

小磨坊

# 小磨坊國際貿易股份有限公司

Tomax Enterprise Co., Ltd.

負責人：董大斌

地址：台中市西屯區工業區一路70號7樓之一

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推薦單位：

中華民國青年創業協會總會

東海大學

財團法人食品工業發展研究所

臺灣中小企業銀行

營業項目：

- 各式中西式香辛料、調味料（醬）及濃縮萃取物之生產製造、加工及販售。
- 香辛料專業知識與應用知識諮詢服務。

產品名稱：

- 完整系列之中西式天然香辛料如：黑白胡椒、羅勒葉、迷迭香葉、義大利香料等產品。
- 調味料（醬）系列產品如：各式椒鹽系列產品、黑胡椒醬、嫩精、高湯粉、蔥風味油、蒜風味油、蔥燒醬汁及蔥香湯頭粉等產品。

Owner：Tung, Ta-Ping

Address：

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Taiwan

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Fax: +886-4-23590039

Recommended by:

Youth Career Development Association Headquarters, R.O.C.

Tunghai University

Food Industry Research and Development Institute

Taiwan Business Bank

Business Items:

- Manufacture, process and trade in various spices, herbs, seasonings, condiments and extract products.
- Provide Professional spices and herbs consultation.

Main Products:

- A wide variety of Spices and Herbs: Black Pepper, White Pepper, Basil Leaves, Rosemary Leaves and Italian Seasoning etc.
- Seasoning & Condiment: Pepper Salt, Black Pepper Sauce, Meat Tenderizer, Broth Powder, Shallot Flavor Oil, Garlic Flavor Oil, Shallot Flavor Sauce and Shallot Flavor Bouillon Powder etc.



董大斌董事長賢伉儷  
Chairman Tung and Mrs. Tung

www.tomax.com.tw



小磨坊前身「富國產業社」，為現任總經理董大斌先生的父親董敏翔先生於1964年所創立。從傳統家庭手工業，歷經製程現代化、行銷品牌化、技術創新化，轉型為擁有1.1億資本額、近130位員工的台灣香辛料第一品牌。小磨坊的成長，反應台灣經濟發展，從求溫飽進步至尋求飲食藝術的文化實力，也代表台灣中小企業憑著自己的努力而擁有品牌價值的故事…。

## 從家庭作坊到品牌管理

小磨坊總經理董大斌先生從東海大學企業管理系畢業後，由於家人健康問題，於1984年放棄日本求學機會，接手家族企業。對當時的董大斌先生而言，這只是一個「研磨」與「包裝」的傳統家庭手工業，無法建立工作成

就感，但接觸之後，反而被香辛料深深吸引：

「這是有千年以上歷史的產業，上可追溯到唐代絲路，及哥倫布為了到印度尋找香料，發現了新大陸…，香料史蘊藏一部博大深遠帝國殖民史。」

1986年「小磨坊」商標正式申請，2000年更名為「小磨坊國際貿易股份有限公司」，從命名可見企業精神與品牌定位，「磨坊」是以風力、水力推動磨研磨穀物，是天然沒有污染的生產過程；而「小」字則體現香辛料在飲食中扮演最重要的配角，詮釋食材特色，引發料理美味靈魂。

1992年為求嚴選品質，遷廠於自然氣候條件較佳的南投南崗工業區，並首先引進西德



公司產品 Products of Tomax

零下196℃之冷凍研磨設備，以求確實封存天然素材的風味不致揮發，使香辛料在料理過程中產生最大提味效益，不須使用添加物即可發揮食材賞味價值，這樣的堅持讓餐飲業界最為稱頌。小磨坊的香辛料國內市場佔有率不但逾40%以上，2011年康健雜誌讀者調查中，更榮獲食品類調味料第一名的健康品牌。

### 從追求品質到創造幸福

為使製程更有效率並確保品質的一致性，於1999年領先香辛料業界通過ISO 9002品質認證，完成產銷連線及原料供應全球化，並陸續取得ISO 22000/HACCP 食品安全管理系統驗證。為突破傳統香辛料產業發展，小磨坊特別重視研發與行銷，以發掘更多的「色香味」軟實力，使專業廚師及消費者可為料理注入更多愉悅與愛情，輕鬆享受餐桌上的幸福。

此外，小磨坊與食品研究所合作，開發可增加料理效率且符合健康烹調趨勢的產品，透過創新技術，運用在地食材，研發出蒜風味油、蔥燒醬汁、香鬆等為消費者帶來真正的健康美味。從2010年起



烹飪教室 Cooking class

小磨坊每年新產品成長率超過20%，掌握趨勢及創新的能力，創造具幸福感的飲食文化，成為小磨坊成長的關鍵。

### 從組織制度到人才價值

「真誠性、謙卑性、承諾性、創新性、團隊性」是小磨坊人處事的共同準則。並運用「五流領導」確保團隊運作效益，平衡責任與權利的分工合作，架構完整而嚴謹之作業流程管理機制。團隊精神的建立與無礙的溝通管道，讓制度管理不致限制人才發展，而是支援用人適性，使每位成員都能盡情發揮個人能力，與公司共學成長。

小磨坊更運用資訊工具平台，整合企業經營流程及IT資訊架構，並匯聚21世紀最重要資產「人才」的力量，使小磨坊經營理念「以人為本、惜緣惜福、協同一致、永續經營」確實展現進步的動能。

### 從生產銷售到行銷服務

小磨坊以「自然取材、美味天成」的宗旨，從產品延伸至服務，與產學界擦出火花，建立整合「知識」、「教學式」、「體驗」、「顧問」行銷模式，掌握產業脈動並保持活躍而誠懇的互動，使小磨坊的品牌更具競爭優勢。

謙卑而不自卑，自信而不自大，以「食品界最具附加價值的公司」為發展願景，董總經理希望「小磨坊要做華人市場的標竿企業，更要當想到天然食材，就想到小磨坊」，與台灣共同發展美食餐飲軟實力，創造飲食藝術的無限可能！

Tomax Enterprise was set up in 1964 by Mr. Tung Min-shiang, father of the incumbent general manager, Mr. Tung Ta-pin. Transformed from traditional handicraftsmanship, Tomax Enterprise has gone through modernization, brand marketing and technical innovation. Thus, Tomax becomes the most famous brand for spice products in Taiwan with capital NTD 110 million (USD 343,750) and nearly 130 employees.

### From Handcraftsmanship to Branding Management

Graduated from Department of Business Administration at Tunghai University, Mr. Tung Ta-pin, the general manager of Tomax, gave up the chance for further study in Japan and took over the business thanks to his family's health. Originally, Mr. Tung couldn't find a sense of achievement because the business was nothing but "grinding" and "packaging." However, Tung recovered his passion for the business and got attracted to the profundity of spices.

"Tomax" was officially recognized in 1986 and renamed "Tomax Enterprise Company Ltd." in 2000. Tomax in Chinese means "a small mill" which indicates the spirit and position of the business. "Mill" implies that grains are ground through wind and water power as natural production without pollution." "Small" refers to spices as the most important supporting role that features food and highlights its delicacy."

To ensure the high quality of spice products,



香鬆產品 Furikake series

Tomax moved its workshop to Nangang Industrial Parks, Nantou County, in 1992 because the weather condition there is better. Besides, Tomax introduced the freezer mills ( $-196^{\circ}\text{C}$ ) from West Germany to ensure the flavor of spices will be kept to fully come



生產線 Production line

into play in seasoning food without any additions. Tomax focuses on the improvement of its products' quality and then becomes the paradigm in the catering industry, and the market share of Tomax's spice products is over 40%. According to a survey carried out by Common Health Magazine in 2011, Tomax was even awarded the best brand for spice products.

### From the Pursuit of Quality to Happiness

Nevertheless, Tomax still keeps improving itself to produce the best spices despite its position. In order to ensure procedural efficiency and quality consistency, Tomax is the first enterprise that was acknowledged by ISO 9002 in 1999 with production-marketing connection and global supply of raw materials. In 2007, Tomax aggressively expanded its workshop and now its area is 5,940 square meter; meanwhile, Tomax was also recognized by ISO 22000/HACCP for food safety.

Tomax emphasizes research and marketing to develop more "soft strength" of food through technology.

In that way, chefs and consumers can add more happiness and love to food and then enjoy what they make.

Since 1999, Tomax has been working with food institutes for technical transfer of reaction-condensation production, focusing on developing hydrolyzed products which improve health and efficiency in food processing. Since 2010, the growth rate of Tomax's new products has been over 20%

on a yearly basis which accounts for 4-5% of the total revenues. Thus, showing innovative ability and creating food culture with happiness are key to Tomax's advancement.

### From Organization to Individual Talent

The common guidance which our employees follow is "sincerity, modesty, commitment, innovation, and teamwork." In the process of recruitment and training, Tomax insists on customer satisfaction, group participation, constant improvement, and prominence. Tomax uses leaderships to ensure the benefit of teamwork and balance responsibility and rights through systematic management and procedures. Teamwork and frequent communications in management will not stifle individual talent but allow each worker to put their ability into practice.

From 2001, Tomax further uses information platform to integrate management and information technology, stimulating corporate restructure. As long

as the communication of information becomes faster and more flexible, working efficiency and services will be improved.

### From Sales to Marketing Services

Tomax extends production to services and exchanges its products and knowledge with other industries and academia, strengthening life convenience and a marketing mode involving knowledge, teaching, experiences, and consultation. Tomax relates itself to the clients through active and cordial interactions, which makes Tomax much more competitive.

With modesty and confidence, Tomax sees the prospect as an enterprise with the highest extra value in the market. Mr. Tung, the general manager, said that Tomax should be the paradigm for the Asian market. Most of all, Tomax should be the first brand when it comes to spices. Besides, he hopes that Tomax can develop the "soft strength" of food culture and more possibility of food arts.



教育訓練 Employee vocational training



同心圓活動 Incentive trip

## 綜合評語 Commentary

以「自然取材，美味天成」為品牌價值，致力於香辛料、調味料產業的研究與開發，公司自訂策略地圖，國內市場佔有率逾40%以上，努力經營華人市場，外銷比重約10%，積極追求飲食藝術的無限可能，發揮台灣飲食文化的軟實力。

With the brand value of "natural ingredients, easy gourmet", Tomax has been devoted to research and development in the spice and seasoning industry. The company has made its own strategy map and now owns more than 40% of the market share in Taiwan. It has also been dedicated to managing the Chinese market with 10% of its business focused on exports. Tomax has been active in pursuing the infinite possibilities in the culinary arts and exhibiting Taiwan's soft power in food culture.

# 川寶科技股份有限公司

Chime Ball Technology Co., Ltd.

負責人：張鴻明

地址：桃園縣蘆竹鄉長興路三段277巷33號

電話：03-3249948

傳真：03-3249968

推薦單位：

財團法人證券櫃檯買賣中心

康和綜合證券股份有限公司

營業項目：

PCB CCD對位半自動曝光機，CCD對位全自動曝光機及觸控面板曝光機，相關耗材銷售

產品名稱：

E2100-5KAC自動對位平行光曝光機

E2100-7KMD影像檢查非平行光曝光機

CBT-810自動對位非平行光曝光機

CBT-6805A外層全自動平行光曝光機

CBT-6907內層全自動非平行光曝光機

CBT-8050I單面自動對位平行光曝光機(ITO Glass/Film製程用)

Owner：Chang, Hung-Ming

Address：

No.33, Lane. 277, Sec. 3,  
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Taoyuan County, Taiwan

Tel: +886-3-3249948

Fax: +886-3-3249968

Recommended by:

The Gre Tai Securities Market

Concord Security Co., Ltd.

Business Items:

PCB— CCD Optical Alignment Semi-Automatic Exposure Unit

CCD Optical Alignment Fully-Automatic Exposure Unit

ITO— Single Side Optical Alignment Collimated Exposure Units for touch panel

Trade in consumable material

Main Products:

E2100-5KAC Auto-Alignment Collimated Exposure Unit

E2100-7KMD Optical Inspection Uncollimated Exposure Unit

CBT-810 Auto-Alignment Uncollimated Exposure Unit(for solder mask)

CBT-6805A Fully-Automatic Collimated Exposure Unit

CBT-6907 Fully-Automatic Uncollimated Exposure Unit

CBT-8050I Single-Side Optical Alignment Collimated Exposure Unit



張鴻明 董事長  
CEO: Chang, Hung-Ming



www.cbtech.com.tw

川寶科技成立於1999年2月，並於2011年10月上櫃公開發行。目前資本額為3.87億，是全球最大PCB半自動對位曝光機的專業製造廠。董事長張鴻明先生秉持「創新、卓越、科技」之經營理念，自主研發、製造、銷售PCB及ITO自動對位曝光設備。經多年精密自動化設備開發，已整合四大領域關鍵技術，近年持續強化研發能量以因應前瞻科技之應用。始終以客戶滿意為核心價值，以積極創新和速效服務為行動方針，川寶於業界擁有優良口碑，現今已是兩岸三地曝光機市占率最高品牌。

## 眼光獨到 掌握趨勢 不畏艱難積極投入

張董事長在創業前體會到PCB曝光機設備之前景，因此憑藉獨到眼光，思索結合全自動與手動曝光機的優異點並投入相當的研發，終在2001年領先國內各廠推出具有CCD自動對位功能之半自動曝光機。在開創初期，資金緊絀一度面臨營運挑戰，幸當時政府推動青年創業，藉青創貸款方順利突破瓶頸。川寶在董事長帶領下步步踏實，至今已是全球半自動曝光機主力供應商。

## 堅持自主開發 持續創新 推進技術層次

自動對位曝光機屬精密自動化設備，尤重

精準、快速及低誤差，須整合光學、電子、軟體、及機構領域技術，董事長堅持自主開發，掌握關鍵技術：在影像辨識能力上，川寶自行開發影像辨識軟體，可依客戶製程需求彈性修改。在光學光路技術上，不斷實驗進行改良以提升曝光品質。對機構與電子領域，則擁有高效能IPC 控制系統，加上長期累積精密機構之設計、改良與組裝能力，能快速因應前瞻設計需求。

川寶設備對位精度已可達到 $3\sigma \leq 10\mu m$ ，技術遙領同業。相關技術已擁 40多項專利。2008年推出全自動曝光機，一改歐日設備商獨佔市場局面，為技術突破之一大里程碑。目前已開發觸控面板曝光機、高功率平行光防焊曝光機和開發中RTR曝光機，並朝向無光罩式直接成像數位曝光機發展，未來將更往其他產業應用邁進。

#### 全方位解決方案 即時服務 強化品牌忠誠度

川寶以客戶滿意為核心價值，供應面提供彈性製造且交貨迅速，應用面則提供完整的分析及測試，配合客戶製程需求以增加其市場競爭優勢。

川寶在兩岸三地，單在中國大陸即設立將近15個小駐點，使在廣大中國地區達到四小時到廠維修的快速服務，盡力於最短時間內滿足客戶維修需求，節省客戶成本，因此回購率超過85%即是客戶肯定的最佳實績。

#### 經營穩健 優良形象 延展企業生機

川寶以專業誠信原則永續經營，重視企業形象、持續風險控管並肩負

社會責任。從市場反映，川寶的技術與品質皆優於國內競爭對手，屢獲客戶頒發優良供應商殊榮。公司持續成長並在2011年底成功掛牌上櫃。張鴻明董事長與唐世翰副總經理亦於2011年榮膺第34屆「創業楷模選拔」之「創業楷模獎」和「創業相扶獎」，是最佳經營肯定！身為企業公民，川寶亦肩負社會責任，關注社區鄉里和文化教育，藉由定期捐助協助發展以回饋社會。

#### 立足台灣 躋身大陸 迎向國際市場

消費性電子產品的興盛，以及大陸十二五計畫的需求效應，使川寶業績也隨年增長。面臨基地產能負荷滿載，董事長以堅持根留台灣的理念進行擴廠事宜。

展望未來，面對已成功取得70%市占率的大陸市場，川寶將繼續深耕中資PCB產業需求，著重設備產品的不斷改善，並持續開拓新市場觸控面板產業。同時開發東南亞與東北亞海外市場，藉由點到面進行國際化布局，逐步向全球領導品牌地位前進。



公司外觀 Architectural appearance of CBT

Chime Ball Technology Co., LTD. (CBT) , was founded in Feb., 1999 and went publicly IPO on Oct., 2011 in Taiwan. As the leading manufacturer of Semi-Auto Exposure Unit for PCB around the world, CBT holds capital of 387 million. Upholding the spirit of Creation, Best, and Technology, Hung-Ming Chang, the CEO and Chairman of CBT, has led the market with elite technical teams on design, manufacturing, and merchandise for Automatic Exposure Units of PCB and ITO. By a decade of development for Optics, Mechanical, Electrical and Software systems, CBT becomes one of the best venders in Industry with highest market share among Taiwan, Hong Kong and Mainland China.

### Brilliant Insight With Fearless Audacity for the Right Trend

Mr. Chang sensed the prospects of PCB Exposure Unit with high demands in the future before starting the enterprise. His partner and he tried to combine the differences and advantages of Manual and Automatic Exposure Units. Finally, the first system with automatic CCD alignment is successfully accomplished and released in 2001. CBT once encountered tight liquidity situation in the initial stage until reaching the turning point of business start-up loan subsidized by the government. Under



公司產品  
CBT-6805A Fully-automatic  
collimated exposure unit



生產線作業情形 Production Line

the leadership of Chairman, CBT has become the worldwide largest equipment manufacturer focused on the Semi-Auto Exposure Units.

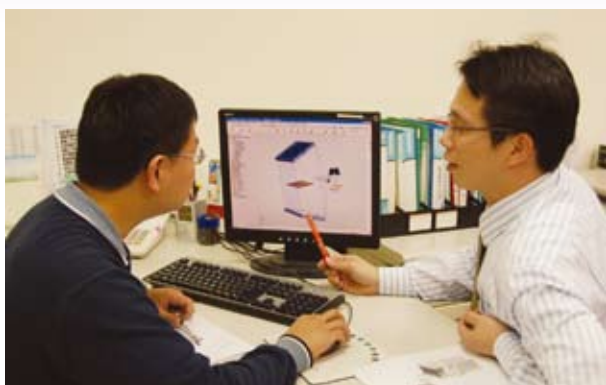
### Insist of Innovation And Self-development on Advanced Technology

Automatic Exposure Units are parts of precision mechanics industry, which are designed in terms of a variety of high-tech elements, such as tolerance, speed, and reliability. Mr. Chang consistently focuses on optical, electrical, software and mechanical fields and holds the key technology by strengthening the abilities of Image Recognition. After an accumulation of capability and experience on design, refinement and manufacturing, the exposure quality of CBT reaches the higher target, which defeats competitors and adapts to the future trend of design.

CBT currently holds more than 40 patents. In addition, the precision of CBT Exposure Unit exceeds  $3\sigma \leq 10\mu\text{m}$ , which is ahead of the same kind on market. In 2008, the first-time releasing of Fully-Auto Exposure Unit went breakthrough and penetrated the long-time monopoly market of European and Japanese venders. As the release of comprehensive range of exposure units, CBT got the core techniques, and now endeavors to go to further level of technology for Maskless Digital Direct Exposure Unit.

### Comprehensive And Total Solution With Real-Time RMA Wins Customers' Hearts

Customer satisfaction is always the core value.



會議討論情景 R&D brainstorming session

CBT provides flexible manufacturing system and Instant-Delivery services. Meanwhile, complete test and analysis assist customers in enhancing their competitiveness. In the extensive area of China, CBT sets 15 available centers to provide nearby service for customer as best as it can. To save potential cost for customers, CBT accomplished the possibility of arrival within 4 hours. High repurchase ratio (85%) indicates customers' best approval of CBT's successful business model.

### Trustworthy from Customers Makes the Best Prosperous Business

CBT runs business with honesty and CSR spirit. Judging from market research, CBT now takes the leading position in market of exposure unit. By serving the overwhelming technology with high quality, CBT was frequently awarded "Best Supplier Reward" from customers.

Mr. Chang and Vice President, Mr. Tang (Shih-Han, Tang), also were awarded as "Models of Entrepreneurs" in selection of 2011 Models of Taiwan and Overseas Entrepreneurs. As a CSR citizen, CBT continuously makes contribution to the society through taking attention of development on education and community and being actively participate in social welfare.

### Look Forward to Being the Global Supplier

As the business requirements from consumer industry especially for 3C products, and as the Effect from 12th Five-Year Plan of China, CBT is now preparing the extended site for growing orders. Mr. Chang will insist on endeavoring to serve the best for Chinese market, also with potential demands from South-East Asia and North-East Asia. With available 70% share in Mainland China, CBT is ready to get to next step and to become one of the leading brands around the world.



員工旅遊 Company outing

### 綜合評語 Commentary

公司固守本業，專注研究發展，已取得24件本國專利，19件大陸專利，並朝全自動曝光機發展。自有品牌「CBT」為兩岸三地曝光機市占率最高品牌，是深耕台灣、行銷大陸的典範，100年底已正式上櫃，各種規章制度、系統、內稽內控完備落實，值得肯定。

The company has been dedicated in its business with devotion to research and development. So far, it has already obtained 24 patents in Taiwan, 19 patents in China, and is developing towards making fully automation exposure units. Taiwan's own CBT has the largest market share of exposure units in China, Taiwan, and Hong Kong. It is a role model brand who is rooted in Taiwan and marketed throughout China. The company officially went public at the end of 2011. All of its rules and regulations, systems, and internal control and auditing have been comprehensively implemented. CBT's accomplishments are highly recognized.

# 台灣航空貨運承攬股份有限公司

## Taiwan Express Co., Ltd.

負責人：許旭輝

地址：台北市中山區南京東路一段16號3樓

電話：02-21008888

傳真：02-21008898

推薦單位：

財團法人海峽交流基金會

營業項目：

航空貨運承攬業、報關業、海運承攬運送業、民用航空總代理業、理貨包裝業

產品名稱：

快遞服務、空運、海運、報關、運輸物流、航空艙位服務、其他相關服務



台灣航空吉祥物  
The mascot of TEC

Owner : Hsu, Hsu-Hui

Address :

3FL., No.16, Sec. 1,  
Nanjing E. Rd., Taipei City  
Taiwan

Tel:+886-2-21008888

Fax:+886-2-21008898

Recommended by:

Straits Exchange Foundation

Business Items:

Air freight forwarders, customs brokers, ocean freight forwarders, civil aviation distributor industry ,and tally packaging industry

Main Products:

Air Freight, Ocean Freight, Customs Broker  
Delivery & Logistics, Airline GSA & Co-Load  
Ancillary Services



許旭輝 董事長  
Chairman: Hsu, Hsu-Hui



www.tec-logistics.com

1992年，許董事長以借來的一百萬元創立台灣航空貨運承攬股份有限公司(簡稱台灣空運)，20年來積極進行區域佈局和產品價值鏈整合，一步一腳印紮實成長；台灣空運認為企業的核心價值遠勝於其發展策略。台灣空運的核心價值觀是：相信人才是企業最寶貴的資產、文化是企業的靈魂，台灣空運不僅追求公司最大利益，同時也兼顧員工與顧客的利益，並且深信唯有追求「團隊」、「分享」與「共贏」的企業才能永續經營。這種價值觀也讓我們發展成為台灣唯二的兩家掛牌的國際物流承攬公司之一。

### 核心競爭力 一次購足的創新物流模式

台灣空運成立之初的主要以進口報關業務。面對一個持續衰退的產業和一個供給過度(over supply)的戰國時代，台灣空運採取向

上下游整合的一條龍服務觀念，創立了「一次購足」的整合型服務模式(One-Stop Total solutions)。對客戶而言，提貨送貨服務不但程序繁瑣，管理成本高，且容易造成訊息中斷或落差，但在台灣空運皆可一次購足。這個整合型物流服務，創造了第一個差異化的競爭優勢，也讓20年品牌從默默無聞耕耘到異軍突起，超越了國內許多的前輩們，成為國內的領先品牌之一，並有實力和區域性或國際性的業者一爭長短。

### 持續的競爭力 跨國佈局 壯大規模

台灣空運自1999年起積極推動跨國佈局以壯大營運規模，配合製造業的全球佈局，陸續成立香港、深圳、上海、成都、廣州、南昌、東莞、新加坡、美國(紐約、洛杉磯、達拉斯)以及國內五個分公司和桃園機場營運中心，提

供客戶迅速便捷的服務。雖面臨2008年金融海嘯與2011年二次衰退的利空襲擊，年平均成長率仍高達30%，20年前的百萬小公司在2011年更創下年營業額超過30億的高峰。

### 核心價值 人才與人文

人才是企業最寶貴的資產，文化是企業的關鍵核心價值，為強化組織的效能透過總體人力資源政策與策略規劃，使得組織人員運用更加靈活化。台灣空運在人力資源的管理特色在於人盡其才經驗傳承，著重於「選才、育才、留才、用才」，讓人力能人盡其才，有效循環運用。台灣空運也非常重視企業的人文厚度，透過積極有效、健康向上的企業文化，引導員工正向價值觀，經常辦理社會公益活動，關懷弱勢團體、支持青年及青少年職涯探索企業參訪活動等。20年來並在各個重要節日自行製作設計禮品或卡片，除餽贈客戶及員工外，從設計或包裝到內容物匠心獨運也反映了公司的人文美學厚度和關懷。

### 提升關鍵競爭力 建置高效能的資訊平台

經濟部於2004年推出輔導本土物流業者資



公司大門接待處 TEC office

訊化與大型化政策，台灣空運爭取到這個寶貴的機會，連續6年獲選為經濟部輔導物流業資訊化與大型化的標竿企業，2009年更建置了包含規劃/採購/製造/和回收等共應鏈服務的資訊平台，隨時提供直接客戶貨況追蹤資訊，相關交易更可透過此一平台相互交流整合、簡化交易、大幅節省人力物力，成為提升服務品質和創造新價值的利器。

「服務業」是高度競爭的產業，台灣空運在過去20年憑藉創新的營運模式，不斷研發，以及團隊分享共贏的理念，創造了差異化優勢。展望未來，掌握全球物流趨勢的脈動，利用有限的資源發展無限的可能。台灣空運在2010年

與上櫃公司台驊國際公司(2636)進行投資換股，並在2012年6月的股東常會順利推動集團成立國內第一家國際物流投資控股公司，加速擴大營運規模及全球服務競爭力，領先國內同業，挑戰亞洲群雄，實現「立足亞洲、佈局全球」的願景。



長榮倉儲進出專屬碼頭  
Import & export exclusive truck docks in EGAC

The Chairman Mr. Hsu borrowed 10,000 thousands to establish Taiwan Express in 1992. Taiwan Express was aggressively expand its area of development and integrated value chain in this 20 years. Every step is practical and down-to-earth. Taiwan Express recognized the core value is much more importance than development. Taiwan Express' s core value: "believe people are the great assets and culture is the soul o f enterprise". Taiwan Express not only seeks the corporation's maximized profit as well as considers the benefits of employees and clients, but also deeply believes that "team", "sharing" , and "win-win" are the only path to persuade the corporation's sustainable development. This great corporate value and culture makes Taiwan Express to be the only one of two listed forwarding logistics on the Public traded company in Taiwan..

### Core Competition: One-Stop Total Solutions

In the early of development, Taiwan Express's main business only focused on import declarations. In order to come up against lasting decline of industry and over supply of competitive stage, Taiwan Express adopts a great service to integrate down stream to upstream, which call "One-Shop Total Solution" to satisfy our customers.

Taiwan Express from upstream to pick up, forward, transportation, warehouse, customs clearance, air/ocean transportation, till delivery cargo, Taiwan Express integrates this "One Shop Total Solution" to fit the supply chain and global market. As for the customer's concern, every delivery



桃園榮儲開幕剪綵 Grand opening ceremony at Taoyuan EGAC



經營者與韓國客戶 Owners and Korean customer

crosses to international/global, they need to pick up their lorry company from export and import, custom broker, forwarder, warehouse, and air company. These whole procedures were too complicated, costly, and ease to lose the information. This integrated concept contributes Taiwan Express a great differentiation on the competitive advantages. This Brand grows up from nothing to have a big name within 20 years and overpass many successful forwarding companies in Taiwan. Taiwan Express currently grows into a leading company and has capability to compete with geographical forwarders and global forwarders.

### Continuous Competitiveness – Globally Overall Arrangement, Expanding Scall

Taiwan Express take "Based on Asia, Eyes on World" as norm, promoting global layout aggressively to expand operational scale, and coordinate the global layout of manufacturer. In order to provide our client with rapid service and fast communication, Taiwan express has also established Hong Kong, Shenzhen, Shanghai, Chengdu, Guangzhou, Nanchang, Dongguan, Singapore, United States( New York, Los Angeles, and Dallas), and five branches together with Taoyuan international Airport operation centre in Taiwan.

We have achieved 30% of annual growth even we have faced the 2008 financial crisis and 2011 secondary recession, outstanding performance. The small company with initial capital of millions has created the highest peak of 3 thousand millions turnover in 2011.

### Cole values: Talent and Humanities

Taiwan Express has believed each individual of staff is the most valuable asset of company, and culture is the critical core business of organization,

to enhance the performance of organization through overall human resource and strategic planning , we can increase the agility and flexibility of our company. The management feature of human resource in Taiwan Express is utility of talented staff and heritage of experience, emphasizing in (Recruitment, Training, Retention, utility), making the best use of our staff. Taiwan Express is highly concern about the thickness of corporate humanities, through positive, effective, and healthy corporate culture, encouraging our staff toward the positive values and maintaining the good image of the company, arranging social welfare activities, caring for vulnerable groups, supporting youth and youth career exploration. Express has designed gifts and cards for each major festivals for the past 20 years, it not merely shows our appreciation to the client and staff, but also reflect the humanity and care of our company from the designed card or packing box to the inner content, it indeed become the bridge of communication among company, staff and customers, enhancing the centripetal and communion force among customer, staff and company relationship.

### Lifting the Key Competitiveness –High Efficiency IT Platform

Ministry of Economic Affairs(MOEA) has issued a project, Global Business Chain Integration and online logistics partner, in 2004. Taiwan Express had been selected as the leading company for 6 consecutive years. In addition, in 2009, Taiwan Express has developed an IT system, which can fully support the requirements from supply chain

management including Plan, Source, Make, Deliver, and Return. This development leveraged the efficiency and flexibility of the operating procedure, service quality and costs management.

Taiwan Express is committed to explore most sophisticated, value-added supply chain management services, and the innovation of new services. We share the win-win mission with the team and make our own niche market and, successfully accumulate the resources and experiences. Sailing to the future, we will continuously extend our territory to the global, develop integrated supply chain management service and leverage to the maximum. In 2010, Taiwan Express exchanged the shares with T.H.I Group, a listed company in Taiwan(stock code: 2636). In Jun of 2012, following the successful mode of WPG Holdings, the first freight forwarding holding company in Taiwan, was founded. In view of globalization, we are expected to and accelerate our expansions and competitiveness in the global market and achieve our goal “ On top of Asia, eye on the world.”



國外員工旅遊 Employee overseas outing

### 綜合評語 Commentary

服務業之整合具高難度，該公司在進出口承攬、報關、快遞、航空艙位、物流、倉儲及運輸車隊配送等，整合成一站式服務，殊屬不易。看好兩岸三地的市場前景，掌握自身地理環境及人才養成之優勢，積極擴充，具前瞻性思維。

Integration of the service industries is highly complicated. The company's all-in-one service that combines contracting of imports and exports, customs declaration, express delivery, airline cabin space, logistics, warehouse, and distribution by transporting vehicle teams is truly not an easy task. Taiwan Express expects an optimistic market in China, Taiwan, and Hong Kong. It is holding onto the advantage of its own geographical environment and talent development, and it is actively expanding with a forward-looking vision.



# 盈錫精密工業股份有限公司

Yinsh Precision Ind. Co., Ltd.

負責人：林國華

地址：406台中市北屯區崇德六路一段31巷26號

電話：04-22447899

傳真：04-22452402

推薦單位：

財團法人中小企業信用保證基金

行政院勞工委員會職訓局中區職業訓練中心

合作金庫台中分行

國立勤益科技大學

營業項目：

- 工具機之零配件
- 前項有關之出口貿易業務

產品名稱：

- 軸承精密鎖定螺帽(SBL系列螺帽、SGL系列螺帽、YS系列螺帽、YSPL系列螺帽)
- 精密小螺桿
- 精密機械軌道刮刷片
- 代為研磨主軸的螺紋以配合螺帽…等

Owner：Lin Kuo-Hua

Address：

No.26,Lane 31,Chung Te 6 Rd.,

Sec.1,Taichung,Taiwan

Tel: +886-4-22447899

Fax: +886-4-22452402

Recommended by:

Small and Medium Enterprise Credit Guarantee Fund of Taiwan.

Central Training Center, Bureau of Employment and Vocational Training, CLA.

Taiwan Cooperative Bank.

National Chin-Yi University of Technology.

Business Items:

- Components and Accessories for Machine Tools
- Related Export Trade Business

Main Products:

- Precision Locknut(SBL Series、SGL Series、YS Series、YSPL Series)
- Precision Small Screw
- Linear Guide Way Chip Wiper
- Grinding the Outer Thread of Spindle



林國華董事長(中)

巫有崇總經理(左)

巫有捷執行副總(右)

Chairman: Lin, Kuo-Hua(Middle)

General Manager: Wu, Yu-Chung(Left)

Vice General Manager: Wu, Yu-Chieh(Right)



www.yinsh.com

成立於1989年3月，資本額7,980萬，員工人數180人。董事長林國華秉持「永續、成長、卓越、誠懇」經營理念，並以「精益求精、以客為尊」的品質政策，製造銷售「軸承精密鎖定螺帽」、「精密小螺桿」、「精密機械軌道刮刷片」等系列產品，運用於工具機、機械及加工業界，並不斷創新研發及改變傳統行銷方式，成功將自有品牌「YINSH」，拓展銷售網絡遍及世界20餘國。

## 蛻變成長 創新行銷創佳績

盈錫精密工業早期從家庭式加工廠轉型至精密螺帽製造廠，受到當時正值國內工具機業朝向電腦化發展，為因應業界需求，開始導入精密螺紋加工（精密主軸及精密螺桿）服務，同時也逐步擴充生產設備，延攬專業人才，產

品生產與加工流程因此有了基本雛型。由於當時精密螺帽多仰賴國外進口，價格高且貨源不穩，盈錫決定投入量產。

在總經理巫有崇與副總經理巫有捷雙胞胎兄弟加入經營決策團隊後，企業年輕活力的特性開始展露，對內透過員工訓練提升整體素質，添購精密生產設備提升產品品質，並透過與國立勤益科技大學機械系主任蔡明義及系上教授的產學合作來提升製程與研發；對外則改變傳統工業行銷，導入e化及雲端行銷，運用國際展覽舞台，逐年拓展國際市場，在品質穩定、合理價格和正確市場行銷手法下，獲得國際大廠的肯定，逐步達成「小零件成就大世界」的願景，以產品行銷全球，打響MIT知名度。



公司產品 Product



### 投身公益

### 產學合作創商機

能受到國內與國際大廠青睞，研發團隊功

不可沒，在中區職訓中心人力

充足支持與勤益科大產學合作得以完整發揮。

此外，在產學合作初期，盈錫捐助勤益科大機械系成立國內首家「精密螺帽研發及檢測實驗室」，讓在校研究生得以投入研究，其研究測試數據不僅可提供企業改良產品製程及提升品質使用，更能作為國內工具機廠在開發產品上的參考依據，協助產業品質共同向上提升。盈錫在不斷成長過程中，也不忘回饋地方，參與社會公益，持續提供在地學校清寒獎助學金；並提供勤益科大機械系大學部及研究所「優秀人才獎學金」，獎勵優秀人才。

### 強化競爭 合作團結力量大

精密螺帽雖是小配件但卻是工具機、機械及加工業界重要核心零件，盈錫以「速度、品質、服務、效率、差異化、專精化」產品策略，透過系統制度檢核企業體質，配合嚴謹的產品品質把關，並將工業行銷結合最新雲端技術，與通訊科技的創新國際行銷策略拓展市場，加上團結向心力強大的幸福

大家庭，不斷提升國際競爭力，讓公司永續經營。

### 永續經營 落實策略圓願景

以「永續、成長、卓越、誠懇」經營理念作為管理制度準則，盈錫已初步達成「根留台灣、放眼世界」，積極落實「新產品的研發創新，發展差異化產品」、「推動企業製程改造，強化生產能力」、「開拓新市場，提昇顧客佔有率」、「導入電子化資訊科技，提昇體系競爭力」等策略，以朝世界的「零件供應重鎮」目標邁進。

### 創業甘苦 動力來源是壓力

盈錫成立至今23年，伴隨國內機械業成長茁壯，如同機械業的發展史，總經理巫有崇有感而發，看著盈錫的成長茁壯，就像自己的孩子長大成人的過程，其中酸甜苦辣冷暖自知，但國內中小企業在發展過程中普遍缺乏資金運作，還好有中小企業信保基金及合作金庫的鼎力支持，讓盈錫得以順利成長茁壯；就如總經理常向內部員工勉勵的一句話「改變是成長的動力，壓力是動力的來源」，才能有所成就。



生產線作業情形 The situation of production line



研發部門 R&D department

Yinsh Precision Industrial Co., LTD. was founded on March 6, 1989, with a capital of 79.8 million NTD and 180 employees. Mr. Guo-hua Lin, the President of the company, upholds the business philosophy of “sustainability, growth, excellence, and sincerity,” and implements the “high quality and people-oriented” quality strategy to manufacture and sell series products, such as “precision bearing lock nut,” “precision screw,” and “precision mechanical tract wiper.” These products have been applied to mechanical tools and devices and processing industry. In addition, with constant and innovative R&D and the change of traditional marketing, Yinsh successfully created its own brand “YINSH” to expand its marketing network to more than 20 countries around the world.

### Transformation, Growth, And Innovative Marketing Which Creates Excellent Performance

Yinsh Precision Industrial Co. was originally a family-based processing plant and was gradually transformed into a precision nut manufacture plant. To meet the industrial needs, Yinsh started to introduce the service of precision screw thread processing (precision spindle and precision screw). Yinsh offers talent training curriculum at Vocational Training Center in the central Taiwan to provide young professionals with work opportunities. Because the precision nuts at the time were mainly imported from other countries, the price was high and the goods supply was unstable. Therefore, Yinsh decided to engage in mass production. Ever since the twin brothers, General Manager You-chong Wu and Deputy General Manager You-jie Wu, joined the operation decision-making team, Yinsh started



員工教育訓練 Employee training

to exhibit the young and vibrant characteristics. Internally, Yinsh provides employees with internal training curriculum to enhance the overall quality, and purchases precision manufacture devices to improve manpower quality and product quality. In addition, the academia-industry collaboration between Yinsh and department head, Min-yi Tsai and professors of Department of Mechanical Engineering, National Chin-Yi University of Technology improves manufacture process and the innovation and R&D of products. Externally, Yinsh successfully introduced e-technology and cloud marketing, and used international exhibition as the platform to gradually expand international market year by year. With the integration of stable quality, reasonable price, and accurate marketing strategies, Yinsh has won the approval and recognition of large-scale companies around the world, and has achieved the objective of market expansion.

### Devotion to Public Welfare And Academia-Industry Collaboration to Create Business Opportunities

In the early period of academia-industry collaboration, Yinsh made donation to and sponsor the establishment of the first “R&D and research laboratory of precision screw” at National Chin-Yi University of Technology in Taiwan, enabling graduate students to focus on their research projects. The research data of the lab can be provided for Yinsh to improve product manufacture procedures and enhance quality. Yinsh aggressively participates in social and public welfare to make the society warmer and more peaceful. Yinsh constantly provides the schools nearby its Headquarters, Beisin Elementary School, Songchu Elementary School, and Chiaiosiao Elementary

School, with poverty scholarships annually, and offers Department and Graduate School of Mechanical Engineering of National Chin-Yi University of Technology “Talent Scholarship” to reward talents.

### Sustainable Operation to Implement Strategies and Vision

Yinsh upholds the operational philosophy as the basic principles for the overall management system, and has preliminarily achieved the vision of “rooted in Taiwan and developed around the world.” Yinsh hopes to implement the strategies, such as “innovating and creating new products and developing differentiated products,” “expanding new market to increase customer share,” and “introducing e-technology to enhance competitiveness of the system”.



福利措施員工旅遊活動 Employee welfare : Incentive tour

### Enhancing Competitiveness Through Teamwork

With the change in time, trend, and the needs of machinery industry in Taiwan, Yinsh has developed the product strategies of “speed, quality, service, efficiency, differentiation, and specialization,” and integrated industrial marketing with the latest cloud and communication technologies to create the international marketing strategies and expand the market through the inspection on enterprise constitution. Moreover, the teamwork and cooperation among employees, application of various core strategies, and constant self-supervision have become the best approaches for Yinsh’s sustainable operation and enhancement of competitiveness.

### Entrepreneurial Development Powered by Pressure

Yinsh has been established for 23 years. It has documented the developmental history of machinery industry. General Manager You-chong Wu suggests that the development of Yinsh is similar to the growing process of men, and he has experienced all the ups and downs of Yinsh in person. However, the SMEs in Taiwan tend to experience the lack of funds during their development. Were it not for the support from SME Credit Guarantee Fund and Taiwan Cooperative Bank, Yinsh could never thrive successfully. The General Manager frequently encourages internal employees by saying “Change is the motivation of growth, while pressure is the source of power.”

## 綜合評語 Commentary

公司重視產品品質，取得ISO 9001國際品質標準、ISO 14001環境管理系統標準及OHSAS 18001職業安全衛生管理系統等認證。面對產業外移風潮，始終秉持「根留台灣」原則，為我國勞工提供良好就業機會，並與中區職訓中心有合作計劃，提供結訓學員就業管道，減少失業人口，為社會創造穩定力量。

The company emphasizes product quality and has obtained certificates of ISO 9001 international quality standards, ISO 14001 environment management system standards, and OHSAS 18001 occupational safety and sanitation management system. Facing the trend of offshore migration, Yinsh has always insisted on the principle of holding onto its roots in Taiwan and providing great job opportunities in Taiwan. It has partnered with the Central Training Center, offering trained personnel career path plans so to reduce the unemployment rate and create stability in society.

# 徠通科技股份有限公司

Accutex Technologies Co., Ltd.

負責人：陳舜源

地址：40852台中市南屯區精科路20號

電話：04-23599688

傳真：04-23596967

推薦單位：

中華民國對外貿易發展協會

兆豐國際商業銀行

營業項目：

專業線切割放電加工機銷售服務，全系列的線切割放電加工機，蘊藏精密的精度與高階的技術。

產品名稱：

高精度AP系列機種、高效能SP系列機種、標準型AU系列機種、高性價比GE系列機種、直走絲™EZ系列機種。

Owner : Chen Shuen-Yuan

Address :

NO.20,Jingke Rd.,

Nantun District, Taichung City, Taiwan

Tel: +886-4-23599688

Fax: +886-4-23596967

Recommended by:

Taiwan External Trade Development Council

Mega International Commercial Bank

Business Items:

Professional sale and support service of WIRE EDM. The products marketed with the AccuteX logo are high accuracy, and contain advanced technologies.

Main Products:

The high precision AP series, the high efficiency SP series, the standard AU series, the highest cost / performance GE series, the "straight cut" EZ series.

梁瑞芳 總經理

President: Liang, Ruei-Fang



www.accutex.com.tw

徠通科技的技術團隊緣自於工研院機械所，於1990年代首先開發國產線切割機的核心技術如PC Based線切割控制器、放電電源等，成功打破長期由瑞士及日本大廠技術壟斷的局面。秉持優秀技術能力於2001年成立了徠通科技，繼續為提升本國線切割機產業的技術發展與擴展國際市場空間而努力。

## 深度耕耘研發 強化品牌影響力

徠通科技梁總經理瑞芳主張「徠通的策略目標就是透過高品質建構出與同業具有差異化的品牌」，長期投注大量的資源與人力進行技術研發，建立起完全自有的關鍵技術，包括接近100%成功率的自動穿線、提升精度的高性能穩定放電系統、六軸線切割技術、開發互動性極高的Windows CE控制器及控制器軟體設計等，逐步引領台灣線切割產業邁進高精密等級

的技術發展方向。首先開發直走絲的新類型線切割機，開創線切割機全球市場的新領域，成功打造「AccuteX」品牌。

## 精益求精 攀上巨人肩膀

「科技」、「優質」、「誠信」、「分享」是徠通科技的經營理念，優異的線切割機放電加工性能大幅領先業界，特別在厚工件加工時，加工速度可領先同業超過50%。在經濟部支持下，徠通科技與工研院、國內同業、零組件廠商、學術研究單位共同攜手合作，在2010年完成「A+旗艦級WEDM整合性計畫」，使國內線切割產業技術再次升級，機台最佳重複定位精度可達到  $\pm 2\mu\text{m}$  以內，正式帶領台灣線切割放電加工機產業躍升國際一流的A+線切割放電加工機水準。

2010年獲得台灣精品獎，2011年經濟部小



產品 Product

巨人獎、中國機械工程學會機械工業貢獻獎，2012年台灣精品銀質獎、國家磐石獎等，這些得來不易的成就，就是源自於徠通科技堅持不懈的研發精神。

### 以客為尊 創新整合服務

以顧客需求為導向，提供完整專業的售服能力。產品設計開發到應用服務，皆以產品使用者的需求為優先考量；不論是產品銷售前的工藝分析，到產品銷售後的服務，都有完善的制度與管理。中英文版本的CD-ROM做為代理商及客戶教育訓練教材，各國代理商皆建立當地語言的網站，直接提供服務。

### 落實內部管理 首重人才培育

徠通科技視「人才」為公司茁壯之根本，向下紮根制度化流程，向上建立起知識分享機制的學習型組織。執行職能面談、定期舉辦內部教育訓練、自主改善活動等，透過績效考核制度輔以激勵表揚。為培養未來儲備人才，更與中興大學機械系訂定獎學金施行辦法，此外，亦提供台大、中央、中興大學機械系所學生暑期工讀實習機會。

內部管理方面，徠通制定年度策略地圖，並要求各部門定制出各階段的關鍵績效指標與執行方案，改善公司內外部缺失。定期追蹤管

理各相對應部門達成指標的狀況，以落實帶動全員共同努力達成各部門工作任務，進而完成公司的年度策略目標。

### 立足中台灣 佈局全世界 建立新藍海市場

以座落於「台中精密機械科技創新園區」的徠通科技台灣總公司為技術研發的領導中心，結合大陸昆山子公司及東莞與天津辦事處等進行銷售與服務，深耕幅員廣大的中國市場。並積極拓展海外行銷通路，選定全球重點市場，佈局新藍海版圖，設置33個銷售據點。以策略聯盟建立出「徠通韓國」、「徠通美國」、「徠通印度」、「徠通俄羅斯」等不同區域的銷售系統，100%自有品牌行銷模式成就了全球性的品牌價值，更於2009~2011年之間為台灣創造新台幣12億以上的外匯。

### 以「儒」為本的企業經營哲學

徠通以儒家思想展現企業經營模式，梁總經理說：「我們公司的座右銘就是『明德至善』。明德，就是要把道理弄明白，要講究誠信；而至善就是要把事情做到最完美，盡善盡美。」面對事業及產品開發時有所本，以此創造市場價值，持續朝國際舞台邁進。



徠通科技-台中總公司 Company building

AccuteX's technical team originated from ITRI MIRL. In the early 1990's, the team first developed core technologies in domestic Wire EDM such as PC based controller and discharge power, successfully breaking the long technical monopoly situation by Switzerland and the Japanese manufacturers. With excellent technical ability, AccuteX was established in 2001, the company continues to upgrade the national Wire EDM industry technology development and extension work space in the international market.

### **Dedicated Research And Development to Strengthen Brand Power**

General Manager Liang claims that "AccuteX's goal is to differentiate ourselves through high quality construction from our counterparts' brands", the company has placed a long-term investment and a large amount of resources as well as manpower in conducting technology research and development. Establishing fully owned key technologies, including nearly 100% Automatic Threading success rate, enhance the precision of high-performance stable discharge system, the sixth axis cutting technology, the development of highly interactive Windows CE Controller and control Design software system and so, gradually leading Taiwan wire-cutting industry technology development trend of high precision level.

### **Excellence That Makes Us Stand Out from the Crowd**

"Science and technology", "quality", "integrity", "share" are the business concepts that AccuteX adhere to, Excellent wire EDM performance of significant industry leading, when the special thickness of work-



國外參展 Attend the foreign exhibition



廠內生產實景 A view of factory

piece machining, processing speed may lead the race more than 50%.

Supported by the Ministry of economic Affairs, AccuteX had a collaboration with ITRI, domestic industry and components manufacturers to complete implementation of "A+ WEDM integrated project", so that domestic wire-cutting industry further upgrade in 2010, with best repeatability within  $\pm 2\mu\text{m}$  for machines is reached. Leading Taiwan Wire EDM standard becomes the international first-class level Wire EDM.

In 2010 we win Taiwan Excellence Awards, in 2011 win Rising Star award, Machinery Industry Contribution Award of Chinese mechanical engineering society, in 2012 wins Taiwan Excellence Silver Award, and National Award of Outstanding SMEs, These unusual achievement, come from AccuteX's spirit by perseverance in technology research and development.

### **Customer Always Comes First**

The customer's demand is oriented. Product design and development and application service for our users' demand are high priority; whether is product process analysis before sale, or service after sales, there is a complete system and management. In English or Chinese version of the CD-ROM as the education training materials for agents and customers, all agents' Web sites have set up in local languages, provide services directly.

### **Strengthen Internal Management And Put More Emphasis on Talent Cultivation**

Management expert Peter Drucker said, "growth is not the biggest bottlenecks of market, technology, competition, or product, but talent." The "talent"

is the basis of advances for AccuteX. The process institutionalization is implementing, the system of sharing knowledge is a learning organization that is realizing. With functions on a regular basis of interviews, internal training, self-improvement activities are executive, stimulate employee through the performance appraisal and praises. Cultivating talents reserve of the future, AccuteX provides scholarships for the National Chung-Hsing University's Mechanical Engineering Department; the summer works for students of mechanical engineering department at the National Taiwan University, the National Central University, the National Chung-Hsing University, and so on.

AccuteX developed the annual policy map and then export sector KPI for internal management, to customize all phases of KPI by departments, and the implementation of the program to improve internal and external defects of company. Regularly tracking the status of managed pointers corresponds to various sectors, is driven by the implementation of full work sector of the common effort to achieve tasks, thereby completing the company's annual strategic objectives.

### International Enterprise to Establish a New Sustainable Market

Located in the "Taichung precision machinery science and technology innovation Park" AccuteX Taiwan Headquarter leadership for technology research and Development Center, integrated with China subsidiary in Kunshan and Tianjin and

Dongguan Office into the camp, such as sales and service, develops vast Chinese market deeply. And actively expands overseas marketing channels, selects global focus markets, layouts new blue sea map, sets the 33 sales outlets. Strategic Alliance establishment "AccuteX KOREA", "AccuteX USA", "AccuteX INDIA", and "AccuteX RUSSIA" different sales system, 100% OBM Marketing model to produce global brand value. In 2009~2011 year creates more than NT \$ 12 million the foreign exchange for Taiwan.

### 「 Confucianism 」 As Our Philosophy

AccuteX adapts "Confucian" enterprise business model, as General Manager Liang once said: "our company's motto was "good governance achieves perfection" With good governance, we understand the ethics of everything and we take pride in being honest, so that we achieve perfection with all our effort to do the best we can". When faced with business and product development, AccuteX strives to create market value and strides forward towards



員工旅遊 Staff tour

## 綜合評語 Commentary

該企業經營研發團隊來自工研院機械所，掌握研發與製造自主性的關鍵技術，成為技術領導者，成立十年來已行銷至全世界。零組件之採購以台灣優良廠商製品優先，並共同提高製造技術水準，對整體產業發揮火車頭帶動的功能，協助產業升級功不可沒。

The management team and R&D team at AccuteX come from the Mechanical and Systems Research Laboratories of the Industrial Technology Research Institute. By taking control of key techniques in research and development as well as manufacturing autonomy, AccuteX has become a technical leader and has been marketing throughout the world since its establishment ten years ago. Parts are primarily purchased from Taiwan's high-quality manufacturers, who along with AccuteX have enhanced manufacturing technique standards. AccuteX has served as the role model for the overall industry and has contributed enormously to the betterment of the industry.



# 凱美塑膠機械股份有限公司

Kai Mei Plastic Machinery Co., Ltd.

負責人：陳秋寶

地址：41141台中市太平區永義五街15號

電話：04-22777457

傳真：04-22777455

推薦單位：

臺灣中小企業銀行

營業項目：

塑膠機械 (中空成型機) 之製造買賣

產品名稱：

中空成型機、射拉吹成型機、模具

Owner : Chen, Qiu-Bao

Address :

No.15, Yongyi 5th St., Taiping Dist.,

Taichung City, Taiwan

Tel: +886-4-22777457

Fax: +886-4-22777455

Recommended by:

Taiwan Business Bank

Business Items:

Manufacture of Blow Molding Machine

Main Products:

Blow Molding Machine, Injection Stretch Blow  
Molding Machine, Mold



陳秋寶 董事長

Chairman: Mr. Chen, Qiu-Bao



www.kai-mei.com.tw

成立於1977年，致力於中空成型機之製造，小至5ml小型中空容器的PBA系列機型，大至1,500公升大型中空容器的PBI-X系列機型等皆為自行生產，以高品質、高效率的機械結構及優良的售後服務，銷售逾5,000台機械至50多個國家，在國內中空成型機界中居有領導的地位，在國際上享有美譽，並持續朝國際中空成型機產業龍頭邁進。

## 創業之初 堅持永不放棄

創業早期，陳秋寶董事長靠著標會的資金與二位好友一起創業，創業之初非常辛苦，資

金不充裕且規模很小，三個人必須扮演「校長兼工友」的角色，不眠不休負責打點工廠一切事務。憑著過去當學徒的經驗，開始承接手動機台改製自動機台，一點一滴累積研發經驗，並持續不斷地研發新機型。凱美公司陳董事長沒有顯赫學歷，在後天條件不足的情況下，靠著自身及合夥人共同努力不懈的精神，加上勇往直前的鬥志，成功開拓塑膠機械業版圖。

“永不放棄的精神”是影響董事長最深遠的一句話，陳董事長認為人生難免遭遇不如意，但千萬不可自暴自棄、怨天尤人而失去鬥志。因此，時常鼓勵員工要終身學習，隨著技術與資訊科技迅速發展，唯有透過不斷學習，獲得新技術、新知識，面對挑戰才有迎刃而解的能力。

## 穩健踏實 榮獲多項大獎

凱美公司產品以外銷為主，經營團隊踏實穩健，成立35年間歷經14年前亞洲金融風暴及



公司大門全景 Company front view



產品 Product

近年歐債危機皆安然渡過，營業額穩定成長，憑藉健全的管理制度，多角化與國際化的經營發展，使凱美在業界及國際上更具競爭力。從小額投資經營至今逐年擴廠，並至大陸設廠，加上國內外獲獎無數如薩爾瓦多Diploma De Honor Award、中華民國精良機械金龍獎、西班牙20th Golden Award、企業十大潛力金炬獎、橡塑膠機械研究發展創新佳作獎、經濟部台灣精品獎與小巨人獎等多項殊榮肯定，證明凱美深具成長潛力。

### 落實制度 增加競爭優勢

凱美公司認為管理制度是決定一家企業壽命與存亡的關鍵，因此，其行動計畫則是依據ISO規範準則確實執行品質管理制度，徹底實施全廠品質運動，並於1999年成功通過取得ISO-9002國際標準組織(ISO)認證、2000年成功通過取得ISO-9001 2000版本認證、於2001年成功通過取得CE機械安全標誌認證、於2011年成功通過改版且取得ISO-9001 2008版本認證。此外，更導入ERP系統，落實內稽內控制度，提升營運效率及服務品質，增加競爭優勢。

### 研發創新 掌握新局勢

以「顧客滿意、同仁樂意、經營得意、永續經營」為經營理念，凱美公司透過豐富經驗，提供客製化服務，以滿足客戶需求。凱美

注重員工，提供完善的教育訓練與福利，並積極培育新血，因此公司員工流動率低無傳承問題。陳董事長不走me-too路線的經營模式，內部研發團隊佔全公司人力20%，同時與國立勤益科技大學產學技術合作，每年3~5次的國際橡塑膠大展也絕不缺席，就是為了吸取國際最新趨勢，進而精進技術與知識，以提供高品質、高效能、高附加價值的產品。

### 永續經營 善盡社會責任

企業社會責任是永續發展不可或缺的一部份，本著「取之於社會，回饋於社會」的精神，除提供獎學金給學生外，亦捐贈冷氣機給太平市中興村的活動中心，鼓勵員工響應捐血活動等。此外，凱美公司陳董事長及多位員工加入當地慈善團體「臺灣省真宗慈善會」多年，協助急難救助案件、重大天然災害及慈善活動不遺餘力，陳董事長總是從自身做起，藉由參與公益，帶領員工為社會貢獻一份心力，進而打造公司存在的價值與意義。



產品 Product



Kai Mei (KM) Plastic Machinery Co., Ltd. was established in 1977. Kai Mei products have good reputation from 5-ml containers of PBA Series Machines to 1,500-liter containers of PBI-X Series Machines. Due to our high quality, high efficiency, serious quality control system, and excellent after-sales services, Kai Mei has sold more than 5,000 machines to 50 different countries around the world over the past 35 years. KM is a leading company in Taiwan, and has a high reputation worldwide.

### Never Give Up During the Beginning of Starting a Company

Jack Chen (KM's President) was running their own company with his two good friends with small amount of money during the beginning of starting an enterprise. They work very hard due to money is not enough and company is very small during the beginning of running their own firm. Three of them are bosses and employees. They need to deal with everything by themselves. According to their previous working experience, they start to assemble the machine from manual-mode machine to automatic-mode machine. They develop new style machine continuously. KM's President, Jack Chen, does not have high education, but he never ever gives up anything. They work harder than others, and they have their own morale and ambitious to do the business. Today, they create their own plastic machinery kingdom successfully.

"Never Give Up" is the deepest word to affect him. President Jack Chen believes that people will



生產作業情形 Operation condition



辦公室員工 Company employee

encounter failure in his or her whole life. Therefore, people cannot give up themselves 、complain about God 、lose their morale. Therefore, he always encourages employees need to study for lifetime. Due to technology and information technology growing so fast, we must study and learn continuously in order to get new knowledge and technology.

### Stable Operation & Gain Many Awards

Majority of products at KM are export trade, and KM has the honor to win a lot of national and international awards/prizes. Kai Mei Company is 35 years old this year. KM faced Aisan financial recession 14 years ago, and encounters recent EU financial crisis, KM can pass it safely. Stable sales and steady management make KM has more competitiveness. KM has 3 factories in Taiwan and 1 factory in China right now. Kai Mei has been awarded many prizes such as "Diploma De Honor Award" in EI Salvador, "Golden Dragon" prize in Taiwan, "Golden Award" prize in Spain, "Outstanding Enterprise Award", "Innovative Design Award" prize, and "Taiwan Excellence Award" and "Rising Star Award" of Ministry of Economic Affairs in Taiwan.

### Good Company System & Excellent Competitvie Adavantage

Company system is very important for a corporation. KM follows every process of SOP (Standard Operating Procedure) and the regulation of ISO. KM got ISO-9002 in 1999, ISO-9001 (2000 Version) in 2000, CE in 2001, and ISO-9001 (2008

Version) in 2011. Besides, KM uses ERP system, enhances inside management, increases efficiency and service quality in order to increase competitive advantage.

### R&D Innovation & Control New Situation

KM's management principles are customer satisfaction、colleague happiness、operation smoothness、endeavour perpetuity. KM provides customized service and satisfies customers' needs. KM cares about every employee, and offers good educational training and welfare. Jack Chen does not own me-too business model. R&D group people occupy 20% of the company employees, and KM cooperates with National Chin-Yi University of Technology. KM Company will attend and join 3-5 international plastic and rubbery exhibitions every year. The company will assign the employees to join the show, and get the latest trend and direction from the exhibition in order to offer high-quality, high-efficient, and high valued-added machines to our customers.

### Endeavour Perpetuity & Civic-Minded Activity

KM Company believes that social responsibility is very important for the company. KM believes that company gets resources from the society need to return and contribute back to the society. KM provides scholarship to the students, donates air conditioner to the activity center of Taiping City, and encourages employees to donate blood.

Besides, President Jack Chen and other KM

employees are the members of Zhen-Zong Charity Association for many years. KM Company and Jack Chen donate money to the association irregularly. Besides, Jack Chen always attends the association activities such as free/release captured animals、visit protectory and nursing home、take care of elder people and disability people.



產品樣品 Product samples



公司旅遊 Company trip

## 綜合評語 Commentary

公司專注於中空成型機之研發，以高品質、高效率的機械結構，嚴格的品質管制及優良的售後服務，在國際市場上建立優良商譽。經營團隊踏實穩健，其規模逐年成長，員工流動率低，財務透明且獲利良好，對提高就業率以及國家稅收具有良好貢獻與示範效果。

Kai Mei focuses on the research and development of blow molding machines. With its high quality and high-efficiency machinery structure, stringent quality control, and outstanding after-sales service, Kai Mei has established superior credibility in the international market. The management team has been operating on a solid and stable ground. Kai Mei's scale has been growing every year, its staff turnover rate is low, and its financials are transparent and show healthy profits. Kai Mei has offered great contributions and a demonstrative effect in boosting the employment rate and national tax income.



# 詮營股份有限公司

## Parkinsys Technology Corporation

負責人：呂學博

地址：台北市內湖區行愛路77巷11號5樓

電話：02-27918686

傳真：02-27937386

推薦單位：

中華民國工商建設研究會

營業項目：

- 停車場收費管理設備及機械式停車設備之買賣、修理、租賃及組合承裝業務
- 停車場經營管理業務

產品名稱：

- 代理日本AMANO停車收費管理設備
- Parkinsys停車收費管理設備
- 車位在席偵測系統
- 多功能車位導引查詢系統
- 車牌辨識收費系統



公司大樓 Office

Owner : Lu, Hsueh-Po

Address :

5F, NO.11, Lane77, Xing-ai Rd.,

Neihu District, Taipei City, Taiwan

Tel: +886-2-27918686

Fax: +886-2-27937386

Recommended by:

Council for Industrial and Commercial Development (CICD)

Business Items:

- Transactions, maintenances, rentals and assemblies from parking lot fee management equipments and merchandized parking equipments.
- Parking lot operation and management.

Main Products:

- Represent and serve as the agent for Japan's AMANO parking and fee collection management equipment.
- Parkinsys parking fee collection management equipment.
- Parking space occupancy detection system.
- Multifunctional parking space guiding and query system.
- License plate recognition and fee collection system.



呂學博 董事長  
Chairman: Lu, Hsueh-Po



www.parkinsys.com.tw

國內唯一獨家整合停車收費設備、營運管理與機械停車設備三項產品領域的公司，除代理日本AMANO自動化停車管理設備，更自創品牌PARKINSYS停車收費系統，在停車場營運管理上更具備停管、保全、清潔、景觀一元化管理經驗。注重創新研發，創造市場唯一的獨特性，就是詮營公司在停車事業所規劃的藍圖。

### 蛻變與擴張 延展企業契機

隨著經濟發展車輛數的成長，震旦集團於1983年引進日本第一品牌AMANO系列自動化停車管理設備，1993年配合政府大力倡導民間興建停車場，為擴大業務需求，承續震旦集團停車場設備處，1997年成立「詮營股份有限公司」。

因應停車需求，促進停車收費設備的發展，詮營公司取得近40%的市占率，至今全省工程實績累計達380場以上，遠至金門、澎湖離島地區。

1999年政府開始釋放公有停車場委託民間經營，詮營進入停車場營運管理業務，初期專攻中大型停車場及大型醫療院所為市場目標，因目標定位明確，陸續獲得三軍總醫院、台中榮總ROT案及高鐵全省六站停車場營運管理，累積創新服務及顧客風評，於停車設備及營運管理領域居業界領導地位。

### 管理制度明確 營運方針穩定成長

董事長呂學博先生秉持穩健踏實作風及計劃經營目標管理，與全體同仁共同實踐「同

仁樂意、顧客滿意、經營得意」的理念，共創企業永續經營。在2008年通過ISO 9001國際品質管理認證，2010年建置ERP系統來提升管理及稽核效益。在管理機制上，定期員工培訓教育計劃，每週、月、季召開會議檢討追蹤執行成效。管理採責任中心制度，創造利潤分享同仁，並制定明確的章則制度，權責分明，各司其職、賞罰明快，優良薪資獎金制度的留才策略也是停管業界第一。

### 注重創新研發 創造市場唯一

詮營採取「創造市場唯一、注重創新研發」為目標策略，每年設定研發進度，投入研發經費占營業額3%，更將專業核心技術提出專利申請，目前已獲有三項專利。

2011年獨創整合車牌辨識系統與智慧型車位導引、車位在席偵測查詢系統，提供民眾快速找到車位及解決找不到車輛的窘境，由查詢系統快速引導指示路徑，提升停車場管理效能。為與同業服務的差異化，獨創停車場六星級優質服務，維持百分之百的續約率。2012年響應節能減碳趨勢，創新開發無票券車牌辨識收費系統，並於三軍總醫院停車場設置完成，另提供遠端監控中心(Call Center)代管業務，提升公司自有品牌形象，建立企業識別系統。



高鐵新竹站 Taiwan high speed hsinchu station

### 立足臺灣 胸懷世界

詮營公司掌握環境變化趨勢做好中長期規劃，在「專注本業」原則下開發衍生新產品，確保公司發展的競爭優勢，期望厚植台灣創新實力。我們積極推廣企業服務達到國際化，以長期累積的實務經驗，期許成為另一個傲人的MIT企業。

### 回饋社會 永續經營

在停車產業領域，呂董事長擔任停車場協會連任兩屆理事長，任內推動重要法案政策及辦理活動拓展國民外交。每年企業與董事長個人投入公益事蹟及社區參與、捐助慈善團體等皆不遺餘力，善盡社會責任。在營運管理業務策略聯盟合作下，創造許多廠商及本國人民就業機會，共創事業生命共同體，對台灣經濟貢獻盡一份心力。

詮營公司在呂董事長親力親為，以身作則的帶領下，勉勵同仁以「一日之計在於昨夜」的計劃目標自我管理，具有「打勝仗繫緊鋼盔」的危機意識，發揮「風吹柳動未見柳折」的韌性與耐性，對事情「追根究柢的精神」，持續以研發創新，精緻服務的精神，同心協力，展望未來。



全自動繳費機  
Automatic pay station

柵欄機 Car cate

Parkinsys Technology Corporation is the only domestic company which integrates products across three domains: parking fee collection equipment, operation and management and mechanized parking equipment. Not only this company legally represents Japan's AMANO automated parking operation equipment, but also it creates its own brand-name PARKINSYS parking fee collection system, with its product equipments possessing self-manufactured capability; whereas on the parking lot operation management level, this company also possesses the streamlined operation experiences especially in parking operation, security, cleaning and scenery maintenances. This company has always prioritized the innovation and R&D, created the uniqueness in the market segment.

### **Transmutation And Expansion, Extending the Turning Moment for Enterprise**

Aurora Group brought in the Japan's top brand AMANO series for automated parking operation equipments in 1983 as result. In 1993, led by government sponsored incentive for civilian building for parking lots, this company therefore expanded according to operation demands, took over the parking lot equipment department from Aurora Group and set up "Parkinsys Technology Corporation". Hence, counteracting resident demands for parking space, plus facilitating the robust growth witnessed in parking fee collection equipments, this company managed to secure nearly 40% of the market share.

In 1999, government started to relinquish the control for public parking lots to civilian operation. During the early stage, we specialized in the market acquisition for medium and large parking lots as well as those located at large hospitals and clinics. Since our market orientation was quite distinct, we managed to acquire the parking lot operation and management for Tri-Service General Hospital, the ROT project for Taichung Veterans General Hospital and the province's six station parking lots for Taiwan high-speed rail, and accumulated experiences in innovative services as well as rave reviews from our customers. Hence in the parking equipment and operation, management domain, we stayed at the leading edge in this industry.

### **Crystallized Management System With Steady Growth Witnessed Through Our Operation Guideline**



台安醫院場 Taiwan adventist hospital parking station

Chairman Lu acted in a robust and pragmatic style and aided by planned operation and goal oriented management, realized the ideas of "pleased coworker, satisfied customer, pride in operation" with all our employees, jointly created the sustainable operation for this enterprise. In 2008, we were certified by ISO 9001 in the international quality operation category. While in 2010, the company engaged to the establishment for ERP system which raised the operation and compliance effectiveness. In the implementation management mechanism, we regularly scheduled employee training programs. As for management, we adopted the responsibility oriented system, created profit sharing with our colleagues. Moreover, our superior performance based salary and bonus system also made us stay on the forefront for retaining talents in our workplace within this industry.

### **Focusing On Innovative R&D, Creating the Market Uniqueness**

Our company adopts the goal and strategy of "Creating the market uniqueness and focusing on innovative R&D", annually sets up the R&D product milestones with injection of R&D funding worth 3% of our total revenue. We will make patent petitions for our professional core technologies and currently we already are approved and awarded with three patents.

In 2011, we were the only company integrating the license plate recognition system with intelligent parking space guidance, detection and query system for parking space occupancy. This can be achieved via query system which can rapidly guide the driver with proper routes to reach the desired parking space which raises the operation effectiveness for parking lot as a whole.

In order to create service differentiation between us and our competitors, we uniquely create parking lot's six-star superior quality service and maintain a 100% contract renewal with our clients.

In 2010, while responding to the trending from global energy conservation and carbon minimization,

we innovatively developed non-ticket-stub car license recognition with fee collection system and this had been installed at the parking lots of Tri-Service General Hospital.

Besides pioneering at the empty space parking lots in metropolitan area, raising the city occupancy rate, we also provide remote Call Center caring service and raise the self-owned brand-name image for the company in addition to establishing the Corporate Identity System (CIS) as well.

### Maintain Our Presence in Taiwan While Embrace Global Aspiration

Our company masters the trending in environmental changes and has already planned accordingly either in the midrange or long-term perspective. Goaded by the principle of “focusing on our core business”, we develop our derivative new products to ensure our company’s competitive advantages in developments with an expectation that we can put down the deep roots for Taiwan innovative strength.

We also proactively promote enterprise services to the level of internationalization, and expect that we would become one of the proud MIT enterprises through accumulated pragmatic experienced in a long-term fashion.

### Contribution to Our Society With Sustainable Operation

As for our company performance in the realm of parking lot industry, it can be characterized with the fact that Chairman Lu had served two consecutive terms of presidency for parking lot association. Within these terms, Chairman Lu promoted vital legislative pieces as well as sponsored activities in

pioneering our people’s diplomacy. Each year, both our enterprise and the Chairman would engage into charitable deeds, community involvement, donating funds to charities, scholarships, caring orphanages as well as World Vision...etc, with all our hearts and do our duties as a corporate citizen in this society.

This company, led by Chairman Lu, encourages our colleagues with self-management goal in planning “Workday starts from previous night” ; which exemplifies with crisis consciousness of “tightening up the helmet straps prior winning the battle”, showcasing the resilience and persistence of “Willow swings along with the wind and won't break” in addition to “the spirit of getting to the bottom of everything”.

We will continue to rely upon the innovative R&D, the spirit of providing fine and exquisite service, we can jointly put all our efforts to work together and look out for a brighter future. All our colleagues will implement the idea of “pleased coworker, satisfied customer, pride in operation” together and seek for sustainable operation for this enterprise.



教育訓練 Vocational training

## 綜合評語 Commentary

堅持“品質、穩定性、耐久性”之台灣製造精神，致力於停車收費設備製造、買賣與營運管理。不用外籍勞力，提供本國人民就業機會，另與周邊協力廠商如土木營造工程、電機電子機械器材、監控系統等逾11種行業共創事業生命共同體，對台灣就業及經濟有正面助益。

Insisting on the Made in Taiwan spirit of “Quality, Stability, Durability”, Parkinsys has been devoted to the manufacturing, sales and purchasing, and operation management of parking fee collection equipment. The company does not make use of foreign labor and provides job opportunities for the Taiwanese people. On the other hand, Parkinsys also works with 11 different industries, such as civil construction engineering, electrical and electronic machinery and equipment, and monitoring systems, to create business interdependence, bringing forth positive benefits to Taiwan's job market and overall economy.



# 達邦蛋白股份有限公司

DaBomb Protein Corp.

負責人：劉郁芬

地址：台南市安南區工業三路52號

電話：06-3840771

傳真：06-3840772

推薦單位：

兆豐國際商業銀行

行政院農業委員會畜產試驗所

財團法人中衛發展中心

營業項目：

飼料原料用水解黃豆蛋白；功能性水解黃豆蛋白

產品名稱：

達邦-P；普羅蛋白

Owner : Alice Liu

Address :

52, Gungye 3rd Road, Tainan City,  
Taiwan

Tel: +886-6-3840771

Fax: +886-6-3840772

Recommended by:

Mega International Commercial Bank  
Livestock Research Institute, Council of Agriculture  
Corporate Synergy Development Center

Business Items:

Hydrolysis soy protein & functional soy protein for feed

Main Products:

DaBomb-P ; Rubys



劉郁芬 董事長

Chairman: Alice Liu



[www.dabombprotein.com.tw](http://www.dabombprotein.com.tw)

達邦「Da Bomb」來自美國俚語，是最好、最棒的意思。達邦蛋白是動物飼料用原料水解黃豆蛋白的專業製造商，自2002年建廠完成、正式量產至今已創下數個重要的第一。達邦蛋白堅持品質的信念，提供高品質黃豆醱酵水解蛋白產品，深獲客戶信賴，目前已成為亞洲最大的黃豆蛋白供應者與高品質水解植物性蛋白的代表。

## 技術、市占率 獨步亞洲市場

2006年達邦蛋白經SGS認證，成為亞洲第一家HACCP發酵黃豆蛋白製造廠；2008年首



安全衛生的製程 Safety and healthy process

度擴充生產線，月產能達到4000公噸，市場占有率居亞洲之冠，台灣市占率為八成，越南的市占率更超過五成以上。

2009年通過SGS認證，成為亞洲唯一的ISO22000 醱酵黃豆蛋白製造廠，值得驕傲的是，ISO 22000是食品安全認證，達邦以專業飼料生產廠商爭取這項認證，落實達邦蛋白「從飼養到餐桌」（Feed to Food）的關聯，以食品級飼料確保人們飲食品質的決心。

第一的品質價值充分反映在營收數字上，2010年以來，營業額突破新台幣8億元，創下新高；每位員工平均產值為2100萬元。

讓達邦蛋白如此所向披靡，唯一憑藉仍是競爭者難以超越的核心技術—乳酸菌水解蛋白技術。達邦蛋白是亞洲唯一具有微生物發酵技術的飼料廠商，技術優勢在於發酵過程抑制雜菌產生，降解抗營養因子的同時，還保留黃豆香氣。達邦蛋白飼料的「誘引

性」優於其他競爭品牌，這是得以維持市場領先地位的主因之一。

### 掌握市場趨勢 順勢發展

董事長劉郁芬原本從事畜牧貿易，早在15年前便看到水解蛋白飼料風行歐洲的趨勢。後來，當主要供應商發生營運問題，資本並不雄厚的劉郁芬毅然決定創業。

2001年向親友募集4500萬元，但是，僅是興建廠房就耗資1.2億元，為了控制成本，「以最少的錢，創造最大效益」，達邦在建廠階段，連續3個月、24小時趕工，之後再經過3個月試俾，2002年9月即出口第一個貨櫃到泰國。

劉郁芬至今仍感念政府當時提供的「006688」方案，前兩個零，意味前兩年土地免租金，「我想兩年夠了，只要到第3年，我一定能撐過。」結果，達邦在2004年轉虧為盈。達邦蛋白創立時，亞洲黃豆蛋白飼料的每月需求量為2000公噸，10年後，受到經濟動物餵食肉骨粉引發狂牛症，海中漁源漸趨枯竭，魚粉來源不足等影響，飼料轉以植物蛋白取代原先的動物蛋白成為趨勢，亞洲市場每月需求量較10年前增長10倍以上。

### 固守領導品牌 陪客戶一同成長

由於市場前景看好，陸續有10家廠商搶進水解蛋白飼料市場，而達邦從技術、製造、業務策略、行銷等層面多管齊下，固守領導品牌地位。外銷比重高達85%的達邦蛋白，在業務策略上，主要借重熟悉在地市場的代理商，同時，為避免惡性殺價競爭，鎖定重視品質而非

價格取向的廠商，持續以優質產品維繫品牌忠誠度。

雖然近來黃豆原料大漲，利潤被大幅侵蝕，「還是要陪客戶一起走下去，身為糧食供應鏈的上游產業，我們有不可推卸的責任」，劉郁芬說。但總體而言，植物蛋白仍屬前景看好的明星產業。

### 尋找合作夥伴 共赴海外設廠

達邦蛋白目前產能已經滿載，面臨求「量」或重「質」的經營策略選擇。未來發展願景，以三個方向進行，一是公開發行的可能性評估；二是布局全球市場的策略。隨著大陸掀起石斑養殖的熱潮，達邦於2010年在大陸深圳成立分公司。由於部份地區受限關稅、運費及較高的人工成本，直接出口並不可行，未來將朝根留台灣，與在地飼料廠整合的方向努力，在當地設廠生產，以此達到布局全球的目標。第三個目標是擴及健康食品及黃豆飲料市場，生產優酪蛋白粉，向上延伸至食品產業。達邦蛋白已穩居亞洲領導品牌地位，謹慎思考每一步，穩扎穩打再創更多的第一。



達邦蛋白公司外觀 DaBomb protein Corp

DaBomb derives its name from da bomb, an American slang meaning the best and greatest. DaBomb -- a professional manufacturer of hydrolyzed soy protein as feed for animals -- commenced quantity production in 2002 when the company completed its plant construction. The company has created several number ones because its commitment to premium fermented soy and hydrolyzed protein products is highly recognized and trusted by customers. At present, it is the largest supplier of soy protein as well as the synonym of the highest quality of hydrolyzed vegetable protein.

### Market Share And Technology Leader in Asia

In 2006, DaBomb won SGS certification and became the first ever HACCP-certified manufacturer of fermented soy protein in Asia. In 2008, DaBomb expanded its production line for the first time and boosted its monthly capacity to 4,000 tons. The company now enjoys the highest market share in Asia, where the company has a market share of 80% in Taiwan and a market share of higher than 50% in Vietnam.

In 2009, DaBomb won SGS certification and became the first ever ISO 22000 certified manufacturer of fermented soy protein in Asia. The company prides itself on ISO 22000, a standard for food safety that evidences DaBomb's "Feed to Food" commitment and practice; the company insists on providing food-class feed products to help ensure the diet quality of mankind.

Since 2010, its annual revenue has been creating



產品—達邦蛋白 P Product—DaBomb-P



微生物培養 Microorganism

new highs exceeding NT\$800 million, and the annual output value per employee is NT\$21 million.

### DaBomb Always Stays Ahead of Competition Because of Its Core Technology of Lactobacillus Hydrolysis

In Asia, DaBomb is the only feed company that has microbiological fermentation technology to ensure no competing bacteria during fermentation and retain the fragrance of soy while degrading antioxidants. Compared to competitive offerings, DaBomb protein feed products are far more attractive to animals, and this is one of the major causes of the company's market leadership.

### Staying on Top of Market Trends for Timely Development

Liu Yu-Fen, Chairperson of DaBomb, used to engage in animal husbandry trade, and she noticed that hydrolyzed protein was becoming increasingly popular in Europe 15 years and later decided to start her own business after a major supplier experienced operating difficulties.

Liu is very grateful to government aids provided back then. The aids include exemption of land rentals for the first two years of her company. "I thought two years would be enough and I would definitely make it by myself in the third year," recalled Liu. In 2004, DaBomb turned profitable.

When DaBomb was founded, the monthly demand for soy protein was 2,000 tons. After 10 years, because of bovine spongiform encephalopathy

diseases (BSE) associated with animal bone powder for economic value animals and draining ocean resources decreasing the supply of fish powder, replacing animal protein with vegetable protein in feed has become a trend. The current monthly demand for soy protein in Asia is more than 10 times of the demand 10 years ago.

### Growth Together With Customers

The great outlook of the hydrolyzed protein market has produced 10 followers to DaBomb, but DaBomb successfully maintains its brand leadership by ongoing manufacture, sales and marketing, as well as technology improvement.

Exports are as high as 85% at DaBomb, whose business strategy relies primarily on its agents familiar with local markets. In order to prevent malign price competition, DaBomb focuses on quality-oriented customers by ongoing quality improvement to strengthen their brand loyalty.

Soy prices have been surging recently and eaten sharply into the profit of DaBomb, but “we must move forwards together with customers because we should be responsible as we are in the upstream of the food supply chain,” said Liu.

### Partnership Sought for Overseas Production Cooperation

As DaBomb's capacity is being fully utilized, the company is choosing between two foci for development, either quality or

quantity. There are three future directions: 1) The possibility of IPO, 2) global market deployment, and 3) further expansion in Mainland China, where the company set up a branch in Shenzhen in 2010 in response to the booming giant grouper farming industry there.

Because direct exports of DaBomb feed products tend to face tariff issues, higher manpower or transportation costs in certain markets, DaBomb will seek cooperation with feed manufacturers in export markets for local production to facilitate its global deployment. The company also plans to enter the food industry by developing premium health foods, soy beverages, and yogurt protein powder.

DaBomb -- the leading brand of hydrolyzed protein in Asia -- has been carefully evaluating its next steps since reaching 100% capacity utilization in 2010. The company hopes to further strengthen corporate value in addition to its pursuit of global deployment and market share expansion.



公司員工旅遊 Annual employee tour

## 綜合評語 Commentary

自創品牌「DaBomb」行銷亞洲，市佔率居亞洲之冠，其產品具品質差異化及自有配方逐鹿利基市場，行銷策略明確且具體可行，成長潛力甚佳。四年來營業穩定成長，公司規章制度和E化程度已達準公開發行公司水準，經營穩定度相當高。

Self-made brand DaBomb is marketed throughout Asia and has even obtained a leader position in the Asian market. Its products possess superior quality and an exclusive formulae that have helped DaBomb to compete in a niche market. Its marketing strategies are precise and actionable, bringing DaBomb excellent growth potential. Its operations over the past four years show stable growth. Company's rules and regulations as well as e-commerce capability have achieved a public company's standards, showing highly stable operation.

# 漢民微測科技股份有限公司

Hermes Microvision Inc.

負責人：許金榮

地址：新竹市東區埔頂路18號7樓

電話：03-6669229

傳真：03-6669339

推薦單位：

第一商業銀行東門分行

營業項目：

研究、開發、設計、製造及銷售電子束晶圓檢測設備

產品名稱：

電子束檢測設備

Owner : Shu Chin-Yung

Address :

7F.,No.18,Puding Rd., East Dist.,

Hsinchu City, Taiwan

Tel:+886-3-6669229

Fax:+886-3-6669339

Recommended by:

First Commercial Bank Tungmen Branch

Business Items:

Research、Develop、Design、Manufacture And

Sales of Electron Beam Inspection Equipment

Main Products:

Electron Beam Inspection Equipment



許金榮董事長(右)

招允佳總經理(左)

Chairman : Shu, Chin-Yung (Right)

President : Jack Y. Jau (Left)



[www.hermes-microvision.com](http://www.hermes-microvision.com)

漢民微測自成立於1998年以來就致力於研發最先進的電子束檢測技術來協助提升半導體產業之良率，目前已經成為世界各大晶圓代工廠與晶圓記憶體廠最大的電子束檢測設備供應商。我們擁有自行研發專利的電子槍技術、電子束成像技術與精準的檢測軟體，來確保我們的每條產品線 - eScan®系列、eP™系列、eXplore®系列皆能滿足半導體研發部門與量產單位之各項應用。

## 掌握契機 拓展藍海策略

在奈米技術世代之前，光學晶圓檢測機台尚能克服線寬不斷微縮的挑戰，但在進入 90 奈米世代後，光學技術將面臨瓶頸，而以電子掃描顯微技術 ( E-beam ) 為核心技術的檢測機台，將逐漸躍居晶圓缺陷檢驗之主流。1998 年，看準這個發展趨勢與市場需求，四位志同道合的頂尖科學家於美國矽谷成立 Hermes Microvision, Inc.，開始投入電子束晶圓檢測設

備的研發。

2003 年，集結兩岸精英的研發團隊，成功開發出第一台「電子束缺陷檢測設備 ( E-beam Inspection Tool )」，以獨家的跳躍式掃描檢測及穩定的電子槍技術領先全球，提供業界更先進的檢測設備與技術，協助客戶有效提高前段製程效能，更將晶圓缺陷檢驗產品的技術層次，提昇進入全球高科技設備與零組件供應鏈中。

## 根留台灣 永續發展經營

經營團隊並於2003年在台灣成立企業總部-漢民微測科技股份有限公司，開始展開全球業務及營運之佈局，爾後陸續於日本、韓國、中國大陸等區域設立子公司。

漢民微測秉持「幫客戶解決問題，成為客戶的夥伴，與客戶相互信任」的原則，為策略夥伴提供解決方案，完成90奈米、65奈米…，乃至於28奈米製程的開發與量產，並繼續朝



公司外觀 Headquarters

20、14 奈米以下製程的檢測機台推進。時至今日，漢民微測所研發、製造的電子束檢測設備，其解析度及可靠度，已獲得全球前二十大半導體及 DRAM 大廠的肯定與青睞。

### 自主研發 創新核心價值

漢民微測以 HMI (Hermes Microvision, Inc.) 為產品品牌，完整的參與開發設計、製造、國際銷售與服務，在過程中展現堅強的實力與堅定的意志。在數十年間與世界級一線大廠長期合作所累積的專業服務經驗，並集結兩岸三地及世界各地的頂尖技術人才，讓漢民微測 (HMI) 在世界級的半導體尖端製程設備中占有一席之地，也為半導體產業發展史寫下新的一頁。

### 客戶服務 共創雙贏榮景

漢民微測 (HMI) 致力於電子光學之核心技術開發，以及系統整合創新之應用，從各種

面向提供客戶產品的良率提升解決方案，以滿足半導體廠商的需求，我們不只設計與製造最好的設備，還緊密地與客戶共同合作讓我們的技術發揮最大的價值，在多年來的努力耕耘下，漢民微測已成為全球電子束晶圓檢測設備之領導廠商，未來更將持續於產品的研發，提供客戶更完善的設備與技術服務，協助全球半導體廠商製造最高品質及最高效能之產品。客戶滿意永遠是我們最重視的服務。

### 培育人才 善盡社會責任

作為一個全球化的高科技公司，漢民微測秉持營運績效與效率原則綜理全球業務，員工，是漢民微測最重要的資產，我們肯定員工對公司成長所做的貢獻，承諾提供全體員工一個安全且互動的工作環境，並激勵員工在個人及專業領域中與公司一同成長。此外，漢民微測秉持取之於社會用之於社會之理念，捐贈 eScan 電子束檢測系統予交通大學，進行產學研發合作，每年並提供建教合作名額予各大專院校，成就技術傳承之社會責任。



公司產品 Products

Established in 1998, Hermes Microvision Inc.(HMI) has been committed to the research and development of state-of-the-art E-beam Inspection (EBI) tools and solutions for the advanced semiconductor manufacturing fabs. Today, HMI is the leading supplier of EBI tools for both foundry and memory fabs worldwide. Based on our proprietary electron gun and column technologies and highly effective defect inspection algorithms, we deliver multiple product lines, including eScan® Series / eP™ Series / eXplore® Series, for various R&D and production applications.

Before the nano technology era, the optical inspection system was the dominating wafer inspection tool to meet the challenge of shrinking line width in IC manufacturing. However, the bottleneck of the optical tools emerged when the IC



會議討論 Meeting

manufacturing technology went beyond 90 nanometer node. The inspection tools with the scanning electron microscopy (SEM) technology gradually become the mainstream for wafer defect inspection in IC manufacturing production line. In 1998, in light of the market trend and demand, four top scientists in California's Silicon Valley started up Hermes Microvision, Inc., and have since been devoted to the development of electron beam (e-beam) wafer inspection technology and systems.

In 2003, with an elite team of R&D engineers and scientists, HMI successfully launched the first e-beam inspection system, eScan®300. Its unique LeapNscan inspection mode and long electron gun lifetime have effectively helped to improve the yield in IC manufacturing fabs. HMI also becomes one of the leaders of global semiconductor high-tech equipment supplier and solution providers.

Following the successfully development of the first EBI tool, HMI management team established HMI headquarter in Taiwan, and subsequently, set up subsidiaries in Japan, South Korea, China and other areas to expand HMI's business operation globally.

HMI's mission is to "solve customer's problems, become customers' partner, and build up mutual trust with customers." HMI is continuously providing solutions for its customers to complete the development and mass production of 90nm, 65nm, 40nm and 28nm process, and further into the process development of 22nm, 14nm and beyond. As of



生產線作業情形 Production operation

today, the EBI tools that designed and manufactured by HMI have been recognized and favored by world's top twenty largest logic and DRAM IC manufacturers due to its high sensitivity and reliability.

HMI has demonstrated its strength and will throughout the product development cycle: design, manufacturing, sales and services. Through decade long cooperation with leading fabs in the world, HMI has established itself as a world-class semiconductor process equipment supplier and played a key role in the cutting edge semiconductor industry.

Hermes Microvision, Inc. heavily invests in the development of core technologies, innovated system integration, yield enhancement solutions to meet customer's requirements. We not only build equipments, but also work closely with our customers to maximize the values of our technologies. In the future, HMI will keep on product research and development; provide more valuable equipment and technology support for our customer; and assists all semiconductor manufacturers around the world to make their products with the highest quality and efficiency. Customer satisfaction is always our number one priority.

As a globalized high-tech corporation, HMI management continuously focus on effectiveness and efficiency when conducting business operations around the world. Employees are the most important asset of a company. HMI values employees' contributions to the success of the company. We are committed to provide a safe and rewarding working

environment to all employees, and motivate them to grow with the company both personally and professionally. Besides, HMI also actively contributes to the society. In 2012, we donated an eScan E-beam system to National Chiao Tung University to enhance its advanced teaching and research environment, and also to facilitate a close cooperation between university and industry.



家庭日 Family day

## 綜合評語 Commentary

2011年營業收入成長70%，經營績效卓越，規章制度健全，財務結構穩健，並於2012年中掛牌上櫃。以自有品牌「HMI」行銷世界，其技術已獲得全球前二十大半導體及 DRAM 大廠的肯定，成為全球電子束晶圓檢測設備之領導廠商，成為台灣半導體產業最有力的後盾。

Its operating revenue in 2011 showed a growth of 70%. The company has outstanding operating performance, comprehensive rules and regulations, a stable and healthy financial structure, and went public in mid-2012. Marketed throughout the world as a proprietary HMI brand, its technology has already been recognized by the world's top 20 semiconductor and DRAM manufacturers. HMI has become a leading manufacturer in global e-Beam inspection equipment and is the most powerful backbone of Taiwan's semiconductor industry.



# 歐萊德國際股份有限公司

Hair O'right International Corp.

負責人：葛望平

地址：桃園縣龍潭鄉中豐路高平段18號

電話：03-4116789

傳真：03-4116779

推薦單位：

台灣精品品牌協會

社團法人中華民國荒野保護協會

財團法人中小企業信用保證基金

營業項目：

製造與銷售環保綠色洗護髮品、造型品、染燙品等

產品名稱：

歐萊德綠色髮妝產品

Owner : Steven Ko

Address :

No.18, Gaoping Sec., Jhongfeng

Rd., Longtan Township,

Taoyuan County, Taiwan

Tel: +886-3-4116789

Fax: +886-3-4116779

Recommended by:

Taiwan Excellent Brand Association.

The Society of Wilderness.

Small and Medium Enterprise Credit Guarantee Fund of Taiwan.

Business Items:

Manufacturing and selling eco-friendly green

hair care shampoo, conditioner and products

for styling, dye and perm.

Main Products:

O'right Green Hair Care Products



葛望平 總經理 CEO, Mr. Steven Ko



www.orient.com.tw

## 綠色創新，先發利基

歐萊德2002年創建時，葛望平總經理的父母因腎臟病及癌症於同年相繼過世，於是發願要幫助人們遠離有毒重金屬與化學物質的危害，決心將化妝品事業朝綠色環保發展。

2006年全力將品牌朝綠色永續發展，O'right的「O」，象徵美麗的地球，希望地球上每一個人都能做出正確地、適當地「right」行為。秉持為健康把關與友善對待地球環境使命，以「自然、純淨、環保」為理念，「更美、更好」為願景，產品開發以搖籃到搖籃的

設計概念，從原料、生產到消費者使用都友善對待，盼能為環境播下綠色種子，發芽並永續深耕。

## 綠色差異，全球第一

在知名化妝品品牌多以時尚奢華秀、名人代言來展現產品時，歐萊德卻以獨特綠色永續創新走出品牌新價值。為製造更健康更環保綠色產品與提昇競爭力，積極整合上下游供應商形成「綠色供應鏈」；每年更投入許多研發經費去創新，從獨創會長頭髮香水「養髮液」到全球第一瓶會長樹洗髮精「瓶中樹」，不但榮獲經濟部商業服務業「優良品牌」，更創下第一家中小企業榮獲「碳足跡」標章與全球第一瓶「碳中和」洗髮精，為綠色髮妝立下全新的里程碑。

對於這一群為綠色永續打拼的同仁，公司日常提供有機蔬食與公平交易咖啡，每年提



員工有機蔬食餐廳 O'right vegetable cafeteria

供員工國內外生態之旅、聚餐、禮品等獎項，更重要的是提供多元化教育訓練課程，不僅照顧員工健康，更鼓勵員工成長。定期舉辦家庭日，貼近員工家屬，更貼心於每年父、母親節準備賀卡及禮物，感謝員工父母親之辛勞。

### 綠色榮耀，深獲肯定

歐萊德積極取得綠色環保認證，不斷的獲得好評與客戶、消費者信任。2011年葛總經理應邀代表中小企業在美國APEC會議中分享綠色創新經驗，深受國際高度肯定。

今年6月5日世界環境日落成啓用「全亞洲第一座綠建築化妝品廠」是目前唯一獲得EEWH綠建築認證相同面積最高等級「黃金級」，啓用以來，從長官、客戶到來自兩岸TFDA、CPC 外交青年團與香港優異傑出團等幾千名各界人士參訪，宣導教育對自然生態的尊重與愛護，讓每個小角落都充滿友善與感動。

### 綠色永續，社會責任

歐萊德是唯一一家中小企業連續2011及2012年榮獲「企業社會責任獎」。歐萊德綠色創新受到學術界、政府單位與公會團體熱切關注，不斷邀約葛望平總經理分享成功經驗，不僅鼓勵更多中小企業投入綠色環保，更將綠色

MIT向下紮根進入校園宣導；而受邀演講車馬費用，全數捐助公益回饋社會。每年定期舉辦公益活動，從2006年起扶助家扶貧童、奧比斯基金會200位眼疾兒童重見光明、88水災重建課輔中心、全球EARTH HOUR關燈一小時活動到與客戶共同加入台大實驗林20年種樹計畫等等，都有歐萊德社會責任的足跡。

### 綠色感動，鼓勵人心

「上課比上班重要」這是葛望平總經理最常掛在嘴上不斷鼓勵員工的一句話，因為他認為唯有不斷的學習才會有源源不絕的資產去創新。而影響他最深的一段話來自朱棣文博士對哈佛大學畢業生的演講內容，「追求專業上的熱情雖然重要，卻不是唯一的目標。將來當你老了，回顧這一生的成就，最大的光榮不會來自於得了甚麼物質或功名，而是你影響了哪些人、帶來了哪些改變…」這就是歐萊德現在與未來要持續不斷去做的事。這段話影響葛總經理也藉由他影響了每一位歐萊德員工與其親友，期望這段話也能深深影響了正在閱讀的您。



綠建築 Green building



竹蓋系列產品 Bamboo series products

### Green Innovation – A Leading Niche

In 2002, CEO, Mr. Steven Ko established Hair O'right, at the same year his parents passed away one after another due to kidney disease and cancer. He made up his mind to help people free from the effects of toxic heavy metal and chemical materials. CEO, Mr. Steven Ko determined to develop eco-friendly and organic products in his cosmetic career.

Since 2006, we have committed to green sustainable development. O'right's logo starts with a big “O”, it symbolizes the ideal & beautiful earth. We uphold the determination to protect the earth and hope everyone does appropriate and “right” things to make the Earth greener and better.

Enforcing stringent screening for health and upholding the mission to treat the global environment friendly. “Natural, Pure and Eco-friendly” is our concept; “Everything is all right” is our vision. Our concept of product development comes from cradle to cradle; from materials, manufacture process all the way to end users are all conform the principle of eco-friendly. We want to sow green seeds in the environment and have a beautiful and sustainable life.

### Green Differentiation, World's No.1

While most of the well-known cosmetic brands release their products through luxury fashion show and celebrity endorsement, O'right has created a new value of branding with green sustainable innovation uniquely. To strengthen our competitiveness and to output healthier and greener product, we integrate suppliers to form a “Green Supply Chain”. We put in great amount of development funding for unique



研發實驗室 Plant extract R&D lab



生產作業情形 Production operation

products, such as innovative “O'right Hair Tonic” – helps to grow your hair and “Tree in the bottle” – the world's first shampoo bottle that can grow trees from. We were awarded “Taiwan Superior Commercial Service Brands” by Ministry of Economic Affairs Taiwan and were the first SME in Taiwan to receive “Carbon Footprint Label” and we released the world's first “Carbon Neutral” Shampoo. All these efforts made great differences and helped us to set a new milestone for green hair care products.

We provide organic meals and fair trade coffee for our team who dedicate themselves into green sustainable products. We hold eco-tours around the world and also have dinning gatherings and gifts for our staff each year. Most important of all, we not only look after our staffs' health but offer various education and training to encourage them learning and cultivating skills. Additionally, we hold Family Days regularly to get closer to the family members of colleagues and send out greeting cards and gifts for their parents on Mother's Day and Father's Day to express our deepest appreciation.

### Green Glory, Highly Honored

O'right is getting positive impression and the trust of clients because we are continuously active on obtaining eco certificates. Mr. Ko was invited to represent Taiwan SME to share green innovation experiences in 2011 APE Cand was highly appreciated by the world.

On World Environment Day June 5th, 2012, the grand opening day of “Asia's First Green Cosmetics Plant” which is the only green building awarded by EEWB (Ecology, Energy Saving, Waste Reduction & Health) with highest level “Gold Certificate”

in the same acreage. Since the opening we have thousands of visitors from local governments, salon clients, TFDA (Food and Drug Administration) from both Taiwan and China, CPC group worldwide and Hong Kong Performance Excellence Fellowship; we encourage people to respect and cherish the natural ecological environment and to fill the world with friendly smiles and touching moments.

### Green Sustainability, Social Responsibility

O'right is the only SME that has won CSR Award (Corporate Social Responsibility Award) in 2011 and 2012. The green innovation of O'right has caught attention of the academics, the governments and the associations; Mr. Ko has been invited to many speeches to share our experience and to encourage more SME to join environmental protection, and furthermore advocate the green MIT concept to the campus. All the earnings of the speech go to the charity to make contribution to the community. We run non-profit events each year from 2006 and were participate in "Taiwan Fund for Children and Families" to help poor children, worked with "ORBIS International" to help 200 children to recover from eye-illness, helped to rebuild learning center for children after Taiwan "88 Flooding"; we also took part in the "Earth Hour" held by WWF, and invited our clients to join the 20-year tree planting project by NTU Experimental Forest.

### Green Inspiration, Encourage Our Hearts

"Going to classes is more important than going to work." This is the sentence our CEO Mr. Ko keeps saying to encourage all our team members, he believes only non-stop learning can bring out non-stop flowing creativities. The quotation from Dr. Steven Chu's graduation speech at Harvard University has a great impact on Mr. Ko:

"Pursuing a personal passion is important, but it should not be your only goal. When you are old and gray, and look back on your life, you will want to be proud of what you have done. The source of that pride won't be the things you have acquired or the recognition you have received. It will be the lives you have touched and the difference you have made."

This is exactly what O'right is doing now and future. This speech not only deeply influenced Mr. Ko, all the families and friends of our staff, but now also come to make a great influence over you.



員工旅遊 Incentive trip

### 綜合評語 Commentary

致力創造綠色產品，通過 ISO9001/2008年版及英國PAS2050產品碳足跡驗證，公司“綠建築總部”運用風力、太陽能，以及水資源循環再生利用系統，讓產品製程更環保，原料優先選用符合環境友善、社會利益之本土供應商，減少國際運輸之碳排放，其近年營收快速增長，未來更具發展潛力。

O'right is devoted in creating eco-friendly products, which have passed ISO 9001/2008 version and product carbon footprint certification from British PAS2050. O'right Green Headquarters makes use of wind power, solar power, and a water resource recycling system to create an even more eco-friendly product manufacturing process. The company selects exclusively raw materials from local suppliers who are in accordance with eco-friendliness and social benefits to reduce carbon emission of international transportation. Annual revenue of O'right over the last few years has been growing rapidly, and the company's growth potential is highly optimistic.



# 樹德企業股份有限公司

SHUTER Enterprise Co. Ltd

負責人：吳宜叡

地址：台中市烏日區溪南路二段270巷102號

電話：04-23358800

傳真：04-23358577

推薦單位：

台灣中小企業銀行

營業項目：

舉凡文具收納盒、家居收納箱、辦公用收納櫃、工業整理櫃及工具櫃(車)等各式收納商品之製造和銷售。

產品名稱：

工具箱、零件櫃、樹德文件櫃、工業整理盒、家居手提箱、居家創意收納系列。

Owner : Yira Wu

Address :

No. 102, Lane 270, Sec. 2,

Xinan Road, Wuri Dist.,

Taichung City, Taiwan

Tel: +886-4-23358800

Fax: +886-4-23358577

Recommended by:

TAIWAN BUSINESS BANK

Business Items:

We specialize on the storage for household and industrial fields and etc. to satisfy the desire for well-organized and comfort space. Our main lines are in categories of stationery storage, household storage box, OA filing cabinets, steel Parts cabinet, tool Boxes, industrial storage, motion carts and etc.

Main Products:

SG Stationery & promotion, OA SHUTER Filing Cabinets, ST Steel Parts Cabinets, HB Ultra Stack & Hanging Bins, TB Tool Boxes, HS Innovative Home Storage



吳宜叡 總經理

General Manager: Yira Wu



樹德公司大門 Company building



www.shuter.com.tw

樹德企業由吳景霖老師於1969年創立，秉持「樹信立德，以人爲本」的精神，因此以「樹德」爲名，創造「以人爲本」的公司文化。40多年來「樹德」做爲收納產品的領導品牌，早期產品功能偏向辦公、工業收納整理用品，走的是專業且實用的路線，直到2002年

企業第二代接班人吳宜叡總經理接棒後，開始朝著研發、設計端邁進，成立研發部門、投入千萬元研發並更新設備，由於本身就是設計專才，吳總經理也親自參與產品開發設計，發展「樹德」、「SHUTER」、「LIVINBOX」三個品牌，分別經營不同的產品類別。

## 往台灣的世界百大品牌邁進

樹德企業擁有「精密模具部門」，從產品結構設計、外觀設計、模具設計製造上皆能靈活配合，能與客戶作正確及快速的協商，提供客製化服務。此外，吳總經理特別重視「視覺規劃」與「商品研發」，專業的團隊每年平均產出高達30件新產品，爲公司帶來「經濟部工業局優良設計產品」、「第二十屆台灣精品



研發部門 R&D department



公司產品 Products

獎」及「金點設計獎」等各項殊榮。

為能提高企業資源與高效管理，逐年導入ISO9001，執行TQC、QCC，帶入ERP系統，並成立「國外事業部門」，將產品行銷全球60餘國。二代接班人吳宜叡總經理堅定地說「樹德企業43歲的此時，第二個四十年計畫正在啟動，我們會深耕研發與設計，並朝著品牌之路邁進，期許樹德成為代表台灣的世界百大品牌。」

### 樹信立德 以人為本

樹德企業將樹立人本價值、創作美學商品、追求品質看得比營利更重要，並將「愛與感動經營」納入公司的文化與體制中，身為一個台灣本土的收納品牌和製造商，樹德企業對於環境保護的社會責任，一直都是凌駕於企業的利潤及利益之上，不只是將企業經營好，還要關心台灣，投身公益。除了獲得「台灣中小企業十大優良企業社會責任獎」連續兩年的肯定外，還成立「行動菩薩」助學助養弱勢兒童、「護山育林造氧減碳」、贊助「台灣生態學

會」，期待有更多人參與守護台灣生態，讓環境更好、台灣更美。

### 從地下工廠走起 創業甘苦談

創辦人吳景霖老師總是喜歡開自己玩笑：「當初標了一個六萬元的會成立公司，廠房是租的，而且位於地下室，名副其實是個地下工廠」，然而，不畏艱以正向觀念面對一切，是吳老師一路走來最大的「力量」。接手的第二代延續這樣的力量，讓樹德企業逐漸茁壯，「影響我最深的是麥帥為子祈禱文裡面的一段話『請賜給他謙遜，使他可以永遠記住真實偉大的樸實無華，真實智慧的虛懷若谷，和真實力量的溫和蘊藉』，這也是我父親，送給我的最棒禮物。」吳總經理感性的表示。

### 以人文美學塑造企業文化的精神

為了讓夥伴工作可以更快樂，每年舉辦員工旅遊、健康檢查，還有籃球比賽、中秋晚會等聯誼活動。以人文美學塑造企業文化的精神，樹德企業有一群快樂的夥伴，並鼓勵每個人追求卓越，期許大家不論是在工作上或生活上都能「立下典範，寫下傳奇」。

「從源頭初衷開始，就希望打造一個不一樣的企業文化，從文化出發，到制度、流程、品牌、軟硬體到最後的產品，都要很溫暖很有溫度」有著的豪氣與堅持的中小企業二代接班人吳總經理堅持「要把每一次承諾都做到最好」。「我們每一個用心，都會有成果；每一項行動，都將引發共鳴；每一份努力，都會有成效。」並帶領樹德品牌再拚搏四十年的熱情。

Shuter Enterprise Co., Ltd. was founded in 1969 by the teacher Mr. Jinglin Wu. He upholds the spirit as "Establish the faith and morality, Human-oriented". Thus, Mr. Wu chose the Chinese characters from the spirit to name for the company, Shuter, and built the human-oriented to corporate the inner culture of company.

### Previous Important Deeds

Shuter established more than 40 years as the leading brands of storage products. Early production features were based on the office and the industrial storage goods with more professional and practical functions. Until 2002, Shuter had move forwarded to focus on RD and design since the second generation Mr. Yira Wu joined the company as general manager. He set up the RD department and invested NTD10 million for the RD and lots of money for renew the equipments. In fact, Mr. Wu general manager is capable of design professionals. Thus, he involved in product development and design in accordance with each productions' characteristics by dividing into 3 brands (Shuter in Chinese, Shuter, Livinbox) for operating in a variety of product lines category.

In Shuter, Our core values are to pursuit "Human Value", "Aesthetic Creativity", "Evaluating Quality" rather than "Profit". Caring and touching management is also our management infrastructure. General manager MR. Wu insists on aesthetic



生產線運作 Production operation

management. Also, to overwhelm worldwide market by "Professional Design of Organization", not just limited to OEM or domestic market and become one famous global brand of fashionable organization.

### Public Welfare / Long-Term Vision

Yira Wu pointed out that as a leading Taiwanese brand of organization and manufacturer, public responsibility of environment protection always override corporation benefit and profit. Not only running company well but also caring many domestic affairs. Shuter is awarded "Corporate Social Responsibility Award" for 2 years in a row(2011-2012).

Shuter also helps poverty children, supports to energy saving and emission reduction and sponsors Taiwan Academy of Ecology. Shuter wishes more people join to protect Taiwan ecology and make Taiwan better.

General manager Yira Wu said with confidently that second 40 years project is launching now when Shuter celebrate its 43 years anniversary. We devote to R&D and establish our own brand. We wish to become top 100 global brand of Taiwan.

### Our Operation Strategies And Business Model

Mr. Wu is persistent on the aesthetics of the products; therefore he emphasis on "visual design" and "R&D of products" very much. We develop average 30 new products annually; besides, we are honored to win "Good design product", "The 22nd Taiwan Excellence Awards", "Golden Pin Design



會議討論情景 Meeting

Award” and several other honors. “Since we have our own mold department and flexible integrated product line from the design of product composition, appearance, and mold design. We are capable to negotiate with our customers accurately and promptly” said Mr. Wu.

“We implemented ISO9001, TQC, QCC, and Enterprise Recourse Planning system of which are methods to enhance business recourses and promote high efficient management”. Moreover, we established international sales department to export our products to 60 other countries.” said Mr. Wu. “In order to make my employees feel joyful while working in my company, we hold company outing, health checkup, basketball game, and mid-autumn festival party every year. I wish to have a group of happy employees” added Mr. Wu.

The passage from “General MacArthur's Pray For His Son” has been made a great impact on myself. It says “Give him humility, so that he may always remember the simplicity of true greatness, the open mind of true wisdom and the meekness of true strength”. This gift is also given from my father, Yira said.

In the spirit of humanistic aesthetics in shaping corporate culture, SHUTER has different expectations from general corporate ones for

employees. General Manager Wu proudly said “I like to encourage my partner to set a model and wrote the legendary”. Because when we only pursuit of excellence, success will naturally not far from us. We hope this attitude apply to not only for the work but also for the life.

“From the beginning of the source of the original intention, I am hoping to build a different corporate culture, which from culture to systems, processes, brands, software & hardware and to final products, everything is in very warm and with temperature to touch people’s heart.” From his talks, we saw a SME second generation successor, has every commitment to be the best with pride and perseverance. “Every care works, every action speaks, every effort effects.” We see the enthusiasm from his eyes; he’s going to lead SHUTER struggle for another four decades with continuous effort.



員工旅遊 Incentive trip

## 綜合評語 Commentary

為全球塑膠收納櫃的領導製造商之一，近年致力於綠色收納櫃的設計與生產，通過SGS檢驗與ISO-9001的認證，其收納櫃為台灣第一家通過經濟部<碳揭露>認證的同類產品，超過四十年的經驗與堅持，產品品質與設計功能深獲肯定，為台灣的收納產業在全球市場上增加市占率。

Shuter is one of the leading manufacturers of plastic storage cabinets around the world. It has been devoted to the design and manufacture of eco-friendly storage cabinets. Its products have received certification from SGS inspection and ISO-9001. Shuter's storage cabinets are the first of its kind in Taiwan that have passed Carbon Disclosure certification from the Ministry of Economic Affairs. With over four decades of experience and persistence, Shuter offers products with quality and design functionality that are widely recognized, which increase the global market share of Taiwan's storage industry.



# 鴻勁科技股份有限公司

Hon. Technologies, Inc.

負責人：謝啟達

地址：台中市大雅區中清路一段128巷3號

電話：04-25608752

傳真：04-25608755

推薦單位：

玉山銀行

營業項目：

機械設備製造業、自動控制設備工程業

產品名稱：

自動邏輯IC測試分類機、自動電腦機板測試IC分類機、記憶卡測試分類機、自動精密Chip 晶片外觀檢測機、OPEN /SHORT自動測試分類機、自動FLIP CHIP, BGA IC 錫球滾刷機

Owner : Hsieh, Wen-Ta

Address :

No.3 , Ln. 128, Sec. 1,  
Zhongqing RD., Daya Dist.,  
Taichung City, Taiwan

Tel: +886-4-25608752

Fax: +886-4-25608755

Recommended by:

E.SUN BANK

Business Items:

Machinery and Equipment Manufacturing & Automatic Control Equipment

Main Products:

Logic IC Test Handler, System Level IC Test Handler, Flash Card Test Handler, Precision Chip AOI Inspection Handler, Open/Short Test Handler, Automatic solder ball rolling brush machine



董事長：謝啟達 Hsieh, Wen-Ta(Middle)

總經理：蘇仁涼 Su, Jen-Tsung(Left)

副總經理：張簡榮力 Chang chien, Jung-Li(Right)



www.hontech.com.tw

成立於1999年10月，目前資本額1.9億，員工數超過150人，為專業生產半導體封裝測試的IC測試與檢驗設備(Test Handler)製造廠。經營團隊致力於推廣自我品牌「HONTECH」，國際級封裝測試前五大廠皆為鴻勁主要客戶，「HONTECH」成為世界半導體封裝測試設備業數一數二的知名品牌。

## 經營發展 研發與市場耕耘

國內半導體產業在全球市場之供應鏈上佔有舉足輕重的地位，但其中大部分的生產設備卻皆仰賴進口，尤其在高階IC測試分類機的領域更是無法有效地突破，滿足市場上的實際需求，有鑑於此，鴻勁科技謝啟達董事長親自率領研發團隊投入相關IC測試與檢驗用的分類機產品研究，終於在 IC分類機的領域上提供客戶價格合理且功能媲美進口的本地設備，深獲國內外客戶肯定，提昇台灣品牌形象，替國家整體經濟爭取更多的外匯。

象，替國家整體經濟爭取更多的外匯。

## 持續創新 延展企業生機

為因應半導體日新月異的發展，除了滿足客戶端現有需求外，更需導入新穎技術與提升技術，並提高產品的附加價值，以確保持續在業界的領先地位。因此，鴻勁科技致力於研發上，在專利研究開發已累計超過73項以上專利；同時也提撥專利獎金鼓勵員工，以發掘創新構想並加以實現運用。公司依產品別區分各系統的發展策略

地圖，並透過精

進目標有效提高各產品競爭



公司產品 Products

性，包含：

- 1.全自動化程度提升。
- 2.精密度需能滿足市場規格。
- 3.售價低廉，能與全球各大廠競爭。
- 4.材料、元件及關鍵技術需自行研發，大量降低成本，爭取優勢。
- 5.快速反應市場需求，配合客戶做製程改善，提升開發標的在市場上的競爭。

### 落實管理 穩定成長

2009年鴻勁科技購入自有廠房擴大經營規模，依循公司品質政策「客戶第一、品質第一」，以客戶的需求為導向，以達永續經營目標。品保體系通過英國SGS認證，透過ISO9000/2008品保體系運作，產品先期品質規劃作業和開發流程，累積經驗技術經有效管理及應用，不斷提升開發能力及產品品質。公司所採取的管理機制包含：

- 1.系統整合方面：導入ERP系統，提升產品交貨期與安全庫存控管機制；相關的流程管控更以電子化來設計表單，並達到減少用紙量的環保功能；
- 2.落實管理機制：定期舉辦內外部教育訓練，採用關鍵競爭力指標管理，並針對未達目標之部門，要求提出具體改善策略；
- 3.員工福利：除福委會定期舉辦各式團體活動與旅遊活動、三節獎金、績效達成獎金、員工分紅獎金外，更提供員工認股制度，希望員工與公司共同成長，增加員工對公司的認同與歸屬感，獲得物質以外的工作成就感。

### 立足台灣 布局全球市場

鴻勁科技總體營收外銷比例逐年增加，對於全球經濟的變化與銷售的方法採取不同的因應策略，以期整合市場資訊，建立全球優勢競爭力。鴻勁科技掌握了三項關鍵成功因素：

- 1.不斷提升品牌價值：不斷投入研發產品線，提供客戶全方位服務；
- 2.因應客戶需求及導入新穎技術：研發尖端高技術，提升產品的附加價值。並降低開發成本與減少無謂損失，提早將開發產品量產與銷售到全世界；
- 3.不斷規劃海外行銷據點：以市場區域作為佈局導向，貼近客戶作為行銷據點規劃，即時掌握當地市場資訊，擬訂市場開發策略。經由以上三個策略，使公司更具產業競爭力。

展望未來，鴻勁科技的營運目標是成為全世界Test Handler之領導品牌，即希望透過經營團隊共同努力，在秉持著追求卓越、創新技術、專業服務，提供客戶更高品質、更優良精密的自動化機器設備外，亦同時能與客戶、公司、員工、廠商達成共創多贏的局面。



公司外觀 Taichang headquarters

Hon. Technologies, Inc. was founded in October 1999. With the 190 million capital and over 150 employees now, Hon. Technologies, Inc. has become a professional IC test handler manufacturer. The management team has been devoted to the promotion of the self-brand, “Hontech” over years, which makes “Hontech” become a world-famous brand in semiconductor equipment industry. Moreover, the global top five assembling and testing semiconductor companies are the main customers of Hon. Technologies, Inc.

### Business Development

Hon. Technologies, Inc. realized that Taiwan's semiconductor industry plays an important role in the supply chain of the global market. Nevertheless, most manufacturing equipments rely on imports, and the field of high-level IC tester couldn't be effectively broken through and couldn't meet the actual demand in the market, either. Therefore, the chairman of Hon. Technologies, Inc., Wen-Ta Hsieh, personally led his R&D team and devoted to the research on IC tester and inspection handler products. Eventually Hon. Technologies, Inc. has been able to offer customers local equipments whose functions are able to compare with import equipments with reasonable price. The products of Hon. Technologies, Inc. not only receive both domestic and overseas customers' affirmations and support, but also earn more foreign exchange for country's general economy.

### Continuous Innovative Technology & Sustainable Business Achievement

In respond to the rapid development of the semiconductor industry, Hon. Technologies, Inc. not only needs to satisfy customer needs, but also needs to import new technologies, improve the skill levels, research on top high technologies, and enhance product value in order to remain the industry-leading position. So far Hon. Technologies, Inc. has accumulated over seventy three R&D patents and the number continues to increase. At the same time, Hon. Technologies, Inc. gives bonus for patents to encourage employees who propose creative thinking and make use of those ideas on the products. Hon. Technologies, Inc. distinguishes



生產線 Production lines

various systems development strategy maps by product, and effectively enhances product competition by the following improving targets: 1.Enhance the automation degree. 2. Make the precision meet market's specifications. 3.Sell products at reasonable price to compete with world's major handler competitors. 4. Develop its own materials, components and key technologies to greatly reduce the cost and gain advantages. 5.Rapidly response to market demand, make process improvement based on customer requirements, and enhance the development target in market competition.

### Management Implementation And Steady Growth

In November 2009, Hon. Technologies, Inc. purchased its own plant to expand the scale of operation, and tried to achieve sustainable management objectives through customer orientation in accordance with the company quality policy: “Customer first, Quality first.” The quality assurance system of Hon. Technologies, Inc. is certified by SGS United Kingdom and the planning and developing progress of product quality works through the operation of ISO9000/2008 quality assurance system. By cumulative production experiences and techniques along with effective management and application, Hon. Technologies, Inc. keeps enhancing development capabilities and product quality. Management mechanism of Hon. Technologies, Inc. is as follows: 1.System Integration:Improve the inventory schedule and safety stock management via the ERP system. In addition, Hon. Technologies, Inc. uses e-Applicaion forms for related manufacturing flow management and at the same time reduces paper use. 2.Fulfillment of Management Responsibility:Organize regular internal and external educational training courses. Use target management with key competition ability. Hold quarterly review meetings on a regular basis, and bring up specific improving strategies and

solutions for those departments that didn't reach the goals. 3. Employee Welfare: The employee welfare committee in Hon. Technologies, Inc. holds various group activities and company tours on a regular basis, and also offers three Chinese festival grants paying, incentive bonus, profit sharing bonus, and employee stock ownership plans. With those welfare mentioned above, Hon. Technologies, Inc. hopes to enhance staff's identification and sense of belonging, and wants the staff to grow together with the company. Staff will get a sense of achievement from work as the time when Hon. Technologies, Inc. grows.

### Deeply Rooted in Taiwan And Global Distribution

The percentage of export in Hon. Technologies, Inc.'s total amount of revenue is increasing. Besides the existing market in Taiwan, Hon. Technologies, Inc. adopts different reactive strategies according to the change and sales approaches of the global economy in order to integrate market information and enhance global competitive advantages.

Hon. Technologies, Inc. grasps three key success factors: 1. Enhance Brand Value: The global top five assembling and testing semiconductor companies are the main customers of Hon. Technologies, Inc. With high market share and popularity, Hon. Technologies, Inc. keeps investing in R&D and line stretching to satisfy customers' needs of Total Solution with high quality and value. 2. Response to Customer Needs and Import New Technologies: Hon. Technologies, Inc. keeps working on new technology research and development and enhancing product value. With

strict internal management, Hon. Technologies, Inc. lowers development costs, enhances operational performance, reduces expenses, minimizes costs, launches new product in advance and sells the product all over the world. 3. Continuous Planning for Overseas Marketing Spots: With market-oriented layout, Hon. Technologies, Inc. plans marketing spots which are close to customers in order to extend service areas, instantly collects the local market information, and make market development strategies.

With the strategies mentioned above, Hon. Technologies, Inc.'s techniques, revenue, and market share will steadily grow and make the company more competitive in the industry.

Looking to the future, Hon. Technologies, Inc.'s operational goal is to become a worldwide leading brand of Test Handler. In search of excellence, innovative techniques, professional service, Hon. Technologies, Inc. aims to offer customers more excellent automation equipments with higher quality, and at the same time to create a win-win situation for customers, staff and the third parties.



公司尾牙 Year end party

### 綜合評語 Commentary

經營團隊從事本業逾15年以上，專注於半導體後段製程設備之創新研發，並以專利發明建構公司智財防禦策略，已經取得83項專利證書，正申請133項專利，產品經國內外大廠驗證採用，信譽卓著，產品信價比極具國際競爭能力，成長潛力可期。

The management team has been in this business for over 15 years, focusing on innovation research and development of back-end manufacturing equipment for semi-conductors. It has also built a defense strategy for the company's intellectual property with its patented inventions. So far, Hon has already obtained 83 patent certificates and is now in the application process for 133 different patents. Hon's products have all been certified and chosen by major factories in Taiwan and abroad. The company has excellent credibility in the business, and its products' performance price ratio also possesses international competitiveness that poses tremendous growth potential.



## 第21屆國家磐石獎

The 21st National Award of Outstanding SMEs

### 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)

#### 陳瑞隆 (主任委員)

華聚產業共同標準  
推動基金會 董事長



#### 王如玄

行政院勞委會  
前主委



#### 吳中書

中華經濟研究院  
院長



#### 沈世宏

行政院環保署  
署長



#### 卓士昭

經濟部  
次長



#### 洪德生

臺灣經濟研究院  
院長



#### 徐爵民

工業技術研究院  
院長



#### 高辛陽

精捷科技顧問(股)公司  
董事長



#### 張平沼

中華民國全國  
商業總會 理事長



#### 張盛和

財政部  
部長



#### 陳文源

柏林(股)公司  
總經理



#### 陳希舜

臺灣科技大學  
校長



#### 廖燦昌

臺灣中小企業銀行  
董事長



#### 劉燈城

臺灣銀行  
董事長



#### 駱錦明

台灣工業銀行  
董事長



#### 薛富井

臺北大學  
校長



## 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)

### 李成家 (主任委員)

中華民國全國中小企業  
總會 榮譽理事長



### 王美花

經濟部智慧財產局  
局長



### 王鉞波

中小企業信用  
保證基金 董事長



### 李志文

杏輝藥品工業(股)公司  
董事長



### 沈榮津

經濟部工業局  
局長



### 林全能

經濟部技術處  
處長



### 林廷芳

三聯科技(股)公司  
總經理



### 洪新原

中正大學管理學院  
院長



### 張大為

中華徵信所企業  
(股)公司 總經理



### 張俊福

經濟部國貿局  
局長



### 陳夢伍

中華民國中小企業現代化  
研究基金會 董事長



### 葉勝發

均豪精密工業(股)公司  
董事長



### 楊益成

臺灣中小企業聯合  
輔導基金會 總經理



### 葉雲龍

經濟部中小企業處  
處長



### 廖耀宗

行政院經濟能源  
農業處 處長



### 賴杉桂

臺灣國際造船公司  
董事長





## 第21屆國家磐石獎

The 21st National Award of Outstanding SMEs

### 初審委員會 委員 (依姓氏筆畫排序)

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

#### 黃文谷 (主任委員)

經濟部加工出口區管理處  
處長



#### 吳宗寶

南京資訊(股)公司  
董事長



#### 李清昭

崇仁科技(股)公司  
董事長



#### 林清河

成功大學工業與  
資訊管理學系 教授



#### 邱銘乾

家登精密機械(股)公司  
董事長



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實踐大學企管系  
教授



#### 孫達汶

台虹科技(股)公司  
董事長



#### 徐守德

德明財經大學  
校長



#### 馬嘉應

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教授



#### 張明輝

資誠會計師事務所  
執行長



#### 張錦鋒

達佛羅企業有限公司  
董事長



#### 許麗玲

高雄第一科技大學  
資訊管理系所 教授



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#### 楊鎰松

中小企業信用保證基金  
副總經理



#### 賈凱傑

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副教授





## 第21屆國家磐石獎-卓越中小企業

### 選拔表揚申請須知

#### 一、依據：

本須知係根據經濟部中小企業處實施之「國家磐石獎—卓越中小企業選拔表揚作業要點」訂定。

#### 二、目的：

中小企業為國家經濟磐石，為激勵中小企業升級及發展，選拔經營穩健殷實，在各方面均表現卓越，並對社會有具體貢獻之中小企業給予公開表揚。

#### 三、主辦單位：

經濟部  
中華民國全國中小企業總會

#### 四、執行單位：

經濟部中小企業處  
中華民國全國中小企業總會

#### 五、參選資格：

- (一) 依法辦理公司或商業登記，且實收資本額在新台幣8,000萬元以下者；或經常僱用員工數未滿200人者。(計算基準：100年4月至101年3月之勞保平均人數)
  - (二) 成立時間在5年（含）以上。(民國96年5月31日前成立者)
  - (三) 最近3年（100、99、98）其中2年稅前稅後均獲利，且最近1年無累積虧損者。
  - (四) 企業負責人須擁有中華民國國籍。
- 註：曾獲本獎項者於5年內不得參選。

#### 六、表揚名額：

表揚以12家企業為原則，惟實際當選家數由評審委員會決議之。

#### 七、參選方式：

參選者必須由工商及社會團體、金融及學術研究機構、中小企業輔導機構、政府機關或國家磐石獎聯誼會推薦，並填具推薦書方予受理。

#### 八、報名應繳資料：

- (一) 自我檢核表。
  - (二) 推薦書。
  - (三) 公司簡歷表。
  - (四) 企業經營績效說明書。
  - (五) 公司最近3年（100、99、98）之財務報表(現金流量表、資產負債表、損益表暨股東權益變動表影印本)，其中100年需完整之會計師查核簽證報表。
  - (六) 其他事蹟證明相關文件影本。(如品質認證證明書、獎項紀錄等)
  - (七) 公司登記資料影本、製造業請加附工廠登記證影本、公司負責人身分證影本、董監事名冊影本。
  - (八) 最近12個月（100年4月至101年3月）勞保局核發之保險費繳款單及明細表影本。
  - (九) 國稅局核發之無違章欠稅證明。
  - (十) 101年度1月至4月之營業人銷售額與稅額申報書。
- (註) 製造業請加附工廠登記證影本，廠地面積未達100平方公尺且廠房面積未達50平方公尺且電力容量、能（馬力與電熱之合計）未達2.25千瓦之小型製造業者免附。



## 第21屆國家磐石獎

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### 九、評審：

#### (一) 評審程序：評審分初審、複審、決審三階段進行

- 初 審：由具專業素養和代表性之學者專家擔任初審委員，同時進行書面審查及實地訪審，以計算出企業經營績效評估得分(佔70%)，及財務狀況評估得分(佔30%)，決定入圍複審企業。
- 複 審：由中小企業相關輔導單位之學者專家擔任複審委員，並從中推選數位委員代表就入圍複審企業進行實地訪審評核，依據入圍企業之書面資料及實地訪審結果，決定入圍決審企業。
- 決 審：由政府首長及工商企業領袖擔任決審委員，依據入圍決審企業之書面資料進行評審，並決定得獎企業。

#### (二) 評審標準：

##### 1. 企業經營績效評估：佔總分70%。評估指標及內容：

項目	內 容 說 明	權 重
整體管理制度	<ul style="list-style-type: none"> <li>經營理念、願景、目標與行動計畫</li> <li>組織架構及管理職能之運作說明</li> <li>企業文化的塑造與實務</li> <li>事業流程管理(含會計制度與內部控制制度、資訊系統規劃/應用/管理、供應鏈結構管理及策略聯盟運用情形、取得相關認證如正字標記、GSP、環保標章、節能標誌等)</li> <li>海外發展之效益、適法性</li> </ul>	25%
創新策略	<ul style="list-style-type: none"> <li>創新績效(創新商品/服務/技術、創新行銷模式、創新經營模式)</li> <li>核心競爭力分析</li> <li>研發投資與成效</li> <li>產品(服務)、技術、事業開發之短、中、長期策略</li> </ul>	20%
行銷策略	<ul style="list-style-type: none"> <li>市場地位(含新服務模式對產業發展、社區互動的價值)</li> <li>市場行銷策略(含內外銷)</li> <li>顧客關係管理</li> <li>自有品牌運用情形</li> <li>產業關聯效果(各產業相互間的貨品與服務之交易狀況)</li> </ul>	20%
人力發展	<ul style="list-style-type: none"> <li>人力資源規劃與運用策略(包含人事制度、勞資關係、教育訓練、員工福利、知識管理)</li> <li>經營團隊的運作情形</li> <li>提供校外實習情形</li> </ul>	20%
社會責任	<ul style="list-style-type: none"> <li>根留台灣理念與作法</li> <li>企業對社會之貢獻</li> <li>企業形象</li> <li>環保與工(公)安衛</li> <li>消費者保護</li> </ul>	15%

##### 2. 財務狀況：佔總分30%。評估指標及內容：

項目	內 容 說 明
自有資本率、流動比率、營業利益率、稅後純益率、應收款項週轉率、淨值報酬率、總資產週轉率、營收成長率等8項	財務評估係依據企業提供之最近3年度財務報表資料，就安定力、收益力、活動力及成長力等相關領域計算各項財務比率，並與其各別同業標準相較後，綜合彙計評分

### 十、頒獎表揚：

- 頒獎典禮預計於本(101)年10月份舉行，恭請政府高階首長頒獎，頒發獎座及當選證書。
- 拜會政府首長以肯定當選企業之經營成就和政府對中小企業之重視。
- 出版當選企業專輯。
- 舉辦當選企業成功經驗發表會及實地觀摩，詳實介紹得獎企業成長、奮鬥歷程及經驗，以擴散企業成功模式。

### 十一、得獎企業之義務：

- 得獎企業有配合提供印刷專輯、錄影專輯所需題材、發表企業經營成功經驗、參加得獎企業聯誼會、參與相關獎項廣宣等相關活動之義務。
- 得獎企業應配合主辦單位未來辦理中小企業相關工作之需要，提供參觀或參與相關會議之義務。
- 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。