



Mr. Bo Sung Lee

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Lee Bo Sung is Executive Director of Research Institution of Automotive Industry, which is the think-tank of Hyundai-KIA Motors Group. He has completed an economics doctorate in Korea Seoul National University.

He has many years' working experience in Economic Research Institution of Lotte Group and Hyundai Group after finishing his study.

Through these careers, he went increasingly to widen his field of expertise. Not only from a simple group of economic research, but also jumped in the automotive market. He professionally began to deal with the economy of a particular industry.

Currently, he belongs to Hyundai-KIA Automotive Group, and he mainly analyzes the local automotive market, competitor trends and strategies. Moreover, he is responsible for concurrently solve business issues as well as within the group.