

皇將科技股份有限公司

負責人：楊勝輝 網址：www.cvc-tech.com 地址：台中縣大里市仁化路361號 電話：04-24962345

企業沿革

- 1979年 皇將精密工業有限公司成立，創業資本額20萬元。
- 1995年 進軍大陸，成為大陸製藥機器領導品牌。
- 1997年 進軍美國建立策略聯盟經銷商，是全美機器業第一家採用連鎖商店模式建立策略聯盟銷售通路的公司。
- 1998年 獲ISO 9002國際品質認證。
- 2000年 荷蘭Cremer機器掛上皇將CVC品牌行銷世界；獲2000年版ISO 9001：2000認證。
- 2002年 更名為皇將科技股份有限公司，資本額增加到8000萬元。
- 2004年 取得CE、CSA認證。
- 2005年 2000坪國際銷售及訓練中心落成。
- 2006年 獲得傑出總經理獎、外銷拓展獎、產品開發獎、度傑出企業、年度傑出創業楷模、金手獎；投資設立義大利研發中心，研發更尖端製藥設備。
- 2007年 安侯建業會計師事務所及華南永昌證券進駐輔導上櫃，準備股票掛牌；獲經濟部工業局CITD研發計劃補助款。



主要產品

藥片／膠囊自動生產機

國際競爭力

- 一、發展全球通路，建立CVC國際品牌
- 二、獲專利28個，取得ISO9001~2000及CE、CSA品質認證。
- 三、美國、中國、印度、俄羅斯、義大利、泰國、巴基斯坦、埃及等都已設立直營的據點深耕CVC品牌，巴西、墨西哥、伊朗、孟加拉，也各有銷售及售服代表在耕耘，採取貼近市場的策略佔有競爭優勢。
- 四、全球化的戰略；美國CVC經營大美洲、俄羅斯CVC經營大蘇聯、埃及CVC經營大非洲、印度CVC經營大南亞、中國CVC經營大中國；全球化佈局完成。
- 五、豐富的製藥專業知識，提供客戶解決方案（Total Solution）及技術服務取得訂單，這種提供客戶解決方案來爭取訂單的銷售方法，是皇將很強的國際競爭力。
- 六、資源整合，提供整條生產線、整廠設備；遙遙避開單機競爭的糾纏。
- 七、設立義大利研發中心，台灣與義大利共同研發，提高台灣設計水準，讓台灣的技术升級增強國際競爭力。



CVC Technologies, Inc.

Owner: Shang-Hui Yang Web: www.cvc-tech.com Tel: 886-4-2496 2345
Address: No.361, Ren Hua Road, Tali City, Taichung County, Taiwan.

History

- 1979 Company founded at a capital of NT\$200,00.
- 1995 Enters China and tops the domestic industry of pharmaceutical machinery.
- 1997 Enters US market. CVC is the first machinery company to organize the US Dealer Alliance and set up the unique distribution network in US.
- 1998 ISO 9002 certified.
- 2000 Cremer, the world famous machinery company in Holland, started OEM tablet counting machine for CVC. ISO 9001:2000 certified.
- 2002 Capital increased to NT\$80 million.
- 2004 CE and CSA certified
- 2005 Grand opening of CVC Asia Showcase Center in Shanghai.
- 2006 CVC awarded honors to praise the outstanding performances for years in international commerce and company administration.
Founding of Research Center in Italy to develop high-end equipments for pharmaceutical industry.
- 2007 Preparation of listing in GTSM, counseled by KPMG and Hua Nan Securities. Subsidized by Ministry of Economic Affairs CITD funds.

Business Items

Tablet/Capsule Bottling Line

Export Competitiveness

- I. Develops distribution channels worldwide; sets up the brand — CVC and promotes it internationally.
- II. Awarded 28 patents and ISO 9001:2000, CE and CSA certified.
- III. Sets up branches in US, China, CIS, Italy, Thailand, Pakistan and Egypt; recruits distribution representatives in Brazil, Mexico, Iran and Bangladesh.
- IV. Strategic allocation around the world—CVC USA dominates the Americas market, CVC Russia leads the industry of CIS and Baltic States and CVC Egypt conducts the African business. While the great South Asia market is administrated by CVC India; CVC China is the domestic king of pharmaceutical machinery.
- V. Providing total solution and high-end technologies to satisfy customers' various requirements, this has greatly contributed to business achievements of CVC.
- VI. Instead of selling single machine, CVC integrates all resources to provide turnkey systems. This advance helps CVC to emerge from numerous competitors around the world.
- VII. Founds CVC Research Center in Italy to upgrade technical level and competitiveness.



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營運管理

- 一、研發：以「市場需求、完整產品線」為導向，不斷創新研究，每年投入研發經費佔營業額8%以上。
- 二、生產：以「縮短交期、降低庫存、確保品質」為三大管理目標。
- 三、財務：建立嚴謹內部稽核與控管制度及會計制度。
- 四、人力資源：建立人力資源資料庫，定期安排專業教育訓練，提昇員工職能，靈活運用人力，適才適所發揮所長，達到用才及留才之策略。
- 五、企業電子化：導入國際版ERP作業系統，做到快速化、簡易化，資料庫容量大，安全性高，內部資料KM化。

企業特色

- 一、從一家很小的公司，在資金及人才都缺乏的情況之下，引用連鎖商店模式，在美國組織『全美策略聯盟』，完全不做OEM或ODM，成功打進美國市場，建立策略聯盟經銷商及CVC自己的品牌，走出一條千千萬萬台灣中小企業征服國際市場的新經營模式。
- 二、走入國際，建立行銷通路，發展自己的品牌，擁有很強的國際競爭力，工廠不必外移到工資低廉的國家去，台灣員工保有一份安定的工作，可以根留台灣。
- 三、製藥設備是一個進入門檻相當高的行業，機器不但要符合GMP、cGMP、21CFR Part11、CSA、UL等認證，每台機器出貨前都要依客戶情況提供IQ、OQ、PQ厚厚的文件，是個相當專業的行業，沒有豐富的經驗及足夠的人力難以勝任，競爭者少，這是皇將的特色。
- 四、製藥行業是一項欣欣向榮的行業，尤其是生物製品、保健藥品更是明星產業，皇將正搭在這一班明星列車上。

綜合評語

- 一、製藥領域進入門檻極高，注射藥偵檢機係屬高價位產品，以全美策略聯盟方式，迅速擴展在美國市場之品牌知名度，其在製藥領域建立品牌誠屬不易。
- 二、結合母公司海外之行銷與研發能力，發揮核心競爭優勢，在研發、市場行銷方面已具備國際競爭特色及競爭力。

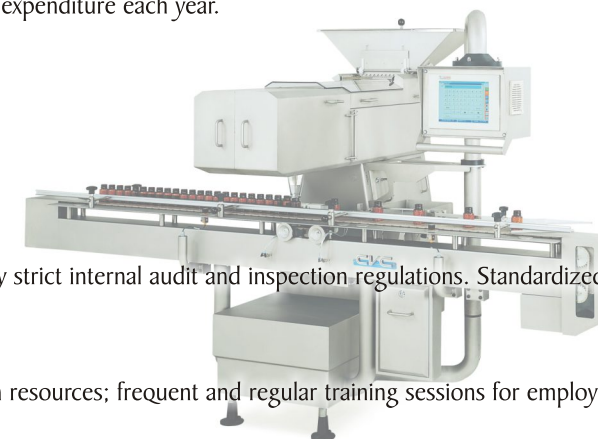


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Operation Management

- I. R&D Management
Innovation values, CVC R&D strategies follow the market demands and the expansion of production line constantly. CVC invests over 8% of sales revenues on R&D expenditure each year.
- II. Production Management
3 principles in this segment
 1. Lead-time shortening
 2. Inventory cut-down
 3. Quality assurance
- III. Financial Management
All financial affairs are monitored by strict internal audit and inspection regulations. Standardized accounting system avoids improper practices and omissions.
- IV. Human Resources Management
Sets up detailed database of human resources; frequent and regular training sessions for employees exalt competitiveness and encourage high sustainability.
- V. E-business Management
Introduces ERP system and concept of knowledge management to simplify and speed up administration procedures. All files are stored safely and turned to be access-easy resources for future research and decision-making.



Enterprise Characteristics

- I. Starting from a small-scale enterprise of poor finance and limited human resources, CVC moved into the brand-name business via dealer alliance in US, in an effort to step away from contract manufacturing. With the huge success in US, CVC has set up a new business model for Taiwanese enterprises to conquer international markets.
- II. Building up brand and distribution channels has advanced CVC to a different level of competition where products are at higher prices and revenues boost. Instead of moving to areas with cheap labors, CVC roots in Taiwan firmly.
- III. Considering the quality of pharmaceutical products, the pharmaceutical machinery industry is of a higher entry barrier. Machines must be in compliance with GMP, cGMP, 21CFR Part11 or other FDA requirements and certified to CSA and UL. CVC provides documentations such as IQ, OQ or PQ with each machine, under such solid technical background, late-coming competitors are less threatened in this industry.
- IV. Pharmaceutical industry is like a rising star in recent years especially the nutraceutical and biological products are the hottest items drawing mass attentions; CVC is glad to be one of the members to share the prosperity.

