

Hak Ja Han attends the 50th Anniversary Celebration of HJ Mona Yongpyong

Yong-cheon Song

June 12, 2023

HJ Magnolia Yongpyong Hotel and Resort Co., Ltd. (HJ Mona Yongpyong) organized a ceremony to celebrate its 50th anniversary on June 12 at the Bliss Hill Stay hall



Message from True Mother

I wish to convey my profound gratitude to the esteemed guests, both local and from afar, who have gathered here to commemorate the golden jubilee of HJ Mona Yongpyong, a momentous occasion marking our stride towards the centennial milestone. The Tongil Group, alongside the Family Federation are dedicated to serving the Heavenly Parent, adhering steadfastly to our philosophy of 'Love God, Love Humanity, Love the Nation'.

As we grapple with complex challenges in our present era, it is imperative that we unite in service and reverence of God, our Creator and the nucleus of the universe. Our Heavenly Parent is none other than this Creator, God. Originally, God, created the Heavens and the Earth. Following this, He created humankind in His own likeness, a man and a woman, and granted them a phase of growth, with the aspiration that they would attain perfection. Regrettably, these original human beings faltered along their journey, failing to uphold God's commandments.



This disobedience gave rise to our present fallen humanity, entirely disconnected from their Creator.

To manifest the fervent desire of the Heavenly Parent, the victorious True Parents, who have emerged from this humanity, bear the sacred duty to restore these fallen human beings as children of the Heavenly Parent. It is their mission to dwell with them in the Kingdom of Heaven here on

earth, thus fulfilling the original ideal of creation. In this eleventh year of Cheon Il Guk, we have erected a sanctuary in honor of our Heavenly Parent.

The path to this day of miracles has been strewn with inexplicable adversities, yet we overcame them all, for Heaven was with us.

These people represent the chosen ones, prepared by Heaven over a prolonged period, to birth the True Parents of humanity.

Only by embracing our responsibility as the chosen people today can we safeguard a healthy and luminous future. Progress is impeded by ignorance. It is incumbent upon each of you to seek knowledge and wisdom. We shoulder the responsibility to accomplish the paramount mission of constructing a nation guided by Heavenly Parent and uniting all nations across the globe.

I extend my hope that the distinguished guests from Gangwon Province and its environs will steer efforts towards the realization of the original ideal of creation. May we together build a resplendent Gangwon Province, an exquisite Gyeonggi Province, and indeed a glorious nation. I extend my heartfelt thanks to you all.



The term "MONA" in HJ Mona Yongpyong is a compound word made from the first two letters of "Mother Nature". The company's philosophy is to attach priceless value to everyone's happiness.

The theme of the event was "HJ Mona Yongpyong's dream – Towards a radiant centennial". The ceremony saw the participation of over 250 people, including eminent leaders from the Federation of Families (FFWPU), the governor of Pyeongchang County, Mr. Shim Jae-guk, the president, and several other leaders from Gangwon Province. Moreover, the governor of the special autonomous province of Gangwon, Mr. Kim Jin-tae, and Korean deputies, Kwon Sung-dong and Yu Sang-beom, sent their congratulations via video messages.

The event program included performances by artists, speeches from administrative authorities of Pyeongchang County, the presentation of certificates of recognition to leaders and institutions that contributed to the company's development, a message from the True Mother, and the presentation of the company's vision.



Mr. Shin Dal-soon, the director of HJ Mona Yongpyong, relied on the event's theme to present the company's vision, which aims to become a global leader in the field of hospitality and resort centers. He unveiled the group's new Business Intelligence (BI), promising to raise the company's level. Director Shin presented the company's development strategy, which was structured around four (4) points: raising the company's standard, offering impressive content, creating an unprecedented new business, and achieving the qualification of a centennial company.

He discussed expanding the network of resort stations in Korea and abroad (development of a franchise), the development of tourism showcasing nature's assets, creating a medical tourism platform, selling healthy food products, and strengthening ESG (Environmental, Social, and Governance) management. He also expressed HJ Mona Yongpyong's ambitions to achieve sales of nearly one billion dollars over the next ten years, to increase business by more than 50%, to achieve a turnover of nearly five billion dollars,

and to record an average annual growth of 15% in operating sales.

To conclude, Director Shin Dal-soon thanked the members and people who contributed to the ongoing development of HJ Mona Yongpyong. He assured that, together with the staff, they will work tirelessly to promote the group's continuous growth up to its centennial and make it the global leader in the field of hospitality and resort centers.

HJ Mona Yongpyong, which opened the first modern ski resort in the Republic of Korea, is a pioneer of winter sports and family leisure center culture in Korea. It also contributed to the surge of the "Korean wave" around the world by serving as a filming location for popular television series such as "Winter Sonata" and "Goblin". HJ Mona Yongpyong also stood out by successfully meeting the challenge of organizing the Pyeongchang 2018 Winter Olympics.



Congratulatory Addresses



Song Yong-cheon, International President of the FFWPU

Our True Parents have selected HJ Mona Yongpyong with heartfelt prayers. Its direct blessing by them imbues Yongpyong with a heavenly value that no other worldly environment can parallel. Reflective of its name, "MoNa (Mother Nature) Park", I envisage it evolving into a top-tier tourist hub, a sanctuary where visitors immerse themselves in the joy radiating from the love of True Mother.



Kim Seok-byung, Director of the Tongil Foundation

In 1973, when Yongpyong (HJ Mona Yongpyong) was established, South Korea's GDP merely stood at 13.8 billion dollars. It is thus my utmost admiration for Reverend Sun Myung Moon and Dr. Hak Ja Han Moon, who, amidst these challenging circumstances, dared to dream and subsequently acquired HJ Yongpyong in 2003. As it marches towards its centennial, I am steadfast in my belief that HJ Yongpyong will not just serve as the leading corporation in the epoch of reunification, but will grow into a healing space for people worldwide.



Shim Jae-guk, Governor of Pyeongchang County

HJ Mona Yongpyong, the Republic of Korea's first ski resort, launched its journey in 1975 in Daegwallyeong, Pyeongchang County. Since then, it has proudly hosted numerous international spectacles, including the Asian Games and the Pyeongchang 2018 Winter Olympics. HJ Mona Yongpyong stands as an epitome of all-season recreational excellence in Korea. It draws people with its

pristine natural beauty and unparalleled service. I extend heartfelt gratitude to its dedicated leadership for their relentless efforts and commitment to the growth of Pyeongchang and Gangwon Province, wishing them continued success.



Shim Hyun-jeong, Chairperson of the Pyeongchang County Council

I extend sincere congratulations on the golden jubilee of HJ Mona Yongpyong. The ceaseless dedication of the HJ Mona Yongpyong personnel, under the guidance of Director Shin Dal-soon, has been instrumental in the remarkable growth of the company and its vital contribution to the regional development as a premier leisure industry leader. My deepest gratitude goes to HJ Mona Yongpyong for its invaluable contribution to the evolution of Korean resorts and the flourishing of the tourism industry in Pyeongchang and Gangwon Province.



Kim Jin-tae, Governor of the Special Autonomous Province of Gangwon

Yongpyong Resort (HJ Mona Yongpyong), having hosted the Pyeongchang 2018 Winter Olympics and being a trailblazer of the Hallyu Wave through its contribution to the global acclaim of Korean dramas like 'Winter Sonata' and 'Goblin,' holds a unique place in our collective consciousness. My hopes are pinned on HJ Mona Yongpyong, wishing it to continue as the beacon of tourism in the Special Autonomous Province of Gangwon as it moves towards its centennial, bicentennial, and beyond.



Yu Sang-beom, Member of the Korean National Assembly

As the representative of Pyeongchang, my heart harbours a special fondness for Yong Pyong Resort (HJ Mona Yongpyong). HJ Mona Yongpyong is both the birthplace and the epicentre of winter sports in the Republic of Korea. It has notably hosted the 2018 Pyeongchang Winter Olympics and, a little earlier in 1999, the Asian Winter Games. By holding various international events annually, it has played a crucial role in positioning the Republic of Korea among the top ten winter sports nations globally.

Moreover, HJ Mona Yongpyong significantly stimulates the tourism industry and fuels the local economy. Alongside the Emergency Committee of the Special Autonomous Province of Gangwon, emanating from the will of the province's 3.5 million residents, I eagerly look forward to HJ Mona Yongpyong's sustained prosperity as it approaches its centennial.



Kwon Seong-dong, Member of the Korean National Assembly

Over the past five decades, HJ Mona Yongpyong has emerged as a landmark in South Korea's hospitality sector. Its mesmerizing natural surroundings around Mount Balwang, its ecologically conscious infrastructure, and its unrivalled service have enamoured both national and international visitors. 'Human And Joy, Mother And Nature'. As it progresses towards its centennial, I envisage HJ Mona Yongpyong further blooming with the region and living up to its meaningful name, 'Human And Joy, Mother And Nature' (HJ MoNa).