



MSK房地產開發

## 松玥建設股份有限公司

MSK GROUP WORK INC.



松玥建設於2005年成立，於菲律賓深耕長達近20年，善用其專業及資源，擴展事業，為穩健踏實的建設台商。松玥建設運用創新的經營模式及差異化的服務區隔市場，已承攬工程超過50件建案，更於2014年起轉型投入建設及觀光事業，協助古蹟轉型。同時也配合南向政策，協助台商於菲律賓的經貿活動，以實際行動捐助馬尼拉育幼院等弱勢團體。松玥建設期許將刻苦堅毅、淬礪奮發的臺灣精神發揚至菲律賓，實為企業界良好的典範。

### 己欲立而立人 己欲達而達人

創辦人蘇國誌、蘇國芳及蘇國維三兄弟成長於臺灣桃園的小鎮，來到菲律賓發展初期，即碰到公司業主突因資金周轉不靈，面臨歇業的狀況，因秉持著父親的理念「建築是良心事業，更是百年大業」，協助該名業主成功化解眼前的問題，同時開啟了MSK轉型的契機。在此之後MSK開

始收購土地、持續擴大廠房建置，逐漸建立一套創新、完整、多元、具差異化的一條龍服務，提供土地開發、個案設計、規劃施工、專業施作、重機具設備及後續租賃服務等項目，並決心將臺灣人追求卓越品質的精神，及高專業的技術帶入菲律賓市場。因此累積了三大特點：設立專屬規劃設計部、引進臺灣最新式之建築材料以提升質量、以快速施工之技術，為委託業主建置出優於當地的高品質廠房，強化企業競爭力。不僅於2006年起協助各大投資台商（其中包含統一企業、台苓樹脂等）進行廠房興建工程、參與規劃及興建皇翔建設-皇翔永利大廈，更於2014年積極轉型投入建設及觀光事業，協助古蹟轉型。

### 歷史與現代的邂逅 重現榮光

MSK將1996年APEC亞太會議中心舊址重新建設，規劃為國際型觀光酒店，期望成為當地指標性住宅及渡假村的典範，

並提升帶動當地經濟效應。此建案「松日玥海」規劃了領先當地的六大唯一，分別是：歷史核心地標、頂級酒店式公寓、頂級國際建築團隊（台北101精工團隊）及多元產品規劃等。因有別於以往工程營造業的經營模式，加上規劃完善且充分利用其獨特性，而受當地及國際人士喜愛。承購人分別有來自菲律賓、美國、加拿大、日本、韓國、中國及臺灣等地，可謂是重現當時國際領袖齊聚的榮光時刻。

### 取之於社會 用之於社會

深耕蘇比克灣多年，MSK與當地政府SBMA管理當局互動良好，深受當地警、民信賴。由於感謝當地社會無償給予，公司積極關懷弱勢、回饋社會，如：至Aeta愛塔族原住民部落發放物資及金錢贊助、協助興建當地小學圍牆、興建作為公共聚會的涼亭、興建下山的便道橋梁、捐贈消防隊消防車、協助成立義勇消防隊，以及捐贈馬尼拉育幼院救濟物資等，期望對社會有具體貢獻。

### 海內存知己 天崖若比鄰

擔任菲律賓臺灣同鄉會會長的蘇國芳總經理和總會會員蘇國誌、蘇國維三人，也為臺灣鄉親盡己之力。為了凝聚臺灣鄉親的共識，積極配合政府及民間相關單位（例：臺灣馬尼拉經濟文化辦事處、菲律賓金融銀行、臺灣工商總會、菲律賓台商總會等），協助籌辦眾多活動，如：台商投資座談會、臺灣日活動、2019年蘇比克灣ASTC鐵人三項亞洲盃、臺灣貿訪團、臺菲產業鏈結高峰論壇及台商會員災後慰問等。

### 穩健經營 向下紮根

MSK自成立以來，深耕菲律賓台商市場，矢志成為菲律賓卓越品質的建設事業者。本著「誠信、創新、謙虛」的企業文化精神，用心創造一個良好



總經理 蘇國芳 先生  
General Manager : Mr. Kuo Fang Su

負責人：蘇國芳

地址：#28-31 Lot 49-51 Faith Street Corner  
Innovative Street, Subic Bay Gateway  
Park Phase 1, SBFZ, Philippines  
2222

電話：063-472521312

傳真：063-472521312

推薦單位：1.駐菲律賓代表處 徐佩勇大使  
2.菲律賓台商總會 江福龍總會長

營業項目：投資興建、廠房興建、旅館事業、工業區規劃

產品名稱：廠房興建、標準廠房出租、工業區開發、松日玥海建案

Owner : Kuo Fang, Su

Address : #28-31 Lot 49-51 Faith Street Corner  
Innovative Street, Subic Bay Gateway Park Phase  
1, SBFZ, Philippines 222

Tel : 063-472521312

Fax : 063-472521312

Recommended by :

- 1.Representative Michael Pei-Yung Hsu, Taipei Economic and Cultural Office in the Philippines
- 2.President Fu Long Chiang, Taiwan Association Inc. Philippines

Business Items : Investment and construction, warehouse construction, hotel business, industrial park planning

Products : Warehouse construction, warehouse rental, industrial park planning, Triboja Majestic Bay commercial and residential project



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的工作環境。蘇家三兄弟深信「人」是企業成長最重要的資產，認為所有榮耀是靠每一位松明員工們胼手胝足辛勤努力的成就。期許在未來的日子裡，能精益求精、不斷提昇，用專業的營造實力和創新的態度為更多的臺灣鄉親服務。

MSK GROUP WORK INC. is a construction enterprise that has been established in the Philippines for over 20 years and stands apart in the market through an innovative business model as well as distinguished services; the company has worked in over 50 projects and is a prominent company in the community. In addition to construction projects, MSK has also been assertive in the Philippines in investing in Taiwanese businesses, promote civilian diplomacy, and respond to the Taiwan government's southbound policy. The company is a corporate role model due to its involvement in local charities, creating job opportunities, and promoting Taiwan's spirit of perseverance and hard work to the Philippines.

### Supporting Others First to Achieve Mutual Goals

The founders and 3 brothers, Su Kuo Chih, Su Kuo Fang, and Su Kuo Wei, grew up in a small town in Taoyuan, Taiwan. When they first arrived in the Philippines, the owner of a company suffered issues with cash flow and was on the brink of closure; they assisted the owner due to their father's belief that "construction is a centuries old business based on good conscience" which in turn triggered the opportunity to transform MSK. Soon after, MSK began to purchase land and expand their factories to gradually create

an innovative, comprehensive, diverse, and distinguished one-stop service encompassing land development, project design, planning and construction, professional implementation, and leasing services for heavy machinery. They were determined to introduce Taiwan's pursuit of exceptional quality and highly professional techniques into the Philippines' market. This allowed them to accumulate 3 major features: establish a designated design department, improve quality by introducing the latest construction materials from Taiwan, and technology for swift construction; thus allowed them to construct high quality factories for local businesses and improve their corporate competitiveness. In 2006, MSK assisted major Taiwanese businesses (including Uni-President and Tailin Abrasives Corporation) by building their factories, participating in the planning and construction of Huang Xiang Yong Li Apartments, and transforming through investments in construction and tourism industries during 2014 to assist with the transformation of ancient monuments.

### Recreating Glory by Connecting History and Modern Times

MSK rebuilt one of the old sites of the 1996 APEC Conference Center and transformed it into an international tourism hotel in the hopes of establishing a magnificent example of local residence and resort and provide improved economic benefit to the area. The "Triboa Majestic Bay" project is locally leading in 6 major areas: it is a core historical landmark, with premium service apartment, an only project constructed by an international team (Taipei 101 construction team), an only project planned with



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a diverse range of products. The project was critically acclaimed both locally and abroad due to its comprehensive planning, uniqueness, and distinguished business model from previous projects in the construction industry. Individuals from the Philippines, U.S., Canada, Japan, Korea, China, and Taiwan purchased property at this project, an accomplishment that recreated the glorious moment of the meeting between international leaders.

### Taking and Giving Back to Society

After laying roots in Subic Bay for many years, MSK has established good relations with the local government – SBMA and is trusted by local police and citizens. As a show of gratitude to society’s gift to MSK, the company is assertive in caring for minorities and giving back to society. For instance: providing resources and monetary support for the Aeta people, supporting local elementary schools by building walls for them, building pagodas for public use, building bridges for traversing the mountains, donating fire trucks to the fire department, assisting with the founding of volunteer fire department, and donating resources to pre-schools in Manila. MSK performs these acts with the hope of contributing to society.

### Friendships that Span Any Distance

As chairman of the Manila Taiwan Association, Su Kuo Fang and brothers, Su Kuo Chih and Su Kuo Wei have also contributed their abilities to their compatriots from Taiwan. In order to form a consensus with others from Taiwan, they work with government and private agencies (e.x.: Taipei Economic and Cultural Office in the Philippines, Metrobank, Taiwan Chamber of Commerce & Industry in the Philippines, and more)



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1. 蘇總交接致詞 GM, Mr. Kuo Fang, Su Handover Ceremony
2. 現場會勘 Field Survey
3. 會議 Meeting

to host events such as: investment seminars for Taiwanese businesses, Taiwan Day events, the 2019 Subic Bay NTT ASTC Triathlon Asian Cup, Taiwan trade delegations, summit forums between Taiwan and Philippines industry chains, and post-disaster donations for association members.

### Building Deep Roots through Stable Operation

Since founding, MSK has continued to lay roots in the Philippines in pursuit of establishing the company as a Philippines business that provides exceptional quality. Through the corporate culture and spirit of “integrity, innovation, humility”, MSK strives to establish a good work environment. The Su brothers hold the belief that “people” are the most critical assets to a company’s growth and that every ounce of glory is achieved through the hard work and solidarity of each employee at MSK. The company hopes to refine itself and improve in the future to service even more Taiwanese clients with professional capabilities and an attitude of innovation.



- 1.員工合影 Employee Group Photo
- 2.大田鞋廠建案 Da Tian Subic Shoes
- 3.松日玥海建案 Triboa Majestic Bay Commercial And Residential Project
- 4.MSK 廠房 Factory Building

綜合評語  
Commentary

於菲律賓深耕數十年，善用其專業與資源，發展創新。近年拓展觀光、酒店事業，強化企業競爭力。同時，配合南向政策，協助台商於菲律賓的經貿活動，以實際行動捐助馬尼拉育幼院等弱勢團體，在企業發展與社會回饋上值得肯定。

MSK has been operating in the Philippines for decades and is good at making innovations with its expertise and resources. In recent years, it has been developing the tourism and hotel business to strengthen corporate competitiveness. In addition, it helps Taiwanese businesspeople conduct business in the Philippines in response of the government's New Southbound Policy. Furthermore, it supports the orphanages and disadvantaged groups in Manila in real actions, winning recognition for both corporate development and social repayment.