

2012  
*National  
Award of  
Outstanding SMEs*



The 14th Outstanding Overseas Taiwanese SMEs Award

**第14屆海外台商磐石獎**



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### 僑務委員會 委員長賀詞

### Congratulations from the Minister of OCAC

「海外台商磐石獎」自88年開辦至今已邁入第14屆，歷屆以來，產、官、學各界委員秉持公平、公正、客觀之原則進行評選，每位獲獎之企業台商都是業界的標竿典範，期盼藉由表揚得獎優良企業的成功經驗，鼓勵後進，發揮深度影響力，共創海外台商的事業榮景。

邁入全球化經濟年代，為使國家於迅即速變的趨勢中維持競爭優勢，必須強化發展經濟的基礎條件。當前政府施政重點係以落實馬總統黃金十年的政府活力經濟政策為主軸，以「強化經濟成長動能」、「創造就業與落實社會公義」、「打造低碳綠能環境」、「厚植文化國力」、以及「積極培育延攬人才」作為國家發展的五大支柱，以全面提升台灣的全球競爭力。宏觀的發展願景，有賴我海內外國人的共同參與，政府並將扮演統合的角色，聯結海內外企業力量共同促成。

隨著兩岸經貿開放與正常化，台灣已是跨國企業在亞太地區成立營運總部的首選，並成為連結歐洲、美洲、日本及亞太新興市場的樞紐，具備亞洲經濟戰略地位。期盼海外台商持續擴大增加在台灣投資，結合產業核心研發技術及政府政策，共同將台灣打造為亞太的研發中心，在全球市場共創雙贏。

本人除代表僑務委員會恭喜所有得獎的企業主外，更期盼藉此活動讓各位卓越的成功經驗相互學習借鏡，並與政府力量相結合，在國內外市場共同奮鬥，開創新一波的台灣經濟榮景。

僑務委員會 委員長

吳英毅



It has been fourteen years now since the Outstanding Overseas Taiwanese SMEs Award were established in 1999. Over the years, judges from industry, government, and academic circles have maintained an objective, fair, and unimpaired attitude to evaluate all nominees. As every winner is a model of overseas Taiwanese businesses, it is hoped that by commending the experiences of success of these overseas Taiwanese businesses, we can encourage other overseas Taiwanese businesses to exert their influence, so as to create a boom of overseas Taiwanese businesses.

Entering the age of globalization, to ensure Taiwan can maintain competitiveness in rapid changes, it is necessary to strengthen the basic requirements for economic development. Aiming to enhance the overall global competitiveness of Taiwan, the government is enforcing the Golden Decade Economic Vitality Policy promoted by the administration of President Ma to boost Taiwan's economic development through the following five policies: (1) enhance economic growth momentum; (2) create job opportunities and enforce social justice; (3) build a low-carbon environment with green energy; (4) develop cultural power; and (5) aggressively cultivate and recruit talents. This macroscopic development vision needs the concerted participation of all Taiwanese people, both at home and abroad. By uniting the power of businesses at home and abroad, the government

will achieve this mission.

Following the opening and normalization of cross-strait trade, with its economic strategic location in Asia, Taiwan has become the first choice for multinationals to set up their Asia-Pacific operational headquarters and the hub to link up emerging markets in Europe, America, Japan, and Asia-Pacific. It is hoped that overseas Taiwanese businesses will continue to increase their investments in Taiwan, team up with local industries to develop core technologies, and work with government policies to turn Taiwan into the R&D center in Asia-Pacific and thereby to create a win-win situation for Taiwan and the global market.

On behalf of the Overseas Chinese Affairs Council, I congratulate all winners. I also hope that the award can provide more opportunities for overseas Taiwanese businesses to share their experience of success and learn from one another and team up with the government to work for the well-being of Taiwan at home and abroad and thereby push the economic development of Taiwan to new height.

Minister  
Overseas Chinese Affairs Council, R.O.C.



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## 世界台灣商會聯合總會 總會長賀詞

### Congratulations from the Chairperson of the World Taiwanese Chambers of Commerce



首先謹代表世界台灣商會聯合總會向今年的海外台商磐石獎得獎企業表示最誠摯的祝賀之意。

海外台商是台灣經濟發展中獨特的現象。比較歐美或日韓的外商，台商的平均規模較小，總體數量多，大多數的台商是創業者，自力更生地以拓荒者的精神在世界各地打拼，從無到有，由小而大，以有限的資源，在艱苦的環境中開創無限的未來。這種進取的原創企業家精神，充分表現出台灣近代文化的多面性與海洋性的「台灣精神」。台商在全球各地投資所帶動起來的「台商效應」，使台商成為國際經濟體系中的一股勃興的力量。為使這一股力量能連結起來，成立全球台商經貿網絡，發揮相加相乘的效果，世界台灣商會聯合總會就在這樣的背景下成立。

世界台灣商會聯合總會自1994年9月14日成立迄今，已有18個年頭，擁有六個洲際總會分布在六十七個國家及172個商會，會員廠商約四萬餘家。無論在凝聚全球台商力量；提供商情與商機、促進經貿合作，以及爭取各投資國政府保障台商權益等方面，已發揮很大的功能，同時在提升台灣的形象，乃至於協助拓展我國對外關係，也都有傲人的成就，我們引以為榮。

不過，這一年來，正勝跑遍全球參加本會六大洲總會及地區商會活動，觀察到海外第一代台商逐漸老化，面臨事業無人接棒危機，世界台灣商會的傳承問題，也逐漸浮現。此不僅將導致台商或僑胞第二代對台灣的向心和認同，也影響台灣的經濟發展，深值政府重視。

海外台商磐石獎的設立，旨在表揚傑出海外台商企業的經營成就，以及對社會、國家與僑社的貢獻。我們期許得獎者在磐石獎的光環之下，更善盡企業社會責任，不斷的提攜下一代青年台商，使海外台商香火，生生不息，進而以「立足台灣，佈局全球」，連結國內廠商，共創商機，作為台灣經濟發展的後盾。

最後要感謝僑務委員會、經濟部中小企業處的指導及中華民國全國中小企業總會、世界台灣商會聯合總會陳光博主任委員、本次全體工作人員的辛勞與付出，才能將海外台商磐石獎，辦得圓滿成功。

世界台灣商會聯合總會 總會長



First of all, I would like to pay my sincerest congratulations to the winners of the 14th Overseas Outstanding Taiwanese SMEs Award on behalf of the World Taiwanese Chambers of Commerce (WTCC).

Overseas Taiwanese businesses are a specific phenomenon in Taiwan's economic development. Compared with the overseas businesses from Europe, the USA, Japan, or Korea, although the scale on average of overseas Taiwanese businesses is comparatively smaller, the overall quantity is greater. Also, most of them are startups working hard on their own in different parts of the world to start a business from scratch, from small to big with limited resources, so as to build an unlimited future against adversities. This kind of aggressive native entrepreneur spirit fully demonstrates the multidimensional and oceanic "Taiwanese spirit" emerging from contemporary Taiwanese culture. The "Taiwanese business effect" arising from the worldwide investments of Taiwanese businesses turns Taiwanese businesses into a specific power in the global economy. In order to unite such power and build a world Taiwanese trade network to demonstrate the synergy of overseas Taiwanese businesses, the World Taiwanese Chambers of Commerce was formed.

It has been 18 years now since WTCC was founded on 14 September 1994. Today, WTCC has about 40,000 members from 172 local chambers of commerce in 67 countries and regions under six continental branches. Whether it is uniting the power of worldwide overseas Taiwanese businesses or providing business information and opportunities and promoting trade cooperation so as to gain protection from the host countries for the rights and benefits for overseas Taiwanese businesses, WTCC and branches have exerted great effect on such events and have successfully promoted the image and foreign relations of Taiwan with admiring achievements that make us proud.

In the past year, however, after participating in the events of six continental WTCC branches and

local chambers of commerce, I realized that the first generation of overseas Taiwanese businesses have grown old, and there is a succession crisis; and the legacy problem of the WTCC has also emerged. In addition to the loyalty to and identification with Taiwan of the second-generation overseas Taiwanese businesses or overseas Taiwanese compatriots, this will also affect Taiwan's economic development. Hence, the government should not overlook this issue.

The aim of the Outstanding Overseas Taiwanese SMEs Award is to commend the outstanding operational achievements of overseas Taiwanese businesses and their contribution to society, the nation, and overseas Taiwanese groups. We hope that under the aurora of the award, they can better fulfill their corporate social responsibility and continuously support the next-generation young Taiwanese businesspersons, so as to continue the lineage of overseas Taiwanese businesses forever and ever, and thereby to "develop Taiwan and deploy in the world" and link up with domestic businesses to create business opportunities to support the economic development of Taiwan.

Lastly, I am thankful to the Overseas Chinese Affairs Council and the Small and Medium Enterprise Administration for their supervision, and the efforts and devotions of the National Association of Small and Medium Enterprises, Director Chen of the World Taiwanese Chambers of Commerce, and the crew of the award. Without your participation, the Outstanding Overseas Taiwanese SMEs Award would not have been a success.

Chairperson  
World Taiwanese Chambers of Commerce



## 第14屆海外台商磐石獎

The 14th Outstanding Overseas Taiwanese SMEs Award

### 決審委員會 委員 (依姓氏筆畫排序)

Members of the Final Review Committee (Listing Names in Alphabetical Order)

#### 吳英毅 (主任委員)

僑務委員會  
委員長



#### 王鈞波

中小企業信用保證基金  
董事長



#### 李淵汀

聯勝皮包有限公司  
董事長(第2屆海磐得主)



#### 邱一徹

經濟部投資業務處  
處長



#### 林秉彬

中華民國全國中小  
企業總會 理事長



#### 陳希舜

台灣科技大學  
校長



#### 張峰豪

亞洲台灣商會聯合  
總會 總會長



#### 葉明水

中華民國對外貿易  
發展協會 副秘書長



#### 應正琪

財團法人海外信用  
保證基金 董事長



### 複審委員會 委員 (依姓氏筆畫排序)

Members of the Second Review Committee (Listing Names in Alphabetical Order)

#### 葉雲龍 (主任委員)

經濟部中小企業處  
處長



#### 王振保

中華民國全國中小  
企業總會 秘書長



#### 王熙蒙

中華民國對外貿易發展協會  
處長



#### 古永嘉

臺北大學企業管理學系  
教授



#### 江文洲

駿吉實業(股)公司  
董事長(第7屆海磐得主)



#### 林瑞隆

僑務委員會僑商處  
處長



#### 姚宏智

北美洲台灣商會  
聯合總會 總會長



#### 陳光博

世界台灣商會聯合總會  
海磐主委



#### 趙義隆

臺灣大學國際企業學系  
暨研究所 教授





## 海外台商磐石獎評審作業說明

### Judging Procedure of the Outstanding Overseas Taiwanese SMEs Award

為表彰海外經營企業有成，各方面表現卓越，且對台灣或僑居地等國際社會有貢獻之台商企業，由僑務委員會指導，並由經濟部中小企業處、中華民國全國中小企業總會以及世界台灣商會聯合總會共同舉辦第14屆「海外台商磐石獎」選拔表揚活動。

本年度自3月15日至7月15日受理申請，7月16日至8月10日由本會組成初審工作小組，就參選企業進行資格審查。

8月13日至8月23日由複審委員進行書面審查，並於8月24日召開複審會議，針對參選企業之「經營特色與其獨特價值」、「公益投入與表現」、「環保措施」、「整體管理制度」及「財務績效」等予以評核，經綜合討論後決議10家企業進入決審階段。

決審會議於9月13日召開，由僑委會副委員長任弘代理擔任決審主任委員，邀集來自產、官、學領域的委員進行審查，針對「整體管理制度健全堪為楷模」、「可為海外台商企業經營示範效果」及「對我國或當地社會有具體貢獻」等構面予以評核，經綜合討論後計8家企業當選第14屆海外台商磐石獎。

全球的台商企業對於延伸我國產業實力，一直扮演著舉足輕重的角色，期藉由海外台商磐石獎的選拔與表揚，將傑出的海外台商予以整合，擴展海外經營經驗與國內企業相互學習觀摩，本(14)屆得獎企業來自美國、南非、泰國、越南、新加坡、澳洲，產業範圍涵蓋了資訊服務、電腦與網通器材代理、金融業、電壓器與變頻器開發、刨花板與橡膠木板材製造、揚聲器導磁元件、塑膠射出成型加工、薄荷腦及相關產品製造，這些企業除了經營績效表現卓越外，對於家鄉及僑居地之回饋更是不遺餘力，努力為台灣帶來崇高的國際形象，足堪稱為海外台商企業之典範。

In order to commend overseas Taiwanese SMEs with great operational achievements, outstanding performance, and contributions to Taiwan and international society, such as the host country of their businesses, the Small and Medium Enterprise Administration (SMEA) of the Ministry of Economic Affairs (MOE), National Association of Small and Medium Enterprises (NASME), and the World Taiwanese Chambers of Commerce (WTCC) co-organized the 14th Outstanding Overseas Taiwanese SMEs Award under the supervision of the Overseas Chinese Affairs Council (OCAC).

The acceptance of applications was from March 15th to July 15th. From July 16th to August 10th, the preliminary review panel was formed to review the eligibility of applicants.

From August 13th to 23rd the second review panel conducted the document review. On August 24th the second review panel held a discussion meeting to rate the 'operational characteristics and uniqueness', 'charity involvement and performance', 'environmental protection measures', 'overall management system', and 'financial performance' of applicants. After further discussions, ten applicants were selected for the final review.

On September 13th the final review meeting was held, with OCAC Deputy Minister Hong JEN acting as the chairperson, and experts from the industry, the government, and the academic circle as members. At the meeting, members reviewed the finalists in terms of their 'well-structured overall management system serving as a model', 'outstanding operational performance as demonstration for overseas Taiwanese SMEs', and 'contributions to Taiwan and the host country'. After further discussions, eight applicants were selected as the winners of the 14th Outstanding Overseas Taiwanese SMEs Award.

Worldwide Taiwanese SMEs have been playing a decisive role in extending the industrial power of Taiwan. By selecting and commending outstanding overseas Taiwanese SMEs with the Outstanding Overseas Taiwanese SMEs Award, we hope to integrate overseas Taiwanese SMEs to extend the overseas operation experience and simulate the mutual learning of domestic SMEs. Geographically, winners of this year (2012) were from the USA, South Africa, Thailand, Vietnam, Singapore, and Australia. Industrially, they cover the IT service, computer and netcom equipments distribution, finance, transformer and inverter development, particle board and rubber lumber manufacture, speaker magnetic material, plastic mold injection processing, and the manufacture of menthol and related products. Aside from outstanding operational performance, these winners have spared no effort in requiring their hometown and the host country of their enterprises to improve Taiwan's international image. They thus deserve to be the model of overseas Taiwanese businesses.

# MS資訊科技公司

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推薦單位 Recommended by :

大華府台灣商會(TCCGW)

Taiwanese Chamber of Commerce of Greater Washington

駐美國臺北經濟文化代表處經濟組

Taipei Economic and Cultural Representative Office in the U. S.

營業項目 Business Items :

系統開發整合、電子商務平台、雲計算醫療資訊管理、遠距教學、MST產品軟體授權

System Integration, eCommerce, Cloud Computing Medical Information, Distance Learning, MST Products Software Licensing

產品名稱 Main Products :

醫療信息產品、車輛保險管理系統、客戶關係管理、人力資源管理系統、啟蒙教學方案、商務智能手機應用

Electronic Medical Records and Health Information Exchange, Vehicle Insurance Tracking, Customer Relationship Management, Human Resource Information System, Head Start Education Program, Smart Phone Business Apps



鄭叔泉執行總裁  
CEO : Jack, Cheng



公司核心人員  
Company key personnel



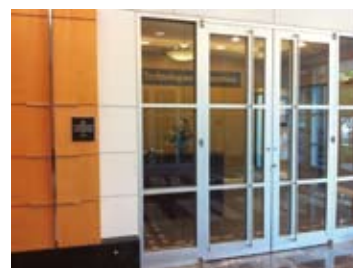
廖美琳總經理  
General manager : Liao, Meiling



公司大樓 Appearance of MST



接受客戶表揚  
Customer's appreciation



辦公室 MST office



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### 綜合評語 Commentary

- 公司員工人數不多，但其經營模式成功，客戶遍及美國政府部門及民間企業，可見其產品和服務深具競爭力。2010年返台投資，成立南港軟體園區分公司，與我國當前重點產業政策發展一致。
- 熱心慈善，積極服務僑社，為重要僑領。響應政府萬馬奔騰計畫，接待台灣學子，同時捐贈獎學金予台灣學生。
- Although MST is not a big company in terms of number of employees, with a successful operation model, it has become the supplier of government departments and private enterprises across the USA for its highly competitive products and services. After returning to Taiwan in 2010, it established a branch in Nangang Software Park and met with Taiwan's industrial development focus policy at the moment.
- MST is also enthusiastic to serve overseas Taiwanese groups and has thus become an important overseas Taiwanese leader. MST even received Taiwanese students and provided them with scholarships to support the government's Galloping Horse: International Affairs Training Program for Young Talents.





廖美琳總經理與鄭叔泉執行總裁  
General manager : Liao, Meiling  
CEO : Jack, Cheng

M S 資 訊  
科技 公司(以下  
簡 稱MST)，自  
1991年 創 立 以  
來，創 辦 人 鄭

叔 泉 先 生 和 廖 美 琳 女 士 即 秉 持 「 科 技 創 新 、 服 務 社 會 」 的 經 營 理 念 ， 加 上 卓 越 的 企 業 領 導 規 劃 能 力 ， 推 動 公 司 穩 定 健 全 的 發 展 。 MST 主 要 營 運 目 標 在 於 創 造 「 軟 體 工 程 」 ， 應 用 「 軟 實 力 」 走 向 國 際 ， 不 但 大 幅 拓 展 市 場 ， 增 加 企 業 的 利 潤 ， 更 積 極 地 回 饋 社 會 ， 提 升 企 業 形 象 。

### 筆路藍縷，突破 Glass Ceiling

由於文化背景的隔閡及資源的缺乏，在創業的初期自是困難重重，但鄭叔泉夫婦憑藉著不屈不撓的上進性格和優越的專業知識，合力開發了一套語音設計系統，運用於各個不同的領域，成功地打進了美國政府及各民間企業，被廣泛的使用並獲得極高的評價。

### 客戶為中心，系統零缺點

本著「一切以客戶的價值為根本」的經營理念，堅持以業界最佳準則來運行以達最高品質，量身打造最適用的系統與解決方案，並提供完整的售後服務和支援。多年來MST協助美國聯邦與州政府的各部門以及民間企業，使用MST開發的軟體設計系統，解決複雜的資訊科技相關問題，並因應各種業務需求開發及整合電腦系統。客戶對MST準時交付，幾近零缺點的產品皆有口皆碑，業務也因此蒸蒸日上。

### 員工至上，打造溫馨企業

除了設計開發符合客戶需求的零缺點系統產品外，MST也意識到「沒有滿意的員工，就

沒有滿意的客戶」。關心、體恤、信任員工為第一要件，員工的福利待遇不可輕忽，如提供完善的醫療保險與優渥的退休金制度，績效獎金、年終紅利、帶薪休假以及聯歡聚會等，同時為有困難的員工提供實質上的援助，並給予員工充分的尊重和信任，營造一個溫馨和樂的企業文化。

### 科技升級，拓展市場

在公司內外穩定成長之餘，更進一步追求科技升級。近年來MST在資訊高科技領域事業上有著卓越的發展，如雲計算技術的應用、資訊安全管理監控、智能手機應用程式等等。MST的各種專案計畫項目除了在全美各地進行，並將客戶群和業務範圍，陸續地擴展到亞洲市場，先後在南港及長沙成立軟體公司，同時又收購了TuanJiaoYi.com 網絡公司及Medical Mall LLC 和 Medical Mall Service，跨足於醫療科技管理，成功地拓展企業版圖。

### 積極公益，回饋社會

努力發展企業的終極目標即是服務社會。鄭叔泉夫婦均是大華府區的僑界領袖，公司協助開發聯邦啟蒙教學方案（Head Start），為低收入家庭的兒童提供全面的教育及衛生營養，年年贊助多個慈善團體，並透過業師計畫（Mentor-Protégé Program），將自己創業的歷程和心得和企業新鮮人分享，提攜新一代台商後進，培育並教導他們成功企業家應有的經營準則和道德觀念。在推動海外僑教方面更是不遺餘力，服務海外華裔子弟，期使他們能善用雙語之優勢，兼取中西文化的優點，對自己的華裔背景引以為榮，進而貢獻社會。

MS Technologies Corporation (hereinafter referred to as MST) was founded by Mr. Shu Chuan Cheng and Mrs. Meiling Liao. Since its founding in 1991, the company has provided excellence in its scientific and technological services. MST's business philosophy is to promote integrity and innovation while expanding into international markets, increasing enterprise profits, and actively contributing to the greater community. The ultimate operational goal of MST is to formulate exceptional service in the field of software development and maintenance for all of MST's clients.

### Breaking the Glass Ceiling

Cultural barriers, lack of financial stability, and deficient resources were monumental factors that hindered growth during the early stages of the company's inception. Despite these difficulties, however, the couple rose to the occasion and worked together to develop a highly successful interactive voice response and computer telephony system that has been applied to various sectors across the United States from private companies to the government.

### Emphasizing A Customer Centric Focus

The company embodies the saying "the customer comes first." A six step system was created to ensure that client needs were being fully served. Application development cycles are structured into the following 6 stages: Conceptualization, Client Consultation, Business Process Analysis, Application Architecture and Design, Implementation, and Post-Installation Operational Maintenance. Each development stage is carefully planned and executed by their experienced development team. MS Technologies is committed to working with clients until the clients' technical personnel and end-users are successfully trained and familiarized with all application functions and components. As a result, MST has an outstanding track record for delivering exceptional products and services to its customers above expectations, on-time and within budget.



會議討論情景 Meeting of discussion

### Taking Care of the Team

MST employs a simple employee tenant, acknowledging the importance of a satisfied staff. Care, compassion, and trust are key elements in fostering a healthy work environment, thereby, creating a reliable company team. MST provides generous provisions such as a pension system, comprehensive medical insurance, performance bonuses, year-end bonuses, and social gatherings, etc.

### Positioning for the Future of Technology

In recent years, MST has had remarkable insights into the information technology industry both present and future, exemplified by their innovations in high-tech fields, such as cloud computing technology, information security management and monitoring, and smart phone applications. In order to expand their customer base and business scope, MST has penetrated the global market, with an emphasis in Asia. They have set up software companies in Nan Kang and Chang Sha. Simultaneously, they have also acquired TuanJiaoYi.com internet network company, Medical Mall LLC, and Medical Mall Service.

### Contributing to the Community

In addition to their business excellence, MST has emerged as a leading community entity. Mr. and Mrs. Cheng are two of the most influential overseas Chinese community leaders in the greater Washington area. Annually, the company contributes resources to fund the growth of federal programs. Also, MST began a Mentor-Protégé Program founded upon Taiwanese values that supports and guides the next generation of bi-cultural, bi-lingual youths to be proud of their heritage and take advantage of their background to contribute to society.

# 太陽金融財務有限公司

## Letsatsi Finance & Loans (Pty) Ltd.

負責人 Owner : 黃清男 Huang, Ching-Nan

地址 Address :

222 Rivonia Rd. Cnr. Alon & Michelle St. Morningside Sandton 2196 Johannesburg South Africa

電話 Tel : +27-11-8024073

傳真 Fax : +27-11-6560485

推薦單位 Recommended by :

駐南非代表處 (駐南非共和國台北聯絡代表處)

Taipei Liaison Office in the Republic of South Africa

中華民國第六屆立法委員 吳松柏

Taiwan Legislator, Mr. Wu, Sung-Po

世界台灣商會聯合總會

World Taiwanese Chambers of Commerce

南非南華寺國際佛光會

South African Buddhist Light Association, International Buddhist Light Association

非洲台灣商會聯合總會

Africa Taiwanese Chamber of Commerce

豪登省台灣商會

Gauteng Taiwanese Chamber of Commerce

南部非洲台灣客屬聯誼會

Southern African Taiwanese Hakka Association

營業項目 Business Items : 金融服務業 Micro Finance

產品名稱 Main Products : 貸款服務 Personal Unsecured Loan



黃清男 董事長  
Chairman : Huang, Ching-Nan



企業外觀 Appearance of Letsatsi Finance & Loans



會議情形 Meeting



[www.letsatsifinance.co.za](http://www.letsatsifinance.co.za)



企業外觀 Appearance of Letsatsi Finance & Loans

### 綜合評語 Commentary

- 創造就業機會，改善當地生活條件，實質改善社會而非盲目贊助。深入了解和經營當地市場的行為值得學習，且雇用各人種員工之用人原則，實現南非政府提倡之彩虹國度。
- 負責人十餘年來對南非在地公益或回饋台灣鄉里之諸多善舉廣為南非僑界周知，配合政府駐外館處各捐助活動不遺餘力。
- Instead of aimless sponsoring, Letsatsi Finance & Loans has successfully improved local living and social conditions by creating job opportunities. Its effort towards an in-depth understanding and operation of the local market is worthy of modeling. Also, it has realized the Rainbow Nation policy advocated by the South African Government with its non-discrimination recruitment and employment policies.
- Over the past decade or so, Letsatsi Finance & Loans has earned fame in charity for its continuous involvement in local charity, requital for local Taiwanese, and self-less donations for the overseas office of the government of Taiwan.

### 彩虹般的工作團隊

南非號稱彩虹國度，公司從員工挑選起即廣納各方賢才不分色彩，除最高管理機構及總經理由華人組成，經理階層均接受良好教育，並由相關經驗豐富之行業如銀行業、壽險業中發掘優秀人才網羅擔任，且其中不乏白人、黑人、印度人、有色人種及中國人，共同組成了彩虹般之服務團隊。

### 彩虹團隊屹立非洲

南非歷經種族隔離政策，黑人當政後改變了部分黑人的生活，創造了部分的黑人富豪，然社會中下階層仍處於艱辛之生活枷鎖，勞工階層不滿工作環境待遇，罷工抗議時有所聞，面對多次大罷工及排外浪潮，公司在歷次風浪中不為絲毫影響並得以在此地生根茁壯，實乃依賴彩虹般的工作團隊共同為公司及個人前途努力打拼。

### 務實穩健經營理念

金融服務業仰賴正確的商業資訊及深入基層的服務觸角，公司以正確的信用評估對客戶借貸，最快可在一小時就決定對客戶的借貸。公司經營以先進的電腦設備對南非六省中四十餘家分行實施即時資訊掌控，每週定時與各分行視訊會議，以隨時掌握最新市場動態及分行間之聯繫。每月的業務匯報及教育訓練使員工培育出良好的服務品質，個人及分行的業績目標給予個人分紅外亦提供退休金福利。公司穩健逐步擴張，設立分行廣招全職業務人才，期

使分行擴張至南非的九個省。

### 太陽環射彩虹國度

有如雨後太陽照射出彩虹一般，在非洲亟待協助之人士不在少數，一般銀行門檻過高，只對有錢人借貸無法改善社會的不均現象，有技術之人士往往因為條件不夠無法融資自行創業或學生無法借貸完成學業，自然無法改善生活。太陽金融財務公司希望發揮太陽般的精神，對彩虹國度更多需要協助人士伸出希望之手予以援助，開創其彩虹般耀眼的未來。

### 農家子弟深耕非洲

企業負責人出身苗栗鄉下農家，在牛背上苦讀至大學畢業，以客家硬頸精神來到南非創業，用銳利的眼光創立南非小額信用貸款公司，為南非創造更多就業機會外也協助了中產階級以下需要協助的人士。

### 取之社會回饋社會

「創造僑居國就業機會」、「增進勞資和諧」、「員工福利共享」、「回饋當地及台灣社會」乃太陽金融財務公司之經營理念，在此理念下對南非社會之各項捐款濟助不勝枚舉，對我政府駐外單位之公益活動亦全力支持並長期協助慈濟、佛光會之各項捐助活動，對台灣社會之捐獻回饋如綠色造林，對於各項賑災、捐血袋及定期捐助部分公益團體與助學方案等不遺餘力，因此在南非黃清男被僑界恭稱「大善人」，期望以小我的成就回饋給需要幫助的大眾。



教育訓練 Vocational training

### Rainbow Workforce

South Africa is called the Rainbow nation due to the huge diversity of its people. Letsatsi Finance and Loan does not differentiate their workforce by race, besides the top structure being Taiwanese, the rest of the top management and workforce is South African.

The staff is comprised of Black, White, Indian and Taiwanese personnel - with the staff being a mix of all the different races, the company has truly become a Rainbow Team of people.

Letsatsi Finance has stood strong and weathered the political and social storm and created a strong business foundation in South Africa. With the strength and determination of Mr Huang and the team that he leads, Letsatsi Finance has continued to grow and assist the people in need.

### Strong and Stable Business Strategy

Letsatsi Finance has a strong process to determine if the customer is credit worthy. Assessment of the customer's affordability and combining specific business rules with the customer's credit history is conducted to determine the risk and loan product that the company can offer the customer. Letsatsi Finance also prides itself with a very quick turnaround of 1 hour.

Letsatsi Finance and Loan utilises the latest computer equipment and the most advanced computer programs that also utilises biometric recognition for security to operate its 40 plus branches in 6 provinces across South Africa.

Management mechanism like weekly reports, monthly meetings and staff commission all contribute to the strong foundation of the business being in place, the company is currently expanding its branch network, and is looking to open branches in the future in all 9 provinces of South Africa.

### Mr. Ching Nan Huang – CEO and Executive Director's Background

Mr. CN Huang was raised in rural Miaoli; he grew up with a very modest Hakka background, whereby he raised cattle in his youth. Through hard work and determination and strong strength of character, he finished studying a business commerce degree from a Taiwanese university.

Mr. CN Huang manages his company professionally and is very system driven. He ensures that all parts of the business are managed correctly, with meetings and reports produced on a weekly basis.

Mr. Huang always believes “There is always something extra to do.”

### Social Responsibility

Letsatsi Finance is very active and proud of its corporate social responsibility activities. The company has donated and assisted numerous projects and charities here in South Africa.

The company has also sponsored numerous initiatives and activities of the Taiwanese Government Representative here in South Africa and has a very close relationship with the delegation based in South Africa. Other charitable organisations that Letsatsi Finance often assists are the Tzu Chi Foundation and Fo Guang Shan Buddhist Organisation.

Mr. Ching Nan Huang is well known to have a very “Big Heart” and is always open to assisting and giving back to the community.



員工合影 Photo of “Rainbow Team”



# 天銀化工私人有限公司

## Tien Yuan Chemical (Pte) Ltd.

負責人 Owner : 施至隆 Shih, Chih-Lung

地址 Address :

18, Chin Bee Rd. Jurong Town. Singapore 619827.

電話 Tel : +65-6265-2518

傳真 Fax : +65-6265-9662

推薦單位 Recommended by :

新加坡台灣貿易中心

Taiwan Trade Center, Singapore

營業項目 Business Items :

薄荷腦及天然香精香料的提取及其衍生物

Menthol Crystal and natural aromatics and their derivatives

產品名稱 Main Products :

薄荷腦、薄荷素油、桉葉醇、桉葉油、丁香酚、丁香油、香茅油、白樟油、留蘭香、茴腦、茴香油等

Menthol Crystal, Peppermint, Eucalyptol, Eucalyptus, Eugenol, Clove, Citronella, White Camphor Oil, Spearmint, Anethole, Aniseed, and other Essential Oils



施至隆 董事長 Chairman : Shih, Chih-Lung



薄荷腦 Menthol crystal



薄荷腦處理區 Processing area



公司外觀 Appearance of Tien Yuan



工廠蒸餾設備 Distillation equipment



[www.tienyuan.com](http://www.tienyuan.com)

### 綜合評語 Commentary

- 企業形象良好，多次獲頒新加坡Top 1000傑出企業獎及多項國際認證，包括ISO環境管理及品質認證、HACCP認證；產品品質佳，信譽可靠、業務穩定，著重環境與勞動條件之維護。
- 負責人長期致力於商會，促進台商與當地市場之交流，對台新兩地貢獻良多，亦熱衷台灣及當地藝文活動，促進社會人文發展。
- With a good corporate image, Tien Yuan has been rated as a Top Singapore 1000 Enterprise and has passed many international certifications, such as the ISO Environmental Management System, ISO Quality Management System, and HACCP. It also has earned fame for good product quality, corporate reliability, operational stability, environmental protection, and work condition maintenance.
- The owner of Tien Yuan has devoted himself to the work of the chamber of commerce for a long time to promote exchange between Taiwanese businesses and the local market, with noticeable contributions for both Taiwan and Singapore. He is also active in promoting cultural and art activities in both countries to promote social and cultural development.



香茅油種植地-印尼 Citronella leaf from Indonesia

### 立足東南亞 運籌帷幄

天銀化工，創立於1972年，目前是東南亞內唯一的薄荷腦和相關產品的製造商。以品質、服務和誠信在國際市場上打下穩健的基礎。

天銀化工負責人一施至隆先生於1985年加入香料產業，在他的領導之下，天銀於1992年在新加坡收購丁香酚 / 丁香油工廠，進而擴大國際市場以及企業版圖。於1994年在中國昆山設立公司，2006年藉由收購建立美國的銷售據點，穩健的布局到全球各個重要市場。

隨著新加坡的經濟發展和騰飛，以新加坡作為財務和業務總部，運籌帷幄，透過分佈全球的海外據點，包括：昆山（中國大陸）、新澤西（美國）以及和鹿特丹



化驗研究室 R&D Lab.

（歐洲）等地，為各大洲超過35個國家的客戶提供至誠服務、市場訊息和優質產品。

### 提升品質管理之路 永無止境

天銀化工自創立以來，歷經70和80年代多次經濟不景氣和業內的供需波動，在負責人一施至隆先生的領導下，於1990年代步入以「達到國際

客戶品質要求」為主，開始了長達十多年的「提升品質管理」之路，並於2011年在天銀昆山廠獲得ISO22000的認證。然而，這「提升品質管理」之路如學習一般，永無止境，將是天銀化工未來持續發展的眾多重要基石之一。

天銀化工經過了多年的努力，成功通過多家知名國際和本地客戶的品管審核，被指定為主要核准供應商（Key Approved Supplier）。

### 兢兢業業 員工上下一心

天銀化工貫徹客戶至上的理念，以市場誠信，優質產品和全體員工的團結為企業文化基石，逐年開發國際客戶和市場。而「雪峰」品牌也隨著市場的逐步開拓成為國際知名的品牌，更獲得產業一致推崇，品質、服務以及誠信的保證備受肯定。

天銀化工在創立40年後依然享譽國際市場成為業內的先驅，與管理層和員工上下一心、團結合作密不可分。天銀新加坡和天銀昆山在施至隆先生的領導下以少於100名(包括新加坡總公司與大陸昆山廠)的員工及部門幹部，共同創造了年銷售額US\$7,800萬（約新加坡幣\$1億）的佳績。

### 步步為營 穩定公司盈利

面對國際貨幣及原物料市場的動盪、短期未顯樂觀的經濟前景，天銀化工步步為營，減低市場風險，與供應商及客戶密切合作配合，保持供應穩定，確保產品品質以及穩定公司盈利。



Tien Yuan Chemical Pte Ltd, established in 1972, is the sole manufacturer of menthol crystal and related products in Southeast Asia. It is well-known globally for its product quality, service, and integrity.

Mr. Shih Chih Lung, the Managing Director of Tien Yuan Chemical. Under his leadership, the Company acquired the Eugenol/Clove Leaf Oil factory in Singapore in 1992 and expanded the global markets accordingly; established Tien Yuan Aromatics (Kunshan) Co., Ltd in 1994; and acquired a main distributor & set up its sales office in USA, and steadily expanded its sales to all major global users/buyers.

As the economy of Singapore developed and took off, Tien Yuan Chemical exploited the competitive advantage of Singapore in Finance and Marketing to serve its customers spanning 35 countries in all major continents via Kunshan (China), New Jersey (USA), and Rotterdam (Europe).

After emerging unscathed from various recessions and supply-demand fluctuations in the 1970s and 1980s, Tien Yuan Chemical embarked in 1990s on an arduous path of enhancing Quality Management Systems to meet the quality standards of its global customers, culminating in Tien Yuan Aromatics (Kunshan) obtaining its ISO22000 Certification in 2011. However, the path of quality management is unending and it would surely remain as one of the critical cornerstones for sustaining the business in future.



荳蔻油種植地-印尼  
Cardamom from Indonesia, the original plated area



薄荷種植地-印度 Menthol from India, the original plated area

And Tien Yuan Chemical is appointed by various well-known MNCs and local companies as their Key Approved Supplier after passing their stringent audit processes.

Tien Yuan Chemical steadfastly upholds the concept of "Customer Priority". And together with market integrity, quality products, and employee unity as the cornerstones of its corporate culture, it steadily pursues customers and develops its global markets. And "Snowpeak" brand is recognised globally as a brand of quality, service, and integrity.

Tien Yuan Chemical remains a recognisable, quality brand globally after 40 years in the business due mainly to the closely knit management and employees working in unison. Under the leadership of Mr. Shih Chih Lung, it managed to achieve sales turnover of US\$78 million (about S\$100 million) with less than 100 employees (that is, inclusive of both Tien Yuan Chemical and Tien Yuan Aromatics (Kunshan)).

Facing a turbulent global currency and raw material markets, and uncertain economic outlook in the near term, Tien Yuan Chemical would have to manage its market risk cautiously, and to work closely with both suppliers and customers to ensure stable supplies, consistent product quality, and sustainable profit.





# 台捷企業(泰國)股份有限公司

## Jet Industries (Thailand) Co., Ltd.

負責人 Owner : 劉寧海 Michael, Liu

地址 Address :

88/2 Moo 2 Sethakit Nadee (Bangping) Amphur  
Muang Samutsakorn 74000 Thailand

電話 Tel : +66-34-468831~3

傳真 Fax : +66-34-468704

推薦單位 Recommended by :

泰國台灣商會聯合總會

Thai-Taiwan Business Association

營業項目 Business Items :

塑膠射出成型/噴漆/印刷/雷射雕刻/超音波組裝/錫箔燙金/模具保養&開立等

Plastic Injection/Spray Painting/Printing/Laser Engraving/Ultrasound/Hot stamping/Mold maintaining/Molding & Tooling

產品名稱 Main Products :

硬碟/傳真機/電話機/印表機/電視/計算機/電冰箱/汽車零件/冷氣機等塑膠成形相關產品

Hard Disk/Fax Machine/Telephone/Printer/Copy Machine/Television/Calculator/Refrigerator/Auto Parts/Cooler related plastic products



劉寧海 董事長 Chairman : Michael, Liu



汽車零件 Parts of car



生產過程 Process



開孔作業 Tapping



企業外觀 Appearance of JET



CNC機臺 CNC machine

### 綜合評語 Commentary

- 藉學習提升經營管理技巧，落實員工教育訓練，重視員工成長與福利，公司營收逐年增加，在工廠營運與公司體質面，亦努力改善以增強公司競爭力。
- 負責人長期參與各公益活動，亦提供學子實習機會，培養當地人才就業力，並擔任泰國台灣商會各區聯合及區域慈善基金會之榮譽顧問一職。
- By improving operation and management skills through learning; enforcing employee education and training; and emphasizing employee development and benefits; JET is increasing its operating revenues every year. In factory operation and company administration, JET also spares no effort to make continuous improvement to enhance corporate competitiveness.
- Apart from the long-term involvement in various charity activities, the owner of JET provides practice opportunities for students to prepare local talents for work. He is also an honorary advisor of all branches of the Thai-Taiwan Business Association and regional charity foundations.

台捷企業台灣總公司成立於1982年，而台捷企業(泰國)公司於1990年成立。主要產品為塑膠成型的零組件，廣泛使用於硬碟、傳真機、電話機、印表機、電視、計算機、冰箱、冷氣機、汽車零件……。

### 創造機會及抓住機會—世界級名廠御用廠商

一般人是在等待機會，台捷是創造機會及抓住機會，配合政府的南向政策於1990年到泰國設廠，遵循「中衛體系」系統供給當時台商的大廠，金寶、台達電子。隨後客戶需求擴增及獲得日商、美商、歐商大廠認可品質與採用，遂漸擴建新的廠房到第六廠區，員工達1300多人。同時為確保交期的準確又成立立捷精密鋼模公司，專司模具的設計製造，除自用外，也接受外界訂單訂做模具，品質的優劣取決於模具的精準度與精密度，因此更能確保製造的部品零件品質提升。

台捷企業產品供應給下列的世界級名廠：金寶、台達、三星、HP、SONY、PANASONIC、CANON、TOSHIBA、SHARP、THOMSON、EPSON、FORD、WD、ELECTROUX、VERBATIM、TOYOTA、ISUZU、SUZUKI、FISHER & PLOYKER……。

### 產品品質在於員工訓練

台捷生產的傳統塑膠零件是屬客製型，依客戶的需求及設計而量身訂做，各廠家的尺寸、規格、材質要求皆不同，不能通用，因此無法預先生產做庫存，必須接單後才排程生產，常會有時間的壓力，因此人員的素質，公

司的制度，作業系統與標準，更顯得重要。



客戶會面 Meeting with Customers

產品品質要好，必須先由員工的品質提昇及訓練著手，因此員工的教育訓練基礎課程非常全面，從最基礎的「日常生活的招呼」到「養生保健」、「企業文化」…，乃至心理建設訓練課程，以期培養員工的向心力及忠誠度。

### 精益求精 止於至善

經營管理對企業的營運非常重要，企業負責人有感於這方面的知識尚有不足，乃利用時間終身學習完成MBA的課程，獲益良多。台捷亦聘請顧問管理公司及外籍顧問群專責輔導，引進許多日本企業經營管理的觀念及管理手法，如：生產、人事、物料、目標管理及生產績效管理與品管圈活動、全面品質管理等，透過品質七大手法、零缺點活動、內部品質稽核人員訓練、品質成本、5S活動管理、工作教導、提案改善制度、品質可靠度、六個標準差…，帶領公司全員更上層樓。

近幾年公司經過有系統的改善教育訓練活動，管理更加扎實，營運更為順暢，改變了公司的營運層面。

台捷關係企業集團的業務表現亮麗，但我們不因此而滿足，盼望產品與技術再精益求精，止於至善，開發製造品質更為優良的產品，以滿足客戶的需求，「改善是無止盡的」這是董事長劉寧海先生的座右銘，也是集團的標章。

Jet Industries Co., Ltd. was originally founded in 1982 and has further extended its operation with the establishment of Jet Industries (Thailand) Co., Ltd. in Thailand in 1990. Its primary plastic mold injection product components were vastly utilized upon hard disk drives, faxes, telephone handsets, televisions, calculators, refrigerators, air conditioners and automobiles etc.

Jet Industries expanded its manufacturing operation in Thailand following the government's southbound policy, supplying to major Taiwanese electronic firms such as Cal-comp and Delta Electronics In accordance to Government's "Center Satellite" manufacturing system. Then onwards, Jet Industries experiences a vast increase in client numbers and production demands, whilst being recognized as a firm providing high standards of quality with the acceptance and approval from Japanese, American and European clients. To date, Jet Industries has elevated its production capacity to 6 manufacturing sites and 1300 employees through steady growth.

To ensure a precise delivery schedule, Jet Industries further established its Lead Jet subsidiary that specializes in the design and manufacturing of plastic injection molds vital to its core production efficiency. With a direct correlation between the quality of products and mold precision, Lead Jet's establishment had a significant impact in ensuring a quality assurance and product delivery program not only meeting client expectations but also ultimately attaining customer satisfaction.

Jet Industries has served as component supplier for renowned world class firms: Cal-comp, Delta Electronics, Samsung, HP, SONY, PANASONIC, CANNON, TOSHIBA, SHARP, THOMSON, EPSON, FORD, WESTIN DIGITAL, ELECTROLUX, VERBATIM, TOYOTA, ISUZU, SUZUKI and Fisher & Packer etc.

Jet Industries' production of traditional plastic components that is customizable depending on the needs and design of clients. This is where variance in dimensions, specifications, and material requirements are distinct for each individual component and are not interchangeable for all manufacturers; therefore these

parts cannot be pre-produced and stored in inventory until the orders have been placed. Jet Industries believes that its service and quality is a result of extensive employee training and ability development, hence, it is devoted to conducting fundamental training sessions on a regular basis including: daily life greeting to healthcare, working safety, and corporate culture as well as mentality building that nurture employee's ability to work as part of the team and company loyalty.

Jet Industries has assisted company executive's managerial perspective development through MBA courses and have brought about crucial benefits to operational management. Our company also hired management consulting companies and foreign consultants dedicated to counseling and introducing many Japanese management concepts and practices, such as: production management, human resource management, goal management, quality control circle activities and comprehensive quality management. Seven practices on quality includes: zero defect activities, internal quality audit personnel training, 5S activity management, job training, proposal improvement system, degree of quality reliability, etc.

In recent years, Jet Industries has gone through a series of improvement programs and training activities, the management has become more solid, the operation has become efficient with strong performance and overall.

Although the business of Jet Industries Group is performing strongly, yet, we are constantly looking to improve the products, technologies and employee expertise to develop and manufacture superior products to meet customer needs. "Improvement is endless", this is the motto of the chairman Mr. Michael Liu, and it is also the most important intrinsic characteristic of Jet Industries Co., Ltd.



運動會球賽冠軍 Teamwork-champion of ball game



# 越南冠賢機電股份有限公司

## (Vietnam) Gwan Hsian Electric & Machinery Join Stock Company

負責人 Owner : 林建祥 Lin, Chien-Hsiang

地址 Address :

L05,Ksx Tan Dong Hiep , Di An , Binh Duong , Vietnam

電話 Tel : +84-650-3710206 , 3710590 , 3711071

傳真 Fax : +84-650-3710207

推薦單位 Recommended by :

行政院青年輔導委員會

National Youth Commission, Executive Yuan.

駐越南台北經濟文化辦事處

Taipei Economic and Cultural Office, Hanoi, Vietnam

越南台灣商會聯合總會

The Council of Taiwanese Chambers of Commerce in Vietnam

經濟部專業人員研究中心

Professional Training Center Minister of Economic Affairs

台灣銀行嘉義分行

Bank Of Taiwan Chiayi Branch

營業項目 Business Items :

• 水電工程承攬施工、保養、維修

Water and electricity engineering to undertake, maintenance, repair

• 高低壓配電盤設計生產製造及安裝

High and low voltage distribution panel design ,manufacturing and installation

• 生產買賣線槽、線架、冠賢牌變頻器 Production trading trunking, wire rack, Gwan Hsian brand inverter

• 各種機械鈹金外殼設計製造及雷射加工 Various mechanical sheet metal enclosure design and manufacturing and laser processing

• 整廠電氣專業技術規劃、設計及諮詢 Plant electrical professional and technical planning, design and consulting

產品名稱 Main Products :

冠賢牌變頻器、冠賢牌工業型冷氣機、專業配電盤製造廠、專業規劃設計各種自動化整廠設備、傳動儀表及PLC控制系統開發設計、銷售各種機電與自動控制器材

Gwan Hsian Brand inverter, air conditioners for electrical control panels, the professional distribution panel manufacturer, specializing manufacture of distributors plant, specializing in design & program of various automation equipment on plant, drives, instrument and plc in design & development, marketing for various electric and automation control products.



林建祥 董事長  
Chairman : Lin, Chien-Hsiang



配電盤 Power distributor



www.guanhien.com.vn

### 綜合評語 Commentary

- 企業經營管理制度良好，作業系統先進完整，發揮員工專長，自創變頻器對綠能環保及節能省電都有很大改進，根留台灣，在台研發及產裝，再擴展至東南亞市場。
- 負責人積極參與當地民間社團活動與回饋社會，獲得各界好評，亦曾獲頒創業楷模暨創業相扶獎。
- With good operational and management systems, forefront, and well-planned operating systems, Gwan Hsian Electric & Machinery allows employees to develop their talent and has developed specific invertors to enhance the performance of green production and energy conservation. Leaving root in Taiwan, Gwan Hsian Electric & Machinery insists on R&D, production, and assembly in Taiwan before expanding to the Southeast Asia market.
- The owner won acclaim from different parts of local society for his aggressive involvement in local civilian groups and activities to repay the local society. He has also won the Model Taiwan and Overseas Entrepreneurs Award.



公司外觀 Appearance of Gwan Hsian Electric & Machinery

## 六萬元創業起家

企業負責人  
林建祥夫婦以六  
萬元在嘉義市自

行創業成立冠賢機電行，從事傳統電料、馬達買賣、工業自動化控制系統、高低壓配電盤生產製造、鈹金加工及水電工程承攬，自此步上創業這條路。

## 根留台灣 進軍國際

為加速國際化腳步並配合政府南向政策，企業負責人林建祥先生曾多次飛往大陸、菲律賓、越南、泰國等地考察，最後擇定越南設廠，因越南人民純樸友善，風土民情、文化背景與台灣相似，因此在2001年為了因應台商在越南水電建廠需求，加上台商大多聚集在南越，於是選擇在平陽省落腳，成立「越南冠賢機電股份有限公司」，同時開發自有品牌變頻器，以水電工程和鈹金工程為主要業務。

因南北越距離2,000多公里，為了服務北越台商及開拓當地市場，並陸續設立河內分公司及河靜分公司，林建祥先生將南越設廠成功經驗，複製至北越分公司。2008年時更與台灣南部企業組成投資團隊，在北越北寧省成立「舜發土地開發責任有限公司」，開發「國家級順成二號工業園區、都市區」，面積達304公頃。

## 創新能力、創造自有品牌，節省減碳保護生態

越南冠賢公司以活力、誠信、優勢、執行四大主軸為經營理念，以提供客戶最完善的設

計、最優秀的品質及最親切的服務為宗旨。響應政府綠能環保政策，開發冠賢牌變頻器並增設變頻器廠，全力針對高優質變頻器，進行研發，融入環保節能觀念，大幅提高系統運行的穩定性，降低設備磨損，進而達到節能省電，降低企業用電成本，符合國家綠能環保政策，最適合外銷，甚至回流到台灣，為台灣節能減碳盡一份心力。於2011年拿到越南變頻器零售市場買賣的執照，是越南第一家台商取得「零售買賣資格者」。

歷經三年在台灣研發、台灣製造的綠能產品「冠賢牌工業型冷氣機」，具高能源效率比（COP）及100%冷卻能力，取得專利認證並提供客製化服務，提升顧客便利性，滿足客戶需求，更實踐「守護地球」的企業責任。

## 施比受更有福，貫徹經理人制度

越南冠賢公司採專業經理人制度，各部門都由專業經理人領導，公司每年提撥稅後盈餘15%給專業經理人，並建立利潤分享制，讓辛勤付出的員工可以得到回饋。此外冠賢公司每年均提撥2~3%投入開發新產品與新技術，以「品質用心、技術創新、客戶放心」等3大經營理念與員工共勉，培養全方位及責任感的專業團隊，以創造顧客、員工及企業三贏局面為目標。

越南冠賢公司積極加入台商會，以在越南設廠多年的經驗與台商分享，全力協助台商在當地落地生根，安心衝刺事業，並隨時投入公益活動關懷社會，共同促進兩地發展。



變頻器組裝線 Assembly line of inverter

### To Start Up Business With NT60,000 Dollars

In March 1988, my wife and I started up business with sixty thousand dollars in Chiayi City. The company name is Gwan Hsian Electrical & Machinery. At that time, the business included traditional electrical materials, motor trading, industrial automation and control systems, high and low voltage distribution panel manufacturing, sheet metal processing, water & electric engineering to undertake.

### Rooted In Taiwan And Go Forward Into the World

Due to the fast business growth, we relocated to Min-Hsiung Industrial park and established Gwan Hsian Electric & Machinery Co., Ltd. with Grade-A water, electricity undertake and specialized switchgear plant. In 1997 July, we adopted ISO9001. To accelerate the pace of internationalization with the "Southward Policy" development, I have been to China, Philippines, Vietnam, and Thailand many times, at last I chose to set up factories in Vietnam. In 2001 I set up "Gwan Hsian Electric Machinery Join Stock Company" in Binh Duong Province. At the same time we develop our own brand inverter, and to undertake water and electricity engineering and sheet metal in our main business.

Because the distance between south and north Vietnam is more than 2,000km, in order to provide service to Taiwanese company and open local market, we continually set up the branch of the Ha Tinh and Ha Noi.

### Innovation Capability 、 Create Own Brand 、 Save Energy And Protect Environment

The purpose of Vietnam Gwan Hsian Company is providing customers with the most completely design, the best quality and the most friendly service with four business philosophies – vitality, integrity, advantages and execution. Moreover, being



工業型冷氣 Industrial-use air conditioners

responsive to the

government's green environmental policies, we have developed Gwan Hsian brand inverter in 2008 and built an inverter plant. In 2011 we got inverter retail market trading licenses in Vietnam, and we are the first Taiwanese company to get the retail trading qualifications.

Last year on December 21th, we launched Gwan Hsian Brand air conditioners for electrical control panels which was a green energy product researched and developed in Taiwan for three years long. This product has high energy efficiency ratio (COP) and 100% cooling capacity, and acquired patent certification. It provides customized services which not only enhance customer's convenience but also satisfy customer's demands. Most of all, it puts the corporate responsibility - "Protect the Earth" into practice.

### More Blessed to Give Than to Receive. Implement the System of Managers

Vietnam Gwan Hsian Company adopts professional manager system and all departments are led by professional managers. We apportion after-tax earnings by 15% to professional managers every year, and establish a profit sharing system. Furthermore we allocate earnings from 2% to 3% to invest in developing new products and new technologies. We encourage employees mutually with three major business philosophies - "Quality intentions, technological innovation, and customer at ease." Our goal is to create a triple win situation within customers, employees and company by cultivating all-round and responsible team of professionals.

Vietnam Gwan Hsian Company is a member of Taiwan Business Council and puts great efforts into it. We help Taiwanese businessmen to root and sprint career in local area by sharing our own experience of setting up factories. To promote the development between Taiwan and Vietnam, we participate in local public service activities and we are always concerned about the whole society.



# 綠河股份有限公司

## Green River Wood & Lumber Manufacturing (Thailand) Co., Ltd.

負責人 Owner：謝榮輝 Hsieh, Jung-Hui

地址 Address：

222 Moo 4, T. Thachang, A. Bangklum, Songkhla 90110, Thailand

電話 Tel：+66-74268773

傳真 Fax：+66-74239633

推薦單位 Recommended by：

亞洲台灣商會聯合總會、泰國台灣商會聯合總會

Asia Taiwanese Chambers of Commerce, Thai-Taiwan Business Association

營業項目 Business Items：

橡膠木實木板材及塑合板之產銷。產品用於建築、家具、裝修及各類木製品；另為求經濟效益，鋸木所產生之剩餘材料，亦用作塑合板之原料。

Production and sales of solid wood timber and particle boards, which can be used in architectural, furniture, interior decoration and other wood-based products. For economic purposes, sawn remnants are used as materials of particle boards.

產品名稱 Main Products：

橡膠木實木板材及塑合板 Solid wood timber and particle boards



謝榮輝董事長  
Chairman：Hsieh, Jung-Hui



企業外觀 Appearance of GRW



生產作業情形 Production



會議討論情景 Meeting of discussion



[www.greenriverthai.com](http://www.greenriverthai.com)

### 綜合評語 Commentary

- 企業形象良好，了解客戶需求，因營運差異化競爭策略而穩健，具備研發創新、製造、品牌營銷與資產管理等綜合能力，產品取材天然兼顧環保，環境生態永續發展之概念值得效法。
- 公司長期響應當地各種慈善捐款及公益活動，對台商在泰國之形象具加分效果。
- With a good corporate image and understanding of customer needs, GRW has been operating steadily with the operation differentiation competitive strategy. Taking advantage of the synergy from R&D and innovation, process, brand marketing, and asset management, its production with natural and environmental-friendly materials for sustainable environmental development is worthy of modeling.
- GRW has long-term involved in local charity donations and activities for a long time has successfully improved the image of Taiwanese businesses in Thailand.



### 經營穩健 深具成長潛力

綠河股份有限公司屬泰國第一家結合塑合板製作與鋸木實木加工的台灣製造商。主要設廠於泰國南部宋卡府邊境區域，擁有泰國當地橡膠木資源的運用充分性，減少了原物料上取得的成本與困難度，出口國家散布在東北亞與中國、印度、東協等國家。發展樹木資源利用價值並垂直整合，利用橡膠木的主要價植物—橡膠水，創造發展新產業契機。正向誠善的心和堅實的夥伴為企業的關鍵成功因素。

### 持續成長且有競爭力的和諧組織

一路走來從泰南不成熟的鋸木業環境到決定投資塑合板的生產都充滿了挑戰與挫折，企業秉持集體創業精神與分享價值觀讓員工與企業共同經營及努力。今年，公司預備公開發行與登錄興櫃，成功推動中小企業管理轉換為專業經理人管理，以因應環境變遷與打造公司永續發展的里程碑。謝榮輝董事長最常鼓勵員工，「只有內部問題，沒有外部問題」，只要把公司內部營運各事項做到最好，就不怕外部環境的挑戰。外部的挑戰避不開，逃不掉，大家都一樣，我們內部作到最好，如果要倒下，一定也是最後一個。

### 重視環境保護 平衡經濟發展

在近年雨林木加工環保意識抬頭之下，利用廢棄作物之橡膠林木加工，使林木不再燒燬，鋸木加工成材料具環保資源概念，此核心價值更有助提升本公司品牌形象，俾能強化客



公司活動 Activities

產品 Product

戶之信任程度。發展企業同時更種植新橡膠樹林取代原舊樹林，鼓勵共同參與維護全球生態環境平衡。

### 積極實踐企業社會責任

長期贊助教育活動，積極培養青少年健康成長，更響應當地慈善捐款、救助貧困學童、贊助紅十字會及興建學校校舍，同時維護傳統宗教及其它主要宗教信仰。於東南亞大海嘯、台灣莫拉克颱風及日本大海嘯捐贈善款，2011年泰國中部與泰南水災，愛心捐款外並派駐公司消防車協助清理災區，回饋社會不遺餘力。

### 堅定經營理念 創造三贏局面

謝榮輝董事長以「看清全局，正向找答」為座右銘，以塑合板製造為立足點，充分依靠區域林木和公司資源、管理及技術優勢，採取差異化競爭和產業鏈整合的戰略，逐步發展成產業鏈完整、產品結構合理、研發創新、製造、品牌營銷與資產管理綜合能力的集團。秉持「品質保證、服務滿意及持續創新」之經營理念，加上「以人為本」的企業文化，對工作存有責任感與道德觀，對團隊保有認同感與透明化，對公司秉持歸屬感與榮譽心，以創造顧客、員工及企業三贏的局面。



### **Robust Management of Business, High Potential of Growth**

We are the first Taiwanese manufacturer in Thailand combining production of particle boards and processing of solid wood timber. The Company has its principal factory located near the border area of Songkhla Province in Thailand and exports its products to the Northeastern Asia, China, India and ASEAN countries. With abundant resources of rubber wood in the southern Thailand, the cost of obtaining raw materials is highly reduced. The Company fully develops the value of the forest resources, accomplishes vertical integration and utilizes latex – the main product of rubber wood, seeking the chance for a new business.

### **Continuous Growth And Competitive but Harmonized Organization**

It has been challenging and discouraging all the way from entering the timber industry in the southern Thailand to decide the investment in the production of particle boards. Nevertheless, the Company and its employees manage and endeavor together with collaborative entrepreneurship and sharing of corporate values. This year, the Company plans to apply for the public offering of its shares and registering the shares with the Emerging Stock Market in Taiwan, transforming the management of small or medium enterprises to be one conducted by professional managers. As long as we manage well our internal organization, external challenges will never be a problem. While external challenges are inevitable, with the magnificent internal management, we can still stay strong and be the last one to fall.

### **Environment-Friendly, Economy-Balanced**

We manufacture our products by processing the waste of rubber wood, and this saves rubber wood from being burnt and evinces the spirit of environment protection. Given increasing environmental awareness, the core value of rubber wood processing promotes the Company's image and strengthens our customers' reliance.

### **Fulfillment of the Company's Social Responsibility**

The Company has supported educational activities on a long-term basis and has contributed to local charities, help students in poverty, make donations to the Red Cross Society and establish school dormitories. In the past, the Company also joined with other enterprises to bestow money for the 2004 Indian Ocean Tsunami, Typhoon Morakot strike in Taiwan, the 311 Japan Earthquake Tsunami, the floods in the central and southern Thailand in 2011.

### **Consolidate Business Strategy, Create All-Wins**

Our strategy of management is based on the production of particle boards, employ the regional forest resources, managerial and technical advantages, differentiate competition niche and integrate the industrial chain, and then to develop a group of enterprises with a complete industrial chain, a reasonable structure of product lines and a comprehensive ability of innovation, manufacturing, brand sales and marketing. With the spirit of "Quality Assurance, Satisfactory Service and Continuous Innovation" and the culture of "Human Oriented", as well as responsibilities and ethics to the work, recognition and transparency to the team, loyalty and honesty to the Company, we can create all-wins among customers, employees and the enterprise.

### **Chairman's Business Endeavors And Hardship**

The past is fading away, but the only one can be remembered clearly is almost always to face inexperienced situations that the Company bumped and groped setbacks forward along the rugged way whether to face hardships and challenges, or growth and improvement options.

### **The Influence Towards Chairman**

When the Company faces unknown hardship and challenges, I couldn't help wandering and hovering, do I have the confidence to overcome adversities? However, I always remind myself that people are not born to have the abilities, resources and experience, the most significant is to be brave enough to lead everyone forwards.



# 鋁新科技 (越南) 股份有限公司

## CX Technology (VN) Corporation

負責人 Owner : 李柔 Lee, Jou

地址 Address :

Tan Thuan Export Processing Zone, District 7, Ho Chi Minh City, Vietnam

電話 Tel : +84-8-37701025

傳真 Fax : +84-8-37701636

推薦單位 Recommended by :

駐越南胡志明市臺北經濟文化辦事處

The Taipei Economic and Cultural Office in HoChi Minh City

新順台商會

The Council of Taiwanese Chambers of Commerce in Vietnam, Tan Thuan Branch

營業項目 Business Items :

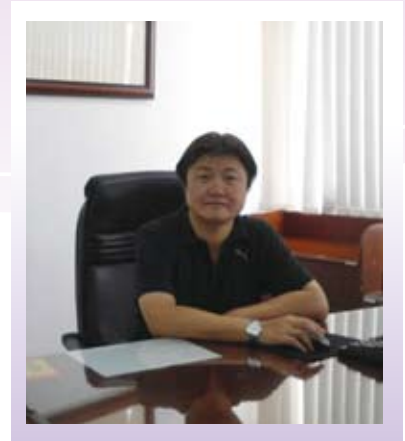
揚聲器導磁元件及塑膠框架之製造、加工及內外銷，各種汽車，摩托車，腳踏車的金屬組件以及工業中使用之精密機械零件

Manufacturing of Speaker cold-forging components and plastic injection frame, Precision Machined Products IMPORT and export trading business, Manufacturing of cold-forging components in Automotive, motorcycle, bicycle and related industry

產品名稱 Main Products :

揚聲器之導磁極、導磁環及導磁座、高頻增音罩、鋁音錐、塑膠框架。各種汽車、摩托車、腳踏車的金屬組件以及工業中使用之精密機械零件

Speaker T-Yoke, Pole-plate, Upper plat, U-Yoke, Copper cap, Aluminum cone, Dust cap, And plastic frame, Automotive transmission piston, Brake piston and Steering wheel part.



李柔 董事長  
Chairman : Lee, Jou



檢測儀器 Measuring equipments



鍛造設備 Forging equipments



公司外觀 Appearance of CX



[www.cxtechnology.com](http://www.cxtechnology.com)

### 綜合評語 Commentary

- 產品近100%內製，研發技術扎實，有利提升競爭力，掌握主要關鍵性技術，提升產品附加價值；做出市場區隔，避免陷於紅海市場，為台商提升經營能力之榜樣。
- 以成立基金會方式持續針對在地醫療、教育、基礎設施等方面，積極且具體推動各項公益工作。
- The nearly 100% self-production of products and solid R&D know-how of CX Technology allows the company to enhance competitiveness and capture key technology to increase the added value of products. By implementing market segmentation to prevent entrapping in the Red Ocean, CX Technology has become a model of operation improvement in Taiwanese businesses.
- CX Technology also established a foundation to continuously promote various charity events for local healthcare, education, and infrastructure.

### 世界著名音響製造廠商的最佳夥伴

鋁新科技股份有限公司（台灣母公司）創立於1972年2月，具有40年鍛造生產經驗，主要生產揚聲器用導磁極、導磁環、導磁座等磁氣迴路零件，全年生產3億餘個零件，相當於可以組成2億支揚聲器（喇叭），為目前全世界揚聲器（喇叭）導磁零件市場第一大廠。1996年3月成立「鋁新科技（越南）股份有限公司」，生產量占整體全公司的三分之二，深受世界各地揚聲器製造商的好評。主要客戶包含世界著名的音響製造廠商如Boston Acoustics、B&W、Harman/Kardon、JBL、Matsushita、Nokia、Onkyo、Philips、Pioneer、Tannoy等。

### 「新、速、實、簡」的經營理念

鋁新越南承續母公司的經營理念「新、速、實、簡」及秉持「客戶滿意」之製造理念，以「生產自動化、流程合理化、管理電腦化」之嚴格品質享譽全球。同時導入ERP系統整合三廠資源，提昇產品市場競爭力，不斷精益求精，使經營發展朝全球化、產品發展趨向多角化。鋁新越南本業營收三年來屢創新高，2011年營收更達近10億元。

### 合縱連橫 垂直整合 水平擴展

公司深刻體認到：隨著市場的競爭，需

不斷轉型蛻變，因此，除了揚聲器鍛造事業之外，自2008年起，開始研發生產汽車、自行車及五金零件，水平拓展公司的產品線。2009年11月與日本TOYOTA鍛造產品供應商上板塑性(KAMIITA)簽訂技術合作合約，進入汽車零組件供應鍊，引進日本先進鍛造技術，創造產品附加價值以抗衡對手的低價競爭。

另外，利用熟悉揚聲器的市場優勢，2011年切入揚聲器塑膠盆架與框架市場。2011年11月公司又在越南北部海陽省新成立塑膠射出事業處，主要開發揚聲器相關塑膠成型產品，以咄咄態勢搶佔市場。

### 回饋社會繼續努力創造更美滿的願景

除了積極致力於產品品質、研發與創新、客戶服務、安全與環保等職責外，在企業發展的同時，也藉由「丁善理基金會」積極資助越南當地的教育並輔助清寒績優學子獎學金，並轉投資其他領域創造當地就業機會，更不斷地分享越南的投資經驗，協助其他台商投資越南，履行回饋社會、服務社會的使命。

已故老董事長丁善理先生曾說過「繼續努力」這四個字對他影響很深，鋁新也期許所有同仁透過這四個字，一起努力打拼，不斷成長，創造更美滿的願景。



導磁極 Speaker T-Yoke

銅蓋 Copper cap

鋁製品 Aluminum products

導磁座 Speaker plat

### The Best Partner to World Class Speaker Manufacturers

CX TECHNOLOGY CORPORATION (Taiwan HeadQuarter) was founded in 1972, with more than 40 years experience in cold-forging Technology area and production experience. The main products are T-Yoke, Pole-Plate, U-Yoke for Speaker application use. CX is the world No.1 cold-forging manufacturer of loudspeaker components ; who can produce approx 300 millions of speaker components annually, which means, all the component can be assembly to about 200 millions to speak unit.

CX TECHNOLOGY (VN) CORPORATION was founded in March 1996, the most big manufacturing base to CX Group and is well-known by the world leading high fidelity speaker manufacturers, such as Boston Acoustics, B&W, Harman/Kardon, JBL, Matsushita, Nokia, Onkyo, Philips, Pioneer, Tannoy.

### The Operation Philosophy “Innovation-Efficiency-Reliability-Simplicity”

The same as CX Taiwan headquarter, CX TECHNOLOGY (VN) CORPORATION undertakes the operation philosophy: “Innovation-Efficiency-Reliability-Simplicity” and adhere to produce philosophy “Customer Satisfaction”, CX Vietnam is to be well-known as speaker components supplier in the world by the strict quality control and pursuing excellence. Moreover, we continually integrate our group resources via ERP system to be competitive,



年度旅遊 Photo of annual outing



錫新越南塑膠射出廠 CX Tech (VN) plastic injection plant

globalizing and diversified. We constantly set new records in our revenue for the past three years.

### Strategies of Vertical Integration And Horizontal Expansion

CX deeply realizes that we needs to constantly enhance our technologies to remain our rival advantage. Therefore, we have expanded our products scope to automotive, bicycle, motorcycle and industrial metal parts since 2008. For countering the price war, we signed a technical cooperation contract with KAMIITA, to introduce Japanese sophisticated forging technology in November, 2009. Our plan is to enter the automotive parts supplier chain and provide high-added-value products. Our goal is to integrate our cold-forging and plastic injection technologies and provide one-stop-shop service to our customers.

### Sharing With the Society, Making Further Efforts, Creating Intriguing Vision

We believe that as an enterprise, except for strengthening its own competitive advantage through excellence of product, innovation in R&D, consistent customer service, safety and environmental protection, carries many other obligations: we establish Lawrence S. Ting Memorial Fund to subsidize education in Vietnam and to grant scholarship to students growing from humble beginning. On top of that, we broaden our scope of investment to create job opportunities for local workforce. Moreover, we share experience with other Taiwanese companies to facilitate investment in Vietnam.

“Always make further efforts, always go that extra mile”, said our former Chairman, Mr. Lawrence Ting. We expect our staff to keep in mind what Mr. Ting said, through joint effort, to demonstrate everlasting growth, to fulfill the intriguing vision.

# 藍籌科技 (澳洲) 公司

## Bluechip Infotech Pty Ltd.

負責人 Owner : 熊強生 Johnson, Hsiung

地址 Address : 97 Derby Street, Silverwater, NSW 2128, Australia

電話 Tel : +61-2-8745-8401

傳真 Fax : +61-2-8745-8490

推薦單位 Recommended by :

雪梨華僑文教服務中心

Culture Center of OCAC in Sydney

大洋洲台灣商會聯合總會

Taiwanese Chambers of Commerce in Oceania

營業項目 Business Items :

大型主機、電腦、網通器材及週邊產品的代理、行銷

The dealer of host computer, netcom equipments and related products

代理廠商 Agents :

HP(惠普科技)、acer(宏碁電腦)、Fujitsu(富士通)、LG(樂金)、Apacer(宇瞻科技)、Dlink(友訊)、Qnap、Cyberpower(碩天科技)、BenQ(明基)、Asus(華碩電腦)、Aopen(建基)、Adata(威剛)、Infortrend(普安科技)、Edimax(訊舟科技)、Eaton、Pioneer、Targus



熊強生董事長 Chairman : Johnson, Hsiung



工作環境 Operational office



公司外觀 Melbourne office



公司外觀 Adelaide office

[www.bluechipit.com.au](http://www.bluechipit.com.au)



### 綜合評語 Commentary

- 為台灣ACER/ASUS/DLink 等品牌的最大夥伴，並為少數在澳洲五大城皆設分公司的代理商。企業內部重視庫存管理與嚴謹控管內部開銷，且能因應大環境與產業的發展，調整公司產品線與服務。
- 公司負責人現任雪梨台灣商會會長，積極參與僑社事務，熱心社會公益，曾多次捐款協助救災。
- As the biggest partner of Acer, Asus, and D-Link of Taiwan, Bluechip is one of a few agents with branches in five leading Australian cities. Through careful stock management and rigorous internal expense control, Bluechip has successfully adjusted its product ranges and services along with the development of the business and industrial environments.
- The owner is now the chairperson of the Taiwan Chamber of Commerce in Sydney. In addition to aggressively involving in overseas compatriot affairs, he is active in charity activities and has made many donations to mitigate natural disasters.

### 內部創業 積極拓展業務

企業負責人熊強生先生1992年在宏基澳洲任職時，開始注意澳洲電腦市場其他的機會。當時一半以上的個人電腦仍屬於當地組裝品牌，電腦零組件市場很大。同時馬來西亞宏基，也成立了一個電腦零組件的代理公司，Servex Malaysia專攻此一市場，並獲初步成果。受此鼓舞，1996年熊強生先生開始極積籌備，成立一零組件部門，以代理建的主機板、機殼、光碟機為主。

隨著宏基集團全球的改造，在2001年Servex Australia正式從宏基澳洲完全獨立出來。感謝施振榮先生利益與員工分享的理念，開放股份給所有資深員工認股，讓藍籌正式成爲一家由員工擁有40%股權的澳洲本地公司。

### 網路電子商務平台，奠定基礎

2001年開始投注大量資源建構出一先進的網路電子商務平台，目地讓客戶透過此平台，即時取得公司產品最新規格、目錄、報價、庫存及與其相關產品所有資料，並可及時下單，訂購客製化電腦，查詢尚未出貨的訂單以及交易明細。經此商務平台，客戶不需透過電話，即可隨時取得所需資訊，降低與公司的交易成本。此商務平台亦爲往後分公司的設立，奠定下基礎。

### 專注小企業商用及私校市場，及時轉型

在瞬息萬變的IT產業，成功的代理商不但要跟得上產業技術更新的脈動，配合上游廠商的成長，更要跟著下游市場的需求，求新求變。在產品方面，從早期主打台灣廠商的主機板、光碟機等零組件及週邊產品，轉型成以世界品牌的大型主機、桌上型電腦、筆記型電



辦公室 Office

腦、網路儲存設備等系統。下游市場的客戶群也從小型系統組裝公司及零售店，轉變成現在的中、小企業與學校及政府機關。

### 保守的財務運作，資深的經營團隊

面對此多變產業，藍籌一直戰戰兢兢的經營，應收帳款的部份，除了全額保險外，更以保守態度面對，不願承擔任何不當風險，因此在2008年全球金融風暴後，還能不受影響，全身而退。

公司幾位主要幹部，在草創時期與熊強生先生共同打拼，爲公司原始股東，因此對公司向心力特強。對公司的各種開銷，嚴格審核管理，不做任何不必要的浪費，針對呆滯存貨，更推出各式促銷方案，即使半買半送，也務求完全出清，降低庫存損失壓力。這股精神和向心力，是公司成立後每年都能創造佳績，共享利潤的主因。

### 積極參與台灣商會，回饋澳洲社會

公司成立超過10年，年年均創造盈餘利潤，按照稅法繳稅善盡企業公民責任。雖經營企業有成但不忘回饋社會，化善心爲實際行動，常以公司或個人名義參加義賣義工活動及響應捐募，如2008年參與澳洲台灣商會的慈善活動，樂捐雪梨St. John Ambulance，2009年維省大火災難捐助受災戶，於2011年也捐助昆士蘭大水災戶。



獎盃 Trophies of honors

Bluechip Infotech, established in 1997, focuses on delivering the latest IT and AV products to a wide channel base while maintaining a dedicated commitment to first class service.

The Key to Bluechip's success is in our strong vendor relationships, ensuring a high level of commitment, cooperation and market relations. Thus we guarantee full comprehensive understanding of products and target markets allowing us to provide cost effective solutions to our partners.

Bluechip Infotech has a long and successful history dealing with the SMB / Education and Retail markets through our channel partners. Our value is that we bring the Channel and Vendors together to provide solutions through cooperation.

### Core Competency

The distribution of an extensive range of Technology: Notebooks, Server and PCs. Storage solutions and Power protection, networking solutions, AV Solutions, IP Surveillance.



倉庫 Warehouse

### Mission Statement

To build a strong National Distribution and a one stop IT and AV components and peripherals Company, committed to customer satisfaction and the supply of quality branded products and services.

### Market Differentiator

Our objective is to offer our resellers all the tools necessary to enhance and develop their business via the online facilities we have carefully developed over the years, with key emphasis on information flow.

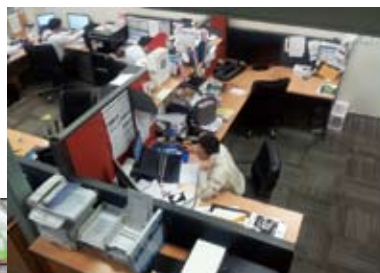
### Our Commitment

Our commitment to the IT Channel and its partners ensures you receive quality products at competitive pricing from leading manufacturers.

### Key Vendor Partners

Bluechip Infotech's key partners include Acer, A.C.Ryan, Adata, AOpen, Apacer, ASUS, Aver, BenQ, Brickcom, Cherry, CyberPower, D-Link, Eaton, Edimax, Fujitsu, HP, Infortrend, iosafe, LG, Manli Graphics, Microsoft, Nikon, NU, OKI, Pioneer, QNAP, Redleaf, Sony, Super Talent, Targus, Trolley Dollies, Yodn.

Base on the development strategies mentioned above, Bluechip Infotech has fulfilled the achievements like Acer Distributor of the year 2004-2010, LG Distributor of 2008 and BenQ Projector Platinum Partner etc.



銷售團隊 Sales team



## 第14屆海外台商磐石獎

The 14th Outstanding Overseas Taiwanese SMEs Award

### 卓越台商選拔表揚辦法

#### 一、宗旨：

為表彰海外經營有成，在各方面均表現卓越，且對台灣或僑居地等國際社會有貢獻之台商企業，特辦理本表揚活動，以肯定當選企業之成就，讓全球台商企業相互學習觀摩，以提升經營能力及競爭力。

#### 二、指導單位：僑務委員會

主辦單位：經濟部中小企業處、中華民國全國中小企業總會、世界台灣商會聯合總會

#### 三、參選資格：

- (一)成立滿5年之台商企業(須於2007年6月30日以前成立之企業)。
- (二)最近3年(2011、2010、2009年)連續獲利或營運成長狀況佳。
- (三)對台灣或僑居地等國際社會有顯著貢獻之企業。

#### 四、表揚名額：以8家企業為原則，惟實際當選家數由評審委員會議決之。

#### 五、參選方式：

需由僑務委員會等國內政府單位，或我政府(外交部、僑委會、經濟部等)駐外單位、辦事處、當地僑團、台商會、參選企業僑居地之政府有關單位及機構，或海內外金融界、工商團體等推薦參選，自行參選者不予以受理。

#### 六、參選應繳資料：

- (一)推薦書。(二)企業基本資料表。(三)評審項目說明書。
- (四)企業在僑居地之事業登記及營運相關證明文件影本。
- (五)企業之董監事(含股份)名冊。(六)最近3年(2011、2010、2009年)之資產負債表及損益表影本。
- (七)企業納稅證明文件影本(需經稅捐單位查驗之正式報稅資料)
- (八)相關事蹟證明文件(如品質驗證證明書、得獎紀錄)或圖片。
- (註)參選資料由主辦單位於活動結束後燒毀，概不退件。

#### 七、評審：

(一)評審程序：分為初審、複審、決審3階段進行。

- 1.初審：由中華民國中小企業協會同仁組成專案工作小組，對參選資料之參選資格予以初步認定，若資料不齊者予以限期補件，資格不符合者發文通知，資料符合者送交複審委員會審查。
- 2.複審：由具專業素養和代表性之學者專家擔任複審委員，就入圍企業整體表現進行複審審查作業。
- 3.決審：由我國政府首長、工商企業領袖及跨國企業經營有成之代表擔任決審委員，依據入圍決審企業之書面資料及複審委員會評審報告進行審查，決議得獎企業。

(二)評審項目：

項目	內容說明	權重
企業特色	• 企業在當地經營的特色或獨特性的價值 • 創新的能力與成效 • 當地經濟現況與企業經營策略分析	25%
社會貢獻	• 公益活動之投入與表現(包含：對台灣或僑居地等國際社會之貢獻、企業在僑社的活動度等) • 對生態保護的相關環保措施	25%
整體管理制度	• 經營理念與願景、企業文化 • 行銷策略(包含：行銷據點和通路、自有品牌運用情形、顧客關係等) • 人力資源管理策略(包含：勞資關係、教育訓練、員工福利、知識管理等) • 經營團隊的重要成員及運作情形 • 企業創業歷程與轉變	25%
財務會計	• 會計制度與內控制度 • 經營效能(包含：資金週轉與償債能力、營收與獲利能力、財務結構等)	25%

#### 八、頒獎表揚：

- (一)於2012年10月份與第21屆國家磐石獎同時舉行，恭請我國政府高階首長頒獎，頒發海外磐石獎獎座及當選證書。
- (二)拜會我國政府單位首長或僑居國之駐華大使館或駐華辦事處，以肯定當選企業之經營成就。
- (三)出版當選企業專輯，介紹當選企業卓越事蹟及貢獻。
- (四)由本會透過傳播媒體對國內外宣傳表揚。

#### 十、得獎企業義務：

- (一)得獎企業有配合提供印刷專輯、企業簡介帶所需題材、錄製中小企業通廣播節目及參加各洲際台商總會年會發表企業成功經驗等相關活動之義務。
- (二)得獎企業屆時應派高階主管參加頒獎典禮、拜會等活動，若無法出席視同放棄當選。
- (三)得獎企業若經查證有違反本辦法或不實陳述者，其獎座及當選證書應繳回主辦單位。



# 歷屆得獎企業芳名錄



## 國家磐石獎

- 第 1 屆：川飛能源(股)公司、台灣銘板(股)公司、同芳毛刷(股)公司、東榮纖維工業(股)公司、花王企業(股)公司、慶泰樹脂化學(股)公司、燦坤實業(股)公司、皓盛電子(股)公司、林氏玻璃(股)公司、羅莎食品(股)公司
- 第 2 屆：台灣福興工業(股)公司、光正工業(股)公司、宜進實業(股)公司、信通交通器材(股)公司、柏林(股)公司、研華(股)公司、美律實業(股)公司、德林(股)公司、紐新企業(股)公司、君太企業(股)公司、全鋒實業(股)公司
- 第 3 屆：中榮電瓷工業(股)公司、協禧電機(股)公司、固緯電子實業(股)公司、東源物流事業(股)公司、芳生螺絲(股)公司、富全電池(股)公司、新光鋼鐵(股)公司、聚亨企業(股)公司、豐騰科技(股)公司、三粹企業(股)公司、長炬實業(股)公司、台灣捷特工業(股)公司
- 第 4 屆：三聯科技(股)公司、日馳企業(股)公司、台灣晶技(股)公司、全興創新科技(股)公司、車王電子(股)公司、肯邦國際(股)公司、茂順密封元件科技(股)公司、耐特科技材料(股)公司、堡安消防(股)公司、偉詮電子(股)公司、圓剛科技(股)公司、德久(股)公司
- 第 5 屆：台灣積層工業(股)公司、同協電子(股)公司、宏偉電機工業(股)公司、杏輝藥品工業(股)公司、佳承精工(股)公司、奇美食品(股)公司、京華超音波(股)公司、科風(股)公司、高立營造(股)公司、偉全實業(股)公司、華容(股)公司、程泰機械(股)公司
- 第 6 屆：力瑋實業(股)公司、仲琦科技(股)公司、義峰營造(股)公司、雷虎科技(股)公司、精技電腦(股)公司、精益科技(股)公司、帝寶工業(股)公司、樂士電機(股)公司、鍾慶科技開發(股)公司、麗臺科技(股)公司、鴻運電子(股)公司
- 第 7 屆：德立斯科技(股)公司、正凌精密工業(股)公司、匠澤機械(股)公司、艾歲(股)公司、技嘉科技(股)公司、亞歲機電(股)公司、奇菱科技(股)公司、飛宏科技(股)公司、創見資訊(股)公司、勝華科技(股)公司、瑞星科技(股)公司、福隆尖端科技(股)公司
- 第 8 屆：必翔實業(股)公司、宏傳電子(股)公司、亞坦(股)公司、亞智科技(股)公司、佰龍機械廠(股)公司、怡利電子工業(股)公司、東聖科技(股)公司、研揚科技(股)公司、博達科技(股)公司、雁博(股)公司、誠岱機械廠(股)公司、達威光電(股)公司、慶鴻機電工業(股)公司
- 第 9 屆：巨有科技(股)公司、巨馳國際(股)公司、如訊(股)公司、沛亨半導體(股)公司、佰鴻工業(股)公司、信統電機(股)公司、星通資訊(股)公司、浩漢產品設計(股)公司、訊舟科技(股)公司、驊陞實業(股)公司
- 第 10 屆：千如電機工業(股)公司、中鋼碳素化學(股)公司、台灣恒基(股)公司、光群雷射科技(股)公司、亞翔工程(股)公司、亞獵士工業(股)公司、和椿科技(股)公司、岳豐科技(股)公司、偉全企業(股)公司、詮欣(股)公司、鉅鋼機械(股)公司、興勤電子工業(股)公司
- 第 11 屆：大量科技(股)公司、太平洋自行車(股)公司、生泰合成工業(股)公司、百德機械(股)公司、希旺科技(股)公司、科達製藥(股)公司、飛捷科技(股)公司、崇仁科技事業(股)公司、新力美科技(股)公司、精威科技(股)公司、豪門彩色印刷事業(股)公司、優盛醫學科技(股)公司
- 第 12 屆：世堡紡織(股)公司、四零四科技(股)公司、宇泰工程顧問有限公司、邦特生物科技(股)公司、亞帝歐光電(股)公司、東遠精技工業(股)公司、星雲電腦(股)公司、高僑自動化科技(股)公司、南京資訊(股)公司、國睦工業(股)公司、劍麟(股)公司、蒙恬科技(股)公司
- 第 13 屆：加維(股)公司、台虹科技(股)公司、白木屋食品(股)公司、立基電子工業(股)公司、佳龍科技工程(股)公司、欣隆精密壓鑄(股)公司、信億科技(股)公司、胡連精密(股)公司、鈺象電子(股)公司、圓創科技(股)公司、璟德電子工業(股)公司、群錄自動化工業(股)公司
- 第 14 屆：政伸企業(股)公司、至寶電腦興業(股)公司、普樺科技(股)公司、鑫永銓(股)公司、聲遠光電(股)公司、振樺電子(股)公司
- 第 15 屆：三匠科技(股)公司、久允工業(股)公司、大學光學科技(股)公司、中美強科技(股)公司、可賀企業(股)公司、崧騰企業(股)公司、萬潤科技(股)公司
- 第 16 屆：上緯企業(股)公司、迅杰科技(股)公司、迅得機械(股)公司、保銳科技(股)公司、星博電子(股)公司、為升電裝工業(股)公司、家登精密工業(股)公司、晶睿通訊(股)公司、華凌光電(股)公司、圓智科技(股)公司、新世紀光電(股)公司



## 第21屆國家磐石獎暨第14屆海外台商磐石獎

The 21st National Award of Outstanding SMEs and  
the 14th Outstanding Overseas Taiwanese SMEs Award

- 第17屆：世豐螺絲廠(股)公司、東林科技(股)公司、東毓油壓機械(股)公司、皇將科技(股)公司、振鋒企業(股)公司、桓達科技(股)公司、康訊科技(股)公司、達佛羅企業有限公司、雷科(股)公司、廣穎電通(股)公司、龍泰事業(股)公司、曜越科技(股)公司
- 第18屆：久裕興業科技(股)公司、大隴企業(股)公司、安馳科技(股)公司、西勝國際(股)公司、和和機械(股)公司、奇偶科技(股)公司、矽瑪科技(股)公司、金益鼎企業(股)公司、亮泰企業(股)公司、冠聚工業(股)公司、思達科技(股)公司、特佳光電(股)公司
- 第19屆：山野電機工業(股)公司、台通光電(股)公司、亞炬企業(股)公司、帛漢(股)公司、欣美實業(股)公司、阿瘦實業(股)公司、振躍精密滑軌(股)公司、富味鄉食品(股)公司、華燈光電(股)公司、盟鑫工業(股)公司、興普科技(股)公司、聯米企業(股)公司
- 第20屆：車美仕(股)公司、亞信電子(股)公司、泓瀚科技(股)公司、航翊科技(股)公司、捷騰光電(股)公司、祥圃實業(股)公司、統欣生物科技(股)公司、喬歲進科技(股)公司、鼎漢國際工程顧問(股)公司
- 第21屆：小磨坊國際貿易(股)公司、川寶科技(股)公司、台灣航空貨運承攬(股)公司、盈錫精密工業(股)公司、徠通科技(股)公司、凱美塑膠機械(股)公司、詮營(股)公司、達邦蛋白(股)公司、漢民微測科技(股)公司、歐萊德國際(股)公司、樹德企業(股)公司、鴻勁科技(股)公司

## 海外台商磐石獎

- 第1屆：中榮彈簧(馬來西亞)(股)公司、印尼旭光金鋒(股)公司、特而固國際(股)公司、泰國金寶科技(股)公司、亞太進出口公司、新世紀人壽保險公司、製造科技(股)公司、環球科技(股)公司
- 第2屆：亞洲化學(股)公司、來利木業有限公司、美國運動器材公司、富茂控股公司、達偉進出口公司、豪軒工業(股)公司、興堡國際公司、聯勝皮包有限公司
- 第3屆：永信藥品工業(馬)有限公司、奇異果之鄉、協和門窗公司、保齊科技有限公司、喜多紙業(股)公司、惠安株式會社
- 第4屆：南洋電線電纜(股)公司、彥武紙業(馬)有限公司、美德向邦醫療國際(股)公司、紐西蘭奧克蘭商學院教育集團、現代染料(股)公司
- 第5屆：良機工業(泰)有限公司、旭明佳(泰)股份有限公司、憶聲電子工業(馬)股份有限公司
- 第6屆：文華餐廳集團、金澳國際有限公司、鉅祥企業(馬)有限公司、綜益木業有限公司
- 第7屆：百力威國際(股)公司、汎新工業大眾有限公司、貝德環保工程顧問公司、泰揚國際(股)公司、駿吉實業(股)公司
- 第8屆：大同奈陶瓷工業(股)公司、三福實業有限公司、春林工業有限公司、信統電機(越南)責任有限公司、曜越科技(股)有限公司
- 第9屆：三光金屬有限公司、南非統一塑膠(股)公司、美商磐亞工程顧問(股)公司、菲律賓TID集團
- 第10屆：拉斯維加斯植牙醫學中心、味香村連鎖飲食企業集團、萊特爾科技(股)公司、美國達福科技公司、綠源農業資源有限公司、德利盟(股)公司
- 第11屆：印尼台萬工業(股)公司、台灣聯友化學(股)公司、弘旭實業有限公司、百利國際食品企業、美國許氏參業集團、美超微公司、福爾摩沙暨傑傑斯集團有限責任公司
- 第12屆：天鷹傢俱集團、艾克蕾永固紡織有限公司、益邦製藥(股)有限公司、泰僑昌工業有限公司、緯樹控股有限公司
- 第13屆：PSI國際(股)公司、布萊頓管理公司、全宇工業有限公司、全漢企業(股)公司(德國)、李林(股)公司、半活塑工業(股)公司、國華台灣食品公司、銘美國際投資公司、穩贏(股)公司
- 第14屆：MS資訊科技公司、太陽金融財務有限公司、天銀化工私人有限公司、台捷企業(泰國)股份有限公司、越南冠賢機電股份有限公司、綠河股份有限公司、鋁新科技(越南)股份有限公司、藍籌科技(澳洲)公司