



# 中譽精密壓鑄股份有限公司

C.Q.S PRECISION DIE CASTING INC.



cqs-tech.com.tw

中譽精密壓鑄股份有限公司(CQS)的C代表創新(Creativity)、Q代表品質(Quality)及S代表永續(Sustainability)；用創新的產品、超過客戶期待的品質與永續的精神為經營目標，並以此三項目標來體現公司的核心價值。

## 前進越南 深耕越南

張琇梅總經理於1999年選擇前進越南打拼，初期主要為貿易外銷至歐美、印度及東協市場為主。然而張總經理希望將自己所學的技術及經驗傳承並永續經營下去，於2001年與於夫婿戴勝裕先生，在越南成立CQS的生產製造工廠。

張總經理希望CQS能跳脫傳統產業的框架，未來將是以AI 與智慧製造為主軸，從創廠開始就提早佈局在製造產線中架設機械手臂，由2008年開始導入ERP管理系統，並於2010年開始將機械手臂由三軸升級成六軸。

更在2018至2019年間，投入約4億台幣採購由台灣研發的自動化設備，以一台機械手臂控制三至四台的加工及檢測設備，再將所有機台透過雲端系

統進行遠端監控及整合，讓管理階層能夠更有效率的執行管理並做出正確的決策，帶領著CQS成為更具有國際競爭力的企業。

## 穩紮穩打 永續經營

CQS對於品質及服務的堅持，使成為產業中多家國際知名品牌的重要策略夥伴，CQS明白為達到永續經營之理念必須改革，未來公司將投入更多心力經營自有品牌，從2012年透過與台灣的大學產學合作專案，共同研發、不斷創造突破，並持續優化屬於CQS經營精神的行銷策略管理，以達永續經營之目標。

## 與企業同行 攜手成長

企業的思維必須與時俱進，管理階層也必須透過不斷的進修提升專業能力。張總經理及戴董事長除了帶領著台籍幹部，一同參加國立高雄大學IEMBA碩士專班進修外，並不定時邀請海外的專業講師或證照輔導機構對公司內部不同國籍的員工授課。

張總經理以「錯中學，持續不斷改善」這段話激發員工們的潛能，鼓勵大家發想，不怕犯錯去做，才有成功的機會，且特別針對開發中國家的員工及幹部提升自我能力。

### 成功不是偶然 一定要伴隨不斷的努力與學習

回首過往23年的創業過程，歷經2008年美國金融風暴、2012至今仍未停歇的歐債危機與今年的新冠疫情，影響著張總經理最深遠的一段話為「機運偏愛準備好的心靈」，每一次的考驗老天爺都特別眷顧且留下一條活下去的機會，學會了謙卑的面對，公司內的經理及幹部也訓練出面對風險危機的化解，過程確實辛苦但一切值得。



董事長 戴勝裕 先生 Chairman : Mr. Sheng-Yu, Tai  
總經理 張琇梅 女士 General Manager : Ms. Hsiu-Mei, Chang

負責人：張琇梅

地址：同奈省，展鵬縣，胡奈三工業區，9號

電話：84-251-3983350

傳真：84-251-3981687

推薦單位：上海商業儲蓄銀行-越南同奈分行、安侯建業聯合會計師事務所

營業項目：鋁合金壓鑄、重力鑄造、模具開發與生產

產品名稱：鋁合金汽機車輪圈、卡車煞車系統、手工具機、農用車配件、機車零件

張總經理於2020年榮任越南企聯會的會長，因疫情期間須維持社交距離，為了讓所有企業有學習的機會，於是我們從2020年4月起開辦《跨國企業CEO 講堂》透過Webex meeting 及Youtube線上觀看，提供海外台商學習新知的平台，最高線上同步觀看人數超過580位。

### 以人為本 讓愛傳承

中譽認為所有的一切都是以『人』為出發，只有照顧好了人，才能藉由這群人去照護關懷社會，並傳遞分享進而將理念妥善的傳承下去。

對內，中譽提升工作環境與福利，主動協助有特殊狀況的員工家庭；對外，與台灣各大專院校產學合作，並成立獎學金制度積極投入國內人才開發。中譽也長期捐贈台灣及越南當地的孤兒院，並和家扶基金會合作提供貧困家庭及特殊需求兒童生活扶助。

對環境保護方面，中譽已取得ISO-14001環境管理系統及ISO-50001能源管理系統的認證，為企業提升能源績效，減少對環境的危害。

期許在未來的日子裡，中譽也努力做到包容性成長，除了照顧股東及員工利益外，也協助周邊弱勢團體及供應鏈共同渡過難關，2021年對台灣與越南的企業，都會是成長爆發的一年。

Owner : Hsiu-Mei, Chang

Address : No.9, Ho Nai Ind, Zne, Ho Nai 3 Hamlet, Trang Bom Dist, Dong Nai Prov., Vietnam. Zip Code 810000

Tel : 84-251-3983350

Fax : 84-251-3981687

Recommended by : The Shanghai Commercial & Saving Bank, Ltd-Vietnam Dong Nai Branch, KPMG in Taiwan

Business Items : Development and manufacture of HPDC & GDC products, tooling.

Products : Aluminum alloy motorcycle wheels 、 Air Brake System (ABS) for truck 、 Power tools 、 Spare parts of agricultural vehicle 、 Spare parts of motorcycle 、 Aluminum alloy automotive wheels



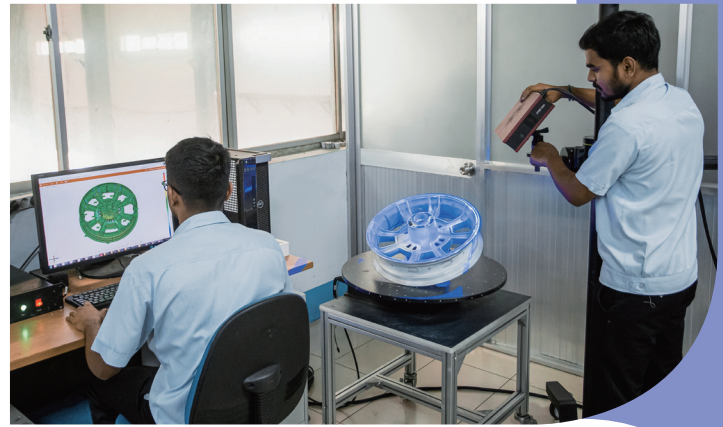
C.Q.S. Precision Die Casting Inc. (CQS) is a company which prides on “Creativity,” “Quality,” and “Sustainability.” With a focus on producing “creative” products, creating “quality” that surpasses the expectations of customers, as well as a mindset in “sustainability,” these three major focal points not only acts as our business philosophy, but also represents the core values of the entire company.

### **Moving Forward towards Vietnam, Becoming an Integral Part of Vietnam**

In 1999, Ms. Chang, Hsiu-Mei chose to head over to Vietnam to establish a presence. In early stages, the focus was primarily on exporting to the United States, Europe, India and other ASEAN markets. However, Ms. Chang hoped not only to pass on all the techniques and experiences she had acquired over the years, but wishes to create a sustainable business. Therefore, in 2001, accompanied by her husband Mr. Sheng-Yu Tai, Ms. Chang established CQS Manufacturing Plant in Vietnam.

Ms. Chang hoped that CQS could jump out of the framework of traditional industries, utilizing A.I and smart manufacturing as the main axis in the future. In fact, an early layout was already in place since the initial establishment of the plant, as evident from the installations of robotic arms in the production line. Along with the introduction of the ERP management system in 2008 as well as upgrading the robotic arms from 3-axis to 6-axis in 2010, CQS continues to strive towards absolute computerization.

Moreover, from 2018 thru 2019, approximately NT 400 million dollars was spent to procure Taiwan-developed automated system. Utilizing just one robotic arm station, it is capable of controlling 3 ~ 4 machining and inspection stations. Then, integration and remote monitoring is performed through the cloud system on all the stations, which allows the management level to more efficiently execute control functions as well as make the correct decisions, thereby leading CQS to become an enterprise with more competitive advantage on an international level.



研發部門 3D scanner1

### **A Step at a Time, Sustainable Business**

The insistence on quality demonstrated by CQS enabled itself to become an integral strategic partner for many well-known international brands within the industry. CQS understands that changes are necessary in order to achieve the philosophy of sustainable business. In the future, CQS will devote more effort into managing its own private brand. Since 2012, through the industry-academia collaboration projects with Taiwanese universities, CQS not only conducted joint research that continues to create breakthroughs, but also continually improves upon the business philosophy as well as marketing strategy management, thereby attaining the goal of becoming a sustainable business.

### **Grow Together with Enterprise**

The mindset of an enterprise must evolve with the changing times, whereas the managerial level must also continuously elevate its professional capabilities through the unending pursuit of knowledge. Aside from taking subordinates of Taiwan nationality to participate in the IEMBA program offered by National University of Kaohsiung, Ms. Chang and Mr. Dai also invites professional speakers or certified counseling facilities from overseas to conduct classes for the employees of different nationality within the company.

With the notion of “Learning from Mistakes, Achieving Continuous Improvements” serving as the basis, these words from Ms. Chang unleashed the full potential of her employees. Ms. Chang encourages everyone to start thinking and never be afraid of making mistakes, emphasizes that only by



生產線作業-PLT1 1650T Product line

doing so will there be a chance for success. Special attention is also given towards the employees and subordinates in developing countries, aiding them to elevate their own capabilities.

### **Success Does Not Come From Happenstance, It Must be Accompanied by Relentless Hard Work and Learning**

Looking back at the startup process in the past 23 years, CQS endured the financial crisis of 2008, the ongoing European debt crisis of 2012, and the COVID-19 outbreak of this year. A few words have deeply affected Ms. Chang, which is "Opportunity comes to those that are ready." In every challenge, God always leaves a path of survival, in which we have learned take on all challenges with a humble mind. Managers and department heads have all been well-trained to resolve any risk that may pose a threat. Although the entire process was difficult and challenging, such hardship was worth it.

In 2020, Ms. Chang was honored to helm the position of Chairman for Taiwan's Entrepreneurs Association in Vietnam. In order to offer learning opportunities to all enterprises while complying with the principle of social distancing during the pandemic outbreak, "Multinational Corporation CEO Forum" was initiated at the beginning of April in 2020. Through Webex meetings and Youtube channels, the forum provides a platform for Taiwanese merchants overseas to acquire new knowledge. The highest number of live online views reached 580 people.



福利措施-員工教育 Employee Benefit -Training

### **Starting with the Being Passing on Love**

The company firmly believes that everything starts with the "being," only when the being has been taken care of, then others can show care and concern for the entire society. In turn, such philosophy would be shared and passed down properly.

In terms of internal workings, the company has improved both the work environment as well as the benefits package, actively assisting families of employees with special needs. To the public, the company initiated industry-academia collaborations with multiple Taiwanese universities, establishing scholarship mechanism while keenly devoting to talent development within the nation. Additionally, the company continues to make donations to orphanages both in Taiwan and in Vietnam on a regular basis, as well as offering assistance to disadvantaged families and special needs children in collaboration with Taiwan Fund for Children and Families.

In the days to come, the company will continue to strive towards achieving inclusive growth. Aside from taking care of the benefits of stockholders and employees, the company shall also assist disadvantaged groups in the surrounding area and the supply chain to endure this difficult time. In 2021, for enterprises in both Taiwan and Vietnam, it shall be a year of maximum growth.

In regards to environmental protection, the company has acquired both the ISO-14001 Environmental Management System and ISO-50001 Energy Management System certifications, which aided the enterprise in elevating its energy performance while minimizing the harm to the environment.





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1. 福利措施-尾牙  
Employee Benefit-Year-End Party
2. 產品 Products
3. 卓越事蹟 - 高雄護老感謝狀  
Certificate of Appreciation
4. 卓越事蹟-輕金屬協會感謝證明  
Certificate of Appreciation



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## 綜合評語 Commentary

企業勇於創新求變，創立自有品牌，引用數位資訊化管理及注重綠能環保。在當地大幅投資，也不忘回台投資，促進台灣就業機會，並且熱心於台越慈善及公益事務，對台越經貿貢獻頗巨。

A business that dares to make changes and innovations, creates its own brand, implements management digitization, and urges green energy and environmental protection. While making huge investment in the host country, it never forgets to contribute to Taiwan to create job opportunities in Taiwan. It is also public-spirited in charity and social welfare in Taiwan and Vietnam and makes huge contributions to Taiwan-Vietnam economic development.