

## Yieh Phui Awarded "the National Brand YuShan Award" in 2015 as an Outstanding Enterprise

The 12<sup>th</sup> National Brand YuShan Award was jointly organized by the Republic of China National Enterprise Competitiveness Development Association and National Brand YuShan Award Selection Committee in 2015. The award is to inspire enterprises to continuously work strenuously, build national brand image, and further offer models for other enterprises. The most competitive enterprises are selected by relevant experts and scholars, and their marvelous performance praised. In terms of business management and operation, Yieh Phui shows outstanding outcome. Hence, it is selected as one of the outstanding enterprises in "the 12<sup>th</sup> National Brand YuShan Award". Category: Outstanding Enterprise.

The award ceremony was held on October 28 2015. The Vice President of R.O.C. Wu Den-yih presented the awards and addressed at the ceremony. The National Brand YuShan Award intends to encourage enterprises to enhance quality, quantity, depth and breadth of service, he said. The awarded companies will work with the government to facilitate economic development, help each sector to upgrade, and keep conducting R&D in terms of technology and patent. The excellent Taiwan brand value will promote Made-in-Taiwan products all over the world.

The National Brand YuShan Award aims to fully implement the three main themes: Servitization of the Manufacturing Sector, Globalization and Technologicalization of Service Sector, and Highlighting Traditional Sector's Distinguishing Features. Additionally, the aspects of "Quality, Brand, and Taste" are evaluated. The award not only recognizes quality enterprises and products as well as builds excellent image of national brands, but emphasizes operational management, quality, customer service, and research & development of an enterprise in order to integrate future trends. In the meantime, the idea of environmentally friendly non-toxicity is embraced. The competitiveness of national brands will be comprehensively promoted, making Taiwan brands international indices.

The notions of Yieh Phui's company slogan "*Always the best*" and quality slogan "*Finest Steel at Yieh Phui*" are to make Yieh Phui become the best steel maker and service provider in the world, which just matches the concept of the National Brand YuShan Award. Earning the award to Yieh Phui is truly "fame follows merit".



The Vice President of R.O.C. Wu presented the award of outstanding enterprise.



Winners of Outstanding Enterprises



Diploma & Plaque



**國家品牌玉山獎**  
THE NATIONAL BRAND YUSHAN AWARD  
**2015**

Logo of the 12<sup>th</sup> National Brand YuShan Award