

# Proposal for **Outbound Training to Korea**

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# Objectives for Outbound Training to KOREA

## 1. To acquire deep knowledge through visit to plants of excellent enterprises in quality control

- Visit plants of Korean companies which gained recognition for excellence through government awards and international reputation.
- Listen to each company's presentation of knowhow on quality improvement through six sigma, production innovation and service management.

## 2. To realize optimal training effect compared to price and service quality

- Obtain the best effect through visits at a reasonable price with highest-quality service.

## 3. To raise ancillary service levels, including transportation, accommodations, shopping, and tour

- Move shortly to plants of large companies through Incheon and Busan international airports.
- Access to best ancillary service in large cities near plants of large companies.

## 4. To enhance reliability through a public organization established for quality and standardization

- Devise optimal training plan through KSA's network established for 50 years.

# KSA's Strengths

## 1. Network of excellent companies through operation of national awards

- Operates national Quality Control Convention & National Quality Teams Competition (Presidential awards).
- Holds a broad network of excellent large companies based on the platform for quality innovation of domestic companies.

### Major customer companies



# KSA's Strengths

## ■ Quality Awards

### Korea National Quality Mangement Convention

- Held 1<sup>st</sup> Quality Control competition in 1975
- Korea's largest scale event for Quality Control
- Provides government support and presidential awards
- Award commendations to excellent quality enterprises, organizations, and individuals for quality improvement, cost reduction, and productivity improvement

### National Quality Teams Competition

- Selects excellent Quality Teams who contributed to establishing Quality Control in businesses and strengthening competitiveness in quality through quality team activities for proposing improvement
- 50,000 Quality Teams, 560,000 team members participated
- Main competition: 250 Quality Teams and 3,000 team members participated
- Government-sponsored event (grants presidential awards)





# KSA's Strengths

## ■ Quality Awards

### KS Service Quality Index

- Korea's single index for assessment of service quality
- Assesses 70 business types and 291 firms and organizations before announcing the results.
- Service users evaluate satisfaction of service quality
- Comprehensive index for measuring quality levels of Korea's overall service industry

### Korea Service Grand Prix

- Selects and awards enterprises, organizations, institutions, and individuals that built customer-centered service quality management system and achieved excellent performance in service quality innovation of overall management
- Selects the final winner through document screening, on-site review, number of consumer complaints, and assessment of social reputation



# KSA's Strengths

## 2. Leader in quality and standardization

- Operates over 300 programs, which is Korea's largest-scale quality training, and trains 25,000 man-days.
- Proactively disseminates quality-related latest knowledge and knowhow.

Quality Mind	Quality Planning (QP)	Quality Control (QC)	Quality Assurance (QA)	Quality Improvement (QI)	Reliability
R&D	Workplace Innovation	Production Management	Supply Chain Management, Cost	Purchase	Logistics
Lubrication	Autonomous Maintenance	Focus Improvement	Planned Maintenance	Quality Maintenance	Production Cost
Safety	Maintenance Management	Predictive Maintenance	Diagnosis skill-up	Maintenance skill-up	Six Sigma, Management Innovation
Mini Tab	Project Management	Convergence	Monotzcuri	Creativity, TRIZ	
ISO9000	ISO14000	ISO50001	ISO/TS16949	ISO26262	KOSHA,OHSAS, OHSMS 18000
ISO18001	ISO22000, HACCP	ISO31000	Climate Change		
Strategy, Plan	HR, HRD	Accounting, Tax	Smart OA	R&D, Marketing	Sales, Trade
CS	Leadership	Competency by Level	Problem Solving	Communication	Sustainability Management

# KSA's Strengths

## 3. Operates dedicated teams by quality theme

- Operates dedicated teams by major quality theme to maximize expertise of domestic training and education.
- For training with a blend of diverse theme, operates TFT by the unit of quality innovation division to raise training effectiveness.

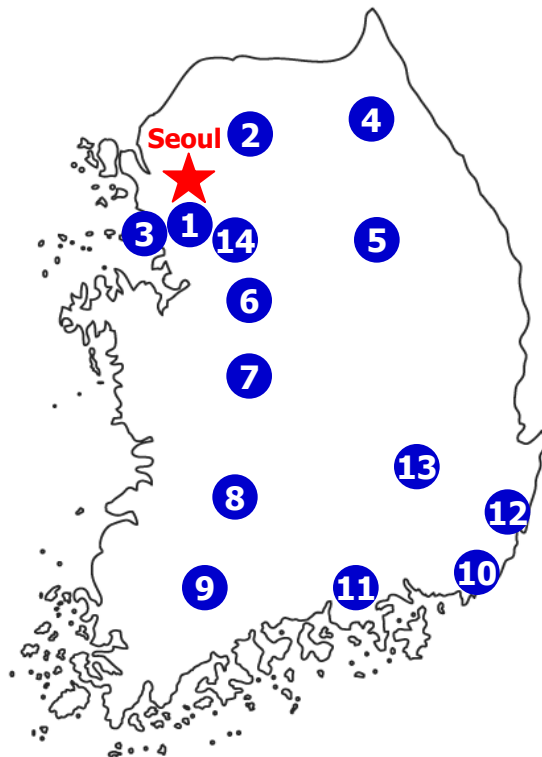




# KSA's Strengths

## 4. 13 regional headquarters nationwide to increase effectiveness of visits

- Operates 13 regional headquarters and human resources development centers in major cities to facilitate contact with plants of large companies.
- Strengthens effectiveness of ancillary process such as accommodations, shopping, and tour during visit to local plants.



1. Suwon (Largest city in southern Gyeonggi Province)
2. Uijeongbu (Largest city in northern Gyeonggi Province)
3. Incheon (One of Korea's six metropolitan cities)
4. Chuncheon (Largest city in Gangwon Province)
5. Cheongju (Central city in N. Chungcheong Province)
6. Cheonan (Second largest city in S. Chungcheong Province)
7. Daejeon (Largest city in S. Chungcheong Province, One of Korea's six metropolitan cities)
8. Jeonju (Largest city in N. Jeolla Province)
9. Gwangju (Largest city in S. Jeolla Province, One of Korea's six metropolitan cities)
10. Busan (Largest city in S. Gyeongsang Province, One of Korea's six metropolitan cities)
11. Changwon (Second largest city in S. Gyeongsang Province)
12. Ulsan (One of Korea's six metropolitan cities)
13. Daegu (Largest city in N. Gyeongsang Province, One of Korea's six metropolitan cities)
14. Human Resources Development Center (One hour away from Seoul)

# KSA's Strengths

## 5. Rich in training experience and competency

- Operates optimal network in the shortest term through years of domestic training experience.
- Provides quality service at the best price through in-house facilities and partner network.



# KSA's Strengths

## ■ Facility: HRD Center in Anseong

- 1 hour away from Seoul.
- Accommodates 25 lecture halls and 217 boarding facilities.
- Provides one-stop service for lecture, room and board at a low price compared to hotels.



25 lecture halls



Boarding facility



Boarding facility



Cafeteria

# KSA's Strengths

## ■ Facility: Gasan Digital Center in Seoul

- State-of-the-art digital training facility located in Seoul.
- Accommodates 13 lecture halls and enables training courses, including lectures and conferences.





# KSA's Strengths

## ■ Hotel

### Busan

- Accommodations, shopping, and tour can be decided through mutual discussion, considering the entire schedule, itinerary and cost.



**Paradise Hotel (Seaside)**



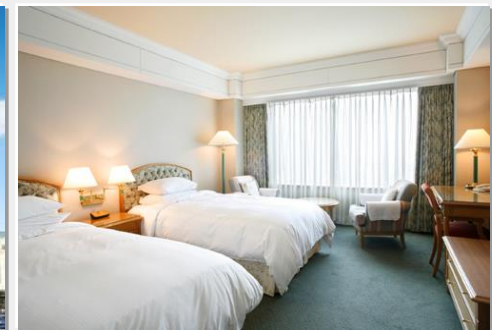
**Westin Chosun Hotel (Seaside)**



**Grand Hotel (Seaside)**



**Lotte Hotel (Downtown)**



# KSA's Strengths

## ■ Hotel

### Seoul



**Best Western Premier Hotel**



**Novotel Ambassador Hotel**



### Ulsan



**Hyundai Hotel**



**Lotte Hotel**



# KSA's Strengths

## ■ Shopping & Tour

### Seoul

#### ● Lotte World & Lotte Department Store(Duty free)

- One of Korea's largest shopping malls in downtown Seoul with various amusement facilities, including aquarium.
- The location of nearby Hyundai Department Store maximizes shopping experience.



Lotte World



Lotte Department Store

#### ● Myeong-dong & Lotte Department Store(Duty free)

- One of Korea's largest shopping malls in downtown Seoul.
- Close to major tourist attractions, including Korean traditional Village on Mt. Namsan, Namsan Tower, palace sites.



Myeong-dong



Lotte Department Store

#### ● COEX Mall & Hyundai Department Store

- One of Korea's largest single shopping malls in downtown Seoul.
- Diverse amusement facilities, including Korea's largest aquarium.
- The location of nearby Hyundai Department Store maximizes shopping experience.



COEX



Hyundai Department Store

# KSA's Strengths

## ■ Shopping & Tour

### Seoul

#### ● Namsan Korean Traditional Village & N Seoul Tower

- Traditional Korean Village situated on Mt. Namsan in the heart of Seoul
- N Seoul Tower, a.k.a. Namsan Tower, overlooking downtown



Namsan Korean Traditional Village



N Seoul Tower

#### ● Palaces & Folk Museum

- Tour to Palaces of the Joseon Dynasty built 600 years ago
- Folk Museum offering a glimpse into Korea's 5,000-year history



Gyeongbokgung Palace



National Folk Museum

#### ● Traditional market at Insa-song

- Korean traditional market near palace sites
- Tourist spot with a variety of shopping malls, cultural sites, restaurants, and cafés



Insa-dong



Insa-dong

# KSA's Strengths

## ■ Shopping & Tour

### Busan

#### ● Haeundae

- Korea's largest beach



#### ● Gwangang-ri

- Famous for a night view and fireworks



#### ● Tiffany 21

- Dinner cruise enjoying nightscape



#### ● Shinsegae Department Store Centum City

- The world's largest department store



#### ● Lotte Duty Free Shop

- Downtown Busan



#### ● Paradise Hotel Duty Free Shop

- Seaside duty free shop in the hotel





# KSA's Strengths

## ■ Shopping & Tour

### Seoul, Busan and other cities

#### ● Visit K-drama locations

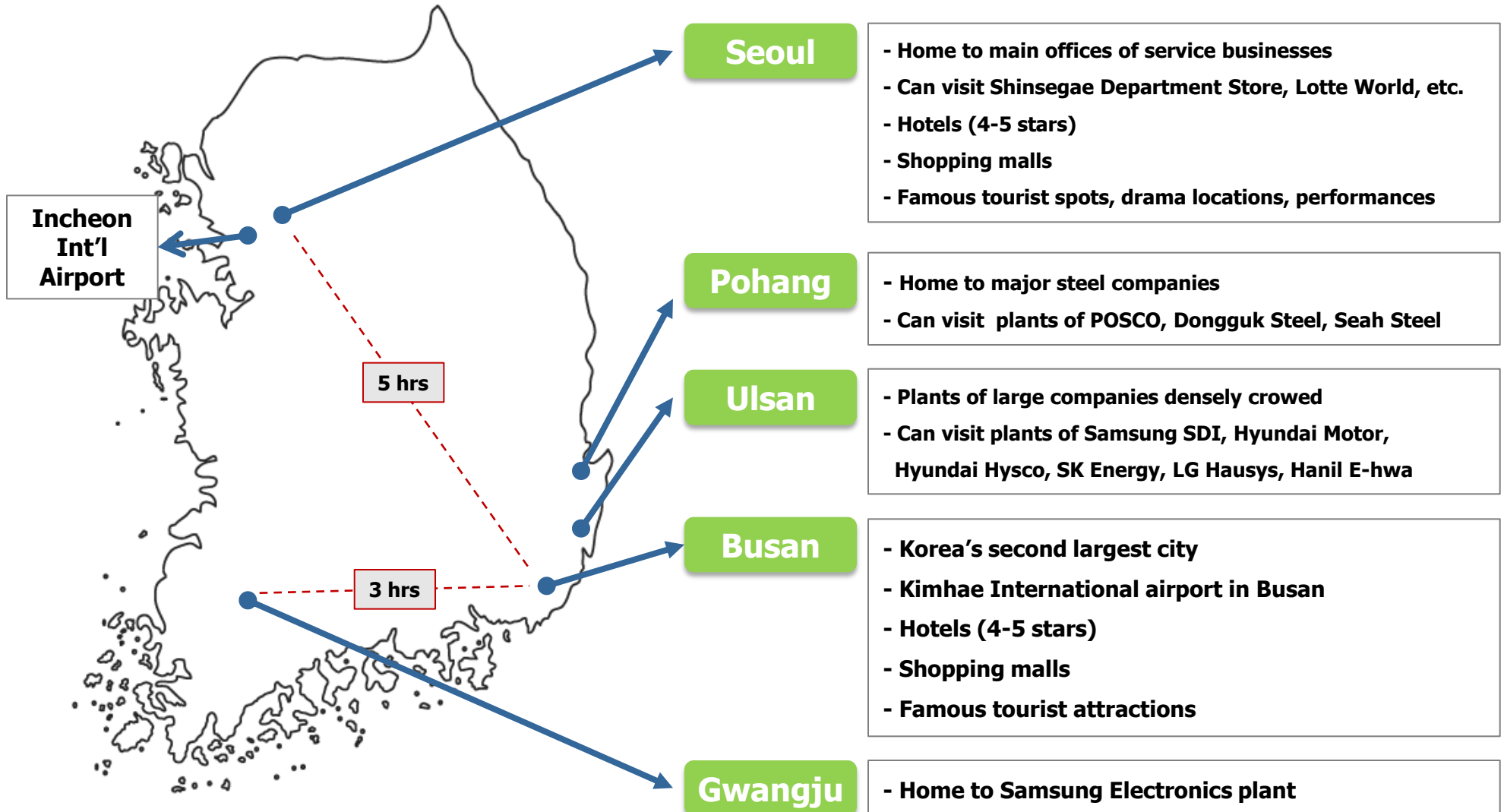


#### ● Watch K-pop performances



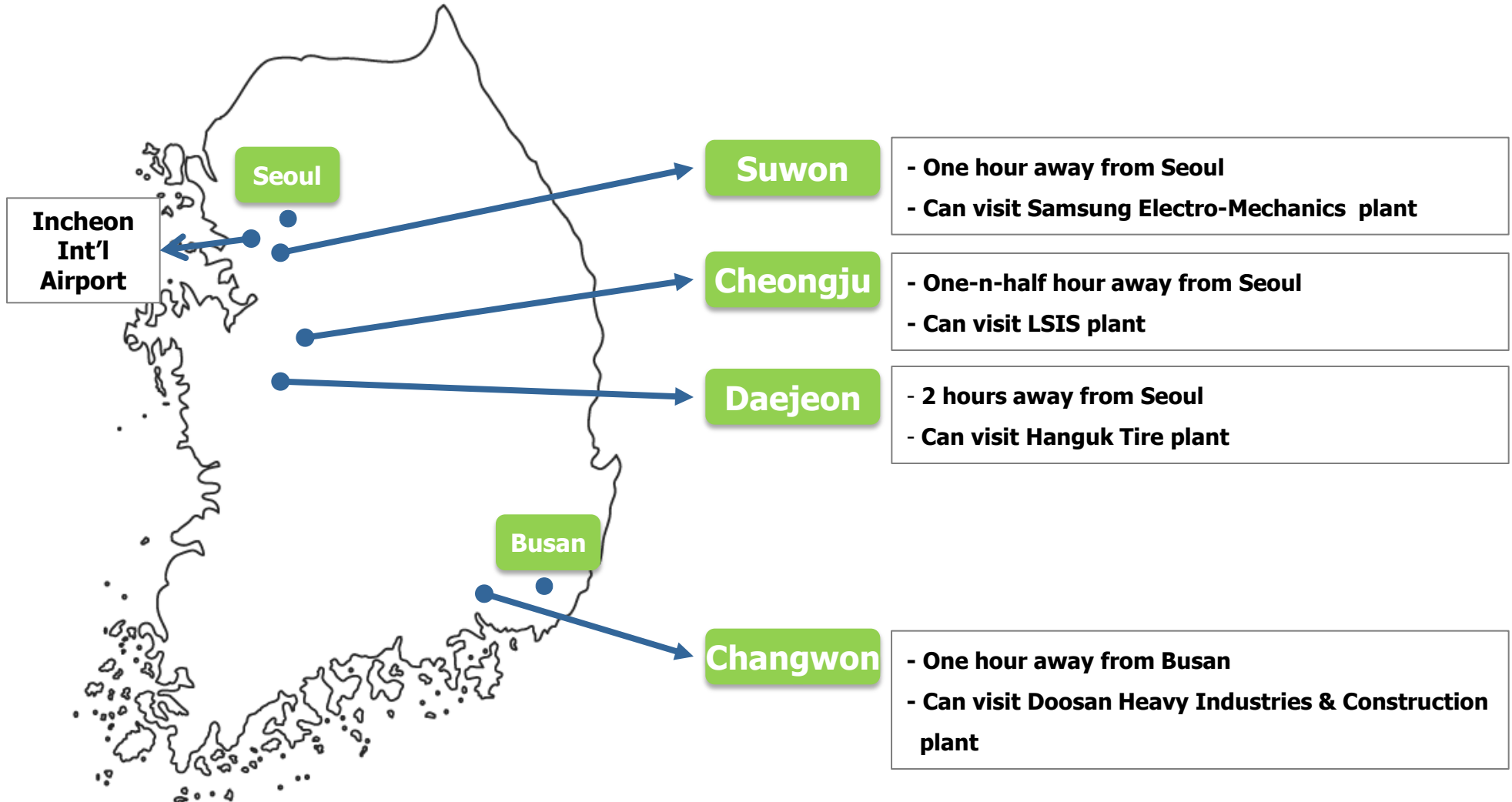
# KSA'S NETWORKS

## ■ Regional headquarters



# KSA'S NETWORKS

## ■ Regional headquarters





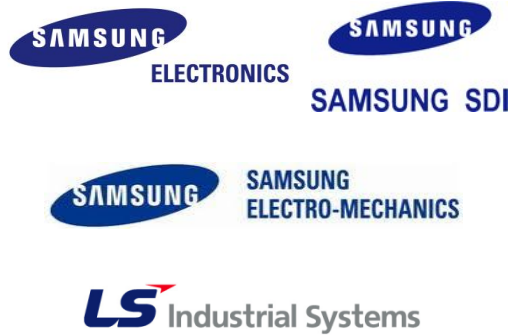
# KSA'S NETWORKS

## ■ Business types

### Steel



### Electronics & Electricity



### Automotive & Parts



### Machinery, heavy equipment



### Service



### Others



# INFORMATION on VISITS

## ■ Corporate overview: POSCO

(<http://www.posco.com>)

posco



- Established: 1968
- Operating profit: 6.54 trillion KRW
- Region: Pohang
- Features
  - The world's top steelmaker
  - Innovation actively pursued by executive officers
  - Ceaseless innovation and sustainable management established by introducing Six Sigma and knowledge mgt
  - Breakthrough achieved thru drastic R&D investment in FINEX, etc.

## ■ Corporate overview: Hyundai Hysco

(<http://www.hysco.com>)

HYUNDAI  
HYSCO



- Established: 1975
- Operating profit: 450 billion KRW
- Region: Ulsan
- Features
  - Steelmaker under Hyundai-Kia Motor Group
  - Korea's top motor steel plate maker
  - Selected for excellent quality competitiveness enterprise in 2011
  - Awarded productivity innovation prize in 2010
  - Accumulated TPM, Six Sigma knowhow

# INFORMATION on VISITS

## ■ Corporate overview: Seah Special Steel(<http://www.seahsp.co.kr>)

The logo for SeAH, featuring the word "SeAH" in a bold, black, sans-serif font. A red checkmark is positioned above the letter "A".

- Established: 1960
- Operating profit: 36 billion KRW
- Region: Pohang
- Features
  - Highest increase in operating profit of domestic iron & steel industry from 2007 to 2008
  - Korea's top steel pipe maker(Annual production: 1.1 million ton)
  - Offices open in U.S., Vietnam, Japan, China

## ■ Corporate overview: Union Steel(<http://www.unionsteel.co.kr>)

The logo for Union Steel, featuring a stylized "DX" in blue and red, followed by the words "UNION STEEL" in a bold, blue, sans-serif font.

- Established: 1962
- Operating profit: 20.9 billion KRW
- Region: Busan
- Features
  - Korea's top color steel plate maker
  - Received award from National Quality Teams Competition in TPM
  - Export worth \$700 million in 2011

# INFORMATION on VISITS

## ■ Corporate overview: Dongguk Steel Mill (<http://www.dongguk.co.kr>)



- Established: 1954
- Production: 5.81 million ton in 2007
- Operating profit: 385.1 billion KRW
- Region: Busan
- Features
  - Korea's first producer of ship steel plate
  - Corporate competitiveness maximized thru harmony btn labor and management (Declared perpetual zero strike first in Korea)
  - Built integrated steelworks thru establishment of steelworks in Brazil
  - Implemented strategy for overcoming crisis thru concentration and upgrade of steel business

## ■ Corporate overview: Samsung Electronics (<http://www.samsung.com/sec>)



- Established: 1969
- Operating profit: 11 trillion
- Region: Gwangju
- Features
  - Producer of home appliances (refrigerators, washers, cleaners)
  - Ranked top in consumer satisfaction in the U.S. surveyed by JD Power
  - Introduced price ceiling for repair based on confidence in quality (The company bears the repair cost beyond the ceiling)
  - Ranked top in home appliances for "the Most Respectable Enterprise" in 2012



# INFORMATION on VISITS

## ■ Corporate overview: Samsung SDI

(<http://www.samsungsdi.co.kr>)



**SAMSUNG SDI**



- Established: 1970
- Operating profit: 2.87 billion KRW
- Region: Ulsan
- Features
  - The world's top in rechargeable battery
  - Declared 2012 as the 1st year for quality innovation with a vision of "Quality comes first"
  - All executives aiming at Six Sigma Black Belt
  - Accumulated knowhow thru TPM, PI, Six Sigma
  - Introduced TRIZ as part of innovation activity

## ■ Corporate overview: Samsung Electro-Mechanics

(<http://www.samsungsem.co.kr>)



- Established: 1973
- Operating profit: 3.20 billion KRW
- Region: Suwon
- Features
  - Global total electric parts maker
  - Implemented Six Sigma enterprise-wide since 1999
  - Carried out SEMQ, the company's unique quality system
  - Performed quality control, including real-time process control & zero defect

# INFORMATION on VISITS

## ■ Corporate overview: LSIS

(<http://kr.lsis.biz>)



- Established: 1974
- Operating profit: 85.7 billion KRW
- Region: Cheongju
- Features
  - Proclaimed smart business focusing on efficiency (E) & quality (Q)
  - Strength in electric power and automation equipment
  - Sales growth expected this year from investment in new business, including smart grid, green car, solar-energy product

## ■ Corporate overview: Hyundai Motor Company (<http://www.hyundai.com>)



- Established: 1967
- Operating profit: 5.95 trillion KRW
- Region: Ulsan
- Features
  - Ranked 1st in repurchase rate in the U. S. in 2011 surveyed by JD Power
  - Ranked 1st in German customer satisfaction for 2 consecutive years(2010, 2011)
  - Three car models (Avante XD, etc.) ranked 1st in Chinese quality satisfaction in 2011
  - Awarded grand prize in British consumer satisfaction in 2010



# INFORMATION on VISITS

## ■ Corporate overview: Hanil E-Hwa

(<http://www.hanileh.com>)



- Established: 1972
- Operating profit: 20.6 billion
- Region: Ulsan
- Features
  - Supplies 45% of Hyundai auto parts
  - Recognized for the highest quality(5 stars) among Hyundai Motor partners (4 companies obtained 5 stars among 331 partners)
  - Certified for excellent quality competitive enterprise
  - Conducts single PPM quality innovation movement

## ■ Corporate overview: Nexen Tire

(<http://www.nexentire.com>)



- Established: 1942
- Operating profit: 114 billion KRW
- Region: Busan
- Features
  - 5th market share in RE product in North America
  - 1st in customer satisfaction surveyed by Japan Management Association(in 2010 & 2011)
  - Adopted product quality warranty (Partially compensate for product defect and consumer fault as well)

# INFORMATION on VISITS

## ■ Corporate overview: Hankook Tire

(<http://kr.hankooktire.com>)



- Established: in 1941
- Operating profit: 430 billion KRW
- Region: Daejon
- Features
  - The world's 7th in sales
  - Ranked Korea's 1st tire brand power
  - Selected for Tire Manufacturer of the Year from 2011 Tire Technology Award for Innovation and Excellence
  - Ranked 1st in Korean Standard-Quality Excellence Index (KS-QEI) (2010 & 2011)

## ■ Corporate overview: Doosan Heavy Industries & Construction

(<http://www.doosanheavy.com>)



- Established: in 1962
- Operating profit: 406 billion KRW
- Region: Changwon
- Features
  - The world's 1st in water plant
  - Global leader in generation plant
  - Obtained numerous certifications, including ISO9001, ASME, KEPIC

# INFORMATION on VISITS

## ■ Corporate overview: SK Energy

(<http://www.skenergy.com>)



- Established: 1962
- Operating profit: 2.5 trillion KRW
- Region: Ulsan
- Features
  - Korea's largest market share holder in oil refining
  - Exported oil worth \$ 9 billion in 2011
  - Operates self quality assurance program



## ■ Corporate overview: LG Hausys

(<http://www.lghausys.co.kr>)



- Established: 1947
- Operating profit: 55.7 billion KRW
- Region: Ulsan
- Features
  - The world's 1st in deco-sheet
  - Korea's largest market share holder in window paper
  - Excellent in TPM & six sigma activities
  - Received award from team competition in 2011 (1 gold, 2 silver awards)
  - Production Innovation Award from 2011 National Quality Management Competition



# INFORMATION on VISITS

## ■ Corporate overview: Shinsegae Department Store (<http://www.shinsegae.com>)



- Established: 1930
- Operating profit: 994.1 billion KRW
- Region: Seoul

### • Features

- Korea's first modern department store
- World's largest department store (CentumCity in Busan)
- Ranked 1st in Korean Standard Service Quality Index (KS-SQI) for 5 consecutive years
- Introduced culture marketing by combining culture and art with management



## ■ Corporate overview: Lotte World (<http://www.lotteworld.com>)



- Established: 1989
- Operating profit: 13.5 billion KRW
- Region: Seoul

### • Features

- The world's largest indoor theme park
- One stop complex for cultural & shopping facilities, including folk museum, ice link, duty-free shops & hotel
- Korea's Grand Service Prize for theme park customer service





# INFORMATION on VISITS

## ■ Corporate overview: Samsung Medical Center <http://www.samsunghospital.com>



- Established: 1994
- Region: Seoul
- Features
  - Korea's first hospital to advance into the Middle East(Dubai)
  - Built SMC Cancer Center for intensive cancer treatment
  - Ranked 1st in Korean Standard Service Quality Index (KS-SQI) for 12 consecutive years
  - Constant effort to satisfy customers thru payment after treatment and communication training for medical workers

## ■ Corporate overview: Parnas Hotel <http://www.grandicparnas.com>



- Established: 1985
- Operating profit: 42.2 billion KRW
- Region: Seoul
- Features
  - Runs Grand InterContinental and InterContinental Seoul Parnas Hotel (KOEX)
  - Headquartered for international events , including G20 Seoul Summit, Asia-Europe Meeting(ASEM)
  - Ranked 1st in Korean Standard Service Quality Index (KS-SQI) for 4 consecutive years

# INFORMATION on VISITS

## ■ Corporate overview: Asiana Airlines (<http://www.flyasiana.com>)

ASIANA AIRLINES



- Established: 1988
- Operating profit: 612 billion KRW
- Region: Seoul
- Features
  - Flies 14 domestic & 85 international routes
  - Provides differentiated service through diverse events, including in-flight magic show
  - Selected for Airline of the Year by ATW for three consecutive years
  - Ranked 1st in Korean Standard Service Quality Index (KS-SQI) for two consecutive years



# INTRODUCTION to KSA

## ■ Overview

### Established

in March 13, 1962

### Legal Basis

Article 29, Industrial Standardization Act

### Purpose

To carry out industrial standardization,  
to disseminate and accelerate Quality Control,  
to promote science and technology, and to improve productivity,  
thereby contributing to national economy of Korea

### Position

Public organization under the Ministry of Knowledge and Economy



# INTRODUCTION to KSA

## ■ Fields of Activities

### Industrial Standardization Act

Industrial  
Standardization

Quality Management

**Membership**

**Research**

**Promotion**

**Learning**

**Certification**

**Dissemination**

- Standardization
- Quality Management

- Awards
- Forums, Conferences, Seminars

- Regular Programs
- Domestic Plant Visits
- Overseas Visits
- Publication of Monthlies & Books

- KS Certification (Products, Services)
- Int'l Certification (ISO, TS, JIS etc)
- Verification & Certification of Greenhouse Gas
- KSA's own certifications

- Standards

# INTRODUCTION to KSA

## ■ Industrial Training and Education

### Regular & On-site Programs

#### ■ Offline

- ▷ 400 courses, 25,000 trainees a year
- ▷ Operates 47 in-house lecture halls in 15 cities nationwide

#### ■ Online & Mobile Learning

- ▷ Operates 605 types of contents

### Domestic & Overseas Visits

#### ■ Domestic Visits

- ▷ Visits to leading enterprises by theme from China, Hong Kong

#### ■ Overseas Visits

- ▷ Dispatches delegations to major international conferences

### Seminars & Forums

- Annually operates the Global Quality Conference and the Global Innovation Conference

- Operates a variety of seminars and forum on Six Sigma, Service Quality etc

### Publication of Monthlies & Books

#### ■ Monthlies

- ▷ <Quality Control> published in 1966
- ▷ <Quality & Creativity> from 1977

#### ■ Books

- ▷ Around 300 kinds of books in the areas of standardization, Quality Control and business management

# INTRODUCTION to KSA

## ■ Standardization

### Research

- Social responsibility(ISO 26000), construction materials, IT international standardization, mobile device and multimedia application, knowledge S/W and service, future logistics system, U-transportation, intelligent transportation system (ITS), ISO/IEC JTC 1 information technology activities, geographic information system, new growth engines convergence, national standard R&D coordinator

### Promotion

#### ■ Forums

- ▷ Operates international standardization forums including the Northeast Asia Standards Cooperation Forum and CJK-SITE(for IT Industry)
- ▷ Develops the Korean standard on ISO 26000 (KS A ISO 26000 will be published in 2012)

#### ■ Education

- ▷ Elementary and college students, workers



#### ■ Activities

- ▷ Proposal for Standards in Life, Competition for Excellent Standardization Performances, Korean Youth Standard Olympiad and so on



# INTRODUCTION to KSA

## ■ Certification

### KS Certification

- Korea's representative voluntary certification
- Granted certifications for 794 products, 6,175 firms, 10,111 cases as of Jan. 2012
- Expanded overseas KS certifications to 235 shops



### International Certification

- Korea's representative certification body
- Number of certifications issued as of Jan. 2012: 2,790 cases
- Operates ISO 9001, ISO 14001, ISO TS 16949, K-OH SMS 18001 / OHSAS 18001, TL 9000, ISO 22000, GMS (Green Management System), HACCP, JIS

### Verification & Certification of Greenhouse Gas

- Clean Development Mechanism (CDM) : Designated as DOE by UNFCCC in 2009
- Verified Carbon Standard (VCS) : Selected as Korea's 1<sup>st</sup> verification body
- GHG(Green House Gas): Leader of related issues in the domestic market

### KSA's Own Certification

- Meets new trends with the LOHAS certification, indoor air quality certification and so on



# INTRODUCTION to KSA

## ■ Awards

### Quality (Products)

- Operates the Korea National Quality Management Convention, National Quality Teams Competition (Government-sponsored event, grants presidential awards)
- Builds the strong network with large companies with the largest quality events

### Quality (Services)

- Korea's single index for assessment of service quality (one of the biggest 3 service awards)
- Assesses 70 business types and 291 firms and organizations before announcing the results

### Standardization

- Commenced in 2000 with a goal to actively implement standardization - a key element for industrial technical infrastructure - and to reinforce national competitiveness through technological innovation and productivity improvement

### New Trends

- Awards excellent companies with new trends such as sustainability and wellbeing (Korean Sustainability Conference, Wellbeing Index and so on)



# KSA, the Best Knowledge Partner of Korea



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