



第21屆國家磐石獎暨第14屆海外台商磐石獎

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

第二十一屆國家磐石獎暨
第十四屆海外臺商磐石獎 紀念

精誠策度
前瞻務實

馬英九



中華民國一〇一年九月



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暨第十四屆海外台商磐石獎誌慶

研發創新
精業展宏

陳冲



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溯源 The Initiation of "The National Outstanding SMEs Award"

為因應新時代的需求，輔導及服務中小企業的方式應力圖求新、求變，因此時任中小企業處處長施顏祥先生及中華民國全國中小企業總會理事長李成家先生，認為表揚傑出中小企業，定能產生標竿作用，進而成為全國中小企業學習的模範，並藉由成功經驗之擴散與分享，以強化中小企業總體競爭力。經數度研商，幾經溝通協調後，於民國81年創立了第一個專屬於中小企業的國家級獎項。另一方面，為鼓勵在世界打拼、為台灣建立良好形象的海外台商企業，也自民國88年起與僑務委員會共同舉辦海外台商磐石獎，表揚他們的努力與貢獻。

To cope with the needs in the new age, we should innovate and update the approaches for counseling and serving SMEs. Therefore, the former SMEA Director-General SHIH Yen-shiang and former NASME Chairperson Lee Chen-chia believed that by commending outstanding SMEs, we can set benchmarks and examples for nationwide SMEs to model. By spreading and sharing the experience of success among SMEs, we can improve the overall competitiveness of Taiwan's SMEs. Therefore, after further discussions, communication, and coordination, the National Award for Outstanding SMEs was initiated in 1992 as a national award for SMEs. On the other hand, in order to encourage the Taiwanese businesses that are overseas working hard worldwide to establish a good image for Taiwan, we teamed up with the OCAC in 1999 to organize the Overseas Taiwanese SMEs Award on an annual basis to commend their effort and contribution.

理念 The Concept of the Award Statue

- 以中國古代天文科學文明結晶「渾天儀」演繹而成兩個圓之交錯造型；代表企業人追求成長及追求卓越之生生不息、永續經營之企圖。
- 中間3條直線代表產、官、學三方面的互相配合，提供中小企業從政府資源的運用、產業趨勢的分析與企業間的合作競爭，至經營診斷與績效提升之各項資源。同時亦是中小企業與經濟部中小企業處、中華民國全國中小企業總會3方面的緊密結合。
- 整體標誌中亦含有中華民國之「中」字及磐石獎之「石」字的抽象形於其中。
- Two crisscrossing arches representing the pursuit of growth, continuous excellence, and sustainable operations of SMEs are designed according to the celestial globe, the treasure of astronomy in ancient China.
- The three vertical lines in the middle represent the cooperation among the industry, the government, and academics to provide SMEs with government resources, industrial trend analysis, the competition among SMEs, and the resources for operation diagnosis and performance improvement. These three lines also represent the close cooperation among SMEs, the SMEA, and the NASME.
- The overall CI appears in the form of the Chinese characters '中' as in '中華民國' (Republic of China) and the '石' as in '國家磐石獎' (National Award for Outstanding SMEs).

歷史沿革 History



- 民國81年 創立國家磐石獎選拔活動，由行政院長頒獎，並舉辦成功經驗發表會，分享成功經驗，同時於中小企業處做燈箱展覽供企業參考。
- 民國83年 成立磐石獎聯誼會，專屬於得獎企業的組織，固定辦理交流活動，促進得獎企業的商機交流與策略聯盟。
- 民國84年 增加「前一年需無累積虧損」的參選資格及成功經驗發表會，活動中增加「得獎企業現場實地觀摩」行程，讓與會的中小企業有更深刻的體會。
- 民國85年 將參選資格中「企業創立時間需5年（含）以上改為8年」及增加複審「實地訪審」之評審作業，免費為參選企業做深入的企業診斷與分析。
- 民國88年 創辦海外台商磐石獎選拔活動，並同步與國家磐石獎聯合頒獎。
- 民國89年 增辦拜會政府相關單位，就經營環境與整體政策提供建言。
- 民國90年 總統陳水扁先生親臨頒獎典禮頒獎嘉勉。
- 民國92年 為因應新興產業的興起及產業生命週期的快速變化，將參選資格中企業創立時間需8年(含)以上，改為5年。
- 民國93年 為避免非經濟因素影響企業參選資格，將參選資格其中最近3年稅前及稅後均獲利，改為其中兩年稅前及稅後均獲利。
- 民國97年 總統馬英九先生親臨頒獎典禮頒獎嘉勉。
- 民國98年 為鼓勵服務業參選，將服務業參選資格改為與製造業一致，統一為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。

- 1992 Established the National Award for Outstanding SMEs, with awards presented by the premier. Organized the presentation of the experience of success to share experience of success among SMEs. Displayed information of successful experience in light boxes at the SMEA for the reference of SMEs.
- 1994 Established the Outstanding SMEs Award-Winner Clubs to organize exchange among winners and promote business exchange and strategic alliances among them.
- 1995 Added "no accumulative loss in the previous year" to the nomination requirements and presentation of experience of success. Added "onsite visit of award-winning SMEs" to the event for participating SMEs to have a better understanding of the success of winners.
- 1996 Amended the nomination requirement "nominees must be established for 5 or more years" to "8 or more years", and added "onsite interview" to the review to provide free in-depth operation diagnosis and analysis for nominees.
- 1999 Established the Overseas Taiwanese SMEs Awards and presented prizes at the same time of the National Award for Outstanding SMEs.
- 2000 Organized visits to related government agencies to make suggestions for the business environment and overall policies.
- 2001 Ex-President CHEN Shui-bian attended the prize presentation ceremony to present prizes and to encourage SMEs.
- 2003 Amended the nomination requirement "nominees must be established for 8 or more years" to "5 or more years" to cope with the rise of emerging industries and the rapid change of SME lifecycle.
- 2004 Amended the nomination requirement "profits before and after taxation in the past 3 years" to "2 years" to eliminate non-economic factors from affecting the nomination of SMEs.
- 2008 President MA Ying-jeou attended the prize presentation ceremony to present prizes and to encourage SMEs.
- 2009 Amended the nomination requirements of service industries to the same as that of manufacturing industries; the paid-in capital to below NT\$80 million; or regular employees less than 200 people to encourage the participation of service industries.



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經濟部 部長賀詞

Congratulations from the Minister of the Ministry of Economic Affairs

中小企業為我國產業結構之主幹，亦是驅動經濟發展之重要引擎，其展現之活力與彈性，象徵台灣企業堅強的生命力與源源不絕的創新動力。根據最新資料統計，我國中小企業家數已超過127萬家，占全體企業家數的97%，就業人數達833萬人，銷售值超過11兆元，對台灣經濟及社會安定貢獻良多。

自民國81年舉辦「國家磐石獎」選拔表揚活動，迄今已有232家國內企業獲獎，其中逾4成得獎企業上市上櫃，其優異表現，已為業界帶來激勵及示範作用；另為表達政府對海外台商多年來打拼的鼓勵與支持，自民國88年起與中華民國全國中小企業總會、僑務委員會共同舉辦「海外台商磐石獎」，以彰顯政府對海外台商的重視，目前已累計83家海外台商企業獲得磐石獎肯定。

近年國內經濟深受國際情勢變遷影響，為優化我國產業結構並協助中小企業快速調整步伐，本部積極落實「三業四化」，包括「製造業服務化、服務業科技化與國際化、傳產業特色化」，並辦理「推動中堅企業躍升計畫」，協助中小企業投入研發，掌握核心關鍵技術，自創品牌，提供小而美之中堅企業專利布局、資金、技術及人才等客製化服務，同時配合行政院「經濟動能推升方案」，加速產業多元創新、促進輸出拓展市場、強化產業人才培訓等，期盼透過各項具體行動方案，促進經濟發展、增加就業機會及藉此改善所得分配。

在全球經貿板塊迅速移動之際，期許得獎企業展現本身靈活、堅韌、機動等經營優勢，持續在國際舞台上發光發熱，再次恭喜今年度得獎企業，企盼各位能夠扮演模範生的角色，引領其他中小企業大步邁進，順利取得成功之鑰，再創台灣經濟成長新契機。

經濟部 部長

施顏祥



SMEs are not only the core of the industrial structure in our country but also the central engines in driving economic development. The energy and flexibility they show symbolize the strong vitality and the endless power of innovation inherent in Taiwanese enterprises. According to the latest stats, the number of SMEs in our country is over 1.27 million, which makes up 97% of total enterprises. Moreover, employment generated by SMEs is 8.33 million with a total sales value of more than NT\$ 11 trillion, and this has contributed a lot to the economy of Taiwan and the stability of society.

Since “the National Outstanding SMEs Award” was held in 1992, there have been 232 domestic enterprises awarded and more than 40% of the winners are public traded enterprises. The excellent performance of these winners have already brought inspiration and were a demonstration to the whole industry. On the other hand, the government began to hold “the Outstanding Overseas Taiwanese SMEs Award” with the National Association of Small & Medium Enterprises R.O.C. and the Overseas Chinese Affairs Council, R.O.C. in 1999 to express their encouragement and support for the effort of overseas Taiwanese SMEs for the past several years and to show their respect to these overseas Taiwanese SMEs. So far, there have been 83 overseas Taiwanese SMEs awarded.

In recent years, the economy of our country has been deeply affected by changes in the international situation. Therefore, in order to optimize the industrial structure of our country and assist SMEs in rapidly adjusting their pace, the Ministry of Economic Affairs actively implemented the policy of “Three industries, four reforms”

including “incorporation of a service element by manufacturing firms, incorporation of advanced technology and international reach by service firms, and achievement of greater distinctiveness by firms in traditional sectors”. Furthermore, we also carry on the “Project of promoting the rise of medium enterprises” to assist SMEs in entering R&D, master core key technology, and to create their own brands. We also provide small enterprises with customized services, such as the layout of patent, capital, technology, human resources, and others. Moreover, we cooperate with the “Project of promoting economic energy” from the Executive Yuan to accelerate the multivariate innovation of industries, prompt exporting and expanding markets, enhance industrial talents training, and others. We also look forward to facilitating economic development, increasing job opportunities, and improving income distribution through all kinds of specific actions and programs.

During a time when the global economic and trade sectors are moving so fast, we expect the winning enterprises to show their operating advantages of flexibility, toughness, mobility, and others to keep shining on the international stage. Again, congratulations to the winners this year, and I hope you can be the role models to lead other SMEs to take huge steps in obtaining successes on the international stage and to create another new chance for Taiwan to grow economically.

Minister of the Ministry of Economic Affairs



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經濟部中小企業處 處長賀詞

Congratulations from the Director-General of SMEA, MOEA

我國中小企業是帶動台灣經濟成長的最大功臣，海外台商企業則是我們優秀的外交經貿尖兵，而「國家磐石獎」及「海外台商磐石獎」便是肯定及表揚這些卓越經營及對國家經濟有貢獻的中小企業，並希望發揮標竿學習及擴散成功經驗的效益，將得獎企業的經營管理模式分享給中小企業。在此，要恭喜今年度「國家磐石獎」12家暨「海外台商磐石獎」8家的得獎企業，通過層層的考驗，最終以亮眼的經營績效於眾多參選企業中脫穎而出。

根據2012年IMD（國際洛桑管理學院）發布的世界競爭力排名顯示，台灣名次為全球第7，其中「企業經營管理」更是晉升為世界第一，本項數據不僅是對我國中小企業的肯定，更是對得獎企業多年兢兢業業努力經營最有力的讚美。

近年來，國際經濟情勢詭譎多變，為協助中小企業突破經營困境，本處除依據行政院提示，積極推動「三業四化」以調整產業結構，並持續以「強化資金融通」、「提升研發能量」、「協助升級轉型」、「促進商機拓展行銷」、「鼓勵創業創新育成」、「活絡地方經濟」等六項策略措施，協助中小企業運用政府資源。此外，經濟部對具獨到技術、品牌或於供應鏈中具關鍵地位之中堅企業，將挹注更多資源，希望藉此可以發掘更多具競爭力的中小企業，為我國經貿的成長發展貢獻一份心力。

感謝得獎企業在自己的崗位上努力不懈，建構差異化競爭優勢，讓台灣中小企業更為耀眼，也感謝本年度各階段評審委員的勞心與勞力，讓今年的國家磐石獎圓滿順利。

經濟部中小企業處 處長

葉雲龍



SMEs are the hands that rock the economic growth of Taiwan, and overseas Taiwanese SMEs are the scout of Taiwan's foreign trade. The National Award for Outstanding SMEs and the Outstanding Overseas Taiwanese SMEs Award were established to recognize and commend these SMEs with excellent operations and contributions to the national economy. With these awards, we also hope to share among these SMEs the operation and management models of winners through benchmark learning and spreading of their experience of success. Here, I would like to congratulate the twelve winners of the National Award for Outstanding SMEs and the eight winners of the Outstanding Overseas Taiwanese SMEs Award for passing various challenges before standing in front of all nominees for their extraordinary performances.

According to the World Competitiveness Yearbook 2012 published by IMD (Institute for Management Development, Lausanne), Taiwan was ranked in 7th place among the world and even in first place for its “business operation and management”. Apart from recognizing the efforts of Taiwanese SMEs, this result is the most powerful praise for the hard work and devotion of winners.

The global economy in recent years has been strange and changeful. In order to help SMEs to break through the awkward predicament of operation, apart from actively promoting the

“Three industries, four reforms” to re-adjust industrial structure according to the instructions of the Executive Yuan, we continue to help SMEs to use government resources through the following six strategic measures: “strengthen financing”, “increase R&D energy”, “assist in upgrades and transformations”, “create business opportunities and promote marketing”, “encourage entrepreneurship, innovation, and incubation”, and “revitalize local economies”. In addition, the Ministry of Economic Affairs will increase the resources for SMEs with unrivaled technologies, brands, or key roles in the supply chain, hoping to discover more competitive SMEs to contribute to the long-term development of Taiwan’s economic and trade development.

I am thankful to the winners for their continuous devotion in respective fields and constructing differential competitive advantages to mark out the achievements of Taiwanese SMEs. I am also grateful to the effort and hard work of judges at different stages of the awards this year to ensure the completion and smooth progress of the 21st National Award for Outstanding SMEs.

Director-General
Small and Medium Enterprise Administration,
Ministry of Economic Affairs



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中華民國全國中小企業總會 理事長賀詞

Congratulations from
the Chairman of National Association of
Small & Medium Enterprises, R.O.C.



「國家磐石獎」選拔表揚活動，向來是中小企業界的年度盛事，本會在經濟部指導下，自民國81年辦理磐石獎至今已進入第21年。為維持獎項嚴謹與公信力，每年皆邀請超過50位以上來自產、官、學、研界之專家學者組成國家磐石獎評審委員會，其目的就是為了選出真正足以成為全國中小企業表率之卓越企業。

根據本會調查統計，國家磐石獎開辦至今共有1,387家中小企業參選，計有232家企業獲獎，其中上市上櫃計有99家，這顯示中小企業隨著經濟環境變遷，在面對各種經營挑戰下仍能穩固陣腳，甚至逆勢成長，實在很不容易。

本會成立於民國61年，今年屆滿40年，一直以來我們扮演著政府與全國中小企業之間溝通的橋樑，秉持「用心服務、敬業樂群、創新成長」服務理念，一路伴隨中小企業茁壯，也感謝許多海內外企業先進在這條路上相挺支持，即使現今全球經濟局勢劇變，本會也絕不缺席，努力協助中小企業善用資源轉型，更積極籌畫兩岸及國際交流事務。在此邀請今年度獲得獎的20家優秀企業，一同加入本會行列，為台灣中小企業樹立典範，讓更多的經營者及創業者可以藉由標竿學習，共同創造台灣經濟新紀元。

再度恭喜本屆12家國家磐石獎與8家海外台商磐石獎企業，憑藉傲人的經營績效獲得評審委員會的肯定，成為磐石新秀。最後，感謝各級長官的指導，以及所有參與本屆選拔活動之評審委員、推薦單位、參選企業及工作同仁，謝謝大眾各界支持與肯定，磐石獎精神因此綿延不息。

中華民國全國中小企業總會 理事長

林秉彬



The “National Outstanding SMEs Award” selection and awards ceremony has always been an annual event for the SME sector. Under the guidance of the Ministry of Economic Affairs, this association has held the Outstanding SMEs Award since 1992 and today we are entering our 21st year. In order to maintain the exclusivity and credibility of this award, over 50 experts and academics from the industrial, government, academic, and research sectors are invited every year to form the Outstanding SMEs Award review committee with the goal of selecting excellent businesses that can truly become models for SMEs.

According to this association’s survey, from the inception of the Outstanding SMEs Award, a total of 1,387 SMEs have participated with 232 winners. Of these winners, 99 were listed or OTC corporations which shows that SMEs are transforming with the economic environment and are either still on a solid footing while facing various operational challenges or growing against the odds which is not an easy thing to do.

Our association was established in 1972 and this year we are in our 40th year. We have always played the role of a bridge for communication between the government and SMEs nationwide. We uphold the service concept of “heartfelt service, devotion and gregariousness, innovative growth” to accompany SMEs in their growth. We would also like to thank the many pioneering domestic and foreign businesses for their support on this road. Even if drastic changes occur in

today’s global economic situation, our association will never be absent. We will strive to assist SMEs in better using resources to transform and more actively organize cross strait and international exchange events. Here we would like to invite the 20 excellent businesses that won this year to join our association, set an example for Taiwan’s SMEs, allow more companies and entrepreneurs to learn from their benchmark, and forge a new economic era for Taiwan together.

I would like to again congratulate the 12 National Outstanding SMEs Award and 8 Overseas Taiwanese Outstanding SMEs Award winning companies for obtaining the affirmation of review committee members with impressive operating performance to become Outstanding SMEs Award rookies. Lastly, a thank you to all levels of superiors for their guidance and all review committee members, recommending organizations, participating businesses and colleagues who participated in this year's selection event. Thanks to the public and all sectors for their support and recognition. The spirit of the Outstanding SMEs Award will continue forever because of your support.

Chairman
National Association of Small & Medium
Enterprises, R.O.C.



第21屆國家磐石獎暨第14屆海外台商磐石獎

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



決審委員會評審說明

主任委員 **陳瑞隆**

華聚產業共同標準推動基金會 董事長

「國家磐石獎」設立目的在於表揚經營穩健殷實，在各方面均表現卓越，且對社會有具體貢獻之中小企業。依據此磐石獎目的，每年度通過初、複審之參選企業，在決審過程中皆被以嚴格標準檢視與討論，除書面審查外，同時進行財務評估、環保及勞安的徵信作業，目的就是要在眾多的優秀企業中做最後檢驗，選出最符合磐石精神之卓越企業。

第21屆國家磐石獎選拔活動角逐激烈，在歷經三個多月的評審作業裡，最後在決審委員們一致推薦下，共有12家企業雀屏中選，這些得獎企業不論在整體經營、管理制度、研發創新、行銷策略、人力發展以及企業社會責任上，處處表現超群，對國家整體經濟有一定貢獻，其形象及經營績效亦足堪業界觀摩學習，能獲此殊榮之企業誠屬實至名歸。

我國中小企業是穩固社會、強化經濟最重要的一環，尤其中小企業家精神更令人可敬，從今年度得獎企業身上也可看得到這樣的精神，從設立初期、成長、茁壯到轉型，各個階段都付出極大心力，穩健的踏出每一步，最終大放異彩，非常值得肯定與恭喜，期待得獎企業能以擴散成功經驗為己任，引領中小企業成長。最後，感謝所有評審委員全心投入參與選拔工作，讓評審作業得以順利進行，並祝福得獎企業在國家磐石獎的加持下再創佳績。



Final Review Committee Overview

Mr. Chen, Ruey-Long

Chairman

SINOCON Industrial Standards Foundation

The purpose of establishing “The National Outstanding SME Award” is to praise those SMEs which are stable and substantial in management, have excellent performance in all aspects, and have definite contributions to the society. According to the purpose of this award, the candidate enterprises which pass the primary review and the second review are all inspected and discussed with a strictly standard during the final review every year. Besides the written review, there are also the information checking jobs of the financial assessment, environment protection, and occupational safety going on simultaneously. The purpose of this job is to make final inspections among the numerous excellent enterprises to select the outstanding enterprises which fit the spirit of the award best.

The selection activities of the 21st National Outstanding SME Award are really intensive, and there are 12 total enterprises selected and recommended by the final reviewers after the review procedure which took more than 3 months. These winners all have superior performance in overall operation, management system, R&D innovation, marketing strategy, human resource development, and social responsibility. Moreover, they made certain contribution to the overall economy of our country, and their image and operating performance are so good that other industries should observe and learn from them. Therefore, the winners really earned the honor themselves.

The SMEs in our country are the most important part of stabilizing society and enhancing the economy, and the spirit of SMEs is especially respectable. Such spirit can also be seen in the winners this year. They paid out a lot of efforts on every stage, from establishment in the beginning, the growing stage, the striving stage, to the transition stage. The winning enterprises have taken every step stably to shine at last, which is very worthy of affirmations and congratulations. Moreover, the winners are expected to spread their successful experience to lead our SMEs to grow. Lastly, we really appreciate all the reviewers for their dedication to participating in the selection so that the review can proceed smoothly, and we give our blessings to the winners and hope they can make another great performance with the award.



第21屆國家磐石獎暨第14屆海外台商磐石獎

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

複審委員會評審說明

主任委員 李成家

中華民國全國中小企業總會 榮譽理事長



第21屆國家磐石獎選拔表揚活動在各界殷殷期盼中，選出今年度12家傑出企業，每家得獎企業不僅代表中小企業最高榮譽，也背負中小企業卓越典範的使命，在此恭喜拔尖而出的企業獲此殊榮。

在本屆複審作業方面，我們邀集了中小企業相關輔導單位之專家學者共16位組成複審委員會，結合本階段委員的專業素養，參考初審訪視報告及評審意見後進行書面評估，為求謹慎周延，另從中推選4位全程實訪委員代表，就20家入圍複審之企業進行第二次全面實地訪審工作。複審階段的工作重點在於檢視查核企業經營之「永續性」、「成長潛力」、「優良企業形象」與「對社會貢獻度」，同時也進行企業環保、勞工、勞安等徵信調查，並依據企業之書面資料及第二次訪審結果，共同討論表決推薦15家企業入圍決審。

感謝複審委員百忙之中撥冗全心投入，全程實訪的委員更是風雨無阻如期完成任務，也感謝企業在此階段協助配合並提供查核所需資料，複審作業得以臻至完善，個人經營企業多年，對於中小企業在經營上所會面臨的種種挑戰感同身受，因此，在此要對得獎企業表達最高最誠摯的祝福之意，並期許得獎企業能不斷追求成長創新，生生不息。



Second Review Committee Overview

Mr. Lee, Chen-Chia

Honorary Chairman

National Association of Small & Medium Enterprises, R.O.C.

The long-awaited list of winners of the 21st National Award for Outstanding SMEs finally came out. Each of the 12 winners not only represents the highest honor of SMEs, but also bears the mission to demonstrate the excellence of SMEs. Here, I would like to give my congratulations to all winners for their outstanding performance.

In the second review of the award this year, we formed the second review panel with 16 experts and scholars from SME-related consultation agencies to perform the document review of contestants with their expertise according to the interview reports and review opinions in the preliminary review. To ensure the rigor and fullness of the review, we selected four representatives from the panel members to participate in the full onsite interview of the 20 semi-finalists during the second review. The focus of the second review is to audit the ‘sustainability’, ‘growth potential’, ‘corporate image’, and ‘social contribution’ of these semi-finalists. The panel also investigated their performance in environmental protection, occupational health, and occupational security. Lastly, the panel discussed, voted, and recommended 15 of them to the final.

I am grateful to the panel members for their total devotion even their life is busy. Members participating in the full onsite interviews even accomplished their assignments against all obstacles. I am also grateful to SMEs at this stage for their cooperation in providing information required for the audit. Without their cooperation, the audit would not have been completed so smoothly and so successfully. As a businessperson for years, I can feel the challenges that SMEs face in operations. Hence, I would like to present my highest and sincerest salutation to all winners. I also hope that they can make continuous improvement and innovation to ensure sustainable operations.



第21屆國家磐石獎暨第14屆海外台商磐石獎

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



初審委員會評審說明

主任委員 黃文谷

經濟部加工出口區管理處 處長

對於所有中小企業而言，「國家磐石獎」具有相當深遠的意義，這個國家級獎項不但是大家努力的目標，更是尋求肯定的重要途徑。在眾多中小企業裡，能獲得磐石獎殊榮著實令人欽佩，這表示獲獎企業除了需要有遠見的領導者做明確的願景規劃，在財務及內部管理上更需有傑出的表現，才能獲得評審委員會的青睞，也因此為何獲得國家磐石獎之卓越企業，總是受人注目。

第21屆國家磐石獎自公告以來共有53個工商團體推薦，計55家企業參選，涵蓋各個行業。本屆初審委員會由16位委員組成，包括來自歷屆的得獎企業負責人、學術界、研究單位及財務專家等，秉持嚴謹公正的評審原則，依據企業申請資料進行書面審查，並依委員專長分組實地走訪全部參選企業，透過實地審查與訪談，除可確切了解企業實際運作狀況外，並能於第一線為企業經營體質健檢、提供諮詢，最後依據企業之「整體管理制度」、「創新策略」、「行銷策略」、「人力發展」、「社會責任」等面向，結合財務分析進行評核，歷經一個多月的評鑑及多次會議討論後，決議推薦20家企業進入複審階段。

恭喜今年得獎企業，脫穎而出獲得評審委員們的肯定，相信不論是在經營管理或是財務績效面，一定皆有亮眼之處。同時也要特別感謝所有辛勞的初審委員們，憑藉專業與熱忱針對企業進行審查、訪視及討論。在此勉勵今年未得獎的企業再接再厲，參考委員提供之建議，調整營運方法及財務結構，來年參選相信會水到渠成。



Preliminary Review Committee Overview

Mr. Huang, Wen-Guu

Director

Export Processing Zone Administration, MOEA

For all small and medium enterprises, the “National Outstanding SMEs Award” possesses far-reaching significance. This national level award is not only the goal that everyone strives towards but also an important channel for seeking affirmation. Among numerous small and medium enterprises, those that receive the honor of the National Outstanding SMEs Award are truly admired. This shows that winning businesses not only require a visionary leader to make bold plans, but also outstanding performance in financial and internal management to receive the favor of review committee members. Thus, the excellent businesses that receive the National Outstanding SMEs Award are always the subjects of attention.

Since the announcement of the 21st National Outstanding SMEs Award a total of 53 industrial and commercial organizations recommended 55 total businesses across all industries to participate in the selection. The current preliminary review committee is composed of 16 members including the heads of past winning businesses, academia, research institutes, and financial experts who will uphold rigorously impartial evaluation principles, conduct written reviews according to business application data, and conduct site visits of candidate enterprises in groups according to their specialty. In addition to discovering exactly the businesses’ actual working conditions, onsite reviews and interviews are a frontline health check for businesses’ operational structures, provide advice, and finally combine business factors such as “Overall Management System,” “Innovative Strategy,” “Sales Strategy,” “Manpower Development,” “Social Responsibility,” etc., with financial analysis to proceed with assessment. After over 1 month of evaluation and many conferences and discussions, the committee will resolve to recommend 20 businesses to move on to the reevaluation phase.

Congratulations to this year’s winning businesses coming to the fore to obtain the review committee members' affirmation. We believe, whether in operations management or financial performance, you definitely possess some eye-catching qualities. At the same time, special thanks go out to all the hard working preliminary review committee members. We rely on their enthusiasm towards business in conducting reviews, visits, and discussions. Here, we would like to encourage the businesses who did not win this year to persist in their efforts, reference the suggestions provided by committee members, adjust operating methods and financial structure, and we believe your participation in years to come will be successful.