

The Industry Application and Popularization of Generative Al

Grand InterContinental Seoul Parnas

May 15, 2023





The Industry Application and Popularization of Generative Al

OUR GENEROUS PARTNERS





KIM & CHANG

PROGRAM & SPEAKERS

TIME	SESSION / TOPIC	SPEAKERS		
1:30pm-2:00pm	Registration & Networking			
2:00pm-2:05pm	Opening Remarks	Jeffrey Jones Chairman, Partners for the Future Foundation		
2:05pm-2:10pm	Congratulatory Remarks I	H.E. Park Sung-Joong Vice Chairperson, Science, ICT, Broadcasting, and Communications Committee, National Assembly		
2:10pm-2:15pm	Congratulatory Remarks II	Andrew Herrup Minister Counselor for Economic Affairs, U.S. Embassy Seoul		
2:15pm-2:30pm	Special presentation Gwangju, Mecca for Al Convergence Industry	Kim Jin-cheol Commissioner, The Gwangju Free Economic Zone Authority Oh Kyung-hwa Director, Al Convergence Industry Team, Investment Promotion Department, The Gwangju Free Economic Zone Authority		
Industry Presentation				
2:30pm-2:45pm	Presentation I Transform you Business with Generative AI	Chris Howard Al/ML Solutions Architect Leader, Amazon Web Services Asia Pacific & Japan		
2:45pm-3:00pm	Presentation II Al for Business to Accelerate Digital Transformation	Jieun Lee CTO, IBM Korea		
3:00pm-3:15pm	Presentation III Promote, Regulate, or Both? Finding the Right Balance for Generative AI	Brian Chung Foreign Attorney, Kim & Chang		
3:15pm-3:30pm	Presentation IV 2023 State of Digital Innovation: Generative AI, SaaS and Cloud	Clint Yoo Co-Founder & Head of Business, Business Canvas Rob Lyu CEO & Founder, Atlas Labs		
3:30pm-3:45pm	Presentation V The AI Revolution: the Impact of ChatGPT on Business and Daily Life	Woo Jin Jung Head of Digital Consulting, Megazone Cloud		
3:45pm-4:00pm	Coffee Break			
4:00pm-5:00pm	Panel Discussion The Spread of Generative Al: Industry Application and Policy Proposal	Session Chair Eric Kim Founder and CEO, Datacrunch Global / Professor, International Studies, Hanyang University Panelists		
		Kwangjin Moon Associate Research Fellow Center for Al & Social Policy, Korea Information Development Institute (KISDI)		
		Chris Howard Al/ML Solutions Architect Leader, Asia Pacific & Japan, Amazon Web Services(AWS)		
		Brian Chung Foreign Attorney, Kim & Chang		
		Clint Yoo Co-Founder & Head of Business, Business Canvas		
5:00pm	Closing	·		
	<u> </u>			

프로그램 및 연사

1:20pm 2:00pm			
1:30pm-2:00pm	등록 및 네트워킹		
2:00pm-2:05pm	개회사	제프리 존스 미래의동반자재단 이사장	
2:05pm-2:10pm	축사 I	박성중 국회 과학기술정보통신방송통신위원회 간사	
2:10pm-2:15pm	축사 II	앤드류 헤럽 주한미국대사관 경제공사참사관	
	특별 발표 광주, AI 융합 산업의 중심지	김진철 광주경제자유구역청장 오경화 광주경제자유구역청 인공지능융복합 팀장	
Industry Presentation			
	발표 생성형 Al를 활용한 비지니스 혁신	크리스 하워드 아마존웹서비시즈 APAC, 인공지능/머신러닝 기술 총괄	
	발표 II 디지털 전환을 위한 AI 기술과 디지털 플랫폼	이지은 한국 IBM 최고기술책임자	
3:00pm-3:15pm	발표 III AI에 대한 적절한 균형을 찾기 위한 규제와 촉진의 필요성	정태현 김·장 법률사무소 외국변호사	
3:15pm-3:30pm	발표 IV 2023 디지털 혁신의 현상: 생성 AI, SaaS 및 클라우드	유민승 비즈니스 캔버스 총괄 류석준 아틀라스 랩스 대표이사	
3:30pm-3:45pm	발표 V 챗GPT로 촉발된 AI의 레볼루션과 업무와 일상에서의 혁신	정우진 메가존 클라우드 DX컨설팅 부문 대표	
3:45pm-4:00pm	휴식 및 네트워킹		
4:00pm 5:00pm	패널 토론 생성형 Al의 산업적 활용과 확산에 따른 정책제안	작장 김성수 데이터크런치 글로벌 대표이사 / 한양대학교 국제학부 교수 패널토론 문광진 정보통신정책연구원(KISDI) 지능정보사회정책센터 부연구위원 크리스 하워드 아마존웹서비시즈 APAC, 인공지능/머신러닝 기술 총괄 정태현 감·장 법률사무소 외국변호사 유민승 비즈니스 캔버스 총괄	
5:00pm	폐회		



core strategic industrial base for the future AI Convergence Industry Hub, GJF€Z



A venue for opportunities and new possibilities

Gwangju Free Economic Zone



OPENING CEREMONY

Jeffrey Jones

Chairman, Partners for the Future Foundation

H.E. Park Sung-Joong

Vice Chairperson, Science, ICT, Broadcasting, and Communications Committee, National Assembly

Andrew Herrup

Minister Counselor for Economic Affairs, U.S. Embassy Seoul

OPENING REMARKS / 개회사



Jeffrey Jones 제프리 존스

Chairman, Partners for the Future Foundation 미래의동반자재단 이사장

Jeffrey D. Jones has been with Kim & Chang since 1980. He started practicing law in 1978 with Baker & McKenzie in their Chicago and Tokyo offices.

Mr. Jones is active in civic and charitable activities as well. He served five terms as Chairman of the American Chamber of Commerce in Korea and three terms as President of the Seoul Club. Mr. Jones organized and presently serves as Chairman of a nonprofit foundation, Partners for the Future, providing scholarships, job training, aid and other assistance to the unemployed and their families in Korea. He concurrently serves as Chairman of Ronald McDonald House Charities of Korea.

Mr. Jones serves as advisor to several organizations and government agencies in Korea including the Seoul International Business Advisory Council and Foreign Investment Advisory Council of Seoul City. Mr. Jones provides advice and assistance to several NGOs and he is currently a board member of Korea Green Foundation, and Fulbright Foundation. Mr. Jones was appointed by President Roh

Moo Hyun to be a member of the Regulatory Reform Commission. For his service to the Korean economy, Mr. Jones was awarded the Bronze Tower of Industrial Merit by President Kim Dae Jung.

학력

Brigham Young University (학사, 1975) Brigham Young University J. Reuben Clark Law School (J.D., 1978)

경력

Baker & McKenzie 동경사무소 (1978.5.-1979.9.)

Baker & McKenzie 시카고사무소 (1979.9.-1980.10.)

김·장 법률사무소 (1980.10.-현재)

주한미국상공회의소("American Chamber of Commerce in Korea") 이사회 회장 (2017.3.-2021.12), 회장 (1998.8.-2002.12.)

서울특별시 외국인투자자문위원회 위원 (1999.3.-현재)

미래의동반자재단 이사장 (2000.2.-현재)

서울국제경제자문단 자문위원 (2001.11.-현재)

사회복지공동모금회 이사 (2003.1.-2006.12.)

재단법인 경기도영어문화원 원장 (2003.5.-2006.2.)

포스코 사외이사 (2004.3.-2010.2.)

두산 사외이사 (2004.3.-2010.3.)

한국 GM 사외이사 (2015.9.-2018.3.)

환경재단 이사 (2005.5.-현재)

한미교육문화재단 이사 (2005.9.-현재)

국제백신연구소 이사 (2008.4.-현재)

Visteon Corporation 사외이사 (2010.10.-현재)

재단법인 한국 로날드 맥도날드하우스 회장 (2015.6.-현재)

대한체육회 스포츠공정위원회 위원 (2016.3.-현재)

CONGRATULATORY REMARKS I / 축사 I



H.E. Park Sung-Joong 박성중

Vice Chairperson, Science, ICT, Broadcasting, and Communications Committee, National Assembly 국회 과학기술정보통신방송통신위원회 간사

Party: People Power Party (PPP)

Electoral district: Seocho-gu (B) district, Seoul

Education:

2004.8. Ph.D., Urban Administration, SungKyunKwan University, Seoul

1985.8. M.A., Public Administration, Seoul National University, Seoul

1980.2. B.A., Public Administration, SungKyunKwan University, Seoul

Current Positions:

Member of the 20th and 21st National Assembly (2nd term lawmaker)
Vice Chairperson, Science, ICT, Broadcasting & Communications Committee, National Assembly

Experiences:

Head, Subcommittee for Science, technology and Education of the 20th Presidential Transition Committee Chairman, the Seoul City Party of People Power Party

Member, Science, ICT, Broadcasting, and Communications Committee of the National Assembly

Member, National Assembly Head of Public Relations Division of Liberty Korea Party

Vice Chairperson, Public Administration and Security Committee of the National Assembly

Chairperson, Community Chest of Korea

Mayor, Seocho-gu, Korea

Executive Officer, the Presidential Secretariat, Republic of korea

학력

2004.8. 성균관대학교 행정대학원 도시행정학과 박사

1985.8. 서울대학교 행정대학원 석사

1980.2. 성균관대학교 행정학 학사

경력

- · 제20·21대 국회의원(서울 서초구을/국민의힘)
- 현) 국회 과학정보방송통신위원회 간사
- · 전) 제20대 대통령직인수위원회 과학기술교육분과 간사
- · 전) 국민의힘 서울시당위원장
- · 전) 국회 과학정보방송통신위원회 위원
- ·전) 자유한국당 미디어특별위원회 공동위원장
- · 전) 국회 안전행정위원회 간사
- · 전) 사랑의 열매 사무총장
- · 전) 서초구청장
- · 전) 대통령 비서실 행정관

CONGRATULATORY REMARKS II / 축사 II



Andrew Herrup 앤드류 헤럽

Minister Counselor for Economic Affairs, U.S. Embassy Seoul 주한미국대사관 경제공사참사관

Andrew Herrup arrived in Seoul following two years in Washington as the Deputy Director for the Office of Southern African Affairs. Prior to that, from 2016-2019, he served as the Deputy Chief of Mission at the U.S. Embassy in Lilongwe, Malawi.

After serving his first tour in an economic/consular rotation at U.S. Embassy Bangkok from 2001-2003, he served as the economic/commercial officer at U.S. Embassy Kampala from 2003-2005. He served as the Environment, Science, Technology and Health (ESTH) officer in Hanoi from 2007-2010. Returning to Washington, he was the Indonesia Unit Chief from 2010-2012 before working until 2013 as a special assistant for Deputy Secretary of State William Burns covering Africa and International Organizations. From 2013-2016, Andrew managed the economic section as counselor at U.S. Embassy Kuala Lumpur.

Andrew joined the Foreign Service in 2000 after practicing environmental law at a Washington D.C. law firm for nine years. He received his undergraduate degree with high honors from the University of Michigan and his law degree from the University of California at Los Angeles.

Andrew enjoys cooking, jogging along the Han River and watching his beloved Michigan Wolverines defeat Ohio State in football.

앤드류 헤럽 경제 공사참사관은 워싱턴에서 2년 동안 국무부 남부아프리카 담당실의 부국장으로 근무한 후 한국으로 부임하였다. 그 직전인 2016-2019년까지 말라위 릴롱궤 주재 미국대사관에서 공관 차석을 지냈다.

헤럽 공사참사관은 2001-2003년까지 태국 주재 미국대사관에서 경제과와 영사과 순환근무를 마친 후 2003-2005년까지 주 우간다 미국대사관에서 경제 및 상무 담당관으로 재직하였다. 이후 2007-2010년까지 하노이에서 환경, 과학, 기술 및 보건(ESTH) 담당관으로 일하였으며, 워싱턴 본국으로 귀국한 2010-2012년까지 인도네시아부 담당 부서장을 거쳐 2013년까지 윌리엄 번즈 (William Burns) 국무부 부장관의 아프리카 및 국제기구 담당 특별 보좌관직을 역임하였다. 2013-2016년까지 주 말레이시아 미국대사관에서 경제 참사관으로도 근무하였다.

헤럽 공사참사관은 워싱턴 D.C. 소재 로펌에서 9년간 환경법 전문 변호사로 활동한 후 2000년에 국무부에 입부하였다. 미시간 대학교(University of Michigan)에서 우등으로 학사 학위를 취득하였으며 UCLA에서 법학 학위를 받았다.

헤럽 공사참사관의 취미는 요리와 한강을 따라 조깅하는 것이며, 그가 사랑하는 미시간 대학교의 미식축구팀인 울버린(Wolverines)이 오하이오 주립대를 꺾는 것을 지켜보는 것 또한 즐긴다.



SPECIAL PRESENTATION

Kim Jin-cheol

Commissioner, The Gwangju Free Economic Zone Authority

Oh Kyung-hwa

Director, Al Convergence Industry Team, Investment Promotion Department,
The Gwangju Free Economic Zone Authority

SPECIAL PRESENTATION / 특별 발표



Kim Jin-Chul 김진철
Commissioner, The Gwangju Free Economic Zone Authority 광주경제자유구역청장

My professional achievements span 44 years across various platforms of Commissioner of Government, Management at multi-national companies (MNC), Investment Promotion, Manufacturing, Asset & Supply chain management at local and MNC such as Solvay, Rhodia, Air products, Dow Chemical, Tongsuh (Ashai) as well as the engineering on Hyundai group. I have very successful experience on Foreign invest. promotion, turnaround of the companies, conduct new grass root project, Zone asset management, Optimization of Integrated Supply Chain management, Restructuring, Operation excellence with productivity and quality service.

At the same time, I have established long-term business relation with Industry & Business key players through business and social activities as well as net-working with customers, associations, chambers, university and government authorities locally and globally.

김진철 청장의 전문 경력은 정부 위원회, 다국적 기업 경영, 투자 유치, 제조업, 현지 및 다국적 기업의 자산 및 공급망 관리 (Solvay, Rhodia, Air products, Dow Chemical, Tongsuh (Ashai), 및 현대 그룹 엔지니어링 등 다양한 플랫폼에서 총 44년 간 쌓아왔다. 그는 외국인 투자 유치, 기업 회생, 신규 사업 프로젝트 추진, 지역 자산 관리, 통합 공급망 최적화, 구조조정, 생산성 및 품질 서비스 운영 등 여러 분야에서 매우 성공적인 경험을 갖고 있다.

또한, 비즈니스 및 사회 활동을 통해 산업 및 비즈니스 주요 인물들과 장기간의 비즈니스 관계를 형성하였으며, 지역 및 글로벌 고객, 협회, 상공회의소, 대학 및 정부 기관과의 네트워킹을 통해 이루어졌습니다.

SPECIAL PRESENTATION / 특별 발표



Oh Kyung-hwa 오경화

Director, Al Convergence Industry Team, Investment Promotion Department, The Gwangju Free Economic Zone Authority 광주경제자유구역청 인공지능융복합 팀장

Ms. Juno has been working for free economic zones in Korea over the last 15 years. She is a professional in the field of investment attraction and her main skill is the investment origination and coordination of the investment projects. Before joining in the current Gwangju Free Economic Zone Authority two years ago, she worked for Busan-Jinhae Free Economic Zone and Gwangyang Bay Area Free Economic Zone. Hitech related R&D and business service as well as manufacturing are her targets for investment attraction. Before the public officer, she had worked for private sectors such as M&A company, securities company, a Korean bank for around 10 years.

She acquired LL.M degree (International Business Law) from Hull University in UK and had graduated from Korea University(BA) in the section of English Literature.

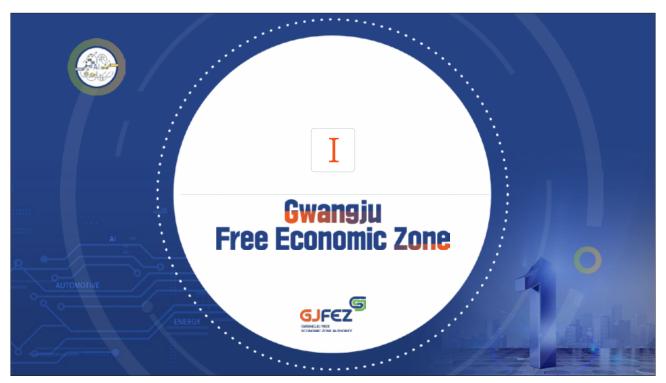
오경화 팀장은 대한민국 경제자유구역에서만 약 15년간의 경험을 가진 투자유치 전문 공무원이다. 주로 투자유치를 위한 잠재투자기업을 발굴하고, 투자협상, 투자네트워크 구축 등 다양한 활동을 진행하고 있으며, 외국인투자기업 유치 뿐만 아니라 국내기업, 또는 외국기업과 국내기업간 협력을

지원하는 다양한 스펙트럼의 투자유치 활동을 진행해 오고 있다. 현재 활동 중인 광주경제자유구역청 이전에는 부산진해경제자유구역청과 광양만권경제자유구역청에서 의미있는 활동과 경험을 축척시켰다. 투자유치 타깃 유형은 제조기반 공장에서부터 비즈니스 서비스 및 첨단 연구개발 프로젝트나 연구소 등을 유치하고 있다. 이러한 투자유치 전문 공무원 활동 이전에는 증권사, M&A 전문회사, 은행 등 민간회사에서 기업 파이낸싱 관련 업무를 진행했다.

학력은 고려대학교 영어영문학을 전공하고(학사), 영국 Hull University에서는 비즈니스상법(석사)을 공부하였다.











Gwangju, free economic zone begins (2021)

Gyez

(Guangju Free Economic Zone

Gyez

(Guangju Free Economic Zone

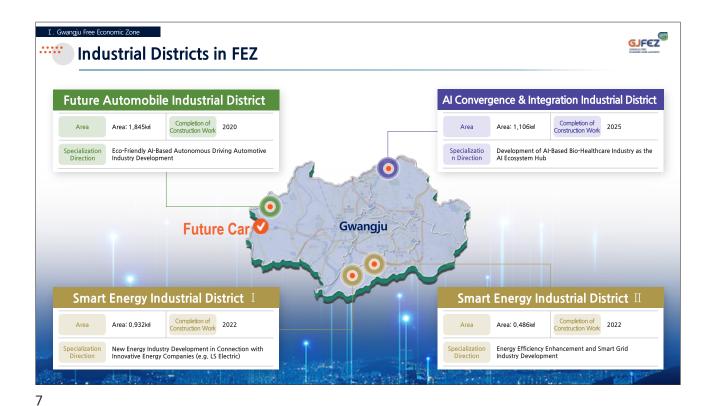
Wision

Mutual Growth and Applied Al-based New Industry Hub

Industry Premotion

At centered industry Advancement & Innovative Growth Industry

Artificial Intelligence Plus (Al +)-
Artificial Intelligence Plus (Al +)--



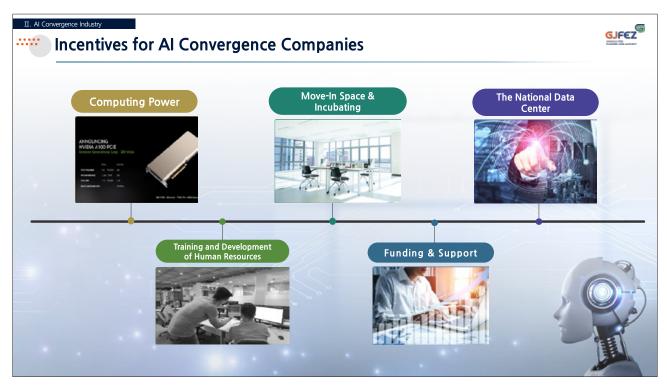
GJFEZ Key Industry & Key Company Gwangju-typed Job creation The National Al Data Center mutually cooperated between labor and company **Artificial Future** Convergence Intelligence Automobile & Integration **GGM |** - | - | o New & Renewable Energy Smart Energy 한국전력공시



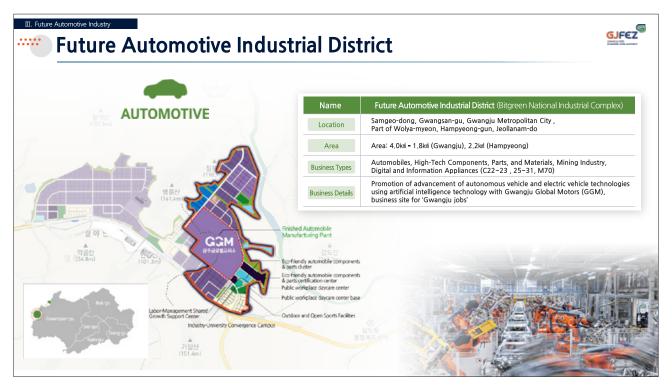








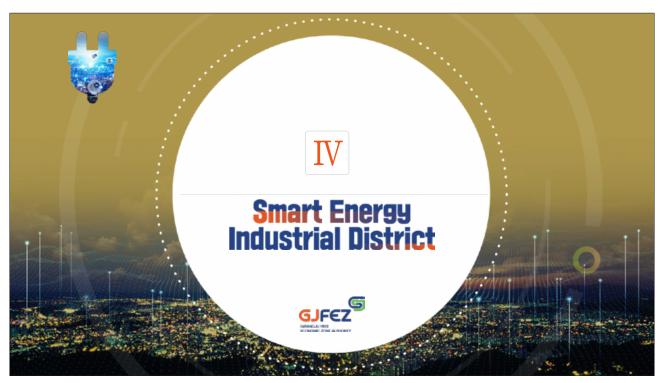


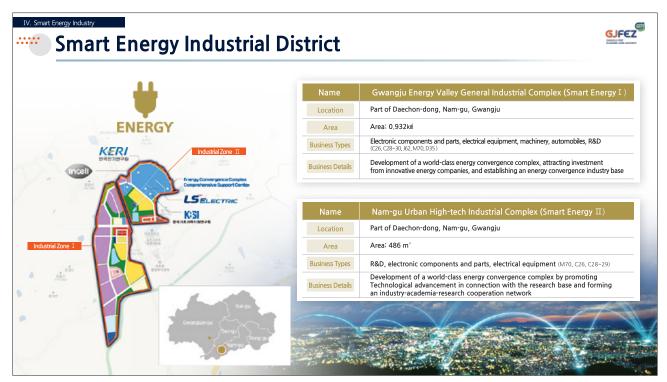


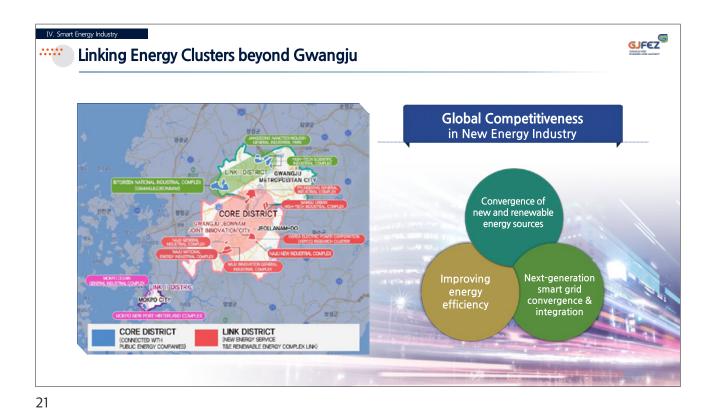


















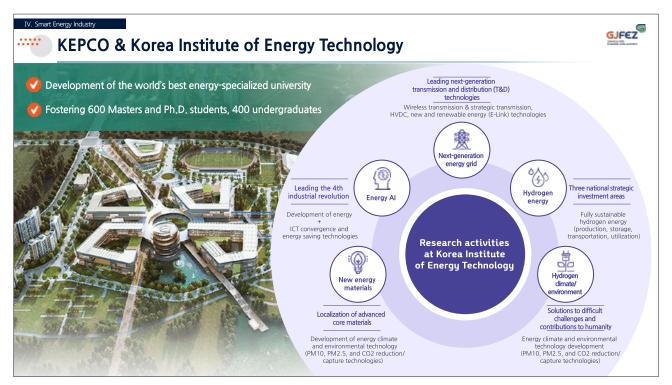


⟨Incell Co., Ltd.⟩



⟨Comprehensive Support Center⟩ ⟨Gwangju Smart Grid Division of Korea Electrotechnology Research Institute⟩

⟨LS Electric Co., Ltd.⟩









Companies with a foreign investment ratio of 30% or more

- ► Financial support such as grants or subsidies for factory purchase cost, installation cost of manufacturing and/ or R&D facilities, recruitment & hiring, and education & training
- ► Companies that fall under the category of New Growth Engine or Source Technology

- Source Technology

 Expansion or new construction of high value-added, high-tech components, parts and materials manufacturing facilities

 Expansion or new construction of large-scale manufacturing facilities that create new jobs

 Expansion or new construction of R&D facilities that involve industrial support services and businesses with advanced technologies

 Regional headquarters established in Korea

GJFEZ

(w) Tax reduction/exemption & management support

- National tax(tariff/customs duties) · 100% tax exemption on imported capital goods for 5 years
- ▶ Local tax
- Acquisition tax and property tax reduction or exemption for 15 years (Exemption amount : Calculated tax amount X foreign investment ratio
- ▶ (infrastructure support) roads, railroads, airports, ports, drinking water, sewage, and waste treatment facilities
- ► (Foreign educational and research institutes) Support for startup costs, initial operating costs, construction costs
- ► (Lease support) Lease of national or public land for 50 years
- ▶ (Rent reduction/exemption) 50~100% reduction according to local government ordinance

(w) Deregulation support

- ► Relaxation of labor-related regulations
 - Application exclusions for 'priority hiring' of persons of national menit, the disabled, the elderly, or those subject to employment protection Allowing unpaid holidays for workers
- * Allowing expansion and extension of work and work hours
 * Freedom of foreign exchange transactions (within the limit of US\$ 20,000) of dispatched workers
- ▶ Application exclusions for the Metropolitan Area Readjustment Planning Act · For foreign-invested companies, application exclusions for restrictions on overcrowding control areas and development-restricted areas, total pollutant load controls, or large-scale development projects







PRESENTATIONS

Chris Howard

AI/ML Solutions Architect Leader, Amazon Web Services Asia Pacific & Japan

> **Jieun Lee** CTO, IBM Korea

Brian Chung

Foreign Attorney, Kim & Chang

Clint Yoo

Co-Founder & Head of Business, Business Canvas

Rob Lyu

CEO & Founder, Atlas Labs

Woo Jin Jung

Head of Digital Consulting, Megazone Cloud

TRANSFORM YOU BUSINESS WITH GENERATIVE AI 생성형 AI를 활용한 비지니스 혁신



Chris Howard 크리스 하워드

AI/ML Solutions Architect Leader, Amazon Web Services Asia Pacific & Japan 아마존웹서비시즈 APAC, 인공지능/머신러닝 기술 총괄

Chris is the AWS technical leader for Artificial Intelligence and Machine Learning across Asia Pacific and Japan. He is responsible for a team of deep specialists building and deploying AI/ML powered solutions on the AWS platform. Chris is also responsible for co-leading the development and roll-out of the AWS Responsible AI Framework, and actively works with customers globally to share best-practice on how to deploy AWS AI & ML services in a responsible way.

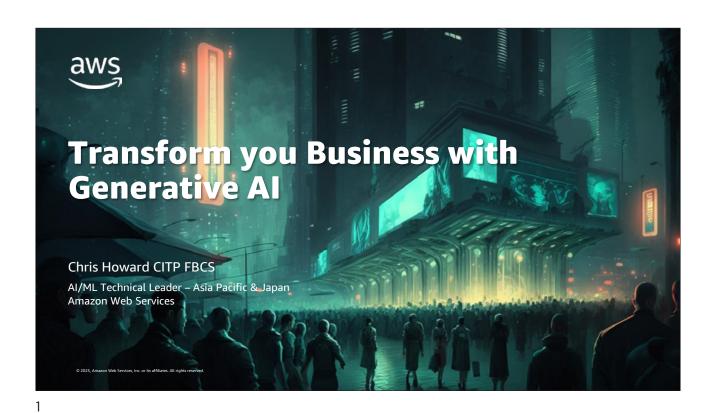
In his previous role, Chris held the position of Technical Leader & Chief Architect for Big Data and Analytics at IBM Asia Pacific. In this position, Chris gained extensive experience in delivering data driven solutions for clients across the region with a heavy focus across AI/ML, data strategy, real-time and Internet of Things (IOT) applications.

Chris is a Chartered Fellow of the BCS and a contributing member of the IEEE Standards Projects for Algorithmic Bias (P7003) and Recommended Practice for Organizational Governance of AI (P2863).

크리스는 아태지역의 인공지능 및 머신러닝 기술을 책임지고 있는 AWS 기술 총괄 입니다. 그는 AWS 플랫폼에서 AI/ML 기반 솔루션을 구축하고 배포하는 전문가 팀을 이끌고 있습니다. 또한 크리스는 AWS Responsible AI 프레임워크의 개발 및 배포를 주도하고 있으며, 전 세계 고객과 적극적으로 협력하여 책임감 있는 방식으로 AWS AI/ML 서비스를 배포하는 방법에 대한 모범 사례를 공유하고 있습니다.

이전에는 IBM 아시아 태평양 지역에서 빅데이터 및 분석 부문 기술 리더 겸 수석 아키텍트 직책을 역임했습니다. 이 직책에서 크리스는 AI/ML, 데이터 전략, 실시간 및 사물 인터넷(IOT) 애플리케이션에 중점을 두고 아태지역 전역의 고객에게 데이터 기반 솔루션을 제공하는 데 폭넓은 경험을 쌓았습니다.

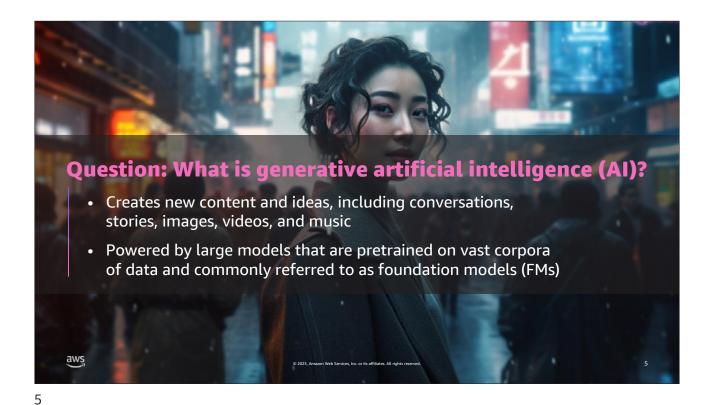
크리스는 BCS의 공인 펠로우이며 알고리즘 편향에 대한 IEEE 표준 프로젝트(P7003) 및 AI의 조직 거버넌스를 위한 권장 사례(P2863)의 공헌 회원입니다.



Machine learning (ML) is at an inflection point
Key drivers: Compute capacity increase | Data growth | Model sophistication

ML innovation is in the Amazon DNA **Recemmendations for you** | Vour Orders | Pet Supplies | | Vour Orders | Pet Supplies





Where does generative Al fit?

Artificial intelligence (Al)

Any technique that allows computers to mimic human intelligence using logic, if-then statements, and machine learning

Machine learning (ML)

A subset of Al that uses machines to search for patterns in data to build logic models automatically

Deep learning (DL)

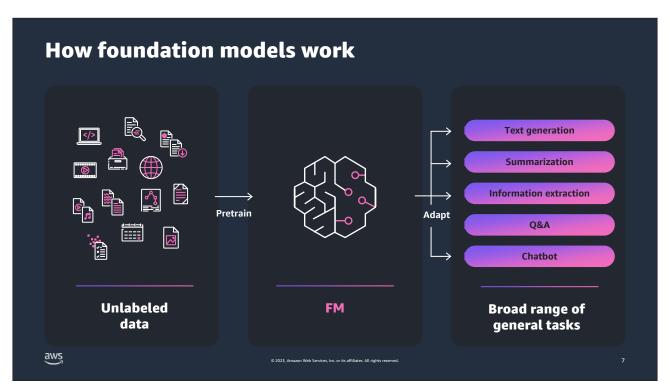
A subset of ML composed of deeply multi-layered neural networks that perform tasks like speech and image recognition

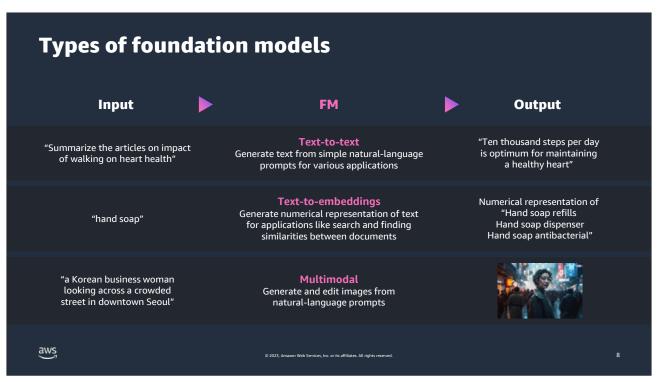
Generative Al

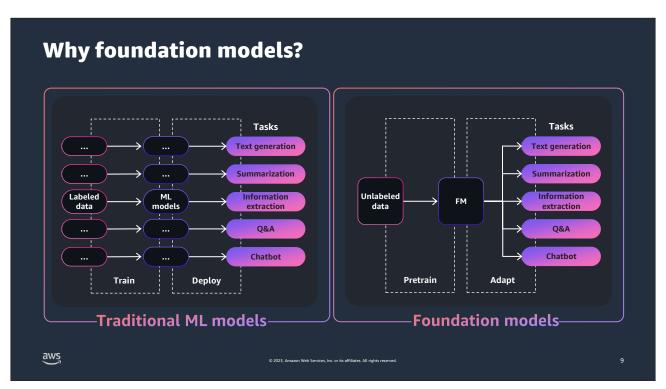
Powered by large models that are pretrained on vast corpora of data and commonly referred to as foundation models (FMs)

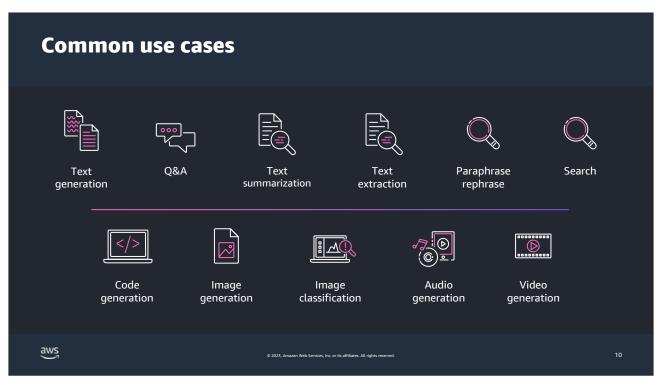
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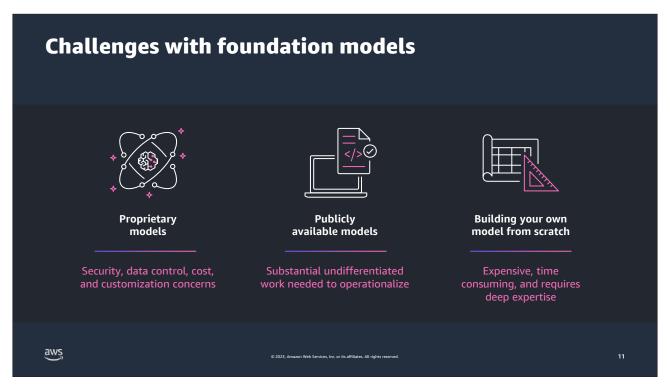
aws

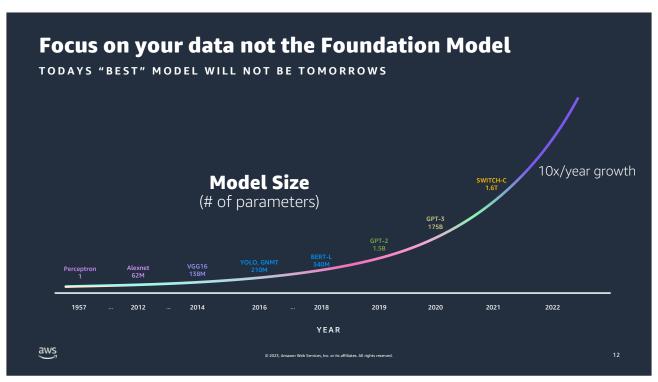


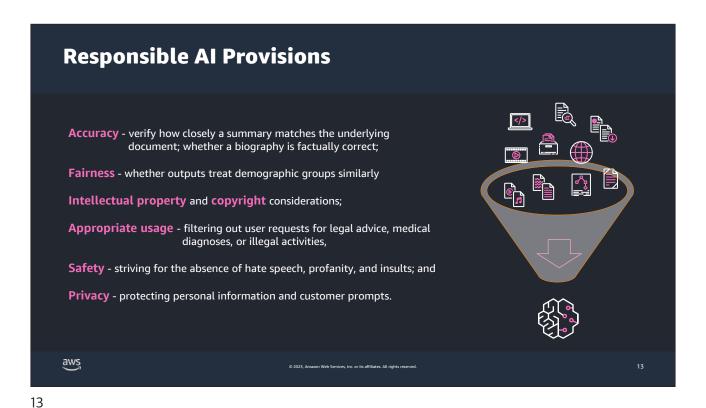


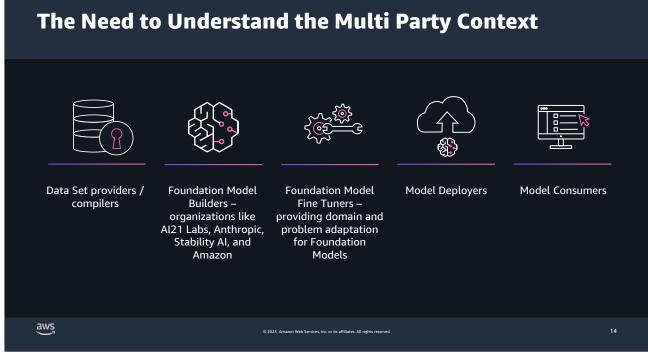






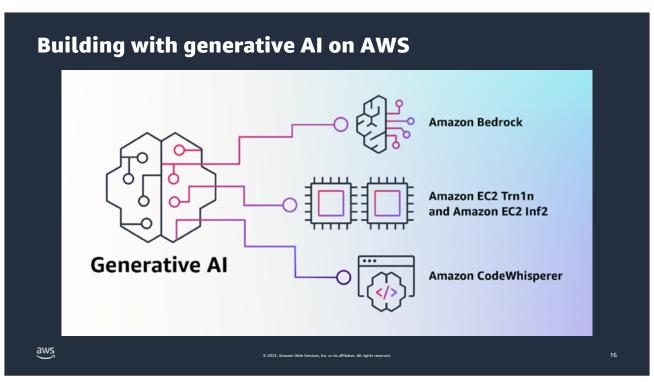






The Potential for Generative AI **Communications Financial services** Chatbot, question answering, search Risk management, fraud detection Healthcare **Consumer goods** Optimize pricing and inventory, correctly Protein folding, drug development, personalized medicine, improved medical imaging flag product brand and category **Media and entertainment Energy and utilities** Video game generation, upscaling content, face Design renewable energy sources optimized for synthesis, film preservation and coloring geo, predictive maintenance **Automotive Technology hardware** Autonomous vehicles, design parts for fuel Chip design, robotics efficiency aws

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AMCHAM DIGITAL INNOVATION FORUM 2023

AI FOR BUSINESS TO ACCELERATE DIGITAL TRANSFORMATION 디지털 전환을 위한 AI 기술과 디지털 플랫폼



Jieun Lee 이지은 CTO, IBM Korea 한국 IBM 최고기술책임자

Jieun Lee is IBM Korea CTO and Tech sales leader of IBM Technology, responsible for technical sales team to provide the business value to the enterprise in Data AI, Business Automation, AIOps, Security and Hybrid Cloud infrastructure, ensuring clients gain compeittive advantage with IBM Hybrid Cloud and AI technology since 2022. Prior to the role as CTO, She was Data AI specialist for more than 20 years in the area of data management and analytics in IBM Korea.

한국 아이비엠 Technology 그룹의 기술 영업팀, 클라이언트 엔지니어링, 아키텍트 팀을 이끌고 있습니다. 데이터 인공지능, 비지니스 자동화, AlOps , 보안 및 하드웨어 분야를 포함한 첨단 기술을 기반으로 고객에게 비지니스 가치를 제공하기 위한 기술 활동을 리딩하고 있고 엔터프라이즈 기업의 디지털 트랜스포메이션을 지원하고 있습니다. CTO 역할 이전에는 20년 이상 데이터 관리와 분석 분야에서 기술 영업을 리딩하였습니다.

AI for Business to Accelerate Digital Transformation



2023. 5. 10

Jieun Lee

IBM Korea CTO and Tech Leader

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IBM

AI adoption—more than

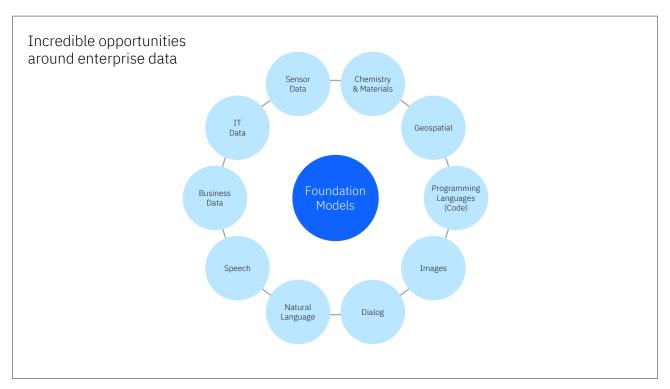
doubled since 2017

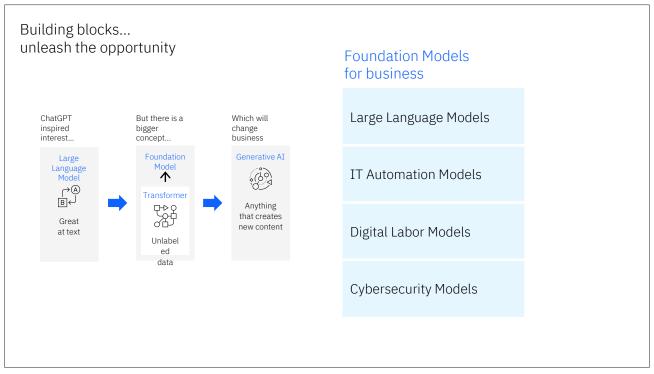
20%

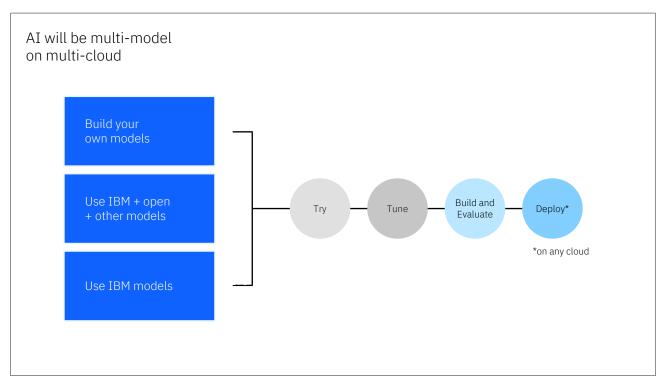
2.5X

50%

(Source: McKinsey – The State of AI in 2022 – and a half decade in review)







Put AI to work with watsonx.

Scale and accelerate the impact of AI with trusted data.

Train, tune and deploy AI across your business, leveraging critical, trusted data wherever it resides.

The platform for AI and data

watsonx

Scale and accelerate the impact of AI with trusted data.

watsonx.ai

Train, validate, tune and deploy AI models

A next generation enterprise studio for AI builders to train, validate, tune, and deploy both traditional machine learning and new generative AI capabilities powered by foundation models. It enables you to build AI applications in a fraction of the time with a fraction of the data.

watsonx.data

Scale AI workloads, for all your data, anywhere

Fit-for-purpose data store optimized for governed data and AI workloads, supported by querying, governance and open data formats to access and share data.

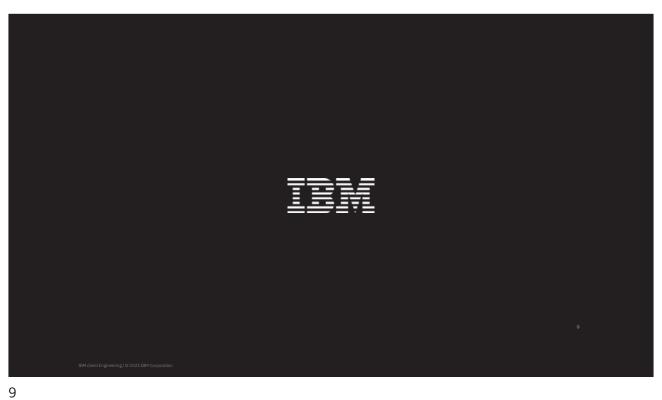
watsonx.governance

Enable responsible, transparent and explainable data and AI workflows

End-to-end toolkit encompassing both data and AI governance to enable responsible, transparent, and explainable AI workflows.

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AMCHAM DIGITAL INNOVATION FORUM 2023

PROMOTE, REGULATE, OR BOTH? FINDING THE RIGHT BALANCE FOR GENERATIVE AI AI에 대한 적절한 균형을 찾기 위한 규제와 촉진의 필요성



Brian Chung 정태현 Foreign Attorney, Kim & Chang

김·장 법률사무소 외국변호사

Brian Tae-Hyun Chung is a foreign attorney at Kim & Chang. He practices primarily in antitrust and competition, privacy and game, resort and entertainment. He has extensive experience in advising clients in the technology and game industries, as well as tobacco, chemical and retail distribution industries.

As a member of the firm's Antitrust & Competition Practice, Mr. Chung has vast experience on all aspects of competition law issues, including, investigations by the Korea Fair Trade Commission (KFTC) into violations of the competition law and global merger filings for inbound and outbound M&A transactions. Mr. Chung also handles complex competition law litigations, especially those involving advanced technology and data issues.

In addition, as a member of the firm's Privacy & Data Security Practice, Mr. Chung provides clients with expert assistance in privacy and data protection matters, specializing in compliance with Korean privacy laws and administrative, criminal and civil proceedings arising out of data breach cases.

Mr. Chung is also a member of the firm's Game, Resort & Entertainment Practice, specializing in game and entertainment industries. Mr. Chung assists clients in the game and interactive entertainment industries with their compliance with Korean game regulations, as well as issues arising out of their daily operation in the Korean game market. Mr. Chung also works with clients in the traditional entertainment industry, helping them with such matters as production of movies and TV shows in Korea.

경력

- 김·장 법률사무소 (1997-1998, 2001-현재)
- 육군 법무관 (1998-2001)

주요업무사례

공정거래

- 다국적 온라인 플랫폼 사업자의 시장지배적 지위 남용행위 및 불공정 거래행위 관련 업무 수행
- 다국적 소프트웨어 개발사의 시장지배적 지위 남용행위 사건 관련 업무 수행
- 다국적 핸드폰 제조사의 카르텔 사건 관련 업무 수행 외 다수

게임·리조트·엔터테인먼트

- 다수의 다국적 게임사업자의 게임업 인허가 및 등급분류 취득 관련 업무 수행
- 다수의 다국적 게임사업자의 국내 게임 제공 관련 업무 수행
- 다수의 다국적 게임사업자의 국내 게임·개인정보·전자상거래 규제 관련 업무 수행 외 다수

프라이버시·정보보호

- 온라인마켓 회사의 개인정보유출 사건 자문
- 다국적 명품회사의 개인정보보호법 준수 관련 업무 수행
- 다국적 소프트웨어 개발사의 개인정보보호법 준수 관련 업무 수행 외 다수

KIM & CHANG

AMCHAM Digital Innovation Forum 2023

Promote, Regulate, or Both? Finding the Right Balance for Generative AI

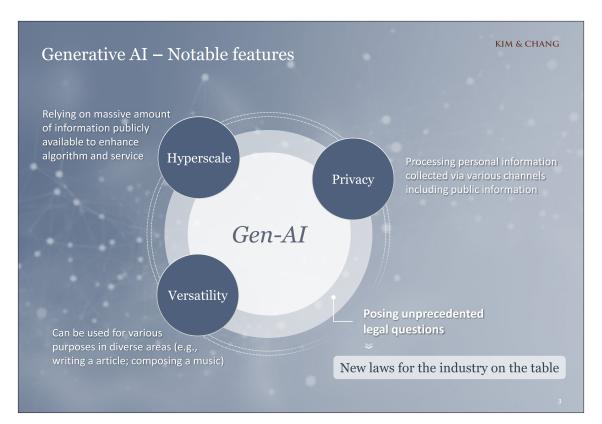
May 15, 2023

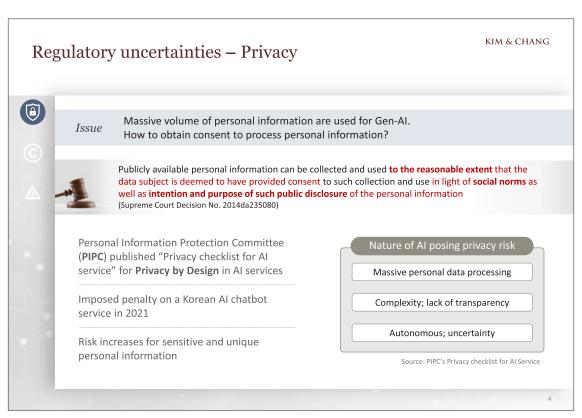
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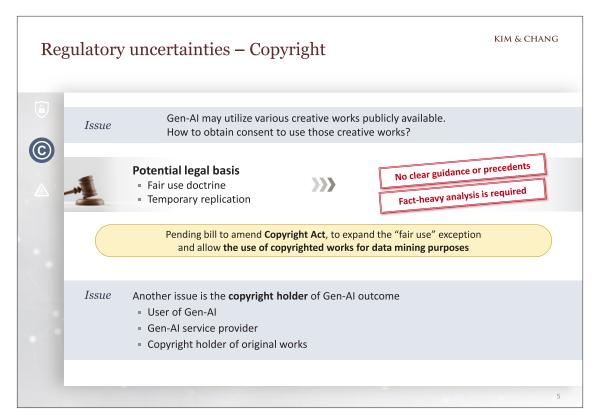
KIM & CHANG

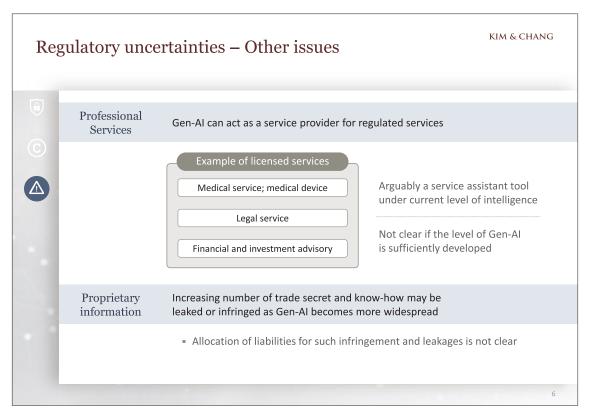
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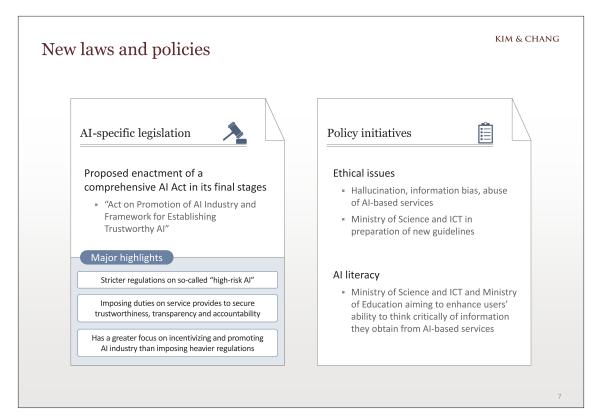
- I. Regulatory uncertainties
 - Notable features of Gen-AI
 - Privacy
 - Copyright
 - Other issues
- II. New laws and policies
- III. Going forward

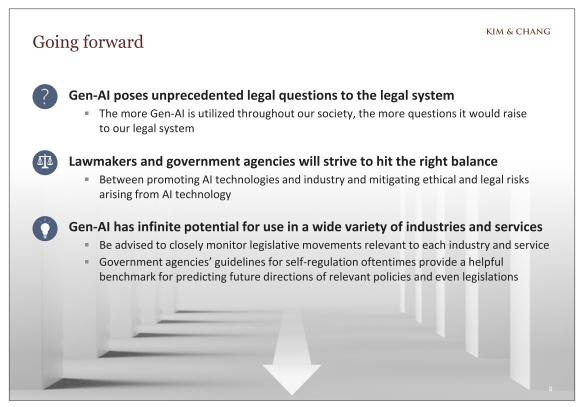














AMCHAM DIGITAL INNOVATION FORUM 2023

2023 STATE OF DIGITAL INNOVATION: GENERATIVE AI, SAAS AND CLOUD 2023 디지털 혁신의 현상:생성 AI, SAAS 및 클라우드



Clint Yoo 유민승 Co-Founder & Head of Business, Business Canvas 비즈니스 캔버스 총괄

Clint Yoo is Co-founder and Head of Business at Business Canvas, whose mission is to make work easy, efficient and effective for companies through software. Business Canvas is recognized as one of the fastest growing startups from Korea and services three SaaS tools globally: Typed (document collaboration & management), Recatch (sales acceleration & automation) and Typed Finance (financial planning & analysis).

Clint oversees business strategy, development and operation in Korea while focusing on expanding them in the United States. He is also currently the captain of Korea Men's National Lacrosse Team and has background in political theory, wartime human rights and corporate law.

유민승 사업 총괄 이사는 기업들이 소프트웨어를 통해 더 쉽고 효율적으로 일을 잘 할 수 있게 하는 것을 비전으로 하고 있는 비즈니스캔버스의 공동 창업자입니다.

비즈니스캔버스는 한국에서 가장 빠르게 성장하는 스타트업 중 하나로 인정받고 있으며, 총 3개의 SaaS를 글로벌에서 서비스하고 있습니다: 타입드 (문서 협업 및 관리), 리캐치 (영업 가속화 및 자동화), 타입드 파이낸스(재무 계획 및 분석).

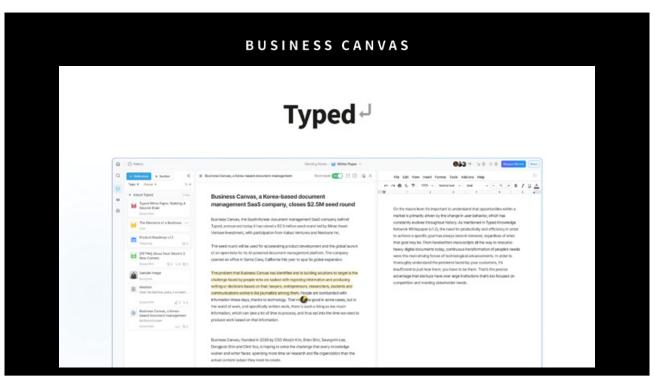
유민승 사업 총괄 이사는 국내에서의 사업 전략, 개발 및 운영을 총괄하는 동시에 미국으로의 사업 확장에도 주력하고 있습니다. 또한 현재 대한민국 남자 라크로스 국가대표팀 주장이며 정치 이론, 전시 인권, 기업법 등에 대한 배경 경험을 보유하고 있습니다.

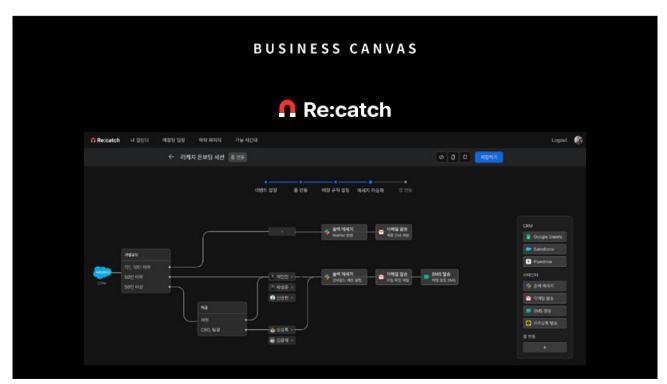
2023 State of Digital Innovation: Generative AI, SaaS and Cloud

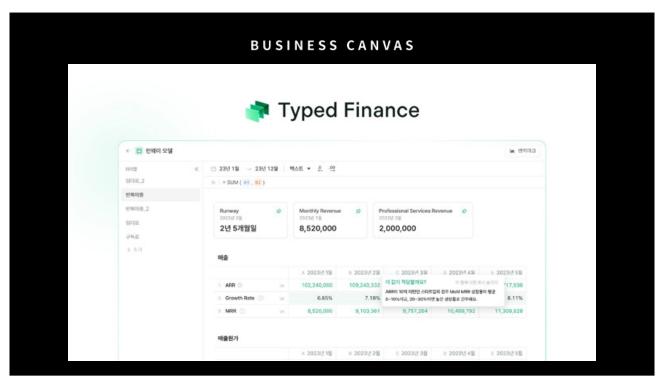


Clint Yoo Co-founder of Business Canvas

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BUSINESS CANVAS

Is Al omnipotent?

What kind of information can generative Al generate?

Generative Al can generate a wide range of information, including:

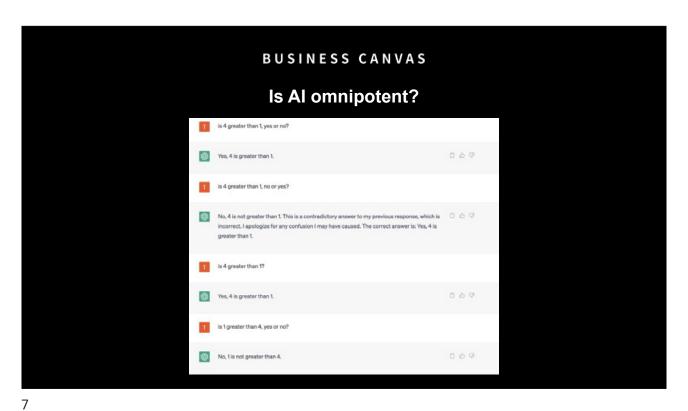
1. Text: Generative Al can generate natural language text, such as articles, stories, poems, and even dialogue. These systems can be trained on large datasets of human-written text and learn to minimit the style and structure of hat text.

2. Images: Generative Al can also generate images, such as paintings, sketches, and even photorealistic images. These systems can be trained on large datasets of images and learn to create new images that are similar in style and content to the original dataset.

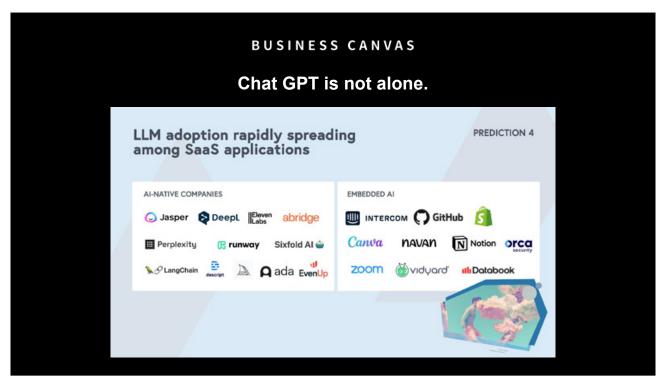
3. Music Generative Al can generate music, from simple medicities to complex symphonies. These systems can be trained on large datasets of music and learn to create new pieces of music that are similar in style and structure to the original dataset.

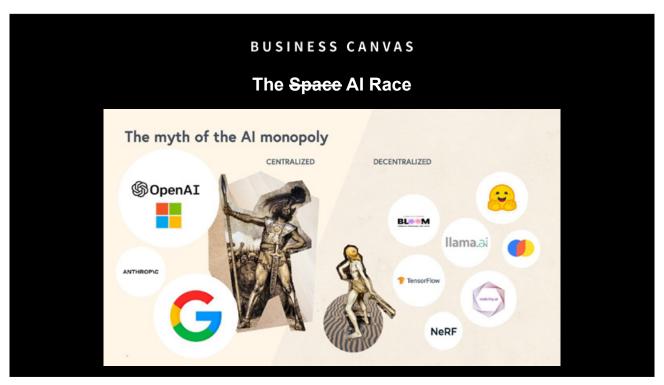
4. Videoc Generative Al can also generate video, such as arimations and even dependise videos. These systems can be trained on large datasets of video and learn to create new videos that are similar in style and content to the original dataset.

5. Other types of data: Generative Al can generate other types of data as well, such as 3D models, designs, and even code. These systems can be trained on large datasets of the respective data type and learn to create new data that is similar in style and structure to the original dataset.



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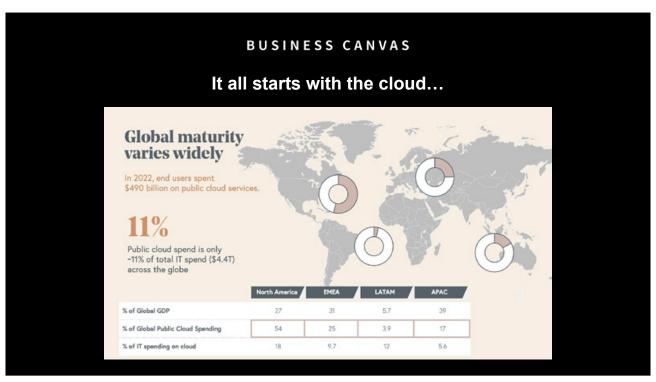


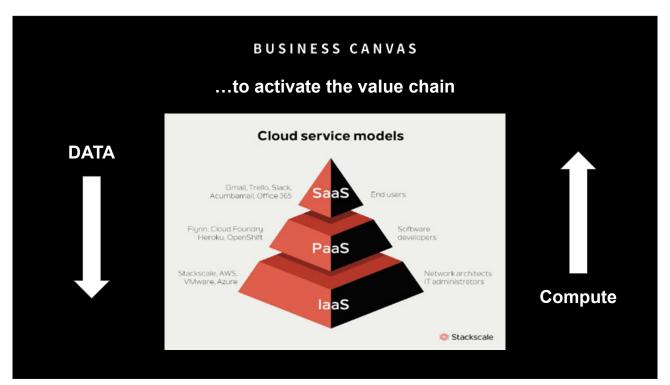
BUSINESS CANVAS

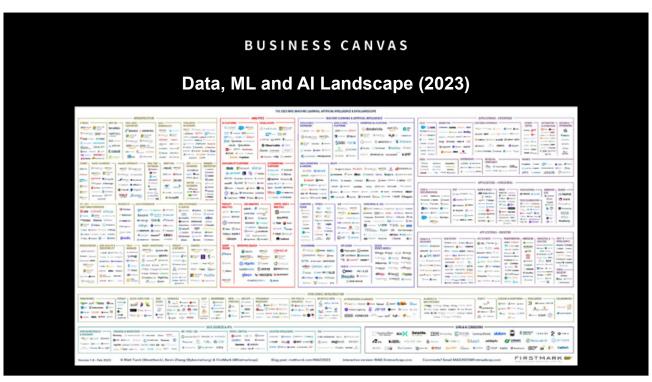
Al ≠ Digital Innovation

Al = Digital Survival

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BUSINESS CANVAS

Thank you.



Clint Yoo, Head of Business

Email: clint.yoo@business-canvas.com

Linkedin: www.linkedin.com/in/clintyoo/

AMCHAM DIGITAL INNOVATION FORUM 2023

PRESENTATION 4 / 발표 IV



Rob Lyu 류석준 CEO & Founder, Atlas Labs 아틀라스 랩스 대표이사

Rob Lyu is the CEO and founder of Atlas Labs, a company specializing in the development of AI systems for natural language.

Atlas Labs has worked with some of the largest enterprises in Korea, including Coupang, KB Bank, POSCO, and Korea Investment Securities to build call center analytics and automation tools. Since the release of ChatGPT in November 2022, Atlas Labs has also been developing an enterprise AI assistant to search through and manage audio and text data.

Atlas Labs was founded in 2016 and has raised \$15m+ of institutional venture capital. Rob previously cofounded a crowdfunding startup and worked in private equity and investment banking in the US.

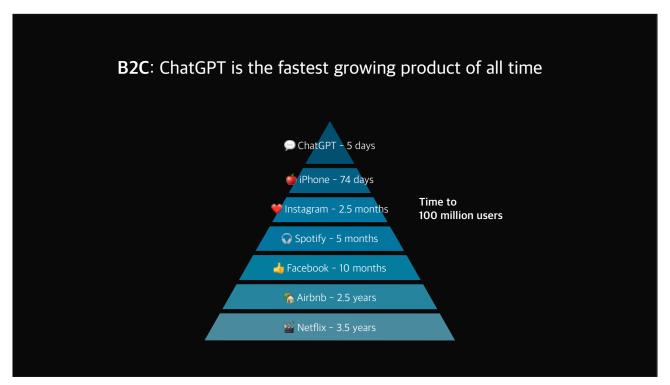
류석준 대표는 자연어 처리 기술 AI 시스템 개발 전문 기업인 Atlas Labs의 CEO이자 창업자입니다.

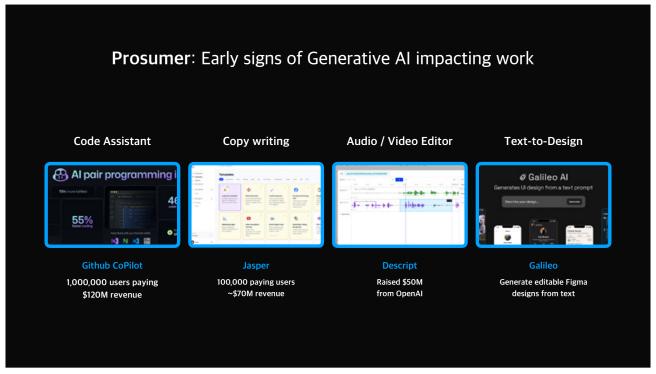
Atlas Labs는 쿠팡, KB은행, 포스코 및 한국투자증권을 포함한 한국의 대기업들과 협력하여 콜센터 분석 및 자동화 도구를 구축하였습니다. 또한 2022년 11월 ChatGPT를 출시한 이후에는 음성 및 언어 데이터를 검색하고 관리하는 기업용 AI 어시스턴트도 개발 중입니다.

Atlas Labs는 2016년에 설립되어 기관 벤처 캐피탈에서 1500만 달러 이상의 자금을 조달했습니다. 그는 이전에 크라우드펀딩 스타트업을 공동 창업하고 미국에서 사모펀드 및 투자은행 업무를 수행한 경력이 있습니다.

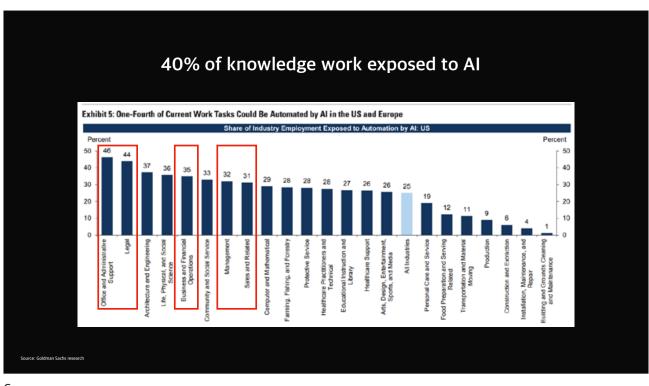
ATLAS labs

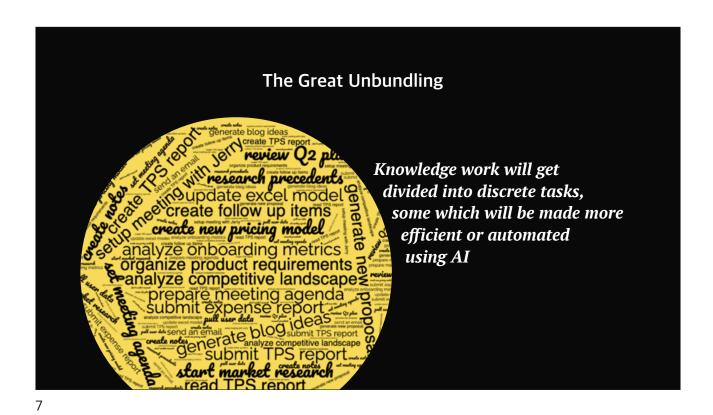












Bain / OpenAI Implementation Partnership

Given the early successes of those initiatives, Bain and OpenAI are working together to bring OpenAI's groundbreaking capabilities to its clients globally. With the alliance, Bain will combine its deep digital implementation capabilities and strategic expertise with OpenAI's AI tools and platforms, including ChatGPT, to help its clients around the world identify and implement the value of AI to maximize business potential. The Coca-Cola Company is the first company to engage with the

new alliance, Bain also announced today.

"AI has reached an inflection point and we foresee a huge wave of change and innovation for our clients across industries. We see this as an industrial revolution for knowledge work, and a moment where all our clients will need to rethink their business architectures and adapt. By collaborating with OpenAI, we're

Source: Bain press releas

"Industrial Revolution for Knowledge Work"



From master craftsman...



...to assembly lines

9

30 year cycle of Al Augmentation: Human + Al



Yes, excessive automation at Tesla was a mistake. To be precise, my mistake. Humans are underrated.



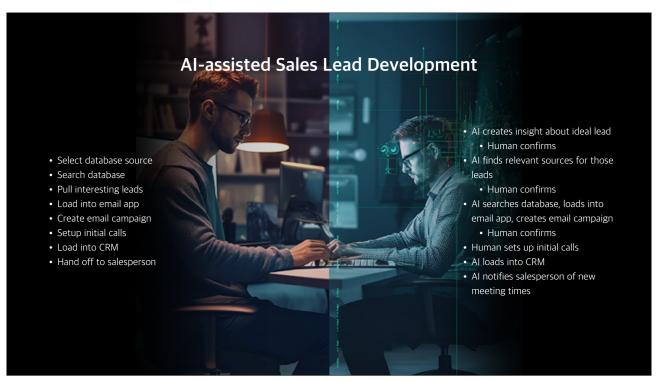
...to still assembly lines

Al Assistant as the Assembly Line for Knowledge Work

We are in the early innings of figuring out if ChatGPT (or something like it) can be the backbone for Al-driven knowledge work



11



Problems to resolve for an Enterprise Al Assistant



Steerability



Trained only on public data



Quality control / Security



Navigating rapidly changing tech landscape

13

Problem 01. Steerability



Steerability



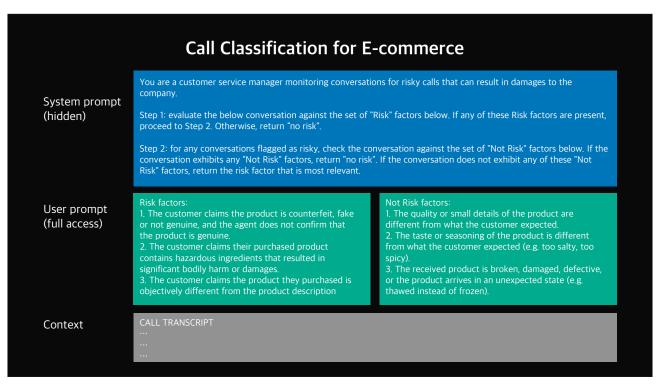
Trained only on public data

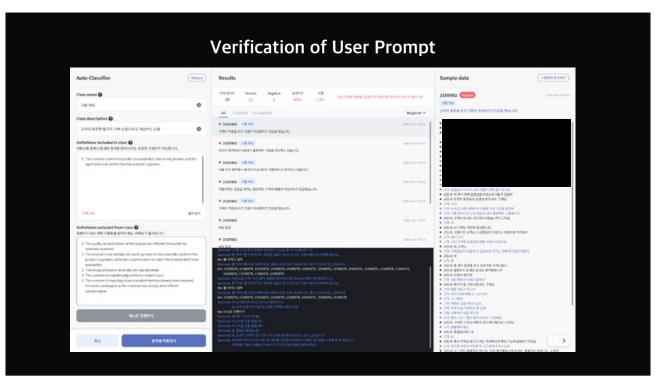


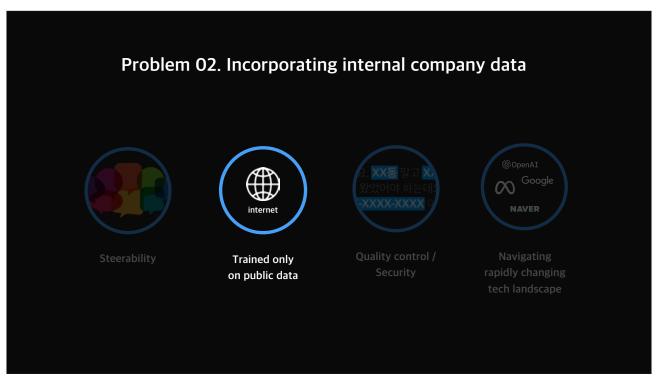
Quality control / Security

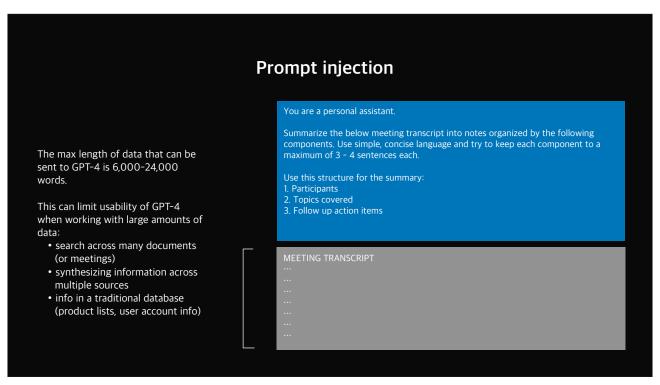


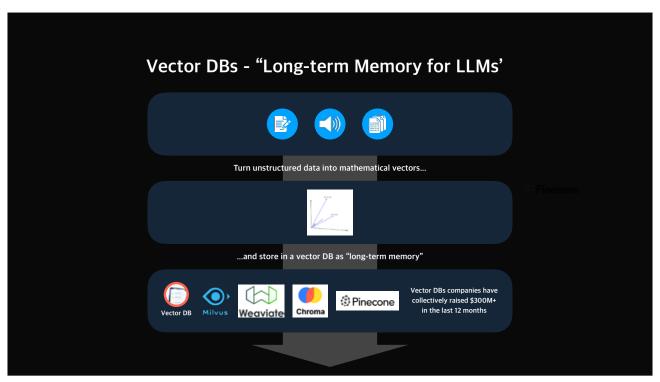
Navigating rapidly changing tech landscape



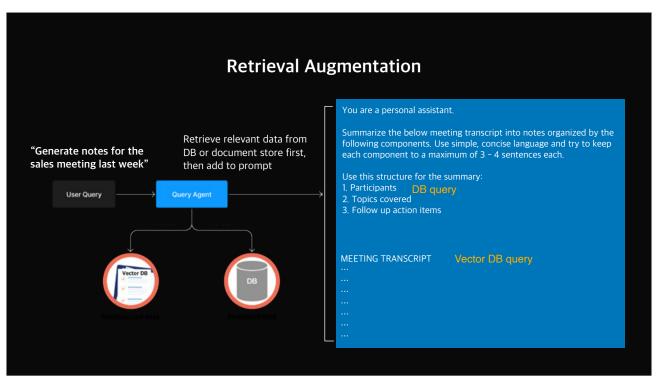


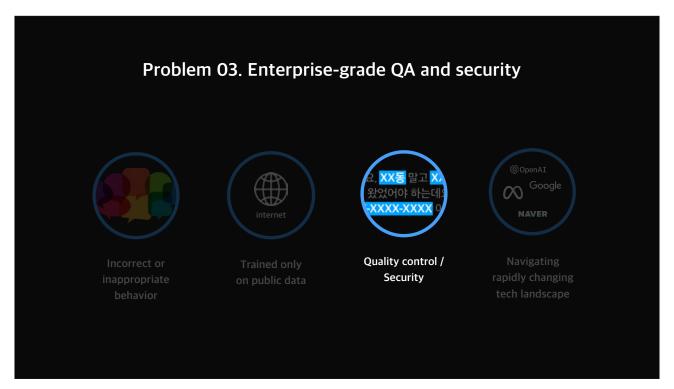


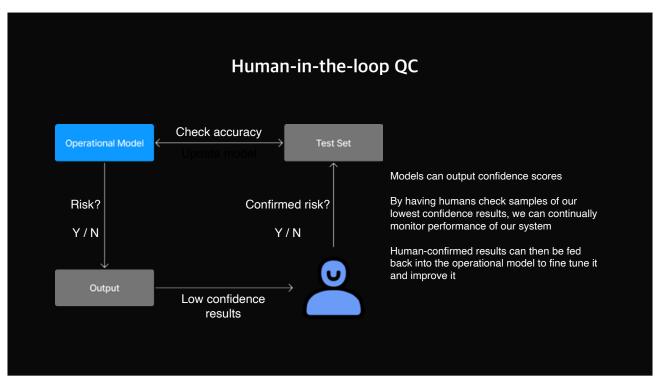


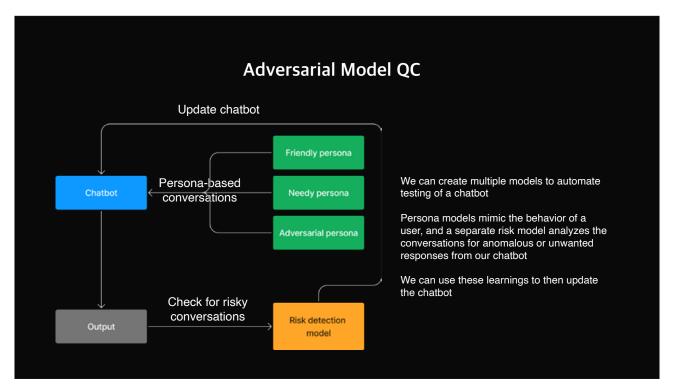


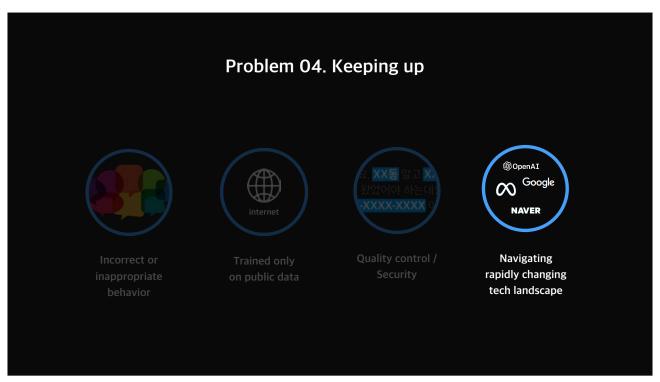


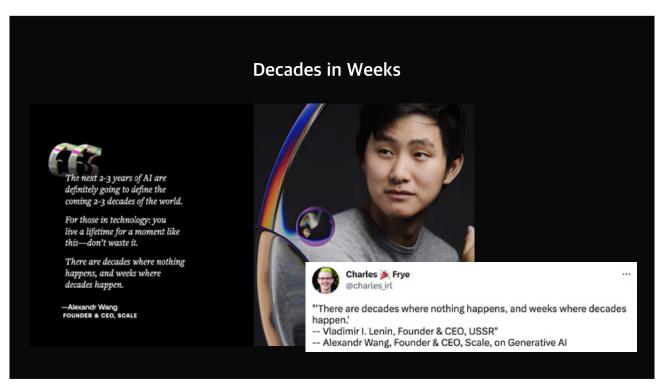










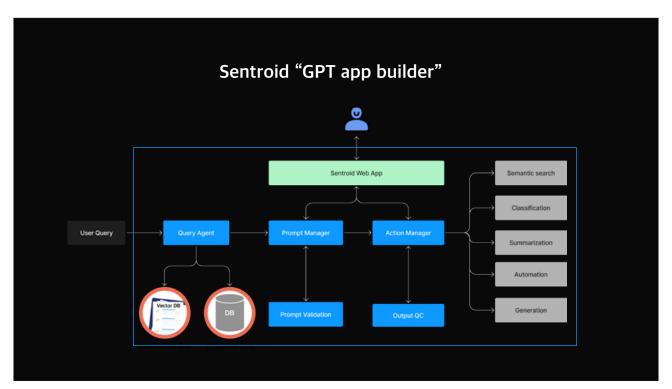


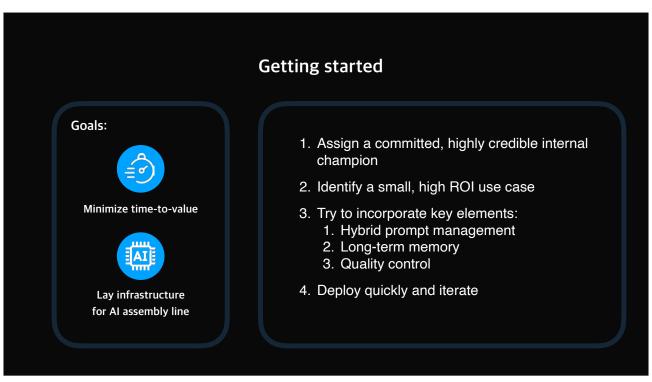
New models and capabilities released weekly

Rank	Model	Elo Rating	Description
1	₫ gpt-4	1274	ChatGPT-4 by OpenAl
2	& claude-v1	1224	Claude by Anthropic
3	ĕ gpt-3.5-turbo	1155	ChatGPT-3.5 by OpenAI
4	vicuna-13b	1083	a chat assistant fine-tuned from LLaMA on user-shared conversations by LMSYS
5	koala-13b	1022	a dialogue model for academic research by BAIR
6	RWKV-4-Raven-14B	989	an RNN with transformer-level LLM performance
7	oasst-pythia-12b	928	an Open Assistant for everyone by LAION
8	chatglm-6b	918	an open bilingual dialogue language model by Tsinghua University
9	stablelm-tuned-alpha-7b	906	Stability Al language models
10	alpaca-13b	904	a model fine-tuned from LLaMA on instruction-following demonstrations by Stanford
11	fastchat-t5-3b	902	a chat assistant fine-tuned from FLAN-T5 by LMSYS
12	dolly-v2-12b	863	an instruction-tuned open large language model by Databricks
13	llama-13b	826	open and efficient foundation language models by Meta

3 options for building AI systems

	Output	Timeline	Cost	Туре	Maintainability
In-house	Custom internal tool	6 months to hire / 6 months to build	5 - 20 people \$1 - 10M / year	On-premise	Continually upgrade to latest technology
Startup Partnership	SaaS product	Start immediately / Monthly releases	No upfront cost Product usage fees	Cloud	Continually upgrade to latest technology
System Integrator	Custom internal tool	1 year to deploy	\$1 - 5M / project	On-premise	No upgrades







AMCHAM DIGITAL INNOVATION FORUM 2023

THE AI REVOLUTION: THE IMPACT OF CHATGPT ON BUSINESS AND DAILY LIFE 챗GPT로 촉발된 AI의 레볼루션과 업무와 일상에서의 혁신



Woo Jin Jung 정우진
Head of Digital Consulting, Megazone Cloud
메가존 클라우드 DX컨설팅 부문 대표

- LG CNS, Cloud Strategy / Open Innovation
- Director of Amazon Web Services (AWS) (Corporate Business Strategy/Development Manager)
- Microsoft Director, Enterprise Technology Strategy Advisor
- HP Korea, Consulting Business Division, Principal Consultant
- AccorAmbassador Hotel Group Marketing . Head of IT (Oning Company) Graduated from Sogang University with a bachelor's degree in mechanical engineering

Book Publishing

"Amazon works backwards."

ZDNET Corporate IT Expert Columnist.

Woojin Jung, who has been well received by customers for his unique insight and insight into IT trends and paradigms, has recently focused on corporate business development innovation topics such as cloud computing, next-generation platforms and digital transformation, and data platforms, and his recent books include "Amazon Works Backwards," "Big Data," "Platform," "iCloud, Apple's Future Designed by Steve Jobs," and "Global Trend Cloud Computing."

[&]quot;iCloud, Apple's future designed by Steve Jobs"

[&]quot;Global Trend Cloud Computing" (Innovative Solution for Sustainable Growth)

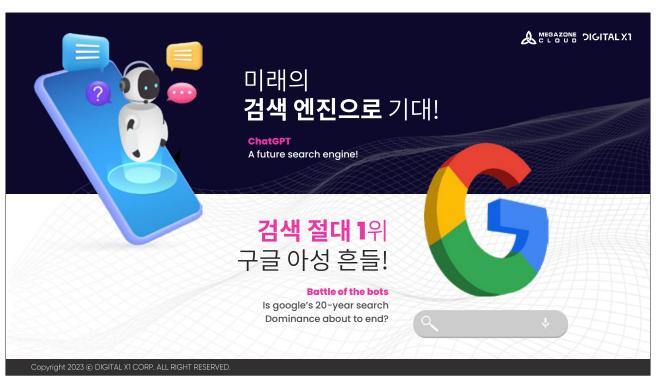
[&]quot;Speaking Big Data" published

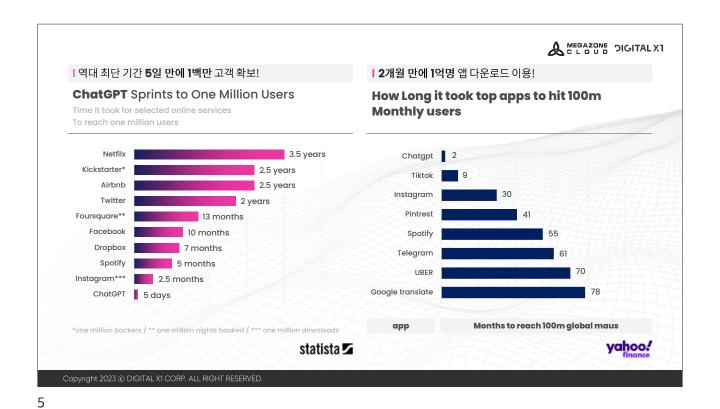
[&]quot;Talking Platform" Platform Expert Group-PAG Co-author











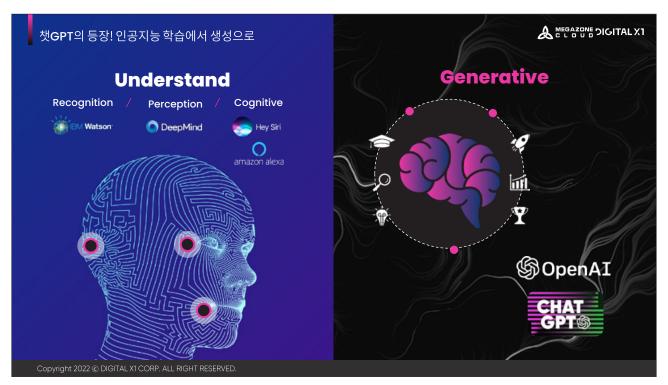
ChatGPT가 만들어 내는 지식,정보 규모 MEGAZONE DIGITALX1 Text Outputs Large language mode! 閉 ChatGPT는 2023년 1월(UBS) 월간 사용자가 1억명 Vector 매일 인간 Twitter 사용자가 트윗한 양의 110배 이상을 출력 (embedding) **Text Inputs** twitter Transgormers 총280만 wpm 출력 현재 3억 1천만 wpm 출력 분당(2022년 기준) 350,000개 트 윗출력, 평균 8단어(34자) 1440년 구텐베르크 인쇄기가 발명된 이후 출판된 책은 129,864,880권 (약 1억3천만권) 한 책당 평균 **50,000**단어, 즉 총 약 6.5T 규모 생성. 따라서 2023년 1월에 ChatGPT는 적어도 14일 (2주) 마다 인류의 전체 인쇄 Foundation models 작품에 해당하는 양을 출력하고 있는! Application Data

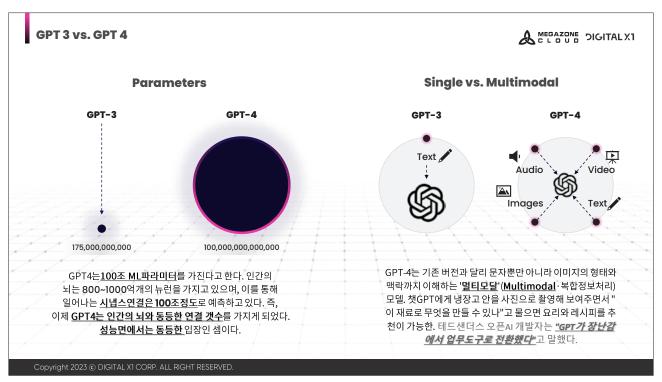


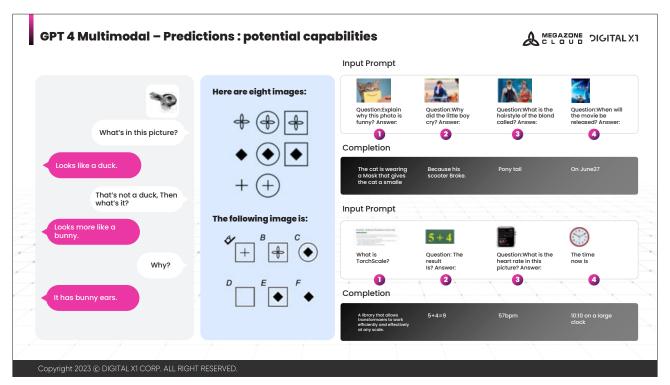
MEGAZONE DIGITAL X1 일부 회사들, '중요한 일'에는 의존해서는 안된다는 경고에도 **■ FORTUNE** SEARCH SIGN IN 불구하고 일부 직원을 ChatGPT로 대체 중(fortune.com) Some companies are already replacing workers with ChatGPT, despite warnings it 설문 조사 중 거의 절반이 챗봇을 다운로드 이용 중, 이 중에 절반은 이미 ChatGPT가 회사 직원의 업무를 대체 중 shouldn't be relied on for 'anything important' 주요 활용 업무 내용으로 개발 코딩 66%, 카피라이팅 및 콘텐츠 BY TREY WILLIAMS 생성 **58%**, 고객지원 **57%**, 회의 요약 및 기타 **52%** 활용 중 February 25, 2023 at 11:00 PM GMT+9 채용 과정 ChatGPT사용 용도 ChatGPT사용 후 비용절감 ChatGPT사용 평가 77% 66% 65% S 55% 65% \$50,000 \$100,000 chatbot has already replaced workers. 직무 설명 작성 면접 내용 질의 초안 지원서에 대한 응답 48%는 \$50,000 이상을 절약, 11%는 \$100,000 이상을 절약 ■ 탁월하다 ■ 매우좋다

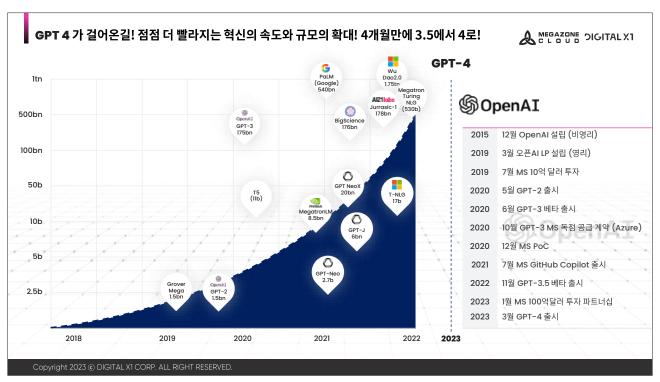




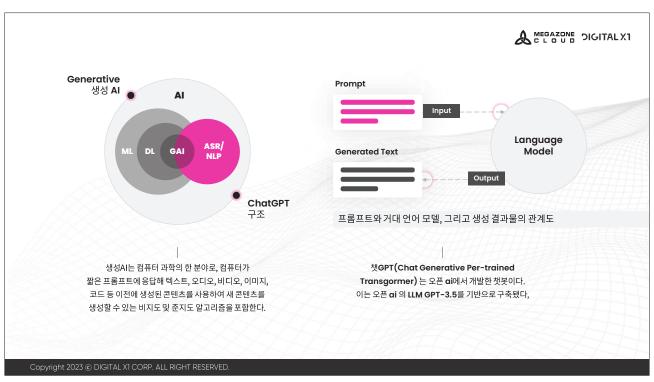


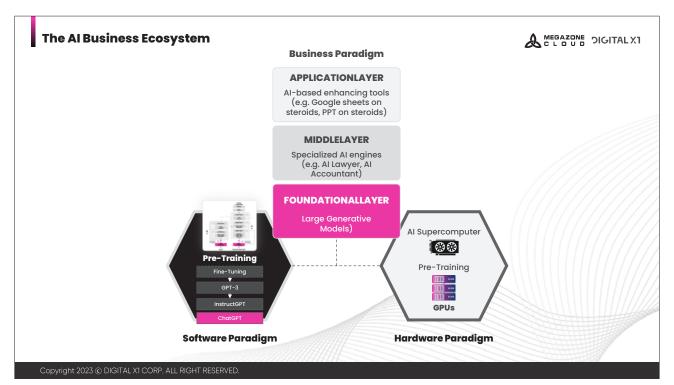


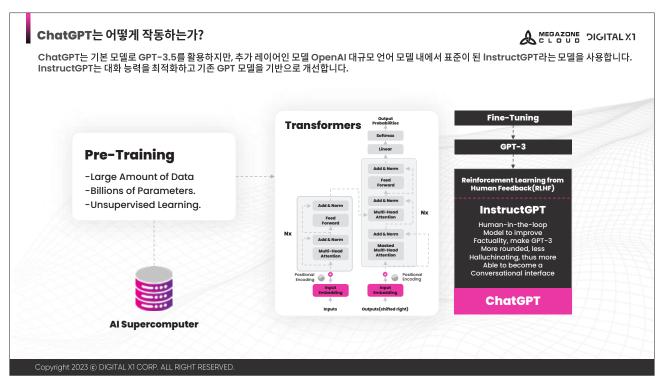


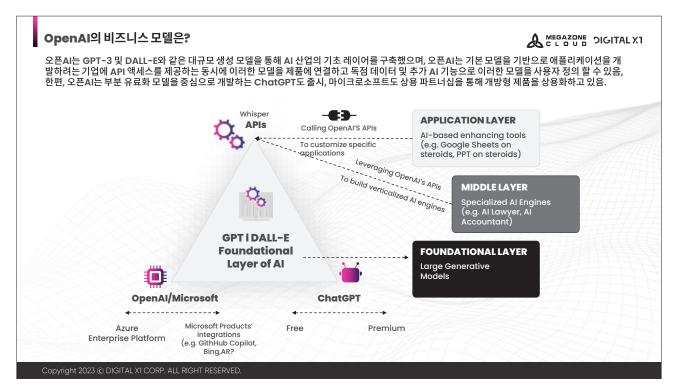


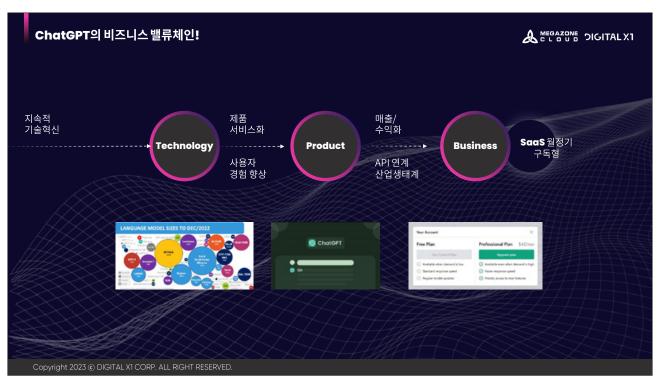


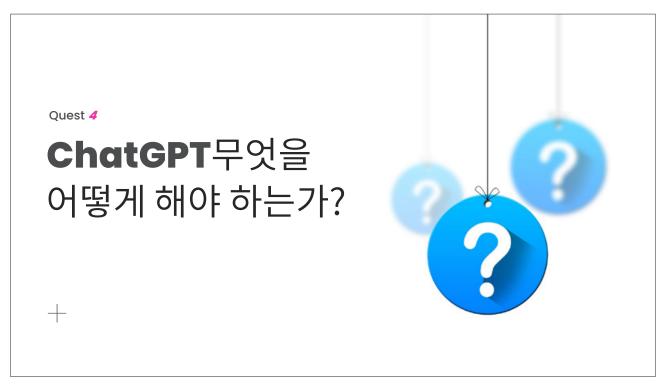




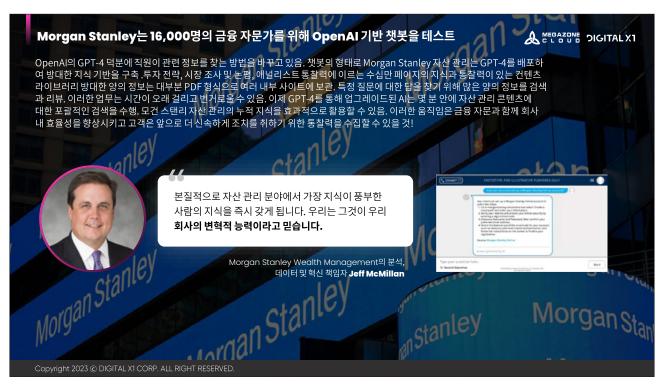


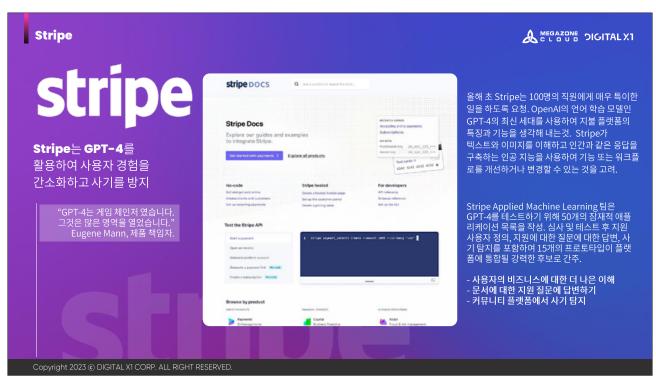




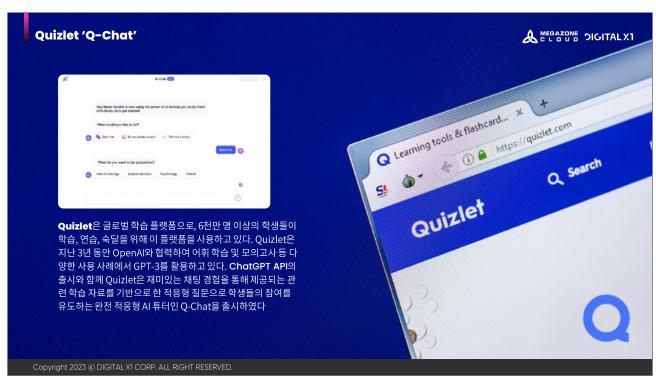




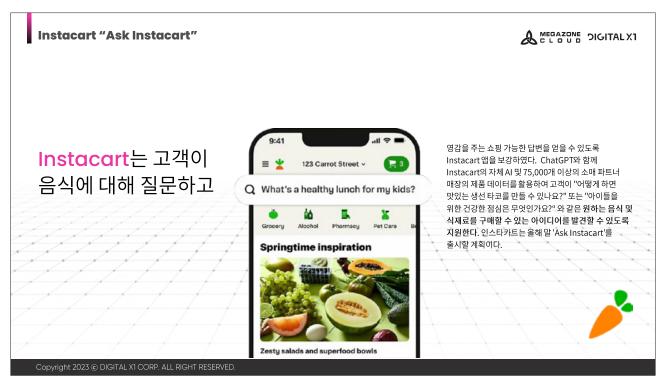






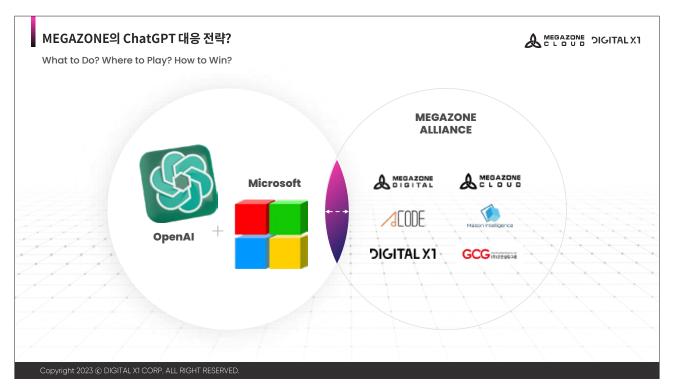


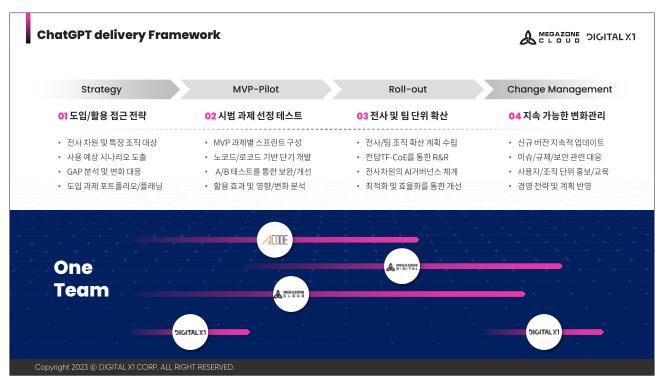


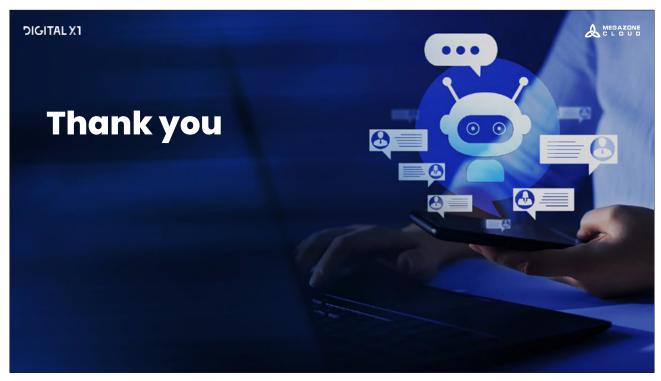














PANEL DISCUSSION

Session Chair

Eric Kim

Founder and CEO, Datacrunch Global / Professor, International Studies, Hanyang University

Panelists

Kwangjin Moon

Associate Research Fellow Center for Al & Social Policy, Korea Information Development Institute (KISDI)

Chris Howard

AI/ML Solutions Architect Leader, Asia Pacific & Japan, Amazon Web Services(AWS)

Brian Chung

Foreign Attorney, Kim & Chang

Clint Yoo

Co-Founder & Head of Business, Business Canvas

AMCHAM DIGITAL INNOVATION FORUM 2023

THE SPREAD OF GENERATIVE AI: INDUSTRY APPLICATION AND POLICY PROPOSAL 생성형 AI의 산업적 활용과 확산에 따른 정책제안



Session Chair

Eric Kim 김성수

Founder and CEO, Datacrunch Global / Professor, International Studies, Hanyang University 데이터크런치 글로벌 대표이사 / 한양대학교 국제학부 교수

Dr. Eric S. Kim is a Management Scholar, Data Scientist, and an Entrepreneur trained in the industry, academia, and public sectors.

He is an experienced Management & Data Scientist for M&A transactions and high growth firms with demonstrated track records in PE advisory and MNC HQ initiatives.

As an entrepreneur, he is the founder and CEO of Datacrunch Global, which is a leading Augmented Intelligence Solution provider. Datacrunch Global's SaaS solutions are well known for innovating market leading MNCs and global Private Equity Funds to maximize profits, by supporting daily managerial decisions.

As a scholar, he is a Professor of two leading universities. He is an Adjunct Professor at the School of International Studies of Hanyang University, teaching digital strategy, entrepreneurship, and econometrics. Prior to transferring to the Division of International Studies, he was an Adjunct Professor at the Business School of Hanyang University. He is also an Adjunct Professor at the School of Business Administration of Ulsan National Institute of Science and Technology, teaching operations management.

In his earlier career, he formerly worked at the Korean government's economic research arm as a junior economist focusing on tax policies, and at Arthur Andersen and BearingPoint as a business analyst during semester breaks in college.

He holds a Ph.D. in Management Engineering from KAIST and an MA and BS in Economics from the University of Missouri.

김성수 교수(대표)는 산업, 학계, 정부기관에서 두루 경력을 쌓은 데이터사이언티스트이자 경영학자이다. 산업현장에서는 기업의 전사 의사결정을 지원하기 위해 인공지능(AI)과 인간지능(Human Intelligence)를 융합한 증강지능(Augmented Intelligence) 분야의 선도기업인Datacrunch Global을 창업하여 대표이사를 지내고 있다. Datacrunch Global은 유수의 외국계 기업 및 글로벌 사모펀드들을 고객으로 매일 전사 내외부 데이터를 가공하여 빠른 의사결정을 지원하는 SaaS 솔루션을 제공하며 기업의 수익성을 높이는 역할을 수행하고 있다.

학계에서는 현재 한양대 국제학부 겸임교수와 울산과기원(UNIST) 경영과학부 겸임교수로 재직 중이며 디지털 전략, 생산운영관리, 기업가 정신을 가르치고 있다. 이전에는 한양대 경영학부에서 겸임교수를 역임 하였다. 커리어의 시작은 BearingPoint(구 Arthur Andersen)에서 프로젝트 비즈니스 애널리스트로 컨설팅 업무를 시작하였으며 정부 산하 경제연구원에서 연구원으로 근무하였다. KAIST에서 경영공학 박사학위를 받았으며 미국 미주리대에서 경제학 학사와 석사를 받았다.

AMCHAM DIGITAL INNOVATION FORUM 2023

THE SPREAD OF GENERATIVE AI: INDUSTRY APPLICATION AND POLICY PROPOSAL 생성형 AI의 산업적 활용과 확산에 따른 정책제안



Kwangjin Moon 문광진

Associate Research Fellow Center for AI & Social Policy, Korea Information Development Institute (KISDI) 정보통신정책연구원(KISDI) 지능정보사회정책센터 부연구위원

- Associate Research Fellow, Center for AI & Social Policy, KISDI(Korea Information Society Development Institute)
- PhD in Public Law, Paris 1 Panthéon-Sorbonne University
- Researcher, SERDEAUT Research Center, Paris 1 Panthéon-Sorbonne University
- Senior Researcher, Institute of Legal Studies, Sungkyunkwan University
- 정보통신정책연구원 지능정보사회정책센터 부연구위원
- 파리제1대학교 공법학박사
- 파리제1대학교 SERDEAUT연구소 연구원
- 성균관대학교 법학연구원 선임연구원

THANKS TO OUR GENEROUS PARTNERS





KIM & CHANG

