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CREATIVE ECONOMY  TCI
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18TH TCI GLOBAL CONFERENCE
3-6 NOVEMBER 2015 / DAEGU, KOREA

Global Strategy of Hyundai Motor Group and Efforts for Mutual Growth

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Mutual growth is very important issues in the automotive industry. Quality management is critical for the 2nd and 3rd suppliers who produce the small parts in cars. Hyundai Motor Group supports their quality control processes and quality management for preventive quality activities and to increase awareness of the quality of the supplier.

Hyundai Motor Group have expanded production volume at the overseas plant, which will get 2nd and 3rd suppliers to increase their exports. By sharing performance and achievements in overseas markets with domestic small and medium suppliers, Hyundai Motor Group help them to increase revenue and to become globalized as strong small and medium-sized firms that are self-sustainable.

We promote mutual growth with suppliers and are committed to connecting our competitiveness as a corporation with the competitiveness of the industry and the nation. There are three main program as follows: Reinforcing Global Competitiveness; Fundamentals for Sustainable Growth; System for Mutual Growth.

This presentation will be talked about the global strategies and the efforts for mutual growth of Hyundai Motor Group.

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