



泰鼎電路(泰國)有限公司

Apex Circuit (Thailand) Co., Ltd.



www.apexcircuit.com

泰鼎電路(泰國)有限公司 Apex Circuit (Thailand) Co., Ltd.(以下簡稱Apex) 創立於2001年，主要產品為單面、雙面及多層印刷電路板，供消費性電子產品及車用音響使用。2006年引進國際化經營團隊並落實專業經理人制度，深耕泰國近20年，讓Apex成長為國際各大消費電子品牌大廠的指定供應商。

Apex的成立－東南亞第一大台資電路板廠/ 泰國第二大電路板廠

董事長王樹木先生於1989年隨政府南向政策，到泰國龍仔厝府設立單面印刷電路板廠，一路走來披荊斬棘，筭路藍縷，並於2001年在龍仔厝工業區成立Apex Circuit (Thailand) Co., Ltd.生產雙面板。2006年延攬EMS廠出身的周瑞祥先生擔任執行長，引進國際管理團隊拓展業務、提升製程技術、強化管理內涵。營運規模開始從年營收10億泰銖逐漸成長至今約120億泰銖，在此發展過程中也由於嚴格的西式管理要求，公司體質逐步獲得改善，王董事長於2011年獲經濟部青創會主辦之海外華人第20屆創業楷模殊榮，母公司泰鼎國際並於

2011年在台灣掛牌上櫃，2015年上市掛牌，成為第一家回台掛牌之泰國台商公司。Apex現已為東南亞電視、機上盒、辦公事務機等消費性電子產品電路板的第一大電路板廠。客戶遍及國際知名品牌如Samsung、Canon、Epson、Technicolor等，在中美貿易衝突下，益發成為國際品牌廠商青睞的電子零組件夥伴。

創新的管理方法

除投入業務、技術及品質等硬實力外，王董事長與周執行長花費許多時間及精力在塑造Apex的管理文化等軟實力上，定調Apex文化為「東方思維，西式管理」。Apex泰籍員工佔比超過98.5%，本著關懷員工及在地化的精神，積極任用優秀泰籍員工成為重要管理幹部。

Apex亦加強公司與員工個人及家庭之間的連結，將公司對員工及社會的關懷落實為實際行動，公司真心關懷員工，促使員工亦自發關懷公司落實在工作上，例如零失火活動，觸動員工家庭與公司的連結，激發員工創意規劃控管方式，以做到防患於未然。

Apex主要核心價值是信任，信任員工會把事情做好，也讓員工信任公司會盡到照顧及教育的責任。融合台灣、大陸的製造技術以及泰國樸實、感性的人性管理方式，在嚴格要求紀律的同時也給予員工足夠的關愛及理解，奠下Apex成長基石並創造出獨特的管理文化。

取之於泰 用之於泰

Apex在專業PCB製造本業中謀求卓越成就外，並積極善盡公益責任。Apex的社會回饋活動，包含慈善捐款、員工樂心捐血、提供盲人按摩工作機會、捐助生活用品予學校單位、醫療基金會及當地



卓越事蹟 Excellent deeds



寺院等。Apex主動照顧員工身心需求，讓員工在工作之餘，也樂於回饋社會，形成一個良善循環。

在生態保護及環保措施方面，Apex目標為「減少污染，提高資源使用效率，成為永續發展之企業」，除符合當地相關環保、安全與衛生法令規定，並以國際相關規範為標竿努力，Apex針對包括溫室氣體、製程廢液、印刷電路板廢料和廢水，建立明確的數量化績效指標進而推動持續改善，共同追求永續美好的社會。



董事長 王樹木 先生
Chairman :
Mr. Shu-Mu, Wang

執行長 周瑞祥 先生
CEO : Mr. Jui-Hsiang, Chou

負責人：王樹木、周瑞祥

地址：30/101, 102 MOO 1 SINSAKHON
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推薦單位：駐泰國台北經濟文化辦事處 石柏士
副代表、駐泰國台北經濟文化辦事處
高家富僑務組組長

營業項目：印刷電路板生產製造

產品名稱：雙面及多層印刷電路板

Owner : Shu-Mu, Wang、Jui-Hsiang, Chou

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Recommended by : Shi, Bo-Shi, Deputy Representative of the Taipei Economic and Cultural Office in Thailand、Kao Chia-Fu, Director of the Overseas Community Affairs Division of the Taipei Economic and Cultural Office in Thailand

Business Items: PCB Manufacturing and Sales

Products : Double-sided and Multilayer Printed
Circuit Boards



研發部門 R_D department

Apex Circuit (Thailand) Co., Ltd. (hereinafter referred to as Apex) was established in 2001. The main products of Apex are single-sided, double-sided, and multilayer printed circuit boards for consumer electronics and automobile audio used. In 2006, Apex invited an international management team and put a professional manager system in practice. After deeply cultivated in Thailand for nearly 2 decades, Apex has grown into the designated supplier of major international consumer electronics brand manufacturers.

Establishment of Apex-Southeast Asia's Largest Taiwanese-owned PCB Factory / Thailand's Second-largest PCB Factory

Chairman Wang, Shu-mu followed the government's southward policy in 1989 to set up a single-sided printed circuit board factory in Samutsakhon, Thailand. Chairman Wang has made a lot of progress since the humble beginnings and established Apex Circuit (Thailand) Co., Ltd. for producing double-sided PCB board. In 2006, Mr. Chou, Jui-hsiang, who came from an EMS factory, was invited to Apex as the chief executive officer. He invited an international management team to develop business, improve process technology, and strengthen management methods. The scale of operation has gradually grown from 1 billion baht a year in revenue to about 12 billion baht a year. During this development, strict Western-style management requirements gradually improved the company's physique. Chairman Wang was awarded by the Youth Innovation Association in 2011. The parent company Apex International Co., Ltd. was listed in TPEX in 2011 and listed in TWSE

in 2015, becoming the first Thai Taiwanese company to be listed in Taiwan. Now, Apex is the No.1 PCB manufacturer of consumer electronic products such as TVs, set-top boxes, and office MFPs in Southeast Asia. Its customers cover internationally well-known brands such as Samsung, Canon, Epson, Technicolor, etc. Apex has become the preferred electronic component partner of international brand manufacturers under the conflict of China-United States trade war.

Innovative Management Method

In addition to investing in the business, technology, and quality, Chairman Wang and CEO Chou have spent a lot of time and effort on shaping Apex's management culture and other soft practices, setting Apex culture to be "Oriental thinking with Western management". Thai employees of Apex account for more than 98.5%. In line with the care for employees and localization, Apex actively invites outstanding Thai employees into the important management team.

Apex has also strengthened the connection between the company and employees and their families and implemented the company's care for employees and society into practical actions. The company sincerely cares for employees and thus employees spontaneously care about the company's work. For example, Zero Fire Project has touched employees and connected their family and the company, inspires employees to plan and control their creativity to prevent problems before it happens.

Apex's core value is trust. Apex trusts employees will do things well, and let employees trust that the Company will take care and educate



生產線作業情形-Production line operation situation



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them. Integrating Taiwanese and Chinese manufacturing technologies and Thailand's simple and perceptual human-based management methods, while strictly demanding disciplines, it also gives employees sufficient care and solutions, laying the foundation for Apex's growth and creating a unique management culture.

Take it from Thailand, use it in Thailand

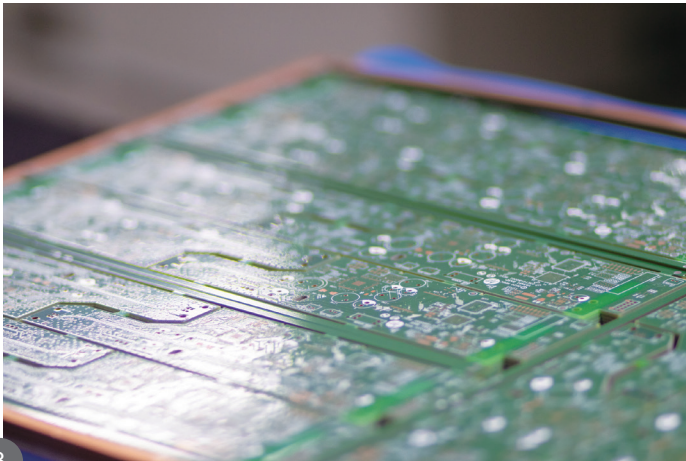
In addition to seeking excellence in the professional PCB manufacturing, Apex actively fulfills its corporate social responsibilities. Apex has worked hard on social activities which include charitable donations, blood donation, provide job opportunities for blind people to massage, and donations of daily necessities to school, medical

foundations and local monasteries. Apex initiatively takes care of the physical and mental needs of employees, making employees willing to contribute to society after work, forming a cycle of goodness. In terms of environmental protection measures, Apex aims to "reduce pollution, improve resource use efficiency, and become a sustainable enterprise." In addition to complying with relevant local environmental protection, safety, and health laws and regulations, and taking international standards as benchmarks, Apex has established clear key performance indicators for greenhouse gases, process waste, printed electronics, board waste, and wastewater to promote continuous improvement and jointly pursue a sustainable and beautiful society.



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福利措施 Welfare measures



- 1.福利措施 Welfare measures
- 2.卓越事蹟 Excellent deeds
- 3.產品 Products

綜合評語 Commentary

企業有別於同業，將產能集中在泰國，在地化管理制度優良，東方思維，西式管理，其運作管理卓越。設立獎學金、捐助物資、重視環保，可為表率。

Unlike other companies in the same industry, APEX centralizes capacity in Thailand and fosters an outstanding localized management system that integrates oriental thoughts with western management styles for optimal management. It also offers scholarships, makes in-kind donations, and practices environmental protection, setting an outstanding example of its kind.