

3rd-generation ginseng products on sale

By Kim Tae-kyu
Staff reporter

For the first millennium fresh ginseng dominated Korea's medical communities while red ginseng ruled the following millennium thanks to its greater benefits against many diseases including cancer.

Red ginseng is created by steaming fresh ginseng, the raw product, at temperatures between 80 and 100 degrees Celsius before undergoing the drying processes. In this way, its disease-fighting power substantially improves.

Currently, its third-generation variety has arrived, dubbed "Sun ginseng," which was created in the early 1990s in Korea through applying different temperatures and pressures that significantly raise the ginsenoside components. As a result the herb gains tremendous efficiency in combating many illnesses.

Ginseng Science, a Korean company that holds the exclusive rights for Sun ginseng, has avidly pursued global markets with their unique ginseng products chalking up notable successes over the past several years.

The company, which was established in 2001 amid the venture boom here, started to export its products in 2003 and outbound shipments reached the \$1 million mark in just one-and-



Ginseng Science's product lineup

a-half years.

Currently, its products are exported to countries such as the United States, Taiwan and Canada. It is striving to enter the China market, the world's most populous country where ginseng is widely popular.

The Seoul-based company claims that Sun ginseng has much more positive effects by preventing certain diseases and senile dementia even more so compared to wild ginseng, which is usually regarded as the best of the varieties.

In recognition of such functionality, Ginseng Science looks

to supply the products for the treatment of diseases based on seven substances extracted from Sun ginseng.

Seoul National University Hospital carried out clinical tests on dementia patients with those substances to discover that they are far more efficient compared to previously prescribed medication.

Now, the company is ready to fight against human's most-feared killer, cancer.

"With the substances from Sun ginseng, we commissioned animal tests against cancers. We asked the government to allow

clinical tests on humans," Ginseng Science CEO Kim Bok-deuk said.

"If the Seoul administration gives the nod midway through this year, we will be able to immediately start the tests."

Kim said that the clinical tests had already been conducted in Vietnam with encouraging results.

"Typically, cancer sufferers struggle to eat. But those who take Sun ginseng can eat properly. Hence, health and certain factors improve in patients," Kim said.

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Seoul Milk provides freshness with production date

By Kang Seung-woo
Staff reporter

Seoul Milk has led the industry with a variety of high-quality products for more than 70 years.

And the nation's oldest and biggest dairy producer is not content with its title, as it continues its efforts to offer the best and freshest products to customers with the introduction of production dates.

Seoul Milk became the first dairy producer last July to voluntarily label production dates on its milk cartons after recognizing that customers consider freshness as their prime concern when purchasing milk.

The country's current food safety law requires food makers to reveal either the production or expiration date of products, which often leads consumers to question how long the products have been sitting on store shelves.

Disclosing both dates helps consumers to select fresher milk on a relative basis.

In order to establish the system of using both dates on the cartons, the producer has gone through innovation and change in the process of distribution, which enables the company to deliver



Seoul Milk sets new standards in keeping dairy products fresh.

products once manufactured and to produce milk on order.

Seoul Milk's decision to put both dates on its milk cartons seems to be drawing positive reviews from customers.

Since implementing the labeling policy, the company has sold 10 million more cartons per day.

In terms of sales, it saw a sharp increase, as it posted a 16.3 percent growth from 1.29 trillion won (\$1.06 billion) in 2008 to 1.5 trillion in 2009.

Seoul Milk, which has been steady in the first half of this year, sold more than 10 million won of milk cartons for the four straight

days in June, which is believed to be proof that its implementation of the new system meets the need of consumers.

Ahead of enforcing the labeling policy, Seoul Milk, founded in 1937, devoted itself to improve the quality of its products as the industry leader.

In 1984, it introduced "Cold Chain System," which keeps milk at the proper temperature at all stages from production to distribution to consumers.

Its entire product line was awarded the Hazard Analysis and Critical Control Point (HAC-CP) certification.

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BJFEZ set to become Asia's hub

By Cathy Rose A. Garcia
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The Busan-Jinhae Free Economic Zone (BJFEZ) is shaping up to become the international business and logistics hub of Northeast Asia and the world.

Established in 2004, the BJFEZ covers 104.8 square kilometers (26,000 acres) located on the southeastern tip of the Korean Peninsula. The area is strategically positioned along the North American and European trunk routes, the starting and ending point of the future Asian intercontinental railroad, and the heart of Korea's southeastern industrial belt.

To achieve its vision of turning the Busan-Jinhae area into an international business and logistics center of northeast Asia, the BJFEZ has a five point strategy to ensure its full development by 2020.

The strategy involves: ensuring the best business practices environment; reinforcing the region's specialization in logistics and distribution; focusing the free economic zone as a center of future technologies stressing innovative R&D; promoting environmentally friendly tourism; and creating an info-based business city offering top notch services to foreign investors and their families.

"Our five point strategy is being achieved by the continued attraction of foreign investment in new logistics capabilities, new technologies by offering competi-



Busan-Jinhae Free Economic Zone (BJFEZ)

tively priced land, infrastructure and other forms of financial assistance," the BJFEZ said.

Generous incentives, such as exemptions from national, local and property taxes, and tariffs, are being dangled to attract more investment from abroad.

Investors can find opportunities in port and logistics-related activities, real estate development, tourism and leisure, high-tech manufacturing, research and development centers, medical and educational facilities.

There are several major projects currently being undertaken by the BJFEZ Authority, including the Busan New Port, high-tech manufacturing and R&D

complex in the Jisa area, Myeongji international business town, Hwajeon Industrial Complex, West Busan distribution complex, and tourism and leisure facilities in the Ungdong area.

The Busan New Port, considered the heart of the BJFEZ, will be fully operational with 30 berths by 2015. The competitive Free Trade Zone (FTZ) distribution park covers 60 percent of the port's hinterland area. Cargo departing and entering the area will get 100 percent exemption from customs duties, while lower rent will be offered to foreign logistics companies.

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SK Energy puts customers first

By Kang Seung-woo
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SK Telecom, the flagship of SK Group and No. 1 wireless mobile carrier, is leading the industry on the strength of its various services.

And SK Energy is also taking similar steps for its customers through a solid marketing strategy nearly equivalent to that of its sister company.

SK EnClean, which means "Engine Clean, Environment Clean, Energy Clean," is a gasoline brand of SK Energy.

Since its introduction in 1995, EnClean gasoline, with its unique engine-cleaning additive, uses superior-grade products with strict quality controls that surpass legal requirements.

It also introduced a cutting-edge purifier in 2006 to meet consumers' appetite for high

quality.

In addition, the brand took a leading role in promoting membership cards, bringing in EnClean Bonus Card in 1996.

SK Energy, the nation's No. 1 refiner, upgraded the drivers' desire for premium gasoline, coming up with "Solux," a compound word of sol and luxury.

The premium brand, released in 2005, is an environment-friendly, high-grade gasoline.

Customers, who pay a certain amount of money, get a Solux membership card issued that offers services to holders as part of retaining its billing as the powerhouse in the premium gasoline market.

EnClean Movie Plus is a cultural promotion, which came in June 2008.

It awards customers two movie tickets and a beverage-popcorn set.

Along with the movie event, SK Energy plans to develop a family-oriented cultural marketing, which will include travel, parties, shows and exhibitions.

SK Energy has run a program to guarantee the quality of gasoline since May 2007 in its bid to build up trust with consumers.

If a car happens to face a problem after getting refueled at any EnClean gas station, SK Energy compensates for it after an investigation.

The number of EnClean customers has reached approximately 1.5 million. SK Energy opened a Web site in early 2008 to give services ranging from vehicular information to financing, including insurance and leases at www.enclean.com.

Currently, the number of members on the Web site is around 9 million people.

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