

I. CHUNG JU-YUNG IN MODERN HISTORY

– A native son of Korea, Chung Ju-yung was the hope of the nation

- From desolate poverty and the ruins of war, Chung Ju-yung became an industrialist who helped rebuild the entire Korean economy, a patriot who contributed to reunification, a promoter who brought the Olympic Games to Korea, a leader in society, and a deeply generous philanthropist.
- The entire nation will sorely miss Chung Ju-yung and hopes for another great Korean of his magnitude to emerge in the 21st century.

– Chung Ju-yung 's legacy will remain as a tremendous asset to Korea

- Although Chung Ju-yung has passed away, his achievements will live on as a foundation for the country 's future development.
- It is the proud duty of Koreans to uphold and further Chairman Chung 's legacy to create an advanced country in the new century.

– Besides being an outstanding businessman, Chung Ju-yung was a pioneer of modern Korea

- After Korea 's liberation, Chung Ju-yung played an immense role in the country 's transition to a capitalist and industrial modern economy.
- Chairman Chung installed the infrastructure and heavy-chemical industries which became the basis of Korea 's welfare and economic development. True to his patriotic and altruistic spirit, he also helped set the foundation for reunification with North Korea.
- Through his bold expansion into global markets, strong leadership role as head of the Federation of Korean Industries, and relentless diversification into new industries, Chung Ju-yung was a driving force in Korea 's economic globalization and free market system.
- Chairman Chung contributed generously to Korea 's social development by winning the bid for the 1988 Olympic Games, promoting athletics, and founding cultural centers, hospitals, and schools.

– Chung Ju-yung was a patriot who strived for national prosperity

- A true man of action, Chairman Chung helped eradicate poverty from the country and considered Korea 's welfare as inseparable from that of the Hyundai Business Group.
- In a country lacking natural resources, Chairman Chung took advantage of low costs and fresh

ideas to construct roads, dams, ports, and generators, build the world's largest shipyard on a formerly barren tract, and establish a thriving auto industry (the first ever in a developing country).

- Chung Ju-yung built the basis for the Korean economy despite daunting obstacles. His group completed countless construction projects in the Middle East and earned foreign currency through international trade.
- In his advanced years, Chairman Chung helped establish trust between the two Koreas by taking the risk of visiting North Korea, sacrificing profits to pursue the Mt. Kumgang Tour project, and exploring possible development in the North.

– Armed with a intrepid and creative spirit, Chung Ju-yung overcame countless hardships

- Chung Ju-yung started his business with nothing but the spirit of challenge and creativity, and did not bow to any trial.
- The bold spirit of Korean entrepreneurialism possessed by Chairman Chung became an archetype for Korean businessmen and led the way for the country's rapid economic development.
- The Hyundai Business Group was the first Korean company to expand into heavy industries, the first to successfully pursue overseas construction projects and the first to export ships and automobiles.
- As Chairman of the Federation of Korean Industries, Chung Ju-yung convinced the government of the need to scale back intervention in the economy and led the country into the era of private sector-led development.

– Chung Ju-yung was an exemplary leader of society who worked for both corporate and social development

- Chairman Chung's impoverished childhood gave him a strong sense of altruism and a conviction that social development was essential for his company's growth.
- Chairman Chung set the example for social responsibility through numerous heartfelt contributions such as founding a hospital for poor citizens and schools to foster new talent.
- Chairman Chung's unique audacity helped Seoul win its bid for the Olympic Games against considerable odds. The Olympics was a milestone and a proud moment for all Koreans.
- Hoping to apply his vast business experience to help reform the Korean economy, Chairman Chung at one point created a political party and ran for the presidency.