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# Press Release



• Request : ASEM SMEs Eco-Innovation Center (ASEIC)

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## Supporting the Success of Global Startups

### Committed to Combating Climate Change

**- The MSS holds P4G Startup Challenge  
as part of the 2021 P4G Seoul Summit -**

- The online exhibition started on May 24 (Mon) to promote 57 innovative startups in five sectors (i.e. water, energy, food & agriculture, circular economy, and cities).
- The online IR pitching stage will take place on May 31 (Mon) with the participation of 12 startups representing the member states and investors, including international organizations and development finance, to support the growth of startups.

The Ministry of SMEs and Startups of the Republic of Korea (Minister Kwon Chil-seung, hereinafter "MSS") announced that it will hold "P4G Startup Challenge," an online IR pitching event for the startups representing 12 P4G member nations and investors at home and abroad, at GLAD Hotel in Yeouido, Seoul.

## Event Overview

- Date & Venue: May 31, 2021 (Mon) 18:00-20:00  
Website: <https://www.p4gentrepreneurchallenge.kr>
- Participants: (offline) MSS Minister, Innobiz Association Chairman, ASEIC Secretary General, Korean startups and domestic investors  
(online) P4G Hub Global Director, startups representing P4G member states, Global Green Growth Institute (GGGI), foreign investors including European Investment Bank
- Event Highlights: Opening ceremony, virtual experience of online exhibition, mini talk show, IR pitching

P4G\* is a global platform that began in 2017 seeking innovation in five sectors (i.e. water, energy, food & agriculture, circular economy, and cities) to address climate change and achieve Sustainable Development Goals. Its members are 12 countries from four continents (Europe, South America, Africa, and Asia): Korea, Denmark, the Netherlands, Mexico, Colombia, Chile, Kenya, Ethiopia, South Africa, Bangladesh, Indonesia, and Vietnam.

\* **P**artnering for **G**reen **G**rowth and the **G**lobal **G**oals 2030

P4G Hub\*, which serves as the Secretariat of P4G, uses the P4G Partnership Fund funded by Denmark to emphasize voluntary participation of not only the government but also the private sector, businesses, and civic groups in addressing climate change. Also, it supports public-private partnerships that propose commercially viable solutions that benefit more than one developing countries.

\* Located in Washington D.C., USA; \*\* P4G Partnerships: (2018) 16 → (2019) 19 → (2020) 21

### **P4G Partnership Fund Overview**

- (Overview) Funding PPP to achieve Five SDGs\* under P4G
  - \* ❶ SDG 2: Zero Hunger, ❷ SDG 6: Clean Water & Sanitation,
  - ❸ SDG 7: Affordable and Clean Energy, ❹ SDG 11: Sustainable Cities and Communities,
  - ❺ SDG 12: Responsible Consumption and Production
- (Fund) Denmark invested USD 4 million per year for five years (2018-2022), reaching USD 20 million. (Korea plans to invest USD 4 million as well.)
- (Qualification for Application) PPP that must include a non-profit partner
- (Support Programs) Startup Funding (max. USD 100K) and Scale-up Funding (max. USD 1 million)

P4G Startup Challenge takes place as part of the 2021 P4G Seoul Summit, the first multilateral summit on environment to be hosted by the Republic of Korea in the first year of the implementation of the Paris Agreement.

This event is designed to provide opportunities for the startups of different member states to present their innovative ideas related to addressing climate crisis and delivering sustainable growth and to talk to investors, such as Global Green Growth Institute (GGGI) and European Investment Bank, to better prepare themselves for effective fundraising and take their business to the next level.

A designated website for the online exhibition opened on May 24 to introduce 57 promising companies in the five sectors recommended by the member countries. Then, 12 of them will be selected and invited to the IR pitching stage on May 31, the last day of the P4G Seoul Summit, where their angel investors will explain the background and prospects of their investment, their CEOs will present their business performance and differentiation, and the investors will ask questions in real time.

Denmark, Kenya, Bangladesh, Colombia, and Korea showed high interests by recommending six or more startups for the online exhibition. The startups have presented a variety of technologies to mitigate climate change, including Korea's Modu Company introducing a mobile platform providing parking information (cities). Other examples include waste management using locally found microorganisms (water), supply of renewable energy in rural areas (energy), production of granola bars using byproducts of brewing beer (food & agriculture), and recycling of collected plastic using 3D printing technology (circular economy).

The MSS plans to hold a follow-up virtual investment event ("Meet-up Day") in the second half of 2021, thereby helping the participating startups further attract investment.

If you need more information or interview about this event, please contact us below.



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- Date & Venue: May 31, 2021 (Mon) 18:00-20:00 / Online  
 Website: <https://www.p4gentrepreneurchallenge.kr>
- Participants: (offline) MSS Minister, Innobiz Association Chairman, ASEIC Secretary General, Korean startups and domestic investors  
 (online) P4G Hub Global Director, startups representing P4G member states, Global Green Growth Institute (GGGI), foreign investors including European Investment Bank
- Main Contents  
 (Session 1) Opening Ceremony, Mini Talk Show with the Minister of the Ministry of SMEs and Startups, Republic of Korea  
 (Session 2) IR Pitching Presentation of the 12 selected companies  
 \*Only open to registrants

① Food & Agriculture ②Water | Energy | Cities | Circular Economy

Time(KST)	Program	
18:00-18:25	<b>Opening Remarks</b>	Chil-seung Kwon <Minister, Ministry of SMEs and Startups>
	<b>Congratulatory Remarks</b>	Ian de Cruz <Global Director, P4G Hub>
	<b>Welcoming Remarks</b>	Byung-hoon Im <Chairman, ASEM SMEs Eco-Innovation Center>
	Opening of the Virtual Exhibition Venue	
	<b>Mini Talk Show</b>	Chil-seung Kwon <Minister, Ministry of SMEs and Startups>
18:25-20:10	<b>12 Companies' IR Pitching</b>	1. Cplante / Mexico 2. Reharvest / Republic of Korea 3. 1516 Energy / Vietnam 4. Legagreen / Chile 5. AET AFRICA / South Africa 6. AquaGreen / Denmark 7. Discover Brands Systems Limited / Keyna 8. IBEKA / Indonesia 9. Hifs Agro Food Industries / Bangladesh 10. MicoTech Engineering / Ethiopia 11. Upp! Upcycling Plastic / Netherlands 12. Glassat Inovation Company / Colombia
20:10-20:20	<b>Closing Ceremony</b>	









Country	No	Company Name	Field (SDG)	Main SDG	Revenue ('20yr, USD)
Bangladesh	1	Ahmed Food Products (Pvt.) Limited	Food Production (Food·Agriculture, Circular Economy)	Food·Agriculture	\$1.3백만
	2	Bounty Food and Beverage Ltd.	Food(Food·Agriculture, Circular Economy)	Circular Economy	-
	3	Frontier Technology Ltd.	Food(Circular Economy, Water)	Water	약 \$1백만
	4	HIFS AGRO FOOD INDUSTRIES	Water(Water, Circular Economy)	Circular Economy	약 \$3백만
	5	Inada Incorporation	Water(Water, Circular Economy)	Circular Economy	약 \$38만
	6	Oggro Diary	dairy product (Food·Agriculture, Circular Economy)	Food·Agriculture	약 \$7만
Denmark	1	AquaGreen	Water(Water, Circular Economy)	Water	\$1.5백만
	2	Jamii.one	finance(Circular Economy)	Circular Economy	정보 없음
	3	UNBAN POWER	Construction(Cities, Energy)	Energy	약 \$1200
	4	BACCESS A/S	Bio Engineering(Water, Circular Economy)	Circular Economy	정보 없음
	5	ENGSKO A/S	Agriculture (Cities, Circular Economy)	Circular Economy	약 \$400만
	6	HELIAC	Solar Energy (Energy)	Energy	-
Colombia	1	ALSEC Alimentos Secos SAS	Food(Circular Economy, Food·Agriculture)	Food·Agriculture	약 \$7600
	2	ECO REAP	Green Energy(Water, Energy, Circular Economy)	Food·Agriculture	약 \$4.55만
	3	GLASST INNOVATION COMPANY	Material technology (Cities, Circular Economy)	Circular Economy	약 \$1백만
	4	Innovakit SAS	Agriculture (Water, Circular Economy)	Water	약 \$1백만
	5	PARAMO SNACKS BIC	Food (Food·Agriculture, Circular Economy)	Food·Agriculture	약 \$7200
	6	Sistemas Inteligentes en Red (SIER)	IT Technology(Cities)	Cities	\$6.1백만
Republic of Korea	1	RE:harvest Co., LTD	(Food·Agriculture, Circular Economy)	Food·Agriculture	약 \$4.8만
	2	Bitsensing	IT Technology (Cities)	Cities	약 \$42만

	3	YOLK	Solar Energy (Energy, Circular Economy)	Circular Economy	약 \$23.5만
	4	Water Eyes	Water resources (Water)	Water	약 \$1.8만
	5	PiQuant Co., Ltd	IoT, Water quality improvement(Water)	Water	약 \$65만
	6	Modu Company Inc.	IT Technology(Cities)	Cities	약 \$52만
Vietnam	1	UNIT Technology Corporation	updating		약 280만
	2	1516 Energy	Renewable energy (Energy)	Energy	약 \$35만
	3	Haybike Joint Stock Company	Bicycle(Circular Economy)	Circular Economy	-
	4	IMWI Technology JSC	IT Technology, Agriculture (Food·Agriculture)	Food·Agriculture	-
	5	N2N AI VIETNAM LTD	IT Technology, Agriculture (Food,Energy)	Energy	-
Keyna	1	DiscoverBrands Systems Limited	3D Print(Circular Economy)	Circular Economy	약 \$5400
	2	Green4Access First Loss Facility (G4A)	Finance (Energy, Food)	Energy	-
	3	GreenMax Corporate	updating		
	4	Sultan Green Technologies			
	5	Leafy Life Kenya			
	6	Pine Kzi			
Netherlands	1	Closing the Loop	IT Hardware(Circular Economy)	Circular Economy	-
	2	Upp! UpCycling Plastic	Plastic recycling(Cities, Circular Economy)	Circular Economy	약 \$7만
	3	SweepSmart	Waste management(Circular Economy, Cities)	Cities	\$25.6만
	4	The Great Bubble Barrier	Marine pollution management(Cities, Water)	Water	-
	5	The Waste Transformers	Organic waste(Energy, Circular Economy)	Energy	약 \$50만
South Africa	1	AET AFRICA	-	Energy	-
	2	LiGE	Energy storage(Energy, Circular Economy)	Circular Economy	(순이익)약 \$19.6만
	3	Eco-V (Pty) Ltd	Renewable energy (Energy, Water)	Energy	약 \$23.2만
	4	Gracious Nubian	Textile industry (Circular Economy)	Circular Economy	-
	5	Sustainability Professionals (PTY) LTD	Renewable energy (Energy, Food·Agriculture)	Energy	-

Indonesia	1	PT Pandawa Agri Indonesia	Food·Agriculture, Circular Economy	Food·Agriculture	약 \$500
	2	PT Wasteforchange Alam Indonesia	IT Technology (Cities)	Cities	약 \$110만
	3	IBEKA	Renewable energy (Energy)	Energy	약 \$160만
Ethiopia	1	Genesis pollution control technologies Manufacturing company	Prevention of environmental pollution (Water)	Water	-
	2	Dong Fang Resource recycling development plc	updating		
	3	MicoTech Engineering plc	Engineering(Energy)	Energy	약 \$9000
	4	RANA	Manufacturing(Circular Economy)	Circular Economy	약 \$1.75 만
Mexico	1	Cplantae	Sewage treatment (Water)	Water	약 \$8.1만
	2	Tierra de Monte	Agriculture Technology (Food·Agriculture, Water, Circular Economy)	Food·Agriculture	약 \$68만
	3	Corpo Transporte del Caribe	updating		
	4	Grupo Solena Sapi de CV	Biotechnology, Bio (Food)	Food·Agriculture	-
Chile	1	Legagreen SpA	Block Chain (Energy)	Energy	매출 없음 시드펀딩 \$24,000



Country	Company Name	CEO	Contents	Product
Bangladesh	<b>Hifs Agro Food Industries</b> (방글라데시 중소기업 재단 추천)	 <b>Shoab Hasan</b> 대표	<b>[Company Outline]</b> <ul style="list-style-type: none"> <li>Representative processed food company in Bangladesh</li> <li>(Product / Sector) <b>food*agriculture</b></li> <li>(Sales) Sales in 2020 of approximately 3 million USD</li> <li>Established in 2007, 500 employees</li> </ul>	
Denmark	<b>Aqua Green</b> (덴마크 대사관 추천)	 <b>Henning Schmidt-Petersen</b> 대표	<b>[Company Outline]</b> <ul style="list-style-type: none"> <li>Continuous and fully automated</li> <li>Steam drying and pyrolysis at 200 and 650°C</li> <li>Established in 2015, 22 employees</li> </ul>	
Colombia	<b>Glassat Innovation Company</b> (주한콜롬비아 대사관 추천)	 <b>JUAN BOTERO</b> 대표	<b>[Company Outline]</b> <ul style="list-style-type: none"> <li>Develops sustainable biodegradable and oxo-degradable paint that can replace disposable paint</li> <li>(Product name) Universal Protective Coating</li> <li>(Sector) material technology, <b>circular economy</b></li> <li>(Sales) Sales in 2020 of approximately 1 million USD</li> <li>(Funding) 2020 Pintuco \$ 1 million USD in funding</li> <li>Established in 2010, 35 employees</li> </ul>	
Republic of Korea	<b>RE:harvest Co., LTD</b> (ASEIC 추천)	 <b>Alex Min</b> 대표	<b>[Company Outline]</b> <ul style="list-style-type: none"> <li>RE:harvest upcycle food-byproducts into alternative food products</li> <li>Currently upcycling beer and shhikhye byproducts into alternative flour.</li> <li>Established in 2019, 7employees</li> </ul>	
Vietnam	<b>1516 Energy</b> (베트남 기획투자부 추천)	 <b>Le Vu Cuong</b> 대표	<b>[Company Outline]</b> <ul style="list-style-type: none"> <li>Supplies power in low-income regions by installing wind power generators and photovoltaic panels</li> <li>(Product name) Wind Turbine and Solar System Sun Box</li> <li>(Sector) renewable <b>energy</b></li> <li>(Sales) Sales in 2020 of 350,000 USD</li> <li>Established in 2015, 7 employees</li> </ul>	

Keyna	<b>Discover Brands Systems Limited</b> (케냐 민간사업자 협회 추천)		<b>[Company Outline]</b> <ul style="list-style-type: none"> <li>Manufactures and produces filaments by recycling plastic collected in Kenya and 3D printing</li> <li>(Product name) "PET 3D printing filament", "Qtron V2 E- waste 3D printer", "3D printing merchandise"</li> <li>(Sector) 3D printing, <b>circular economy</b></li> <li>(Sales) Sales in 2020 of approximately \$5,400 USD</li> <li>Established in 2017, 11 employees</li> <li>Experience of P4G funding in 2018 (P4G Centre for Clean Air Policy)</li> </ul>	
		<b>Dennis Micheni</b> 대표		
Netherlands	<b>Upp! Upcycling Plastic</b> (네덜란드 기업청 추천)		<b>[Company Outline]</b> <ul style="list-style-type: none"> <li>Collects plastics in local communities and provides them to various sectors to be upcycled</li> <li>(Product name) Upp! Circular Plastic Factory</li> <li>(Sector) city, <b>circular economy</b></li> <li>(Sales) Sales in 2020 of approximately \$70,000 USD</li> <li>(Funding) '18 \$50,000 USD, '17 \$110,000 USD in seed funding</li> <li>Established in 2017, 1 employee</li> </ul>	
		<b>Jan Jaap Folmer</b> 대표		
South Africa	<b>AET AFRICA</b> (남아공 농림수산 임업부 추천)		<b>[Company Outline]</b> <ul style="list-style-type: none"> <li>Climate change response in Africa by promoting water resource reuse through hydraulic heating</li> <li>(Product name) Hotspot Energy Saving Device</li> <li>(Sector) water, <b>energy</b></li> <li>(Sales) Sales in 2020 of approximately \$21,000 USD</li> <li>Established in 2012, 23 employees</li> <li>Received Series C investment (470,000 USD) from a South African industrial development company in 2017</li> </ul>	
		<b>Sandiswa Qayi</b> 대표		
Indonesia	<b>IBEKA</b> (인도네시아 시민 중심 경제 연구소 추천)		<b>[Company Outline]</b> <ul style="list-style-type: none"> <li>Supplies power using renewable energy in rural areas of Indonesia and transfers technologies such as organic farming</li> <li>(Product name) <ol style="list-style-type: none"> <li>wastewater treatment facility</li> <li>contaminated water restoration garden</li> <li>eco-friendly toilet using microorganisms</li> </ol> </li> <li>(Sector) food·agriculture, <b>energy</b></li> <li>(Sales) Sales in 2020 of approximately 1.6 million USD</li> <li>Established in 1992, 48 employees</li> </ul>	
		<b>Iskandar B. Kuntoadji</b> 대표		

Ethiopia	<b>MicoTech Engineering</b> (에티오피아 환경산림 기후변화 위원회 추천)	<b>Michale Gebere-medhin</b> 대표	<b>[Company Outline]</b> <ul style="list-style-type: none"> <li>• Manufactures eco-friendly waste incinerators</li> <li>• (Product name) Smokeless Hospital Waste Incinerator</li> <li>• (Sector) <b>energy</b></li> <li>• (Sales) Sales in 2020 of approximately 9000 USD</li> <li>• Established in 2017, 38 employees</li> </ul>	
Mexico	<b>Cplante</b> (멕시코 경제부 추천)	 <b>José Luis Ortiz Robles</b> 대표	<b>[Company Outline]</b> <ul style="list-style-type: none"> <li>• Engineering company that develops sustainable technology for wastewater management. Uses microorganisms, facility development, etc.</li> <li>• (Product name) wastewater treatment facility, contaminated water restoration garden, eco-friendly toilet using microorganisms</li> <li>• (Sector) wastewater management, <b>water</b></li> <li>• (Sales) Sales in 2020 of approximately 810,000 USD</li> </ul>	
Chile	<b>Legagreen</b> (칠레 에너지부 추천)	 <b>Alejandra Salazar</b> 대표	<b>[Company Outline]</b> <ul style="list-style-type: none"> <li>• Eco-friendly energy investment system using blockchain technology. Develops algorithms for tokens as well as for seamless investments and transactions</li> <li>• (Product name) Lega (token for transaction)</li> <li>• (Sector) <b>energy</b></li> <li>• (Funding) 2020 \$24,000 USD in seed funding</li> <li>• Established in 2020, 4 employees ('21)</li> <li>• Project slated for launch in July 2021</li> </ul>	