



NOVEMBER 2004 Dinner Banquet
“A US-Taiwan Biotech Forum”

PRESENTATIONS:

*“A Success Story About
Taiyen’s Business Transformation from
Solar Salt Producer to Becoming a Top Taiwan Biotech Company”*

DATE: Sunday, November 7, 2004
TIME: 6:30PM
LOCATION: Ming's Restaurant, 1700 Embarcadero Road, Palo Alto
California 94303. Tel: 650-856-7700
REGISTRATION FEE: \$30

ABSTRACT:

Because the company’s solar salt division had been continuously posting financial losses, Taiyen Corporation, in Taiwan, decided to terminate its solar salt production business in 2000. Facing potential competition after liberalization of the domestic salt market, Taiyen has been aggressively seeking new business opportunities since 2000 and has successfully made an entry into both the biotechnology and the information technology industries, the two fastest-growing business segments in recent years. Taiyen successfully evolved from a government-owned salt producer to the first-ever cosmetic brand in Taiwan. The rapid growth of “Lu-Miei,” Taiyen’s cosmetic brand established in 2001, has already made it the principal product except its salt business, further fuelled by collagen derivatives and deployment of overseas cosmetic markets. In this presentation, Mr. Cheng will introduce the successful story about Taiyen’s business transformation and share his terrific experience in the business, strategic and management roles of the organization.

SPEAKER: MR. PAO-CHING CHENG, CEO OF TAIYEN CORPORATION, TAIWAN

Mr. Pao-Ching Cheng, the current Chairman of the Board (CEO) of Taiyen Corporation, Taiwan, is one of Taiwan’s most successful executives, leading business and management skills. Based on his “Smiles Curve Theory,” he developed the “Kite Management Theory,” a business theory which promotes: "Specialty, Efficiency, and Innovation" to encourage enterprise spirit. He also proposed the “Diamond Theory,” a business theory which advances competitive advantages based on “Innovation, Low Cost, High Quality, and Quick Service.” During his service at Taiyen, he modified strategic and management policies that transformed and combined diversity into a single-focus management business. Thus, he became the leader in elevating the Chinese community to take the lead in market of future biotechnology. The remarkable turnaround he made from the company’s net loss of \$300 million NT to a net profit of \$500 million NT within one year enhanced the property reward rate and the shareholder profit. Mr. Cheng is a Ph.D. candidate in Business Administration, National Central University, and has an MS in Public Policy Research, National Chung-Hsing University. He is also a core member of Democratic Progressive party, and Democratic Progressive Party central party committee Secretariat Director. He has received many awards and recognition, such as the Jin-Feng Awards for Outstanding Entrepreneur, consecutive 3 years the highest quality recognition awards on Medical Device from 2002 to 2004.

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