



The most authentic eyewear city, **DAEGU**

Promote Korea eyewear industry
development and innovation

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Unit 01 | Status of KOIA

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Unit 03 | Medium & Long Term Plan

Unit 01 | Status of KOIA

- Purpose of establishment(May 17, 2004)



Excellence of Korean Eyewear

Technical Development	Design & Brand Development	Marketing Support
<ul style="list-style-type: none">· Develop a new material· Solve a process difficulty· R&D for functional eyewear	<ul style="list-style-type: none">· Study design & color· Design & Brand competition improvement	<ul style="list-style-type: none">· Host DIOPS· Support overseas optical Show· R&D for functional eyewear

Take off to a high value-added business!

KOIA is established by Korean Central Government – Ministry of Trade, Industry and Energy – and local government – Daegu Metropolitan city in 2004

Unit 01 | Status of KOIA

• Organization of KOIA

Korea Eyewear Assistance Business (Daegu Metropolitan City)

Host DIOPS (Daegu International Optical Show)

Development of Fundamental Technology (Ministry of Trade, Industry & Energy)

Economic Region Base Support project (Ministry of Trade, Industry & Energy)

Super Material Fusion Product Industrialization (Ministry of Trade, Industry & Energy)

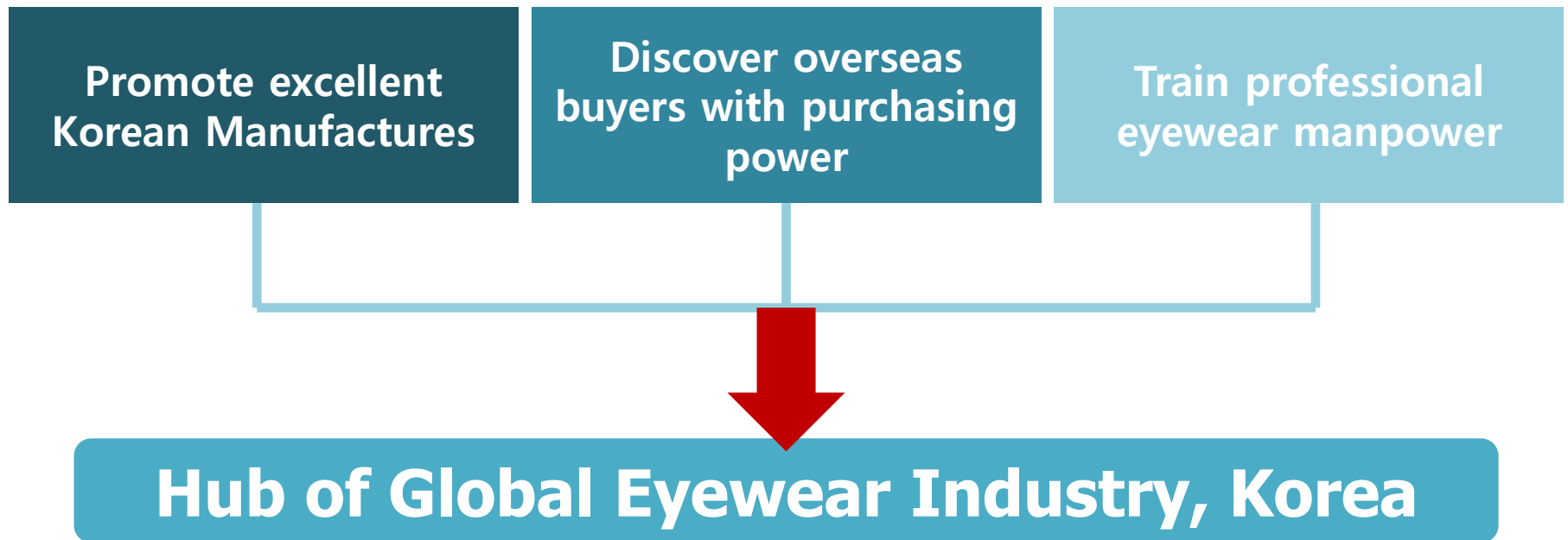
Regional Innovation System (Ministry of Trade, Industry & Energy)

Management of Korea Pavilion in overseas optical Show (China, H.K)

Activation optical economic zone (Daegu, Buk-gu District)

Unit 01 | Status of KOIA

- KOIA is ...



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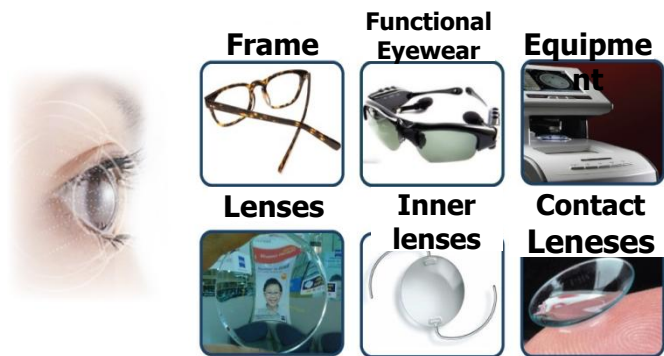
Unit 01 | Status of KOIA

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Unit 01 | Status of KOIA

• Overview



Optical Industry is a manufacture industry

- eyewear : frame, parts, sunglasses, goggles
- Lenses : Lenses, contact lenses, inner lenses
- Etc : Eyewear product, equipment

- ❖Improvement of Eye health & vision
- ❖Potential of growth S&E Business
- ❖Effect on front back industry

Original-tech Industry



High-tech Industry

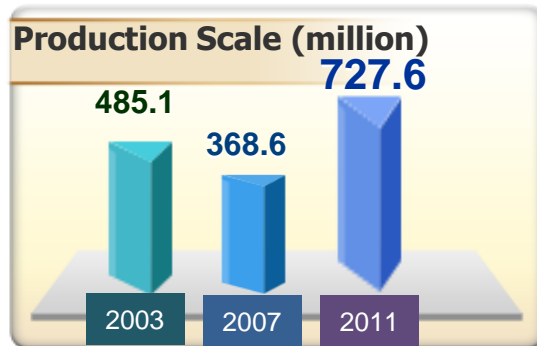


Unit 02 | Status of Optical Industry

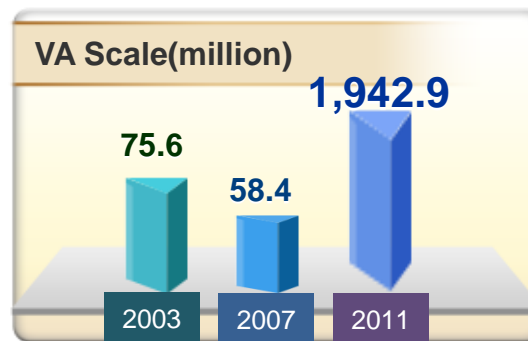
• Leading Korean Optical Industry

Turn around to growth since 2007

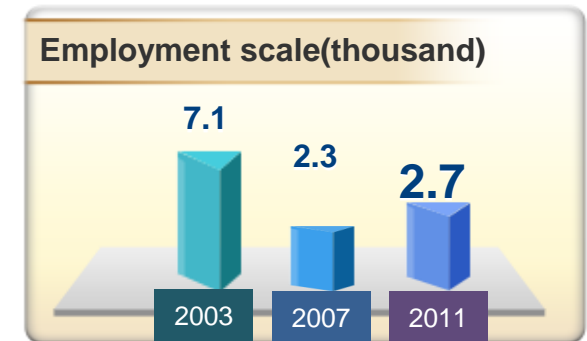
• Increase of the productivity



• Increase of VA scale



• Increase of employment

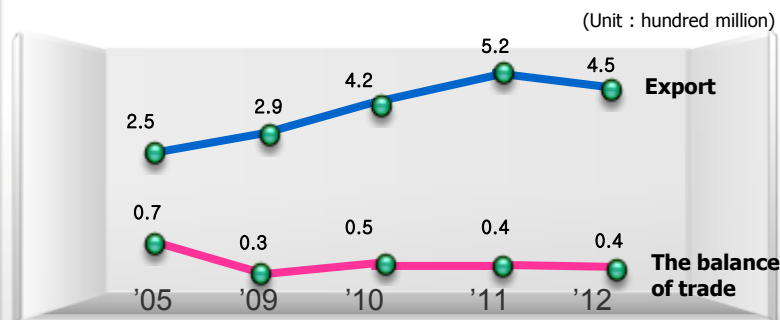


Unit 02 | Status of Optical Industry

• Leading Korean Optical Industry

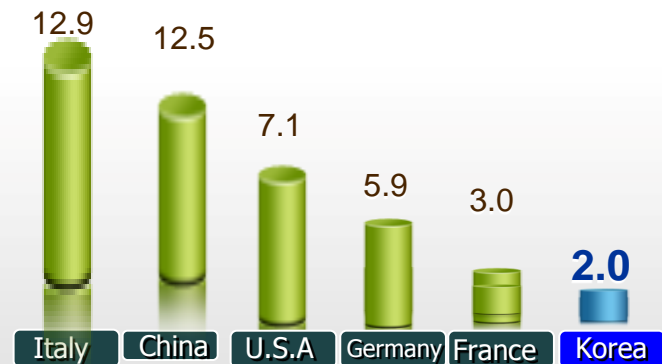
Top 10 of the World Optical Export (KITA, WTO)

• export on the rise since 2003



0.4[2005] → 5.6[2009] → 48.1[2010]
→ 23.7[2011] → -14.2[2012]

• 2.0% of International market share & global top 10



Unit 02 | Status of Optical Industry

• Filmography of Korea Eyewear manufacturing



The Mecca of Korea eyewear manufacturing, Buk-gu District 3 Industrial Complex, Daegu

3 Industrial Complex is a core cluster located more than 80% Korean eyewear manufacturing company.

The Pioneer of Korea eyewear manufacturing, The late Mr. Jaesoo, Kim

He returned from Japan in 1945 and established a first Korean eyewear manufacturing company named "Kuk-Je Celluloid" in Daegu.



The commencement of "Made in Korea", Celluloid Acetate frame

"Kuk-Je Celluloid" established by Mr. Kim had produced and was well-known with high quality and excellent design eyewear.

Unit 02 | Status of Optical Industry

- The 1st Korean eyewear manufacturing company



The 1st export of Daegu(1961)
\$3,000(H.K)



A tour to Kuk-je from Japan

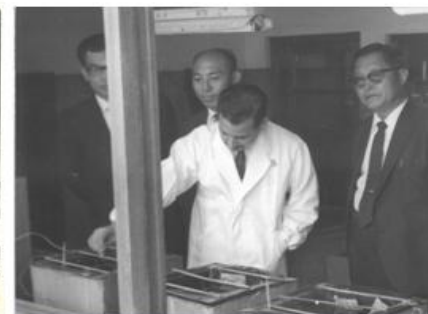


Plate machine from Swiss



Shipping



A tour of inspection abroad
(1960's)



Screw machine from Germany

Unit 02 | Status of Optical Industry

• Major market of 『Made in Korea』

- Increase of export to Asia Market among \$145Million(2013) --- frames, sunglasses
- Decrease of export to European market with EURO Crisis
- Slight increase of export to elsewhere with new market frontier



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Unit 03 | Medium- & Long-term plan

• Purpose of plan

Promote efficient optical industry

- Create a new growth engines industry based on convergence technology
- Strengthen the global export competitiveness
- Establish policies with the central government and support optical industry
- Infrastructure Development(Introduce facilities & equipment), Technology Development Business(product, convergence), Marketing(Brands), Professional Manpower Training

Set up an national institute

- Promote global eyewear industry & technology
- Reinforcement a core technology with global level
- Promote a design and luxury goods grand
- Build up a network of linkage of Industry Academia

Unit 03 | Medium- & Long-term plan

• Main Contents

promote a skilled integration fashion industry

- Global Brands: Promote ASIA TOP Brands
- Supply of professional manpower
- Acquire integrated manufacturing : high quality manufacturing base
- Develop a high functional product : 10 development of core goods technology
- WinWin Partnership & strengthening of support for stream

Promote a regional innovation system

- Highly-developed in optical industry combined with the original-tech industry and high-tech industry
- The utilization of human resources for new growth engine industry and job creation
- Regional optical industry support organization & trade convergence technical inflection
- R&D

CK Project (University for Creative Korea) / 2014. 6 ~ 2019. 2

- Promote eyewear industry, competitiveness improvement and professional manpower training
- Catholic University of Daegu _ Department of Visual Optics, Industrial Design, Digital Design & Computer Engineering

Unit 03 | Medium- & Long-term plan

• Main Contents

Business of Global Base

- The encouragement of export company, strengthen export competitiveness

- Manage a branch & base in foreign country with big scale market to increase export
- Build a Marketing Support Center for information & consulting for overseas expansion
- Build global Base, Foreign Joint Display Shop, Support Marketing practice, Trend & Buyer information offering, K-wave Marketing Support
- Build global base, Korean house brads marketing, consulting for early stage of export such as research on overseas market, policies, laws & a patent application, etc

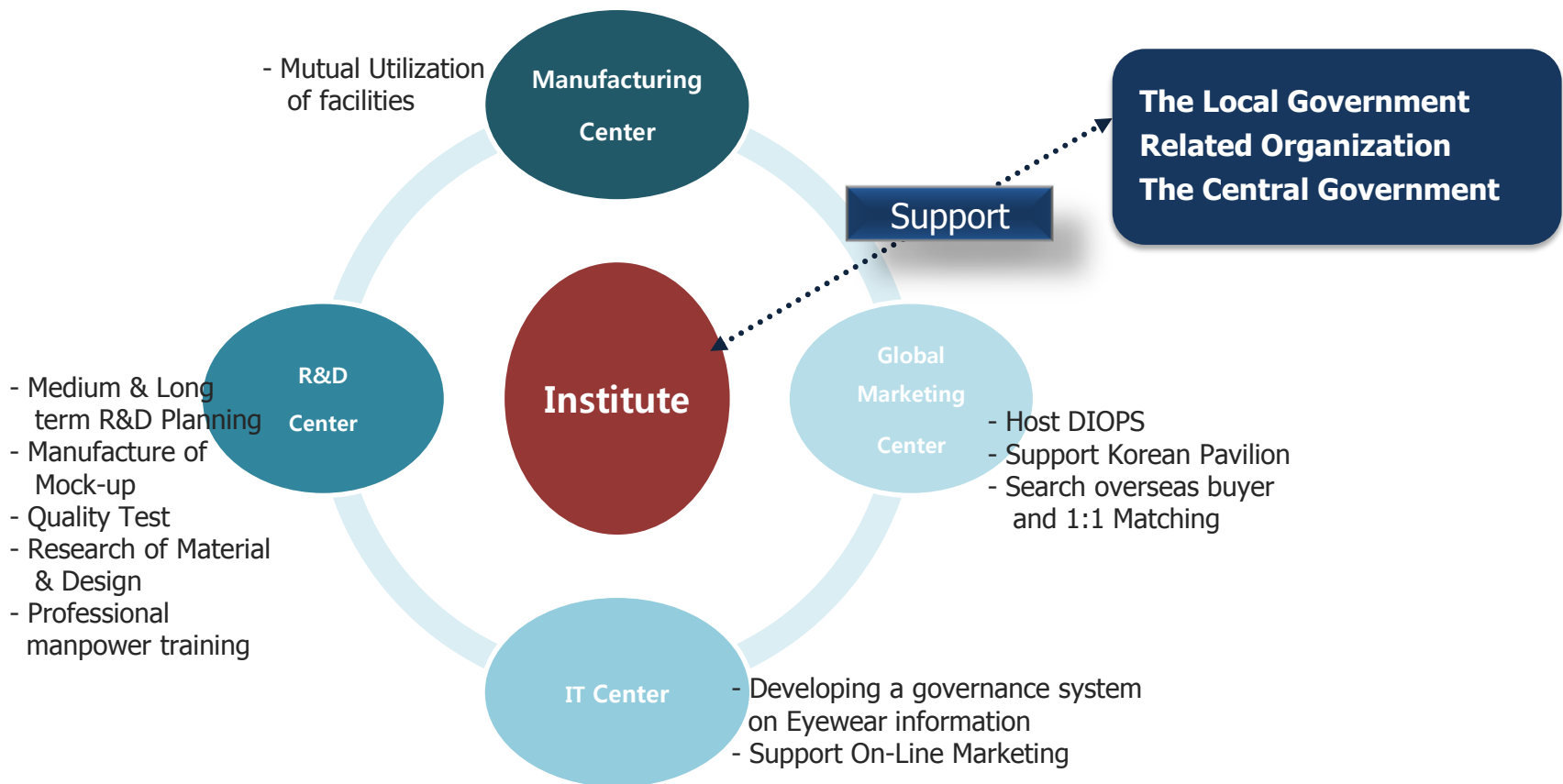
Marketing the eyewear street (Buk-gu District)

- Image promotion through eyewear street
- Develop a complex with eyewear, entertainment, culture and shopping

- Making a eyewear street : sculpture, LED, streetlamps, landscaping, sign, etc
- Making a eyewear luxury street : eyewear shopping center, "Eye city, Daegu" campaign
- Cultural product & Tourism product development : Flea Market, shopping street, eyewear museum, etc

Unit 03 | Medium- & Long-term plan

• Establishment of a national Institute & Extension of Function



Unit 03 | Medium- & Long-term plan

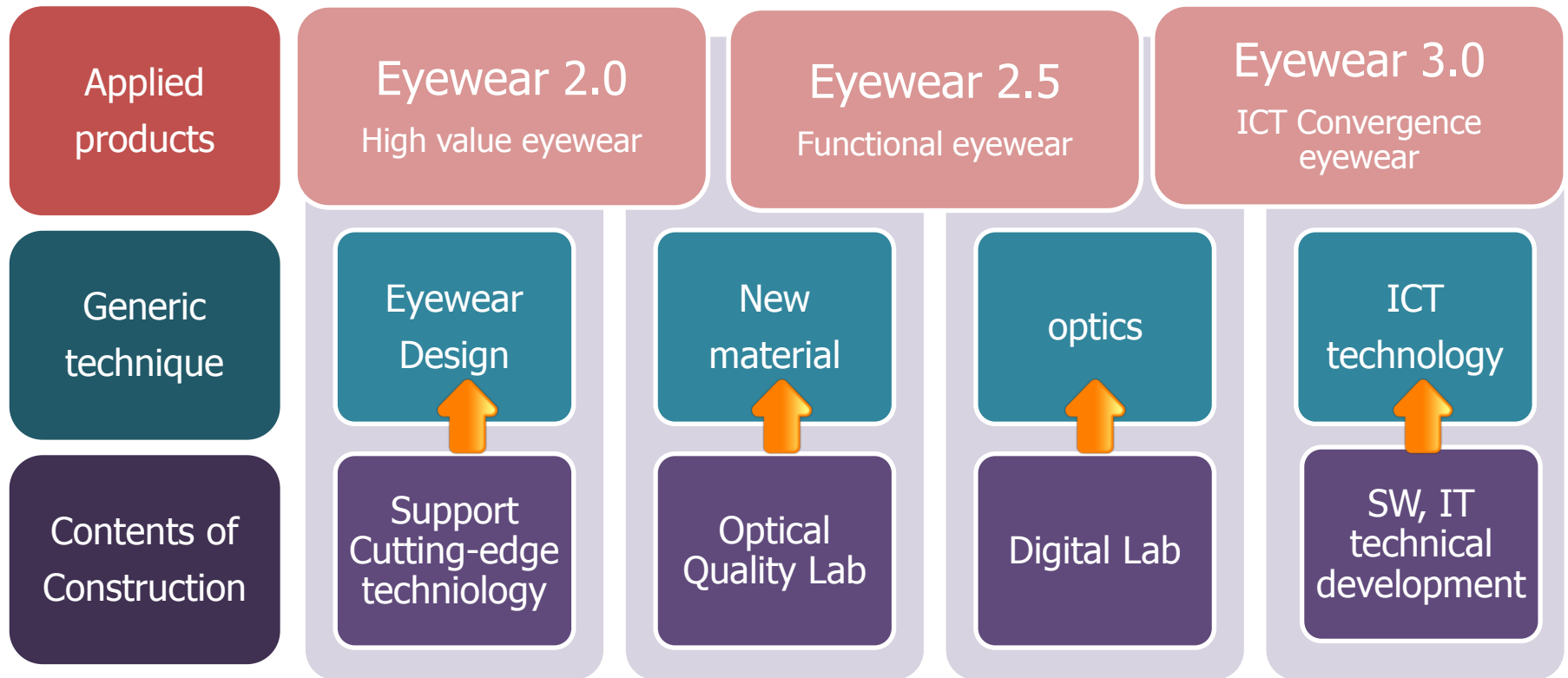
• Eyewear Industry Total Business Center



- by Ministry of Trade, Industry & Energy,
Daegu city, Buk-gu District
- for promoting a skill-intensive fashion industry

Unit 03 | Medium- & Long-term plan

- Promote a optical industry of creative economy model



Unit 03 | Medium- & Long-term plan

• Vision & Strategy

Creative supporting organization leading global optical industry

