IT University Travel Report

Dear Student, this is a template – the aim is to inspire other students who may wish to follow in your footsteps. You are free to give your report the shape you want and to go beyond the questions, as long as you cover the information asked for below. You are also very welcome to include pictures and contact information – but you need not. Remember that the report will be made available on the intranet.

Host: Embassy of Denmark in Korea

Study Programme at IT University: Digital Design and Communication

Activity Abroad: Internship at Innovation Centre Denmark, Seoul

Exchange Period: Spring semester 2016

Your stay abroad

Please describe your stay abroad:

As a part of my master I arranged an internship at Innovation Centre Denmark in Seoul. The Innovation Centre in Seoul is a part of the Danish Embassy in Korea. The purpose of Innovation Centre Denmark is to bridge research and business – globally. Whether you are a Danish business, researcher, institution of higher education or public institution, Innovation Centre Denmark help to enter Korea. As an intern I was involved in daily tasks – both on operational and strategic level.

During my internship I did two ITU projects. The first project was made in cooperation with a Danish company, LIX Technologies. The company wanted to enter the Korean market and my project was part of the Innovation Centre’s preliminary work describing how LIX could enter Korea and become a success. The second project was a comparative case study of the concept of smart cities. Near Seoul you will find the city of Songdo, which is an entirely smart city build from the ground. Building a city from scratch offers challenges as well as opportunities. In this project I investigated how the concept of smart city is defined, conducted and used in respectively Denmark and Korea.
Seoul and South Korea is an amazing place if you like tech, Asian food and having a culture shock. Actually, Seoul is considered a leading and rising global city, resulting from an economic boom called the Miracle on the Han River, which transformed it to the world’s 4th largest metropolitan economy. The city is constantly changing, constantly evolving and constantly awake, which makes the city very interesting.

What was your initial motivation for going abroad and did your stay meet your expectations?

My motivation for going abroad was to experience how culture affects innovation and discover a part of the world that is often unknown for most Danes. Seoul is described as the tech hub of Asia and I wanted to explore it by myself. Moreover, Innovation Centre Denmark in Seoul was a perfect match for me to challenge my innovation skills and work with innovation on a daily basis. In my perspective, the internship was a natural extension of my Master’s degree. I wanted to expand my knowledge of how to identify the innovation practices that create new relationships and co-operations between Danish and South Korean institutions. Another motivation was to gain an insight into the field of how to advice Danish companies and institutions that are interested in entering the Korean market. The internship

Please describe what you got out of your stay, both personally and academically, and how do you expect it to contribute to your further studies?

I leaned a lot about Korea and Korean culture, which I find very valuable. You can read about it, but nothing will ever be able to describe how Korean culture is in reality. You need to experience it by yourself. Moreover, I improved my ethnographic skills, which are very important for my further education.

Arranging your stay

Please give a short description of the process involved in arranging your stay:

- Apply for the internship
- Find a supervisor to your project(s)
- Get pre-approval from SAP
- Book the flight tickets
- Get ready for an awesome experience

What resources did you find helpful in planning your stay and which people did you use (if any)?

The staff at the Danish Embassy in Seoul was very helpful with visa, accommodation and other issues related to my stay in Korea.
How did you arrange practicalities such as accommodation?

I stayed in a shared apartment with the two other Danish interns at the Embassy. We used a house agent to find our accommodation, which made the process of finding accommodation very easy. The Embassy is very helpful when you need to apply for visa.

Expenses and Financing

Please comment on expenses connected to your stay abroad

Flight ticket is pretty expensive because there is no direct flight between Copenhagen and Korea. Expect a price of around 5500 DKK for a return ticket from Copenhagen to Seoul.

Vaccination is a must and can easily cost around 3000 DKK because you need protection against several diseases.

Housing prices are pretty much the same as in Copenhagen, which is quite expensive. You can expect a price level at 5000 DDK for a room (including utilities).

Living costs in Korea is approximately the same as in Denmark. A minor difference between Denmark and Korea is the prices of eating at restaurants and supermarket prices. In Korea it is much cheaper to go out for dinner, but at the same time it is extremely expensive to buy western food in supermarkets. In other words, you go out a lot when you live in Korea.

Did you apply for scholarships and would you recommend any ones in particular?

I applied and got funding from: Knud Højgaard, Oticon and the ITU Travel Pool.

I would recommend applying for scholarships as soon as possible and select the scholarships carefully - you need to meet the requirements of the scholarships. In other words, it is completely waste of time to apply for scholarships where your chances are close to zero. It is better to select a small number of scholarships and make a nice application for each of them.

Recommendations for other students:

KOREA IS THE NEW BLACK. GO THERE BEFORE YOUR FELLOW STUDENT DOES IT 😊