



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

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Kibyong Kim

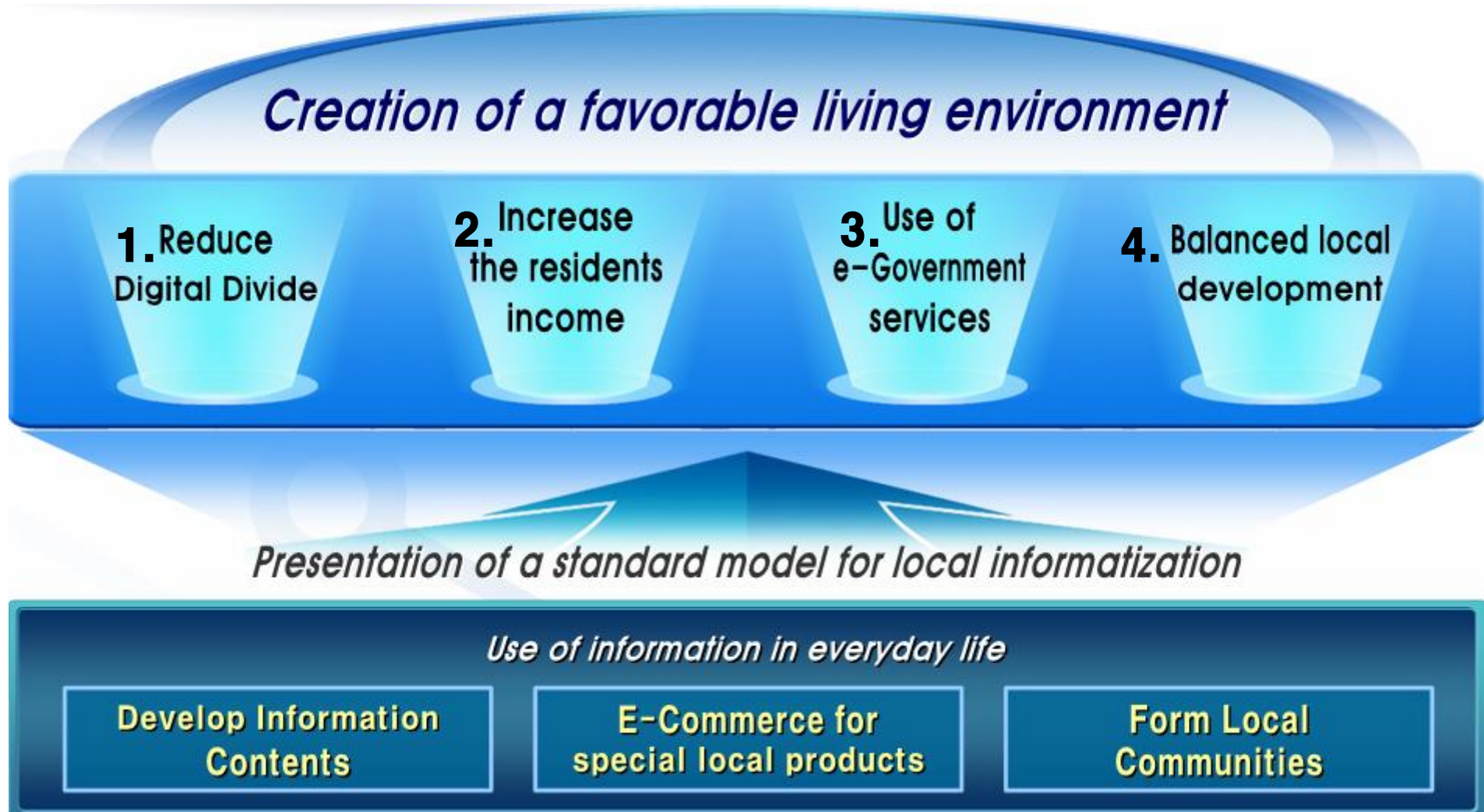
Director
Global e-government division
Ministry of the Interior

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Background

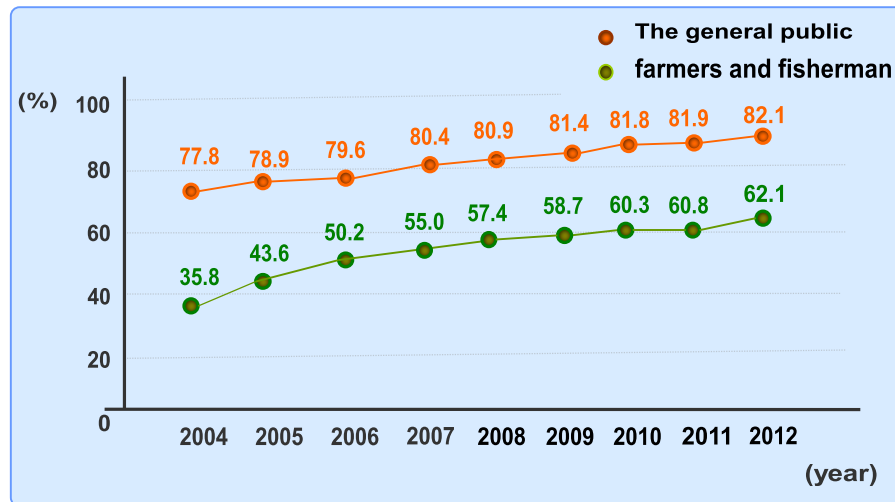
Due to economic gaps and technology gaps, There's digital gap between urban and rural area. Information Village Project promote ICT environment of rural area



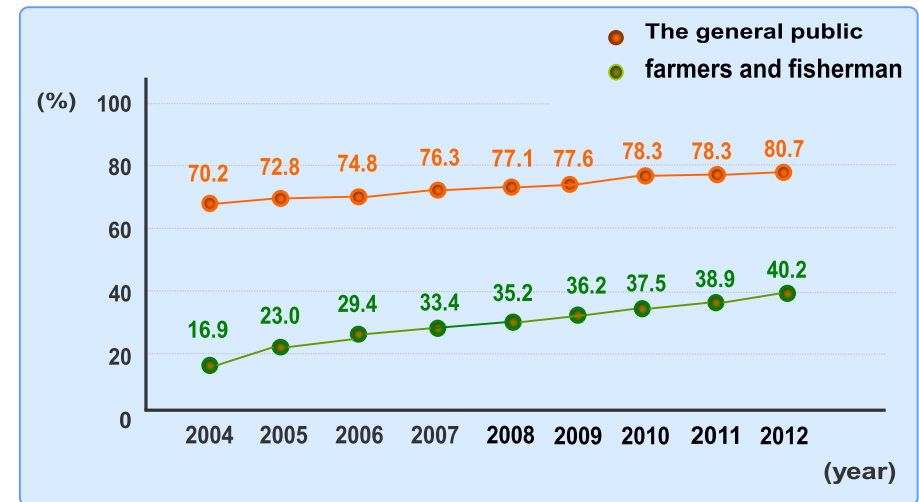
Digital divide in local villages

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

PC distribution rate of farmers and fisherman



Internet subscription rate of farmers and fisherman



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



**Establish
the IT infrastructure**



**Build
the Village Information Center**



**Distribute Free
PCs to Households**

Information Network Village Project

IT training for residents



**Develop
Information Contents**



**Establish
an Operation System**



**Biz Model development
and Marketing**



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

e-Commerce Sales

The Sales (\$1,000)

