

# South Korea's SaaS Innovations Shine at Japan IT Week 2024; Strengthening Tech Ties with Japan

*15 Leading SaaS Startups Showcased Cloud, AI, and Digital Transformation Solutions at Japan IT Week 2024*

TOKYO, JAPAN, November 8, 2024 /EINPresswire.com/ -- The recently concluded Japan IT Week 2024 at Makuhari Messe in Chiba saw a remarkable showcase of South Korean innovation as 15 of the country's leading Software as a Service (SaaS) companies took center stage. This year's Korean SaaS Showcase, held from October 23 to October 25, underscored South Korea's tech-forward stance in cloud solutions, AI, data analytics, and digital transformation tools, marking a new chapter in Korean-Japanese technology partnerships.

### South Korea's SaaS Powerhouses Enter the Japanese Market

Organized under the K-SaaS Marketplace Alliance initiative and supported by the [Ministry of Science and ICT](#), [National IT Industry Promotion Agency \(NIPA\)](#), the showcase highlighted the potential of South Korea's SaaS sector. Executives from 15 trailblazing companies presented their solutions to investors, technology leaders, and Japanese businesses seeking to



Participants and Japanese VCs at the conclusion of the GSMP Japan IR program.



presented their solutions to investors, technology leaders, and Japanese businesses seeking to

leverage new, cloud-based solutions for operational efficiency and customer engagement.

## Key Highlights and Strategic Insights

### Unveiling SaaS Innovations for Japanese Enterprises

Japan's burgeoning SaaS market, valued at nearly ¥1.5 trillion in 2023, has rapidly expanded as industries adapt to cloud solutions. Korean companies are well-positioned to meet this demand with solutions that blend cutting-edge AI, network infrastructure, and business intelligence tools tailored to Japan's competitive tech landscape.

South Korea's SaaS companies brought to life the future of cloud computing, addressing everything from AI-driven customer service to advanced cybersecurity solutions. The event's live product demonstrations provided attendees a firsthand look at SaaS innovations, such as LLOYDK's AI-powered customer service, Bamiedu's blockchain-based digital education platform, and Cellkey's precision medicine solution based on proteomics for biomarker discovery. These presentations emphasized South Korea's unique approach to technology: advanced, scalable, and designed to meet global standards.

[UBICUS](#), renowned for its customizable SaaS contact center solutions, highlighted its integration capabilities with existing legacy systems, addressing a critical need for smooth transitions to modernized customer support. According to UBICUS CEO Jeongsik Seo, "As the largest IT event in Japan, this event attracted a variety of companies, providing numerous opportunities for participants. In addition to pre-arranged business matchmaking, numerous business meeting opportunities were available on-site, which is expected to greatly help in advancing into the Japanese market."

FLECTORY impressed attendees with its Private 5G Core networks designed for remote maintenance applications in industrial settings, while WINS showcased its cloud security suite, which offers advanced threat detection and response to tackle pressing cybersecurity challenges. Meanwhile, Cellkey captivated the healthcare sector with its AI-powered precision medicine platform that uses proteomics for biomarker and drug discovery, providing a new dimension to personalized healthcare. UCWARE demonstrated its robust IT integration platform for educational institutions, facilitating secure messaging, video conferencing, and translation services.

For businesses managing complex inventories, For M Information Technology presented a cloud-based asset management system for supplies and equipment. STCLab's virtual standby services, which effectively manage user traffic to reduce downtime, and CORESOFT's CRM and e-commerce solutions for small beauty businesses, offered efficient, cost-effective solutions for enterprises of varying sizes. For real-time data insights, Wizontech demonstrated a tool for detecting and analyzing public opinion trends, while SCATTERX provided a collaborative platform for big data analysis, boasting a user-friendly, low-code/no-code web app dashboard. Tilon

showcased Dstation, a secure asset management platform that provides accessibility from anywhere, a perfect fit for companies prioritizing remote management.

These companies, along with Umoh.io—a networking platform that connects users in real-time to foster business opportunities—and Clouddraw—an all-in-one solution for infrastructure design and deployment—demonstrated Korea’s strength in addressing diverse industry needs with their SaaS innovations. Together, these Korean startups underscored South Korea's rapidly expanding influence in the global SaaS ecosystem, with Japan IT Week 2024 marking a pivotal step in strengthening Korean-Japanese tech collaborations.

As shared by several executives at the event, the partnerships fostered at Japan IT Week could accelerate Korean SaaS integration into the Japanese market, capitalizing on Japan's demand for agile, data-driven solutions.

### Deepening Connections: One-on-One Meetings and Networking

One of the showcase's highlights was the series of one-on-one meetings and networking sessions that allowed Japanese investors and IT leaders to connect directly with Korean executives. These interactions revealed the mutual benefits of collaboration, especially for Japanese businesses seeking innovation without extensive development time. With direct access to the CEOs and top executives of these Korean companies, potential partnerships were explored, from joint ventures to exclusive distribution agreements.

### South Korea’s Growing SaaS Footprint: A Look Ahead

Japan IT Week 2024 concluded with Korean SaaS companies demonstrating their capacity not only to innovate but to scale internationally. The Korean SaaS Showcase reinforced South Korea's position as a formidable force in global SaaS markets, with its companies poised for further growth and success in Japan.

For those who attended, the showcase was more than an exhibition; it was an opportunity to engage with the future of digital transformation and cloud computing. The connections made at Japan IT Week are set to shape the landscape of SaaS in Japan and beyond, unlocking new avenues for collaboration and growth between these two tech-driven nations.

With the K-SaaS Marketplace Alliance committed to supporting Korean companies in Japan and other key markets, expect to see these trailblazers continue to expand their reach, offering their innovative solutions to meet the evolving demands of the digital age.

### About the Organizers:

Ministry of Science and ICT (MSIT):

The Ministry of Science and ICT, part of the Government of South Korea, is committed to fostering innovation throughout society. It creates an environment conducive to bold and autonomous research while securing key technologies and growth engines. The ministry also aims to converge science and technology with ICT to drive advancement across industries.

National IT Industry Promotion Agency (NIPA):

NIPA is a government-established agency dedicated to enhancing the competitiveness of Korea's ICT industry and contributing to economic growth. The agency's key activities include policy research, industry foundation building, human resource development, market vitalization, and support for international expansion in the ICT sector. Through these efforts, NIPA creates a sustainable environment for ICT industry development and plays a crucial role in promoting industrial technology advancement.

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