**Samsung Electronics Co., Ltd** is a [South Korean](https://en.wikipedia.org/wiki/South_Korean) multinational [major appliance](https://en.wikipedia.org/wiki/Major_appliance) and [consumer electronics](https://en.wikipedia.org/wiki/Consumer_electronics) corporation headquartered in [Yeongtong-gu](https://en.wikipedia.org/wiki/Yeongtong-gu), [Suwon](https://en.wikipedia.org/wiki/Suwon), South Korea. It is currently the pinnacle of the [Samsung](https://en.wikipedia.org/wiki/Samsung) [*chaebol*](https://en.wikipedia.org/wiki/Chaebol), accounting for 70% of the group's revenue in 2012.

Samsung Electronics has played a key role in the group's corporate governance due to [cross ownership](https://en.wikipedia.org/wiki/Cross_ownership). Samsung Electronics has [assembly plants](https://en.wikipedia.org/wiki/Assembly_line) and sales networks in 74 countries and employs more than 270,000 people. It is majority-owned by foreign investors. As of 2019, Samsung Electronics is the world's [second-largest technology company](https://en.wikipedia.org/wiki/List_of_largest_technology_companies_by_revenue) by revenue, and its market capitalization stood at US$520.65 billion, the 12th largest in the world.

Samsung is the world's largest manufacturer of [smartphones](https://en.wikipedia.org/wiki/Smartphone) since 2011. Samsung is best known for its [Samsung Galaxy](https://en.wikipedia.org/wiki/Samsung_Galaxy) brand including the [Samsung Galaxy S series](https://en.wikipedia.org/wiki/Samsung_Galaxy_S_series) which was first produced in 2010. It has developed [5G](https://en.wikipedia.org/wiki/5G)-capable smartphones, including the [Galaxy S24](https://en.wikipedia.org/wiki/Samsung_Galaxy_S24), and foldable phones, including the [Galaxy Z Fold 5](https://en.wikipedia.org/wiki/Samsung_Galaxy_Z_Fold_5). The company is a major vendor of [tablet computers](https://en.wikipedia.org/wiki/Tablet_computer), particularly its [Android](https://en.wikipedia.org/wiki/Android_(operating_system))-powered [Samsung Galaxy Tab](https://en.wikipedia.org/wiki/Samsung_Galaxy_Tab_series) collection, and is regarded for developing the [phablet](https://en.wikipedia.org/wiki/Phablet) market with the [Samsung Galaxy Note](https://en.wikipedia.org/wiki/Samsung_Galaxy_Note_series) family of devices. Samsung has also been the [world's largest television manufacturer](https://en.wikipedia.org/wiki/Television#Market_share) since 2006 as well as the world's largest soundbar brand.

The company is a major manufacturer of [electronic components](https://en.wikipedia.org/wiki/Electronic_component) such as [lithium-ion batteries](https://en.wikipedia.org/wiki/Lithium-ion_battery), [semiconductors](https://en.wikipedia.org/wiki/Semiconductor), [image sensors](https://en.wikipedia.org/wiki/Image_sensor), [camera modules](https://en.wikipedia.org/wiki/Camera_module), and [displays](https://en.wikipedia.org/wiki/Display_device) for clients such as Apple, [Sony](https://en.wikipedia.org/wiki/Sony), [HTC](https://en.wikipedia.org/wiki/HTC), and [Nokia](https://en.wikipedia.org/wiki/Nokia). It is also the world's largest [semiconductor memory](https://en.wikipedia.org/wiki/Semiconductor_memory) manufacturerand from 2017 to 2018, was the largest semiconductor company in the world, briefly dethroning [Intel](https://en.wikipedia.org/wiki/Intel), the decades-long champion.

In 2012, [Kwon Oh-hyun](https://en.wikipedia.org/wiki/Kwon_Oh-hyun) was appointed the company's CEO. He announced in October 2017 that he would resign in March 2018, citing an "unprecedented crisis". The company had three CEOs (Ki Nam Kim, Hyun Suk Kim, and Dong-Jin Koh) from March 2018 until December 2021, when the business units were reorganized and they were replaced by Kyung Kye-Hyun and Han Jong-hee. It has also had a separate regional CEO, HC Hong, who led the business in Southwest Asia since 2015 and then moved to Latin America in 2020.

Samsung first entered the electronics industry in 1969 with several electronics-focused divisions. Their first products were black-and-white [televisions](https://www.britannica.com/technology/television-technology). During the 1970s the company began to export home electronics products overseas. At that time Samsung was already a major manufacturer in Korea, and it had acquired a 50 percent stake in Korea Semiconductor.

Despite the lack of technology and resources, falling shorter even than the domestic competitors, Samsung Group improved its footing in the manufacturing industry by cooperating with the Japanese companies, a decision that led to a significant amount of [anti-Japanese](https://en.wikipedia.org/wiki/Anti-Japanese_sentiment_in_Korea) public outcry and huge backlashes from the competitors fearing the outright subordination of the industry by the Japanese. The strategy was able to take off only after the government and Samsung declared that the company would exclusively focus on exports. [Toshio Iue](https://en.wikipedia.org/wiki/Toshio_Iue), the founder of [Sanyo](https://en.wikipedia.org/wiki/Sanyo), played a role as an advisor to [Lee Byung-chul](https://en.wikipedia.org/wiki/Lee_Byung-chul), Samsung's founder, who was a novice in the electronics business. In December of the same year, Samsung Electric established a joint venture named Samsung-Sanyo Electric with [Sanyo](https://en.wikipedia.org/wiki/Sanyo) and [Sumitomo Corporation](https://en.wikipedia.org/wiki/Sumitomo_Corporation). This is the direct predecessor of today's Samsung Electronics.

The joint venture's early products were electronic and electrical appliances including televisions, [calculators](https://en.wikipedia.org/wiki/Calculator), [refrigerators](https://en.wikipedia.org/wiki/Refrigerator), air conditioners, and washing machines. In 1970, Samsung established the joint venture Samsung-NEC with Japan's [NEC](https://en.wikipedia.org/wiki/NEC) Corporation and [Sumitomo Corporation](https://en.wikipedia.org/wiki/Sumitomo_Corporation) to manufacture [home appliances](https://en.wikipedia.org/wiki/Home_appliances) and [audiovisual devices](https://en.wikipedia.org/wiki/Professional_audiovisual_industry). Samsung-NEC later became Samsung SDI, the group's display and battery business unit. In 1973, Samsung and Sanyo created Samsung-Sanyo Parts, the predecessor of [Samsung Electro-Mechanics](https://en.wikipedia.org/wiki/Samsung_Electro-Mechanics). By 1981, Samsung Electric had manufactured over 10 million [black-and-white televisions](https://en.wikipedia.org/wiki/Black_and_white_television).

In 1974, Samsung Group expanded into the [semiconductor](https://en.wikipedia.org/wiki/Semiconductor) business by acquiring Korea Semiconductor, which was on the verge of bankruptcy while building one of the first chip-making facilities in the country at the time. Soon after, Korea Telecommunications, an electronic switching system producer and a Samsung Group company, took over the semiconductor business and became Samsung Semiconductor & Communications.