

GITCT Introduction

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Abstract

The Gwangju Information and Culture Industry Promotion Agency(GITCT) of Gwangju metropolitan city promotes the creative industry. GITCT promotes a vision for the IT-based culture industry and carries out strategies to create star brands and businesses.

Keywords

Gwangju, culture, content, technology, industry

Introduction

Vision and Strategy

- Mission: Creating Gwangju model IT·Content blue ocean
- Strategies(RICH)
 - Role: Leading role of IT·Content industry job and occupation growth
 - Icon: Promoting the enjoyment content based on story specially
 - Chance: Creating future business opportunity by taking an action to the Fourth Industrial Revolution preemptively
 - Hub: Core base expansion for eco-system establishment

Location

Songam-Ro 60, Nam-Gu, Gwangju, South Korea

Facility

KDB Building provides office space and equipment for venture companies in the fields of software, IT and cultural content which are based in Gwangju. This building helps resident companies grow into global corporations by offering support in technology, management and overseas marketing.

CGI Center is the latest building where Gwangju is leveraging to realize its vision for the culture industry. Applied fields are 3D Animation, Movie VFX, VR, Game, etc.

Gwangju Multimedia Technical Support Center provides citizens of Gwangju both young and old with opportunities to experience and study the culture industry. The center also strives to stimulate regional culture focused businesses by displaying cultural products and supporting PR and marketing.

Gwangju Culture and Content Creation Studio is a business based on providing one-stop, customized support services to cultural content companies in the fields of video image, cartoon, character design, and culture industry. The base allows for companies to plan their expansion to become first-class businesses.

Gwangju Content Cube will play role for creating and distributing immersive media content like video, media. This complex will open in 2021.

GITCT BIZ

Culture content, Gwangju

Nurturing human resources and implementing projects on discovering cultural archetypes, digital content production project, etc, lays the foundations for the growth of the CGI industry, the new growth engine for Gwangju's next generation, and reinforces the basic capabilities of the culture industry. Their aim is to enhance the competitiveness of Gwangju's culture industry and make Gwangju a industry hub.

Creative Talent Establishment Support

Korean culture capital Gwangju, with its many creative and artistic citizens, shines in its culture and art exhibitions such as the Gwangju Biennale and other cultural performances. The promotion agency makes an effort to bring globally competitive manpower, and strives to develop an excellent environment for cooperation with global companies.

Creating a CGI-Based International Industry Complex

The promotion agency, together with the Ministry of Culture, Sports and Tourism and the City of Gwangju, is developing Asia's most unique CGI cluster. It is designed to become a production center of international standard with state-of-the-art equipment and facilities to foster development and education in animation, gaming and film.

Culture Content Creation and Marketing Support

For content creation and international coproduction projects, the promotion agency provides direct development support via investments and offers marketing support for promoting regional content globally.