ASQN 2016 IN JEJU

EVENT INFORMATION

CONNECTING ASIA, CHANGING TOMORROW and SHARING FUTURE!!

SW Engineering is an "Innovation" to make Asia be in the center of global software network.

K.seN KOREA SOFTWARE
ENGINEERING NETWORK

ASQN 2016 IN JEJU

DEAR ASQN MEMBERS

It is our great pleasure to invite you to the 4th ASQN.

The main theme of this Conference is "Toward a Center of Global Software". And this can be a platform for ASQN members to develop international collaboration models for Asian countries and play a major role in global software networks.

The Conference is organized by K.SEN (Korea Software Engineering Association), in collaboration with ASQN 2016 Presidential Commission.

We look forward to having you join this Conference with other ASQN leaders. As leaders of ASQN, your participation would be important for the success of the Conference.

Please note the following details :

○ Ceremony : ASQN Conference 2016 in JEJU
○ T h e m e : *"Toward a Center of Global Software."*
○ D a t e : Tuesday, 27th September 2016
           ~ Wednesday, 28th September 2016
○ V e n u e : Seogwipo-city, Jeju-do, Lotte Hotel JEJU
             Crystal Ballroom
○ H o s t : K.SEN (Korea SW Engineering Association)
○ Supervision : ASQN 2016 Presidential Commission
○ S p o n s o r : NOT DECIDED YET.

If you have any question, please contact,
ji Hwan Park (Mr.), Young Keun Park (Mr.), Hyun Ji Kim (Ms.)
Email:asqn@ksen.kr Phone:82-2-562-6545/FAX:82-2-562-6549

Thank you.
Sincerely,
Kyung hwi Cho

FETURES OF ASQN 2016

CONNECT ASIA, CHANGE TOMORROW, SHARING FUTURE!!

Connect

- ○ **Understanding SW Industry Environment**
  - Presentation of SW Industry Environment of Asian Countries
  - Storytelling about Practical Challenges in SW Industry
  - Finding ways of developing national collaboration
- ○ **Lecture Series for Sharing SW Engineering Techniques**
  - How to resolve challenges and quality issues in SW engineering
  - Supported by simultaneous translation
- ○ **Happy Hours for More Connection**
  - Provide opportunities for networking with current and aspiring members
  - Organize network parties at the comfortable and cordial atmosphere

Change

- ○ **Policy Recommendation for Open Innovation Network across the Nations**
  - Understanding the roles of governments, scholars and privates and public sectors
  - Developing a master plan and policy recommendations to enhance inter-sector and international networking
  - Introducing the best practices for international collaboration
- ○ **Design Asian Future Markets**
  - Understanding the 'boundless' nature of SW Industry
  - Searching for the possibilities of technology exchange for the international SW development and collaboration

Sharing

- ○ **Sharing Pioneering SW Engineering Techniques of Different Countries.**
  - A case study of how to solve the problems of Software R&D in SMEs, titled, "Are you happy when doing the Software?"
  - Understanding issues and difficulties of various countries in developing SWs: Sharing SW engineering approaches to solve the problems.

ASQN 2016 PROGRAM

■ **1st DAY : September 27th (TUE)**

Time	Contents
13:30 ~ 15:00	Business tour #1 (90") / NEXON Computer Museum NEXON Computer Museum is a museum where we can imagine our future by viewing the history of the "Computer" which is the innovation idea for fastest changing the human life, is currently ongoing media, and the "Game" which is contributed to the computer development. - The first computer museum of Asia which is registered at the ICOM(International Council of Museums) - World's first success to recover the online game - Hyper local museum that leads activities of education and culture of local society - The running museum that based on the experience and the participation by introducing the concept of open source
15:00 ~ 15:30	Commuting, Shuttle bus avail.
15:30 ~ 17:30	Business tour #2 (120") / Cheju Hanlla University - Section 1) The preparation for the future and the efforts of Korea to make a safety IoT world - Through the SW safety consulting project - / Soonil Cha, Director of center - Section 2) SW Quality empowerment policy for local small/mid SW business / Taeyeol Kim, Director
18:00 ~ 20:00	Welcome Dinner / Cheju Hanlla University - Semi Buffet and standing party

ASQN 2016 PROGRAM

■ 2nd DAY : September 28th (WED) LOTTE Hotel JEJU Crystal Ballroom

Time	Contents	
10:00 ~ 12:30	ASQN board meeting and lunch (*ASQN board meeting member only) - Venue : LOTTE Hotel Ruby Room ■ ASQN main agenda ■ ASQN 2016 in JEJU Conference Briefing ■ Decision on the Next Conference Host Country - Lunch (Lunch box) ■ Halal foods	
12:30 ~ 13:00	Recess and exhibition booths / Registration confirmation / distribution of conference materials.	

Time	Contents	Presenter
13:00 ~ 13:10	ASQN track opening speech	Makoto Nonaka (Chairman of ASQN)
13:10 ~ 13:20	Message of Congratulations	Kyung Hwi, Cho (Chairman of K.SEN)
13:20 ~ 13:50	Keynote Policy recommendation for technology transfer and software industry development: Introduction of best practices for successful international collaboration	Korea
13:50 ~ 14:30	Presentation #1	Participating countries
14:30 ~ 15:10	Presentation #2	Participating countries
15:10 ~ 15:30	Recess and exhibition booths / registration confirmation	
15:30 ~ 16:10	Presentation #3	Participating countries
16:10 ~ 16:50	Presentation #4	Participating countries
16:50 ~ 17:30	Presentation #5 - Trends and challenges in Korean SW industry - Suggestion of an international collaborative model from the perspective of SW engineering	YoungKeun Park (Bizpeer)
17:30~17:40	ASQN track closing speech	Makoto Nonaka (Chairman of ASQN)

※English Presentations and Simultaneous translation to Korean will be provided

BENEFITS OF ASQN MEMBERS

1. For ASQN Members Only

The free invitation is provided for all ASQN members. (Including both board and normal members)

The programs for the participants with the invitation are as below:

- Sep 27th; Business tour #1, #2
- Sep 27th; Welcome dinner
- Sep 28th; Conference
- Sep 28th; Reception

2. Accommodation and Transportation

The following are prepared for the participants.

- ASQN 2016 accommodation special rate is available (please refer to 'ASQN_Information.pdf')
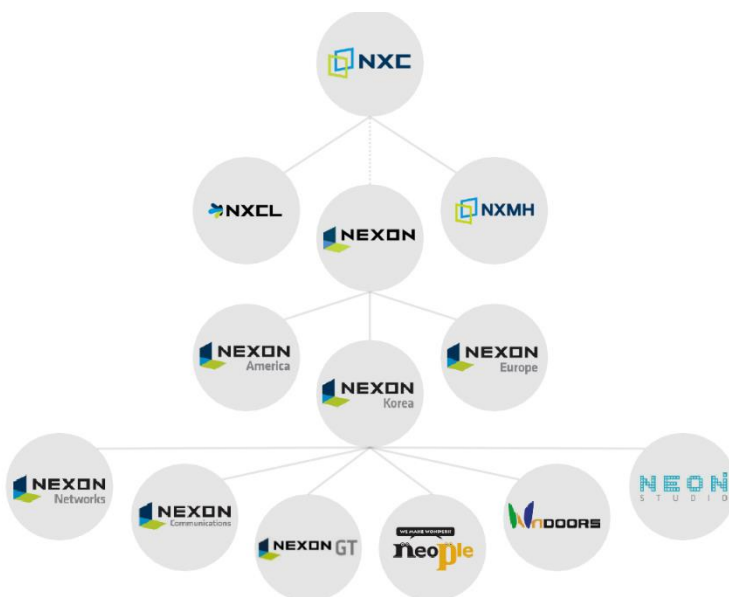- Operates a free shuttle for group commuting

■ 1st DAY : September 27th (TUE)

Time	Activity	Group Trasportation
12:30~13:30	Commuting, from hotel to the B.T. #1	Hotel Pick-up Shuttle bus avail.
13:30~15:00	Business Tour #1 Nexon Computer Museum	-
15:00~15:30	Commuting, from B.T. #1 to B.T. #2	Shuttle bus avail.
15:30~17:30	Business Tour #2 Cheju Hanlla University	-
17:30~20:00	Welcome Dinner	-
20:00~	Back to hotel	Hotel Shuttle

■ 2nd DAY : September 28th (WED)

Time	Activity	Group Trasportation
09:30~10:00	Move	Hotel Pick-up
10:00~12:30	ASQN2016 Board Meeting	-
12:30~17:40	ASQN2016 Conference	-
18:00~	Business Party	-
	Move	Hotel Shuttle

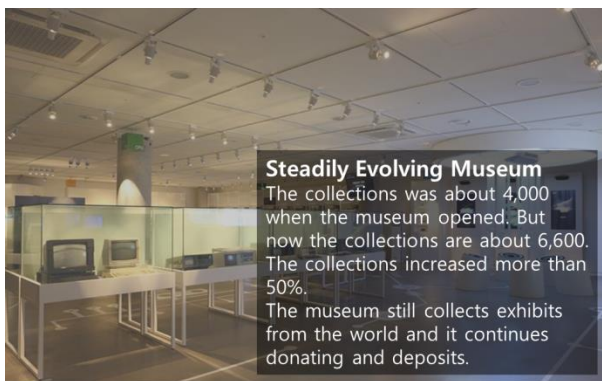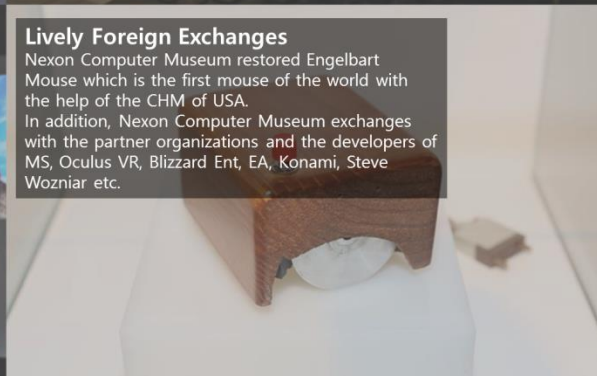**Business Tour #1 NXC (http://www.nxc.com/Eng/)**

NXC Corp. which is the parent company of NEXON that make and publish the online game was established in 1994 to invest valuable digital ideas and technologies. NXC Corp. has made various social contributions and held various cultural and artistic activities

Nexon Co, Ltd

 Nexon Corp. is a global entertainment company that provides around 70 online game services in 110 countries worldwide. Nexon Corp. has subsidiary in Japan, South Korea, USA and Europe, etc and has a worldwide membership of over 350 million people. Nexon Corp. provides SW service that specializes in local culture based on the deep understanding of the local market. Nexon Corp. is expanding their business capabilities in the global market by having an advanced user system and operating know-how.

 'Nexon Computer Museum' which is the first computer museum in Asia holds purposes of collect and preserve the history of game culture and the computer which is based on the South Korea IT industry.
 'Nexon Computer Museum' which was established in July 2013 provides various exhibitions with meaningful 6,600 collections and experience program combined with digital, education and art

Steadily Evolving Museum
The collections was about 4,000 when the museum opened. But now the collections are about 6,600. The collections increased more than 50%.
The museum still collects exhibits from the world and it continues donating and deposits.

Digital Archiving
'Land of Wind 1996 Restoring Project' is the first case of the world of restoring online game.
'Land of Wind 1996 Restoring Project' provide the chance of change the paradigm of online contents and the necessary of online contents research and historical archiving.
Currently, Nexon Computer Museum carry forward the IT Modern History Archiving which is the name of 'The Moment of Changing from Analog to Digital'

Open Museum Storage and Various Experience Program
The Nexon Computer Museum storage open to everyone.
Most of the exhibition space including NCM library(which is collect the all games of the world) prepares the visitors can experience directly.

Lively Foreign Exchanges
Nexon Computer Museum restored Engelbart Mouse which is the first mouse of the world with the help of the CHM of USA.
In addition, Nexon Computer Museum exchanges with the partner organizations and the developers of MS, Oculus VR, Blizzard Ent, EA, Konami, Steve Wozniar etc.

Section 1) The preparation for the future and the efforts of Korea to make a safety IoT world
　　　　- Through the SW safety consulting project

〈 Presentation Contents 〉

- The SW of Korea is fulfilling the development of superior technology through effort of companies and government and the continuous investment has been ongoing.
- Now that is ongoing the forth industrial revolution, the SW is convergence with various industries such as train, airline, Shipbuilding, etc. and the SW is going to grow into a core infrastructure of lives of people and entire industries through Smart City, Autonomous cars, and etc.
- However, the malfunction of SW could cause the inconvenience of living as well as a threat to the safety as increasing the importance of SW. And the probability of an accident is growing.
- Therefore, we began to look at that whether we are using the "For Safety" SW and "Safety" SW for one-step jump of SW industry. It led us to deeply contemplate what we should prepare for.
- The presentation introduces the SW safety consulting projects from the contemplation. We also want to introduce the lessons and the directions to the move forward through the projects.
- In addition, we want to offer the considerations and cooperative items that if other Asia countries which are in a similar situation with Korea want to apply these projects.

〈 Introduce Presenter 〉

- Soonil Cha is the director of center in System Safety Center under TTA (Telecommunications Technology Association).
- TTA is the national official testing certification agency that offers the standardization of ICT field and the services to certificate the product of ICT in Korea.
- TTA is now offering the services for testing and certification of the SW, mobile communication, broadcast, network fields.
- Soonil Cha researches to ensure the safety of the SW and the system and consults the research results.

〈 Presentation Content 〉

- The National IT Industry Promotion Agency (NIPA) setup and operation the local based "SW Quality Innovation Center" to enhance the competitiveness of local SW companies which has bad circumstance compared with Seoul and the metropolitan area.

- The local SW companies' quality competitiveness improvement effect through consulting of product and process, human resources etc. was high, and the NIPA has a plan for strengthen policy support to enhance the quality competitive of small SW businesses like Start-up, etc.

〈 Introduce Presenter 〉

- Ph.D.Taeyeol Kim is the director of Software Industry Promotion Division under National IT Industry Promotion Agency (NIPA).

- NIPA efficiently supports the ICT industry and established institutions to enhance industry competitiveness through a creation based on the promotion of ICT industry.

- NIPA is now offering the services for policy research and supports policy development of ICT industry, industrial infrastructure project (activation of secondary market and professional human resources, etc.), promotes projects about convergence and usages the technologies, and supports international exchanges/cooperation's and overseas expansion.

Conference Venue (http://www.lottehotel.com/jeju/en/Default.asp)
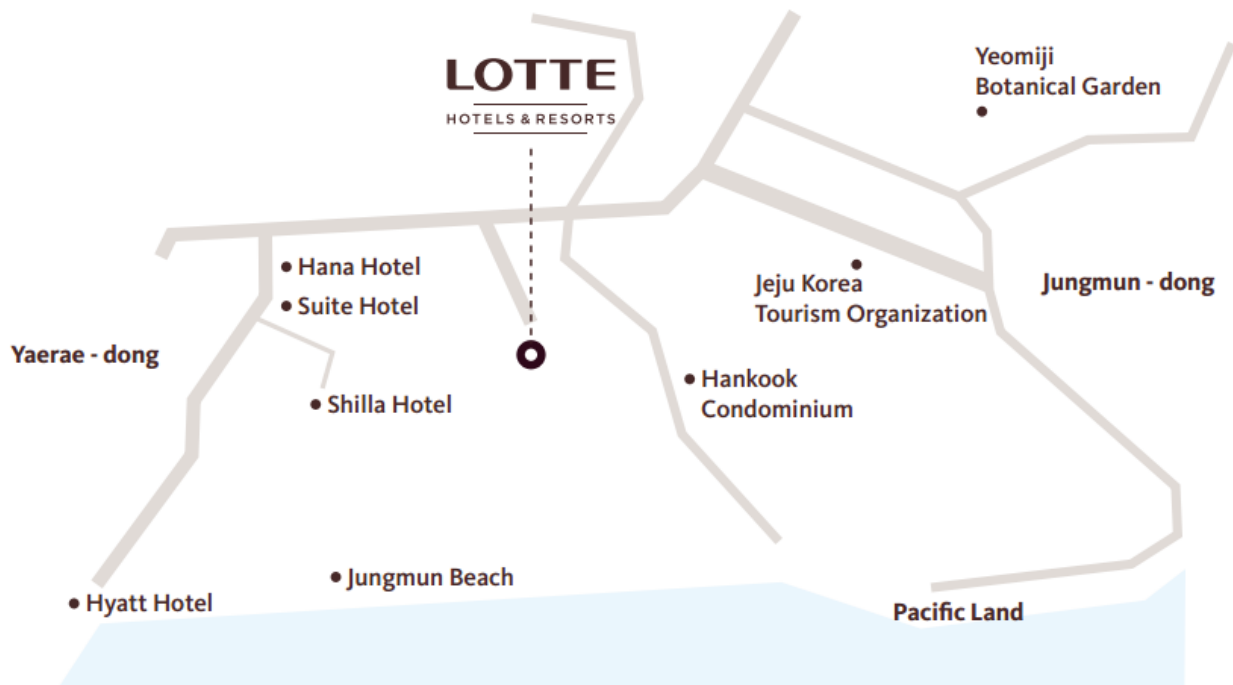
LOTTE Hotels & Resorts JEJU

The Crystal Ballroom of LOTTE Hotel Jeju is the largest banquet hall offered by luxury hotels in the 'Jungmun' Tourism Complex, and has been the venue for major international events and conventions, such as UN WTO Council, ASEM Finance Ministers' Meeting, World Summit meetings, PATA General Meeting, ADB General Meeting and World Peace Forum.

The Lotte Hotel Jeju is a resort of Lotte Hotels & Resorts, opened in the heart of 'Jungmun' Tourism Complex. The Lotte Hotel Jeju features 500 guest rooms and provides various spaces to relax with nature.
The hotel is best for major international events and seminars with great facilities of the hotel's 8 restaurants and 7 banquet halls.

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TEL : +82-64-731-1000 / FAX : +82-64-738-7305