

# Pyonghwa Stands for Peace

Rev. Hwang Sun-jo was among the party of 90 or so leaders and staff that visited North Korea in March-April. Not long after his return he was interviewed about the Pyonghwa Motors project by *Headline News*, a Korean monthly news magazine—excerpted below. The opening of the Pyonghwa Motors plant was widely covered in both the Korean and international press.

## How did the North Koreans respond?

Their interest in Pyonghwa Motors has been incredible. They seemed to be impressed by the fact that Hyundai exports cars to the U.S. Their wish is to produce their own, North Korean, models.

Many people think that the idea of producing cars in North Korea is not viable. I think it will succeed.

First of all, it was part of an arrangement made between Rev. Moon and Kim Il-sung. If commercial success had been the goal, we might have found ourselves in situations wherein unexpected difficulties arose. The project was approached, however, from the standpoint of contributing to the unification of South and North Korea. That is why things have gone comparatively smoothly.

## How significant is the installation of the Pyonghwa Motors assembly plant?

I believe the unification of Korea is our destiny and that it should be carried out on governmental and private levels together. Trust between South and North has to be recovered by working for the reunion of divided families and other cultural exchanges. Then, we should gradually develop economic cooperation, academic, ideological and—eventually—political exchanges aimed at uniting South and North.

The Pyonghwa Motors project is especially meaningful because it combines South Korean technology and capital with North Korean land and manpower. There are about 100 South Korean companies with projects in the North, but only twenty of them are breaking even. They are typically shoe

and clothing companies, which involve rather simple manufacturing processes. Ultimately they are focused more on making money. Pyonghwa Motors, though, places greater weight on the importance of reunification.

## What was the background to such an accomplishment?

First, the company is not simply interested in making money for itself. The investors went in with the attitude of donating funds that will foster Korea's unification. Second, because the project was initiated by an agreement made between Kim Il-sung and Rev. Moon, not by a North Korean official, it commands greater authority than other projects. As you know, North Koreans respect the will of Kim Il-sung, even though he has passed away. According to Asian-Pacific Peace Committee chairman Kim Young-soon, Kim Jong-il specially chose the best possible location for the plant in 1997 out of his respect for that agreement.

Prior to Pyonghwa Motors, we had already initiated many projects related to North Korea. The trust and deep understanding being built between us is the foundation for what is being accomplished today.

## How is Pyonghwa Motors different from other joint ventures?

The project is the only one on the level of a key national industry, and in terms of investment, it is the largest in the manufacturing sector. Rather than cash, the investment has building materials and equipment, so it is quite different from the Mt. Kumgang tourism project, which has been criticized for reportedly pouring cash into North Korea without bringing any tangible return. However, what is fundamentally different

between this project and others is that it is not commercially oriented, but based on a genuine heart to unify Korea.

## What plans are there for the future?

The intention is to produce, with Fiat, the Italian automaker, ten thousand 1,580-cc cars—their Siena model—and sell them to foreign companies resident in North Korea, and

to government offices. They may adopt the just-in-time manufacturing strategy, whereby cars would be produced as they are ordered. It is planned to expand capacity from 10,000 to 20,000 cars and to assemble the "Doblò," which is a station wagon style car, beginning in 2003. And there are also plans to diversify into producing other kinds of automobiles: for example, trucks, fire engines and ambulances. The vision is for the entire Nampo area to become an industrial complex. As more knowledge is acquired and experience in producing cars is gained, the market can expand to China and Japan.

There are plans to advertise the cars by building a 1,500-square-meter display area, and to set up three gas stations between Pyongyang and Nampo.

I believe there is unlimited potential as the relationship between South and North Korea matures. ♦





## A VIEW TO THE NORTH

*Moon Lan-young (Int'l President, WFWP)*

**W**E were invited to the Man Soo Dae Art Theater where they usually invite national guests. Mr. Kim Young-soon, Chairman of the Asia-Pacific Peace Committee, sat with us and hosted us very charmingly. He was naturally the center of attention and a very witty man. When I told him that I was the president of the Women's Federation for World Peace, he said, "So you are working closely with Mrs. Hak-ja Han!

Please work hard for the women's movement."

I complimented him on his appearance and he looked pleased. He said "Please don't tell Rev. Moon that we served wine at this occasion!" We all smiled at his remark. Not only Mr. Kim the Chairman, but also all the staff talked very freely about True Parents. They all asked about their whereabouts and expressed their best wishes for their well-being. I could feel they felt much closer to True Parents than do the people in the South.

Wherever I went, they showed so much respect for their leaders, Kim, Il-sung and Kim, Jong-il. They repeated phrases such as, "Our great leader, the father", or "the Sun of the 21st century, our dearest general". There were slogans like "Our father, Kim, Il-sung lives with us forever" found on many walls. From that slogan I felt that they believed in eternal life. I thought about how to connect their loyal faith to God's providence, to have them contribute to building one global family.◆