

# KOTEC Newsletter

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**Korea Technology Finance Corporation**  
33 Munhyeon Geumyung-Ro, Nam-Gu, Busan, Korea 48400

## **KOTEC Develops a New Appraisal Model for Cultural Contents**

**- For full support for successful business launch of cultural content providers -**

On June 28 (THU), the Korea Technology Finance Corporation (KOTEC) announced that it has developed a new 'Valuation Model for Copyright and Cultural Contents' and upgraded existing evaluation models as part of its efforts to expand the scope of assistance for cultural contents sector. While smaller in scale than manufacturing, cultural contents industry is expected to bring a high economic ripple effect by generating high added values and job opportunities. It is in this context that the industry merits an intensive support as a new growth engine.

The latest 'Valuation Model for Copyright and Cultural Contents' combines a statistical model and a professional model custom-tailored to different genres such as film, game and TV drama, enabling a sophisticated assessment of technology value. The model is expected to significantly boost the industry's access to financing sources.

KOTEC has been offering technology valuation service and related financing support to innovative SMEs utilizing the intellectual properties they possess. With the launch of the new model, KOTEC now has new platform to broaden its support to include the cultural industry.

Furthermore, KOTEC has increased the number of cultural appraisal genres from 11 to 13 to diversify its service targets. Latest trends on game, TV broadcast, theater and such content were also incorporated into the model to enhance the reliability of the appraisal.

“The 'Valuation Model for Copyright and Cultural Contents' can be used in various circumstances including the case where investment in kind is made with copyrights in establishing a holdings company. The upgraded model will help us better support the cultural contents industry,” an official from KOTEC said.

To boost its support for cultural contents and make it more readily accessible to users, KOTEC has been running three Cultural Contents Finance Centers in Seoul, Gyeonggi, and Busan. This year, in particular, KOTEC plans to provide new guarantees worth KRW 380 billion in the cultural contents industry, augmenting its assistance each year to KRW 500 billion by 2021.

## **KOTEC and UNIDO Gathered at the Climate Technology Venture Matching Workshop**

**- Launching a collaborative model based on two-way partnership -**

From April 3 (TUE) to 5 (THU), the Korea Technology Finance Corporation (KOTEC) hosted the Climate Technology Venture Matching Workshop with the United Nations Industrial Development Organization (UNIDO) at the main office of KOTEC located in Busan.



The 3-day workshop was held for Korean companies with excellent climate technology and for start-ups fostered by UNIDO with the Global Cleantech Innovation Program (GCIP). The seminar was designed to facilitate matching among companies with climate and clean energy technology.

For this pilot program, developing countries including Turkey, Thailand, Morocco, South Africa and Pakistan requested for matching of 18 businesses. Two firms from Turkey and one of each from Thailand, Morocco and Pakistan were finally selected for the program. There were five participating Korean companies: JK Global, SAN Engineering, EMAX Solutions, Dongshin ENTECH, and T&C Korea. Matching will be provided in the following technology areas: odor and dust removal; smart rail maintenance solution; hybrid water treatment, and biodiesel.

Korean participants will mentor companies from developing nations on technology models and develop collaborative programs based on the information on local markets provided by mentored companies. Participants had undergone discussions on proprietary technologies and on areas in which they wished to collaborate with each other. With this matching program, KOTEC and UNIDO plan to help establish subsidiaries, assist research and development, promote technology transfer, and pursue joint venture.

“KOTEC expects Korean companies with excellent climate technologies to use the workshop as an opportunity to share technological values with foreign startups and grow with them” an official from KOTEC said.

◆ **Global Cleantech Innovation Program (GCIP)**

The GCIP aims to identify and to nurture cleantech innovators and entrepreneurs in order to aid developing nations to resolve their climate issues. From its inception in 2011 until 2017, the program has supported some 800 companies in eight different countries – South Africa, Morocco, Turkey, India, Pakistan, Thailand, Malaysia, and Armenia. In late 2017, Ukraine joined the program, increasing the membership to nine countries.

## Delegates from Dutch Ministry of Finance Visit KOTEC

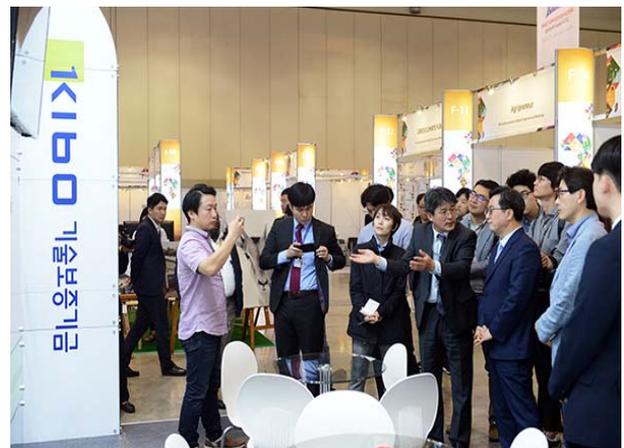
On May 15 (TUE), the delegation from the Dutch Ministry of Finance and the Netherlands Embassy in Seoul visited KOTEC's Seoul office.

KOTEC welcomed the guests who came to find out more about Korea's technology finance, introducing the system of financial assistance provided to small and medium enterprises as well as the roles that KOTEC plays in the Korean economy.



## AfDB Annual Meeting 2018

From May 21 (MON) to 25 (FRI), KOTEC participated in the African Development Bank (AfDB) Annual Meeting held at the BEXCo in Busan, Korea. Over there, it organized an event in a bid to boost international exchange of technologies. A Discussion meeting was arranged to share insights into various ways to pursue technology exchange between Korean and African companies. KOTEC also set up a booth to advertise itself to the markets in Africa.



## Delegates from Thailand Board of Investment Visit KOTEC

A seven-member delegation from the Thailand Board of Investment(BOI) headed by Mr. Narit Therdsteerasuledu, Deputy Secretary General visited KOTEC's Seoul office on June 14(THU). At a meeting with KOTEC, ways to boost investments into innovative SMEs in both countries were discussed in detail. Both parties also agreed to continue exchange of information and human resources for further collaboration.

