









Global Leader of Laver Business

SUHYUP Chungnam Laver Fisheries Cooperative:

Chungnam Laver Suhyup

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1. Company Overview





Name of Company

Chungnam Laver Fisheries Cooperative ("Chungnam Laver Suhyup")

Address

2nd FI., 1 Sagokan-gil, Seocheon-eup, Seocheon-gun, Chungnam, Republic of Korea 33640

Chairman

Daehee Lee

Date of Establishment

April 5, 2018

Purpose of Establishment

Global Leader of Korean Laver Business

Managemental Indices

Improvement of Fisheries' life, Enhancement of International Competitiveness, Collaborated Development of Other Suhyups

No. of Members

37 member companies (Additional companies are planned to join soon)

Processing Capacity

48 lines (36,170,000 sheets:KRW170 billion) Nationwide(25.8%)

Major Businesses

Laver Frame Manufacturing Business, Group Purchase, International Bidding Center, Cold Storage Rental Business, Business Center and etc.

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2. Chairman's Message







Daehee Lee, Chairman
Chungnam Laver Fisheries Cooperative
(Chungnam Laver Suhyup)

Korean Laver export has reached over 500 million US dollars in 2017 and gained a reputation as "A semi-conductor of fishing industry". To accelerate overwhelming growth momentum of laver business, Laver Fisheries Cooperative ("Laver Suhyup"), which is specialized in laver business, has been established in April 2018 in order to develop laver business more aggressively and systemically as one of the governmental strategies.

Seocheon's clean water in Chungnam is proud of being the oldest and the best laver farming area with history of over 550 years out of 3 major laver farming areas in Korea. Natural environment of west coast in Seocheon is a perfect condition to grow laver and other seaweeds with wide tidal area, optimal wave, smooth tidal current, cold and dry north-west wind and low temperature during the winter season. As the most competitive quality and tastes of Chungnam Laver in Korea gets more reputation and attention from the global consumers, our Suhyup will contribute "Chungnam Laver" to become a "Mecca of Laver Business" by utilizing all the know-hows and specialties piled up throughout the long history.

I firmly believe our member companies are eligible to make the best qualified and tasted laver products with the diverse kinds, and consequently to enable Laver Suhyup to become more reliable organization. As laver business is currently getting more spotlighted as a "Well-being Food" and dramatically growing in the world market, "Chungnam Laver Suhyup" will endeavor to enhance industrial infrastructure of Laver business with strategic supports from the government and consequently to make our suhyup the most competitive organization captivating world consumers' appetites. Thank you very much!

3. Objectives





Business Objectives

3

Construction of Business Infrastructure and Industrialization of Laver

Positioning of Seocheon
Laver as Korea Laver

2

Enhancing Competitiveness in the Global Market Activation of Local
Economy and Increase of
Employment

Construction of "Food Industrial Complex"

Global Branding of Seochoen Laver as 서천 김 "KOREA LAVER" Development of Customized Products for the Target Markets

Increase of Fisheries'
Households

- Development of business connected with "International Bidding Center" in the Business Center of Laver Complex
- Upgraded processing facilities (HACCP Certificated facility)
- Mamixazation of Synergy through utilization of complex

- Increase of traffic of laverrelated businesses through "International Bidding Center"
- Maximization of brand exposure of "KOREA LAVER"
- Strengthening of global PR/Marketing through 'Business Center'

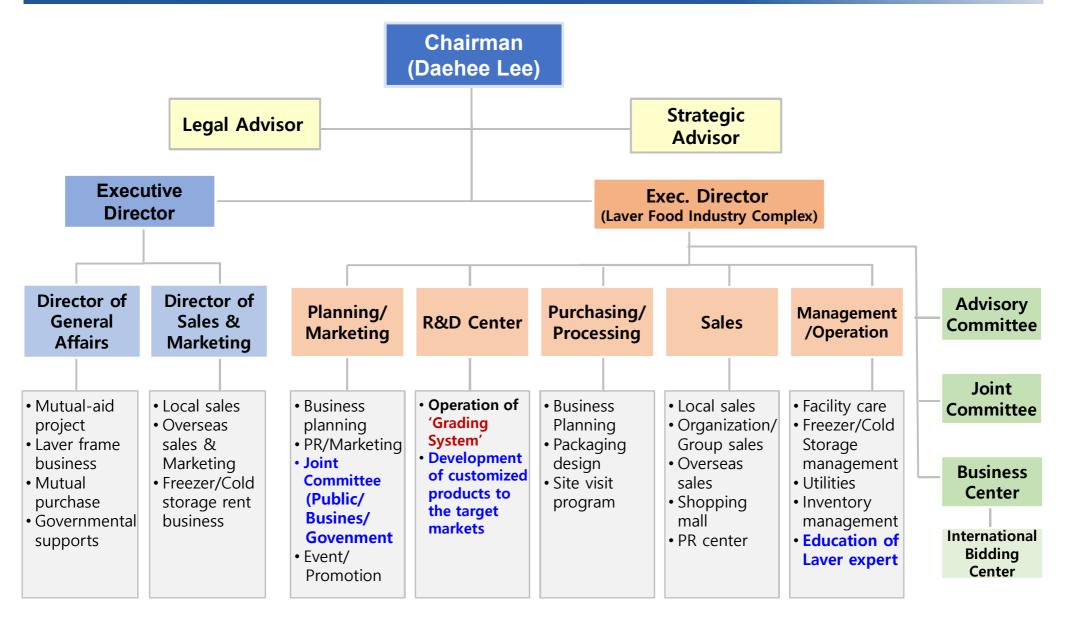
- Development of customized to the target market
- Introduction of "Grading System" and application to the market
- Development of various industrialized products of laver

- Increase of fisheries export records
- Provision of stable employment to the local residents
- Construction of cooperative system among general publics, governments, businesses & schools
- Education of laver experts
- Maximization of synergy through development of related products

4. Organizational Chart







5. Overview of Major Businesses





Laver Food Industry Complex

- Development of industrialized products utilizing laver
- Monitor target markets' steadily and systematically
- Taking a lead to make the "complex" as a gateway to the global market



R&D Center of Laver

- Develop various laver products customized to target markets
- Establishment of joint committee with private, government, business and schools

Chungnam
Laver Fisheries
Cooperative

Business Center (International Bidding Center)

- Implement "Quality Grades" of dried laver (Special to 6th grades)
- Grab an opportunity to secure the mass purchase by big companies
- Build stable consuming system through maintenance of the reasonable prices of necessary items



Cold Storage Business Laver Frame Business Group Purchase

- Stabilize raw materials' provision for cooperative members and stabilize unstable price fluctuation
- Expect cost reduction through repetitive laver frame's consumption
- Build stable consuming system through maintenance of the reasonable prices of necessary items

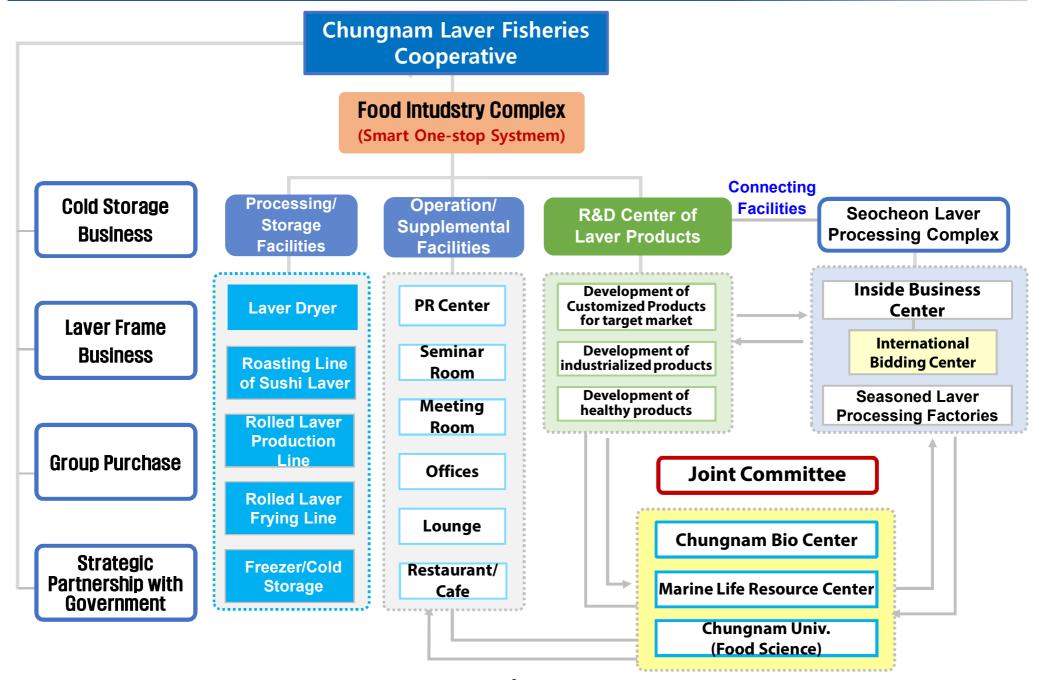
Strategic Partnership for Government Projects

- Find an opportunity to accommodate cooperative business models with government
- Create new demands in the world market through joint projects with government in order to explore the new markets

6. Operation System





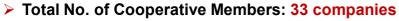


7. Locations of Members' Factories









- > Total 48 lines (12 frames:34, 10 frames:10, 14 frames:4)
- > Annual Processing Capacity/Gross Sales: 36,170,000 sheets/ KRW170billion
- ➤ Locations of Members' Factories:
- Production Environment:
 - The most optimal & clean water for laver growth
 - Adequate water temperature & tidal movement
 - Water quality containing abundant minerals/ vitamins
 - The freshest laver quality thankful to adjacency between farming area and processing factories

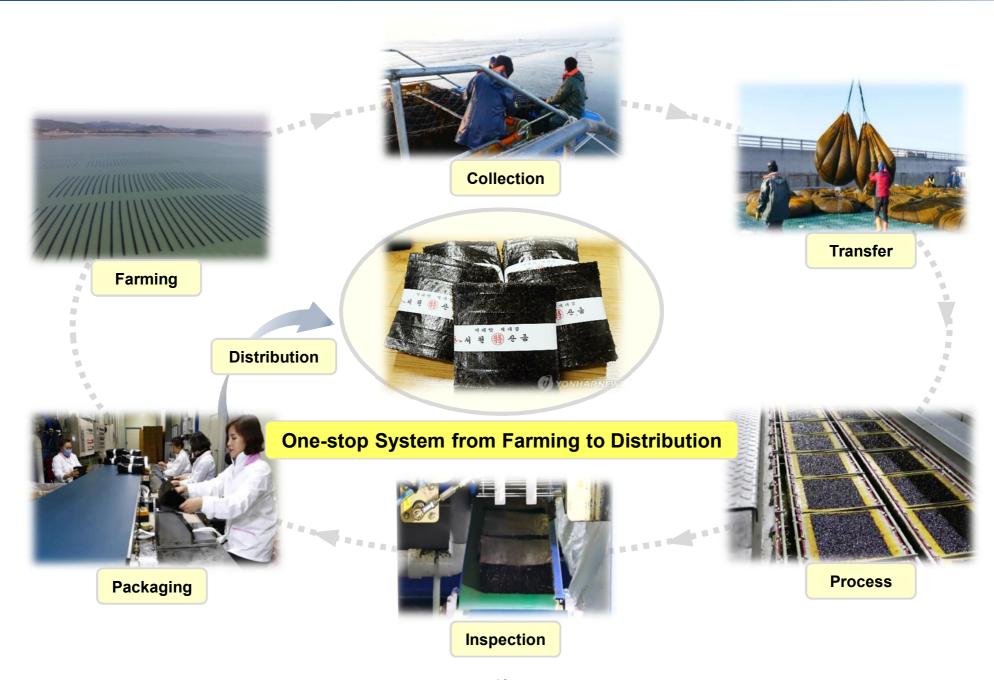


Seocheon Food Industry Complex (6,612m²)

8. Processing Procedure











Factory Overviews







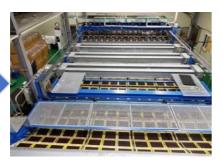
Interior Status

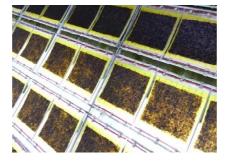






Facility Status





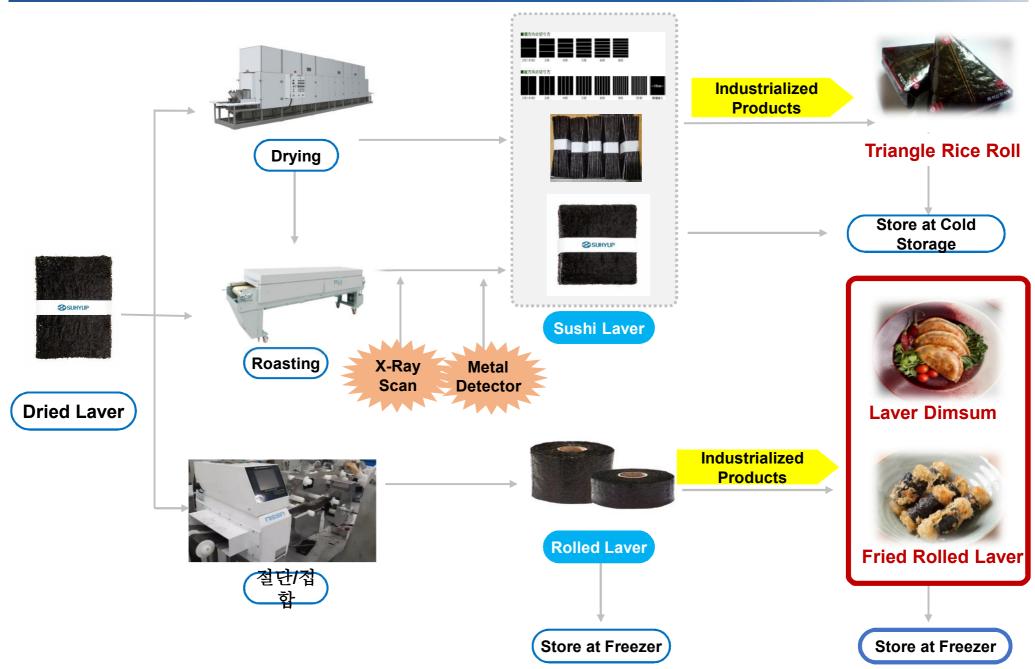




10. Processing Procedure







11. Certificates







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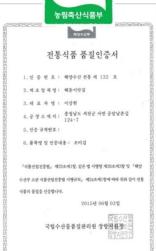






HACCP





TRADITIONAL FOOD

12. Strengths of Chungnam Laver Suhyup: Why us?













Achieving
over US\$1 billion
of Laver

Global Leader
of Laver Business