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**NIA** NATIONAL INFORMATION  
SOCIETY AGENCY

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# 01 NIA Introduction

## Mission and Vision

### Mission

Creating new values as the leading institution in solving social issues and planning the future of the nation with ICT.

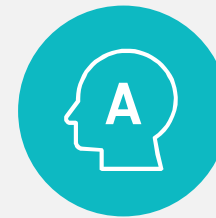
### Vision & Key strategies



Data



Network



AI

### Strategic targets and tasks

- Supporting entire policies for 4th Industrial Revolution
- Expanding the value creation based on data
- Leading 4th Industrial Revolution through ICT convergence
- Supporting and expanding intelligence information technology
- Proliferating ICT global cooperation and achievements
- Integrating the Smart Gov
- Creating human-based digital culture
- Establishing democratic/efficient internal management system

## 02 Global ICT Projects

### ICT Cooperation Center

#### ITCC

The Center facilitates bilateral cooperation and informatization of both Korea and the partner country through joint R&D project, ICT consultations and technology and manpower exchanges.

The Center provides the foundation upon which partner countries can share and obtain experiences, know-hows and technologies that Korea has learned throughout the ICT development.



Expert Group  
Dispatch



Consulting and  
Information  
Exchange



Development and  
Implementation  
of the Joint Projects

### Joint Technical Assistance On ICT in Cooperation with International Organizations

#### Joint-TA

'Joint Technical Assistance (TA)' is a series of projects in which Korea joins hands with international organizations and multilateral development banks to share its experiences and expertise in national informatization through technical assistance programs (consulting, workshops, seminars, and study tours) for the sake of helping partner countries with their progress in national informatization

### Cooperation Partners



THE WORLD BANK  
IBRD + IDA



ASIAN DEVELOPMENT BANK



ASIAN INFRASTRUCTURE  
INVESTMENT BANK



Inter-American  
Development Bank



ASSOCIATION  
OF SOUTHEAST  
ASIAN NATIONS



ASIA-PACIFIC TELECOMMUNITY



UNITED NATIONS  
ESCAP  
Economic and Social Commission for Asia and the Pacific



APCICT



UNPOG  
UNITED NATIONS PROJECT  
OFFICE ON GOVERNANCE



Through service demonstration using big data analysis platform,  
Empower Kazakhstan with data analysis and support for resolving pending issues



Building a Big Data  
Analysis Platform

Derivation and  
Selection of  
Analysis Tasks

Analysis of model  
development and  
demonstration

Building a Big Data Analysis Platform

Helpful data collection and convenient  
analysis experience

Derivation and Selection of  
Analysis Tasks

Selection of analysis tasks (1-2) focused  
on solving social issues in Kazakhstan

Development and Demonstration of  
Analysis Model

Proof of Concept and Basis for replication  
across Kazakhstan

- 01 Promote friendly relations between the two countries in the information field by sharing advanced technologies and experiences through joint cooperation projects
- 02 NIA and ZERDE carried out joint cooperation tasks in the first year as part of the operation of the Korea-Kazakhstan International IT Cooperation Project in 2020
- 03 First Joint Steering Committee (JSC) of Korea-Kazakhstan International IT Cooperation Project held (20.4)
- 04 Conduct joint cooperation tasks in the big data field to strengthen data analysis and utilization capabilities in Kazakhstan based on demand

# Private Public Collaboration based Data Platform Strategy

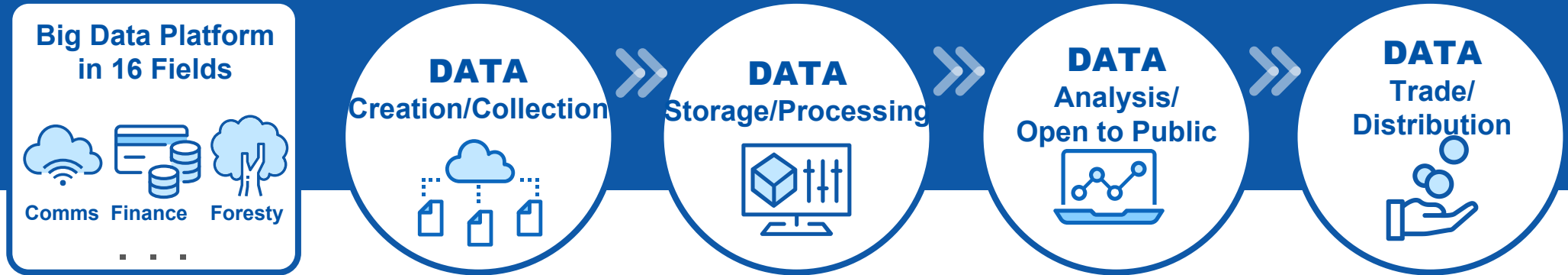
4차위의 '데이터 플랫폼 활성화 방안'을 구체적으로  
실현하기 위해 과기정통부와 관계부처가  
함께 마련한 실행계획



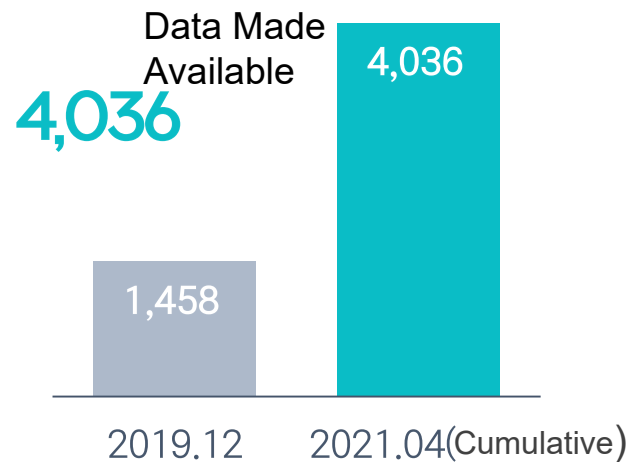
Ministry of Science and ICT



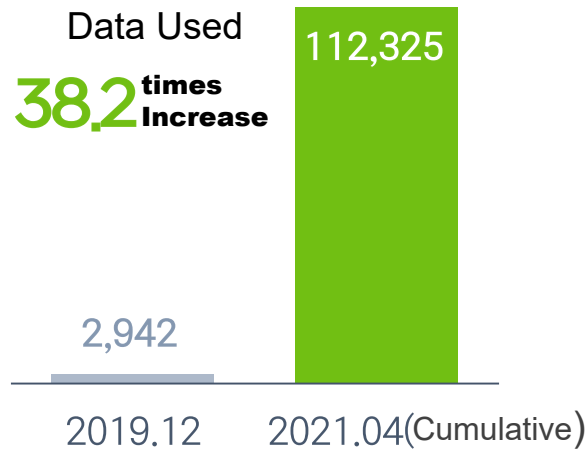
## Forward Looking Policy Model Supporting Private-Public Partnership and the Entire Data Lifecycle



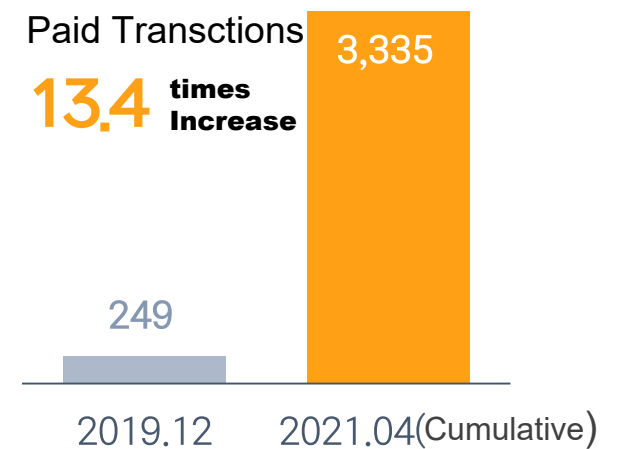
### DATA Open to Public



### DATA Utilization



### DATA Paid Trades



## 1. Data Driven Innovation

### Financial Support for SMEs with Real-Time Credit Evaluation (DOUZONE BIZON)

#### Issue

Delays in Accounts Receivable Collection

SME Financial Troubles

#### Solution

AI + Financial Accounting Data (Real-time)

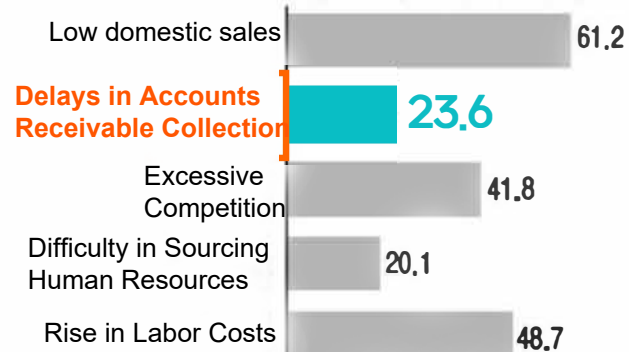
Develop Real-time Credit Rating System

#### Results

Provide Trade Receivable Realization Service  
(From May 2021, 226 cases, ~USD 3mil.)

Collection Time (normal)  
3 Months -> 3 Days

#### SME Management Problems (%)



Multiple Choice, Dec. 2019)

전자 세금계산서 (공급자 보관용)

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작성일자: 2010.12.27

공관수: 7

공급가액: 189,100

세액: 18,910

| 일  | 월  | 년    | 종목명 | 수량 | 단가    | 공급가액   | 세액    | 비고 |
|----|----|------|-----|----|-------|--------|-------|----|
| 12 | 27 | 2010 | 종목  | 1  | 5,000 | 5,000  | 500   |    |
| 12 | 27 | 2010 | 종목  | 3  | 50    | 150    | 15    |    |
| 12 | 27 | 2010 | 종목  | 2  | 500   | 1,000  | 100   |    |
| 12 | 27 | 2010 | 종목  | 2  | 6,500 | 13,000 | 1,300 |    |
| 12 | 27 | 2010 | 종목  | 1  | 5,000 | 5,000  | 500   |    |
| 12 | 27 | 2010 | 종목  | 2  | 500   | 1,000  | 100   |    |
| 12 | 27 | 2010 | 종목  | 1  | 500   | 500    | 50    |    |
| 12 | 27 | 2010 | 종목  | 1  | 500   | 500    | 50    |    |





# Dead Trees Early Warning System for Carbon Neutrality (Dabeeo)

## Problem

Increase in Dead Trees due to Climate Change

Destruction of National Ecosystem

## Solution

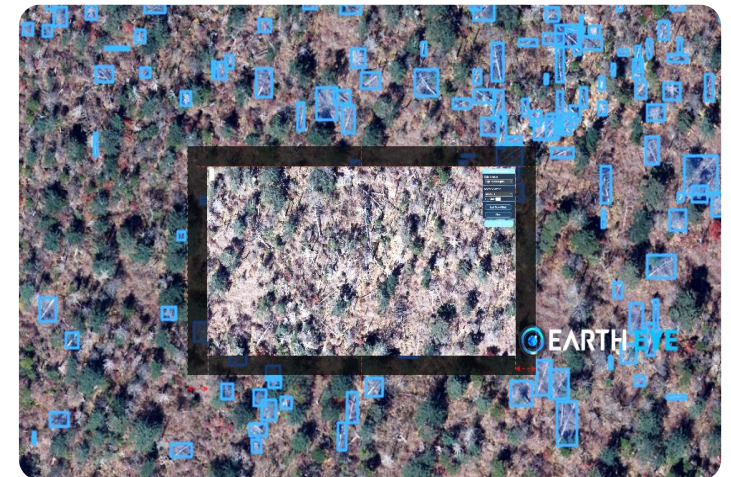
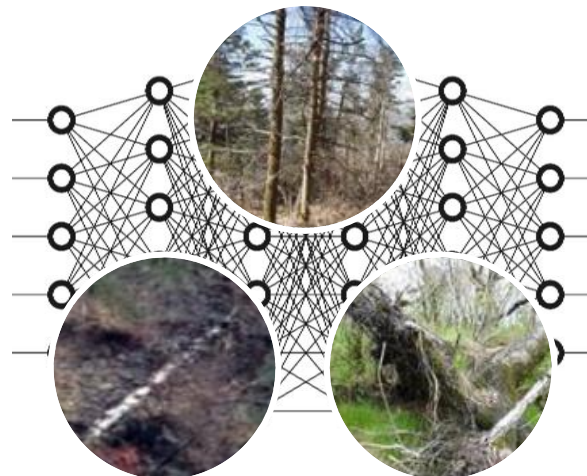
High Quality Aerial Photography Data + Deep Learning

Dead Tree Sensing System

## Results

**Increased Dead Tree Detection**  
(Detection with naked eye 53 days -> 2hrs)

**Contribute towards Recovery of Forest Ecosystem**





## 3. Enhance Citizen Lives

## Falsely Advertised Used Cars Monitoring System (Gyeonggi-do)

### Problem

False Used Car Advertisements in Online Sites

Serious Consumer Damage

### Solution

Used Cars Sales/Price Data + Data Processing/Analysis

Online Used Cars Sales Monitoring

### Result

**Crackdown on Sites Violating the Law**  
(34 caught, 9 criminal charges)

**Prevent Fraudulent Sales of Used Cars**



| 모델명      | 자동차365 조회 | 추정가 (만원) | 추정가 대비(%) |
|----------|-----------|----------|-----------|
| 현대 쉐리세이드 | 미등록       | 3,200    | 28.8      |
| 벤츠 S클래스  | 미등록       | 13,060   | 19.1      |
| 벤츠 A클래스  | 미등록       | 3,597    | 14.5      |



# Build Demand Based Representative Data Platform Enhance Data Use Convenience by Unifying Existing Platforms

### Efficient Expansion of Representative Data Platforms

#### Building Private-Public Partnership based Platforms

##### As-Is

- Dispersed Platforms among Different Organizations
- Focused on Collection and Disclosure
- 16 Big Data Platforms

##### To-Be

- Unified/Integrated Platform
- Service Oriented
- Build 15 New Platforms based on Demand (~2025)

**Private-Public Partnership  
Data Platform Development Council**

\* Ministries, Platform Operators, etc.

### Link Platforms around Unified Data Map

#### Standardize Metadata Connection Specifications(2021)



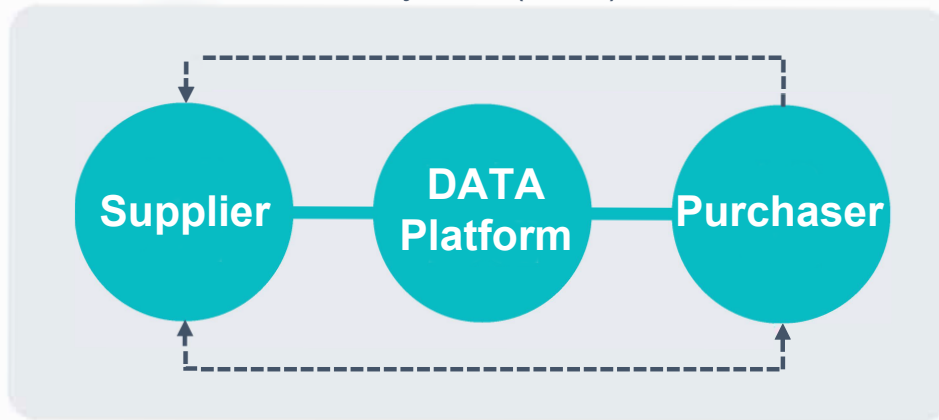
Share & Connect Diverse Data from Diverse Platforms (2021)

## Create Data Driven Innovation by Effective Support in the Data Distribution-Analysis-Utilization Process

### Promote Demand Driven Data Distribution

#### Data Trade Support

- Data Demand Forecast System(2021)
- Unified Support inclusive of Price-Quality-Law (2022)



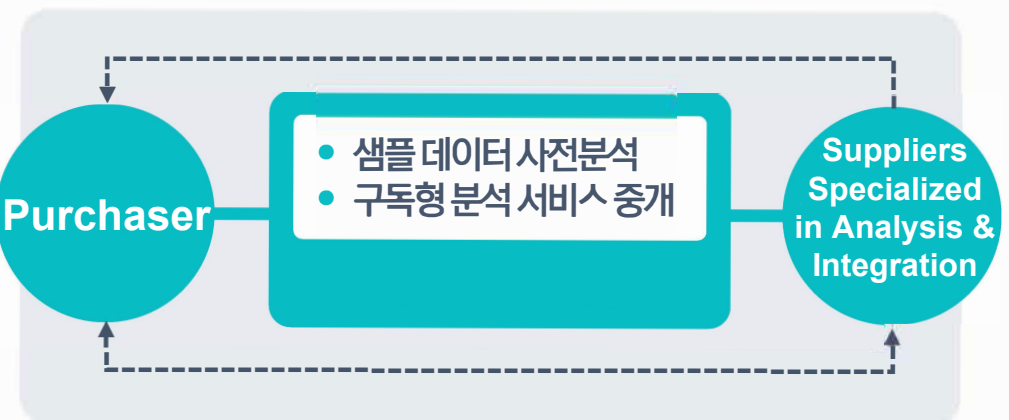
#### 데이터 거래 활성화

- 데이터 바우처 One service('22)  
\*데이터 플랫폼에서 데이터 바우처 사용 가능
- 공공부문 구매 지원('22)  
\*디지털서비스 전문계약제도 활용, 편리한 구매 가능

### Facilitate Data Utilization based on Analysis and Integration

#### Promote Analysis & Utilization

- Analysis Service Voucher(2022)
- Expand Undisclosed Data Analysis Space (2021)

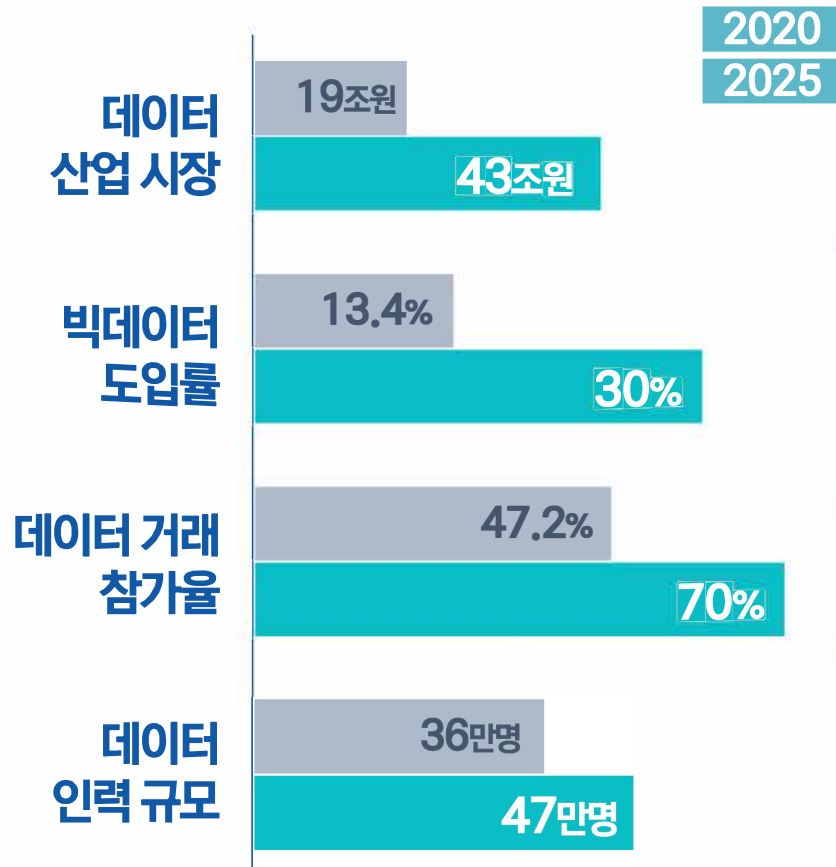


#### 가명정보 결합 촉진

- 가명정보 종합 컨설팅('21)
- 가명정보 플래그십 사업('22)

## 데이터 플랫폼 기반 혁신 생태계, 국민·기업의 편의 향상

### 산업적 효과



### 국민·기업 편의



# THANK YOU

