

Asian Economic Growth and the Design Business

CHO Dong-sung, Korea
Professor, Seoul National University

21 (Culture Contents Industry),
(Creative Industry), (Knowledge
Service Industry) , (NewIndustry)

In the 21st century, the new industries based on creativity, such as the cultural contents industry, creative industry, and knowledge service industry, are emerging as the new driving forces of the nation. These industries are growing very rapidly with the support of digital technology and provide opportunities of value-added production by incorporating elements of existing industries or changing past industries.

In this trend, the design industry is emerging from its traditional designation as a supplementary industrial unit limited to product design and communication or visual design activities. Now, design is changing into an innovative, independent industrial unit while creating a design-based business model.

Design firms are changing into multinational enterprises, adopting globalizing strategies to expand business opportunities and market scale. And they are keeping a close watch over the rapid growth of the Asian market. In particular, the Asian economy, with the rapidly growing Northeast Asian region at the center, is emerging as a future market and hot issue for both the world business and design communities.

Changes in Industrial Environment

Today, the world has gone beyond the stage of global networks into an era of complex networks that pursue both

In Korea, the design industry showed a growth of 3.8023 trillion won in business volume to reach a total of 26.5338 trillion won, which amounts to 4.8% of the country's total GDP. Accordingly, the old perception of design as an industry that merely supported other industries is being changed and design is now being newly assessed as an industry that is important in its own right. Also, these factors made us realize the need to form a new definition of the value of design.

As the industrial environment shifts towards high technology and high added value, market competitiveness is becoming design-centered. The EU and other advanced countries set design at the core in their global economic activities, and the emphasis on design will grow.

Thus, many advanced countries like the UK and Japan are setting up the infrastructure for the promotion of their design industries, while industrialized countries that are characterized by the OEM system, including Korea, are attempting to shift into new high added-value industries through design.

Changes and Growth in the Design Business

The design business has been viewed as an industry that supports more central entrepreneurial activities, creating the form of products and communicating with clients. However, as the value and importance of design increases, the design business which includes design services, design focused products and design content products is developing based on the economy of advanced countries.

In the past, design has remained under the category of a service business; today however, with technological development and extended cultural and knowledge based environments, the design business is branching off its models to design art products, design knowledge services, and design technique products. Design services in the areas of product, visual and environmental design have become more specialized, while expanding their markets globally. On the other hand, companies seeking innovation

가 , 가

3 (NAFTA), (EU), (MERCOSUR)

3 가

3 6 GDP 7.040 13% NAFTA EU

fortune 100 49 50%

가

가 'Industry 21'

가가

가

and change through design knowledge services want services such as market research, customer research, strategy and branding. As cultural trends place greater emphasis on exclusiveness, differentiation, and customized services, more artistic design products are being produced. The business of design-art products is also finding a variety of distribution routes to grow, including online. In the field of technology, the extended GUI, CG, interactive design generated by digital technology created easier-to-use new media activities. Accordingly, design technological products are emerging as an important business sector with the support of IT.

Behind these changes and growth of the design industry, there are three principal movements. First is increase in multinational activities of design firms in the global era. This has opened up an opportunity to broaden market size and expertise by breaking through the limited market. The emergence of design firms like Fitch:Worldwide, sbi,razorfish, IDEO and their successes have brought a new breeze to the design business.

Second is the emergence of the global online distribution network that has resulted in marketability for various design products. That has meant a shift in the design products business from one centered on the galleries or art shop market targeting only a small group of design lovers, to a broader mass market. This parallels and advances the consumer trend of growing interest in cultural products.

Last, design business exchanges through conferences and exhibitions are more active than ever. In the past, international exchanges facilitated through exhibitions were directed at being part of a global trend led by a few advanced nations. However, now such events are forums for exploring new interpretations of design, technical exchanges, and knowledge and informational sharing that result in an expansion of design business. International conferences and seminars are increasingly becoming means for promoting the design business today.

Asia's Economic Growth: Northeast Area at the Center

The leaders of the current economic growth in Asia are Korea, China and Japan. The active growth of these three countries makes up the world's most influential market scale, accounting for \$6 billion in GDP and \$704 million, or 13%, of the world's exports.

Led by the three countries, the region can be seen as growing into a new economic community aligned with regional economic blocs such as the EU, NAFTA, and MERCOSUR in South America. Also, considering the improved income levels, the three countries in the region will emerge as the most important economic markets in the world.

According to the US magazine Fortune, 49 of the top 100 companies have posts in the Asia-Pacific, which indicates that there has been an acceleration of global companies entering the Asian market. On the other hand, the Asian countries are striving to draw foreign investment and leap into the center of the global economy.

Singapore is working out a strategy called "Industry 21," focusing on high added-value industries such as the service, finance, and information industries. Hong Kong is putting its efforts into attracting foreign investment in technology intensive industries with the slogan "Becoming a Business Center" based on a laissez-faire approach. China is attempting to create a more advanced industrial structure by bringing knowledge-based industries, or "multinational company headquarters into China."

These trends are hinting at a positive future for the Asian economy. Asia is certainly emerging as a new market, and gaining a solid position as an important business opportunity.

Asian Market and Design Business

With the economic growth and expansion of the market

value of Asia, many enterprises around the world are trying to establish outposts in the region. Firms in the design business are keeping a close watch for opportunities to develop designs that stimulate Asian consumers. Asian designers and design firms are also beginning to consider venturing out into the world market in the growth focused economic environment.

Therefore, the growing consumer market in Asia is creating a new clientele for design firms. Among these new clients are, of course, the Asian companies that are propelling the growth, as well as the western companies vying to break into Asia. New design and new ideas are the major forces of competitiveness, and to obtain these forces, businesses need specialized design services. Also, as more design products that focus on Asian customers are produced, the development of design and expansion of the design business targeting the Asian market will also naturally occur.

Today, the pattern of consumption in the Asian market is transforming to increasingly mirror the advanced countries. And each country becomes a unique market due to its own cultural distinctiveness. So, the development of the more advanced and unique designs, and the expansion of design services aimed at a more specialized markets, etc., are also expected to result in the diversification and development of the design business.

Conclusion

All sustainable business success depends on four elements: commercial qualities, marketability, profitability, and safety. On the other hand, the design business needs software-oriented management to maximize creativity and intangible values; this differs from businesses in general, which tend to aim for a specified value that can be gained from existing products and services. Moreover, the design business should be able market more actively to explore future markets and new customers, rather than relying on traditional strategies such as market invasion and entry into

established markets.

The world design business is seeking to advance by embracing the challenge of the new Asian market based on the uniqueness of business. The proper understanding of the market and clients/customers should start with accurate research on Asia, the Asian people and Asian cultures. Also a wise approach is to uphold the characteristics of each country including the three major countries, and discovering niche markets is also necessary.

“아시아 경제성장과 디자인비즈니스”

2003. 12. 2.

서울대학교 경영대학
조 동 성

목 차

1. 산업환경의 변화
2. 디자인산업의 가치
3. 디자인비즈니스의 변화와 성장
4. 동북아를 중심으로 한 아시아 경제 성장
5. 아시아 시장과 디자인 비즈니스
6. 결론 및 시사점

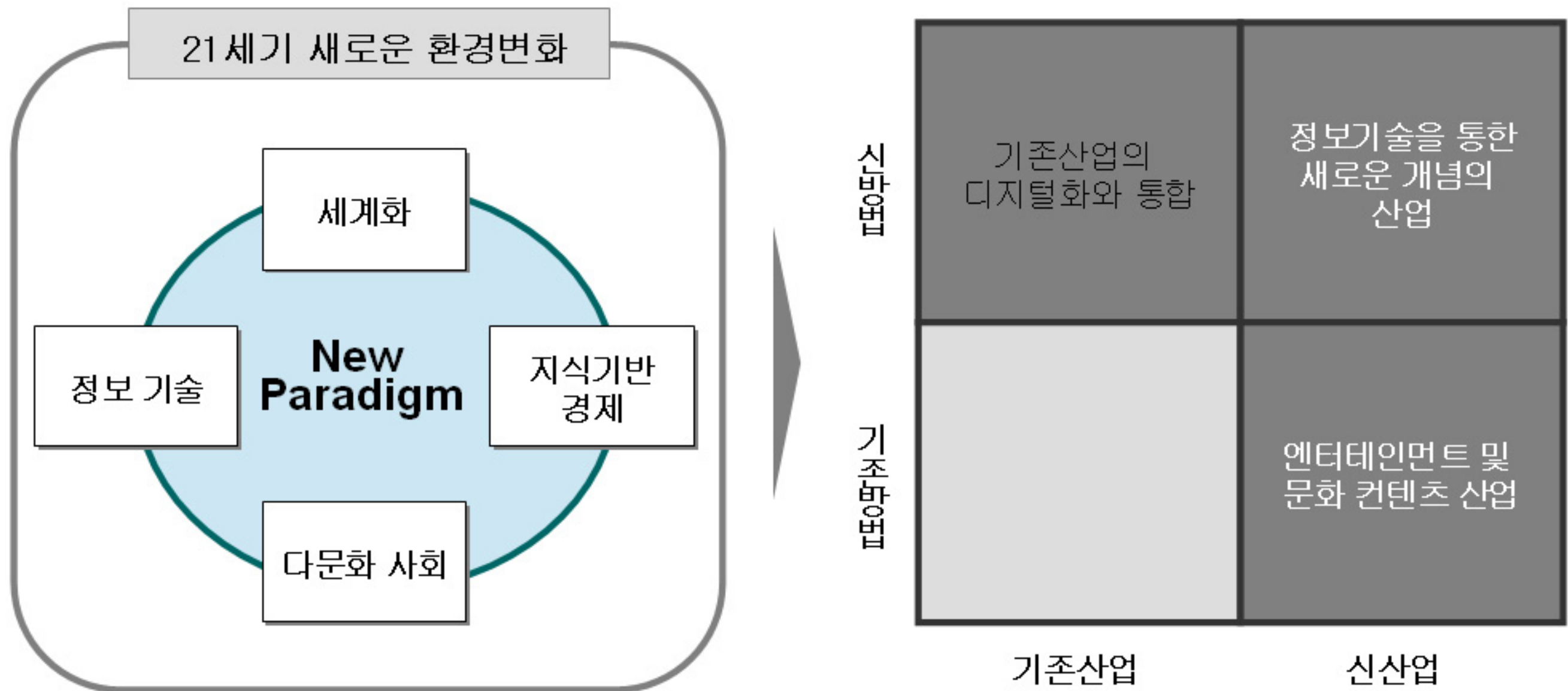
1. 산업환경의 변화

[New Paradigm & Mega-Trend]



1. 산업환경의 변화

[새로운 환경에 의한 신 산업의 등장]



1. 산업환경의 변화

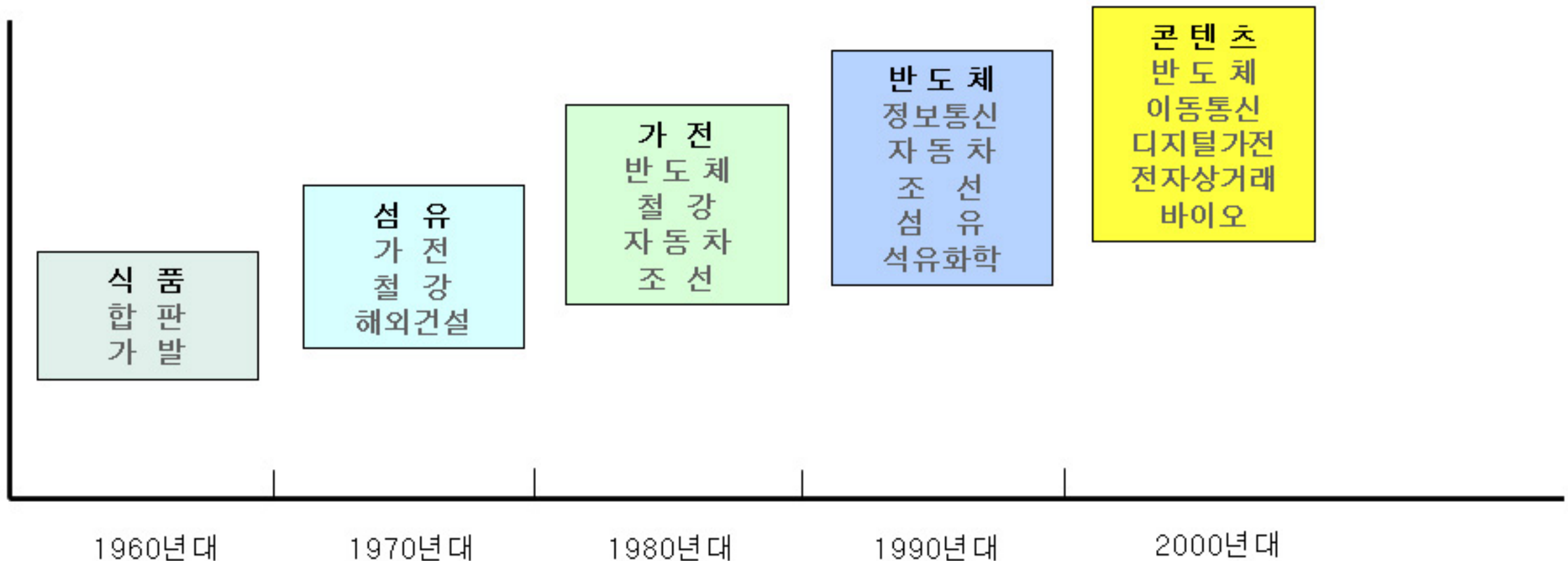
[새로운 환경에 의한 한국의 산업발달]

구 분	1970~80년대	1980년대	1990년대	2000년대
기술발달방향	하드웨어	소프트웨어	네트워킹	콘텐츠
중심가치	산업	정보	지식	지식·문화

1. 산업환경의 변화

[새로운 환경에 의한 한국의 산업발달]

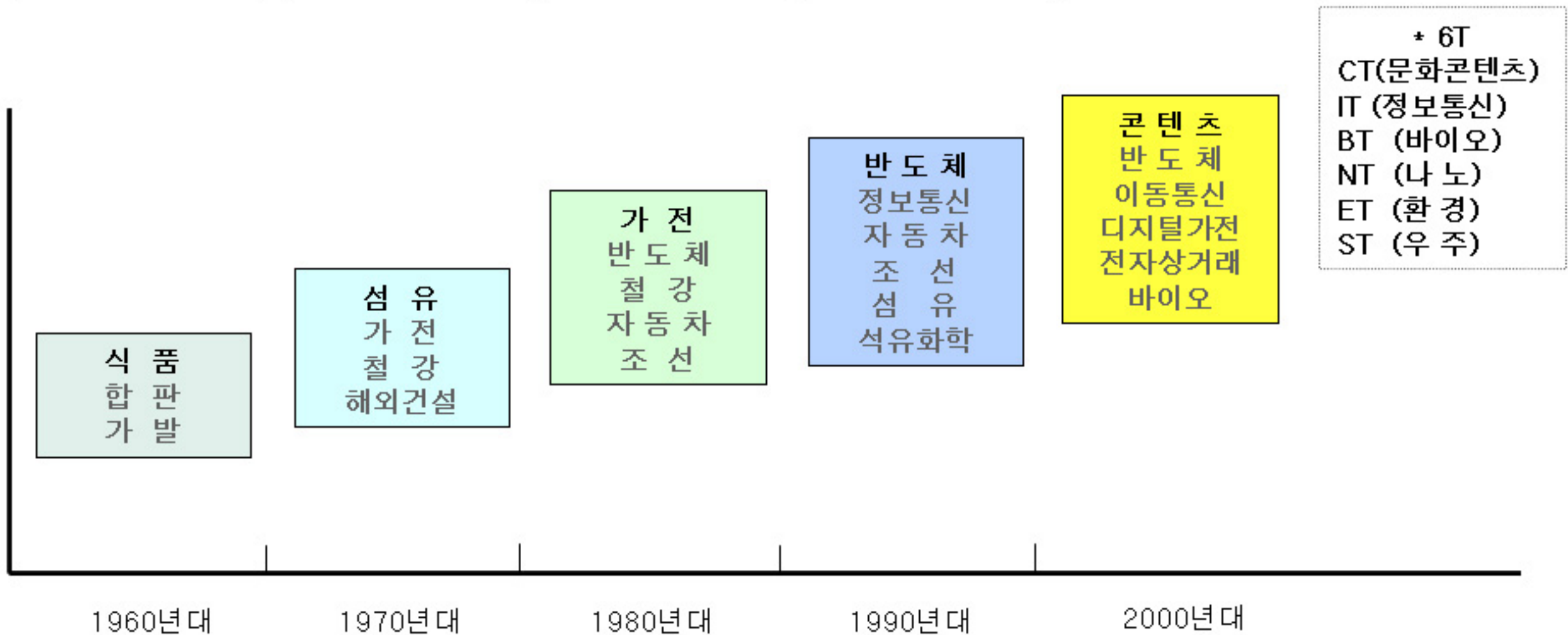
구 분	1970~80년대	1980년대	1990년대	2000년대
기술발달방향	하드웨어	소프트웨어	네트워킹	콘텐츠
중심가치	산업	정보	지식	지식·문화



1. 산업환경의 변화

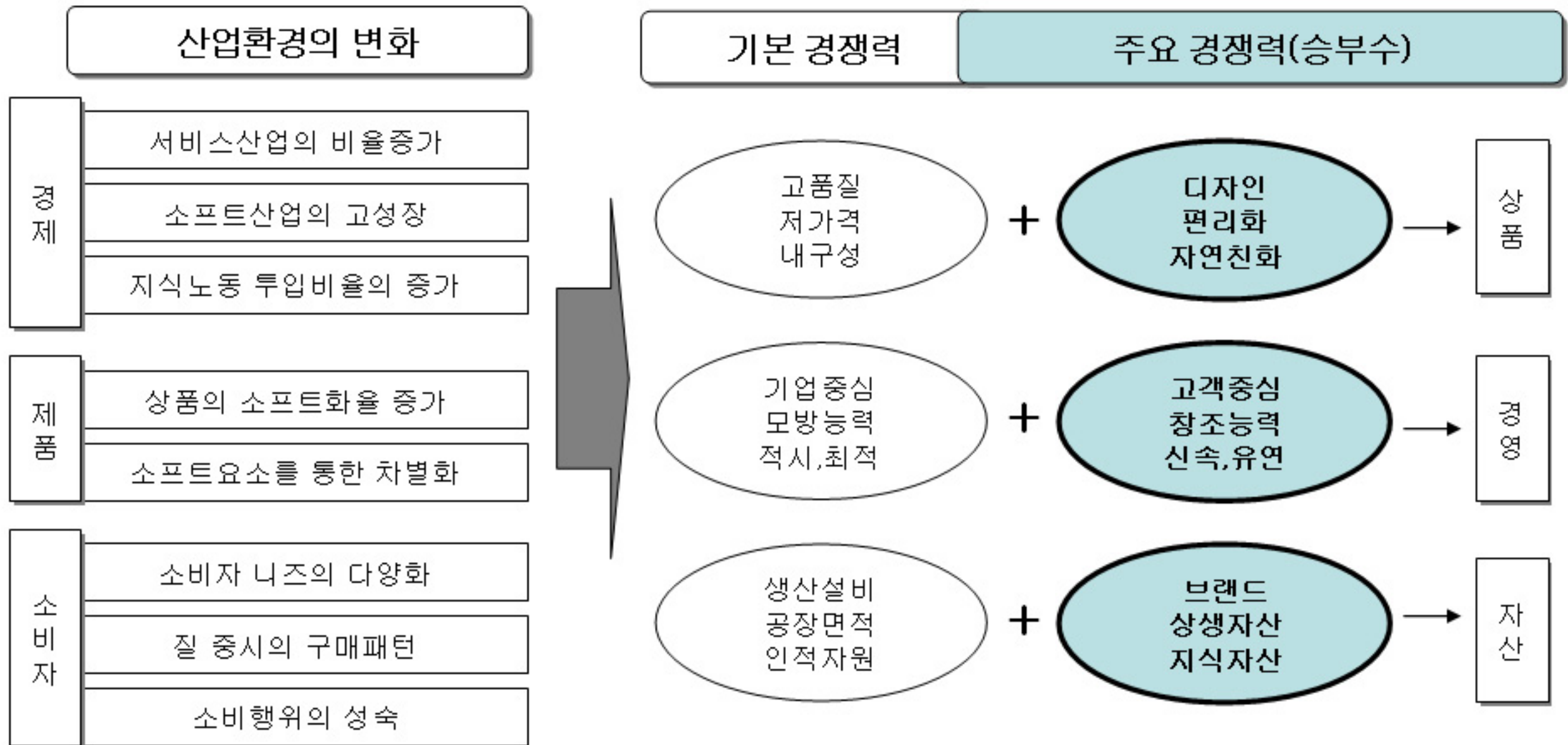
[새로운 환경에 의한 한국의 산업발달]

구 분	1970~80년대	1980년대	1990년대	2000년대
기술발달방향	하드웨어	소프트웨어	네트워킹	콘텐츠
중심가치	산업	정보	지식	지식 · 문화



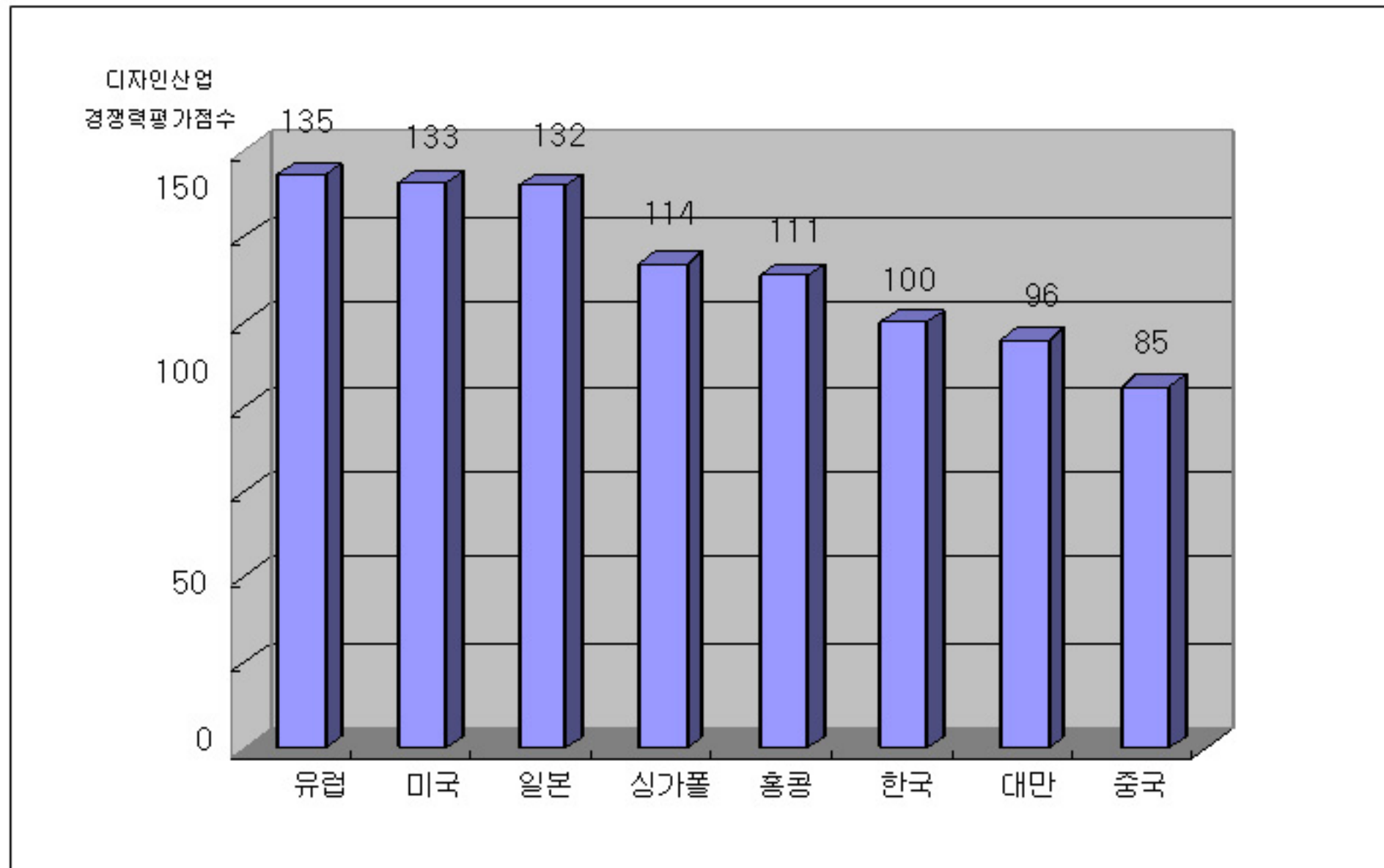
1. 산업환경의 변화

[산업환경의 변화와 새로운 경쟁력]



2. 디자인산업의 가치

[국가별 디자인 경쟁력]



(출처: 한국디자인진흥원(KIDP) 디자인 센서스 조사)

2. 디자인산업의 가치

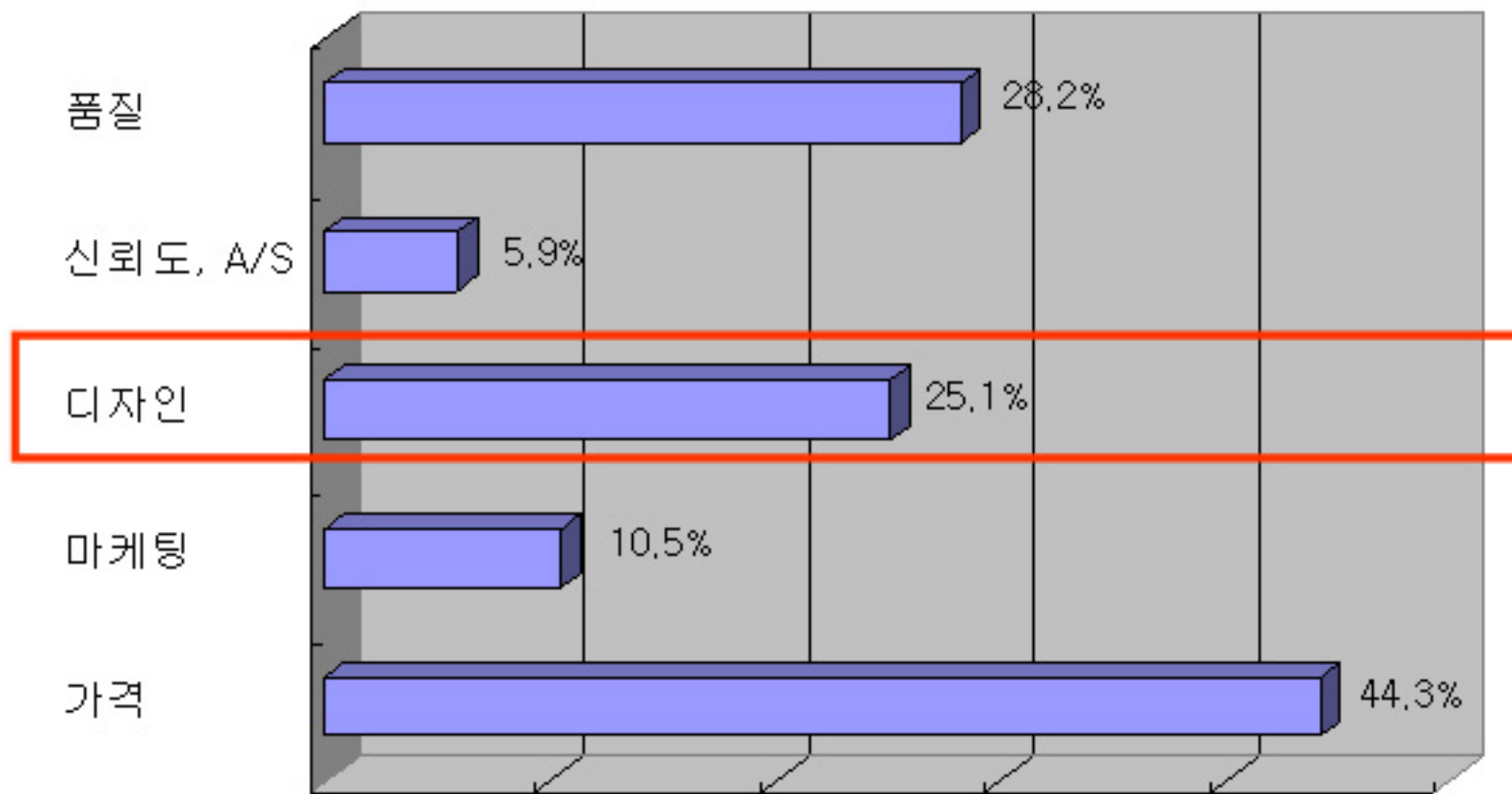
[디자인산업의 가치]

	영 국	한 국
매출액 증대	1억 5500만 파운드	3조 8023억원
GDP /디자인의 경제적 가치	약 2% (21.6조/1080조)	약 4.8% (26.5조/545조)
디자인의 경제적 가치	120억 파운드 (21조 6000억, 1파운드/1800원)	26조 5338억원

[참고 : 산업정책연구원, 디자인가치평가연구 결과 보고서, 2002]

2. 디자인산업의 가치

[디자인의 중요성 증대]



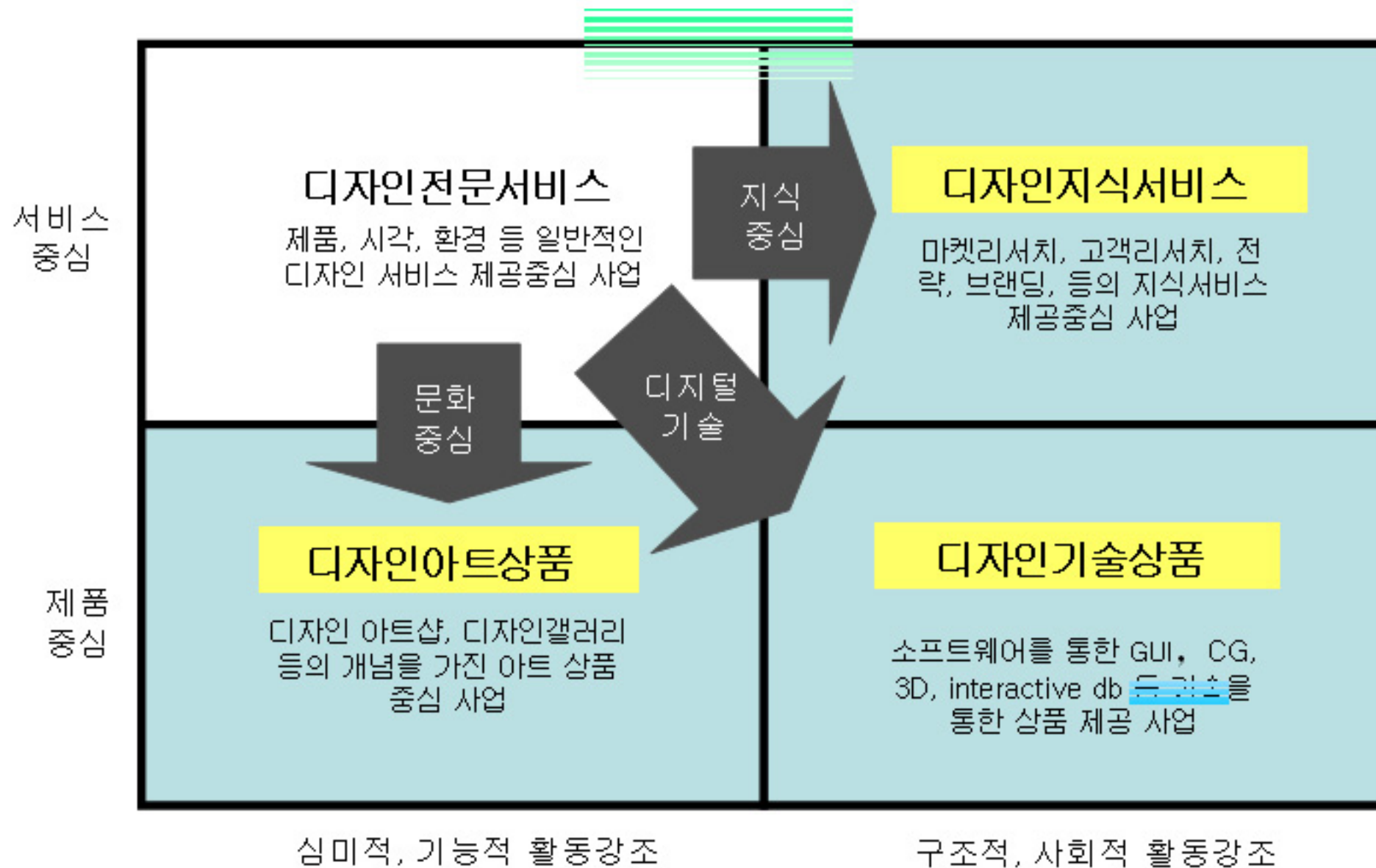
(출처: 한국디자인진흥원(KIDP) 디자인 센서스 조사)

•고기능, 고부가치 산업 환경 변화에 따라 브랜드, 디자인 중심의 시장 경쟁력이 조성되면서 EU나 선진 국가에서는 국제 경제 활동 시 가장 중요한 요인으로 디자인 중요성을 강조하고 있으며, 이러한 현상은 더욱더 증대될 것으로 예상됨.

•때문에 OEM 산업 국가의 이미지에서 벗어나고 동북아의 경제 중심 국가로 발돋움하기 위해서는 한국의 디자인경쟁력 강화와 이를 통한 새로운 위상정립이 필요함.

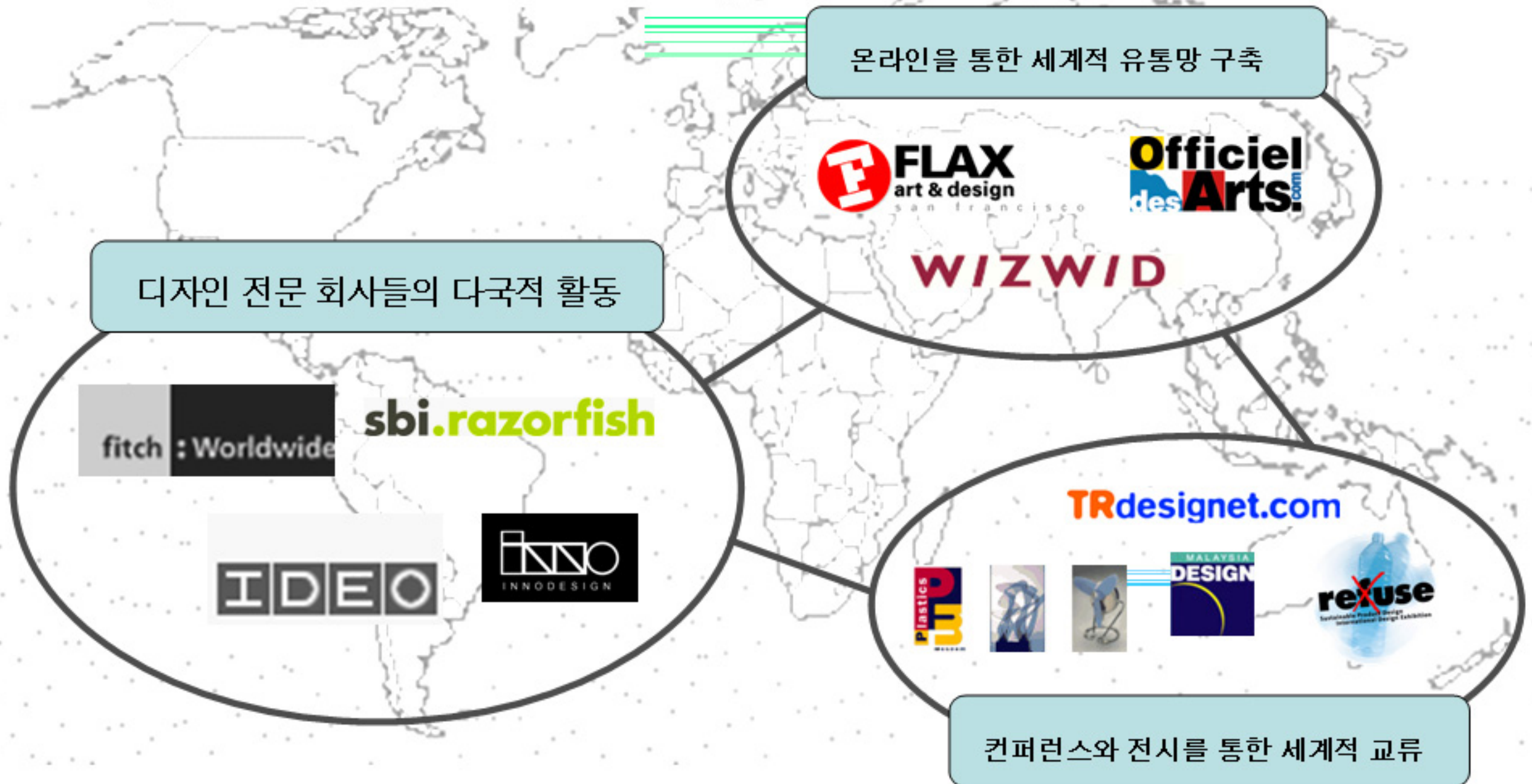
3. 디자인 비즈니스의 변화와 성장

[디자인 비즈니스 유형 확대]



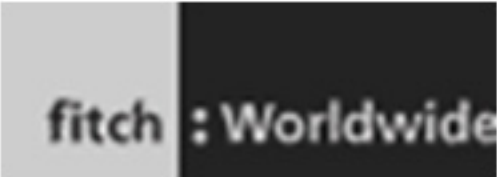



3. 디자인 비즈니스의 변화와 성장

[비즈니스 활동의 세계화 확대]



3. 디자인 비즈니스의 변화와 성장

[디자인 전문회사들의 세계적 활동 사례]

회사명	내용
	<ul style="list-style-type: none"> - 개발제품 : 시각, 제품, 환경디자인, 브랜딩디자인, 엔터테인먼트 디자인 - 기업의 비전 : 디지털 기술을 기반으로 한 브랜딩 디자인으로 디자인의 종합적 서비스를 추구 - 국가 : 영국, 미국
	<ul style="list-style-type: none"> - 개발제품 : 웹디자인, 기술 및 전략 서비스 디지털 구조, e 전략 - 기업의 비전 : "Everything that can be digital will be" 통합적 디지털 전문 서비스 - 국가 : 미국
	<ul style="list-style-type: none"> - 개발제품 : 제품디자인, 생산디자인, e전략 - 기업의 비전 : 디지털 기술을 기반으로 한 효과적인 인프라의 구축으로 창의적인 디자인개발을 추구 - 국가 : 미국
	<ul style="list-style-type: none"> - 개발제품 : 제품디자인, 생산디자인, 브랜딩 디자인, 마켓리서치, 컨셉 디자인 - 기업의 비전 : 빠르게 변하는 소비시장에 초점을 맞추어 정확한 시간에 정확한 디자인 공급 추구 - 국가 : 한국, 미국

4. 동북아를 중심으로 한 아시아 경제 성장

[세계 경제블록의 성장]



•유럽연합(EU), 북미자유무역협정 (NAFTA), 남미 남부공동시장 (MERCOSUR), 아세안 자유무역지대 (ASEAN) 등의 경우와 같이 지역 내 또는 지역간 협력관계의 심화를 통해서 특정 국가들 간에만 한정적으로 자유화의 이익을 추구하려는 움직임이 활발해지고 있음.

•이에 경제규모, 무역규모, 기술적 측면, 문화적 여건 등 EU나 NAFTA에 비해서 손색이 없는 한, 중,일의 새로운 동북아 경제 공동체의 협력 방안이 모색되고 있음.

4. 동북아를 중심으로 한 아시아 경제 성장

[동북아 경제중심 지역 형성]

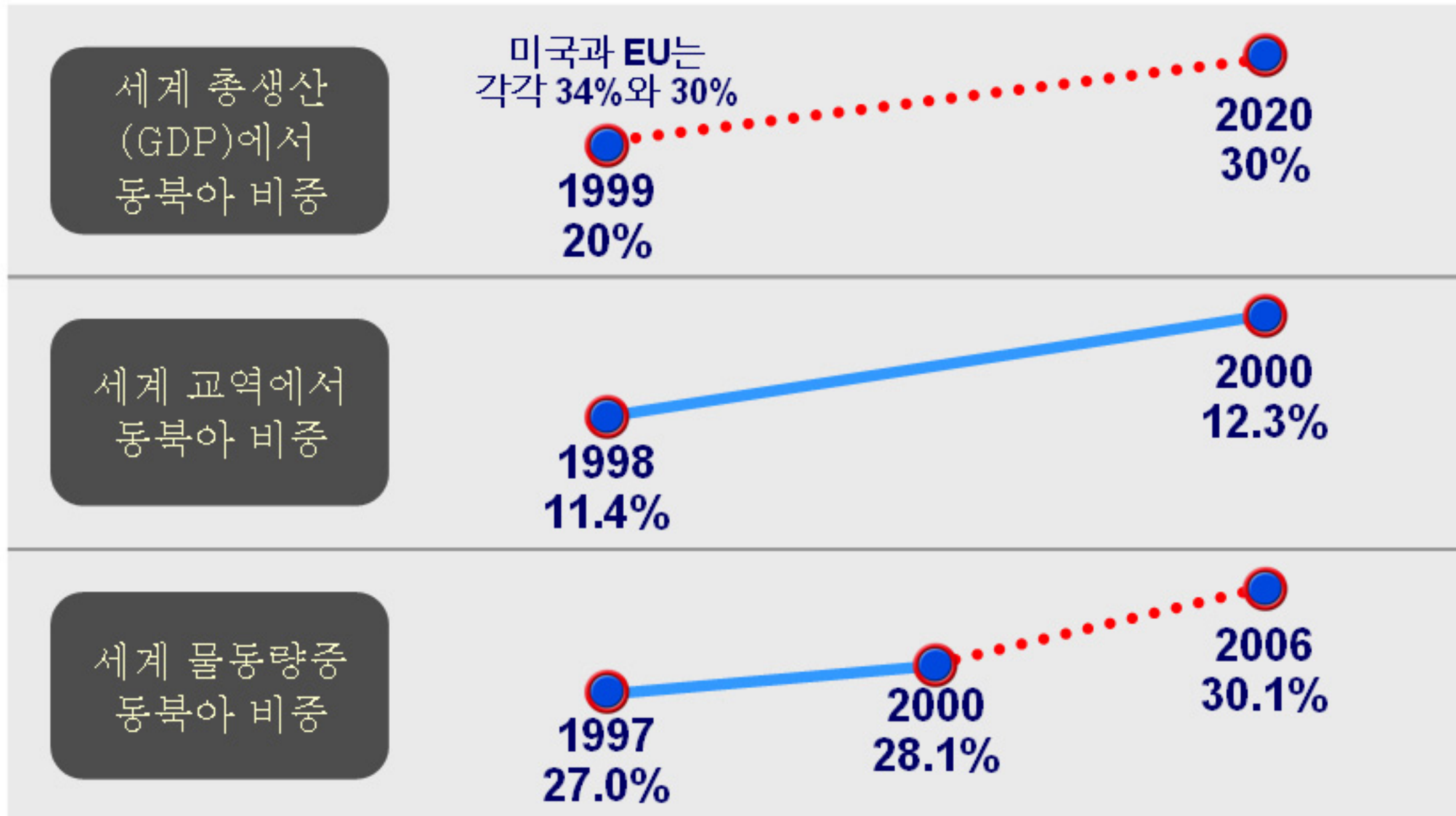


일본은 21C 경제전략으로 신대동아 공영권 구상(동남아 공영권구축), 대륙개발, 정치군사 실세화 등을 내세우고 있으며 중국은 개혁, 개방화를 가속화하여 고도 성장을 이루고, ASEAN, 인도, 베트남등 동남, 서아시아 경제권의 개발가속화 함께 이루어지고 있는 실정임.이에 21세기 아시아권의 경제 블록의 구상이 구체화되고 있음.

4. 동북아를 중심으로 한 아시아 경제 성장

[동북아 경제 성장]

* 세계 3대 교역권의 하나로 부상



4. 동북아를 중심으로 한 아시아 경제 성장

[동북아 경제 성장 가속화]

1. 동북아 물동량 선점 위한 주변국간 경쟁 가속화
2. 중국, 홍콩, 싱가포르 등 비즈니스 중심지화 경쟁 치열

홍콩	싱가폴	중국	한국
24	19	2	1

- 미 Fortune지 선정 세계 상위 100대 기업 중 아태지역 본부를 두고있는 기업은 총 49개사



4. 동북아를 중심으로 한 아시아 경제 성장

[아시아 각국의 비즈니스 중심지화 노력]



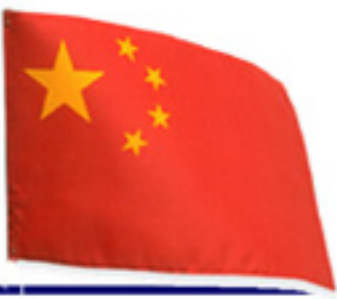
싱가폴 “Industry 21”

- 서비스, 금융, 정보 분야 등 고부가가치산업 집중유치



홍콩 “비즈니스 중심지화”

- 자유방임정책 → 기술집약산업 위주의 외투유치 전략

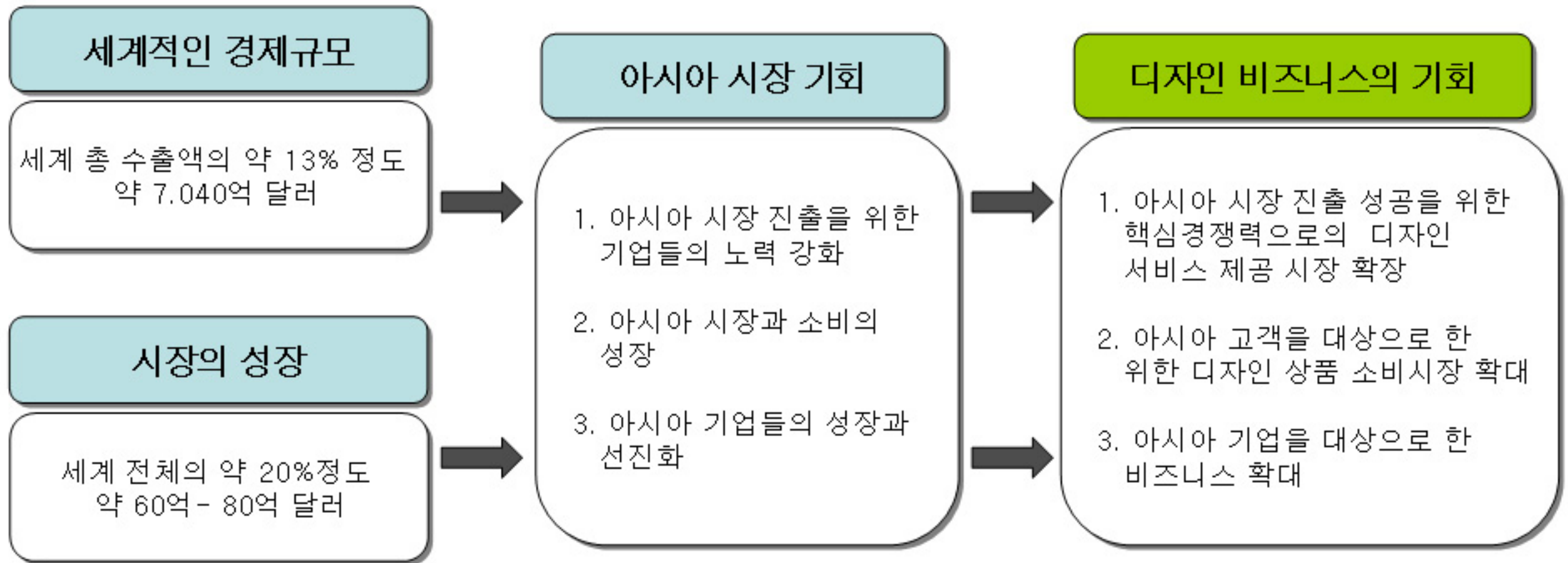


중국 “다국적기업 지역 본부 유치”

- 지식기반산업 유치를 통한 산업구조 고도화

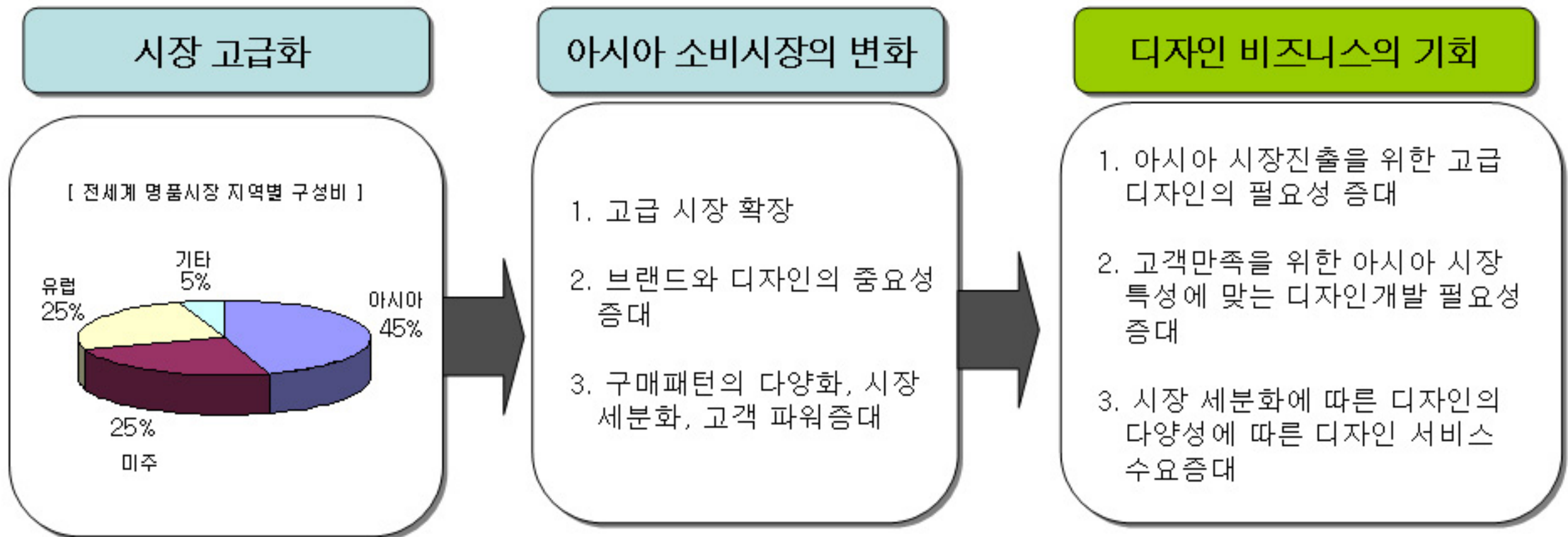
5. 아시아시장과 디자인비즈니스

[디자인 비즈니스의 기회 - 아시아 시장규모의 확대]



5. 아시아시장과 디자인비즈니스

[디자인 비즈니스의 기회 - 아시아 소비시장의 고급화]



6. 결론 및 시사점

[성공적인 아시아 시장 진출을 위한 요건]

시장과 고객에 대한 올바른 이해 : 아시아 대륙, 아시아인, 아시아권의 문화

각국의 특징과 틈새시장 공략을 통한 지혜로운 접근

미래시장과 신규고객창출이라는 역동적 마케팅활동 필요

디자인특성에 맞는 창조성과 무형 가치성을 극대화한 소프트웨어적 경영

감사합니다!