

# The Music Trades

## Heavy Capital Campaign Reflects Sejung's Confidence

Piano maker upgrades facilities in effort to expand market share



Sejung's new facility houses sales, administration, and engineering, as well as a showroom for the company's complete line of guitars and pianos.

JUST SEVEN YEARS after completing construction of a 700,000-square-foot manufacturing plant and producing its first piano and guitar, Sejung Musical Instrument Manufacturing Company is embarking on a capital campaign to improve manufacturing processes and efficiencies. According to newly appointed Sejung president Y.T. Shin, the recent investments are part of a long-term strategy aimed at securing the company a larger share of the world market for pianos and guitars. Shin, who came



Qingdao Sejung President Y.T. Shin.

to Sejung from an executive position at the LG Group, will direct worldwide sales and manufacturing operations for the Qingdao, China-based company. "The world market may be difficult," said Shin, "but we feel this is a time to make investments in our company with an eye toward providing products of higher value to our customers. Quality systems are being improved at every level, and we are grateful to our thousands of employees and managers who are working hard to make this happen." To date, extensive investments have

been made possible by Sejung's parent, a thriving textile, construction, and information technologies businesses based in Korea. Annual sales of the privately owned parent company, which shares the Sejung name, are estimated at about \$1 billion.

The multifaceted nature of the Sejung business is readily apparent to visitors at its new headquarters adjacent to the music factories in Qingdao, China. The six-story building has showrooms highlighting musical instruments and proprietary textile brands. The facility also has a museum that showcases Sejung's 45-year history and an information center that displays a vast network of company-owned real estate holdings, textile factories, and construction projects.

[www.sejungusa.com](http://www.sejungusa.com)



Qingdao Sejung's new headquarters and administrative office.