

Vision 2020

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By 2020, we aim to be a global leading chemical group with sales of KRW 20 trillion and 20 world-class products.

Mission

01 For Our Customers	02 For Our Shareholders	03 For Our Employees	04 For Humanity & The Environment
We create customer value with the best.	We deliver shareholder value by selecting and focusing to maximize profits.	We work to create a virtuous cycle of growth where both company and employees grow.	We will create green chemicals that coexist in harmony with people and nature.

Core values

01 Passion For Excellence	02 Innovation For Satisfaction	03 Collaboration For Unity	04 Responsibility For Integrity
We take the initiative with responsibility and passion, always learning as we aim for world-class professional and technical leadership in pursuit of our vision.	We embrace change as we proactively strive to deliver increasingly greater value to our customers, unencumbered by conventional practices and success formulas.	We build personal and professional trust through respect for diversity, open communication, and mutual collaboration.	Our commitment to social and corporate responsibility is built on a commitment to the basics that puts environmental safety and corporate ethics first.

Slogan

beyond
the best

Success isn't the place you're standing right now. It's the direction you're facing. If you clearly and earnestly know where you want to go, you can go anywhere. That's because success is more a matter of attitude than aptitude. Russian writer Anton Chekhov put it this way, "Man is what he believes." The same holds true for companies. When you add big goals and the appropriate effort to achieve them, anything is possible.

At KKPC, we've set an ambitious vision of becoming a global leading chemical group by 2020 with sales of KRW 20 trillion and 20 world-class products. While these are by no means easy objectives to achieve, they aren't some impossible dream either. Leadership is the driving force that's made us the world leader in the synthetic rubbers business. It's not something that's innate. It's something that's cultivated and built.

So, what does it take to be a leader? Here are a few of the attributes that we believe define leadership.