

Our Vision

Back in 1972, we booked our first ship order with nothing more than some seaside property and an ambitious vision of becoming a world-class shipbuilder. Today, that same indomitable spirit and passion continues to drive us as we pursue our vision of shaping the future as a global leader in each of our businesses. By consistently innovating to deliver the heavy machinery industry's finest products, technologies, and service, we aim to deliver superior satisfaction to our customers, more rewarding careers for our people, and greater value to our shareholders.



A global leader, sailing into a brilliant future

Global Leader

- Satisfy our customers with superior technology and quality
- Provide rewarding careers that help our people achieve their dreams
- Enhance corporate value with world-leading products

Our Strategies

1 Structural Optimization

- Pursue market and technology leadership in each core business
- Secure core technologies and top talent through strategic expansion, alliances, and acquisitions
- Pursue new business opportunities with high synergy potential
- Strengthen core capabilities at every stage of the value chain
- Exit unprofitable businesses

2 Network Building

- Develop global sales, marketing, and R&D networks
- Expand overseas production, service, and parts distribution networks
- Enter promising new regional markets

3 Operational Innovation

- Expand outsourcing of non-core and low-value-added operations
- Implement integrated ERP system

4 Production Optimization

- Maximize efficiency of existing facilities
- Streamline and automate facilities
- Implement integrated production management system

5 Technology Development

- Make major product lines global leaders
- Develop eco-friendly, high-performance, high-efficiency technologies
- Pursue innovations in production technology to raise productivity and reduce costs
- Develop and patent innovative core technologies
- Commercialize technologies that open opportunities in new fields

6 Synergy Building

- Package division and affiliate products and services to create new markets
- Coordinate sales, procurement, and R&D to reduce costs and raise competitiveness
- Expand flexibility in utilizing workforce and facility resources