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북한강의 푸른 물결과 주변 자연 경관을 그대로 담아내는 동화리더십센터는 지성과 감성이 조화를 이룰 수 있는 곳에서 동료, 친구, 가족들과 함께 삶을 재충전하고 새로운 지식을 배울 수 있는 공간입니다.









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Go!





Contents

4th 2013 Vol.161

Global Dongwha

10 Hot Issue 1 | 12 Hot Issue 2 | 2013! 16 Hot Issue 3 | 18 Global Team | Merbok 22 Dongwha News |

28 Dongwha in Media |

32

Do Dream Dongwha

34 Special Team | 40 Special Dream 1 |

44 Special Dream 2 |









대한민국 자동차 경매의 새로운 기준, 엠파크 옥션 +

대한민국 No.1 자동차 매매단지를 성공적으로 오픈, 운영하고 있는 동화엠파크의 자동차 경매장이 5월 30일 오픈했습니다. 최신식 경매 시스템과 고품격 공간에서 최상의 맞춤 서비스를 통해 업그레이드된 자동차 경매를 만나세요.

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목요일 오후 1시





www.m-parkauction.co.kr

인천 서구 염곡로 149

48

Core Value

50 Happy Learning 1 | 452 Happy Learning 2 |

54 Family Time | !

58 Insight D | ?



Life & Culture

62 | 66 1 | 70 2 |



Cover Story

, 2014 ,

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2013 4th vol.161 2014 1 14

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(www.dongwha.co.kr)

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We strive to become a globally recognized company that can compete on the global arena using our relentless spirit and creativity.

Global Dongwha

10 Hot Issue 1

10 Hot Issue 2

10 Global Team

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Global management from a new perspective

The Year of the Horse has begun. The horse symbolizes health, energy and prosperity. I wish all of you to make a big leap toward success in 2014. I wish your families health and good luck, and I hope that all your wishes will come true.

The year 2013 brought us much disappointment and despair as well as joy and hope. We posted a high current account deficit due to a series of unexpected accidents, the delays of major projects and mismanagement. Our hardships will likely continue this year as well. Nonetheless, we also proved our potential in 2013. Today I would like to take a look back on what we have been through together and make a new determination. Hardships make us stronger. We have learned a good lesson, and if we prepare for the future, the year 2014 will bring us success. To that end, I would like to propose the following.

Firstly, we must step up global management from a new perspective

Last year we faced all kinds of difficulties in implementing global management. The doldrums at our Malaysian, Australian and New Zealand business sites helped us gain perspective on global management, while the success of our business site in Vietnam gave us hope and revealed our new potential. So far our business management has been inefficient and flawed because we tried to implement localization strategies without building a global management system first. That is why since the second half of 2013 we have been emphasizing the importance of doing our best to adopt our long-accumulated expertise at our overseas business sites by building a foundation using information technologies, such as the Green Net and ERP, and the global governance system that can connect our main office to overseas business sites more closely. We are also building a foundation for a "virtuous cycle" work system whereby our best personnel from Korea and abroad can take the lead at our overseas business sites. This year we must strengthen this foundation to provide our employees with more opportunities to work overseas, stabilize our existing operations and post a surplus.

Secondly, we must improve the profitability of our domestic operations.

Last year Dongwha switched its focus from a holding company to materials and automobiles. This was done to enhance our management efficiency and professionalism, maximize profits in the materials business, stabilize our auto business and promote all the related business areas. This year we must generate a synergistic effect among the Board, Construction Materials and Chemical business units by promoting collaboration among them, and build a revenue structure that can produce profits by cutting costs. As for the auto business, we must stabilize M-Park Auction Plus as soon as possible to generate profits, and expand our business operations to the M1 factory in a bid to advance into the capital market.

Thirdly, we must create a corporate culture with strong fundamentals.

In 2013 we had many dumbfounding incidents that ran counter to our principles. One of our overseas factories, Dongwha Timbers, is still struggling to avert deficit caused by flawed business strategies and mismanagement. And in Korea, our Nature House Business Unit posted a huge deficit as a result of unreasonable business goals and lack of management expertise. The HDF claims at our business site in Vietnam and the Construction Materials Business Unit and the losses inflicted by the fire at the 2nd MDF factory due to

the poor management of fire safety by the Board Business Unit are the examples of our failure to stick to the basics. All these incidents show that our business fundamentals are not strong enough. We must never let our guard down and make our fundamentals strong as we grow

This year our priority is to stick to the basic principles. Every one of us must contribute to strengthening our fundamentals on a daily basis in order to help our corporate culture take firm root.

Dear members of the Dongwha family,

Ancient Greek gladiators always lived as if tomorrow would be the final day of their lives. They practiced using weapons that were twice as heavy, and mastered the most effective attacking techniques to prepare for the worst-case scenario. They lived their lives to the fullest in order to survive and become stronger. If we take an easier path and avoid hardships, our hope of a better tomorrow will vanish. But if we take on the challenges head-on, we can achieve our goals and produce stellar results in 2014.

In conclusion, I would like to thank all of you for your hard work and wish you health and prosperity in the New Year. I hope that we will spend this year without a single accident. Thank you.

January 2, 2014

Chairman Seung Myung-ho, Dongwha

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Green Dongwha Magazine 08 ± 09



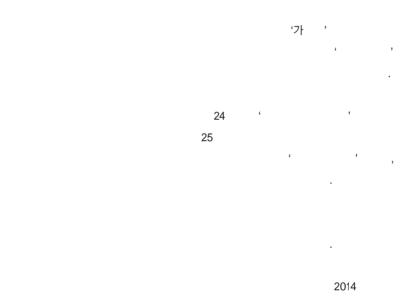
2014

Dongwha marked the beginning of the year 2014 with a New Year ceremony, where the employees made new resolutions and set new goals. The event began with a national ceremony. Then Dongwha's newly appointed CEOs received their certificates of appointment. Dongwha Enterprise CEO Kim Hong-jin and Dongwha Vietnam CEO Chae Kwang-byeong were promoted to their new positions for their great contributions to Dongwha's development in Korea and abroad.

Dongwha's 2014 New Year Ceremony

Global Management Rooted in Harmony





Then Chairman Seung Myung-ho delivered a New Year speech, in which he called for stepping up global management and creating a corporate culture rooted in fundamental principles.

At an ensuing New Year concert, which has become Dongwha's tradition, the company's new employees staged an impressive a cappella performance, which demonstrated their strong teamwork.

They received a big round of applause from their coworkers. In conclusion, all of the employees shook hands and wished a happy New Year to one another. The young energy, passion and harmony that were shown at the ceremony by the new employees will be the driving force behind Dongwha members' endeavors to implement global management, produce stellar results and create a corporate culture with strong fundamentals.



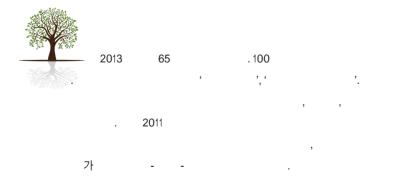




Green Dongwha Magazine 10^+11



Dongwha Group Shifts Business Focus to Materials and Autos



In 2013 Dongwha marked the 65th anniversary of its founding. It was also the beginning of Dongwha's new endeavor toward ensuring its survival over 100 years. The key words of the endeavor are "choice and concentration" and "stronger efficiency and professionalism". Dongwha's materials business was merged with Dongwha Enterprise's Dongwha Nature Flooring brand and now it includes not only boards but also flooring materials, wall panels and chemicals. Dongwha M-Park, which was launched in 2011, has successfully stabilized its operations by opening the largest used car complex and auto export complex in Korea. This year it also launched the used car auction M-Park Auction Plus.

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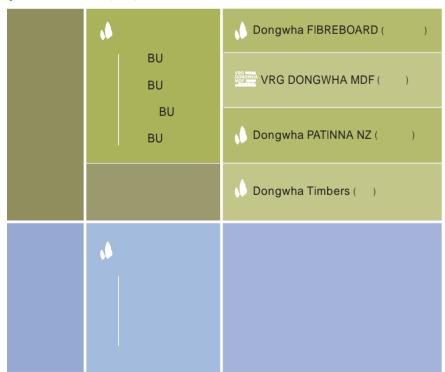
In 2003 Dongwha became a holding company in a bid to diversify its business areas and enhance corporate governance

transparency. But in October 2013 it restructured its business with the focus on materials and autos to promote its new growth engine and synergize its materials business. Through the latest restructuring, Dongwha is poised to focus on its core business areas and strengthen the foundation of sustainable growth. The materials business will be overseen entirely by Dongwha Enterprise to maximize management efficiency, while the automotive business will be nurtured as Dongwha's second core business area through professional management and reputation building.

Currently Dongwha manufactures about 70 percent of all particle boards in Korea and 40 percent of laminate flooring. It is also the largest producers of MDFs in Asia, as it has MDF factories in Malaysia and Vietnam. Dongwha Enterprise is determined to become a leading timber company in the world through vertical integration. By integrating its business resources, the company plans to significantly cut costs and generate impressive synergistic effects in each of its business areas, which in turn will enable it to invest in the global market and further expand its business presence.

As a result of the latest business restructuring, Dongwha's auto business became its second core business area. Dongwha M-Park, which was launched in 2011 to target the used car market, which is estimated at 20 trillion won, posted operating income surplus just a year after its opening. In 2013 it launched M-Park Auction Plus to become the nation's top auto cluster.

DONGWHA 기업구조도





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Goodbye, 2013!

Before the Open Agora, the employees gathered at the auditorium of the Dongwha headquarters in Incheon and cast their votes for the comic characters that look like their executives. As soon as the event began, the company's new employees and newly assigned employees received their certificates of appointment, which further boosted their pride in their workplace. Then awards were given out to those who achieved the best monthly results. One of them was Jo Jeong-in from Dongwha Enterprise's Design Team. He said he is determined to continue doing his best. Each of Dongwha's divisions reported its business results. They all looked determined to deliver even better results in 2014. Good job, 2013!



Goodbye, 2013!

For a **Better Tomorrow**

In December 2013 Dongwha held the final Open Agora of the year. All the employees took time to look back on the year behind and made new determinations for the year ahead.

1 '2014. Let's achieve our goals in 2014! Team leaders shouting goals in Find! the most resemble caricatures

Dongwha members' unswerving spirit

The Board BU, Construction Materials BU, Chemical BU and Dongwha M-Park reported their business results for 2013 and outlined their plans for 2014. The heads of each of Dongwha's business units reiterated their strong determination to achieve higher goals. If Dongwha members keep doing their best, Dongwha will easily attain higher goals in the global market. Chairman Seung Myung-ho said he is proud of the challenging and unswerving spirit of the Dongwha members. He vowed to make Dongwha stronger through progressive and gradual reforms to ensure its growth.





Dongwha Malaysia's Merbok Factory

The Power of Turning Crisis into Opportunity

Dongwha is a global player with a presence in various parts of the world. One of its strongholds is Dongwha Malaysia's Merbok factory, where employees know how to turn a crisis into an opportunity.



Merbok

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Teamwork built on open communication

Merbok is a small, serene town located in the northern part of Malaysia. The name "Merbok" means "Pigeon". In 2006 Dongwha acquired an MDF factory there and still operates it. The factory has been posting stellar results every year thanks to its superb technologies. It consists of the Production, Engineering and Quality Control teams and has emerged as a hub of MDF manufacturing. One of its biggest advantages is strong teamwork based on smooth communication. All of the employees are like one big family. They are reliable coworkers and close friends. They believe that this is the best way to achieve "Happiness" - one of Dongwha's core values.

They say that by communicating with one another they become happier. However, instead of accepting the harsh reality, they found hope.



Green Dongwha Magazine 18^+19





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"Merbok Boleh!"

Dongwha employees of Merbok factory found happiness in work through communication.

New challenges in 2014

Each team at the Merbok factory has set new goals for 2014. The Quality Control Team will focus on improving quality, the Production Team on raising the production rate, and the Engineering Team on equipment inspection and maintenance. This may sound quite simple, but sticking to the basics is the most difficult part in everything. The Merbok factory's goal for 2014 is none other than sticking to the basics.

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"Merbok Boleh!"

Merbok

Facing the crisis with courage

Like any other workplace, the Merbok factory has been through many ups and downs. In 2011, when many companies were hit hard by the global economic crisis, employees at the Merbok factory also had a hard time. Cost reduction was inevitable, so they had to suspend the operation of two of the factory's production lines. The more challenging it was, the harder they worked, helping one another. Thanks to their arduous efforts, the Merbok factory was able to deliver even better results than ever, which served as a motivation for the entire Dongwha Malaysia. In 2013 the Merbok factory raised its operation rate to the record-high level of 90 percent while its production rate surged to 101 percent and its manufacturing costs decreased 18 percent. The factory employees say they were able to achieve this feat thanks to their slogan "Merbok Boleh", or "Merbok can do it". They always pull together to overcome hardships and encourage one another.



Mini Interview



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$\label{thm:condition} \mbox{How long have you worked at the Merbok factory?}$

I made MDFs here from 1994 to 2006. In 2006, when Dongwha acquired the factory I was hired by Dongwha, and after working at the Nilai factory I joined the Merbok factory again.

What values does the Merbok factory emphasize?

We emphasize two values. *The first one is close communication*. When it's hard, we try to communicate more with our employees and work together. We have learned that when we're close, our work efficiency improves. *The second value is continuous process monitoring*. We never stop researching the market to find out what kinds of products consumers want rather than making products that we like.

What are the advantages of each of your teams?

The Production Team has its own technological expertise. *It's a very dynamic and enthusiastic team of talented people*. The Engineering Team works like clockwork using monitoring techniques, while the Quality Control Team constantly strives to perfect quality.

Green Dongwha Magazine 20 ± 21

Dongwha's new design package



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Dongwha renewed the employees' business cards, its Web site and company introduction materials in line with its corporate restructuring. All business cards were redesigned, while the Web site content and company introduction were updated accordingly. Employees' business cards are available in two designs. They emphasize Dongwha's corporate identity. The Web site and company introduction emphasize the importance of communication based on trust and efficiency.

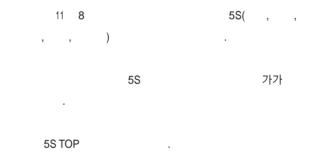
M-Park Auction Plus Launches Weekly Auctions



After its opening in May last year, M-Park Auction Plus held used-car auctions every other week. But since last September it has been holding them on a weekly basis. Three months after its launch the company held auctions on a bi-weekly basis to stabilize its management system, but as more cars were auctioned off at higher prices, the company decided to hold auctions weekly. The weekly auctions are expected to help raise the number of auctioned cars, enhance members' satisfaction and stabilize the company's operations. As part of its marketing efforts, M-Park Auction Plus is also offering commission exemptions to customers who put their used cars up for auction.

2013 5S TOP5S TOP Evaluations of 2013





In November last year all of Dongwha's business sites held 5S evaluations. The company's executives from Korea toured Dongwha Enterprise and Dongwha M-Park to check their 5S activities and safety. Chairman Seung Myung-ho encouraged the employees to proactively carry out the 5S activities and promised them support and rewards.

Sales Academy Dongwha Enterprise's Sale Academy



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Dongwha Enterprise held the 2013 Sale Academy last September for 45 employees tasked with board and flooring sales to help them hone their skills and achieve business goals. The training was held separately for low- and high-ranking employees, with each session lasting one day. The participants learned about sales standards and bond management, and received certifications attesting to their completion of the course.

3 Leadership Academy 3rd Leadership Academy for Training Strategic Leaders



3 Leadership Academy가 . 11 20 21 Leadership Academy IDP , 4 7 1, 2 , 72 가 Leadership Academy 가 2013

On November 20-21 Dongwha held the 3rd Leadership Academy in bid to maximize its organizational capacity and synergistic effects. It was carried out as part of the company's efforts to foster employees' individual IDP and result management skills. Two previous sessions were held in April and July 2013. At the third session the participants reviewed their performance. A total of 72 employees of team manager rank and higher received the training. They carried out year-end evaluations and set goals for 2014. They all agreed on the importance of becoming leaders who can communicate well with their teams.

S.T.A.R

S.T.A.R Communication Camp



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Smart follower, Task management, Achievement,
Relationship S.T.A.R

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In November 2013 the S.T.A.R Communication Camp was held at the Dongwha Leadership Center for some 250 employees. The name of the camp refers to "Smart follower", "Task management", "Achievement" and "Relationship". The camp consisted of four parts, with each part lasting two days. The employees learned how to lead their teams in a more proactive way in order to achieve their common goals.

' (車車)' Dongwha M-Park Produces Educational Video for Customers





Dongwha M-Park produced video materials for consumers in a bid to enhance transparency in the used car market and strengthen its reputation as a market leader. In order to change the public perception of used car transactions, in 2012 the company held online and offline events and produced webtoons, but in 2013 it posted fun and easy-to-understand video materials on its Web site to prevent fraudulent transactions and earn customer trust. Dongwha M-Park plans to publicize the video materials on blogs and through online events, and will carry out the campaign through strategic marketing.

MBA 1 1st Dongwha MBA Course Completion



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The first MBA course provided by Dongwha was completed successfully. Its goal was to nurture leaders who can respond to changes in the global business climate and help Dongwha grow in terms of quantity and quality. The 12-week course began in September 2013. Lectures were taught by professors from top Korean universities every Tuesday at the Yeouido headquarters. They consisted of business theory and success stories. Twenty-eight Dongwha employees completed the course.



F.L.Y. (Find value, Learn dongwha, Your pride)
New employees receive F.L.Y. training



12 F.L.Y. . 4 F.L.Y. , 가

In December 2013 new employees received F.L.Y. which helped them adapt faster to their new workplace. The F.L.Y. training included education about Dongwha's history, products and core values, as well as a rice cake making event, which was aimed at setting future goals. The trainees were congratulated on their successful adaptation to their work duties.

Rookie Camp for H2 2013 New Employees



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Challenge! Chance!

The Rookie Camp for new employees of the second half of 2013 was held for four days and three nights for college graduates who landed jobs at Dongwha. They learned how to implement Dongwha's core values and hone their business skills. The training will continue for one and a half years more to help the new employees make a transition from former college students to working people, take on new challenges and contribute to building a better future for their company.

SOCSO AWARENESS TALK



SOCSO AWARENESS TALK

- : 2013 11 27 (Merbok), 11 28 (Nilai), 12 10 (Kulim) : Social Security Organization (SOCSO)
- :
- To give a talk on SOCSO Scheme for better understanding
- To improve in safety awareness is a vital part in minimizing accidents in our work area

EPF TALK



EPF TALK

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- To raise awareness and knowledge in retirement planning
- Sharing tips in generating additional income to prepare for retirement
- Help employees from private sector save a fraction o their salary in a lifetime banking scheme

DONGWHA IN MEDIA

Respecting Reople

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머니투데이

2013년 11월 04일 월요일 015면 산업

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도 없었을 본격 전환체험는데 현재 - 방향에 따른 성과는 수있었다. 나비 변 당한고 있다. 선건 예측 성원별 IDN를 기록들이 경투기업은 보드에 디자인이 될 다. 2019년 예술 GRONE를 했다고 E cidolche Teol some U 1900-bil cidolum cond stol. Poles olche Papolati dia R MINE SERVICE STORY W 있게 제안되라는 게 모인보"라며 저 기능성이라 소리를 맞춘 당시었 색이상, 꾸었지구야 을 원지에도 다 '보드 디자인도 조)(지원-중 남이 지원 앞으로 디자인이 곧 관련되어 자연보드를 찾기 때문이다. 2015년

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판이넷설

2013년 09월 26일 목요일 019면 산업

동화자연마루 '불에 강한 나무 벽재'

방염 특허기술 획득

동화자연마부가 화재에 강한 동화디 자인월(사진) 신규패턴 7종을 25일 새롭게 선보였다.

디자인 감각을 더한 신개념 나무 벽 재로 국내 출시된 나무 벽재 중 최초 로 한국소방산업기술원에서 방염 특 허기술을 획득했다.

방염이란 가연성 물질의 가공을 통해 화재가 발생한 상황에서 해당



방출량 0.5mg/L 이하) 인 동화에코보 드를 사용했으며 끼워 맞추는 조립식 시공으로 접착제를 사용하지 않아 친 환경적이다. 새롭게 선보인 신규 패 턴은 총 7개 패턴으로 구성됐으며 각 물질이 연소되지 않게 하는 것으로 각우드, 대리석, 노출 콘크리트의 질 방염처리된 제품은 화재 초기 진화가 갑과 느낌을 살렸다. 신규 패턴의 출 용이하다. 방염 특허기술 회득으로 시로 디자인원은 총 34종의 패턴을 그동안 주거공간 중심으로 시골돼 왔 보유하게 됐다. 이는 나무 백재 제품 던 디자인원은 상업공간까지 시공영 중 최다 패턴이다. 유현희 기자

디자인월은 고밀도 점유판(HDF) 에 복수 코팅 처리를 해 표면 강도를 높이고, 고급스러운 모양지를 입혀 역을 확대하게 됐다.

디자인원은 EO급(보통알데히드

"맹추위 물렀거라"… 단열성 강화 제품 쏟아져

0.985

50m 3중유리 적용한 '고단열 슬라이딩 창호' 열전도율 높여 난방비 부담적은 '마루' 등 주목

를 겨울 명주되가 예고되면서 <u>서본 기능 강화가 필</u>수하였다. MAKING OLATA CHRISTOP TO 인 제품과 기술을 당하던 선생이

HIN LEADING WITH THOSE of Stive SET SACRE REPORT WITH 과 원짜의 일반과 기업인을 구대 監督 3101 第450年4 01日 後郎 会 ・ 独の武士 世界中の PE360日上 경이되 단점의 단점인 단점단 저 보석자를 심치하다 등록기업의 상품 국제성고 업관하옵다(will) 이너지품은 기존 PEBUCI 강영 野多さ利益 につく なが 北部谷 から 一本 公にし

이래로 내려가면 삼대 문기의 대 - 중점 수 있다.

등록기업은 및 전도용과 증업되 대응 지역적으로 보유하려는 산

나중하는 강불때부는 공영난원

(국단방 시스템이 뇌반화한 무 - 합 등에 30년 주택이 경우 개원병

を表現の中で おおむ ホエドリ ON GOT HANGE IS MESSED. THE RESIDENCE STREET, BY



金田田田 松本

2013년 11월 21일 모양일

폐목재 재활용, 관련업계 손잡아

동화기업-환경부 '폐목재 순환 자원화 시범 사업' 협약

동화기업이 환경부, 사단법인 한 된다. 국목재재활용헌회와 함께 폐목재 순 한 자원화 시범 사업을 추진하다. 동화기업은 21일 오후 하국프레 국내 심정은 감안함 때 이번 시범 사 스센터에서 협약식을 체결하고, 올 업을 통해 양질의 폐목재를 물질업계 12월부터 2014년 5월까지 6개월간 로 유인시켜 반복 이용하는 것이 자 시범 사업을 통해 폐목재의 순환 자 원 순환은 물론 지구 온난화 저감에

원화 시스템을 구축하기로 했다. 이번 시범 사업에는 동화기업을 언자로 함께 참여한다. 포스코건설, 현대제철이 각각 건 설 현장과 사업장에서 발생하는 페 목재를 관련 법규에 따라 적정하게

이 파티클보드로 재활용 생산하게

박승주 통화기업 원재료팀장은 "목재 자급률이 15%에 그치고 있는

기여할 수 있을 것"이라고 밝혔다.

한편 국내에서 한해동안 버려지 비롯해, 포스코건설, 현대제찰이 사 는 페목재는 2009년 223만톤에서 2011년 187만톤으로 급감하고 있다. 이에 반해 폐목재를 연료로 사용하 는 수요는 연간 150만톤 규모로 늘 어나 조만간 수요가 공급을 앞설 것 배출하면 이를 수거한 뒤 동화기업 으로 예상된다.

오승완 기자

서울경제

2013년 12월 18일 수요일 A16면 산업



동화그룹 인재육성센터 오픈 2만7.000㎡ 부지에 5개동

동화그룹은 17일 혁신적이고 창의적인 인재 육성을 위한 프리미엄 복합 연수시 설인 '동화리더십센터'(사진)를 개원했 다고 밝혔다. 경기도 남양주시 화도읍 구 암리에 있는 이 센터는 2만7,000㎡의 부 지에 5개동으로 구성됐다. 교육동은 150 명이 동시에 교육을 받을 수 있으며, 대형 컨퍼런스홀 2개와 실내 휴게 공간인 로비 라운지를 갖췄다.

'자연에 동화(同化)되다'라는 설계 콘 셉트를 반영, 주변 자연 경관과 지형 지물 을 훼손하지 않고 그대로 살렸다. 또 서울 도심에서 1시간 내 도착이 가능하다.

동화그룹은 외부 기업이나 공공기관 등 에 대관하는 동시에 가족 단위의 일반 고 객도 예약을 통해 사용할 수 있도록 할 예 정이다.

권동형 동화그룹 인재개발실 이사는 "동화리더십센터가 혁신적이고 창의적인 인재 육성의 새로운 패러다임을 제시할 수 있도록 차별화된 서비스와 연계 프로 그램을 제공할 것"이라고 말했다.

/황정원기자 garden@sed.co.kr

🔤 이데일리

2013년 09월 30일 월요일 010면 기획득점

콘크리트 느낌 나무벽, 화재에도 안전

동화자연마루

CORRESPONDED MAKEN LLOW MORT SERVICE 자인됨'이 더욱 고급화됐다. 업계에서는 최 GOD NOT THE TOP SIGNED WITH 유형에 맞게 하고 되면 가장을 선보여 계시

SESTED OF HER OLD Devoto FR or : JUSTS MED HIGHLIGH NA THE R DISPULID WIGO GROWN RIDGER 화제합 사용하지 않는 기밖으로 전환경 배 변소재 시원을 선원했다. 이후에도 지속하 인 패턴 개념의 용접 개선으로 나무 백제 시 DOMESTIC BEST DE MARK URA ARRANGE COMPARING

현합 수 있다는 점에 돌려디자인됨바 : 하징이다. 표면 영보 가슴살 등에 나무보 HELD DIVING COUNTY MARKET THE COSTS SECURISE MEDIENCE PROPERTY SECU 상대적으로 자랑한 비용으로 다양한 느낌 용 연출할 수 있어 효율적이다.

중에는 도시 공간 속 꼬만함을 주세요? 제 제원을 다했다. 우드, 다리서, 노출 본건 리카, 등의 집강과 느낌을 손실이 제안하게

이 노출 전기간만의 최고 심내 안돼지? 지역로 사용이 늘고 있는데 맞스레운 느낌 日本のは大成 単型性 あんかまし、 ご報告課 号号 報告報と、 こな事品 かんさいのな 思 ACCUSE WHILE DAY STANKE ARREST SERVICE STANKE OF SERVICE ARREST



법률 연강 높은 효율성을 보여준다 등회디자인왕은 식용계 출시한 7개의

투하기술을 획득한 것도 자랑거리다. 방영 OUR PORM SESSE PURE SER AUGS. 굉장이 연소되지 않게 하는 기술로 방영 MODER MILES ISSE BUT MODERATED -경찰 약이준다. 자세적으로 개념한 '영영

WISTON ARE TO MALTON OUT IS SEASON HOW HAVE DESCRIPTION TO SEASON

용성 등의 상업관간에서도 마음을 시공합

AS ARES ON THE STREET, WA goldsmar & older to a smortant 함 사용했다. 여의 중을 끼워 맞춰는 조밥 석 사용 방법은 정확책들 사용하지 않는다.

는 경에서 원환경제이다. 1004 M THE REPORT AND THE PROPERTY OF THE PROP WHICH HOWER SAME CORNER CHONAGE IN 포한 국내 출시된 나무 역재 중 처음으. 본 방영 가슴도 대해 당한 가림뿐 아니라 "사업 공간의 안에라이다. 제상을 갖추 공 간으로 합니공함 수 있도록 노래하였다"

百分数 月末

"가구소재 보드에 마루사업 통합 동화기업, 글로벌 소재 강자로 육성"

단 계약사이 독립자야마루를 함

+그룹분할로 전문성 강화 도해왔다. 이후 주택 바닥져죽 쓰이는 마루를 생사하는 듯하 그녀는 대우를 중심하는 공의 이는 데 우리를 당심이다. 이 자연마부(2003년)와 중고차 유 위례 우선 '보드'와 '마루'의 통회사인 통관람파크(2011년)을 당한다는 다만센터를 통합했다. 설립하는 등 계열사 설립을 통한 김 사장은 '보드는 가구 사업 다각화에 주력해왔다.

도하기언이 도하지야마트를 용화가입이 용화사인하무를 경제 디자인은 인터리 형병한 것은 그를 차원의 사업 이 분위기를 최우한다' 구조조회과 범렴한 관련이 있 며 '벡도로 운영되던 다 다. 지주사인 동화출당스 밑에 자인센터를 합쳐 가구 있던 동화엠파크를 떼어내 동화 에서부터 바닥과 벽까 MANIĞ日스라는 제 지주회사 아래 지 모두 아우르는 공 뒷고 통하기업은 바꾸와 보드 등

가구를 만드는 데 쓰이는 보드 않았고 비용과 인력운용 효율성 는 것이 대부분이었는데 보드와 다양한 제품을 생산하는데 이려 도 뛰어졌다"며 "이번 통합으로 이 문제를 근보적으로 מ집하 건설사에 공급할 수 있게 됐다 이 문제를 단본적으로 해결하고 큰 그림을 볼 수 있게 됐다"고 평가됐다. +"건설사 납을 비중 놀라졌다"

글로벌 소재기업으로 성장 동화기업은 인천에 있는 공장 두 곳 중 노후화가 심한 곳을 폐쇄 하고 지난 7일 충청남도 아산에 인장을 지내다 2010년 6월 동화 기업 최고경영자(CEO)로 자리

를 옮겼다. 마무 사업까지 때밭 은 그는 '시너지 효과'를 극대화

디자이 작언 인위화

건설사 납풍 확대 추진

MDF 정유율 대폭 높일 것

의 디자인을 결정하는 7 디자이용 제괴하기로 8 교고 89가(10) 아무가 모느 8 소재 사업을 진단하는 회사로 남제 됐다. 김 사장은 "보드와 마루 사업 중하는 비궁을 늘릴 계획이다.

에 어떻던 있다. 국내사장 점류 율이 내년에는 25% 수준으로 늘 어날 것이라고 자신했다. 김 사장은 "동화자연마루는 고객들 사이에서 높은 인지도를 갖고 있지만 그동안 매출이 전체 년 회사 대충을 15% 이상 집

> # 10 (A (A) 70 Mg MDF 생산을 시 선용 더 화대회

28 + 29

DONGWHA IN MEDIA



발행인 승명호 발행일 2014년 1월 14일 통권 161호

2013년 10월 11일 금요일 015면 산업

친화경바람 타고 쑥쑥크는 나무벽재 시장

마루언체 제품출시 잇따라 동화기업 디자인월 대표적 시장 1위 '타일' 에 도전장

있다. 최근 늘어나는 친환경인테리 어 수요를 등에 얻은 나무백과가 다 재)시작 1위 타일에 도저작을 내림 일의 시장점유율을 얼마나 빼앗을지 있다"고 말했다.

재시장은 연간 2조원 규모로 추신되 백재를 출시하고 있다. 한편 이값은 나무백재의 도전에 며 타일이 약 31%의 시장점유율로 한송홈데코는 2011년 나무백재 타일압체들도 가만히 손을 놓고 있 1의용 당리고 있다. 거축용페이트가

국내 최초로 나무벽재를 출시했다.

릿수의 증가율을 보이며 성장하고 건축자재라는 판단이다



한성이 집중된다. 본화기업이 '디자인을'을 출시한 0, ED, ED, 등 총 4단계로 구분된 10일 관련업계에 따르면 국내 백 후 경쟁 마루업제품도 잇따라 나무 다.

시장점유율 25%로 2위를 차지하고 초 '구평아트월'을 선보이며 백재사 능성을 제고한 타일제품으로 맞섰 변지가 20%, 이테린어팬플이 19%로 언에 보격적으로 뛰어들었다. 이를 다 1.(3년우시스의 조승단의 '호탄 뒤를 잇는다. 용도별로는 주거용과 위해 서울 강남 논현통에 아트윌 전 일", 아이에스통서의 '에코카라트'. 제품 보다는 중요급하고 작가하는 이에 사용 등을 단단하여 약으로 설명 . 아이어드등에 에 네너지는 . 현점용이 해외의 비용로 양환했다. 동화기업의 디자인함 '은 나무벡 배치로 당시에 사용이 가능한 나무 표하다. 전의 대표주자다. 등화기업은 비난 선택 배치로 당시에 사용이 가능한 나무 대하다. 성의 대표주자는 자무백제가 타 이렇게 반가 보다는 '나무백제가' 함께 한 관계자는 '나무백제' '나무택제' '나무택제' '나무백제' '나무택제' '나

업에 뛰어든 이유는 관련시장의 높 주요 타갔으로 한다는 점에서 두 품 은 성장가능성 때문이다. 천장과 바 목간 결정이 처열래질 것"이라며 통화기업 관계자는 '시장 초기라 다, 센의 백으로 둘러싸인 공간에서 '리모델린이 활발히 아뛰지는 상 아직 나무백재가 백재시장에서 차지 인터리어의 가장 많은 일약을 차지 용시장의 특성상 관련시장에서 당, 4만의 벽으로 둘러싸이 공간에서 '리모델링이 활발하 이뤄지는 상업 하는 비중은 크지 않지만 내부적으 - 하는 곳이 바로 벽이다. 때문에 벽재 - 도권을 쥐는 쪽이 빠르게 성장할 로는 디자인원의 매출이 매년 두자 는 '규모의 경제'를 참출하기 좋은 것'이라고 내다봤다.

나는 바까다가도 물에 좋은 거축 자자를 찾는 수요가 늘어난 점도 나 무병제에는 중제가 되다

나무벽재는 유해불질로 꼽히는 포 등의대하드의 박사바이 / 타 0.5mg 이하인 ED급 목재를 사용, 새집중후 구 등 간존 화경사자들은 유비한 기 환경목제의 등급은 KS 기준으로 포

'스토리왕'을 내놨고 구점마루는 올 전 양겠다는 각오다. 이들 업체는 기

시이를 기자 peut의

아시아경제

2013년 11월 11일 월요일 015명 산업

동화기업, 친환경 생산으로 온실가스 줄인다

분용 당성함 계획

世界時時 美国

ID officialists in

원보인 목재함에 서 성유질을 본격-건조하여 하는데

성적 170도 이상의 고문이 원요하

다. 그동안 등화기없은 병취C유용

AIRM WOLLISS THROUGH ALE

은 작업장 중 유입하게 병세다운가

규모의 생산병이 원존원으로 반응

이산공장서 벙커C유 등 화석연료 사용 안 해

IN PERIOR SOURCE SOURCE SOURCE 11명 업계에 따르면 등화기업과 계약사 대성적적공업은 정부의 온 MAN-ORIGINAL SERVICE CO. 최근 환경부로부터 내년도 온답가

人名英伯拉尔尼 阿里维拉 하는 대규모 온상가스 매출업체 형 대상으로 운성가스 감축되죠의 에너의 정약 독표를 부끄러고 그 이행을 세계적으로 관리하는 제도 - 항에서 대명의 운입가스가 방향하

이 사성의 호율을 극대화해 한당 어지는 뿐이다.

STANDS AND WITH PARTY

개선 효과를 거들 수 있을 것"이? 그 강했다.

서울경제

2013년 09월 26일 목요일 A17면 산업

징. 이로써 동화디자인월은 기존 패턴

까지 포함 총 34종의 패턴을 보유, 나

무 벽재 제품 중 가장 많은 제품으로

동화디자인원은 HDF(고밀도 목질

있게 됐다.

동화자연마루 방염특허 나무 벽재 내놔 를높이고 교로스라운 모양자를 압하

친환경 벽면 소재 시장 공략 가속

뜻함이 접충한 정제된 미름 특징으로 하는 도하디자이와 시규 패턴 7종을 출시하고, 친화경 벽면 소재의 주거와 상업 공간 시장 공략을 가속화하겠다

옥해 새롭게 서보이 시규 페터은 과 거와 조화를 이루는 도시 공간의 모 섬유판에 특수 코팅 처리를 해 강도

디자인 감각을 더한 신개념 나무 벽 재다. 특히 하구소반사어기소워이 반 화재 확산 방지 '디자인월' 7종 면함을 표현한 'Modern Industrial' 염 특허기술을 적용했다. 방염이란 화 재시 해당 물질이 타지 않게 하는 것 여 그대로의 표현에 세려미를 근대하 으로 반연처리되 제품은 형재 초기에 확산을 막는 기능을 한다. 했다. 각각 우드, 대리석, 노출 콘크리 트의 질감과 느낌을 충실히 살린게 특 김영철 동화자연마루 디자인영업

괄은 "상업 공간의 인테리어도 방문 고객들이 마족한 수 있는 개성을 간 춘 공간 서비스로 변해야 한다는 전 략을 바탕으로 외식업, 금융기관, 의 료기관 등 고객 최정정의 상업 공간 을 공략하고 있다"고 말했다.

/황정원기자

매일경제

2013년 09월 27일 금요일 A22면 기업

방염특허 획득 나무벽재 '동화디자인월' 신제품

동화자연마루가 아름다움이 돋보 이는 '동화디자인월' 신규 패턴 7종 을 새로 선보였다. 동화디자인웤은 고밀도 목질 섬유판(HDF)에 특수 코팅 처리로 강도를 높이고 고급스러 운 모양지를 입힌 나무벽재다.

포름알데히드 방출량이 ℓ당 0. 5mg 이하인 동화에건보드를 사용했 다. 혀와 홈을 끼워 맞추는 조립식 시 공 방법으로 접착제를 사용하는 다른 벽재보다 훨씬 친환경적이다.

우드·석재·솔리드 패턴을 공간에 맞게 혼합 시공하면 개성 있는 디자인 공간을 꾸밀 수 있어 아파트나 주상복 합 등 주거 공간뿐만 아니라 사무실. 학교 · 병원 · 전시장 등 상업 공간 인테 리어 제품으로도 각광받고 있다.

2013년 09월 12일 목요일 019년 산업

좁은 공간도 넓게… '똑똑한' 인테리어 제품 쏟아진다

이유새 최소화하고 수납공간 대폭 늘려

MEAN ROUGH DOMESTORN IS 형 어때인되다 중소한 취목이 먼거를 GI 있는 소세다. 성급적의 증가의 CAN PROPER THREE TARRESTS 가 놓고 있어 전환면서 80㎡ 이하구 배에 대한 선호되기 원용 들어지고 WHEN DOUGH BUT AND OWNER OF 即将 斯尔特 (con 160) 土然中等(c HIM THE PLANTAGE HEADING HESS E 2000 G 2010 E4 2020 G MILLS: BECTAS BOTS WHE GOING BE

경소형 수밖이 늘어나면서 중단 경 간을 넓적 쓰는 목록한 인테리어가 - 하여 박면은 이윤석을 되소화하면서



가입 모차로 한다. 영 공간에 발개 변형시킨 책용용 75芒 用唇似다 非珠土沙鄉 吳岳 猛烈

11일 관련 업계에 따라면 밝은 세 - 용으로 고급스러용을 상황 수 있다. 수년 기능을 높던 전체점이를 위한 때문을 출시되고 있다. 소형 주제점

NAMES WE SENT WAS DEED ON THE WAY WHEN 자꾸들은 숨은 문건을 요음적으로 생 원호의 오시의 부분을 등급적 적 항용하는 용시에 넓어보이는 시기의 - 막배 디자인 완성도장 높이고, 항항 중앙부에 건단한 생활용용 등을 수납 1~2만 가구의 대디수를 되지하는 잘 은층의 영향 속 나트를 제공에 적극 있다. 등하다꾸만별 252의 당의 와이 - 반영한 것으로 낡은적이면서도 제공 NHE 그것, 용하디자인별 100는 - 있는 디자인과 합리되면 가격으로 최 근 농고 있는 소문 구하여 위합하다. 업적 관생되는 "경기장복가 적소의 건물보건의 발표에 다던 경우 사실이 22504 SERVE FEEDOW STATE AND 은 명소 화대되고 있다"에 "다양한 개 등할 갖추면서도 취급하면 가게대의 인테리터 체장 출시나 안으로도 지속

percontinuous cun GMN 7/70

판이낸실

2013년 11월 27일 수요일 018면 산업

동화기업 "내년 보드업계 국내 1위 탈환"

지난 1분기 4위권 하락 연내 아산공장 증축땐 연간 소비량 15% 생산

보드업계 선두주자인 동화기업이 도

동화기업은 MDF 시장에서 독보적 나 2월 인천 가좌동 MDF 1공장을 폐 으로 보고 있다. 쇄하면서 지나 1・4부기 이호 4외권으 로 내려앉았다. 동화기업은 노후된 인천 가좌동 MDF 1공장을 폐쇄하면 상가동되고 있다. 동화기업은 지난해 높였다.

만 품질관리 등 증설 후 관리가 늦어 탈환이 가능할 것으로 전망된다. 지면서 1의 탑화은 내녀으로 미뤄다

이로써 MDF 언제 2위인 유니드는

인천 1공장 폐쇄를 결정하고 충남 아 서 처음으로 MDF 시장점유율이 4위 산공장 증축을 2·4분기 내에 마무리 권으로 하락했지만 이르면 4·4분기, 지으며 연내 1위 탈환을 목표로 했지 늦어도 내년 1·4분기를 기점으로 1위

실제로 통하기언의 음 3·4부기 시 장점유육은 여전히 언제 4위권이었지 1위 자리를 지난해 4·4분기 이후 1년 만 점유율이 상승하면서 정상 탈환 유율은 유니드(24,30%)가 4분기 연 간 유지하게 됐지만 업계에서는 동화 가능성을 확인했다. 동화기업의 3·4 기업 아산공장이 연간 국내 MDF 소 분기 시장점유율은 전분기 대비 2. 비량의 15% 생산능력을 갖춘 만큼 1%포인트 올랐는데 이 기간 아산공 1위 기업으로 자리를 굳혀왔으나 지 정상가동 이후에서는 상황이 바뀔 것 장이 시험가동되는 수준이었음을 고 려할 때 의미 있는 반등으로 평가된 26일 동화기업에 따르면 지난 2월 다. 아산공장은 지난 10월 실시한 정

3·4분기까지 20%대 점유율을 유지하 며 MDF시장 강자로 군림해왔다. 동화기업 관계자는 "아산공장 정성

동으로 연산 50만㎡대 생산이 가능 높은 수입산에 대한 규제가 강화되면 서 국산 MDF 수요가 늘어나는 만큼 내년부터 MDF 강자 동화기업의 면모 를 되찾을 수 있을 것"이라고 자신형 다. 하편 지나 3·4부기 MDF 시장정 속 1위를 이어간 가운데 선창산업이 부진을 떨어내며 18.8%까지 점유율 을 확대했다. 동화기업(16%)은 한솔 흥데코(16.5%)와 0.5%포인트 차로 4위였고 MDF 후발주자인 인천 최대 제재소 광원도 13.8%까지 점유율을 유현희 기자

아시아캠페트

2013년 00월 00일 월요일 000년 종일

매일경제

결후 비른 하면에 되면 보험 '영화극 오선물러스' 가보니

중고차 경매, 뜨는 까닭 있네

외국인 대화상도 경쟁 - 투명 관계함이 장점

'중교차 거래지식, 에니메이션으로 캠페인'을 시작했다고 4일 밝혔다.

경인일보



"발품 안팔이도 제값 받음수 있다" 입소문

다 차량을 가세지가 되를 해온는 있습니다가, 당시 높인 본이에 두 단기를 목속 든기는 학교 제안에 대한 본으로 지역되 가게 되면데 단기를 목속 든기는 학교 제안에 대한 지작의 때문의 출한 때는 당 사용 한 HB WZ 역명이 합점 HG HLL RF 업명으로 혹한 1기용 업용 수 있다는 역 경역 한

애니로 배우는 중고차 잘사는 법 변화기, 공고저 용성 서류 평가기, 자 마시지로 보여주다 성사 사무성에서 계약하기, 계약시 여전 노래가 들었는 맛이 예찬 전설 예리그 동영상 가루정보 제공 예대에서 취영상으로 열려주는 발구를 바꾸는 이 바닷컴 바닷컴도 얼고 사자, 비른 종교자, 이맛지자 영상으로 구성에 소비자들이 쉽게 이 는 오는 건설까지 진행

해할 수 있도록 했다.

대한다"에 "현재를 등이면 안전한 대회 시에크로 201 표현에 대한 이번을 시기를 수 있 출동 2000년, 연간 시 전 역에설로 지수 되는 전원에게 역시 등선물리는 위 2003/00/00/00/20 4 2002

A MAR SWINN

2013년 12월 05일 목요일 0

통해 120명에게 경력

제품교자는 기의 대상이 되면 제 사상이다. 바지만 최근 효교의 시화한 자라면들을 맺고 DESCRIPTION OF SHIPS AND SECURITY AND SECURI 도는 가입이 날면서 시장은 집의 계원하고

> MIL FREDWING DAIL TRITING THE SCHOOL ALREADY STORES SEGRET 하고(대표 본대원 - 박원)는 불과 2년 반에 시 장에 인난한 바람들 없으면서 주어보면 끝보

> 에에단의 등화했다고, 전에 면의 15만급의 넓은 등 위에 7000이 대 중고자원이 새 주인

STORY DISSESS OF STREET THE STATE OF

출~지상 9층 규모 바쁘침식 체망 여겨난지

BA HA DAB SE WALLES AN 고개당이 10대 개 입점 심가를 통해 중국자 소문을 즐기고 있었다. 중국자 매매단지에

사 될 수 없는 함께한 효과뿐이나 하위-대의 사한 관에는 어디서도 찾아볼 수 없었다. 비교되다 의원 변하여 출은 부리나라는 중

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중고차시장 새 강자 동화엠파크 정대원 대표

"매매·수출 아우르는 클러스터로"

~2년만에 뭘 1반대 거래 구매자 불만 90% 해결 개인고객 확보가 관건"

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세분만 아니라 먼저 최초로 본러 관예 시스 병합 도입에 고려를 받면할 중만다.

2013년 10월 25일 금요일 A20만 기업

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교회에 대해 소비자들이 왕고 있는 부정자 안식이 바로 그런 '비즈님들이나 원위라고 VLEN 전보 재원으로 인해 준고하여 대한 네파 발언은 10562년 발반다.

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If you keep innovating yourself with an open mind you can enhance your personal values and the values of your company.

Do Dream Dongwha

34 Special Team	40 Special Dream 1	WAS ALM DONGWHA Leadership Academy
		44 Special Dream 2

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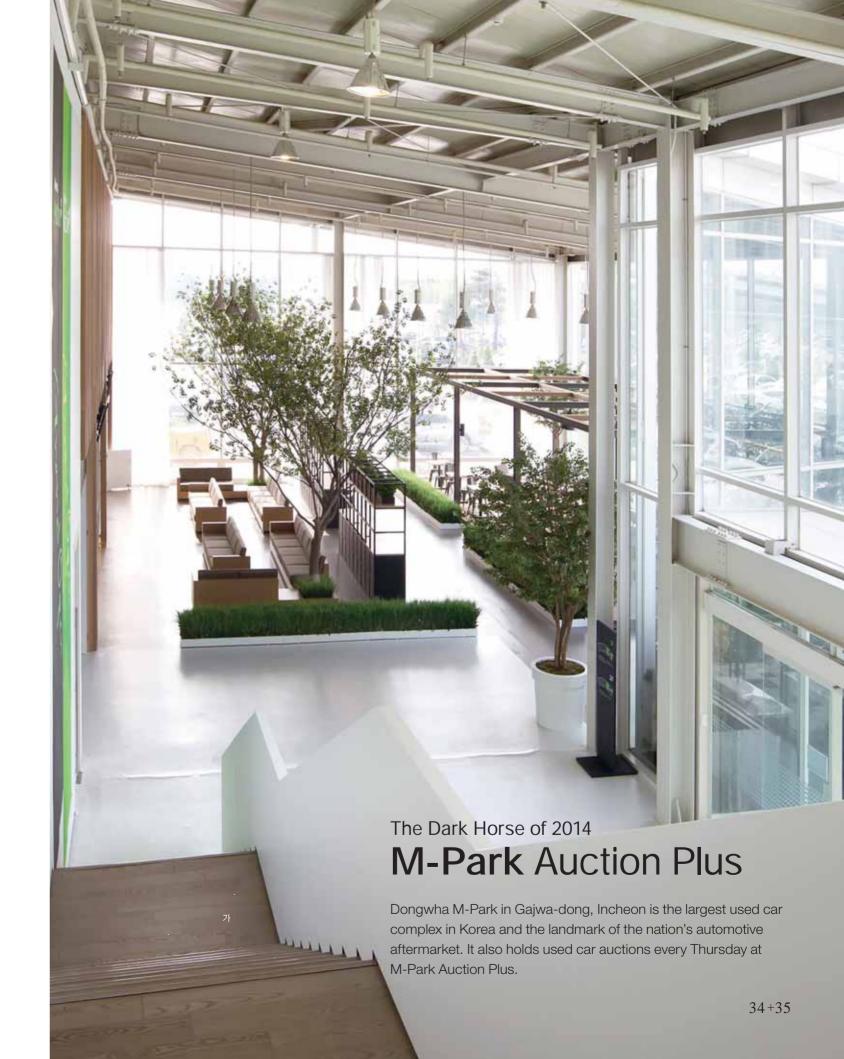
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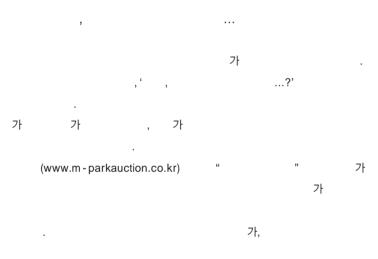
The dark horse of used car market

On Thursdays Dongwha M-Park is busy even early in the morning. The employees have their hands full preparing for weekly auctions that begin at 1 p.m. It is not unusual anymore to see car dealers closely checking cars that are to be auctioned off. At 1 p.m. sharp the 300-seat auction venue is full of car dealers and the auction begins after a short announcement. The auction proceeds without delays using monitors and bid buttons installed on every table. Every week some 300 cars are sold to their new owners amid fierce competition. All transactions are completed within two hours using state-of-the-art electronic automated system. Dongwha M-Park is equipped with the nation's first remote auction system, which enables more than 500 car dealers nationwide to watch the auctions in real time and even participate in them personally. No wonder Dongwha M-Park Auction Plus has emerged as a promising auction brand in the highly competitive used car market.









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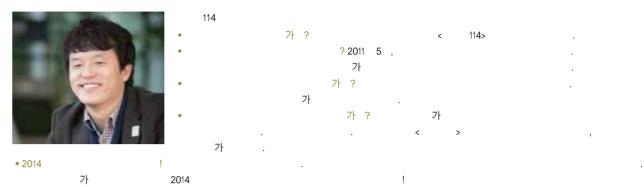
The right place to sell your car

One of the advantages of the used car auctions is that both the sellers and buyers can save time and costs, as well as perform transparent transactions based on trust. Anyone who has ever sold a used car must have asked this question, "Should I get the highest possible price for my car?" But when you put your car up for auction at M-Park Auction Plus, you can find out the right price of your car through competition among car dealers and get the highest price offered by them. This way you don't need to worry about fraud. Recently M-Park Auction Plus (www. m-parkauction.co.kr) began providing a solution called "Guaranteed Auction" in order to enable ordinary customers to receive a guaranteed price for their car even before the auction and later get the remaining amount. Those who sell their cars through the guaranteed auction can get exemptions for all kinds of commissions, while those who sell their vehicles on consignment can get exemptions for listing fees. For more information on how to sell your car call M-Park Auction Plus. (ARS: 1544-4936)



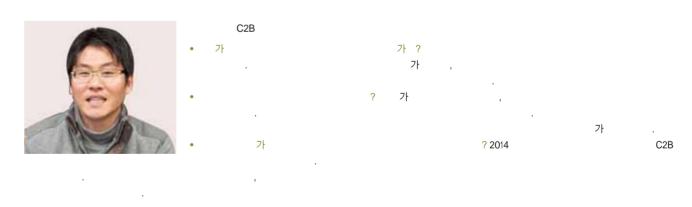


Mini Interview



Do Jung-chang, CEO of Used Car 114

- Introduce your job. I run Used Car 114, which is located at Dongwha M-Park.
- When did you join Dongwha M-Park? I moved here in May 2011, when Dongwha M-Park just opened. Before, I had a used car firm in Jeonju but as soon as I heard about this large used car complex in Incheon I decided to relocate here without hesitation.
- Why did you choose Dongwha M-Park? The fact that it's run by a corporation makes it very trustworthy. I believe that its promotional capacity is also stronger than that of a regular used car complex.
- What are the advantages of Dongwha M-Park? The park is operated in an accurate and transparent way using high technologies because it's directly managed by Dongwha. It's very organized. I still have a car firm in Jeonju but here I am more satisfied with the facilities and the way everything is done.
- What are your New Year wishes for Dongwha M-Park in 2014? Things are always difficult in the beginning. But Dongwha M-Park is stabilizing very fast. If we all work hard, we can spend 2014 in the best way possible.



Ko Young-il, C2B Team, M-Park

•What make Dongwha launch the auto business? We had thought a lot about new growth engines that can bring us stable profits. We came up with the idea of used cars and decided that we can develop this business area in an efficient way on our land plot in Seo-gu, Incheon.

•What is the biggest advantage? It has many advantages, but above all it was the first in Korea to introduce remote auctions. Its state-of-the-art technologies enable customers to participate in auctions anytime, anywhere. Because it is run by a corporation, we guarantee transparent transactions and high-quality services, which have earned us a good reputation.

•Dongwha employees would like to know what kind of benefits they can receive when selling their cars. In 2014 we plan to improve the C2B system. We are developing ways to perform used car transactions in the most satisfactory ways. Right now we are offering exemptions for commissions and will offer more benefits in the future so that not only Dongwha employees but all of our customers can sell their cars for good prices at M-Park Auction Plus.



Step 1



Step 2

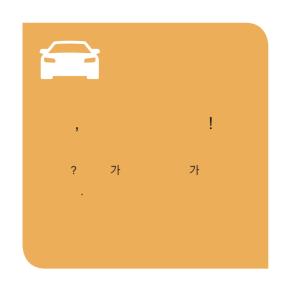


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Step 1

Step 3



Step 2



Step 4

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Communication Camp "S.T.A.R Followership"

Connecting You and Me, Connecting Dongwha and Me

A communication camp for employees with job titles lower in rank than team manager was held at the Dongwha Leadership Center for two days. Some of the participants already knew one another, while others met their coworkers for the first time, but they all greeted one another with happy smiles.



Dongwha employees listening carefully to become capable followers

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Sharing opinions after group debate







S.T.A.R(Smart follower, Achievement, Task management, Relationship)
. Smart follower

Achievement

Rank-and-file employees, get together!

The camp consisted of several S.T.A.R. tasks, such as "Smart Follower", "Achievement", "Task Management" and "Relationship". People Solution CEO Song Kye-jeon gave a lecture in the "Smart Follower" and "Achievement" segments where he spoke about the importance of relations between supervisors and their underlings, and work efficiency. By giving each other feedbacks, they came up with various rational communication methods and made a determination to become capable and ideal followers. It was a rare opportunity for them to put themselves in their supervisors' shoes and understand them better.





sense of pride in their workplace and received inspiration to do their best as its employees. After the two-day camp, the participants all agreed that it had been a wonderful opportunity to learn about how to communicate in the workplace. We hope that they will apply their knowledge to their work duties and receive recognition as well as grow into respected leaders in the future.



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CEO .



Mini Interview









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Kim Han-sang, Dongwha Enterprise

"It was good to see my coworkers receive training all together for the first time in a while. It wasn't hard at all because my team manager is a great person. It made me realize that I should do my work better. I hope that he will take care of his family and his health."

Lee Kwang-rye, Dongwha M-Park

"This camp taught me what exactly I must do as a team member. I will always feel grateful for being able to work in good conditions and will do my best to earn credit."

Kim Ji-hoon, Dongwha International

"I was impressed to learn that our supervisors face as many difficulties as we do, and that we should never stop communicating and looking for the right direction in work. It was a meaningful opportunity to learn how to overcome work-related problems."

Keum Yeon-ju, Dongwha Enterprise

"Rather than just learning about our supervisors, we went a step further to learn how to communicate in ways that can benefit both sides. I know that my team manage always cares about his team members. I will work hard to repay him for his efforts."

Part 2 of Communication Camp that started with dinner

After dinner, where the participants sat in a circle, they made aroma sprays using all kinds of aromas such as phytoncide, lavender, orange, peppermint and eucalyptus. The nice aroma helped them chase away fatigue. At a contest held on the second floor the participants presented their ideas about communication on a mind map. After an awarding ceremony they chatted over beer. Those who presented the best ideas received prizes.

In the "Task Management" segment, which was held on day two of the camp, the participants set work goals and discussed Dongwha's result management methods. In the "Relationship" section they took a personality test called MBTI to check their personality traits and how their personalities matched those of their supervisors. The test helped the participants gain a broader perspective on their personalities and make the best use of their strong points. In the section called "Meet with CEO" the participants boosted their



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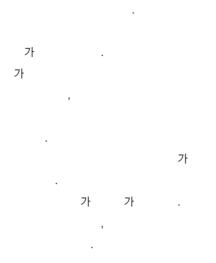


Leadership Academy

Dongwha Leaders Leaping Higher

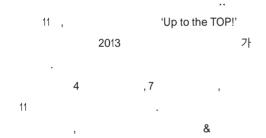
On a snowy day Dongwha's team managers got together at the Dongwha Leadership Center to become better leaders. The beautiful snow was like an encouragement to them in their pursuit to hone their leadership skills.





The participants reviewed their last-year plans and told one another how their teams devised goals. The training session was held in a somber atmosphere because it involved only team managers. They drafted plans on how to develop their leadership skills based on the results of their leadership tests. They took the test seriously and did their best to devise efficient plans. When the session was almost over, the participants watched encouraging video messages from their teams. The team managers were happy to see their teams having a good time at the Communication Camp. The solid trust between team managers and team members and their concern for each other help Dongwha build a strong foundation for its bright future.





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Responding to team members

The final leadership training session of 2013 was held in November under the theme "Up to the TOP". All of Dongwha's team managers received basic training in April, intensive training in July and review training in November. They learned how to bolster strategic leadership, plan and implement the development of their individual skills, and improve their result management skills. At the final session the participants shared their concerns and received advice from a professional leadership instructor.



Mini Interview

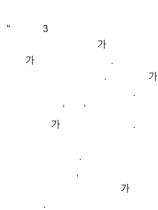


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Lee Kwang-jae from Dongwha M-Park

"As a leader, it was useful for me to learn once again things that I had almost forgotten. It was a chance for me to review the basics of planning, which I have been doing for a long time. The evaluation helped me gain a broader perspective on my skills. I try my best to share my thoughts about work results with my team members. Good results always make up happy. My team is doing great. I hope that my team and the entire Dongwha will continue to grow in the future."





Kim Young-ge from Dongwha Enterprise

"Because the training program was provided in three parts, it was easier for me to understand and learn new things. I liked today's program as well. I always try to become a better leader. The most memorable part today was about embracing differences. I often realize that it's important to take into consideration many things. Although my team is doing great now, I also want them to be always prepared for growing as members of the Dongwha family. That way they can become more valuable members."





By keeping our promises and earning trust based on respect for one another we are becoming closer to making our common dreams come true.

Core Value

50 Happy Learning 1		54 Family Time	
	52 Happy Learning 2	58 Insight D	





celebrate Christmas and 100 days in Dongwha

New employee training

Fostering employee camaraderie

Dongwha's new employees who were hired in the fourth quarter of 2013 got together on December 16. They all came from different backgrounds and have different work experiences, but they all gathered at the Dongwha Leadership Center as members of the Dongwha family.

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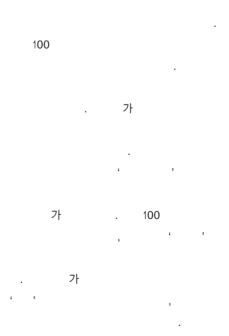
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The highlight of the training was rice cake making to mark the 100th day of their employment and congratulate them on the first step to becoming members of the Dongwha family. Everyone looked excited making rice cakes for the first time. They made rice dough firsthand and shaped it into a cake. They looked a bit nervous at first, but the atmosphere became warm and friendly in no time. They decorated the cake with letters reading "Christmas" and the Dongwha logo. The training marked a fresh start in the lives of these experienced employees. We wish them to achieve their dreams as Dongwha's valuable employee.

Green Dongwha Magazine 50^+51

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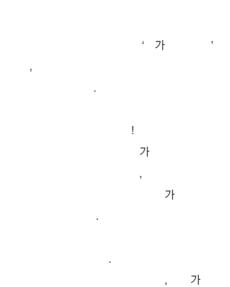
Training for New Employees

Discovering our potential

Last December, when the weather in Korea was unusually freezing, Dongwha's new employees who joined the company in the second half of 2013 received training.

But even the cold weather was unable to curb their enthusiasm.





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Through teamwork activities they learned how to place priority on "us" rather than "me" and what qualities Dongwha employees must possess. First off, they received training in "team building" to bolster their solidarity and help them learn how to communicate. The rookie employees introduced themselves in their unique ways, showing off their individualities and wits. They also took time to find similarities with one another through conversation and observation. Later in the afternoon they learned about the history of their company, its business areas and core values.

We wish them to grow into Dongwha's reli-

We wish them to grow into Dongwha's reliable trees with strong roots.

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Sweet Christmas of His Family

Christmas is like a magic day that makes everyone happy regardless of age. Both children and adults wait for Christmas with excitement. Lee Kil-jae and his family made a Christmas cake to celebrate the holiday season.

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Woo-jin and Tae-hoon's first-ever cake

Eight-year-old Woo-jin and four-year-old Tae-hoon looked excited when they entered the bakery holding their parents' hands. They were excited at the idea of making their own cake. They took off their coats and washed their hands carefully. They then sat at the table side and side. "Today we're going to make vanilla chiffon cakes." said the patisserie. A bright smile spread over the children's faces. Woo-jin, who wants to be an artist, was eager to show off her drawing skills, while Tae-hoon got a nice haircut because his photo was to appear in his dad's company journal. The four members of this loving family began to make their one-of-akind cakes.

Mom and Dad's love story

The first step to making a cake is mixing egg yolks with sugar to make whipped cream. The entire family looks determined to make a good cake. Lee Kil-jae from M-Park's Asset Management Team and his wife, Lee Yun-kyung, have a four-year age difference, which is considered ideal for spouses in Korea. The two met while in college and dated for six years before tying the knot. "Six months after we met I went to Japan to receive training. People thought we would break up soon, but we maintained a long-distance relationship, which made us fall

Green Dongwha Magazine 54 ± 55



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patiently answers all of his children's questions and takes good care of them. His wife made the right choice indeed. "My parents moved from Daejeon to Incheon to help us raise our kids. So we live together now. Living with parents-in-law is not easy for women, but my wife does her best to do her work, raise our kids and do the housework. She's so busy she doesn't have time to see her favorite musical." Lee's wife works as a high school teacher. Lee always feels sorry to her. He applied for this cake-making event not only to make his children happy but his wife as well. This couple looks strongly in love even after ten years of being married to each other.

in love with each other even more." On the question what made her wait for Kil-jae for one year, his wife said that it was his caring

and meticulous personality. In fact, Kil-jae



Love and blessings

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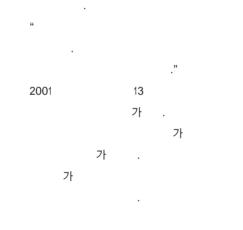
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While we were chatting, the family made the cake batter by mixing the whipped cream with flour and almonds and pouring it into a mold. Then they decorated the cake with cream made of heavy cream and sugar, and the cakes were ready! Woo-jin and Tae-hoon placed a small Christmas tree on top of the cake and sprinkled chocolate and strawberry powder. The tree surrounded by snow and decorations added more excitement to the holiday mood.

"Can I try it?", "Hold on, I'll give mine to Grandma, so let's eat yours!" Woo-jin and Tae-hoon couldn't wait to try their cakes. They had much fun smearing cream on each other's faces. "Today we had great fun together. I hope it was unforgettable for Woo-jin and Tae-hoon, too." Lee Kil-jae joined Dongwha in 2001. We wish him and his family love and happiness during the holiday season.



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Drawing Our Communication

A mind map is a tool for outlining our thoughts, which combine our sense and sensibility regulated by the right and left hemispheres of the brain.

Dongwha members outlined their thoughts to promote communication within the company based on the five senses. They look simple, yet they are absolutely necessary for ensuring smooth communication.





Dongwha's Communication with Five Senses



Communicating with the Mouth

Complimenting others

Having meals with members of other teams

Sharing delicious things

Communicating with the Eyes

Finding objects for improvement at the office Making eye contact when talking to others Reading good books Finding things that you can do first



Coffee Break Time 가

Communicating with the Nose

Taking coffee breaks Using air fresheners at the office and cafeteria



Communicating with the Body

Helping the needy and feeling grateful Learning together

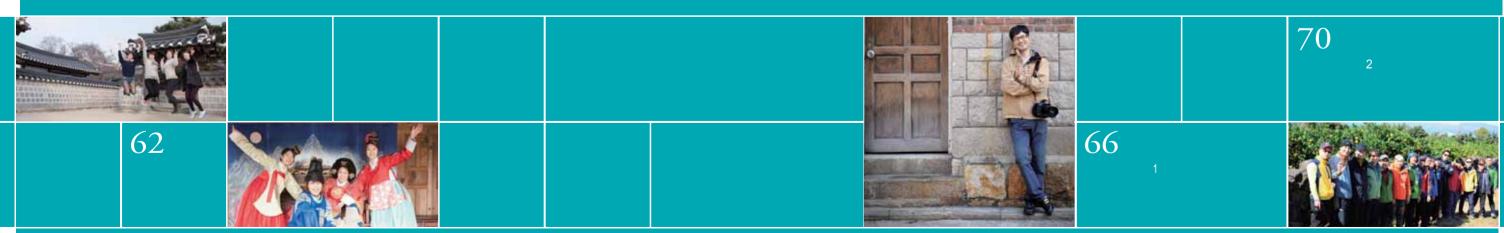


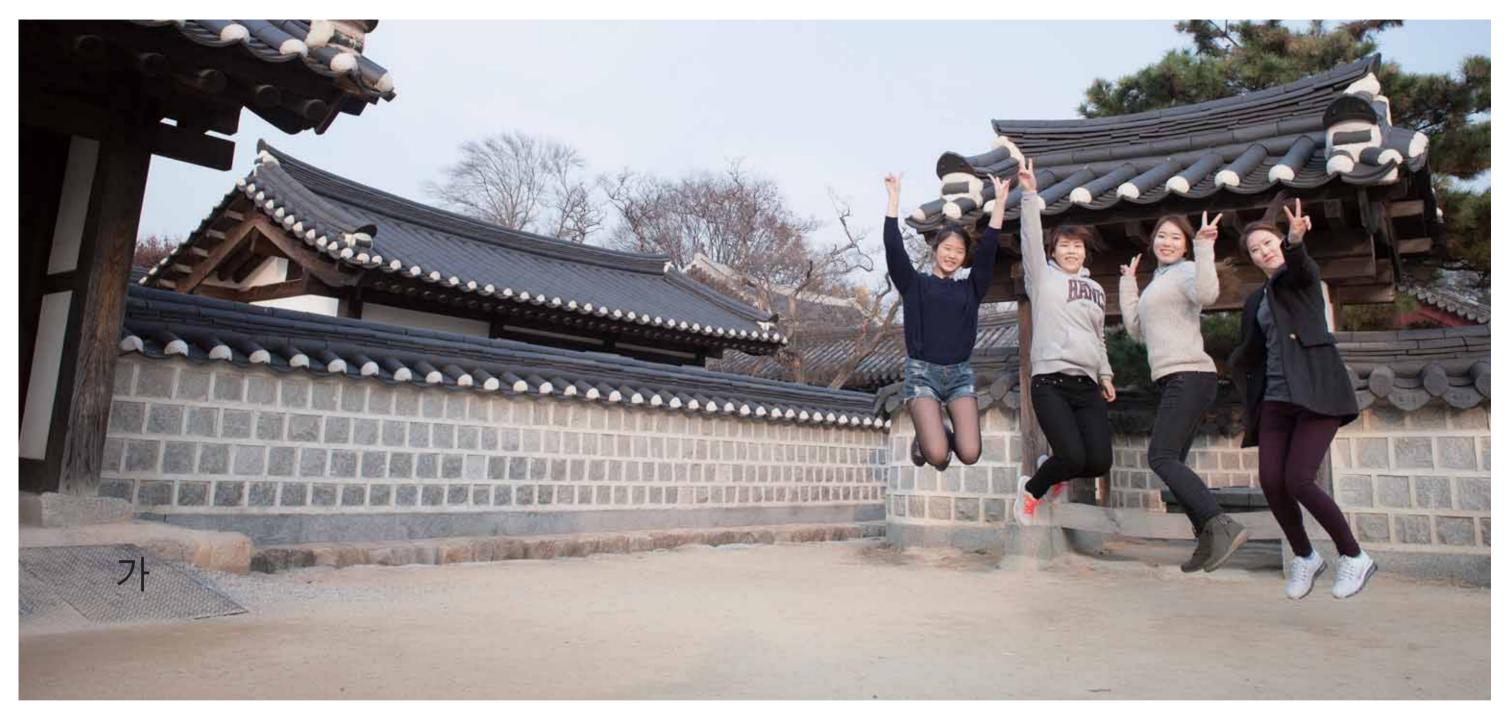
Hearing positive things Listening more than speaking Listening to candid conversations instead of things said behind other people's backs

Insight D!

If we take pride in what we do and truly enjoy it, we can live and work happily.

Life & Culture





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Four Women's Trip to **Historic City of Jeonju**

Jeonju in the southern part of Korea has a long history and is famous for its delicious bibimbap. The city also offers much to see and try, but few people visit it because it is far from Seoul. Four members of the Dongwha family visited Jeonju for the first time. Here's more about their short yet meaningful trip.

Green Dongwha Magazine 62^+63

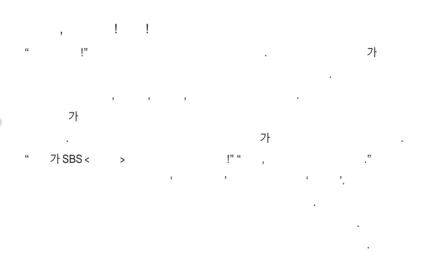


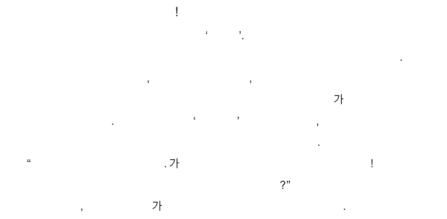


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Young ideas

The four decided to check out Nambu Market. They headed to a store on the second level of a building hidden deep in the market. As soon as they entered it, their voices became louder with excitement. This uniquely designed place was set up by young Jeonju residents in a bid to help the market regain its vitality. Now it's a must-see for tourists. The four explored every spot of the place, took pictures, left messages on the wall and bought souvenirs. They were as excited as high school girls on a field trip.





Mental healing in Hanok village

Next the four headed to Gyeonggijeon Shrine, where King Taejo is buried. The place was packed with tourists. The four women toured the shrine and a village of traditional-style houses called "hanok". They saw the portraits of Joseon kings, tried on royal costumes, played traditional games and saw how their ancestors lived in the Joseon era. The final leg of their trip was Jeondong Cathedral. The four said they had had a quite special and delightful trip.

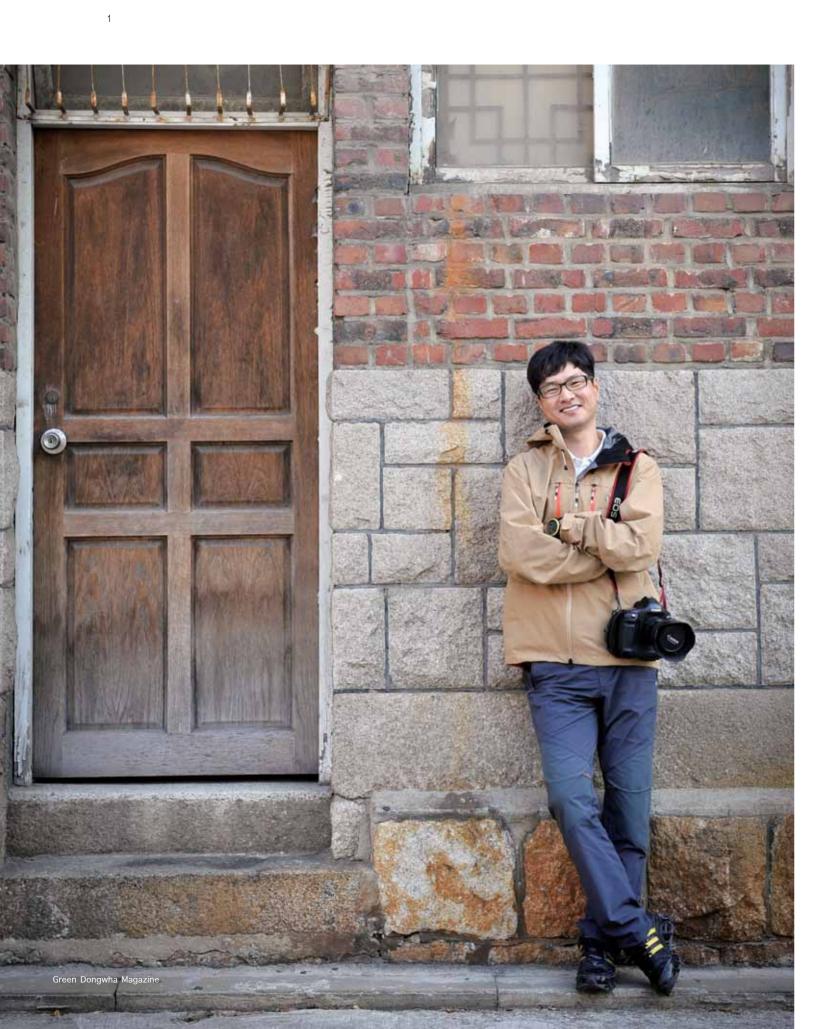
"We healed mentally. After spending a day with my friends in such a meaningful way I want to travel with them again in the future."



Back to good old days

The four young women from the Dongwha family looked like excited high school students and laughed cutely when they heard the compliment. They are Park Hye-young, Park Min-ji, Kim Young-min and Lee Yoo-jin. They went to high school together and now they are coworkers. The moment they arrived in Jeonju, they were impressed by its beauty. The first thing they did upon arrival is trying the local food. They headed to the restaurant called Seongmidang, which is famous for its bibimbap. They were amazed to see that their bibimbap was already mixed with the spicy sauce for them. Eating bibimbap, the signature dish of Jeonju, the four women finally realized they were in the city of Jeonju.





Jang Sung-dong, Board Research Team, Dongwha Enterprise

Life, World and Passion



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2008 LA



Chang Sung-dong has a beautiful smile. It doesn't take long to understand why all of his pictures look so vivacious because of the shine in his eyes and his passion.

Chang Sung-dong first developed interest in photography when he was photographing his elder son to mark his first birthday. In 2008 he entered a International Photographic Salon of LA and ever since then has been capturing the images of unique landscapes with his camera.

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He has visited various parts of the globe including Mongolia, India and Africa to take photos. The places that hold a special spot in his heart are the Buddhist institutes in East Tibet. He lived there along with the monks to take the photos of naturalness. The following year he visited them again to present them with the photos and daily necessities. They are now like family to him. Every year he spends about 12 days taking the photographs of remote regions until he becomes exhausted. You may ask why he finds them so attractive with so many beautiful and fun places in the world. But the answer is simple - the back country is always alive and pristine. Its untouched beauty and genuine naturalness look incredibly peaceful in photographs.







Conquering Mount Halla

Daesung Wood Mountain-climbing Club

Just when autumn was about to give way to the winter, members of Daesung Wood's mountainclimbing club visited Jeju Island. The club leader, Choi Un-jin, shared with us the accounts of the exciting two-day-one-night trip.

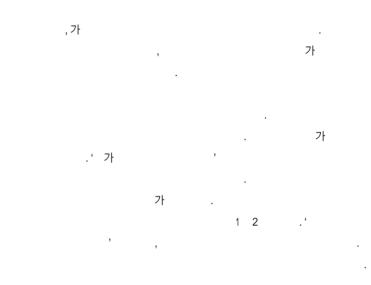
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On a rainy November morning 17 members of the Daesung Wood mountain-climbing club and their families arrived at the Jeju Airport. It was their first trip since the club was set up. Everybody was worried if we would be able to ascend Mount Halla as the rain had continued for days. But the weather in Jeju on the day of our arrival was perfect. Jeju Island was welcoming us with a clean face.







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There were puddles and piles of leaves everywhere. If we visited the mountain earlier and if it hadn't rained so much, we could have seen its beautiful foliage. But we were thankful that at least it had stopped raining and we were able to climb the mountain as planned.

The closer we got to Lake Baeknokdam, the stronger the wind blew. Some of our members even gave up, as the wind was hard to endure even for grownup men. But we gathered all our strength and managed to take our pictures all together in front of Baeknokdam, which is the highlight of Mount Halla. Unfortunately we didn't stay there long because of the gusty winds, but we hope to visit it again someday. The way down was a streak of ordeals. After many twists and turns we arrived at Gwaneum Temple.





The next day, feeling refreshed, we visited the Saryeoni Woods.

I always wanted to visit this beautiful place. Luckily we could enter the woods without making reservations. While strolling in the woods, we chatted about all kinds of things. Everyone was impressed to see Yoon Byung-heon taking good care of his son. He was the only one who had brought his son to Jeju. After our stroll we decided to check out an

alley of restaurants in Seogwuipo City. Our taxi driver told us where to find some of the best restaurants in the city. We decided to try the famous Jeju five-layer pork belly. On the way to the airport we stopped by the famous Soesokkak Estuary. Its name means "a cow lying in a pond". The water here is strikingly clean because this is where the river flows into the sea. It is already time to go back to Seoul. Even though it was a short trip, we had great fun together. As the saying goes, "Mountainclimbing begins where the road ends." Our first ascent is over but it's just the beginning. We look forward to our next trip together. 🃣



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Green Dongwha is nourished by your love.

'Green Dongwha' is about you. If you want to share your stories with other Dongwha members or post your photographs, feel free to contact us anytime.

Dongwha's representative stores are also the members of the Dongwha family. We are ready to listen to your feedback. If you have any stories to share with us or want to recommend any specific store, please contact the S&D TEAM, Corporate Culture part of Dongwha Enterprise. We ask for your participation.

Become a part of Green Dongwha! Green Dongwha has various events in store for Dongwha employees. If you are interested in taking part in the events mentioned above, please send an e-mail to Green Dongwha. We will be looking forward to your active participation.

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