

# GIST to Operate 'G-Energy On Call' booth at KEET 2025 Climate & Environment Energy Exhibition

- GIST Energy Valley Technology Institute, Research Institute for Solar and Sustainable Energies, and Gwangju Free Economic Zone Authority jointly hosted, providing 'customized growth' support through practical special lectures and 1:1 expert consultations for energy companies
- From July 9 (Wed) to 11 (Fri), a steady stream of visitors flocked to practical programs focused on technology development, investment attraction, and management strategies



▲ GIST Energy Valley Technology Institute and Research Institute for Solar and Sustainable Energies, together with the Gwangju Free Economic Zone Authority, are successfully operating the 'G-Energy OnCall' program at the GIST booth at the 'KEET 2025 Climate, Environment, and Energy Expo' held at the Kim Dae-jung Convention Center for three days from July 9 (Wed) to 11 (Fri).

The Gwangju Institute of Science and Technology (GIST, President Kichul Lim) announced that it successfully operated the 'G-Energy OnCall' program to strengthen the technological competitiveness of regional energy companies and create a sustainable network.

This program was held at the GIST booth at the 'KEET 2025 Climate, Environment, and Energy Expo' held at the Kim Dae-jung Convention Center for three days from July 9 (Wed) to 11 (Fri), and was operated with the goal of supporting the growth of energy companies in the region and building a long-term industrial

ecosystem through special lectures and 1:1 expert consultations based on the actual needs of companies, such as technology development, financing, and management strategies.

'G-Energy Oncall' is a program jointly hosted by the GIST Energy Valley Technology Institute (Director Kwanghee Lee), the Research Institute for Solar and Sustainable Energies (Director Sanghan Lee), and the Gwangju Free Economic Zone Authority, and received high satisfaction from participating companies through a consultation program centered on practical tasks such as setting technology development directions, establishing investment attraction strategies, and improving organizational operations.

The Gwangju Free Economic Zone Authority operated a separate consultation booth and provided practical administrative and policy information such as the investment environment of industrial complexes in the Gwangju area and support systems for companies moving in, and also conducted field-oriented business attraction activities.

During this three-day program, a total of nine special lectures and 1:1 consultations with experts in each field were held.

On Wednesday, July 9, special lectures were held on ▲ 'Human Resources and Labor Strategy for Sustainable Organizations (Jun-soo Kim, Labor Attorney at Yonsei Labor Law Firm)' ▲ 'Understanding the Investment Process (Gwan-hee Lee, Head of Gwangju Creative Economy Innovation Center)' ▲ 'How Will Our Companies Survive in the AI Era? (Tae-won Kim, Senior Researcher at Korea Institute of Industrial Technology)' On July 10 (Thursday), special lectures were given on ▲ 'Utilizing Support Projects through Technology Transfer (Gyun Heo, Director of the Korea Bio-Healthcare Technology Research Association)', ▲ 'Startup Journey: From Startup to Investment Attraction (Se-chang Son, General Manager of Gwangju United Technology Holdings)', and ▲ 'Automobile Industry and RE100 (Hyeon-cheol Lee, Center Director of the Korea Automobile Research Institute)'. On July 11 (Friday), special lectures were given on ▲ 'Management Strategy of Energy Companies in the AI Era (Seong-yeol Seo, CEO of Hana Startup Management Consulting)', ▲ 'Investment Attraction Strategy of Regional Startups (Chan-hee Lee, Expert Committee Member of the Korea Technology Holdings Association)', and ▲ 'K-Battery Industry Crisis and Technology Development Direction: Safety and Circularity (Joong-je Woo, Center Director of the Korea Energy Technology Research Institute)'.

In addition, 1:1 consultations with experts related to each lecture topic were held on a regular basis, providing customized practical support and practical networking opportunities for each company.





▲ GIST Energy Valley Technology Institute and Research Institute for Solar and Sustainable Energies are providing 1:1 consultations with experts, customized practical support for each company, and practical networking opportunities at the 'G-Energy OnCall' booth with the Gwangju Free Economic Zone Authority.

The GIST Energy Valley Technology Institute Director Kwanghee Lee said, "This program is an effective support platform for Gwangju to leap forward as the energy-centered city it aims to become," and added, "GIST will continue to take the lead in building an open innovation ecosystem that grows together with local companies."