

*New Challenges for Innovation*



**AIC2009KAIST**

Asia Innovation Conference 2009 at KAIST

**2009. 10.**



Graduate School of  
Innovation and Technology Management

## *Invitation Letter*

*Main Theme: "New Challenges for Innovation"*

East Asia has accomplished a remarkable economic success in a relatively short amount of time. Its highly educated and skilled workforce, hard working Asian ethics, and strategic targeting of key industries enabled them to leapfrog other economies and attain competitive advantages in such critical areas as information technology, semiconductors, shipbuilding, steel, and automobiles. Many economic pundits believe that East Asia will be able to sustain strong growth trajectory in the 21st Century, eventually surpassing the GDPs of the United States and the European Union. To catapult East Asia's economy to a higher level, it must resolve many challenges and obstacles in moving from the current export-driven economy to a more innovative, knowledge-based economy. This calls for greater collaboration among all the key players including educational institutions, private enterprises, and governmental agencies in understanding and formulating strategies and policies for the future growth.

Historically, Asia has been the targets of the European colonialism since 15th century, and has consequently fought for resistance against the Western colonial powers. But, now Asia sees the opportunity of becoming not only the production and supply source of the goods and services to the world, but the ultimate destination and marketplace of the new affluence. But most importantly, Asia needs to become the new engine of the world economy as the center of the innovation as well as the research and development (R&D) in the new value creation. Only by this way, Asia can become the real world leader, who can legitimately enjoy the admiration from the rest of the world, together with the long cherished Asian values that can go back to the last 6,000 years.

From these perspectives, the East Asian Innovation and Entrepreneurship Conference can serve as the most important vehicle among the top R&D universities in East Asia in that the East Asian educators in science and engineering can be better prepared in meeting future challenges and bringing about tangible accomplishments in the upcoming Asian era. After the successful inaugural conference at Tokyo University last year, KAIST is holding the second annual conference in November of this year in Seoul, Korea.

We would like to invite you to the conference to lead and participate in this epoch making event in which the New Asia can make huge difference in the new world economy.

2009. 9. 14

***Nam Pyo Suh***

General chair of conference,  
President,  
KAIST

## I. General Information

- A. Title** : Asia Innovation conference (AIC) 2009 at KAIST
- B. Host** : KAIST - Graduate School of Innovation and Technology Management
- C. Co-Host** : The University of Tokyo, Tsinghua University
- D. Date** : November 5<sup>th</sup>(Thu) ~ 6<sup>th</sup>(Fri)
- E. Venue** : 1<sup>st</sup> Day - KAIST Daejeon campus
- Lab Tour and Roundtable for on "Asia Innovation Society"
- 2<sup>nd</sup> Day - Shilla Hotel, Seoul
- F. Participants from:**
- Korea, Japan, China, and U.S.,
  - Policy Decision Makers, Promising Innovators, Innovation Experts
- G. Honorable Guests**
- RIM, Chemin / Vice Minister, the Ministry of Knowledge Economy, Korea
  - KOMIYAMA, Hiroshi / President Emeritus, The University of Tokyo / Chairman of the Institute, Mitsubishi Research Institute, Inc., Japan
  - LEVY, Eugene H. / Provost, Rice University, USA
  - YAO, Andy / Professor, Tsinghua University, People's Republic of China
  - SUH, Nam Pyo / President, KAIST, Korea
  - LEE, Chong-Moon / Distinguished Professor Emeritus, KAIST & Founder / Chairman, Silicon Valley Venture Fund, LLC, Korea
  - PALEM, Krishna / Professor, Rice University, USA
  - MATSUSHIMA, Katsumori / Professor, The University of Tokyo, Japan
  - WENXIA, Zhang / Senior Researcher, Chinese Academy of Science and Technology for Development, People's Republic of China
- H. Sponsorship** (Tentative): Ministry of Knowledge Economy, SK, JoongAngDaily

## II. Governing Body of Conference

### 1. Founding Chair:

- ✓ LEE, Chong-Moon / Distinguished Professor Emeritus, KAIST & Founder /  
Chairman, Silicon Valley Venture Fund, LLC
- ✓ MATSUSHIMA, Katsumori / Professor, The University of Tokyo

### 2. General Chair (Annually) :

- ✓ SUH, Nam Pyo / President, KAIST

### 3. Organizing Committee:

- ✓ Korea:
  - YANG, Taeyong, Professor, KAIST
  - CHOI, Kwangchul, President, SK E&C & Professor, KAIST
- ✓ Japan:
  - SAKATA, Ichiro, Professor, The University of Tokyo
  - HASHIMOTO, Masahiro, Director General, Trademark, Design and  
Administrative Affairs Department,  
Japan Patent Office, Ministry of Economy, Trade and Industry
- ✓ China:
  - YAO, Andy / Professor. Tsinghua University, China
  - WENXIA, Zhang / Senior Researcher, Chinese Academy of Science and  
Technology for Development, China

### 4. Working Committee:

- CHANG, Hyunjoon, Professor, KAIST
- AHN, Cheolsoo, Professor, KAIST
- SONG, Lak-kyoung, Professor, KAIST
- SUNG, Kwangjae, Professor, KAIST

- OHM, Jay Young, Professor, KAIST
- KIM, Mi Kyung, Professor, KAIST
- KIM, Wonjoon, Professor, KAIST
- CHAE, Suchan, Professor, KAIST
- LEE, Sujin, Professor, KAIST
- YOON, Taesung, Professor, KAIST
- KIM, Beomsol, Vice Chairman, KSVF( Korea-Stanford Venture Forum)

**5. Secretariat Staff**

- KIM, Insue, Senior Researcher, KAIST
- JOO, Changlim, Senior Researcher, KAIST
- KIM, Mikyung, Staff, KAIST
- ROH, Seungkook, Staff, KAIST
- KIM, Suejung, Staff, KAIST
- OH, Wooyoung, Staff, KAIST

### III. Theme of the Conference

#### 1. Mission

Establishing a dialogue channel and cooperative network on Innovation in Asia region

#### 2. Back Ground

To catapult Asia's economy to a higher level, Asia must resolve many challenges and obstacles in moving from the current export-driven economy to a more innovative, knowledge-based economy. This calls for greater collaboration among all the key players including educational institutions, private enterprises, and governmental agencies in understanding and formulating strategies and policies for the future growth.

#### 3. The Purpose of the Conference

AIC (Asian Innovation Conference) 2009 will serve as the most important vehicle among the top R&D universities in Asia in that the Asian educators in science and engineering can be better prepared in meeting future challenges and bringing about tangible accomplishments in the upcoming Asian era.

##### A. Main Theme: "New Challenges for Innovation"

##### B. Topics of Discussion

1. **Invited Speech** **Innovators and Educators**
  - Introductory discussion among renowned university presidents
2. **Habitat** **National Innovation System Reform**
  - Why do people have questions on Asian-Innovation ?
  - What are the results from Western-Innovation in Asia and Korea ?
  - Which way should we go for the future ?
3. **Live Debate** **Success Innovation Cases in Asia**
  - What are the success factors of Asian Cases of Innovation ?
  - What are the unique features of these Innovations ?

※ Open Discussion with audience : Asian Approach to Innovation
4. **Korea Showcase** **Action in Korea**
  - KAIST Innovation Showcase : On-Line Electric Vehicle and Mobile Harbor
  - High-end cutting edge Korean venture companies

##### C. Expected tangible accomplishments through the AIC:

Agreement on strengthening the collaboration among Korea, China and Japan to establish "Asia Innovation Society" as hub of the innovation as well as cooperative research and development (R&D) for new value creation

## IV. Time Table

### 1. KAIST Tour and Roundtable for "Asia Innovation Society"

#### ■ Nov. 5th

- Place: KAIST, Daejeon
- Attendance(E) :20 people (From China and Japan)

Time	Event	
9:00 - 9:30	Move from Shilla Hotel to Seoul KTX Station (By Chartered BUS)	
10:00 - 11:30	Transfer from SEOUL to KAIST (Daejeon) (by KTX-Express Train) < It takes 90 min. >	
11:30 - 12:00	Welcome address	
12:00 - 1:00	Luncheon at KAIST	
1:00 - 4:00	KAIST campus Tour (OLEV, Mobile Harbor)	
4:00 - 6:00	Transfer from KAIST to Shilla Hotel	
6:30 - 9:00	<b>Only invited Guests for AIS</b> <b>(Asia Innovation Society)</b> Roundtable for " Asia Innovation Society " <Agenda : Activity, Funding, Membership>	<b>Banquet</b>
<TOUR, KAIST > - OLEV (On-line Electric Vehicle) - Mobile Harbor		

## 2. *AIC(Asia Innovation Conference) 2009 KAIST*

### ■ Nov. 6th

- Place: Seoul

- Attendance(E): 120 people (From Korea, China, Japan and others)

Time	Event
9:00 ~ 12:00	<ul style="list-style-type: none"> <li>▪ <b>Opening Remark (3 min)</b> Speaker : YANG, Taeyong, KAIST</li> <li>▪ <b>Congratulatory Address (5 min)</b> Speaker : RIM, Chemin/ Vice Minister, the Ministry of Knowledge Economy</li> <li>▪ <b>Welcome Speech (30 min.)</b> Speaker : SUH, Nam Pyo, President, KAIST</li> <li>▪ <b>Keynote Speech : "Asia Innovation Society"</b> Speaker: KOMIYAMA, Hiroshi, President Emeritus, The University of Tokyo / Chairman of the Institute, Mitsubishi Research Institute, Inc. <b>(30 min.)</b> Speaker : YAO, Andy / Prof. Tsinghua University, China <b>(30 min.)</b></li> <li>▪ <b>Distinguished Guest Speech</b> Speaker: LEVY, Eugene H. / Provost, Rice University, USA <b>(30min)</b> - Title : Innovation &amp; Technology Transfer from Small Research University Perspective: Possible Lessons for East Asia</li> </ul>
12:10 ~ 12:25	<b>Special Speech : ICHIMURA Tomoya / Director General, New Energy Technology Development Department, NEDO (15min)</b>
12:25 ~ 13:30	▪ <b>Luncheon</b>



### *Plenary Session*

- Session 1st: Habitat - National Innovation System Reform
- Session 2<sup>nd</sup>: Live Debate - Successful Innovation Cases in Asia
- Session 3<sup>rd</sup>: Korea Showcase - Action in Korea

### Session 1<sup>st</sup> 13:40 ~ 14:40 ( Habitat ) National Innovation System Reform

<b>&lt; Moderator &gt;</b> <b>CHANG, Hyunjoon</b> <b>KAIST</b> <b>(Korea)</b> <b>5 min</b>	<b>PALEM, Krishna</b> <b>Rice Univ.</b> <b>(USA)</b> <b>5 min</b>	<b>HASHIMOTO,</b> <b>Masahiro,</b> <b>Japan Patent</b> <b>Office</b> <b>(Japan)</b> <b>5 min</b>	<b>WENXIA, Zhang</b> <b>C.A.S.T.D</b> <b>(China)</b> <b>5 min</b>	<b>JEON,</b> <b>Sang-Hwon</b> <b>M.K.E</b> <b>(Korea)</b> <b>5 min</b>
- 25 min (speech) 25 min. - R/T on Topics of Discussion				
<b>13:40~14:30</b>	<div> <b>※ Topics of Discussion</b> <ul style="list-style-type: none"> <li>- Why do people have questions on Asian-Innovation?</li> <li>- What are the lessons from previous policy in Asia?</li> <li>- Which way should we go for the future?</li> </ul> </div> <div> <b>▪ KOREA</b> <ul style="list-style-type: none"> <li>✓ ( Moderator ) CHANG, Hyunjoon, Professor, KAIST</li> <li>✓ JEON, Sang-Hwon, Director General, Electronics &amp; IT Industries, Ministry of Knowledge Economy</li> </ul> </div> <div> <b>▪ JAPAN</b> <ul style="list-style-type: none"> <li>✓ HASHIMOTO, Masahiro, Director General, Trademark, Design and Administrative Affairs Department, Japan Patent Office, Ministry of Economy, Trade and Industry</li> </ul> </div> <div> <b>▪ USA</b> <ul style="list-style-type: none"> <li>✓ PALEM, Krishna, Professor, Rice University</li> </ul> </div> <div> <b>▪ CHINA</b> <ul style="list-style-type: none"> <li>✓ WENXIA, Zhang / Senior Researcher, Chinese Academy of Science and Technology for Development, China</li> </ul> </div>			
<b>14:30~14:40</b>	<b>Q&amp;A with Public Sector</b>			

<b>Session 2<sup>nd</sup> 14:40 ~ 15:40</b> <b>( Live Debate ) Successful Innovation Cases in Asia</b>				
<b>&lt; Moderator &gt;</b> <b>CHOI, Kwangchul</b> <b>KAIST / SKE&amp;C</b> <b>(KOREA)</b> <b>5 min</b>	<b>LEE, Hoo-Geun</b> <b>POSCO</b> <b>(KOREA)</b> <b>5 min</b>	<b>ADACHI, Toshihisa</b> <b>ITOCHU</b> <b>(JAPAN)</b> <b>5 min</b>	<b>GUO, Lunchun</b> <b>JIUZHOU</b> <b>(CHINA)</b> <b>5 min</b>	<b>KIM, Yong-Geun</b> <b>KIAT</b> <b>(KOREA)</b> <b>5 min</b>
<b>1st part: 25 min Speech + 20 min R/T on Topics of Discussion</b>  <b>2nd part: 15 min. "Open Discussion with Audience"</b> - Asian Approach to Innovation				
<b>1st part)</b> <b>14:40~15:15</b>  <b>2nd part)</b> <b>15:15~15:40</b>	<b>※ Topics of Discussion</b> - What are the successful factors of Asian Cases of Innovation? - What are the unique features of those Innovations?  <b>▪ Korea :</b> ✓ (Moderator) CHOI, Kwangchul / Professor, KAIST & President, SK E&C ✓ KIM, Yong-Geun / President, KIAT(Korea Institute for Advancement of Technology) ✓ LEE, Hoo-Geun / Senior Vice President, Operating and Technology Division, POSCO  <b>▪ China :</b> ✓ GUO, Lunchun / CTO in LED R&D center, Shenzhen Jiuzhou Optoelectronics CO., LTD.  <b>▪ Japan:</b> ✓ ADACHI, Toshihisa / President & CEO, ITOCHU Technology Ventures, Inc			
<b>15:40~15:55</b>	<b>Coffee Break</b>			

<b>Session 3<sup>rd</sup> 16:00 ~ 17:00</b> <b>( Korea Session ) Korea Showcase</b>				
<b>&lt;Moderator&gt;</b> <b>SUNG, Kwangjae,</b> <b>KAIST</b> <b>5 min</b>	<b>KIM, Hong Sun</b> <b>Ahnlab Co.</b> <b>5 min</b>	<b>YOO, Tae Kyung</b> <b>Lumens Co.</b> <b>5 min</b>	<b>CHOI, Young Hoon</b> <b>SK Communications</b> <b>5 min</b>	<b>HAN, Sung-Ho</b> <b>Medipost Co.</b> <b>5 min</b>
- 25 min Speech - 25 min. R/T on Topics of Discussion				
<b>16:00~16:50</b>	<b>※ Topics of Discussion</b> - KAIST Innovation Showcase - High-end cutting edge Korea Venture Companies  ✓ ( Moderator ) SUNG, Kwangjae, Professor, KAIST  ✓ KIM, Hong Sun / CEO, Ahnlab Co.  ✓ YOO, Tae Kyung / CEO, Lumens Co.  ✓ CHOI, Young Hoon / CMO, SK Communications  ✓ HAN, Sung-Ho/ Director, Medipost Co.			
<b>16:50~17:00</b>	<b>Q&amp;A with Academic Sector</b>			
<b>17:00~17:20</b>	<b>▪ Reflection :</b> <b>Speaker :</b> KIM, Beomsol, Vice Chairman, KSVF (Korea-Stanford Venture Forum) - KSVF's contributions in innovation for the last 10 years - Future directions for the next 10 years			

<b>17:20~17:40</b>	<ul style="list-style-type: none"> <li>▪ <b>Honorable Guest Speech</b>  <b>Speaker</b> : KIM, Young Se, CEO, InnoDesign</li> </ul>
<b>17:40~18:10</b>	<ul style="list-style-type: none"> <li>▪ <b>KAIST CASE</b>  <b>Speaker</b> : Prof. YANG, Hyun Seng , KAIST            - KAIST HRHR Project Cases</li> </ul>
<b>18:10~18:40</b>	<ul style="list-style-type: none"> <li>▪ <b>Co-Host Speech</b>  <b>Speaker</b> : Prof. MATSUSHIMA, Katsumori, The University of Tokyo            - Title : “Open innovation model for regional players”</li> </ul>
<b>18:40~19:00</b>	<ul style="list-style-type: none"> <li>▪ <b>Warp Up &amp; Closing Remark</b>  <b>Speaker</b> : Prof. YANG, Taeyong, KAIST</li> </ul>
<b>19:00~</b>	<ul style="list-style-type: none"> <li>▪ <b>Banquet</b></li> </ul>

## ● Venue

### ► SHILLA HOTEL (Accommodation)

- <http://www.shilla.net/>
- 202 Jangchung-dong 2-ga, Jung-gu, Seoul, Korea 100-856
- Tel : +82-2-2233-3131    - Fax: +82-2-2230-3720
- Contact : Sido Kim (+82-2-2230-3318 / [sido75.kim@samsung.com](mailto:sido75.kim@samsung.com) )



### ※ For accommodation,

- (1) Visit web-site (<http://eship.kaist.ac.kr> or <http://itm.kaist.ac.kr> ) and
- (2) Download the Reservation Form (at Venue)
- (3) Complete the Reservation Form
- (4) Send it to the Reservations Department (Shilla Hotel) by **FAX or e-Mail**
  - **Contact: Sido Kim (Shilla Hotel, SEOUL)**
  - Fax: +82-2-2230-3720 / [sido75.kim@samsung.com](mailto:sido75.kim@samsung.com) )

### ► KAIST

- <http://www.kaist.edu/edu.html>
- 373-1 Guseong-dong, Yuseong-gu, Daejeon Korea 305-701
- Tel . +82-42-350-2114

## ● Registration

- <http://eship.kaist.ac.kr/aic/> or <http://itm.kaist.ac.kr/>
- For more information: contact Secretariat

**Organized by**



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**Secretariat (AIC 2009 at KAIST)**

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