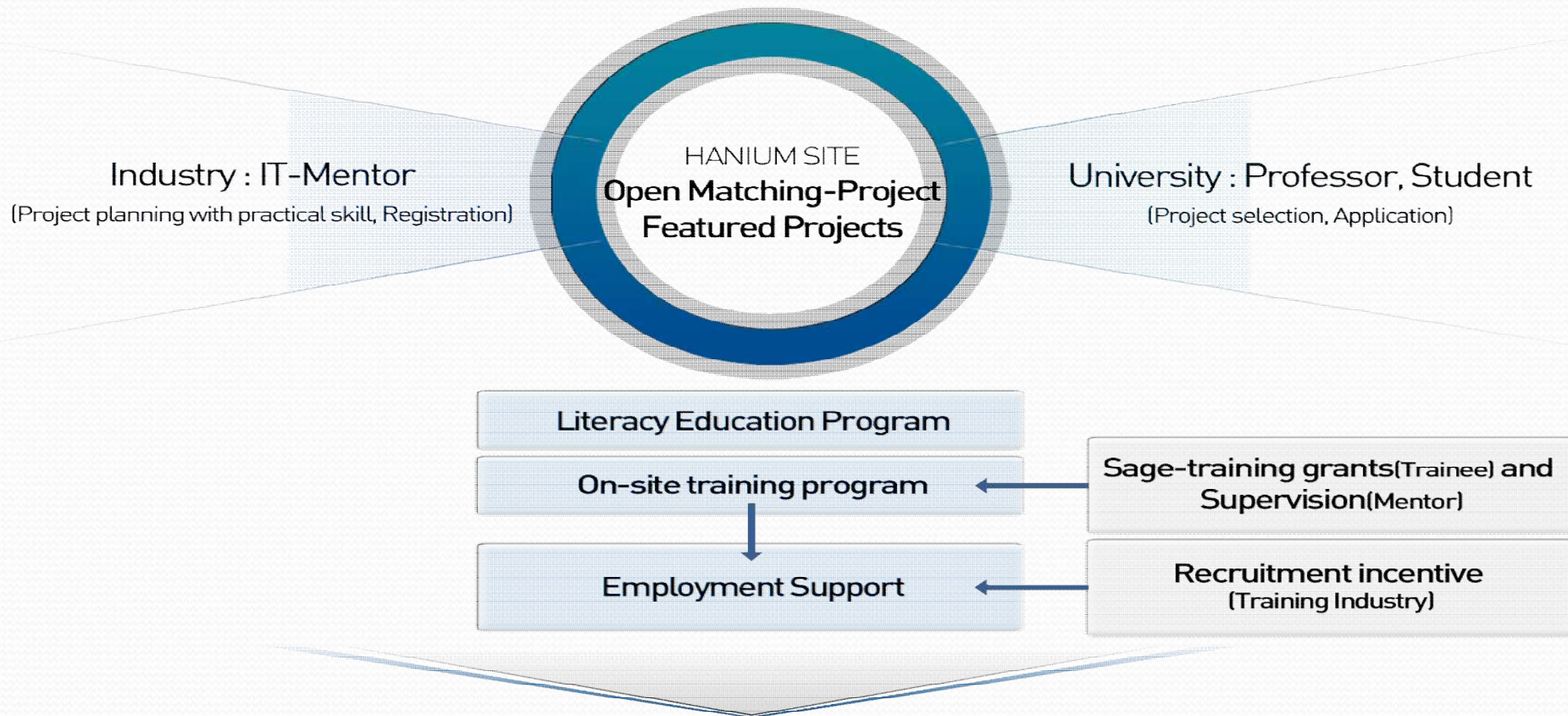
IT major students working their production project (Planner : IT Mentor) to help try to perform a mentoring program to teaching



## II. Key Activities of FKII

### HANIUM IT Internship

Ready for Mentoring pre-training before on-site job training & New concept of enhanced job training internship program linking

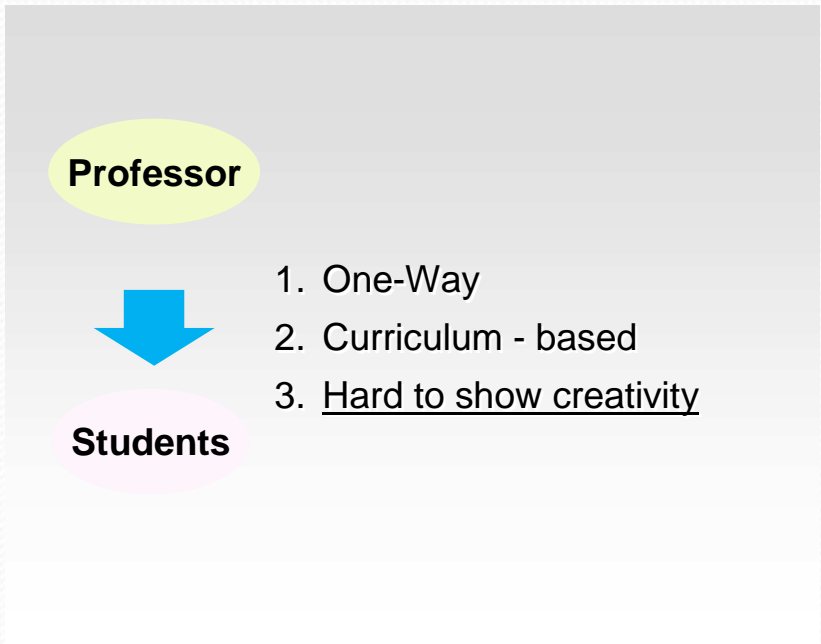


Work with IT internship with competitive IT human resources and social adaptability

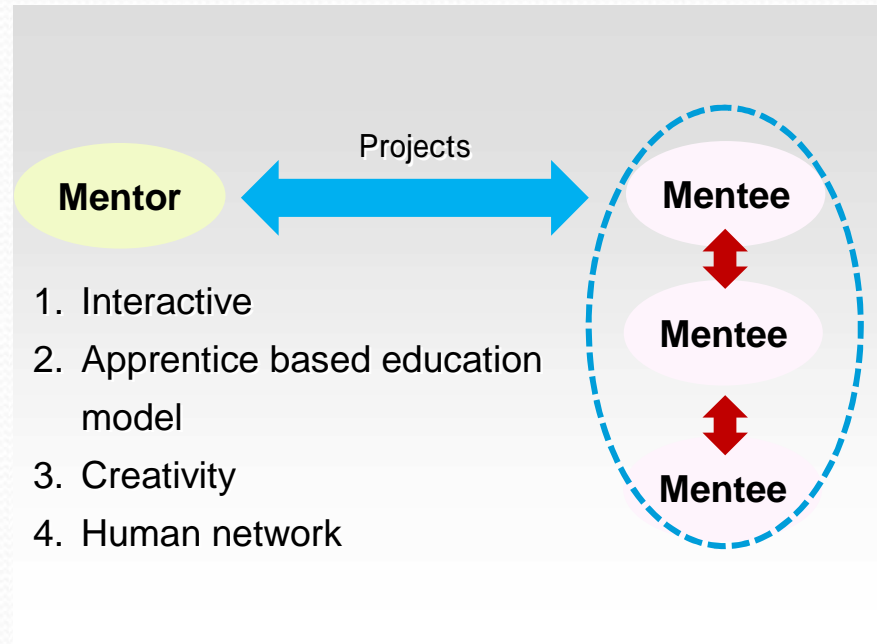
# II. FKII's Key Activities

## SW Maestro Program

### Traditional Model



### Maestro Program



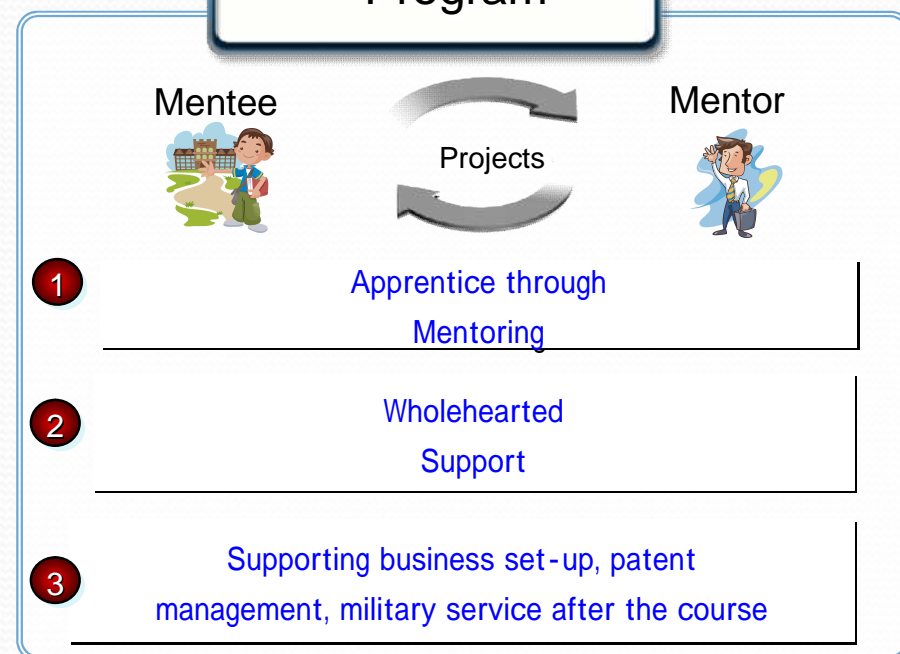
Cultivating Human resources converged with technology, business, creativity

# SW Maestro Program

## Procedure



## Program



## II. FKII's Key Activities

### The World Embedded SW Contest

#### Purpose

- Cultivating young, talented HR in Embedded SW

#### Qualification

- Univ. students, Int'l students & general public
- Junior : Elementary, Middle & High School Student

#### Contest Period

- April ~ November (Annually)

#### Main theme

- Free Theme, Embedded SW common Platform, Intelligent Hum anoid, Intelligent Vehicle, Intelligent Quadropter, Smart Challenge, Healthcare Service, etc.

#### Process

- Announcement-Registration -> Evaluation of submitted documents -> Announcement of Final team -> Evaluation of Demonstration & Exhibition -> Award Ceremony



## II. FKII's Key Activities

The World Embedded SW Contest

## II. FKII's Key Activities

### Bilateral (Korea-Japan) Cooperation : Korea-Japan IT Seminar

#### Purpose

- Sharing information on the latest IT issues and trends
- Assisting in business networking between members

#### Overview

- Started since 1988
- Annually held in Seoul in the mid of the year
- Inviting speakers and delegates
- Held along with Bilateral Industry Talk

#### Main Theme

- Big Data (This Year)
- Cloud Computing (2011)
- Silver IT (2010) : IT for older people
- Software as a Service (2009)
- Green IT (2008)





# III. Suggestions

# III. Suggestion

**FKII is interested in developing IT-related business(activities) in Developing economies**

## Support for national informatization

- Transferring IT policy and application models
- ODA-related project development : e-government, informatization, HRD
- Developing joint projects for mutual benefits
- Launching EU-style projects : HR Development, HR exchange

## Industry Cooperation

- Establishing bilateral IT/SW industry cooperation committee (Private–Public)
- Exchanging business delegation & seminars

# THANK YOU