**Samsung vision and mission**

Samsung Research tries to keep their vision and mission simple. They aim to have their vision a slogan for employees to live by in their work. The vision slogan is “Shape the Future with Innovation and Intelligence”. This simply means to try and have a positive impact on the future and create a better future by intelligent innovation.

There are three key values to Samsung Research mission the first is “Increase Competitive Edge” which means the company wants employees to make new value for the business. The second is “Secure New Growth Engine”, the company wants their departments and employees to identify new possible opportunities and markets for the business. The third value is “Innovate Advanced Core technologies”, the company aims to get the best leaders and technical people in the world into their main business and research areas.

From our teams limited insight it seems as if the Samsung research centre in New York truly believes and tries to live by this vision. The person we talked to in the office showed us a massive poster in their main work area that was signed by the main Samsung leaders and have their Vision printed on it. They talked about the poster with pride and its location indicates that it is important to the people there.