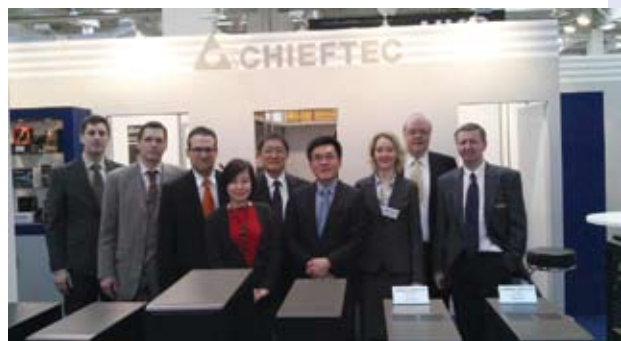


益利吉股份有限公司

Arena Electronic GmbH / Germany



負責人 施學成
Managing Director Mr. (Eddy) Shih,
Hsueh-Chen



工作人員 Employees

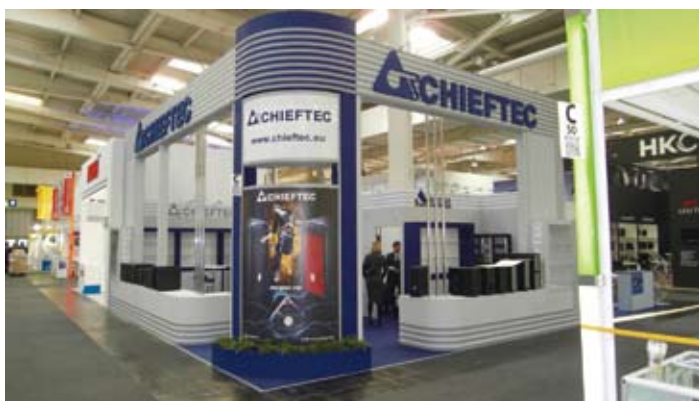


產品
High-End
Tower



<http://www.chieftec.de>

負責人 Owner : 施學成 Mr. (Eddy) Shih, Hsueh-Chen
地址 Address : Koppersstr. 18, 40549 Düsseldorf / Germany
電話 Tel : +49 (0) 211- 9131510
傳真 Fax : +49 (0) 211- 91315199
推薦單位 Recommended by :
駐德國杜塞道夫台貿中心
Taiwan Trade (TAITRA) Centre Düsseldorf Director
德西台商會
The Council of Taiwanese Chamber of Commerce
營業項目 Business Items :
電腦週邊系統
Computer Peripheral Systems
產品名稱 Main Products :
電腦機殼、電源供應器
PC Chassis, PC Power Supply Units



商展 CeBIT Fair



商業週刊 Press

負責人施學成先生於1990年受先前任職公司派駐至德國經營分公司。因歐洲市場經營相當成功，因而受公司器重於1994年轉派至美國市場，巧遇1992年歐盟國家簽署互惠條約，逐漸消除彼此間之貿易壁壘。施先生眼見此一契機，幾經考量後決定留在歐洲市場自行創業。1994年即選定德國Ratingen成立益利吉股份有限公司Arena Electronic GmbH，專營銷售電腦機殼及其相關零配件。初期辦公室即設在自家地下室，公司資本額僅有10萬馬克，19年來秉持著「一步一腳印，腳踏實地」之信念，「深耕德國、放眼歐洲。」穩扎穩打態度經營歐洲市場。主要經營理念為「台灣設計，中國大陸生產，歐洲發貨」。

深耕歐洲市場 提升品牌價值

益利吉以入境隨俗的態度來深耕歐洲市場；進而聘用當地人才為職員；因而使得本公司有著德國公司般之敬業精神及向心力，亦效仿德國企業嚴謹執著之工作精神。公司產品以Chieftec品牌推廣至歐洲市場，堅持品質、落實售後服務及合理的價格是維持品牌行銷的重要根本與特色。而品牌形象，更是維持公司經營之合理利潤之支柱。

專注品牌 重視市場需求

負責人施學成先生本著只要市場有需求，我們便以克服萬難的精神而去看到市場的需求。因此我們是駐台灣及中國製造商，是駐德國進出口商，更是通往歐、非兩大洲的大盤商。於2005年向歐盟做註冊登記Chieftec品牌並多年來於市場投入大量資金增加品牌知名度。同時負責人也與業務部門商討行銷策略導向，



Header-GBS-A8 advertisement

並且利用網路、專業雜誌廣告及高質感產品包裝成功設置歐陸代理商。與同業競爭相形之下我們有非常完整之售後服務及客服維修站。

沒有夕陽產業 只有夕陽公司

創業對每一個人都是夢想與挑戰，Arena Electronic GmbH 的負責人施學成先生與他太太常回憶著：因為有著「初生之犢，不怕死」的精神，才會讓他們在懵懵懂懂情況下草創了公司。在19年來公司的轉變，遇上的產品、市場及人事難題多到無法細數，只有本著當初的執著與堅持。「生存，生存再生存」引以自我誠訓。IT產業市場起起伏伏，很幸運的，由於天時、地利、人合，讓公司經歷IT產業黃金二十年以來，不但沒有被消滅，而是以穩扎穩打的精神，持續經營至今。因此 負責人常說：沒有夕陽產業，只有夕陽公司。益利吉股份有限公司Arena Electronic GmbH於2013在杜賽道夫購買了佔地5392平方米的倉庫與辦公室。堅持於「Passion and Innovation」以熱情來挑戰創新之路。以穩健的步伐帶領著全公司邁向下一個二十年。

熱心公益 享譽僑界

在創業繁忙的經營過程中，負責人對於華僑子弟中文教育尤其重視，基於不忘根本之原則，歷經數年之奔走與溝通後，終獲得德國Neuss市政府同意而且分租給萊茵台北中文學

校教室，以便做為教導台灣子弟中文及增進彼此間友誼之教育場所。在天時、地利、人和下於1997年終於正式成立了位於北萊茵區的萊茵台北中文學校，亦為長居於海外之台灣莘莘學子能夠不忘根本而接受中華文化的薰陶。學校草創時期，更是動員了益利吉Arena Electronic GmbH公司上下各項人、力、物

資，使得萊茵台北中文學校得以穩健中逐漸成長。今日已成為德國各中文學校中，最為成功之中文學校。嘉惠許許多多台灣在德國第二代的子弟。負責人施學成先生除了擔任多年的德國台商會理事外，在德國對各華人社團之支援亦不遺餘力，並大力投入德國僑界的各項活動，享譽僑界。■

History Overview

The legacy began in 1990, when Mr. Shih was tasked by his employer QTRONIX to head the startup of its German branch office. Due to his success of in the European market, head office wanted to send him to America to turn his efforts into growing the company in the US market in 1994. However, with the 1992 signing of the Maastricht Treaty, promising a barrier-free European market, Mr. Shih saw an opportunity that he could not miss and decided to stay in Europe and establish his own company.

In 1994, Arena Electronic GmbH was founded in Ratingen, specializing in the sales and distribution of PC chassis and power supply units. Arena had humble beginning, with an initial fund of only 100,000 Deutsche Mark and registered in Mr. Shih's home basement. In the 19 years that followed, the company expanded a step at a time, always staying grounded, while "rooting itself in Germany with a view across Europe". Managing the European market in a stable way to operate a business triangle: Designed in Taiwan, Made in China, Distributed in Europe.

Management Style and Brand Value

Arena has followed a management style of localization, by employing local talent and adapting local values, to truly understand the European market. Consequently, many typically German values are deeply engrained in the work ethic at Arena Electronic GmbH, resulting in a synergy between Asian passion and German professionalism. The

company's products are marketed and sold under the Chieftec brand throughout Europe. Dedication to manufacturing quality, aftersales support and competitive pricing are the most prominent brand values. Chieftec's good brand image has helped ensure reasonable margins in a very competitive market.

Sales and Marketing Strategy

Mr. Shih believes that as long as there is demand in the market, one must overcome all difficulties to meet it. Hence Arena's role in the market includes sourcing from Taiwanese and Chinese manufacturers as well as distribution throughout Europe and Northern Africa, doing the branding and marketing in between. The 2005 trademark registration of the Chieftec brand is a milestone for Mr. Shih, who has made significant investment over years to build brand recognition. Arena's position as a prime distributor in Europe is supported by the multiple channels of marketing and distribution, such as the Internet and



聚餐 Get together

relevant magazines, as well as the premium packing of Chieftec products. The sophisticated repair and service station completes the supply chain provided by Arena.

Hsueh- Chen Shih: “Shrinking markets and industries aren’t fatal, failing companies are”

Entrepreneurship is a lifetime’s dream for many, while a challenge for those who attempt it. The initial founders of Arena Electronic GmbH, Mr. Shih and his wife, recall that it was in their youthful and fearless spirit back in '94 that they decided to set up a company despite all the vagueness and uncertainties. In the 19 years that followed, challenges around products, markets and people have been countless, but with a firm belief in their initial dream, and a determination for continued existence, they persisted. The IT industry is a volatile one, and some may believe Arena was lucky to step into the golden era of IT. Yet despite the recent decline in PC sales around the world, Arena is successfully navigating through difficult waters as a result of the stable management and strategic leadership of Mr. Shih. This success is representative of his belief that “shrinking markets and industries aren’t fatal, failing companies are” . In 2013, Arena Electronic GmbH has purchased an office-warehouse space of 5392 m2 in Düsseldorf. With a dedication to “Passion and Innovation” Mr. Shih continues to explore the PC market, and lead Arena into the next twenty years of success.

A Passion for Charity – Giving back to Society

Despite all the challenges and stress of running a business, Mr. Shih has worked relentlessly to enhance the Chinese language education available for second generation Taiwanese in Germany. With many intermediate steps over many years, in 1997, the Rhein Taipei Chinese School was officially established in Neuss with cooperation with the local government. In the initial stages Mr. Shih used his company’s resources to help stabilize and grow the school’s capacity until it has now become one of the most prominent Mandarin language schools in Germany. Further to his dedication to the education of

our next generation, Mr. Shih is also actively involved with the Council of Taiwanese Chamber of Commerce and supports many activities related to overseas Chinese, whether cultural or educational.



作業情形 Warehouse

- 創造市場新需求的行銷策略為其成功進入歐洲市場之主要基石，可謂台商在歐洲投資的成功案例。建立整體管理制度，採水平線共事之管理架構，可達高效率之經營運作，員工流動率低，經驗傳承穩固，團隊合作順暢。
- 透過創辦萊茵台北中文學校，回饋社會，貢獻良多。此外，亦擔任多年台商會幹部，積極參與支持僑界多項活動。
- As a case of success for Taiwanese business in Europe, Chieftec successfully entered the European market with a marketing strategy emphasizing new market demand creation. By establishing a complete management system featuring a horizontal cooperation and management framework, Chieftec enhanced operational efficiency and minimized the attrition rate to ensure reliable heritage continuation and smooth team cooperation.
- By establishing the Rhein-Taipei Chinesische Schule, Chieftec repays and contributes to society. In addition, the owner has been the member of the Taiwan chamber of commerce for years and has been actively involved in various overseas compatriot activities.

綜合評語
Commentary