

Innovation of Taiwan Small and Medium Enterprises


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National Association of Small & Medium Enterprises ROC

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SMEs in Taiwan as of 2012

1. 1,306,729 SME s in Taiwan
 2. 97.67% of total enterprises (PRC 99% 、 Korea 99.9% 、 UK 99.89% 、 USA 99%)
 3. Sales up to US\$ 3,794Billion , account for 30.23% of total sales
 4. Sole owners 56.20%
 5. 47.88% over 10 years in operation
- 

SME impact to the society

- SMEs hire 8.5 million employees, 78.12% of national employment
 - 84.64% sales from the domestic market
 - 80.02% is service industry, half of them are wholesaling and retailing
 - Agriculture is only 0.90%
- 




Balance Sheet of SME

On the left, nothing is right;

On the right, nothing is left!

Challenges we are facing

- Lack of financial and capital management
 - Avoid paying more tax is the main purpose of accounting
 - Gap in cash flow
 - Inadequate knowledge and skill in financing operation
 - Use short term loan instead of long term
 - Over-confident and without contingency plan for the crisis
 - Too diversifying
 - No vision or tunnel vision, myopia in the market
- 

Share with you some
examples of our
outstanding SME.....



Everything is all right



“Change the world, one step at a time”





HOW COULD SHAMPOO BE GREENED?



THE COMPANY



Name: Hair O'Right International Corp. (All right)

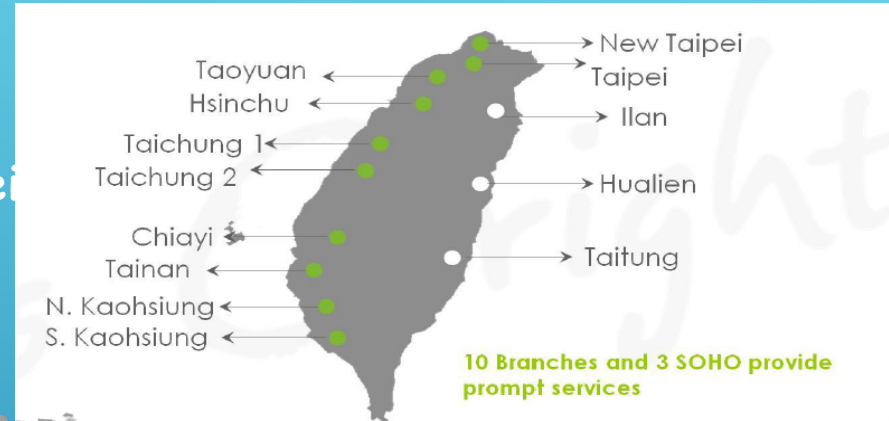
Foundation: 8th March, 2002 (International Women's day)

Company business: Hair care products

Sales Channel: Hair Salon

No. of customer: 7,000 (2,000 in Taipei)

Main value: Green



Geographical Expansion:
Taiwanese with
worldwide expansion

CORPORATE FACTS



CEO and Founder: Steven Ko

Personal Statement: For personal health reasons, he has been looking for natural ingredients to upgrade the products and change the life and environment from being surrounded with chemical compositions.

Objective: Promote a green revolution in certifications, products and Innovation.
Corporate Social Responsibility

Achievements: 20 Honors

MISSION

"Natural, Pure and Eco-friendly"

VISION

"It's O'right"



Everything is all right

INNOVATION



- ✓ REUSABLE
- ✓ PLANTABLE
- ✓ DECOMPOSABLE
- ✓ USE LESS WATER
- ✓ LESS POLLUTED
- ✓ SHORTEN BLOW-DRY TIME



The World's **Greenest** Shampoo

ENVIRON. HORMONES (NP) FREE	PARABENS FREE
SULFATES FREE	EO (Ethylene oxide) FREE
PHTHALATES FREE	FORMALDEHYDE FREE
THICKENERS (DEA) FREE	COLOURANTS FREE

"Tree in the Bottle" Shampoo

The most eco shampoo grows a tree



Tree in the bottle



GREEN SUPPLY CHAIN



Raw material

Manufacture

Distribution
& Retail

Customer
use

Disposal



Purchasing non-toxic organic
Promoting organic farming

Minimum order requirement
Schedule the delivery

Reducing carrying carton
Recycle empty carton &
bottle

Use wind & solar energy
Use water recycling
system

Teach salon spending habits
Hosting green workshop



Everything is all right

GREEN PRODUCTS

“O’right puts green concepts into products, from materials, ingredients, designs, activities to experiences”

- Use natural & certified organic ingredients.
- Use Soy Ink printing
- Use biodegradable bottles and recyclable bottles
- Eco-carton with Green Mark: 80% made of recycled paper.
- Eco product label
- Traceability System
- FREN Eco-Handbag: 100% Polypropylene Fiber, degradable without pollution.



HEADQUARTER



Location: Jhongfong Rd., Longtan Township, Taoyuan County

Area: 1.500 ping. (about 4.960 m²)

Cost: USD 6.38 million

Employees: Headquarter 70 people - Taiwan Branches 60 people

Award: Asia's First Taiwan EEWH Green Building Gold Certificate (the highest level among the same sized green buildings)



Indicators:

- 1.Greening Index (3 times greater than the standards).
- 2.Water Retention Index (10 times greater than the standards).
- 3.Daily Energy Conservation Index.
- 4.CO₂ Reduction Index.
- 5.Indoor Environment Index.
- 6.Water Resource Index.
- 7.Sewage and Garbage Improvement Index.

HEADQUARTER



SINGTEX



- ▶ **A cup a day, don't throw the coffee grounds away**
- ▶ **Drink it, Wear it, Win it**



Amazing insulation with recycled material



65%
Recycled PET Bottle

65% Recycle Hollow Fiber



35%
Recycled S.Café® Fiber

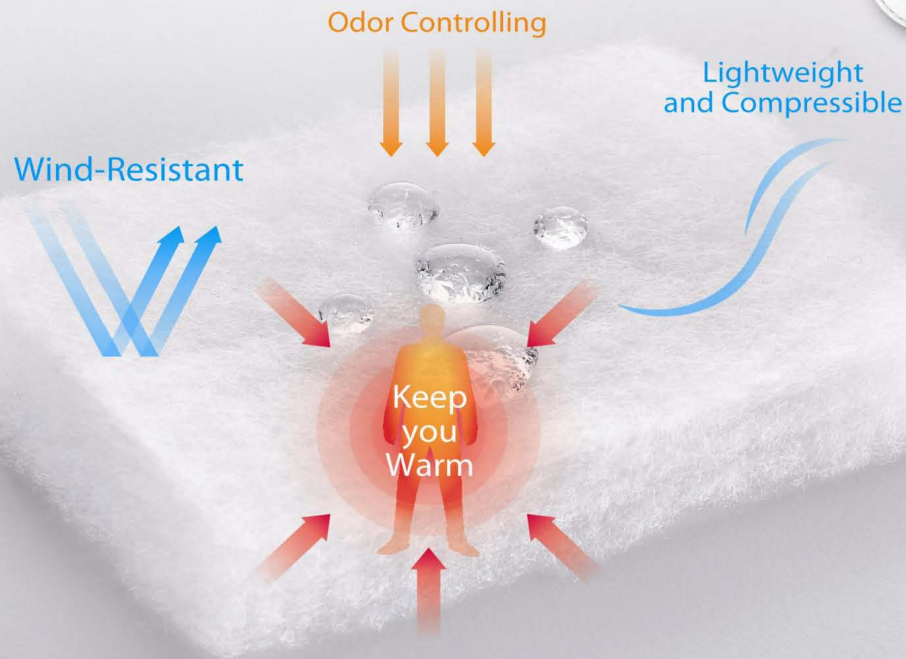
35% Recycle  Fiber
INNOVATIVE FABRIC

ECO²SY® LAYERING SYSTEM [HTTP://WWW.ECO2SY.COM.TW](http://www.eco2sy.com.tw)

ECO²SY® MULTI-LAYER INSULATION USES RECYCLED PLASTIC BOTTLES AND SPENT COFFEE GROUNDS TO CREATE INSULATION WHICH IS BREATHABLE, WIND AND WATER RESISTANT, COMPRESSIBLE, ODOR CONTROLLING AND THERMALLY EFFICIENTS.

ALL COME FROM GREEN

INCLUDING EARTH SMART RECYCLED AND REPURPOSED ELEMENTS, IT'S NO WONDER YOUR ECO²SY® JACKET IS THE CHOICE YOU CAN RELY ON! ONE ECO²SY® FIBER ARE MADE BY PET BOTTLES AND COFFEE GROUNDS.

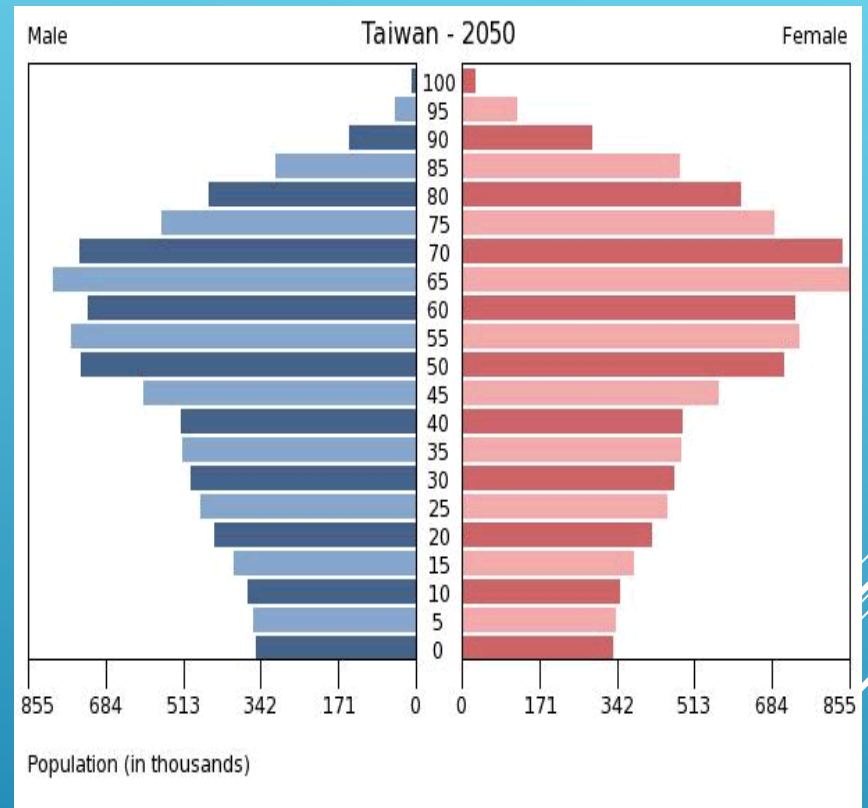
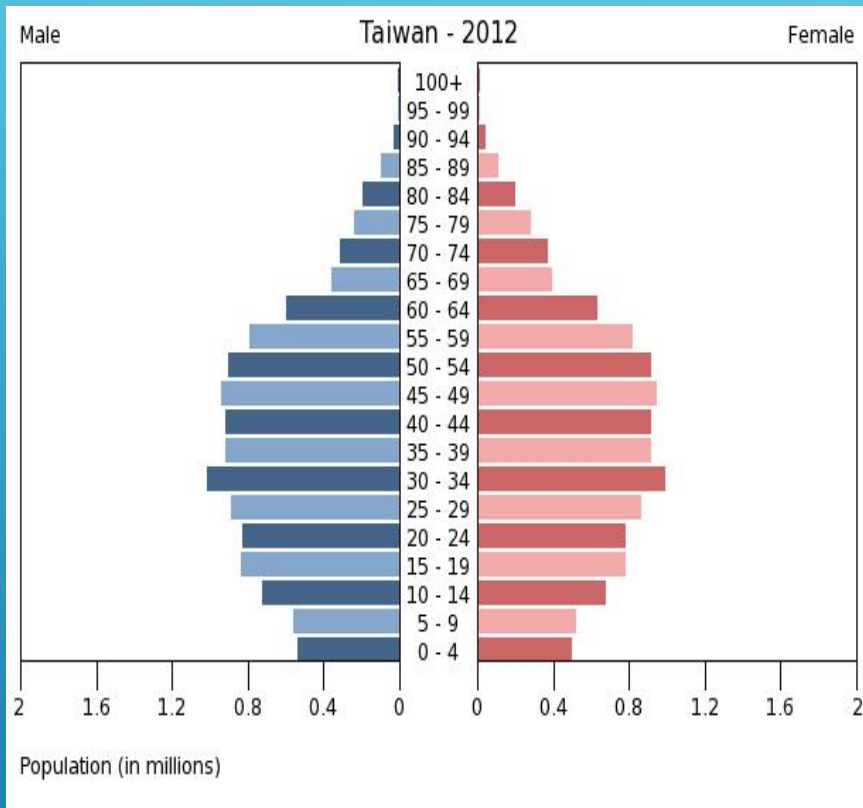


THE AMAZING INSULATION TECHNOLOGY BY ECO2SY[®]. WHOLE MATERIALS COME FROM RECYCLED BOTTLES AND COFFEE GROUNDS. THE ECO2SY[®] INSULATION CAN OFFER YOU WARM AND KEEP CARING TO THE WORLD.

▶ **eco²sy® FEATURES**

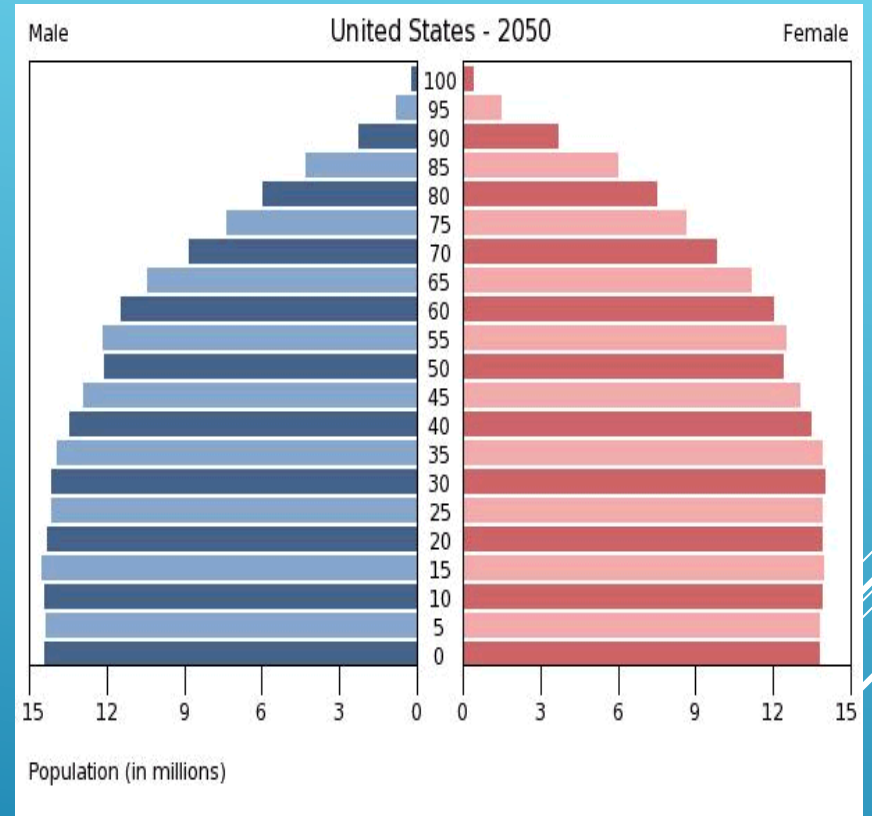
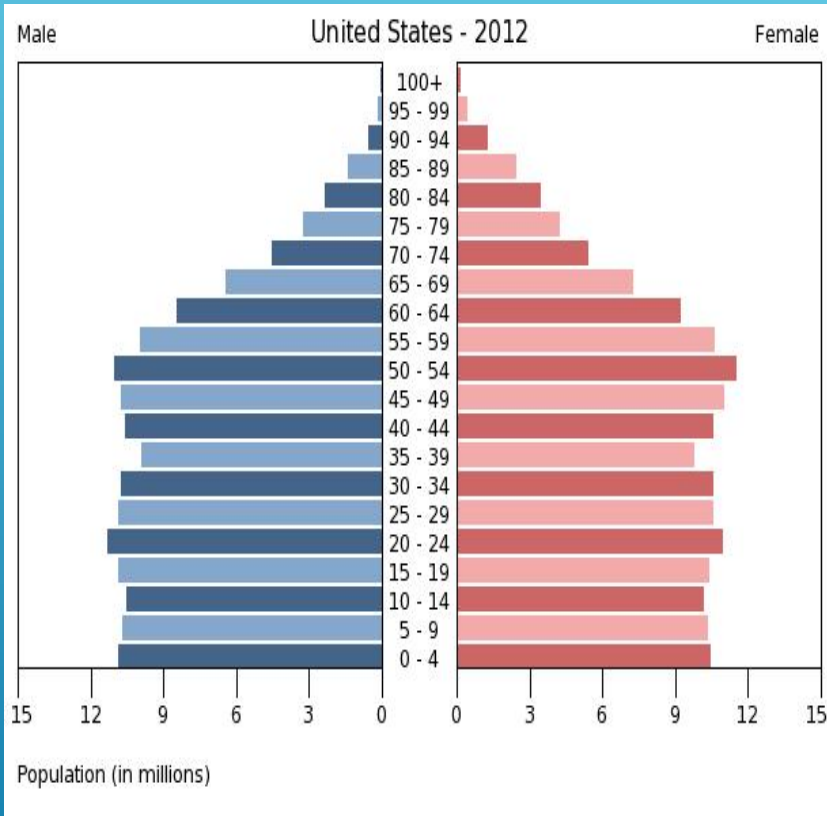
- ▶ **Keep You Warm-** eco²sy® is made from recycled fiber and acts just like natural down feathers.
- ▶ **Wind-Resistant-** With eco²sy® as its own layering system, it provides great protection from chilly winds.
- ▶ **Oder Control-** thanks to naturally odor absorbing coffee grounds in each fiber- actually 10X better than normal fabrics.
- ▶ **Lightweight & Compressible-** eco²sy® is lightweight and extremely compressible with a great warmth to weight ratio.
- ▶ **Sustainable Technology-** 100%Materials from PET bottles and coffee grounds.
- ▶ **Market certificate**

TAIWAN



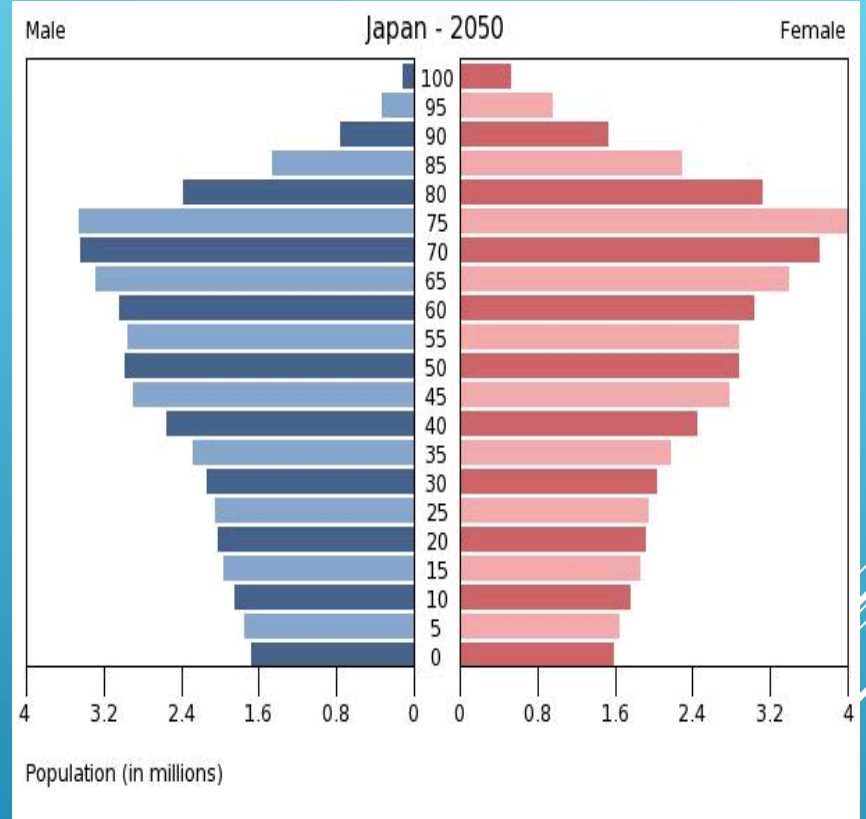
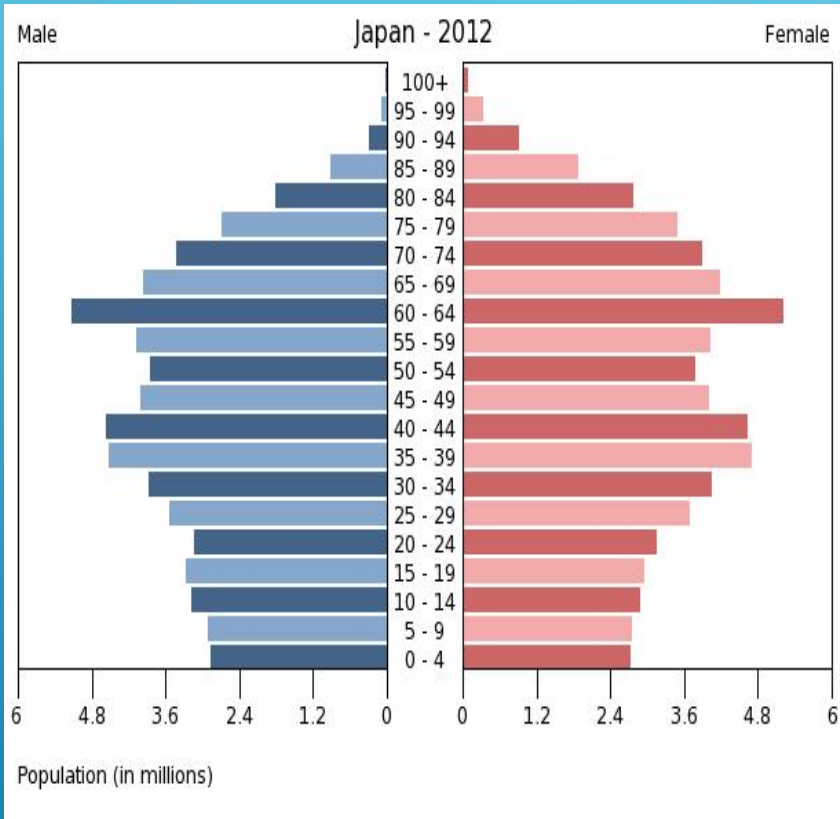
Source: U.S. Census Bureau, international Data Base

USA



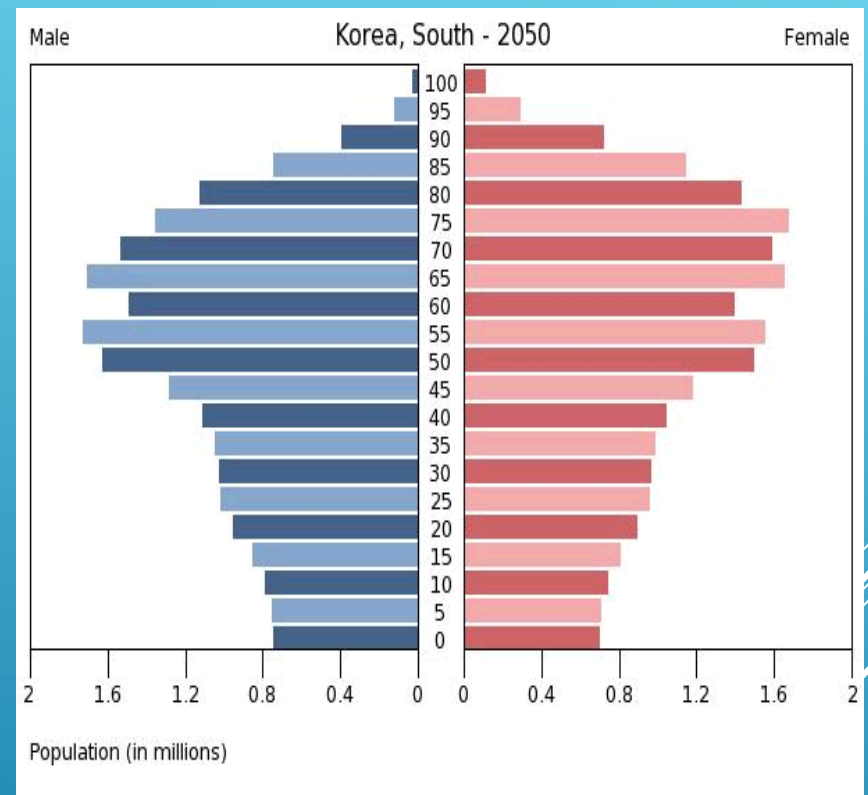
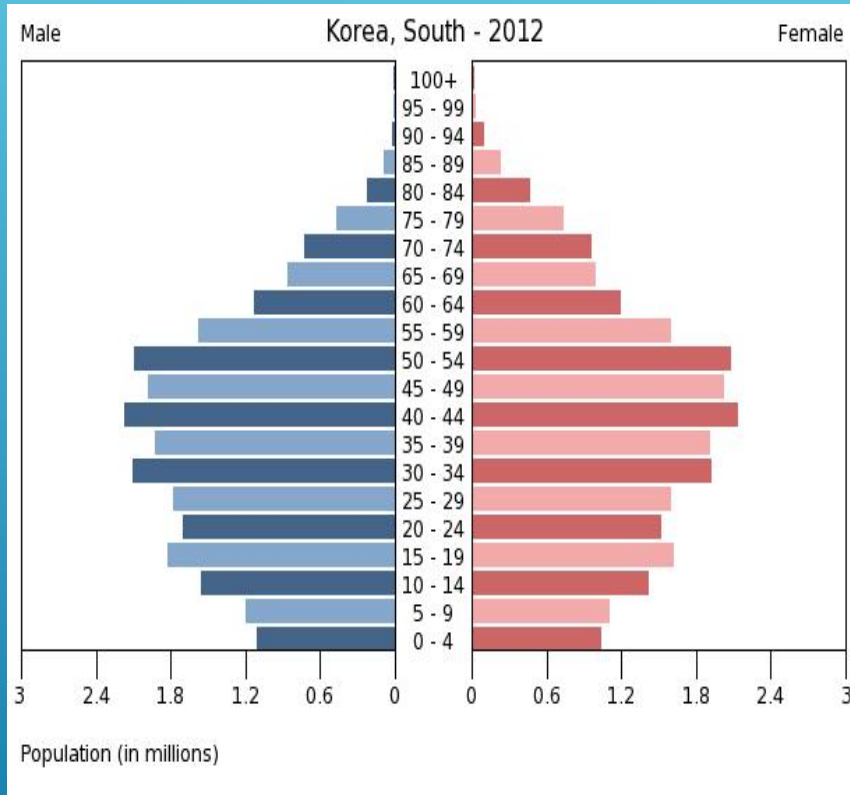
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JAPAN



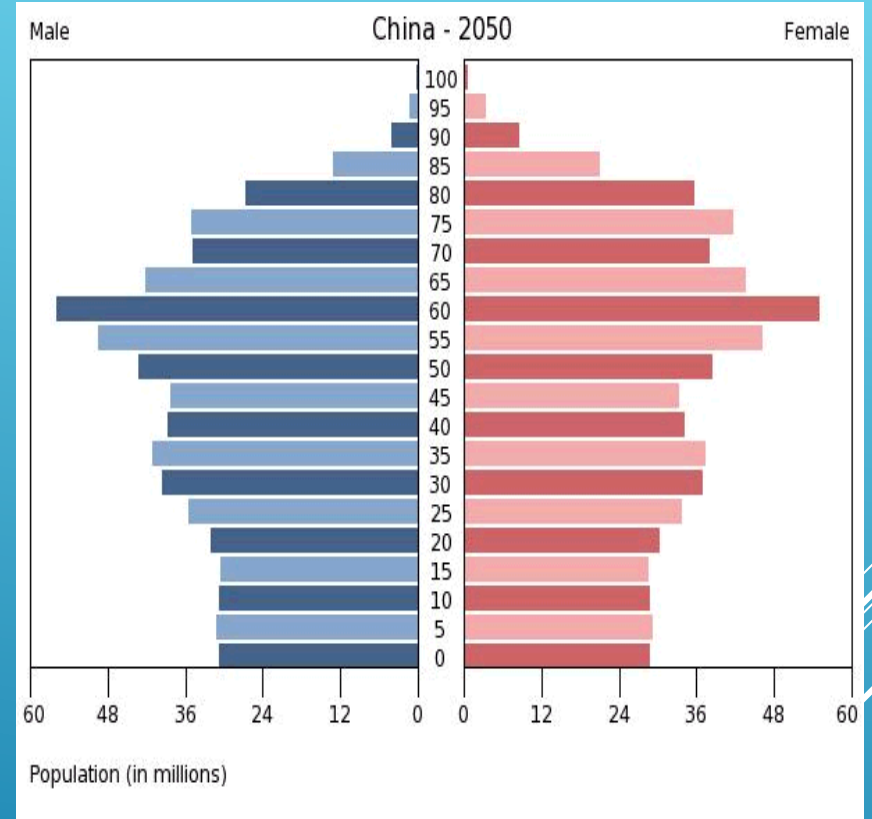
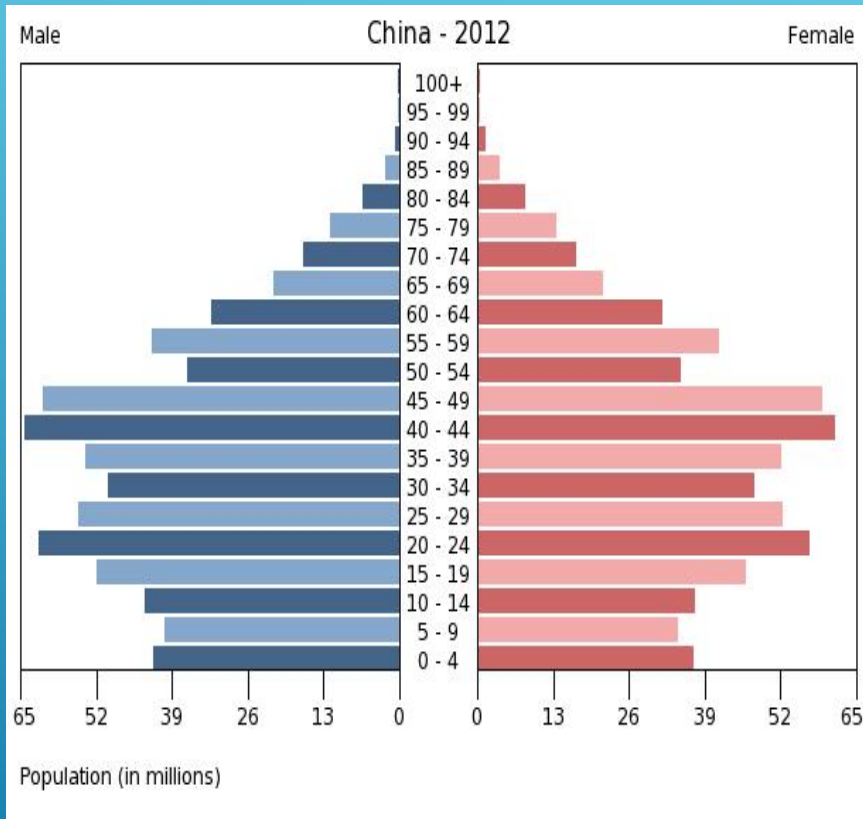
Source: U.S. Census Bureau, international Data Base

KOREA, SOUTH



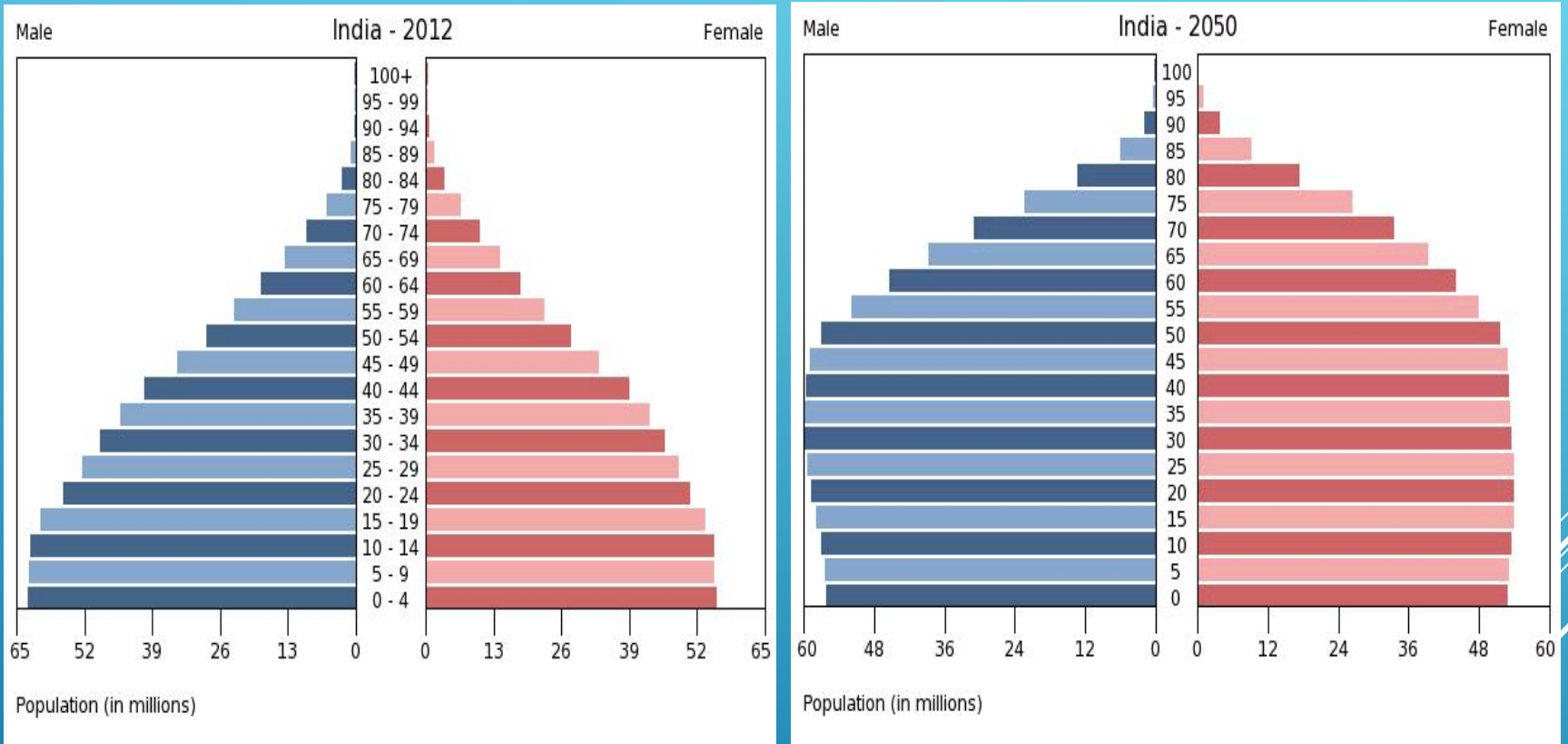
Source: U.S. Census Bureau, international Data Base

CHINA



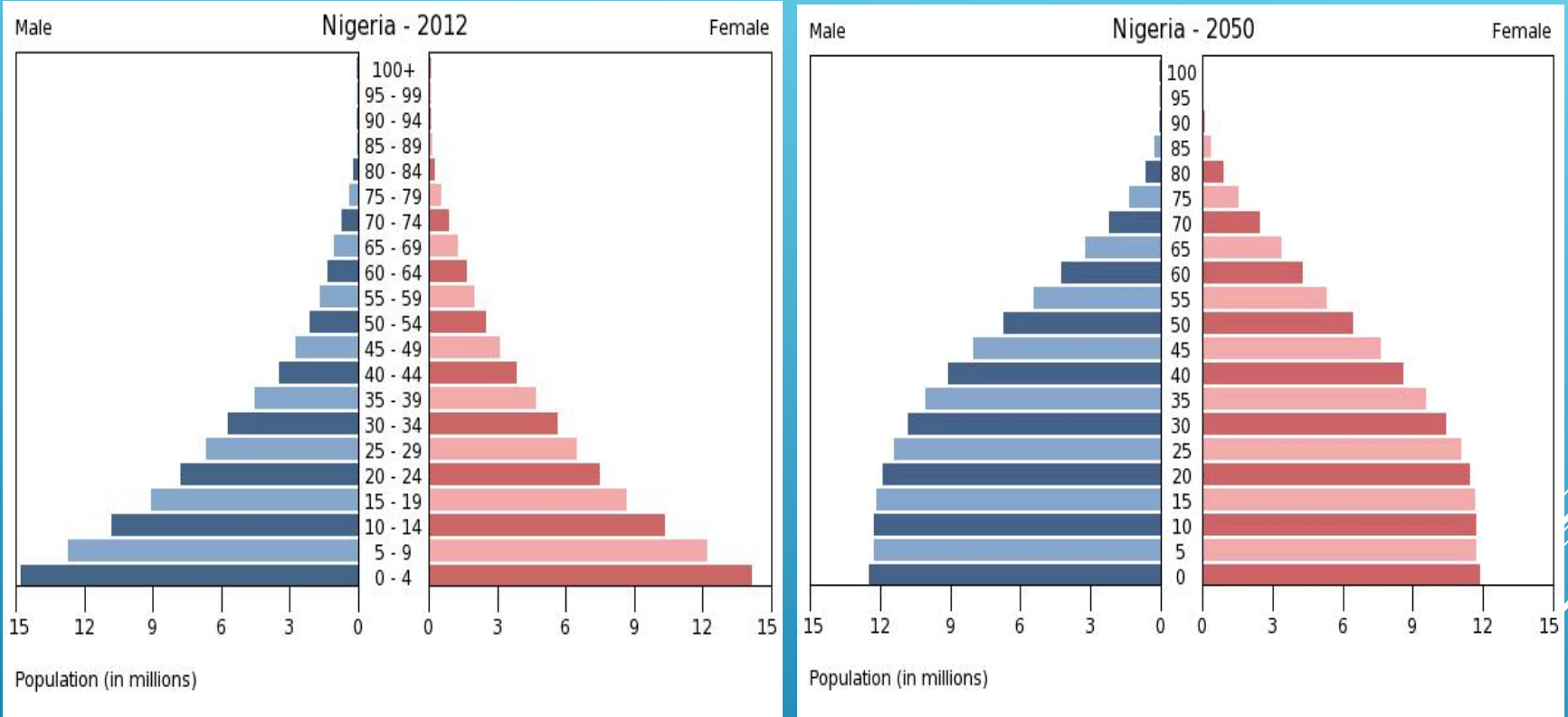
Source: U.S. Census Bureau, international Data Base

INDIA

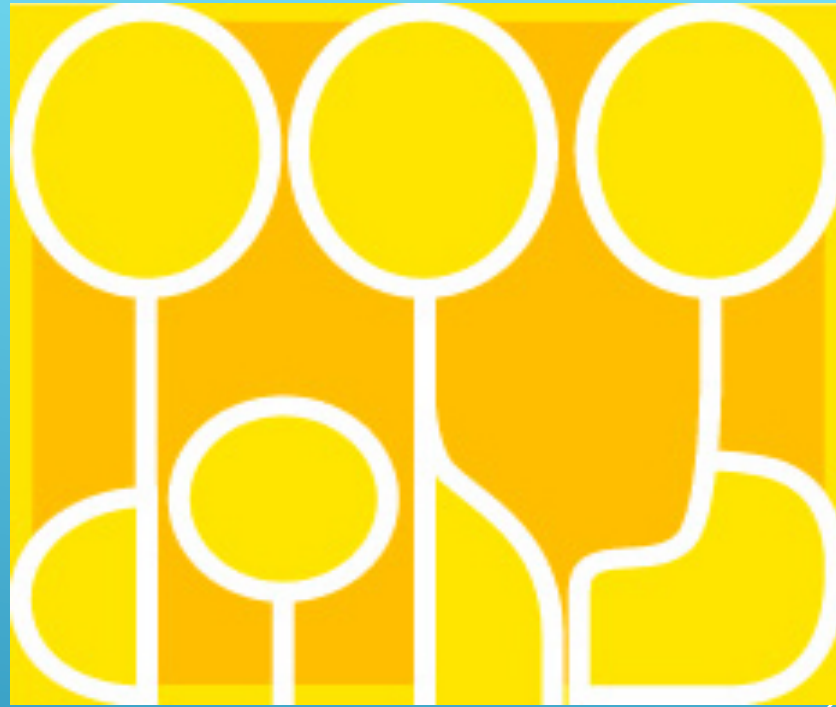


Source: U.S. Census Bureau, international Data Base

NIGERIA



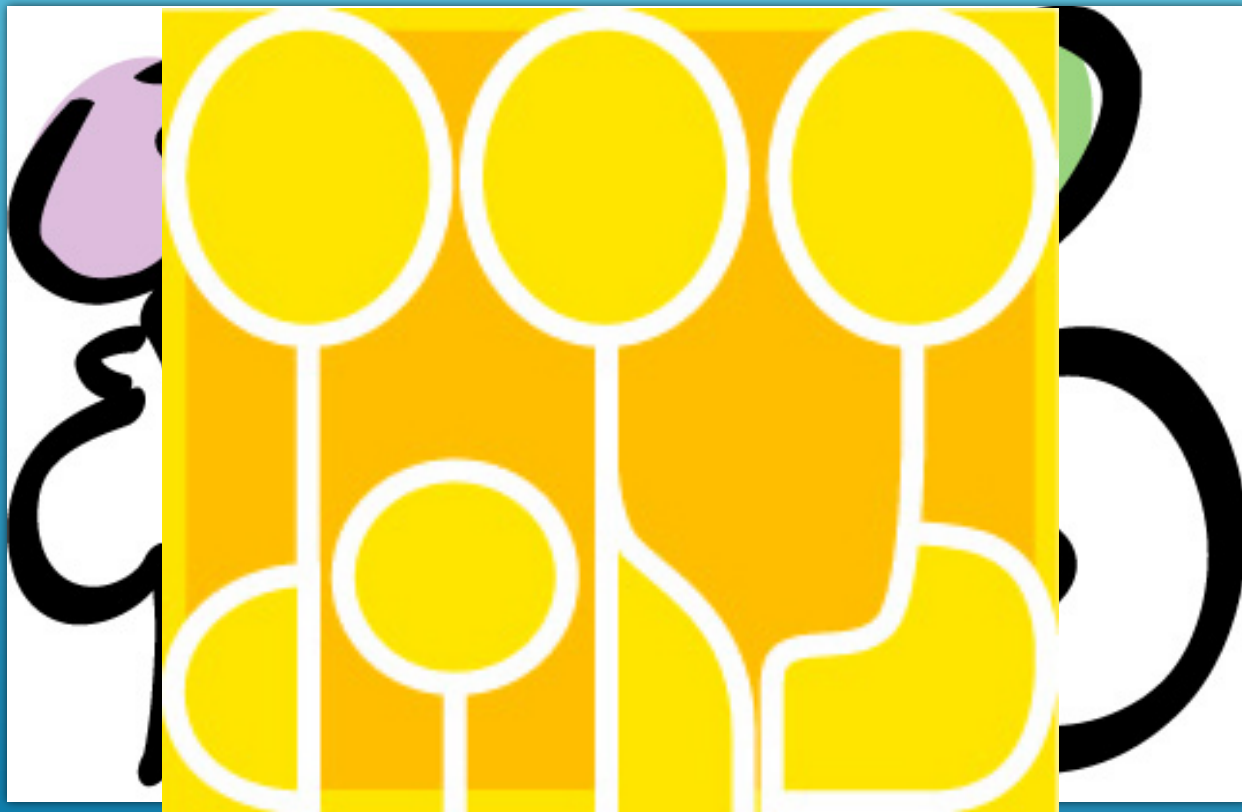
Source: U.S. Census Bureau, international Data Base



Duofu Care

Accessible tour
Total Solution

Those who need our special attention....



SERVICES

- Door-To-Door Service
- Visit & Tourism
- Accessible Tour Itineraries
- Private Driver & Van
- Wheelchair Stair Climber Service
- Hospital Shuttle Service
- Special Care School Bus Service
- Airport Shuttle Service





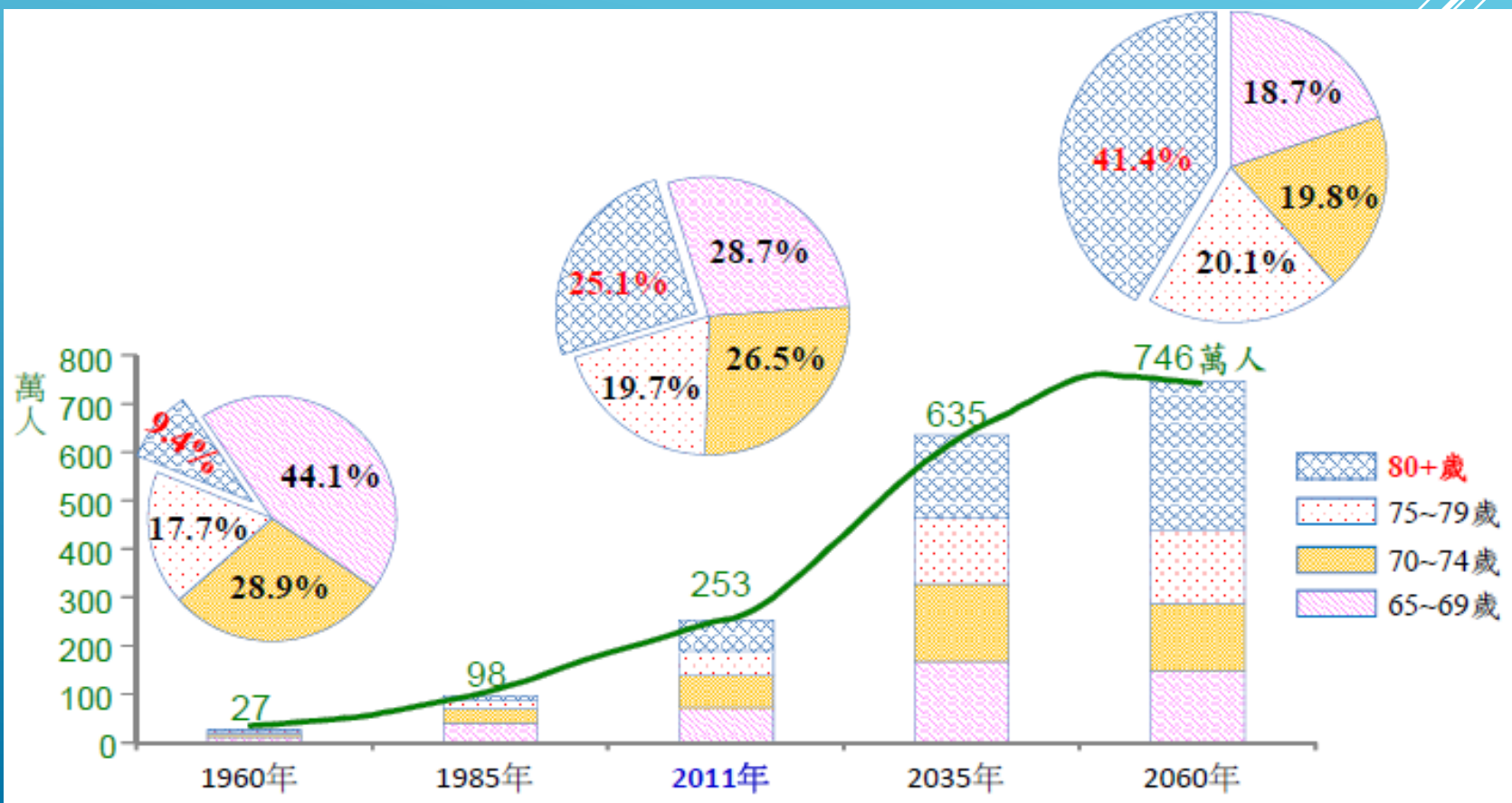
多扶事業有限公司

- ▶ ACCESSIBLE TRANSPORT Duofu Care & Service is the first company of professional transportation service for the wheelchair and assistive device users in Taiwan. With 4 years development, they delivering disabled friends 10,000 times a year. Nowadays, people can customize a Door To Door Trip or Charter Service to go to anywhere in Taiwan.
- ▶ There is an old Chinese saying :
- ▶ *"Take all elders as well as your elders, take all juniors as well as your juniors."– Mencius,*
- ▶ 2000BC, Philosopher said this to king, not only encouraged him to do better, but also shown how simple and firm of making this to be done, and that is more important. It is the foundation of Duofu's Accessible Transport Services. We provide transportation for people choice no matter how mobile they are. We believe it is the practice solution for coming aging society and our own parents and families.



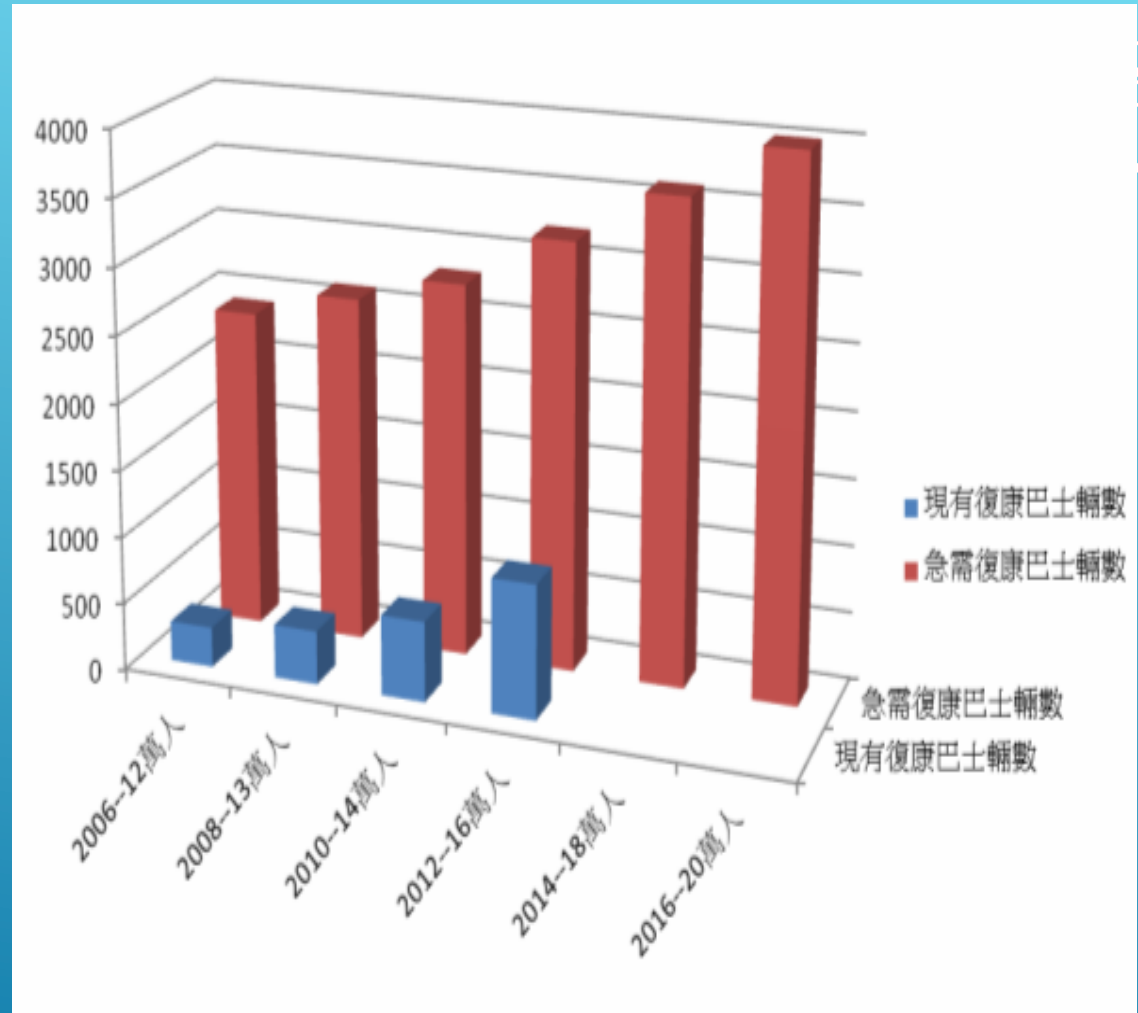


- ▶ Senior people 2.56 million (**10.98% of population**),
- ▶ Taiwan will be an aging country in 2018, **2025 enter hyper senior society**
- ▶ Aged people will be tripled in 2035



Huge gap between the demand and supply

- ▶ Insufficient supply
 - ▶ Only 1,000 eligible bus, cannot meet the demand of 3,200 bus
- ▶ Operation is not efficient, cannot rely on the government



Accessible tour is not for the disable people only. It is a treatment, an extension of care. Both the attendee and attendant can be released from tension and enjoy the tour physically and mentally.

A client of disable means 3 times of consumption.

A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, set against the blue background.





潘明勳
義村里 里長









48 thousand out of a million tourists are handicapped, 40% of them need special vehicle to deliver. i.e. there are 19 thousand people need accessible tour.

Taiwan has 10 million tourist per year, suppose there are only 2% of the population are handicapped, that is, 200 thousand customer base. The consumption of each client, averagely, USD1,666

$$\text{USD1,666} \times 200,000 \\ = \text{USD3.3 Million}$$







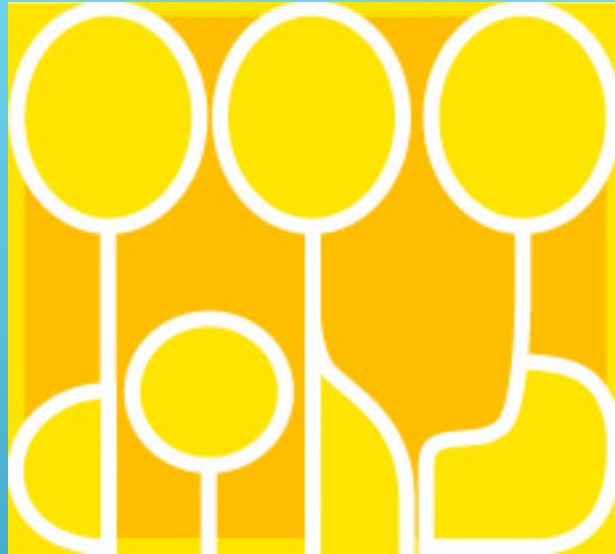
多扶送 02-8663-9398

接送 乘客安全 家人放心

貼心 的人

02.08.2011 20:00





“The society which focus on the healthy people is not healthy at all”

“Only the handicapped society, no handicapped people “

Welcome to Taiwan !

多扶接送 02-8663-9398

 專業輪椅接送 乘客安全 家人放心

貼心接送您與❤的人





百年筆墨傳家
時尚粉墨登場



LAMSAMYICK

美 · 人 · 合 · 一

http://www.lamsamyick.com

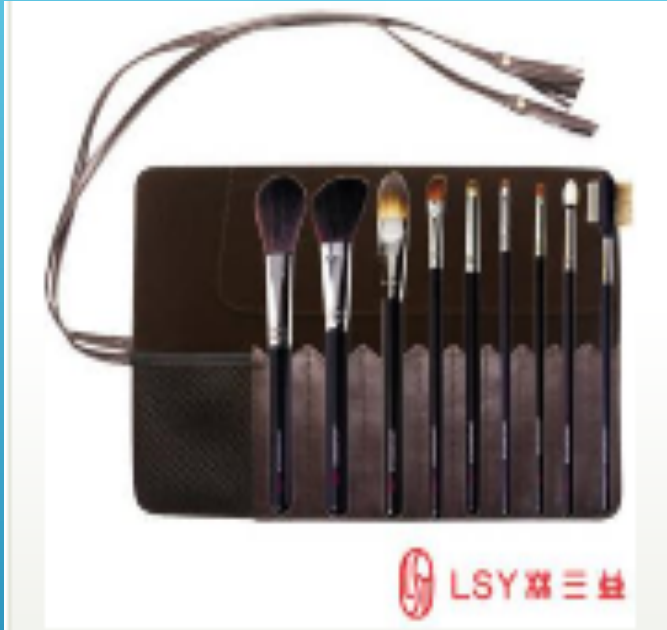
LAM SAM YICK

- It established in Fuchow, 1917. Provide all kinds of brush for calligraphy and Chinese painting. It is a famous brand most Chinese calligrapher are using. On top of the dedicated foundation, LSY set its foot in cosmetic arena in 2008, paint the color not on the paper, instead, on the face of people. It now account for 40% of their annual revenue



LSY 林三益

LSY Innovation of traditional business, painting on your face



LSY 林三益 驚艷.9支專業流蘇化妝刷

Din Tai Fung

Capital
USD3.4Million



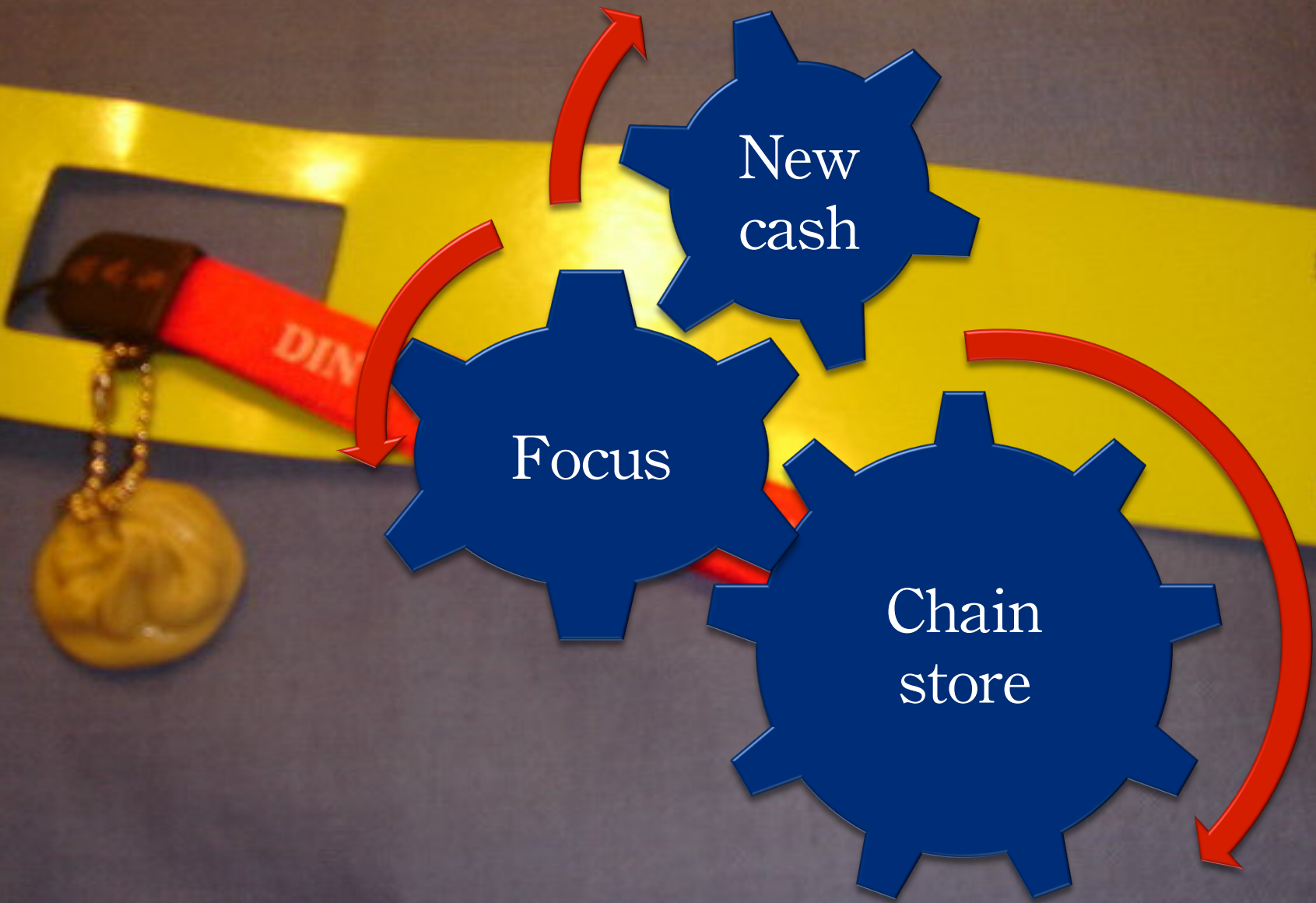
**After Chips, NB, Bike
The Product prevails the
world**

21gram dumping

Quality concern

**The Hybrid of
science and culture**





New cash

Focus

Chain store

鼎泰豐

DIN

施振榮的微笑曲線

附加價值

智財

品牌

研展

製造

行銷

全球性的競爭


地區性的競爭

Concept 1992
Development

SoftCapital



Conclusion

1. SMEs Follow the policy of the government, lobbying and affecting the future legislation through non-profit organizations
 2. United in groups, switch product chain into value chain
 3. Turn “Cost-down” concerned into “value-added”
 4. Be focus and creative
 5. Internationalization, there is always an opportunity for SMEs
- 
- A decorative graphic consisting of several parallel white lines of varying lengths, slanted diagonally from the bottom right towards the top right, located in the lower right quadrant of the slide.



**You can't stop the waves, but you
can learn to surf.**

-Dr. Jon Kabat zinn



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