



今立塑膠工業股份有限公司

Chin Li Plastic Industrial Co., Ltd.



謝明輝董事長及夫人李春美女士
Owner Mr. Henry Hsien & Mrs. Hsien

負責人 Owner : 謝明輝 Henry Hsien

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推薦單位 Recommended by :

臺北駐胡志明市經濟文化辦事處

Taipei Economic and Cultural Office in Ho Chi Minh City

越南臺灣商會聯合總會

The Council of Taiwanese Chambers of Commerce in Vietnam

營業項目 Business Items :

EVA 加工泡棉、EVA再生料、海灘鞋、鞋墊、中底 鞋底與模具

EVA Processing Foam and EVA Regeneration Materials, Slippers, Insole, Sole ,and Mould.

產品名稱 Main Products :

地墊、鞋墊料、中底、射出中底、射出海灘鞋與橡膠大底

Midsole (CMEVA), Rubber Outsole, Injection EVA (IMEVA), Slippers.



橡膠鞋底
Rubber Outsole



地墊 & 鞋墊 EVA Sheet & Die Cut EVA



中底
Mid-Outsole



<http://www.chinliplastic.com.tw>



公司行政大樓 Administrative Building



物性測試 Physical Testing

隨著全球經濟一體化發展，世界工廠在不斷發展轉移，尤其是對成本極其敏感的製鞋業，從未停止過區位轉移。因應我國製鞋未來發展的方向就「充實製鞋業資訊體系」及「建立自創品牌」兩大項目，積極進行。鞋廠E化的首要之務。建立強化製程管理的工廠自動化作業流程，是製鞋材料廠資訊化及現代化工廠設備，以贏得國際大廠信賴的最具體承諾。

公司成立緣起

隨著時代的變遷，EVA發泡材質產品開始多元化，1989年臺灣經濟再次起飛，負責人謝明輝與兄長的協商下，若失去這次機會可能就無法實現自己的理想，且苦幹實幹省吃儉用多年，就是為了一展理想與抱負，經多方考量後兄弟兩決定放手一搏，故1990年在彰化開始創業。

起初公司客戶很廣，從地墊業、醫療用品業與鞋業均是我們服務的對象。當時臺灣的社會只要肯吃苦耐勞基本上都會有一定的成效。在臺發展五年後因大多數客戶均移到中國，本想跟進，但是均一直無法順利成行，後來配合我國政府的南進政策，故於1996年赴越南考查，考查完後針對該國未來的發展進行評估

後，決議與兄長一同前往越南發展，成立今立塑膠工業股份有限公司。

初來乍到以臺灣相同的模式在越南經營一直得不到成效。經多方努力與評估，調整策略從撒網尋覓客戶到專攻單一客戶群的戰略，故選擇從鞋業下手，當時鎖定豐泰集團針對Nike知名品牌進行相關開發與行銷動作，終得豐泰集團與Nike的認證，開始了我們在越南的起飛之路。與世界知名品牌接軌，企業均嚴格遵守當法令與使用化學成份之規範，並嚴禁使用有毒物質之材料以保障客戶與消費者之權益。

企業營運策略及模式

隨著使用者穿鞋習慣改變，目前均朝著高耐磨且輕量化的目標研發新的材質供給品牌使用，創新的管理與應用是為提高成功率。研發單位在研發時會和量產單位配合，以得到現場可以用為目的，完成後再由業務大力推廣使客人接受我們所研發之新材料。創新與研發的策略為瞭解新場的情況、分析市場的接受度、可量產性和材料物性的穩定性。

為達上述發展策略，大幅的提升效能乃有效運用人力資源，今立採用ISO的管理課程與其他專業課程。在從學習和實務上觀查員工，若有潛力者會加以再培養以便日後能擔任更高階的主管職務。

此外，公司會不定期舉辦康樂活動、員工旅遊與聚餐、不定期拜訪員工家庭，並利用假日與其打高爾夫球以增進員工與管理階層的關係。

經營者—董事長感言

謝明輝董事長因自小的個性及家庭的教導下，他總是嚴以律己寬以待人、親力親為從不



懈怠，使得公司每位幹部都能感受到他動力。他常以「人人有進步空間、事事有改善餘地」鼓勵員工，他表示凡事一體兩面，以不同角度思維處理勞資顧客才能取得三贏，求才、用才、留才。在瞬息萬變的市場，董事長利用洞悉市場、創新研發、和諧團隊、利人利己四大因素贏得合作團隊的向心力及客戶的信賴感。

As the global economic integration development, the world's factory in continuous development and metastasis, especially for extremely cost-sensitive footwear industry, it had never stopped the transfer location. In response to our future development direction of the shoe "to enrich the footwear industry IT system" and "to establish own brands", these the two projects had to carry out. First task of the shoe is Elec. From establishing the strengthened process management of factory automation processes, is to show the shoe materials factory modernization of information technology and factory equipment, in order to gain the trust of international manufacturers of specific commitments.

Company History

As the changing of times, EVA foam material products began to diversify in 1989, at the same time Taiwan economic took off again. Mr. Hsien discussed with his brother, if they loss this opportunity, they might not be able to fulfill their dream. Moreover, they lived frugally and worked hard for many years, they could show their ideals and aspirations by taking this chance. After considerations, they decided to start business at Changhua Taiwan in 1990.

At beginning, the corporate clients were very vast, from the ground pad industry, medical supplies, and footwear industry were belong to our services. At the time of Taiwan society, if a person was willing to endure hardship, basically he might succeed. After they ran business in five years, most of the clients moved to China. Mr. Hsien would also like

對臺灣或僑居地之公益活動

多年來，謝明輝董事長積極參與越南當地慈善活動，如照顧落葉劑受害族群、善心捐血活動、捐助貧困平民活動等。董事長表示，未來無論擔任任何的職位或是遇到何種情況，他仍會以自身之力始終如一的秉持服務公益之精神繼續服務越南臺商和社會。■



鞋型發泡機 Co-Molding Equipment

to follow their step, whereas, for some reasons, they were unable to make it. Later on, they followed the Taiwan Government's policy of South East Asia; they went to Vietnam in 1996. After the test conducted and assessment of the future development, Mr. Hsien decided to start business there. CHIN LI PLASTIC INDUSTRIAL CO., LTD was established in 1996.

Being novices in Vietnam business market, Mr. Hsien could not use the same business strategies that used in Taiwan. After many efforts, they adjusted policy from seeking specializes in a single customer, so they decided to start from the shoe business. They targeted some famous company, such as FunTai Group and Nike group. Finally, CHIN LI got the certification, which was the beginning of their way to take off in Vietnam.

Business Strategies and Pattern

As the change of shoes user's habitse, CHIN LI currently move in high wear and target the



development of new lightweight materials supply brand use. Management and application of innovation is for improve the success rate. R&D in the research and production will certainly cooperate to get the site can be used for the purpose. After the completion of the promote acceptance, our account officer will recommend customers to try new material. The strategies of innovation & R&D team are to understand the situation of the new farm market acceptance, analysis, stability, and volume production of material properties.

To achieve above strategies for improving the use of company human resources, CHIN LI adopted ISO management courses and other professional courses. Managers will investigate the learning and practice capacity of employees, in order to train and promote the potential employees to serve a higher position in the future.

In addition, CHIN LI occasionally organize recreational activities, staff travel, and dinner to improve the relationship between employees and managers.

The spiritual of Owner, Mr. Hsien

Due to Mr. Hsien's personalities and family education, he is always severe with himself and lenient with others, also he takes things seriously and personally. Therefore, his employees could feel his motivation. He encourages employees by telling them: "Everyone and things has room for progress and improvement."

Mr. Hsien mentions that everything has both sides; therefore, we need to use different prospects to



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deal with employee and customers in order to reach the triple win situation, which are recruiting, hiring, and keeping talented people. In this rapidly changing market, he takes good use of observing market, innovating R&D, building up harmonious team, and benefit other people as well as himself. These four factors make him win the cohesion of cooperation team and of reliability from customers.

Charity and Public Service

From many years, Mr. Hsien is enthusiastic participant in local charity activities, such as taking care of Agent Orange victims groups, donating blood, and helping the poor. Mr. Hsien mentions that no matter what situations he will encounter, and no matter his position is in the future, he will constantly take part in charity activities and serve Taiwanese entrepreneurs in Vietnam and the society.



綜合評語 Commentary

- 企業積極研發，導入管理系統以提升產品效益，並針對品牌與客戶關係之建立與維護，定時收集競爭對手資訊，作為市場行銷策略與定價策略，並掌握時機向外擴展。
- 企業每年調整薪資並適時提供績效獎金與年終獎金予員工，亦舉辦管理、語言等課程以提高員工工作知識及技巧。勞資互動良好，管理制度堪稱臺商在越南之楷模。
- Apart from making pro-active research and development, this company implements a management system that improves product quality and benefits, establishes and maintains brand awareness and customer relationships. It also regularly collects competitor information as reference for drawing up marketing and pricing strategies and deciding on the time for expansion.
- Besides an annual raise, this company gives its employees a performance bonus at appropriate times as well as a year-end bonus. Also, it organizes management and language courses for employees to enrich their knowledge and work skills. With sound employer-employee relationship, this company is considered as a model Taiwanese enterprise in Vietnam.