

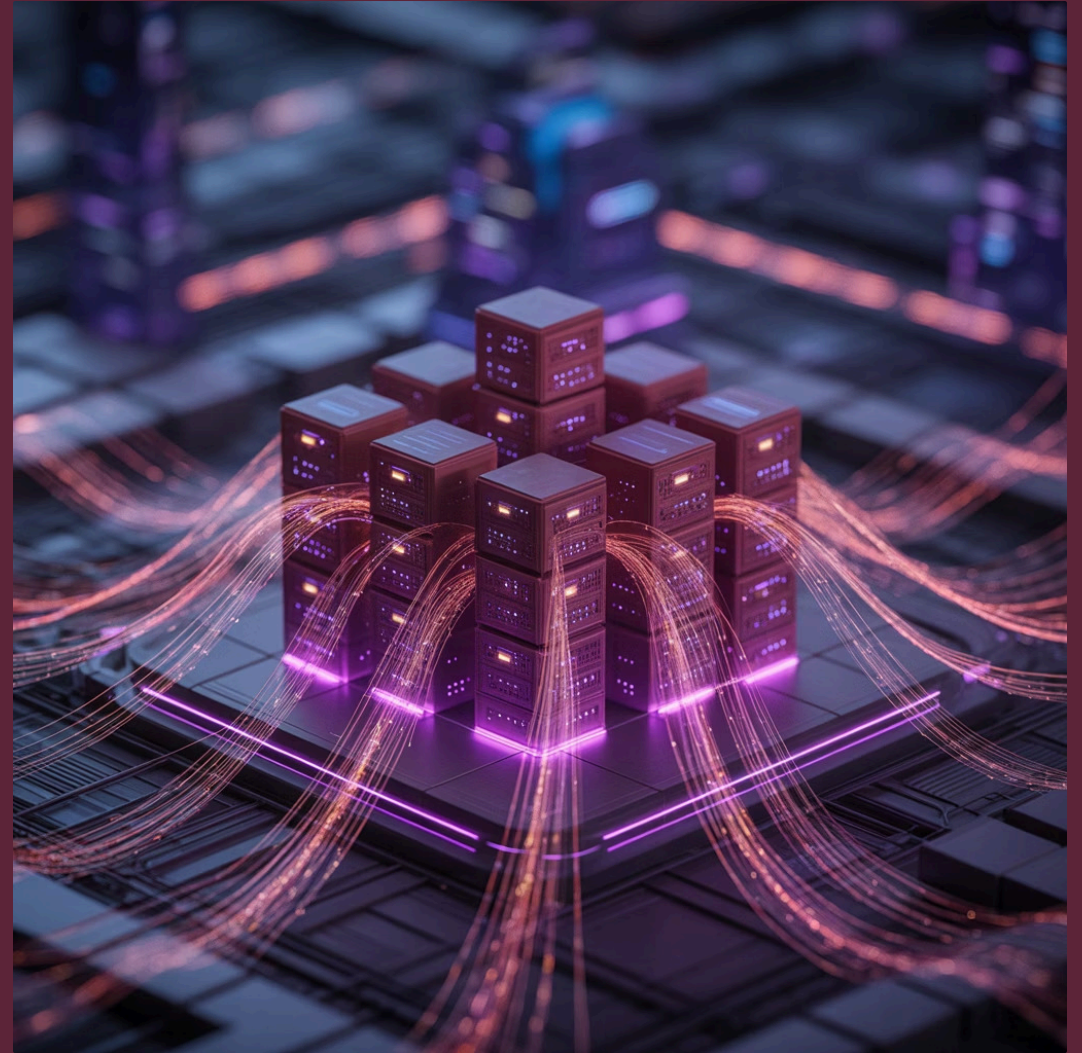


GMSA Association Introduction

"Designing the Future of Korean Industry and Collaboration"

Why Do We Exist?

AI technology is reshaping industries, and the world is becoming more interconnected than ever. We are now in an era where ecosystems that "grow together" are stronger than companies that "excel alone."



What is GMSA?

① Official Name: Global Management Support Association (GMSA) – a non-profit corporation



Our Mission

To enhance Korea's management support capabilities to meet global standards, strengthen innovation and competitiveness in businesses and industries, and realize Korea's future value.



Main Functions

1

Government Partnerships
Government and municipal
project partnerships

2

Business Support
Business consulting and
overseas expansion support

3

Technology & AI
Technology and AI-based
startup and R&D programs

4

Social Integration
Social welfare, culture, and
education integration projects

Our 8 Core Business Areas

GMSA focuses on eight strategic business areas that drive our mission forward:

Core Business Area 1

Government Collaboration

Government agency-commissioned projects and policy research



Core Business Area 2

Market Intelligence

R&D and market analysis for industries and enterprises



Core Business Area 3

Management Excellence

Management consulting and executive/staff training programs



Core Business Area 4

Global Expansion

Overseas expansion, ODA, and international procurement support



Core Business Area 5

Innovation Support

Technology commercialization, startups, and new product development



Core Business Area 6

Social Impact

Social welfare, childcare, cultural and academic initiatives



Core Business Area 7

Mission-Aligned Projects

Other collaborative projects supporting our mission



Core Business Area 8

AI Convergence

R&D and implementation of AI-related convergence industries (*new*)





Our Vision

"To become a leading force in management support and collaborative culture aligned with global standards—guiding Korea's industries and businesses to achieve sustainable competitiveness on the global stage."

How We Operate

Our strategic approach combines multiple dimensions:

Strategic Approach



Global + Local

Global networks + Domestic execution



AI + Human

AI + Human-centered education



Tech + Culture

Technology + Culture blended content



Integrated Ecosystems

Ecosystems where industry, welfare, and entrepreneurship breathe together



Global + Local Strategy

Global Networks

We build and maintain international connections that bring global best practices and opportunities to Korea.

Domestic Execution

We implement these global insights with deep understanding of local market conditions and business culture.



AI + Human Strategy

AI Integration

We leverage artificial intelligence to enhance efficiency, analysis, and decision-making processes.

Human-Centered Education

We ensure technology serves human needs through education programs that develop both technical and soft skills.



Tech + Culture Strategy

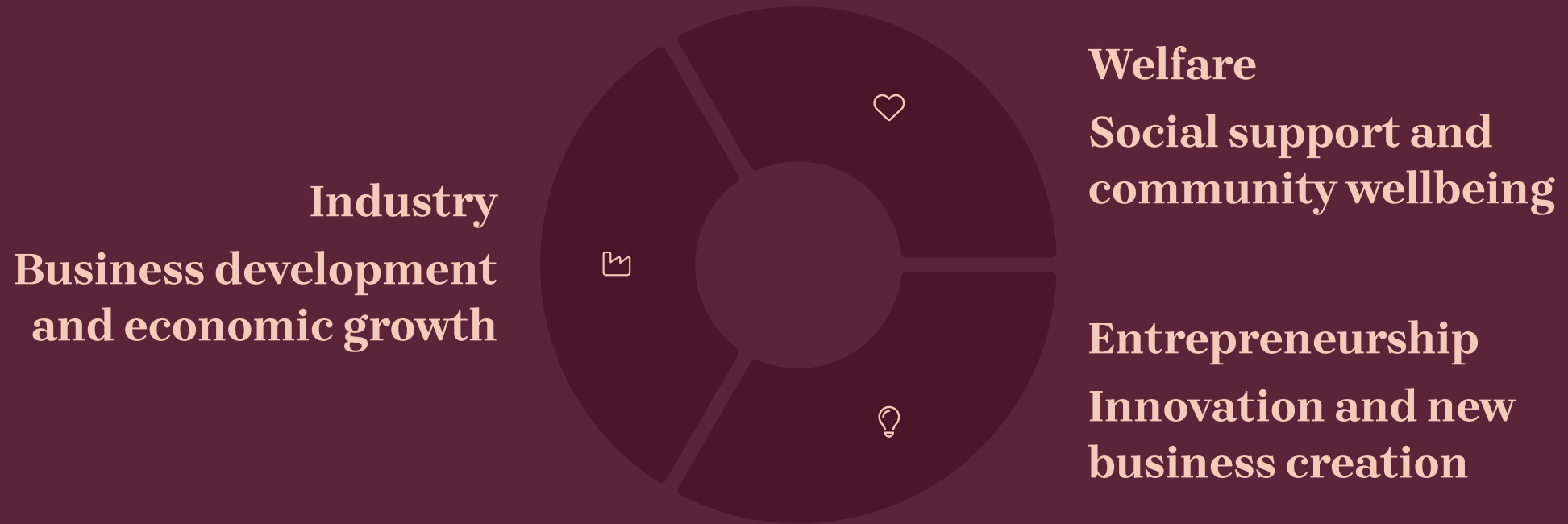
Technology Innovation

We promote technological advancement and digital transformation across industries.

Cultural Integration

We blend technology with cultural content to create unique value propositions and experiences.

Integrated Ecosystems Strategy



Creating ecosystems where these elements work in harmony to support sustainable development.



Who We Want to Collaborate With

**GMSA seeks partnerships across
various sectors to maximize impact:**

Government & Municipal Partnerships

Policy Implementation

Working with government agencies to effectively implement policies that drive economic growth and innovation.

Regional Development

Collaborating with municipalities to develop strategies for local economic advancement and community building.

**ODA Collaboration
Partnering on Official
Development
Assistance projects to support international development goals.**

Business Leader Partnerships

Export Strategy

Developing comprehensive export strategies to help Korean businesses succeed in global markets.

Tech Consulting

Providing technological consulting to help businesses adapt to digital transformation.

Employee Training

Offering training programs to develop workforce capabilities aligned with future needs.

Comprehensive Support

Delivering end-to-end business support services to enhance competitiveness.

Startup Partnerships



- **Entrepreneurship Support**
Mentoring and resources for new business founders
- **R&D Assistance**
Research and development guidance and facilities
- **Tech Advising**
Expert technological consultation and direction
- **Investment Matchmaking**
Connecting promising startups with potential investors

Cultural & Social Organization Partnerships



Welfare Integration

Joint projects that enhance social welfare systems and community support.



Childcare Initiatives

Collaborative programs to improve childcare quality and accessibility.



K-POP Content

Projects that leverage Korean popular culture for global engagement and cultural exchange.

Contact Information

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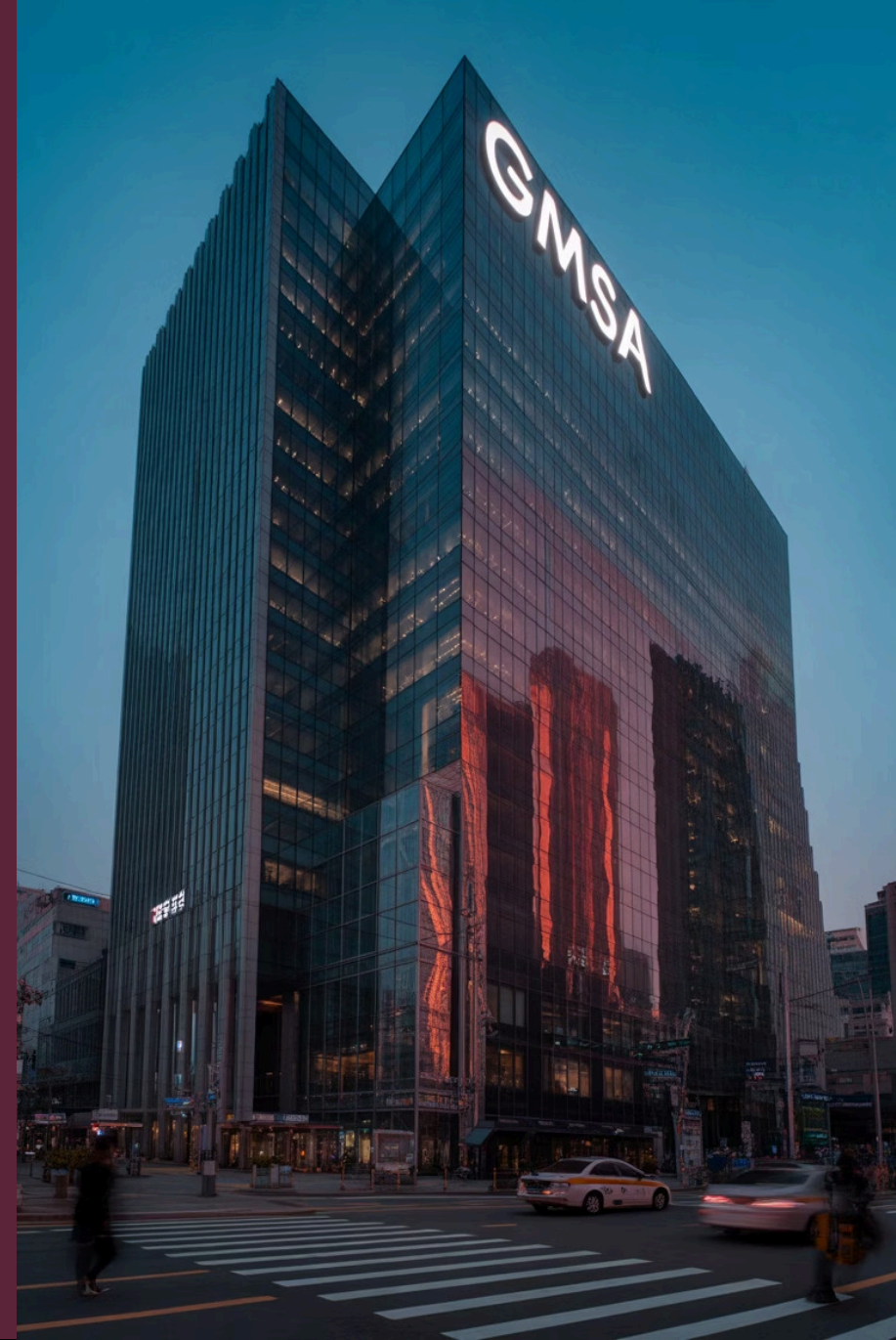
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Our Commitment

"In this era of transformation, we aspire to lead through collaboration. Join GMSA in designing the future."

The Power of Collaboration

At GMSA, we believe that the most innovative solutions emerge when diverse perspectives come together. Our collaborative approach brings together:

Different industries and sectors

Traditional knowledge and cutting-edge technology

Korean expertise and global insights

Public and private initiatives



AI-Driven Future



Our newest business area focuses on the full lifecycle of AI integration to help Korean businesses stay competitive in the global market.



Global Standards, Local Impact

Global Standards

International best practices

World-class management approaches

Global market insights

Local Impact

Korean business culture adaptation

Regional economic development

Community-focused initiatives

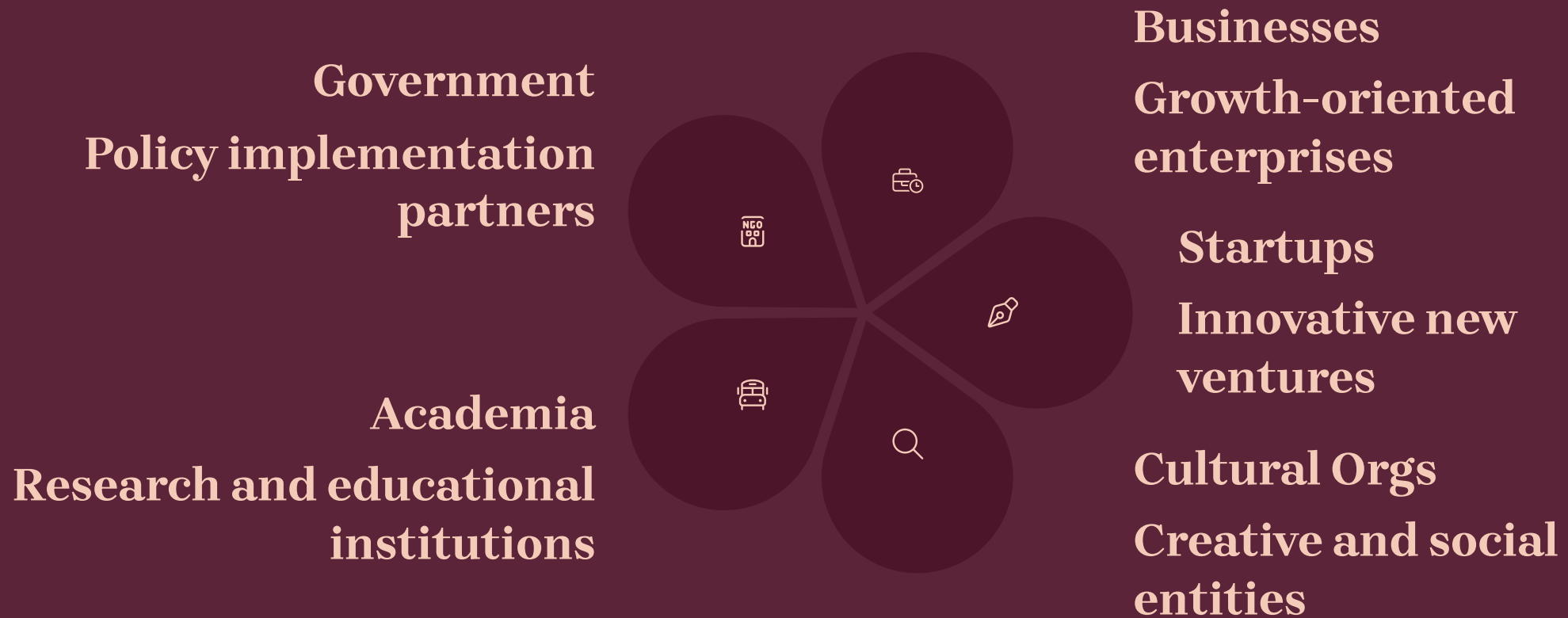
GMSA bridges global standards with local implementation to create meaningful impact for Korean businesses and communities.

Sustainable Competitiveness



Our approach to building sustainable competitiveness for Korean industries and businesses.

Join Our Ecosystem



GMSA creates value through connecting diverse stakeholders in a collaborative ecosystem.

Our Impact Areas

8

Business Areas
Comprehensive
coverage across
key sectors

4

Main Functions
Core
capabilities
driving our
mission

4

**Strategic
Approaches**
Innovative
operational
methodologies

4

**Partnership
Categories**
Diverse
collaboration
opportunities

Designing the Future Together

"In this era of transformation, we aspire to lead through collaboration. Join GMSA in designing the future."

Contact us today to explore partnership opportunities and be part of Korea's journey toward global leadership in innovation and sustainable business practices.

