WiT SEOUL

Nov 1, 2023 | K-Travel Tech Summit

In collaboration with Korea Tourism Organization

WED, NOV 1

8:00 AM - 9:00 AM
Checking In

9:00 AM - 9:15 AM
On A Welcoming Note

Yong Hoseong
Director General, Tourism Industry Policy Bureau
Ministry of Culture, Sports & Tourism

9:15 AM - 9:35 AM
Kick-off

Yeoh Siew Hoon
Founder
WiT

9:35 AM - 10:05 AM
Coffee Chat: Raising the OTA Tide in Korea

No one has followed more closely the evolution of Korea's travel tech and startup scene than our first speaker. An early mover into online travel, he was among the first wave of K-Travel Tech professionals who took lessons from abroad to apply to his own business, and was instrumental in bringing the WiT conference to Seoul. We take lessons and insights in this opening session.

Interviewer:

Yeoh Siew Hoon
Founder
WiT

Speaker:

Min Yoon
CEO & Founder
TIDESQUARE

10:05 AM - 10:40 AM
Trends & Opportunities in the Travel Startup Scene

We look at the latest trends unfolding in the travel startup ecosystem in general, and unearth the opportunities for aspiring entrepreneurs, by speaking to experts in the travel tech investment landscape.

Moderator:

Yeoh Siew Hoon
Founder
WiT

Panel:

Nicholas Cocks
Founder & Managing Partner
Velocity Ventures

Timothy Hughes
Vice President, Corporate Development
Agoda

Hyuck-Tae Kwon
Founder & CEO
Auburndale Ventures

Stella Yoh
Principal, South Korea
SOSV & Orbit Startups

10:40 AM - 11:00 AM
Calling All Digital Nomads

How much digital firepower does it take to keep a country's tourism sector thriving? We chat with the Head of Digital Tourism at the Malaysia Digital Economy Corporation (MDEC) about its online outreach programs, identifying new traveller demands and demographics, and DE Rantau, a digital nomad programme aimed at making Malaysia a digital nomad hub in the region.

Interviewer:

Arvindh Yuvaraj
Content Lead
WiT

Speaker:

Arifah Sharifuddin
Head of Digital Tourism
Malaysia Digital Economy Corporation (MDEC)

11:00 AM - 11:30 AM
Coffee Break

11:30 AM - 11:50 AM
Coffee Chat: Going Global with Yanolja

Interviewer:

Yeoh Siew Hoon
Founder
WiT

Speaker:

Jungyun Kim
CSO
Yanolja

11:50 AM - 12:20 PM
Scale Up: The Korean Startups On The Growth Path

From seed to scale, these local startups have proven they have what it takes to get to the next stage of growth. What's their plan for scale, what are the challenges and opportunities that await each of these local entrepreneurs?

Moderator:

Min Yoon
CEO & Founder
TIDESQUARE

Panel:

Kevin Hyunseok Oh
CEO
Onda

Sookwon Kim
Founder & CEO
Tripstore

Jiha Jung
Founder & CEO
Tripbtoz

Benny Lee
Founder & CEO
STAYFOLIO

12:20 PM - 12:30 PM
State of Mobility in South Korea

The Mobility As a Service (MaaS) market, valued at US$3.3b in 2021, is poised to grow to US$53.81b by 2030, growing at a CAGR of 32.2% over the forecast period of 2023-2030, according to ResearchAndMarkets.com. What does the market look like in South Korea?

Hyewon Cho
Business Part Leader, Travel & Global Team
KakaoMobility

12:30 PM - 1:00 PM
Lessons From Fellow Startups in Asia

The local context may be different but there are common lessons to be learned from fellow startups. Here, we cast the net to embrace the stories from the region and find out what each of them has had to go through to get to where they are now, and where they are headed.

Moderator:

Yeoh Siew Hoon
Founder
WiT

Panel:

Chan Chee Chong
CEO & Co-founder
GlobalTix

Joseph Ling
CEO & Founder
Vouch

Yuwei Chang
Product Director, Overseas Markets
Fontrip, Taiwan

Blanca Menchaca
CEO & Co-founder
BeMyGuest

1:00 PM - 2:00 PM
Lunch

2:00 PM - 2:20 PM
Spotlight Startup, presented by Korea Tourism Organization

Anupong Kriangkrailipikorn
CEO & Founder
Traveligo

Taro Amornched
CEO & Co-founder
TakeMeTour

2:20 PM - 3:05 PM
Startup Showcase, presented by Korea Tourism Organization

We put the spotlight on startups, curated by the KTO. Each will have 5 minutes to pitch, followed by a 3-min Q&A with our dragons. You get to vote for your People's Choice.

Facilitator:

Sunny Chang
Director of Global Business Development
TIDESQUARE

Startups:

Kenneth Lee
Co-founder & CPO
FreeD Group

Heejae Jeong
COO & Co-founder
Hanseek

Joonhyung Cho
CEO
MYRO

Hyojeong Kim
CEO/Founder
NomadHer

Myoungbee Sung
Strategy Manager
Wemeet Mobility Inc

Dragons:

Nicholas Cocks
Founder & Managing Partner
Velocity Ventures

Timothy Hughes
Vice President, Corporate Development
Agoda

Blanca Menchaca
CEO & Co-founder
BeMyGuest

Hyuck-Tae Kwon
Founder & CEO
Auburndale Ventures

3:05 PM - 3:25 PM
Startups & Their Role in Reviving Local Economies

Meet a panel of local startups who have all played a key role in helping to revive local neighborhoods and economies in South Korea. Learn about their motivations and challenges and how their success could offer key insight for other entrepreneurial startups to get involved.

Moderator:

Hyuck-Tae Kwon
Founder & CEO
Auburndale Ventures

Panel:

Kwon Osang
Founder & CEO
Puzzle Lab

Jang Jae Young
Founder & CEO
HIPCAL inc.

Seol Jae Woo
Founder & CEO
Smalldays Inc.

3:25 PM - 3:35 PM
Content Creation In The Age of Generative AI

More than anything else, generative AI is promising to transform content creation, and make it easier for travel brands to tell stories to inspire customers. Here, a case study of how one brand is doing it.

Hwaran Lee
Lead of Language Research Team
NAVER AI Lab

3:35 PM - 4:05 PM
Coffee Break

4:05 PM - 4:30 PM
The Indie Creators and Community Builders

Experience is the new currency and surveys have shown that travellers are willing to pay for curated, authentic experiences. We meet a handpicked collection of independent, creative travel businesses made with love, fueled by passion and driven with purpose.

Moderator:

Hyunsoo Cho
Co-founder & CEO
DAYOFFCOMPANY

Panel:

Seo Yeon Oh
CEO
Amuse Travel

Kim Eun Young
CEO
Farmpartia

Byeongkwan Jo
Co-CEO
TRAVELHOLIC

4:30 PM - 5:00 PM
MyRealTrip: From Startup to Scaleup

Every startup ecosystem needs its role models and this is one entrepreneur who stands out. MyRealTrip, which started life as a tours and activities platform for South Korean travellers has since grown into a full-fledged OTA, complete with a physical store. What are the lessons we can learn from his journey?

Interviewer:

Yeoh Siew Hoon
Founder
WiT

Speaker:

Donggun Lee
CEO & Founder
MyRealTrip

5:00 PM - 6:30 PM
Cocktails sponsored by Korea Tourism Organization

Programme correct at time of publishing
All times shown are in Korea Standard Time (UTC+9)

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