



WIRE MASTER INDUSTRY (THAILAND) CO., LTD.

## 永山實業有限公司

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### 認識永山

永山實業有限公司 Wire Master Industry (Thailand) Co., Ltd. 是泰國台商以專業製造不銹鋼廚具用品、衛浴用品、置物架及辦公室文具用品的泰國主流傢俱商，並且自創品牌「Chandee」在泰國當地廣受好評。永山品質與服務深受到市場的青睞。

### 永山的起點

1976年，永山實業在臺灣彰化縣埤頭鄉成立。公司初期以家庭代工生產腳踏車籃，經過創辦人鄭西明董事長的努力打開日本市場，在公司生產設備環境與公司品質的保證下訂單不斷的成長，開始投資大型的現代自動化設備。在民國八十年代中國大陸實行改革開放後滿10年，許多企業家們前仆後繼的進入中國大陸投資設廠。但鄭董事長在1986年卻來到了東南亞的泰國，永山實業在泰國投資新的工廠位於曼

谷Lat Krabang。從此勞力密集的生產慢慢的轉往泰國工廠，並出口美國與日本。臺灣總部致力研發新產品與新製造技術，同時負責部分的高階技術產品的生產，並將新的技術於泰國同步。

### 永山換危機為轉機

於1996年，因股東原因，鄭董事長決定化危機為轉機在泰國留下並創立 Yuan Shan Thailand Co., Ltd.，努力開發新產品與製程的研發，同時開發家庭生活用品，在當地實行量產與販售。長時間於泰國深耕在地化的努力下，於2008年正式改名為Wire Master Industry (Thailand) Co., Ltd.。泰國國內傢俱的主流銷售通路Index Living Mall、Thai Watsadu、Makro、Home Pro、Mega Home、Tesco Lotus、Siam Global House、Big C均與永山實業有多年愉快的合作。在泰國經營的特色、獨特性、

創新與成效，相信在泰國這些主流通路商與永山實業有限公司多年密切且愉快的合作上，可以很清楚的展現，永山實業以品質至上為宗旨，深信好的品質不怕沒有市場。並能夠在客戶下單7天送達客戶，且保證品質與生產規模由如磐石一樣堅固。

### 永山的現在與未來

永山實業已經跨過四十三個年頭了，以臺灣做為設備製造與製程改良研發中心，提供泰國生產基地技術上的指導，領先其他同業。並且在製造流程上別有用心，使生產製造一貫化作業，透過用先進的半自動化設備減少許多人力需求，降低損耗率與成本開銷，有更多的心力在產品的品質與客戶上，了解市場需求與製造能力的提升。每次新產品的開發必會先以內部測試與市場調查為先，為了能夠更接近當地市場，每年都會不定期參加國際性展覽，讓永山能夠了解到更多不同國家與民族對產品的需求，並有更多的經驗與知識研發創新。

在企業的發展中，永山實業以穩固的腳步發展，短期計畫試以泰國為中心據點與生產基地，由於東協優勢並規劃五到十年內進入整個東協市場。永山實業同時也在泰國投資其他產業，分別跨足建築營造鋼構廠-泰瀚強與永山水耕蔬菜農場。整個企業體在鄭董事長的帶領下以穩定發展為基礎，開創多角化經營並在泰國當地取得各界的認可。

### 從家庭到工廠的成功原因

鄭董事長經常勉勵期許公司上下的同仁們說，一家企業要能夠長期永續的經營必須要有「三本」，就是本分、本事和本人，更告誡所有同仁必須照顧守護好自己的家庭，都要做到全家上下一團和氣，家庭和樂自然會把和樂的氛圍帶來公司，當然公司自然也就一團和氣了。大家開心的一起工作，就能達到公司的目標，這股力量就會把大家帶到百年企業的道路。如認為教育訓練是隨時隨地的



董事長 鄭西明 先生  
Chairman : Mr. Simon Cheng

負責人：鄭西明

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Plangyao, Chachoengsao 24190  
Thailand

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推薦單位：泰國臺灣商會聯合總會 郭修敏 總會長

營業項目：鐵線網材管材不銹鋼傢俱製品

產品名稱：專業製造不銹鋼廚具用品、不銹鋼衛浴用品、置物架、展示架及辦公室文具用品

Owner : Simon Cheng

Address : No.176/2 Moo7 Huasamrong, Plangyao,  
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Tel : +66-02-1736009

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Recommended by : Thai-Taiwan Business  
Association / National President, Kuo Hsiu Min

Business Items : Steel Wire, Mesh, Tubes, and  
Stainless Steel Houseware

Products : Stainless Kitchenware, Stainless  
Houseware, Shelving Units, Display Racks, and  
Office Stationaries.





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言教不如身教，提醒同仁只有親身經歷才能夠知道中間的過程與問題，並找到解決辦法。人要蹲的下去做，才能夠學習到更多的經驗。

永山實業及工廠的高階主管都是在公司超過20年以上的伙伴，這些伙伴們也都是從20出頭歲就進公司了，一路看著公司成長與變化，是最珍貴的資產與寶藏，也是永山實業最好的見證者。

### 永山將成功回饋於大眾

永山實業，從第一代的努力開創事業到第二代的接班，秉持飲水思源與造福鄉里的理念。永山實業在事業體的穩定成長下，舉行產品義賣，將所得全數捐出成立西明慈愛基金會，基金交由公所保管及利用，如鄉內急難救助與永山實業西明慈愛自強獎助學金等。在海外開創新事業體的鄭西明董事長，泰國扶輪社在鄭西明董事長的號召下成立，因此也成為泰國與臺灣扶輪社的共同橋樑。

鄭董事長也受邀擔任泰國僑務委員會的僑務顧問為僑胞服務，在海外不忘故里，飲水思源，參與各項僑務活動拉近在泰僑胞的感情。

企業第二代鄭諭鴻總經理也效仿董事長，不遺餘力的熱心參與各種公益活動，擔任過兩任曼谷扶輪社Vibhavadi社長與參加創設Udomsuk扶輪社，為在泰國僑胞子弟一同創社與參與拉近第二代或第三代僑胞情誼。並且積極參與各項社會服務，邀請泰國本地企業Siam Makro Public Company Limited跟Satien Stainless Steel Public Company Limited一起資助泰國餐飲攤販舊鍋換新鍋，免費更換不銹鋼

餐飲設備，使社會大眾的食用安全受到保障。永山實業相信多多益善，做好事、說好話，讓福氣以一傳十、十傳百、百傳千的分享出去，讓社會上有更多的好事發生。

### Get To Know Us

Wire Master Industry (Thailand) Co., Ltd. is a Taiwanese company that specializes in the manufacture of stainless steel kitchenware, bathroom accessories, shelving units, and office stationaries. The company has created their own brand “Chandee” which is widely acclaimed domestically. Wire Master’s quality and service has been favored by the market.

### The Start Of Wire Master

In 1976, Chairman Cheng Hsi-Ming founded Wire Master Industry Co., Ltd. in Pitou Township, Changhua, Taiwan. In the early days, the company mainly produce bicycle baskets through domestic OEM. Through the efforts of Chairman Cheng Hsi-Ming, the company was able to open up the Japanese market. Under the company's production equipment and quality assurance, orders continues to grow and Wire Master began to invest in large-scale modern automation equipment. In the 1980s, which is 10 years after the implementation of reforming and opening up in mainland China. At this stage, it can be seen that many entrepreneurs choose to enter China to invest and set up factories. However, Chairman Cheng Hsi-Ming chose to come to Thailand in 1986 and set up Wire Master’s first overseas factory at Lat Krabang. Mainly exporting to America and Japan. Gradually, labor intensive products were slowly shifted to the Thailand factory. While, Taiwan headquarters focus on research and development of new products and producing high-end technical products and at the same time synchronize the new technology with Thailand.

### Turn Threat Into Opportunity

In 1996, due to shareholder reason, Chairman Cheng Hsi-Ming decides to take this



西明慈愛自強獎助學金 Hsi-Ming Scholarship

opportunity and establish Yuan Shan Thailand Co., Ltd. in Thailand. At this time, Yuan Shan keeps developing new products and research in production processes and at the same time, manufacture and sale household goods in Thailand domestic market. Through years of efforts, Yuan Shan was able to stand firm and stably in Thailand. In 2008, Yuan Shan was officially renamed as Wire Master Industry (Thailand) Co., Ltd. Wire Master has long-term partnership with the main channels of furniture distribution in Thailand, such as Index Living Mall, Thai Watsadu, Makro, Home Pro, Mega Home, Tesco Lotus, Siam Global House, and Big C. Wire Master operates in Thailand with its own characteristics, uniqueness, innovating abilities and effectiveness. The company's biggest feature is quality first. We believe that we won't have to worry about the sale of qualified products. Wire Master Industry (Thailand) Co., Ltd. can deliver the product to customer in 7 days after order. Wire Master's quality and production scale is as firm as a rock.

### Now And In The Future

Wire Master has been in operation for 43 years. With Taiwan headquarter focusing on research and development of new technologies and equipment and provide technical guidance to Thailand factory, help Wire Master leading others in the industry. We use advanced semi-automatic equipment to reduce requirement in labor and reduce the cost. This gives us more opportunity to put in efforts in to the product quality and customers. Each time, before launching a new product into the market, internal testing and market research must first be conducted. In order to keep up with the trend in the market, we will participate international exhibitions every year from



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time to time. This allow us to learn more about the demands in many different countries, giving us more knowledge and experience to continue to develop and innovate.

In the development of the company, Wire Master proceeds stably step-by-step. The company's short-term objective is to enter the ASEAN market within 5 to 10 years by taking advantage of the ASEAN trade agreements with Thailand factory as center and main production base. Simultaneously, in order to diversify our operation, Wire Master has also invested in other industries such as steel structural industry – Hanch Steel Co., Ltd. and hydroponic cultivation farm – Green Nagayama Farm. Under the leadership of Chairman Cheng Hsi-Ming, Wire Master was able to grow constantly with diversified operation and gained recognition in various fields in Thailand.

### The Reason Of Success

Chairman Cheng Hsi-Ming often encourages his employees that in order for a company to operate sustainably, the company must have the "Three Keys", which is the Duty, Ability and Person. He also tells every employees to take care of their family well as he believes that if a family's atmosphere is in harmony and is well taken care of, the employees will be able to bring the harmony to the company. Everyone works happily and cooperatively, the company goals will be achieved naturally and easily. The company is full of positive energy and this energy is what brings the company to the road of becoming a century-old enterprise. Action speaks louder than words. He often





1.3.產品置物架 Shelving Unit  
2.產品不銹鋼衛浴用品  
Stainless Bathroom Accessories

points out that only those who has experienced it before knows the process and the problem that occur in the process, and can find solution to the problem. People have to work hard to learn more experience.

The senior executives of our company are all partners who have been in the company for more than 20 years. These partners have joined the company in their early 20s. They are the best witness for the Wire Master now, as they have been watching over the growth and change of the company all these years. These partners are the most precious assets and treasures accumulated by our company.

### Contribution To The Society

Wire Master Industry Co., Ltd. and Wire Master Industry (Thailand) Co., Ltd. has been upholding the concept of always be grateful and contribute to the society from the first generation

to the second generation now. Under the steady growth of the business, Wire Master has held product sale and donated all the proceeds to Hsi-Ming Foundation. The fund was handed over to the government for safety and utilization, such as scholarship. The Rotary Club of Thailand was established under the call of Chairman Cheng Hsi-Ming when he started a new business overseas. It has also become a common bridge between Rotary Club of Thailand and Rotary Club of Taiwan. Chairman Cheng Hsi-Ming was also invited to serve as an overseas Chinese adviser to the Overseas Chinese Affairs Committee. Even when working abroad, Chairman does not forget about his hometown and enthusiastically participating in various overseas Chinese activities.

The company's second generation, General Manager, Cheng Yu-Hung also followed the Chairman's enthusiasm in participating in various public welfare activities. He has served as president of Bangkok Rotary Club Vibhavadi twice and participated in the creation of Udomsuk Rotary Club. He has also invited Thai local company Siam Makro Public Company Limited and Satien Stainless Steel Public Company Limited to subsidize of new stainless steel catering equipment to replace the old pots of Thai food vendors. This help ensure the food safety of public. We believe that we should do many good deeds and say good words and let the blessings be shared from one to ten, ten to hundreds and hundreds to thousands. Let more good things happen in the society.

企業勇於創新並累積多項專利，成立研究部門，開創新產品，擴大外銷市場，並根留臺灣。成立西明基金會，以推行鄉內急難救助金與獎助學金等，有助於提升台商在泰國形象，經營模式值得讚許。

Wire Master dares to innovate, it has accumulated many patents. It has established an R&D department to innovate products and expand export sales, while keeping its roots in Taiwan. It also established the Hsi-Ming Foundation to provide emergency financial assistance as well as student grants and scholarships in the township to help improve the image of Taiwanese businesspeople in Thailand. Its business model is worthy of praise.