



Korea WIE

Briefing Session

Date: 18 Jan 2022

Time: 1.30 – 2.00 pm

Speaker: Miss Eva Wu

What is your WIE Plan?

Summer WIE
6-8 weeks
Korean Proficiency



Commercial
NGO

Trading
Travel and Tourism
Innovation
Creativity

Availability | Aspiration | Skills

Anything Special in Korea WIE?

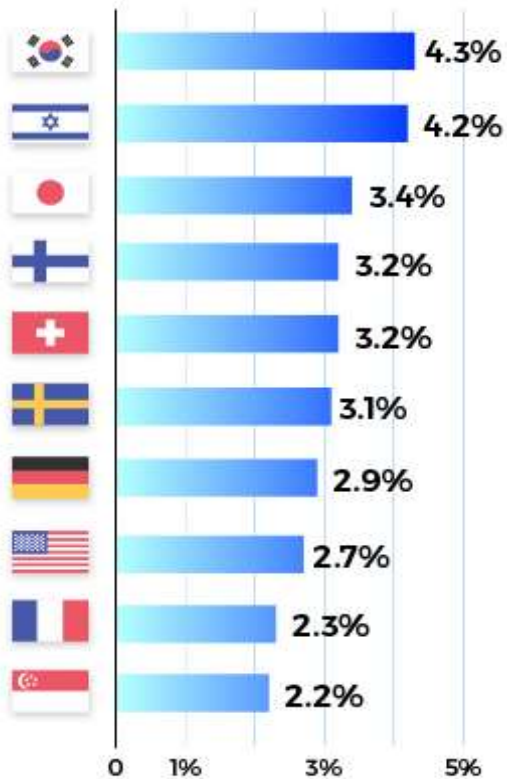




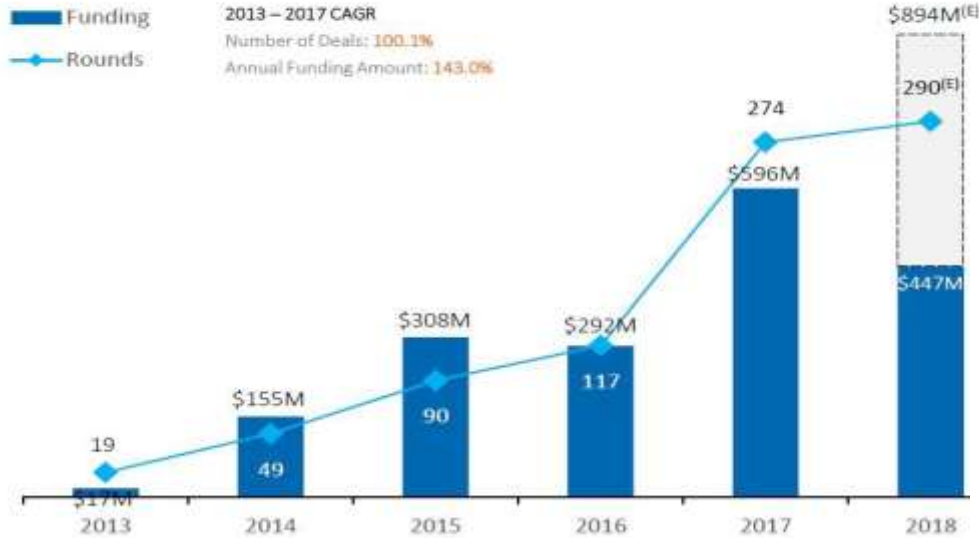
STARTUP TREND IN KOREA



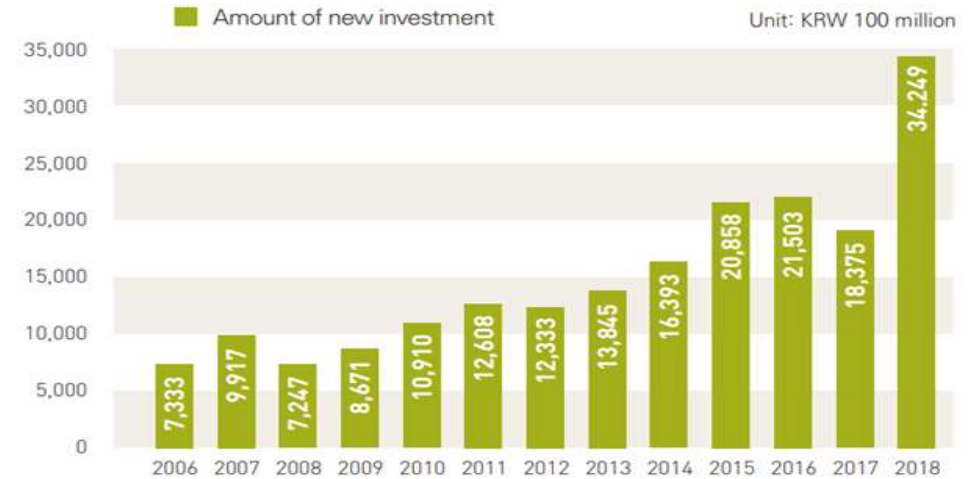
PERCENTAGE OF GDP SPENT ON R&D



ANNUAL FUNDING TREND (EXCLUDING OUTLIER DEALS)



Amount of New VC Investment in Korea by Year



*source Korean Venture Capital Association (KVCA)

What is startup?



A startup is not a small version of a larger company



Startups are often doing something completely new and thus are searching for a repeatable and scalable business model, often with the potential for global impact

Why Startup?



WORK ENVIRONMENT

International team, open-mindedness, informal atmosphere, flat hierarchies, free & flexible



“Meeting a lot of cool and nice people, learning from each other, the team spirit, closer team, creative energy.”

“No strict bureaucracy, no strict schedule, making you feel hospitable & comfortable”

MORE OPPORTUNITIES / FAST LEARNING

Learning by doing, hands-on experience, many opportunities to grow



“Try on a few different hats, take the opportunity to try something new upon yourself”

“Test the way that you have learned to apply your skills to a given task; have room to grow





KOREA WIE

Seoul | 6 – 8 weeks

Trade & Development

dotrade.



WeGO



Digital Marketing & Event Management

MAKESTAR



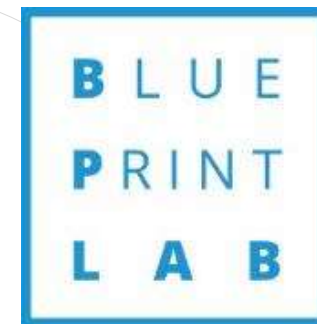
Innovation



EXOSYSTEMS

IT & Fintech

twinw.rd



twigfarm

Globaleur constantly reimagining how to better help worldwide travelers fully maximize their travel experience. Globaleur uses machine learning to provide every traveler with a personalized and automated travel itinerary with real-time on-site assistance and one-stop shop booking solutions.



Return Offer

Rachel Chan, Year 4, BBA (HONS) MARKETING

Programme: Korea WIE - Globaleur

Duration: 8 Weeks

Mode of internship: Virtual

Offer: Content Analyst

Student Feedback: I applied the B2B knowledge learnt in lessons, at the same time learned deeply in global and Korean logistics.

Content Analyst

- Analyze travelers' preference and create curated trip packages and destination recommendations
- Develop interactive content for marketing initiatives and online publications
- Prepare and translate advertisement

Marketing & Sales Intern

- Perform market research and create PPT presentations
- Conduct research, create surveys, and find potential clients
- Able to introduce products, understand client needs and sell products independently

UIUX / Illustration Intern

- Create design and layout of a website, web pages or apps
- Provide illustrations and prototypes

Product Analyst

- Support in web development life cycle: designing, implementing, testing, documenting, and maintenance
- QA software products based on various use cases
- Create design and wireframe based on user feedback

dotrade is a B2B, B2C cross-border trade platform for startups and SME by sourcing and matching actual buyers and suppliers from all over the world. By providing affordable one-stop marketing and trading services

Sales & Marketing Intern

To design social media content, tracking the company's marketing performance using global e-commerce platforms and conducting search engine optimization practices.

To organise marketing activities to maintain long-term business value

Student Feedback:

I had the chance to communicate with global customers and go through the company's business model. I applied the B2B knowledge learnt in lessons, at the same time learned deeply in global and Korean logistics.

I found that I love working in the B2B industry as I enjoy the processes from contacting business customers to the completion of deals. This experience influences me to search for internships related to B2B in order to collect more hands-on experience before my graduation.





NGO

The World Smart Sustainable Cities Organization (WeGO)

An international association of city and other local governments, smart tech solutions providers, and national and regional institutions committed to the transformation of cities into smart sustainable cities.

Programme Intern

- Assist in the organizing and running of WeGO's programs and events
- Support WeGO activities and the management of members

Communications and Social Media Intern

- Create content for, post, and monitor activity on WeGO's social media channels
- Create promotional copy and in other ways assist in promoting WeGO's events on WeGO's website and through WeGO's newsletter

Graphic Designer

- Participate in idea-generation sessions and contribute to the creative concepts development
- Create designs, concepts, and sample layouts for company logos, product illustrations, events and festival related banners and merchandise

Student Feedback:

I have improved my self-esteem by putting effort into constantly learning and sharpening my translation skills. Fortunately, improvement was seen as my internship went on because I found myself more confident in sharing my opinions with my employers eventually.



EXOSYSTEMS aims at recovering patients with restrained physical abilities with utmost effectiveness and efficiency, and to make them do even better. To do so, it is creating the new healthcare solution by combining Robotics, ICT, and Medical science. T

Student Feedback:

I have decisively learned the actual marketing process, from zero bases to performing actions. If I am given marketing duties in the future, I am very confident to carry out the process adequately and successfully. I have documented comprehensive customer, product, place, price, and promotion research in context to medical technology in Vietnam that I can always efficiently refer to in the future. I have also formed vast B2B contacts that I can refer to for my entrepreneurship in the future.

Marketing Intern

- Perform market research, perform local online sales and generate sales reports
- Proactively take charge in finding the market response and perform the (online) sales in the target country, where student can readily perform the creation and maintenance of all marketing communications – promotions, translations, posters signage and social media where necessary

Easy-to-use Wearable NMES* *Neuromuscular Electrical Stimulation

No more difficulties. No more suffering. Deep considerations of design and development make it possible to provide better usability and user experience of NMES in all aspects.

01 Excellent Wearability

Just wrap around thigh and shin. It's ready to begin NMES

02 Ergonomic Design

Finest structure persists adhesion, even with dynamic movements

03 Safe Materials

Qualified components secure safety and hygiene

Simple Manipulability 04

Elaborated UX applied to provide easy control with core functions



Korea WIE Timeline

- Submit online application before deadline **31 Jan 2022**
 - **Website:** <https://www.polyu.edu.hk/sao/internal/careers-and-placement-section/wie2022/korea/>
 - **Application Form:** <https://www.polyu.edu.hk/pfs/index.php/619919?lang=en>
- Interview with CPS
- CPS will nominate students to Employer(s)
- Phone/Skype Interview with Employer(s)
- Offer
- Attend Pre-WIE Training & Pre-departure Training
- Enquiries:
 - Miss Eva Wu, 2766 6792 / eva-py.wu@polyu.edu.hk



Application Form



Website



Q & A

Korea WIE

Ms. Eva Wu

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