INTERVIEW

Beautiful Leadership

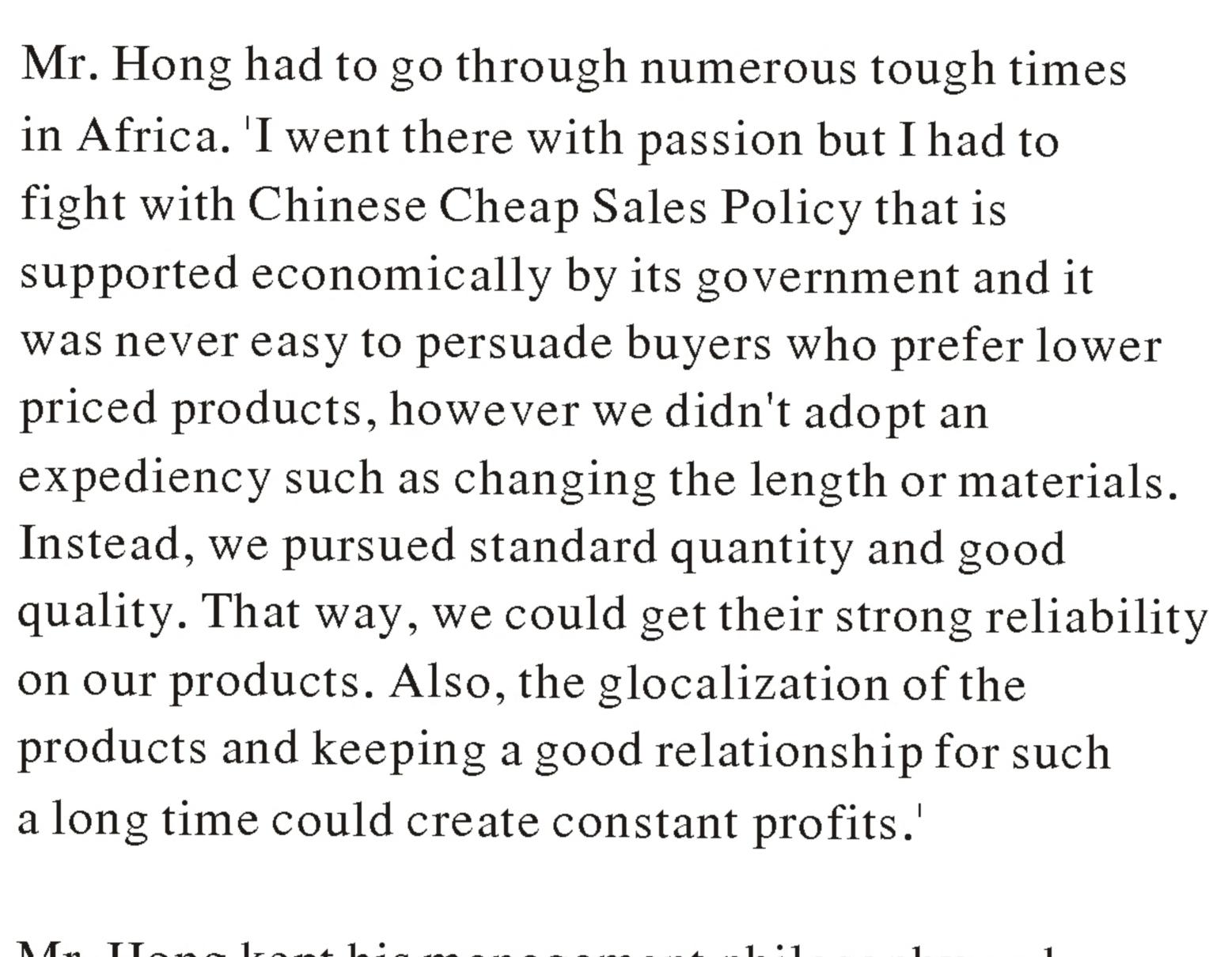
Member browsing

Il-suk Hong

the president of Daebang Industry Co., Ltd.



"Africa is the only hope in the world." Il-suk Hong, the president of the Daebang Industry Co.,Ltd, emphasized the possibility and the importance of the Africa on the interview. His love for the Africa began from his experience for 20 years since 1990's when there were few Korean people living in the Africa. He is also called 'the expert of Africa' from these varied experience.



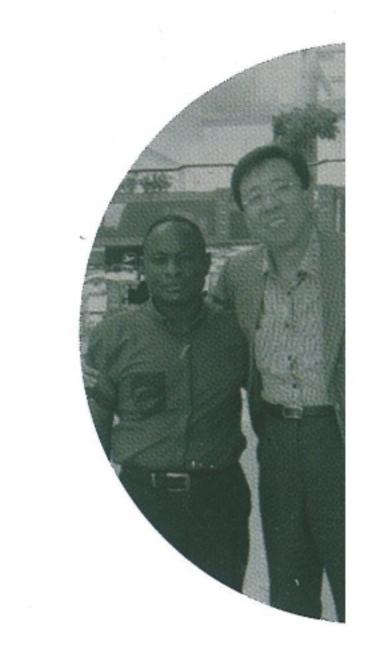
Mr. Hong kept his management philosophy and overcame difficulties with his brother-in-law. So they could finally develop the company that exports fishing nets and ropes from the west Africa to all over the world. However, he didn't rest on his job as an executive director in that company. He left the company to establish the Daebang Industry Co., Ltd. The Daebang Industry Co., Ltd, established on January, 2014, deals with adhesive tapes. Its factory is located in Ah-san in Korea, and its trade offices are located in Korea and Hong-kong. Mr. Hong is very confident of his own business. 'Adhesive tapes are necessary to all of the manufacturing industries. It is vital for boxing and packing products.'



His aim as a man of enterprise is making his employees more satisfied and pleasant,



taking social responsibility and not sticking just to making the company bigger



He seems to be the right guy to do the business, but actually, he was a law student in the university who was dreaming to be an attorney. His dream has changed since he started to work for 'Dong-A Herald Magazine', which publishes English newspaper in Dong-A university.

'Working as a journalist, I could communicate with foreigners many times, which was not very common in 1980's. That experience made me admire living abroad and want to do the business globally.' His dream came true in the end. But he won't stop here. His aim as a man of enterprise is making his employees more satisfied and pleasant, taking social responsibility and not sticking just to making the company bigger.

Mr. Hong spreads three management policies, the concept of GWP(Great Work Place) that was created by Robert Levering. Three main components of GWP are Credibility, Fairness, and Respect. It will improve the faith between employer and employees. It will also make them feel proud and satisfied with their job.

'The final aim for running the business is to create continuous profits. I believe it is definitely employees who can make customers satisfied, which facilitates continuous development. When employees feel satisfied with their work, they will carry out the tasks with a high responsibility to bring out the satisfactory development of the company.

Daebang Industry Co.,Ltd. is small but a solid company. Each of the members are the real owners of the corporate and I am strongly desperate to make a constantly developing company with all my employees.'

He not only loves his employees but Africa where he had his young days.

'I've been donating for West African nations who have been suffering from AIDS and Ebola virus disease personally, however, from now on, I am inclined to contribute for establishing medical facilities and houses for orphans in Africa.'

Mr. Hong gave some counsels to Dong-A Business Forum, too. He emphasized that members in this forum should play a key role in reviving the economy of Busan. 'Many companies in Busan flourished in the past such as timber industry in 1960's and shoe industry in 1970's. But there is no leading company these days and young people leave Busan for a living for good. Hence, we need to improve employment to hold the young workforce to Busan. Intern project connecting with Dong-A university could be a way for that. As a vice-chairman in this Forum, I'll help with my best to resolve problems facing in our local community.'