

Seoul Business Agency at CES 2025: 21 Innovation Awards, Global Networking at Seoul Innovation Forum



Seoul, South Korea Jan 19, 2025 ([IssueWire.com](https://www.issuewire.com)) - The Seoul Business Agency (SBA)(CEO Hyun Woo Kim), celebrated a milestone achievement at CES 2025 with 21 participating companies receiving prestigious Innovation Awards.

CES 2025, held in Las Vegas from January 7 to 10, featured over 4,300 companies from 150 countries. SBA's Seoul Pavilion, located in Eureka Park, was the largest yet, spanning 1,040 square meters, and showcased 104 Korean startups—the highest number of participants since SBA began attending CES.

Among 1,031 Korean companies present, SBA's Seoul Pavilion achieved remarkable recognition, with 21 companies earning Innovation Awards, outpacing other participating groups such as the Ministry of SMEs and Startups (12 awards), Busan (6 awards), and Gyeonggi Province (2 awards). This success highlights the robust support and strategic planning provided by SBA.

SBA provided extensive support to exhibitors, including its tailored "CES Innovation Award Consulting" program, now in its third year. This program paired companies with expert consultants who offered detailed feedback and strategic advice, going beyond simple documentation review. This proactive approach significantly contributed to the record-breaking award achievements.

Groundbreaking Seoul Innovation Forum

For the first time in CES history, five national pavilions collaborated to host the Seoul Innovation Forum. The event brought together startups and institutions from South Korea (SBA), Japan (JETRO), the Netherlands (Netherlands Enterprise Agency), Switzerland (SwissTech), and Taiwan (Taiwan Tech Arena). Approximately 200 attendees participated, building global networks and promoting their businesses.

The forum featured startup IR pitching sessions, open discussions on entrepreneurship programs, and networking with international media. Notably, 10 outstanding startups participated in the IR pitching competition, with E-Magy B.V. from the Netherlands winning the Grand Winner title, followed by Japan's Bionic and Korea's Apollon as First and Second Runner-Up, respectively.

The Seoul Pavilion recorded 1,779 business consultations during the four-day event, an 18% increase from the previous year. These included 107 technical exchange meetings and the signing of eight MOUs for technological collaboration. This activity underscored CES as a sales platform and a hub for fostering global technical partnerships.

Eight collaborating universities provided a team of 103 student supporters under the LINC (Leaders in INdustry-university Cooperation) program. These students supported participating startups by offering translation and marketing support while gaining invaluable global business experience.

SBA's Future Vision

Hyun Woo Kim, CEO of SBA, remarked, "CES is a platform for showcasing not only products and technologies but also the vision of innovative enterprises. SBA will continue enhancing Seoul startups' global presence with new programs, including global IR and media networking opportunities, ensuring their innovations shine brightly."

SBA's exceptional organization and strategic initiatives at CES 2025 firmly established Seoul startups as key players in the global tech ecosystem, paving the way for future success.



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