

Tongil Foundation Chairman, No Hi Pak, participated in conference at Ilhwa

January 27, 2014



Ilhwa is a company which desires to be the top-notch health enterprise for the 21st century. Chairman Pak and Secretary General Kim Yeong Tae participated in the conference at Ilhwa, at 9:30 AM on January 27, 2014.



President Lee Sung Kyun and Director Shim Dae Gum from Ilhwa presented the sales results for 2013 and the management plan for 2014. They discussed where they were and where they aspired to be as a company, who has pursued the improved health and happiness of humanity since 1971.



There were many activities in 2013, including TV and radio advertisements for McCol, from April to August, a consumer promotional like the Sparkling UCC contest for “Carbonated Natural Water,” Co-Promotions that were held at many different events, as well as a business alliance with the KIA Tigers in March. In addition, new beverage products -- Hokke Honey Tea in March, the Hawaiian Kona brand and Apple Green Tea in May and Nine Iron in October-- were launched, and consumers started enjoying the taste of these fresh new beverages.

Ilhwa has contributed to the realization of humanity’s dream of disease-free longevity by developing new medicines that can give hope to suffering patients. Ilhwa has also improved the quality of food and beverage culture by producing natural, healthy beverages and promoting the globalization of Goryeo Ginseng, which enhanced human health for thousands of years.





Currently, Ilhwa stands as a world-class health and wellness company in the 21st century, which exports its products to more than 120 countries worldwide.

Ilhwa is noticeably leading the Ginseng market in the world as “the representative of Korean Ginseng exports” and people expect a big jump in sales, production and distribution for 2014.

