



福爾摩莎塑膠製品股份有限公司

Formosa Plastic (Pty) Ltd.



負責人 陳哲輝與溫嵐珠夫婦
Owner : Mr. Jeff Chen and Managing
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負責人 Owner : 陳哲輝 Jeff Chen

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推薦單位 Recommended by :

南非新堡市政府

Newcastle Municipality

中華民國駐南非台北聯絡代表處

Taipei Liaison Office in South Africa

世界台灣商會聯合總會

World Taiwanese Chambers of Commerce

中華民國 總統府 黃正勝國策顧問

The Honorary President of World Taiwanese Chambers of Commerce and
Presidential Advisor, Huang Zheng Sheng

海華文教基金會

Association of Chinese Schools

國際佛光會世界總會非洲聯絡處

Buddha's Light International Association

阿彌陀佛關懷中心

Amitofo Care Centre

營業項目 Business Items :

製造業 Manufacturing

產品名稱 Main Products :

塑膠射出成型家庭日用品

Plastic injection moulding household ware



機械臂 Robotic Arms



產品 Products



福爾摩莎堅持以鮮明與創新、不斷地給客戶帶來驚喜的理念，讓產品種類齊備，多樣化，為全南非第一。公司自己擁有龐大的運送車隊及全自動化生產設備。

立足南非，運籌帷幄

1984年陳哲輝先生有鑑於台幣升值傳統產業受到衝擊。於是興起海外創業的念頭，擬利用南非豐富的勞動力再造夕陽工業。在1985年成立 Formosa Artificial Flower。1986年遭逢世界各國對南非經濟制裁只能轉而尋求內銷市場。1989年Formosa Artificial Flower雖已成為南非人造花的領導地位，但因預見勞力密集產業，存在隱憂，轉型勢在必行遂利用人造花原本就有的射出部門嘗試塑膠家庭用品的生產。在擴大射出部門，並增加塑膠家庭用品的生產之際，購地建廠。目前工廠占地十二萬平方米，建地七萬平方米。在1998年人造花全面停產成功轉型，專業生產塑膠家庭用品並於2000年將公司正式改名為Formosa Plastic (Pty) Ltd.。

2002年福爾摩莎完成全廠自動化，用機械臂、輸送帶、隔離生產區及包裝區。並於2009年完成中央供料系統，在同行之中，是唯一採用中央供料系統。目前擁有170臺高技術性射出成型機，產品超過500樣。含廚房用品，衛浴用品，家庭日常品，工具類，儲物箱及花園家俱等，並行銷到非洲鄰近國家如賴索托、史瓦濟蘭、波札那、安哥拉、那米比亞等。

實踐創新 追求完美

福爾摩莎的經營理念以藉由高品質與不斷創新，對消費者提供上等服務的承諾並獲得消費者的支持，使得企業能持續獲利，穩定成長。

企業文化以回收環保、物盡其用、珍惜

資源為主，實踐創新、追求完美、並不斷地給消費者帶來驚喜。在產品力求品質優良。工作理念倡導員工運用自己、配合他人，以團隊合作促進公司茁壯。公司全體員工皆應以誠信正直為待人處世的方針。公司願景是提供給消費者：「產品—力求精美引人」、「樣式—不斷創新」、「價格—必須大眾化」、「用途—絕對實惠」、「品質—保證優良」，並讓Formosa的產品能普及家家戶戶，以至於非洲鄰近國家，促銷「Formosa」同時推廣台灣。

幹部訓練提高競爭力

行銷策略以薄利多銷為主，讓產品本身成為最好的推銷員。利用已深入南非及鄰近國家的行銷網路，再輔以公司自己擁有的運送車隊，為客戶提供敏捷的服務。

擁有自己的品牌及專利申請。核心射出成形技術，則由台灣延聘高技術人員，並積極培養當地員工，定期舉辦教育訓練。每年定聘請專業輔導機構，到公司開課培訓並協助員工取得證照。其中包括緊急救護受訓 (First Aid Training) 及環保法規及衛生安全條例。

只要夠努力就有機會

海外創業需面對資金籌措、技術資源、當地人文及法律的適應。尤其早期有色人種在南非要創業，難度更高。唯有比當地人多倍的努力才能立足。面臨諸多挑戰之際，影響陳哲輝先生最深遠的一句話是事業夥伴告訴他「你已沒有回頭路，只能勇往直前。」而陳哲輝先生也經常以「人不是天生就會工作，凡事都是學來的。」這句話來鼓勵員工。其座右銘是「只要夠努力，就有機會。」並堅信福爾摩莎的關鍵成功因素在於「聆聽消費者的心聲，在產品的種類、質量和價格滿足消費者的需求。」



取之於社會用之於社會

公司提供數百個當地人就業機會、配合國際潮流響應節能減碳、回收環保、物盡其用。原料及其他用品堅持在南非本地或台灣採購並與台灣本國的產業互動從未間斷。熱心僑團活動、贊助宗教團體及當地的福利設施並積極參與佛光山



主要幹部團隊合影
Main members of the team group photo

的建設。參與公益活動以發揚中華文化慈悲喜捨互助博愛的精神並贊助學校團體或球隊更是不在話下。公司定期實施教育訓練，提升員工素質，培養謀生技能並帶動塑膠產品價格大眾

化，造福中低收入家庭。■

Entity Highlights

Formosa Plastic (Pty) Ltd supplies the widest range of innovative, convenient and quality products to our customers in South Africa. Our operations are fully automated and we provide a swift delivery system utilising our large logistics division in order to satisfy all consumer needs.

Company History

Formosa Artificial Flower (Pty) Ltd was founded by Mr Jeff Chen in 1985. Due to the economic sanctions applied to South Africa in 1986, Formosa Artificial Flower had no choice but to turn to the internal domestic market. Despite arduous challenges, Formosa Artificial Flower became the leading entity in artificial flower manufacturing and utilised the growth of the entity to begin experimenting in the manufacturing of plastic injection moulding products. Since, Formosa Artificial Flower has expanded their operations to the current total area of 120 000 square metres and an under roof area of 70 000 square metres. In 1988, the manufacturing of artificial flowers was completely terminated and in 2000 the company name was changed to Formosa Plastic (Pty) Ltd. In 2002, Formosa accomplished the full automation of all manufacturing operations and utilising robotic arms and conveyor belts; differentiated the manufacturing and packaging sectors. In 2009 the accomplishment of the central material distribution system was completed, Formosa is currently the only

entity utilising this system in South Africa. Formosa is currently the largest manufacturer and fabricator of plastic injection moulding products, operating 170 highly sophisticated injection moulding machines and selling over 500 items including kitchenware, bathroom ware, household ware, tool boxes, storage systems and garden furniture.

Our promise to quality and innovation

Our business philosophy is to supply high quality and inventive plastic ware at affordable prices, and achieve profitable growth through superior customer service, innovation, quality and commitment. Our business values are: commitment to sustainability and to acting in an environmentally friendly way by recycling and reducing our carbon footprint, commitment to innovation and excellence, commitment to customers, excellence and integrity. Formosa encourages improvement and perfection in ambition to exceed expectations of customers; as well as the cooperation between staff in order to synergize as a team. Employees are inspired to act with honesty and loyalty towards customers.

Our vision is to supply attractive, high quality products with unique, inventive designs at an affordable price. And to have our locally produced products distributed locally as well as internationally.

Strategies to increase competitiveness

Our business strategy is: differentiation by providing products with distinctive qualities



valued by customers, competitiveness by offering customers with better value and constantly keeping the infrastructure updated with new technology. We take advantage of our vast connections through the country and large fleet of delivery vehicles to provide customers with timeous quality services.

Formosa has built a strong brand through South Africa and owns many patents. Highly qualified technicians with plastic injection moulding expertise are invited from Taiwan in order to hold training seminars for our local staff. Periodically, various training seminars are held in order to upgrade the quality and professionalism of our staff and to assist them in acquiring various qualifications including first aid certificates and environmental law qualifications.

Where there's a will, there's a way

Hurdles faced during the founding of a company overseas includes the gathering of capital, attaining technical support, comprehending the laws and regulations of a new environment; especially the strenuous difficulties encountered when starting a new enterprise in a racially discriminative country. The only solution to the above adversities is to work many times harder than others and pouring all waking hours into the business. Amongst all the challenges faced, what motivated Mr Chen the most was when his business partner told him "There's no going back, your only option is to move forward." Thus Mr Chen often encourages his employees by saying "We weren't born professionals; everything is learned through experience." His personal motto is "Chance only knocks on the doors of those who work hard enough". Mr Chen believes that the key to Formosa's success lies in "attending to the desires of consumers and providing a wide range of high quality products at affordable prices".

Social Responsibility

Formosa provides hundreds of job opportunities to locals and insists on recycling reusable materials whilst reducing our carbon footprint. All materials required for production are either bought in South Africa or Taiwan and connections with Taiwanese industries are well maintained. Formosa partakes in

various Taiwanese and local social events in order to give back to our society. Regular involvement in the donation towards religious parties and public benefit organisations as well as the sponsoring of local schools and sport teams is but one of the many ways to spread the moral value of "Love others as you would love yourself." We also frequently hold training seminars so that our employees may achieve various qualifications, attain self-sustainability, develop corporate loyalty and finally provide high quality yet sensibly priced products to the public in order to benefit low income families.

綜合評語 Commentary

- 培養當地員工並輔導取得證照，用人惟才，不分人種，造福非洲南部各國。以薄利多銷高品質的產品掌握通路，塑造品牌，且運用公司名稱及物流車隊積極推展台灣形象，為台灣塑化事業在非洲打開廣大的通路與知名度。
- 積極回饋社會，熱烈響應慈善社團與宗教團體之贊助活動，對於華人在宗教、心靈、文化及教育上均有卓越貢獻，企業形象佳。
- Assisting local employees in obtaining certification, the company evaluates by competence rather than ethnic background. It has benefited many countries throughout southern Africa by selling high quality products with low profit margins to secure sales channels and shape the brand. The company's name and logistics fleet is utilised to actively promote Taiwan's image, open up expansive sales channels and expose the visibility and prominence of Taiwanese Plastics industries.
- The company enthusiastically gives back to society and passionately participates in the sponsoring activities of charitable associations and religious groups, making exceptional contribution towards the Chinese community with regards to religious, spiritual, cultural and educational aspects. The company possesses a positive corporate image.