



Ministry of Land,
Infrastructure and Transport

Visit Smart GEO Expo 2022! Meet Digital Korea!

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Starting from 2 November 2022, the three-day Expo held at KINTEX will offer various opportunities to explore new and innovative geospatial technologies

Overview of the Smart GEO(Geospatial) Expo 2022

① Immersive Geospatial Experiences

- Flight simulations inside real-life light aircraft cockpit
- Simulated piloting of a drone taxi flying over the city center
- 3D virtual bike riding along the Anyangcheon-stream
- Creating my holographic avatar on the spot

② Networking Opportunities with High-level Public Officials from Partner Countries and Officials from International Organizations

- New business opportunities for Korean companies through meetings with high-level government officials from countries in partnership and officials from the World Bank, Asian Development Bank, and African Development Bank
- Various networking opportunities such as 1:1 business meetings, workshops, consulting programs, showcases, project briefings, and presentations on innovative technologies

③ Imagination-Sparking Events for the Youth and Cheer-Ups for Startups in the Geospatial Information Industry

- National Capstone Design Competition of University Students on Geospatial Information, LX Geospatial Brick Art Contest Awards, Spatial Big Data Contest, Contest on Utilizing Geospatial Information, etc.

- Startup support programs through consultancy by venture investment firms, and workshops for mutual growth of both large and SME corporations

④ **Exchanges of Best Practices on Utilizing Geospatial Information in Everyday Life**

- Launching of a map service for around 10 million pet owners to guide decent walking tracks for pet dogs
- Sharing particular showcases of 3D geospatial information in “Squid Game” and Samsung advertisements featured by BTS, etc.

□ The Ministry of Land, Infrastructure and Transport (MOLIT, Minister: WON Hee-ryong) announced that Smart Geospatial Expo 2022 (Smart GEO Expo 2022) will be held for three days, from 2 November to 4, at KINTEX Exhibition Center 1 in Ilsan, Gyeonggi Province. The Expo will present the future vision of geospatial information technology with a view to strengthen the industry competitiveness for the future.

○ The Smart GEO Expo 2022, which is being held offline for the first time in 3 years, celebrates its 14th anniversary this year. The Expo is the largest platform of industry-academia cooperation in Asia where participants exchange the latest industry trends and technologies in the field of geospatial information, which is the key enabler of convergence and connectivity in the era of digital transformation.

○ Under the theme of “Digital Earth: Better Life for All”, Smart GEO Expo 2022 will offer a variety of contents; starting from the opening ceremony, exhibitions, business meetings, workshops, conferences, immersive programs, contests, and support programs for startups and jobseekers will be provided during the Expo.

**[Exhibitions] Immersive exhibition experiencing contents to take a full
glimpse for the future of geospatial information**

- The Expo this year is expected to be the largest in scale with 250 booths for 128 companies that have been leading the geospatial information industry both domestic and overseas (Hyundai Motor Company, Google, Doosan, HANCOM inSPACE, TMAP, and Prop-Tech companies, etc.).

- The accelerating pace of digital transformation and physical distancing due to the recent pandemic have sparked great interest from the industry towards the convergence of geospatial information with other technologies. This, in turn, has led to an increased interest on the Expo with inquiries pouring in on event registration since the start of this year.

- The exhibition hall will be divided into different sections: “Digital Earth”-themed hall, GEO software zone, GIS technology zone, aerospace zone, startup zone, and capacity building zone. Key technologies based on geospatial data, such as smart mobility, digital platform, digital twin, drones, AI, and big data, will be displayed in each section sorted by theme. At the exhibition, visitors will be able to see a convenient and safe future of our land and life at a glance.

- In particular, this year’s exhibition includes immersive contents that allow visitors to experience digital twin-based smart geospatial technology application services on urban air mobility (UAM), AI analysis, safety, and convenience, which will raise public interest in these areas and expand the scope of geospatial technology utilization.

- Some of the main attractions providing such realistic experiences are: creating my own holographic avatar in real time, flight simulations inside a real-life cockpit of light aircraft, piloting simulations of a drone taxi flying over the city center, and 3D virtual bike ride along the Anyangcheon-stream.

[Securing Overseas Business Opportunities] A gathering place for global professionals in geospatial information, providing a bridgehead for Korean companies wishing to enter the overseas markets

- This year's Expo will be joined by more than 80 overseas experts in geospatial information from 25 countries who will share the latest technology trends and policies in the field, which will help Korean companies wishing to enter the overseas markets.

- It is an exceptional event as it gathers professionals from the World Bank, the Asian Development Bank (ADB) and the African Development Bank (AfDB) to the same venue. Korean businesses participating in the Expo will have a chance to network with these experts through 1:1 business meetings, workshops, consulting sessions, showcases, project pitching, and presentations on innovative technologies, which will help them be better equipped to venture overseas by learning key information on the overseas markets and introducing their innovative technologies to potential clients.

- Also, the Ethiopian Minister of Urban and Infrastructure Chaltu Sani Ibrahim and the Tanzanian Minister of Lands, Housing and Human Settlements Development Angeline S. L. Mabula will attend the Expo and discuss methods

for cooperation with Korea in the field of geospatial information.

[Conferences] Composed of 32 conferences to share brilliant knowledge in the field of geospatial information

□ 32 conferences under four sessions – technology, convergence, policy, and academia – will be held during the Expo, facilitating rich and in-depth discussions on diverse topics proposed by businesses and the academia. Keynotes by renowned scholars and experts in geospatial information will provide valuable insights to the participants.

○ This year, through the first collaboration with OSGeo Korean Chapter since 2015, the FOSS4G* Korea Workshop – a technology conference on dissemination of open source geospatial information technologies – will be held at the Expo with around 100 attendees from the relevant industries.

* FOSS4G is the acronym for “Free and Open Source Software for Geospatial”

○ Smart GEO Expo will be a festival of geospatial knowledge sharing with the events like “Autonomous Driving 2023 Prospects Conference” where Professor Gu-min Jung from Kukmin University and Director Il-seok Park of Kakao Mobility will give keynotes, and “2022 GSSI GPR Technology Seminar” with Executive Director Han-sub Shin of AllforLand and GSSI engineer Annop Tomas as lecturers. Other informative programs such as “2022 LH Digital Twin Conference”, “2022 Digital Twin-based Metaverse and Smart Cities”, and “Maritime Information Industry Development Forum” will be offered at the Expo

as well.

[Nurturing Young Professionals and Supporting Startups] AI-powered consulting services for jobseekers and consultancy programs provided by venture capital firms

□ The Expo also offers programs on nurturing young professionals and improving competitiveness of startups. Mock interview sessions and AI-powered consulting services will be provided for students of specialized schools to help them be better prepared in job seeking, which would ultimately contribute to nurturing talented young professionals in the geospatial information industry going forward.

○ Diverse competitions and contests will be held during the Expo for young people interested in the field of geospatial information. National Capstone Design Competition of University Students on Geospatial Information (Nov. 2nd), LX Brick Art Contest Awards (Nov. 2nd), Spatial Big Data Contest (Nov. 3rd), and Contest of Geospatial Information Utilization (Nov. 3rd) are some of the imagination-sparking events that will present the future vision of the geospatial information industry to the youth.

○ For startups and SMEs, consulting programs by venture capital firms will be offered as part of the startup support program during the Expo, along with the workshop on promotion of mutual growth for both large and small companies.

[Special Topic] Introduction to application cases of geospatial information technology in everyday lives

□ Geospatial information has been used mainly in the fields related to infrastructure, such as civil engineering, architecture, cities, and the environment. In recent years, however, the scope of utilization of geospatial information has expanded to include the areas close to people's everyday lives. Considering such changes, the Expo plans to present, for the first time, use cases of geospatial information technologies in daily life, such as a map service showing good dog walking tracks and creating videos using 3D geospatial data.

○ For 3.12 million households with pets (2020 Statistics Korea) in Korea, geospatial data on dog parks and good dog walking spots will be provided on V-world (<https://map.vworld.kr>), an open platform of geospatial information, from November 2nd. Using the public survey results and data of a mapping app named “Pied Puppy”, a map of dog-friendly walking tracks and parks will be provided first in the Seoul metropolitan area, and later expand the service to the wider regions. Visitors can check out the maps at the SpaceN (Spatial Information Industry Promotion Agency) booth in the public service zone of the Expo exhibition area.

○ Domestic showcases at the Expo will present the case of “Squid Game”, a Netflix series produced using 3D geospatial data-based image registration technology for the first time in Korea, and also the example of “75 mm Studio” which participated in the production of Samsung smartphone advertisements featuring BTS.

□ Minister WON Hee-ryong, MOLIT, stated, “I am delighted and grateful indeed

for such enthusiastic participation in the Smart GEO Expo this year, which has been returned as the full offline setting in three years while having the largest number of companies participated in the exhibitions and conferences in the history of the Expo.”

○ Adding that, “Smart GEO Expo is one of the Asia’s leading knowledge exchange platforms in the area of geospatial information for all stakeholders across the industries including academia as well as the public sector. I hope all participants and visitors would be able to enjoy and have vivid experiences through immersive contents to show our future changes offered at the Expo.”