



日成珠寶股份有限公司

Regal Jewelry Manufacture Co., Ltd.



負責人 林碧源先生
Owner : Mr. Lin, Pi-Yaun

負責人 Owner : 林碧源 Lin, Pi-Yaun

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推薦單位 Recommended by :

駐泰國臺北經濟文化辦事處

Taipei Economic and Cultural Office in Thailand

營業項目 Business Items :

珠寶飾品生產製造與銷售

Jewelry products manufactory and sale

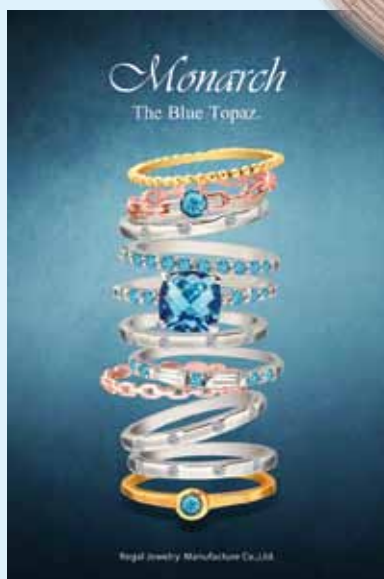
產品名稱 Main Products :

925純銀飾品、9K金至24K金飾品、黃銅飾品、流行飾品、戒指、吊墜、手鍊、項鍊與袖鈕扣

925Silver products, 9K to 24K gold products, Brass products, fashion Jewelry, Ring, Pendant, Bracelet, Necklace, and Button



珠寶產品系列
Authentic Jewelry Products



公司全景 Company Overview





日成珠寶林碧源董事長出生於臺灣嘉義，1988年移居泰國，於1991年成立日成珠寶Regal Jewelry公司，總部設於泰國龍仔厝府。歷經二十多年來在林董事長的帶領下，秉持著誠信原則，致力於珠寶飾品設計與製造銷售，全力開拓全球市場，憑藉其對產品的精通，對同業與市場的趨勢掌握，優良的產品品質及專業快速之技術支援來提高公司的競爭優勢，深獲國際品牌大廠及其他精品客戶之肯定，產品銷售至全球二十多餘國。

千垂百煉 勇者無敵

創業初期，由於文化與語言的隔閡及資金上的限制吃了不少苦頭，但秉持者海外創業初生之犢不畏虎的精神，不斷磨合與了解，善用當地的風俗民情，有效的加強管理模式，在技術上不斷的求新求變求進步，在珠寶飾品製造過程中，嘗試改變製造程序、採用創新設計、變化不同材質等改變，雖說過程耗費不少時間與成本。此外，採用較新穎的科技，例如：3D印表機、蠟箱機、鑄蠟機及雷射機器等，並引進ISO 9001：2008國際品質管理系統及TLS8001：2010系統管理方式，導入ERP系統，有效管理及運用，將公司資源最大化。不

畏懼任何變化及挑戰，慢慢的累積能量，提供快速精美及高品質的設計與產品，以達各類客戶的需求。

穩定經營 專注本業

日成創立至今，每年穩定成長，由小型家庭式工廠，營業額幾百萬泰銖，員工數五十多人，至今已有三大廠房，廠區面積達65,896平方公尺，近二十億泰銖年營業額，及近四千名員工的規模，一切歸就專注本業，不斷的在本業上創新與變化，並讓每位員工皆能發揮所長，將本業的根基紮穩，為全球時尚產業盡一份最大的心力。憑藉專業快速之技術支援，及洞悉對市場的趨勢掌握，並結合時尚市場的潮流，以精美及華麗的設計與優良的品質，重新詮釋「珠寶飾品」的定義。

誠信至上 以客為尊

日成珠寶之經營理念為「誠信至上、嚴以律己」，公司管理階層均重視道德誠信之從業行為，秉持廉潔、透明及負責之經營理念，嚴格的審視自我，並以誠信執行政策。此外，「以客為尊、和氣生財」係日成珠寶在與任何合作伙伴上的最高原則，在任何溝通上，皆以換位思考，以雙方最大利益化考量，希望任何的條件與交易，都是日成和客戶在雙贏的情況下達成，共生共利。

熱心公益 廣結善緣

負責人林碧源除了致力於珠寶飾品產業的發展外，更發揮取之社會，用之於社會的精神。除了每年固定捐贈助學金、贊助當地寺廟修建外，不論臺灣發生的九二一地震、莫拉克風災、國際上的南亞



中華民國駐泰代表陳銘政大使蒞臨指導 Gretai Visit



大海嘯及泰國水災等均出錢出力；此外，更大量投身泰國的臺灣社團活動，協助當地的臺灣人及僑團，結交了許多朋友，更幫助許多初到泰國的臺灣同胞容入當地，人在異鄉相互照應，臺灣的人情味不只溫暖了自己緩解了鄉愁，把臺灣人

的堅忍不拔及人飢己飢，人溺己溺、發揮大愛的精神融入泰國當地社會，充分表現了臺灣人特有的人情味，更將臺灣人的熱情異地發揚光大，創業成功之餘亦不忘為臺灣盡一份心力，竭盡所能幫助需要幫助的人，也算是對社會的一種回饋。■

Mr. Pi-Yuan Lin, the chairman of the board of Regal Jewelry, was born in Chiayi, Taiwan. He moved to Thailand in 1988 and founded Regal Jewelry Manufacture Company in 1991. The headquarters of the company have been located in Samutsakhon Province, Thailand. Under the leadership of Chairman Lin for over 20 years, we have endeavored to design, produce, and sell jewelry with the principle of good faith and have developed global markets. With good understanding of products, grasp of the trends of the market and other enterprises in the same industry, excellent product quality and professional instant technical support, our competitiveness has been enhanced, and we have been deeply approved by leading global brands and other customers who have high requirements for quality. Our products have been sold in more than 20 countries around the world.

With experience gained through adversity and the brave stands.

In the initial period after the establishment of the company, we experienced harsh adversity for the differences in cultures and languages as well as the limitations on capital. However, we continued in adapting to the environment and understanding related information with bravery and took local culture and customs into consideration to effectively improve our management mode. Although it was costly and time-consuming, we still keep on pursuing technical progress with new and different ideas, such as making changes in production procedures, adopting



產品製作流程 Production

innovative design, and having variation in materials. In addition, we also adopted advanced technical equipment such as 3D printer, wax-box machine, wax injector, and laser devices. ISO 9001:2008 quality management system and TLS 8001:2010 systematic management solutions were also introduced to our company. With the introduction of ERP system, the resources of our company can be maximized through effective management and utilization. Not fearing any change or challenge, we gradually accumulate capabilities and become able to provide high quality products with exquisite designs in a short time to meet all the needs from different customers.

Company operates stably and focuses on main business.

From the establishment of Regal Jewelry, we have been growing at a steady pace every year. Starting from a workshop of small scale with the revenue of a few millions of Bahts and approximately fifty employees, we now have three major factories with the area of 65,896 square meters, annual revenue which is nearly two billion Bahts and nearly 4,000



employees. All these can be attributed to our focus on main business and innovation and variation made on it. We also have all employees show the abilities which they are good at to establish a solid foundation for operating our main business in order to contribute our best efforts to global fashion industry. With professional instant technical support and the grasp and insight toward market tendency, we may redefine the term “jewelry” by excellent product quality with exquisite and gorgeous design in the idea of combination with the trends in fashion market.


We insist on the principles of “good faith” and “customer first”

Regal Jewelry's concept of operation is “To be in good faith and rigorous to ourselves.” The management of the company all consider moral business operations and good faith very important, and they all have the concept of being incorruptible, transparent and responsible. They review themselves with rigorous standards and execute policy with good faith. Besides, “customer first; smooth relationship makes fortune” is the highest principle of behaviors for Regal Jewelry when cooperating with any partner. We always think in other's shoes with the consideration of the maximization of interests of both parties in any case of communication. We hope all conditions and trades can be completed in a win-win situation between Regal Jewelry and our customers in order to prosper together.

Mr. Lin is often involved in charitable activities and has good relationships with many people.

Mr. Pi-Yuan Lin, the responsible person of our company, not only contributes all his efforts to the development of jewelry industry but also has the spirit of devotion to the society. In addition to the annual contribution of scholarship and grants and the sponsorship of local temples, no matter for the 921 Earthquake and the Typhoon Morakot Disaster in Taiwan, and the 2004 Indian Ocean earthquake and tsunami and the flood in Thailand, he also contributed money and efforts in helping people in need. Besides,

he actively participates in events by Taiwanese communities in Thailand and helps Taiwanese people and immigrant groups there, making a lot of friends. He further helps Taiwanese people who just arrive in Thailand to blend in local lifestyle. He believes the idea that we should care and help our fellow in alien lands. The humane warmth of Taiwanese not only soothes the homesick but fuses the spirit of endurance and helping each other into the local society, which shows the special humanity owned by Taiwanese and keeps it in an overseas country. Mr. Lin doesn't forget to contribute his efforts to Taiwan after his success in business and helps as many people in need as he can, which is also a kind of positive feedback to the society.



綜合評語 Commentary

- 導入企業資源規劃系統，奠定整體發展之基石，並不斷精進生產技術與產能以符合客戶要求與市場需求。企業受頒綠色工廠證書及社會責任證書，在追求獲利與發展時，亦注重環保、環境共生概念，呈現企業整體之永續發展方向。
- 企業致力兒童公益活動，並捐贈貧困學校物資、定期捐款予寺廟及受災戶，並將鋁廢料捐贈用於義肢製造，回饋社會不遺餘力。
- Apart from implementing the ERP system as the cornerstone for overall development, the owner meets customer and market requirements by making continuous improvements in production technology and capacity. As a certified green and CSR factory, this company spares no efforts in practicing environmental protection and realizing symbiosis with the environment while pursuing profit and development to demonstrate its aim to pursue sustainable operations.
- In pro bono activities, the owner donates materials to schools, money to temples and disaster victims, and waste aluminum to prosthesis manufacturers to in the spirit of philanthropy.