






30<sup>th</sup> 國家磐石獎  
23<sup>rd</sup> 海外台商磐石獎

得獎企業專輯

The 30<sup>th</sup> National Award of  
Outstanding SMEs and the 23<sup>rd</sup> Outstanding  
Overseas Taiwanese SMEs Award



主辦單位  經濟部  僑務委員會  中華民國全國中小企業總會

執行單位  經濟部中小企業處  中華民國全國中小企業總會

協辦單位  關懷中小企業基金會  世界台灣商會聯合總會

第30屆國家磐石獎暨第23屆海外台商磐石獎

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第三十屆國家磐石獎暨  
第二十三屆海外臺商磐石獎紀念

茂猷績著

蔡英文



中華民國二〇年十一月

英文用箋

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精實展宏  
國家磐石

行政院長 蘇貞昌



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## 經濟部 部長賀詞



恭喜獲選本屆國家磐石獎和海外台商磐石獎的19家企業得主，感謝各家企業為國家經濟發展及社會所作的貢獻。「國家磐石獎」和「海外台商磐石獎」的選拔活動，迄今已邁入30個年頭，累積460多家企業獲獎，每一家企業都是在國內外各產業的企業尖兵，對國家與社會的卓越貢獻有目共睹，足堪作為全國中小企業的表率與學習對象。

目前我國中小企業約155萬家，占全體企業逾98%，其所僱用員工數達931萬人，占全國就業人口近81%，中小企業一直是臺灣經濟的中流砥柱，更是社會穩定的力量。

這兩年疫情對全球經濟的衝擊相當嚴重，也加速全球產業供應鏈的重組，改變世界經濟板塊結構和人類生活及消費型態，這一切都在考驗臺灣的經濟韌性，以及中小企業的適應能力。但在全國人民和政府共同攜手努力下，臺灣今年的經濟成長率預估有機會達到6.09%，將是11年來的新高，出口也連續16個月正成長。

政府相當重視中小企業的發展，在相關政策推動上，也將以中小企業為最優先的考量，持續協助中小企業體質強化與數位轉型，使中小企業得以永續經營，掌握契機朝數位化、智慧化、創新化邁進。

歷屆磐石獎所選出的卓越企業代表，他們一路走來經歷許多的考驗，也投入很多努力和心血，這些歷程和經驗都是值得全國中小企業學習，經濟部也將持續跟大家一起努力，期盼共同再創臺灣經濟新榮景。

經濟部 部長 王美花



## Congratulations from the Minister of the Ministry of Economic Affairs


I would like to congratulate the 19 winners of the National Award of Outstanding SMEs” and “The Outstanding Overseas Taiwanese SMEs Award.” Their ongoing contributions means a great deal to Taiwan’s economic development and society in Taiwan as a whole. Thirty years on, 460 companies have been crowned winners. These deserving winners are all leading companies in their respective industries in Taiwan and overseas, and with their extensive contribution to Taiwanese society, they serve as role models for all SMEs.

At present, there are about 1.55 million SMEs in Taiwan, accounting for 98% of all companies. With employment taking up 9.31 million people, which is over 81% of the country’s population, SMEs have always been regarded as a pillar of strength in Taiwan’s economic development and a force for social stability.

Amid the severe damage to the global economy caused by the pandemic over the past 2 years, the restructuring of the global industrial supply chain has also sped up, changing the economic structure as well as people’s lives and consumption habits around the world. This has posed as a major challenge to Taiwan’s economic resilience and the adaptability of SMEs. Thanks to the joint efforts of the people and government, Taiwan’s economic growth rate this year is expected to reach 6.09%, the highest in 11 years. In the meantime, exports have continued to grow for 16 straight months.

The government takes the development of SMEs very seriously, and they are given top priority when facilitating relevant policies. The government continues to support SMEs with the intent to improve their overall corporate strength and digital transformation. This approach helps these businesses grow sustainably and thus they are able to seize opportunities to move forward with digitization, intelligence and in an innovative manner.

These representatives of our top-notch companies have faced and overcome many challenges and have invested a lot of time and effort to make it this far. Their hard work and experience deserve to be recognized and all SMEs in Taiwan should learn from them. With the MOEA’s ongoing dedication to working together with these SMEs it is hoped that a new economic prosperity can be created in Taiwan.



Mei-Hua Wang  
Minister  
Ministry of Economic Affairs

## 經濟部中小企業處 處長賀詞



本屆磐石獎選拔在參選企業激烈角逐下，選出11家國家磐石獎及8家海外台商磐石獎企業，每家得獎企業均為各行各業的佼佼者，深具世界級競爭優勢，憑藉深厚的實力，與國際接軌，甚至成為國際上厲害的要角。

「國家磐石獎」自81年設立至今，30年來共表揚經營穩健且卓越的中小企業325家，而「海外臺商磐石獎」的選拔活動自88年舉辦迄今，已評選出來自20多個國家共136家海外臺商，藉由表揚活動，除感謝國內外各地企業的努力與貢獻外，也表達政府重視與鼓勵之意。

本年度得獎企業都有獨特值得學習之處，例如國家磐石獎第一家獲獎的餐飲服務業饗樂餐飲(Q Burger)，善用數位化管理讓餐飲服務再升級，台萬工業和芳德鑄鋁生產已全面智慧化，還有多家根留臺灣的企業得主，持續擴大投資臺灣，為臺灣盡一份心。

中小企業一直是推動我國經濟發展的關鍵動力，尤其中小企業高度的靈活和彈性，也讓臺灣在激烈的國際競爭中取得優勢。本處將持續致力營造中小企業優質發展環境，陪伴中小企業成長茁壯，讓大家無後顧之憂安心拚事業，也將帶領企業朝數位轉型邁進，持續強化中小企業數位能力，一起邁向智動化。

再次恭喜本屆所有獲獎企業，各企業在面對疫情和全球產業的轉變，仍不斷創新求變，一同為臺灣產業創新加值創造新方法，也讓臺灣在國際上能持續發光發亮。也感謝評審委員及推薦機構等，因為有你們今年的參與，磐石獎選拔得以圓滿順利，期盼得獎企業能秉持股實穩健的精神，持續深耕產業，再創事業高峰。

經濟部中小企業處 處長



## Congratulations from the Director-General of SMEA, MOEA

After the initial rounds of fierce competition, 11 companies up for the National Award of Outstanding SMEs and the 8 companies up for the National Award of Outstanding SMEs for Overseas Taiwanese Businessmen were selected as this year's winners. Each award-winning company is among the best in their respective industry with world-class competitive advantages. With strong capabilities that align with leading international companies, they have the potential to become important players internationally.

Since the "National Award of Outstanding SMEs" was established in 1992, over 325 SMEs have been recognized for their robust management and excellent performances. The Outstanding Overseas Taiwanese SMEs Award, established in 1999, has also recognized the dedication of a total of 136 overseas Taiwanese businessmen in over 20 countries. By praising the efforts of these companies, not only do we acknowledge their commitment and contributions to industry, but we also demonstrate how much the government regards and appreciates their hard work.

This year's winners all have their unique characteristics. For example: Q Burger, the first National Award of Outstanding SMEs winner in the food service industry, puts into good use digitalized management that is able to successfully upgrade service; while Marwi Group and Founder Aluminum have applied full "smartization" to their day-to-day production. Many other winners in Taiwan continue to expand their investments, making an effort for their home country.

SMEs have always been a crucial part in driving Taiwan's economic development. Thanks to their high degree of flexibility, Taiwan is able to stay ahead in the face of ferocious international competition. At the Administration, we will continue to create a quality development environment for SMEs to help them grow and allow them to do the best they can with peace of mind. At the same time, we will lead them towards digital transformation in order to enhance their digital capabilities and welcome the smart automation era.

We once again congratulate this year's winners. Faced with the pandemic and changes in the global market, these companies continue to adopt innovative new approaches enabling Taiwan's industry sector to develop and add value, allowing Taiwan to constantly shine internationally. We also thank this year's judges and the various scouting agencies for participating in these successful competitions. We hope that the winners this year will continue to work hard in their respective industries with their committed dedication to reach further business pinnacles.

Chin Tsang-Ho  
Director-General  
Small and Medium Enterprise Administration,  
Ministry of Economic Affairs



## 中華民國全國中小企業總會 理事長賀詞



這兩年疫情使得全球產業經濟和人們的生活方式產生了重大改變，但在政府快速應變和人民的共同努力下，我們讓世界看到臺灣的靈活及韌性。從日本東京奧運上獲得多項的好成績到經濟贏得11年來最好的成長績效，今年成長率預估可到6.09%，內需產業各項指標隨著疫情好轉陸續回升，臺灣做到了防疫第一，經濟成長第一，雙料冠軍。

目前最新資料顯示臺灣有超過155萬家中小企業，占全體企業將近98%，也有8成的就業人口在中小企業任職，中小企業對臺灣整體的經濟和就業發揮最大的穩定力量。

「國家磐石獎」和「海外台商磐石獎」是中小企業和台商最高榮耀。30年來，國內外共有2,100多家企業參選，僅僅只有461家企業獲獎，這也代表每個階段嚴格謹慎的評審，而得獎的企業分布於全球，無論在企業經營或國民外交上，皆有重要成就與貢獻，足以作為中小企業的學習標竿。

疫情顛覆了我們的想像，同時帶動企業數位轉型的急迫性，政府在紓困援助外，也積極推廣多項數位轉型政策，幫助企業度過難關。但對數位涵量不足的傳統產業與中小微企業，仍有一股期待，中小企業如何在這多變的世代，好好整合政府政策以投資未來，走出自己的路，這些改變是挑戰也是機會，我們也將持續做好中小企業與政府間的溝通橋樑。

最後，再次感謝各位委員的辛勞，也恭喜本屆獲獎的19家磐石獎企業，期盼各位莫忘初衷，在打拼之餘，仍秉持深耕臺灣精神，持續為社會盡一份心力。

中華民國全國中小企業總會 理事長

李育象



## Congratulations from the Chairman of National Association of Small & Medium Enterprises, R.O.C.

We have seen significant changes in global industry, the economy and the lives of ordinary people in the past 2 years as a result of the COVID-19 outbreak. Thanks to the government's quick response and the joint efforts of the people, we have shown the world Taiwan's flexibility and resilience. From excellent results at the Tokyo Olympics to the best economic growth in 11 years as Taiwan's annual growth is estimated to reach 6.09%. Industries reliant on domestic demand are gradually picking up as the outbreak eases. Taiwan has excelled not only in the prevention of the pandemic, but also in its economic growth.

The latest data shows that there are currently more than 1.55 million SMEs in Taiwan, accounting for 98% of all companies. With employment taking up over 80% of the country's population, this shows that SMEs account for a significant proportion of Taiwan's overall economy and employment.

The "National Award of Outstanding SMEs" and "Outstanding Overseas Taiwanese SMEs Award" are regarded as the highest honors for SMEs and businessmen in Taiwan. Over the past 30 years, only 461 companies have won the award out of the 2,100 nominated. This shows the uncompromising attitude of judges during evaluation. These award-winning companies located in different parts of the world, make important contributions in respect to business management and national diplomacy, deserving to serve as models for all SMEs.

While the pandemic has turned our lives upside down, it has also promoted company digital transformation. Not only has the government provided various aid packages, numerous digital transformation policies have also been initiated to help companies survive. Nevertheless, the future is still hopeful for traditional industries, SMEs, and micro-enterprises that possess insufficient digital content. These companies must integrate government policies and make investments for a better future in this changing generation. As these challenges are also opportunities, companies must find the path that best suits them. Furthermore, we will continue to serve as a communication bridge between SMEs and the government.

Finally, I would like to thank the judges for their hard work in making these competitions possible. Congratulations to the 19 award-winning companies, I hope that you will continue to uphold your original intentions and continue to make an effort for society.

Lee Yu-Chia  
Chairman

National Association of Small & Medium Enterprises, R.O.C.

## 溯源

### The Initiation of the Awards

民國81年(1992)，時任中華民國全國中小企業總會理事長李成家，為獎勵經營卓越的中小企業，創設並主辦第1屆國家磐石獎選拔及表揚活動，由經濟部指導，自第16屆起由經濟部和全國中小企業總會共同主辦，國家磐石獎是中小企業的最高榮耀。

民國88年(1999)，為表彰海外台商在世界各地經營成功之企業，舉辦第1屆海外台商磐石獎，由僑務委員會指導，以表揚海外台商的努力與貢獻。

In 1992, with the intention of recognizing outstanding SMEs, Li Cheng-Chia, the Chairman of the National Association of Small & Medium Enterprise with guidance from the Ministry of Economic Affairs (MOEA), established and organized the 1st competition of the National Award of Outstanding SMEs. After 16 years, the competition is jointly organized by the MOEA and the National Association of Small & Medium Enterprise and is regarded as the highest honor for SMEs.

In 1999, to acknowledge successful Taiwanese businessmen overseas, the 1st Outstanding Overseas Taiwanese SMEs Award was held under the guidance of the Overseas Community Affairs Council, aiming to recognize their efforts and contributions.

## 理念

### The Concept of the Award Statue

以中國古代天文科學文明結晶「渾天儀」演繹而成兩個圓之交錯造型；代表企業人追求成長及追求卓越之生生不息、永續經營之企圖。

中間3條直線代表產、官、學三方面的互相配合，提供中小企業從政府資源的運用、產業趨勢的分析與企業間的合作競爭，至經營診斷與績效提升之各項資源。同時亦是中小企業與經濟部中小企業處、中華民國全國中小企業總會3方面的緊密結合。

整體標誌中亦含有中華民國之「中」字及磐石獎之「石」字的抽象形於其中。

Two crisscrossing arches representing the pursuit of growth, continuous excellence, and sustainable operations of SMEs are designed according to the celestial globe, the treasure of astronomy in ancient China.

The three vertical lines in the middle represent the cooperation among the industry, the government, and academics to provide SMEs with government resources, industrial trend analysis, the competition among SMEs, and the resources for operation diagnosis and performance improvement. These three lines also represent the close cooperation among SMEs, the SMEA, and the NASME.

The overall CI appears in the form of the Chinese characters '中' as in '中華民國' (Republic of China) and the '石' as in '國家磐石獎' (National Award for Outstanding SMEs).

## 歷史沿革

## History

- 民國81年 創立國家磐石獎選拔活動，由行政院長頒獎，並舉辦成功經驗發表會，分享成功經驗。
- 民國83年 成立磐石獎聯誼會，專屬於得獎企業的組織，固定辦理交流活動，促進得獎企業的商機交流與策略聯盟。
- 民國84年 增加「前一年需無累積虧損」的參選資格，並於成功經驗發表會中，增加「得獎企業現場實地觀摩」行程，讓與會者有更深刻的體會。
- 民國85年 將參選資格中「企業創立時間需5年（含）以上改為8年」及增加複審「實地訪審」之評審作業，免費為參選企業做深入的企業診斷與分析。
- 民國88年 創辦海外台商磐石獎選拔活動，並同步與國家磐石獎聯合頒獎。
- 民國89年 增辦拜會政府相關單位，就經營環境與整體政策提供建言。
- 民國90年 總統陳水扁先生任期間均親臨頒獎典禮頒獎嘉勉。
- 民國92年 為因應新興產業的興起及產業生命週期的快速變化，將參選資格中企業創立時間需8年(含)以上，改為5年。
- 民國93年 為避免非經濟因素影響企業參選資格，將參選資格其中最近3年稅前及稅後均獲利，改為其中2年稅前及稅後均獲利。
- 民國97年 總統馬英九先生親臨頒獎典禮頒獎嘉勉。
- 民國98年 為鼓勵服務業參選，將服務業參選資格改為與製造業一致，統一為實收資本額在新臺幣8,000萬元以下者；或經常僱用員工數未滿200人者。
- 民國105年 總統蔡英文女士親臨頒獎典禮頒獎嘉勉。



## 歷史沿革

## History

- 1992 Established the National Award for Outstanding SMEs, with awards presented by the premier. Organized the presentation of the experience of success to share experience of success among SMEs.
- 1994 Established the Outstanding SMEs Award-Winner Clubs to organize exchange among winners and promote business exchange and strategic alliances among them.
- 1995 Added "no accumulative loss in the previous year" to the nomination requirements and presentation of experience of success. Added "onsite visit of award-winning SMEs" to the event for participating SMEs to have a better understanding of the success of winners.
- 1996 Amended the nomination requirement "nominees must be established for 5 or more years" to "8 or more years", and added "onsite interview" to the review to provide free in-depth operation diagnosis and analysis for nominees.
- 1999 Established the Overseas Taiwanese SMEs Awards and presented prizes at the same time of the National Award for Outstanding SMEs.
- 2000 Organized visits to related government agencies to make suggestions for the business environment and overall policies.
- 2001 Ex-President Chen Shui-Bian attended the prize presentation ceremony to present prizes and to encourage SMEs.
- 2003 Amended the nomination requirement "nominees must be established for 8 or more years" to "5 or more years" to cope with the rise of emerging industries and the rapid change of SME lifecycle.
- 2004 Amended the nomination requirement "profits before and after taxation in the past 3 years" to "2 years" to eliminate non-economic factors from affecting the nomination of SMEs.
- 2008 President Ma Ying-Jeou attended the prize presentation ceremony to present prizes and to encourage SMEs.
- 2009 Amended the nomination requirements of service industries to the same as that of manufacturing industries; the paid-in capital to below NT\$80 million; or regular employees less than 200 people to encourage the participation of service industries.
- 2016 President Tsai Ing-Wen attended the prize presentation ceremony to present prizes and to encourage SMEs.

2021  
*National Award of  
Outstanding SMEs*

30<sup>th</sup> 國家 磐石 獎

主辦單位  經濟部  僑務委員會  中華民國全國中小企業總會

執行單位  經濟部中小企業處  中華民國全國中小企業總會

協辦單位  關懷中小企業基金會

## 決審主委評審說明

主任委員 李世光  
工業技術研究院 董事長



「國家磐石獎」評審作業極為嚴謹，今年度雖受疫情影響，但在評審委員和工作團隊的努力下，整體的審查作業順利在10月初完成。本階段審核重點包含企業對整體經濟之貢獻與示範效果、經營績效足堪業界觀摩學習、優良企業形象足堪業界典範等；決審會議中除針對入圍企業之書面資料和徵信調查結果審核外，並依據初審全面實訪委員的評核報告綜合評分後，票選出今年得獎企業。

本屆共11家優秀企業從眾多參選企業中脫穎而出，產業領域包含數位資訊系統、自行車配件、餐飲服務、半導體設備、生技食品、機械設備、光學產品等，其中3家已成功接班，為跨代共管，每家得獎企業皆有其經營特色，對產業環境有高敏銳度，也促使其不斷創新求變。

感謝評審委員的全心投入，讓本階段訪審得以順利，再次恭喜本屆得主，通過層層的審查，獲得國家磐石獎殊榮，期盼所有獲獎企業都能持續發揮創新靈活的精神，積極地擴散成功經驗，引領全國中小企業向上成長，一同為臺灣產業打拼。



## Overview of Final Review from the Committee Chair

Committee Chairperson Chih-Kung Lee  
Chairman of the Industrial Technology Research Institute

The evaluation process for the National Award of Outstanding SMEs is conducted within a stringent framework and despite the impact of the pandemic, and thanks to the huge joint efforts of the judges and task force, the overall evaluation was successfully completed at the beginning of October. In this stage, the evaluation focused on the contributions and effect these companies have on the overall economy and whether their corporate image could be regarded as a leading example in the industry. In the meeting for final review, written information and credit checks of the finalists were reviewed and an evaluation report was compiled by the judges. On-site evaluation was also taken into account to give a comprehensive score for this year's winning companies.

This year, a total of 11 outstanding enterprises were selected from industries covering digital information systems, bicycle parts, food and drink services, semiconductor equipment, biotech food, machinery and equipment, and optical products. Among these enterprises, 3 have been successfully handed down to the next generation, becoming intergenerationally managed companies. Each winning entrant has their own specific business characteristics and high sensitivity to the industry, making them ambitious and constantly innovative.

We thank our judges for their dedication in successfully completing the interviews at this stage. We once again congratulate the winners for passing every stage of the competition with flying colors. We hope that each award-winning company will continue to work together for the common good of Taiwan's industry sector, continue to be flexible and innovative and promote their successful experience as a leading example to all SMEs in Taiwan.



## 初審實訪主委評審說明

主任委員 李成家

中華民國全國中小企業總會 榮譽理事長



國家磐石獎自民國81年舉辦第一屆以來，也走過30個年頭，歷年來經由各輔導服務機構、銀行及工商團體等單位所推薦參選的中小企業，至今也有365家深具發展潛力及代表性的企業經過層層關卡脫穎而出，透過本獎項的評選與肯定，獲獎企業形象不但隨之提升，也帶來產業發展之契機，更對全國中小企業的成長與轉型，發揮激勵與示範效果，對促進我國經濟發展，深具意義。

本階段初審實訪評審委員會邀集產官學具專業素養之專家學者擔任，針對所參選企業進行評審。今年因受疫情影響，第一階段透過視訊訪審方式，以兩大構面「企業整體經營績效評估」和「財務狀況」做全盤性審核；第二階段則現場實地訪審，針對企業經營永續性、成長潛力、經營穩健度和對臺灣經濟貢獻度等來做審核。二階段歷經數月的評審和共同討論後，以客觀的評選角度，表決推薦入圍決審的企業。

再次恭喜本次獲獎的11家企業，期許各位都能持續以大帶小的精神為社會盡一己之力，也特別感謝所有初審實訪評審委員的辛勞，讓本屆磐石獎活動能順利圓滿。



## **Overview of Initial Evaluation visits from the Committee Chair**

Mr. Lee, Chen-Chia Honorary Chairman  
National Association of Small & Medium Enterprises, R.O.C.

Since the National Award of Outstanding SMEs was first held in 1992, over 365 outstanding SMEs recommended by service organizations, banks and industrial and commercial organizations have been chosen as winners over the past 30 years. By participating in this competition, not only will the reputation of these winning companies increase, but opportunities for industrial development will also emerge. The award also acts as encouragement and can project a positive effect on the growth and transformation of Taiwan's SMEs, driving Taiwan's economic development.

For the first stage of judging, experts and scholars with related professional qualifications from within industry, government, and academia were invited to evaluate the candidates. Due to COVID-19, the first stage of the evaluation was carried out through video interviews, focusing on "overall business performance evaluation" and "financial status." For the second stage, judges visited the companies with their focus on business sustainability, growth potential, stability of operations, and the degree of contribution to Taiwan's economy. After months of evaluation and joint discussions, the finalists were selected objectively by the judges.

We congratulate these 11 winners and hope that they can make a positive contribution to society and use their experience to lead other small companies by example. We would particularly like to thank our judges in the preliminary round. Without them, this year's competition would not be possible.

# 北祥科技服務股份有限公司

Pershing Technology Services Corporation



從科技的終端用戶到成為科技服務的供應商，歷經近40年的資訊產業變革，深知市場的需求與脈動，北祥始終秉持著從使用者視角，運用豐沛的產業知識與專業技術，以有別於市場競爭者的單向規劃、價格競爭的推銷式模式，以企業資訊策略夥伴為出發點，採用顧問式服務協助幫助企業客戶打造IT新視代科技策略藍圖。

## 秉持初心 以「實」引領前行

資訊市場是不停一直快速進步，每隔數年皆會經歷一次轉型變革。北祥由創辦人陳達雄先生於1982年成立，最初從代理IBM產品、證券應用系統及資訊設備維運服務等，穩扎穩打不斷耕耘，藉由準確的市場策略與技術部署，於2006年成立技術研發部門跨入金融資訊科技領域，陸續開發出多樣化自有解決方案，如金融前臺業務整合平台、數位銀行系統、行動網銀等，運用科技讓金融服務變得更融入日常生活中；與NCR合作推出VTM(視訊櫃員機)服務，提供一周七天，每日14小時的遠端客服連線服務，打造不間斷的金融服務，幫助金融客戶持續創新與提供優質服務。

## 累積技術實力 迎接ABCDE科技浪潮時代

除深耕金融資訊科技外，另一方面為迎戰智慧浪潮，由時任副董事長的陳欽祥先生創立策略创新中心，選定人工智慧、大數據與雲端科技為北祥的下一個戰略地圖，於2018年推出「北祥智慧服務機器人-嗨寶」，運用人工智慧技術與顧問式服務，幫助企業客戶建置專屬服務機器人，從出勤查詢、企業福利、場地預約、會議自動排程等優化服務流程，大幅提升員工工作效率。智慧機器人同時也運用在對外客戶服務上，幫助消費者從產品諮詢、預約服務、售後維修等皆能在線上快速完成，成效斐然，幫助客戶有效提升服務效率。

更於2020年推出北祥中小企業數位轉型服務，以「設計思考」與「數據思考」，透過產業洞察與異業合作，結合北祥的資訊科技背景與數位生態，協助中小企業建立起真正落地的數位轉型解決方案，實現提升企業數位未來。

藉由不斷的研發技術與資源投入，轉變組織型態以OneCompany的形式，積極轉型擁抱新科技，同時透過以「客戶的客戶」這樣的使用者角度出發，不斷提升市場競爭力。

## 永續經營 二代接班

近年永續經營已是臺灣企業面臨的普遍議題，面對此一課題，創辦人陳達雄先生早在2012年便開始佈署相關計畫，透過制定3年計畫確立未來方向與營運目標，幫助北祥於2018年順利交棒，由陳欽祥先生擔任董事長。

穩健的文化是北祥的基石，隨著市場快速更迭，企業的成長須與時俱進，陳欽祥發現北祥需要為永續經營做更大的努力與調整，現階段的科技服務也不再是單打獨鬥就可以完成的服務，客戶的需求皆是不斷變化且多面向的。從最一開始僅想單純的官網改版、型錄更新，待真正投入後發現，不僅僅的是視覺優化，從整體網站設計、客戶旅程甚至是企業識別系統皆有很大的進步空間。當下即招開經營會議，成立相關專案執行小組，聘僱品牌專業顧問公司，多元管道訪問員工、合作夥伴及競爭分析，將北祥的企業識別系統、企業名稱、企業文化、產品梳理等多組成構面，延續舊有的「實」文化，於2020年於名稱中加入「科技服務」的全新品牌面貌，以「科技有腦・服務有心」為出發點，期以將冰冷的科技透過有溫度的服務，透過與客戶共創的模式，建構科技夥伴生態圈，打造友善的資訊解決方案，一起幫助臺灣中小企業能更進一步運用科技，讓智慧生活更靠近。



卓越事蹟  
Outstanding Achievements

董事長 陳欽祥 先生

Chairman : Mr. Sean Chen



[www.pershing.com.tw](http://www.pershing.com.tw)



負責人：陳欽祥

地址：台北市內湖區文湖街18號2樓

電話：02-26581910

傳真：02-26581920

推薦單位：台北市進出口商業同業公會

營業項目：致力提供前瞻的科技服務，經營範圍涵蓋人工智慧、大數據、雲端、金融科技及IT基礎建設等領域

產品名稱：科技：金融科技、智能商務、數位辦公；  
服務：資訊顧問、IT基礎建設、維運管理；  
產品：自主開發、產品代理；解決方案：金融科技整合、基礎建設虛擬化、企業資料保護、IT管理自動化、AAA等級資料庫、辦公室數位轉型

Owner : Sean Chen

Address : 2F., No. 18, Wenhu St., Neihu Dist., Taipei City 114, Taiwan

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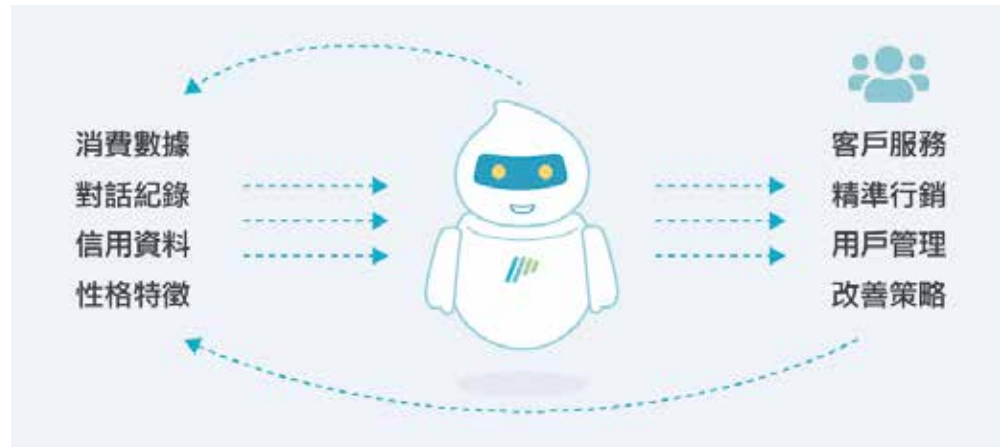
Recommended by : Importers and Exporters Association of Taipei

Business Items : PTSC is committed to providing forward-looking technology services.

Products : Technology : Fintech 、 AI Business 、 Digital Office ; Service : IT Consultant 、 IT Infra 、 Maintenance Management ; Product : Self-development 、 Product Agent ; Solution : Fintech Integration 、 Infrastructure Virtualization 、 Corporate Data Protection 、 IT Management Automation 、 AAA Level Database Construction Service 、 Digital Transformation



聰明的嗨寶，協助企業  
建立數據資料  
Smart Hi-Bao to help  
companies build data



### **National Award of Outstanding SMEs – Pershing Technology Service Co., Ltd.**

After nearly 40 years of reform in the technology and information industry, PTSC prides itself on professional awareness of market needs and trends, from end users to being a trusted provider for technology services. Pershing has always looked at the industry from the user's perspective, utilizing abundant industry knowledge and professional technologies to differentiate itself from one-way planning and price competition of market competitors. We take corporate information strategic partners as the starting point for all operations and adopt consulting services to help corporate customers create a blueprint for forward-thinking IT technology strategies.

### **Uphold our solid foundation and lead the way with a practical approach**

The ever-evolving and advancing information market will undergo a transformational change every few years. Pershing was established in 1982 by the founder Mr. Chen Daxiong. Initially, he worked steadily as an agent for IBM products, securities application systems and information equipment maintenance services. With accurate market strategies and technical deployment, Pershing established technology research and development in 2006. The department entered the field of fintech, and successively developed its own diversified solutions, including financial front end business integration platform, digital banking system, and mobile online banking, using technology to make financial services more

integrated into daily life. Pershing cooperated with NCR to provide VTM (Video Teller Machine) service, offering 14-hours-a-day remote customer service connection service, 7 days a week, to create uninterrupted financial services and help financial customers continue to innovate and provide quality services.

### **Accumulate technical strength to meet the era of ABCDE technology wave**

In addition to firmly establishing itself in the fintech industry, the then Vice Chairman Chen Qinxiong established the Strategic Innovation Center (CSI) and selected artificial intelligence, big data and cloud computing as Pershing's next strategic step. In 2018 CSI launched "Pershing's Smart Service Robot – Hibao," using artificial intelligence technology and advisory services to help corporate customers build exclusive service robots, optimizing the service process from attendance inquiry, corporate welfare, venue reservation, meeting automatic scheduling, etc., as well as greatly improving staff productivity. Smart robots are also used in external customer service, helping consumers to quickly complete online product consultation, reserve service, after-sales maintenance, etc., with remarkable results, helping customers effectively improve service efficiency.

In 2020, Pershing's digital transformation service for SMEs was launched, with "design thinking" and "data thinking," through industry insights and cross-industry cooperation, combined with Pershing's IT background and digital ecology. It is the aim of this service to assist SMEs on their journey



台北市進出口商業同業公會冬季捐贈儀式  
Winter Donation Ceremony of Importers and Exporters  
Association of Taipei

to digital transformation as they work to achieve the enhancement of the enterprise's digital future.

Through continuous R&D technology and resource investment, the organization has aligned its numerous departments with the mentality of "OneCompany." Pershing actively transforms and embraces new technologies. Simultaneously striving to continuously improve market competitiveness through the perspective of users, never forgetting about the "customers of customers."

### **Sustainable management, second generation succession**

Sustainability has been a common issue faced by Taiwanese companies in recent years. In the face of this issue, the founder Mr. Chen Daxiong began to deploy related plans as early as 2012. He established a three-year plan to establish future directions and operational goals. In addition, he helped to smoothly hand over Pershing's baton in 2018, as Mr. Chen Qinxiang took the mantle as the chairman of the board.

A stable culture is the cornerstone of Pershing's success. With the rapid changes in the market, the growth of the company must keep pace with the times. Chen Qinxiang found that Pershing needs to make greater efforts and adjustments for sustainable operations. At this stage, technology services are much more comprehensive. For services that can be completed by individuals, the needs of customers are constantly changing and multi-faceted. From the very beginning, Mr. Chen aimed



1.B棟辦公室研發部門  
R&D Department in Building B Office



2.電腦設備與維運服務  
Computer Equipment and Maintenance Services

to simply revise the official website and update the catalog. After real investment, he discovered that besides visual improvements, there was a true opportunity for overall website upgrades, customer journey experience, as well as the corporate identity of the company. He promptly initiated business meetings, set up relevant project execution teams, hired brand professional consulting companies, communicated with fellow employees, partners and engaged with competitive analysis through multiple channels. The process resulted in a combination of Pershing's corporate identification system, corporate name, corporate culture, product sorting, etc. While keeping the "practical" foundational roots of the culture, "Technology Service" was added to the company's name in 2020, with the slogan of "Smart Technology, Passionate Service," making the switch from lifeless technology interactions to service that is warm, personal, and customized. With a focus of co-creation services with customers, Pershing continues to build an ecosystem of technology partners, creating friendly information solutions, and help Taiwan's small and medium enterprises to further use technology to bring a smarter tomorrow closer.



1. 「22K團隊徒步遠征挑戰」 Pershing completed "22K Team Walking Expedition Challenge"
2. 清大產學合作發表會 National Tsing Hua University Industry-University Cooperation Conference
3. 榮獲教育部體育署「運動企業認證」 PTSC won the "Sports Enterprise Certification"



## 綜 | 合 | 評 | 語 Commentary

北祥科技擁有專業研發團隊，導入ISO27001三年計劃，除對既有大型客戶提供更優質加值服務外，也協助中小企業做數位轉型，以模組化方式，提供深度顧問服務，其成立策略創新中心，以ODC服務整合臺灣經驗，開拓台商國外市場，老中青接班團隊，形塑保守穩定中成長的新公司文化，值得學習。

PTSC has a professional R&D team in place with an ISO 27001 three-year plan already implemented. In addition to providing top-notch value-added services to existing key customers, PTSC also assists small- and medium-sized companies in digital transformation by offering in-depth consulting services with its modular system. The Strategy and Innovation Center established by PTSC integrates Taiwan's experience with ODC services helping expand foreign markets for Taiwanese businessmen. The team at PTSC, made up of people of all ages, has shaped a new company culture. This has helped the company grow in a stable and conservative manner, and has fashioned many lessons well worth learning from.





# 台萬工業 股份有限公司

Marwi Group



台萬工業於1983年由白政忠董事長一手創立，主要以生產自行車踏板、座墊及相關自行車零組件為主，與一般自行車零組件業者專以代工不同，台萬是少數集製造、品牌、通路於一身的自行車零組件業者。也因過往市場端的著墨，台萬看到在價格競爭以外，更重要的關鍵競爭力，進而讓台萬敢於大膽投資智慧工廠，踏上品牌創新與數位轉型之路，為迎接下一波自行車風潮再起做準備。

## 以穩定的品牌訂單支持數位轉型

談起數位轉型，台萬工業很早就在思考導入各種半自動化的模組來輔助生產流程，降低成本，但這些仍然無法抵擋當時中國的低價競爭威脅，為了優化流程，在2008年即在台灣及印尼廠區率先導入ERP企業管理系統，並使用VPN海底電纜系統連接，讓兩地的生產資訊同步，滿足大量生產的訂單。後來因為接觸歐洲市場，讓台萬工業看見了一群重視品質的高端客戶，於是在1998年成立Marwi Group，拿下超過百年的UNION品牌與多國的銷售通路，踏上品牌之路。

推動數位轉型近8年，不敢說100%成功，但應有達到80%的目標，關鍵是經營者要有轉型的決心，簡單

來說，決策者和執行者，必須是同一人。沒有一個方法可以走一輩子，不論是數位轉型、或是智慧製造，面對最新局勢，唯有不斷修正，才能持續進步，也正因为白董事長的堅持，才讓台萬能走出自己的路。

## 短鏈供應 即時服務

為就近服務市場，Marwi集團在荷蘭鹿特丹設置Just In Time的即時供貨系統，提供高效率的物流中心，由西、北歐至南歐48小時，東歐、UK 72小時內完成即時供貨的服務。台萬的藍圖，是建立一個智慧決策平台，能夠完全串接生產端與銷售端的資訊，並把決策過程數位化，以傳統營運模式來說，中間經過多道程序，會把戰線拉的太長，但透過平台，未來需求一有變動，就能夠做出即時性決策與彈性調動，包括在工廠端調整產線，或是APS系統最佳化排程。

Marwi集團為全球最大踏板製造廠商之一，擁有超過五個國家的製造產線及辦公銷售據點，有台灣、荷蘭、印尼、捷克以及德國。在關稅部分，印尼屬東南亞國家聯盟，因此與其他國家相比印尼更享有優勢的關稅，臺灣到歐盟進口關稅為4.7%、東協到歐盟為1.2%。

右：董事長 白政忠 先生 左 / 總經理 白亞卉 女士  
 Right : Chairman Mr. Patrick Pai  
 Left : General manager Mrs. Coco Pai



[www.marwi.com.tw](http://www.marwi.com.tw)

負責人：白政忠

地址：437台中市大甲區重義三路56號

電話：04-26881234

傳真：04-26882141

推薦單位：立法院副院長辦公室、台中市政府、  
臺灣自行車輸出同業公會、財團法人自行車  
暨健康科技工業研究發展中心、臺灣中  
小企業銀行

營業項目：高階自行車零組件設計研發、生產製造及  
全球行銷

產品名稱：高階自行車踏板、坐墊、健身車踏板、坐  
墊、傳統自行車踏板、坐墊、吊耳、其他  
零配組

Owner : Patrick Pai

Address : No. 56, Chongyi 3rd Rd., Dajia Dist., Taichung  
City 437, Taiwan R.O.C.

Tel : 04-26881234

Fax : 04-26882141

Recommended by : Taichung City Government、Taiwan  
Bicycle Association、CYCLING & HEALTH TECH  
INDUSTRY R&D CENTER、Taiwan Business Bank  
Co., Ltd.

Business Items : We design, develop, and manufacture  
high level bicycle components for global marketing

Products : Pedals, saddles for high level / exercise /  
traditional bicycles, hangers, and other

## 堅持品質 全員參與 持續改善 客戶滿意

因應全球市場對品質的要求，與接軌國際所需要的認證規範，於2018年通過ISO 9001: 2015企業品質管理系統，備有完善ISO-4210可靠度驗證設備；所生產產品取得德國TUV實驗室認證；訂定有害物質管理系統，符合國際法規REACH、PAHs、RoHS。同時，台萬工業現階段也正在導入ISO 17025實驗室品質管理系統，嚴格做好品質把關，確保提供之產品符合客戶需求。

並於2018年啟動產業轉型，在研發面向掌握創新設計、模擬分析與產品開發驗證能力；製造生產面建置AI視覺辨識全自動踏板產線，塑膠射出產線IoT機聯網、鋁合金台身機械手臂自動壓鑄、CNC全自動加工機、精密無心研磨機等，提高產業自製縱深。

## 堅守永續經營並且創新價值

企業傳承的目的不只是永續經營而且要創新價值，過往39年來，實現白正忠董事長所提倡的『說我所做，做我所說』言行一致，創立優良的信譽與服務（坦白、正直、忠誠），期望同仁相互扶持貫徹公司政策，『不忠不能共事；不孝不能為友』，一起打造幸福企業，共同走向台萬訂定目標。



卓越事蹟 Achievement Awards





發明專利檢索彙報 Patents Search Report Meeting

Marwi Taiwan Industrial Co., Ltd., founded in 1983, is a manufacturer primarily focusing on bicycle pedals, saddles and their accessories. This brought Marwi to become one of the few OEM manufacturers in the bike industry that have their own brands, market channels, and production. In order to be ready for the next wave of bicycle trends, Marwi also embarked on the road of brand innovation, digital transformation, and investing in an intelligent plant, to hold the key of competitiveness besides price competition.

### OBM order sustain Digital Transformation

When it comes to digital transformation, Marwi has been planning to introduce a variety of semi-automated equipment to improve production and to reduce costs, but this still cannot withstand low price competition from China. In order to satisfy increasing market demand, both ERP and VPN submarine communication cables were introduced in Taiwanese and Indonesian production sites. After this, Marwi had some high quality demanding customers in Europe. Hence, Marwi Taiwan and UNION, a one century history brand in Germany, formed a joint venture to found Marwi Group in 1998. Since then Marwi Group with UNION's advantages of sales channels over a century in multiple countries has started the journey of own branding.

Marwi Group has been promoting digital transformation for nearly 8 years. It may not have been a 100% success, but it at least reached the



1、2.危害鑑別、風險管理評估技術教育訓練  
Education & training on hazard identification and risk management assessment technology

80% goal. The key is entrepreneurs must have the determination to transform. In brief, the decision-maker and the executor must be the same person. No single method works forever. No matter whether digital transformation or intelligent manufacturing, only continuous corrections can make continuous progress.

### Short Supply Chains

In order to reduce potential higher overheads and benefit customers, Marwi Group has set up a JIT (just in time) supply system in Rotterdam, the Netherlands, to provide highly efficient logistics services within 48 hours throughout Western, Northern, and Southern Europe, and also covering Eastern Europe and the UK within 72 hours.

Marwi's business blueprint is to build an intelligent decision-making platform that consolidates both production and sales data to a



自動化手臂機器 Robotic arms

single repository shared by the entire organization. Traditionally, this data is distributed across several legacy systems, poorly connected or not connected at all. By this platform's APS (Advanced Planning & Scheduling) system, the organization can react and respond immediately, including production plan adjustment.

Marwi Group is one of the largest bicycle pedal manufacturers in the world, which owns three production sites: in Taiwan, Indonesia and the Czech Republic, and also offices in the Netherlands and Germany to provide marketing and technical services respectively in Europe. Compared to Taiwan and other countries, products exporting from Indonesia enjoy import tariff benefit in Europe as it is the member of ASEAN, the Association of Southeast Asian Nations. The import tariff from Taiwan to the EU is 4.7%, and from Indonesia to the EU it is 1.2%.

### **Perfection Devotion Reformation Customer Satisfaction**

In order to respond to the quality requirements and the certification standards of the global market, Marwi achieved ISO 9001:2015 certification in

2018 and is equipped with ISO-4210 reliability verification equipment; all the products obtained the German TUV laboratory certification; and established a hazardous substance management system in compliance with REACH, PAHs, and RoHS. Meanwhile, Marwi is currently introducing the ISO 17025 laboratory quality management system to strictly control the quality to ensure that the products meet customer requirements.

Marwi initiated industrial transformation in 2018, and continued with innovation design, simulation analysis and product development verification capabilities; AI image-recognition with automatic pedal production line; plastic injection production line with IoT network; robotic automatic die-casting; CNC automatic machine; centerless grinding machine, etc., to extend production capabilities.

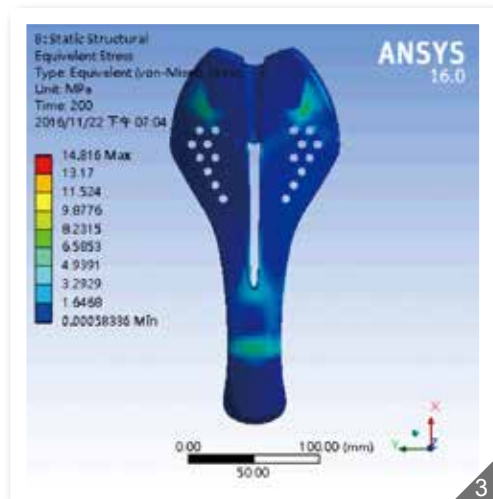
### **Innovating for Sustainability**

The purpose of corporate inheritance is not only sustainable operation but also value innovation. In the past 39 years, Marwi has fulfilled the motto "say what I do, do what I say," been consistent in words and deeds, creating excellent reputation and service (honestly, integrity, loyalty), and wishes for all employees to support and implement the company's policy and mission, to build a happy enterprise and achieve the goals together.



吊耳自動包裝線  
Automated Gear Hangers packaging Line





1. 高階主管共識營 Consensus Camp for top managers
2. 自行車踏板、坐墊、車燈 Pedals, Saddles, Bike Lights
3. 坐墊壓力感測測量 Measurement of Saddle pressure sensor test



## 綜 | 合 | 評 | 語 Commentary

台萬工業擁有自有品牌，重視研發，透過智動化生產達到少量多樣高品質客製化模式，並提供客戶 Just in time 即時供貨與短供應鏈之服務。根留臺灣，新廠建置添購 100%國產設備，且具備智造低碳及關鍵技術優勢，透過數位工具及流程再造以降低成本，足以作為傳統產業之借鑒與學習。

Marwi Group boasts its own brand and places great emphasis on R&D, achieving a high quality of customization with small quantities over a variety of products. The Group also provides customers with Just In Time supply and short supply chain services. Marwi Group is a fine example for traditional industries with its strategies of keeping talent in Taiwan, building new plants, and procuring 100% Taiwanese-made equipment, as well as reducing costs through digital tools and business process re-engineering.



# 奇鼎科技 股份有限公司

CHYI DING  
TECHNOLOGIES CO., LTD.



奇鼎科技自2003年創立以來，長年深耕於半導體/光電產業，提供高精密製程環境控制設備給國內外各大廠，大幅提升其製程良率和效率。主要產品有高精密製程環境控制設備、化學汙染物解決方案、製程環境整合、節能服務和無塵室工程建置。

## 突破外商壟斷 高階製程微控技術先驅

半導體產業雖為台灣的經濟命脈，然而幾乎所有的關鍵製程設備，包括曝光機、塗佈機，以及周邊搭配的環境控制設備，皆掌握在國際大廠

手中，本土廠商幾無涉入供應鏈的機會，而鄭智文董事長有感於此，土法煉鋼研發出溫控最精準( $\pm 0.01^{\circ}\text{C}$ )的設備，帶領奇鼎科技突破外商壟斷的局面。

歷經不斷的改良，奇鼎終於在2007年成功賣出第一台國產化設備給南部光電大廠，改變國外壟斷的情況，時至今日，奇鼎仍為兩岸唯一有能力將溫控設備做到 $\pm 0.01^{\circ}\text{C}$ 的廠家。為了給客戶更好的品質與售後服務，奇鼎新建2,700坪廠房於2021年落成，並於同年順利公開發行，奇鼎將以上櫃為目標，做到長期永續經營。

## 與國際大廠結盟 產品銷售全球

奇鼎以精密度高達 $\pm 0.01^{\circ}\text{C}$ 、相對溼度 $\pm 0.5\%$ 、潔淨度ISO Class1，又能監測與控制AMC(氣態分子汙染物)，讓各種精密製程環境穩定而受客戶青睞。客戶包含全球最大晶圓代工廠、最大封裝測試廠、同時是世界最大半導體設備商指定供應商，可謂把冷凍空調應用做到極致的隱形冠軍。



新廠動土典禮 New factory groundbreaking ceremony

除了掌握關鍵溫控技術，奇鼎有別於以往只對終端客戶直接銷售，亦會與國際製程設備商策略結盟，將設備提供予他們，再由製程設備商銷售給客戶，目前已藉由此方式成功導入歐、美、日供應鏈，開展創新的合作模式。

## 防疫與空汙防治並行 回饋員工及鄉里

從2014年的高雄氣爆到2021年的新冠肺炎，奇鼎皆發揮所長，捐贈空氣品質監測車和光氧淨味除菌機給政府單位和機關學校，為氣爆防治與台灣防疫盡一份心力。除了定期捐贈物資給育幼院和家扶中心，奇鼎也安排技職課程給家扶中心上課，授人以魚不如授人以漁。

在公司內部方面，奇鼎落實品質控制及環境保護，目前已通過ISO 9001、ISO 14001及ISO 45001的認證。人事教育訓練採用E-learning，將課程影片分級，同仁透過自行觀賞影片，循序漸進學習，再考試晉級。設有育兒津貼、認股分紅、旅遊補助等多項福利措施，對於提供良好的工作環境不遺餘力。

## 放手讓員工嘗試 公司內部創新風氣興盛

回想起創業歷程，鄭智文董事長表示，初期耗費八年只賣100台設備，如今僅花六年時間就賣出1,000台，並導入歐、美、日供應鏈，將公司營運到百人以上的中小企業規模，也算是苦盡甘來。

鄭董事長最常鼓勵員工「一定要實作，失敗了就嘗試下一個，歸納成know-how，最後轉換成應用。」他放手讓部屬勇於嘗試，只要能有所收穫，即使多繞點路也值得，致使公司內部創新風氣興盛。

奇鼎的願景為「為全世界最精密製程提供最佳的製程環境；並協助企業及國家達成碳平衡。」有鑑於此，奇鼎投注大量資源研發更高規格的設備，並致力為客戶規劃廠務節能方案，追求企業與環境的永續發展。

董事長 鄭智文 先生  
Chairman : Mr. Steve Cheng



[www.chd-tech.com.tw](http://www.chd-tech.com.tw)



負責人：鄭智文

地址：303新竹縣湖口鄉鳳工二街86號

電話：03-5986999

傳真：03-5979694

推薦單位：玉山商業銀行、SEMI國際半導體產業協會、金屬工業研究發展中心

營業項目：半導體精密恆溫設備、節能服務工程

產品名稱：製程精密溫濕度控制機組、曝光機鏡組霧化防護機組、揮發性有機物線上監測分析系統、無塵室工程

Owner : Steve Cheng

Address : No. 86, Fenggong 2nd St., Hukou Township, Hsinchu County 303, Taiwan R.O.C.

Tel : 03-5986999

Fax : 03-5979694

Recommended by : E.SUN COMMERCIAL BANK, LTD、SEMI Taiwan、Metal Industries Research & Development Centre

Business Items : Thermal Control Units for Semiconductor Industry、Energy Saving Services

Products : Thermal Control Unit、Thermal AMC Prevention Unit、Inline VOC Monitoring Equipment、Cleanroom Construction



榮獲第17屆台灣金根獎  
The 17th Taiwan  
Golden Root Award



Since foundation in 2003, CHD TECH has years of footprint , significantly increasing the yield rate and efficiency of our technical demanding clients in semiconductors and panels by providing our mini-environment control equipment.

Main Products : Mini-Environment Control of Advanced Processing, Chemical Contamination Detection & Removal, Total Solution, Energy Saving and Cleanroom Construction.

### **Pioneer of Mini-Environment Control of Advanced Processing Who Prevents Foreign Monopoly**

Although the semiconductor industry is the lifeblood of Taiwan's economy, almost all essential equipment, including lithography, coaters, and mini-environmental control equipment are in the hands of global companies, and Taiwanese manufacturers are rarely involved in the supply chain. Steve Cheng, the chairman of CHD TECH, felt this, and developed the most accurate temperature control ( $\pm 0.01^{\circ}\text{C}$ ) equipment, leading CHD TECH to break through the situation of foreign monopoly.

After continuous improvement, CHD TECH finally sold the first domestically produced equipment to the Southern Optoelectronics factory in 2007, changing the situation of foreign monopoly. To this day, CHD TECH is still the only capable enterprise for reaching temperature accuracy to  $\pm 0.01^{\circ}\text{C}$  in Taiwan and China. In order to provide customers with better quality and after-sales service, CHD TECH's new 2,700m<sup>2</sup> plant was completed in 2021. Furthermore, we started initial

public offering (IPO) in the same year. CHD TECH is aiming to be an over-the-counter (OTC) company to achieve long-term sustainable operation.

### **Form alliances with International Manufacturers and Sell Products Worldwide**

With precision as high as  $\pm 0.01^{\circ}\text{C}$ ,  $\pm 0.5\%\text{RH}$ , and cleanliness of ISO Class1, CHD TECH can monitor and control AMC (Airborne Molecular Contamination), making various process environments stable. Customers include the world's largest foundry, the largest IC packaging and testing plant. CHD TECH is also the designated supplier of the world's largest semiconductor equipment manufacturer, which can be described as the invisible champion for refrigeration and air conditioning applications.

In addition to mastering temperature controlling technology, CHD TECH is different from only selling directly to end users in the past. We also strategically form alliances with international tool vendors, and then vendors sell the combination to end customers. We successfully joined the supply chain of Europe, the United States, and Japan, launching an innovative cooperation model.

### **Epidemic Prevention and Air Pollution Prevention Proceed in Parallel, Repaying Employees and Society**

From the Kaohsiung gas explosion in 2014 to COVID-19 in 2021, CHD TECH has reached its full potential to donate air quality monitoring vehicles



謁見蘇院長照片 Have an audience with Premier Su Tseng-chang

and photon oxygen sterilizers to government units and school, and contributed to the prevention of gas explosions and Taiwan's epidemic prevention. In addition to regularly donating materials to charities and TFCF, CHD TECH also arranges technical courses for the "Taiwan Fund for Children and Families" (TFCF).

In the company's internal aspects, CHD TECH implements quality control and environmental protection, and has passed ISO 9001, ISO 14001 and ISO 45001 certifications. We use an E-learning platform to classify videos of the employee training course. Colleagues can watch videos to learn step by step on their own, and then take exams. There are a number of welfare measures such as childcare allowances, stock subscription dividends, and travel subsidies, that CHD TECH dedicates for providing a good working environment.

### Let Employees Try New Things, and Internal Innovation is Flourishing

Recalling the history of entrepreneurship, Chairman Steve Cheng said that it took eight years to sell only 100 units of equipment at the beginning, and now it only took six years to sell 1,000 units, and join the supply chain of Europe, the United States and Japan. Also, CHD TECH has become to small and medium-sized enterprises with more than 100 employees.

Steve often encourages employees to "Implement it. If it fails, try the next one, summarize it into know-how, and finally convert it into an application." He lets go and lets his subordinates



1.參展會場 At the exhibition

2.贊助樹林國小空氣清淨機

Sponsored air purifiers to Shulin Elementary School

have the courage to try, as long as they can gain something, even if they detour, it's also worth it, which leads to a flourishing atmosphere of innovation within the company.

In pursuing the sustainable development of the enterprise and the environment, CHD TECH's vision is to "Provide the best mini-environment for precision process and assist our nation and enterprises in achieving carbon neutrality." In light of this, CHD TECH has invested a lot of resources in research and development and committed to planning energy-saving projects for customers.





- 1.員工旅遊活動 Employee trip
- 2.相關系列產品 Related products



## 綜 | 合 | 評 | 語 Commentary

奇鼎科技戮力落實企業社會責任，在潔淨能源、員工福利、人才發展等面向均有具體作為。其善用資訊系統，大幅提高營運效率，設備精度業界第一，創造獨特產品優勢。加碼投資臺灣，管理高度智慧化，其中結合供應鏈至客戶全面智慧化管理系統已實施多年，生產製程亦引入循環經濟等創新理念，持續精進，足為企業之標竿。

A top priority at Chyi Ding Technologies is corporate social responsibility, and it has made concrete actions towards clean energy, employee welfare, and talent development. The Company has set information systems into full play, largely improving operational efficiency, and it has created a unique product advantage as the No. 1 equipment precision company in the industry. With rising investment in Taiwan and a highly intelligent management structure, the Company has implemented an all-inclusive management system over the years aiming to align the supply chain and customer base. The Company is a benchmark with its introduction of innovative concepts of the circular economy within its production process to help further refine its products.



# 芳德鑄鋁股份有限公司

FOUNDER  
ALUMINUM CO., LTD.



芳德鑄鋁成立於1978年，成立之初，以生產“鋁合金”的翻砂鑄造產品為主，並於1984擴廠轉型，由傳統純手工生產的翻砂鑄造轉換成半自動生產的重力鑄造，並開啟外銷模式，銷售鋁製戶外家具至日本，1998年開始與歐系傢俱品牌合作，將原本以重力鑄造為重心的生產轉型為鋁擠型產品的加工、組立、包裝，一步步擴展產品線，成為了歐系傢俱品牌在亞洲最大的鋁製傢俱供應商。

## 智慧製造轉型 打造加值產業

為解決臺灣傳統產業缺工、技術斷層及提升國際競爭力，同時為因應大量訂單的生產及創造友善的職場環境，減少工作傷害，於2010年開始，陸續將加工、包裝、焊接等作業改由機器手臂操作，透過人機協同，大幅提升產能，透過自動化生產，成功移轉人力、技術傳承、標準化等課題，打造創新的加值產業，於同年導入精實生產管理的教育訓練課程，並聘請專業顧問團隊進駐，對領導主管及員工進行培訓，改善生產線的作業流程。2019年為達成“智慧製造”之目標，將傳統人工的重力鑄造生產線升級為自動化生產線，並建構自動倉儲。2020年進行數位轉型，導入SAP-ERP，運用物聯網概

念，將生產設備與系統連結，整合軟硬體，完成生產資訊即時回報、產銷履歷追蹤與供應鏈管理以降低作業成本，提升管理能力與國際競爭能力。

## 成立自有品牌 定位核心價值

「為每個家庭創造富有樂趣的家用品」是公司的願景，也是成立自有品牌FaFaCASA的“核心價值”，我們致力於將產品融合臺灣人文思想與生活智慧，重新闡釋臺灣的簡樸生活文化，並以“鋁合金”材質的可重複回收性，製造出具環保、簡單、低耗材的生活用品。



卓越事蹟 Outstanding Achievements



董事長 林梅燕 女士  
Chairman : Mrs. Mayer Lin



[www.fafacasa.com](http://www.fafacasa.com)

負責人：林梅燕

地址：505彰化縣鹿港鎮工業西一路1號

電話：04-7811967

傳真：04-7813583

推薦單位：金屬工業研究發展中心、兆豐國際商業銀行台中分行

營業項目：鋁製家具設計及製造、重力鑄造產品製造

產品名稱：鋁製家具、重力鑄造產品

Owner : Mayer Lin

Address : No.1,Gongye W.1st RD., Lugang Town, Changhua 505 ,Taiwan R.O.C

Tel : 04-7811967

Fax : 04-7813583

Recommended by : TMETAL INDUSTRIES RESEARCH & DEVELOPMENT CENTRE、Mega International Commercial Bank Co., Ltd.

Business Items : Aluminum furniture design and manufacturing、gravity casting product manufacturing

Products : Aluminum furniture design and manufacturing、gravity casting product manufacturing

## 善盡企業社會責任，打造幸福企業

“芳德公司”秉持創辦人的訓示『取之於社會、回饋於人群』的信念投入社會公益，於2007年成立「財團法人臺中市私立林世芳社會福利慈善事業基金會」，每年提撥公司盈餘，資助弱勢團體，學生獎助學金等，善盡企業社會責任。

人才是推動“芳德公司”成長之最重要因素之一，除招募新人外，並給予員工參與國內外大型傢俱展的機會來開拓其視野，內部員工之訓練以師徒制方式來傳承經驗，另配合政府根留臺灣的政策，積極培育在地人才，提供各種優於傳統製造產業的員工福利及安全的工作環境，如同“芳德公司”的經營理念，將每一件事情“用心”規劃，“用心”執行，“用心”經營，為員工、社會帶來更多的“快樂”與友善的生活環境，2016年更榮獲彰化縣最幸福企業5星級獎。

2017年成立Mofit博物館，館內蒐集具有收藏價值的特色家具，並與國際家具共同參展，讓博物館成為家具設計的藏經閣，為臺灣有理想抱負的專業設計師提供一處擴展視野、發展設計靈感的來源之地，以培養工業設計師，提升設計質感和品味，期許臺灣鋁製家具設計研發的能力於國際家具業揚名。

林梅燕董事長一直堅信「人若精彩、天自安排」，持續做我們認為對的事情，為客戶創造價值，為員工創造安全穩定的工作環境，為社會盡一份心力，上天自有最好的安排！



研發部門 R&D Department





Founder was established in 1978, as an aluminum sand casting manufacturer, then to expanded in 1984 using semi-automatic production (Gravity casting) instead of manual work production (sand casting); that same year we changed the business model to export, selling aluminum outdoor furniture to Japan. In 1998 we started to cooperate with European furniture brands; the main focus was to change to extrusion-based products fabrication, assembling and packing, expanding the product range step by step, to become the largest aluminum furniture supplier for the European furniture brands in Asia.

### **Intelligent manufacturing transformation, create a value-added industry**

To solve the lack of workers, technical fault and the increasing international competitiveness of Taiwan traditional industry.

It also enabled us to meet the needs of many orders of production and create a friendly working environment to reduce occupational injuries. Starting from 2010, the operation of processing, packaging, and welding have been upgraded to robotic arms; through this collaboration of humans and robots we optimized manufacturability significantly. Also through the automatic production, we were successful in transferring the inherited manpower, technology, standardization and other topics to create a new innovative value-added industry. We imported training courses of lean production management that same year, and hired a team of professional consultants to teach us, training the leader and employees to improve the



1、2.自動化生產流程 Automated production process

operation process of the production line. In 2019, we reached the target of Intelligent Manufacturing, upgraded the traditional gravity casting from manual to automatic production line and built an automatic warehouse.

In 2020, we carried on digital transformation, imported the system of SAP-ERP, and used IoT (the Internet of Things) concepts to link our production equipment to the system. The integration of software to the hardware gives us production time information, the product resume and the supply chain management can now be tracked to reduce operating costs, which promotes the management ability and international competitiveness.

### **Established own brand and positioning of core value**

“Create practical, eco-friendly and amusing home-styling for every family” is our vision and “core value.” With this core value, team members are devoted to integrating Taiwan’s cultural spirit and wisdom with passion to design with “aluminum” recyclability, manufacturing environmentally friendly, simple, low-consumable daily necessities.

### **Fulfillment of social responsibility and creating a happy enterprise**

As per our Founder’s instructions “Taken from the community, giving back to society,” we established the “Taichung City Private Finance

Shifang Social Welfare Charity Foundation” in 2007, and allocate the company’s surplus every year to support or assist disadvantaged groups, and fulfill our social responsibility.

To continually improve our company, we need good employees. Founder keeps hiring new employees, and provides opportunities like going to furniture exhibitions in Taiwan and overseas to let our employees grow in their skills. In Founder, the old employees teach the new coming like masters teach students.

Founder won the Happiest Enterprise Award of Changhua, and we think we won the award because of following reason: we train local employees and provide employee benefits better than other companies and provide a safe working environment. What’s more, we plan carefully, take every detail seriously, and run the business as hard as we can, so that we are able to provide a happier environment for our employees and the whole society.

The Mofit Museum was opened in 2017. The museum collects characteristic furniture with collection – we wish it to be a library of furniture design, providing a place for Taiwanese designers to expand their horizons and develop design inspiration, to train designers and enhance design ability. We hope that Taiwan’s design ability will become renowned in the international furniture industry.

Mayer Lin, the president of Founder, believes you should “Plant your garden and decorate your own soul, instead of waiting for someone to bring you flowers.” We will continue to do what we think is right, create value for customers, create a safe and stable working environment for employees, contribute to society, and everything has best arrangements !



1.舉辦鋁製家具設計競賽決賽團隊合影  
Group photo the finalist team for the Aluminum Furniture Design Competition



2.林梅燕董事長頒贈特優獎  
Special award given by chairman Lin Mei-Yen



公益鞋捐贈-仁愛鄉清流部落 Charity donation shoes to Qingliu tribe in Renai Township





- 1.員工旅遊活動 Employee trip
- 2.系列產品 Products
- 3.亞東科技大學學生參訪Mofit博物館系列產品  
Students of AEUST visiting Mofit



## 綜 | 合 | 評 | 語 Commentary

芳德鑄鋁建立開創式鋁合金循環式經濟鏈，針對鋁材料的下腳料，充分回收再利用，兼具環保永續與降低成本的雙重功效。擁有三項核心關鍵技術，建構智慧工廠和鋁製家具自動化系統，為臺灣家具產業首創。成立 Mofit 家具博物館，積極培養國內工業設計師，根留臺灣，持續加碼投資，並榮獲彰化最幸福企業五星級獎，熱心公益，足為業界楷模。

Founder Aluminum has established a groundbreaking aluminum alloy circular economy chain targeting scraps of aluminum materials for recycling and reuse, achieving both environmental sustainability and cost reduction. Founder Aluminum possesses three core technologies and has built both a smart factory and an aluminum furniture automation system – the first in Taiwan's furniture industry. The Company established the Mofit Furniture Museum and has been doing its best to cultivate Taiwan's future industrial designers so that talent may remain in Taiwan, while at the same time continuing to make investments at home. Founder Aluminum was awarded the best company to work for in Changhua. Its passion in public welfare is a model in the industry.



# 新虎將機械工業股份有限公司

Gentiger Machinery Industrial Co., Ltd.



新虎將機械由董事長李世傑先生創立於1995年，成立至今逾26年，專注於生產精密型砲塔式銑床及CNC高速加工中心機，至今已成功開發CNC高速3軸加工中心機、CNC高速5軸加工中心機、CNC天車式5軸加工中心機、CNC 5軸銑車複合機等產品，並取得16項專利，秉持著「精準、效率、專業」的精神，無論在品質或技術，都獲得客戶極高評價。

## 品質第一成就高速機領先地位

新虎將的經營理念：「致力於追求最高的品質、做最好的產品為目標」。以誠懇、實在、守信的精神經營企業，以務實、創新、超越的態度開發客戶所需的產品。以客為尊，除持續不斷研發符合客戶的產品，也成立應用中心，訓練並解決客戶加工上的問題，讓產品發揮最大的效益，提高客戶滿意度，針對國內客戶提供最即時的服務，售服人員在24小時內提供快速完善的服務，降低機台停機的時間。以自有品牌「新虎將GENTIGER」行銷全球，在模具加工產業、精密加工產業中擁有眾多知名客戶，證明產品一流、服務一流，是臺灣高速機之光。

## 層層把關締造卓越品質

以客戶滿意角度出發，導入ISO9001建構完整的管理制度，李董事長常說，機台組裝的品質，每一個動作都要很扎實到位，有沒有做好，機器都會回饋給你，即使是一顆小螺絲，都非常重要，任何細節都不能馬虎。所以從研發、採購、生產、品檢、成品測試等，層層把關，確保品質，以最精密的檢驗儀器及高於同業的檢驗標準，在機台組裝上，三軸垂直精度要求0.006mm以內、以及五軸同動加工輪廓精度達0.01mm以內、微小徑鑽孔位置精度0.003mm等成功案例，讓新虎將的機器品質能與世界一流品牌競爭，深獲客戶讚賞。

## 打造安全舒適的工作環境 邁向幸福企業

員工是公司重要的資產，在新虎將，安全第一，再來才是品質，最後才是效率，所以第一件事情就是確保工作安全，除提供安全無虞的工作環境，也提供工作所需的安全防護，更額外投保員工保險，也因為對安全的重視，公司成立至今已逾26年，未發生任何重大公安意外。



感念於員工的辛勞付出，提供多項的員工福利包含員工分紅回饋員工；重視員工聲音，定期辦理不記名的員工滿意度調查，該政策除可作為預防和監督方法，亦可了解員工思想動態和心理需求，從而採取適切且即時的應對措施，進而達到預防人才流失，提升員工對組織認同感的目標。在人力資源規劃上，為達成公司的使命與願景，成為臺灣高速機第一品牌，提供顧客高品質高效能產品，依公司未來總體發展目標，透過PDDRO教育訓練制度，培養人才。每年年底設定清楚的營運目標，每日由董事長召集部門主管親自檢討，也因管理制度良好，獲得2016年「台中市金手獎」、2020年「卓越經營品質獎二星獎」。

### 在地深根 回饋社會

從2014年起持續至今，與附近大學、高工推動產學合作，提供學生參訪、辦理專班、提供實習機會，為給學生最好的培育，公司特別成立訓練道場，提供學生安心學習環境，引領青年學子投入工具機產業。愛鄉、愛民從事社會公益多年，在弱勢團體的捐贈、照顧莘莘學子、公益活動、社區環境整理等積極回饋；李董事長更是擔任多個協會及公會的要職，貢獻所學及經驗分享。持續投資，根留臺灣，加碼3.6億建設第三期廠房，預計2023年完工，新廠將導入大量智能工廠的元素，擴大在地供應鏈連接，提升公司競爭力，並增加在地就業機會。



卓越事蹟 Outstanding Achievements

董事長暨總經理 李世傑 先生

Chairman & General Manager : Mr. Shih-Chieh Li



[www.gentiger.com.tw](http://www.gentiger.com.tw)



負責人：李世傑

地址：438台中市外埔區水頭一路100巷66號

電話：04-26836919

傳真：04-26839900

推薦單位：台灣工具機暨零組件工業同業公會

營業項目：專業製造與銷售CNC高速機、五軸加工中心機、五軸銑車複合機、精密銑床

產品名稱：CNC高速加工機、CNC五軸加工中心機、CNC天車式五軸加工中心機、CNC五軸銑車複合機、精密型砲塔式銑床

Owner : Shih-Chieh Li

Owner : No. 66, Lane 100, Shueitou 1st Road, Waipu Dist., Taichung City 438, Taiwan R.O.C.

Tel : 04-26836919

Fax : 04-26839900

Recommended by : Taiwan Machine Tool & Accessory Builders' Association

Business Items : Gentiger specialized in manufacturing and selling CNC High Speed Machining Center、5 axes CNC High Speed Machining Center、5 axes Mill-Turn Complex Machining Center、Turret type milling machine

Products : CNC High Speed Machining Center、5 axes CNC High Speed Machining Center、5 axes Gantry type CNC Machining Center、5 axes Mill-Turn Complex Machining Center、Turret type milling machine





應用中心  
Application center



精密檢驗確保最高品質  
Serious inspection to ensure Best Quality

Gentiger Machinery Industrial Co., Ltd. was founded in 1995 by Chairman Shih-Chieh Li. It has been established over 26 years, focusing on the production of precision turret milling machines and CNC high-speed machining centers. So far, Gentiger has successfully developed a CNC high-speed machining center, CNC high-speed 5-axis machining center, CNC gantry type 5-axis high-speed machining center, CNC 5-axis Mill-Turn Complex machining center, etc., and has obtained 16 patents. Holding the spirit of “precision, efficiency and professionalism” in quality and technology, Gentiger won high appraisal from customers around the world.

### **Quality first achieves the leading position in high-speed machine**

The business concept of Gentiger is to be dedicated to the pursuit of the highest quality and the goal of making the best products; run the enterprise with the spirit of sincerity, pragmatism, and trustworthiness; and develop the products required by customers with a pragmatic, innovative, and transcending attitude.

Customer-oriented, in addition to continuous research and development of the products that meet the need of customers, an application center has also been established to train and solve customer processing problems, so that the products can maximize benefits and improve customer satisfaction.

For providing the most immediate service for domestic customers, our service team provide fast

and complete services within 24 hours to reduce machine downtime.

Gentiger is marketed globally under its own brand “GENTIGER,” and has many well-known customers in the mold processing industry and precision processing industry, which proves that it is the light of Taiwan’s high-speed machines with first-class products and first-class services.

### **The excellent quality created by serious inspection**

From the perspective of customer satisfaction, the company imported ISO 9001 to construct a complete management system.

The chairman, Mr. Li, always says that the quality of machine assembly is not based on luck. The machine will tell you if it is done well, even a small screw has its importance – there are no details that can be sloppy. Therefore, from R&D, purchasing, production, quality inspection, cutting test, etc., each level is checked to ensure the quality, with the most sophisticated inspection equipment and inspection standards higher than the machine tools industry.

In the machine assembly, the 3-axis vertical accuracy requirement is within 0.006mm, and 5-axis simultaneous machining contour accuracy is within 0.01mm, and the micro-diameter drilling position accuracy is 0.003mm, so the GENTIGER quality can compete with world-class brands, and is highly appreciated by customers.



每日工作檢討會議 Daily meeting



生產線作業情形 Production lines

### Create a safe and comfortable working environment for a happy enterprise

Employees are an important asset of the company. In GENTIGER, safety comes first, quality comes second, and efficiency is the last thing.

So the first thing is to ensure workplace safety. In addition to providing a safe working environment, Gentiger also provides safety protection equipment, such as helmets, safety shoes, uniforms, and full body harness, and employee insurance is also provided so employees can work safely. Because of its safety priority, Gentiger has never had major accident in the past 26 years.

Gentiger provides many benefits to our employees, including employee dividends, and care employees' feelings, and therefore the regularly conducts anonymous employee satisfaction surveys, which can be used as a method of prevention and monitoring. It can also understand employees' ideological trends and psychological needs, so as to take targeted countermeasures to prevent the loss of talents and improve employees' sense of organizational identity target.

In terms of human resources planning, in order to achieve the company's mission and vision, to become the No. 1 brand of high-speed machines in Taiwan, to provide customers with high-quality and high-performance products, and to cultivate talents through the PDDRO training system in accordance with the company's overall future development goals.

The operating goals are set at the end of

each year, Chairman Li leads all department managers to review them every day. Because of the good management system, GENTIGER was awarded the Golden Hand Award for Outstanding SMEs of Taichung City in 2016 and was awarded the Excellence Management Quality Award and the National Brand Yushan-mountain Award in 2020.

### Root in local and give back to society

Since 2014, Gentiger has continued to promote industry–university cooperation with nearby universities and industrial senior high schools, providing student visits, handling special classes, and providing internship opportunities.

In order to provide the best training for students, Gentiger has established a training area to provide students with a focused and secure learning environment and leads students to invest in the machine tools industry.

Gentiger engaged in social welfare for many years, actively donating to disadvantaged groups, caring for students, carrying out public welfare activities, and keeping the community environment clean. Chairman Mr. Li also participates in many associations to contribute his experience.

Rooting in Taiwan, Gentiger is going to invest 360 million to build the third plant, which is expected to be completed in 2023. The new plant will be constructed with many elements of a smart factory, will expand the local supply chain connection, enhance the company's competitiveness, and increase local employment opportunities.



- 1.員工旅遊 Employee traveling
- 2.月會頒發當月壽星生日禮金 Welfare: birthday's gift
- 3.系列產品 Product



## 綜 | 合 | 評 | 語 Commentary

新虎將機械重視創新研發，專利商品化比率達100%，產業定位清楚，產品具競爭力，且優於同業關鍵技術創新投入。更推動工業4.0機聯網相關能力建置，掌握未來工具機發展脈動，另為提升產品精密度，以高於業界的檢驗標準作為確保工作母機精密度，更致力於基礎人才培訓獲得TTQS認證，值得肯定。

Gentiger Machinery emphasizes innovative R&D with its 100% patent commercialization rate. It has a clear positioning in the industry with its highly competitive products, and its investment in key innovative technologies outperforms its peers. At the same time, Gentiger Machinery has built Industry 4.0 capabilities to grasp the trend of future tool development. The Company ensures the precision of machine tools with inspection standards higher than industry norms, while also striving for basic talent training. The Company is TTQS certified – a quality company worthy of recognition.





# 誠泰工業科技 股份有限公司

CHERNG TAY  
TECHNOLOGY CO., LTD.



誠泰科技創立於1983年，並於2018年上櫃掛牌，為臺灣唯一同時生產熱熔膠及自黏式防水膜之上櫃公司。誠泰科技專注開發對環境及人體友善的環保接著劑熱熔膠，更以自有品牌及系統服務行銷全世界，多年來深受國際知名領導品牌青睞。

## 有服務的品牌才是王道

誠泰科技由董事長王勝義先生與同學一起合資創立，因看準環保、自動化的未來趨勢而跨入環保接著劑熱熔膠領域，「賣膠僅是比價格，我們銷售的是總體服務，有服務的品牌才是王道」，王董事長驕傲地說，誠泰科技採自產自銷直售的方式，更能貼近各地不同消費市場。系統化的服務透過幫客戶做風險管控及產品使用的教育訓練，使客戶能穩定生產並降低不良率；更憑藉研發團隊掌握熱熔膠關鍵技術及不斷創新，顛覆客戶端製程上沉重人力負擔及環境污染風險，協助產業升級，這也正是誠泰科技多年來在國際品牌供應商名單上屹立不搖的原因。

## 多元的研發技術實力

打造品牌只是成為行業中領頭羊的第一步，誠泰科技更在2015年進駐南部科學園區設立集團研發中心，因深知唯有打造自有研發團隊，吸引更多頂尖優秀的研發人才，才能創造出高品質及具競爭力的新產品。公司逐年購入先進的分析儀器，結合多年豐富實務經驗，系統化地建立知識管理及傳承；並參與多項產學合作專案，不斷提升技術層次，多年來產品榮獲得多國專利認證，近年更跨足日本建築防水材料市場，利用對熱熔膠的核心技術，成功將臺灣防水膜品牌推向世界舞台。



獲獎事蹟 Achievement Awards

董事長 王勝義 先生  
Chairman : Mr. Shen-Yi Wang



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電話：07-6955222

傳真：07-6955796

推薦單位：合作金庫商業銀行

營業項目：研發、設計、生產及銷售環保型接著劑及  
環保功能性防水材料

產品名稱：熱熔膠、自黏式防水膜

Owner：Shen-Yi Wang

Address：No.1, Luke 3rd Rd., Luzhu Dist.,  
Kaohsiung City 821, Taiwan R.O.C.

Tel：07-6955222

Fax：07-6955796

Recommended by：Taiwan Cooperative Bank

Business Items：Eco-friendly hot melt adhesives,  
functional waterproofing materials design,  
manufacturing and sales

Products：Hot Melt Adhesive、Self-adhesive  
Waterproofing Membrane

## 以人為核心的企業文化

誠泰科技的企業文化是以「人」為核心，塑造充分授權、共享利潤、主動負責和回饋社會的團隊氛圍。同時透過公司的組織架構以及雙重管理系統的運作，不僅品質上通過ISO 9001、14001及45001等國際標準驗證，獲利亦連年持續成長。

在追求營收獲利成長的同時，誠泰科技更不忘落實永續社會責任，在公司治理上，2020年度得到6-20%的佳績；在員工關懷上為員工打造專屬的學習課程與職涯規劃，使同仁能擁有即戰力、自我定位並發揮所長；在多元平權上打造性別平等友善職場，屢獲南科管理局「推動職場工作平權」優良事業單位；在環境方面王董事長更與同仁自發性響應社會公益活動，攜手達成客戶、股東、員工滿意並善盡社會企業責任的經營理念。

## 堅持環保產品造就永續品牌力

展望未來，因應碳中和及智慧工廠的潛在巨大商機，誠泰科技研發團隊仍將以破壞式創新的思維，朝高值化產品開發創新，提供客戶對環境友善的產品，並透過國際布局持續深耕海外市場，向世界級熱熔膠及防水膜品牌領導者邁進，而在持續創造利潤的同時，更不忘透過誠泰科技的影響力，為企業社會責任盡一分心力。



研發中心 R&D Center



員工教育訓練 Employee Training



生產線 Product Line



CSR 活動 – 聖誕節募款活動 CSR - Christmas Charity Event



倉庫作業情形 Warehouse

Cherng Tay Technology Co., Ltd. was founded in 1983 and with the initial public offering in 2018. It is the only Taiwanese listed company developing both hot melt adhesive and self-adhesive waterproof membrane. For over 30 years, Cherng Tay has been supplying the food & beverage, medical, construction and many other industries with eco-friendly and safe hot melt adhesive. It has won worldwide leading brands' loyalty with its dedicated sales & technical team of industry-experienced professionals providing the perfect service and product solutions for their specialist business environment.

### **Brand with service is the key to success**

Due to the rise of environmental concern and automation needs, Mr. Shen-Yi Wang and his classmates founded Cherng Tay and “stuck” in the hot melt adhesive industry ever since. “What we sell is more than just hot melt adhesives, we offer the best services and this is also the key

to success, Mr. Shen-Yi Wang said proudly. By implementing a direct-to-consumer channel, Cherng Tay provides their customers with the evaluation of new substrates and gives assistance and guidance in application techniques to ensure the maximum efficiency is achieved. For instance, its experience of disruptive innovation helps customers reduce the labor cost and the risk of environmental pollution, which is the key that Cherng Tay won leading brands' awareness for a long time.

### **Leading innovation through research and investments**

Building a brand was only the first step of Cherng Tay to become a leader in the industry. Cherng Tay established its R&D center in 2015 located at Southern Taiwan Science Park.

It continues to invest in personnel and research facilities year by year to support industry and to enhance specialist adhesive development



work and problem-solving capability. By collaborating with academics and industries, Cherg Tay has registered lots of patents around the world. Based on the core competence and expertise in hot melt adhesive, Cherg Tay's innovation enable solutions that are tailor-made to our customers and successfully penetrate the Japanese waterproofing market in the construction industry.

### Shaping a people-oriented corporate culture

At Cherg Tay, a people-oriented culture makes an inclusive atmosphere – fully authorized, profits shared, and self-motivated – and hence creates good corporate social responsibility. The organization structure and dual management system that work together help Cherg Tay being certified by ISO 9001, 14001 & 45001 and keep profits growing continuously. Its vision of sustainability is to produce state-of-the-art adhesives solving our clients' problems and needs, while being highly conscious of our environmental, social and governance impact, we ranked 6–20% in corporate governance. To develop employees to unleash their potential, Cherg Tay launches individual learning programs and development

planning. Its commitment to diversity has also been recognized by STSPB, MOST several times. In terms of the environment, Mr. Wang and all employees volunteer through beach clean-up to make a difference for customers, employees, and the planet.

### Anchoring sustainability into product development and brands

In the future, Cherg Tay will keep striving to achieve sustained growth and build a sustainable society by creating both economic and social value. To realize the goal, the R&D team will continue to develop high-value and eco-friendly products with a destructive and innovative thinking and expand its existing global sales channels to be the world-class leading brand of hot melt adhesive and waterproof membrane.



與客戶研討交流 Exchanging ideas with customers



上櫃掛牌 IPO Event



- 1.員工福利-員工旅遊 Welfare Events- Staff Traveling
- 2.自黏式防水膜 Self-adhesive Waterproofing Membrane
- 3.熱熔膠 Hot Melt Adhesive
- 4.熱熔膠與自黏式防水膜  
Hot Melt Adhesive & Self-adhesive Waterproofing Membrane



### 綜 | 合 | 評 | 語 Commentary

誠泰工業重視研發創新，自建通路系統服務、品牌策略，專攻產業龍頭，更以自有品牌直接銷售方式，提供客戶及時與具競爭力之產品整合方案，創造共享獲利品牌價值。公司重視並落實ESG企業永續經營理念，建構內稽內控流程，穩健管理，更響應政府投資政策，根留台灣，值得肯定。

R&D innovation is Cherng Tay Technology's primary focus, as it strives to be the leader in the industry with its self-established channel system service and brand strategy. Through direct sales with its own brand, the Company provides customers with timely and competitive product integration solutions to create brand value with shared profits. With an emphasis on the ESG corporate sustainable management concept, the Company has built an internal audit and internal control process for stable management. It also makes all efforts to nurture talent in Taiwan in line with the government's investment policy. The dedication of the Company deserves to be praised.





# 鈺統食品 股份有限公司

Goldencrops Corporation



身為許多食品大廠牌的關鍵策略夥伴，在臺灣許多家庭的餐桌與櫥櫃都能見到鈺統食品的影子。數十年來，鈺統食品致力於提供最好的安心原料和創新配方，堅定地與臺灣許多的良心食品企業站在一起。

## 「家」是企業創辦的初衷

鈺統食品成立於西元1987年，始於創辦人謝日鑫與吳翠玉夫婦自家的公寓中，公司初期以貿易為主，自歐洲與紐澳引入乳粉、麥芽與燕麥等健康食材。夫婦於89年帶著孩子移民澳洲，直到1991年在因緣際會下於斗六工業區設廠。隨著三個兒子們海

外學業相繼結束，歸國在公司中幫忙，一家人陸續遷住至純樸的雲林。在事業發展的過程中，謝日鑫夫婦以「家」為本，視所有同仁為自己的家人，在和諧團結的氣氛中，盡心為每位客戶提供「做給家人吃的食品」，三十多年來提供優質食品穀物原料與各式保健食品的開發代工業務。

## 專業研發與一站式服務，吸引國際知名品牌合作

隨著團隊戰戰兢兢的經營，鈺統食品如今生產產品超過千種，客戶遍及各大洲，更獲得多家領導品牌指定合作。由幼齡兒斷奶後的穀物副食品乃至負責老人家臨床營養支持的特殊醫療食品，均產自於數條高度整合的多元產線和專業營養開發團隊之手。

公司對提供好食品的熱誠從未間斷，除投入現代化廠房與標準實驗室硬體，積極取得ISO22000、HACCP、FSSC、BRC、USDA organic、清真、猶太、潔淨標章等多項國際認證，在二代兄弟的領軍下近年更積極e化，導入多種數位工具，並強化人才的招募與培訓。企業整體的經營表現曾獲得卓越中堅企業的殊榮，如今更受到磐石獎的肯定，備感榮耀。



穀類、麥片相關產品  
Cereals, oatmeal related products



## 二代接班「堅持做對的事」，開啟植物肉商機，更促進數位轉型

隨著臺灣二代謝孟甫以及謝孟晃兩兄弟的逐步接班，所推動的各項改變中，不論是組織人事管理調整、產線數位化控管、強化瓶頸利用與標準化作業和平台建構等，最為牽一髮動全身的就是自有品牌「三機Sungift」的誕生。過往由於專營B2B市場，為避免與客戶競爭，多半選擇捨棄消費通路，產品設計也以向客戶介紹概念性商品為主軸。

現在越來越多國人因健康、環保、人道等因素在飲食上選擇非動物性的產品，臺灣植物基食品市場的需求可期，鈺統食品以黑馬之姿於2020年推出「三機植物肉」後撼動傳統素食市場，接連獲得多個食品界綠色與創新大獎的肯定。為因應疫情時期全球系統性危機，除推動數位轉型，謝孟晃副總經理也運用了社群、影音平台，甚至粉墨登場自成為直播主，帶領全公司嘗試直播電商等新型態銷售模式。而二代改革推動的順利成功，仰賴於創一代的信任和支 持，「家」的分工與互相扶持仍是一切面對外界挑戰的基石。

## 回饋社會、永續經營、推動植物基食品國家隊

鈺統食品在農業大縣雲林耕耘多年，在2018年成立「鈺統關懷協會」，協助當地弱勢家庭及獨居老人，並推動教育等公益事業。同時，秉持著企業永續經營的理念，持續進行全球佈局，除了老三謝孟辰在中國上海的設廠投資外，也與加拿大、澳洲、紐西蘭等地廠商合作設立據點，要將臺灣優良的植物基原料加工技術推廣到全世界。董事長吳翠玉說，感謝一路的貴人，希望未來的鈺統更能飛得更高；總經理謝孟甫則說，他希望如公司願景「充分發揮食材、創造美好生活」般，攜手各界夥伴們打造植物基國家隊，使臺灣成為植物基食品輸出大國。

董事長 吳翠玉女士 / 創辦人 謝日鑫 先生  
總經理 謝孟甫 先生 / 副總經理 謝孟晃 先生  
Chairman : Ms. Tsui-Yu Wu / Founders : Mr. Jih-Hsin Hsieh  
President : Mr. Meng-Fu Hsieh / Vice president : Mr. Meng-Huang Hsieh



[www.goldencrops.com.tw](http://www.goldencrops.com.tw)



負責人：吳翠玉

地址：104台北市中山區龍江路328巷6號4樓

電話：05-5515152

傳真：05-5570651

推薦單位：合作金庫商業銀行、兆豐國際商業銀行、  
第一商業銀行、財團法人中小企業信用保證基金、雲林縣中小企業協會

營業項目：食品製造業

產品名稱：各式高蛋白機能性產品、植物基系列產品、穀物/沖調食品、醫療用特殊營養品、客製化食品

Owner : Tsui-Yu Wu

Address : 4F., No. 6, Ln. 328, Longjiang Rd.,  
Zhongshan Dist., Taipei City 104, Taiwan R.O.C.

Tel : 05-5515152

Fax : 05-5570651

Recommended by : Taiwan Cooperative Bank、Mega International Commercial Bank Co., Ltd.、First Commercial Bank、Small and Medium Enterprise Credit Guarantee Fund of Taiwan

Business Items : Food manufacturer

Products : High protein functional foods、Plant-based products、Cereal/Grain beverages、Foods for special medical purposes、Customised foods

榮獲亮點企業獎  
Winning the Prominent  
Enterprise Award



As the key strategic partner of many major food brands, Goldencrops' products can be found on practically every dining table and cabinet in Taiwanese homes. For decades, Goldencrops Corporation has devotedly delivered innovative and reliable ingredients and formulas, as it worked behind the scenes with other food-safe conscious enterprises in Taiwan.

### **“Family” is the foundation of the enterprise**

Goldencrops Corporation was established on 13th January 1987 in the humble home apartment of the husband-and-wife founders Vic Hsieh and Jade Wu. At the beginning, the company focused on importing healthy ingredients such as milk powders, malt extracts and oats from Europe and Oceania. The couple emigrated to Australia with their children in April 1990 until 1993, when they set up their first factory in Douliu, Taiwan. As the three sons graduated from their overseas studies and returned home to help in the company, the family moved to the modest Yunlin countryside. With the growth of the business, Mr. and Mrs. Hsieh embraced “family” as the company’s founding value, where they regarded all colleagues as family members, and resolutely delivered only safe and wholesome products they would serve at their own dinner table. It is under this embracing yet unwavering “food for family” culture Goldencrops Corporation developed and supplied world-class quality ingredients and products for over three decades.



素肉生產線 Vegetarian meat production line

### **Professionalism & One-stop Service win hearts of Global Top Brands**

With rigorous growth, Goldencrops Corporation now produces more than 1000 private label products, with customers around the globe including almost all world leading food brands. From infant non-staple foods to specialized clinical nutritional formulas for the elderly, the company now boasts over ten diversified yet highly integrated production lines, supported by the company’s own nutritional development teams. Goldencrops Corporation’s feverous pursuit for food excellence and continuous improvement has never ceased. In addition to investing in cutting-edge manufacturing plants and world standard laboratories, Goldencrops Corporation has been accredited by leading international certifications such as ISO 22000, HACCP, FSSC, BRC, USDA organic, Halal, Kosher and Clean Seals. In recent years as the second generation take the reins, Goldencrops Corporation has become more “lean



產品討論會議 Product discussion meeting

and mean” with heavy investments in business process reengineering, talent recruitment and training, and six sigma initiatives. The solid achievements of Goldencrops Corporation were earlier awarded the honorable “5th Mittelstand Award,” and today these achievements are further affirmed by the “National Award of Outstanding SMEs.”

### **Empowering the second generation to “do the right thing” with plant meat products and AIOT**

With the trust and support of the parents, the second generations brothers Meng Fu and Meng Huang implemented various company-wide transformations, including organizational restructuring, AIOT production line, leaner operations management and cross platform standardization. Amongst all the change initiatives, the return of the company’s brand “Sungift” took the center stage. In the past, due to the company’s focus for B2B markets, development of Goldencrops’ own private brand was not prioritized to avoid potential competition with customers. However, as consumers around the globe choose “green” for health, environmental and animal rights reasons, there was an evident gap in the Taiwanese plant-based food market. In 2020, Goldencrops Corporation emerged as the dark horse with the launch of “Sungift plant-based meat,” which has been accredited by various “green” and “innovative” product awards in the food industry.



獲得第五屆卓越中堅企業  
Winning the 5th Taiwan Mittelstand Award

To mitigate the negative effects of the epidemic period, Meng Huang led the traditional sales team to enter sales channels in e-commerce and internet community platforms. The success of the second generation’s reform efforts were raised from the trust and the support of the founding parents, solidified by the “family” culture cornerstone to weather all obstacles and external challenges.

### **Corporate Social Responsibilities, sustainable development and promoting plant-based future**

With the company’s founding root in “agricultural county” Yunlin, the “Goldencrops Care Association” was established in 2018 to implement community care and fulfill corporate social responsibility through public welfare activities. To further the company’s goal of sustainable development, Goldencrops Corporation continues to divest globally with investments and factories in Greater China, Canada, Australia and New Zealand. With the newly formed global supply network, Jade Wu, Chairman of the board of directors, expressed her gratitude to all the company’s partners and benefactors for their support along the way; CEO Meng Fu Hsieh, further revealed his vision of a regional partnership of plant-based companies in Greater China, in preparation of the coming “Green” food revolution and to pave the way for the company for the years to come.





1. 同仁員工旅遊活動 Employee training
2. 年度最佳商品-三機植物肉  
Product of the year – SUNGIFT Vegetarian Meat
3. 食創獎年度十大新品  
Top 10 New Products – Food Innovation Award
4. 食創獎食品與飲料創新類優勝  
Winner in food and drink innovation category – Food Innovation Award
5. 食創獎最受消費者喜愛大獎  
Most loved by consumers – Food Innovation Award



## 綜 | 合 | 評 | 語 Commentary

鈺統食品從事全球代工，以臺灣為基地，根留臺灣，更支持在地農產品，以本地原料替代進口產品。二代接班積極布局創新轉型，推出自有品牌之產品，並建置國家級「食安中心」，保障消費者安全。對外自力成立協會多年，關懷弱勢，對內設置互助金協助同仁需求，實為企業履行社會責任之典範。

Goldencrops Corporation, based in Taiwan, is engaged in OEM for many companies worldwide. It has set out to keep talent in Taiwan, while also supporting local agricultural products by using local ingredients to replace imported products. The second generation within the Company has been committed to the layout of innovation and transformation through the launching of products using its own brand name. A "food safety center" at the national level was also established to protect consumer safety. Externally, Goldencrops Corporation has, for many years, operated an association to help care for the disadvantaged in the community; internally, a fund has been set up to help the needs of colleagues. This Company is a model in fulfilling CSR.



# 綠茵生技 股份有限公司

Greenyn Biotechnology  
Co., Ltd.



綠茵集團起源於1995年由董事長吳嘉峰先生一手創立康普森貿易起步，20餘年的經營，成為知名國際保健食品原料代理經銷商，除經銷品牌原料外，提供保健食品設計、代工、行銷整體產品生命週期服務，以「一站式整合」與「國際明星原料」成為客戶強勢後盾。精益求精，為積極實現集團使命「活躍人生，讓消費者活的健康高品質」於2012年成立綠茵生技股份有限公司，投入大量研發資源以「創新研發」、「精準優化」作為兩大經營發展主軸，通過ISO22000、FSSC22000、HACCP、GMP、HALAL品質系統認證，為專業保健食品開發、設計與製造廠商。

## 成為臺灣生技保健邁向國際領航者

綠茵生技以臺灣特有素材包含專利苦瓜胜肽(專利定序19肽)、固態發酵牛樟芝菌絲體、綜合蔬果發酵液等商品進行研發，重視原料功效成分於人體內作用機制與靶點研究，確保綠茵研發的保健原料是具有明確生化、基因作用機制的科學化原料。其中綠茵牛樟芝與苦瓜胜肽囊括世界三大發明展金、銀牌，及現有國際專利數56張，佈局歐洲、美國、中國、日本、韓國、東南亞國家等。2020年綠茵牛樟

芝更獲得美國FDA新膳食成分NDI認證，成為世界首例可在美國販售的牛樟芝產品，逐步實現綠茵集團企業願景「成為臺灣生技保健邁向國際領航者」。

## 共創產品價值，積極產業策略聯盟

綠茵不停專注在保健食品研發技術提昇，協助客戶共同創新產品價值，積極進行上下游產業策略聯盟，「綠茵生技」以研發為核心，開發臺灣特色保健原料素材，擁有多重食品安全品質國際認證；「康普森生技」代理全球百種以上保健原料，與全球保健原料貿易商與海外經銷商策略聯盟，協助保健食品行銷規劃；「鋒揚生醫」提供保健食品ODM/OEM 配方設計，從原料揀選到配方設計，乃



獲獎事蹟 Award records



董事長 吳嘉峰 先生  
Chairman : Chia-Feng Wu



greenynbio.com

負責人：吳嘉峰

地址：407台中市西屯區工業37路5號

電話：04-22382867

傳真：04-22382638

推薦單位：中國信託商業銀行

營業項目：研究、設計、開發製造及銷售：苦瓜胜肽、固態培養牛樟芝菌絲體、蔬果酵素、植物胜肽萃取物、柑橘萃取物

產品名稱：專利苦瓜胜肽(專利定序19肽)、固態發酵牛樟芝菌絲體(通過美國FDA新膳食成分)、綜合蔬果發酵液

Owner：Chia-Feng Wu

Address：No. 5, Gongyecyu 37th Rd., Xitun Dist., Taichung City 407, Taiwan R.O.C.

Tel：04-22382867

Fax：04-22382638

Recommended by：CTBC Bank Co., Ltd.

Business Items：Research, design, development, manufacturing and sales: Momordica charantia L. polypeptides、Antrodia Cinnanomea, solid-state cultivation、Vegetable& fruit enzyme、Plant peptides extract、Tangerine extract

Products：Momordica charantia L. polypeptides、Antrodia Cinnanomea, solid-state cultivation、Vegetable& fruit enzyme。

至法規遵循、教育訓練、行銷服務，綠茵掌握市場趨勢滿足客戶需求，是集團屹立保健食品產業20餘年的策略。

除自我研發外，公司積極與國內知名大專院校及醫學中心合作，並將其研究結果刊載於國際期刊。為協助臺灣特有素材能在全球市場進行業務推廣，進行日本、韓國、澳洲、越南等保健食品註冊認證，積極為臺灣特有素材保健食品推向國際保健食品市場。

### 員工福利完善 落實職能培訓

綠茵重視人才，除端午、中秋、春節、生日禮金外，每年皆會定額提撥員工分紅與員工旅遊等福利，職福會也會不定期舉辦家庭日、社團活動、部門聚餐，凝聚員工向心力。

為協助員工在家庭與工作取得平衡，員工可以選擇彈性工時或是在家上班等出勤方式。因應產業瞬變，職場是需要不斷進修、能力成長的地方，我們非常重視同仁的職涯發展，除建立完善KM系統外，多年來透過TTQS人才發展管理系統完善職能培訓，積極推薦同仁參與訓練以提升能力，不論是新進人員或是在職員工，公司都會編列完善的教育訓練計畫落實執行完整的培訓制度，確保員工在職的每天都能充實滿足。

### 取之於社會、用之於社會

綠茵多年來以中臺灣為主要的核心研發及創新基地。積極延攬在地優秀人才，透過產學合作提供中部各大專院校實習機會，並積極投入慈善活動，疫情期間主動提供各機關次氯酸水，推動公益捐款等回饋社會活動。身為社會公民的一份子，綠茵將社會責任視為公司政策的一環，希望透過不間斷的社會關懷，將善心灌注到最需要的地方。未來也會繼續善盡企業社會的責任，落實取之於社會、用之於社會的企業精神。



榮獲2021亞洲生技大展-傑出生技產業獎

Winner of 2021 BIO Asia-Taiwan  
Online Exhibition - Taiwan BIO  
Awards



Greenyn Group started in 1995 when Mr. Chia Feng Wu, Chairman of the Board, founded Compson Biotechnology Co., Ltd. Over the past 20 years, the Company has become a well-known international distributor in health supplement ingredients. In addition to distributing branded ingredients, the Company also provides health food product design, ODM and marketing services for the entire product lifecycle; with “one-stop service solution” and “internationally recognized ingredients”, the Company has become a powerful supporter for our clients. In order to enthusiastically achieve the group's mission “Have a better life, let consumers stay healthy and high-quality life”, we established Greenyn Biotechnology Co., Ltd. in 2012, and put enormous efforts into the research and development of unique dietary ingredients based on the two core philosophies on innovative R&D and precision optimization; we are certified by ISO22000, FSSC22000, HACCP, TQF, and HALAL quality system, and are a professional health food developer, designer and manufacturer.

### **Become the global leader in the biotech industry of Taiwan**

Greenyn Biotechnology has developed several proprietary products, including patented Insumate® (Patented Peptide Sequence mclRBP-19), solid-state fermentation Antromax®, and Zymologist®. Greenyn has dedicated to investigating the mechanism of action and clinical efficacy for each product to ensure that



倉庫及產線作業

Warehouse and production line operations

the technology-based ingredients developed by Greenynthe with clear psychological functions of body systems. Among these products, Antromax® and Insumate® have won gold and silver medals at the world's three major invention awards as well as have 62 international patents, which are available in Europe, the United States, China, Japan, Korea, and Southeast Asian countries. In 2020, Antromax® was which is the first legal Antrodia cinnamomea product in the USA. Greenyn Group's corporate vision of “becoming the global leader in the biotech industry of Taiwan” is gradually being realized.

### **Create product value for the industry with strategic alliance**

Greenyn Biotechnology has focused on improving the R&D technology in health food products, assisting customers to jointly create product value, and actively engaging in strategic

alliances with upstream and downstream industries. With R&D as the core, Greenyn Biotechnology has developed Taiwan's unique health ingredients and has received several international certifications for food safety and product quality. Compson Biotechnology provides more than 100 kinds of health ingredients worldwide. It has strategic alliances with global health ingredients traders and overseas distributors to assist in health food marketing planning for our clients. Fengyang Biotechnology offers ODM/OEM formulation design in health food products. From selecting raw materials, designing formulas, manufacturing, complying with regulations, training, and providing marketing services, the Greenyn Group's strategy is to keep up with market trends and meet customers' needs as it has been doing for more than 20 years in the health food industry. In addition to doing in-house R&D, Greenyn has been working with well-known universities and medical centers in Taiwan and has published its research results in international journals. In order to help promote Taiwan's unique ingredients to the global market, we have conducted health food registration and certification in Japan, Korea, Australia, and Vietnam. We are actively promoting Taiwan's unique ingredients to the international health food market.

### **Excellent employee benefits and comprehensive job training**

We value our employees. In addition to giving employees special bonuses at the Dragon Boat Festival, Mid-Autumn Festival, Spring Festival, and birthday, we also provide a fixed amount of employee bonuses annually, as well as annual employee trips and other benefits; the Employee Welfare Committee also organizes family days, club activities, and departmental dinners from time to time to bring employees together. To help employees strike a balance between family and work, employees can choose to work flexible hours or work from home. In response to the

rapid changes in the industry, the workplace is a place that requires continuous education and competence training. Greenyn Biotechnology has established a perfect KM system and developed a TTQS talent development management system to provide employee training over the years. We offer a comprehensive training program for both new recruits and current employees and implement a complete training system to ensure that our employees are fulfilled and satisfied every day at work.

### **Giving back what is taken from society**

Greenyn Biotechnology has been developing and operating the core business in central Taiwan for many years. We have actively recruited local talents, provided internship opportunities at universities in central Taiwan through industry-academia collaboration, and actively engaged in volunteer activities. During the epidemic, we volunteered to provide hypochlorous acid to various organizations and contributed to society by promoting public welfare donations and other activities. As a part of the community, Greenyn Biotechnology believes that social responsibility is part of our corporate policy; we hope to continuously care for the community to help those who need it most. In the future, we will continue to fulfill our corporate social responsibility and implement our spirit of giving back what is taken from society.



牛樟芝研討會 Antrodia cinnamomea conference



1



3



2

1. 公司尾牙同仁合影  
Group photo of colleagues at the year-end dinner
2. 相關產品 Related products
3. 苦瓜胜肽記者會媒體採訪  
Bitter melon peptide press conference and media interview



## 綜 | 合 | 評 | 語 Commentary

綠茵生技自主研發臺灣特色保健原料為主產品線，為國際首例牛樟芝產品獲美國 FDA 認證，帶動臺灣牛樟芝搶進國際市場。公司專利含金量高，具有自主開發程式能力，3年投入千萬預算進行智慧化整合，同時也推動上中下游技術聯盟，提升聯盟技術水準與國際化，更與同業結盟共同推廣臺灣品牌國際化，其對產業用心值得肯定。

The main product lines from Greenyn Biotechnology are independently developed health ingredients with Taiwanese features. Its Antrodia cinnamomea product is the first FDA certified Antrodia cinnamomea product worldwide, helping Taiwan's antrodia cinnamomea enter the international market. The Company has a high patent content and is equipped with the capabilities to independently develop its own programs. To implement intelligent integration, the Company has invested ten million dollars in three years, while promoting upstream, midstream and downstream technology alliances to help improve technical standards and the internationalization of alliances. Greenyn Biotechnology also works with peers to jointly promote Taiwanese brands in international markets. Its devotion in the industry is worthy of recognition.



# PATTA®

## 鉅昇實業 股份有限公司

KING POINT ENTERPRISE  
CO., LTD.



鉅昇實業1999年創立，產品範圍涵蓋拉釘、螺絲及其他五金製品，以自創品牌PATTA及MADE IN TAIWAN口號行銷全球，建置國外物流運籌系統，規劃全球供應鏈，以顧客為導向，提供客戶專業一站式購足之五金品牌產品全面服務。公司多年來致力於無間斷之技術與品質提升，不僅投入大量資源進行產品研發，更導入國際級品質ISO管理系統，通過TS 16949、ISO 9001等國際認證。

### 品牌策略 布局全球

鉅昇自創辦以來，以自有品牌PATTA打入各國零售市場。在臺灣許多同業競爭者主要是以代工、B2B為主，PATTA 是極少數以自有品牌，進入終端市場行銷之品牌。PATTA 以自有品牌行銷

全球，並且獲得當目標市場的喜愛，在中南美洲、非洲、中東、亞洲等區域擁有高市佔率，是市場上的領導品牌。

以單一品牌產品橫向發展到八大系列，拓展產品線滿足顧客「一站式購足」的需求。透過與全球各地的當地代理商進行合作，共同執行當地品牌行銷，實體通路的佈建。提供當地代理商技術支援、宣傳海報、店鋪規劃設計的輔導與資源協助等。

在主要國際市場與各國代理商合作建構運籌系統，如印尼、阿根廷、阿拉伯聯合大公國，設有專屬的發貨倉庫，象徵PATTA 產品受到許多當地市場肯定。建立自動倉儲中心有效控管倉儲，縮減交期，更迅速對其顧客需求進行回應，貼近市場。與代理商共同設計專屬PATTA的物流配送車，在當地建構PATTA的物流配送系統，藉由PATTA 貨車行駛在大街小巷，有提升品牌知名度之廣告作用。

### 穩健管理 永續經營

遵循內稽內控制度，落實責任會計制度，各事業體如同獨立公司、自負盈虧，績效連動獎金制度。以大數據分析顧客採購模式，業務可透過購買週期模式主動了解客戶需求，改變傳統被動接受客戶訂單的互動模式並提供專屬網路銷售服務平台。



卡達市場產品發表記者會  
Launching ceremony for PATTA Power Tool in 2019.

以臺灣為事業主體，並將營運中心設立於臺灣，以「PATTA TAIWAN」打響知名度。重視員工在廠房中的安全作業規範，建立兩性平等工作環境，成立職工福利委員會為員工服務各項福利權益。秉持回饋社會之精神，支持高雄圖書總館「百萬藏書計畫」，長期關懷弱勢團體。

秉持獎罰分明的激勵措施，加強績效與獎酬間的連結，鼓勵團隊合作重要性，且鼓勵創新改善，以實質獎酬制度激勵人員朝向集團核心文化邁進。

### 以人為本 攜手成長

黃文彬董事長一直秉持著「以人為本」的理念，矢志營造一個可以滿足員工從最基本的生理需求到最高層次自我實現的企業，認為員工是公司最重要的資產，也是共創價值的夥伴。更進一步進修EMBA課程，讓自己對經營企業有更高瞻遠矚的眼光，將事業體全面盤整，跳脫傳統製造業的思維一併帶入企業經營；更不吝將所學傳授員工，定期盤點關鍵人才，安排專業與通識性的課程，以培養全方位的組織關鍵人才。

近幾年，鉅昇實業獲得多個重要獎項的肯定，藉由專家評核給予公司及員工肯定，讓員工與有榮焉，並增加社會大眾的信賴，同時也藉由獎項的曝光、宣傳，與社會大眾分享經營理念及公益想法，帶動產業界共創經濟並能夠回饋社會。



贊助青少年足球隊「小雷鳥」(WLTK)獲得2021年學童盃U11南區冠軍  
Sponsored the champion team WLTK in 2021

董事長 黃文彬 先生  
Chairman : Wen-Pin Huang



[www.patta.com](http://www.patta.com)



負責人：黃文彬

地址：802高雄市苓雅區三多四路110號15樓之6

電話：07-3362278

傳真：07-3369577

推薦單位：國立中山大學、國泰世華商業銀行股份有限公司、資誠創新諮詢公司

營業項目：提供全球客戶專業且值得信賴一站式購足之五金品牌產品及服務

產品名稱：螺絲系列、拉釘系列、締結系列、工具系列、五金配件、焊接系列、門窗系列

Owner : Wen-Pin Huang

Address : 15F No.110, San Duo 4th Rd, Kaohsiung 802, Taiwan R.O.C.

Tel : 07-3362278

Fax : 07-3369577

Recommended by : National Sun Yat-sen University 、 Cathay United Bank 、 PricewaterhouseCoopers(PwC)  
Business Items : Provide professional and reliable one-stop shop for global customers.

Products : Screw Series, Blind Rivet Series, Fixings & Anchors, Tools, Hardware Accessories, Welding Series, Door & Window Series.

上海新崑廠  
Shanghai Xinwei Plant



King Point Enterprise Co., Ltd. was established in 1999, and dedicated to sell its hardware products worldwide with its own brand PATTA. Committed to technology and quality improvement, the company has introduced an international quality system and gained the international evaluation certifications such as IATF 16949, ISO 9001 and ISO 14001. With high product quality and consistent high-standard production processes and services, PATTA has evolved to a multi-disciplinary company with high standard manufacturing and integrated sales.

### Brand strategy around the globe

Since the brand's establishment, the company has entered the national retail market with its own brand PATTA. Many of the competitors in Taiwan are mainly OEMs and B2Bs. PATTA is a brand that has rarely entered its end-market with high recognition. PATTA is marketed by its own brand and has won the favor of the target market. It has a high market share in Central and South America, Africa, the Middle East and Asia, and is known as the bellwether in the market.



越南胡志明市年度會議 Annual Meeting in Vietnam

The company has developed the brand into a series of eight dimensions in a horizontal direction and expanded its product line to meet the needs of customers for "one-stop shopping." Through the cooperation with local agents around the world, we will jointly implement local brand marketing and the brick-and-mortar stores. The company has also provided local agent technical support, promotional posters, counseling and resource assistance for store planning and design.

In the major international markets, we cooperate with agents from various countries to build operational planning systems, such as Indonesia, Argentina, and the United Arab Emirates. With a dedicated delivery warehouse in these countries, it is also symbolized that PATTA products are recognized by many local markets. The company has also established an automatic storage center to control warehousing effectively, reduce the delivery lead time, and quickly respond to the customers for knowing the need of the market. Exclusive logistics distribution vehicles co-designed by PATTA and the agents construct the PATTA logistics distribution system in the local area. With the PATTA vehicles in the streets, it will enhance the brand recognition due to its advertising strategy.





卓越事蹟 Outstanding Achievement

### Stable management for sustainability

Following the internal audit control system, the implementation of the accountability accounting system, each department works as an independent unit with awareness of self-financing and performance, which connects to the bonus system. Based on the analysis of the customer procurement model, sales can understand customer needs through the purchase cycle model actively and be able to provide a dedicated online sales service platform instead of accepting customer orders passively.

We set the operational center in Taiwan as the mainstay, establish "PATTA TAIWAN" to seize the popularity. Focus on the safe operation practices of employees in the factory, establish a gender equality working environment, and set up a staff welfare committee to serve employees with various welfare rights. In the spirit of giving back to society, we support Kaohsiung Library's "Millions of Books Project," long-term care for vulnerable groups. Moreover, company policy is to adhere to the incentive measures with clear rewards and penalties by linking performance and rewards, encouraging the importance of teamwork, accepting innovative ideas and improvement, with a substantive reward system to encourage employees to move toward the core culture of the group.



黃文彬董事長專題授課 Chairman's Lectures

### Employee oriented

Chairman Huang has always adhered to the concept of being employee oriented and is determined to build a workplace that can satisfy employees from the most basic physiological needs to the highest level of self-realization. He believes that employees are the company's most important asset and partners in creating value.

To have a forward-looking vision, Chairman Huang has attended an EMBA course to broaden his knowledge of running a business, and comprehensively reorganize the business structure by not using the conventional manufacturing thinking and bring these ideas into the business operation; furthermore, he generously passing on his acknowledgments to employees, regularly reviewing talents and arranging professional and general courses to cultivate a full range of employees in the organization.

In recent years, PATTA has won several important awards. The company and employees have been recognized and honored by experts' evaluations while the trust of the public has also increased. The public can share the managing idea of the company and its thoughts of welfare throughout the exposure and publicity of the awards, which drives the industry to create an economic boost and can give back to society.



1. 苗栗員工旅遊  
Company Trip in Miaoli
2. 2021年社會公益活動家扶新春送暖紅包  
Donated charity funds for TFCF in 2021
3. PATTA 產品系列 PATTA Products



## 綜 | 合 | 評 | 語 Commentary

鉅昇實業致力建構機聯網，透過資通訊與 AI 技術之應用，進行機器設備的系統連結，達到智慧化製造與營運管理模式之升級。同時以自有品牌行銷全球，持續擴大投資臺灣研發創新基地，並建置國外物流運籌系統，規劃全球供應鏈，讓客戶得到一站式購足之全面服務，務實前瞻，潛力雄厚。

PATTA is dedicated to constructing machine networking through applications of information and communication as well as AI technology. Connecting machinery and equipment systems, the upgrade of smart manufacturing and operations management models can be achieved. The Company's own brand is sold around the world, and while the Company continues to expand its investment in Taiwan's R&D and innovation bases, it has also invested in the building of overseas logistics and shipping systems, offering a global supply chain where customers can enjoy a one-stop shopping service. Its forward-thinking has promising potential.





# 濾能 股份有限公司

GREENFILTEC LTD.



濾能公司2014年由黃銘文董事長創立以來，堅持綠色思維、潔淨專業的企業理念，結合「Go Clean, Think Green」的核心價值主張，藉由創新的極致低碳環保產品及服務，守護半導體客戶的生產良率，確保客戶關鍵的商譽與社會責任，達成與客戶及環境共贏之目標。

## 「Go Clean, Think Green綠色思維、潔淨專業」達成共贏

濾能主要營業項目為先進製程無塵室模組化濾網、環境氣體採樣分析及濾網安裝工程，並提供客製化設計服務，生產友善環境的綠色產品，為客戶提供最佳化學氣態微污染防治方案，目前產品銷售於國內各半導體先進製程大廠。2021年更邁向新的里程碑，前進南科設廠。

透過研發綠色環保產品，搭配高效濾材再生技術，以節省支出成本，達成3R (Reuse框體重複使用、Reduce濾網廢棄物減量、Regenerate 濾網再生重複使用)的產品目標，提供與客戶、環境「共贏」之產品與服務。為能符合半導體先進製程幾近零污染之環境需求，以差異化服務保持競爭力，不斷精進研發技術，取得各式專利，確保持續領先的地位，同時也開發更多不同應用領域的新產品，提

供更多元全面的產品與服務，成為全球半導體產業密不可分的最佳夥伴！

## 「Secure critical, Secure green關鍵確保，極致低碳」佈建門檻

為實現公司理念，同時滿足客戶對先進製程微污染防治的多元需求及守護永續環境的企業使命，濾能持續朝向目標規劃策略，佈建資源，2016年成立倉儲中心，2018導入ERP，通過ISO品質管理系統及OHSAS18001職業安全衛生管理系統，產品通過第二類環保標章，榮獲第十五屆國家品牌玉山獎，2019通過BS 8001：2017循環經濟查核，2020通過ISO45001：2018職業安全衛生管理系統國際標準驗證，2020年12月股票公開發行，2021年3月於南科動土，4月取得實驗室TAF認證，5月楊梅新廠啟用，透過不斷提升競爭力，讓go clean, think green不只是口號，更以專業能力達到極致潔淨並兼顧環境永續。

以secure critical, secure green「關鍵確保，極致低碳，近乎苛求」為行動，來守護客戶生產良率。以綠色設計研發來展現決心，持續精進專業能力滿足客戶多元需求，回應創業初心，實現永續循環經濟完成對環境的零廢棄承諾，2021年濾能更積



董事長 黃銘文 先生  
Chairman : Mr. Ming-Wen Huang



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推薦單位：玉山商業銀行、台灣中小企業銀行楊梅分行、兆豐國際商業銀行、台灣資源再生協會、桃園市工業會、社團法人中華民國創新創業總會  
營業項目：半導體化學濾網系統模組產銷服務、AMC微污染防治與實驗室檢測分析  
產品名稱：半導體先進製程AMC微污染防治產品、現場安裝與實驗室檢測分析服務、AMC污染量測與諮詢、AMC污染防治工具銷售、AMC空氣微汙染防治、實驗室檢測分析

Owner : Ming Wen Huang  
Address : 2 F., No. 98, Ln. 199, Sec. 1, Zhongshan N. Rd., Zhongshan Vil., Yangmei Dist., Taoyuan City 326 , Taiwan R.O.C.  
Tel : 03-4856365 Fax : 03-4856567  
Recommended by : E.SUN Commercial Bank、Taiwan Business Bank Co., Ltd、Mega International Commercial Bank Co., Ltd、The Formosa Association of Resource Recycling、Taoyuan County Industrial Association、National Innovation and Entrepreneurship Association  
Business Items : A leader in AMC prevention control technology, specializes in offering the best modular solutions to the semiconductor industry. Through modular product design.  
Products : AMC total solution, AMC prevention and analysis, not only Providing AMC micro-pollution prevention products for Semiconductor advanced manufacturing process, but on-site installation and laboratory testing and analysis services.

極訂出ESG目標，實踐兼顧企業、員工、社會、環境的共贏哲學。

## 「共贏、共好」提升產品競爭力，展現社會影響力

為呼應政府根留臺灣政策，深化與客戶合作產品開發，提高供貨的及時性及彈性，並確保品質持續精進，濾能於臺灣設立研發中心及量產基地，以便就近服務主要客戶；為實現極致低碳環保產品的初衷，將以南科新廠作為環保產品的綠色製造基地，作為環境教育的場域，宣示對於環境守護的決心。

在企業社會責任方面，濾能盡己所能「以專業技術能力，守護環境之安全及潔淨」，實踐環保活動、紮根地方教育、支持弱勢團體、參與社會公益。2020-2021疫情期間，結合異業資源，運用微污染防治專業技術打造移動式負壓隔離空間和正壓檢疫站等潔淨空間，保護醫療人員及國人的健康安全，為社會貢獻不遺餘力。

## 「以終為始、目標導向」創造價值，感謝恩典

半導體客戶的腳步飛快，精確且快速回應客戶需求，才不會被淘汰！因此「以終為始、目標導向、聚焦結果、要事第一」是濾能回應客戶與市場的不二方針，也是建立高效團隊的工作法則，期許能成為一家「創造價值」的公司，在挑戰與恩典並存的世代中，與關鍵伙伴一同享受挑戰，感謝恩典！



以go clean think green，實踐3R理念朝全球綠色企業邁進  
Move towards a global green enterprise by practicing the 3R concept and "go clean, think green"



經營團隊合影 Group photo of the management team

### **“Go Clean, Think Green” to Create a Win-Win Situation**

Since its establishment in 2014, GreenFILTEC has been dedicated to thinking green and being a clean air expert, with “Go Clean, Think Green” as our core value proposition. We provide innovative, ultra-low-carbon products and services to safeguard our semiconductor clients’ production yield and critical reputation while helping them fulfill social responsibility, thus creating a win-win situation for both our clients and the environment.

Our main products and services include cleanroom modular filters for advanced semiconductor processes, environmental air sampling and analysis, and filter installation. We provide customized designs, produce environmentally friendly products, and offer the best solutions for AMC control. Our clients consist of major domestic semiconductor fabrication plants with advanced process technologies. In 2021, we reached a new milestone, breaking ground on a new factory in the Southern Taiwan Science Park.

Through developing green products and using regeneration technology for high-efficiency filter materials, we have reduced costs and achieved our 3R targets (i.e. frame reuse, filter waste reduction, and filter regeneration and reuse) to provide products and services that are both environmentally friendly and beneficial to clients. To meet the demand of a contaminant-free manufacturing environment for advanced semiconductor processes, we have been dedicated



榮獲國家品牌玉山獎

Winning the National Brand Yushan Award

to differentiating our services, continuously developing new technologies, and obtaining various patents to ensure our leading position. We also develop new products for multiple sectors in order to provide a wider range of products and services in becoming an integral partner for the global semiconductor industry.

### **“Secure Critical, Secure Green” Is How We Deploy Resources**

To realize the company’s philosophy and meet our clients’ diverse demand for micro-contamination control in advanced processes while still protecting the environment, GreenFILTEC has formulated strategies and deployed resources proactively. In 2016, we established a storage center. In 2018, we introduced an ERP system and acquired ISO Quality Management Systems certification and OHSAS 18001 Occupational Health and Safety Management System certification. In the same year, we also obtained the Type II Green Mark for our products and were awarded the 15th National Brand Yushan Award for Best Product. In 2019, we received BS 8001:2017 Circular Economy certification. In 2020, we acquired ISO 45001:2018 Occupational Health and Safety Management System certification and became a listed company in December. In 2021, we commenced the construction of a new factory in the Southern Taiwan Science Park in March,

received TAF's accreditation for our lab in April, and launched the new Yangmei factory in May. Through continuous enhancement of our competitiveness, we turned "Go Clean, Think Green" into real action, achieving ultra-clean air through our expertise while sustaining the environment. Our clients' production yield is safeguarded through our "Secure Critical, Secure Green" strategy in ensuring critical targets be met using a meticulous, ultra-low-carbon approach. We demonstrate our determination to achieve sustainability through green design and R&D. We also constantly improve our professional capabilities to respond to clients' diverse demands. In adhering to the original intention of entrepreneurship, we have achieved circular economy and committed ourselves to zero waste. In 2021, we have taken a further step by setting ESG goals in the hope of making our company a place where employees, society, and the environment can all benefit.

**“Committed to Mutual Benefits and Common Good”—We Increase Our Product Competitiveness and Make Social Impact**

In following the government's policy of investing domestically, co-developing products with our clients, increasing our supply's timeliness and flexibility, and ensuring continuous improvement



生產線作業情形 Production line operations

in quality, GreenFILTEC has established an R&D center and a mass production base in Taiwan to serve major clients in a timely fashion. The new factory under construction in the Southern Taiwan Science Park will be a base for green manufacturing, further realizing our company's original intention to produce ultra-low-carbon, environmentally friendly products. The new factory will also be used for environmental education to showcase our determination to protect the environment. In fulfilling corporate social responsibility, we are dedicated to keeping the environment safe and clean by leveraging our professional technological capabilities. We participate in environmental activities, support local schools and disadvantaged groups, and take part in charity. In 2020 and 2021 during the pandemic, we worked with companies from different fields in creating modular negative pressure rooms and positive pressure testing booths using our micro-contamination control technology. By putting our expertise to use, we did our utmost to protect the health and safety of medical personnel and national citizens, sparing no effort in contributing to society.

**“Goal-Oriented : Beginning with the End in Mind”—We Aim to Create Value and Are Grateful for God's Grace**

Due to the rapid pace of the semiconductor industry, it is of great importance to respond accurately and swiftly to the clients' demands. We always begin with the end in mind, orient ourselves to our goals, focus on the end results, and prioritize our clients' and the market's needs. That is the rule of thumb of how we work and is also why we have such a highly efficient team. We aspire to be a company that creates value. In this era of both challenges and grace, we hope to enjoy and embrace challenges with key partners and are grateful for the grace of God .





1. 公司年會同仁合影  
Group photo of colleagues at the annual meeting
2. 濾網系列產品 Filter products
3. 南科新廠動土邁向新里程  
New factory at Southern Taiwan Science Park breaks ground for new milestone



## 綜 | 合 | 評 | 語 Commentary

濾能生產符合綠色 3R 精神產品，配合半導體先進製程無塵室環境中幾近於零污染之需求，提供客戶所需之重要性高的產品，積極進行材料、製程與產品研發，以擴大產品線與分散客戶。公司成長動能良好，透過循環經濟的進行，協助顧客100%舊濾材回收，同時主要材料逐漸在地採購，以扶植本土供應商，值得嘉許。

Greenfiltec produces green products in the spirit of 3R. Meeting the requirements of near-zero contamination in the semiconductor advanced process clean room environment, it provides customers with an array of essential products. Greenfiltec strives for material, process and product development to further expand product lines and diversify its customer base. The Company has found sound growth momentum by assisting customers in recycling 100% old filter materials through the implementation of circular economy. Meanwhile, the primary materials used by the Company are largely procured locally in order to support local suppliers. This should be highly encouraged.



# 饗樂餐飲實業股份有限公司

Q Burger



曾經，饗樂餐飲創辦人鄭瑞賓先生，因家庭與經濟因素，休學自力更生，壓力大到甚至想放棄生命。在反覆思考自己的未來後，決定先踏入社會養活自己，並許下「若能養活自己，將會把餘生都奉獻給社會」期許在有生之年能創造就業機會，幫助年輕人擺脫困境！Q Burger饗樂餐飲，就是在「年輕人照顧年輕人」宏願下於2013年誕生！

Q Burger饗樂餐飲的「饗」字上下拆開即是「鄉」與「食」，代表鄉民的美食，「樂」即是快樂。期許吃完Q Burger餐點的客人，都能帶著快樂心情度過美好的一天。同時，Q Burger的Q代表著Quality品質&Quickly快速，希望以兩個「Q」向消費者傳達饗樂提供美味快速與高品質的餐點。

## 引領早餐產業升級，深耕臺灣 佈局全球

饗樂自2013年開始，以科技化管理方式，領先早餐同業投入POS系統，加速結帳作業、掌握營運數據。採用Salesforce管理商機、追蹤專案，建立線上QQSC (快速、品質、服務、整潔)檢核系統。今年更導入SAP進銷存管理系統，精準掌控原物料，有效提升門市與後勤夥伴效率。

更透過數位方式來響應政府無紙化政策，自2017年起陸續推出14項行動支付，累積達50萬名會

員，2020年推出APP訂餐系統，提供消費者及門市人員便利、正確與更快速服務，於今年疫情嚴峻期間更達總業績50%以上，數次拿下iOS「美食佳飲」熱門排行榜第三名，更是「連鎖餐飲品牌」第一。

同時Q Burger深耕臺灣，嚴選臺灣在地食材，在地生產品項及採購金額達到9成，大大促進在地供應鏈循環。在未來，Q Burger深信臺灣必將擺脫製造與代工業低利潤困境，朝「微笑曲線」之高價值品牌發展，將以成為「國際品牌」為職志，讓臺灣特色早午餐推向世界，搶攻臺灣年GDP近200倍的外匯。

## 年輕人照顧年輕人 提供良好福利與工作環境

Q Burger已創造超過3,000個就業機會，2021年疫情嚴峻期間，門市全面加薪10%，提供優於餐飲業基層人員起薪，更打造百萬線上教學系統，打造永續學習環境。

積極配合政府防疫，2020年新冠疫情爆發，率先於門市加裝防疫隔板，每日定時體溫檢測及門店消毒清潔。今年因應疫情，優先考量消費者與夥伴健康安全，率先暫停內用，並提倡APP線上點餐及多元支付，減少接觸更安心。

堅持食安最高標準



嚴守食品安全，採用合格供應商，原物料定期自主送驗，經SGS認證合格，以及門市天天測油，品質有把關。2018年加入衛生局「台北市食材登錄平台」讓食材來源更為透明化。Q Burger迄今販售1億個漢堡，超過13,000座台北101大樓高度，對Q Burger品牌來說，維護「食品安全」是每個夥伴的責任，有食安，才會有顧客的信任與支持。正因為有此共識，如此嚴謹的食安管理系統與SOP，才能在各個門市落實執行。更於連續2年獲得台北市、新北市、桃園市等多個縣市的GHP認證，證明門市的食品安全是官方掛保證的安心。

### 每個城市都有Q Burger 每一天 每個人都吃的到Q Burger

在回饋社會部分，2020年斥資200萬購入歐洲高頂復康巴士，捐贈品牌創始地「新北市政府」，幫助行動不便的新北居民就醫。以實際行動支持環保，使用可重複性餐具、選用PLA系列降解包材、推廣非現金結帳，以降低地球資源浪費；於2020年成為行政院環保署「早餐店油煙防制計畫」示範店家，配合政府標準進行門市油煙管制、廢油回收，以實際行動證明愛護環境，永續經營的決心。

Q Burger於臺灣站穩腳跟後，將朝成為臺灣引以為傲的國際品牌邁進！號召更多熱血年輕人加入，讓世界各地的每個城市、每一天、每個人都吃的到Q Burger！



線上APP點餐，快速又方便 QBurger APP  
Fast and convenient online ordering on APP

董事長 鄭瑞賓 先生 Chairman : Mr. Alan Cheng  
副總經理 黃心乙 女士 Vice President : Mrs. Ashley Huang



[www.qburger.com.tw](http://www.qburger.com.tw)



負責人：鄭瑞賓

地址：242新北市新莊區頭前路24號

電話：02-89913667

傳真：02-89913668

推薦單位：臺灣中小企業銀行

營業項目：提供多元創意早午餐

產品名稱：可朗芙、漢堡（盤餐）/ 吐司、義大利麵 / 燉飯、經典組合餐、輕食、點心、飲品、咖啡

Owner : Alan Cheng

Address : No.24, Touqian Rd., Xinzhuang Dist., New Taipei City 242, Taiwan R.O.C.

Tel : 02-89913667

Fax : 02-89913668

Recommended by : Taiwan Business Bank Co., Ltd.

Business Items : Provide a variety of creative brunch

Products : Croffle、BURGER (Combo) / Toast Sandwich、Pasta & Risotto、Q Burger Combo、Sides、Snake、Drink、Coffee



愛心不落人後，捐贈新北  
市政府復康巴士  
Showing care by donating  
a rehabilitation bus to  
the New Taipei City  
Government



There was a time when Q Burger founder Mr. Rui-Bin Zheng was forced to quit school and rely on himself due to family and financial reasons. He was under such pressure that he even thought about committing suicide. After repeatedly thinking about what he was going to do with his life, he decided to work and support himself. He also made the commitment, saying “I will dedicate the rest of my life to society if I really can support myself.” His specific dedication to society is to create employment opportunities in his lifetime to help young people with the same financial trouble as him to extricate themselves. Under the vision of “taking care of young people by young people,” Q Burger was incubated in 2013.

The Chinese name of Q Burger means hometown, food, and joy, which represents the gourmet for town people and the average person with happiness and joy. We expect all customers having breakfast at Q Burger to have a wonderful day with a pleasant mood. Meanwhile, the Q in Q Burger signifies “Quality” & “Quick.” The two “Qs” convey to the consumers that we not only provide delicious food but also offer quick and quality services.

### **Leader in upgrading breakfast industries— A global food brand with a solid foundation in Taiwan**

Since 2013, Q Burger has been the leader in the breakfast industry by investing in a POS cashier system and speeding up the cashier process by controlling the operational data. It adopted the Salesforce system to manage business opportunities and follow up programs, and it also introduced an online QQSC (Quick, Quality, Service, Cleanliness) inspection system. This year,

Q Burger even introduced SAP, the ERP system to precisely control the status of raw materials and equipment, in order to increase the work efficiency for the shop and staff.

Through digitalization, Q Burger launched diverse payment and promoted nearly 14 modes of mobile payment in response to the government's paperless policy in 2017, accumulating nearly 500,000 members. In 2020, the meal order system was launched to provide a more convenient, correct, and quick order-taking method for consumers and shop staff. During the COVID-19 pandemic period, the APP meal orders generated 50% of sales revenue and was ranked the top 3 popular shops in iOS “Food and Drinks,” surpassing many internationally renowned brands and large chain food groups, earning Q Burger the “No. 1” in “food and drink brand.”

At the same time, Q Burger is devoted to keeping its roots in Taiwan by strictly selecting local ingredients, and as we have reached 90% local products and purchases, the local supply chain cycle is greatly promoted. In the future, Q Burger firmly believes that Taiwan will surely cast off the “low-profit” predicament as the “manufacturing and OEM industry” and shift towards the development of a high-value brand on the right of the “smiling curve.” Q Burger also strides toward being an international brand by promoting Taiwan's special brunch to the world, thereby making nearly 200 times the annual GDP of Taiwan in foreign exchange.

### **Young people taking care of young people, providing excellent welfare and working environment.**

Upholding to initial intent and creating over 3,000 employment opportunities today. Q Burger

raised the salary for all shops by 10% in 2021 during the COVID-19 pandemic period to provide a higher base salary for entry-level employees in the food industry. Moreover, Q Burger invests in an online teaching system to encourage and provide partners with subsidies in advanced study, thereby building a workplace of “sustainable learning” in the enterprise.

Cooperating with government anti-epidemic policies for the sake of consumer and partner health and safety. When COVID-19 hit the world in 2020, Q Burger was the first to install acrylic separators in shops. Meanwhile, Q Burger conducts daily body temperature measurements with the management of health conditions, provides disinfection solutions for customers, and routinely disinfects and cleans the shop. During the severest period of the pandemic in 2021, Q Burger was the first to suspend dine-in services and provide an online APP for meal orders and diverse payment modes to reduce physical contact and ensure safety.

#### **Abiding by the most rigorous standards of food safety without any compromise.**

Protect food safety through rigorous control. Q Burger selects fine raw materials of food from big local certified factories while the shops inspect the daily oil to control the quality. The raw materials are regularly submitted to SGS testing to sustain the finest quality. In 2018, Q Burger joined the “Food Tractor Taipei” of the Department of Health, Taipei City Government to voluntarily disclose the test reports for all items sold. The source of breakfast and lunch ingredients for chain stores becomes more transparent. Over the years, Q Burger has sold over 100 million burgers, which exceeds the height of 13,000 Taipei 101 buildings. For Q Burger, it is the responsibility of each partner to maintain “food safety,” and only with food safety will we have the trust and support of our customers. This consensus is the reason why such a rigorous food safety management system and SOPs are implemented in all shops. For two years in a row, Q Burger has been certified by GHP from multiple counties and cities, including Taipei City, New Taipei City, and Taoyuan. The certification shows that the shop is accredited nationally in terms



實際操作教學 Instructions

of processing, food safety, and environmental protection.

#### **Anyone can get Q Burger in every city, every day.**

Staying ahead in giving back to the community. In 2020, Q Burger spent NTD\$2 million on the purchase of a Volkswagen Kombi Rehab Bus for donation to the origin of its brand foundation – New Taipei City – in order to help New Taipei City residents with a physical disability or those in need of medical treatment.

Taking part in support of environmental protection. To prevent resource waste on earth, Q Burger chooses to use non-disposable utensils, packages made of PLA degradable materials and promotes non-cash payments to reduce the amount of garbage to the environment. Q Burger even joined the Environmental Protection Administration, Executive Yuan in 2020 as a demonstration shop for “Breakfast Shop Cooking Oil Fume Prevention Plan.” The Company cooperates with the government for conducting oil fume control and waste oil recycling from shops by high standards to prove its care for the environment through practical action and the determination in sustainable management.

In the future, Q Burger will continue to move toward “the international brand that Taiwan can be proud of” after establishing a solid foundation in Taiwan. By calling for more young people with enthusiasm to join the team and expose Taiwan’s brand worldwide, eventually, everyone, not only in Taiwan but in all cities worldwide, can get Q Burger every day.



1. 2019年員工旅遊 Company trip in 2019
2. 咖啡調製 Coffee Brewing
3. 多元美味的餐點 Multiple and Delicious Meals
4. 榮獲台北市食材登錄平台 Outstanding Performances



## 綜 | 合 | 評 | 語 Commentary

饗樂餐飲創辦人重視食品安全，長期與國際級大廠合作，優先使用符合 HACCP、ISO 22000 在地工廠生產的原料和食材，嚴控品質。同時也積極建立數位系統能力，自建 QB App，更導入專業資訊系統來掌握各點營運狀況。以年輕人挺年輕人創業初衷，提供數百位年輕人微型創業機會，未來潛力可期。

The founder of Q Burger Group regards food safety as its utmost priority. It has long-term cooperation with major international manufacturers and was the first to use local materials and ingredients that meet HACCP and ISO 22000 quality control standards. Q Burger Group is also making an effort in building its digital system capabilities by setting up the QB APP, while introducing a professional information system to assimilate the operations of each branch. The Group has endless potential as it has provided hundreds of young people with entrepreneurial opportunities with its initial mission of young people supporting young people.



## 評審委員會

### 決審委員名單 (依姓氏筆畫排序)

#### 委員

王安邦

勞動部 政務次長

呂桔誠

台灣銀行 董事長

李育家

中華民國全國中小企業總會 理事長

沈志修

行政院環境保護署 常務副署長

阮清華

財政部 政務次長

林謙浩

台灣中小企業銀行 董事長

邱淑貞

行政院金融監督管理委員會 副主任委員

張建一

台灣經濟研究院 院長

張傳章

中華經濟研究院 院長

許添財

商業發展研究院 董事長

許舒博

中華民國全國商業總會 理事長

陳正祺

經濟部 政務次長

劉文雄

工業技術研究院 院長

謝明達

中衛發展中心 董事長

李世光 主任委員

工業技術研究院 董事長

### 初審實訪委員名單 (依姓氏筆畫排序)

#### 第一階段委員

王春旗

亞信電子(股)公司 董事長

可文山

可貿企業(股)公司 董事長

余尚武

明志科技大學管理暨設計學院  
講座教授

李佳玲

政治大學會計系 教授

李春宗

高雄市會計師公會 副理事長

李叢禎

台北大學經濟學系 教授

李耀魁

信億會計師事務所 會計師

邱銘乾

家登精密工業(股)公司 董事長

洪世章

清華大學科技管理研究所  
講座教授

洪新原

中正大學資訊管理學系 教授

張明輝

資誠教育基金會 董事長

陳世哲

邑錡(股)公司 董事長

陳國欽

興采實業(股)公司 董事長

楊聲勇

中興大學財務金融系

榮譽特聘教授

葉穎蓉

臺灣科技大學 國際長

#### 第二階段委員

江文若

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經濟部中小企業處 處長

呂正華

經濟部工業局 局長

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雅博(股)公司 董事長

張銘斌

經濟部投資業務處 處長

陳萬來

振躍精密滑軌(股)公司 董事長

黃慶堂

銘傳大學企業管理學系 副教授

賴永吉

正風聯合會計師事務所 所長

蘇文玲

經濟部商業司 司長

## 卓越中小企業 選拔表揚申請須知

### 一、依據：

本須知依據經濟部中小企業處「國家磐石獎—卓越中小企業選拔表揚作業要點」訂定。

### 二、目的：

中小企業為國家經濟磐石，為激勵中小企業升級及發展，選拔經營穩健殷實，在各方面均表現卓越，並對社會有具體貢獻之中小企業給予公開表揚。

### 三、主辦單位：

經濟部

中華民國全國中小企業總會

### 四、執行單位：

經濟部中小企業處

中華民國全國中小企業總會

### 五、協辦單位：

關懷中小企業基金會

### 六、參選資格：

- (一) 依法辦理公司或商業登記，且實收資本額在新臺幣一億元以下者；或經常僱用員工數未滿200人之事業。(經常僱用員工數之計算基準：民國109年4月至110年3月之勞保平均人數)。
- (二) 成立時間在5年（含）以上（民國105年5月31日前成立者），且近5年未獲本獎項者。
- (三) 最近3年（民國107-109年）其中2年稅前稅後均獲利，且最近1年(109年)無累積虧損者。
- (四) 企業負責人須擁有中華民國國籍。
- (五) 申請企業如有下列事項，不得參選。
  - 1. 於申請截止日前3年內，有發生重大勞資爭議、重大職業災害，或違反其他主管機關相關法規同一法條，處分達3次以上或經移送判刑確定者。
  - 2. 企業或其負責人有爭議事件致影響社會觀感或本獎項形象者。

#### 七、表揚名額：

表揚以12家企業為原則，惟實際當選家數由評審委員會議決議之。

#### 八、參選方式：

參選者必須由工商及社會團體、金融及學術研究機構、中小企業輔導機構、政府機關或磐石獎聯誼委員會推薦，並填具推薦書方予受理。

#### 九、報名應繳資料：

(一) 線上資料表填寫<https://reurl.cc/NbeWe>

(二) 自我檢核表。

(三) 個人資料提供同意書。

(四) 徵信調查同意書。

(五) 推薦書（附表1-1、1-2）。

(六) 企業簡歷表（附表2-1、2-2）。

(七) 企業經營績效說明書（附表3）。

(八) 企業登記資料、董監事名冊。

(九) 企業負責人身分證影本。

(十) 製造業請加附工廠登記證明文件。

※製造業之廠房面積及電力容量、熱能如未達「工廠從事物品製造加工範圍及面積電力容量熱能規模認定標準」第3條規定之規模者免附。

(十一) 最近3年（民國107~109年）會計師財務簽證之查核報告書，其中109年需完整會計師財務簽證之查核報告書正本。

※若107及108年無會計師財務簽證之查核報告書，則檢附(十二)之財務資料即可。

(十二) 最近3年（民國107~109年）營利事業所得稅結算申報書(需含資產負債表和損益及稅額計算表)。

(十三) 民國110年1月至4月之營業人銷售額與稅額申報書(401表)。

(十四) 國稅局核發之無違章欠稅證明文件。

(十五) 最近12個月（民國109年4月至110年3月）勞保局投保單位繳費證明書和投保人數資料。

(十六) 其他事蹟證明相關文件影本（如品質認證證明書、獎項紀錄等）。

(十七) 相關照片電子檔4-5張(含企業大門、辦公室全景、生產線作業、產品等)。



十、報名方式：

(一) 請線上填寫資料表(附表2-1)，並提供紙本和電子資料。

1. 紙本資料：應繳報名文件，請採A4格式、雙面印製、膠裝成冊，正本1份。

2. 電子資料1份(請提供雲端下載網址)。

(1) 設立兩個資料夾：申請書、照片。

(2) 申請書資料夾：申請文件請以PDF檔為主，其檔名請完整填寫全名，例如自我檢核表、附表1-1推薦書、附表2-1企業簡歷表、109年會計師財務簽證報告書等，請個別存檔無須合併。

(3) 照片資料夾：請以JPG檔為主，並完整填寫照片圖說。

(二) 參選資料概不退件，選拔工作結束後由主辦單位統一銷毀。

(三) 申請書下載網址：

國家磐石獎 <http://smeaward.moeasmea.gov.tw>

中華民國全國中小企業總會 <http://www.nasme.org.tw>

(四) 收件截止時間：

即日起至民國110年5月28日(五)止。郵寄送件以郵戳日期為憑；親送或宅配則請於截止日前於上班時間(上午9：00至下午5：30)前送達。

十一、收件及聯絡窗口：

國家磐石獎選拔委員會工作小組

電話：02-2366-0812分機154林小姐 / 152盧小姐

傳真：02-2367-5952

送件地址：106臺北市羅斯福路2段95號6樓

十二、評審作業：

(一) 評審程序分資格審查、初審實訪、決審三階段進行。

1. 資格審查：由國家磐石獎選拔委員會工作小組針對申請企業資料進行基本資料審查和資格確認，缺件者應於期限內補件完成，逾期則視為資格不符。

2. 初審實訪：由具專業素養和代表性之專家學者擔任本階段委員進行書面評審和二階段實地訪審。委員針對通過書面審查之企業進行第一階段訪審，評核企業經營績效評估和財務狀況評估，遴薦進入第二階段實訪企業名單；再由第二階段實訪委員進行實地訪審評核，並依據實地訪審及徵信調查結果，決定入圍決審企業。

3. 決審：由政府首長及工商企業領袖擔任決審委員，依據入圍決審企業之書面資料進行評審，並決定得獎企業。

(二) 評審標準與內容：

1.企業經營績效：占總分70%

項目	權重	內 容 說 明
整體管理制度	25%	<ul style="list-style-type: none"> <li>◆ 經營理念、願景、目標與行動計畫</li> <li>◆ 組織架構及管理職能之運作說明</li> <li>◆ 企業文化塑造與實務</li> <li>◆ 營運流程管理(含會計制度與內部控制制度、人員生產力、資訊系統規劃/應用/管理/數位轉型、供應鏈結構管理及策略聯盟運用情形、取得相關認證如正字標記、環保標章、節能標誌等)</li> <li>◆ 全球布局與布建通路之作法</li> </ul>
創新策略	20%	<ul style="list-style-type: none"> <li>◆ 創新績效(創新商品/服務/技術、創新行銷模式、創新經營模式等)</li> <li>◆ 核心競爭力分析</li> <li>◆ 研發投資與成效</li> <li>◆ 產品(服務)、技術、事業開發之短、中、長期策略</li> <li>◆ 生產與作業流程之改善</li> </ul>
行銷策略	20%	<ul style="list-style-type: none"> <li>◆ 市場地位(含新服務模式對產業發展、社區互動的價值)</li> <li>◆ 市場行銷策略(含內外銷)</li> <li>◆ 顧客關係管理</li> <li>◆ 自有品牌運用情形</li> <li>◆ 產業關聯效果(各產業相互間的貨品與服務之交易狀況)</li> <li>◆ 資通訊科技運用</li> </ul>
人力發展	20%	<ul style="list-style-type: none"> <li>◆ 人力資源規劃與運用策略 (包含人事制度、勞資關係、教育訓練、員工福利、知識管理)</li> <li>◆ 企業人才發展與企業策略性目標、績效之連結</li> <li>◆ 經營團隊的運作情形</li> <li>◆ 提供校外實習情形</li> </ul>
社會責任	15%	<ul style="list-style-type: none"> <li>◆ 根留臺灣理念與作法</li> <li>◆ 對社會有具體貢獻之相關事蹟</li> <li>◆ 企業形象</li> <li>◆ 環保與工(公)安衛</li> <li>◆ 消費者保護</li> <li>◆ 營造性別平等友善工作環境</li> <li>◆ 響應政府政策(導入使用電子發票、訂定實施員工調薪分紅機制等)</li> <li>◆ 社會回饋實績，例如企業社會責任(CSR)、永續發展目標(SDGs)等</li> </ul>

## 2.財務狀況：占總分30%

項目	內 容 說 明
自有資本率、流動比率、利息保障倍數、營業利益率、稅後純益率、應收款項週轉率、淨值報酬率、總資產週轉率、營收成長率等9項	財務評估係依據企業提供之最近3年度財務報表資料，就償債能力、財務結構、獲利能力、經營效能和企業展望等相關領域計算各項財務比率，並與其各別同業標準相較後，綜合彙計評分

### 十三、頒獎表揚：

- (一) 頒獎典禮預計於本（110）年11月份舉行，將邀請政府高階首長頒獎並頒發獎座及證書。
- (二) 拜會政府首長，以肯定當選企業之經營成就和政府對中小企業之重視。
- (三) 出版當選企業專輯。
- (四) 舉辦當選企業成功經驗發表會及實地觀摩，詳實介紹得獎企業成長、奮鬥歷程及經驗，以擴散企業成功模式。

### 十四、得獎企業之義務：

- (一) 得獎企業有配合提供印刷專輯、錄影專輯所需題材、發表企業經營成功經驗、參加中華民國全國中小企業總會磐石獎聯誼委員會、參與相關獎項廣宣等相關活動之義務。
- (二) 得獎企業應配合主辦單位未來辦理中小企業相關工作之需要，提供參訪或參與相關會議之義務，另也需配合擔任中小企業處輔導計畫之輔導業師。
- (三) 得獎企業得獎後若經查證有違反本須知規定、經營不實而違反法令或有發生爭議事件致影響社會觀感或本獎項形象者，主辦單位得撤銷其得獎資格，收回其獎座及證書，另自撤銷日起5年內不得參選。



2021  
*Outstanding Overseas  
Taiwanese SMEs Award*

23<sup>rd</sup> 海外台商 磐石獎

指導單位



僑務委員會

主辦單位



經濟部中小企業處



中華民國全國中小企業總會

協辦單位



世界台灣商會聯合總會

## 僑務委員會 委員長賀詞



海外臺商磐石獎不僅是一項榮耀，更有助促進海內外企業交流合作，為擴大參選企業家數，僑委會特責請駐外僑務人員加強推薦，企盼未來有更多臺商企業踴躍參選，期許得獎之卓越臺商企業傳承海外拚搏成功經驗，擔任臺灣本地企業的「引路人」與「合作夥伴」。

根據世界經濟論壇(WEF)公布的全球競爭力報告，臺灣連續2年在「創新能力」中排名亞太第一、全球第四，與德國、美國、瑞士並列全球四大超級創新國；另外，根據瑞士洛桑管理學院(IMD)公布2021世界數位競爭力調查評比，臺灣全球排名第8，較去年上升3名，除在亞太國家中高居第3，在人口逾2,000萬經濟體中更高居全球第一，這些數據顯示臺灣創新能力備受全球肯定。

海外僑臺商在世界各地擁有豐沛資金及人脈，向來是我國深化與各國實質關係及促進臺灣經貿發展的重要推手。然而，新冠肺炎疫情改變既有的經濟運行模式，美中貿易摩擦未歇，以及區域經濟整合進展加速，更促使全球產業供應鏈加速重組，部分海外僑臺商正面臨技術、人才與品牌的挑戰，而臺灣的產業技術、研發科技與國際知名度均具有優勢，倘能結合臺灣優勢與海外僑臺商資源，可輔導僑臺商化危機為轉機，助益海外僑臺商產業升級轉型及拓展國際市場。

僑委會為將臺灣優勢與海外臺商鏈結，與臺灣各大學校院及研發機構合作推出「全球僑臺商產學合作方案」及「全球僑臺商產業升級與技術服務方案」，透過調查需求、彙編手冊、建立數位聯絡窗口、辦理工機線上論壇及參訪交流，串聯產學研界能量，協助僑臺商提升技術實力。另為培育青商、協輔臺商事業發展，本年更首度辦理「全球青商潛力之星選拔」，提供海外青商創業資金與業師輔導諮詢服務；以及於亞洲地區試辦「海外臺商精品選拔」，協促海外臺商事業品牌發展，強化國際競爭力。

最後，再次恭賀榮膺本屆「海外臺商磐石獎」之臺商企業，能於眾多優質之海外參選企業競爭中，經過嚴謹審查評選脫穎而出，至為不易，在此特別致祝賀之意，也期盼得獎臺商能結合臺灣的技術、新創、高科技產業鏈、人才及國際知名度優勢，開拓海外僑臺商與臺灣共同發展的契機，攜手共創臺灣的進步與繁榮。

僑務委員會委員長

臺振源



## Congratulations from the Minister of the Overseas Community Affairs Council, Republic of China (Taiwan)

The Outstanding Overseas Taiwanese SMEs Award is not only an honor, it also facilitates exchanges and cooperation among domestic and foreign enterprises. In order to expand the number of enterprises joining the selection, the Overseas Community Affairs Council, Republic of China (Taiwan) (OCAC) has designated staff stationed overseas to enhance recommendations in the hope that more Taiwanese enterprises will join the selection enthusiastically in the future and that the outstanding Taiwanese enterprises winners will pass on their experiences of successfully doing business overseas and will also serve as “pathfinders” and “partners” of local enterprises in Taiwan.

According to the Global Competitiveness Report released by the World Economic Forum (WEF), Taiwan has ranked first in the Asia-Pacific region in “innovation capability” for two consecutive years and is one of the world’s most innovative economies along with Germany, the United States, and Switzerland. In addition, according to the World Digital Competitiveness Ranking announced by the International Institute for Management Development (IMD) in Switzerland in 2021, Taiwan ranks 8th in the world, three places higher compared to the previous year. Other than ranking 3rd among the countries in the Asia-Pacific region, it ranks first in the world among economies with a population exceeding 20 million. This data is an indication that Taiwan’s innovation capability is recognized by the world.

Overseas Taiwanese businesses have rich resources and personal networks in all parts of the world. They have been important promoters of Taiwan’s deepening of substantive relations with other countries and Taiwan’s economic development. However, the COVID-19 pandemic has altered the existing mode of economic operation. While U.S.–China Trade friction continues, the rapid progress of regional and economic integration is pushing the global industry supply chain to speed up reorganization. Some overseas Taiwanese businesses face technology, talent, and brand related challenges, while Taiwan has an edge in industrial technology, R&D technology, and international visibility. If Taiwan’s advantage and overseas Taiwanese businesses’ resources can be combined, guidance can be offered to these overseas businesses to turn crises into opportunities, help overseas Taiwanese businesses in achieving industrial upgrade and transformation, and expand international markets.

In order to link Taiwan’s strength and overseas Taiwanese businesses, the OCAC has collaborated with major universities, colleges, and research institutions in Taiwan to jointly launch the “Overseas compatriot entrepreneurs with industry-academia cooperative service programs” and the “Overseas compatriot entrepreneurs with industry upgrading and technical service programs” Through demand surveys, compilation of manuals, digital contact window establishment, and holding online business opportunity forums and visits and exchanges, the capability of industry, academia, and research community can be linked to aid overseas Taiwanese businesses in enhancing their technical power. Furthermore, in order to cultivate young entrepreneurs and assist and guide Taiwan business development, the “Global Young Entrepreneur Stars Selection” has been held for the first time this year to provide overseas young entrepreneurs with start-up funds and professional guidance and consultation services. “Taiwan Prime”, a pilot competition for overseas Taiwanese business fine products, has also been held in Asia to assist in promoting the brand development of overseas Taiwanese businesses and strengthening international competitiveness.

Lastly, I would like to congratulate the Taiwanese business winners of the “Outstanding Overseas Taiwanese SMEs Award” who stood out among the many outstanding competing enterprises after stringent review and selection. Special congratulations to them. I hope the winners can combine Taiwan’s technology, start-ups, high-tech industry chain, talents, and international visibility advantages to open up opportunities for overseas Taiwanese businesses and Taiwan to seek joint development, thereby making a concerted effort to co-create Taiwan’s progress and prosperity.



Tung, Chen-Yuan  
Minister  
Overseas Community Affairs Council  
R.O.C.(Taiwan)



## 世界台灣商會聯合總會 總會長賀詞

欣逢第23屆「海外台商磐石獎」頒獎典禮在臺北舉辦，在此謹向本屆獲獎的八家企業申致誠摯賀忱，並對所有海外臺商在各行各業辛勤奮鬥、繁榮國家經濟的努力與貢獻，表示由衷的景佩與感謝之意。




經濟部為促進與國內企業商機交流與技術合作，並提升華人在國際社會的地位與形象，從民國88年起舉辦「海外台商磐石獎」，深獲各界的讚許與肯定，至今已有上百家海外經營有成的臺商企業獲獎。這些臺商面對各國語言、文化的障礙，以及海外經營環境、資源不如國內等諸多挑戰，仍然憑著堅毅不拔的精神，在世界各地建構屹立不搖的產業地位，對於厚植我國經濟發展實力，深具意義。

然而這兩年球新冠肺炎疫情重創世界，國際市場需求大幅萎縮、全球供應鏈運作受阻，經濟體系遭遇非常態危機。對於海外臺商而言，如何在動盪的環境中，持續挺立昂揚綻放光芒，是艱難的課題。而本屆獲獎的海外八家臺商企業，分別來自美國、日本、泰國、巴西、馬來西亞、越南，各個表現亮眼，除了經營績效表現卓越外，對於家鄉及僑居地回饋更是不遺餘力，更為臺灣帶來正面的國際評價，足堪稱為海外臺商企業之典範。其精益求精的雄厚實力，殊堪嘉佩，獲得最高榮耀實至名歸。

在此，至盼本屆海外臺商磐石獎獲獎企業，能繼續在海外發揮專業精神，匯集企業界人士的力量，並將其成功經驗鼓勵後進，發揮深度影響力，在後疫情時代共創海外臺商的事業榮景，讓磐石獎精神因此綿延不息！最後敬祝各位身體健康、萬事如意、家庭美滿、事業成功，大會圓滿順利！

世界台灣商會聯合總會 總會長

王瑞俊



## Congratulations from the Chairperson of the World Taiwanese Chambers of Commerce

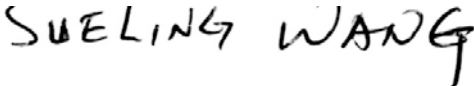
The “23rd Outstanding Overseas Taiwanese SMEs Award” awarding ceremony was held in Taipei. I cordially congratulate the eight award-winning enterprises this year. I would also like to express my admiration and gratitude to all overseas businesses from all walks of life who work diligently to endeavor for and contribute to national economic prosperity.

In order to promote domestic enterprises’ business opportunities, exchanges, and technical cooperation and enhance the Chinese people’s status and image in the international society, the Ministry of Economic Affairs has since 1999 held the “Outstanding Overseas Taiwanese SMEs Award.” So far, more than 100 Taiwanese businesses having achieved business success have won the award, with praises and recognition from all sides. Faced with language and cultural barriers, as well as many challenges related to overseas business environment and resource inadequacy compared to Taiwan, the Taiwanese businesses adhering to the spirit of perseverance have built an unshakable industrial status in all parts of the world, which has a profound significance as far as cultivating Taiwan’s economic development strength is concerned.

However, the COVID-19 pandemic in the past two years has devastated the world, resulting in the drastically shrinking international market demand, the hindered global supply chain, and the unusual crisis in the economic system. To overseas Taiwanese businesses, how to continue holding their heads up high and shining in the environmental turmoil remains a tough issue. The eight Taiwanese enterprises that have received the award this year come from the United States, Japan, Thailand, Brazil, Malaysia, and Vietnam, with outstanding performance.

In addition to their business performance excellence, they have spared no effort to give back to their hometown and overseas residence, earning Taiwan positive ratings from the world. They are said to be role models for other overseas Taiwanese businesses. Their strength in seeking perfection is worthy of admiration, and their receiving the highest honor is well deserved.

Here, I look forward to seeing “Outstanding Overseas Taiwanese SMEs Award” winning enterprises continue to bring their expertise into play overseas, gather the strengths of people from the business community, share their successful experiences to encourage succeeding generations, and exert a profound influence. In the post-epidemic era, the businesses overseas shall co-create business property to carry on the spirit of the SMEs Award. Lastly, I wish all good health and all the best, family happiness, and business success. May the award ceremony come to a successful closing.

 Sue-Ling, Wang  
President  
World Taiwanese Chambers of Commerce

## 海外台商磐石獎評審作業說明

Judging Procedure of the Outstanding Overseas Taiwanese SMEs Award

由僑務委員會指導，經濟部中小企業處、中華民國全國中小企業總會以及世界台灣商會聯合總會共同舉辦第23屆「海外台商磐石獎」選拔表揚活動，以表彰海外經營企業有成，各方面表現卓越，且對臺灣或僑居地等國際社會有貢獻之臺商企業。

本年度至6月11日受理申請截止，6月12日至7月5日組成初審工作小組，就參選企業進行資格審查。

7月30日至8月12日由經濟部中小企業處處長擔任複審主任委員，邀請具專業素養和代表性之學者專家進行書面審查，並於8月13日召開複審會議，針對參選企業之「企業特色」、「社會貢獻」、「整體管理制度」及「財務會計」等予以評核，經綜合討論後決議12家企業進入決審。

決審會議於9月8日召開，由僑務委員會委員長擔任決審主任委員，邀請來自產、官、學領域之代表進行審查，針對「整體管理制度健全堪為楷模」、「可為海外台商企業經營示範效果」及「對我國或當地社會有具體貢獻」等方面予以評核，經綜合討論後，決定8家得獎企業。

本屆得獎企業分布於日本、泰國、越南、馬來西亞、美國、巴西等國家，產業範圍涵蓋進出口貿易、成衣外套製造販售、壓克力板保護紙製造、木業製造、家具製造、鋁合金壓鑄、EVA原物料製造加工及消費性電子產品等產業，這些海外臺商除了在海外經營事業有成外，更對臺灣或僑居地等國際社會有相當貢獻，足堪稱為海外臺商企業之標竿典範。

Guided by the Overseas Community Affairs Council, the Small and Medium Enterprise Administration, the National Association of Small & Medium Enterprises, and the World Taiwanese Chambers of Commerce joined forces to organize the 23rd “National Award of Outstanding SMEs for Overseas Taiwanese Businessmen,” recognizing successful Taiwanese companies that have made tremendous contributions to Taiwan or other international societies.

The cut-off date for applications for this year’s competition was June 11, and a task force was formed to review the eligibility of candidates from June 12 to July 5.

From July 30 to August 12, the Director General of the Small and Medium Enterprise Administration served as chief for the preliminary review, and professional and representative scholars and experts were invited for written review. On August 13, a review meeting was held to evaluate the “company characteristics,” “social contributions,” “overall management system,” and “financial accounting” of the candidates. After comprehensive discussions, 12 companies were selected to enter the final evaluation round.

On September 8, a meeting for final review was held, and the Minister of the Overseas Community Affairs Council served as chief for the final round. Representatives from industry, government, and academia were invited to evaluate the finalists, focusing on “whether their overall management system is robust enough to serve as an industry model,” “whether the management of these companies can serve as an example for overseas Taiwanese companies,” and “whether these companies have made concrete contributions to Taiwan or local societies.” After extensive discussions, eight companies were selected as this year’s winners.

The winning companies this year are located in Japan, Thailand, Vietnam, Malaysia, the U.S., and Brazil and covering industries from import and export trading, garment manufacturing and sales, protective film for acrylic sheet manufacturing, lumber, furniture manufacturing, aluminum alloy die-casting, EVA raw material manufacturing and processing, and consumer electronic products. These Taiwanese enterprises, spanning across the globe, not only boast successful business models, but they also make tremendous efforts in improving societies not only in Taiwan but in the locations where they operate, making them worthy winners and serving as a benchmark for other overseas Taiwanese businesses.





# 大道國際 股份有限公司

Landway International  
Corporation



Landway成立於1995年，創辦人陳陽明先生有鑒於全美80%成衣進口源自海外，以” Made in the USA” 的概念，逆市而行。因彈性客製化生產，憑消費者對傳統美國製造服裝的耐用、精實及可靠品質，成功立足於北美洲的成衣供應。

## 成長與開拓

1995年間，原糊口營生小商舖。陳陽明董事長為了客戶需求人造纖維毛毯，誤購休閒外套用的搖粒絨布料。自此，像是誤闖森林的白兔，硬著頭皮踏入成衣製造商，並且愈挫愈勇！

2008年次貸金融危機中，Landway堅強體質，走出陰霾，也迎來批發零售端，轉型成大型物流倉儲中心，本來零售商的庫存壓力，全部轉移由Landway承擔。從此，五星級飯店、賭場、國家公園、博物館、動物園及休閒渡假中心紛紛簽約供應關係，甚至專業電商賣家、網紅售賣，均以Landway為發貨倉庫。

同時，秉持獨特的設計風格與流行元素，擁有專屬刺繡和標章熱轉印，加上便利採購、尺寸混搭、免費運送，創造附加價值的利益。Landway以自有品牌商品形象，善意的自主定價，開創藍海市場的揮灑！

## 營運策略與模式

Landway認為產品的品質保證，是生存的命脈，因此各生產工廠，均有派QC人員駐守，或是第三方公信檢驗機構的報告。Landway為落實當地生產或海外協力廠商的技術研發，都有專案小組研究各種模組框架的生產進階，模組化生產是AI智慧製造的前段過程，可取代熟手技工短缺，質量指數提升。

由於客戶均非服裝本行，Landway皆會提供設計建議，解決買方誤料的風險。因Landway是美國境內成立超過25年的信譽卓著廠商，所有的OEM購案，均依美國法律法規來規範；所有的成品質量，悉心承諾客戶的權益保障。



辦公室 Office

董事長 陳陽明 先生  
Chairman : Mr. Younger M Chen



[www.landway.com](http://www.landway.com)

負責人：陳陽明

地址：美國加利弗尼亞州海沃市林肯街2368號

電話：650-8718809

傳真：650-8718774

推薦單位：駐舊金山台北經濟文化辦事處 賴銘琪處長、世界台灣商會聯合總會 林貴香名譽總會長、北美洲台灣商會聯合總會 吳怡明總會長/張秋雄榮譽總會長/陳光博榮譽總會長、舊金山灣區台灣商會 周信喆會長

營業項目：戶外成衣外套進口批發、美國在地製造成衣  
產品名稱：戶外活動外套、休閒襯衫、配備副品

Owner : Younger M Chen

Address : 2368 Lincoln Ave Hayward CA 94545

Tel : 650-8718809

Fax : 650-8718774

Business Items : Import Outdoors garments 、  
Manufacturing in local area

Products : Outdoors Jacket 、Polos Shirt 、Accessories

## 與員工形成生命共同體

Landway屬家族企業，也因家庭的因素，公司管理營運自然地形成家庭化的氛圍。管理階層與實務工作員工之間的聯繫關係，不存在階級式的分隔，也因此緊密結合，公司營運更透明，員工洞悉公司的盈虧和市場走向，使公司上下員工形成生命共同體，協力為公司的前途打拼。

在此具共同體的公司效能，COVID-19疫情中完全發揮其支撐力。Landway也不例外受疫情影響，雖營運收入減少，但堅持不遣散員工，反而尋求讓員工持續工作，從公司預備金，買布料製造口罩，除幫助弱勢群體的抗疫之外，同時也保持員工的工作，更顯示公司生命共同體的力道，尤能突破困境。

## 取之社會 用之社會

Landway創辦成立以來，不遺餘力支持推動國際難民(Refugeesin)的關懷送暖衣服。並於敘利亞、中東地區、非洲(烏干達、南非)及中南美洲宏都拉斯颶風災難救助，均大力輸捐口罩、衣物。更熱心參與及服務灣區僑社，如每年感恩節的弱勢群體、街友的供餐，且每位分發Landway 保暖夾克外套。

COVID-19病毒肆虐期間，Landway在當地自製布料防護口罩，並進口大量可重複清洗的口罩，免費送發至教會、慈善機構及養老院等，只贈送不販售，將臺灣人民的愛心及關懷情誼，分享各友邦族裔人士，共度難關。



辦公室 Office



員工會議 Staff meeting

Landway was founded in 1995 by Mr. Chen Yang-Ming, motivated by the fact that 80% of garments in the U.S. were imported from overseas. It was then decided on his idea of “Made in USA.” Mr. Chen has successfully established adequate garment supplies in North America thanks to flexible customized production and the durability, quality and reliability that consumers expect from traditional American-made clothing.

### Growth and Development

In 1995, Mr. Chen owned a small shop from which he made a living. As a means to satisfy the demand of customers for synthetic fiber blankets, the Chairman mistakenly purchased flannel fabrics for casual jackets. Following this, he was inadvertently dragged into the garment manufacturing industry and has been going ever since.

Despite the subprime mortgage crisis in 2008, we strengthened our company structure and emerged from the global gloom. At the same time, the company welcomed wholesalers and retailers by transforming itself into a large-scale logistics warehouse center, allowing retailers to transfer their pressure over inventory onto us. Soon afterwards, five-star hotels, casinos, national parks, museums, zoos, and resorts began entering Supplier Relationship Contracts with Landway. Subsequently, professional e-commerce retailers and influencers are also beginning to use Landway's warehouse as their dispatch service.

We continue to create added value benefits



捐贈口罩於中南美洲友邦

Donate medical masks to our diplomatic ally, Central and south America



經營團隊 Management team

by insisting on unique design styles and on-trend elements, possessing exclusive logo embroidery and heat transfer technology, together with an easy buying process, size mixing and matching and free delivery. Our blue ocean strategy has helped us establish our product image with our own brand and friendly independent pricing.

### Business Strategy and Model

At Landway, we believe a product's quality assurance is the means of survival. Based on this concept, we have QC personnel in place at each production factory, or demand reports from reliable third-party inspection services. To implement technology R&D on local production or overseas vendors, we have set up a project team to study the production advancement of a range of module frames. As modular production is the initial stage of the AI manufacturing process, it is able to replace the shortage of skilled technicians, improving the quality index.



Given that many of our customers are in the garment industry, we provide extensive design advice to buyers to avoid the risk of material flaws. We are a U.S. established manufacturer with 25 years of impeccable reputation. All of our OEM projects are in compliance with U.S. laws and regulations. To protect the rights of our customers, we are committed to ensuring the high quality of our products.

### **We Regard Our Employees As the Most Valuable Asset**

Landway is a family business, and based on this, we manage our business in a family-oriented manner. The relationship between managerial roles and practical employees in the Company is not segregated by any hierarchy. Thanks to the close alignment within the company our operations are more transparent. Our employees

are acutely aware of profit and loss as well as market trends. This approach has helped form a strong relationship between our managers and employees, and no effort from our employees is spared when it comes to the Company's future.

Owing to our second-to-none company performance, strong support has been put to good use during the COVID-19 pandemic. Like any other company, Landway has been affected by the pandemic. Although its operating income decreased, we vowed not to lay off any employees. Instead, we sought ways for employees to continue to work by procuring fabrics with the Company's revenue to make masks. On one hand we experienced disadvantages as we aided to fight the disease, on the other, our employees were able to continue to work. This demonstrates the Company's strength to break through such difficulties.



拜訪烏干達愛女孩慈善中心  
Visit Uganda Love Girls Charity Center



前往烏干達成立縫紉教學技巧班  
Proceed to Uganda to establish sewing technique classes

### **What is Taken from Society is Given Back**

Since the foundation of Landway, we have put a lot of effort into caring for refugees around the world by giving them warm clothing. Moreover, we have donated masks and clothing to Syria, the Middle East, Africa (Uganda, South Africa) and to Disaster Relief in South and Central America. In the meantime, we are also keen on participating in and serving the Chinese community in the Bay Area. For example, we serve meals to disadvantaged groups and the homeless and give each of them a warm Landway jacket on Thanksgiving each year.

During the COVID-19 outbreak, we produced our own masks in the local area and imported a large number of washable masks which we donated to churches, charities and nursing homes. The masks we made were solely to give away and not for sale as we wanted to share the love and care of the Taiwanese people with all nationalities to overcome adversity.



1、2.公司產品展示 Product display  
3.產品海報 Product poster



### 綜 | 合 | 評 | 語 Commentary

企業經營穩健，產品在地化經營，堅持品質，成功在當地市場站穩腳步，並且積極社會公益，不吝於傳授技術，指導弱勢族群，執行國際急難援助計畫，捐贈物資，獲各界讚賞，足為典範。

The company has achieved steady management and localized product operations. With the insistence for quality, it has successfully gained a foothold in the local market, while actively engaging in social welfare. The company is always willing to impart technologies, provide guidance to disadvantaged groups, execute international emergency assistance plans, and donate materials. The company is indeed a role model, and praise from people from all sides has been received.





# 友盛貿易公司

YUSEI TRADING., LTD.



「食品安全」為友盛貿易的最高指導原則。友盛貿易致力於將「正港台灣美食」引入日本，並高度把關食品安全，讓人們吃得健康安心，建立日本對臺灣美食的堅固信任。在以食為本的生活中，透過飲食情懷，在臺日之間架起友好的橋樑，拉近了彼此的距離。

## 立足日本 多角經營

友盛貿易於1994年5月成立日本橫濱，主要業務為進口臺灣食材，並打造專門店鋪展銷，樹立臺灣食品的信譽，另協助將臺灣農產品，打入日本市場。隨著經營擴張，為提供員工們更安心舒適的環境，將事業拓展至不動產，給在日打拼的員工更全面的照應，並將日本著名連鎖飯店APA引入美國。近年來，隨電子商務興起，將觸角拓展至各大網路通路。透過數十年的經驗累積，為創造更道地的台灣料理，更組織研發團隊、打造專屬品牌，將日本在地農產品與臺灣料理結合，製作臺灣風味冷凍即食品，將發展從數量轉向質量。

## 穩扎穩打 一步一腳印

正所謂「萬丈高樓平地起」，友盛一直以來都堅信穩固的基礎才能走得長久。起初目標客群係以個人經營的餐廳、商店、飯店產業為主，在全體員工兢兢業業努力下，逐漸建立良好的評價，爾後，再將通路拓展到全國連鎖餐廳，並與物流巨擘達成合作，完成日本全國配送。時至今日，在日本的超市、綜合商城、便利商店等都可看到產品蹤跡，成為臺灣食品進口的代表公司。



餐廳－桂宮外部 Restaurant-KeiKyu exterior



## 從零開始的韌性

海外創業並非易事，要撐起一個大家庭，最重要的無非就是虛心求教；董事長鄭尊仁先生常說：「任何人都是從零開始，我一開始也不會，要把握機會多問多學」。秉持著實事求是的實業家精神，不論是產品市場分析，至於包裝材質等細節，都會向專業人士求教。員工也在耳濡目染之下，將各項細節納入考慮範疇，讓整體氛圍更加在地化，更貼近日本大眾的消費市場。

## 求新求變 利人利己

為服務更廣大的客群，將電腦輔助系統與食品供應鏈高度整合，讓全體人員無時差瞭解銷售狀況，並即時做出調整。除將資源效率化，也達到無紙化，為環境永續貢獻心力。

友盛的文化影響力也是魅力所在，成功與日本著名餐飲集團「Skylark」旗下，展店400餘間的Bamiyan餐廳，及博多一番雞百餘間餐廳達成合作，透過舉辦臺灣美食祭，讓旅外人士品嚐到家鄉味，也為臺日觀光注入能量，為彼此間的文化交流盡一份心力。

## 百年樹人 回饋鄉里

栽培下一代，提供孩子們完善的教育環境是友盛的使命。多年來致力協助橫濱中華學校校舍裝修重建工程，並因應東京中華學校、橫濱中華學院之特性提供教學物資，並設立課後安親班、珠算班等，為孩子提供安心成長的基底。

對於家鄉亦未忘本，協助修繕屏東光華國小的設備建物以及潮州鎮少年城興建綜合活動大樓，希望心愛的故鄉也能有更優良的教育環境。此外，時與官方或民間機構共同舉辦交流活動，希冀幫助台日之間建立良好的關係。

董事長 鄭尊仁 先生

Chairman : Mr. Tsun Jen, Cheng



[www.eyusei.com](http://www.eyusei.com)



負責人：鄭尊仁

地址：日本神奈川縣橫濱市中區太田町2-31-1

電話：+81 452262298

傳真：+81 456632289

推薦單位：總統府 林見松國策顧問、立法院 趙天麟  
立法委員、台北駐日經濟文化代表處 宋惠  
芸僑務組副組長、世界台灣商會聯合總會  
游萬豐名譽總會長/梁輝騰名譽總會長

營業項目：食料品及農畜水產等加工品輸入販賣、不動產買賣及租賃業務

產品名稱：各類亞洲食品千餘種

Owner : Tsun Jen, Cheng

Address : 2-31-1 OTA-MACHI NAKAKU YOKOHAMA,  
231-0011 JAPAN

Tel : +81 452262298

Fax : +81 456632289

Business Items : Import and sale of foodstuffs and processed products such as agricultural, livestock and aquatic products、Real estate trading and leasing business

Products : Thousands of various Asian foods

產品展示店  
Products exhibition store



### **The highest guiding principle of Yusei Trading: Food Safety.**

As a fundamental industry, the import and sales of foods is highly related with people's daily life. Based on the high standard on food safety, by bringing Taiwanese foods to Japan, Yusei not only creates Japan's sense of trust to Taiwan but also builds the bridge for mutual understanding between Japan and Taiwan through the gourmet culture.

### **Root in Japan & Diversification**

In May 1994, Yusei Trading was founded in Yokohama, Japan. The import of food products, mostly from Taiwan, is Yusei's main business. Yusei established the tailor-made store to exhibit and promote Taiwanese high-quality agricultural products and built up the demand and reputation of Taiwanese products in Japan. Since then, due to the business expansion and taking care of non-Japanese employees, Yusei extended the business to the real estate industry in order to improve the work environment and the standard of living quality for the employees. Meanwhile, Yusei also entered the hospitality industry, and cooperated with APA Group and introduced the industry giant into the United States. Lately, Yusei followed the wave of E-Commerce and developed the digital marketing business by leveraging all online distribution channels, which brought Japanese consumers greater understanding of the products from Taiwan. Furthermore, Yusei

launched a R&D platform by organizing the experts and professionals, combining Japanese local fresh foods with the imported specialty foods from Taiwan, to create Taiwan-style frozen cuisines – a new strategy transforming the marketing of Taiwanese foods from “quantity” to “quality.”

### **Slow and Steady & Step by Step**

Rome was not built in a day. Yusei understands the importance of possessing a solid foundation. In the very beginning, Yusei's target customers were mainly restaurants, grocery stores and hotels. Based on the efforts of all employees, Yusei's brand image and reputation was gradually built and eventually expanded to the nationwide chain restaurants. Furthermore, by cooperating with the famous logistic group, Yusei broadened the coverage to a national level. Later on, Yusei developed the distribution channels to supermarkets, shopping malls, and convenience stores, which consumers have easy to access to. Through the above means, Yusei establishes the reputation and uniqueness and becomes the representative enterprise of Taiwanese foods importers.

### **Zero to Hero**

It is never easy to start a business overseas. The key to sustaining a business is always being humble and seeking advice. “In the beginning,



友盛早會 Morning meeting

no one will know. Just ask," Mr. Cheng said frequently. From macro perspectives such as the characteristics of products and markets, and target sector analysis, to micro perspectives such as the selection of packing material, and the standards of product inspection, Yusei is always learning the advice from the experts and professionals. Such a down-to-earth entrepreneurial spirit shapes the culture and atmosphere and brings the enterprise closer to the market.

### **Innovation & Creativity, Mutual Benefit**

In order to provide services to a wider customer base, Yusei keeps leveraging the technology and upgrading the IT system to assist each employee in updating the real-time sales and to enable employees to adjust in time accordingly. Based on this policy, Yusei not only maximizes the effectiveness and efficiency of human resources but also leads to the paperless goal of environment protection.

By leveraging the cultural power and Taiwanese Gourmet Festival, Yusei cooperated with Bamiyan, which owns more than 400 chain restaurants and belongs to well-known Japanese restaurant group Skylark, and also Hakataichibandori etc more than 100 restaurants. Through the cooperation, Yusei not only directed the potential tourism demand from Japan to Taiwan, but also developed the enterprise and stimulated the cultural interaction.



門市 Store

### **Education does matter & Happiness does not result in what we get, but what we give**

Realizing children are the hope of the future, Yusei is dedicated to bringing a better environment for educating and growing children. In Japan, Yusei assisted Yokohama Overseas Chinese School in renovating and rebuilding the campus buildings, and also offered supplies to Tokyo Chinese School and Yokohama Overseas Chinese School time by time. Yusei emphasizes the development of children's personality and assists in arranging teacher resources and in launching day care centers, after-school programs, abacus classes, and English classes, etc. As for hometown, Taiwan, Yusei supported Pingdong Guang-Hua Elementary School to renovate the campus, and supported Chaozhou Town Salesians of Don Bosco to build up a general activities center. In addition to education, Yusei is eager to develop the overseas community and promote the interaction between Japan and Taiwan by arranging various events to strengthen the relationships with governmental organizations and also private entities.





1、2.產品展示店 Products exhibition store  
3.網路商店一本味主義 Online store-Honmi



## 綜 | 合 | 評 | 語 Commentary

企業積極布局日本市場，開發臺灣食材、亞洲特色料理，對促進臺貨銷日頗有貢獻。投入社會公益不遺餘力，協助僑校培育華裔子弟，回饋臺灣學校進行設備修繕，不僅對展現臺灣的愛鄉情懷，更落實臺灣國民外交，堪足標竿典範。

The company has actively deployed its layout in the Japanese market and has developed Taiwanese food ingredients and Asian specialty cuisines, contributing positively to the sale of Taiwanese goods to Japan. The company spares no effort to engage in social welfare and assists Overseas Chinese schools in training students of Chinese descent. It has given back to Taiwan's schools in repairing facilities, which is not only a demonstration of love for the homeland in Taiwan but is also the implementation of Taiwan's national diplomacy. The company is a benchmark model.



# 立美工業有限公司

LIH MEI INDUSTRIAL  
SDN BHD



位於馬來西亞的立美工業是全球最大的壓克力保護紙製造廠商，保護紙是壓克力板生產環節的重要材料，每月採用立美保護紙包裝的標準尺寸壓克力板材達百萬片以上。

## 創業與關鍵轉折

1989年立美工業在高雄創業，創辦人是許清富與張美容夫婦。許清富先生憑藉本身的研發實力，建立臺灣第一條保護紙生產線，1995年前往馬來西亞投資設廠。

2003-2005年立美收購競爭對手日本藤森工業的整套製造工藝與生產設備，取代日本廠商，成為

行業內高端與中端壓克力板保護紙材料的第一且唯一的供應商，並跟一眾中國大陸保護紙同行拉開質與量的巨大差距。

## 高度整合的智慧製造優勢

立美工業的核心優勢在於融合安全、技術、製程、環保與高效的一體化、智慧化生產。從廠房設計到導入製程，全面佈局生產、品管智慧化與全程的溯源履歷管理。在工業4.0領域的進展上，立美從排程、庫存、生產與品管成功建立同步的資料鏈，透過各平台系統將資訊快速整合。

## 萬事起頭難 感恩貴人相助

現任執行長許上智回憶起父母親當年創業，有很長一段時間經歷產品開發不順以及研發資金燒完，但關鍵時刻都有貴人相助，成功度過創業初期的難關。

立美工業不斷創造與維持客戶的信任，於壓克力行業30年，與全球客戶攜手並進，提供顧客優質的服務與產品，並且隨時與顧客溝通與改進。立美感謝客戶一路走來，始終相伴。



辦公室一隅 Office corner



創辦人 許清富 先生 Founder : Mr. Ching Fu, Hsu  
 執行長 許上智 先生 CEO : Mr. Shang Chih, Hsu



[www.lihmei.com.my](http://www.lihmei.com.my)

負責人：許上智

地址：馬來西亞霹靂州太平甘文丁工業區工業  
3路4180號

電話：+605-891 2482

傳真：+605-891 2804

推薦單位：馬來西亞檳城州政府 曹觀友首席部長、駐馬  
來西亞台北經濟文化辦事處 洪慧珠大使/林渭  
德 僑務組組長、馬來西亞台灣商會聯合總會/  
檳城州台灣商會 李鴻隆副總會長/分會會長

營業項目：壓克力板專用保護紙製造商

產品名稱：感壓性保護紙、再濕性保護紙

Owner : Shang Chih, Hsu

Address : Plot 4180, Jalan Perusahaan 3, Kamunting  
Industrial Estate, 34600 Kamunting, Perak, Malaysia.

Tel : +605-891 2482

Fax : +605-891 2804

Recommended by : Government of Penang, Malaysia /  
Chief Minister, Y.A.B Chow Kon Yeow · Taipei Economic  
and Cultural Office in Malaysia / Representative, Anne  
Hung · Taipei Economic and Cultural Office in Malaysia /  
Director of the Overseas Compatriot Division, Lin Wei  
Te · Taipei Investors' Association In Malaysia / 15th  
National Vice President, Penang Standing Committee /  
15th President, Dato Seri Lee Hung Lung

Business Items : Manufacturer of Masking Paper

Products : Pressure Sensitive Masking Paper · Re-  
moistening Adhesive Masking Paper

## 深耕人才的幸福企業

立美工業深耕馬來西亞多年來，堅持雇用在地員工，對比本地製造業多年來高度依賴外勞。近十年間員工人數成長兩倍，年資五年以上熟練員工成長三倍，專科與大學以上學歷員工佔比達三成以上。立美工業重視員工發展與家庭生活的平衡，安全與健康的保障，創造一個良好幸福的工作環境。

許執行長時常鼓勵員工與團隊：「一步一腳印，關關難過關關過」，前方的路總是會有許多的困難與挑戰，低潮與挫敗，但是積極的改正，重新出發，一定成就一個更強的自己，更強的團隊。許執行長總是堅信的一句話：「心懷善念，盡力而為」。

## 企業社會責任 台商僑社服務

創辦人張美容長期捐贈母校靜宜大學清寒獎助學金；創辦人許清富曾任獅子會長，熱心贊助本地公益活動。立美曾捐款台幣逾一千萬元捐助當地的天主教會興建多功能禮堂。立美已幫助超過百位的馬來西亞大學生，完成實習學分，順利步入職場。

許執行長在2020-2021年擔任檳城台商會秘書長期間，主辦多場台商線上活動，協助台商解決員工染疫、工作簽證、領務與入出境等問題。2021年3月的臺灣鳳梨事件，與時任會長拿督斯里李鴻隆合作，在大馬為臺灣鳳梨發聲。許執行長於2021年8月當選新任檳城台商會長，繼續為大馬的台商與僑社服務。



績優事蹟 Meritorious deeds





- 1.員工會議 Staff meeting  
2、3.生產線作業情形 Production line  
4.研發部門 R&D department

As of now, Lih Mei Industrial is the largest masking paper manufacturer in the world. The lamination of masking paper onto acrylic is an essential part of the acrylic production process; Lih Mei manufactures masking paper for millions of acrylic sheets monthly.

### Founding

In 1989, Hsu Ching Fu and Chang Mei Jung founded Lih Mei. With Hsu Ching Fu's innovative outlook, Lih Mei established Taiwan's first masking paper production line, and in 1995, expanded to Malaysia.

### Turning point

From 2003 to 2005, Lih Mei successfully bought the entire production equipment of Fujimori Industrial, the largest competitor at the time. With the newly acquired equipment, Lih Mei became the leading and only manufacturer of high- and middle-end masking paper and distinguished itself from Chinese competitors in terms of both quantity and quality.

### Teams with experience. No foreign workers

Lih Mei Industrial prides itself on employing no foreign workers. Nowadays most manufacturers in Malaysia strongly rely on labor from overseas. However, Lih Mei has followed a different trajectory: within the last decade, the workforce – fully domestic – has doubled; and the number of workers and staff with five or more years of experience has tripled. Furthermore, staff with a diploma or higher education background has grown to represent more than 30% of all workers. Lih Mei values the balance between work and family life as well as the guarantee of safety and health, and in doing so, creates a positive, happy workplace.

### Thanks to helpers along the way

When reminiscing about the founding of Lih Mei, the CEO, Hsu Shang Chih remembers the times of trials and tribulations, when projects

yielded subpar results or strained the budget. In these crucial moments, there were always someone who helped the young business persist through its difficult early stage.

### SMART Manufacturing

The core competences of Lih Mei are the high-efficacy smart production flows with integrations of safety, high technology, process control and sustainability. On its way toward Industrial 4.0, APS (Advanced Planning System), WMS (Warehouse Management System), MES (Manufacturing Execution System) and quality control have been linked together.

### Trust of Customers

With 30 years of experience in the acrylic market, Lih Mei consistently meets the expectations of customers around the world in terms of both quality and service. Lih Mei caters specifically towards customers' needs and thanks customers for their partnership with Lih Mei.

### In good times and bad times

As Shang Chih says, "One footstep for every step, God make us a way." The path forward will always be marked by difficulties and challenges, disappointment and frustration, but with constant change and new beginnings, improvement will follow always. This will always lead to a better self

and a better firm. Wrapping up with Shang Chih's mantra: "On my honor, do my best."

### Corporate Social Responsibility

Founder Chang Mei Jung has contributed periodically to Providence University

scholarship. Founder Hsu Ching Fu served as president of the local Lions Club, passionately helping local public projects. Lih Mei has also donated ca. 10 million NTD for the construction of a multifunction hall for the Catholic Church. In Malaysia, Lih Mei has interned over a hundred students in their studies and helped them take their first steps in their careers.

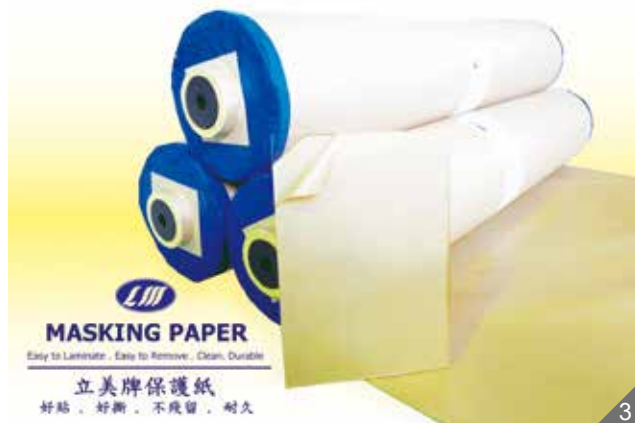
### Service to the overseas Taiwan investors

Shang Chih served as the secretary of Taipei Investors Association in Malaysia (TIAM), Penang Standing Committee 2020-2021, laying the foundation for online activities, linking the many standing committees throughout Malaysia, helping the investors to cope with the issues of the pandemic, visas, shipping and logistic, etc. In March, with the cooperation of former President Dato Seri Lee Hung Long, they shipped Taiwanese pineapples and hosted the event "Taiwanese Pineapple in Penang online," making ripples in Malaysia. Shang Chih was elected as the position of president in August 2021 and continues to serve TIAM from there.



四度舉辦員工與家屬來台旅遊 Oversea Rewarding Trips to Taiwan for senior employees and families (4 times)





1. 立美盃健康慢跑比賽 Lih Mei Health Run
2. 產品海報 Product Poster
3. 產品 Product



## 綜 | 合 | 評 | 語 Commentary

深耕東協市場多年，營業額連年成長，且企業於疫情期間，突破困境擴廠增設，經營績效卓著。企業負責人積極協助當地政府及僑商，投入公益，回饋社會，並對臺灣以實際行動支持臺灣農產品外銷，堪為表率，值得肯定。

Having cultivated in the ASEAN market for years, the company has achieved annual increases in turnover. During the pandemic period, the company has overcome plights to expand factory setups, with outstanding business performance. The company's in-charge has actively assisted the local government and Overseas Chinese in engaging in public welfare and giving back to society. It has also taken actions to support Taiwan's export of agricultural products. The company is said to be a role model worthy of recognition.





# 美國威剛科技 股份有限公司

ADATA Technology(USA)  
Co., Ltd.



美國威剛科技為全球記憶體領導品牌-威剛集團旗下分公司，在2002年於加州創立，深耕北美近20年，主要產品線包含記憶體模組、快閃記憶碟/記憶卡、固態硬碟及外接式硬碟、電競周邊產品。

## 佈局全球 深耕北美

威剛集團於2001年由董事長陳立白先生白手起家創立，20年來帶領經營團隊往產業技術多元化發展，看準市場趨勢深謀遠慮，逐步將企業版圖延伸至車用電子、工業解決方案、電競、運動彩券、LED照明及生技等多元潛力產業，帶領集團開疆闢土並創造高峰。

美國威剛是威剛集團在海外最具代表性的營業據點，需歸功於陳玲華董事長的運籌帷幄。成立之初，威剛知名度在美國並不高，在業務的推廣上時常遭遇挫折，但在陳玲華的帶領之下，美國威剛同仁反而越挫越勇，積極參與各種推廣活動，爭取每次的品牌曝光機會，例如拉斯維加斯的CES電子展，加拿大商展等。

美國威剛的營業表現與業績在全體同仁努力下不斷攀升，自2017年破歷史紀錄後，近三年來業績更屢創新高，因應公司快速成長與不斷擴充的業務需求，威剛也分別在加州及佛州購買了大型辦公室以及倉庫，為潛在發展做好準備。而持續成長的好表現，也彰顯美國威剛持續創新與突破，逐步邁向市佔第一的目標。



威剛科技旗下電競品牌XPG專為遊戲玩家、電競高手、與超頻達人量身打造高效能產品

XPG is committed to provide extreme performance products to gamers, Esports pros, and tech enthusiasts.

## 堅持卓越 不忘初衷

2020年，儘管全球經濟受到COVID-19疫情影響，在陳玲華帶領下，威剛發展「以消費者需求為中心，以市場為出發點」的行銷策略，不僅進軍電競筆記型電腦市場，也透過數位轉型將銷售方式進行變革，連結美國最大消費電子零售商網路通路銷售，提升產品曝光，融合線上與線下通路的服務，讓消費者無論在何時何地，都可以獲得無差別的服務、良好的購買體驗。

威剛深知專業與創新，才能創造競爭優勢，而人才更是競爭力的泉源，因此不論企業經營或員工培育，陳玲華皆秉持威剛「蜂鳥精神」與「正、公、誠、拼、能、合、愛、新」的企業理念，鼓勵改變、追求成長，以快速應變、持續創新的蜂鳥精神激發同仁潛能、培育關鍵人才。

## 貢獻社會 承諾未來

為落實「取之於社會，用之於社會」的理念，威剛持續透過多元管道，實踐「以科技為人們創造豐富多彩生活」的企業價值。陳玲華在美國熱心公益、不遺餘力推動國民外交，多年來積極貢獻僑界，服務當地多個僑團，現任中華民國僑務委員會僑務諮詢委員、世界華人工商婦女企管協會總會副總會長輔導北美洲20個分會，協助推動創新僑務工作，並鏈結與培育僑青響應愛心公益活動等。

威剛秉持「關懷人本、回饋社會」理念，持續追求永續發展之正面影響力也受到國際各大獎項肯定，威剛不僅獲Great Place to Work®認證為「卓越職場™」、更連續兩年獲頒「亞洲最佳企業雇主」及「亞洲企業社會責任獎」。威剛科技堅持持續創新、超凡卓越，不斷推出領先業界之產品也榮獲產品國際大獎包括iF Design, Reddot, CES Best of Innovations, Good Design Award等殊榮。

威剛深信，未來操之於我們的態度與願景的高度，威剛將持續以科技為人們創造豐富多彩的智慧生活為己任，引領創新，定義未來。

董事長 陳玲華 女士

Chairman : Ms. Karen Chen



[www.adata.com](http://www.adata.com)



負責人：陳玲華

地址：美國加利福尼亞州布雷亞市哥倫比亞街880

電話：+1 (714) 332-8708

傳真：+1 (714) 332-8707

推薦單位：駐洛杉磯台北經濟文化辦事處 黃敏境處長、總統府/世界台灣商會聯合總會 楊信國策顧問/名譽總會長、總統府/皇家商業銀行 田詒鴻國策顧問/總裁

營業項目：消費性電子產品

產品名稱：記憶體模組、快閃記憶體/記憶卡、固態硬碟及外接式硬碟、電競周邊產品

Owner : Karen Chen

Address : 880 Columbia St. Brea, CA 92821

Tel : +1 (714) 332-8708

Fax : +1 (714) 332-8707

Business Items : Consumer Electronics

Products : Memory Modules, USB flash drives, Memory Cards, Solid State Drives, Portable Hard Drives, Gaming Products and Peripheral

威剛科技不斷推出創新的產品  
ADATA Technology Co., Ltd.  
is committed to providing top-  
notch memory solutions.



ADATA Technology (U.S.A.) Co., Ltd. is the subsidiary company of ADATA Group, a leading global memory brand. Established in California in 2002, for nearly 2 decades, ADATA has taken root across the North American market, with main product lines including memory modules, USB flash drives, memory cards, solid state drives and external hard drives, e-sports gaming accessories and peripherals.

### **ADATA's Global Presence and Foothold in North America**

ADATA Group was founded in 2001 by Chairman Simon Chen from scratch. For over the past 20 years, with foresight into the latest market trends, Simon has led ADATA's management team to diversify the company into industrial technology applications and has gradually expanded its scope into many high-potential industries, such as automotive electronics, industrial solutions, e-sports, sports lotteries, LED lighting and biotechnology, constantly breaking new ground and achieving greater heights.

It is thanks to the leadership of Karen Chen, Chairman of ADATA USA, that the company has become the most representative overseas branch location of ADATA Group. At the beginning of its establishment, ADATA was not a well-recognized brand in the U.S. and often encountered setbacks in business expansion. Under the sound leadership of Karen Chen, ADATA USA's employees

became more and more determined and actively participated in various promotional activities to fight for every brand exposure opportunity, such as attending the CES in Las Vegas and trade shows in Canada.

ADATA USA's business performance and results have continued to shine thanks to the concerted efforts of all its employees. Since delivering a record-breaking performance in 2017, the company has continued to achieve record results over the past three years. In response to the company's rapid growth and expansion, ADATA has acquired large offices and warehouse spaces in California and Florida to propel its potential development. This growth also exemplifies ADATA USA's commitment to innovation and breakthroughs, as well as its stride to reach the number one market share in the North American market.

### **Commitment to Excellence and Value**

Despite the impact of the COVID-19 pandemic on the global economy in 2020, under the leadership of Karen Chen, ADATA has developed a "consumer-centric, market-focused" marketing strategy, not only by its foray into the e-sports laptop market, but also by transforming its sales approach through digital transformation. This is achieved by working with the largest consumer electronics retailers in the U.S. to increase product exposure through their online distribution channels





美國威剛公司環境照 Picture of ADATA USA.

and integrating online and offline services to provide consumers with a seamless service and great shopping experience, no matter when or where they are.

ADATA believes that a competitive advantage can only be created through professionalism and innovation and that talents are the wellspring of enterprise competitiveness. Therefore, whether in business operations or employee training, Karen firmly upholds ADATA's "Hummingbird Spirit" and corporate philosophy of "upstanding, community-centered, trustworthy, diligent, adept, team-oriented, devoted, and innovative." The company encourages change, pursues growth and stimulates the potential of our employees and nurtures key talents with its hummingbird spirit of quick response and continuous innovation.

### **Contributing to Society and Committing to the Future**

To implement the ethos of "What is taken from society is given back to society," ADATA continues to realize the corporate value of "creating a rich and colorful life for people through technology" through multiple channels. In the U.S., Karen Chen is passionate about public service and has spared no effort to promote citizen diplomacy. Over the years, she has contributed to the overseas Chinese community by serving in the Southern California Chapter of the Global Federation of Chinese Business Women, United ROC Golf Southern California and the Taiwanese-



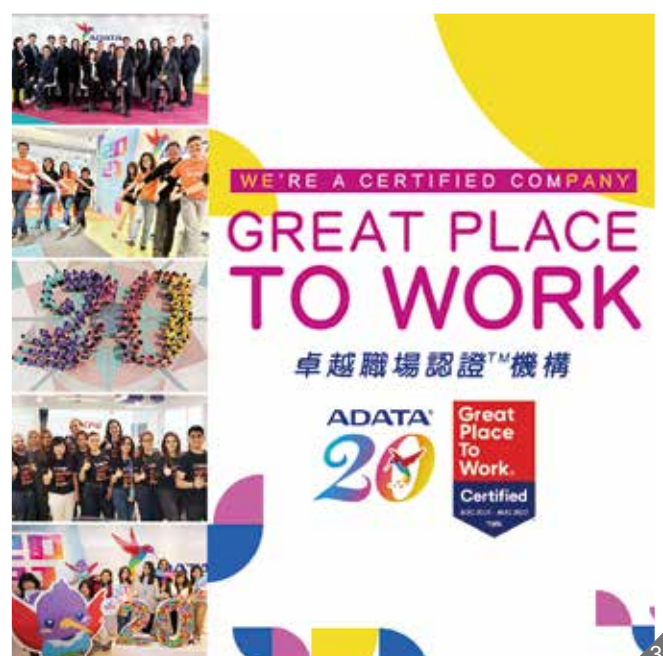
威剛秉持持續創新的理念發展高科技自動化生產流程

ADATA adheres to the concept of innovation and continues to develop high-tech automated production processes

American Chamber of Commerce of Greater Los Angeles. Also being the current senior adviser of the Overseas Community Affairs Council of the Republic of China ; she is the vice Chairwoman of the Global Federation of Chinese Business Women, supervises 20 North American Chapters, and also actively drives innovative work to serve overseas Chinese communities calling on and nurturing overseas Chinese youths to respond to charity activities, etc.

ADATA has been recognized through numerous international awards for its positive impact on sustainable development by upholding the concept of "Caring for People and Giving Back to Society." ADATA has not only been certified as a "Great Place to Work™" by the Great Place to Work® Institute, but has also been awarded the "Best Companies to Work for in Asia" and "Asia Responsible Enterprise Awards" for two consecutive years. ADATA is committed to continuous innovation and excellence and its industry-leading products have won international awards such as iF Design, Reddot, CES Best of Innovations and Good Design Award, etc.

ADATA believes that the future is shaped by the height and breadth of our attitude and vision. ADATA is committed to creating a more colorful and intelligent life for people through technology and innovating the future.



1、2. 員工聚餐 Staff Gathering

3. 威剛科技獲 Great Place to Work®認證為「卓越職場™」  
ADATA is Certified as a Great Place to Work



## 綜 | 合 | 評 | 語 Commentary

企業營運表現卓越，創新行銷能力強，深耕當地培養人才，凝聚據點向心力。落實企業責任，多年來積極與海內外團體合作公益活動，推動世華青年委員會，重視僑青，輔導二代傳承及創業，媒合商機，足為台商典範。

The company boasts operational performance excellence, with strong innovation and marketing capabilities and long-term cultivation of local talents to gather stronghold cohesion. In the fulfillment of corporate responsibilities, the company has actively cooperated with overseas groups in public welfare activities. The Shihua Youth Committee has been promoted to attach importance to Overseas Chinese youth, provide guidance for second-generation heritage and entrepreneurship, and match business opportunities. The company is a role model for Taiwanese businesses.





# 泰國盤谷鑄造有限公司

Bangkok Diecasting and Injection Co., Ltd.



盤谷鑄造(BDI集團)在泰國創立43年來，歷經國際政經局勢變遷，一路走來持續正向穩定發展，全體員工腳踏實地，創造企業社會價值。BDI集團將台灣的工業人才、技術及管理理念運用在泰國，提升當地員工技術與能力，所生產的汽機車零件產品以高品質銷售至日本，為泰國及臺灣兩國帶來雙贏的局面。

## 台日技術合作扎根泰國

BDI集團由泰國台商張聚麟先生於1978年所創立，以製造汽機車零件之塑膠成型和鋁合金壓鑄產品為主，主要營業對象為日本Honda、Yamaha、Kawasaki、Suzuki等大型企業。旗下除了塑膠射出(BDI)及鋁合金壓鑄(BAE)兩大主要生產基地外，亦於2001年創辦了泰國-臺灣(BDI)科技學院，同步發展泰國技職教育。此外，另有Big Tree Residence、BTM、AIC Industry，泰小系、泰車展，LESS(LED燈)等相關投資產業。

BDI集團與日本技術合作始自1986年，陸續與Koito Manufacturing (小系製造所)、柳河精機、日本高木精工合作，進一步提升塑料成型及零件壓鑄生產技術，為日商在泰國生產的重要夥伴，更為台日企業合作樹立典範。此外，1994年和臺灣峻盟工業技術合作，派員赴臺訓練；2019年與中原大學知

行領航館智慧製造中心簽訂合作協議成立智慧製造小組，規劃 BDI集團智慧製造發展藍圖。另BDI集團也與海洋大學、台南塑膠射出機大廠富強鑫公司簽擬技術合作備忘錄，以上係BDI集團與臺灣、日本之三邊產官學實質合作，藉以提升BDI集團模具製造水及全方位國際競爭力。

## 致力人才培育與教育投資

BDI集團重視人才培育與教育訓練的投資，成立臺灣(BDI)科技學院為泰國臺資企業提供人才，也為臺灣及泰國雙邊產學合作貢獻卓著。此外，BDI集團配合泰國工業4.0政策，正努力研發具智能與環保



卓越事蹟 Meritorious deeds



董事長 張銘峯 先生  
Chairman : Mr. Chang Ming Fong



[www.bdigroup.co.th](http://www.bdigroup.co.th)

負責人：張銘峯

地址：泰國北欖府挽披縣大挽披區挽披-挽那達  
12公里第46村之一10540

電話：+66 2 3373078~84

傳真：+66 2 3373589-90

推薦單位：駐泰國台北經濟文化辦事處、泰國台灣商  
會聯合總會 郭修敏總會長

營業項目：塑膠射出成型和鋁合金壓鑄生產製造

產品名稱：以機車塑膠外觀塗裝產品和鋁合金引擎產  
品為主

Owner : Chang Ming Fong

Address : 46/1 Moo 12, Bangplee Bangnatrad  
road,T.Bangpleeyai, A.Bangplee, Changwad  
Samutprakarn,10540.Thailand.

Tel : +66 2 3373078~84

Fax : +66 2 3373589-90

Business Items : Plastic injection molding and  
aluminum alloy die-casting production

Products : Motorcycle plastic exterior coating products  
and aluminum alloy engine products

概念的電動機車，臺灣(BDI)科技學院的教育重點也  
朝此方向發展。

### 結合EEC發展 規劃企業投資策略

BDI集團塑膠射出及鋁合金精密壓鑄兩大部門  
亦於2001、2003及2007年分別通過BVQI國際認證  
公司之各項ISO/TS品質管理認證，其經營理念持續  
以自動化、環保、人工智慧、人性化管理及永續發  
展等模式前進。

有鑑於泰國政府對東部經濟走廊EEC的發展  
規劃與獎勵投資措施，BDI集團遵此政策規劃企業  
投資策略，提升BDI集團自動化設備及智能生產管  
理設施，大幅提升生產效能；掌握日本各汽機車  
零件相關企業在東部經濟走廊投資狀況，開拓潛  
在市場。

### 以「己立立人、己達達人」理念貢獻社會

BDI集團在創辦人張聚麟先生「己立立人、己  
達達人」理念的引領下，第二代接班人張銘峯總裁  
以「BDI Before Me」作為員工精神座右銘，凝聚  
公司向心，並致力於公司制度及產程標準化；2017  
年組織調整為「專業經理人」制度，由蔡啟雄執行  
長帶領BDI集團朝自動化及綠能科技方向發展；如  
今BDI集團持續朝「智慧製造」領域邁進。展望未  
來，BDI集團取之社會、回饋社會，全體員工有信  
心成為海外台商優質企業典範。



辦公室 Office



教育訓練 Education training

Bangkok Diecasting and Injection Co., Ltd. has consistently promoted business and societal growth through corporate social responsibility in the face of Thailand's economic and political transformations for the past forty-three years. The group supplies high-quality auto parts to Japanese clients regularly by cultivating industrial technology and management know-how from the long-standing partnership between Thailand and Taiwan.

### Japan-Taiwan Technical Joint Venture in Thailand

BDI Group's history first began in 1978 with Mr. Suthum Changkajonsakdi, a Taiwanese entrepreneur who recognized the potential in the Thailand industrial market. The company now specializes in manufacturing all kinds of OEM plastics parts for motorcycles and automobiles, ranging from the mold design process, injection, painting, assembly of various materials, and aluminum alloy and die casting. Our manufacturing capabilities empower our business partnerships with various Japanese automotive business giants, namely Honda, Yamaha, Kawasaki, Suzuki, and many more to come. In addition to the primary activities of manufacturing plastic injection molding and aluminum die casting products, the Thai-Taiwan (BDI) Technological College was established in 2001 to address Thailand's shortcomings of vocational training and to improve the quality of the industry's forthcoming wave of workforce generations. As an outgrowth



1.生產線作業情形 Production Line

2.研發部門 R&D department

of the diversification trend amidst the industry's dynamic nature, BDI Group has been expanding its investment portfolio in business entities such as Big Tree Residence, BDI R&D Co., Ltd, AIC Industry Co., Ltd, Thai Koito Manufacturing Co., Ltd, and Thai Car Show Co., Ltd.

Our collaborative approach with Japan first commenced in 1986 to further the manufacturing technology of plastic injection molding and aluminum die casting. BDI Group has formed several joint ventures with Japanese manufacturers such as Koito Manufacturing Co., Ltd., Yanagawa Seiki Co., Ltd., and Takagi Seiko Co., Ltd, followed by several collaborations with Taiwanese entities. In 1994, BDI Group collaborated with Giant Union Industrial Co., Ltd., in which BDI's selected work personnel underwent a practical injection molding training program. In 2019, BDI Group collaborated with Chung Yuan Christian University's R&D



智能倉儲 Intelligent Warehousing

Center for Smart Manufacturing to establish a specialized team of individuals to forge BDI's smart manufacturing blueprint. Furthermore, BDI Group has signed a technical memorandum of understanding with National Taiwan Ocean University and Fu Chun Shin Machinery Manufacture Co., Ltd.

We are setting ourselves as an industry example of a trilateral collaboration among Japanese, Taiwanese, and Thai businesses, governments, and academia. With years of manufacturing experience and technical partnerships and the effort to exceed market performance, BDI Group is committed to improving production standards and strengthening the company's overall international competitiveness.

### **Talent Cultivation and Educational Investment**

BDI Group emphasizes talent cultivation and educational training. Therefore, Thai-Taiwan (BDI) Technological College was established to provide talents not only for BDI Group but also for Thai-Taiwan-funded enterprises and academically contribute to the bilateral industry cooperation between Thailand and Taiwan. In addition, BDI Group is implementing Thailand's Industry 4.0 policy, working hard to develop electric vehicles with innovative and environmentally friendly concepts. Correspondingly, the educational focus

of Thai-Taiwan Technological College is developing towards this direction.

### **EEC Development Planning and Corporate Investment Strategy**

In 2001, 2003, and 2007, the two major departments of BDI Group – plastic injection and aluminum die-casting – passed various ISO/TS quality management certifications of BVQI International Certification Company. Its business philosophy advances in automation, environmental protection, artificial intelligence, humanized management, and sustainable development.

Through the Thai government's development plan and incentive investment measures for the EEC (Eastern Economic Corridor), BDI Group can plan corporate investment strategies, such as upgrading the company's automation system and smart manufacturing facilities, and increasing production efficiency. BDI Group specializes in the Japanese automobile parts industry and has opened up potential markets in the Eastern Economic Corridor.

### **“Just as you would like to succeed in the world, allow others to do the same.”**

Under the guidance of founder Mr. Suthum Changkajonsakdi's “Just as you would like to succeed in the world, allow others to do the same” philosophy, second-generation successor Mr. Chang Ming-Fong established “BDI Before Me” as the staff's spiritual motto to unite the company and start the standardization of the company's system and production process. In 2017, BDI implemented a professional management system. Mr. Ken Cha, current CEO, led BDI Group towards automation and green technology. Today, BDI Group continues to incorporate smart manufacturing into its system. Moving forward, BDI Group will continue to learn and give back to society, providing employees with the confidence to strive and lead the company to become a model of overseas Taiwanese high-quality enterprises.





1.教育訓練 Education training  
2、3.產品 Products



### 綜 | 合 | 評 | 語 Commentary

在泰國深耕逾40年，貢獻當地重點產業，營運穩健，並重視產學合作，於當地創辦臺灣科技學院，提供台、泰人才培育之平台，且落實綠色能源發展，實為台商表率。

Having cultivated in Thailand for more than four decades, the company has contributed to the local key industries, with steady operations. It also attaches importance to industry-university cooperation. The Thai-Taiwan (BDI) Technological College has been set up locally to serve as a platform for training Taiwanese and Thai talents, while green energy development has been implemented. The company is indeed a role model for other Taiwanese businesses.



# 陳林工業 塑膠鞋品公司

C & L Industria  
de Plásticos Ltda



蛹之生，是潛藏於層層纏縛之中，歷經時間等待、環境淬鍊、險棘考驗與自身堅苦卓絕的毅力，努力掙脫、突破命運之繭，最終才得以蛻變、成長為翩然起舞的彩蝶，而陳林工業(C&L)就是遠颺巴西，最美麗的臺灣鳳蝶！

## 筆路藍縷 永續經營

1979年陳林幸昭和夫婿陳聰敏先生創業生產PVC鞋底，十數年間歷經天災損失慘重，爾後又遭遇巴西經濟動盪及治安敗壞，致血本無歸。直至1997年底因應州政府獎勵投資，實施減稅政策，舉家遷徙至東北部。夫妻倆胼手胝足成立C&L公司，



產品 Products

苦心經營並創設自有品牌，終於在巴西建立起獨霸南美的鞋業王國。

C&L企業日益茁壯，本著「人飢己飢、人溺己溺」的胸懷，熱心參與慈善公益。同時，高瞻遠矚的C&L極早開始培訓二代接班人，讓二代接受中文教育，回臺灣與優良廠商洽談合作事宜，期盼能繁榮臺灣和巴西的經濟前景。

## 追求卓越 關愛員工

C&L採取多元投資策略，以最新科技EVA射出製鞋。2016年開設第二廠Kemo，鞋品行銷南美洲各國，成為領導品牌，擁有巴西60%市佔率。COVID-19疫情肆虐，造成全球經濟重創，C&L團隊研發、製造醫護專用鞋，並分贈不織布雙層罩給需要的人，致力防堵疫情的擴散。而C&L的營業額在此艱困的時局中，也因獨到的遠見以及悲憫的襟懷，得以逆勢成長。

C&L的設立也促進當地城市發展，增加就業機會，公司培訓人才，讓企業發展更趨人性化，舉凡勞工登記、安全措施、員工福利，以及減稅優惠方案等，均予以關照、負責，以凝聚員工齊心奮力打拚。



## 臺灣女兒 任重道遠

對於海外創業的移民來說，努力、奮鬥是唯一的道路。這四十多年來的白手起家是跌宕起伏的人生，車禍重創、經濟蕭條、通貨膨脹、罷工風潮、工廠遭劫、遇搶槍傷、貨櫃被竊、天然災損等，層出不窮的考驗磨鍊出陳林幸昭女士永不妥協的堅毅。

2020年在COVID-19疫情中，陳聰敏先生不幸感染離世，巴西巴夷亞州為了感謝C&L企業長期以來的慈善援助，特別將一條新建公路以「陳聰敏」名字命名。而陳林幸昭女士化悲痛為力量，秉承丈夫遺志，將繼續帶領僑界化小愛為大愛，關懷、照顧需要的人。

## 誠信經營 重視環保

C&L堅持採用無毒環保材料產製鞋品，並引進臺灣最新技術和基礎材料，提升高度競爭力。原料的配方是根據鞋款特性測試、研發，因此鞋品具有輕量、避震及回彈性佳等特點。此外，鞋品可適應多樣化的環境，不因氣溫變化而降低效能，這是C&L精益求精的成果！

以誠信經營的C&L極為重視環保，將廢料再度回收利用。並由臺灣的明治實業引進了節源設備的技術，節省30%的用電量，因為C&L深刻地明白「我們只有一個地球」！

## 飲水思源 博施濟眾

對臺灣的飲水思源與企業的社會責任，一直都是C&L的理念與精神，期望透過臺巴的技術交流與合作，能讓臺灣軟硬體實力以巴西為跳板，擴及南美以及全世界。

陳林幸昭女士將對家國的思念轉化為與僑民間的互助、關愛，積極促進僑胞們的團結與和諧，擔任中華民國的僑務顧問、台灣商會顧問、巴西聖保羅中華會館顧問、世華工商婦女企管協會巴西分會副會長等職，凝聚僑胞們從事公益、投入慈善，一起送愛到全世界。

董事長 陳林幸昭 女士

Chairman : Ms. Chen Lin Hsin Chao



[www.celplasticos.com.br](http://www.celplasticos.com.br)



負責人：陳林幸昭

地址：巴西 謝阿拉州 佛達雷沙城市工業區

電話：55+85 32972199

傳真：55+85 32973464

推薦單位：巴西台灣商會

營業項目：EVA 原物料製粒加工、射出成型鞋

產品名稱：EVA拖鞋、園丁鞋、醫療護理用鞋

Owner : Chen Lin Hsin Chao

Address : Av Parque Norte 1, 484-Galpão 1. Dist. Industrial-Maracanau-CE, Brasil

Tel : 55+85 32972199

Fax : 55+85 32973464

Recommended by : Câmara de com. Brasil Taiwan

Business Items : EVA-material . Injection. Representative máquinas

Products : EVA-Chinelo, Shoes de Jardim, Shoes worn by Doctors and Nurses



新建公路以陳聰敏名字  
命名感念  
Speciall named a newly  
built highway after Xing  
Zhao's "Chen Congmin"



### Chrysalis Turned into Butterfly, Dancing Gracefully

The growth of a pupa happens under hidden layers of entanglement. Waiting patiently, tested by difficult and challenging circumstances, and enduring with perseverance, the chrysalis finally breaks through its shell and emerges as a colorful dancing butterfly. Like the emerged butterfly, C&L is the most beautiful Taiwan swallowtail butterfly flying in Brazil!

### Sustaining operation through hardship

In 1979, Chen Linxingzhao and her husband started their company to produce PVC soles. For more than a decade, they suffered huge losses due to natural disasters. After that, Brazil's economic turmoil and public security problems further caused them to lose all their capital. At the end of 1997, in response to the state government's incentives for investment and the implemented tax reduction policy, the whole family moved to northeast Brazil. They set up the C&L Footwear Company, diligently managed their company, created their own brand, and finally established a footwear kingdom that dominated the South American market from Brazil.

As C&L Footwear was growing stronger and stronger, they also enthusiastically participated in charity and public welfare based on the philosophy to "treat others as you want to be treated" and "love neighbor as yourself." At the same time, the forward-looking C&L started training second-generation successors in advance, and arranged opportunities to allow them to receive Chinese education overseas.

They also traveled to Taiwan to negotiate and build partnerships and cooperation with other excellent Taiwanese manufacturers, hoping to contribute to the economic growth and prospects of their home countries, Taiwan and Brazil.

### Pursue excellence and care for employees

C&L adopts a diversified investment strategy and uses the latest technology EVA to produce shoes. In 2016, the second factory Kemo was opened, and shoes were sold to countries in South America. It became a leading brand with a 60% market share in Brazil. In 2021, the COVID-19 pandemic raged, causing severe damage to the global economy. The C&L team developed and manufactured medical shoes, and distributed non-woven double-layer face covers to those in need to slow the spread of the COVID-19 virus. In this difficult time, C&L grew against all odds due to its unique vision and compassion.

The establishment of the C&L company also promoted the development of local cities and increased employment opportunities. The company trained their talented employees to make the company become a more humane working environment. All labor registration, safety measures, employee benefits, and tax reduction schemes, etc., were all taken care of. Therefore, all the employees are working hard together with the company.

### Taiwan daughter has a long way to go

To start a business overseas for immigrants, a hard-working and persevering attitude is the

only way to succeed. Over the past 40 years, the process of starting this company has been full of ups and downs. Car accidents, economic depression, inflation, strikes, factory robberies, gunshot wounds, container thefts, natural disasters can only strengthen Lin Xingzhao's uncompromising perseverance.

In March 2020, Xingzhao and her husband had a dinner with an overseas Chinese community in Brazil, and both were infected with COVID-19. After the treatment, Xingzhao recovered, but her husband unfortunately passed away. After this, in order to recognize and appreciate C&L Corporation's long-term donation and help to the charities, the Brazilian state of Bahia specially named a newly built highway after Xing Zhao's husband "Chen Congmin." In the overwhelming grief and deep sorrow, Xingzhao cannot help but remember Helen Keller's words: "Facing the light, the shadow will always be behind us." She is determined to uphold her husband's will and continue to transform her love into a bigger one.

### **Management with integrity and environmental protection**

C&L companies insist on using non-toxic and environmentally friendly materials to produce footwear products, and introduce the latest technology and foundation materials from Taiwan to enhance their competitive strength. The formula of the raw materials is tested and developed by the company according to the characteristics of the shoes, so that all the shoes can have a unique combination of light weight, shock absorption and good resilience. In addition, shoes can adapt to diversified environments without deteriorating in performance due to temperature changes. This is an example of the result of C&L's continuous improvement!

Moreover, C&L, operating in good faith constantly, greatly values the importance to environmental protection and recycling/reutilization of waste materials. From Taiwan's



生產線作 Production line

Meiji Industry, they adopted a new technology for energy saving, resulting in a saving of 30% of electricity consumption. All these improvements and innovations are accomplished because C&L truly understands and firmly believes "We only have one earth!"

### **Not forget one's roots, helping the public**

There is a Chinese proverb "when drinking water, honor the source." To feed back to the homeland and fulfill its corporate social responsibility have always been C&L's philosophy and principle. It is hoped that through technical exchanges and cooperation between Taiwan and Brazil, Taiwanese software and hardware technologies can use Brazil as a springboard to expand to South America and the rest of the world.

Xingzhao transformed and raised her thoughts and affection of her homeland into mutual assistance and care with overseas Chinese, and actively promoted their unity and harmony. She has been serving as an overseas Chinese affairs consultant for the Republic of China, a consultant for the Taiwan Chamber of Commerce, a consultant for the Chinese Association in Sao Paulo, Brazil, the vice president of the Brazilian branch of the Association for World Chinese (Shihua) Business Women, and leadership roles in other organizations. She coordinates and unifies overseas Chinese to engage in public welfare, participate in charity, and send love all over the world.



1



2



3



4

- 1.產品 Products
- 2、3.慈善活動 Charity activities
- 4.優越事蹟 Meritorious deeds



## 綜 | 合 | 評 | 語 Commentary

企業形象優良，經營有方，積極促進巴西鄉鎮發展，重視員工福利，致力於臺灣、巴西之經貿及海外僑商服務，熱心公益，不遺餘力，為我國於南美洲創業台商之典範。

With a good corporate image and sound management, the company has actively promoted the development of Brazilian towns, giving emphasis to staff welfare and committing to economic trade between Taiwan and Brazil and services for Overseas Chinese businesses. The company spares no effort to enthusiastically engage in public welfare, thereby setting an example for Taiwanese businesses' start-up in South America.





# 富甲木業(馬) 股份有限公司

ZENOVA (M) SDN.BHD.



富甲木業為一家由台商100%所經營的公司，處於膠合板木業製造上游的位置，由將產品賣給貿易商，到大盤批發商，轉變到直接賣給二次加工工廠或貿易商轉手直接到對接工廠的形式，其以富甲木業的產品為基礎，再製成更高端良好的產品來服務消費大眾。

## 創業維艱 守成更難

陳永彬先生於1990年追隨父親陳龍飛先生一同至馬來西亞沙巴州創立富甲木業，因當時政府的南向政策鼓舞臺灣許多木業製造廠，勇敢的邁出困難的第一步，在一片荒蕪沒水沒電的土地上，建立富甲木業，經過30年歲月的磨練考驗，深刻體會到創業維艱，守成更難的含義。

## 市場改變 環保永續

工廠在開始營運之初，生產一般的三夾板並只適合銷售到中國市場和內銷市場，在經歷10年的時間後，因市場經濟結構的改變，中國已由買方消費者轉變為賣方競爭者的地位，於是富甲木業展開第一次的改革轉型，成功的將市場分散到美國、墨西哥、英國、日本、韓國、臺灣、新加坡、中東等，

此時已完全成功擺脫對將中國市場的依賴。

2013年因世界各國對環保意識逐漸加強，富甲木業也隨之啟動第二次的改革，精進製程計畫，加大投資於低甲醛環保膠合板(綠建材)的概念方向邁進，至今已有80%的產品是符合各個市場環保膠低甲醛標準的要求，扎實的在製程技術上尋求突破，使中國競爭者望塵莫及。

## 管理精進 人才培養

在眾多品牌的競爭下，富甲木業能夠在下游加工工廠之中，樹立口碑和價格競爭的優勢，以不斷提升機器的精密度、製程的優化及自動化，企業文



生產線 Production Lin

負責人 陳永彬 先生  
Owner : Mr. Chen Yung -Pin



[www.zenova.com.my](http://www.zenova.com.my)

負責人：陳永彬

地址：10 MILE, JALAN TUNGKU SILABUKAN LAHAD DATU SABAH.

電話：089-806488

傳真：089-806468

推薦單位：駐馬來西亞台北經濟文化辦事處 洪慧珠大使/林渭德僑務組組長、馬來西亞台灣商會聯合總會 林永昌總會長

營業項目：木業製造

產品名稱：三夾板、木芯板、綠建材

Owner : Chen Yung -Pin

Address : 10 MILE, JALAN TUNGKU SILABUKAN LAHAD DATU SABAH.

Tel : 089-806488

Fax : 089-806468

Business Items : plywood manufacturing

Products : plywood, laminated board, green building material

化則本著以木材培養人才，以人才善用木材，進而達到生財有道之永續循環。

在本著世界共同體，愛惜地球自然資源的前提下，富甲木業對於原木的採購是慎重嚴謹，所取得的原木皆須來自再植林且是州政府與環保組織認定核發執照，並有合法砍伐權的公司，富甲木業亦有取得沙巴州政府所核發的良好經營者才擁有的 SABAH TLAS執照。

富甲木業營運多年來，工廠的品質和顧客一起走向高端市場，互相了解產品的最終用途，客人也能安心進行第二階段的再加工製程，避免從前的再製程過程中，因失敗所產生的巨大損失。

### 在地耕耘 回饋社會

自2018年起，投入服務東馬區台商，積極促銷臺灣水果椪柑，樹立臺灣水果良好的口碑，成功反轉市場，屢次擊敗中國的蘆洲柑橘，所以每年春節期間臺灣椪柑已是馬來西亞廣大消費者的首選。

由於天然資源的受限，期待沙巴州政府能更加落實鼓勵種植林的發展，讓外資台商在將來能有更多永續的天然資源來取得，並讓森林的生態處於一個良性的發展和循環，相信富甲木業定能在此利基之上，更加發揚光大。



教育訓練 Education Training

Zenova (M) Sdn. Bhd. (“the Company” or “the Factory”) is a company wholly owned by Taiwanese. The Company’s upstream position in the plywood manufacturing industry has changed the Company’s business from selling the products to wholesale of plywood. The Company is selling the plywood to factories processing the end products. The Company is also honored with the high-end quality products produced by these factories using the Company’s product as the base even though the Company is not directly involved in their production.

### Keeping Is Harder Than Winning

Mr Chen Yung-Pin together with his father, Mr Chen, Lung-Fei founded Zenova (M) Sdn. Bhd. in the State of Sabah, Malaysia in 1990. This was because of Taiwan’s ‘Go South’ policy introduced by Mr Lee Teng-Hui, the first Taiwan-born President of the Republic of China, where both father and son took the first step and decided to come on this barren land without the basic utilities such as water and electricity to start their plywood business. With thirty (30) years of business experience, they understood the meaning of keeping is harder than winning.

### The Market Changes, Environmental Protection And Sustainability

The Factory began by solely producing plywood and supplying to the Chinese and domestic market. However, there was a change of economic structure whereby ten (10) years later, China changed its role from buyer/consumer to the Company’s competitor. This led to the first reform and transformation of the Company. The Company tried to penetrate new markets two (2) years later and the Company successfully diversified its market to the United States, Mexico, the United Kingdom, Japan, South Korea, Taiwan, Singapore, the Middle East and other places after the first transformation. With this, the Company managed to reduce their reliance on the Chinese market to zero (0).



生產線 Production Line

Subsequently in 2013, as global awareness of environmental protection increased in various countries, the Company decided to have its second reform to implement the plan to increase the investment in low-formaldehyde environmentally friendly plywood (Green building materials). To date, eighty percent (80%) of the Company’s products are able to meet the requirements of low-formaldehyde environmentally friendly adhesives in various markets. This breakthrough in technology has left the Chinese competitors far behind out of reach.

### Cultivation Of Advanced Management Talents

To build reputation and have price competition in downstream processing factories among the competitors, the Company has consistently invested in the machinery to optimize the automation of production. The Company’s vision is cultivation of talents with wood and make good use of wood with talents to achieve the sustainability .

On the premise of cherishing the earth’s natural resources in the global community, the Company is cautious and rigorous in the procurement of logs. The Company always make sure that the logs purchased come from replanting forests and must be from log suppliers licensed by the state government and environmental protection organizations. With this, the Company was awarded the Sabah TLAS licence by the State Government of Sabah.





生產線 Production Line

Additionally, the Company is also very concerned about occupational safety and health. The Company is of the opinion that employee safety in production is important and the Company engages a professional industrial safety consultant to conduct the safety seminars regularly.

With operation of twenty-seven (27) years, the Company's quality and its customers have moved on together into the high-end market. The mutual understanding of the end use of the product able to avoid huge losses from the failure of the re-processing of product process .

Zenova (M) Sdn. Bhd. also set up a medical emergency relief fund to unite its employees and encourage their in-depth learning in the industry. With the welfare protection given, the Company also won great success with a great steady growth.

### **Giving Back To Society**

Since the beginning of the Republic of China of year 107 (2018), the company started to service Taiwanese businessmen in East Malaysia and actively promoted the Taiwan mandarin orange – Ponkan. Members have actively cooperated and accumulated experience over these three (3) years and have managed to overcome the crisis whereby the Taiwan pineapple was suddenly banned by China. One thousand five hundred boxes of pineapple were successfully imported to West Malaysia with the corporation of the Federation of Taiwan Chambers of Commerce. Besides that, the

good reputation of Taiwanese fruits accumulated over the three (3) years has created the market opportunity for the Ponkan. The Taiwan mandarin orange has become the first choice in the local Malaysian market instead of the mandarin orange exported by China, especially during Spring Festival.

As green building materials have become a torrent of rising environmental awareness globally, Zenova (M) Sdn. Bhd. is proud of producing the low-formaldehyde plywood, and has been recognized by its customers. This recognition will drive the Company forwards in the research of environmentally friendly green building materials.

During the tenure to service Taiwanese businessmen, the Company is pleased to see the hard work of Taiwanese businessmen in introducing the automatic car wash system in Sabah. As a leader, I feel the pride of being Taiwanese deeply.

In 2019, efforts to assist a total of five Taiwanese compatriots in Sabah negotiations or travel accidents and deaths, most of which have been settled and dealt with, but there is still a lawsuit in progress, I am sure to give full assistance, and look forward to reasonable compensation .

In year 2019, I was working hard to assist in five (5) cases of accidents and deaths of Taiwanese compatriots in their business trips or travel in Sabah. Most of the cases have been settled, but there are still cases in progress. I will do my best and give the best assistance on this and negotiate for their reasonable compensation.

### **Prospect**

Due to the limitation of natural resources, it is hoped that the State Government of Sabah will allocate more resources in developing forest replantation to ensure sufficient natural resources. With this forest ecology cycle, I believed the Company will do better and carry on moving forward.



- 1.公益活動 Charitable activities
- 2.員工聚餐 Staff party
- 3、4.產品 Product



## 綜 | 合 | 評 | 語 Commentary

企業成立20多年，其產品及通路二次改革成功，績效逐年成長。在社會貢獻上，協助臺灣農產品成功銷售至馬來西亞，更積極促改當地台商綠建產品，兼顧環境保護及社會責任，值得讚許。

The company was founded more than two decades ago. Its products and channels have achieved success in the second revolution, and yearly growth has been seen. In terms of social contribution, the company has assisted in successfully selling Taiwan's agricultural products to Malaysia. Change in the local Taiwanese businesses' green building products has been promoted, it combines environmental protection and social responsibility, which is worthy of praise.



# 震興實業股份有限公司

Shing Mark Enterprise Co., Ltd.



總裁趙宗禮先生早年在臺灣從事家具貿易，1985年在臺中成立工廠，1993年前往中國東莞設立家具工廠，生產大型鐵製、木器傢具；在妻子趙張瓊月國際業務襄助下，成功打開歐美傢具市場，為國際傢俬品牌如Ashley、Kimball等代工，協力壯大市場。鼎盛時期有6間工廠、月產能2,300個集裝箱。

## 初心

2004年為因應美國對中國傢具課徵反傾銷稅，震興決定轉往越南同奈投資設廠，廠房面積達100萬平方米，2005年底正式投產，現有員工9,000人，每月產能1,000個貨櫃，設立現代化中央倉儲、可控



工廠一隅 Factory Corner

制溫度、溼度的庫房。目前在東莞仍維持一個廠運營，外銷50餘國，年營業額超過5億美元，為亞洲第一大傢具業者。

## 三大法寶 三定管理

趙總裁長年於海外經商，嚴格控管並研發國際精品家具，生產項目包括木製、鐵器、大理石等各種材質，應有盡有，產品主要銷售至美國知名零售商，包括好市多、梅西百貨、迪士尼等，都是震興家具的忠實客戶。

成立以來，震興靈活運用公司三大法寶-工令、看板、黃卡；實施三定管理-定容、定量、定位；員工秉承「整理、整頓、清潔、清掃、教養、紀律、效率、品質」的觀念，齊心共同奮鬥，贏得廣大海內外客戶的支持與信賴，員工更以「一日震興人、終身震興人」的座右銘，鞭策自己，使公司精益求精，永續發展。

## 跨業建醫院、回饋在地社會

震興員工眾多，如何照顧員工、眷屬，提供他們更好的生活品質，自然成為趙總裁念茲在茲的議題；再加上華僑與越南民眾的醫療資源貧乏、需



求迫切，時逢彰化基督教醫院配合政府推動南向政策，因緣際會下，震興乃跨足醫療領域，與越南醫藥大學合作，引進彰基醫療資源，成立「越南醫藥大學震興醫院」。

震興以斥資3億美元、籌建總面積11萬平方米包含地上九層、地下一層、57個手術室、100間診間、2000個病床的醫教一體現代化醫院，提高在地醫療水準，也進一步促進臺越之間更深一層的交流，搭起臺越合作的橋樑，齊力提升越南的醫療品質。

### 越南社會感佩

相對趙總裁的付出，震興醫院營收實在不敷所需。少年困苦、事業有成，仍工作不輟的趙總裁一再強調，醫院不是為了牟利，而是震興對越南社會的回饋，希望藉由醫院提升當地現代化的醫療服務水平同時，也建立越南民間醫療服務管理典範。

震興醫院獲得越南國家衛生部、同奈省政府全力批准、獎勵與支持。開業後深受當地社會感佩與推崇，「向越南震興醫院、這家非營利性醫院及ShingMark Group（震興集團）創始人趙宗禮先生致敬。」越南媒體以難得僅見的篇幅報導，為台商南向綿密的足履中，劃出深刻動人的篇章。



倉庫 Warehousing

總裁 趙宗禮 先生

President : Mr. Chung Lee, Chao



負責人：趙宗禮

地址：Bau Xed, Industrial Zone. Trang Bom District.

電話：02-27881608

傳真：02-27881432

推薦單位：僑務委員會 簡智明僑務委員

營業項目：傢俱、寢俱、廚房器具、大理石傢俱、  
裝飾品、醫院

產品名稱：傢俱、寢俱、廚房器具、大理石傢俱、  
裝飾品、醫院

Owner : Chung Lee, Chao

Address : Bau Xed, Industrial Zone. Trang Bom District.

Tel : 02-27881608

Fax : 02-27881432

Business Items : Woodward, Iron Art, Sofa, Marble,  
Stamping Hardware, Hospital

Products : Business Items : Woodward, Iron Art, Sofa,  
Marble, Stamping Hardware, Hospital



生產線 Production Line

In the early years, the President of Shing Mark Enterprise, Mr. Chao Chung Lee, was engaged in furniture trading in Taiwan and set up a furniture factory in Taichung in 1985. In 1993, he opened another in Dongguan, China to produce large pieces of iron and wood furniture. Thanks to the international business acumen of his wife, Chao-Chang Chiung-Yueh, President Chao successfully broke into the European and American furniture market. It was then that he began to make furniture for international furniture brands such as Ashley and Kimball and expand market growth. During Shing Mark's peak, President Chao owned 6 factories with a production capacity of 2,300 shipping containers per month.

### Intended Goal

In 2004, owing to the anti-dumping duty imposed on Chinese furniture by the U.S., Shing Mark decided to move production to Dong Nai, Vietnam. A factory with an area of 1,000,000 square meters was established, which was officially opened at the end of 2005. The factory currently has 9,000 employees with a production capability of 1,000 shipping containers per month, and is equipped with a modern central warehouse to control temperature and humidity. At present, only

one factory is maintained in Dongguan. Furniture made by the factory is sold in over 50 countries, with an annual turnover of US\$500 million, making it the largest furniture maker in Asia.

### Three Principles and Three Management Rules

With extensive experience in business overseas, President Chao strictly controls and develops exquisite furniture for the international market. Production items include all types of wood, iron and marble furniture primarily sold to loyal customers including top American retailers like Costco, Macy's and Disney.

Since its establishment, Shing Mark flexibly uses the Company's three major principles – work order, kanban, and yellow card – while implementing three management rules – fixed volume, fixed quantity and position. Additionally, employees at Shing Mark adhere to the concepts of “organization, tidiness, cleanliness, cleaning, quality, discipline, efficiency, and character” to work together harmoniously and to win over the support and trust of customers worldwide. Furthermore, our employees discipline themselves with the motto “once a Shing Mark employee, always a Shing Mark employee,” helping the Company achieve sustainable development.





越南醫藥大學震興醫院  
Shing Mark University Hospital of Medicine and Pharmacy

### Building a Hospital and Giving Back to the Local Community

With the large number of employees working at Shing Mark, issues such as how to take care of them and their families and providing a better quality of life through medical resources urgently needed by the Chinese and Vietnamese naturally concerned President Chao. By chance, Shing Mark stepped into the medical field at a time when Changhua Christian Hospital was promoting the Southbound Policy initiated by the government. By working with the University of Medicine and Pharmacy in Ho Chi Minh City, Shing Mark introduced medical resources from Changhua Christian Hospital and established the “Shing Mark University Hospital of Medicine and Pharmacy.”

Shing Mark invested US\$300 million in building a modern teaching hospital, with a total area of 110,000 square meters, including 9 floors, 1 basement, 57 operating rooms, 100 doctor's surgery rooms, and 2,000 beds. The hospital aims to improve local medical standards while also further promoting deeper exchanges between Taiwan and Vietnam, building a bridge of cooperation to improve the quality of medical care in Vietnam.

### Appreciated by the Community

The revenue of the hospital is far from enough to cover the investment fund put in by President Chao. Growing up without privileges, the ever hard-working and successful businessman continues to stress that the hospital was not built to



員工訓練 Staff training



產品 Products

make a profit, but to give back to the Vietnamese community. President Chao hopes that by improving and modernizing local healthcare service standards, an example of private medical service management in Vietnam will at the same time be established.

Shing Mark Hospital attained full approval, incentives and support from the Ministry of Health of Vietnam and the Dong Nai local government. The hospital has received constant appreciation and recognition from the local community. Furthermore, the Vietnamese media has published a report stating “We would like to express our gratitude to Mr. Chao Tsung-Li, the founder of Shing Mark Group who built the non-profitable Shing Mark University Hospital of Medicine and Pharmacy.” As it was a rare gesture in the Vietnamese media to publish such lengthy coverage, it has produced a profound and touching chapter in the process of a Taiwanese businessman's southward expansion.





1.生產線 Production line

2、3.員工休閒區域 Recreation areas for employees



## 綜 | 合 | 評 | 語 Commentary

負責人長年於海外經商，打造出專屬的家具王國，銷售至美國知名零售商，並於今年升級全自動生產線，積極布局提升競爭力。同時創設醫院將臺灣醫療體系引進越南，提高當地醫療品質，回饋社會，堪為表率。

The in-charge has been doing business overseas for years and has created an exclusive furniture kingdom to sell products to well-known retailers in the United States. This year, the company's automated production lines have been upgraded to actively deploy the layout and enhance competitiveness. At the same time, a hospital has been set up to introduce Taiwan's medical system to Vietnam, improve the local medical quality, and contribute to society. The company is said to be a role model in this regard.

## 評審委員會

### 決審委員名單 (依姓氏筆畫排序)

**童振源** 主任委員  
僑務委員會 委員長

**江文若**

經濟部國際貿易局 局長

**李育家**

中華民國全國中小企業總會 理事長

**林寶惜**

海外中小企業信用保證基金 董事長

**邱月琴**

第一金融控股(股)公司 董事長

**張銘斌**

經濟部投資業務處 處長

**梁輝騰**

世界台灣商會聯合總會 名譽總會長

**陳坤煌**

來利木業有限公司 董事長

**蔡允中**

外交部國際合作及經濟事務司 司長

### 複審委員名單 (依姓氏筆畫排序)

**何晉滄** 主任委員  
經濟部中小企業處 處長

**江福龍**

穩贏科技股份有限公司 總經理

**池世欽**

侯建業聯合會計師事務所  
海外業務發展中心 主持會計師

**李峰春**

李林公司 董事長

**林芳苗**

中華民國對外貿易發展協會 秘書長

**張淑燕**

僑務委員會僑商處 處長

**陳阡蕙**

世界華人工商婦女企管協會 總會長

**劉樹添**

世界台灣商會聯合總會 副總會長

**戴麗芬**

中華民國全國中小企業總會 秘書長

## 卓越台商 選拔表揚辦法

### 一、宗旨：

為表彰海外經營有成，在各方面均表現卓越，且對台灣或僑居地等國際社會有貢獻之台商企業，特辦理本表揚活動，以肯定當選企業之成就，讓全球台商企業相互學習觀摩，以提升經營能力及競爭力。

### 二、指導單位：僑務委員會

主辦單位：經濟部中小企業處

中華民國全國中小企業總會

世界臺灣商會聯合總會

### 三、參選資格：

(一) 成立滿5年之台商企業(須於2016年6月11日以前成立之企業)。

(二) 最近3年(2018-2020年)連續獲利或營運成長狀況佳。

(三) 對台灣或僑居地等國際社會有顯著貢獻之企業。

註：台商係指非大陸地區的台籍商人及其子女 / 下一代

### 四、表揚名額：

以8家企業為原則，惟實際當選家數由評審委員會議決之。

### 五、參選方式：

需由僑務委員會等國內政府單位，或我政府（外交部、僑委會、經濟部等）駐外單位、辦事處、當地僑團、台商會、參選企業僑居地之政府有關單位及機構，或海內外金融界、工商團體、台灣四大會計師事務所(勤業眾信Deloitte、資誠PwC、安侯建業KPMG與安永EY)等推薦參選，自行參選者不予以受理。

### 六、參選應繳資料：（請以中文書寫，相關證明文件、圖片請加註中文說明）

(一) 參選企業送件自我檢核表。

(二) 推薦書。

(三) 企業基本資料表。

(四) 評審項目說明書。

(五) 企業在僑居地之事業登記及營運相關證明文件影本。



(六) 企業之董監事（含股份）名冊。

(七) 最近3年（2018-2020年）之資產負債表及損益表影本，其中最近一年需提供完整之會計師簽證報表，無法提供者，請說明。

(八) 最近一年企業納稅證明文件影本（需經稅捐單位查驗之正式報稅資料）。

(九) 相關事蹟證明文件（如品質驗證證明書、得獎紀錄）或照片。

(十) 企業內部、外觀、產品及工作情況的書面照片各1~3張。(另以電子檔或光碟提供)

以上資料如有影印務請清晰，文字敘述以中文為主，財務報表內容請加註中文，請檢送10份(正本乙份，副本A4紙影印9份裝訂整齊)。

郵寄至：社團法人中華民國全國中小企業總會

地址：臺灣 台北市106大安區羅斯福路2段95號6樓

電話：886-2-23660812分機152 盧巧羚

傳真：886-2-23675952

E-mail：irene\_lu@nasme.org.tw

網址：smeaward.moeasmea.gov.tw、www.nasme.org.tw

\* 參選資料由主辦單位於活動結束後燒毀，概不退件。

## 七、報名時間：

即日起至6月11日截止。(通訊寄件以掛號郵戳為憑)

## 八、評審：

(一) 評審程序：分為初審、複審、決審3階段進行。

1.初審：由中華民國全國中小企業總會同仁組成專案工作小組，對參選資料之參選資格予以初步認定，若資料不齊者予以限期補件，資格不符合者發文通知，資料符合者送交複審委員會審查。

2.複審：由具專業素養和代表性之學者專家擔任複審委員，就入圍企業整體表現進行複審審查作業。

3.決審：由我國政府首長、工商企業領袖及跨國企業經營有成之代表擔任決審委員，依據入圍決審企業之書面資料及複審委員會評審報告進行審查。

(二) 評審項目：

項目	內容說明	權重
企業特色	<ul style="list-style-type: none"> <li>企業在當地經營的特色或獨特性的價值</li> <li>創新的能力與成效</li> <li>當地經濟現況與企業經營策略分析</li> </ul>	20%
社會貢獻	<ul style="list-style-type: none"> <li>公益活動之投入與表現(包含：對臺灣或僑居地等國際社會之貢獻、企業在僑社的活動度等)</li> <li>對生態保護的相關環保措施</li> <li>對僑界影響力與表現(如：協助有意在當地投資之台商進行在地行銷與相關資源協助等)</li> </ul>	25%
整體管理制度	<ul style="list-style-type: none"> <li>行銷策略(包含：行銷據點和通路、自有品牌運用情形、顧客關係等)</li> <li>人力資源管理策略(包含：勞資關係、教育訓練、員工福利、知識管理等)</li> <li>經營團隊的重要成員及運作情形</li> <li>企業創業歷程與轉變</li> </ul>	30%
財務會計	<ul style="list-style-type: none"> <li>會計制度與內控制度</li> <li>經營效能(包含：資金週轉與償債能力、營收與獲利能力、財務結構等)</li> </ul>	25%

九、頒獎表揚：

- (一) 預計於2021年11月份與第30屆國家磐石獎同時舉行，恭請我國政府高階首長頒獎，頒發海外台商磐石獎獎座及當選證書。
- (二) 拜會我國政府單位首長或僑居國之駐華大使館或駐華辦事處，以肯定當選企業之經營成就。
- (三) 出版當選企業專輯，介紹當選企業卓越事蹟及貢獻。
- (四) 由本會透過傳播媒體對國內外宣傳表揚。

十、得獎企業義務：

- (一) 得獎企業有配合提供印刷專輯、企業簡介帶所需題材、錄製中小企業通廣播節目及參加各洲際台商總會年會發表企業成功經驗等相關活動之義務。
- (二) 得獎企業屆時應派高階主管參加頒獎典禮、記者會、拜會等活動，若無法出席視同放棄當選。
- (三) 得獎企業若經查證有違反本辦法或不實陳述者，其獎座及當選證書應繳回。

# 我們為中小企業服務 中小企業為社會服務



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## 中華民國全國中小企業總會

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