

**PartONE**

# MARKETING EXPERT GROUP

2004년에 설립된 파트원커뮤니케이션은  
20여명의 전문 기획자로 구성되어 있는 마케팅 기업입니다.  
탄탄한 Manpower와 Knowhow를 통해 성공적인 수행을 약속합니다.

We pursue to be the No.1 partner for our clients.  
We promise to provide the best performance based on our strong resources and knowhow.

# INTRODUCTION

회 사 명 : (주)파트원커뮤니케이션

대 표 : 유 지 협, 유 철 승

설 립 일 : 사업 개시 2002. 7. 25 법인 전환 2004. 4. 1

구 성 원 : 22 명

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Website : [www.part1.co.kr](http://www.part1.co.kr)

# PROFILE

**JI HYUP, YOO**

CO-CEO



## MOTOR SHOW

2014 – 2016 Seoul / Busan Motor Show \_ KIA Motor  
2016 Auto China 2016 \_ HYUNDAI Motor  
2014 IAA \_ HYUNDAI TRUCK & BUS  
2013 Auto Shanghai 2013 \_ HYUNDAI Motor  
2012 Busan Motor Show \_ HYUNDAI Motor

## PR EVENTS

2016 The Brilliant Motor Festival Media Preview  
2015 HYUNDAI Avante Launching Show  
2015 SK Hynix M14 Completion ceremony  
2014 All New SORENTO Media Showcase  
2012 KIA “To The Greatest K9” Launching Show  
2002 ITU \_ NTT Docomo

**CHUL SEUNG, YOO**

CO-CEO



## MOTOR SHOW

2014 – 2016 Seoul / Busan Motor Show \_ KIA Motor  
2016 Auto China 2016 \_ HYUNDAI Motor  
2014 IAA \_ HYUNDAI TRUCK & BUS  
2013 Auto Shanghai 2013 \_ HYUNDAI Motor  
2012 Busan Motor Show \_ HYUNDAI Motor  
2005 Seoul International Motor Show \_ HYUNDAI Motor

## PR EVENTS

2016 HYUNDAI SALES CONFERENCE  
2012 - 2015 JYJ Membership Week  
2012 – 2015 HYUNDAI Kids Safety Experience Festival  
the Death of Asan, Chung, Ju-young  
2008 HYUNDAI Manufacturing  
RUS Groundbreaking Ceremony

**SEUNG JIN, LEE**

Director ( INNOCEAN Worldwide / SK Planet )



## MOTOR SHOW

2014 – 2016 Seoul / Busan Motor Show \_ KIA Motor  
2016 Auto China 2016 \_ HYUNDAI Motor  
2014 IAA \_ HYUNDAI TRUCK & BUS  
2013 Auto Shanghai 2013 \_ HYUNDAI Motor  
2012 Busan Motor Show \_ HYUNDAI Motor  
2005 Seoul International Motor Show \_ HYUNDAI Motor  
1995 Seoul International Motor Show \_ HYUNDAI Motor

## PR EVENTS

2016 The Brilliant Motor Festival Media Preview  
2015 HYUNDAI Avante Launching Show  
2015 SK Hynix M14 Completion ceremony  
2014 All New SORENTO Media Showcase  
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# PARTNERS

HYUNDAI  
MOTOR GROUP

 HYUNDAI

 KIA

 HYUNDAI  
STEEL

HYUNDAI  
MOBIS

HS Ad

 SK

 SK energy

 SK innovation

 SK telecom

 SK hynix


 Hana Financial Group

 MASERATI

 JAGUAR

 LAND-  
ROVER



 서울특별시

INNOCEAN  
WORLDWIDE

 SM  
CULTURE & CONTENTS

 DMATE

 SK planet

OR!COM  
IMC IDEA GROUP

 galaxia SM

 Edelman

BRAVO & 

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# BUSINESS AREA

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**BRAND CAMPAIGN**

**EXHIBITION**

**GOVERNMENT  
PROJECT**

**GLOBAL  
PROMOTION**

**CONVENTION**

**SPORTS  
MARKETING**

# BRAND CAMPAIGN

| Promotion | Launching | Culture Marketing | Marketing PR |

강력한 브랜드는 뛰어난 브랜드 캠페인으로 만들어집니다.  
파트원커뮤니케이션은 기업의 다양한 마케팅 활동의 통합적인 전략과 방법을 제안합니다.

Strong brands are created by excellent brand campaigns.  
PartOne Communication offers inclusive strategies and ways to promote various marketing activities of enterprises.



# 2018 SK Hynix YEAR END PARTY

| DATE : Dec. 26, 2018 | VENUE : WALKERHILL GRAND HALL & VISTA HALL



# MASERATI LEVANTE GTS LAUNCH

| DATE : Nov. 26, 2018 | VENUE : YAN TREE CLUB & SPA SEOUL





## Hana Members KEB Hana Bank LPGA Championship 2017~2018

| DATE : Oct. 11-14, 2018 | VENUE : SKY72 GC



## SK Telecom ICT Family Win-Win Growth Camp

| DATE : Oct 11~12, 2018 | VENUE : FMI SKT , Icheon | PARTICIPANT : about 160 people





# CHUNG-ANG University “100<sup>th</sup> Anniversary Ceremony”

| DATE : Oct 10, 2018 | VENUE : SK Handball Stadium, Korea | Planning, Production and Operations





# SK Hynix M15 Building Dedication Ceremony

| DATE : Oct. 04, 2018 | VENUE : SK Hynix M15, Cheongju



# SK Hynix Children Self-Leadership School

| DATE : Sep 15~16, 2018 | VENUE : HIVISION CENTER, Hyundai Insurance , Gwangju | PARTICIPANT : about 100 people





# MASERATI 2018 Spectrum Dance Music Festival

| DATE : SEP. 8-9, 2018 | VENUE : Jamsil Sports Complex



## SK Chairman Inaugural 20th Anniversary Ceremony

| DATE : Sep 6, 2018 | VENUE : Aston house ,W Hotel ,Seoul | PARTICIPANT : about 200 people





## SK Previous Chairman Memorial Ceremony

| DATE : Aug 24, 2018 | VENUE : Walkerhill Vista Hall, Korea | Planning, Production and Operations



# SK Scientific Innovation Forum

| DATE : Aug 7, 2018 | VENUE : KFAS ,Seoul | PARTICIPANT : about 200 people





## SK Hynix “Culture Campaign About Speak up”

| DATE : Jul 19, 2018 | VENUE : SK Hynix Icheon SUPLEX Center | Planning, Production and Operations

ALL NEW K3  
#생활연비  
아이디어  
공모전



ALL NEW K3  
#생활연비  
최강자  
선발대회



## KIA Motors “All New K3 Digital Promotion”

| DATE : Jul 7 ~Sep 5, 2018 | Online Viral / Influencer / Community Marketing | Planning, Production and Operations





## SK Korea-Vietnam Young Leaders Meetup

| DATE : May 30~31, 2018 | VENUE : SK Pinx, Jeju | PARTICIPANT : about 100 people



# MASERATI Nerissimo Launch

| DATE : May 29, 2018 | VENUE : Shilla Hotel





## SK Telecom “Friendship Golf tournament with Partner Company”

| DATE : May 25, 2018 | VENUE : New Korea CC | Planning, Production and Operations



## Renault samsung CLIO Media Test Drive

| DATE : May 15~17, 2018 | VENUE : Sky Bay GyeongpoHotel / Haslla Art World | PARTICIPANT : about 200 people





## AMKOR KOREA “Celebrate 50<sup>th</sup> Anniversary – Employees Family Events”

| DATE : May 12, 2018 | VENUE : AMKOR KOREA | Planning, Production and Operations



## SK Hynix Happymore Corporation Building Dedication Ceremony

| DATE : May 10, 2018 | VENUE : HAPPYMORE CORPORATION





## SK Global Business Forum

| DATE : May 8~9, 2018 | VENUE : ACADIA ,W Hotel ,Seoul | PARTICIPANT : about 110 people





# SK Hynix Children's Day "I HAPPY FESTIVAL"

| DATE : May 5, 2018 | VENUE : Yong-in Pine Resort, Korea | Planning, Production and Operations





## JINRO HITE “FiLite X VIVO TV – FiLi’s First Birthday Party”

| DATE : Apr 28, 2018 | VENUE : Jam2go Gangnam | Planning, Production Launching show and Operations



## SK Hynix “Culture Campaign About Failure for Success”

| DATE : Apr 12, 2018 | VENUE : SK Hynix Icheon SUPEX Center | Planning, Production and Operations





# JAGUAR The New Jaguar E-Pace Launch Training

| DATE : Apr. 9-13 / 23-27, 2018 | VENUE : PARADISE CITY



## SK Memorial Day and SK Memorial Hall Ground breaking Ceremony

| DATE : Apr 6, 2018 | VENUE : Vista Hall ,W Hotel ,Seoul | PARTICIPANT : about 500 people





## MASERATI Granturismo & Grancabrio Launch

| DATE : Feb. 27, 2018 | VENUE : Shilla Hotel



# LAND ROVER New Range Rover And Range Rover Sport Product Training

| DATE : Feb. 20 ~ 23, 2018 | VENUE : Gavit Some





# SK Group New Year's Celebration

| DATE : Jan 2, 2018 | VENUE : Vista Hall ,W Hotel ,Seoul | PARTICIPANT : about 600 people



## SK hynix Year End Party

| DATE : Dec 26, 2017 | VENUE : HOTEL, WALKERHILL | PARTICIPANT : about 180 people





## SK SUPEX & SK holdings Year-end night

| DATE : Dec 18, 2017 | VENUE : HOTEL, WALKERHILL | PARTICIPANT : about 410 people



## KIA TIGERS Korean Series A victory dinner

| DATE : Nov 24, 2017 | VENUE : Grand InterContinental Seoul Parnas | PARTICIPANT : about 90 people





## HYUNDAI Happy Move Global Youth Volunteer 19<sup>th</sup>, 20<sup>th</sup> Ceremony of welcome & Closing

| DATE : 2017 ~ 2018 | VENUE : Hyundai Gyeongdong Bldg / The K Hotel(Grand ballroom) | Planning and Operations



## MASERATI Short Rally

| DATE : Nov. 16-17, 2017 | VENUE : Ananti Club





## SK hynix Co-growth day 2017

| DATE : Nov 13, 2017 | VENUE : HOTEL, WALKERHILL | PARTICIPANT : about 100 people



## HYUNDAI motor The Korea Sharing Festival

| DATE : Oct 28 ~ 29, 2017 | VENUE : Cith Hall Plaza, Seoul





## Cetaphil Skin Celeb Party

| DATE : Oct 15, 2017 | VENUE : Signiel Hotel ,Seoul | PARTICIPANT : about 300 people





## KEB Bank LPGA KEB Hana Bank CHAMPIONSHIP (2017~2018)

| DATE : Oct 12 ~15, 2017 | VENUE : Sky 72, Incheon, Korea





# Ferrari 70th Anniversary

| DATE : Sep. 18, 2017 | VENUE : Shilla Hotel, Seoul, Korea | PARTICIPANT : about 300 people





## Renault samsung \_ QM6 M5R Media Test Drive

| DATE : Sep 6~8, 2017 | VENUE : Gyeongwonjae Hotel, Songdo



## Quantum Computing and Communication

2017  
ICHEON  
FORUM  
Understanding Deep Change



2017  
ICHEON  
FORUM  
Understanding Deep Change



## SK\_ 2017 Icheon Forum

| DATE : Aug 21-24, 2017 | VENUE : Vista Walkerhill Seoul | PARTICIPANT : about 700 people



# KIA Stinger Media Test Drive

| DATE : Jun 8, 2017 | VENUE : Vista Hall ,W Hotel ,Seoul





# Renault samsung QM3 Capture life

| DATE : May 31, 2017 | VENUE : Itaewon



## HYUNDAI E&C 70th Anniversary

| DATE : May 25, 2017 | VENUE : Hyundai E&C, Seoul, Korea | PARTICIPANT : about 500 people





# Renault samsung QM3 Capture life

| DATE : May 24, 2017 | VENUE : Han-nam-dong Seoul | PARTICIPANT : about 50 people



## KIA CK Launching Promotion

| DATE : May 23, 2017 | VENUE : Grand InterContinental Parnas, Seoul | about 350 people





# MASERATI Seoul International Motor Show 2017

| DATE : Mar. 31 ~ Apr. 9 , 2017 | VENUE : KINTEX, Ilsan, Korea



# HYUNDAI Sales Innovation Conference 2017

| DATE : Jan 13, 2017 | VENUE : KINTEX ,Seoul | about 550 people





## SK Group New Year's Celebration

| DATE : Jan 2, 2017 | VENUE : Vista Hall ,W Hotel ,Seoul | PARTICIPANT : about 500 people



# KIA Motor Busan International Motor Show 2016

| DATE : June 2 ~ June 12, 2016 | VENUE : BEXCO, Busan, Korea





## MASERATI Busan International Motor Show 2016

| DATE : Jun. 2 ~ June 12, 2016 | VENUE : BEXCO, Busan, Korea



# KIA Motor Seoul International Motor Show 2015

| DATE : Apr 2 ~ April 12, 2015 | VENUE : KINTEX, Ilsan, Korea





# MASERATI Seoul International Motor Show 2015

| DATE : Apr 2 ~ April 12, 2015 | VENUE : KINTEX, Ilsan, Korea



# MASERATI Busan International Motor Show 2014

| DATE : May. 30 ~ June 8, 2014 | VENUE : BEXCO, Busan, Korea





# KIA Motor Busan International Motor Show 2014

| DATE : May 30 ~ June 8, 2014 | VENUE : BEXCO, Busan, Korea





# HYUNDAI Motor Busan International Motor Show 2012

| DATE : May 24 ~ June 3, 2012 | VENUE : BEXCO, Busan, Korea | Production Press Conference and Operations





# KIA Motor “To The Greatest K9” Launching Show

| DATE : May 2, 2012 | VENUE : Grand Hyatt Seoul (Grand ballroom), Korea | Planning, Production Launching show and Operations

# EXHIBITION

**| EXPO | MESSE | International Exhibition | Promotion Exhibition event |**

제품과 기업의 이미지, 메시지 전달을 위해 다양한 전시 경험과 노하우로  
창의적인 공간 구성 및 첨단 시스템 등을 통해 최상의 전시 서비스를 제공합니다.

With a variety of experiences on exhibitions and knowhow for conveying images of products and companies to deliver messages, We provide the best exhibition services through our creative space composition and advanced systems.





# HYUNDAI Kids Safety Experience Festival 2019

| DATE : 2019.02.14-15 | VENUE : DDP | PARTICIPANT : about 5,000 people



## SEVENTEEN Debut 3<sup>rd</sup> Anniversary “17’s - CUT”

| DATE : May 26 ~ June 3, 2018 | VENUE : BREGA ARTIST SPACE, Korea | Planning, Production, Exhibition and Operations





# HYUNDAI New Santafe / Veloster Exhibition

| DATE : Mar 10~11 2018 | VENUE : Hyundai Premium Outlets, Gimpo





## HYUNDAI New Santafe / Veloster Exhibition

| DATE : Mar 3~4 2018 | VENUE : Lafesta, ilsan





## MASERATI New Ghibli Mobile Showroom At Shinsegae Centum City

| DATE : JAN. 12-21, 2018 | VENUE : Shingsegae Centum City



## RSM 17 RTK Open House

| DATE : April 20, 2017 | VENUE : RTK ,Giheung , Gyeonggi-do| PARTICIPANT : about 2,500 people





## LPGA KEB Hana Bank Championship 2016

| DATE : October 13 ~ October 16 , 2016 | VENUE : Sky 72, Incheon, Korea | PARTICIPANT : about 60,000 people



## Hana Financial Group Korea Financial Planning Expo

| DATE : 2015. 2017 | VENUE : SETEC, Seoul, Korea | PARTICIPANT : about 22,000 people





## HYUNDAI Kids Safety Experience Festival 2012 ~ 2015

| DATE : 2012 ~ 2015 (Four Times) | VENUE : COEX, Seoul, Korea | PARTICIPANT : about 10,000 people (each Festival)





## HYUNDAI Educational endowment fair

| DATE : Sep 17~20, 2015 | VENUE : KINTEX ILSAN, Korea | PARTICIPANT : about 15,000 people





## JYJ Membership Week 2014

| DATE : July 31 ~ August 3, 2014 | VENUE : COEX, Seoul, Korea | PARTICIPANT : about 20,000 people



## JYJ Membership Week 2013

| DATE : June 27 ~ June 30 , 2013 | VENUE : SETEC, Seoul, Korea | PARTICIPANT : about 22,000 people





# JYJ Membership Week 2012

| DATE : June 28 ~ July 1 , 2012 | VENUE : SETEC, Seoul, Korea | PARTICIPANT : about 22,000 people

# GOVERNMENT PROJECT

## | Government & Public Event | Local Event |

정부 및 자치단체와 구성원간의 효율적인 커뮤니케이션을 통해  
Public Issue를 확대시킬 수 있도록 전문적이고 효과적인 방법을 제시합니다.

Through efficient communications with the government and local government officials,  
we offer professional and effective methods for promoting public issues.





## Royal Thai Embassy The Congratulatory Ceremony and Dinner

| DATE : Apr 24, 2018 | VENUE : Royal Thai Embassy ,Seoul | PARTICIPANT : about 50 people



# Thai Festival 2017

| DATE : Jul 01~02, 2017 | VENUE : Cheonggye Plaza, Seoul | PARTICIPANT : about 20,000 people



| DATE : Sep 29, 2013 | VENUE : Gwanghwamun Square~Banpo Hangang (River), Korea | PARTICIPANT : about 17,000 people (Seoul Citizens)



## HYUNDAI Motor “The Brilliant Concert”

| DATE : October 26, 2012 | VENUE : Busan Asiad Main Stadium, Korea | PARTICIPANT : about 35,000 people (Busan Citizens)





## Four Rivers Restoration Project \_ Discharge Celebration

| DATE : October 22, 2011 | VENUE : Geumgang, Korea | PARTICIPANT : about 3,000 people (Invited Government Guests and Citizens)





## 2006 Seoul-Ankara, The Day of Ankara

| DATE : May 4 ~ 9, 2006 | VENUE : Seoul Plaza (Seoul City Hall) & Seoul Museum of History, Korea | PARTICIPANT : about 8,000 people





## 2005 Seoul-Ulaanbaatar, The Day of Ulaanbaatar

| DATE : April 29, 2005 | VENUE : Seoul Plaza (Seoul City Hall) & Seoul Museum of History, Korea | PARTICIPANT : about 5,000 people

# GLOBAL PROMOTION

**| Global Challenge | Local Launching & Overseas PR Event |**

다양한 경험과 노하우, 현지 네트워크를 기반으로 수준 높은 글로벌 프로모션 서비스를 완성합니다.

Based on various experiences, knowhow, and local networks, we provide a high-quality Global Promotion Service.





## HYUNDAI Motor “Auto China 2018 Press Conference”

| DATE : Apr 25~26, 2018 | VENUE : New China International Exhibition Center, Beijing China | Planning, Production Unveiling Performance and Operations

ALL NEW  
**SONATA**  
全新索纳塔



## HYUNDAI Motor “Auto China 2017 Press Conference”

| DATE : Apr 19, 2017 | VENUE : National Exhibition and Convention Center | Production Press Conference





## LG Chem. Valeo Tech Show

| DATE : Jul 20, 2017 | VENUE : Cergy ,France | Production Exhibition



## HYUNDAI Motor “Auto China 2016 Press Conference”

| DATE : April 25, 2016 | VENUE : China International Centre | Production Press Conference





# Seoul Day In San Francisco

| DATE : Sep 10, 2016 | VENUE :Fort Mason - Cowell Theater | PARTICIPANT : about 1,000 people



## HYUNDAI Truck & Bus IAA 2014

| DATE : September 24 ~ October 2 , 2014 | VENUE : Exhibition Center, Hannover, Germany





## HYUNDAI Motor “Auto China 2013 Press Conference”

| DATE : April 20, 2013 | VENUE : Shanghai New International Expo Center, China | Production Press Conference



## KIA Motor Russia Dealer Conference

| DATE : February 22 ~ 23, 2009 | VENUE : KIA Motors Zilina Plant in Slovakia | PARTICIPANT : about 200 people (Russian Employees and Dealers of KIA Motor)





# KIA Global Distributors Convention

| DATE : May 19 ~ 22, 2008 | VENUE : China World Hotel & Great Hall of the People, Beijing, China | PARTICIPANT : about 250 people (Worldwide Dealers' CEO Group)





## HYUNDAI Motor Manufacturing Czech Grand Opening Ceremony

| DATE : September 24, 2009 | VENUE : Hyundai Motor Manufacturing Czech | PARTICIPANT : about 700 people (Invited Government Guests and Employees)





# HYUNDAI Motor Manufacturing RUS Grand Opening Ceremony

| DATE : September 20 ~ 21, 2010 | VENUE : Hyundai Motor Manufacturing Russia | PARTICIPANT : about 800 people (Invited Government Guests and Employees)

# CONVENTION

| Conference | Congress | IR |

기업 및 공공기관의 다양한 국제회의를 대행 할 수 있는 능력을 갖추고 있습니다.  
참가자 모두가 만족할 수 있는 최고의 컨벤션이 될 것입니다.

We have the ability to execute projects for companies and public institutions regarding international meetings in various areas. We promise to provide the best services to satisfy all the participants.





## SK \_ HR Conference 2017~2018

| DATE : Sep 12~13, 2018 | VENUE : SK Academy , Yongin | PARTICIPANT : about 600 people



## SK Icheon Forum 2017~2018

| DATE : Aug 20~23, 2018 | VENUE : WTR ,W Hotel ,Seoul / SKMS, Icheon | PARTICIPANT : about 700 people





## HYUNDAI Concluded Fair Trade Agreement

| DATE : Mar 10, 2016 | VENUE : Rollinghills Hotel Korea | PARTICIPANT : about 200 people



## Beijing Hyundai Motor Company “ACCENT Test Driving”

| DATE : January 13 ~ 19, 2006 | VENUE : Haevichi Hotel & Resort Jeju, Korea | PARTICIPANT : about 100 people (Chinese Journalists)





## Doosan Infracore's New Years Celebration (Convention & Conference)

| DATE : January 11 ~ 12, 2011 | VENUE : W Seoul Walkerhill Hotel and Hangang Cruise, Korea | PARTICIPANT : about 200 people (Chinese Employees)

# SPORTS MARKETING

| Sponsorship | E-Sports Marketing | Sports Event Marketing |

단순한 대회 운영의 범주를 넘어 기업의 이미지를 개선과 제품의 인지도를 높이는  
고부가가치 창출을 목표로 다양한 스포츠 마케팅 서비스를 창출합니다.

Beyond the merits of simple event operations, we provide various sport marketing services to  
create immense added values that enhance corporate images and raise product awareness.





# 2018 Jakarta-Palembang Asian Games Inaugural Ceremony

| DATE : Sep 19, 2018 | VENUE : Icheon Korea Paralympic Training Center, Korea | Planning, Production and Operations





# HYUNDAI 18th Jakarta-Palembang Asian Game Archery Team Celebration Party

| DATE : Aug. 28, 2018 | VENUE : Jakarta, Indonesia





## HYUNDAI AFC Champions League JEONBUK Hyundai Motors championship dinner

| DATE : Dec 19, 2016 | VENUE : LAWRY'S THE PRIME RIB Seoul | PARTICIPANT : about 200 people



# Doosan Korea Series Championship Anniversary Fan fest

| DATE : Nov. 28, 2015 | VENUE : Jamsil, Seoul, Korea | Stadium branding, Outdoor advertising, Hospitality





# SK Gas VIP Customer Golf Championship

| DATE : Oct. 13, 2015 | VENUE : Trinity Golf Club, Gyeonggi-do, Korea





# Chairman W Invitational

| DATE : Jun. 9, 2014 | VENUE : Southcape





# SK 2014 InCheon Asian games Sponsorship Management

| DATE : Sep 19 ~ Oct 4, 2014 | VENUE : Incheon, Korea | Stadium branding, Outdoor advertising, Hospitality





## 2014 InCheon Asian games Sponsorship Management \_ SK

| DATE : Sep. 19 ~ Oct 4, 2014 | VENUE : Incheon, Korea | Stadium branding, Outdoor advertising, Hospitality





# WCG Game Festival

| DATE : September 14 ~ 15, 2012 | VENUE : Haeundae, Busan, Korea | PARTICIPANT : about 10,000 people





## 2012 Equus Golf Classic

| DATE : Oct. 19, 2012 | VENUE : Haevichi CC



**PartONE**

**No.1 partner  
for our clients**