



NextRise

S e o u l

Korea International Trade Association

Startup Global Scale up Department



K I T A

KOREA
INTERNATIONAL
TRADE
ASSOCIATION

About KITA



Since its establishment in 1946, KITA has grown to become the largest non-profit business organization in Korea. With a strong representation of over 77,000 business owners and entrepreneurs as member companies, KITA plays a pivotal role in shaping Korea's business landscape.



Our Assets

WORLD TRADE CENTER COMPLEX

CONVENTION & EXHIBITION

- ① COEX Convention Facilities
- ② COEX Exhibition Halls

OFFICE SPACE

- ③ Trade Tower ④ ASEM Tower
- ⑤ City Air Tower ⑥ Parnas Tower ⑦ Startup Branch

ACCOMMODATION

- ⑧ Grand Intercontinental Seoul Parnas
- ⑨ Westin Seoul Parnas ⑩ Oakwood Premier

TRANSPORTATION

- ⑪ CALT
(Direct transportation from the airport to WTCS)

SHOPPING

- ⑫ Starfield COEX Mall ⑬ Parnas Mall
- ⑭ Hyundai Department Store

LEISURE

- ⑮ COEX Aquarium ⑯ Megabox Movie Theater
- ⑰ Seven Luck Casino ⑱ COEX Artium

The Startup Global Scale up department leads open innovation projects with multinational corporations and is a category leader in executing global testbed initiative.

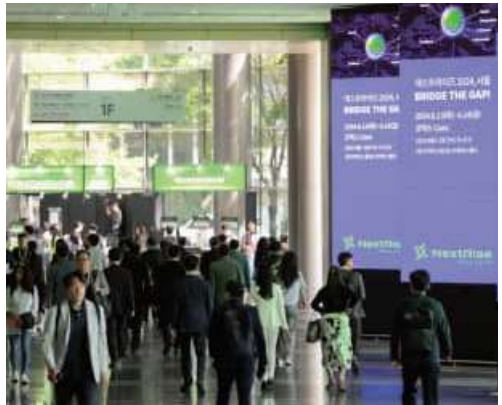
The culmination of these efforts and assets is showcased in the highly acclaimed Startup Global Fair, NextRise.

Startup Ecosystem Building Projects



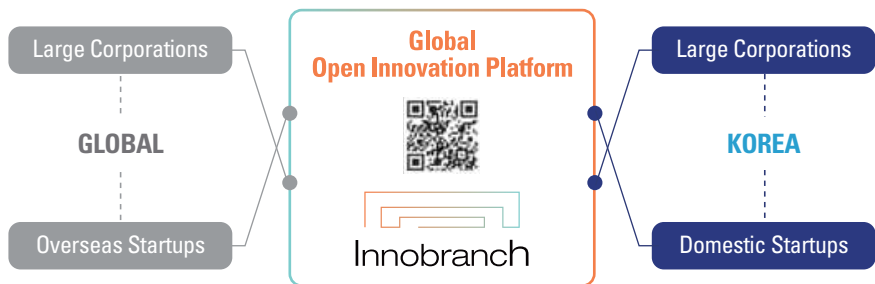
NextRise, Seoul

KITA hosts an annual startup fair that attracts over 26,000 participants, including 240 domestic and global corporations and investors. The fair encompasses conference sessions, business meetings, and exhibitions, all aimed at supporting growth and integration within the startup ecosystem.



Innbranch

KITA operates Innbranch, an online open innovation platform that facilitates connection and collaboration among businesses of all sizes, including large enterprises, SMEs, and startups from around the world.



Startup Branch

Startup Branch is a free open space created by KITA in 2019, designed for innovators to build new relationships and share transformative ideas. Startup Branch has hosted over 2,000 startup events since 2019 and has become a prominent venue visited by more than 19,000 stakeholders in the startup ecosystem annually.



Open Innovation Programs



Fortune 500 Connect

The Fortune 500 Connect Programs facilitate open innovation opportunities by connecting startups with global corporations. KITA has successfully matched over 240 global companies with prominent startups through 1:1 business meetings.



Global Testbed Initiative

KITA offers startups opportunities for Proof-of-Concept(PoC), allowing them to validate their business models, products, and solutions through partnerships with overseas corporations and renowned facilities.



World Trade Center Testbed

The Testbed project supports the validation of new technologies and business items of startups by utilizing the infrastructure of the Trade Center, including COEX, located in Gangnam-gu. It provides innovative technology ideas to the Trade Center CMC* member companies while offering startups with innovative technologies and business models opportunities for validation and scale-up.

*CMC (Coex Mice Cluster Committee): A convergence consultative body between the association and 16 institutions and companies engaged in MICE-related businesses within the Trade Center, such as culture, tourism, shopping, and exhibition conventions.



Innovation Opportunities with Korean Corporates

Large and medium-sized enterprises as well as public institutions, such as LS Electric, LG Electronics, SK Ecoplant, Lotte E&C, Gangnam District Office, support open innovation projects and 1:1 business consultations with various startups.



Global Startup Fair

NextRise, Seoul

KITA has been hosting NextRise in partnership with the Korea Development Bank every June since 2019. NextRise serves as a platform for entrepreneurs, accelerators, venture capitalists, and industry leaders to connect, share insights, and present innovative technologies. The event includes conferences, business meetups, awards ceremonies, exhibitions, and partner events. NextRise has become one of Asia's leading startup fairs, providing a distinctive and immersive experience in terms of scale and depth.

NextRise 2025 in Numbers



+ 26,000

Attendance



+ 3,700

Business Meetings



548

Exhibitors
(526 startups)



115

Conference
Speakers



702

NextRise Awards
Applicants

NextRise 2026, Seoul Overview

Date June 18-19, 2026

Venue COEX (Hall A, B, Conference Room, StartupBranch)

Identity Establishment
2025



Scale-up



Kick-Off



Booth Exhibition



Startups, global corporations, and venture-related organizations showcase innovative technologies in the exhibition hall. The halls feature hundreds of startups grouped by industry fields. Major corporations present their core activities, open innovation strategies, and the progress in nurturing startups to discover new growth opportunities. Since 2021, overseas startups and corporations have also participated in the exhibition, further reinforcing its global recognition. Visitors can explore the latest trends in both the global and domestic startup ecosystems.



Guest Country of Honor



The Guest Country of Honor initiative was first introduced in 2024, with Japan as the inaugural country. In 2025, Germany was selected as the Guest Country of Honor, under the leadership of the Federal Ministry for Economic Affairs and Energy (BMWE). A diverse group of German MNCs, accelerators, and startup support organizations attended NextRise to engage with stakeholders from both domestic and global ecosystems. Additionally, more than 20 German startups had the opportunity to meet with MNCs and investors from Korea and abroad.

Conference



Conference NextRise Conference addresses current industry trends and facilitates the exchange of global insights by featuring distinguished speakers from various corners of the globe.

* The previous conference sessions are publicly archived on the NextRise YouTube Channel :
▶ [NextRise YouTube](#)

Startup Pitch NextRise offers distinct stages for startup pitching, enabling entrepreneurs to present and exhibit their inventive business concepts, products, or services to diverse audiences. This platform serves as a valuable opportunity for startups to enhance their visibility, generate interest, and garner support for their entrepreneurial endeavors.



1:1 Business Meetups

Meetup offers startups the opportunity to collaborate with businesses and secure investments from global corporations and venture capitalists. This platform enables large and mid-sized global corporations to explore technological advancements, service innovations, and avenues for growth by establishing partnerships with startups. As a flagship program of NextRise, Meetup facilitates thousands of annual consultations for investment and cooperation.



LVMH



Lufthansa
Innovation Hub

VOLVO



BOEING



LG전자

ZEROLINE



CJ ENM

SAMSUNG
NEXT



SK 텔레콤



GS에너지

240 Global MNCs & VCs

Meetup Process



1

Confirm Participation - Corporations & Investors

2

Open Applications & Source Startups

3

Screen & Select Applicant Startups

4

Finalize Meeting Schedule

5

Participate in the Meetup

NextRise Awards



The NextRise Innovation Awards program aims to support overseas expansion and development. Finalists are selected based on their technological advancements, corporate competence, marketability, and growth potential. The NextRise Awards provide a gateway for innovative startups with cutting-edge technologies and significant potential to gain global recognition.

Award Benefits

- Innovation Awards trophy
- Opportunity to present at the NextRise main conference stage
- Featured listing as an honoree on the Innovation Awards page of the official NextRise website (▶ NextRise.co.kr)
- NextRise Booth exhibition with the Awards Honoree mark displayed
- Exclusive access to various networking opportunities

NextRise 2025 Innovation Award Honorees

- Top Innovator
- Rise Innovator
- AI Innovator
- Next Innovator
- Global Innovator Japan

Partner Events



Partner Events at NextRise encompass workshops, seminars, startup job openings, and networking events. These initiatives offer participants the chance to interact with industry leaders, share knowledge, collaborate on innovative projects, and explore career paths. The partner events create a dynamic and collaborative environment for all stakeholders involved in the venture ecosystem.

Partner Events Include

- IFA Press Conference
- NVIDIA Inception Meetup Day
- Taiwan Tech Solution Day
- Startup Germany Night
- VIP Networking Night & EU Networking Luncheon
- and 28 partner events co-organized with partners

IFA Press Conference



NVIDIA Inception Day / taiwan tech solution day



Networking Events





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Connect with **'NextRise, Seoul'** to
enhance your innovative business!



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