Experience of Korea on Preparing Self-sufficient rural community with e-Commerce

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Background

Due to economic gaps and technology gaps, there's a digital gap between urban and rural areas. Information Village Project promotes ICT environment in rural areas.
Digital divide in local villages

Usage of ICT and Internet are comparably low than average of the Korea

Limits the opportunity for social participation, makes it difficult to improve the quality of life, and prohibits social unification
Information village project

Through Information Village Project, 342 local village has been equipped ICT environments.
Contents development

Contents development can be managed easily using development environment
Promotion of e-commerce

InVil promotes e-commerce of local villages by providing homepage management, marketing, training and consulting services.
Achievement

E-Commerce using InVil has supporting business of local villages since 2007, and, as of 2016, it becomes 10 times bigger than the beginning in 2007.

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\text{The Sales ($1,000)}
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- 2007: 4,470
- 2008: 9,114
- 2009: 13,484
- 2010: 20,925
- 2011: 30,149
- 2012: 41,208
- 2013: 39,462
- 2014: 35,777
- 2015: 38,798
- 2016: 37,690

\text{year}