

SAMSUNG

Incontro Giovani AldAF

3 Maggio 2016

Mario Levratto

Head of Marketing & External Relations

SAMSUNG - TODAY

SAMSUNG

2°

proprietario al
mondo di
brevetti: 7493
nel 2015

196

miliardi
di fatturato
2015

**Energy Star
Partner**

Energy Star
Award
of Excellence

78

società
nel mondo

80

Paesi con **468**
filiali, più di 270
mila impiegati
nel mondo

SAMSUNG



THE ORIGIN OF SAMSUNG

SAMSUNG



NOMEN OMEN

TRE STELLE

삼성

GRANDE,
POTENTE,
CHE DURA
PER SEMPRE

2015



1950-1979

SAMSUNG

1979



1980-1992

SAMSUNG

1992



1995

SAMSUNG

SAMSUNG

BYUNG – CHULL LEE

SAMSUNG



"I believe that the greatest virtue in human society is service. The duty of an enterprise managed by people must unequivocally be service to the nation, to its people, and to humankind."

KUN – HEE LEE

SAMSUNG



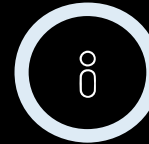
“Change everything, except your wife and children.”

SAMSUNG VALUES

Inspire the World, Create the Future



Samsung wants to inspire the world and create the future through our innovative technologies, products & design that enrich people's lives and contribute to social prosperity.



PEOPLE



EXCELLENCE



CHANGE



INTEGRITY



CO-PROSPERITY

SAMSUNG

THANK YOU!

