



株式会社 登豐商事

TOHO SHOJI Co., Ltd.



www.tohoshoji.com

登豐商事的營運方式展現出不同於日本商社的靈活性，以國際化的眼光洞悉市場先機，以日本商社的多樣化經營為目標，向日本國內各大廠商取得代理販售權，並透過海外人脈關係轉售給世界各國的企業。以雙向交流的貿易型式，在業界豎立起良好的口碑。

登豐的成長與開拓

創辦人陳五福先生於1989年留學日本，將大學裡所學到的豐田式管理經營學方式運用在其工作上，並於1998年成立登豐商事。登豐商事早期的業務以進出口家電通信機器等為主。

隨著世界經濟的飛躍，國際市場對金屬等原物料需求提升，公司開始成立金屬原物料部門，以基礎銅鋁原料、塑料原料、產業用電池原料等進出口，供應日本製煉廠商。隨著業務的擴充，之後也設立了不動產部門，在東京的繁榮地段建造出租大樓。伴隨公司發展逐漸穩定後，登豐商事為了建立更好的信用保證，也著手不動產和飯店業的投資經營，因而更加充沛了公司的資產。近年來由於世界各國的消費者偏愛使用日製藥妝品，登豐商事也開始代理販售藥妝化妝品的進出口。與此同時登豐商

開設了食品部門，從事洋酒紅酒、日本農產品、食品等進出口，並將台灣的農產品等引進日本，特別增設有定溫保管倉庫及報關物流等集團公司。

培養菁英員工 提供完善保障

在人力資源管理上，登豐商事採取少數菁英員工的策略，採用美式自由工作方式自我負責達成營業目標，對公司抱有榮譽感、使命感。並依照日本勞基法規定提供最完善的福利，保障員工的權益。

洞察先機 靈活應變 敏銳視野

登豐商事以信用為最大的基礎，取得ISO的國際認證，展現出不同於日本商社的靈活性。公司也正朝向多元化發展，把日本三菱、三井等大型商社公司的經營模式，作為公司未來經營發展方向的目標。

履行企業社會責任 協助台灣走向國際 取之社會 用之社會

在實踐企業社會責任方面，登豐商事向來不遺餘力，積極參與社會公益救助活動，以取之於社會用之於社會為理念。進一步展現企業社會責任，積

極援助僑校事業，並捐贈橫濱中華學院校舍重建，造福後世發揚中華文化！

在2020年的新型冠狀病毒爆發期，登豐商事立即購買口罩積極捐獻給各公家單位、慈善團體，亦提供給台灣駐日本代表處以轉贈給留學生。並捐贈五萬份口罩給東京都廳、川崎市、橫濱市等政府機關，讓日本人看到不一樣的台灣，展現在日台灣商社的良好風範。

座右銘

陳社長以明治維新時期西鄉隆盛的遺訓中（敬天，愛人）及格言（誠信，努力）定為自己人生的座右銘。抱存著盡人事聽天命、永保善心、赤子之



董事長 陳五福 先生
Chairman : Mr. Wu-Fu, Chen

負責人：陳五福

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推薦單位：台北駐日經濟文化代表處 文君妃、世界台灣商會聯合總會 施至隆、溫玉霞 立法委員

營業項目：家電通信機器、金屬基礎原料、塑料原料、藥妝品、食品酒類、不動產飯店投資經營

產品名稱：各類電腦製品(3C)、金屬基礎原料(銅、鋁)、塑料原料(PE、PP、ABS)、化妝品(Cure)、食品酒類(紅酒、威士忌、農產品等)建設機械等



辦公室全景 office interior

心，作為人生觀。無論是人生、事業，在發展的過程中都是筆路藍縷的，當然有平坦的道路，也會經歷蜿蜒曲折高低起伏的山谷。人必須作個有善念、有益於社會、有前瞻性的國際人，保有「取之社會，用之社會」的循環觀點！所謂天助、自助、人助，應該是企業成功的最大關鍵！

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Recommended by : Taipei Economic and Cultural Office in Japan、World Taiwanese Chambers of Commerce、Legislator Yu-Hsia, Wen

Business Items : Ome electronic appliances, Metal base materials, Plastic raw materials, Medical cosmetics daily groceries, Cosmetics, Food and Wine, Property business and Hotel investment management

Products : Different computer products (3C), Metal base materials (Copper, Aluminum), Plastic raw materials (PE, PP, ABS), Cosmetics (Cure), Food and Wine (Red wine, Whisky, Agricultural products, etc), Construction machinery etc

第22届海外台商磐石獎

The 22nd Outstanding Overseas Taiwanese SMEs Award



ISO認證 ISO certification

Toho Shoji Co. Ltd. demonstrates high flexibility as compared to most Japanese trading companies and has developed international insights into market opportunities. It acquires sales rights from big Japanese enterprises, and through its well-established connections with overseas trading partners, resells them to companies around the world. Toho Shoji has gained good reputation in the industry for its excellent trading records.

Business Performance

Mr. Chen, the founder of Toho Shoji, went to study in Japan in 1989. From what he had learned in university, which was Business Management following the Toyota model, he applied and utilised it in his business. Chen established Toho Shoji in 1998. In the early stages, the company focused on importing and exporting household electrical appliances and communications equipment.



不動産投資經營 Real Estate Investment Management

With the expansion of the world economy, in particular increases in the demand for metals and other raw materials in the international market, Toho Shoji established a metal raw materials division to import and export basic copper and aluminium raw materials, plastic raw materials, industrial batteries, etc., and supplied them to Japanese refineries. Furthermore, Toho Shoji started real estate division and constructed a rental building in a prosperous area in Tokyo. As the company developed gradually, it began to invest more in real estate and hotel businesses with an aim to build up its credibility. These moves have also increased the company's assets. In recent years, there has been a huge demand for Japanese made cosmeceutical daily necessities. Toho Shoji therefore expanded its business and acted as an agent for the import and export of these products. The company has also opened a food division to trade wine, Japanese agricultural products and food, and in particular the import of Taiwanese agricultural products to Japan.



卓越事蹟 Outstanding Performance

For this purpose, it has built a storage warehouse to keep products at a constant temperature, as well as developing its business in customs logistics.

Elite Staff Training and Provisions of Comprehensive Protection

In human resource management, Toho Shoji has adopted a strategy of employing a small group of elite staff members. The company follows the American style of a free and open working system to provide its staff with freedom and flexibility in order to cultivate their sense of pride and responsibility for the company. It takes care of their rights and interests by providing comprehensive welfare in accordance with the Japanese Labor Law.

Insights into Opportunities, Flexible and with a Keen Vision

Toho Shoji emphasises the importance of credibility. Different from most Japanese companies, it demonstrates high flexibility through the acquisition of the international certification of ISO. The ultimate goal of Toho Shoji is to develop towards diversification, by following the examples of big enterprises such as Mitsubishi Group and Mitsui Group.

Fulfil Corporate Social Responsibilities, Assist Taiwan to Go International, Take it from Society and Use it for Society

With respect to fulfilling social responsibilities, Toho Shoji has taken an active role in social welfare and disaster relief activities, with a strong belief that what is taken from the society should be used in the society. The company has further demonstrated its social responsibilities by actively supporting Chinese schools in Japan, such as donating to rebuild the Yokohama Chinese Academy. Toho Shoji aims to benefit future generations and carry forward the Chinese culture.

During the outbreak of COVID-19 in 2020, Toho Shoji immediately donated masks to various



1.金屬基礎原料 Metal Base Material
2.員工聚餐 Dine Together With Employee

parties and charity organisations. For example, it donated masks to the Taiwan representative office in Japan for distribution to foreign students. The company also donated 50,000 masks to the Tokyo Metropolitan Government, Kawasaki City, Yokohama City and other government organisations. By performing as a good model of a Taiwanese trading company in Japan, Toho Shoji hopes that these acts could also demonstrate to Japan the goodwill of Taiwan.

Motto

The motto of Chen is based on the teachings of Takamori Saigo during the Meiji Restoration, which is 'Respect Heaven and Love Others', and the maxim of 'Integrity and Diligence'. Chen's outlook on life is to try one's best in doing everything, be kind and with a pure heart. Life is full of ups and downs, whether it is about work or private life. We have to be kind, contribute to the society, and with a forward-looking and global mind. What is taken from the society has to be given back to the society. The key to success is through the help from heaven, oneself and others.



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- 1.夏威夷員工旅遊 Employee Trip in Hawaii
- 2.化妝品 Cosmetic
- 3.塑料原料 Plastic Materials
- 4.飯店投資經營 Hotel Investment Management
- 5.農產品 Agricultural Products

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綜合評語 Commentary

登豐商事展現不同於日本商社的靈活性，以國際的眼光，洞悉市場先機，搶先布局日本市場，積極參與當地社會公益活動，長期協助僑教事業，優良的企業形象，實屬企業界的典範。

A business that demonstrates flexibility different from general Japanese companies. It foresees market opportunities and makes advance deployment in the Japanese market through an international view, actively engages in local social welfare activities, and constantly assists with the education of overseas Taiwanese in Japan, setting an example in the industry with its outstanding corporate image.