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EMAIL: [rachelmchun@korea.kr](mailto:rachelmchun@korea.kr)**MSS Opens the 'K-Startup Pavilion' at CES 2025**

SEJONG – The Ministry of SMEs and Startups (MSS) announced the launch of the K-Startup Pavilion at CES 2025, the world's largest technology exhibition, held in Las Vegas, USA. The pavilion officially opened on January 7, 2025, and will operate for four days, concluding on January 10, 2025 (local time).

Located at Eureka Park, the startup-dedicated section of CES, the K-Startup Pavilion is designed to support exceptional domestic startups by showcasing their innovations and facilitating business matching opportunities with local partners.

This year's pavilion, the largest to date, is a collaborative effort involving 30 domestic startup support organizations, including public institutions, local governments, universities, and large corporations. A total of 127 startups are exhibiting their cutting-edge technologies and products, marking a significant increase from CES 2024, which featured 26 organizations and 91 startups.

The opening ceremony of the K-Startup Pavilion, held on the morning of January 7, 2025 (local time), was attended by distinguished guests, including Vice Minister Kim Sung-sup of SMEs and Startups, who visited to encourage Korean SMEs and startups participating in CES; Nevada Lieutenant Governor Stavros S. Anthony; Acting President of the Korea Institute of Startup & Entrepreneurship Development Choi Yeol-su; Vice Governor for Economic Affairs of Gyeongsangbuk-do Yang Geum-hee; and Vice Mayor for Economy of Sejong City Lee Seung-won.

In his opening remarks, Vice Minister Kim Sung-sup highlighted that "the Korean startup ecosystem is globally competitive, as evidenced by the 125 awards won by startups at the CES Innovation Awards." He added, "MSS will continue to fully support innovative K-Startups so they can use CES as a springboard to advance onto the global stage." He further

encouraged the participating companies, saying, “CES is where the dreams and potential of our startups connect with the world, and the companies here are pioneers who will lead the future of Korean technology and the global startup ecosystem.”

At the awards ceremony that followed, the Korea Institute of Startup & Entrepreneurship Development, which manages the K-Startup Pavilion at CES, received an award from the Nevada Lieutenant Governor in recognition of its contributions to fostering exchanges between Korean startups and the United States.

During CES 2025, the K-Startup Pavilion will feature innovative technologies and products from domestic startups and host various stage programs, including K-Startup IR Pitching, local VC seminars, and the Global Startup Summit.

The Consumer Technology Association (CTA) announced a total of 461 CES Innovation Awards across 34 categories, with Korean companies securing 210 awards. Of these, 130 awards were won by SMEs, representing approximately 61.9%, and 125 awards were received by startups.

Notably, three startups—Sierra BASE (Smart City sector), GhostPass (Fintech sector), and Suprema AI (Embedded Technology sector)—received the prestigious Best of Innovation Award, which is presented to one company in each category for the most innovative technologies and products.

Among the companies participating in the K-Startup Pavilion, 12 companies won a total of 13 Innovation Awards. Kim Song-hyun, CEO of Sierra Base, which received the Best of Innovation Award in the Smart City sector, remarked, “Winning the CES 2025 Best of Innovation Award recognizes our technological capabilities and potential for global market expansion.” He added, “We will extend our technology globally, including in North America and Europe, to achieve sustainable infrastructure safety.”