

Contact	Rachel Minjo Chun Spokesperson for Foreign Media	044-204-7104 rachelmchun@korea.kr
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Celebrating the 6th year of MSS's collaboration program with Google, Changgu Program

MSS has partnered with eleven global companies, including Google Play, to support 305 startups.

Minister Oh Youngju stated that MSS plans to expand its collaboration with global companies in various emerging industries.

Sejong, June 19, 2024 – It has been six years since the launch of the Ministry of SMEs and Startups (MSS, Minister OH Youngju) 's flagship public-private collaboration startup support initiative, the 'Collaboration Program with Global Corporations.' This program fosters the growth of domestic startups and facilitates entry into overseas markets through collaboration between the government and global corporations. In 2019, the Ministry partnered with Google Play to introduce the 'Changgu' program, the first case of nurturing mobile startups.

Since its beginning in 2019, the number of global companies collaborating with MSS has been increasing each year, with a total of 11 companies participating in 2024. The level of support has also significantly grown from 60 companies in 2019 to a total of 305 startups in 2024. The support program for those selected will start in June.

From 2019 to 2023, 930 promising startups received specialized support from leading global corporations in various fields through the 'Collaboration Program with Global Corporations.' During the partnership period, this initiative generated substantial outcomes, achieving 12 M&A deals and attracting investments exceeding KRW 500 billion.

On Tuesday, June 18, Minister Oh Youngju attended the '2024 Changgu Alumni Day' hosted by Google Play. At the event, she congratulated the selected companies of the Changgu program and encouraged all participants and officials involved, including awarding to Kim Jiha, Google Play's marketing manager, for her instrumental role in operating the Changgu program.

The '2024 Changgu Alumni Day' celebrated the sixth year of the 'Changgu' program, which is a collaboration program with global corporations. The event brought together participants from the first to the sixth cohorts. It was also attended by over 300 individuals, such as officials from MSS, the Korea Institute of Startup & Entrepreneurship Development, venture capitalists, publishers, and employees from Google. The event provided a platform for networking and celebration.

The 100 startups selected for the 6th cohort of the Changgu program will receive funding for commercialization and specialized support programs from MSS. Additionally, they will receive support such as cloud credits, 1:1 deep consulting, and marketing from Google Play.

Minister OH Youngju stated in her address at the event, "The collaboration program with global corporations, which began with Changgu in 2019, has firmly established itself as a leading public-private cooperation initiative of MSS, with the participation of a total of 11 global corporations." She further emphasized, "Moving forward, we will expand cooperation with global corporations in various emerging industries, such as biotech and health, future mobility, space aeronautics, and others, leading the way in global open innovation."