



→ CONFERENCE GUIDELINES

NAVER, a tech platform for everyone, presenting the way forward together with users and partners.

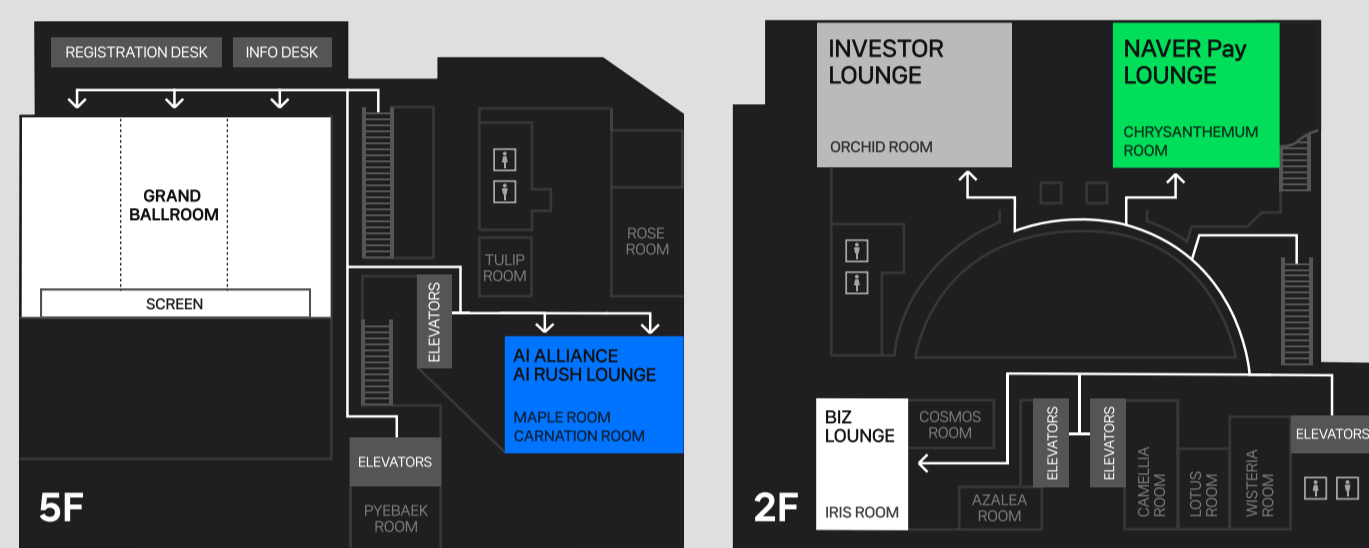


GUIDE MAP



GRAND INTERCONTINENTAL SEOUL PARNAS

Grand InterContinental Seoul Parnas 521 Teheran-ro, Gangnam-gu, Seoul
92m from Samseong Station Exit 5



PROGRAM



09:00 - 10:00		CHECK IN		
①	10:00 - 10:20	OPENING KEYNOTE NAVER AI, pioneering technology for everyone	Sooyeon Choi NAVER	
②	10:20 - 10:45	HyperCLOVA X, CHANGING LIFE AND BUSINESS Launching new services and businesses with HyperCLOVA X	Nako Sung NAVER CLOUD	
③	10:45 - 11:10	CUE, THE NEXT-GEN SEARCH SERVICE, POWERED BY GENERATIVE AI Changes to NAVER's integrated search services, powered by Generative AI	Young-Bum Kim NAVER	Jaeho Choi NAVER
④	11:10 - 11:25	TRANSFORMING SHOPPING EXPERIENCES WITH AI Changes to AI-powered NAVER Shopping, plus business success stories	Jung-Tae Lee NAVER	
⑤	11:25 - 11:40	HYPER-PERSONALIZED AD EXPERIENCES WITH GENERATIVE AI Generative AI-powered ads connecting brand vision with users' hyper-personalized experiences	Jongho Yun NAVER	
11:40 - 13:00		BREAK		
⑥	13:00 - 13:20	SCALING AND EVOLVING HyperCLOVA X ENTERPRISE SERVICES Business ecosystems and enterprise-level Hyperscale technology for utilizing HyperCLOVA X	Yong-Jae Kwak NAVER CLOUD	
⑦	13:20 - 13:50	BUILDING AN AI STARTUP ECOSYSTEM TOGETHER Panel session of startup partners creating new business models with HyperCLOVA X	Moderator: Jungwoo Ha NAVER CLOUD Panel: 3 CEOs of AI RUSH partner startups and more Panel guests coming soon	
⑧	13:50 - 14:10	AI ETHICS AND POLICIES FOR EVERYONE NAVER's efforts and future direction to create an AI ecosystem for everyone	Woochul Park NAVER	Hwaran Lee NAVER CLOUD
⑨	14:10 - 14:30	FOUNDATION MODELS - CONNECTING AI TO THE PHYSICAL WORLD The astonishing potential of foundation models in the physical world	Martin Humenberger NAVER LABS Europe	
14:30 - 15:00		BREAK		
⑩	15:00 - 15:20	NAVER Pay, EVOLVING INTO A TECHNOLOGY-BASED FINANCIAL PLATFORM NAVER Pay's evolution beyond a payment service into a financial platform	Sangjin Park NAVER FINANCIAL	
⑪	15:20 - 15:40	THE GLOBAL RISE OF WEBTOONS AND THE CREATIVE ECOSYSTEM Webtoon's global performance, plans, and creative ecosystem	Junkoo Kim NAVER WEBTOON	
⑫	15:40 - 16:00	A GLOBAL C2C BUSINESS ECOSYSTEM NAVER and Poshmark discuss the global C2C business ecosystem	Namsun Kim NAVER	Manish Chandra Poshmark
16:00 - 17:00		CHECK OUT		