



第25屆國家磐石獎

The 25th National Award of Outstanding SMEs



# 廣美科技股份有限公司

## QUAN MEI TECHNOLOGY CO., LTD.

負責人：顏國昭

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推薦單位：財團法人中小企業信用保證基金

臺灣銀行高榮分行

臺灣中小企業銀行九如分行

營業項目：汽機車及其零件製造業、照明設備製造業、  
汽機車零件配備批發業、產品設計業

產品名稱：1.LED照明模組(汽機車、卡車、醫美、農、  
漁業、軌道車)

2.風扇控制器

3.電磁閥

4.車體控制模組

5.EMS

Owner : Kuo Chao Yen

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Recommended by :

Small & Medium Enterprise Credit Guarantee Fund of  
Taiwan

Bank of Taiwan Gaorong Branch

Taiwan Business Bank Jeou Ru Branch

Business Items :

Motor Vehicles and Parts Manufacturing

Motorcycles and Parts Manufacturing

Wholesale of Motor Vehicle Parts and Supplies

Wholesale of Electronic Materials

International Trade

Lighting Equipment Manufacturing

Product Design

Main Products :

1. LED Module and Drive (Automotive & Motorcycle, Truck,  
Aesthetic medicine, Agriculture and Fisheries, Railcar)

2. Motor Drive

3. Solenoid

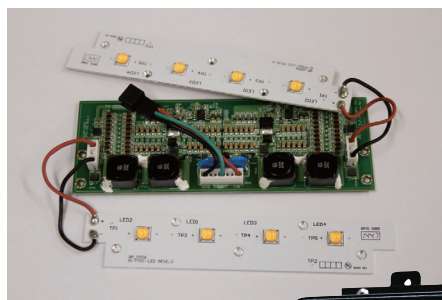
4. BCM

5. EMS



(右)董事長 顏國昭先生 Chairman: Mr. kuo Chao Yen

(左)總經理 黃國賢先生 General Manager: Mr.Kuo-Hsien(Leo)Huang



代表作之一：高鐵頭燈  
One of the Masterpieces :  
Taiwan High Speed Rail  
Headlight



<http://www.qmtc.com.tw>





創立於2005年的廣美科技，專精規劃、設計研發車用LED照明模組，並以自有品牌「QMTc」行銷全球。隨著環保意識抬頭，節能減碳、綠色產品概念當道，政府提倡節減碳趨勢下，擁有高市場敏銳度的廣美科技董事長顏國昭先生認為，汽機車車燈一定會朝LED方向邁發展。顏董事長回憶10年前，當時大億交通正好在與國內廠商洽談合作開發LED燈的新技術，認為機不可失，在幾個工作夥伴討論下，決定投入車用LED照明模組領域。

### 兢兢業業 造就成功基石

出身於傳統農業世家，待人務實的顏董事長以秉持「不怕慢只怕站、借力使力及化阻力為助力」為自己身體力行的圭臬。廣美科技創立初期不順遂，雖已在汽車專業領域涉略多年，但卻屢遭挫敗，僅僅6個月時間，就耗盡公司近70%資金，讓剛起步的廣美科技，就面臨重大危機。歷經虧損及技術瓶頸，爾後在處理



公司全景Overall View of Company

任何人、事、物等決策上，皆兢兢業業，不敢有懈怠之心；在經營事業上，不堅持故步自封的保守經營心態，如此造就廣美科技日後成功的基石。

### 逆境中愈挫愈勇之祕訣

在LED照明模組產品從接案開發、測試到量產，約需3年時間，全世界大廠都處於摸索階段。由於LED車燈專業設計製造模組區塊分為PM（改裝市場）及AM（售後維修市場）、OEM、ODM等，廣美科技經歷3年的摸索，從失敗中汲取經驗，愈挫愈勇，持續鑽研LED汽車照明模組產品，並選擇從基本的PM改裝市場出發，並拋棄故步自封的營運模式，由於勇於創新，因而找到公司真正的核心價值。

### 研發創新 技術精進

為提升廣美科技在LED照明模組產品的獨創設計與製造上的專業能力，顏董事長不吝投入大量資金與人力成本，過去10年來，每年大量投入研發費用，且研發人員佔整體員工數



參展 Exhibition





15%以上。廣美科技以創新思維設計產品，擁有國內外多項專利，在此領域之技術創新已備受肯定。廣美科技更取得ISO9001、ISO14000及TS16949等國際認證，而坐落於高雄岡山區的企业總部於2015年取得ISO 17025國家級實驗室認證及2016年5月進行ISO26262(道路車輛功能安全設計標準)系統認證輔導，為客戶提供更高層的保障。

### 追求卓越 永續發展

廣美科技秉持「誠信服務、專業技術、創新發展、品質第一」，因此，廣美科技永遠走在客戶前端及專注本業精神的優勢下，已逐漸讓企

業由優越邁向卓越之路，邁向國際經營理念。

廣美科技以追求卓越，達成永續發展之目標，於2012年在高雄岡山地區，興建企業總部，產能大幅提升3倍，研發出其他符合綠能的汽、機車電子相關產品，並期許成為全球知名汽、機車電子廠佼佼者。

### 以人為本 關懷社會

廣美科技相信「人」是公司成功的關鍵因素，相當重視員工福利與團隊和諧，尊重每個人的生命歷程，整合每個人的優勢，從共好的角度出發，將所有可能產生的阻力化為助力，點滴成為公司最豐碩的資源！



SMT

廣美科技善盡企業的社會責任，積極參與各項社會公益活動，且定期資助當地相關慈善教育機關團體及公益團體，如：低收入戶獎助學金、協助辦理青少年課後學習課程及贊助華山基金會到宅愛心車，提供關懷訪視年長者等相關公益活動，樹立良好企業之風範，提升企業整體形象。■



員工全體照 Photo of Employees



Quan Mei Technology, which was founded in 2005, specialized in planning, designing, and developing of LED modules and selling products worldwide with the brand of “QMTC”.

With the rising awareness of environment protection, the concept of carbon reduction and green products are now in power. In addition, with the strong promotion for energy saving and carbon reduction, our chairman, Mr. Yen Kuo Chao, who has high market sensitivity, believes that LED lamp will become the future trend of automobile and motorcycle lamp.

Looking back in the past ten years, while TAYIH was making arrangement with some domestic companies to develop new LED lamp technology, Mr. Yen decided to take the chance and raised ten million to devote to this area after discussing with some business partners.

Mr. Yen indicated even though he has worked in this area for years, QMTC still faced crises while just started. For only six months, QMTC burned through for around seventy percent of the capital.

Mr. Huang, current CEO of QMTC, indicated that it takes at least three years to develop LED module products from receiving the case to mass production. In addition, LED module was sort of new product. Automobile industry all over the world were still learning the ropes also. QMTC has come full circle to find the corporate's core value after a long time of fumbling.

LED modules could be divided into Performance Market (PM), Aftermarket (AM), Origin Equipment Manufacturer (OEM), Own Designing Manufacturer (ODM), and etc. QMTC faced the challenges and stuck to developing it. After three-year efforts, we decided to start from the basis - PM. Within the thinking of making innovations instead of following the same old routine, QMTC seized the LED module market and entered the OEM and ODM successfully in 2007.

QMTC claims a forty-five percent market share for motorcycle LED modules. In the automobile field, our customers include CMC Motor, MITSUBISHI,

FORD, and etc. We also have ninety percent product penetration of LUXGEN by our solid technology and texture package.

### **Business Concept /Company Image Culture**

QMTC holds the spirit of integrity service, professional skills, innovative development, and high quality. We have always been on the cutting edge of automobile and motorcycle lamp for our customers, and dedicated to it. Nowadays, we have gradually made ourselves become more and more excellent and operate our company toward the world.

We run our business and comply with the company law and Labor Standards Act in business management. The most important part is being an honest taxpayer and taking care of employees. Our products are sold worldwide, we are meant to create maximum profits and give back to employees and society. Mr. Yen believes only with mutual trust and benefit could come the win-win situation among company, shareholders, and employees.

### **Charity and Public Service/ Future Prospect**

QMTC fulfills social responsibilities and is active in public charities. We utilize our professionals to public service by replacing the LED lighting devices of Tainan Sheng Syun Bei Ji Temple, Dawan Guang Hu Temple, and Dawan San Wang Temple.

Mr. Yen devotes himself to public charity even though he is busy with business. He not only serves as executive director of Southern Taiwan Auto-Parts Research and Strategy Alliance assist developing new products within the industry but also is a the consultant at some junior high and elementary schools. He is also willing to participate in activities of civil defense and vigilante.

To establish good enterprise manner and improve corporate image, QMTC also funds the charitable educational institutes and organization regularly, such as scholarship of low-income households. We also support the charitable events-afterschool study program for teenagers and sponsor cars for Huashan Social Welfare Foundation to visit and care for the elders.





Mr. Yen claims that ‘LED could light up ourselves and others even more’. Upholding the faith of making people feel safe, bright, and warm, we are keen to lighten ourselves and the society.

To strive for excellence and sustainable development, QMTC built headquarter at Gangshan in 2012 and expand the capacity to three-folds of how it was. R&D team developed some related goods of green products complied with environmental consciousness at the existing market. QMTC create greater business opportunities by offering diversified services and products. We expect to be the best in the automobile and motorcycle industry all over the world.

### Core Technology / Product Positioning / Competitive Performance

There are about twenty domestic companies engaged in the LED module industry, and only three of them are the most established ones. QMTC is one of the companies devoted to the LED module products.

To strengthen the innovative design and the product competitiveness of manufacturing, Mr. Yen invested much capitals and manpower in researching and developing. In the past ten years, we have pumped above four percent of turnover on it. Over fifteen percent of employees are R&D personnel. QMTC designs products with creative thinking and acquire twenty-five invention patents and drawn on our own products, which includes seven overseas invention patents, seven domestic invention patents, and seven utility patents. High quality and reliability are the main reasons that QMTC can grow rapidly and win our customers’ trust.

To provide higher guarantee, we got ISO9001, ISO14000, TS16949 certification and so on. Besides, our laboratory which is located in headquarters got ISO 17025 certification in December 2015. Furthermore, we have had counseling of ISO26262 (Road vehicles – Functional safety) in May 2016.

### Critical Success Factor

QMTC believe ‘people’ are the key factor to



慈善公益活動 Charitable and Public Welfare Activities

the growth and success of a corporation. We value employees and devote to corporative team work. We could turn all stumbling blocks into stepping stones if we respect everyone, integrate advantages, and move toward a “Sharing Good” prospect. Everything would be the plentiful resources of company. We take customers’ opinions seriously and do our best to satisfy their demands. As mentioned, QMTC not only builds up great business relationship with customers but established the basis of future developing. ■



### 綜合評語 Commentary

為國內知名LED車燈模組廠，通過多項國際品質認證，行銷國內外各大汽機車廠。工廠環境優良，品質管控良好，為現代化標準廠房。特別鼓勵雇用低收入戶、關廠資遣、二度就業、單親家庭、輕度身障，對員工照顧有加。長期投資台灣，採購MIT材料與組件，增加就業機會，對台灣經濟繁榮具有貢獻。

A well-known LED automotive light module manufacture with numerous international quality certifications whose products are used by many local and foreign cars and motorcycle makers. The factory is up to modern standards with an excellent environment and good quality controls. Preference is given to low-income earners, retrenched workers, workers rejoining the workforce, single parents and those with mild handicaps during hiring, and employees are well treated. The company has long invested in Taiwan through the purchasing of MIT materials and components. This helps to create jobs and contribute to the economic prosperity of Taiwan.