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NOROO’s New Horizon of Technology Management!

Fellow colleagues, 2013, the year of the snake has been dawning. I hope each of you and your families are healthy and happy in this New Year.

Looking at 2012 in retrospect, we have proven what NOROO could do under a very tough management environment with our motto, “United as one, ready to take new challenges.” I want to thank all of you for your hard work and commitment.

It may be wise to assume the existence of economic instability and management uncertainty as globalization is accelerating along with the revolutionary development of IT. In particular, as slow economic growth is expected in and out of Korea and a new government will soon commence in Korea, various changes are expected in this year’s management environments.

From the perspective of corporate management, this year is expected to grow in an L form and low growth will be expanded to all sectors and industries in every corner of the world. Therefore, we must weather the crisis by strengthening our competence rather than by increasing our business scale. True competitiveness will shine brighter in the crisis. In this year, we must uphold our management philosophy, the NOROO Way, stay together as one and open brand new doors created by NOROO.

In last year’s ceremonial message on Opening day, I mentioned NOROO was organizing 3D management, which consists of the X axis of each company’s business organization, Y axis of global local management and Z axis of technology management at the group level. To enable all colleagues to share and implement the plan more enthusiastically, this year’s management direction of NOROO has been decided as “NOROO’s New Horizon of Technology Management”. This management direction expresses NOROO’s strong commitment that

NOROO will utilize technology management to provide the strong foundation for growth, explore the new horizon of the future, and create a virtuous cycle that accelerates innovative growth, resulting in maximum customer satisfaction.

“Competence building based on technology management” is important not only for overcoming crises each year, but also for creating the foundation for continuous growth by fundamentally shifting the technological paradigm. At the same time, NOROO’s technology management plans to be a new management axis that becomes the foundation of product restructuring in order to provide customer satisfaction.

“Accelerating innovative growth” is about realizing our management philosophy, the NOROO Way, to open up a newly created way that exists only through NOROO. We must expand our corporate value by enhancing our competence and building new milestones in the world by acquiring growth power through technology innovation.

Fellow colleagues! A new year has started. We must greet 2013 by remembering our NOROO Way and committing to overcome external obstacles with technology management. It is imperative to collect wisdom, lead change, and open this new chapter of history with our resilient energy. At the same time, we should communicate, empower and motivate each other to maintain our warm culture.

Last but not least, I want thank Kim Yong-mok, head of the labor union, union executives and union members for their hard work in creating the culture of mutual prosperity between labor and management.

Happy New Year!

January 2, 2013
Chairman & CEO **Young Jae Han**

NOROO开辟技术经营的 新时代！

纳路家族的各位同仁，2013年癸巳年已经到来了！祝愿大家在新的一年里身体健康,家庭幸福！

回顾过去的2012年，在“迎接挑战，做团结一心的NOROO人”的旗帜下，纳路人不畏艰难的经济环境，凭借自身的勇气和实力取得了骄人的成绩。在此，向纳路集团全体领导和员工表示衷心地感谢和诚挚地祝贺！

随着IT技术的革新发展，世界经济的全球化趋势正在加速形成。当前的我们，面对经济环境的不稳定性和经营的不确定性，或许欣然接受才是明智之举。值得特别注意的是，今年国内外经济将继续保持低增长趋势；而随着新政府的组建和出台,预计经营环境将会更加变化多端。

在企业经营方面，经济专家们预测今年的经营环境将呈L型，并且会维持较长时间；同时，低增长的阴影并非只局限于特定的地区或产业，而是将笼罩全球的各个行业。因此，我们应摒弃规模增长，要通过内部改善来克服危机。真正的竞争力，必定在危机中展现更加夺目的光芒！2013年我们要一如既往地团结一致，战胜艰难的经营环境，实现NOROO Way中“世上本没有的路，由NOROO来开拓”的经营哲学。

我曾在去年的创立67周年纪念致辞中指出，在以各公司的业务构造为X轴，以国际地域化经营为Y轴的二维矩阵经营基础上，从今年起将把集团层面的技术经营设为Z轴，实现立体化经营。有鉴于此，我们大家需要更进一步地具体分享和实践，因此，我把今年集团的经营指标设定为“NOROO开辟技术经营的新时代！”

本指标蕴含着要通过技术经营充实内在，夯实生长的基石，并在此基础上，开辟未来新时代，形成加速革新发展良性循环，最终实现客户满意最大化的强烈意志。

“通过技术经营充实内在”不仅强调每一年都要克服危机这种短期的观点，更重要的是从根本上通过技术模式的转变，构筑持续增长的基础。产品结构调整是实现客户满意的基础，而我们所追求的 技术经营正是要以产品结构调整为中心，成为集团新的经营核心。

“加速革新发展”是NOROO Way经营哲学“世上本没有的路，由NOROO来开拓”的具体体现。通过充实内在，提升企业价值；通过技术革新确保生长动力，并以此为基础，在全世界树立纳路集团的新的里程碑。

纳路家族的各位同仁！新年伊始，让我们再次高举NOROO Way的旗帜，抱着用技术经营化危机为机遇的信念迎接2013年的到来。群策群力，以引领变化，自觉行动的纳路人的精神开启新的历史篇章！同时，还要牢记通过沟通相互勉励、相互关怀；通过不断激励,持续弘扬NOROO热情而温暖的企业文化。

最后，向在艰难环境中始终以发展劳资相生文化为己任，不遗余力地付出努力的工会主席金容穆先生，以及执行部和全体工会职员表示衷心的感谢！

祝纳路集团的各位同仁新年快乐！

2013年1月2日(周三)
会长 **韩荣宰**



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SPECIAL THEME

From Heaven to Earth, White

White symbolizes heaven, innocence and purity and has been ruling the people's spiritual world for a long time. The symbols of white are absolute, so it is difficult to find other aspects of white. Like this, white is one-dimensional, clichéd, sophisticated, passive and direct.

天地之间，一片白茫茫

自古以来，在人们的脑海中白色象征着天空、圣洁和清纯，白色甚至被看作这些象征意义的代名词，人们很难从白色中找到杂念和其他企图。白色是最原始、最自然的颜色，简约却不单调，被动而又直接。



From Purity to Nobility White and More White

Both in the West and the East, white is a symbol of purity, honesty and innocence. This is associated with natural objects such as bright light and snow. White also has semiotic meanings physically and mentally. However, its primary symbolic meaning has remained from ancient to modern times.

从清洁到高尚纯洁 白一点，再白一点

无论东方还是西方，白色都象征着纯洁、正直和清纯。从耀眼的光芒、皑皑白雪等大自然景观到人类的日常生活，白色被广泛应用于各个领域，被有形无形地赋予了各种符号学意义，但是它原本的象征意义却一直原封不动地被保留了下来。

ABSOLUTE ARCHETYPICAL COLOR

Without the record of God's order, "Let there be light," people would have thought the sun is the starting point of the day. So, naturally, white has been given the meaning of beginning, untainted archetype, purity and innocence. Since meanings were given to colors, different from red, blue and others, white's meaning has been kept unchanged.

Aside from white's symbolism, painters mostly use white to express bright parts. Impressionists, who were called painters of light, used white more than any other color. In many languages, white is originated from brightness and light and is contrasted against black and darkness. Along with independent functions, white often acts as a medium. To express color or shape precisely, white should be the background. Passport photos should be taken on a white background, the color chart has a white background, and almost all prints use a white background. Like this, white shows the original shape of an object.

White is mostly used in the medical sector. From cleanness to purity, the meaning of white has expanded to complete recovery. Since the Industrial Age, white has been used widely in the medical sector. In those days when doctors visited their patients with their bag, there was no correlation between white and medical service. However, after the Industrial Age and World Wars, there appeared hospitals where doctors would stay and take care of many patients, and importance of hygiene became increased. This is because white does not allow any stains. Doctors and nurses should be cleaner than anybody else. In addition, they should be mediators for medicine and health, and to be differentiated clearly, white was selected. This hygienic symbol and function has expanded to uniforms of chefs, bakers and clean room garments for the semiconductor industry. However, since white carries a desolate feeling too, recently, pastels have been used for the signboard, handrail and door of the hospital.

OBJECT OF WORSHIP

What if white had a shape? In his book, 'Color, Culture and Imagination,' Professor Sin Hang-sik said when white has a shape, it becomes spiritual. Something invisible and existent may be a ghost or spirit. Like this, white's meaning expands from a physical one to a spiritual one, resulting in semiotic culture. As many people associated the beginning of the world with white, white is often used as a symbol of resurrection. Resurrected Christ's cloth is white and lambs used as a sacrifice to clear someone's guilt are also white. In Buddhism, a clean mind is a white mind. Also, building good Karma is called white Karma. Except for Polar Regions, white animals are regarded as auspicious signs in temperate and tropical regions. So, white tigers and white horses are seen as mystical animals.

Today, white is still worshiped. Though tanned skin is loved in summer, the standard for beauty is based on white skin. The desire for white teeth is getting stronger even in modern days. Everyone wants their clothes to be clean and white. However, too much of anything has adverse effects. As an all-white room makes us uncomfortable, the desire for white skin and teeth can lead to addiction, and overuse of detergent can create new stains. Therefore, the best way to use white is as a medium for harmony with different colors, while considering the meaning of white.

绝对的原色

太古之初，即使神没有下达“要有光线”的指令，人们也会把太阳光照耀的一天的开始当作光的起点。白色代表自然的开始、未被污染的原型、纯粹和纯洁等，即便被赋予色彩的意义，也不像红色和蓝色等其他颜色那么多变，而依旧保持其最原始的意义。

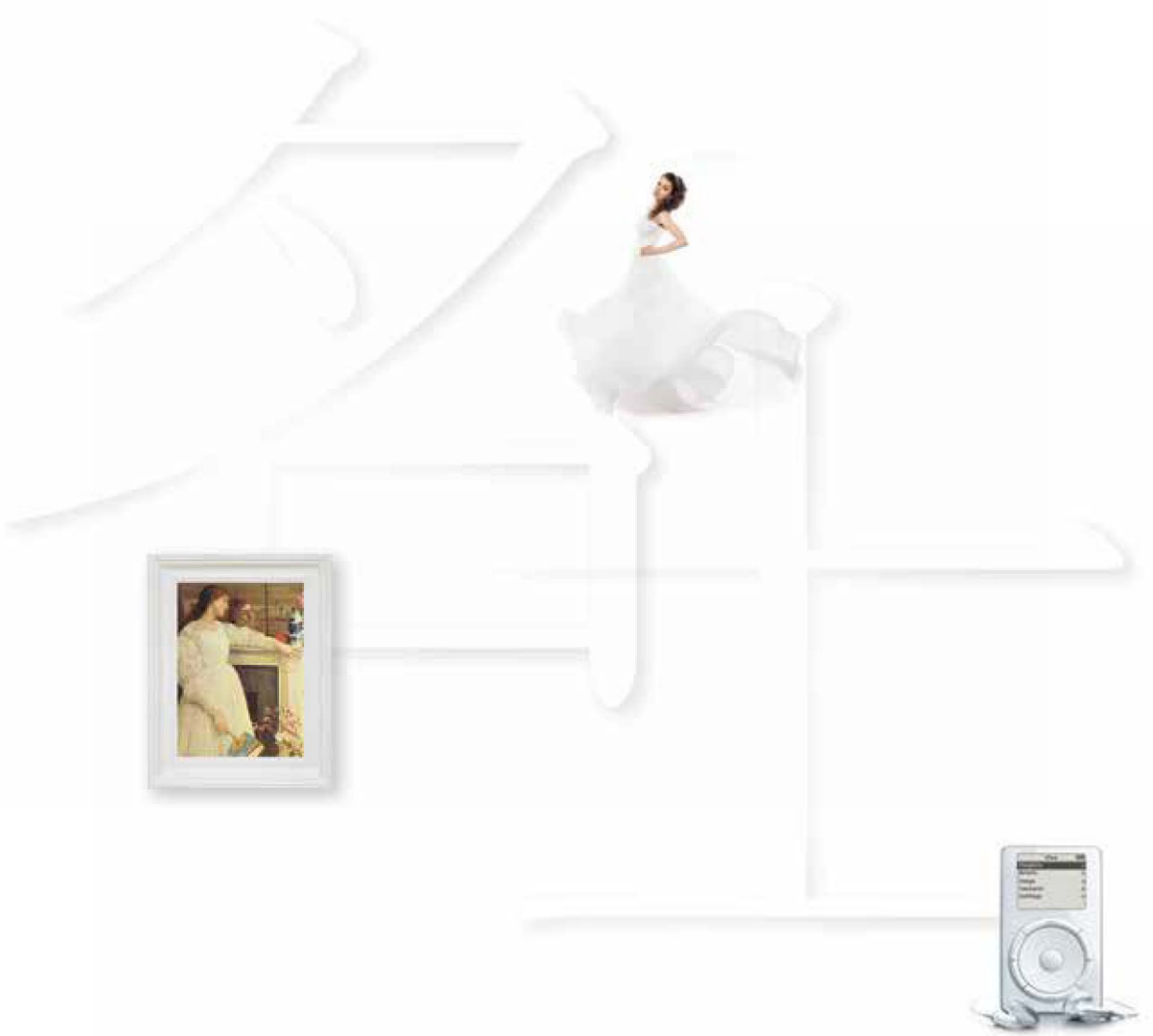
除了这些象征意义外，画家们在表现明亮色彩时会自然而然地运用到白色。特别是喜欢描绘光线的印象派画家尤为喜欢使用白色颜料。众多语言中，白色也是明亮、光线等词汇的语源，与黑色和灰暗形成对比。白色还经常发挥媒介的作用。为了准确呈现某种颜色或形态，必须要以白色为背景。为了更好地突出事物的原型，人们常选择白色作为背景，如证件照、彩色图标，几乎所有打印的底色都是白色。

使用白色最多的要数医学界了。这里，白色不仅是干净，还代表着完美的精神寓意。继工业时代之后，白色快速覆盖整个医疗界。医生背包四处行医的年代，白色与医疗服务之间并无特别的关系，但是经过工业革命和世界大战之后，医生开始常驻在一处为病人治疗，医院也是在那时出现的。同时接纳大量的病人，卫生当然是重中之重，容不得任何瑕疵的白色当然是首选。医生和护士必须比任何人都干净卫生，而他们开的药也需要明确地与其它东西区分开来，当然这也非白色莫属。象征卫生的意义从医学界慢慢扩大到了食品饮料界，厨师、糕点师的服装，还有当今的半导体企业的防尘服全都是白色的。但是由于白色给人一种孤寂凄凉的感觉，近来医院的牌子、栏杆和门等，大多被换成了柔和的颜色以舒缓气氛。

敬仰的对象——纯白

若把白色形象化,会变成什么呢？《颜色、文化和想象力》的作者申项植(音译)教授指出，什么都没有的白色被形象化的话，就会变成灵异。什么都看不到，但却存在的东西，一定是鬼神和灵魂其中之一。如此，白色的意义就从物理层面扩大到了精神层面，符号学文化开始蔓延。白色常与世界之初联想在一起，也寓意着复活。比如耶稣的衣服，还有《圣经》中，为了洗脱人们的罪孽，经常被用作祭物的象征纯洁的白羊。佛教中，把纯洁的心态称为白心，结出的善果称为“白业”。在温带或者热带地区，白色的动物都被视为吉祥的动物，比如白虎、白马等都是神物的代表。

人们对白色的敬仰延续至今。虽然小麦色的皮肤在夏天会受到大家的瞩目，但是至今评判美丽的标准仍旧是白皙的皮肤。长期以来，人们期望拥有一口洁白亮丽的牙齿,这一愿望从未改变。洗衣服的时候，把衣服洗得干净洁白也是最根本的要求。当然，任何事物都会过犹不及。就像我们在四面都是白墙的房间待久了，容易患上洁癖症一样，疯狂追求洁白的皮肤和牙齿，就容易患上化妆品依赖症，一遇到凉的东西牙齿就会疼。过度使用漂白洗衣粉，反而会出现斑点。所以我们应该把白色作为媒介，与其它颜色进行调和，这样才是最好的使用白色的方法。



Celebrities Who Love White

Since white is the basic color of all colors, it is especially loved by designers. Let’s find out stories from fashion designers, industrial designers, painters and politicians who love white.

酷爱白色的名流们

白色被称为是所有颜色的基本色，因其独有的简约受到设计师们的青睐。不仅仅是服装设计师，工业设计师、画家、政治家们也都酷爱白色，他们给白色赋予了不同的意义。

FANTASTIC WHITE 幻想的白色

ANDRE KIM 安德烈·金

You cannot talk about white without Andre Kim. His trademark is black hair and oversized white clothes. His unique way of talking has often been used in comedy shows. As for parodies about him, he said, “It doesn’t feel good. But it’s OK.” He explained why he wears only white saying, “I want to show my passion for design by wearing just one style rather than different styles each time.” He also added, “White is the best color.” He even wears white when he goes to funerals, saying black dress for funerals came from the western culture and we wear white in Korean tradition. Kim’s white may be his own weapon of philosophy and principle.

说道白色，不得不提到韩国著名服装设计师安德烈·金。染得漆黑的头发、宽大蓬松的白色太空服是他的标志性装扮，再加上其独特的说话方式，形成了独具特色的人物形象。对于自己被戏剧化的形象，他表示“不喜欢，但也无所谓”，这也体现了他宽容的老好人风格。对于只穿着白色衣服的原因，他回答说：“与其每次穿不同颜色的衣服，还不如只穿一种风格，我想让大家知道我的热情都集中在设计上，而并不是我个人的打扮”，他把纯白色评价为“最棒的颜色”。他还表示，虽然在吊唁的时候，坚持穿白色衣服会引来异样的目光，但是穿黑色衣服那是外国的习俗，在韩国原本是要穿白色衣服的。或许白色就是安德烈·金守护自身的哲学和理论的武器吧。



WHITE FLOW OF DISCIPLINE AND PASSION 适度与兴奋的纯白色潮流

JONATHAN IVE 乔纳森·艾维

Do you remember the early iPod advertisement? A man in black danced with the white iPod against a colorful background. The white iPod contrasted against the vivid color and white earphone cords dancing along to music attracted people. To the question, why was white selected for the iPod, Apple’s designer Jonathan Ive said, “White is not only neutral, but also pure and calm. It is bold, eye-catching and invisible. It’s contained and passionate. This will make the iPod more attractive.” His intention was successful and the iPod brought immense profits to Apple.

还记得早期的iPod广告吗？鲜艳的背景下，一组黑色人形剪影拿着白色的iPod在舞动。强烈的色彩对比，更突出了白色的iPod，让它在第一时间抓住人们的眼球，给人极大的视觉冲击。苹果的设计总监乔纳森·艾维说，“纯白色并不仅仅是中立的颜色，它是纯洁的、冷静的颜色。很大胆，也很瞩目，但也不是那么张扬。适度却能使人兴奋，这种感觉通过耳机流淌出来。”基于这种成功的创意，iPod为苹果赚取了巨大的利润。

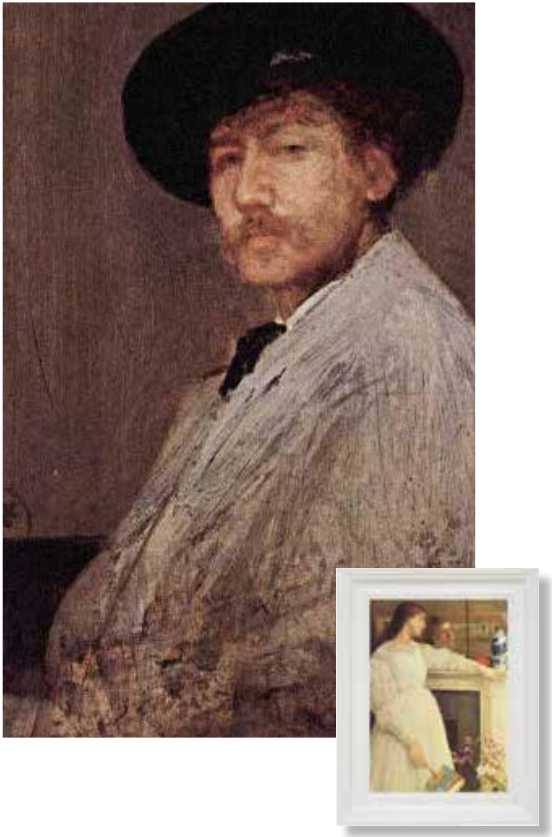


SYMPHONY IN WHITE 白色交响曲

JAMES ABBOTT MCNEILL WHISTLER 詹姆斯·阿博特·麦克尼尔·惠斯勒

It is known that white is not popular. During the 1860s, however, white was widely popular in Europe. As William Wilkie Collins published the thriller, “The Woman in White” and Whistler presented the painting, “Symphony in White, No.1: The White Girl,” at the time, white clothes, shoes, bags and even cosmetics were popular among women. Whistler, from the U.S., created a tension with a perfect configuration of color and shape in the static canvas. He preferred light white and flake white. Though light white was the secret of his painting’s originality, it contained lead, costing him his health.

众所周知，白色是一种不紧跟潮流的颜色，但是19世纪60年代，白色在欧洲曾风靡一时。威廉·威尔基·柯林斯的荒诞小说《穿白色衣服的女人》出版后，美国画家詹姆斯·阿博特·麦克尼尔·惠斯勒创作了一幅题目相似，名为《白色交响曲-穿白色衣服的少女》的作品，随后，女性的服装、皮鞋、皮包，甚至化妆技法都换成了纯白色。当时还不为人知的詹姆斯·阿博特·麦克尼尔·惠斯勒通过颜色和形态的完美搭配，给静止的画布注入了紧张感。白色中，惠斯勒最喜欢的是铅白。尽管铅白独特的苍白光线为画面增加了奇妙的魅力，但也让惠斯勒因铅中毒而患上了疾病。



WHITE WEDDING GOWN 白色婚纱

QUEEN VICTORIA 维多利亚女王

At the heart of the wedding ceremony, there is a bride. And she is perfected with a white wedding gown. The white wedding gown began with Queen Victoria’s wedding ceremony in the 19th century. Before her wedding, the silver wedding gown decorated with embroideries and jewels was used in the royal wedding. However, she wore the white gown, resulting in a huge sensation and leading the success of British’s lace industry that was competing against France. Then, with the development of weaving machines and sewing machines, the white wedding gown became popularized. After Queen Victoria, many women wanted to be a queen in their own wedding ceremony. Then, what kind of wedding gown was used before Queen Victoria? There was no wedding gown. The bride wore her best dress. Even the black silk dress was used in the wedding ceremony thanks to its practicality.

婚礼的主角是新娘，而塑造完美新娘的当然少不了纯白的婚纱。白色婚纱起源于19世纪英国维多利亚女王的结婚典礼，此前的王室婚礼都是穿着银色或用刺绣、宝石等装饰的礼服。而身着白色礼服、面遮头纱的维多利亚女王引起了极大的轰动，也成功推动了当时与法国竞争的英国蕾丝产业的发展。之后，织造机和缝纫机的问世让白色婚纱得以普及，特别是缝纫机的出现可以相对低廉、快速地缝制婚纱，让成千上万的女性在婚礼上实现了自己的公主梦。那么，这之前普通百姓结婚时穿什么呢？其实，那时人们对婚纱还没有概念，结婚时只是选择自己衣服中最好的一件而已，甚至黑色的绸缎衣服也被当作实用性的礼服。

WHITE RICE AND MEAT SOUP 白米饭配肉汤

JU YO-SEOP 朱耀燮

Glossy white rice is the source of appetite and the mainspring of life for Koreans. White rice was also highly desired in the past when starvation was common. In his short story, “Dog’s Rice,” Ju Yo-seop, the author of the famous novella “The Visitor in the Guest Room and Mother,” tells a story of a poor woman who fought a dog to feed her child with white rice and meat soup. In this story, white rice was a medicine and mother love that could save a child who was dying of malnutrition. Ju was privileged as he graduated from Stanford University in the U.S. in the 1920s. However, he focused on shedding light on the dark side of Korea.

糯软嫩滑的白米饭是韩国人味觉的源泉，也是生活的原动力。过去，为了填饱肚子，白米饭曾是人们的希望。《厢房的客人和母亲》的作者朱耀燮描写了一位贫穷的母亲为了给孩子填报肚子，与狗争抢米饭和肉汤的悲惨故事。文中的白米饭不仅可以挽救人的生命，也体现了伟大的母爱。作家朱耀燮上世纪20年毕业于美国斯坦福大学，他通过批判现实的人道主义作品，展示了社会黑暗的一面。



WHITE-ROBED ANGEL 白衣天使

FLORENCE NIGHTINGALE 南丁格尔

The “white-robed angel” is an honorific term for nurses. Florence Nightingale is one of the most well known nurses. Just as the doctor’s Hippocratic Oath, nurses take the Nightingale Oath. However, the real Nightingale in the 1850s wore dark clothes mostly, and her work was more focused on improving military medical systems rather than taking care of patients. Thanks to her work, the mortality rate at British field hospitals dropped by 40%, and funds were raided to open nursing schools and women’s medical schools. She gained the nickname “The Lady with the Lamp” as she made rounds at the hospital at night.

“白衣天使”是对护士充满尊敬的称呼，最具代表性的人物要数南丁格尔了。就像医生有希波克拉底誓言一样，护士有南丁格尔宣言。其实，19世纪50年代的白衣天使南丁格尔常穿深色的衣服，她并不直接参与太多的看护工作，而是致力于改善军队的医疗体系，更接近于一个行政家。但是，在南丁格尔的努力下，英国军队野战医院的死亡率下降了40%左右。她还成立了南丁格尔基金，建造了护士学校和女性医科大学。因为她会在深夜提着油灯去医院探望病人，所以也被人们称为“提着油灯的女人”。

NOROO and KOLAO, From Laos to Indochina

In January 2013, NOROO Paint signed an MOU with Laos’ biggest corporation, KOLAO, to become its exclusive supplier of vehicle paints. With this MOU, NOROO Paint is expected to export 150 tons per year and has gained a competitive edge in entering Indochina as well as Laos.

NOROO与KOLAO, 从老挝到中南半岛

2013年1月，NOROO涂料股份有限公司与老挝规模最大的企业KOLAO集团签订了涂料供销MOU，今后将独家向其提供汽车涂料，预计年出口总量将达到150吨。借此，NOROO涂料股份有限公司不仅成功进军老挝市场，也加快了进军中南半岛的步伐。



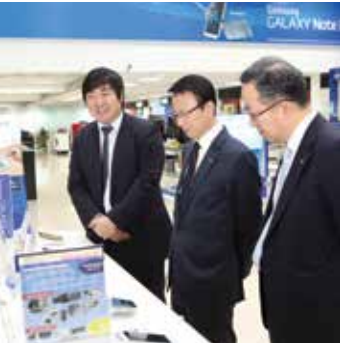
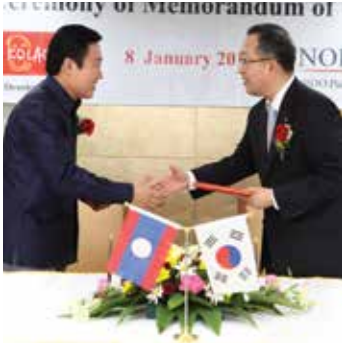
CENTER OF GMS, LAOS AND KOLAO

Although the world economy is in sluggish phase, high attention is being paid to six countries in GMS (Greater Mekong Subregion) due to their recent growth. Starting from the highlands of Tibet, the Mekong River runs through Yunnan of China, Myanmar, Thailand, Laos, Cambodia and Vietnam. With China excluded, the combined population of five countries has reached 320 million, creating a large market and playing an important role in bridging China with a population of 1.3 billion and India with a population of 1.1 billion. At the same time, with investments from Asian Development Bank (ADB), infrastructures such as railways, canals and dams have been built for the past 10 years, resulting in strong trade. In addition, inexpensive labor, rich petroleum, natural gas, rubber, wood and waterpower attracted world investors. This enabled GMS to grow faster than the world average growth. With the exception of China, Laos has endured rapid growth. This is where KOLAO is located. For past 10 years, Laos’ average economic growth rate has reached 7%. As final approval was granted to Laos’ WTO membership last October, Laos is now busy preparing for development. In the past, Laos was considered land-locked, but is now land-linked as a logistics hub. KOLAO has been growing along with Laos. Founded in 1997, KOLAO is being selected as a company that Laos’ university students want to work for most, and is the No.1 company that accounts for 40% of the automobile market with its own financing company and strong nationwide sales and A/S networks. In addition, KOLAO will roll out its own brand trucks beginning this coming April. For this production, KOLAO signed an MOU with NOROO Paint, which embodies rich expertise in automobile painting. Thanks to this MOU, NOROO will become the exclusive automobile paint supplier and will build a strategic relationship with KOLAO in the automobile painting sector. The president of NOROO Paint, Kim Soo-kyoung, said, “This MOU will bring about the largest collaboration for both companies.”

GMS的中心, 老挝和KOLAO

在经济持续低增长的大环境下，却能凭借其高速的发展赢得世界的瞩目，这正是GMS(Greater Mekong Subregion, 大湄公河次区域经济合作)的6个国家。湄公河发源于青藏高原，流经中国云南省、缅甸、泰国、老挝、柬埔寨与越南。其中除中国以外，其它5个国家总人口达3亿2千万，市场潜力巨大。同时，这5个国家恰好位于拥有13亿人口的中国和11亿人口的印度之间，物流运输条件得天独厚。另外，十几年前在亚洲开发银行(ADB)的主导下这里的铁路、运河、大坝等基础设施建设相继落成，交流与贸易也越发活跃起来。这里石油、天然气、橡胶、木材、水利开发等天然资源丰富，劳动力成本低，吸引了各国投资商。因此，GMS目前呈现出高于世界经济平均增长率的发展趋势。KOLAO集团所在的老挝是除中国外增长最快的国家。过去10年的平均经济增长率达到7%，迅速发展老挝已于去年10月正式被接受为WTO成员国，目前正为大规模的开发忙碌着。过去，地理位置闭塞一直是这里的一大缺点(Land -Locked)，但如今这里却慢慢发展成为一个物流中心(Land-Linked)。KOLAO集团一直与老挝并肩发展。1997年成立的KOLAO集团是老挝的大学毕业生最理想的就业单位，具有很高的知名度，集团内下设租赁金融公司、全国汽车销售网和A/S网等，占老挝汽车市场的40%，位居业界第一。今年4月，KOLAO集团为助力自主品牌的卡车新车生产，与汽车涂料技术实力雄厚的NOROO涂料股份有限公司签署了MOU。今后，NOROO涂料将提供新车所需的全部涂料产品，同时还将以汽车相关的涂料和涂装领域为中心，构筑集团间的战略合作关系。NOROO涂料股份有限公司的金守经社长表示，本次MOU的签订，“双方将会实现最大的协同效应”。





KOLAO TRUCK THAT WILL BE DIFFERENTIATED WITH NOROO PAINTS

At KOLAO’s headquarters located in Vientiane, the capital of Laos where the MOU was signed, Chairman Oh Sei-young, Senior Manager Lee Chun-seung, and Senior Manager Han Sung-soo from KOLAO and President Kim Soo-kyoung, Auditor Kim Chul-hee, and Manager Lee Joon-young from NOROO met for a conversation. They exchanged words of appreciation and expectations. It was an excellent opportunity to listen to Chairman O’s success story. KOLAO is waiting to be listed in the KOSPI as the first Korean company based overseas. Hence, Chairman O’s story was very intriguing. KOLAO produced motorcycles with reliable quality and an affordable price to quickly conquer Laos’ market, provided warranties and service to win customers’ hearts, and introduced trucks to change Laos’ culture. “In 2001, we imported second-hand trucks from Korea. They were new to Laos. Trucks enabled local farmers to sell their produce, resulting in more jobs, which the Laos government appreciated. We sold 50 to 100 trucks per year. Now, we sell up to 1,000 trucks per month.” Trucks account for 17% of all automobiles in Laos. Most of the trucks are Korean, supplied by KOLAO. However, as affordable Chinese trucks entered Laos, Chairman O decided to build KOLAO’s own trucks by importing key components such as engines and transmissions from Korea. Chairman O humbly commented, “Rather than the best product, the product optimized to the needs of target customers is more likely to succeed. Differentiated by NOROO Paint, KOLAO trucks will increase its market share. We already have pre-orders for 5,000 trucks. We are also eyeing to become the factory for Indochina. We are pleased to be embarking on a partnership with NOROO Paint.” However, KOLAO’s watertight value chain has grown beyond expectations. Understanding Laos’ culture, KOLAO prepared automobile sales and finance services accordingly. Based on this experience, KOLAO is planning to enter Cambodia and Myanmar. From distribution to manufacturing, NOROO Paint will support KOLAO’s dream of entering Indochina. As NOROO Paint was founded with a motto of making a contribution to Korea and KOLAO pursues mutual growth with the country, their beautiful cooperation will lead both Laos and Korea.

NOROO涂料让KOLAO卡车具有独特卖点

MOU签约结束后，在位于老挝首都万象的KOLAO总部，KOLAO集团的吴世荣会长以及李春承副社长、韩性洙部长与NOROO涂料股份有限公司的金守经社长、金哲熙监事、李俊宁科长欢聚一堂，互相表达了对未来合作的期待和感谢，并听吴世荣会长讲述了自己的成功故事。吴世荣会长的老挝开拓记非常有意思，不仅成就了KOSPI首个上市的海外韩商企业，还上电视做过专访。高品质和价格合理的KOLAO摩托车一经推入市场，便很快包揽了老挝市场，通过A/S抓住了消费者的心，通过介绍卡车改变了文化。“韩国的二手卡车从2001年开始进入老挝，这是前所未有的。卡车提高了农民运输和销售蔬菜的收益并且增加了工作岗位，政府也表示感激。过去1年才卖50台、100台，现在一个月就能卖1000台。”

卡车占老挝汽车市场的17%，其中大部分都是KOLAO集团的韩国卡车。但是廉价的中国车进入老挝后，市场开始动摇了。吴世荣会长开始琢磨使用韩国产发动机和变速器等主要配件自己制作卡车。“产品的成功不一定要品质最好，而是要适合消费者的需求，这样产品销售才会成功。以韩国产核心配件作为成功的保障，通过NOROO涂料让KOLAO的卡车从外观上具有独特卖点，从而提高市场占有率。目前的预购就已达5千台左右。中南半岛是我们下一步的目标，希望NOROO涂料股份有限公司能够助我们一臂之力”。

谦虚的吴世荣会长，他所率领的KOLAO集团的“滴水不漏的Value Chain”体系在韩国也很难想象。掌握老挝人民的特性，做符合他们特点的汽车销售和金融服务。凭借着这些经验，他还计划进军柬埔寨和缅甸市场。从流通到制造，朝着中南半岛，KOLAO的梦想加上NOROO涂料Bright Color, Smart World的未来值得期待。NOROO“为了祖国”的创业精神和KOLAO“与国家共同发展”的宗旨完美结合，必定会带动老挝和韩国共同发展。



SENIOR GENERAL MANAGER
HA WON-SOO
河元秀首席部长

GENERAL MANAGER
HA TAE-YOON
河泰闰部长

DEPUTY GENERAL MANAGER
HAN JAE-KWON
韩在权次长

NOROO COIL COATINGS CO., LTD.

Power of NCC Power of Pohang!

Pohang, where the sun rises first in the Korean Peninsula. Just as the hot sun raises the New Year from the cold sea, Pohang led the industrialization of Korea with dark red molten metal. Now, the power of Pohang is spreading around the world, and at the heart of Pohang, is NOROO Coil Coatings.

NCC的力量 浦项的力量!

浦项是朝鲜半岛太阳最早升起的地方。就像炙热的太阳跃出冰冷的海面，寓意新年的到来一样，浦项用翻滚的红彤彤的铁水引领着大韩民国工业的发展。如今，NOROO卷钢涂料有限公司也为朝着世界跃进的浦项增添着一份力量。

HANDS OF HARMONY, HANDS OF NCC

After seven expeditions, Gosanja Kim Jeong-ho recorded Homigot, Pohang as the easternmost point of the Korean Peninsula. In 1999, Pohang City built the Hands of Harmony stretching up from land and sea to celebrate the New Millennium. Though it is the sculpture representing the harmony of the Korean people, if you understand the history of POSCO, it can be seen as the hand of workers who led the industrialization of Korea. NCC is one of the many wrinkles carved in the hand.

After a 15-minute ride from the Pohang Bus Terminal, you can get to NCC. As soon as we arrived at the plant, the main building that was expanded last February greeted us. A map showing NOROO's global locations and pictures of NCC products are displayed on every floor to show NCC's characteristics and strengths.

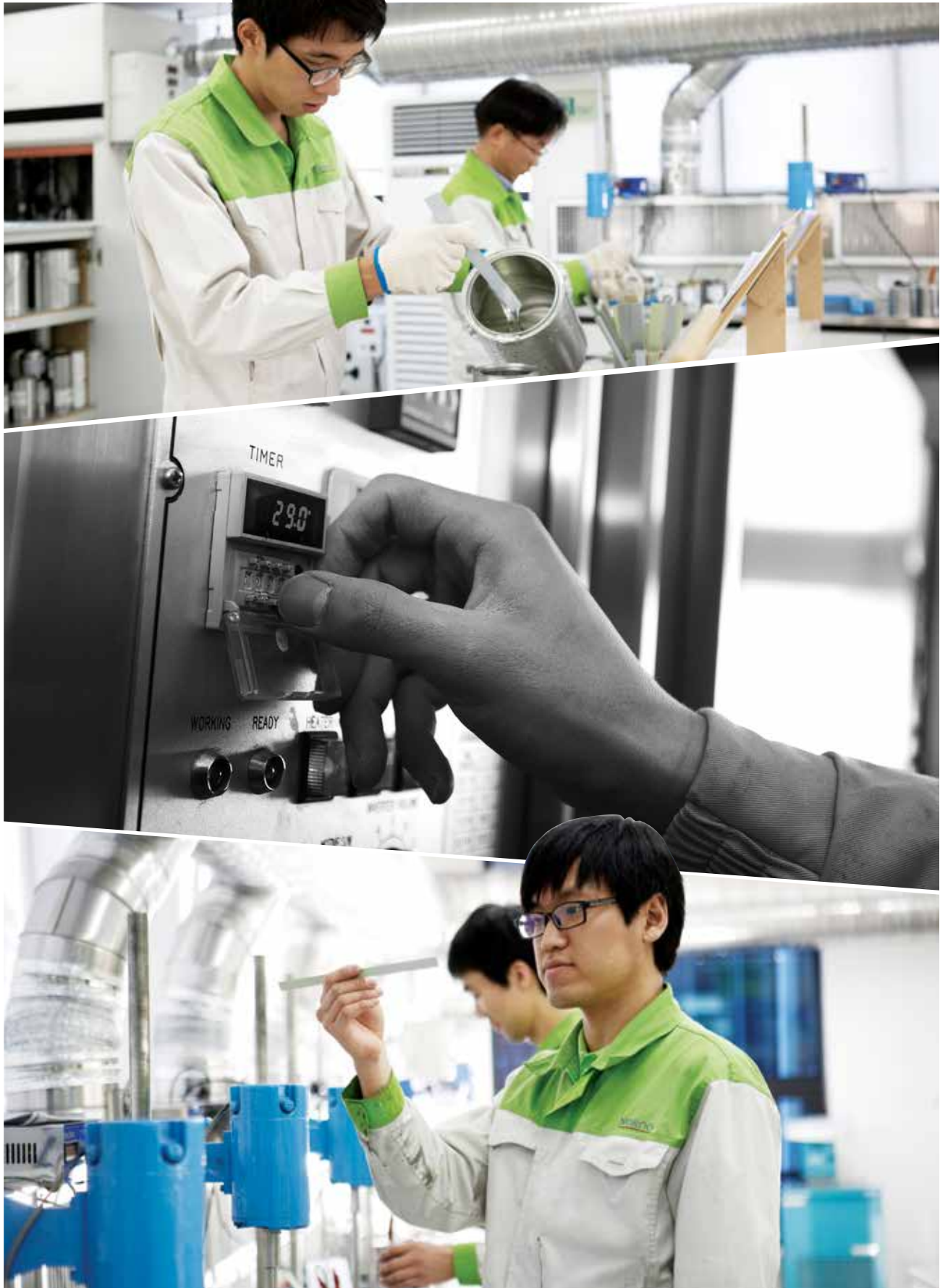
"Visitors to NCC are surprised by three things. First, it's a paint plant, but there is no smell of paint. Second, safety precautions are given. And last, when you work with NCC, you can feel perfect harmony among the technology, production and sales," said Han Jae-kwon, Deputy General Manager of the sales team who joined the interview with Ha Won-soo, Senior General Manager of the technology team and Ha Tae-yoon, General Manager of the production team. His explanation reminded me of the anti-static pad and exits that they showed us before entering the plant and office. "For everything, stable development is only possible when the foundation is strong. Harmony among technology, production and sales is the strong foundation for NCC," added Senior General Manager Ha Won-soo.

共生之手，NCC之手

有记录称古山子金正浩经过七次勘察发现浦项的虎尾串（地名）是韩国的最东端。因此，1999年，浦项市为了迎接新世纪第一缕阳光，在虎尾串建造了矗立在大海中央的“共生之手”，展现了无比壮观的景象。这座雕塑不仅象征着韩国人民祈望和平的心声，还代表着创造浦项的炼钢史，开辟韩国工业化发展之路的劳动人民之手。这双饱含辛劳的手上布满了皱纹，NOROO卷钢涂料有限公司正是其中的一条。

从浦项市外巴士站出发，大约15分钟就能抵达NOROO卷钢涂料有限公司(下称NCC)，在这里，去年2月新建的总部大楼以崭新的面貌迎接远方的客人。每一楼层色彩清新的墙面旁分别展示着NOROO集团进军海外的地图、NCC的产品以及钢板应用案例等，公司特征和优势一目了然。

“来我们公司访问的客人会发出三个感叹。第一，涂料工厂竟然没有一点异味；第二，我们会向访客详细介绍安全守则；第三，如果一起工作一定能够体验到技术、生产、营业‘三位一体’的完美工作方式。”与技术部河元秀首席部长、生产部河泰闰部长一起接受采访的营业部韩在权次长向我们作了解释。经他这么一说，我突然想起来刚才进入工厂和办公室前有职员曾向我们介绍过防静电橡胶垫和紧急出口的位置。“无论什么，必须打好基础，才能毫不动摇的坚持发展下去。实现技术、生产和营业的三位一体就是NCC牢固的基础。”河元秀首席部长说这话的时候，他们三位眼中不约而同地露出坚定的光芒。



HARMONY AND DEVELOPMENT

In 2012, NCC set a new record for its revenue. This achievement is even more valuable as the media continuously reported the crisis of the steel industry. “In 2000, when we were separated from NOROO Holdings, the number of employees was only 35. As we were forced to work independently in Pohang, which is far from Anyang where our parent company was located, this strengthened the bond among our employees. Also, we felt pride that we first introduced PCM paint to Korea in 1971. The quality of NCC’s product leads the growth of all PCM paints,” said Senior General Manager Ha Won-soo. Today’s success was only possible because of many years of efforts. Researchers led new technology, the production team worked with the technology team to control quality thoroughly, and the sales team responded quickly to the demanding schedule of the steel company. General Manager Ha Tae-yoon said the small size of NCC made its employees unite stronger, resulting in today’s success. “Two-year development with Samsung Electronics succeeded and became the foundation for this year’s new revenue. This made other companies supply the same product. However, the NCC’s production team maintained quality in the production line to continue the success of the technology team, and the sales team enhanced customer satisfaction with quick response to our customers. This cooperation of three teams is the biggest asset of small NCC.”

Unlike other companies, NCC has the advantage in coil coating products including PCM, print steel sheet ink, surface processing, and others. This enables NCC to create new markets and grow fast. Senior General Manager Ha Won-soo explained the new target, which will be built on today’s effort and success. “NCC will reduce costs, increase its market share, and develop new value-added products to grow further. Though the Korean market is saturated, if we continue to develop new products, expand the PCM segment, and explore overseas markets strategically, we can reach the mid- and long-term goal presented by Chairman & CEO Ahn Kyung-soo in 2011.”

Yukdang Choi Nam-seon described the shape of the Korean Peninsula as a tiger roaring at the continent. In Choi’s description, Pohang is the tiger’s tail. The tail balances the tiger when it runs. NCC is focused on adding the momentum to NOROO’s global strategy and keeping the balance.

三位一体的均衡发展

2012年，NCC的销售额创历史新高，这与媒体一直报道的钢铁业危机对比，显得更有价值。“2000年公司独立时，NCC的职员大约有35名，我们距离安养的母公司很远，就像在浦项的空降部队一样，大家抱着誓死的责任感，紧紧团结在一起。1971年，国内率先供应PCM涂料的先驱者头衔，更增强了我们的使命感。只有不断提升NCC产品的水平，才能推动整个PCM涂料的发展。”河元秀首席部长一边回想十几年前的NCC，一边向我们娓娓道来。河泰闰部长补充说，如今可以如此轻松地回想过去，是对孤军奋斗的沧桑岁月的一种奖励。高比重的研发人力确保了新技术的发展，生产与技术部门步伐一致，严格为产品质量把关；营业部门按照钢铁企业的日程，马不停蹄地实施缜密的应对措施。小规模团结显得更加紧密，也正是这种团结精神，才成就了今天的成功。“技术部与三星电子历时两年的开发成果，为今年创造新的收益发挥了作用。尽管如此，我们仍努力把产品推广到其它公司。NCC生产部门在批量生产中严把质量关，延续了技术部的成功，而营业部门快速地应对订单和交货，提高客户的满意度，三者间亲密的合作是成就小型NCC成功的关键”。

小而强大的NCC不同于其它企业，最大的优势就是供应PCM、印刷钢板用油墨、表明处理等与卷钢涂料有关的所有产品。此外，NCC还不断开拓新的市场，实现了销售额的直线上升。河元秀首席部长总结了过去的努力和成果，并公布了新的目标。“今后，NCC不仅要节省成本，还将扩大市场占有率、开发高附加值产品实现增长。虽然国内市场基本饱和，但是只要像现在这样，不断开发新产品，拓宽PCM的领域并战略进军海外市场，相信2011年安京洙会长提出的中长期目标一定能够达成。”

朝鲜半岛的版图如同一只咆哮的老虎，浦项正好在这只老虎的尾巴上。就像尾巴可以保持平衡一样，在NOROO如猛虎般进军世界市场的全球战略中，浦项NCC发挥了把握重心的舵手作用。



Digital Marketing that Bridges Hearts

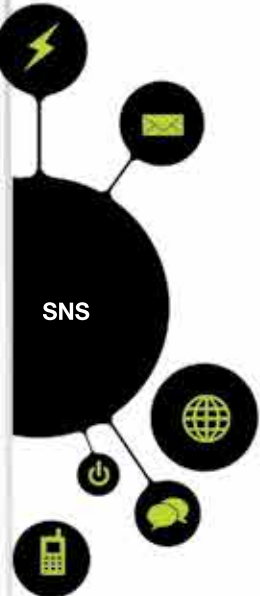
DIT Co., Ltd. & NOROO Paint Co., Ltd.

Communications via SNS (Social Network Service) are widely used. In the online world of blogs, Facebook, and Twitter, people easily make connections with firms. DIT Co., Ltd., and Marketing Strategy Team, NOROO Paint Co., Ltd. are designing friendlier relationships between NOROO and its customers.

连接心与心的桥梁 —数字营销

(株)DIT, NOROO涂料股份有限公司

通过SNS(Social Network Service)进行沟通交流是当今时代的一大趋势。在博客、facebook、twitter等网络世界人们把企业看成一个人，并与其成为亲密的朋友。发起这种构想并增强这种亲密度的正是(株)DIT和NOROO涂料股份有限公司的营销战略小组。





MAIN COMMUNICATION STREAM - SNS

People meet and communicate with each other through various means. They talk face-to-face, call each other on the phone, and post about their daily lives on their blog or Facebook to share what is on their mind. While sitting face-to-face, people will even make a post on their Facebook. Thus, SNS has become a common communication tool nowadays. The manner in which companies are introduced to their customers has changed too. They meet their customers face-to-face; deliver their messages via TV, advertisements, news articles or events; or show their inviting and warm-hearted side on the Internet. In the past, a connection through products was the only way that companies could meet their customers. SNS has created a common space for everything and narrows the distance between companies and their customers.

The first to initiate digital marketing among paint companies, NOROO Paint has received much feedback from its customers via its blog (blog.noroo.co.kr), Facebook page (facebook.com/norooopaint) and Twitter account (twitter.com/noroo_love). This has been carried out in cooperation with DIT Co., Ltd., which has supplied solutions for Lotte Card, Daewoong Pharmaceutical Co., Ltd., Ewha Womans University and other organizations, and has helped NOROO build its website and operate its blog since last year.

As we entered the conference room of DIT, located at the Techno Park IT center in Songdo, a wide view of Songdo was unfolded. Contrary to the cold sea outside of the conference room, DIT employees and Assistant Manager Lee Taek-geun and Senior Staff Cho Hyun-jung from NOROO greeted us warmly.

沟通的主流，SNS

人与人之间的沟通方式有很多种：面对面交谈、电话聊天、通过博客和facebook了解对方的近况、通过twitter随时与大家分享自己的想法。即使面对面坐着也可以利用智能手机在对方facebook留言，可见SNS已成为一种普遍的沟通手段。企业与顾客之间也同样可以通过直接见面或者通过电视、广告、报道、活动等来传递信息，甚至在网络上亲密地接触。过去，商品是企业和顾客之间唯一的交点，但是如今在SNS里，生活中的一切都成为了纽带，进一步缩小了企业和顾客之间的距离。

涂料界最先实施数字营销的NOROO涂料股份有限公司与(株)DIT合作，通过博客(blog.noroo.co.kr)、facebook (facebook.com/norooopaint)、twitter (twitter.com/noroo_love) 得到广大用户的响应。(株)DIT是为乐天信用卡、大雄制药、梨花女子大学等企业或团体提供解决方案的IT专业企业，与NOROO有着很深的渊源，在创建网站等发面发挥了合作伙伴的作用，从去年起正式负责运营NOROO涂料股份有限公司的博客。

站在位于松岛科技园IT中心的(株)DIT的会议室，可以一览松岛的全景，窗外深蓝色海面上闪烁着如星般耀眼的光芒。NOROO涂料股份有限公司的李宅根代理、曹贤贞主任和(株)DIT的职员聚集在这里，气氛十分融洽。



DIGITAL MARKETING FOR SHARING STORIES

“We built all the websites for every one of NOROO’s subsidiaries. Each subsidiary has its own characteristics. Because we have been working with NOROO for many years, we were able to clearly highlight their identity and quickly understand NOROO’s digital marketing,” said Park Hyun-ju, Marketing Team Leader of DIT. Assistant Manager Lee Taek-geun from NOROO said, “Blog operation needs the power of an expert group. To activate the blog, we needed various events, viral marketing, member management and development engineers. DIT knows very well what NOROO wants, and they take care of everything with extreme efficiency.”

Just as with any marketing, speed is critical in digital marketing. Content reflected with the latest trends and NOROO’s identity should be updated every day to attract users and create new customers via real-time communications. Assistant Manager Lee Taek-geun said, “Though NOROO is a B2B company, it can meet general customers and hear their opinions online. In addition, NOROO can recreate its corporate image online as a young and fresh company.” To this end, Ji Gyeong-hwa from DIT added that NOROO’s blog was designed to target housewives in their 30s who are interested in DIY. The blog is not solely about paint, but also has a space for customers to share their stories and connect with NOROO. On the Facebook page where customers can talk more freely, Senior Staff Cho Hyun-jung from NOROO acts as a NOROO girl to promote NOROO with daily posts. The development team prepares services at the most advantageous times, even during late hours or weekends.

“Since NOROO is a family to us, we work as one,” said Jung Suk-woo, Manager of Web Team. To present the company’s image to the online world, people work together. Because DIT shares the same idea, it is the best partner for NOROO. To create this image of NOROO, DIT and the NOROO Marketing Team must choose every word with the utmost care. They are branding NOROO’s image together as they work in the digital world.

交谈中的数字营销

“NOROO所有下属公司的网页都是由我们制作的。长期的合作让我们能够很准确地根据每个公司的特点展现出它们的企业形象，也让我们能够对NOROO涂料的数字营销有一个比较迅速准确的理解。”NOROO涂料股份有限公司的李宅根代理对(株)DIT营销企划组组长朴炫柱的这番话表示赞同。“博客的运营需要专家的支持。因为博客上的一些活动、病毒和会员管理以及网站的维护都需要专门的人才。(株)DIT非常了解NOROO涂料的需要，因此在这方面也很迅速。”

尽管营销都大同小异，但是数字营销更注重速度。反映最新趋势和企业形象的资讯每天都要以不同面貌展现给网络大众，通过与他们的及时沟通招揽新顾客。李宅根代理说“以BtoB为主的NOROO涂料股份有限公司通过网络与一般顾客联系，倾听他们的心声。另外，作为历史悠久的生产型企业，也可以通过网络每天以更显年轻新鲜的企业形象示人”。“为此，NOROO涂料股份有限公司的博客以DIY的主要消费群体，即30-40岁的家庭主妇为对象，采用了感性设计”(株)DIT的池惊和补充到。不是直截推销涂料产品，而是通过聊天和倾听使他们建立起对NOROO的信任。NOROO涂料股份有限公司的曹贤贞主任在更加开放自由的facebook里以“NOROO Girl”的身份宣传NOROO涂料。开发小组不分昼夜，就算是周末也随时准备抓住最佳时机提供服务。

“与NOROO就如同一家人一样，工作中互相照顾，非常合拍”web小组的郑哲友课长道出了数字营销合作公司的优势。为了在网上给企业成功树立一个人物形象，就必须同心协力。所以与NOROO渊源匪浅的(株)DIT是最佳选择。为了构建NOROO的形象，(株)DIT与NOROO涂料股份有限公司的数字营销组对每个词语的使用都进行精挑细选。此时此刻，他们正在虚拟世界同心协力打造NOROO涂料股份有限公司的品牌形象。



2013 NOROO, The Start of the New Horizon of Technology Management

After 60 years, another year of the snake has dawned. Following 2012, the year of the black dragon, hopes are high for this new year of the black snake. As a mystical creature, the snake is a symbol of productivity, prosperity, immortality and regeneration. Through a kickoff meeting for 2013, NOROO took its first step for technology management.

2013年, NOROO开辟技术经营的新时代！

60年一遇的癸巳蛇年已经到来了。人们对蛇年寄予了很大的期待。被看做灵物的蛇象征着高产、丰饶、长寿和重生，NOROO也将以2013年为起点，全力以赴开辟技术经营的新时代！

Year after year, winters are getting colder and colder. In the morning of January 2 when a winter weather warning was issued due to freezing temperatures, NOROO Group’s headquarters in Anyang were just getting heated up. Overcoming the economic crisis of 2012, which was harsher than the winter weather, NOROO employees were ready to take on the new challenge of 2013. Executives and employees were lined up and exchanged passionate greetings and encouragement, which were also reflected in the message from Chairman and CEO Han Young-jae.

Stepping up to the platform for the 2013 kickoff meeting, Han delivered New Year’s greetings, handed over certificates of appointment to new executives, and wished them luck in their new endeavors. Then, Han presented a new milestone for 2013 with a message titled “NOROO’s New Horizon of Technology Management.”

Commenting on the current situation of the unstable economy, management uncertainty, and low growth trends throughout the entire world and industry, Han stressed the importance of upholding our management philosophy, the NOROO Way, staying together as one and opening brand new doors created by NOROO. He also emphasized that we should utilize technology management to provide the strong foundation for growth, explore the new horizon of the future, and create a virtuous cycle that accelerates innovative growth. Competence built on technology management is necessary not only to overcome risks in the global economy, but also to develop the foundation for continuous growth. Technology management pursued by NOROO is an essential element to create maximum customer satisfaction and to position NOROO in the world.

At the same time, Han asked all employees to face external difficulties in 2013 as an opportunity to enhance NOROO’s competence. Taking care of each other and collecting wisdom through transparent communication, NOROO will wisely overcome obstacles in 2013. Han closed the kickoff meeting with encouragement and appreciation for the union. The snake shines because it sheds its skin. Like the shedding of the skin, the intent of the kickoff meeting is to throw away old things to make room for the new. Another new year, 2013, has dawned. We will all strongly march to the new horizon of technology management.



一年比一年凶猛的寒潮在岁末年初也来势汹汹。1月2日清晨，国家气象局发布了寒流警报，零下十几度的气温伴着刺骨的寒风，仿佛一哈气就能冻住一样。这一天，NOROO集团在安养总部举办了2013年始务式。在过去的2012年里，NOROO人战胜了比寒流更严酷的经济危机，而这一天的始务式上，NOROO人又接受了2013年新的挑战书，表明了他们的热情和决心。列席的领导和员工们脸上露出激动紧张却又热情期待的神情，他们互相问候、感谢和鼓励。而同样的感谢与鼓励也体现在韩荣宰会长的新年致辞当中。

始务式上，韩荣宰会长首先向全体员工致以新年的祝福，随后根据2013年的人事令向相关领导颁发了委任状，并与他们亲切握手，对他们的辛勤付出表示感谢，同时表达了对新年新气象的期望。当天的始务式还将2013年的经营指标定为“NOROO开辟技术经营的新时代！”。

韩荣宰会长首先谈到了目前经济的不安定性和经营的不确定性，分析了全球经济将处于长期低增长的态势。为了实现“世上本没有的路，由NOROO来开拓”这一NOROO Way的经营哲学，韩会长提出NOROO集团应通过技术经营稳固成长的基础，促进加速革新发展良性循环。通过技术经营充实内在，不但可以克服全球经济危机，还是确保持续成长的关键。很显然，NOROO追求的技术经营与最大限度满足顾客需求已成为实现NOROO全球化的必要指标。

另外，韩荣宰会长表示将以化外部环境危机为内在机遇的决心来迎接2013年，并号召大家发挥出NOROO人的韧性。另外，他还强调，NOROO人要通过沟通相互勉励、相互关怀持续弘扬NOROO温暖的企业文化，群策群力，开辟NOROO新的历史篇章。始务式的最后，韩荣宰会长向工会表达了感谢之情。

蛇每次蜕皮，都会让鳞片显得更加闪亮。始务式也同样，脱掉旧的、展露新的。朝着2013年“技术经营的新时代”迈进的NOROO，让我们一起来期待它闪闪发光的崭新面貌吧！



News Briefing



3RD COMMENCEMENT OF
SHANGHAI SCHOOL OF TECHNOLOGY



NOROO Holdings Co., Ltd.
NOROO控股股份有限公司

3RD COMMENCEMENT OF SHANGHAI SCHOOL OF TECHNOLOGY

NOROO Holdings started a school of technology to train global engineers in 2002. From November 20 to December 19, 2012, the school of technology was open in Shanghai. This school was opened to help Chinese employees understand painting technology, and it educated 30 senior staff members from NRT Shanghai Institute, NRS, NFC, NNV, and NHA. They took nine courses on resins, paints and analysis to learn NOROO's advanced technology. After all the courses were completed, a commencement was held on January 10, 2013 to present participants with certificates and award those with good performance.

技术研究生院上海第三期结业

以培养国际水准技术者为目的的NOROO控股股份有限公司技术研究生院自2002年起每年开办一期。上海第三期课程于2012年11月20日至12月19日顺利结束。技术研究生院旨在提高中国籍职员的涂料知识与技术，NRT上海研究所以及NRS, NFC, NNV, NHA共30名员工参加了本期培训。通过树脂、涂料、分析等9个讲座传授了NOROO集团的优秀技术。结业式于2013年1月10日举行，除向培训学员颁发结业证书外，还对成绩优秀者进行了表彰。

NOROO Paint & Coatings Co., Ltd.
NOROO涂料股份有限公司

SPECIFICATION FOR REPLACING OLD WATER PIPES IN GEUMGANG RIVER WATERWORKS

NOROO Paint selected polyurea for its water pipe replacement project in Geumgang River waterworks. In this project managed by K-Water, and designed and constructed by Ssangyong Construction, old water pipes will be replaced to meet increased water demand due to the growth of Gunsan Industrial Complex and the development of Saemangeum. The length of the project site is approximately 68.8km covering Buyeo, Nonsan, Iksan and Gunsan, and construction will be carried out gradually over the course of 42 months to replace 54.4km of old water pipes. NOROO Paint proposed the polyurea, NP-200RS, of which the quality and endurance was proven in the first stage of the metropolitan area's waterworks improvement project (Seoul, Bucheon, Hanam), and which ultimately won the project. With consideration given to easy maintenance, this national project focuses on improving facilities minimizing the number of control points. NOROO Paint will deliver the highest quality service with its accumulated experience and quality products.

助力锦江市自来水管改造工程

NOROO涂料股份有限公司采用聚脲涂料助力锦江市自来水管改造工程。为进一步活跃群山地区的产业园，保障新万金(地名)开发所带来的用水需求，该工程由韩国水资源公社促进，双龙建筑有限公司设计和施工。工程涉及扶余、论山、益山、群山一带约68.8km，计划分42个月阶段性进行，改造水管长度为54.4km。NOROO涂料股份有限公司凭借在首都圈（首尔、富川、河南一带）水管一期改造工程中的丰富经验，提出了采用聚脲NP-200RS的施工方法，在保证品质的同时极大化实现了水管的耐久性，从而一举拿下本次工程的涂料订单。作为国家工程，考虑到今后维护管理的便利性，NOROO涂料股份有限公司将利用自身丰富的经验和高品质的产品提供最好的服务。



SUPPORT FOR WALL PAINTING OF
SEOUL METROPOLITAN POLICE AGENCY

SUPPORT FOR WALL PAINTING OF SEOUL METROPOLITAN POLICE AGENCY

In 2012, NOROO Paint provided paints for Seoul Grand Park and various childcare centers to help beautify our community. On December 26, 2012, NOROO also provided paints for a wall painting project of the Seoul Metropolitan Police Agency. In this wall painting activity, a volunteer work group consisting of police officers from the Seoul Metropolitan Police Agency painted the Vocational School of Jungnang-gu and Sanggye Welfare Center. During this event, which was designed to send a message of hope to those in need, NOROO Paint provided paints and other materials and offered its appreciation to the Seoul Metropolitan Police Agency's for their efforts in the wall painting project. In return, the Seoul Metropolitan Police Agency awarded an appreciation plaque to NOROO Paint.

参与首尔地方警察厅壁画创作志愿活动

NOROO涂料股份有限公司在过去的2012年里为首尔大公园、保育院等多地提供了涂料资助，为社会平添了许多美丽和温暖。2012年12月26日，在首尔地方警察厅壁画创作志愿活动中，NOROO涂料股份有限公司再次提供了涂料支援，温暖了这个寒冷的冬天。作为由首尔警察厅的警官、战警、义警所组成的首尔警察同好会的一项活动，本次志愿活动在首尔中浪区立再就业中心和上溪综合社会福祉馆举行。在此辞旧迎新之际，NOROO涂料股份有限公司为本次志愿活动提供所需的油漆和辅料，向社会传达希望的同时，也为警察厅送上了一份鼓励。对此，首尔警察厅长向NOROO涂料股份有限公司授予了感谢牌以表达感激之情。

CULTURE CAMPAIGN FOR COMMUNICATION AND PASSION

As a way to spread the culture of appreciation and care, enhance positive minds, and promote communication, NOROO Paint will conduct a culture campaign focused on communication and passion. As a part of this campaign, employees will anonymously communicate with newly posted executives via Post-It notes, share the CEO's message via NOROO's portal site, anonymously discuss business directions and key issues with other employees, and will have a lunch meeting with the CEO to share NOROO's vision, leadership and policy directions. Along with these initiatives, thank you cards will be given to employees, executives will distribute pastries and milk to employees when they enter their workplace, and snacks will be given to internal customers. These events will help make NOROO Paint a more pleasant and energetic workplace.

推行沟通与热情的文化运动

为弘扬感激与关怀的文化、营造积极向上的精神风尚、促进员工间的交流于沟通，NOROO涂料股份有限公司提出了“沟通与热情的文化运动”的实践方案。具体方案包括以匿名方式利用便利贴向新任常务高管进行问答的“与New Leader对话”、通过NOROO网站实施的“CEO信息共享”、全体员工共同参与的以匿名方式对公司发展方向和热点议题进行问答的“各部门Cross沟通”、以及“与CEO一起参与便当聚会”等。该方案能够让职员对公司的规划与管理、政策方向等进行自由讨论并互相交谈意见。另外，还有“Thank you Card”、上班路上向员工分发牛奶和面包的“制造爱的清晨”，以及以顾客为对象的“分享爱的点心”等活动。NOROO涂料股份有限公司将通过这些活动表达感激、分享欢笑，努力营造更轻松更愉悦的工作环境。

News Briefing



WINS \$200 MILLION EXPORT TOWER

IPK Co., Ltd.

IPK有限公司

WINS \$200 MILLION EXPORT TOWER

On December 5, 2012, the 49th Day of International Trade, IPK won the \$200 Million Export Tower. Following the \$100 Million Export Tower in 2004, IPK doubled its exports within eight years. In spite of the slow global economy and weak shipbuilding industry, IPK was able to continuously grow thanks to its management who strategically prepared for the future, and the hard work of IPK employees who hold the strongest commitment among the 55,000 employees of Akzo Nobel in 89 countries. IPK's management started an emergency management system even before the current global economic slowdown began, and focused on communicating with its employees to empower them.

In his award acceptance speech, President Kang Oh-soo said, "Our growth was possible because of our customers' trust and support. At the same time, out 400 employees contributed their full support for our success. Taking pride in the propeller badge, we will make every effort to be a company respected by the local community."

(株)IPK荣获“2亿美元出口塔”奖

2012年12月5日，第49届贸易日当天（株）IPK荣获“2亿美元出口塔”奖。继2004年获得“1亿美元出口塔”奖以后，（株）IPK历经8年使出口额翻了2倍。在全球经济及造船业不景气的背景下，（株）IPK却实现了持续增长，这不仅得益于管理层放眼未来的远见，也与5万5千名阿克苏诺贝尔集团员工中以“最高投入度”闻名的IPK员工的努力是分不开的。公司管理层早在经济萧条前便开始着手准备，运行了紧急经营体系，为应对低增长奠定了坚实的基础，同时为了鼓舞员工的士气，在沟通上下了很大的功夫，使员工们增强了对公司的信赖、自信心和热情。

康午秀社长在获奖感言中表示“我们公司能够有今天的业绩，首先要感谢顾客们的信赖和捧场，还得益于400名员工的热情和对公司的爱。今后，我们还将以螺旋桨涂料为基础加倍努力，发展成为受社会尊敬的企业。”

Behind Cut



It is the local staffs who are working at the golf course operated by KO-LAO as a social contribution. With the understanding that profits gained in Laos should be returned to the Laotian people, KOLAO is involved in many contribution activities. This leads to such a beautiful smile.

这是在KOLAO集团为贡献社会而设立的高尔夫球场中工作的老挝当地员工。老挝集团在将从老挝获得的利益还给老挝国民的思想指导下，正从事许多社会奉献活动。这欢快的笑容不正是来自由此所带来的那份悠闲吗？



They worked like three musketeers in perfect harmony. Thanks to them, we were able to take perfect pictures of NCC buildings painted with NOROO products.

NCC的三位恰如三剑客，通过完美配合成为三位一体的模特。因此，可100%利用能看到NOROO的各方面的NCC大厦进行拍摄。



The office of DIT that we visited for a tea time interview was decorated in white. This reminds us of the special topic for this issue. We thank all the participants for spending a lot of time with us for our interview.

为在Tea time进行采访而前往的（株）DIT办公室装修成简洁的白色，这令人想起本期的特辑主题。感谢许多人为我们的报道抽出大量时间。