

2008 At a Glance



01	02	04
	03	05

01 "Vision 2015" Proclamation Ceremony

GS E&C held a special ceremony to announce its new corporate vision to the public. "Vision 2015" is summarized as "building value for the world with creative passion," and being the "best partner and first company." In other words, management is resolved to make GS E&C a leading global contractor. An all-out effort is now underway to strengthen global project execution competencies in order to compete head to head with the world's best and set the standard for the domestic construction industry.

02 Another First Brand Award for "Xi"

"Xi" received the most votes in the apartment category at the 2008 First Brand Awards, sponsored by the *Korea Economic Daily* newspaper and Korea Customers' Forum. This marks the third straight year for the GS E&C apartment brand to win top honors at the Awards. Consumers vote for their favorite brands online or by postcard to determine the winners. The brands are rated in six different categories: (1) satisfaction over product/service quality, (2) satisfaction over price, (3) satisfaction that expectations are met, (4) willingness to purchase product/service again, (5) willingness to recommend product/service to others, and (6) consumer preference

03 2 iF Design Awards in 2008

International Forum Design Hannover sponsors the iF Awards, which among the world's three most respected accolades for design excellence. In 2008, the Xi U-Home system and Pilot Xi were both iF Award winners. The Xi U-Home System received high marks for the home network wall pads that are installed on each furniture piece. Pilot Xi is a signage system that can alter appearance according to changing circumstances.

04 Multiple KCQM Awards

The Korea Construction Quality Association hosted its first annual Korea Construction Quality Management Awards in 2008. The GS E&C's Architecture and Plant Business Divisions each came away with the Grand Prizes in their respective categories, while the Civil Engineering Business Division won for customer satisfaction. The Awards were established to identify and propagate outstanding models in the construction industry and to give public recognition to the companies and worksites with the best quality management programs.

05 "Xi" among World Prestigious Brands

The World Prestigious Brand Awards Selection Committee sponsored the 2008 World Prestigious Brand Awards, and "Xi" won in the "Living [Apartment]" category for the second year in a row. The selection process includes a primary screening by a survey of one thousand users of luxury products. Then the final candidates are evaluated by the Selection Committee, which is made up of 66 celebrities from all walks of life. Other winning brands in 2008 included such big names as Lexus, Etro, and Giorgio Armani.



06	08	10
07	09	

06 Prize for Green Management

GS E&C won the “Green Management Prize” at the 2008 Global Green Management Awards, testimony to superior sustainable, environmental-friendly management capabilities in the construction industry. Concern over environmental issues is rising globally, and environmental regulations continue to get tougher. Greater emphasis is also being placed on corporate social responsibilities and roles. Korea Management Association Registrations and Assessments Inc. instituted the Management Global Green Management Awards in 2002 to stay in step with these trends and honor those companies that have the best environmental performance records. The Awards thus encourage all companies to improve their environmental management programs continuously.

07 2008 Asia Contractor Award for Egypt LAB Project

The 2008 Asia Contractor Award, sponsored by the *Asia Economy* newspaper, went to the linear alkyl benzene plant project executed by GS E&C in Egypt. The plant is located in the Amreya Industrial Complex at Alexandria, a Mediterranean port 300 kilometers northwest of Cairo. Construction work commenced in January 2005 and was finished in July 2008. GS E&C demonstrated superior technological capabilities and a frontiersman’s spirit to complete the demanding project on schedule, bolstering its competitiveness in bidding for future projects.

08 ₩100B Tower on Taxpayers’ Day

GS Engineering & Construction received the ₩100 Billion Taxpayer Tower on Korea’s 42nd annual Taxpayers’ Day. This honor recognizes the company for its contributions as a corporate taxpayer to the National Treasury. The company paid ₩148 billion in taxes, despite very difficult business conditions in 2008. In 2007, the company also received the Gold Tower Order of Industrial Merit, the government’s highest honor, on Taxpayers’ Day.

09 Korea IR Award

GS Engineering & Construction was selected as an outstanding IR company for the second straight year at the 8th annual IR Conference & Korea IR Awards, organized by the Korea Investor Relations Association and sponsored by the Korea Stock Exchange. The designation recognizes efforts to realize benefits for the company, shareholders and investors at the same time.

10 WOW TV Awards for Apartments and Overseas Construction

WOW TV presented GS E&C with the First Prize for Korea’s Best Apartments and the Overseas Construction Prize during the 2008 Best Apartment Awards. The Overseas Construction Prize was presented in recognition of the company’s building the world’s largest paraxylene and benzene plants for the Sohar Aromatics Project in Oman. This triumph bolsters Korea’s reputation as a construction powerhouse and paves the way for Korean companies to expand into new overseas markets.