방송통신위원회
KOREA COMMUNICATIONS COMMISSION

The "Future Internet Support Center" is now open to lay a foundation for development of an SME Internet industry.

On September 18, the Korea Communications Commission (Chairman Kye-Cheol Lee), in conjunction with the Korea Internet Security Agency, opened the "Future Internet Support Center." The Center will help identify creative hybrid business models in future Internet areas, such as smart networks, cloud services and the "M2M (Machine to Machine)," thus addressing issues SMEs face when they try to grow their businesses.

The Future Internet Support Center has a dedicated online counseling center that can field all questions regarding the future Internet information system (www.fi-korea.kr), and provides professional counseling services in areas such as laws, patents, technology related to financial management and management techniques. They are now building a special DB about the latest technology trends and consulting data, and are keen to provide SMEs with helpful information.

In addition to this online service, they are planning to have experts provide education on success cases of enterprises and overseas expansion, provide on-site consulting, and hold meetings so as to provide customized consulting about the problems of SMEs that are difficult to address online alone.

Prior to the launching of this Future Internet Support Center, the Korea Internet Security Agency conduced a preliminary needs survey of Internet-based companies with regard to their difficulties and requirements from April to June, 2012, and then congealed an operating plan. Private consulting firms like CST (technology) and The Point BCG (laws and patents) were chosen as key participants in the Future Internet Support Center project.

Jae-moon Park, Director-General of the Network Policy Bureau at the Korea Communications Commission said, "We will continue to provide support by building a channel of communication with companies related to the future Internet so that SMEs will be able to place itself at the heart of the future Internet industry."

※ Attachment: Future Internet Support Center operating plan.

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〈Attachment〉

Future Internet Support Center operating plan

☐ Outline

o The Future Internet Support Center will provide consulting on laws, patents, technology and other relevant information so that the difficulties SMEs typically face when launching and trying to grow their businesses are eliminated and a foundation for development of the Internet industry can be laid.

☐ Progress

o **Preliminary survey** of SMEs with regard to service requirements and analysis of results (May 2012)

　　※ Areas in high need of support: filing/reviewing patents (20%), certification (17%), marketing (17%), technology (16%), education & training (15%).

o **Selection of external consulting firms** (August 2012): **CST Consortium (KRW150 million** from the Broadcasting and Communications Fund)

　　※ A consortium of CST (technology) and The Point BCG (laws, patents, etc.)

☐ Details

o **(Online service)** In connection with the **future Internet information system** (www.fi-korea.kr), the KCC will build an online BBS, provide **consulting (online and/or in person)**, and build and operate a professional DB containing the latest information on technologies.

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<Online consulting process>

※ Questions are received through the online BBS and call center (KISA, 02-405-6460), and professional consultants answer the questions immediately or within 24 hours.

Future Internet SMEs
Member   companies of related associations, members of the network equipment maker group, developers of the smart mobile app development center, KISA future hybrid service providers, etc.
① Apply

Online Future Internet Support Center
② Register online at the website

② Phone   the customer support call center and register by phone

Post   consulting results
-post   consulting results via the website

③ Notify
④ Consulting
⑤ Post results

Expert pool
Pool of experts on technology,   marketing, intellectual property rights, laws, patents, tax affairs, and   human resources

o **(Offline service)** Consulting service tailored for SMEs (onsite, diagnosis, etc.)

※ Experts visit and diagnose 3~4 companies, and provide necessary consulting solutions.

o **(Meetings and education)** Meetings held with the employees of SMEs; group training also provided (4 times).

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\<Training program operating plan\>

Schedule	Core training	Description	Remarks
1st(September25)	Business model for the future Internet	Patents/fund management/ strategy to advance into the public market	
2nd(October26)	Cases of successful entrepreneurs: "Cases of successful advances into the overseas network equipment industry"	Management strategy/accounting & tax affairs/ future Internet technology	
3rd(November23)	Cases of successful entrepreneurs: "Cases of successful brand-U broadcasting and communication enterprises"	Personnel and labor/certification/ wire and wireless network technology	
4th(December14)	Economic, technological and policy forecast for 2013	Economic forecast/Internet business forecast/ direction of future Internet policies	

※ For the employees of SMEs, the advice of 10 legal, patent and technical experts of the CST Consortium and external experts will be utilized.

□ Future plan

o September 17: Build an online BBS

o September 18: Open the Future Internet Support Center, and the online site (scheduled)

o September~December: Hold meetings and provide group training (4 times)

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<table>
<tr><td>Attachment 1</td><td colspan="2"># Detailed schedules</td></tr>
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□ 1st group training (September 25)

Time	Description	Instructor
9:00~10:00	**"New Business Models in the Future Internet Era"** - Changes in the business model due to the future Internet - future Internet firms' response strategy	**Jae-beom Park, Executive Director,** CISCO
10:00~11:30	**"Utilization of standard patents in patent lawsuits"** - Issues of recent patent lawsuits: Samsung, Apple, etc. - Strategic responses to patent lawsuits	**Seung-hee Sohn, Patent lawyer** Chungam International Patent Law Firm
	Lunch	
13:00~14:30	**"Fund management for decision makers and working-level staff"** - Basic concept of corporate fund management - SMEs' responses to the future Internet	**Prof. Hee-seong Noh** Department of Business Administration, Korea University of Transportation Formerly: Business Financing Manager, Head of the Gangnam Regional HQ, IBK
14:30~16:00	**"Ways to invigorate the domestic network industry's expansion into the public sector"** - Analysis of trends in network implementation of public institutions - A standard network model suitable for public institutions	**Director Jong-gye Park** CST
16:00~16:30	**Coffee Break**	
16:30~18:00	**Counseling on difficulties "future Internet" SMEs face regarding technology and management**	**Future Internet Support Center**

□ 2nd group training (October 26)

Time	Description	Instructor
9:00~10:00	**"Case 1: Management strategies of successful entrepreneurs"** - Cases of successful overseas expansion of network equipment makers - Cases of expansion into advanced countries (Japan, etc.), and developing countries (Southeast Asian countries, etc.)	
10:00~11:30	**"Method of establishing strategies for SMEs"** - SMEs' management diagnosis methodology	

	- Method of establishing strategies for SMEs	
Lunch		
13:00~14:30	**"Accounting & tax management for SMEs"** - Key accounting & tax issues of 2012 and 2013 - SMEs' responses	
14:30~16:00	**"Future Internet R&D trends and SMEs' responses"** - Future Internet R&D status and forecast - Future Internet SMEs' responses	
16:00~16:30	**Coffee Break**	
16:30~18:00	**Counseling on difficulties "future Internet" SMEs face regarding technology and management**	

□ 3ʳᵈ group training (November 23)

Time	Description	Instructor
9:00~10:00	**"Success stories of the broadcasting and communications brand-U enterprise"** - Cases of successful app development (Appbook How Gee, etc.) - Cases of successful advances into Silicon Valley	
10:00~11:30	**"Acquisition of various certificates for SMEs"** - Certifications related to "future Internet" SMEs - Using certification to manage business	
Lunch		
13:00~14:30	**"Personnel/labor management for SMEs"** - Trends in personnel and labor - Utilization by SME	
14:30~16:00	**"Wire and wireless network technology development forecast and corporate growth strategies"** - Core wire and wireless network technology trends and forecasts - Growth strategy of network equipment makers	
16:00~16:30	**Coffee Break**	
16:30~18:00	**Counseling on difficulties "future Internet" SMEs face regarding technology and management**	

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□ 4th group training (December 14)

Time	Description	Instructor

13:00~14:00	**"Economic trends and corporate responses for 2013"**
	  - Key economic issues of 2012
	  - Forecast and responses for 2013	

14:00~15:00	**"Internet business forecast and responses for 2013"**
	  - Internet business forecast
	  - Responses from the viewpoint of SMEs and public policy	

15:00~15:30	**Coffee Break**	

15:30~16:30	**"Future Internet policy forecast and responses for 2013"**
	  - Policy issues of 2012 related to the future Internet industry
	  - Policy direction for 2013	

16:30~17:30	**Future Internet SME meeting (Q&A)**	

※ Schedule details may be changed according to the instructor's schedule.