

DECODED X

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CHIP OFF THE SHOULDER



Toshiba will literally get rid of a chip on its shoulder when [it sells its chip-making unit](#), most likely to a consortium formed by Bain Capital.

Included in this group that was recently selected as the preferred bidder is SK hynix, the world's No.2 manufacturer of memory chips after Samsung Electronics.

The deal will be a ground-breaking one that would turn a company that was once left for dead into a global leader.

It's a worn story, but before its recent heyday, Hynix started out as a construction firm, believe it or not – Hyundai Construction. In 1983, it was reborn as



Hyundai Electronics. Later on, it merged with LG and got the name Hyundai Semiconductor.

Those days, Hynix underwent one crisis after another, before it finally joined SK Group to become christened as "SK Hynix." And the rest is history.

Read on for this week's DECODED X.

A PLAGUE ON BOTH YOUR HOUSES



The tale of vicious rivalry between Daewoong and Medytox appears to be winding toward an end.

Daewoong, which was bashed over and over again by Medytox for [allegedly stealing its strain for making botulinum toxin](#) – you know, the injections you get to smooth out wrinkles – may wilt under legal pressure.

Medytox has sued Daewoong in the US courts, and The Investor sources say Daewoong may soon be settling. And it does seem likely on many fronts, including that unlike Medytox, which has been vocally and vehemently crying foul, Daewoong has been keeping pretty much to itself.

This little incident has been drawing quite a bit of attention from related circles.



[And experts are now calling for stronger regulations to protect botulinum toxin copyrights.](#)

Stay tuned for more on the issue at The Investor.

THE CHUNG FACTOR



Root Impact is a four-year-old non-profit organization supporting so-called “social ventures. And so far, it’s best known for its head Chung Kyung-sun, grandson of the Hyundai Group founder.

Hyundai Group, as many of you must know, was at the core of South Korea’s industrialization.

And unlike most of his relatives who were either driven or jumped to their deaths, Chung is said to have a laid-back approach towards Root Impact – which is in a way natural since the firm is after all, not for profit.

His staff, however, do seem to freak out a bit due to the fame of their boss, and find it hard to take things lightly no matter how relaxed Chung may appear.

UNDER THE RADAR



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China's top three state-run telecom companies are China Telecom, China Unicom and China Mobile.

It's a lesson we all learned the hard way, but in China, any industry or company worth fighting for are still owned by the government.

So anyway, all three are coming to the [ITU Busan 2017](#) (it's an ICT event run by ITU Telecom, which is part of the International Telecom Union, an UN agency responsible for ICT-related issues), but they are making sure to stay under the radar.

Their headquarters (in other words, the Chinese government) told the telecom companies to shack up in cheap hotels, spend as less as necessary, and keep a low profile.

All this is because of the STILL ongoing THAAD dispute between Beijing and Seoul that seems to be going on forever.

It actually seems that things are stuck in a perpetual THAAD limbo, despite what Chinese companies keep claiming about how THAAD never was, and still not an issue.

Clashing voices from different parties – including, ahem, the Chinese government – is making it harder than ever for relations to become normalized.



GET WITH THE PROGRAM



It was a funny and awkward situation that gripped the spectators of a mock StarCraft tournament at the recent Soft Wave 2017, a software convention.

Samsung SDS' in-house gaming teams faced off with artificial intelligence programs they had each created. But the results were quite embarrassing, according to those on the scene, and the games ended not exactly according to the program.

And that wasn't all. Blizzard Entertainment, owners of StarCraft, called up the Samsung SDS people in mid-game, wondering if they had permission to publicly play the game to promote Samsung's AI programs.

Samsung got out of it somehow, explaining the AIs were created by "amateurs."

A COMEDIAN IS BORN

Shin Dong-bin, Lotte Group chairman, was quite the comedian at an event this month marking the 10th anniversary of Asia Society's Korean chapter.

Shin, who is on chair of Asia Society Center Korea, gave the audience of distinguished guests including ambassadors and former UN secretary general Ban Ki-moon, a chance to choke out embarrassed laughs.



The Investor doesn't have the exact words, but he said something along the lines of "as you all know, a lot happened to me in the past couple of years."

Now, that's an understatement. Lotte has been persecuted relentlessly by the government, and it ended with Lotte family members owning up to creating slush funds, and a suicide of one of Shin's close business confidantes.

At the funeral, Shin received much spotlight for appearing so emotional. Despite it all, Lotte still stands as Korea's top conglomerates.

As a side note, perhaps Shin should make more public appearances, as he seems to have a sense of humor.

DECODED X

Here are 4 things you need to know about DECODED X.

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