

May 16, 2007

Dear Distinguished Friends at AAFNY,

I thank you for your kind acknowledgment of me as Honoree of the Year by AAFNY on May 8th.

Since I was really overwhelmed by the event, which followed a few days of sleepless nights due to jet lag and hard work, I am not sure whether I delivered my speech clearly on the podium that evening.

Asia makes up two-thirds of the world's population and is starting to take a leading role as the growth engine of the global economy in the 21st Century.

I also believe that Asian women - who make up half of this massive population - have a critical role to play in enhancing this process in the knowledge-based economy.

As a businesswoman coming from a heavily Confucian background and who clearly suffered discrimination in society, I had to stand up with strength and courage, and through great struggles, to build my business and my personal life. In addition, I also had to fight against corruption in society due to fast economic development, which is often the case in emerging markets around the world.

I, as the recipient of Honoree of the Year by AAFNY, am very much encouraged and, at the same time, challenged to carry on my mission in life, "Succeed to Serve" by undertaking the following tasks:

- To encourage Asian women to devote their rich but under-utilized capacities to serve society and to be the bridge between different continents such as America, Europe and Africa. Women are just as talented as men at accommodating different cultures because of their multi-tasking capacities.
- To mentor women who dream of becoming businesswomen or excelling in other sectors, using my humble international business experience and networks which I'm building up through MCM global business.
- To share my personal and company resources, not only for many of those in need in Korea but also for my North Korean sisters and brothers who will have to be gradually and peacefully re-integrated in the next few decades, and, furthermore, to help those women and children in war-torn areas like Iraq and Afghanistan, and other desperate areas such as India and Africa.

I give my huge thanks to God who has sustained me through all my personal and business challenges and has given me a clear mission to "Succeed to Serve".

As a proud AAFNY Honoree, and with your continuing support and loving guidance, I shall carry on this important mission.

May God bless you and your mission in life, and I look forward to seeing you again in the near future. Let's keep in touch.

With my warmest regards,

Sung-Joo Kim