



“ Whether it’s boosting competitiveness or serving the community, we’re laying the foundation for mutual prosperity with our partners. ”

Seung-Heon Lee
Manager, Partner Collaboration
& Enhancement Office

PARTNER COLLABORATION

We’re building partnerships of trust to lead the world.

BUILDING WINNING PARTNERSHIPS

At Samsung Electronics, we provide extensive consulting and training support to help our partners improve their technical and manufacturing processes as part of a comprehensive, long-term strategy to foster win-win partnerships. In 2008, we established the Partner Collaboration & Enhancement Office under the direct control of the CEO. We also joined the Korea Fair Trade Commission’s Triangle Cooperation Program—an initiative that provides guidelines to facilitate fair trade; provisions for supplier financing, technical support, and training; and incentives to improve quality and lower costs—to better meet the needs of our more than 1,300 partners. These initiatives, combined with annual partner case study seminars and award events, are just part of our ongoing efforts to create winning partnerships.

INVESTING IN PARTNER COMPETITIVENESS

We systematically support our partners to ensure their technical, manufacturing, and management capabilities are globally competitive. We help them secure technical competitiveness by supporting the localization of semiconductor fabrication equipment and key components as well as the development of new production methods. We offer opportunities for technical exchanges and benchmarking with industry leaders to keep them abreast of technology and equipment trends. We help them improve manufacturing competitiveness by providing in-house and independent consultants to facilitate innovations in manufacturing technology and productivity. We also help them improve their managerial capabilities by supporting ERP system implementation and supply chain integration.

“ Our organic collaboration with Samsung Electronics provided the crucial support we needed to develop our world-class computer peripherals. ”

Sung-II Cho
Assistant Manager, S&J Co., Ltd.



FOSTERING WORLD-CLASS PARTNERS

We operate over 30 online and offline training programs focusing on executive development, CEO grooming, and specialist training to help our business partners improve the efficiency and effectiveness of their workforces. The executive development courses share management know-how through a variety of workshops and seminars. The one-year CEO-grooming course helps prepare partner CEO candidates for future leadership. The specialist training programs provide coaching in group value engineering, Six Sigma quality management, CAD engineering, ERP systems, manufacturing, and quality control. We also offer numerous technology courses in collaboration with major Korean universities.

COLLABORATING FOR SUCCESS

We actively collaborate with partners on new technologies, products, and business opportunities as we work together to take our global competitiveness to the next level and deliver a steady stream of best-selling products. One example of this is the dual-injection molding technology we co-developed with seven injection-molding and three mold-making firms to create the sensuous liquid-crystal bezel design that helped us maintain our position as the global TV market leader for a third consecutive year in 2008. Another example is our collaboration to localize production of semiconductor fabrication equipment that has enabled our partner to emerge as the industry’s top equipment maker.