



International Business & Leadership Symposium  
Ethics in Business – Corporate Culture and Spirituality

## IAHV ETHICS IN BUSINESS AWARDS - 2009

The Ethics in Business Award is an annual prize conferred by the International Association for Human Values (IAHV) to honor individuals and companies that have demonstrated the vital importance of human values and ethics in life and in the business arena. The Award was instituted in 2006, and is presented at the International Business & Leadership Symposium organized by IAHV.

**When: 10:10 – 10:30am, 6<sup>th</sup> November 2009**

**Where: European Parliament, Brussels**

**Laudatory Speeches: Prof. Ruud Lubbers, former Prime Minister of the Netherlands**

### Category: Outstanding Corporation



SUNGJOO|GROUP

**Sungjoo Group, Republic of Korea, founded by Mrs. Sung-Joo Kim**

*For its exceptional commitment to social responsibility. The Award also pays tribute to Sungjoo Group founder, Mrs. Sung-Joo Kim, for her sincere and heartfelt efforts in helping the underprivileged, and for empowering women to realize their role in building a more peaceful, equitable and prosperous world.*

*Sungjoo Group adopts as its motto, "Succeed to serve, not serve to succeed." This motto is realized in a practical way for example by the Sungjoo Group's commitment to set aside 10% of its profits for charitable and social causes. The range of charitable, cultural and humanitarian causes supported by the company is as wide and prolific as the vision of its founder to give something back to society.*

Sung-Joo Kim is the Founder of Sungjoo Group and the Chairperson of MCM Group. Sungjoo Group was an exclusive franchisee for Gucci, Yves Saint Laurent and Sonia Rykiel, and remains the franchisee for Marks & Spencer in Korea. The company acquired MCM's global business (with an estimated gross annual revenue of USD 200 million in 2008).

Ms. Kim has been featured in FT, Forbes, CNN, CNBC and the BBC, and was selected as a 'Global Leader of Tomorrow' by the World Economic Forum (1997). Asiaweek named her one of the '7 Most Powerful Women in Asia' (2001), and the Wall Street Journal called her one of the 'Top 50 Women to Watch' (2004). She was Honoree of the Year in 2007 (Asian American Federation), and received the Enterprising Women Hall of Fame Award in 2008. She works closely with several non-profit charitable and cultural organizations, including Save the Children, Asia House and the Global Summit of Women.



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**Category: Outstanding Individual**



**Dr. Brigitte Mohn, Member of the Executive Board, Bertelsmann Foundation**

*For her exceptional work in health sector reform, and for being an important role model for ethical leadership.*

*Dr. Mohn has been able to bridge and brilliantly combine the worlds of business, academia and philanthropy, in order to get the best of each of these worlds, and give back manifold returns to society in terms of realized ethics and human values. She is particularly committed to promoting health, and her efforts on this front emphasize sustained and multi-sided partnerships, and highlight the critical role played by initiative and responsibility on the part of individuals.*

Dr. Mohn has been CEO of the German Stroke Foundation in Guetersloh since 2000. She also heads the health program at Bertelsmann Stiftung, and is a board member of this foundation. She is a member of the supervisory board of the Bertelsmann AG and the Rhoen-Klinikum AG, a member of the Bertelsmann Verwaltungsgesellschaft mbh, and a member of the advisory board of MediClin AG.

Dr. Mohn previously worked as a consultant with McKinsey in Hamburg, and with Pixelpark in Switzerland. From 1994 to 1997, she served as head of marketing for academic marketing at the American publishing company, Bantam Doubleday Dell. She then moved on to head special projects with Doubleday Direct, New York. Prior to this, she was an editor with the Muenster Chamber of Commerce, and the Institute of World Economics, Kiel. She earned a PhD in Politics, Art History and German at the University of Witten/Herdecke, a Masters of Philosophy at the University of Augsburg, and an MBA at Kellogg/WHU.



International Association  
for Human Values



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