



CLUSTERS IN A
CREATIVE ECONOMY
New Agendas for Companies and Policy Makers
18TH TCI GLOBAL CONFERENCE
3-6 NOVEMBER 2015 / DAEGU, KOREA



Global Cooperation and Company's Internationalization Strategis: Samsung Electronics' Manufacturing Complex in Vietnam

Mr. Han Soo Kang

Samsung Economic Research Institute

A business cannot be successful unless it creates prosperity and opportunity for others. Samsung Electronics stays true to its core value of 'co-prosperity' by building trust with its suppliers through responsible purchasing and shared growth programs.

Most electronics companies today choose to outsource production and set up global supply chains to save money. Despite the current trend, Samsung has kept most of its production 'inhouse' and operates global production sites in 17 countries. To make this work, Samsung strives to become localized by embracing local employees and strengthening partnerships with the local communities.

This presentation will be talked about the Samsung's global cooperation and Internationalization strategies. The Vietnam manufacturing complex is a good example.

Indeed, Samsung strives to create a caring work environment for employees at the Vietnam manufacturing complex. While Samsung is busy improving workplace environment for its own plants and suppliers, the true measure of its success of localization is to make meaningful contributions to local communities in Vietnam by establishing various social contribution programs such as providing vocational training programs and scholarships. The Samsung's efforts contribute the enhancement of the national and regional capacity, the development of the technology and human resource, the creation of innovative cluster in Vietnam.

From this presentation, I would like to express the importance of global cooperation and the role of large firms for sustainable future in the globalized world living together.

TCI 2015 Secretariat

Tel: +82-53-746-9963 | Fax: +82-53-742-9007 | E-mail: info.tci2015@gmail.com