

# KOREA VISIT TO FORMAL LAUNCH TECH KOREA ADVOCATES SEPT 2024

I travelled to Seoul for a whirlwind 48 hours, to meet with Tech Korea Advocates co-leads, Alice Chan and Josie Daw, who both stepped into their leadership roles in recent months. This trip allowed me to join them for the formal Tech Korea Advocates launch event, marking an exciting new chapter under their guidance.

Alice, Josie and I met for lunch, and were joined by Tony Clemson, the Country Manager for Korea at the UK Department for Business and Trade, and Nairi Kim, from Intralink group. Tony has helped bring Korean delegations to experience London Tech Week and kindly offered to host the TKA launch event at the British Embassy in Seoul, with further support for the launch coming from SimSan Ventures represented by Rancho Lee. It was incredibly hot and humid in Seoul, so I opted for the 'cold' bibimbap for lunch, which did not disappoint!

During the afternoon, Alice and Josie arranged for me to meet two new Tech Korea Advocates: Florian Ludot, co-founder and CTO of Meaningful, and Craig Latouche, Aimspace founder. Both are expats who have set up and grown businesses in Korea, and both spoke very favourably about being a startup in Korea and the ease in which they were able to secure a startup visa.

The Korean Government recently focused on the importance of building a startup ecosystem and emphasising the importance of entrepreneurship, encouraging many smaller businesses to expand internationally, fitting nicely with the focus of TKA (along with GTA and the Launch Pad platform).

That evening, the TKA formal launch event kicked off, with around 50 new Advocates attending. Josie and Alice welcomed everyone, followed by brief keynote speeches from Tony, Rancho and myself. I used this opportunity to share background on Global Tech Advocates and discuss why a Tech Korea Advocates group is important within our GTA network. I also provided an overview of the new GTA Launch Pad.

All of those who attended this terrific event have been welcomed to Tech Korea Advocates and Global Tech Advocates, and we were thrilled to see so many join us for the launch. The event concluded with Josie and Alice sharing plans for the future, before we enjoyed some networking with delicious catering along with a visit to the small pub within the Embassy.

Welcome Tech Korea Advocates to Global Tech Advocates!

