

The AI Opportunity in Korea

Korea is ready to ride the global AI wave. As a global leader in technology, innovation, and culture, supported by world-class ICT infrastructure, strong R&D investment, and a skilled workforce, it's poised to harness AI's full potential. This will not only accelerate productivity and diversify the economy, but also further enhance its cultural influence worldwide.

₩167T

potential boost to Korea's economy from enterprise AI adoption over the next five years

3.8x

potential spillover value from local tech to the rest of the economy

₩3.3T

potential boost to the creative sector from AI, with translation tools helping Korean creators reach 3B more people worldwide

How Google is contributing

For over a decade, Google has invested in AI to advance its mission to organise the world's information, and make it universally accessible and useful. Today, it is expanding access to AI for users in Korea, through products like Maps, Search, and Android, while helping businesses become more productive and connect with new customers.

Google is enabling [AI adoption](#) across sectors, from healthcare, where **Kakao Healthcare** uses AI to securely collaborate on hospital data, to e-commerce. It is also supporting AI applications that fuel Korea's innovation economy and cultural exports. **Stra**, for example, is reshaping the global reach of K-Pop by using AI to connect Korean music and artists with international fans while preserving the unique character of each performance.



₩18T

economic activity supported by Google products in 2024



110,000 jobs

supported through Google tools and services in 2024



20% faster

Organizations in Korea develop and deploy new digital applications and services 20% faster after adopting Google Cloud solutions, with over 50% reduction in unplanned application downtime compared to previous on-premises environments

What's needed to maximize the opportunity

Unlocking AI's full economic and societal value requires [deliberate strategy](#) across 3 pillars:

Infrastructure & innovation

Invest in R&D, cloud infrastructure, compute capacity, open government data sets, and frameworks for responsible innovation, and use AI to accelerate progress.



₩13T potential boost to the Korean economy due to AI-driven acceleration of R&D

Workforce readiness

Close the technology gap between large enterprises and SMEs to create spillover value and improve workforce productivity.



79% of large enterprises in Korea use AI compared to just 40% of SMEs

Widespread adoption

Harness AI to enhance efficiency and offset demographic pressures.



52% of businesses in Korea using AI tools report accelerated growth, rising to 85% among large enterprises