

UNISON CEO Lee Tae-Wha

**'Dawn-Type Man' Pursuing World-Class**

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The employees of UNISON Co., Ltd. who watch their representative director Lee Tae-Wha closely consistently say that they are impressed with his smoothness and open-heartedness. CEO Lee asks every employee who comes to his office to get a document approved to take a seat comfortably instead of letting him stand.

Before the emergence of the phrase 'Morning-Type Man,' in which people's interest is increasing recently, CEO Lee had already been a typical 'Dawn-Type Man.' He wakes up at 4:30 a.m., opening his eyes at this time no matter how difficult the work he did on the previous day. The first thing he does is read a newspaper until 5:30 a.m. together with data that he did not examine on

the previous day or that he has to read for the new day.

Another thing CEO Lee emphasizes, along with his leadership based on virtue, is 'Quality.' As far as quality is concerned, Lee always asks for world-first, so that there will be no lack in quality wherever in the world UNISON's products are sent.

"Quality should be considered one of the top priority values an enterprise must pursue," says Lee. Owing to his quality management mindset, UNISON's quality is appraised as the highest level in the business community. This company has been selected as one of the 50 quality-competitive firms for seven consecutive years and also received a Korea quality grand prix last year. This year, it will challenge for the ISSMA (International Standard System Management Award) to firmly establish system management.

Among business circles, UNISON is also called a 'Military Academy,' because the best veterans in the business sector are those trained and produced by this company. CEO Lee's response to this situation is like a general of virtue as he says, "It is not bad that UNISON members are taking up positions throughout business communities, though several kinds of measures have to be sought so as to lower the rate of people changing workplaces."

Recently, CEO Lee has been seeking a new breakthrough, saying, "Until now, earthquake-resistant bridges or building facilities and anti-noise/vibration facilities have been our major business field. In the future, I plan to increase the weight of new projects like wind-power electricity generation."

Not satisfied with a financially healthy debt ratio of 16%, CEO Lee is determined to promote new promising businesses in order to grow the pie. His plan is to nurture UNISON for its take-off toward a leading enterprise that will exceed 100 billion won in sales within a few years.

**UNISON Co., Ltd.**

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