

**E-LAND FASHION CHINA HOLDINGS LTD:
IF YOU LOVE A CHAEBOL, YOU'LL LOVE THIS COMPANY**

While South Korea has a history of bellicosity and its 50 million, human population is known to have a propensity toward extremely aggressive behavior, at times, as a trading nation, the country ranks very highly on the world stage.

South Korea is the twelfth-largest trading nation in the world, today, with its 25 million-strong workforce, traditionally churning out textiles and garments, footwear and foodstuffs.

However, since the 1970s, the country has become a force in the world in the production of chemicals, fertilisers, motor vehicles, electrical and electronic appliances, television sets, iron and steel, and so on.

In fact, the country has branched out into performing (and perfecting) cosmetic surgery, as well as producing world-class, motion pictures while, at the same time, promoting its movies stars in Hollywood.

But the country continues to lean in the direction of monopoly capitalism, with the heads of the chaebol (conglomerates), pulling many of the strings all the way up to the President of the country in spite of the South Korean Government, attempting to bring about social reform with a view to carving up the biggest chaebol because of their influence on the economy.

And, today, an offshoot of one of these large chaebol has come to the Hongkong Special Administrative Region (HKSAR) of the People's Republic of China (PRC) in order to raise between \$HK1.13 billion and 1.73 billion (or more) from the HKSAR honey pot.

The offshoot of one chaebol, to which **TARGET** () is referring, is E-Land Fashion China (Holdings) Ltd () (Code: 749, Main Board, The Stock Exchange of Hongkong Ltd).

The Company produces and sells garments for ladies and it is controlled by ELand World Ltd, a joint stock company, incorporated in South Korea and controlled by Mr Park Song Soo () who is the titular head of this chaebol.

E-Land Fashion China launched its attack on Main Board of The Stock Exchange of Hongkong Ltd on May 2, 2008, when it published its Global Offering Prospectus.

Since the dissemination of this Prospectus, the HKSAR has been witness to South Korean workers, coming to the territory in order to complain about the way in which they, allegedly, had been treated by the chaebol in South Korea.

It is alleged that the chaebol sacked some 1,000 of its workers.

TARGET, of course, cannot be drawn into this dispute, but the way in which the South Korean workers behaved appears to reinforce the generally accepted mien of this race of Asians.

The history of the parent company, ELand World Ltd, can be traced back to 1982 in South Korea when Mr Park Song Soo determined to build up his empire, based on the production of furniture, hotels, the operations of supermarkets, etc, etc, etc (the list is very long).

To state that ELand World Ltd is a force in South Korea is to state that which is already widely known in business circles in the country.

The HKSAR Flotation

E-Land Fashion ... [CLICK TO ORDER FULL ARTICLE](#)

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