

# #NordicMade

**FOOD INNOVATION DELEGATION**

SEOUL 29 MAY- 2 JUNE 2023



**INNOVATION  
CENTRE  
DENMARK**

**NAVA**

NORDIC ΔSIAN  
VENTURE ΔLLIANCE

## Join this first ever pan-New Nordic Food Innovation delegation to Seoul, to meet with Korean key stakeholders, including investors, companies and peers!

The 4-day program includes:

- Participation in South Korea's largest startup fair [NextRise](#).
- First-hand insights into the Korean food innovation market.
- Access to local food innovation experts and insights into approval processes.
- On-site visit to food innovation processing or R&D facility
- Matchmaking, pitching and networking opportunities with other New Nordic food innovators and key Korean food innovation stakeholders, including potential clients, customers, partners and investors.

### WHY SOUTH KOREA AND FOOD INNOVATION?

The New Nordic brand is trending in South Korea, and Nordic products are associated with safety, high quality and sustainability. Both regions are relatively affluent, and technologically advanced, both face an aging population and a dwindling workforce, creating an urgent demand for healthy and novel food innovation solutions in which the Nordics excel.

Since 2007, the Korean food industry (market worth USD 128.7 billion, 2019) has been experiencing rapid annual average growth rate of 6.4%. Much of this growth stems of the growing demand for processed food in Asia, especially the Greater China, India and ASEAN Regions. The Asia-Pacific Region has the highest share, 36,8%, of the total global food market.

### WHAT DOES IT COST / WHAT IS COVERED BY NAVA?

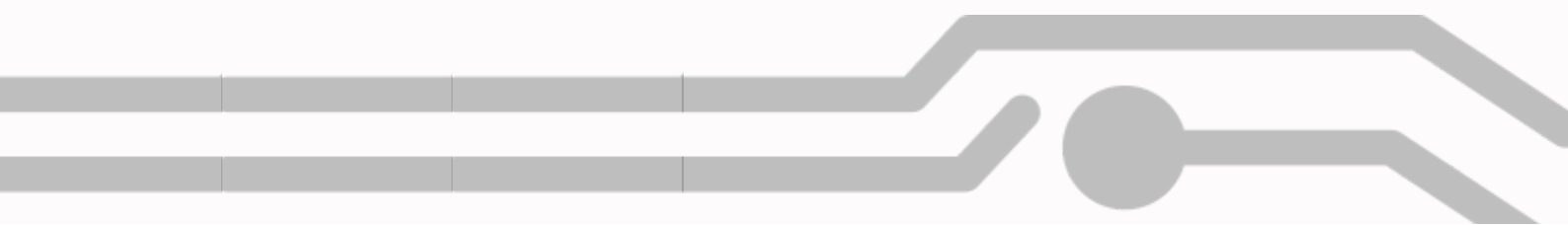
- Startups only need to cover their own flights, lodging and hotel.
- NAVA organizes bookings at suitable hotel at max EUR 120 per night, ensuring convenient execution of the program.
- NAVA will cover organizational costs and local transport.
- Booths at NextRise for first 5 companies admitted to the program.

### WHY NAVA?

The only community-based organization that connects the entire New Nordic venture and startup ecosystem with East Asia. We combine deep insights in Japan, Korea and China with a great network across the eight New Nordic countries, making it possible to gather a critical mass of the very best startups from any vertical. Check our delegations page, including past editions, [HERE](#).

### DEADLINE

- Registration for delegation is 16.04.2023, [HERE](#)



# MAY

## Preparatory webinar

### Arriving to Seoul and checking into hotel

*This is a preliminary program, subject to change.*

# MON

29 MAY

(National Holiday)

- 17:00 - **Delegation kick-off**
- 19:00
- Program presentation
  - Internal group introduction
- 19:00 - **Informal dinner for delegation companies**
- 21:00 *Courtesy of NAVA*

09:30 - **Rendezvous in Lobby**  
*Transport to Seoul Startup Hub*

10:00 - **Delegation kick-off**

13:00 *Seoul Startup Hub*

- Tour & Intro to Seoul Startup Hub
- Doing business in Korea
- Seminar with Korea FoodTech Association
  - Korean food tech trends
  - Legal framework

# TUE

30 MAY

13:00 - **Lunch break / Transport**

15:00 *Transport to D • CAMP*

15:00 - **D • Camp**

17:00 *FRONT 1 (Mapo Center)*

- Tour & introduction to D • Camp
- Pitch & Networking Event

08:00 - **Rendezvous in Lobby**  
*Transport with high-speed train to Iksan*

11:00 - **FOODPOLIS**

15:00 *Jeollabuk-do, Iksan*

Visiting The Food Industry Promotional Agency of Korea (FOODPOLIS), South Korea's national food cluster. The cluster houses supports programs, networking of Korean food companies, R&D/production facilities and of major Korean corporate.

15:00 - **Transport back to Seoul**

19:00 - **New Nordic Networking Event with Nordic Embassies**

17:00 All companies pitching / exhibiting products

# WED

31 MAY

08:00 - **Rendezvous in Lobby**

*Walk to COEX, Seoul*

08:15 - **NextRise - Day 1**

18:00 *COEX Convention and Exhibition Center*

- Registering, setting up booths
- Keynote speaks
- 1:1 Business Matching Program (application deadline for registration 16th April)

16:00 - **Casual networking event by KITA**

17:00 *TBA*

09:00 - **NextRise - Day 2**

18:00 *COEX Convention and Exhibition Center*

- Booths
- Keynote speaks,
- 1:1 Business Matching Program (application deadline for registration 16th April)

19:00 - **Networking Event**

*TBA*

**THU**  
1 JUNE

**FRI**  
2 JUNE

[SIGN UP HERE](#)

**#NordicMade**

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