



DAEWOO CORPORATION

'93 DAEWOO FABRIC SHOW

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Grand Ball Room, Sonargaon Hotel, Dhaka

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Daewoo Corporation is parent of one of Korea's largest business and industrial groups. With over 70 international branch offices, the corporation deals in over 3,000 products by group companies and non affiliates in trade with more than 120 nations. The corporation is also engaged in natural resources development and construction activities both at home and abroad.



The Daewoo Center in downtown Seoul: Daewoo has built an inner managerial world as strongly based and as sturdy as the edifice itself. We've taken a major turn as a general trader, have reaffirmed our position as a leading contractor, and have successfully implemented group-wide programs for continued growth and progress.

Retrospection of Daewoo's Activities in Bangladesh

Following are some of Daewoo Corporation's first introduction of Korean Supply which has served to the Reconstruction and Development of the War Ravaged Bangladesh Economy with the best quality and terms:

ITEM	DATE	BIZ EVENTS
ROLLING STOCK:	JUL 9 '77	Signed contract with Bangladesh Railway for supply of 59 passenger coaches.
	JUL 26 '78	Signed contract for supply of 42 passenger coaches to Bangladesh Railway.
	JUL 11 '79	Signed contract for supply of 133 freight car to Bangladesh Railway.
TEXTILE:	JUL 4 '78	Signed agreement with Dosh Garment for technical & marketing collaboration.
		★ 130 Bangladeshi nationals got trained in Korea in relation to export-oriented garment business.
		★ 15 Nos of Daewoo technicians were dispatched to Bangladesh for on-job training.
	OCT 8 '91	★ Hosted the first fabric show in Bangladesh of international standard.
SHIPVESSELS:		6 (six) Nos of ocean going new fishing trawlers were supplied in private sector under BSB finance within 1979-1982.
CHEMICALS: CEMENT/CLINKER		Supplied approx 500,000 M/ton of cement/clinker to BCIC/BMEDC and TCB during 1979-1986.
MANPOWER:	DEC 17 '80	Signed contract for Bangladeshi labourers to be employed in Libya as their construction site worker.
PLANT/MACHINERIES:	OCT 20 '81	Signed agreement for supply of cigarette paper plant to Hossain Paper and Pulp Mill, Dhaka on turnkey basis against BSB finance.
	JUN 1 '83	Signed agreement with Jamuna Textile Mills Limited on semi-turnkey basis.
	DEC 10 '82	Signed agreement with Savar Textile Mills Limited for export-oriented socks knitting machine on turnkey basis.
	MAR 9 '89	Signed agreement with Bangladesh Railway for Central Diesel Locomotive Backshop Project in Parbatpur on turnkey basis. Honourable Prime Minister Begum Khaleda Zia kindly inaugurated the grand opening of the backshop on 4th May, 1992.

Machinery and Industrial Plants

OVER the years, Daewoo Heavy Industries Ltd has developed excellent lines of machinery including industrial vehicles. We have a ten-year contract with Caterpillar of the US to provide 10,000 lift trucks per year until 1993. All machinery is produced within the group to guarantee durability and performance. In addition to industrial vehicles we export heavy construction equipment, industrial robots, foundry and forged products, flexible manufacturing systems, precision machine tools including CNC lathes, precision machinery including industrial sewing machines, and automotive, marine and industrial diesel engines.

Shipbuilding and Offshore Structures

DAEWOO is a leading world supplier of ships, offshore structures and plants. In these highly competitive fields, clients from around the world have come to rely on Daewoo for superior design, quality work, prompt delivery and competitive prices.

Daewoo Shipbuilding & Heavy Machinery Ltd's Okpo Shipyard includes the world's largest single drydock, a 900-

Daewoo in Textile and Garments

by C. W. Park

DAEWOO Group, one of the Korea's largest business conglomerates with an annual turnover of over \$ 26 billion, had started its journey in 1967 as a single Textile Trading Company. Textiles had consistently led Daewoo's Light Industry Exports, and Daewoo provides both supply capacity and vertical operations to meet international demands for top-quality, high fashion products with its own garment production lines of world's largest magnitude. Daewoo has established a fine reputation with renowned buyers over the world for specialized production that meets order requirements perfectly. All products and particularly high fashion garments and leisure wear, have been recognized for their excellence.

Daewoo, in collaboration with M/s Dosh Garments, played a pioneer role in the garment sector at the end of 1979. Firstly introducing "bonded area concept" for export oriented industries in Bangladesh. M/s Dosh Garments sent 130 trainees to South Korea to get trained at

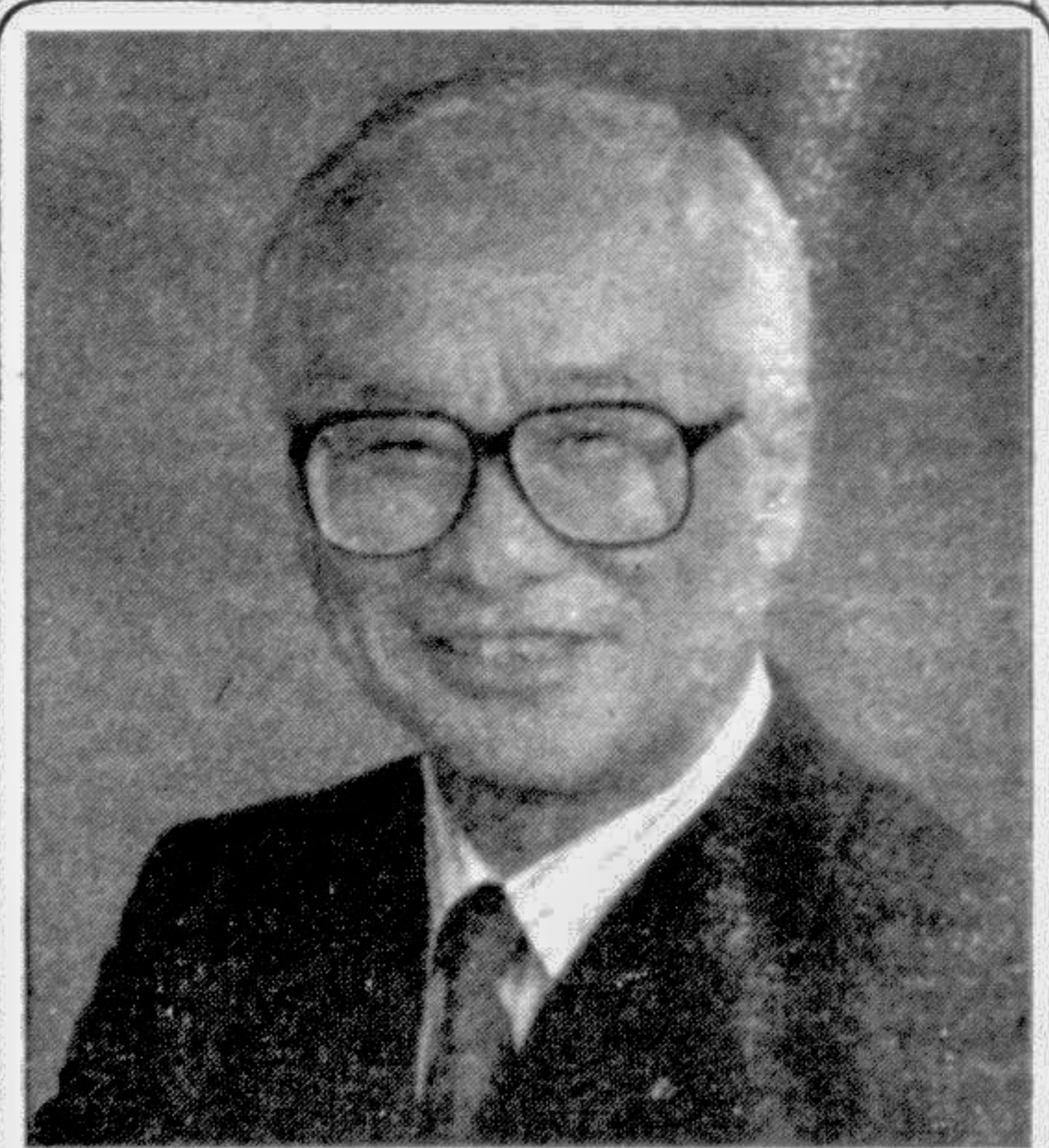
Daewoo Pusan Factory. At the end of 1979 Dosh's trainees returned from South Korea and production had begun in 1980 with 450 machines and 500 workers. That year M/s Dosh produced 43,000 shirts with a value of approximately US \$50,000, which event could be first epoch-making milestone of Bangladesh's export-oriented industries.

Bangladesh has appeared as one of the best venues in the world for garments within a short span of time. In years back, garments and textile have occupied the dominant position in the economy of the country. Garments sector alone is adding \$1.4 billion in 1992-93 instead of \$1 billion 1991-92. Its growth in current year is 55% in fresh investment, 48.76% in export earning 40% in employment generation. Out of this amazing growth we hope that the sector will contribute \$ 3 billion by 1994-95. Daewoo Corporation, being the pioneering partner in this course of shuttle change, shares the pleasure while still working in full swing and is gradually increasing speed to

accelerate further development.

By dint of prudent leadership, tireless labour and illuminating experiences in textile and garments field, Daewoo has developed an effective world network specially with the developing countries like Bangladesh, Myanmar, Sri Lanka, Vietnam and Indonesia. After Ethiopia, Gambia and China now we are working to set up the textile plants here in Bangladesh. Besides to render more effective services to our valued clients we are opening our Chittagong Booth by next month. This extension of liaison office in Bangladesh is the outcome of the proven fellowship between us.

'91 Daewoo Fabric Show had received fervent response from the visitors and our partners. '93 Daewoo Fabric Show also serves another opportunity to all concerned to be acquainted with the latest world trends of the textile materials. Daewoo will be coming with more such events in the days to come, with your interest and cooperation.



The Daewoo Spirit and You

Thank you for looking into Daewoo Corporation. Daewoo Corporation serves as trading arm for the entire Daewoo Group in addition, the corporation has international and domestic construction divisions, handles sales of all products by Daewoo Electronics Co Ltd, plays an increasingly important role in domestic marketing operations, and has its own light industry manufacturing facilities.

In the mid and late 1970s, the Daewoo Group and Korea in general shifted from light industries to heavy and chemical industries, and more recently into the high tech industries.

At the same time we have, however, upgraded light industry production, and now provide a vast array of high quality products from all industries.

This flexibility to meet ever-changing international market requirements is part of the Daewoo Spirit, an intangible but very potent force. We emphasize creativity, innovation, and flexible cooperation to promote greater international trade for a more integrated, prosperous and harmonious world of tomorrow.

We continue to expand partnerships and to make friends in nations everywhere, and we sincerely hope that you, too, will join us in helping to build a better international community. Our business philosophy is based upon reciprocity in supply, technology, trade and understanding. And with this as the foundation for our future growth, we earnestly look forward to working with you.

Kim Woo-Choong
Kim Woo-Choong
Chairman
Daewoo Group

BRIEF REPORT ON DAEWOO

ton Goliath crane and annual shipbuilding capacity of 1.5 million G/T.

Transportation Equipment and Parts

TRANSPORTATION equipment covers two major production areas in the Daewoo Group—automotives and rail transport systems. We manufacture all of these within our huge group production facilities.

Daewoo Motor Co Ltd, produces an outstanding selection of quality, stylish and powerful sedans, buses, trucks and special purpose vehicles. Current annual production capacity is 248,000 units of which 167,000 units are the world-class subcompact car, LeMans.

Electronics

DAEWOO Corporation handles both domestic and international marketing of excellent electric and electronic products made by Daewoo Electronics Co. Ltd. With research institutes in both Silicon Valley and Tokyo, Daewoo Electronics emphasizes product research and development, and invests a full 8% of total sales into these areas.

In addition to producing many of its own components, Daewoo Electronics works closely with the Daewoo Electronics Affiliate Association of 115 specialty component manufacturers.

Telecommunications

DAEWOO Corporation is handling rapidly increasing volumes of export products by Daewoo Telecom Co. Ltd. Although a relatively new member of the group, the company has made speedy strides and is rapidly becoming a recognized leader in its field as we head into the information processing age.

Daewoo Telecom is producing switching systems, transmission systems, fiber optics transmission systems, computers and peripherals, office automation systems and new media.

Steel, Metal and Building Materials

AT Daewoo we have been stepping up our activities in the import and export of steel and metal products, and the corporation represents Pohang Iron & Steel Co. Ltd., one of the world's largest integrated steel mills.

Resource Development

AT Daewoo Corporation we aimed our initial resource development policies at securing long-term, stable supplies of energy sources at advantageous prices. But more recently we have expanded into joint-venture, equity participation projects while helping other nations to develop their natural resources.

Offshore Trading and Investment

DAEWOO Corporation has greatly activated participation in offshore trading and investment. Both our home office and our overseas network of over seventy branch offices aggressively promote trade and marketing cooperation among foreign companies and nations, and we often can reduce costs and minimize procedures through streamlined efficiency.

Financing

IN support of our extensive business activities, we arrange and offer myriad onshore and offshore financing programmes. We are well versed in packaging financing programmes tailored for export and import business, domestic transactions and plant construction projects.

DAEWOO's Major Business Partners in Textile & Garments

- Apparel Crafts Ltd
- ABC Garments Ltd
- Abadin Group of Industries
- Adonis Garments Ltd
- Aleef Fashion Wear Ltd
- Aparupa Garments Industries Ltd
- ARA Trading Co
- Aristocrat Ltd
- Asha Garments Ltd
- Aziz-Super Garments Ltd
- Azim Group
- A & Y Services
- Adonis Garments
- Alief Fashions
- Algae Corporation
- Ashraf Group
- Babyon Garments Ltd
- Banga Garments Ltd
- Basundhara Garments Ltd
- BFB Garments Ltd
- Bonanza Garments Ltd
- BS Industries Ltd
- Beautex Corporation
- Bakul Apparels
- Bangladesh Trade (Overseas) Int'l Ltd
- Bond Garments Ltd
- Best Denim Apparels Ltd
- Bhaya Garments Limited
- Crystal Apparels Ltd
- Capital Garments Ltd
- Chandia Garments Ltd
- City Apparels Industries Ltd
- Concorde Garments Ltd
- Capital Mercy Shirt Corporation
- Classic Fashions Ltd
- Chittagong Fashions Garments Ltd

- Confidence International Wears Ltd
- Chadni International
- Crystalline International
- Dalia Garments Ltd
- Dallas Garments Ltd
- Dekko Garments Ltd
- Desh Garments Ltd
- Dodwell Export Corporation
- Liaison Services Ltd
- Dacca Garments Ltd
- Essential Garments Ltd
- Everest Garments Ltd
- Excelsior Garments Ltd
- Eve Garments Ltd
- Evince Garments Ltd
- Elite Garments Industries Ltd
- Envoy Garments Ltd
- Epic Designers Ltd
- Envoy Garments Ltd
- Expo Apparels Limited
- Fashions Ltd
- Falham Corporation
- Fashrob Garments Ltd
- Fortuna Apparels Ltd
- Friends Group
- Grace Garments Ltd
- Garbco Ltd
- General Apparel Industry Ltd
- Gem Apparels Ltd
- Giant Garments Ltd
- GMT Dhaka Office
- Hawai Garments Ltd
- Ha-Meem Fashions Ltd
- HA Garments Ltd
- Hossains Limited
- International Garments Ltd
- Iqbal Enterprises Ltd
- Impress Worldwide Ltd

- Islam Garments Limited
- Jokky Garments Ltd
- Khadija Garments Ltd
- Kazi Fashion Ltd
- KMC Merchandising Ltd
- Kumudini Garments Limited
- Liz Garments Ltd
- Lucky Garments Industry (Pvt) Ltd
- Long Ain Trading Ltd
- Lancia Knit Wears
- Lodester Garments Ltd
- Mantrush Fashion Ltd
- Montreal Garments Ltd
- Mama Garments Ltd
- Merry Glow International Co
- Mascot Garments Ltd
- Milliner Garments Ltd
- Mohammadi Group of Apparels
- Mondial Orient Ltd
- M Altaf & Company (Pvt) Ltd
- Mark Garments Industries Ltd
- Mascot Garments
- Maxsuper Apparels
- Meghna Garments Ltd
- Maxim Limited
- Monde Ltd
- Naz Apparel Exports Ltd
- Noba Textiles Ltd
- Niponika Garments Ltd
- Nadia Garments Ltd
- Omob Garments Ltd
- Promising Exports (Pvt) Ltd
- Paris Garments (Pvt) Ltd
- President Apparels Ltd
- Padma Sateel-Arab Apparels Ltd
- Prince Fashion Wear Ltd
- Quality Garments (Pvt) Ltd
- Rhine Garments Ltd

- Roma Garments and Textiles Ltd
- Raka Garments Ltd
- Rupantar Ltd
- Ravshan Garments Ltd
- Raymond Garments (Pvt) Ltd
- Rhine Garments Ltd
- Radiant Garments Ltd
- Reaz Garments Ltd
- Samaron Fashion (Pvt) Ltd
- Southern Apparels Ltd
- Sunrise Associate Ltd
- Shanin Corporation Ltd
- Scissors Garments Ltd
- Shagore Garments Ltd
- Shams Garments Ltd
- Shanta Garments Ltd
- Sundarban Garments Ltd
- Swiss Trading Co (Pvt) Ltd
- Salm & Brothers Ltd
- Superman Garments Ltd
- Shorinika Fashion Wear Industry Ltd
- Shirt Makers Ltd
- Titan Apparels Ltd
- Taipei Bangla Apparel
- The Best Denim Apparels Ltd
- Trading Corporation of Bangladesh
- Textport Limited
- Tower Enterprise (Bangladesh) Ltd
- Top & Trump Garments Ltd
- Uttaran Garments Ltd
- Unilink Garments Ltd
- Venus Garments Ltd
- Western Garments Industry Ltd
- World Victory Garments Ltd
- Youth Group
- Zyta Garments Ltd

Kim Woo-Choong The Road to Real Success

BY M M FAZLUL HAQUE

ITS classic rags-to-riches success story: Young boy hawks newspapers on the tough streets of the city to support his widowed mother and brothers. Eventually, through hard work and perseverance, the boy propels himself from one-room shack to boardroom as founder of one of the nation's biggest industrial conglomerates.

The entrepreneur's name is Kim Woo-Choong, the country is South Korea.

You would have to scrounge every inch of Korea from Pusan to Seoul to find one Korean who has not heard the name of Kim Woo-Choong. Kim Woo-Choong, Koreans will tell you, is the Korean equivalent of Henry Ford, Andrew Carnegie and J P Morgan.

Kim, 55, is the founder and chairman of Korea's Daewoo Group — a collection of 22 companies that in 1991 recorded \$25.36 billion in sales. That makes Daewoo larger than Xerox, Eastman Kodak, RJR, Coca-Cola, and the 43rd largest company in the world.

When Kim and a partner founded Daewoo in 1967, they only had \$ 10,000 in capital. The infant Daewoo's primary product was textile products — a risky step in a nation whose leading exports in those days were cut flowers and human-hair wigs. Kim reasoned that if he could make a sale to the world's largest store, his struggling Daewoo would be on its way.

So in 1970 Kim made a pilgrimage to Chicago and for several days he cooled his heels in the outer offices of Sears headquarters. Finally, he gained access to a buyer. Within minutes he had convinced the buyer to give him a small order. That order eventually grew to \$200 million a year, and Daewoo has never looked back.

But Kim and Daewoo (which means "great universe" in Korean) always have seemed to go where others have feared to tread. "When others start counting the impossibilities, I start counting the possibilities," Kim says. "If there is only 1 per cent chance of success, a true businessman sees that 1 per cent as the spark to light a fire."

It is that philosophy that has led Daewoo to invest heavily in places that cause meek breeds of businessmen to reach for the antidote tablets: Yugoslavia, Sudan, China, Burma, Vietnam, Angola, Libya and Iran, for example.

How does Kim make money in places with credit ratings that seem to begin at the back of the alphabet?

"In Eastern Europe, every country has debt, and many businessmen say that it is ridiculous to try to do business there," says Kim. "I go there and see things differently. In Yugoslavia, for example, we are developing other opportunities by purchasing wheat. The local interest rate for deposits there is 20 per cent monthly, so I paid in advance for two months and got a large discount on the wheat. I can sell that wheat in the Middle East at the international price and earn a profit."

If Kim's early years of toil and poverty taught him how to smell a profit, it also instilled in him an attitude toward work that some might say borders on addiction.

In 25 years, for example, Kim has never taken a vacation, never swung a golf club, never gone to the theatre, never listened to a concert or visited a health club. Hobbies? He has none. "Work is my hobby," Kim states.