

The 8th Knowledge Cities World Summit

**KCWS 2015**



# Open Innovation, Knowledge City & Creative Economy

**June 14-18, 2015**

**DGIST** Daegu Gyeongbuk Institute of  
Science & Technology

Daegu Metropolitan City, South Korea

Local Organizing Committee Chair

JinHyo Joseph Yun, Ph. D.



# Welcome Message\_

Kwon YongJin, Mayor, Daegu Metropolitan City Government



Ladies and gentlemen,  
Welcome to Colourful Daegu!

I am Kwon, Youngjin, Mayor of Daegu Metropolitan City.  
I am honored and pleased to hold the 8th Knowledge Cities World Summit (KCWS 2015), the world's largest event on urban research in Daegu. I would like to offer my sincere gratitude and warm welcome to all of you on behalf of 2.5 million Daegu citizens.

Daegu is the third largest city in South Korea and it has played a very important role in Korea's national economic development and growth. Traditionally, our city is well known for the rich textile industry for the last decade. Currently Daegu is unfolding as a center of cutting-edge high-tech industries, such as renewable energy, medical technology, and IT convergence based on the machine and automobile part industries.



Furthermore, Daegu has set becoming "A global knowledge city leading the Republic of Korea" as the future vision of its city to which local industries will serve a vital role. We are upgrading major industries, such as the textile, machines and metals, and automobile parts industries to enhance the competitiveness of local companies and are building a base for sustainable development by creating an R & D hub. We have also prepared as our three major development strategies, the creation of future sources of income by fostering new growth engine industries, such as the robot, IT convergence, and green energy industries.

In addition, Daegu is a cultural center with a beautiful natural environment and numerous traditional cultural heritage sites that boast of a long, proud history. In all corners of the city, high-quality cultural events are constantly being held, including the Daegu International Opera Festival. In addition, 4 UNESCO-designated World Heritage Sites are located nearby the city.

Once again, please accept my heartfelt welcome to you all for having come a long way to Daegu. I hope your stay in Daegu will be pleasant and comfortable. It is my hope that you will leave Daegu with beautiful memories of the city and that the warm love extended by all Daegu citizens will leave a lasting unforgettable impression at the end of the summit.

Thank you.  
Sincerely,

Kwon, Youngjin  
Mayor, Daegu Metropolitan City Government, Korea

권영진

# Inviting Letter from the Local Organizing Committee

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[1]

With the recent emergence of the knowledge-based economic society and open innovation paradigms, new unprecedented phenomena are arising in the areas of knowledge and technology. Consequently, it is necessary to recognize the following two characteristics. First, the volume of knowledge is growing at a very alarming pace. The postmodern capitalist society that has been mainly based on labor and capital as leading growth factors are currently faced with growth limits, and is thus desperately craving new springs for further economic breakthroughs. In this regard, we inevitably came to a belief that we should focus more on the innovative use of knowledge and technology, and ultimately generate creative connections between the intellectual resources and the markets for creative economy.

The second characteristic is about the extraordinary speed of knowledge circulated. A lot of complex phenomena that cannot be illuminated from the perspectives of existing economy theories are surfacing in every corner of our society, economy and politics. As such, industries and academic societies including the fields of big data, social network analysis are getting interested in research activities that suggest new visions on issues of today's complex systems.

As the signs of social, economic, and political crises such as growth without employment, trends of global conglomerate concentration, and increased governmental roles are coming to the fore, noble objectives of sustainable growth and job creation are being threatened. Although countless entrepreneurs, scholars, and global societies have warned over the severity of these crises, research activities by academic and industrial societies to ameliorate the situations still remain below expectations, considering their importance.

In line with the above mentioned, the KCWS2015 will handle the issues of "Knowledge-based Economy," "Post-capitalism," and "Complex Adaptive Economy Systems" and will inclusively discuss the topics of "Open Innovation," "Open Business Models," "Collaborative Innovation," "Complex Adaptive Systems," and "Creative Economy". Today's many cities around the world including the Daegu are being transformed into the knowledge-based economic society from past industrial societies. We are required to find out new growth factors from knowledge, not from labor or capital any more. We believe creative business models and open innovation will perform key roles in boosting up the connections between intellectual assets (technologies, patents, etc.) and the markets. Open Innovation will accelerate knowledge-based urbanization of the past industrial cities. The KCWS2015 having the topic of realizations of creative economy will voice on the directions to follow for growth factors of the Daegu, Korea, and even the world.

[2]

Why do we need Open Innovation?

First, as the knowledge based economy develops, the areas of knowledge such as protected, protectable, and pure knowledge have been enlarged. Consequently, a firm has come to easily obtain technologies, required for innovate modern products and processes. (Foray & Lundvall, 1998)

Second, Surplus values or enterprise returns are diminishing. According to Kondratieff, any advanced capitalized economy system could reach the peak of the growth chart. We can peek at the economic situation through the decisive evidence that interest rates are approaching an actual value of zero (Freeman, 2011). In this zero interest rate era, the growth momentum of the globally weakened economy can be recovered by means of Open Innovation as a new trigger, facilitating firms find new breakthroughs of looking for new markets for their existing technologies, or for new technologies.



Third, the power law phenomena can be overcome with Open Innovation. (Laherrere & Sornette, 1998) Nowadays, a few big companies dominate the markets in many industries. Open Innovation can be a significant key new entrants could exploit as a means to strategically compete with these big companies and could generate long tail phenomena. (Elberse, 2008)

Fourth, we can construct a creative economy through open innovation. A creative economy requires creative new products and processes. Open innovation can help smooth creative connections between technologies and the markets. (Howkins, 2002)

In line with the above contexts, the Society of Open Innovation will academically develop the capabilities to handle the crises of "Postcapitalism" by focusing on Open Innovation studies, Open Business models, and collaborative innovation, and by organizing a global consulting network with Open Innovation platform.

Thank you.  
Sincerely,

**JinHyo Joseph Yun Ph. D., Local Organizing Committee Chair**  
Senior Researcher, Daegu Gyeongbuk Institute of Science and Technology, Korea

# Organizing Committee



**President of KCWS 2015: Head Director of DGIST Research Institute, Korea**

**Local Organization Committee Chair: Ph.D. Jin-Hyo Joseph Yun, DGIST, Korea**

- The Founder of Society of Open Innovation: Technology, Market, and Complexity
- The Editor-in-Chief of Journal of OpenInnovation: Technology, Market, and Complexity
- President of Korea Open Innovation Research Center(Built in DGIST as a Research project).
- Senior Researcher at DGIST(Current), Professor of JinJu National Univ(Past).
- 24 Papers on Open Innovation, 12 Open business Model Patents Registered & Applied.
- Editor Board member of Korea Technology Innovation Society.
- Editor Board member of Korea Association for International Commerce and Information.
- Editor Board member of Asia Pacific Journal of Innovation and Entrepreneurship.
- Organizing committee Director of 2009 Korea Open Innovation International Conference.

## Main Organizing Committee Members

Ph.D. YoungJoo Koh, Korea Research Institute of Chemical Technology, Korea

Ph.D. YongSoo Koh, Korea Institute of S&T Evaluation and Planning(KISTEP), Korea

Prof. KiSeok Kwon, Hanbat University, Korea

Ph.D. MyeongHwa Kwon, KISTEP, Korea

Director of Research. KyeongHun Kim, Neo Economy Society Institute, Korea

Ph.D. SunWoo Kim, Science and Technology Policy Institute(STEPI), Korea

Prof. JangHyeon Kim, SungKyunKwan University, Korea

Ph.D. TaeHee Kim, National Research Foundation of Korea, Korea

CEO. YoungGi Kim, GISANG Inc, Korea

Prof. HwanJin Noh, DGIST, Korea

Prof. MyungSik Do, Hanbat University, Korea

Ph.D. JeonIl Moon, Head Director of DGIST Research Institute

CEO. JungSeok Moon, Minisoft, Korea

Prof. KyeongBae Park, SangJi University, Korea

Ph.D. JinSeo Park, Korea Institute of Science and Technology Information(KISTI), Korea

Prof. DongWon Sohn, Inha University, Korea

Ph.D. WiJin Song, STEPI, Korea

Prof. HeungJoo Ahn, DGIST, Korea

Researcher. JeongHo Yang, DGIST, Korea

Ph.D. DongHun Oh, TECHNOVATION PARTNERS, Korea

Ph.D. DongGyu Won, KISTI, Korea

Ph.D. SeonHee Ryu, KISTI, Korea

Prof. KongRae Lee, DGIST, Korea

Prof. Keun Lee, Seoul National University, Korea

Prof. DooSeok Lee, DGIST, Korea

Prof. MinHwa Lee, KAIST, Korea

Prof. SangHo Lee, Hanbat University, Korea

Ph.D. JangJae Lee, The Korean Federation of Science and Technology Societies, Korea

Director ChunSoo Lee, The Maeil Shinmun, Korea

Prof. ChungJae Lim, Keimyung university, Korea

Prof. YunTaek Lim, Hanbat University, Korea

Ph.D. WooYoung Jung, DGIST, Korea

Ph.D. EuiSeob Jung, KISTI, Korea

Prof. BongJin Cho, Keimyung university, Korea

Director of Research HeeSeob Cho, DGIST, Korea

Prof. JongIn Choi, Hanbat National University, Korea

CEO. HakBong Ha, START COME, Korea

Director, SeokJun Hong, the Daegu City, Korea

Senior Researcher. SungBeom Hong, STEPI, Korea

Ph.D. JungJin Hong, Korea Basic Science Institute, Korea

# KCWS2015 Conference Overview



**Date : June 14-18, 2015**

**Venue : DGIST, Daegu, South Korea.**

**Theme : Open Innovation, Knowledge City & Creative Economy**

## **Sub-Themes**

A number of sub-themes have been identified for KCWS 2015, including but not limited to:

- Open Innovation of Knowledge-Based Development
- Open Innovation of Knowledge Management and Intellectual Capital
- Open Innovation for Expert Systems of Knowledge Cities
- Open Innovation of Urban Technology
- Open Innovation in Social Networks
- Open Innovation of Sharing Economy
- Open Innovation, Entrepreneurship and Creative Economy
- Open Innovation, Complexity and Evolutionary Change
- Open Innovation, Knowledge City & Catch-up
- Open Innovation, Knowledge City & Complexity
- Open Innovation, Knowledge City & System Dynamics
- Open Innovation, Knowledge City & IT Convergence

**Organized by Society of Open Innovation: Technology, Market, & Complexity**  
([www.openinnovationtmc.org](http://www.openinnovationtmc.org))

**Supervised by DGIST Research Institute**

**Supported by Daegu Metropolitan City and more than five universities,  
government-funded research institutes, and firms.**

# Program at a Glance



Time	Theme	Knowledge City	Open Innovation	Creative Economy	
	D-1 Day	1st Day	2nd Day	3rd Day	4th Day
9:00		Registration	Registration	Registration	Historical & Cultural Tour
		Opening Ceremony	Keynote Speech 2	Keynote Speech 3	
9:30		Keynote Speech 1	Break	Break	
10:00		Parallel Sessions	Parallel Sessions	Parallel Sessions	
10:30		Coffee Break	Coffee Break	Coffee Break	
11:00		Parallel Sessions	Parallel Sessions	Parallel Sessions	
11:30					
12:00		Lunch	Lunch	Lunch	
12:30					
13:00		Poster Sessions	Poster Sessions	Poster Sessions	
13:30					
14:00	WCI Board Meeting Welcome Reception	Parallel Sessions	Parallel Sessions	Parallel Sessions	
14:30		coffee break	coffee break	coffee break	
15:00		Parallel Sessions	Parallel Sessions	Parallel Sessions	
15:30		break	break	break	
16:00		The Business Model Contest for constructing the Knowledge City (Round Table)	Parallel Sessions	Parallel Sessions	
16:30			break	break	
17:00			Workshop (Round Table)	General Session & The MAKGI Awards Ceremony & Closing Ceremony	
17:30					
18:00		City Night Tour	The Gala Dinner (Art Performance)	City Night Tour	
18:30					
19:00					
19:30					
20:00					

\*This program is subject to change.



# Venue information



## Host Institution, DGIST

The Daegu Gyeongbuk Institute of Science & Technology (DGIST), which was established in 2004 as the one and only national institute of Daegu region to achieve Balanced Regional Development and contribute to the national development of science and technology, has designed themes, connecting networks of Knowledge Cities and building up constructive projects with internationally eminent figures as well as domestic ones.



<b>Goal</b>	We hope to be future Global Leading Convergence Research University.
<b>Past &amp; Current Role</b>	We have performed primary roles in changing the city from an industrial city to a knowledge one, and we are today leading Open Innovation of Daegu.
<b>Future Mission</b>	We will lead Open Innovation of Korea beyond Daegu area, and continuously keep ourselves as a key in changing the country from industrial economy to creative economy.

## Location, Daegu

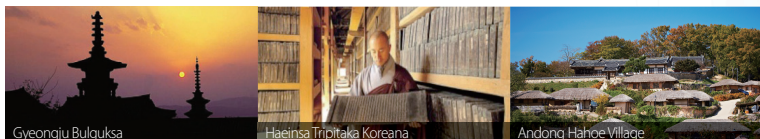
### Central Hub of World Heritage Sites

Four UNESCO designated World Heritage Sites are located near Daegu.

Surrounded by these intriguing destinations, Daegu is home to four out of the ten UNESCO World Heritage Sites in Korea.

Daegu is where you can immerse yourself into the roots of Korean culture, while still being connected with its global culture. Beautifully preserved and sacred land of Buddhism and Confucianism! A world of experiences, opportunities, and attractions for both domestic and foreign participants!

The 'Center of the World Cultural Heritage, Daegu' is a world-class exhibition and convention city.



### Center of Main Industries in Korea

Where the future of the Korean industry and concentrated

Industries such as Textile Fashion (Daegu), Steel (Pohang), Petrochemical and Automobiles (Ulsan), Machinery (Changwon), and Electronics (Gumi) are all centered around Daegu. Daegu is the city where thriving conventions for these various industries and more are held throughout the year and where both domestic and foreign participants can get a taste of the future of Korea's booming industries. The exhibition and convention in Daegu will have a serious impact.



## A Wealth of Successful Experiences.



2011 World Championships in Athletics

2013 World Energy Congress

2015 World Water Forum



## Airlines

Incheon International Airport →  
Daegu International Airport: Takes 55 min.

## KTX

Incheon International Airport →  
Dongdaegu Station Complex: Takes 2hrs 20 min.

## Airport Limousine Bus

Incheon International Airport →  
Dongdaegu Station Complex: Takes 4 hrs 30 min  
Gimhae International Airport →  
Dongdaegu Station Complex: Takes 1 hour



## **KCWS 2015 Secretariat**

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