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EMAIL: rachelmchun@korea.kr**MSS Holds Meeting with CES Innovation Award Honorees**

SEJONG – The Ministry of SMEs and Startups (MSS) held a meeting with CES 2025 K-Startup Pavilion participating companies and Innovation Award honorees on January 21, 2025, at the Global Startup Center (GSC) in Gangnam, Seoul. The meeting aimed to share the achievements of companies that received Innovation Awards at CES 2025, which took place from January 7 to January 10, 2025, in Las Vegas, USA, and to examine global innovation technology trends presented at CES.

Approximately 50 companies participated in CES 2025, including 20 CES Innovation Awards Honorees and those involved in the K-Startup Pavilion. Minister Oh Youngju chaired the meeting and engaged in discussions, listening to the firsthand experiences shared by the participating companies. Following the meeting, a CES 2025 Review Seminar was held to facilitate information sharing and networking among the participating companies.

Ahead of the meeting, Minister Oh Youngju announced that, as of the end of CES, a total of 152 Korean companies had won 210 Innovation Awards. This marks the highest number of awards ever received by Korea and represents the country's top global achievement, surpassing that of any other nation, accounting for approximately 46% of the total 458 Innovation Awards presented at CES 2025. Among these, startups won a total of 133 Innovation Awards.

Examining the 150 award-winning Korean companies (excluding universities and other institutions) by size, there are 12 large enterprises, 10 medium-sized enterprises, and 128 small startups, with startups accounting for 85% of all award-winning companies. Among these, approximately 110 companies, or 86%, participated in MSS support programs such as startup commercialization, R&D, and fund of funds investments.

< Innovation Awards of Korean Companies by Size at CES 2025 >

Classification	Sum	Universities and Institutions	Large Enterprises	Medium-sized Enterprises	Small Enterprises	Ventures/Startups
Number of Products (Units)	210	3	56	18	133	128
Number of Companies (Businesses)	152	2	12	10	128	124

* There are instances where a single company has submitted multiple products and received two or more Innovation Awards.

In addition, the Consumer Technology Association (CTA) announced 34 Best of Innovation awards, recognizing companies with the most innovative technologies and products in each field. Korean companies won 17 of these awards. Five startups, including Sierra BASE (Smart City sector), GhostPass (Fintech sector), Suprema AI (Embedded Technology sector), Poskom (Human Security sector), and Garmin Korea (Mobile Devices, Accessories, and Apps sector), proudly received Best of Innovation awards, showcasing the strength of ‘K-Startup.’

At the meeting, Yoo Soo-yeon, CEO of Nation A, which achieved the remarkable feat of winning two Innovation Awards at CES for two consecutive years (2024–2025), introduced the award-winning products and shared the company’s achievements from participating in CES. In addition, Jang Seung-woong, CEO of 10minds, a sleep tech company incorporating AI, shared his insights on how the company expanded into overseas markets and grew, based on his experience of winning a total of five CES Innovation Awards by this year.

In the subsequent review seminar, many companies, including Sierra BASE, which won the Best of Innovation award in the Smart City sector, and Greeneta, which achieved outstanding results at CES by signing a technology development MOU with NVIDIA, attended and shared their experiences from participating in CES.

Minister Oh stated, “The success of our startups at CES 2025 demonstrates the endless potential for Korea to lead in future markets,” while recognizing the achievements of those participating in CES 2025. She expressed pride in the fact that most of the companies that received Innovation Awards at CES have grown based on the support programs from MSS and pledged to continue efforts to provide momentum for ‘K-Startups’ to advance even further.