



SUMMARY OF ARTICLE IN MAEIL BUSINESS NEWSPAPER, SOUTH KOREA, 30TH OCTOBER 2013

Visit to the Field of creative economy in North Europe

The article "Visit to the Field of creative economy in North Europe", was published in the Maeil Business Newspaper on 30th October, 2013. It handles the visit of Korean delegation to Sweden and Finland during 14th -18th October, 2013, for field research of innovation. The Maeil Business Newspaper is one of the most influential newspapers in the area of business and industry in South Korea as Dagens Industri is in Sweden. The following is a summary of articles regarding Swedish innovation models.

In the head of the article, Sweden is introduced as one of the most innovative nations, which has plenty of innovations such as the zipper, baring, adjustable wrench, dynamite, etc. Even though Sweden has relatively a small population of 9.6 million but has per capita GNI of US\$55,000. The main factor of the success of this would be the Swedish model of creative economy. Recently the Swedish government actively supports protection of IPRs of SMEs by encouraging and educating official advisors from 5 ministries and 19 local governments as IP advisers for SMEs.

Sweden supports 2,2 billion SEK per year for incubating the start-ups by VINNOVA. They focus on the investments for high-risk driven and early staged R&D.

The article also introduces Kista Science City where 9987 companies including 1168 ICT companies are densely located. The city was developed from 1975 after Ericsson had moved here. A campus of Stockholm University and Royal Institute of Technology also had moved and cooperated on R&D (Research and Development) with industries. Near the center of the Kista Science Tower, shopping malls are located and attract the huge of people to this area such as a general centre. Even though the Kista Science City is one of the science parks, it is not only for R&D and manufacture but also for everyday life such as shopping and residence. That is why they changed the name of this area from 'KISTA Science Park' into 'Kista Science City'. The shape of the Kista science park contrasts with that of science parks in Korea where only factories and R&D centers are densely located. Åke Lindström, Director of Kista Science City, said, "It makes it easier for networking people to design the city with density and proximity and to make people come closer both in distance and in time," and "We expect that the innovation is activated and vitalized through these types of density, proximity and serendipity." Furthermore, the Kista Science City shares common visions for developing the city through periodical discussion of Electrum Foundation Board councils which consists of responsible people from Stockholm City, Stockholm University, KTH Royal Institute of Technology, Ericsson, IBM, City Developer, etc. This type of collaboration is one of the main factors for successful innovation in Swedish.



Mr. Henrik Fridén, Program Manager of VINNOVA, said, "it is one of the Swedish policies for innovation to support free movement of researchers between universities and the industry in order to encourage cooperation between them." Furthermore, with respect to IP finance, the Swedish government provides public finance to high-risk driven and early staged R&D. Ms. Lena Nyberg, Manager of VINNOVA, said, "Despite of high risk of failure, we invest public finance into the initial staged R&D or challenge-driven innovation. Even though the companies that had failed before, they can be financed again from VINNOVA". Based on the statistics of 2011, VINNOVA invested 2.2 billion SEK in form of grants, not loans.

Ms. Youngmi Chung, a Korean Patent Attorney of Groth & Co, which is one of the most representative IP firms in Sweden, said, "In Sweden, innovation means to continue to try and experiment new ideas in spite of risk of failure", and "As creativity cannot be hurried, Swedish people have consensus on the fact that continuous tries and experiments should be kept with patience for innovation."

The picture shows the IP FORUM in Stockholm



지난 16일 스웨덴 스톡홀름에서 열린 지식재산권포럼에서 손성환 주스웨덴 대사(앞줄 왼쪽부터), 법률회사 그로트앤드컴퍼니의 군나 슌드크비스트 CEO, 토마스 레브 대표변리사 등이 발표를 경청하고 있다

Korean Ambassador, Mr. SON Sungwhan, CEO of Groth & Co, Mr. Gunnar Sundkvist, and Managing Partner of Groth & Co, Mr. Thomas Lev, are participating and listening to presentations at IP Forum in Stockholm on 16th October.

"As Intellectual Properties such as patents, trademarks and designs are main assets of companies, each SMEs should have their own Intellectual Property strategy for their protection, especially in the environment of new coming

Unitary Patent System which would be an opportunity for big companies, however for SMEs which might be a risk", said Mr. Thomas Lev, Managing Partner of Groth & Co. The IP Forum was organized by Groth & Co, KIPA and Maeil Business Paper and supported by the Korean Embassy in Sweden and Korean Business Center in Stockholm.



Currently European Union are preparing for the Unitary Patent System which provides one application, one patent valid in every member states of the European Union, and one Unitary Patent Court. Ahead of implementation of a new system, Sweden, where 90% of the companies are SMEs with 50 employees or less, makes every effort to support SMEs IPR protection in cooperation with each actors of public sectors. One example is to provide to SMEs a Voucher around 100 000-200 000 SEK for IP consulting or IP registration. Another example is to encourage and educate official advisors from 5 ministries and 19 local governments as IP advisers for SMEs. Ms. Cecilia Fröderberg, Project Manager of Swedish Patent and Registration Office (PRV), said “Official advisors will help SMEs for IP consulting and financial support”