



Accelerating Growth Through Connected Experience

Xs-Chain

TUESDAY, NOV 04 2025 KINTEX 6 HALL, GOYANG, KOREA

ASIA
CSCON

ASIA CSCON

Now in its 33rd year, CSCON presents management innovation topics and methodologies for companies, linked to the core value of 'the customer'.

Following its transition to the Asia Conference last year, it is evolving into a venue for sharing best practices and fostering cooperation among countries..

Asia Conference Transition and Expansion

History of CSCON



2025
The 33rd

33rd Xs-chain

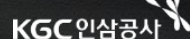
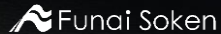
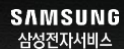
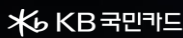
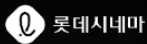
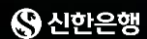
Accelerating Growth Through Connected Experience

- 2025.11.04(Tue) / KINTEX
- 70 lectures across 21 tracks.

Korea's No. 1 Management Innovation Conference

CSCON is Korea's largest management innovation conference, presenting a path for sustainable growth based on customer-centric thinking. Approximately 2,500 individuals from about 400 domestic and international companies and institutions participate, actively engaging with Sponsors and Hub Partners.

Best practices from leading companies and public institutions.



Participant

Participating Companies. 400 +

Participant 2,500 +

Track & Speaker

Track 21 +

Speaker 70 +

Sponsor & Hub Partner

Sponsor 20 +

Hub Partner 40 +

Excellence

Creativity

Synergy

Asia CSCON presents a path for sustainable management innovation for both domestic and international companies through a diverse range of programs based on three core values: Excellence, Novelty, and Synergy.

Conference Program

Korea's No. 1 Management Innovation Conference.
Introducing Strategy, Methodology, and Case Studies through special lectures by industry and academic gurus

Excellence

Plenary Session : Historical Keynote Speaker



Joseph Pine II
(Founder of the Experience Economy)



T.H. Davenport
(Established Process Innovation)



Tom Peters
(Author of "In Search of Excellence")



Myoung-Han Lee
(CEO of EGG IS COMING)



Kim Seong-keun
(President of POSTECH)



Hyunjoon Yoo
(Professor, School of Architecture, Hongik University)

Concurrent
Session

Track 21 +

Expert Speaker 70 +

Previous Year's Sub-themes and Keynote Companies

- Previous Year's Sub-themes and Keynote Companies
- Sub-themes: CX (Customer Experience), EX (Employee Experience), DX (Digital Transformation), OI (Open Innovation), PX (Public Experience)
- Keynote Companies: Hyundai Motor Company, GS Retail, Naver, Woowa Youths, Wanted, Saramin, Samsung SDS, IBM, Wadiz, KT, SK C&C, LS, Bae, Kim & Lee LLC, Kyobo Life Insurance, Nongshim, Korea Tourism Organization, Korea Expressway Corporation, Channel Talk, etc.

Creativity • Synergy

Fun & eXperience Dynamic

Providing a diverse range of conference experiences for participants through on-site programs linked with official conference sponsorships and partnerships.

[New] Open Innovation Program



• Booth Tour Program

Product/solution experiences and information exchange with Global Hub Partners, and on government agency certification/support programs.



Booth
Tour
Program



• On-site participatory event

In connection with cultural arts and small business support programs, we provide entertainment such as K-Culture and K-Food.



• Lucky Draw Event

Providing a smarter participant experience by incorporating innovative technologies from New-Tech startups.



Lucky Draw with approximately 400 prizes of about 20 different types.

On-Site
Program



Asia CSCON25 Preview

Date | Tuesday, November 4, 2025, from 09:00 to 17:00.

Venue | KINTEX 6 HALL, GOYANG, KOREA

Theme | Xs-Chain : Accelerating Growth Through
Connected Experience

Accelerating Growth
Through Connected Experience

Xs-Chain

CX | EX | DX | AX | BX/SX | PX

Accelerate
Growth Engine

Process Optimization

Maximize
Productivity

Experience
Differentiation

Retention
& Referral

Digitalization
& Optimization

Business Pivoting

ASIA
CSCON

2024
ASIA CO-CREATION
C.SCO.N

Global Program

Connect with The Globe

Engage with global companies and experts, providing insights based on the latest global trends and international perspectives



| Key Message & Theme

At Asia CSCON 2025, we aim to introduce the latest management innovation trends and best practices for global market expansion, as well as methods for connecting experience innovation to generate immediate corporate results, including Customer Experience (CX), Employee Experience (EX), AI Transformation (AX), and Business Expansion (BX).

History of CSCON

Xs-Chain

Accelerating Growth
Through Connected Experience

Methods for connected
experience innovation to
generate immediate
business results.

CX | Customer eXperience

Customer Experience Management (CXM) is now a key strategy for gaining a competitive edge. By using digital technology to analyze customer data, it's vital to offer a consistent, personalized experience across all channels to boost short-term sales and build long-term loyalty.

- Value Chain to CX Chain
- AI Contact Center *AICC
- Strategic Brand Experience Design
- Data-driven CX design

EX | Employee eXperience

Employee Experience Management (EXM) is vital for sustainable growth. By providing consistent career support and fair compensation, organizations can boost employee engagement, which directly enhances productivity and long-term competitiveness.

- Workplace Innovation
- Connected Growth (TECH/Humanity)
- Aligning HR-Biz

DX | Digital Transformation

Recent advancements in generative AI and data processing technologies enable the use of real-time data. Reliable data governance and cloud-based digital transformation enhance operational efficiency and risk management, establishing a solid foundation to respond swiftly to market changes.

- DX Strategy
- Workflow Optimization
- Cloud Transformation

Special

This special session explores future changes through various topics like trends, culture, leadership, and localization. It will be a platform for diverse perspectives to converge and drive innovation in industry and culture.

- 2026 Trend Forecasting
- The Power to Move People
- K-Food to Global
- Global Attraction to Korea

AX | AI Transformation

In the era of superintelligence, AI transformation is the key to corporate innovation. By optimizing AI-based work processes, businesses can simplify complex decisions, boost efficiency, and secure future growth.

- Agentic AI
- Data Quality Innovation
- LLM-Powered CX

BX/SX | Business Transformation, Sustainability Transformation

To achieve immediate results, agile portfolio restructuring is key. This involves flexibly managing core assets and collaborating with external ecosystems to accelerate growth. Expanding the value of the 'connected experience' through business model transformation and sustainable practices like ESG is also crucial.

- ESG Transition
- Climate Resilience & Sustainable Energy
- Local Value Creation

PX | Public eXperience

As national digital transformation advances, the public sector is adopting experience-centric innovation. By leveraging national data hubs to enhance collaboration between government, business, and society, it delivers high-quality public services and supports sustainable, region-specific development.

- Safety Management
- Organizational Risk Management
- Global Expansion Strategy

Timetable of Asia CSCON

Category	Time	Details	
Plenary Session	09:00-12:00	Opening Ceremony • Arrival & Registration, Sponsor Booth Tour • Conference Introduction, Lucky Draw Event Keynote Speech • 10:00-11:00 Jongyoon Kim, CEO of Yanolja Cloud. • 11:20-12:20 Song Gil-Young , Mind Miner · Author	
Lunch Break	12:30-14:00	Luncheon • Lunch, Booth Tour & Cultural Experience Event VIP Session	
Concurrent Session	14:00-16:40	Concurrent Session Over 20 tracks and more than 60 sessions.	
		CX Customer eXperience • Value Chain to CX Chain • AI Contact Center *AICC • Strategic Brand Experience Design • Data-driven CX design	AX AI Transformation • Agentic AI • Data Quality Innovation • LLM-Powered CX
		EX Employee eXperience • Workplace Innovation • Connected Growth (TECH/Humanity) • Aligning HR-Biz	BX/SX Business Transformation Sustainability Transformation • ESG Transition • Climate Resilience & Sustainable Energy • Local Value Creation
		DX Digital Transformation • DX Strategy • Workflow Optimization • Cloud Transformation	PX Public eXperience • Safety Management • Organizational Risk Management • Global Expansion Strategy
		Special Session Up to 5 dedicated tracks. Hot Issue & Trend • 2026 Trend Forecasting : 트렌드 코리아, 생활변화관측소, 리멤버 • The Power to Move People : 박용택 해설위원, 에버랜드리조트, 세라젼 • K-Food to Global : 제너시스 BBQ, (주)식음연구소 노희영 대표 • Global Attraction to Korea : 배달의 민족, 삼진어묵, 성심당 ※ The program will be detailed after consultation with each partner company	

Keynote Speech 1

Disruptive Innovation Driven by Vertical AI, and the Future Shaped by Connected Experiences

Jongyoon Kim | CEO, Yanolja Cloud

- Current Chief Strategy Officer (CSO), Yanolja
- Former Engagement Manager, McKinsey & Company
- Former Online Sales & Operations Lead, Google



Keynote Speech 2

Lightweight Civilization and the Momentum of Connection: Connect Lightly, Grow Deeply

Gilyoung Song | Mind Miner, Author

- Author of Forecasting the Times series, based on big data insights
- Current Board Member, Smilegate Future Lab Foundation
- Former Executive Vice President, VAIV Company



Special

2026 Trend Forecasting		
14:00-14:40	2026 Trends Forecasted Through Profiling Data	Remember X KMAC
15:00-15:40	Future Codes of Customer Experience in 2026	트렌드코리아
16:00-16:40	Life Changes Through Data, Customer Value Through Experience	VAIV 생활변화연구소
The Power to Move People		
14:00-14:40	Winning Formula: Teamwork and Leadership Lessons from Baseball	박용택 해설위원
15:00-15:40	Everland: Korea's Signature Theme Park	EVERLAND RESORT
16:00-16:40	Beyond Healing: Creating Global Healthcare Experiences	CERAGEM
K-Food to Global		
14:00-14:40	The Global Journey of K-Brands and Customer-Centric Innovation	bb.q
15:00-16:00	Global Branding Insights from the Globalization of K-Food	(주)식음연구소 노희영 대표
Global Attraction to Korea		
14:00-14:40	A Meal Ordered via Baemin, A Glimpse into K-Life Experienced Worldwide	배달의민족
15:00-15:40	From Busan to the World: Innovation in a Bite of Fish Cake	삼진어묵 SINCE 1953
16:00-16:40	From Local Bakery to Global Travel Destination	榮心堂 1956 以来 大満堂 大正

Special



Yong-taek Park,
Former Baseball Player

Yong-taek Park, the “Heart of the LG Twins,” is a legendary one-club man known for his fiery leadership and lasting legacy in Korean baseball.



Hee-young Roh

A top brand strategist in Korea, Hee-young Roh created hit brands like Market O and Bibigo, turning bold ideas into strategic success through insight and precision.



**Remember
X KMAC**

2026 Trend Forecasting

A 2026 trend outlook presented by the authors of Korea’s leading trend reports and Remember X KMAC, offering insights into emerging consumer trends, industry-wide shifts, and new growth opportunities in the global market.



Yong-joon Park,
CEO of Samjin Food

Through R&D-driven innovation, he leads the premium fish cake market by blending tradition with modernity and expanding K-FOOD’s global reach with diverse, locally tailored products.



Sang-hwa Park,
Sung Sim Dang

A master baker and longtime leader, he created hits like the fried soboro and pollack roe baguette, growing a local bakery into a beloved national and global brand through craftsmanship and warm, hands-on leadership.



배달의민족

CERAGEM 세라젬





Value Chain to CX Chain		
14:00-14:40	Redesigning the Customer Experience in the Age of Digital Transformation: KMAC CX Chain 1.0	
15:00-15:40	LGU+-Style Customer Experience Innovation: How to Utilize the CX Integrated Portal and Case Studies	
16:00-16:40	B2B Customer Experience: A Look into the Decision-Maker's Journey Through Research	
17:00-17:40	Methods for Responding to Civil Complaints Using an AI-Based Intelligent Complaint Response Solution	
AI Contact Center		
14:00-14:40	Japan CX Trends and Contact Center Operation Case Studies	
15:00-15:40	Heungkuk Fire & Marine Insurance Digital Contact Center Solution Case Study	
16:00-16:40	New Customer Communication Experience through AI Callbots	
17:00-17:40	Human-Centered AI and Connected CX: A 90-Day Quick Win Strategy	
Data-driven CX design		
14:00-14:40	Data Utilization Strategy for Promoting Customized Public Services	
15:00-15:40	Generative AI and VOC Text Analysis: Discovering Hidden Customer Needs	
16:00-16:40	Advancement of AI-Based VOC Analysis: Direction for Public CX Innovation Using KAIV	
Strategic Brand Experience Design		
14:00-14:40	[Tomorrow Through AI] Capturing Brand Fandom with AI and Data	
15:00-15:40	[The City as a Brand] High-End Experience Design Beyond Living, by Royal Park City	
16:00-16:40	[Experiential Advertising] Evolving Immersive Omnichannel Communication in the Brand Experience Era	

Highlight
CX Leading Company

LG U+
A leading domestic telecommunications company that is rapidly growing by expanding its B2B services beyond B2C through innovation in 5G and AI-based customer experience (CX).

Seven Bank
A financial company that provides remittance and multilingual services to foreigners and tourists, utilizing a nationwide network based on convenience stores and ATMs to ensure convenience and accessibility.

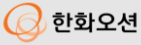
VAIV Company
A data analysis company specializing in big data and AI-based trend and brand tracking, renowned for its high reliability in market sensing for both the private and public sectors.

EX
Employee
eXperience

Connected Growth (TECH)

14:00-14:40	2026 HR Trends: Shape What's NEXT	
15:00-15:40	AI-Driven Work Innovation Starts with Policy: Aligning AI and HR Systems	
16:00-16:40	The Evolution of HR Agents: From Human Intuition to AI-Powered Data Innovation	

Connected Growth (Humanity)

14:00-14:40	Beyond Communication-Driven Culture: Boosting Performance Through Organizational Development	
15:00-15:40	The Unstoppable Shift in Labor Policy: How HR Should Prepare	
16:00-16:40	Stimulating and Connecting Growth for Every Team Member	김희봉 박사

DX, the road to AX

14:00-14:40	Bottom-Up DAX in the Age of Generative AI	
15:00-15:40	The Next Page of Digital Services with AI: Toward Customer-Centered Experiences	
16:00-16:40	AX Operations Powered by Hybrid Cloud: Designing Data and AI Platforms	N H N
17:00-17:40	Legal Strategies for High-Impact AI: Navigating Compliance and Minimizing Risk in the AX Era	

DX
Digital
Transformation

Highlight EX/DX Leading Company

Dongwon Group

Global food and marine company leading sustainable innovation in the food and ocean industries, driving K-FOOD advancement and marine solutions in the global market.

Hanwha Ocean

Leading the eco-friendly ship and offshore plant sectors, Hanwha Ocean has emerged as a top-three global eco-friendly marine solutions provider, becoming a future growth engine for Hanwha Group.

Hyundai Motor Company

A leading global automaker leveraging innovative technologies and data-driven manufacturing to enhance competitiveness, while delivering sustainable mobility solutions and optimal customer value.

AX AI Transformation

Agentic AI for AX		
14:00-14:40	Enterprise Innovation in the Age of Agentic AI: Case Studies and Implementation Strategies	
15:00-15:40	Enhancing CX with AI Agents: Practical Applications	
16:00-16:40	Workflow Innovation Through AI Agents	
17:00-17:40	Building AI Agents with Lakehouse-Based Architecture	

PX Public eXperience

Beyond Public, Toward Sustainability		
14:00-14:40	The Evolving Role of Public Institutions: Strategies for Issue-Based Response and Accountable Autonomy – AX Strategies for Public Institutions Through AI Innovation – ESG Strategies Toward Carbon Neutrality and Green Management: Best Practices – Building Safer Workplaces: Management Systems for Public Sector Safety – Why Performance Management Must Evolve in an Era of Great Transition	
15:00-15:40		
16:00-16:40		
17:00-17:40	Strategic Performance Management for Autonomous Public Governance	
Beyond Public, Toward Global (BP to Global)		
14:00-14:40	Policy and Financial Strategies for Expanding Overseas Infrastructure Projects	
15:00-15:40	Global Expansion Through Real-World Case Studies	
16:00-16:40	Korea's Role in the Global Innovation Economy (Talk Concert)	

Highlight AX/PX Leading Company

Salesforce
The world's No.1 CRM platform, Salesforce leads AI- and data-driven CX innovation and has built a global, fan-level customer community.

Incheon International Airport Corporation
Recognized as one of the world's leading hub airports for passengers and cargo, Incheon International Airport stands as a global gateway beyond Korea, offering unparalleled safety, convenience, and innovation.

the Road to Green Tech		
14:00-14:40	Climate Crisis: Focus on Carbon Assets – The Rise of Carbon Markets and Derivatives ▷ Presentation & Panel Discussion	 
15:00-15:40		
16:00-16:40	Energy Crisis, Cities Take the Lead: Resilient Infrastructure in the Age of Climate Change ▷ Presentation & Panel Discussion	 
17:00-17:40		
Balanced growth with ESG		
14:00-14:40	MSCI ESG Ratings analysis and Upgrade Case Studies in APAC	
15:00-15:40	ESG Strategy for Global Supply Chains Based on Catena-X	
16:00-16:40	The Rise of Nature-Related Financial Disclosures (TNFD) and Corporate Response Strategies	
17:00-17:40	ESG as a Value Driver in the Era of KOSPI 5000	

Highlight

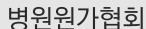
SX Leading Company

MSCI
A global expert in financial analytics, MSCI applies data-driven quantitative methods to manage market risks and deliver optimized investment strategies.

SK AX
A global expert in financial analytics, MSCI applies data-driven quantitative methods to manage market risks and deliver optimized investment strategies.

NH-Amundi Asset Management
A leading asset management firm that utilizes data-driven financial engineering to manage investment risks and deliver tailored portfolio strategies.

BX
Business
Transformation

Future of Sports: Marketing · Tech · Sustainability		
14:00-14:40	Beyond the Arena: K-Sports Marketing Insights	
15:00-15:40	How Sports and Corporate Brands Survive in the Age of AI	
16:00-16:40	Building Global Competitiveness in the Sports Industry Through ESG	
AI Driven Global Expansion : Fintech		
14:00-14:40	Tech Trend #1. The Impact of AI Expansion on the Future of Payments	
15:00-15:40	Tech Trend #2. Cross-Industry Integration Through MyData : Centered on On-Device AI	
16:00-16:40	Tech Trend #3. AI-Driven Connected Finance 2030 : The Future of Hyper-Personalized, Predictive, and Autonomous Financial Experiences	
Connecting Brands, Creating Value		
14:00-14:40	Strategic Use of Scoring Models in Clinical Department Planning : Cases and Applications	
15:00-15:40	Applying Service Design for Hospital Strategy Execution : Approach and Case Studies	
16:00-16:40	Improving Patient Experience: Best Practices from Korean Hospitals	

Highlight BX Leading Company

Brion Sports

A digital sports company enhancing esports competitiveness through data-driven performance analysis and advanced training systems, leading innovation on the global stage.

Design Care Lab, Inc.

A specialized design firm that operates General Academy, a healthcare service design education brand, and provides human-centered business model and policy consulting in the healthcare sector.

Korea Polytechnic University

A university focused on cultivating engineering and technology talent through industry-oriented education and collaboration, with strong emphasis on future fields such as fintech, AI, and smart manufacturing.

| Lucky Draw Event

2025 Lucky Draw Prizes(Coming soon)



SAMSUNG
JUNG KWAN JANG

SAMSUNG
삼성전자서비스
아시아나항공

하나투어
KYOBO 교보문고

Lucky Draw Schedule

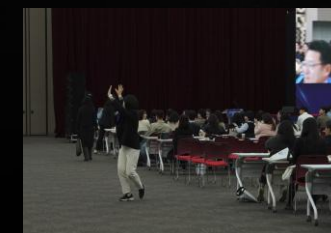
Category	Time
Main Draw	09:30 ~ 09:40
Additional Draw	11:00 ~ 11:10

* The main draw is only open to participants who arrive before 9:00 AM.

* In addition to the prize draws, the K-Food and K-Culture booths will be open throughout the event.

2024 Lucky Draw Prizes

Sponsor	Product Name
Samsung Electronics	Galaxy Z Fold6
Samsung Electronics	20kg Clothes Dryer
Samsung Electronics	Moving Stand + 43" Monitor
Samsung Electronics	Air Purifier
Samsung Electronics Service	Galaxy Buds3
Samsung Electronics Service	Galaxy Watch7 44mm
Samsung Electronics Service	Galaxy Z Flip6
Samsung Electronics Service	Galaxy Fit3
Korea Ginseng Corp.	Cheongnok Tonic
Korea Ginseng Corp.	Everytime (100 sticks)
Asiana Airlines	Domestic Flight Ticket
Kyungdong Navien	Sleep Mat
Hana Tour	Travel Voucher
Lotte Rent-a-Car	Rent-a-Car Voucher
Kyobo Bookstore	Gift Card (KRW 10,000)
GS Retail	POP Card (KRW 30,000)
Korea Ginseng Corp.	Everytime (30 sticks)
Everland	Admission Ticket
Lotte Cinema	Movie Ticket
Shinhan Bank	Hotel Dining Voucher



| SPONSORSHIP Program

The conference sponsorship program is divided into Premier Sponsor and Event Sponsor categories. Through differentiated benefits for each tier, the program supports the sponsoring company's PR activities for its brand, products/solutions, and the effective communication of its best practices.

Sponsorship Benefits provided

The 'O' symbol indicates that there are some restrictions, such as on the installation location or the number of exposures.

Category		PREMIER SPONSOR			EVENT SPONSOR	
Participation cost by tier (VAT excluded) ※ Monetary and in-kind sponsorship commensurate with the scale.		PLATINUM	GOLD	SILVER	PARTNER	MATE
		¥ 50,000,000	¥ 30,000,000	¥ 20,000,000	¥ 10,000,000	¥ 5,000,000
On the day of Conference	Employee & Executive Conference Invitations	200 people	100 people	50 people	20 people	10 people
	Conference Track or Session Operation Rights	1 Track (3 Session, 120 min)	1 Session (40min)		Priority assignment for Premier Sponsors	-
	Provision of a dedicated promotional booth	Large (6X2)	Medium (4X2)	Basic (2X2)	Small (1.5X2)	-
	In-booth event supplies	●	●	●	●	-
	Logo exposure on official leaflets/e-books	●	●	●	○	○
	Logo exposure on official signage	●	●	●	○	○
	Logo exposure at the registration desk	●	●	●	○	-
	Advertisements space in the official leaflet	●	●	●	-	-
	Video advertisement during break times	●	●	●	-	-
Before & After the Conference	Logo exposure on the website (web/mobile)	●	●	●	●	●
	Logo exposure on newsletters	●	●	●	●	●
	Logo exposure on attendees surveys	●	●	●	○	○
	Online promotional content by student supporter	●	●	●	-	-
SPECIAL OFFER	Dedicated online press coverage support	●	-	-	-	-
	Dedicated advertisement in the lobby	●	-	-	-	-
	Booth tour and interpretation service for global	●	-	-	-	-
	Dedicated shuttle bus support	●	-	-	-	-

※ For inquiries regarding the specific benefits and participation of individual Sponsor companies, please contact the Conference Operations Secretariat at (02-3786-0544).

Application Guidelines

Category	Date	Individual (1–6 people)	Group (7 or more)
Early Bird	~ Oct. 22 (Wed)	250,000원	150,000원
Regular	~ Oct. 29 (Wed)	300,000원	200,000원
On-site Registration (including after pre-registration period)	Nov. 4 (Tue)	350,000원	250,000원

* You can register by scanning the QR code on the right and accessing the “Registration” section on the official website.

* The registration fee includes all costs, such as materials, meals, and beverages.

* All registration fees are VAT not included.



REGISTRATION

ASIA CSCON Operation Secretariat

공재은 Researcher	T. 02-3786-0424	E. conference@kmac.co.kr
최지승 Researcher	T. 02-3786-0538	
이준경 Consultant	T. 02-3786-0544	

The background features several wireframe geometric shapes in a teal color. There are two spheres in the upper left and bottom right, and two tori (donut shapes) on the right and bottom left. The shapes are composed of a grid of lines.

ASIA
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Accelerating Growth Through Connected Experience

Xs-Chain

TUESDAY, NOV 04 2025 KINTEX 6 HALL, GOYANG, KOREA