



## 第18屆海外台商磐石獎

The 18th Outstanding Overseas Taiwanese SMEs Award

# 豐鼎石材股份有限公司

FONG TING STONE PRODUCTS CO., LTD.

負責人 Owner：李漢彬 Lee, Han-Pin

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推薦單位 Recommended by：

駐泰國台北經濟文化辦事處

Taipei Economic and Cultural Office in Thailand

泰國台灣商會聯合總會

Thai-Taiwan Business Association

亞州台灣商會聯合總會

Asia Taiwanese Chamber of Commerce

營業項目 Business Items：

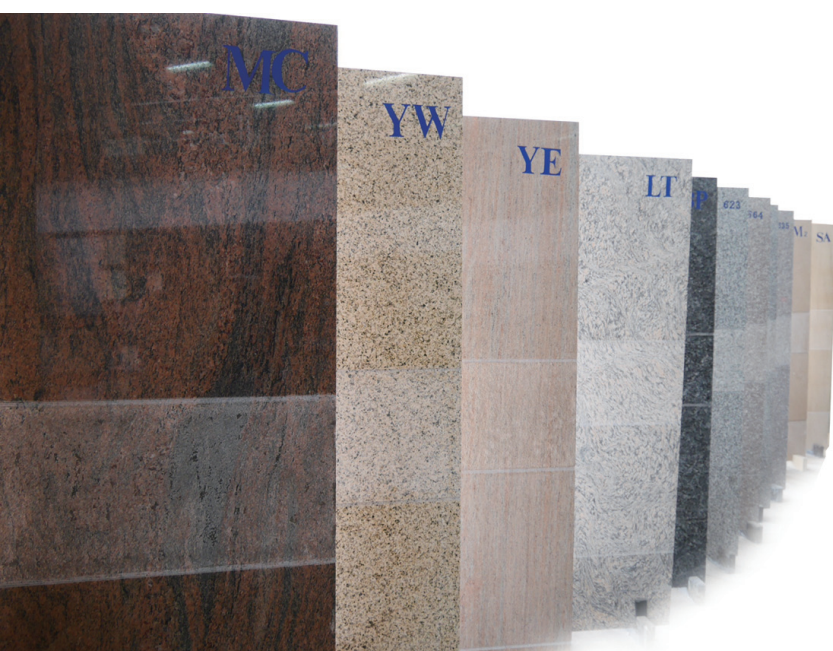
石材加工業 Marble/Granite Manufacture

產品名稱 Main Products：

進口大理石，花崗石切割，磨光加工，承包大型裝修案件  
Import Marble/Granite polish, laser bridge cutting,  
construction projects



董事長 李漢彬先生 Chairman：Mr. Lee Han Pin



產品 Products



產品 Products



工程案例 Project Reference



1992年，李漢彬董事長與岳父及親友投資泰國石材生意，因緣聚會，來到泰國協助管理廠務工作，在岳父的鼓勵和支持下，2003年在泰國大城府購買11000坪土地興建廠房，創立豐鼎石材。在異鄉打拼事業，確實艱辛，2004年泰國首次開放大理石進口，這對李董事長而言是大好商機，新的出發，一切從零開始，舉凡找土地、蓋工廠、買機器、找工人、買原石、指導技術、傳承經驗、語言及銷售等都是問題。萬事起頭難，建廠工作千頭萬緒，總是一步一腳印，不屈不饒，勇往直前，慢慢的站穩腳步。

#### 創業經營轉捩點

在異鄉打拼事業除了要學習當地語言外，還要入境隨俗，確實艱辛，豐鼎石材曾因匯率的變動曾造成，利潤瞬間化為烏有甚至虧損。2011年泰國發生世紀大水災，工廠遭受水患，豐鼎石材感恩員工貼心的以廠為家，自動自發的維護機器和石材，讓損失降到最低，種種的考驗讓豐鼎石材在磨練的環境中成長茁壯。

初期主要是從土耳其進口原石，依顧客需求切割成品。2010年與國際知名香格里拉飯店合作，為企業帶來後續許多商機，豐鼎石材秉



辦公室內部 Office Show Room

持著「誠正信實、價格公道、顧客至上、服務迅速」之經營理念，深得客戶信任與青睞，透過口耳相傳，業務蒸蒸日上，為了擴大服務，於2011年開始承接建築工程。

#### 創新用心 穩健根基

豐鼎石材於2012年與土耳其大理石礦區簽訂獨家代理契約、計畫性開採，從事原石、大板、製品之生產銷售服務，能及時提供客戶足夠的貨源，並設有生產製造工廠，係及進出口、加工、當地銷售等全方位的專業石材生產公司。為了引進最先進的技術，豐鼎石材與工業技術研究院合作開發奈米科技，運用於石材表面防水、防菌。為堅持品質輸出的穩定，全廠採用全自動化產線，優質的產品，深得各階

層顧客滿意，並榮獲國際大飯店認可及採用。在泰國，豐鼎石材對客戶而言是一條龍服務，隨時與客戶互動，提升工作滿意度。



工廠全景 Factory





## 熱心公益 回饋社會

豐鼎石材不僅致力於營收持續成長，為股東負責任，在獲利的同時，也亦極力對社會公益與環境做出具體貢獻，海外台商「頭頂別人的天，腳踏別人的地，取之於當地，用之於當地」。2009年李董事長擔任泰國台商拉加邦聯誼會會長期間，極力推動愛心活動，幫助當地弱勢學校學童，凝聚台商情感舉辦各式聯誼活動。本身是慈濟志工，長期護持家境困難的員工子女。為了愛護地球，推動環保，於工廠後方建設蓄水循環池，透過蓄水沉澱之原理，降低水質汙染，並可將其沉澱石膏循環再利用。

## 未來遠景及展望

攜手奮鬥數年的老幹部們，與豐鼎石材有著濃厚的革命情感，為了回饋員工，豐鼎石材經常舉辦員工技術課程，獎勵員工及其子女進修，頒發獎助學金。本著一廠一家人的經營理

念，致力幫助員工改善生活，提高員工歸屬感及忠誠度，進而降低流動率，讓其能有個無後顧之憂的工作環境，努力為公司打拼，達到企業與員工雙贏的局面。

旅泰辛苦奮鬥20多年，第二代已進入企業，成為事業上的得力助手，目前著重專業技術與經驗知識的傳承，讓年輕人有發揮的機會，希望藉由他們的才華與智慧，發展出新的核心競爭力，建立更多企業內涵，將豐鼎石材推到另一個高峰，朝永續經營之路邁進。■



工廠內部 Factory

In 1992, Lee moved to Thailand to assist his father in law's granite business for 10 years. With his father in law's encouragement and support, Fong Ting Stone was established in 2003 at Ayutthaya, Thailand. The factory was built on a 27 Rai Land (Approx. 36,200 m<sup>2</sup>). At the time, Thai government for the first time opened marble import trading business, which opened up a great opportunity for Fong Ting Stones.

Establishing a new business is hard, especially on a foreign land making it even harder. Everything started from scratch, finding the perfect land, building factory, dealing with machines, hiring workers, purchasing raw marble blocks...etc. Along with the biggest challenge, language barrier. Despite all these difficulties ahead, Lee strived hard in learning and improving himself. Thanks to his family and employees' trust and support, Fong Ting Stone had gained a firm foothold in Thailand.

## History Overview

Looking backwards, the exchange-rate crises struck us really badly few years ago, as our company was mainly based on importing raw materials from Europe and sells domestically. Marginal profits were wiped out within days. It was really an unforgettable memory” said Lee.

In the year 2011 during the monsoon season, Thailand was hit severely by a flood that no one had ever experienced in their lifetime. Lee's factory too, were hit by this natural disaster. But thankfully, his workers all stood closely together, bonding hearts to hearts with the company, helping to minimize the damage. Lee was truly touched and really grateful to see all their efforts in trying to help the company in any way possible.

## Business Turning Point

Initially, Lee's business model focuses only



on importing raw material blocks. Manufacture into slabs, deliver to our retailers after polishing and cutting into various dimensions according to customer's demand.

In the year 2011, we had a chance to work alongside with "Shangri-La Hotel" on their guest room renovation project here in Thailand. This was our first encounter with actual end users. Providing services much more than just supplying stone tiles. We started to take part in actual site managements, from delivery management, to worker arrangements to actual installations : a total package. With The Shangri-La project as our reference, it surely opened up various of other opportunities in the market.

### Uniqueness in leading the industry

In 2012, Fong Ting and Turkey marble signed an exclusive agency contract. Which provides the company with systematic marble mining and exploitation plans. We import raw material blocks, process them into slabs, and make them into what consumers want. We have adequate marble stockyard that can provide good quality and services to our customers. From import to export, we are a full ranged stone manufacturing company. As a pioneer introducing advanced technology to this industry, our mother company in Taiwan co-worked with National Taiwan Industrial Technology Research Institute in researching Nano-technology.

### Social Contribution

Fong Ting not only focuses on business expansions, Lee also worked hard in social contributions and environmental responsibilities. As a foreigner, Lee strongly believe in "Received from the society and giving back to the society". Elected as the 18th president of Lakrabang Taiwanese Association, Lee actively promotes charity events. Lee is eagerly engaged in the local community to support disadvantage children and pushes forward overseas Taiwanese entrepreneur cohesion with various fellowship activities. In addition, Lee is also an international Tzu Chi volunteer, actively funding

the family with financial difficulties. Furthermore, Lee works extremely hard on water storage system in promote of environmental care for earth. Behind his factory, through water precipitation principle, Lee built a a water recycling canal to precipitate the waste water, collect the gypsum for further usage, and reuse the recycled water.

### Future Prospects and Vision

Fong Ting Stone is a big family, with all the help from their employees, Lee is very thankful for all their support. Their selfless trust is the foundation towards endless strength to make our company successful. In order to give back to these loyal employees, Lee has regularly host professional development workshops for employees to enhance their professionalism, and also provide scholarships to encourage employee's family especially their children to pursue higher education.

With his son now helping in the company, Lee wishes to pass on his knowledge and core cooperate concepts down to the 2nd generation. Bonding his experience along with their young innovative ideas to help guide the company to establish a solid foundation for everlasting business. ■



## 綜合評語 Commentary

進口石材、加工銷售泰國當地市場，掌握礦源，結合客戶協同設計，深化價值鏈關係，且產品品質佳，獲得國際連鎖飯店指定供應商，建立好口碑。資助慈善與急難救助，融入當地社會，促進台泰交流，致力永續經營。

Fong Ting Stone Products imports stone for processing and sale in the Thai market and owns its own quarries. It engages in collaborative design with clients to strengthen the value chain. Its excellent product quality and excellent reputation mean it has become the preferred supplier for international chain hotels. The company donates to charity and disaster relief. It has become a part of the local society, where it promotes Taiwan-Thailand exchange and strives for sustainable development.