

# Congratulations! Yieh Phui Bestowed “Top 100 Taiwan Brands”

## Background

To celebrate the R.O.C.’s 100<sup>th</sup> birthday\*, the Bureau of Foreign Trade, under the Ministry of Economic Affairs commissioned the “Top 100 Taiwan Brands Handbook” and had the Taiwan External Trade Development Council (TAITRA) organized the “Top 100 Taiwan Brands” contest. The Top 100 Taiwan Brands Awards are paying tributes to the Taiwan brands which have made prominent contributions to economic development, shown remarkable operating performance, and been the most representative brands. Their efforts on developing local brands are commended and the instructor (the Ministry of Economic Affairs) hopes to encourage more Taiwan enterprises to develop their own brands.

The Top 100 Taiwan Brands contest was an open call for all Taiwan enterprises. From December 2010 till January 2011, TAITRA promoted the contest on its official website, all the well-known newspaper and magazines, and radio shows. A large billboard at Zuoying station of Taiwan High Speed Rail also advertised the contest. Apart from the promotion above, TAITRA selected some renowned companies in its business directories to participate in the contest. Any brand owned by a Taiwan company or created by any Taiwan people could register for the contest. Participants could decide, on their own, to apply as a “Corporate Brand”



### Logo of the Top 100 Taiwan Brands

Taiwan brands stand firm and erect with the passage of time. As Taiwan is marking its centennial of the nation’s foundation, we are turning over a new leaf.

Pertaining to the design of the logo, the bright color and the composition of the picture display the extraordinary creativity and diversity of the Top 100 Taiwan Brands. It is the symbol of inheriting the past and ushering in the future, prophesying another one hundred years of prosperity.

To combine the Chinese character “百” (meaning “a century”) and the first letter of “BRANDS”, the logo blends the ideas of localization and globalization perfectly.

In Chinese philosophy, the spots and circle indicate inexhaustible ideas and creativity. We have been plowing deeply from spots and expanding to a surface, which is the origin of glamorous and dazzling Taiwan brands.

or “Product Brand” . The category of “Product” covered ten major sectors and the one of “Services” covered eight major sectors. The category of “Product” included “Computer Hardware, Electronics, Electrical, Communication” , “Information Software” , “Machinery, Hardware, Hand Tools” , “Chemical, Textile and Packaging” , “Household Equipment , Building Materials and Security” , “Sanitation, Healthcare” , “Transportation Equipment” , “Sports, Recreation, Leisure” , “Fashion, Lifestyle, Cosmetics” , and “Agriculture and Food” ; the category of “Services” included “Health Care Services” , “Tourism and Leisure” , “Financial Services” , “Distribution and Logistics Services” , “Communication and Media Services” , “Cultural and Creative Services” , “Construction Engineering” , and “Catering Services” . The eighteen sectors in total covered a wide range to include all industries in Taiwan, making the Top 100 Brands the most representative of Taiwan’ s diversity and outstanding achievements in its industrial development.

The selection, based on individual business model, was divided into B2B and B2C. For B2B brands, the evaluation based mainly on the professional executive survey; as for B2C brands, there was the additional nationwide consumer survey in addition to the professional executive survey. B2B applicants that had the characteristics of B2C brands were also included in the consumer survey.

The selection of “Top 100 Taiwan Brands” was conducted in three phases.

During the preliminary phase, candidates were evaluated using quantitative indicators such as “Brand Management” , “Industry Standing” , “Financial Status” , and “Brand Performance” .

During the second phase, the candidates nominated in the preliminary phase carried out an inter evaluation. Besides, evaluation questionnaires based on brand indicators were sent out to 504 professional executives; in order to enhance the comprehensiveness of the study, as well as the level of public participation, an additional consumer survey was conducted for B2C brands. A total of 1,202 questionnaires were filled out by consumers from the 23 cities and counties throughout Taiwan. Compare to other brand selection events, “Top 100 Taiwan Brands” is much more credible and truly reflects the public opinions; some qualitative indicators were also adopted, for instance, opinion leader survey.

During the last phase, 41 experts from the industries, academia and government were summoned to form a selection committee; based on the survey results, the members of the committee discussed and produced a list of candidates and submitted the list to the steering committee for final verification. Throughout the process, opinions of experts, scholars, professional executives and consumers were taken into consideration. After three phases of careful evaluation, Top 100 Taiwan Brands were

finally chosen out of a pool of 498 brands that applied.

To pay tributes to the “Top 100 Taiwan Brands” winners, promote the brands, and encourage consumers to experience the “Top100 Taiwan Brands”, the organizer held the Top 100 Taiwan Brands Awards Ceremony, Taiwan Excellence 20<sup>th</sup> Anniversary & Top 100 Taiwan Brands Exhibition, and three-month “Top 100 Taiwan Brands Perfection Parties”. In order to further boost the reputation of these top Taiwan brands in the global markets, as well as inspire other domestic enterprises to develop their own brands, the organizer expects to attract many more visitors and media. The organizer will also utilize different channels including its official website, videos, printed materials, and domestic and international promotions to raise the level of public awareness and importance of branding in Taiwan. (The information above is an excerpt from the “Top 100 Taiwan Brands Handbook”.)

The official site for “Top 100 Taiwan Brands” : <http://100.brandingtaiwan.org/>

\*Year 2011 is the centenary of the foundation of Republic of China (R.O.C.).



#### Design of the Trophy

The Top 100 Taiwan Brands trophy is made of transparent LIULI, which is bold and stable yet changeable. (LIULI is a Chinese traditional colored glaze.) The light filled prism represents a convergence, innovation, breakthrough, bright image and all those are just fit to the energetic pursuit of goals and outstanding achievements of the Top 100 Taiwan Brands.

A multi-colored ring of light is infused with vitality. Various halos of light overlap to create symbols of infinity (“∞”), manifesting the utmost power of innovation and strength. The outward appearance of the trophy is a semi-circle comprised of a concave and LIULI surface that form the letter “B”, short for “Brand”, a metaphor for the trophy’s uniqueness and dignity.

## Glamorous and Dazzling Yieh Phui Brand

The Top 100 Taiwan Brands Awards Ceremony, commissioned by the Bureau of Foreign Trade, under the Ministry of Economic Affairs, spearheaded by TAITRA, was held at Taipei International Convention Center (TICC) on July 26th 2011. Premier Wu Den-Yih presented the awards to the winning enterprises. Mr. Lin-maw Wu, president of Yieh Phui, accepted the award for the brand, "Yieh Phui". Yieh Phui defeated many rivals in the sectors of "Household Equipment and Building Materials, Security Equipment" in the category of "Product". After seven-month evaluation, Yieh Phui eventually earned the award. It is a great tribute to the brand, Yieh Phui, and the award also represents the glamorous and dazzling "Yieh Phui" brand.

This time we participated in the Top 100 Taiwan Brands contest with the corporate brand, "Yieh Phui". The managers and employees full of confidence and internal cohesion prepared the selection required information wholeheartedly. We cared about the selection process. Finally, we were bestowed the "Top 100 Taiwan Brands", not putting our efforts and expectations in vain, and boosting our marketing.

Yieh Phui is one of the members in the manufacturing sector of E United Group. Since the construction in 1988, we have been aiming for manufacturing high quality and diversified steel products. Yieh Phui has not only acquired the certificates of JIS Mark, ISO 9001, ISO 14001 and OHSAS 18001, but QC 080000 IECQ HSPM Certificate. We are the world's first steel mill acquiring the management system certificate of EU RoHS Directive and achieving five internationally recognized certificates at the same time. Yieh Phui, with 80% of coated steel distributing worldwide, is the largest independent galvanizer and coil coater in Taiwan, Mainland China and Southeast Asia.

Apart from the award presenter, Premier Wu, other distinguished guests were Minister of Economic Affairs, Dr. Shih Yen-Cheung, Chairman of TAITRA, Chairman Wang Chih-Kang, and many most representative people from the industries, academia and government, revealing the importance of the awards throughout Taiwan industries. Yieh Phui is categorized as B2B business type. The Top 100 Taiwan Brands Award to Yieh Phui undoubtedly encourages and motivates us to work more strenuously for achieving the vision of "becoming the best steel manufacturer and service provider in the world by 2020" and for furnishing supreme service that makes customer 120% satisfied via continuously pursuing quality and management perfection.



Mr. Lin-maw Wu, president of Yieh Phui accepted the award.



Premier Wu Den-yih bestowed the Top 100 Taiwan Brands trophy on President Lin-maw Wu.



After the awards ceremony, two Taiwan media interviewed President Lin-maw Wu.