世祥汽材製造廠股份有限公司

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企業沿革

1980年 成立於新北市三重區

1991年 台中本廠落成

2005年 導入自動化焊接線

2007年 導入鼎新ERP系統

2011年 台中二廠－物流中心落成

2012年 榮獲「第十屆金炬獎」績優企業

2015年 通過全球安全認証（GSV）、供應商資格認證計劃（SQP)及工作條件評估（WCA)三合一認證

2016年 導入SAP ERP系統

2017年 通過TUV ISO14001：2015 環境管理系統證書
購入業界第一台德國3D機器手臂自動掃描量測工程系統
榮獲「第四屆鄧白氏中小企業菁英獎」

2018年 通過TUV ISO9001：2015 品質系統認證
購入斗南新廠土地15,000坪
導入企業入口網站、商業流程管理系統及智慧文管系統
榮獲「第五屆鄧白氏中小企業菁英獎」

2019年 榮獲「第十九屆金峰獎」傑出企業及傑出領導人
榮獲「第六屆鄧白氏中小企業菁英獎」
斗南新廠動工興建中
取得經濟部「中小企業加速投資行動方案」資格核定函

主要產品

汽車底盤之懸吊系統及轉向系統(SUSPENSION & STEERING SYSTEM)。

企業簡介

世祥汽材由創辦人周仕統先生於1980年成立於新北市三重區，主要生產汽車底盤懸吊系統與轉向系統，產品包含控制臂、球接頭、平衡桿拉桿及轉向舵桿等及其零組件之加工製造及銷售業務，並於2002年創立自有品牌「SH」。

世祥汽材透過ODM/OEM與自有品牌並重的策略，投入研發不斷創新整合模具設計及生產製造能力配合精密量測分析一貫化作業，除了是北美市場前二大進口商的主要策略供應商外；也同時在新興市場如亞洲、中東、中南美洲及俄羅斯等國家，以自有品牌「SH」進行品牌銷售。具少量多樣及短交期優勢，接軌國際市場，秉持為客戶安全而設計，提供優質服務理念，屹立於售後服務市場之領導品牌。

國際競爭力

一、 **研發面**－模具設計從設計、模擬、生產、試模，全面採用CAD/CAM/CAE資訊化協同設計，並大量運用CAE模擬技術來強化產品設計精度、結構強度與縮短開發時程。

二、 **產品面**－透過數據分析精準選型，面對AM市場少量多樣之特性，唯有產品線齊全，才能實現「一站式購足」之銷售策略。

三、 **行銷面**－按不同的市場定位，採取多樣化行銷策略，包含平面與多媒體廣告、參展行銷、電子商務行銷、發行電子報及與客戶進行聯盟行銷等。

四、 **生產面**－建立MES及機台聯網進行數據交換標準化，實現企業ERP計劃層與工廠執行層的雙向訊息流通，透過OPC-UA工業4.0物聯網通訊標準，廠區網路全覆蓋，實現各項製程機台皆可進行自動化之生產數據交換。

營運管理

世祥汽材40年來秉持「誠信正直」、「專注本業」、「客戶是我們的伙伴」、「友善工作環境」及「善盡社會責任」的企業經營理念，已成功獲得客戶、員工及社會的高度肯定。

「成為世界先進汽車零件製造服務業之領導品牌」是世祥汽材的發展願景，藉由落實PDCA循環，以確保

第22屆 小巨人獎
外銷績優中小企業
The 22nd Rising Star Award

Shih Hsiang Auto Parts Co., Ltd.

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Products and Solutions

Suspension and Steering system

History

1980 Founded in Sanchong Dist., New Taipei City, Taiwan

1991 Head factory in Taichung unveiled

2005 Automated wielding lines phased in

2007 Data Systems-developed ERP system phased in

2011 Logistics center in factory II, Taichung, unveiled

2012 An award winner at 10th OEMA Golden Torch Awards for outstanding business operation

2015 Certified GSV, SQP, and WCA

2016 SAP-developed ERP system phased in

2017 Certified TUV ISO14001：2015
First Taiwanese manufacturer of auto parts equipped with Germany-made 3D scanning and measurement robotic arm
Listed among Taiwan's Top 1000 Elite SMEs at 4th D&B SME Elite Award

2018 Certified TUV ISO9001：2015
Acquire 49,586 m^2 of land for factory constructions in Dounan, Yunlin County
Phase in enterprise portal site, business process management system, and smart document management system
Listed among Taiwan's Top 1000 Elite SMEs at 5th D&B SME Elite Award

2019 An award winner at 19th OEMA Golden Peak Award for outstanding enterprise and leader
Listed among Taiwan's Top 1000 Elite SMEs at 6th D&B SME Elite Award
Construction of first factory in Dounan launched
Approved by the Ministry of Economic Affairs to apply for "Action Plan for Accelerated Investment by SMEs" investment incentive project

各項經營活動(包含管理制度、資訊系統、供應商管理及品質管理認證等)均朝向既定之發展願景不停前進。

社會責任

一、 根留台灣的理念與作法

秉持「立足臺灣，銷售全球」的產銷思維，已於2018年決定在雲林縣斗南鎮投資新台幣30億，用於購置15,000坪土地及興建新廠。預計2020年新廠完工後，將提供超過100個工作機會，以實際行動來落實根留台灣的理念。

二、 企業對社會之貢獻

世祥汽材以「取之於社會，用之於社會」的想法，積極投入各項公益事業，包括贊助偏鄉音樂教育、長照送餐車、弱勢族群庇護所設立及捐贈校園獎學金等，期望以經營企業的永續精神來貢獻，擴大回饋社會的效益。

三、 員工是企業的資產

世祥汽材以打造為「幸福企業」的宗旨為目標。除專業技能的培訓外，也不斷完善各項福利措施，以打造友善工作環境，使員工逐步感受、感知、熟悉、適應，使其融入於公司的經營理念、經營決策、企業精神和行為規範進而產生認同感，用「家」的感覺讓員工有歸屬感。世祥汽材以年資超過10年以上員工人數幾已佔全體員工人數三分之一為榮。

綜合評語

一、 以自有品牌 SH 拓展外銷至北美、歐洲、中東、俄羅斯、中南美洲、亞洲等地區，為世界領先的汽車底盤三角架龍頭。

二、 產品涵蓋全球車種 78%，掌握關鍵技術，隨時掌握最新市場資訊，提高產品附加價值及競爭優勢。

三、 致力根留臺灣，重視幹部培訓及勞資和諧，落實投入社區活動，重視社會責任、勞安衛、性別平權等權益，善盡企業公民責任。

Introduction

Shih Hsiang Auto Parts Co., Ltd. was founded in 1980 by Mr. Shih-tung Chou in Sanchong District, New Taipei City to primarily manufacture and market automotive suspension and steering systems, including control arms/wishbones, ball joints, stabilizer control links, rack ends, and steering parts. In 2002, the company built its brand name "SH".

An auto-parts manufacturer emphasizing both ODM/OEM and own-brand operations as its strategy, Shih Hsiang has never slowed down its R&D efforts that have allowed it to all the time bring out mold designs that are innovative and more integrated, and sharpen its manufacturing capability by integrating its precision measurement and analysis tools with production. While serving as a leading strategic supplier to the top two American importers, Shih Hsiang is also making its products available in emerging markets like Asia, the Middle East, Latin Americas, and Russia with its "SH" brand name. The company has risen as a leading brand-name supplier on the global aftermarket thanks to its capability of building diversified items in low quantity, its deep integration with the global market, its customer-friendly designs, and its quality service.

Export Competitiveness

I. **R&D**－Computer-aided tools CAD/CAM/CAE are applied to Shih Hsiang's molding throughout the whole process from design and engineering analysis to machining and test, with CAE used to further boost the precision and the structural durability of the workpiece while cutting short the time spent on the process thanks to its analysis power.

II. **Product portfolio**—Shih Hsiang's "one-stop shopping" marketing strategy is built on precise data analysis, which comes up with the exact specs and the quantity of the merchandises that meet the demand by customers for diversified aftermarket parts at low volume.

III. **Marketing**—Depending on market differentiation, Shih Hsiang adopts various marketing measures, including print and multimedia ads, exhibition participation, e-commerce, e-newsletter, and alliance with customers.

IV. **Manufacturing**—Manufacturing execution system (MES) and standardization of the data flowing among machines connected on the Internet enable Shih Hsiang's ERP planning layer and factory execution layer to exchange information real-time online. Production data are automatically exchanged between machines handling different manufacturing processing in the company's factories mostly thanks to the factory-wide coverage of a cloud-based network underscored by the OPC-UA communication protocol for industry 4.0 and IoT.

Operation Management

Shih Hsian has won high praises from its customers, employees, and the society thanks to the virtues—"rectitude", "professionalism", "customers as our partners", friendly workplace", and "fulfillment of social responsibility"—that it has stuck to over the past 40 years. "Being a world leading brand name of the manufacturing service industry dedicated to high-performance auto parts" is Shih Hsiang's vision. It is striving for the goal by fulfilling the "Plan-Do-Check-Action" management method to secure that all of its management elements, including management systems, information systems, supplier management, and quality-management certification are all the time improving for the vision

Social Responsibility

I. **Shih Hsiang's notion and approach to keeping root in Taiwan:**
Based on the idea of "planting feet in Taiwan, marketing globally" as a guidance for production and marketing, Shih Hsiang decided in 2018 to build factories on 49,586 m2 of land in Dounan Township, Yunlin County, at investment cost of NT$3 billion. The facilities will offer over 100 jobs as soon as it is unveiled in 2020.

II. **Shih Hsiang's contribution to the society**
Inspired by the idea of "when you benefit from the society, you share the benefit with the society", Shih Hsiang has spared no efforts to sponsor pubic benefit activities, such as music education in remote areas, food delivery service to nursing homes, shelters for underprivileged groups, and scholarship donation.

III. **Employees as treasures at Shih Hsiang**
Shih Hsiang has been pursuing the goal of becoming a "happy company". Accordingly, in addition to providing employees with trade-skill training programs, the company has relentlessly bettered its fringe benefits in order to create a friendly workplace, in which the company's employees are expected to eventually produce the sense of belonging and the sense of approval towards the company's business philosophy, decisions, corporate spirit and corporate conduct norm after they become adapted themselves to the workplace. Shih Hsiang is proud that employees having stayed in the company for over 10 years account for one third of the company's staff as a whole