

# Mitsubishi Monitor

A Monthly Review of the Mitsubishi Group Companies and Their People Around the World

2022 January

## Global Spotlight

Global Spotlight focuses on employees from the Mitsubishi companies who are excelling in their respective fields around the world. In each issue we will get to know different employees, who will tell us about their hometowns, businesses, culture, and pastimes.

from  
**Korea**



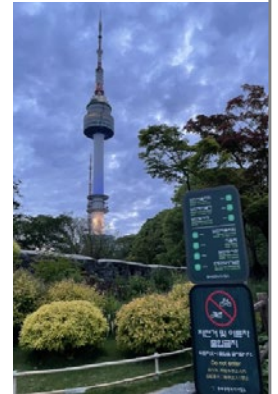
**Mr. Bada Seo**  
Managing Director  
**NYK Bulkship (Korea) Co., Ltd.**  
A group company of the NYK Line



## Imagine Your Korea

### Traditional Seoul

Seoul, the capital city of Korea, is the biggest city in Korea with a population of 9.5 million and is beloved by all Koreans and tourists for its dynamic attractions. Skyscrapers and mountains embedded within each other make spectacular scenery. Above all, Namsan Park is one of the nature-friendly spots in the middle of the city. It is called the heart of Seoul with the Tower Observatory, the tallest of its kind in Seoul with a 360-degree view that offers visitors an opportunity to enjoy beautiful views of the city. Visitors can also easily reach the tower by cable car without hiking to the top of the mountain.



Namsan Park

Last but not the least, shopping should be counted in Seoul too. Just a 10-minute walk from the Namsan Park



Namdaemun (South Gate)

entrance, there is one of the largest distribution structures in Korea, the Namdaemun Market. The place provides local products, daily living essentials, food products, medical supplies and more to retailers and consumers across the country. Due to the wholesale nature of the market, shoppers can compare shops for the lowest prices on all sorts of goods. Namdaemun Market is also packed with interesting things to see and eat, making it a popular destination for both locals and international visitors alike. The official name of Namdaemun (South Gate) is Sungnyemun (the Gate of Lofty Decorum). This gate was the main southern entrance to the capital city during the Joseon Dynasty. Constructed in 1398, this is Korean National Treasure No. 1. Its gatehouse is the oldest remaining wooden structure in Seoul.

### Trendy K-pop

Seoul is not only loved for the harmony of city and nature, but also for being the home of K-pop. In 2020, BTS became the first all-South Korean act to reach Number One on the US Billboard Hot 100 with their Grammy-nominated single "Dynamite." Their follow-up releases "Savage Love," "Life Goes On," "Butter," and "Permission to Dance" made BTS the fastest group to accumulate five US Number-One singles since Michael Jackson. In particular, "Butter" has recorded a ten-week No. 1 spot on the Hot 100 chart, which historically only 40 albums from outside the US have been able to reach. Due to the huge success of K-pop, Seoul now is also well known as the city of BTS, just as London is known as the city of the Beatles. Music video filmmaking spots are already a popular tourist attraction; Seoul even provides travel packages that only visit the film spots for K-pop fans.

### My Company and My Life

My company, NYK Bulkship Korea (NBK), is an affiliated company of Nippon Yusen Kaisha Line (Japan) and was established in 2004. I was born and bred in Seoul and after graduating university, I started my first career in HMM (in 1993), then moved on to NBK as a founding member. My office is located very close to Namsan Park and Namdaemun Market, around 10 minutes on foot, and my colleagues (total staff of 21) will walk around the places to enjoy the beautiful scenery seasonally.



NBK is a shipping company providing marine transportation to carry raw materials like coal and iron ore with very big ships. In particular, the Capesize (150,000~200,000 dwt ton) and Panama-size (74,000~95,000 dwt ton) ships are our main assets. We transport cargo mainly from Australia, Indonesia, South Africa, Canada, USA, and Russia to Korea. Our customers are purely Korean companies such as Korean power companies and steel mill companies. All NBK staff are very bright and nice and we love to have dinner and drinks together after work, which is very typical Korean social culture. So far business has been expanding and performing smoothly and successfully through all the employees' efforts and contribution. My primary role is as a managing director of NYK Bulkship Korea, with oversight of the wholesale and marketing and ship management/operation. Personally, I love to travel abroad with my family every year. And I love to play golf and watch movies, especially any of the Sherlock Holmes series, the best of which star Benedict Cumberbatch.



The NBK staff at Namsan Park

For more information about the Mitsubishi companies, see "mitsubishi.com"

■ <https://www.mitsubishi.com/en/>



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