

**C-Festival 2019**  
**@Coex**

# 360° SEOUL

**360° SEOUL**  
**Insight Concert X Start-Up**

## **CREATIVE CHALLENGE**

**C-Festival 2019** Coex Hall A 1, 2  
**CONFERENCE** | 2019. 5. 2 THU - 5. 3 FRI  
**C-STAR** | 2019. 5. 4 SAT - 5. 5 SUN  
(Start-Up Pop Up Stage)

***“Learn the rules like a pro,  
so you can break them like an artist.”  
— Pablo Picasso, Artist***

# What is 360° Seoul?

The Innovative conference for startups, corporates and governance partners based on “Creative Challenge”

Beyond the insight that into our age and issues we are facing now.

360° Seoul talks about our internal and external voice called, “Transition” and “Innovation”. We aim to build the festival eco-system where people who gathered to solve various issues and tasks that our generations of this age are facing with the sprite of creative challenge, can seek “Development” and “Quantum Jump” by inspiration and interaction.

Join 360° Seoul and feel the unique and addictive energy.

# Who should attend ?

People who solve the issues and tasks of our age with the spirit of Creative Challenge



Representative & Senior  
decision makers



Celebrities



Angel investors & VC & CVC &  
Accelerators



Branding, Marketing &  
Innovation department from  
Corporates



Content Creators & Artists



Governance & foundation &  
Association



Content & Tech Startups



International Attendees



Media &  
Journalists



Millennial  
Generation







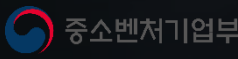




Founders &  
Entrepreneurs



Academia

# Overview

T I T L E	360° Seoul
P E R I O D	2(Thu)– 5(Sun) May 2019 Main Session & Exhibition 2(Thu) - 3 (Fri) Open Innovation Stage, C-Star 4(Sat) – 5(Sun)
V E N U E	Coex, Seoul, South Korea Exhibition hall A 1,2 & CMC area including Starfield Mall
T H E M E	Creative Challenge
P R O G R A M	Keynote, Special Lecture, Round Talk, Session, Exhibition and C-Star
REGISTRATION FEE	Pre-registration required (2 day pass 80,000 KRW / 1 day pass 50,000 KRW)
H E L D B Y	 Coex MICE Cluster Committee
CO-ORGANIZER	
C O N T E N T P A R T N E R S	   
S P O N S O R S	  

# Programs

360 ° Seoul Commentator: Yoonsun Lim

2 <sup>nd</sup> (Thu) Creative Challenge in Business			3 <sup>rd</sup> (Fri) Creative Challenge in Culture			4 <sup>th</sup> (Sat) – 5 <sup>th</sup> (Sun)
10:00 – 10:15		Opening Ceremony	10:00 – 10:15		Opening Ceremony	C-star The Innovation pop-up stages of selected startups @ Coex Star field Mall
10:15 – 11:00	360° Basic 1	The meaning of innovation to us Erik Barmack (Netflix, Vice president of International originals)	10:15 – 11:00	360° Basic 3	The language of color Tod Schulman (Pantone Color Institute, Creative Director)	
11:00 – 11:30	360° Basic 2	The meaning of tomorrow to us Frank Meehan (Entrepreneur & Investor)	11:00 – 11:45	360° Invitee 5	Storytelling in a digital world Younghwa Kim ('Along with the Gods' film director)	
11:30 – 12:00	360° Invitee 1	The power of observation Eun-I Song (Content Lab Vivo, CEO / Comedian)				
12:00 – 13:00		Lunch	11:45 – 13:00		Lunch	
13:00 – 13:45	360° Invitee 2	Why does she keep dreaming of tomorrow? Yoga class for your Creative Challenge Ae-ryun Shin (Andar, CEO)	13:00 – 13:45	360° Circle 4	The extension of original content Moderator Seungyoun Lee (Konkuk University, Professor) Panel 1 Seungkyu Lee (Smart Study, CFO) Panel 2 TBA	
13:45 – 14:30	360° Invitee 3	Impact Investment Jin-ho Chung (The Wells Investment, Chairman)	13:45 – 14:45	360° Circle 5	The future content and intellectual property MC Sori Moon Panel 1 Jingeun Jeong (Kangwon University, Professor) Panel 2 Yang-gu Kang (reporter) Panel 3 Jae-woong Jeon (Anyfen, CEO) Panel 4 TBA	
14:30 – 15:30	360° Circle 1	Rise of Unicorns Moderator Han-joo Lee (SparkLabs, Co-Founder) Panel 1 TBA (Toss, C-level) Panel 2 TBA (Coupang, C-level)	14:45 – 15:15		break Time	
15:30 – 16:00		break Time	15:15 – 16:00	360° Circle 6	Eat and drink! Panel talk with 3 young entrepreneurs Moderator Soohyun Cheon (Aejoo Salon, CEO) Panel 1 Min-kyu Kim (boksoondoga, CEO) Panel 2 Moonju Lee (Cookat, CEO) Panel 3 Yoon-kyu Kim (Sellourpassion, CEO)	
16:00 – 17:00	360° Circle 2	What drives us to invest? Moderator Jimmy Kim (SparkLabs, Co-Founder) Panel 1 Moon-suk Oh (Alots Ventures, Principal) Panel 2 Shina Jung (Kakao Ventures, CEO) Panel 3 Jonghoon Seok (Ministry of SMES and Startups, Leader of office of startups venture innovation)	16:00 – 16:45	360° Invitee 6	Today and Tomorrow of K beauty Moderator Namsook Kim (Instant tattoo, CEO) Panel 1 RISABAE (Beauty YouTube Creator)	
17:00 – 17:30	360° Invitee 4	2019 Millennium – Z generation trend keywords 5 Jae-heun Lee (Daehaknaeil 20slab, Senior researcher)	16:45 – 17:00		break Time	
17:30 – 18:30	360° Circle 3	Self branding at new platform. Moderator Giju Shin (Esquire, Chief editor) Panel 1 Seongjin Oh (Kakao brunch, Head) Panel 2 Sungwoong Cho (Suobooks, CEO) Panel 3 Writer from Brunch	17:00 – 17:30		MAMMA MIA Musical gala show	
			17:30 – 18:00		Closing Ceremony: Show must go on	

# Commentator

360 ° Seoul Commentator



Yoon Sun, Lim

**LimYoon-sun** is a South Korean television personality and lawyer. She was a cast member in the reality show *The Genius: Rule Breaker* and *The Genius: Grand Final*. She is a host of *The Blueberry* from SBS CNBC since 2017.

# Speakers : Day 1

360° Basic 1

The meaning of innovation to us

10:15-11:00



Erik Barmack (Netflix, Vice president of International originals)

360° Basic 2

The meaning of tomorrow to us

11:00-11:30



Frank Meehan (Entrepreneur & Investor)



# Speakers : Day 1

360° Invitee 1

The power of observation

11:30-12:00



Eun-I Song (Content Lab Vivo, CEO / Comedian)

360° Invitee 3

Impact Investment

13:45-14:30



Jin-ho Chung (The Wells Investment, Chairman)

# Speakers : Day 1

360° Invitee 2

13:00-13:45

Why does she keep dreaming of tomorrow



Ae-ryun Shin (Andar, CEO)

Yoga class for your creative challenge x andar



# Speakers : Day 1

360° Circle 1

Rise of Unicorns

14:30-15:30



## Moderator



**Han Joo Lee, Bepin Global**

Bepin Global is a recognized and certified Managed Service Provider (MSP) here to help you with your business and digital innovation through Cloud migration.

# Speakers : Day 1

360° Circle 2

What drives us to invest?

16:00-17:00



Shina Jung (Kakao Ventures, CEO)



Moon-suk Oh (Alots Ventures, Principal)



Jonghoon Seok (Ministry of SMES and Startups, Leader of office of startups venture innovation)

**Moderator**



Jimmy Kim (SparkLabs, Co-Founder)

# Speakers : Day 1

360° Invitee 4

17:00-17:30

2019 Millennium - Z generation trend keywords 5



Jae-heun Lee (Daehaknaeil 20 slab, Senior researcher)

# Speakers : Day 2

360° Circle 3

Self branding at new platform 17:30-18:30

Moderator



Giju Shin (Esquire, Chief editor)



Seongjin Oh (Kakao brunch, Head)



Sungwoong Cho (Suobooks, CEO)



1-2 Writers from Brunch

## Speakers : Day 2

360° Basic 3

The language of Color

10:15-11:00



Tod Schulman (Pantone Color Institute, Creative Director)

360° Invitee 5

Storytelling in a digital world

11:00-11:45



Younghwa Kim ('Along with the Gods' film director)

# Speakers : Day 2

360° Circle 4

The extension of original content 13:00-13:45



Seungyoun Lee (Konkuk University, Professor)



Seungkyu Lee (Smart Study, CFO)



TBA

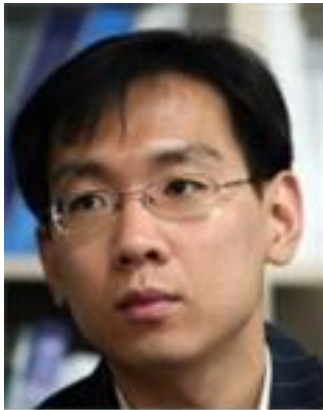


# Speakers : Day 2

360° Circle 5

13:45-14:45

The future content and intellectual property



Jingeun Jeong(Kangwon University, Professor)



Yang-gu Kang (reporter)



Jae-woong Jeon (Anyfen, CEO)



TBA

# Speakers : Day 2

360° Circle 6

15:15-16:00

Eat and drink! Panel talk with 3 young entrepreneurs

## Moderator



Soohyun Cheon (Aejoo Salon, CEO)



Moonju Lee (Cookat, CEO)



Min-kyu Kim (boksoondoga, CEO)



Yoon-kyu Kim (Sellourpassion, CEO)

## Speakers : Day 2

360° Invitee 6

Today and Tomorrow of K beauty 16:00-16:45



RISABAE (Beauty YouTube Creator)

Moderator



Namsook Kim (Instant tattoo, CEO)

## Speakers : Day 2

MAMMA MIA Musical gala show

17:00-17:30



Closing Ceremony: Show must go on

17:30-18:00



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for startups, corporates and governance partners  
based on “Creative Challenge”

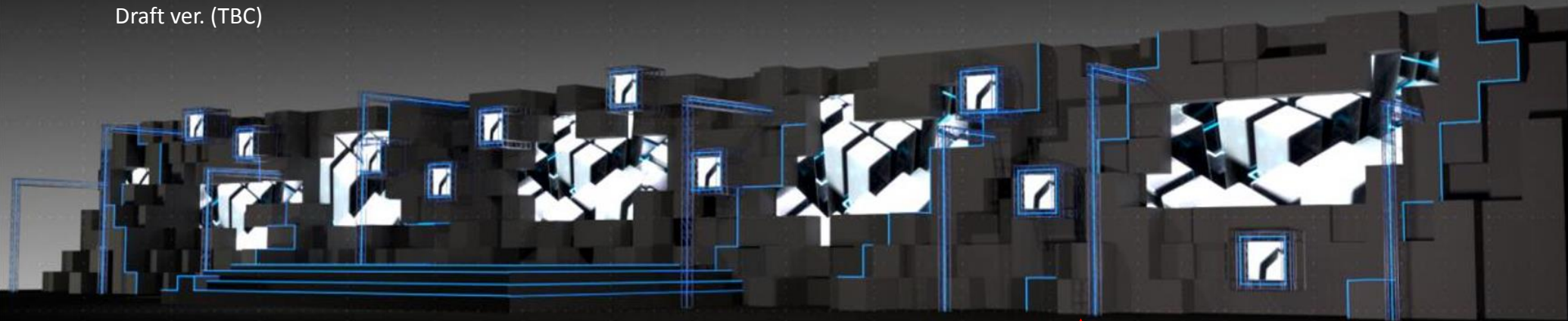
Beyond the insight that into our age and issues we are facing now.

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Join 360° Seoul and feel the unique and addictive energy.

# Stage & Space

Draft ver. (TBC)

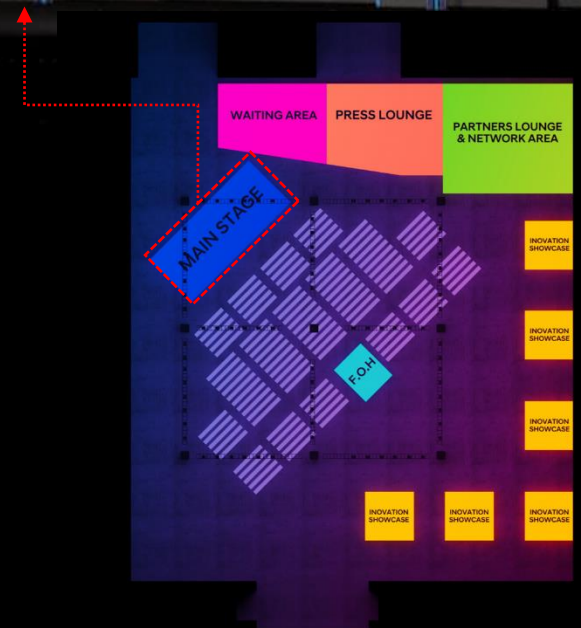


## [Design concept]

It always starts with a seed of question planted inside of us -What if?

The questions we ask ourselves and address to the world are the beginning of new business models, original solutions, innovative platforms and contents that will revolutionize our future.

Our design concept also follows such paradigm in that the “fruits” of our intellectual quests all lead to a network of new industrial “ecosystem”. The stages will represent a time in which our future cities will display such a growing network of innovation, network, and awe-inspiring landscapes.



# Stage & Space

Draft ver. (TBC)



360 seoul

W E L C O M E

WAITING AREA PRESS LOUNGE PARTNERS LOUNGE & NETWORK AREA

MAIN STAGE

F.O.U.

INNOVATION SHOWCASE

INNOVATION SHOWCASE

INNOVATION SHOWCASE

INNOVATION SHOWCASE

INNOVATION SHOWCASE

INNOVATION SHOWCASE

INNOVATION SHOWCASE

INNOVATION SHOWCASE

# Be a C-star

## “C-Star”, the open innovation pop-up stages of selected startups

Creative Challenge startups are collaborated with Coex and CMC(Coex MICE Cluster).

360°Seoul provide the opportunity to promote selected startup's product and service at the open innovation pop-up stages in CMC area including Coex Square and Coex Star filed Mall, where more than 200,000 people visit everyday.

“C-Star” will be not only the valuable milestone to next steps for growth with onsite experience which is listening and communicating directly to end-users, but also the unique spot where people who visit CMC can have a special opportunity to meet innovative and trendy product, service and ideas of selected startups.



# Partners



# C-Festival 2019

**Paint  
Tomorrow**

# Content Showcase Festival C-Festival

All festival content you are looking for is at C-Festival!  
This year, 360°Seoul will be with C-Festival to discuss our “Tomorrow”



Period	Outdoor: 25 (Thu) April – 6 (Mon) May 2019, 12days Indoor: 2 (Thu) – 5 (Sun) May 2019, 4 days
Venue	Coex, Seoul (Coex square, K-POP square, Exhibition Hall A~D, Coex lobby, etc.)
Held by	  
Organized by	
Slogan	Paint Tomorrow
Programs	360°Seoul / Stage C / Market C

Content Showcase Festival

# C-Festival



## 360° Seoul

The Innovative conference for startups, corporates and governance partners with “Creative Challenge”

Keynote / Special Lecture / C-Star Session / Round Talk / Exhibition



## Stage C

The content showcase Stages, featuring arts & cultural events

Music / Performance / Film / Talk show / Art / Exhibition / Musical / Awards / Fair



## Market C

The mega food & beer Festivals @ Coex Square, K-pop Square

Eat the Seoul 2019 Spring  
The Grand Beer Festival

# 360° Seoul



## CREATIVE CHALLENGE x C-Festival 2019

360° Seoul talks about our internal and external voice called, “Transition” and “Innovation”. We aim to build the festival eco-system where people who gathered to solve various issues and tasks that our generations of this age are facing with the spirit of creative challenge, can seek “Development” and “Quantum Jump” by inspiration and interaction.

Period	2(Thu) – 5(Sun) May 2019 <ul style="list-style-type: none"><li>• Main Session &amp; Exhibition 2(Thu) – 3(Fri)</li><li>• The open innovation pop-up Stages, C-Star 4(Sat) – 5(Sun)</li></ul>
Venue	Coex, South Korea * Exhibition hall A 1,2 & CMC area including Starfield Mall
Theme	Creative Challenge
Program	Keynote, Special Lecture, Round Talk, Session, Exhibition, C-Star
Registration Fee	Pre-registration required <ul style="list-style-type: none"><li>* 2 Day Pass 80,000 KRW / 1 Day Pass 50,000 KRW</li></ul>

# STAGE C

## Coex Square



### Outdoor Main Stage

- 2(Thu) – 6(Mon) of May 2019
  - K-pop, performance, musical gala show, etc.
- ▶ <https://channel.coex.co.kr/>

## HALL A



### Seoul Fashion Festival 2018S/S

- 4(Sat) – 5(Sun) of May 2019
  - Top brand fashion show, exhibition and K-pop
- ▶ <https://www.seoulfashionfestival.co.kr/>



### Very Goods 2019

- 2(Thu) – 5(Sun) of May 2019
  - The biggest brand goods fair with Dnomade
- ▶ <https://www.verygoods2019.com/>

## HALL B



### EV Trend Korea 2019

- 2(Thu) – 5(Sun) of May 2019
  - The electric vehicle fair with Ministry of Environment
- ▶ <https://www.evtrendkorea.co.kr/>

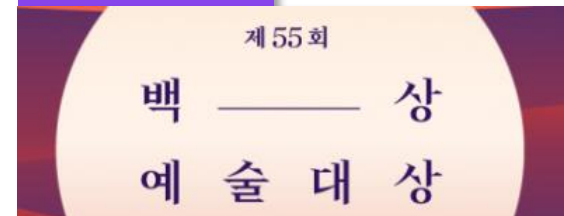
## HALL C



### Get it beauty Con x DIA Beauty

- 3(Fri) – 5(Sun) of May 2019
  - The beauty festival with 200 brands & DIA creators
- ▶ <https://getitbeautycon.tving.com/>

## HALL D



### 55th Baeksang Arts Awards

- 1(Web) of May 2019
  - The film and drama awards with JTBC
- ▶ <https://isplus.live.joins.com/100sang/>



## Main Stage 2018 @ Coex Square





## Main Stage 2017 @ Coex Square





# MARKET C

Coex Square



## Eat the Seoul 2019 Spring

- 25(Thu) of April – 6(Mon) of May 2019
- The mega food festival by Coex & Cookat(Facebook page, “what do we eat today?”)

► <https://www.facebook.com/EatTheSeoul/>

Coex K-POP Square



## The Grand Beer Festival

- 25(Thu) of April – 6(Mon) of May 2019
- The grand beer festival where you can enjoy various draft & handmade beers with great foods



## Eat the Seoul 2018 Spring @ Coex Square





D.NOMADE



EV TREND KOREA 2019  
May, 2(Thu) - 5(Sun), 2019 | Coex Hall B



# C-Festival Partners

C-Festival 2019 with Strong partners!

Be our next partner to promote your brand to more than 200 million people who come to Coex to enjoy C-Festival

# C-FESTIVAL HISTORY

## 2015 Do U C?

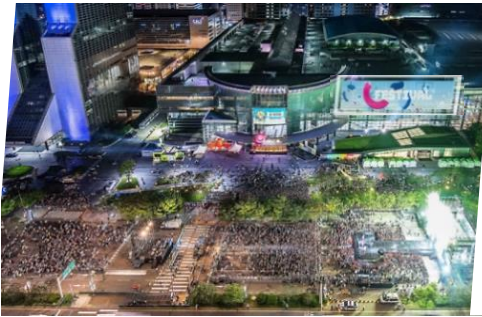


914,162 attendees

6 countries, 290 organizations

Ministry of Culture, Sports and Tourism,  
Seoul City, Gangnam District, CMC, KITA etc.

## 2016 Flying with the heart of childhood



1,438,261 attendees

40 countries, 605 organizations

Ministry of Foreign Affairs, Ministry of  
Environment, Seoul City, Gangnam  
District, CMC, KITA etc.

## 2017 DREAM



2,036,267 attendees

13 countries, 756 organizations

Korea Tourism Organization, Seoul City,  
Gangnam District, CMC, KITA, etc.

## 2018 Shooting Star



2,344,500 attendees

25 countries, 543 organizations

Ministry of Foreign Affairs, Gangnam  
District, CMC, KITA, etc.

**Total number of Attendees 6,733,190**

# C-FESTIVAL ARCHIVE

Please meet our C-Festival via previous official videos

- **2017 C-Festival**

[https://www.youtube.com/watch?v=hFd\\_odFK2wk](https://www.youtube.com/watch?v=hFd_odFK2wk)

- **2018 C-Festival**

<https://www.youtube.com/watch?v=6gLycx6YPBc>