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# Economic Megatrend of South Korea & Case Study

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# Economic Megatrend of South Korea

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## Vibrant R&D

- Investing in R&D the 4.2% of GDP and activating in tech start-ups
- Producing the most PhD level experts, compared with the population
- Having an opportunities of intellectual property rights, licensing and partnership

## Expanding FDI to USA

- Korean FDI to USA(**\$40 billion in 2016**) is 13<sup>th</sup> in all over the world, and 3<sup>th</sup> in Asia(1<sup>th</sup> Japan, 2<sup>th</sup> Australia)

Ex) Samsung Electronic invest in Austin, SK innovation in Georgia and San Diego

## Huge Consumer Market

- E-commerce has been raised 2 times under the Korea-US FTA
- Duty free goods under \$200, such as supplements, handbag and food, enriched 95% of imported goods

E) Costco store at Yangjae in Seoul is the biggest sales all over the world

- PANGYO ZERO-CITY -  
Autonomous Driving Pilot City

# History

2014



## SPM (Smart Personal Mobility)

- Fully Electric Vehicle based Unique Model
- In/Outdoor Autonomous Driving

2017



## PANGYO ZERO Shuttle

- Fully Electric Vehicle based Unique Model
- SAE Automation Level 4
- V2X based Connected Autonomous Shuttle

2013



## AEV (Autonomous Electric Vehicle)

- Fully Electric Vehicle
- SAE Automation Level 3

2015



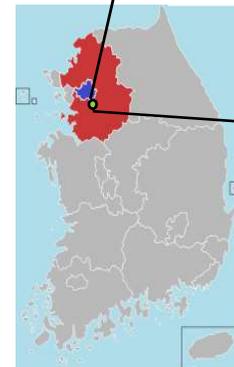
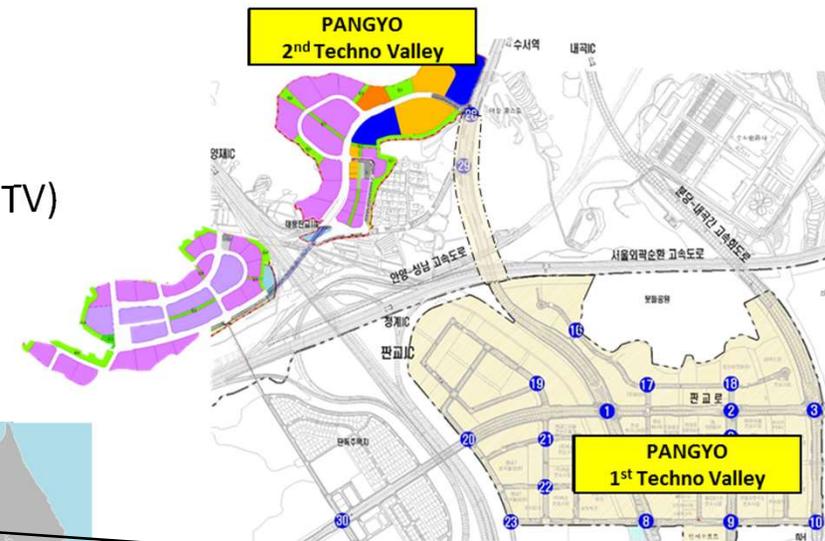
## PANGYO ZERO CITY

- ICT based Autonomous Driving Pilot City
- Designed for Pilot Stage Research and Development

# 'PANGYO ZERO CITY' Project Overview

## □ Location

- Pangyo 1<sup>st</sup> & 2<sup>nd</sup> Techno Valley, Seongnam City, Gyeonggi Province
- **International and Industrial Complex, IT, BT,CT, NT co. (2020)**
- Area: 1,100,000m<sup>2</sup>
  - 660,000m<sup>2</sup> (Pangyo 1<sup>st</sup> TV) + 440,000m<sup>2</sup> (Pangyo 2<sup>nd</sup> TV)
- Floating Population: 136,324person
  - 63,504person (Pangyo 1<sup>st</sup> TV) + 72,820person(Pangyo 2<sup>nd</sup> TV)
- After 2020, Many commuters will ride Public transportation

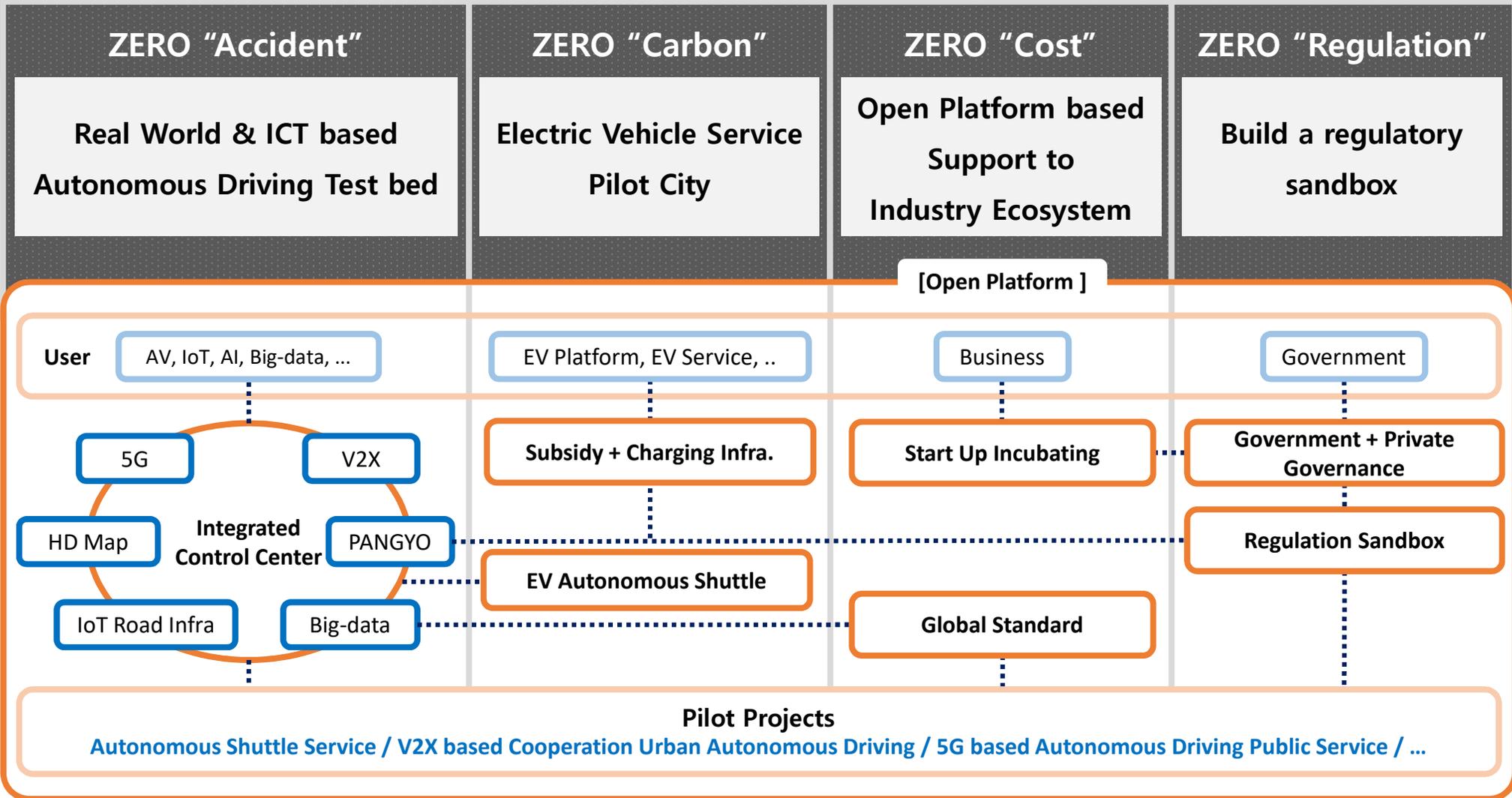


- Gyeonggi Province
- Pangyo
- Seoul

## □ Development Schedule

- Period : 2015 ~ 2019
- Infrastructure Construction : 2017 ~ 2019
- Test Operation : Jul. 2018 ~ Mar. 2019
- **Public Service Provision : Apr. 2019**

# Goal of Autonomous Pilot City, 'PANGYO ZERO CITY'



# Concept of Design

Like My Doggy !



# Test Operation Plan of ZERO SHUTTLE

- Operating Period and Time
  - 2018 ~ 2019
  - Weekday, AM 10-12, PM 2~4
  - Operating in day time
- Driving Information
  - Vehicle : 2 ZERO SHUTTLES
  - Passenger : 11/vehicle
  - Cruising Speed : 25km/h
  - Travel Distance : 9km
  - Traffic Signal : 15 times
  - Left Turn : 4 times
  - Right Turn : 2 times
  - Lane Change : 12 times

