SEOUL MY SOUL

Ai City Seoul

SAIF Seoul AI Foundation

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SAIF

Seoul AI Foundation

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Greetings,
I am Kim Man-ki, President of the Seoul AI Foundation.

The rapid advancement of AI and digital technologies is driving transformative change across all areas of our society. Cutting-edge technologies such as AI, big data, IoT, and cloud computing are reshaping the future of cities by transcending the boundaries of government, industry, and daily life.

The Seoul AI Foundation has been advancing its initiatives around four core tasks amid these changes.

- AI Administrative Innovation: Driving Seoul's administrative innovation through AI and data-driven policy research, connecting AI talent, administration, and services via the Seoul AI Platform and Seoul AI Bridge.
- AI for All: Building an AI Seoul that walks alongside vulnerable groups, from operating AI/digital experience spaces to providing educational support.
- Global AI Collaboration: Leading a global AI research collaboration model that solves urban problems through partnerships with world-class research institutions like MIT.
- AI Culture Diffusion: Spreading AI culture into daily life through citizen participation events like the Seoul AI Festival and Smart Life Week.

The Seoul AI Foundation will spearhead Seoul's leap toward becoming a global AI hub city and the realization of AI City Seoul within citizens' daily lives. We ask for your keen interest and support as the Seoul AI Foundation takes creative challenges through active communication and relentless innovation.

Thank you.

President, Seoul AI Foundation **Kim Man-gi**

History

The Seoul AI Foundation is laying the groundwork for digital transformation and designing a sustainable future with AI.

2016-2017

The Beginning of Digital Innovation in Seoul

2016.06 Establishment of the Seoul Digital Foundation
2016.06 Inauguration of the 1st president
2016.09 Opening of Gaepo Digital Innovation Park
2017.04 Launch of the Urban Data Science Research Institute
2017.09 The Seoul International Digital Festival

2018-2019

Expansion of Smart City Innovation

2018.04 Hosting of the Hangang Drone Festival
2018.05 Support Program for Data Companies
2018.10 Seoul-UN Youth Startup Competition
2019.05 Inauguration of the 2nd president
2019.09 the Seoul Smart City Summit & Conference

2020-2021

Accelerating Digital Transformation through Citizen Participation

CES 2020 Seoul Pavilion 2020.01
Opening of Seoul Smart City Center 2020.01
Launch of Seoul Data Supporters Program 2020.08
CES 2021 Seoul Pavilion 2021.01
Inauguration of the 3rd president 2021.09
The Metaverse Office 'Metapeace' 2021.12
The 1stSeoul Citizen Digital Competency Survey 2021.12

2022-2023

Seoul-Style Digital Innovation Expanding with AI and Global Reach

2022.01 CES 2022 Seoul Pavilion
2022.11 SCEWC 2022 Seoul Pavilion
2022.12 The 2nd Seoul Citizen Digital Competency Survey (including AI section)
2023.01 CES 2023 Seoul Pavilion
2023.03 Publication of Prompt Engineering Manual for Public Administration (Korea's first AI guide for administration)
2023.07 The Seoul Generative AI Hackathon
2023.11 SCEWC 2023 Seoul Pavilion

2024

Full-Scale Launch of AI Services Felt by Citizens

2024.04 Seoul Prompthon Competition
2024.06 Development of Seoul City AI Administrative Manual
2024.08 Seoul AI Art Contest
2024.09 Launch of Digital Care Experience Bus
2024.10 The 1st Seoul Smart Life Week (SLW)

2025

Leap Forward as the 'Seoul AI Foundation'

2025.01 Inauguration of the 4th President
2025.03 The Seoul AI Festival
2025.05 Inaugural Ceremony of the Seoul AI Foundation
2025.05 AI Administrative Innovation Forum

2026

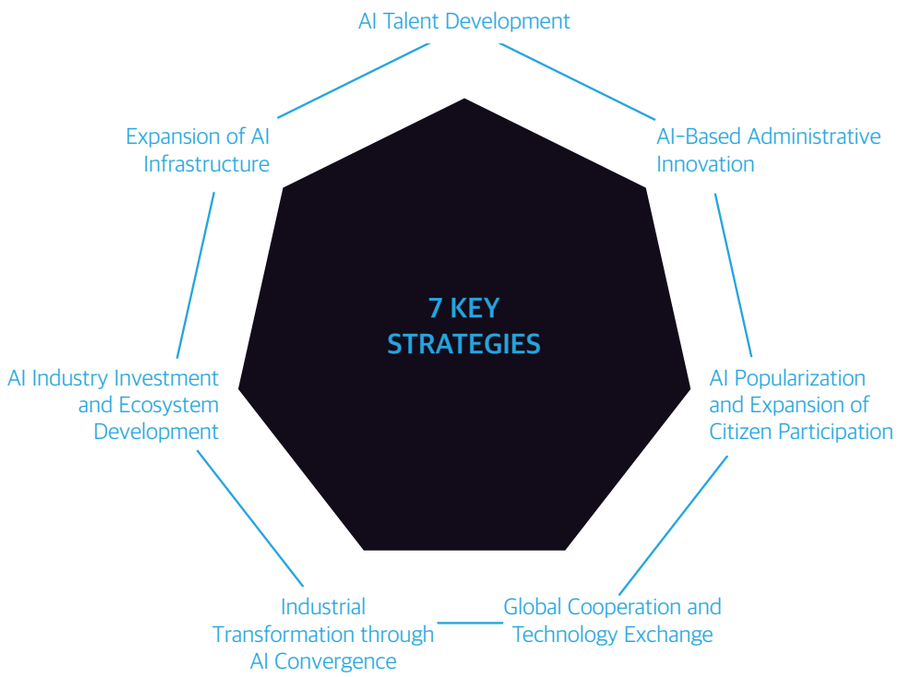
Establishing and Expanding Seoul-Style AI Innovation

2026.01 Opening of the Seoul Digital Companion Plaza(Eunpyeong and Yeongdeungpo Centers)
2026.02 Opening of the MIT Senseable city lab. Seoul
2026.02 The 2nd Seoul AI Festival
2026.03 Announcement of the 3rd Seoul Citizens Digital Competency Survey Results
2026.03 Seoul AI Platform Networking Event
2026.04 Launch of the Seoul AI Digital Learning Center
2026.05 2026 AI Administrative Innovation Forum
2026.10 Seoul Smart Life Week 2026
2026.10 Announcement of the Seoul AI Ethics Master Plan
2026.10 Public Sector AI Best Practices Awards Ceremony
2026.11 SCEWC 2026 (Barcelona) Seoul Pavilion
2026.12 'AI Explorer Anywhere Support Group' Results Sharing Session

Seoul AI Vision

GOAL

A Core of the Global Top 3 AI Powerhouses - Seoul



Seoul will strive to become a leading city in global AI innovation through seven key strategies.

SAIF Vision

MISSION

AI-Driven Administrative Innovation for Citizens,
Realizing Seoul as a Global Leading City

VISION

An AI Era Opened with Citizens, a Shared AI Culture
A Global Leading Institution Driving Seoul's Future through AI Innovation

OUR CORE VALUES

Public Interest and Trust	Innovation and Expertise	Companionship and Connection	Citizens and the Future
AI administration based on public value and responsibility	AI innovation driven by challenge and professionalism	Building an open AI ecosystem created together	A sustainable future for citizens and Seoul

Introduction to CI

The typeface represents data and information, while the visuals symbolize light and communication—indicating the connection between AI and people.
It symbolizes Seoul as the core of AI, reaching out to the city and its citizens.

Seoul AI Vision and SAIF Vision

Major Achievements

Numbers tell the story of change. When technology touches citizens' lives, achievements go beyond figures and become the foundation of urban innovation.

AI/Digital Literacy Education(2022-2025)

60,571 participants

Operation of AI Experience & Education Centers(2022-2025)

14,465 participants

Seoul Smart Life Week(SLW)(2024-2025)

90,622 participants

Supporting the Global Expansion of AI Innovation Solutions(2022-2025)

CES (Las Vegas)
26,000 participants

SCEWC (Barcelona)
54,899 participants

SCSE (Taipei)
26,000 participants

Major Awards



2022: 13th Korea Data Awards - 「Minister of Science and ICT Award」 in the <Data for Social Contribution> category



2022: 9th CityNet Asia-Pacific SDG Awards - 「Excellence Prize」



2023: 2nd Korea Technology Innovation. Awards - 「Minister of Trade, Industry and Energy Award」 in the <Public Sector category>



2024: 56th Hi-Tech Awards - 「AI Grand Prize」

Key Achievements

AI Administrative Innovation

Advanced AI Administration R&D

- Systematic promotion of AI adoption, expansion, and advancement in Seoul's administration through integrated consulting for AI administrative services and demand-based customized AI model development



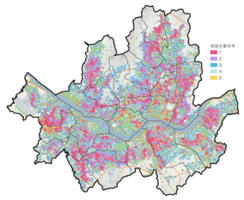
Advancement of AI algorithm for sewer pipeline defect detection

Intelligent Public Service R&D (2020-2025) 25projects

Urban Data Utilization Consulting

- Provision of AI and data analysis-based consulting to address policy demands of Seoul City and affiliated institutions

Big Data Analysis for City Administration (2019-2025)
52projects



Analysis of patrol demand areas for Seoul Metropolitan Police

AI Policy Research

- Basic policy research in smart cities, digital inclusion, and AI safety/security to respond to technological and social changes such as the AI transition and to establish future AI strategies

Policy research including digital competency surveys (2019-2024) 62projects



Digital Competency Survey of Seoul Citizens

Seoul AI Platform

The matching platform for finding, collaborating with, and connecting AI experts

Provides integrated access to AI experts, companies, policies, and tools by field in one place, supporting public, industrial, and academic sectors to engage in real collaboration





Platform Main Screen
Custom AI Search

Number of Registered Experts
(as of the 1st half of 2026)
1,000+

Seoul AI Bridge

A platform connecting administrative workplaces with AI and facilitating its adoption

Systematically supporting the entire AI implementation process from needs assessment to service utilization





AI Future Committee

A public-private cooperative advisory body composed of 13 top experts from industry, academia, and research institutions in the AI field

AWS Korea	Sang-Baek Chris Kang, Head of Public Enterprise Business
IBM Korea	Minsung Kim, Business Development Executive
Seoul National University	Young-Oh Kim, Dean of the College of Engineering
Yonsei University	Wooju Kim, Director, AI Technology Research Center, Institute for AI and Social Innovation
LG AI Research	Yuchul Kim, Head of Strategy
Dongguk University	Jihie Kim, Director, Knowledge Science Research Center
NAVER Cloud	Pil-Su Kim, Director
Chung-Ang University	Joonki Paik, Dean, Graduate School of AI
Korea University	Chuck Yoo, Director, Convergence Software Research Institute
Microsoft Korea	Hyun-Kyong Yoo, Vice President
Sungkyunkwan University	Jee-Hyong Lee, Dean, Department of AI, SKKU
Sookmyung Women's University	Yujin Lim, Director, Campus Town Project Group
KAIST	Song Chong, President of AI Institute and Dean of Graduate School of AI

AI Youth Future Committee

A public-private advisory body comprising 12 young entrepreneurs across fields such as robotics, semiconductors, and autonomous driving

AI 3D Content	Jaechul Lee, CEO, SK AI Intelligence
Industrial Robots	Jong-Ju Lee, CEO, NAU Robotics
AI Software Optimization	Myung-Soo Chae, CEO, Nota
AI Food Scanner	Daehoon Kim, CEO, Nuvilab
AI Recruitment Management	Tae-Kyu Lee, CEO, Doodlin
AI Semiconductors	Dongjoo Shin, CEO, Mobilint
AI Object Recognition	Jae-Kwang Kim, CEO, Vueron Technology
AI Content Distribution Platform	Junhan Ahn, CEO, Adova
Artificial Superintelligence	Minhyeong Lee, CEO, Asteromorph
Wearable Robots	Nammin Cho, CEO, Angel Robotics
Autonomous Driving	Jihyeong Han, CEO, Autonomous A2Z
Financial AI Platform	Hongmin Park, Co-founder, CEO, Finda

Citizen AI Companionship

AI Explorer Anywhere Support Group

Senior Digital Peer Education

Personalized 1:1 digital education using a “senior-to-senior” peer learning model, where seniors educate their peers to address the digital divide.





Education Recipients(2019-2025)
88,203 individuals
(2026 Cumulative Target : 100,000)

Instructor Recruitment and Management(2019-2025)
930 individuals

AI Digital Learning Center



Education Beneficiaries (2026 Target)
100,000people

Digital Companion Plaza

Two locations: Northwest (Eunpyeong) Center, Southwest (Yeongdeungpo) Center



Education Beneficiaries (2026 Target)
100,000people

Global AI Cooperation

Global AI Collaborative Research

- Collaborating with MIT Senseable City Lab* to advance joint research addressing urban challenges through AI, including transportation, environment, safety, and space utilization

  * An institution researching digital technologies that influence smart cities and the architectural environment by understanding cities based on sensors and data

Case 1

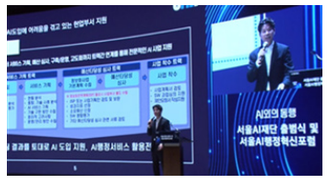
MIT-Korea AI Research Consortium Urban AI Research Institute Operations



- Research on Urban AI for Solving Urban Problems
- Operating Programs to Develop AI Talent and Share Achievements
- Operating an Urban AI Research Hub (Seoul Global AI Institute)

Case 2

Urban AI Research Support through an International AI Research Consortium





- Research Project Identification and Detailed Planning
- Collaborative Projects with Overseas Research Institutions
- Call for Proposals and Agreement Signing
- Research Implementation and Demonstration
- Utilization and Dissemination of Research Outcomes

AI Culture Expansion

Seoul AI Festival

- A citizen-participatory festival featuring hands-on AI and robotics experiences, family-friendly competitions, and exhibitions of generative AI that anyone can enjoy
- Key Achievements (2025)

Participants 13,876

Seoul Smart Life Week (SLW)

- Seoul's flagship ICT expo where citizens can experience future urban technologies firsthand
- Key Achievements (2025)

Participants 60,000

Participating Countries 71

Participating Cities 130

Seoul AI Administrative Innovation Forum

- A platform for sharing strategies and fostering collaboration for AI-based innovation in public administration
- Key Achievements (2025)

Participants 350

Seoul AI Smart City Center

A citizen-centered space for experiencing AI and smart technologies

A hub that provides infrastructure and educational programs to help Seoul citizens engage with digital technologies and experience smart city living in daily life

Cumulative Users (2020-2025) 24,990individuals

Case 1

Seoul AI Festival

- A citizen-participation festival designed for people to easily and enjoyably experience and engage with AI firsthand

2026 Seoul AI Festival Overview

- Slogan: AI Spoke to Me - *Physical AI in Everyday Life You Can Feel*
- Period: February 28 (Sat) - March 1 (Sun), 2026, 10:00 AM - 5:00 PM, 2 days
- Venue: Dongdaemun Design Plaza (DDP) Art Hall 1
- Featured Programs: Youth AI Art Contest, AI·Robot Family Competition, Seoul AI Golden Bell, AI Seoul Poetry·Sketch Contest, etc.





Case 2

Seoul Smart Life Week

- A future-oriented ICT expo envisioning enhanced daily life and quality of life for citizens through cutting-edge technology

SLW 2026 Overview

- Slogan: When AI Meets Life, Cities Awaken
- Scale: (Cities·Companies·Institutions) 500+, (Visitors) 70,000+
- Date/Venue: October 6 (Tue) ~ 8 (Thu), 2026, COEX (Halls A~B)





AI Culture Expansion

Seoul AI Innovation 2026 - A Journey Made Together

At the beginning and end of it all, there are the citizens.

2026.01

- Opening of the Seoul Digital Companion Plaza(Eunpyeong and Yeongdeungpo Centers)

2026.02

- Seoul AI Global Research Institute Opening Ceremony(MIT Senseable city lab. Seoul)
- Seoul AI Festival
- Launch of the Seoul AI Platform

2026.03

- Release of the Results of the 3rd Seoul Citizens Digital Competency Survey
- Launch Ceremony of the AI Explorer Anywhere Support Team
- Weekend Special Lectures at the Seoul AI Smart City Center
- Seoul AI Platform Networking Event

2026.04

- Launch of the Citizen AI Agent Service
- Seoul AI Digital Learning Center Training Programs Launch

2026.05

- Seoul AI Administrative Innovation Forum 2026

2026.10

- Seoul Smart Life Week 2026
- Seoul Big Data Forum 2026
- Announcement of the Seoul AI Ethics Master Plan
- Public Sector AI Best Practice Awards

2026.11

- Opening of the Seoul Pavilion at SCEWC 2026 (Barcelona)

2026.12

- AI Explorer Anywhere Support Team Result Sharing Session





Connecting

Seoul,
on its way to becoming a global AI powerhouse.

Seoul is now emerging as a future-forward city powered by AI.
Through AI talent development, fostering an AI industry ecosystem, and strengthened global cooperation, Seoul is stepping closer to its new goal of becoming one of the world's top three AI nations.
Now, Seoul's technology is reaching the world,
and its vision is inspiring global innovation

AI Seoul

At the heart of Seoul's global journey
stands the Seoul AI Foundation

As the core institution implementing Seoul's AI strategy,
the Seoul AI Foundation plays a pivotal role in connecting
technology, policy, administration, and citizens.
Through AI, we are enhancing the quality of life for citizens, strengthening the city's competitiveness, and leading the way for Seoul to become a global AI leader.



Powering

Future