

华韩合作 共创未来  
- 京东方TFT-LCD事业, 华韩合作的案例

To Boost a Bright Prospect through  
Chinese and Korean Entrepreneurs' Partnership

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京东方科技集团股份有限公司 董事长兼CEO

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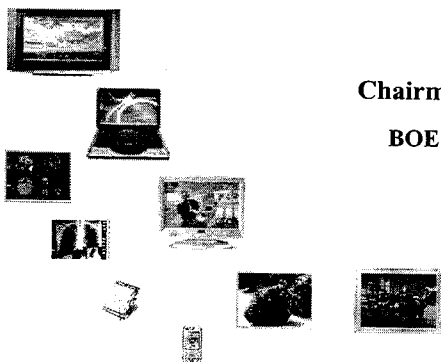
# To Boost A Bright Prospect Through Chinese And Korean Entrepreneurs' Partnership

- BOE's TFT-LCD Business, A Case Sino-Korean Partnership

Chairman & CEO Wang Dong Sheng

BOE Technology Group Co., Ltd.

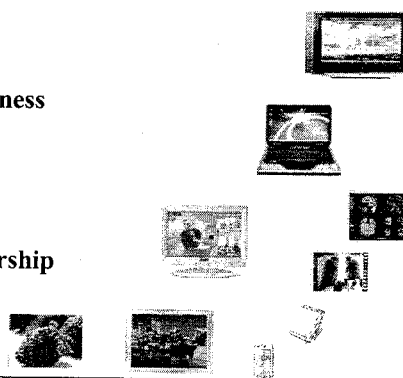
Oct. 10, 2005



## Boost Bright Prospect Through Sino-Korean Partnership

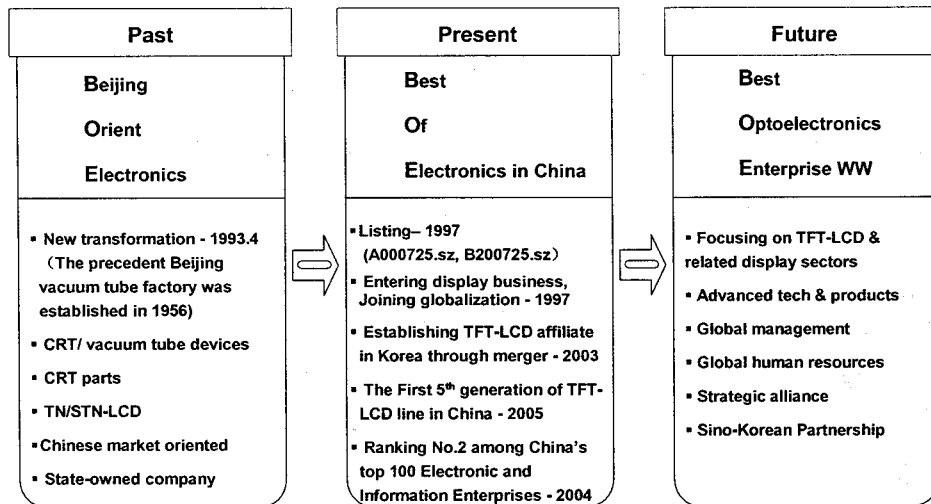
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## About BOE—Outline



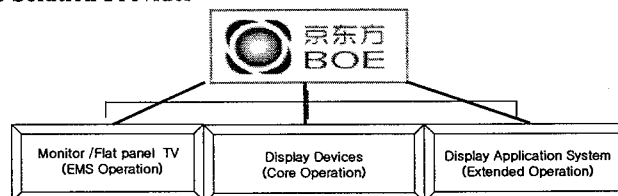
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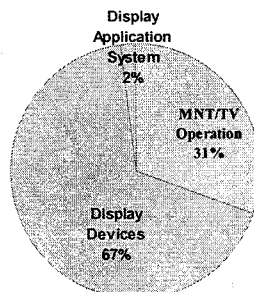
## About BOE—Operations



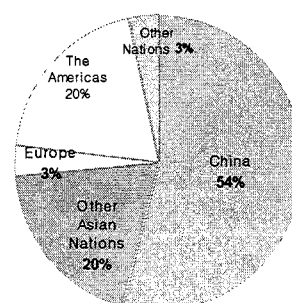
### Display Parts & Solution Provider



Profit Breakdown by Products(2004):



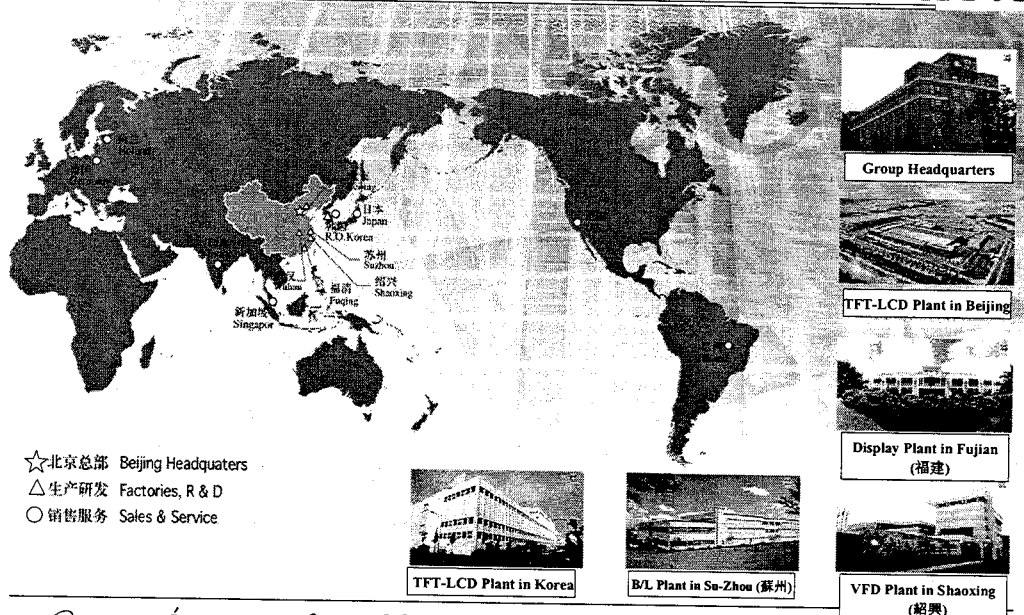
Profit Breakdown by Region (2004):



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## About BOE——Global Footholds



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## About BOE——Major Customers



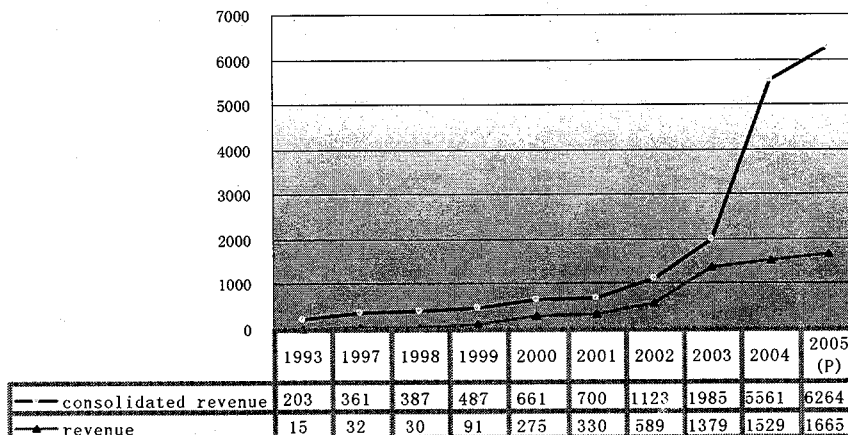
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## About BOE—Revenue growth



Unit: million USD



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## Boost Bright Prospect Through Sino-Korean Partnership



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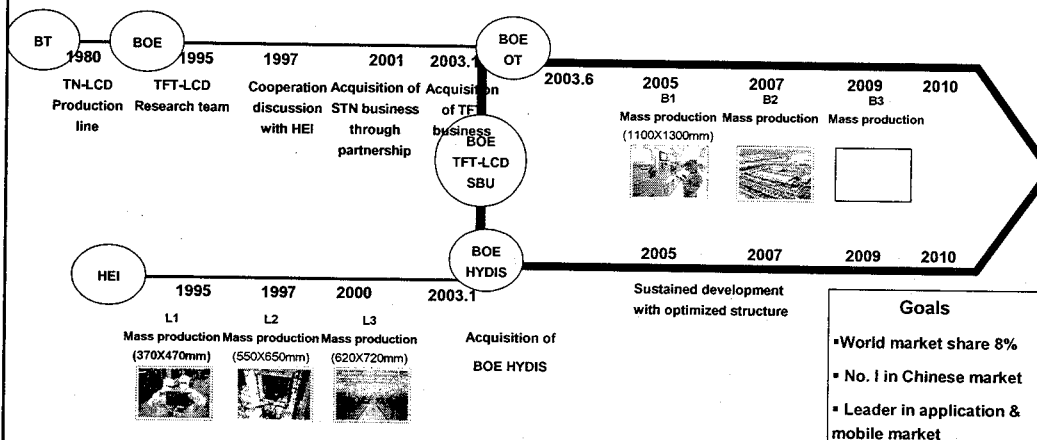
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## BOE TFT-LCD Business——A Case of Sino-Korean Partnership



### • BOE TFT-LCD Business Overview



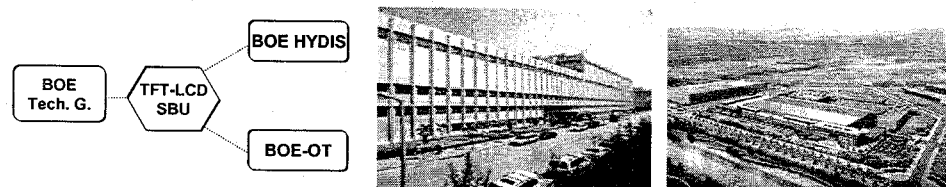
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## BOE TFT-LCD Business——A Case of Sino-Korean Partnership



### • BOE TFT-LCD Plant



#### BOE HYDIS

Headquarters: Ichon in Korea

- 2000 employees/ 250 R&D staff
- 3 TFT-LCD production line
  - L1: 370\*470, 24K/M, (Mobile, 10.4" TPC, 20.8" Medical)
  - L2: 550\*650, 17K/M, (12.1" TPC/NBPC, 15" NBPC/TV)
  - L3: 620\*720, 65K/M, (14.1" NBPC, 17" MNT)
- Product's application: S&M / NBPC / Tablet PC / MNT

#### BOE OT

Headquarters: Beijing in China

- Location: Beijing Economic and Technology Development Area
- Site: B1 600,000 m<sup>2</sup>
- B1 production line
  - Size of glass substrate: 1100\*1300
  - Product's application: (NB) / MNT / TV (15" ~ 32")
  - Production capability: 60K (85K) Sheet / M

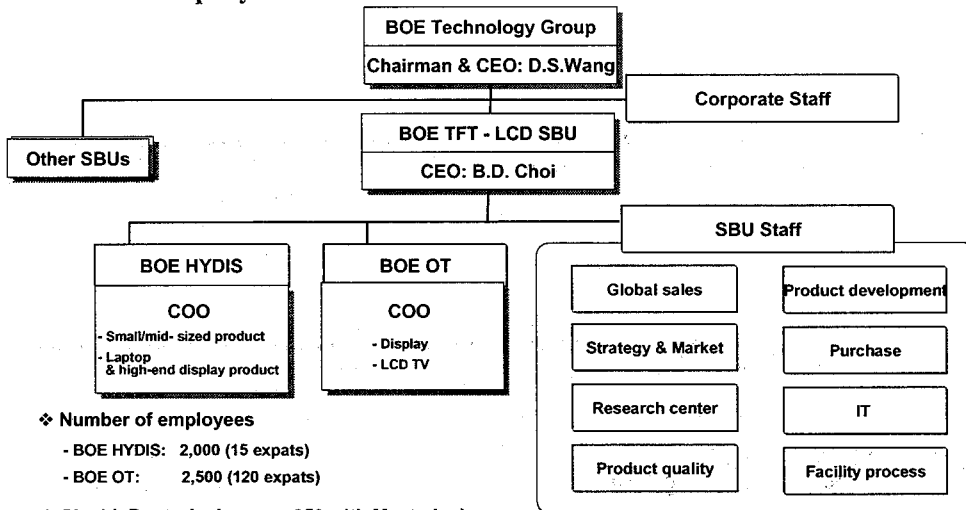
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## BOE TFT-LCD Business——A Case of Sino-Korean Partnership



### • Global Company



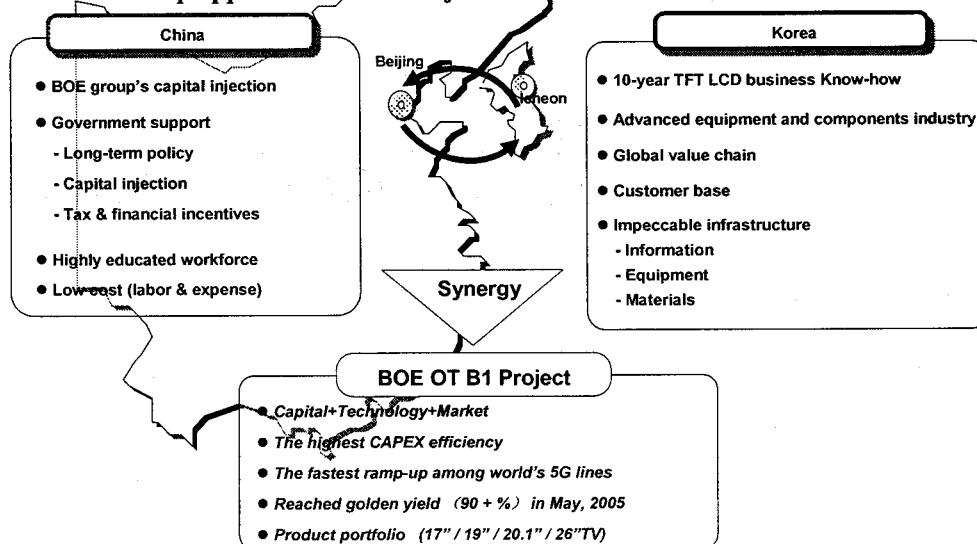
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## BOE TFT-LCD Business——A Case of Sino-Korean Partnership



### • Partnership application in 5G Projects



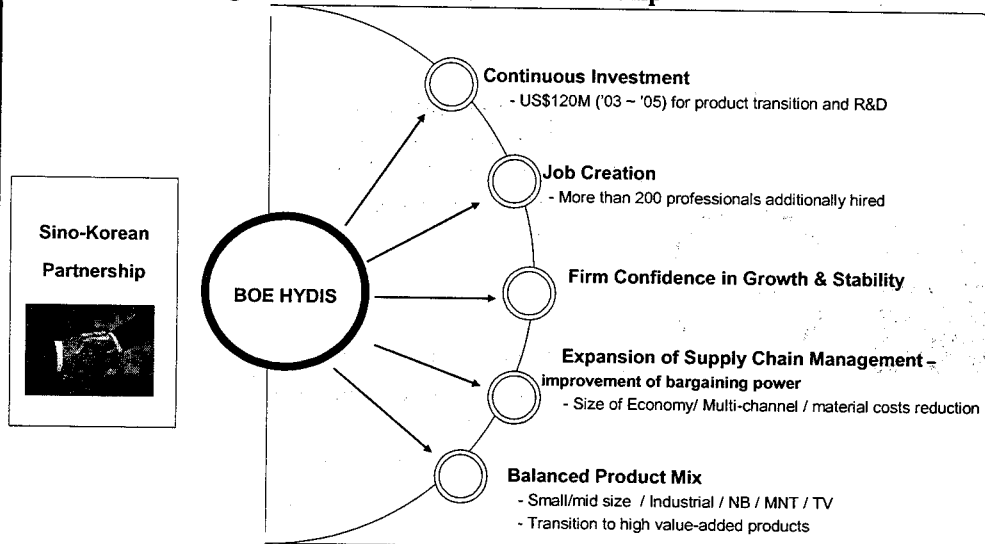
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## BOE TFT-LCD Business—A Case of Sino-Korean Partnership



### • BOE HYDIS gained from Sino-Korean Partnership



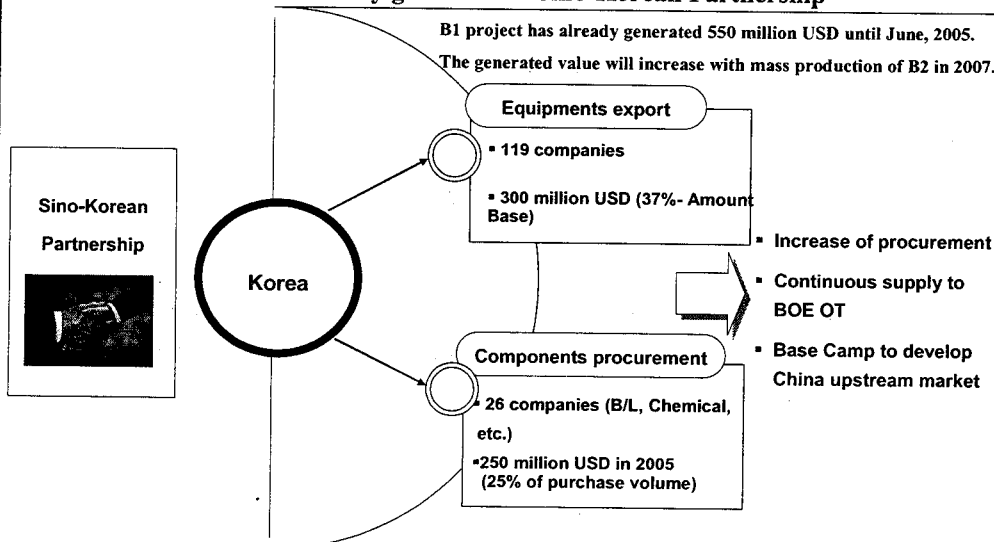
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## BOE TFT-LCD Business—A Case of Sino-Korean Partnership



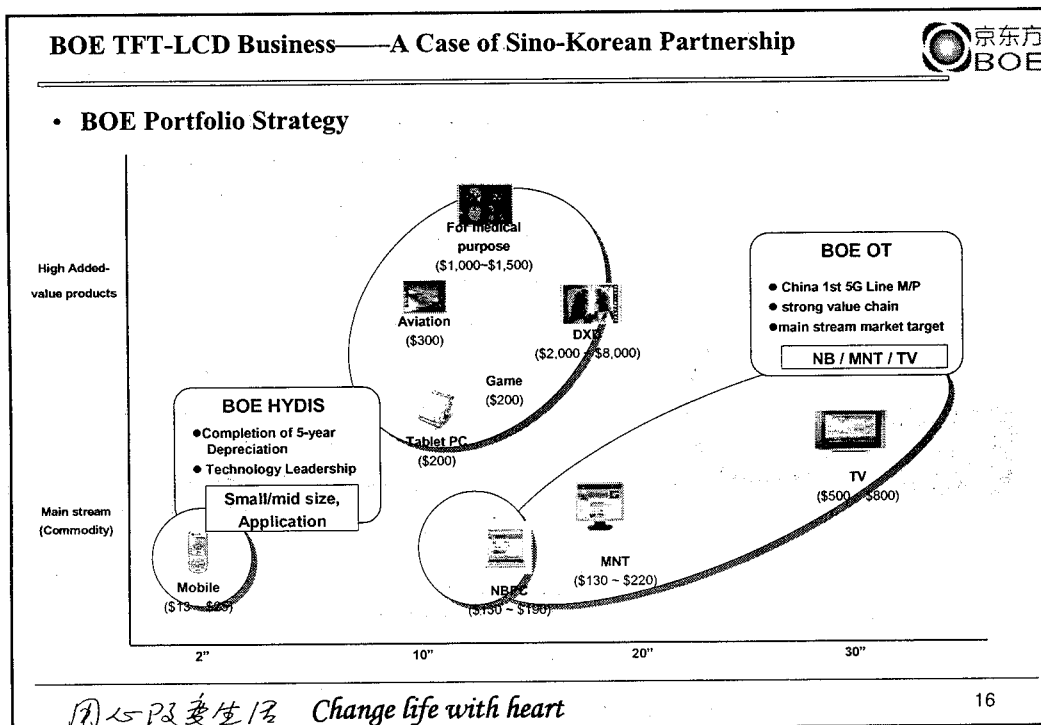
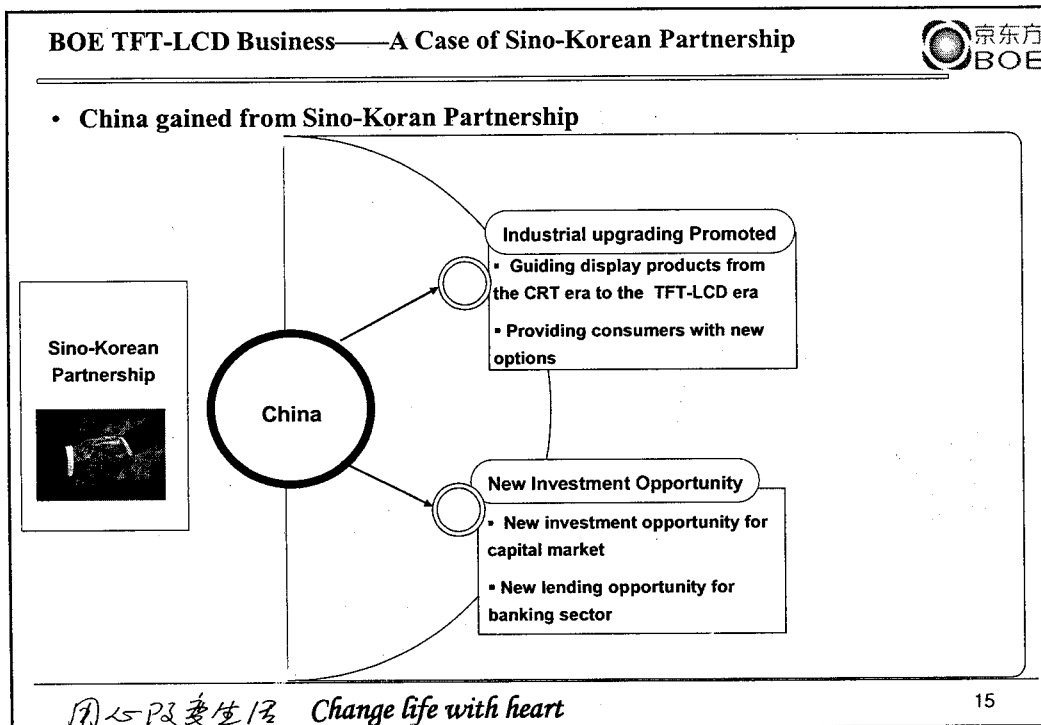
### • Korean TFT LCD industry gained from Sino-Korean Partnership



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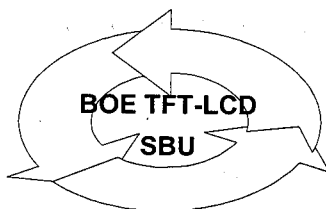




• BOE TFT-LCD SBU – Core competence

The First Integrated TFT LCD Company  
In China

- First Mover Advantage
- Synergy from Sino-Korean Partnership



Technology

- 10 Year long experience
- Home grown product and process technology
- AFFS WVA technology

Broad Market Base

- Customer's strategic support
- Entry into growing Chinese market
- From mobile to TV

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## Korea: A Good Investment Destination



### Korea is a good investment destination

- **Advanced human resources & intellectual infrastructure**
  - College graduate rate 39.5%, world's No.5 in terms of international experiences of company's high-skilled managers
  - Annual average working hours: 2,270 hr, higher than Asia's average
- **Superior R&D environment**
  - Science & engineering majors account for 90% in college majors, and technological engineering account for about 70%
  - High potential for creation and R&D
- **Brand & Design capability**
  - Generating world-renowned brands

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## Korea: A Good Investment Destination



- **Advanced IT Infrastructure**
  - As of 2002: Internet usage rate 60%, broadband usage rate 22%, mobile telecommunication usage rate 68%
  - Logistical infrastructure: Incheon International Airport, Busan port, inland transportation
- **Superior operational conditions** (policy transparency, government's efficiency), **Convenient living conditions** (international schools, schools for ethnic Chinese, hospitals for foreigners, China towns under construction in Incheon & Ilsan)
- **Favorable policies for foreign investors**
  - Transparency, high efficiency, fairness

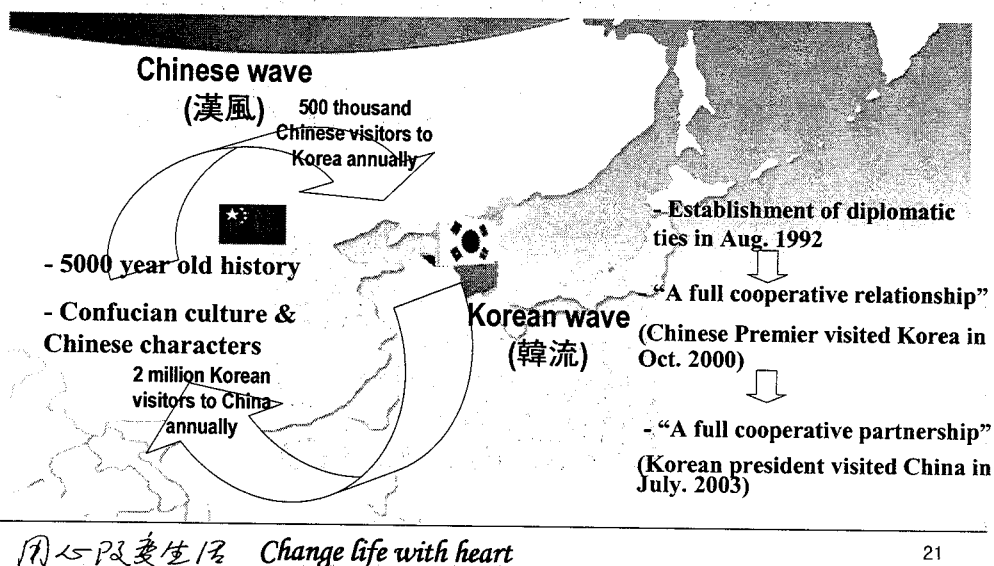
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## Korea: A Good Investment Destination



Similar background with regards to history and culture



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## Success Factors of Investing in Korea



- 1) Sino-Korean complementary advantages can be easily tapped with clear strategies.
- 2) Joint ventures require the right choice of business partners.
- 3) Localization of management & unified corporate culture are needed.
- 4) Good corporate image should be created in harmony with the local community.
- 5) Global resources should be utilized efficiently targeting the world market.

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# **Sino-Korean Partnership Creation of A Bright Prospect**

