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# Strategic Advancement in Korean Design Promotion

- How Korea Has Transformed itself  
from an Imitator to a Pioneer in Design Promotion -

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# The term “Strategy” becomes a Buzzword

The term “Strategy” has become of a sort of buzzwords in recent years. Main reason is that competition ever increases in every discipline as the struggle for survival has intensified.

**Business Strategy**

**National Development Strategy**

**Globalization Strategy**

**Design Strategy**

**Environmental Strategy**

**Strategic Weapons**

# The Differences between Strategy and Policy

**Strategy has a military origin, while policy has a civilian one. A tendency for preferring the term “strategy” as competitive pressure ever increases.**

Terms	Origin	Meaning	Contemporary Connotation
Strategy	Strategos (Old Greek)	The art of general	A plan for putting resources into a position most likely to achieve the desired objectives effectively in a given situation.
Policy	Politeia (Old Greek)	The state of citizenship	A principle, plan, or course of action, as pursued by a government, organization, individual, etc...

# Major Types of Strategies and their Characteristics

Many different strategic alternatives can be possible depending on the situation, types of business, capabilities of organization.

<b>Competitive Strategies</b>	<ul style="list-style-type: none"><li>• <b>First to Market/ Follow the Leader/ Application-Engineering/ “Me Too”</b></li><li>• <b>Pioneer/ Improver/ Segmenter / “Me Too”</b></li><li>• <b>Overall cost Leadership/ Differentiation/ Focus</b></li><li>• <b>Offensive-Defensive/ Imitation-Dependent/ Traditional-Opportunist</b></li></ul>
<b>Non - Competitive Strategies</b>	<ul style="list-style-type: none"><li>• <b>Collaboration Between Equals</b></li><li>• <b>Collaboration Between Government</b></li><li>• <b>Domination</b></li></ul>

# A Set of Competitive Strategies

## Pioneer

Initiates an innovative strategy prior to the others. Requires strong leadership and R&D capabilities. Although risky, potentially the most rewarding for long-term gains when works well.

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## Improver

Develops a revised strategy with competitive advantages for chasing the pioneer. Requires ability to react the pioneer's activities quickly. Still rewarding, but risks being "evermore second."

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## Modifier

Follows the pioneer or improver with a partly revamped strategy fit to the need of a particular area. Needs a flair for modifying the most appropriate elements.

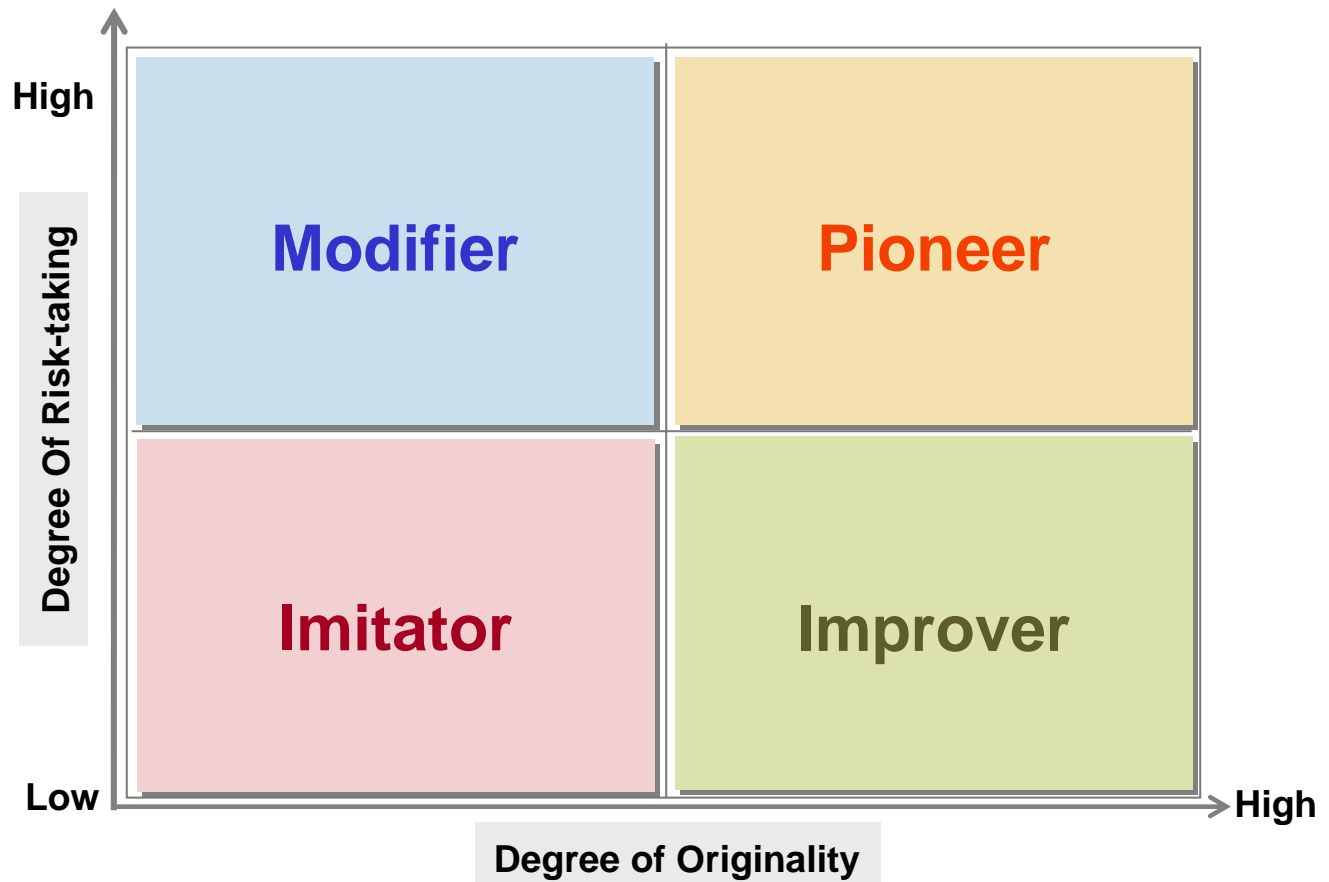
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## Imitator

Copies blindly the other's strategy. Avoids the risk of expensive research investment, but possibilities for falling behind and danger of misapplication.

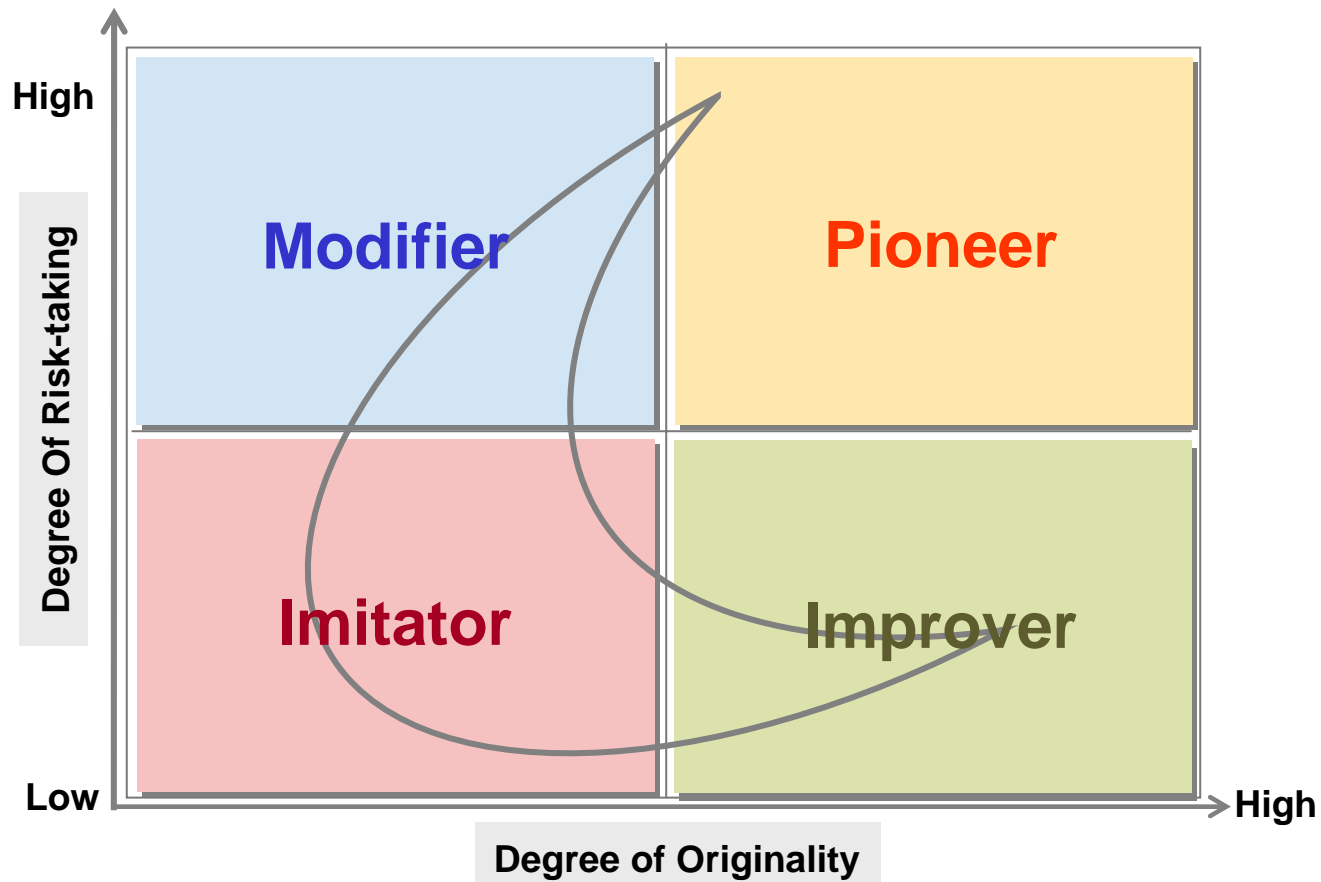
# Strategic Positioning in Design Promotion

There can be four different strategic positions in design promotion depending on the degree of originality and risk taking.



# Strategies Pursued by Under-developing Nations

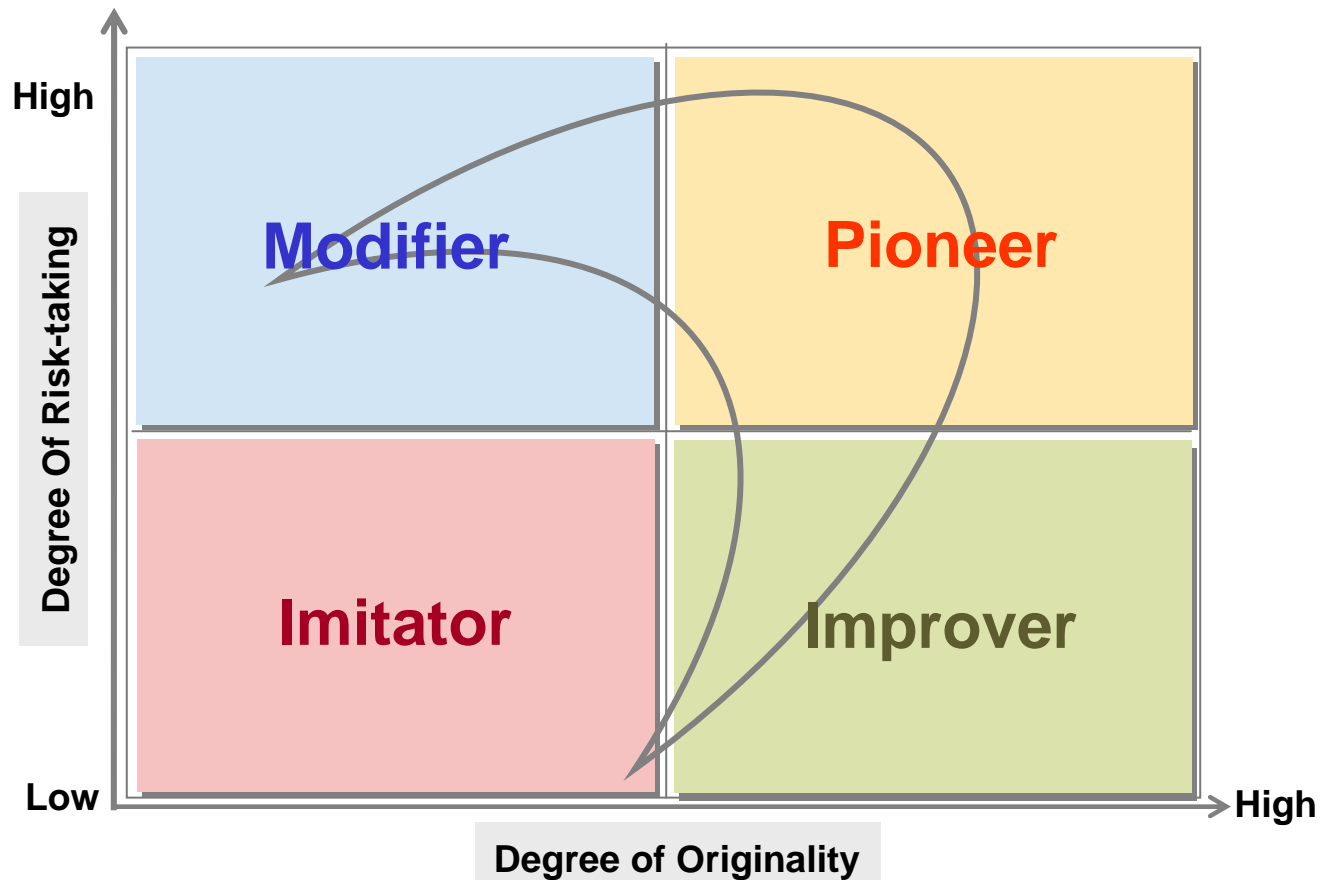
There is a tendency for under developing nations to undertake mainly imitator, partly modifier and improver strategies.





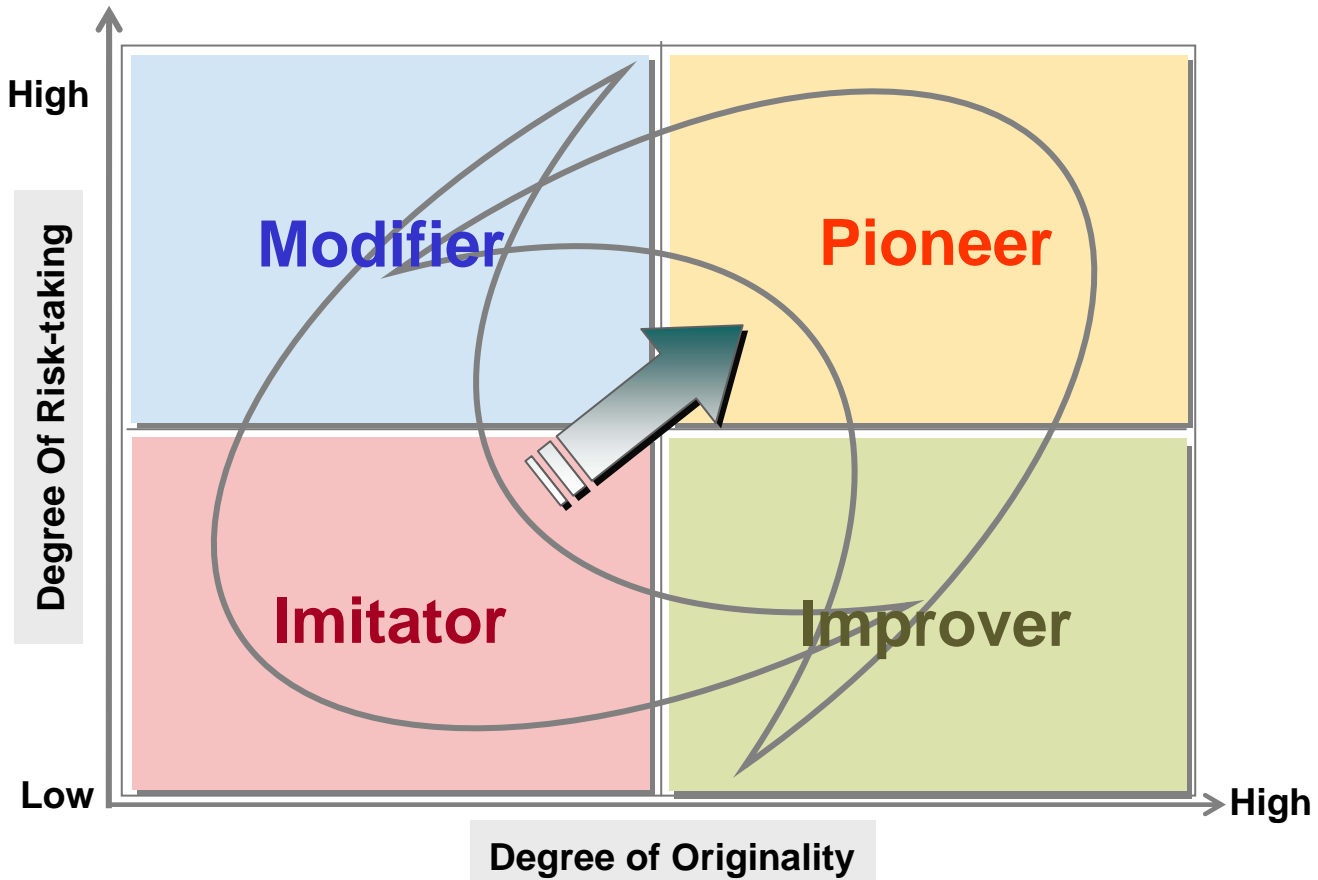
# Strategies Pursued by Advanced Nations

Advanced nations with accumulated experiences in design promotion have pursued mainly pioneer strategy, partly improver and modifier strategies.



# Strategic Progresses: From Imitator to Pioneer

Some leading under-developing nations have transformed itself from imitator to pioneer as their standard of design becomes upgraded.



# Consecutive 5- Year Design Promotion Plans in Korea

## *The 1st Plan (1993~1997)*

- Increasing the public awareness on design
- Formulating strategic plan for design promotion
- Nurturing corporate design activities and design consulting industry: National Design Awards

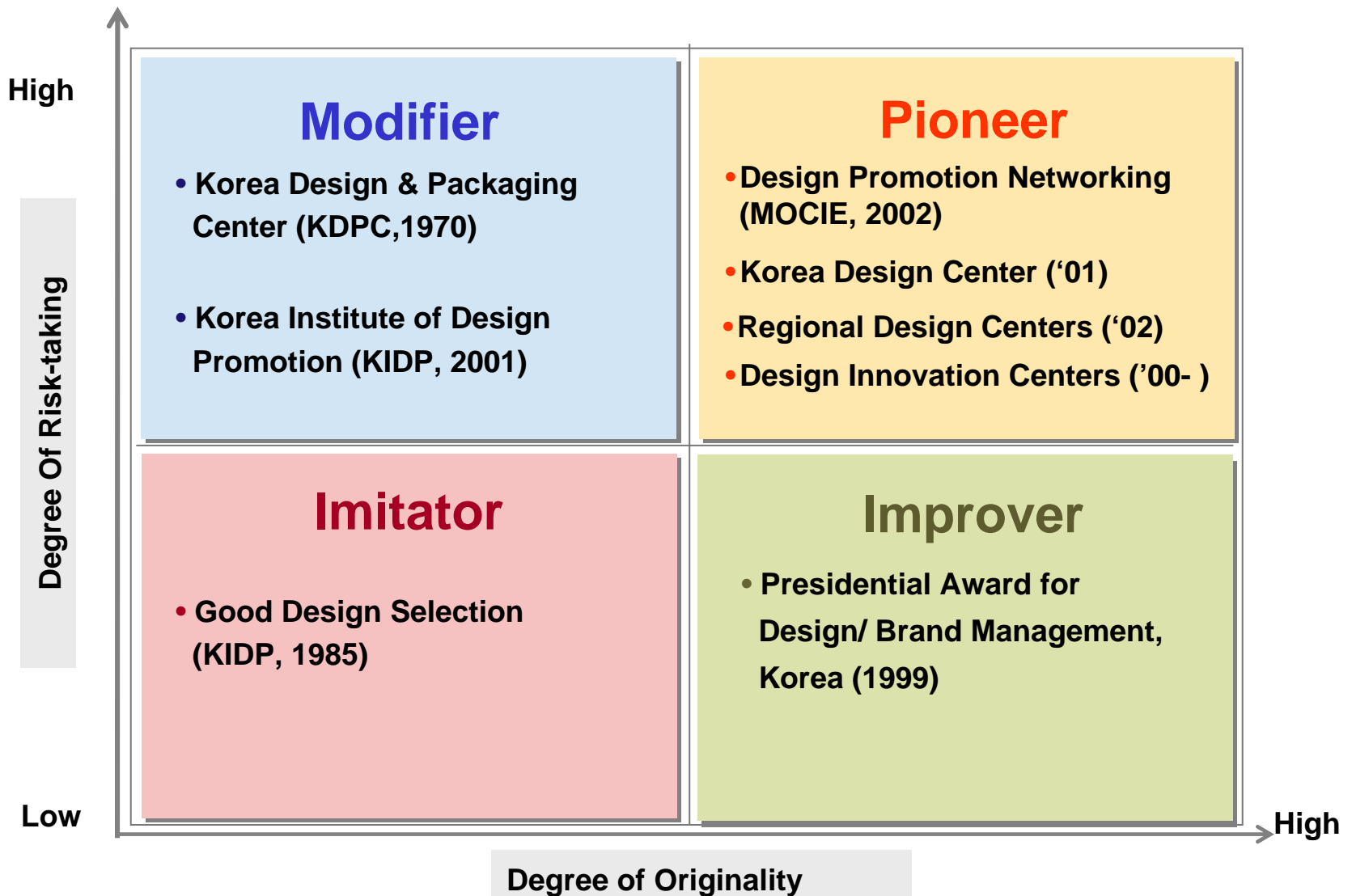
## *The 2nd Plan (1998~2002)*

- Constructing the Korea Design Center
- Holding international Design Events: Icofrada Millennium Congress 2000, ICSID 2001 SEOUL, and others
- Organizing design research and development network: Design Innovation Centers in universities in major cities.

## *The 3rd Plan (2003~2007)*

- Encouraging investment on corporate design management
- Building Regional Design Centers in major areas
- Upgrading the public awareness on design and brand under the vision of 'Design Korea'

# Positioning of Korean Design Promotion Strategies





***Korea Design Center: Hub for the Design Korea, “World Design Leader”***



***Open to Public at October, 2001 / 50,000m<sup>2</sup> / 12 Floors /US \$.100 Million***

KOREA DESIGN CENTER







# “Design Korea / Korean Power”



Opening of the Korea Design Center, Dec. 2001

World Design Leader

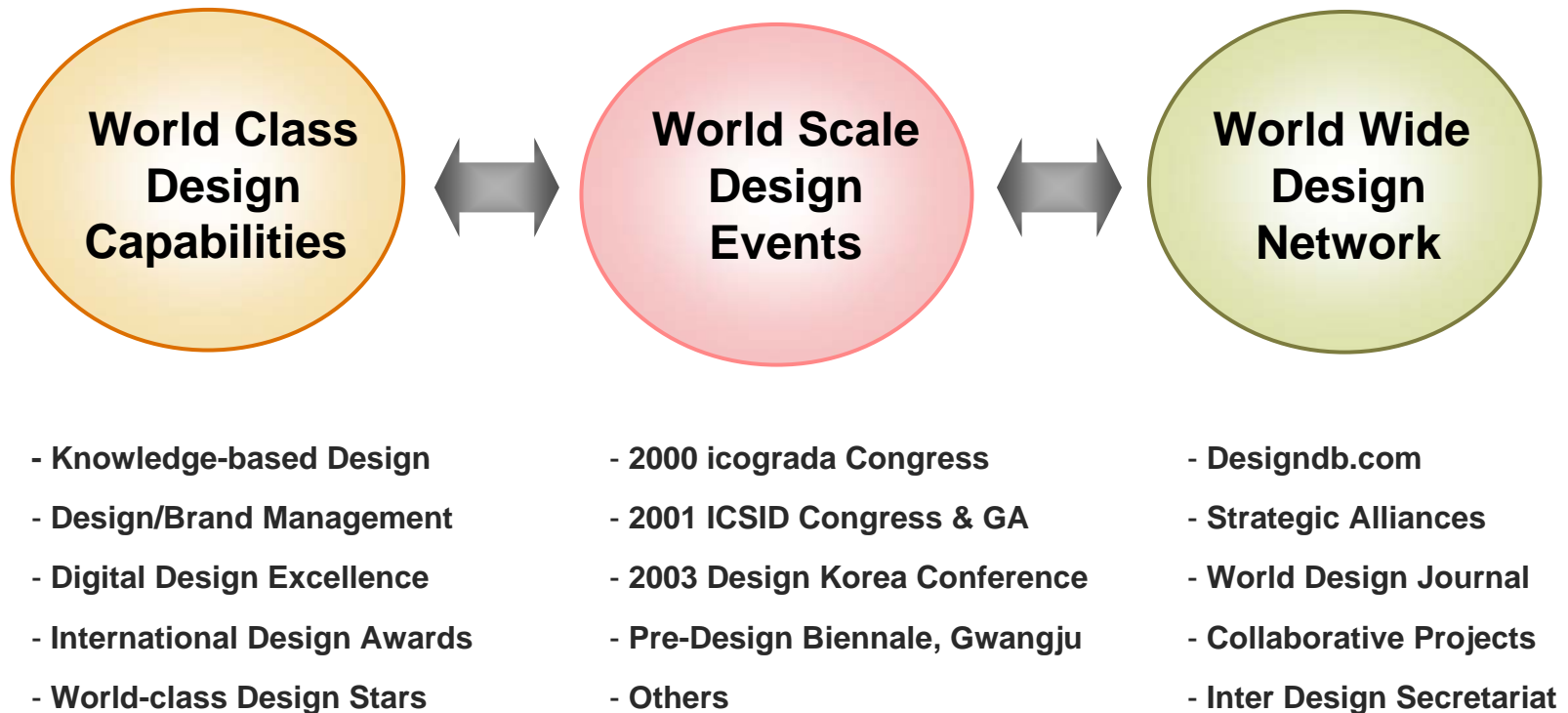
Rousing the Design Boom  
under  
“Design Korea”

Policies for Promoting Design

- **Government** : Expanding infrastructure for the Design Industry
- **Corporations**: Activating corporate design management system
- **Universities** : Producing highly qualified designers

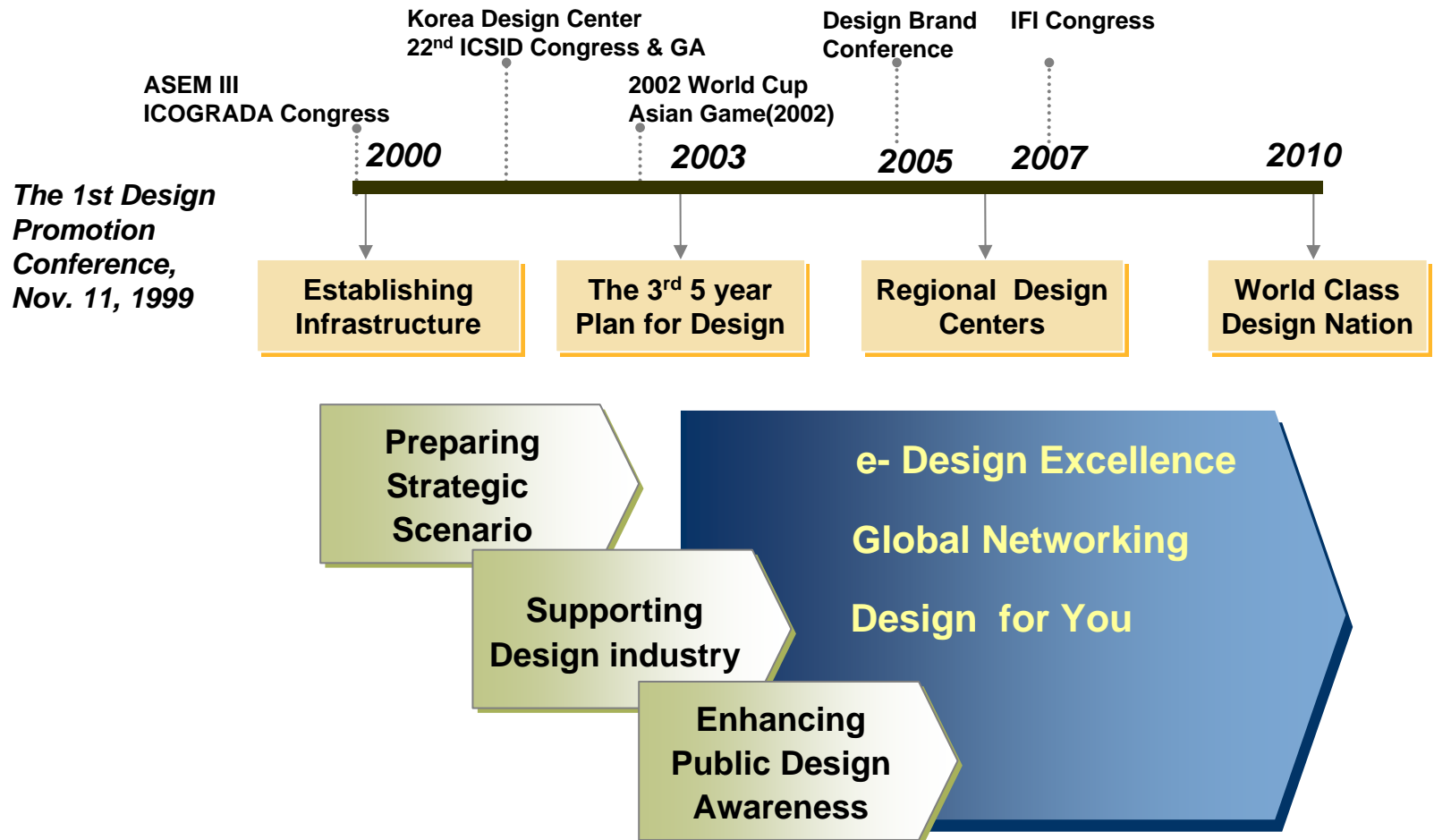
# Strategies for World Best Design

For establishing the world design leader, Korean government has pursuing three strategies such as world class design capabilities, world class design events, and world design network.



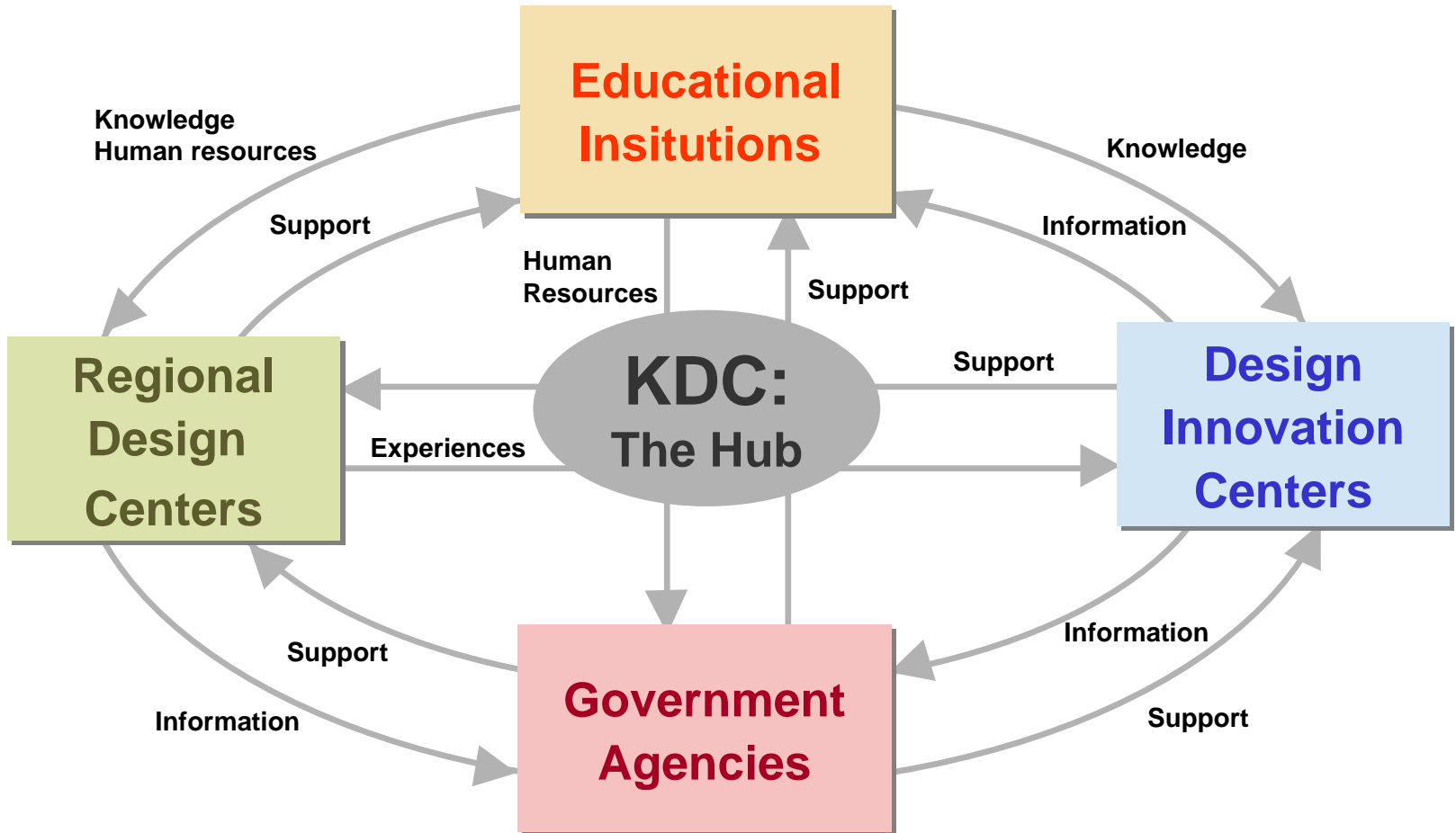
# Strategic Road Map: Toward the World Design Leader

To become of the new world design leader, a comprehensive master plan/ road map has been prepared and undertaken since the 1999.



# Strategic Relationship in Design Promotion

For achieving the vision for the world design leader, the Korea Design Center (KDC) has acted as the hub for interested parties including RDC, DIS and others.



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Thank You