

Overview



Kubernetes Forum Seoul, held on December 9, brought together international and local experts with adopters, developers, and practitioners to promote face-to-face collaboration and learning.

The registrants were 35% developers, 29% IT operations, and 11% architects of which 34% were from companies with more than 3,000 employees. Fifty percent of registrants said they would attend advanced sessions and 46% said they would attend the beginner sessions. For 88% of attendees, it was their first time attending a CNCF event. Nearly all the attendees were from South Korea.

There were 17 sponsors for this one-day event, which reported extremely positive attendee engagement.

PR + Marketing

During our first Kubernetes Forum Seoul, we had a press event and 25 journalists/analysts attendees! With the media and readers in Korea not very familiar with CNCF or Kubernetes, the goal of the PR activities was to drive awareness to CNCF, the projects, and the community. This goal was accomplished. In addition, CNCF received recognition in industry sectors such as blockchain, security, and telecom.

As of January 21, the event resulted in 40 positive articles from the media that attended the session, as well as through the press release that was distributed to non-attendees. The sentiment from reporters can be summed up in the below quotes:

- *The Kubernetes Korean community, which was created in 2016, is also popular with more than 4,000 people participating* – Digital Daily
- *Kubernetes is now the de facto standard in the global market* - ICN
- *Dr. Seok-ho Sohn, the leader of the Korean team at Kubernetes Localization, said, "There are more than 1000 Kubernetes documents in English and 282 in Korean, the second highest in English." We hope that the utilization of Kubernetes will be increased and the development environment will be easier and the Korean ICT industry will be developed.* - Hello T
- *"Interest towards 'Cloud Native' is at its peak. Reached 500 CNCF members"* – DataNet
- *"Cloud's role will expand in 5G"* – KIPost

Acrofan
Byline Network
Digital Daily
Digital Economy News

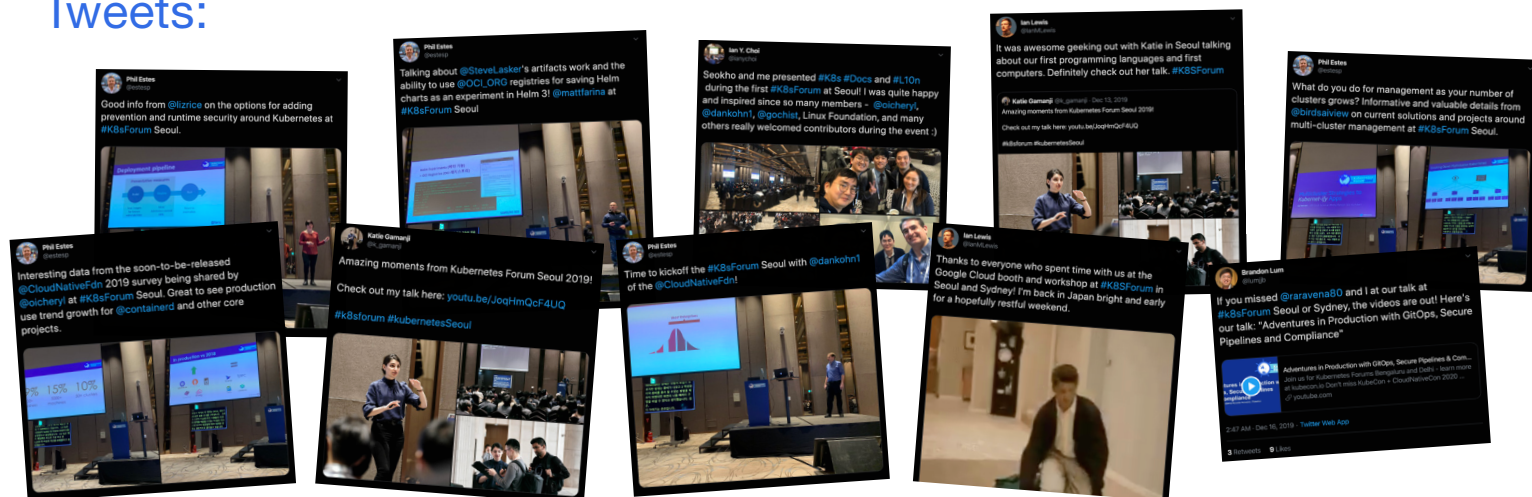
E4ds
EBN
IDC Korea
IT Biz News

IT Daily
KIPOST
Korea Industry Daily
Micro Software

Network Times
Tech World
TechSuda
EF News

The Bell
Munhwa Journal 21
Sisa Briefing

Tweets:



NO.	MEDIA	HEADLINE	CATEGORY
1	Acrofan	CNCF Kubernetes Forum Seoul 2019 Press Conference	IT
2	AI Times	Cloud Native Computing Foundation continues rapid member and project growth	AI
3	Blockchain Today	Cloud Native Computing Foundation	Blockchain
4	CCTV News	Cloud Native Computing Foundation continues rapid member and project growth	Security
5	DataNet	‘Cloud-native’ attention peaked. 500 CNCF member companies exceeded	Industrial
6	Digital Daily	Dan Kohn, executive director of CNCF, “Open source Kubernetes offers freedoms of choice”	IT
7	Digital Economy News	CNCF to host ‘Kubernetes Forum’ in Seoul	IT
8	Digital Today	Why are companies adopting ‘Cloud Native’?	IT
9	EBN	“Hope Korean developers will participate more in Kubernetes”	IT
10	E4ds	In 2025, 90% of apps run on cloud-native	IT
11	Hello T	Hybrid cloud era. Kubernetes is rapidly spreading	Industrial
12	ICN	Cloud ecosystem open source to host Kubernetes Forum Seoul	Industrial
13	IT Biz	CNCF “breaks 500 member companies and grows fastest with rapid increase in projects”	IT
14	IT BizNews	CNCF ‘Kubernetes Forum’ successfully held. “Enhance technical stability by expanding ecosystem-certification”	IT
15	IT Chosun	CNCF breaks through 500 member companies, “Cloud-native era has arrived”	IT
16	IT Daily	CNCF “90% of apps will run in a cloud-native environment by 2025”	IT
17	KIPOST	Cloud plays a bigger role in 5G mobile communication	Industrial
18	KOIT	Cloud Native Computing Foundation grows largest ever	IT
19	Korea Daily	Cloud Native Computing Foundation continues rapid member and project growth	General
20	Korea Industry Daily	Cloud-native forms an open source ecosystem	IT
21	Mice Journal	Cloud Native Computing Foundation continues rapid member and project growth	IT
22	Metro	Cloud Native Computing Foundation continues rapid member and project growth	General
23	MSD	Dan Kohn, executive director of CNCF, “CNCF have achieved milestones, exceeding 500 member companies”	Industrial
24	Newspim	Developing an app like a stack of blocks’ ‘Cloud-native era’	General
25	Science Monitor	Kubernetes Forum. Rapid growth of open source cloud-native ecosystem	Industrial
26	Segye News Agency	Cloud Native Computing Foundation continues rapid member and project growth	General
27	Sisa Briefing	“Exceeding 500 member companies” CNCF grows to the largest ever	General
28	TechSuda	Cloud Native Computing Foundation continues rapid member and project growth	IT
29	TechWorld	“The most dynamic period of growth” Kubernetes and CNCF	Industrial

CONTENT

Kubernetes Forum Seoul connected international and local cloud native experts, adopters, developers, and end users. There was both a beginner and an advanced track; about half of the speakers are international experts and half are from the local area.

The content covered various Kubernetes topics including world class engineering, best practices, and scalability. CNCF projects Prometheus, Vitess, Helm, etcd, Open Policy Agent, and CRI-o were covered. Presentations on production Gitops and network capability complimented the CNCF project presentations.

KEYNOTE HIGHLIGHTS

Hiding in the Dark - Dan Kohn, Executive Director, Cloud Native Computing Foundation

Security and the OODA Loop - Liz Rice, Technology Evangelist, Aqua Security

Kubernetes and Cloud Native: The Past, Present and Future - Cheryl Hung, Director of Ecosystem, Linux Foundation

Kubeflow Endoscopy - Hong Seok Hwan, CEO, Dudaji, Inc.

Getting to Know Helm 3 - Scott Coulton, Principal Cloud Advocate, Microsoft

Multicloud Strategies to “Kubernetesify” Legacy Apps - Sai Vennam, Developer Advocate, IBM

SURVEY RESULTS

CNCF surveyed attendees of the Forum. Of those who completed the survey, 77.4% found the content valuable and 64.5% would attend a future CNCF event.

“I’m a member of the Korean L10n team and it was great to see people online that I saw offline. It was also very exciting to meet with the people in the different groups.”

ATTENDEE DEMOGRAPHICS

Total Registration: 907 attendees

Academic - 4% • Attendees - 77% • Speakers - 3%
Sponsors - 10% • Media - 5%

COUNTRY:

Japan - >1% • South Korea - 94% • USA - 2%

ATTENDEE JOB FUNCTION

Architect - 11% • Developer - 36% • Executive - 2%
Product Manager - 1% • IT Operations - 29%
DevOps - 62% • Systems Admin - 37%
Sales/Marketing - 7% • Student/Academic - 5%

GENDER:

Man - 83% • Woman - 13%
Non-Binary - 0% • Prefer not to Say - 4%

INDUSTRY

Aerospace or Defense - >1%
Agriculture, Forestry, or Fisheries - 0%
Associations, Trade Groups - 0%
Automotive - >1%
Carrier, Telecommunications - 1%
Computer Hardware or Consumer Electronics - 4%
Construction - 0%
Consulting - 1%
Education - 1%
Energy - <1%
Finance, Banking, or Insurance - 2%
Government - >1%
Health Care Services - 0%

Industrial Equipment/Heavy Machinery - >1%
Internet or Web services - 13%
Media, Advertising, Publishing, or Entertainment - >1%
Nonprofit/Non-governmental Organizations - >1%
Retail or Wholesale Trade - <3%
Software - 49%
Telecommunications - >1%
Transportation, Logistics, or Warehousing - 1%

SIZE OF COMPANY:

<49 employees - 23%
Between 50 - 499 employees - 23%
Between 500 - 999 employees - 5%
Between 1000 - 2999 employees - 11%
3,000 and above employees - 34%
Between 1000 - 2999 employees - 7%
3,000 and above employees - 55%

SPONSORS	2019
Platinum Sponsors	1
Gold Sponsors	5
Silver Sponsors	7
Bronze Sponsors	4
TOTAL	17

Links to: Photos, Videos, and Slides (slides are located under the abstract of each session in Sched)

[Photos](#)

[Session Recordings](#)

[Schedule \(English\)](#) [Schedule \(Korean\)](#)