

# Korean AI for Swiss Industry



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# 15 cutting edge technologies where Switzerland is strong



Machinery



Sensors



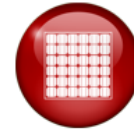
Photonics



Robots/Drones



Wearables



Materials



Pharma



Medtech



Biotech



Energy



Process Automation



Artificial Intelligence



Internet of Things



Fintech



Electronic Gaming



# Korean companies in Greater Zurich



# AI in large companies: Example 'SK Planet'



- SK Planet: IoT team analyzing 20 billion sensor data (approx. 7 Terabyte), identifying 1 million false data
- Applications: weather forecast, monitoring air quality and CO2 emission, analysing traffic data, security risks on construction sites, leakage of toxic chemicals
- Currently focusing on Korean domestic market, planning to expand globally after gaining experience/references

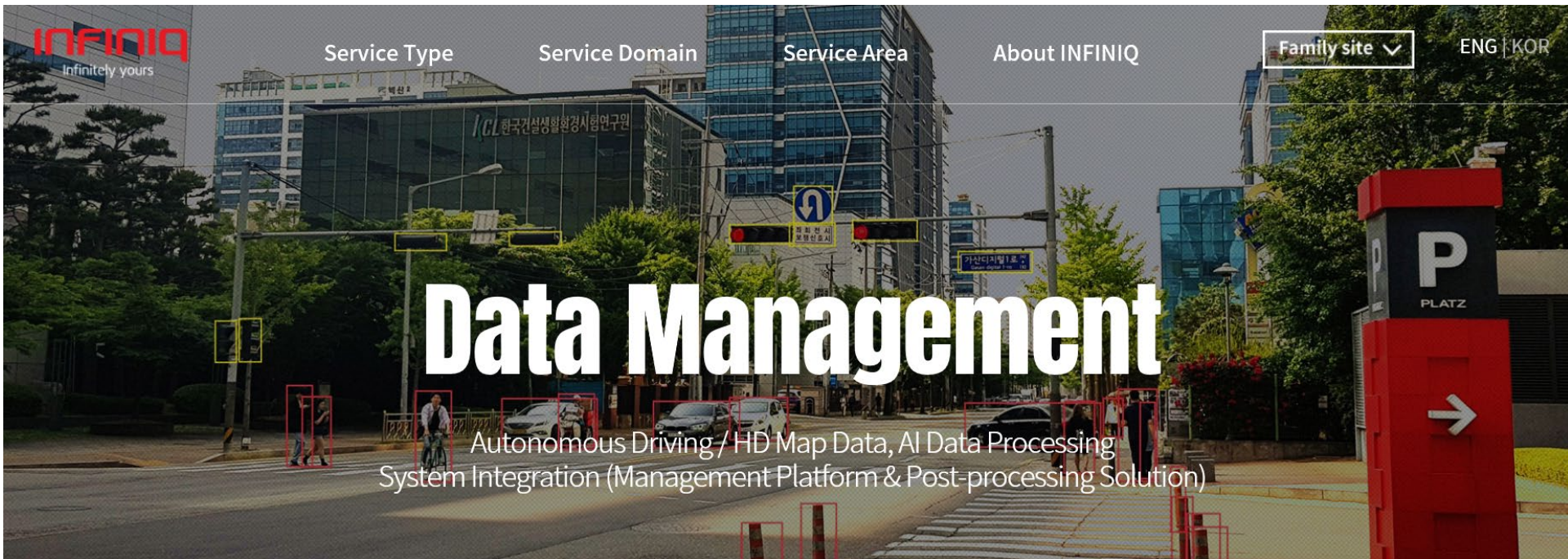
# AI in large companies: Example 'Hyundai Motors'



- Hyundai Motors Group: Smart Mobility, Smart City, Energy, Robot, Artificial Intelligence
- From 'car manufacturer' to 'smart mobility solutions provider', e.g. dynamic routing
- 'AI Agent' shall be "like my friend – who will listen to me, bring me safety and my favorites in my car."
- "Need to transform into Game Changer to create new value chain through innovation of business models of Hyundai Motors Group"



# AI in SME: Example Infiniq

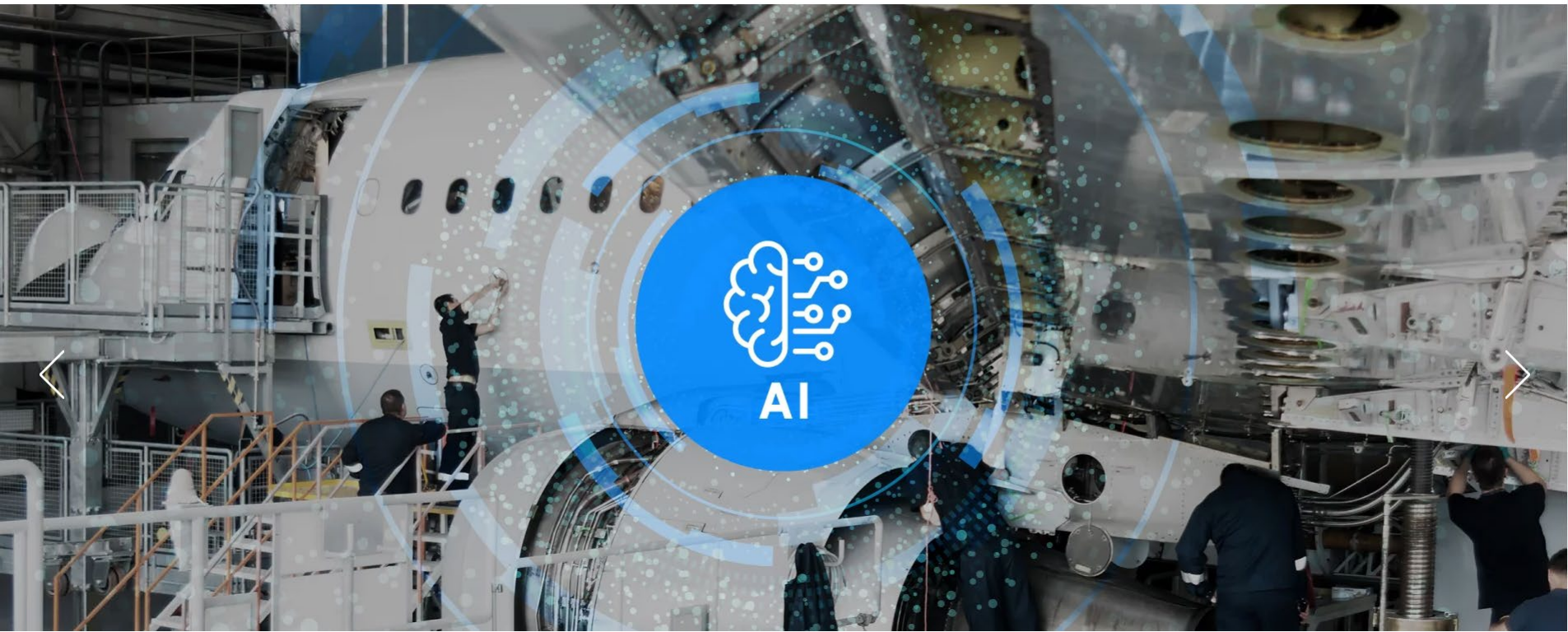


- AI Data Management service company, based on computer vision and HD map (high resolution), outsourcing to Vietnam
- For autonomous driving, healthcare, security, smart home
- 350 employees, revenue USD 19 million

# AI in Startups: Example Augmented Knowledge



AIRCRAFT MAINTENANCE INDUSTRY SOLUTION BUSINESS APPLICATION DEMO VIDEO ABOUT US CONTACT



[www.augmentedk.com](http://www.augmentedk.com)



Intelligent Augmented Reality Maintenance Platform Demo Video

i





# AI in Startups: MyGenomeBox

## CUSTOMIZE YOUR LIFESTYLE WITH YOUR DNA!

Unlock the power of your DNA. DNA App Market offers over 100 DNA apps that are disease related to entertaining area.

Now it's your turn to apply them into your lifestyle. Take your genomic journey to the next level!

TRAIT      PERSONALITY      EXERCISE AND DIET      ANCESTRY      HEALTH

The image displays five smartphone screens, each representing a different DNA-based application. Above each screen is a category label: TRAIT, PERSONALITY, EXERCISE AND DIET, ANCESTRY, and HEALTH. Dotted lines connect these labels to their respective screens. The screens are as follows:

- Wine Match:** Features an image of wine glasses and a table with columns for 'Your Preference' and 'Wine Recommendation'.
- Aptitude Match:** Shows a person standing between two points labeled 'A' and 'B'. Below the image, it says 'Exploring Personality Results' and lists 'Enterprising Persuader' and 'Conventional Organizer'.
- Diet&Exercise Match 2.0:** Displays a bowl of food and a dumbbell. The title is 'Diet & Exercise Match Report'. It includes a green box with a person icon and text: 'height: 143.17 (ft) 45.8 (in)' and 'weight: 71.64 (kg) 158.2 (lb)'.
- Ancestry:** Shows the 'Geno2me ANCESTRY' logo and a 'Match Report' with a pie chart and various statistics.
- Skin Match 2.0:** Features a photo of a couple and the text 'Exploring Your Results' and 'Complexion Strength'.

[www.mygenomebox.com](http://www.mygenomebox.com)

- MyGenomeBox provide middleware platform for third parties (=open platform)
- Mr Young Tae Park, CEO:  
"We are an IT company used to biotech data."  
"We are the Uber of the genomics industry."
- Over 100 Apps such as:
  - Genealogy, i.e. tracking ancestors
  - Defining meal plan based on one's DNA
  - Defining/monitoring sleeping habits
  - Entertainment: pairing and comparing models and other celebrities ('Face of Asia').

# AI in Startups: Example Makina Rocks



MAKINA ROCKS



**01** Unlocking the power of data & AI  
for manufacturing

[www.makinarocks.ai](http://www.makinarocks.ai)

# WHO'S BEHIND: TEAM MAKINAROCKS

 <p><b>Andre Yoon, Ph.D.</b> Founder &amp; CEO</p> 	 <p><b>Jaehyuk Lee, MBA</b> Founder &amp; CEO</p> 	 <p><b>Sangwoo Shim, Ph.D.</b> Founder &amp; Chief Data Scientist</p> 	 <p><b>Yongsub Lim, Ph.D.</b> Founder &amp; Principal Data Scientist</p> 
 <p><b>Minsoo Park, BS</b> CPA / FAS</p> 	 <p><b>Youngsin Huh, MBA</b> Business Development Senior Executive</p> 	 <p><b>Young Chun, MS</b> Business Development Senior Executive</p> 	 <p><b>Kihyun Kim, MS</b> Principal ML Research Engineer</p> 
 <p><b>Byungchan Kim, BS</b> Data Scientist</p> 	 <p><b>JeongWoo Choi, BS</b> ML Research Engineer</p> 	 <p><b>Jongsun Shinn, BS</b> ML Research Engineer</p> 	 <p><b>Minhwan Kim, MS</b> Software Engineer</p> 
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# AI at Universities: Example Cha University



CHA UNIVERSITY

<http://www.cha.ac.kr/en/>

(Insert CHA presentation)

# Connecting Korean AI companies with Swiss partners



## MARKET ENTRY TO EUROPE PROGRAM

SWITZERLAND AS A BASE FOR KOREAN ARTIFICIAL INTELLIGENCE COMPANIES



ABOUT US

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THESE ARE THE TECHNOLOGY PARTNERS WE CAN CONNECT YOU WITH:



The **Swiss Data Science Center** is a joint venture between EPFL and ETH Zurich. Its mission is to accelerate the adoption of data science and machine learning techniques within the Swiss academic community at large and the industrial sector. The center is composed of a large multi-disciplinary team of data and computer scientists, and experts in select domains, with offices in Lausanne and Zurich.  
[www.datascience.ch](http://www.datascience.ch)



The **Datalab of the University of Applied Sciences ZHAW** is an internationally renowned center of excellence for research, teaching and services in the area of data science. They closely cooperate with industry, enabling innovation and technology transfer.  
<https://www.zhaw.ch/en/research/inter-school-cooperation/datalab-the-zhaw-data-science-laboratory>



**IDSIA** (Istituto Dalle Molle di Studi sull'Intelligenza Artificiale) is a non-profit research institute for artificial intelligence, affiliated to the Università della Svizzera Italiana (USI) as well as the University of Applied Sciences of Southern Switzerland (SUPSI). IDSIA focuses on machine learning (deep neural networks, reinforcement learning), operations research, data mining, and robotics.  
<http://www.idsia.ch>

**Engineering companies case-by-case as appropriate**



# Connecting with Korea via Greater Zurich Area AG



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