



A Message from the TBS Chairman

2010 represents TBS' 30th anniversary. Thirty years! I still remember the difficult early years of driving around Europe from small store to small store, trying desperately to sell anything, while living in a rented car, not understanding much of the language(s). It seems impossible to be thirty years ago.

It was a lot of hard work and small rewards, but it helped build the framework of what TBS business principles are:

- Honesty, integrity and sincerity
- Create value through excellence and innovation
- A "win-win", long term customer approach

From a product standpoint, we continue to provide the best for all customers through excellence and understanding in:

1. Listening to customer needs
2. Product design innovation (R&D)
3. Manufacturing or sourcing capabilities
4. Product quality controls
5. On time shipping

TBS has survived well for thirty years on these guiding ideals. TBS has seen significant growth and was an integral link in the manufacturing/production chain for very large companies world-wide. Our designs, innovations and manufactured products have been seen in homes around the world through Manufacturers., Wholesales as well as Retailers and many more.

We have become well established and experienced in dealing with both small and large customer needs. We respect and understand that no matter the customer size, or the order size, each customer's need is important to them and must be treated as the most important order we have. TBS sincerely appreciates the responsibility given to us by our customers and deeply appreciates that our customers have made us what we are today.

Because of TBS' longevity and success, we have been involved with several significant Taiwan/China councils and associations. I am humbled to be current Chairman of the Taiwan Sporting Goods Manufacturers Assoc. (TSMA) and Taiwan Sports Technology Assoc (TSTA) as well as Chairman/Board of Supervisor of the Cycling and Health R&D Center and Consultant General of the Chinese National Federation of Industries (CNFI). Many are some of the best companies Asia has to offer. The best of these companies are consistent with goal principles while constantly changing with the business environment, something we strive to achieve.

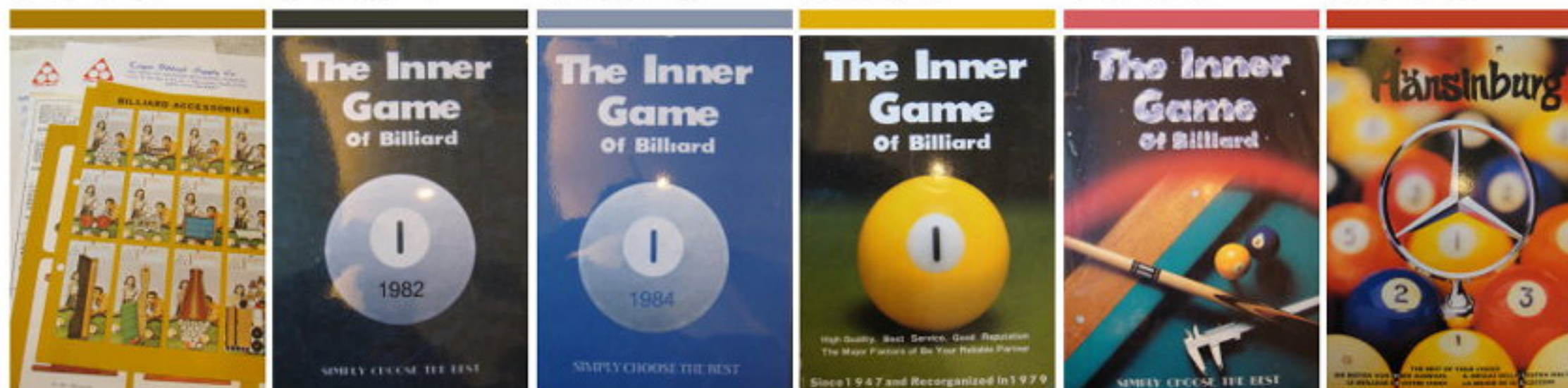
We hope to be able to prove our value to you in the future.

George Wood, PhD
Chairman, TBS Group Corporation

Historical Horizon

- * Oct, 1980 Taipei Billiard Supply Co. established.
- * May, 1981 Shakespeare International Co. established.
- * May, 1992 Awarded the "Award of Excellence" by Woolworth Oversea Corp. U.S.A.
- * Jul, 1992 Awarded "Top Supplier 1992" by Kiesewetter in Germany.
- * Jul, 1993 Awarded "Top Supplier 1993" by Kiesewetter in Germany.

1980 1982 1984 1986 1988 1990



1991 1993 1997 2001 2009

- * Feb, 1994 TBS Industry Co. Ltd. established.
- * Jun, 1994 Received the "Supplier Award" by J-S Sales Inc. in U.S.A.
- * Jul, 1994 Set up wholesales & distribution channels in U.S.A.
- * Mar, 1995 Contracted as the FILA Hardgoods Agent in Asia.
- * May, 1995 Earlswood Group (Oversea) Ltd. established.
- * Apr, 1996 TBS China factory established.
- * Jun, 1996 Again, received the "Supplier Award" by J-S Sales Inc. in U.S.A.
- * Oct, 1996 Domestic Distribution Co. established.
- * Nov, 1996 Good Way International Co. established.
- * Apr, 1997 Joint ventured with Link & Net Universal Corp. Elected as the Chairman of the Company.
- * Sep, 1997 Received the "Golden Peak Award".
- * Feb, 1998 TBS Wood Manufacturing Co. (Taichung) established.
- * Feb, 1998 Set up a large scale and comprehensive exporting center and showroom in the Far East World Trade Center.
- * Mar, 1998 Acquired the "Vendor Partner Award" by Regent Sports U.S.A.
- * Apr, 1998 Acquired the "Taiwan Golden Quality Award" from the Small and Medium Enterprise Administration, Ministry of Economic Affairs in Taiwan with 40 other honored companies.
- * Jul, 1998 Acquired the "First Annual Cross-Century Golden Crown Award of Outstanding Corporation and Products of R.O.C".
- * Oct, 1998 Acquired ISO9002 certification.

Historical Horizon

- * Mar, 1999 Dr. George Wood is elected as 10th Chairman of the Board of Supervisors of the Taiwan Sporting Goods Manufacturers Association (TSMA).
- * Apr, 1999 R&D Department is set up in China.
- * May, 1999 Dr. George Wood is elected as the Vice President of Taiwan Sports Federation Billiard Association.
- * Feb, 2000 Assigned by the Department of Economic & Trade Affairs of Ministry of Foreign Affairs, R.O.C. and Small & Medium Scale Enterprise Administration, MOEA as the demonstration company for foreign diplomacy.
- * Mar, 2000 Laboratory is set up in the TBS China office.
- * Apr, 2000 Acquired the SEARS Canada Inc. "Partners-in-Progress Award".
- * May, 2000 The "One-Stop" mega showroom is setup in the China office.
- * Apr, 2001 Again, acquired the SEARS Canada Inc. "Partners-in-Progress Award".
- * Mar, 2002 Dr. George Wood is elected as 11th Chairman of the Board of Supervisors of the Taiwan Sporting Goods Manufacturers Association (TSMA).
- * Mar, 2002 Dr. George Wood is re-elected as the Vice President of the Taiwan Sports Federation Billiard Association.
- * Apr, 2002 Acquired the "Annual Award of the R.O.C. Excellent Achievement".
- * Apr, 2002 Awarded by the CEO & President of Escalade Sports for "Excellent Service of The Year".
- * Apr, 2002 Again, acquired the SEARS Canada Inc. "Partners-in-Progress Award".
- * May, 2002 Dr. George Wood is awarded the "Outstanding C.E.O." from Taiwan Economic & Development Academy.
- * May, 2003 "Easy Read Pool Ball Set" is awarded the "Distinguished Product" by Taiwan External Trade Development Council (TAITRA).
- * Jun, 2003 Set up "TBS Charity Foundation" for families & children in need.
- * Dec, 2003 Awarded "Top Supplier 2003" by Kiesewetter in Germany.
- * Feb, 2004 Dr. George Wood is awarded the "Honorary Academician" from the Taiwan Economic Development & Research Academy.
- * Mar, 2004 "Quarterback Pass Attack" is awarded the "Distinguished Product" by Taiwan External Trade Development Council (TAITRA).
- * Apr, 2004 Again, acquired the SEARS Canada Inc. "Partners-in-Progress Award".
- * Apr, 2004 Acquired ISO9001 certification.
- * Jun, 2004 Set up need based scholarship for the elementary school in I-Lan district.
- * Nov, 2004 Dr. George Wood is awarded the "National Outstanding Director/Supervisor 2004".
- * Feb, 2005 Dr. George Wood is awarded the "Rotary Centennial Service Award" for Professional Excellence issued by Rotary Club.
- * Mar, 2005 Dr. George Wood is elected as the 12th Chairman of Taiwan Sporting Goods Manufacturers Association (TSMA).
- * Jan, 2006 Awarded "Outstanding Charity Company" by I-Lan, Dajou Elementary School.
- * Feb, 2006 Shanghai Dimension Industries Inc. established.
- * Feb, 2006 Awarded "Outstanding Charity Company" by Taiwan Fund for Children and Family.
- * Apr, 2006 "Air Hockey" is awarded the "Distinguished Product" by Taiwan External Trade Development Council (TAITRA).
- * Apr, 2007 "90" Air Hockey" is awarded the "Distinguished Product" by Taiwan External Trade Development Council (TAITRA).
- * Oct, 2007 Dr. George Wood is elected as the Executive Supervisor of Cycling & Health Tech Industry R & D Center.
- * Oct, 2007 E-Z Business Management Corp. established.
- * Mar, 2008 "90" Air Hockey" is awarded the "TaiSPO ALL STAR AWARD" by TaiSPO 2008.
- * Mar, 2008 Dr. George Wood is elected as the 13th Chairman of Taiwan Sporting Goods Manufacturers Association (TSMA).
- * Apr, 2008 Dr. George Wood is elected as the Founding Chairman of Taiwan Sports Technology Association (TSTA).
- * Sep, 2008 Dr. George Wood is appointed as the Vice Chairman of the newly formed "Manufacturers Forum" of World Federation of Sporting Goods Industry (WFSGI).
- * Mar, 2009 "3 in 1 Folding Soccer Table" is awarded the "TaiSPO ALL STAR AWARD" by TaiSPO 2009.



不斷創新的小巨人 - 打造瀚歆企業版圖

尹啟銘
經濟部 部長

2010年欣逢瀚歆國際開發股份有限公司成立三十週年，啟銘謹以誠摯的心，祝福瀚歆鴻圖大展，每位瀚歆人都能心想事成！

明星產業的小巨人

現代人注重健康的觀念，讓運動產品市場不斷成長，研究報告指出，2005年全球運動產品市場規模為642億美元，預估到了2010年，市場規模將成長到720億美元，相較2005年成長12.1%，政府方面也很重視運動用品產業，行政院經建會研擬「服務產業發展綱領與行動方略」，即將運動休閒產業列為12項重點之一，本部中小企業處也於2008年將「數位運動休閒與多媒體」，列入4年創新型產業群聚輔導計畫。

從生產撞球用具起家，到發展室內外休閒運動用品，瀚歆能創造如此多角化事業，與其秉持「顧客第一、品質至上、服務創新、穩健踏實」的經營精神，及「市場帶領設計、設計領導製造、製造支援市場」的獨特經營策略息息相關，才能得到國際大客戶Wal-mart、K-mart、Sears的青睞。

三十年來，瀚歆所獲得第一屆跨世紀企業暨商品金冠獎，以及國外知名廠商” Top Supplier”、” Excellent Service Of The Year”、” PARTNERS-IN-PROGRESS” 及” Supplier Award” 等殊榮，就是對於瀚歆所秉持經營精神的肯定。

期許瀚歆更上一層樓，再創佳績

台灣產業面臨來自世界各國競爭，如何調整經營策略以提升企業競爭力更顯重要。期許瀚歆所有員工，能在吳董事長的帶領下不斷創新，如同巨人邁開大步一樣，將休閒運動用品產業發揚光大。

尹啟銘
經濟部 部長

Innovation Never Stops at TBS Group Corp. — Small Giant Marching Forward

Dr. Chii-Ming Yiin
Minister
Ministry of Economic Affairs

TBS Group Corp. will be celebrating its thirtieth (30th) anniversary. It is a great honor for me to congratulate TBS Group Corp. for this achievement and wish it every success in the future.

Small Giant in a Star Industry

Health is a driving force behind the growth of the fitness and sports product market. The world market value of sports-related products was about 64.2 billion US dollars in 2005, and the market will grow to 72 billion US dollars in 2010 - a 12.1% gain. The government sees this industry as an important part in our life. The sports and leisure-related industry is one of the twelve key industries in the "Service Industries Development Framework and Action Plan" formulated by the Council for Economic Planning and Development, Executive Yuan. To foster growth in this sector, the Small and Medium Enterprise Administration has included the digital leisure sports and multimedia industry in the four-year "Innovative Industrial Clusters Development Program" since 2008.

Starting from a producer of snooker-related products, TBS has expanded into indoors and outdoors leisure and sporting goods market. TBS has always emphasized putting the customer first, upgrading quality, providing innovative service, and developing sound business. It also believes that the "market leads design, design leads production, and production supports the market." On this basis, TBS Group Corp. has achieved great success with international customers such as Wal-mart, K-mart and Sears.

For its product excellence, TBS was awarded the first annual "Cross-Century Golden Crown Award" as well as various foreign buyers' "Top Supplier," "Excellent Service of the Year," "Partnership-in-Progress" and "Supplier Awards" over the past thirty years.

Marching Forward for Excellence

Taiwan faces tough competition in the global market. It is crucial for companies like TBS to adjust their business strategy to strengthen their competitiveness. I hereby take this opportunity to encourage all the TBS employee keep innovating under the leadership of Chairman Wu. I also hope that TBS will continue to move forward and thrive in the leisure and sporting goods industry.

Dr. Chii-Ming Yiin
Minister
Ministry of Economic Affairs



John E. Larsen

世界體育用品工業聯盟 主席

New Balance Athletic Shoe, Inc. 榮譽總裁

-中譯-

日盛董事長惠鑒：

首先，對於即將邁入成立三十週年的瀚歆公司獻上我最誠摯的祝福與祝賀。在經歷許多時間的試煉與考驗，瀚歆公司依舊能越挫越勇、屹立不搖的邁向經營第三十年，此為許多公司所望塵莫及，而我也相信瀚歆公司的成功絕非偶然。

一個公司的成功與失敗，取決於其領導人的能力，而這也是一個公司最重要的核心價值所在，而日盛您所具備的待人以誠以及組織領導能力的特質已引領瀚歆公司不僅穩健的發展，更進一步為客戶提供高品質、可信賴的服務。雖然許多公司將此作為企業的發展原則，但能實際執行者則為少數，而瀚歆公司在您的帶領之下卻做到了。

另一方面，您已經充分展現領導人所需具備的靈活度，您成功的將貴公司的商譽及產品行銷至全球，此為各界所有目共睹，產業界的先進及貴國政府單位都一致推崇您的

遠見及成就。對於您被選為TSMA和TSTA的理事長一職，則再次證明您在業界中所受到的支持與肯定；而您代表貴國政府積極推廣外銷的努力實績更是值得一提。

而對於您在世界體育用品工業聯盟所做的努力、支持與貢獻更是說明了您對全球市場的遠見及世界觀，身為世界體育用品工業聯盟的主席，我由衷的感謝您對此組織的付出與支持。

瀚歆公司不遺餘力的推動企業社會責任，而對於支持慈善事業更是愛心不落人後。我相信您童年貧窮的生長背景或是百手起家創業等因素是您肩負起企業社會責任的動力，而這些善舉則更是發自您內心的人格特質。

在面對當前瞬息萬變的市場環境，我確信您所擁有的核心價值在於您對於客戶至上的堅持以及您的能力足以快速應對市場的求新求變，此外您所擁有的廣闊人脈將帶領瀚歆公司在未來的三十年更強大、更茁壯。對您來說，您總能在挑戰中創造商機並且將危機化為轉機的為公司創造契機。

就我個人而言，我很高興也很珍惜和您相處的過程與經驗，很榮幸能成為您的朋友與夥伴。我將永遠的祝福您並給予您最大的支持與鼓勵。

John E. Larsen

世界體育用品工業聯盟 主席

New Balance Athletic Shoe, Inc. 榮譽總裁



John E. Larsen
President of World Federation of Sporting Goods
President Emeritus of New Balance Athletic Shoe, Inc.

Dear George,

Congratulations on TBS Group Corporation's thirtieth anniversary. You have stood the test of time better than most companies. Very few last thirty years. There are reasons why companies fail; and there are reasons why TBS has survived and prospered.

The most important reason for success or failure lies in the company's quality of leadership and in the core values which guide the company. Your principles of honesty, sincerity and teamwork have allowed you to develop TBS into a company known for service, high quality and dependability. These same principles are listed by many companies, but few are able to consistently apply them in practice. TBS is among the few!

Flexibility is another quality of leadership, which you clearly exhibit. You have taken the company into new products and into many countries around the world. Your peers and your government have honored you for your insight and success. Your election to the Chairmanship of TSMA and TSTA demonstrates the high esteem to which you are held by your peers. Your relentless promotion of Taiwanese exports has been a major effort on behalf of your government.

Your work with and support of the World Federation of the Sporting Goods Industry demonstrates your global insight. For this I personally thank you.

TBS has made a strong commitment to the elements of corporate social responsibility and to supporting charitable causes. These, too, are not just words for you, but they guide your every action and decision. The fact that you have come from humble beginnings is not the only reason for your generosity and broader sense of social responsibility. These character traits have been well developed over the years.

As you work to adjust to the financial realities of today's world, I feel certain that your core values, your dedication to your customers, your ability to meet demanding changes and your strong personal relationships will lead TBS to become bigger and better during your next thirty years. For you, challenges have always created opportunities.

On a personal note, I enjoy being with you and always feel better for the experience. It is an honor to be your friend and associate. You will always have my support and best wishes.

Sincerely yours,

John E. Larsen
President of World Federation of Sporting Goods
President Emeritus of New Balance Athletic Shoe, Inc.

熱烈祝賀TBS成立三十週年



江丙坤

海峽交流基金會董事長

欣聞吳董事長日盛所領導的「瀚歆國際開發股份有限公司」(TBS Group Corporation)成立三十週年，丙坤特別為文，向吳董事長及TBS所有員工申賀。

吳董事長是台灣中小企業白手起家的典範，他十六歲從學徒做起，二十三歲自行創業，提著一只皮箱將其經營之產品，包括撞球桌、球竿及其附件銷售至世界各地，吳董事長的創業精神令人欽佩。

當然，吳董事長一路走來並非一帆風順，過程中也歷經艱難險阻，然而在吳董事長及TBS所有員工同心齊力的因應下，TBS不但安然度過歷次全球經濟不景氣，反而更加成長茁壯，並進行多角化經營。

現在的TBS已從原先單一生產撞球產品，成為跨足生產羽球、排球、桌球、網球、籃球、足球、直排輪鞋、滑板等各式休閒運動產品的知名國際企業，銷售通路遍及北美、歐洲、日本、香港，甚至遠至俄羅斯、非洲都有TBS品牌銷售系統，更多次獲得歐美知名大廠頒贈各種獎項肯定。

吳董事長成功經驗告訴我們：第一，了解自己優勢，才能做出專業經營策略。第二，精實作業流程，才能有效降低生產成本。第三，以顧客為導向，才能做出滿足顧客需要的產品。第四，重視研發創新，才能不斷提升產品的品質。第五，掌握行銷通路，才能最迅速、有效將產品交到客戶手中。

在企業經營成功之際，TBS也將經營成果回饋社會，包括定期捐助貧寒家庭、設立清寒獎助學金等，同時TBS也贊助各項體育賽事，提倡運動風氣。對於TBS的善行義舉，我也要致上最誠摯的敬意。

最後再次向吳董事長及TBS所有同仁致上最由衷的祝賀，並祝福TBS生意興隆，財源廣進，成功地向下一個三十年邁進。

江丙坤

海峽交流基金會董事長

TBS 30th Anniversary Congratulatory Message

Chiang Pin-kung,
Chairman, Straits Exchange Foundation



It is my great pleasure to congratulate Chairman George Wood and the entire staff of TBS Group Corporation on its 30th anniversary of TBS under the leadership of Chairman Wood.

Chairman Wood's success is a classic rags-to-riches story in the SME sector. Chairman Wood started his career as an apprentice at the age of 16, and by the age of 23 he had founded his own company. With suitcase in hand, he traveled the world to market his products, including billiard tables, balls and cues and other pool accessories. His entrepreneurial spirit is truly admirable.

Of course, it has not all been easy sailing. Along the way, Chairman Wood has had to overcome difficult challenges. But thanks to his hard work and the concerted efforts of the entire TBS staff, TBS not only overcame several economic downturns, but also managed to grow strongly and diversify in new directions.

Founded as a producer of billiard products, TBS has successfully evolved into a comprehensive supplier of recreation and sports equipment, including badminton, volleyball, table tennis, tennis, basketball, football, inline skating, skateboarding products. Its sales network has grown to encompass North America, Europe, Japan, Hong Kong, and even Russia and Africa. TBS has also been recognized with numerous awards from major European and American brands.

What I have learned from Chairman Wood's success is this: First, You have to know your strengths when planning a business strategy. Second, you have to make full use of your environment to reduce production costs. Third, you have to listen to your customers to produce the products they need. Fourth, you need to constantly upgrade product quality through attention to R&D. And fifth, channel control is necessary to get products quickly and effectively into the customer's hands. TBS has also shared the fruits of its success with society. The company regularly funds scholarships for students from disadvantaged families. It also sponsors athletic competitions and promotes public involvement in sports. For these many contributions to the betterment of our society, I extend my sincerest respects to TBS.

In closing, I would once again warmly congratulate Chairman Wood and the people of TBS. I wish you continued prosperity and another successful 30 years ahead.

Chiang Pin-kung,
Chairman, Straits Exchange Foundation



大使 林義夫
中華民國常駐世界貿易組織代表團

Mr. Yi-fu Lin
Ambassador
Permanent Representative
Permanent Mission of Taiwan,
Pkm to the World Trade Organization

在瀚歆公司成立三十週年之際，承蒙吳董事長盛情邀請，十分榮幸在此一特輯中表達申賀之忱，個人深感榮幸。

「三十」，在我國文化係一特殊且重要的數字。誠如大家熟知，孔子曾言「三十而立」，對個人如此，對企業家和其經營的企業亦然；尤其後者面臨一場場激烈競爭的商場淘汰賽，特別是近年來經營環境格外險峻。然而瀚歆公司在吳董事長的卓越領導下，三十年來走出一片天地：從撞球運動相關產品創業的小廠商起家，一路走來，蛻變為多樣化經營的國際企業；而吳董事長在瀚歆公司之外，更肩負領導台灣廠商走進國際，以及協助推展全球運動用品之發展之責。個人認為，吳董事長和瀚歆公司三十年來努力的過程和成果，均堪稱台灣企業之典範。個人更深信，從瀚歆公司三十年來所累積的基礎中，預見下一個穩健成長的三十年。

瀚歆公司，生日快樂！

瀚歆公司，生日快樂！

It really is a great honour for me to be invited by the TBS Chairman, Dr. George Wood, to say a few words on the occasion of the TBS Group's 30th anniversary.



We are all aware that in our culture thirty is an important number. Confucius said in his Analects, "...At thirty, I stood firm...". In other words, he was suggesting that a person should have established themselves by the age of thirty. And what about entrepreneurs and enterprises? I believe that for them the number thirty is of similar importance, and particularly for those who have stood firm and stayed prosperous in the face of fierce business competition and adverse economic conditions. Dr. George Wood and his TBS Group are a good example of this, not only in Taiwan, but also among the whole sports goods industry worldwide.

In recent years especially, most entrepreneurs have had extremely severe difficulties of a totally unprecedented nature to deal with, and George has surely been no exception. Nevertheless, under his leadership, the TBS Group has transformed itself from a small, local company producing billiards-related goods, into an impressive international enterprise renowned for various high-quality sporting products. And its Chairman, Dr. George Wood, is no longer just a Chairman of his own companies, but is now responsible for promoting the development of the whole Taiwanese sporting goods industry, as well as other related foreign enterprises.

So, this is indeed an occasion for special celebration. We can all confirm that the TBS Group has more than stood firm already, and has certainly established itself by the age of thirty. Moreover, we have every confidence that it will remain prosperous and successful for the next 30 years.

The heartiest of congratulations to TBS on this 30th Anniversary of the Group!



Masato Mizuno
Chairman of the Board, MIZUNO Corporation

Message from Mr. Masato Mizuno,
WFSGI Vice-President representing Asia
Chairman of the Board, Mizuno Corporation

On the occasion of 30th anniversary of the founding of TBS Group Corporation, allow me, as WF-SGI Vice-President representing Asia, to extend our warm congratulations to our dearest friend, George.

Mr. George Wood worked his way through university and achieved success by his own efforts. As a result, now he plays an active part as a young leader of the group, which goes up also to about 40 companies as a TBS group.

I think that the key to success in his life is ...

Firstly, George is a hard-working man who has earned a Doctorate of Business Administration from Victoria University Switzerland in 2005 while running his business.

Secondly, he is extremely excellent in winning the hearts and minds of the people with his fascinating personality.

Now, he has lots of significant responsibilities not only for TSMA as a young leader in Taiwan, but also for WFSGI as an active steering member in several committees and forums.

On the other hand, George never became conceited his success, he also exercises leadership in charitable works by establishing a foundation from the profits of his business. I have great esteem for his admirable attitude and his family-oriented love.

Even in the information technology era, since he has remarkable communication ability, in the group, there are lots of talented people who love George's humanity. I believe that the well established TBS Group will continue its growth under his able leadership. Also, I am sure that his business, social contribution and family-oriented heart will be grown in the coming ten years. I hope we can celebrate TBS's fortieth anniversary.

Masato Mizuno
Chairman of the Board, MIZUNO Corporation



賀” 瀚歆公司成立滿三十週年” 專文



慕尼黑博覽集團 Manfred Wutzlhofer 主席

-中譯-

瀚歆公司成立30週年紀念之際也寫下了屬於它的一部成功史，而我在此也誠摯的祝賀我的好友吳日盛董事長。從一個默默無名的公司，在經歷了無數的試煉及挑戰，瀚歆公司在日盛的領導之下蓬勃發展成為全球化經營的公司。而他所得到的無數國內外客戶及各界的讚賞及表揚都深切肯定他的專業領導能力及長期對滿足客戶需求所做的努力。

體育用品這個產業讓我和日盛認識了彼此並建立了深厚的友誼，日盛是此產業界的先驅者更是其中的佼佼者，而我也領導著這產業貿易展覽的組織，對此我們更是相知相惜。多年來瀚歆公司在慕尼黑所舉辦的世界領導性體育用品展ISPO中從未缺席，而我同樣也是每年都參與在台北舉辦的國際體育用品展。相信在參加ISPO展的同時，日盛已成功帶領瀚歆公司邁向國際的舞台，並且創造在國際競爭的核心價值。

日盛不僅成功建立起一有願景的國際事業，他更具有創新求變的能力並且能將創新產品成功行銷到市場的企業家，他不僅對於現有的產品求新求變，更致力發展出多

元化創新及符合市場潮流的產品以推向國際市場，就是這種精神與態度奠定了他今日成功的基礎。此外，他更將所擁有的專業能力與知識貢獻於各社會組織，其中包括擔任台灣區體育用品工業同業公會理事長，台灣運動科技發展協會之創會理事長，自行車暨健康科技工業研究發展中心之常務監事等，使體育用品產業由於他的付出與貢獻更加蓬勃發展。

雖然日盛擁有現在這般的成就，但他從不會忘記他的根本以及他對這個社會與家庭所需付出的愛與關懷，他不僅成立了瀚歆慈善團以幫助貧窮困苦的家庭，更致力成立清寒獎助金基金會以協助努力向學的青年學子們，這是最推崇他的部份，更是為我們樹立了典範。

不論遇到多少的困境或是面對當前的金融風暴危機，我深信日盛及他的企業都將屹立不搖的蓬勃發展。對於一個努力向上並且對於週遭環境都很敏銳的人來說，他將創造出更多嶄新的想法及新的商機，同時也能兼顧客戶需求、服務、品質、創新、對人真誠與投入慈善。最後，我祝福日盛一切順利，邁向更多成功的三十年。

Manfred Wutzlhofer 慕尼黑博覽集團 主席



Congratulations to George Wood for the 30th anniversary of TBS

Manfred Wutzlhofer,
Chairman & CEO of Messe München GmbH

Anniversary Publication TBS

On the occasion of the 30th anniversary of TBS, which is a success story of its own, my sincere congratulations go to George Wood. From small beginnings he accepted the challenge of the markets and managed to establish a prosperous, globally operating company. The many awards dedicated to him by customers and organisations are the justified response to his professional entrepreneurship and his everlasting efforts to satisfy the needs of his customers.

The beginning and basis of our mutual relationship is the sporting goods industry. We both have in common a well-founded and professional understanding of our business with great respect for each other: George Wood as an entrepreneur in sporting goods and a well-known official in the sporting goods manufacturing industry and me as an organiser of trade shows for this industry. TBS is for many years a customer of Munich's world leading sporting goods trade show ISPO and I am a long-standing visitor to TaiSPO. With participating in ISPO for many years George Wood brought TBS to international success and strengthened its international competitiveness.

George Wood not only succeeded in building up a prosperous international business. He is also a business man who always has new ideas for products and how to bring them into the market. He is eager to further develop existing products and to think of new ones for the international markets. It is this attitude, which is the foundation of his success. But he also dedicated his knowledge to the organisations of the sporting goods industry as Chairman of

the Taiwan Sporting Goods Manufacturers Association (TSMA), as Chairman of the Taiwan Sports Technology Association (TSTA) and as Executive Supervisor of the Cycling & Health Tech Industry R & D Center. Thus the sporting goods industry as a whole could participate in his profound knowledge.

But despite his success, George Wood has not forgotten his roots and what he owes to the society and to the family. With the TBS Charity Foundation he helps the needy and poor and supports the education of the young people by providing scholarships to poor students. This is something I admire him for and what should be an example for all of us.

I am deeply convinced that also in the years to come, George Wood and his enterprises will prosper, will overcome hardships like the international economic crisis we are facing right now, and will be as present as ever. As a hard-working man with an eye for what is going on around him, there is no doubt, that he will produce a lot of new ideas, which will develop into new businesses also in the future. He has found the right mixture of customer orientation, service, quality, innovation, honesty and charity and I wish him all the best for everything he will be doing in the next decades.

Manfred Wutzlhofer,
Chairman & CEO of Messe München GmbH



TBS

經營三十年 特輯專文

經濟部國際貿易局局長 黃志鵬

瀚歆公司成立即將邁入第30年，為紀錄其成長過程的辛苦點滴，並揭櫫其經營理念與未來展望，特別出刊【TBS經營三十年特輯】，既緬懷前塵，復策勵來茲，寓有深意，足堪學習。我因掌理貿易局業務，從事拓展我國出口工作多年，與許多進、出口相關之公協會理事長及經營貿易卓然有成的中小企業負責人—尤其是傳統產業之業者—時有往來，對於他們的刻苦經營、奮鬥成功歷程、與對國家之具體貢獻，知之甚稔，瀚歆公司更是其中佼佼者之一；今承吳董事長日盛兄囑請為特輯題詞並敘文誌賀，基於公情私誼，樂為題詞曰：「三十年瀚歆運動淑世；五大洲行銷日盛不已。」並藉題詞為經緯，發抒我對瀚歆公司及吳董事長的一些祝福與期許。

我國的體育用品在民國八十年代即以技術密集之高價位產品行銷全球，不斷投入研發設計，產品技術精良、品質穩定，持續獲得國際買主的肯定，使得我國成為世界體育用品重要供應基地。據台灣區體育用品工業同業公會統計，近10年來我國的體育用品出口，平均每年有16.1億美元的表現，其中尤以戶外用品、高爾夫球用具及健身器材等高級運動用品為最大宗。在這風起雲湧的大時代裡，瀚歆公司躬逢其盛，在吳董事長卓越的領導之下，一路披荆斬棘，馳騁全球，其所專業的撞球相關運動器材領域，已躋身亞洲第一、世界前五大的排名，並由此專業領域垂直整合，跨足發展到室內外休閒運動用品，銷售足跡遍及五大洲，出口實績屢獲小巨人獎、金冠獎，產品品質深得歐美客戶” Top Supplier”之肯定，亦前後獲致貿協頒發之創新產品獎。

30年是半甲子；它的成就，令人欣羨。據經濟部中小企業的統計，我國中小企業家數雖多，但能經營超過20年以上者僅18%，經營超過30年還保持成長的中小企業，更屬難得；因此，日盛兄年輕有為，其經營獨到過人

三十年瀚歆運動淑世；

五大洲行銷日盛不已

之處，希望細心的讀者能在此特輯中體會一二。最可貴的是吳董事長事業有成之餘，基於感恩的心，更能有系統、有制度地推動回饋社會、關愛人群及奉獻產業的一系列行動與相關工作，諸如成立瀚歆愛心團，定期捐助貧寒家庭、關懷獨居老人、濟助弱勢團體、獎勵清寒學子；擔任台灣區體育用品工業同業公會理事長，協助全國工業總會在國際經貿場合及會議中，推動全球運動相關產品之零關稅提案等。以上各節之外，我對吳董事長的人格特質，尚有特別的觀察與感動。瀚歆公司發展過程中，歷經倒帳、風災、水災、地震、全球化競爭、新興地區崛起、產業外移、轉型壓力等人謀不臧、天然災害與環境變遷的眷顧，厄運與挑戰一點都沒少，損失動輒都是成百上千萬，但是瀚歆不只挺過來而已，還打斷手骨顛倒勇，順勢調整成爲遊戲運動用品的專業貿易商，靠不斷開發創新產品與靈活行銷策略，維持每年兩成以上的成長局面。僅此一點就足供平均壽命爲13年之中小企業學習、看齊。大部分有所成就的企業家，不是靠財富來睥睨世界，而是靠他們對社會的責任感贏得人們的尊敬。一個領導者應具備：一般的文化和專業知識、體力、智力、勇氣、經驗、堅強、責任心、想像力、主動性與韌性、強烈的成就感與理解他人的能力等特質，那正是我最欽佩的企業家精神，這種精神在吳董事長身上自然呈現。此外，成功的企業家還會有一種嗅覺，瀚歆公司所以能順利跨足到室內外休閒運動用品，靠的也是吳董事長敏銳的生意嗅覺，如他所說：「歐美家庭空間大，室內室外都是遊戲商機。

」這句話立可見高下。當然吳董事長當年一只皮箱勇闖歐美的打拼身影、終身學習直到中年猶能直取瑞士商學博士的勤勉形象，都是令人感動，爲人津津樂道的典範，我們除了羨慕，更感佩服。

由於體育用品屬於消費性產品，其製造與行銷深受市場變動因素影響，面對快速變遷的環境，對業者而言是相當大的挑戰，我國雖身爲全球體育用品生產重鎮，惟近年來在中國大陸及東南亞國家挾成本優勢，以低價產品搶攻市場下，對我廠商產生若干威脅，尤其遭逢金融風暴之後，面對全球需求驟減情況，要生存發展談何容易。所幸我國體育用品產業結構已逐步調整中，朝高質化進行少量多樣之客製化生產，並善用我國在電子及機械技術上的堅實優勢，開發更先進的產品與設備，乃能以產品區隔擺脫低價競爭。尤其近年來隨著所得水準逐年提高，加上民眾對休閒及健康的重視，運動人口將持續成長，使得體育用品產業愈將蓬勃發展，勢將成爲21世紀極具發展潛力的產業。面對此一趨勢，相信瀚歆公司在吳董事長領導之下必能持續積極加強研發能力，掌握消費者需求，提升微笑曲線兩端價值，爲我國休閒運動用品外銷再創佳績。值此30年慶，我想「瀚歆運動淑世日盛不已」應該是很貼切的形容與祝福。

Mr. Chih-Peng Huang
Director General
Bureau of Foreign Trade
Ministry of Economic Affairs



TBS Group Corporation is turning the page of its 30th year. Renewing the hard-working days and reinstating the corporate concepts and future prospects, TBS will specially publish a memorial album, TBS 30th Anniversary. Not only does TBS offer reflections but also search for inspiration for the future. The album provides us insights into a successful Taiwanese corporation but also sets it up as a good example for young entrepreneurs. Because of my position as the head of the Bureau of International Trade, I have been promoting Taiwan's export for a long time. I also stay in contact with numerous chairmen of various import and export associations and many outstanding entrepreneurs, particularly those in the traditional industries. I have come to know them all quite well for their hard-work, experiences, struggles, persistence and devotion to their country. Among them TBS is a particularly outstanding Taiwanese company. I am honored to have been invited by the Chairman, Mr. George Wood, to give a few words of congratulation, "TBS's successful 30 year venture has achieved greater height, and with Mr. Wood it has advanced well into the five continents".

In 1990, Taiwan's sporting goods industry started focusing on technologically intensive high end products that have now gained global respect. Taiwan has enjoyed continuous innovation and growth in this area. The products themselves have also maintained good value and high quality. As a result of the quality of products and the role it plays as a major world exporter, Taiwan has achieved a leading status of respect in the world wide sporting goods industry. According to Taiwan Sporting Goods Manufacturers Association (TSMA), for the past 10 years, Taiwan's average annual exports are valued at US\$1.61 billion/year. Among all the sporting goods exports, Outdoor Activities, Golf Equipment, and Personal Fitness Equipment are the largest categories. During this time of prosperity, Mr. George Wood led TBS Group as they grew in leaps and bounds. Billiards equipment has always been a major focus for TBS, and since its founding has grown to be the number one supplier of billiards

equipment in Asia and eventually the top five in the whole world. Using the knowledge accumulated over the years, TBS has ventured into the lifestyles sports area and has also extended into others businesses as wells.

TBS has developed a vast customer base from all over the world, and customer satisfaction is very important to the company. In Taiwan, TBS has been honored with not only the "Taiwan Golden Quality Award", but also the "Cross-Century Golden Crown Award". Even specific TBS products have been recognized as "Distinguished Products" by Taiwan External Trade Development Council (TAITRA). TBS's accolades have not been limited to local success in Taiwan, but have also received a number of "Top Supplier" awards in Europe and the USA. These awards represent important progress and achievements for TBS.

Thirty years is not a short amount of time, and we admire what TBS has been able to achieve until now. We are happy to see your longevity and success. According to Small and Medium Enterprise Administration, Ministry of Economic Affairs, even though there are many small and medium businesses in Taiwan, only 18% of these ever make it past 20 years. Even fewer are able to grow beyond 30 years. From this we can see how George stands above others, and I hope that as the readers recognize TBS Group Corporation's 30th Anniversary, that they will also recognize George Wood's ability and talent for business and leadership.

Even though he has already achieved so much, Chairman George Wood has maintained a sense of gratitude. He continually gives back to society and is adamantly devoted to the industry. In light of that, the TBS Charity Foundation was established to help lonely elderly individuals and children in need. A need based scholarship was also established for impoverished school children. Another illustration of the character George Wood would need to exemplify his devotion to the sporting goods industry.

Congratulation on the Occasion of the 30th Anniversary of TBS Group Corporation

As the general consultant for Chinese National Federation of Industries in Taiwan, George Wood has diligently promoted zero tariffs for international trade of sporting goods at various international conferences. Personally, I have been especially touched by his individual nature. TBS has endured a number of difficulties including customers that refuse payment, floods, earthquakes, global competition, brand new markets, industry relocations, pressures from company remodeling, detrimental individuals, and environmental changes. Like these disasters, TBS has faced many misfortunes. Each of these encounters represents a loss of tens of thousands of dollars, but TBS has overcome these difficulties and has risen to be stronger than ever before and has become an excellent global exporter of sporting goods. Despite all these adversities, TBS has maintained an annual growth rate of 20%. This makes TBS a worthy and respectable mentor for any younger enterprise. Most of the successful entrepreneurs in this world aren't respected because of their fortunes, but rather are lauded for their social responsibility. I believe that a successful entrepreneur requires cultural and technical knowledge, perseverance, intelligence, courage, experience, imagination, toughness, understanding of peers, and a steadfast heart. These are all values that I hold in highest regard, and I see these very attributes in Mr. George Wood. One more thing that a successful entrepreneur needs is a "sixth sense" to be sensitive to certain things pertaining to the market, industry and people. It is this "sixth sense" that has helped Mr. George Wood as he worked toward globalizing and diversifying TBS Group Corporation. This sixth sense was exhibited when George said that families in Europe and the USA have a lot of space in and around their houses, which makes them a great market for both indoor and outdoor sports. It was at this time when he was young that Chairman Wood grabbed his suitcase and went to Europe to explore the market and make his first impressions. Even after he was middle aged, George Wood still earned a Ph.D in Business Administration from Victoria University. By looking at the course

of his, we can see many things to learn and emulate.

Sporting goods are not a daily necessity, so the effects seen from changes in the economy are great. Therefore the current dynamic market also poses a challenge for modern companies. Even though Taiwan is a major part of the global sporting goods industry, eastern and southern Asia still pose a threat because of their low cost of production and labor. Also, in light of the recent economic crisis, even simple survival poses a challenge for many. Fortunately, the sporting goods industry in Taiwan is already adapting to these challenges by focusing on high quality custom products. In Taiwan one of our strengths is electronics, so we take advantage of that when considering production of sporting goods to produce high quality products. This means that we don't have to resort to making cheaper products to turn a profit. As a result, the average income in Taiwan has risen, and the Taiwanese people have also given more of an emphasis to personal health, sports and leisure. This further promotes a strong sporting goods industry. I believe that this industry has a lot of potential in the 21st century and that during this period, under the leadership of Chairman George Wood, TBS Group Corporation will continue to grow in its R&D capacities and customer satisfaction, and in so doing, improve the company's value. I also believe that TBS will again make a positive impact on Taiwan's overall export. In order to congratulate TBS Group on its 30 years of outstanding performance, when I say, "TBS's successful 30 year venture has achieved greater height, and with Mr. Wood it has advanced well into the five continents." it is a blessing to your future.

Mr. Chih-Peng Huang
Director General
Bureau of Foreign Trade
Ministry of Economic Affairs



**Robbert de Kock,
Secretary General- World Federation of Sporting Goods Industry**

Article for TBS' Special Edition on its 30-Years

We are pleased to celebrate the 30th anniversary of TBS Group Corporation and on behalf of the WFSGI, I would like to congratulate George Wood for this anniversary.

30 years for a company nowadays is not so common! We are facing economic turmoil these days and to live through it can be perceived as a performance. Companies need to be strong and well-structured to last so long and to undergo the pressure of the competitive market. This is the case for TBS Group Corporation. TBS Group Corporation is led with engagement and seriousness. Mr George Wood, who has been at the head of the company since the beginning, has shown such qualities which led him to be a pillar of the company like he is for the sporting goods industry in general.

The TBS Group Corporation was founded 30 years ago by George Wood, who was only 22 at that time and who came from a small province of Taiwan with nearly no capital. Through passion and confidence, he managed to build a company with only one main product at that time to make it one of the largest supplier of sports equipments in the world with a great variety of areas (Badminton, Volleyball, Table Tennis, Tennis and other ball related products, Inline stakes and stakes board, Table Tennis, Darts, Soccer Table, Air hockey Table). He developed his base of customers to cross the boundaries and reach neighbor countries like Hong Kong and Japan to as far as Russia and Africa, even having his main markets in North America and Europe. His involvement and experience has been recognized throughout the years. Being nominated at the TSMA (Taiwan Sporting Goods Manufacturers) and TSTA (Taiwan Sports Technology Association) Chair and chosen as representative of CNFI (Chinese National Federation of Industries) towards WTO proved that his knowledge is needed by the industry. But all the awards he received for that are only a little recognition to all the work he made. He managed to create

a company and to make it from single to multi products and from local to global level. Many would have stopped on the way.



On top of that, not only he aims at expanding his company but also he cares about the values and the image of TBS Group Corporation. His engagement in Corporate Social Responsibility issues is incredible; he cares about his employees, his products, his clients and about his whole country and fellow citizens. The creation of the TBS Charity Foundation shows that a success story can't exist without human values.

As far as the WFSGI is concerned, George has been present since the first years of the organization, showing a great interest and help. He believes in our values and philosophy because he knows that working altogether is for the benefit of the industry. To further prove his involvement, he has been recently nominated as Vice-Chair of the Manufacturers' Forum that we created a few months ago and remains also a good contact and support in Asia. We thank him very much for his commitment.

Again, we congratulate TBS Group Corporation and especially George Wood for the last 30 years and wish him all the best for the 30 years to come. Keep on being steady and innovative and you'll go through multiple decades! But we do not worry, we know that the company is in good hands!

Robbert de Kock,
WFSGI Secretary General



Tom Cove
President and CEO
SGMA- Sporting Goods Manufacturer Association

May 22, 2009

It is my pleasure and honor to write in celebration of the TBS Group's 30th anniversary. On behalf of myself and the entire membership of the Sporting Goods Manufacturers Association, I commend Dr. George Wood and his entire TBS team on this momentous occasion.

When the TBS Group was first formed, the sporting goods industry looked nothing like it does today. The global economy was just being developed. The road map was not yet clear. It took people of great entrepreneurial spirit and vision to achieve success in a competitive and complicated business environment. Dr. George Wood has shown himself to have that great spirit and vision, and much more.

The American sporting goods industry has enjoyed a long and productive relationship with the Taiwan sporting goods industry. The TBS Group embodies the qualities of excellence, innovation and loyalty that have helped the global industry grow so much over the past 30 years. We are grateful for TBS Group's many contributions to the health and vitality of our industry.

Dr. George Wood is truly a visionary success in the global sporting goods industry. His story of personal achievement and professional success, accompanied by his strong commitment to charity and giving back, is truly inspiring. I am humbled to see how far Dr. George Wood has come and how many people he has helped along his journey. I have had the pleasure to work with George through his leadership of the TSMA and TSTA, and through his participation with World Federation of the Sporting Goods Industry. I am better for the experience of having known George, have benefited many times from his generosity and great sense of humor, and I am proud to call him my friend.

All the best to George Wood and everyone at TBS Group. Congratulations!

Sincerely,

Tom Cove
President and CEO
SGMA





瀚歆公司堅持創新產品一流， 貢獻社會長長久久

趙永全 秘書長

中華民國對外貿易發展協會

科技突飛猛進且運用範圍廣泛，常讓人無所適從。在此快速變遷的世界裡，只有人們想保持身體健康的願望從未改變。運動又是保健工作的重要關鍵，所以台灣產製的運動和休閒用品更是健康的重要元素。

瀚歆國際開發股份有限公司由吳日盛董事長創立於1980年，初期以供應撞球用具為主。瀚歆公司在吳日盛博士的悉心領導下，目前已成為台灣體育用品業界的領導者。創新的設計能力，讓該公司所供應的產品項目豐富又多樣化，類別包括羽毛球、排球、桌球及健身設備等。

瀚歆公司擅長於開發高質感保健用品，並能針對客戶個別需求提供客製化服務，已贏得歐洲、非洲、中東及美國等買主的青睞，加上該公司的研究與發展結合能力，更讓瀚歆公司聲名遠播國際市場。

吳博士除擔任台灣區體育用品同業公會及台灣運動科技發展協會理事長外，熱心服務社會公益工作已達數十年。為回饋社會，吳博士成立了貧寒獎助學金幫助清寒子弟、另籌組「瀚歆愛心團」，逐月濟助並定期拜訪獨居老人及貧寒家庭，確實為企業家貢獻社會，樹立了良好典範。

瀚歆公司30週年慶將屆，我相信定能再接再厲不斷創新，提高產品性能，供應最符合國內外市場和健康需求的運動及休閒產品。預祝瀚歆公司鴻圖大展、源遠流長。

趙永全 秘書長

中華民國對外貿易發展協會

TBS Group Insists First-Rate Innovative Products and Perpetual Contribution to the Society



Y. C. Chao
President
Taiwan External Trade Development Council (TAITRA)

Technology is progressing incredibly fast and becoming widely pervasive that it is at times difficult for people to fathom. In this rapidly changing world, one thing that has not changed is people's desire to be healthy. Exercise is a vital component of any health regimen, and in Taiwan, the sporting and leisure goods are as a result essential elements of the health industry as well.

TBS Group, established in 1980, began the business with manufacturing billiard and its accessories. Under the leadership of the founding president Dr. George Wood, the company has been a leading force in Taiwan's sporting goods industries. Innovative designs define its range of products, which comprises of a variety of sporting and leisure goods, such as badminton, volleyball, table tennis, and fitness equipments.

TBS Group moreover specializes in high quality creations, and is a top-notch provider of premium merchandises and tailored services to countless buyers in Europe, Africa, the Middle East and the U.S. Its strength lies in integrated research and development operation, which help power the company to new heights in the international marketplace.

Besides being the current chairman of the Taiwan Sporting Goods Manufacturers Association (TSMA), and the Taiwan Sports Technology Association (TSTA), Dr. Wood has also been active in charity works since decades ago. His commitment includes establishing a scholarship fund for students from low-income families, as well as an aid organization to assist underprivileged families and senior citizens who live alone. Dr. Wood has truly set an excellent example for entrepreneurs to contribute to the society.

Approaching the 30th anniversary of the company, I am sure TBS Group will steadfastly continue to innovate and upgrade its product lines, and offer its customers with most suitable items to meet both their market and health needs. I wish them another wonderful 30 years to come.

Y. C. Chao
President
Taiwan External Trade Development Council (TAITRA)



Congratulations

Liu Jun
Vice President of China Sporting Goods Federation
Asian Board Director of WFSGI



May 20, 2009, Beijing
Congratulations

I am so pleased to know that TBS Group Corporation is welcoming its 30th grand anniversary. On this special occasion, I would like to convey my sincere congratulations to CEO Dr. George Wood and TBS staff.

Led by its marvelous CEO, TBS has gone through painstaking efforts of establishing, vigorous exploiting and developing in the past 30 years and has got tremendous achievements. What is even more impressing is that TBS has been holding the fundamental belief of thanksgiving and has donated a lot for charity purpose. Please accept my heartfelt respect to Dr. Wood himself as well as his Corporation for your high speciality in the industry, the spirit of hardworking and seeking truth from facts, innovating and exploiting as well as your strong sense of CSR. Hope you will continue to carry out the spirit in your future development.

Thirty years is an image of maturity and strength. I wish that TBS will maintain its dynamic advancing trend in the present severe competition and achieve a better economic and social results. Wish you have a better future.

Liu Jun
Vice President of CSG
Asian Board Director of WFSGI

欣闻瀚歆国际开发股份有限公司30周年大庆，谨向吴日盛董事长及公司全体员工表示衷心的祝贺！

30年来瀚歆在吴董事长卓有成效的领导下，历经艰辛的创业、开拓和发展，取得了骄人的业绩，更难能可贵的一直持守“感恩”的理念，出资为社会做了大量的善举。我对吴董事长本人及贵司的专业敬业精神、实事求是精神、创新开拓精神及强烈的社会责任感表示由衷的敬佩，希望今后继续发扬和光大。

30岁，是成熟的年龄，是强壮的年龄，祝瀚歆国际开发股份有限公司在当今激烈的市场竞争中永远保持蓬勃发展的趋势，创造更佳的经济效益和社会效益，祝愿你们的明天更美好！

中国体育用品联合会副主席
世界体育用品联合会亚洲区理事
二〇〇九年五月二十日



TBS' 30th anniversary

Alberto S. Bichi
Secretary General
Federation of the European Sporting Goods Industry

It is just recently that I had the opportunity and above all the luck, to meet a great man full of personality, always turned toward others, ready to help and assist whomever had the chance to cross his path.

The man I am talking about is George Wood.

In this respect, instead of concentrating on TBS, which represents a business reality far from my knowledge and understanding, the hereafter paragraphs will rather try to concentrate and explain in simple words the great qualities of this special man with a petite stature but a tall generosity and a big sense of altruism and kindness.

I believe that it was a couple of years ago when I first came across George Wood during one of the famous ISPO fairs. Indeed considering his position as President of TSMA and due to our common affiliation to the WFSGI, I recall the first time interacting with George during a world federation meeting. His willingness to find solutions and positive thinking were amongst the first characteristic I instantly seized which, combined with the depth of his thoughtful personality made of him a person I was going to like and enjoy.

The following times were no different and confirmed the first impressions.

The ultimate illustration of George generosity and altruism was when he made sure I would be amongst the invitees of the annual trip to Taipei aimed at visiting the well-known TAISPO. An experience to be well remembered for the years to come.

In light of the above, I wish George the same prosperity and consideration he is so used to distribute to all his fellow colleagues and friends. May the TBS 30th anniversary be the occasion for a renewed momentum inspired by success and wealth. .

I wish him and TBS all the best for the years to come hoping the present economical situation will soon be over and the path to a renewed financial expansion be secured promptly

Good luck my friend.

Alberto





致瀚歆國際三十週年專刊賀文

中華民國全國工業總會
理事長 陳武雄

致瀚歆國際三十週年專刊賀文

1979年伊朗爆發伊斯蘭革命，隔年伊拉克入侵伊朗，爆發為期八年的兩伊戰爭，期間因原油日產量銳減，國際油市價格飆升，造成全球第二次石油危機。當時的緊張情勢，嚴重影響國際經商環境，沒有一位企業家願意在那個時候投入新創事業。但吳日盛博士不同，他以他獨特的眼光與勇氣在國際情勢動盪的1980年代，創立瀚歆國際股份有限公司。沒有人想到，當初僅有八萬元資本額的瀚歆，現在，一年能有好幾個億的營業額。事實上，這三十年來，國際經濟與社會也正面臨多重的挑戰，包括了97年亞洲金融風暴，2001年的911恐怖攻擊事件，2003年爆發SARS疫情。但瀚歆國際的事業始終屹立不搖，並逐年的擴張版圖。現今的瀚歆國際集團早已成為跨足貿易與製造業，享譽遐邇的體育界巨擘，並數次奪得國內外知名大獎。

吳董事長除了在其事業領域，有卓越傑出的表現外，在參與國際經貿事務，協助政府與產業界爭取更大的經貿空間方面，更是不遺餘力。猶記得在2007年時，吳董事長接下工業總會的重託，代表產業界參加日內瓦全球製造業聯合宣言，並與WTO秘書長拉米進行多場會議，於會中表達台灣產業界對WTO談判的期待，其以詼諧幽默的言

談，打動其他國家的代表，成功的完成一次國民外交。此後，在無數次的國際會議場合，都看到吳董事長穿梭的身影，積極把握任何可以推動我國產業前進與排除貿易障礙之機會，在運動用品的部門別提議中，更十足展現出吳理事長的充沛人脈與折衝能力。吳董事長無私的奉獻，以及對我國產業界的付出，實在非常值得業界的肯定與尊敬。

吳董事長除了是一位傑出的企業家，更是一位慈善家，時時展現對生命與社會的熱愛與熱誠。並推己及人，帶動瀚歆國際的同仁員工，共同成立一個慈善團，幫助許多家庭與在貧困中掙扎的人，協助其度過最艱辛的時期，並長期濟助許多需要幫助的家庭度過危機。這樣的仁愛精神，正是現代社會最需要的一種襟懷，希望藉由吳董事長的鼓勵，讓更多有能力的人能對需要幫助的人伸出援手。

我很高興有機會與吳董事長相交多年，真切感受到他對朋友的熱誠與慷慨，對事業的認真打拼。在此，除了要再次恭賀瀚歆國際三十週年慶外。也預祝瀚歆國際在吳董事長的帶領下繼續走出第二個、第三個三十年，成就一個百年根基的體育用品王國。

中華民國全國工業總會
理事長 陳武雄

Congratulations on the TBS 30th Anniversary

Preston W. Chen.
Chairman- Chinese National Federation of Industries

Congratulations on the TBS 30th Anniversary
Preston W. Chen, Chairman of CNFI

In 1979, the second oil crisis erupted in the wake of the overthrow of the Iranian Shah. Next year, Iraq invaded Iran and ignited an eight years war in the Persian Gulf region. Those events severely affected the business environment and made many people hesitant to start a new business. Dr. Wood, a brave entrepreneur with unique vision, established the Taipei Billiard Supply Co. (TBS) with a small initial capital of 80 thousand New Taiwan Dollars in that turbulent year of 1980. Over the past three decades, although the global economy has been subjected to several shocks, such as the Asia financial crisis in 1997, the 9/11 terrorist attacks in 2001, and the outbreak of SARS in 2003, TBS has kept growing and expanding its business scope year by year. Nowadays, TBS Group is not only a successful enterprise engaged in trade and various manufacturing but also a reliable entity which won many awards from domestic and international associations.

On this auspicious occasion of the TBS 30th anniversary, I need to extend my thanks to Dr. Wood for his enthusiastic participation in industry-wide activities. In 2007, Dr. Wood kindly accepted the designation from CNFI to lead a delegation to Geneva for a global manufacturers fly-in meeting with WTO Director-General Pascal Lamy and other key individuals in an effort to urge early completion of the DDA negotiations. Furthermore, Dr. Wood didn't waste any opportunity to push for Taiwan's proposals on sectoral liberalization when he attended many international NGO



forums. It is well-known that Dr. Wood contributes his time and effort with unselfishness for the development of Taiwan's industry. His achievements deserve respect from friends and partners.

In addition, one more story I would like to mention. Dr. Wood is a generous philanthropist filled with enthusiasm for life and community. I know TBS has its own charity group which is led by Dr. Wood himself. For many years, the TBS charity group has given a lot of help to families and individuals suffering from poverty. Dr. Wood not only donates his time and money but also persuades his friends to join more charity activities.

Congratulating to TBS group, I optimistically believe that TBS will be even stronger under the leadership of Dr. Wood after the test of global financial crisis. And TBS will step into next decades for a prosperous future. As a good friend of George, I sincerely wish you and your business every success in the years to come.

Preston W. Chen
Chairman
Chinese National Federation of Industries



Pashi Sondhi
President of F.C. Sondhi & Co.
Chairman, WFSGI Manufacturer Forum



Dear George,

We were delighted to read about the Milestones of the TBS Group. Your wonderful struggle from rags to riches and your perseverance in studying for a doctorate are the stuff that people write books about.

Also your wonderful work for various charities is highly laudable.

When I was at Taiwan Night at ISPO Munich earlier this year, I publicly announced that I had a dream that I wanted to be like you.

The more I know about you, the greater my belief that you are a man to be emulated.

With very warm regards & sincere goods wishes on the 30th Anniversary of TBS Group Corporation.

Pashi Sondhi
President of F.C. Sondhi & Co.



Jeff Zucchi
President, Strategic Moves
former Executive Vice President, Escalade Sports
former President International Operations, Escalade Inc.



Dear George and TBS Group members,

As you know, I've been working with TBS now for about one half of your existence. When we started together, back in 1996, neither of our businesses was very large. Due to much hard work on TBS's part, and on the part of many factories in China and Taiwan, our company was able to grow from \$9 million up to almost \$90 million. This success could not have been made possible without the leadership, support and strong management at TBS.

When TBS began, nearly 1980, Chinese made products were just coming into the American market. Many problems existed and many Taiwanese and Chinese businesses failed because of an inability to work with American companies needs and goals. TBS navigated and was able to succeed because of your ability to produce quality products and provide needed customer support.

Today, the business climate is completely different. Chinese products in the U.S. are more common than even American-made products. However, today the market is weak, retailers struggle and consumers need very good reasons to buy. Still, even within this environment, TBS continues to be successful and helpful.

I'd like to thank you for all you have done to help in the past 30 years, and what we should expect will be the next 30 years as well. Congratulations to you George for your leadership and chairmanship of TBS, and congratulations to the staff of TBS for their contributions to it's success.

Sincerely,

Jeff Zucchi
President, Strategic Moves



倪集熙 董事長
翰門企業股份有限公司

親愛的日盛吾弟：

草創時期您的艱苦創業已告一段落，如果將企業比喻為生命，所謂人生"三十而立"，"三十"將是立命耕耘的開始，願您繼續用信心及激情，帶領瀚歆國際開發股份有限公司，怒放生命。

在我認識您時，您已經是位成功的企業家，但身上絲毫沒有任何驕傲的氣息，進一步認識您之後，才知道您的種種，回眸一看，曾經是三級貧戶的您，抓住每個機會。不但在逆境當中求生存，並且越挫越勇，您曾經所面臨的低潮，是我無法想像的，因為23歲的年紀，該稱為"大男孩"吧??但您在那年紀已經創立"瀚歆"，其實這已經看出您的不平凡，因為您在23歲已經有了不平凡的"勇氣"，在面臨草創的失敗、挫折、艱辛...您有了另一個不平凡"願意接受挑戰"。

"小巨人"是目前外界對您的尊稱，我也是非常認同，"瀚歆"在創業初期，由您的單打獨鬥，至目前市場上帶領設計、領導製造、由無到有、從小到大、除了目前貴公司的規模還在不斷擴大，並且研發及

生產也不斷在提高，一直到現在體育用品全球市占率：25%~30%，並且產品的品質受到各界肯定，擁有歐美地區的高知名度，這樣的成績，非一般人所能為之。企業的生長、茁壯、其中的甘苦談，這不是一、二年可有的成果，所以稱您為"小巨人"真是實至名歸。

我非常肯定您的"取之社會、用之社會"的責任感，那代表著不忘本，並且是企業理念的一種傳承，就如同您創業的理念一樣，務實、努力求善、並且堅持求真善美的精神，面對當今社會的混亂。經濟的危機，您可以在自己能力範圍內，盡可能回饋社會，成立瀚歆愛心團，定期捐助清寒學童、參加愛心活動、全力推動社會公益、並大力贊助PGA高爾夫協會所舉辦的科技盃、大力栽培國內青年選手，這代表著瀚歆另一階段成長的開始，也代表著社會、國家的進步，從您身上我可以感受到"企業之美"。

瀚歆將邁入三十年，您也在人生道路進入"知天命"之年，我期許您能夠多多巡迴演講，就如同先前我邀請您到我的公司"翰門企業"演講時，您可以多用人生的經歷鼓勵後輩，也許您也可以在不知不覺當中，成為對方的貴人，或許我們台灣再個三十年之後，又多出幾位"小巨人"。分享、傳承，將是我對您另一階段開始的鼓勵，相信您的使命，會讓您的生命更加豐盛，祝福您!

倪集熙 董事長
翰門企業股份有限公司

Jackson Nie

**President
Helm Technology Inc.**



Dear George,

I know that you went through the initial establishment stage of TBS Group Corporation and completed it successfully. Comparing a corporation to life, people says that only once a man reaches the age of 30, does he come to have a stable and settles life. Thus, I suppose that you now have passed a new juncture in your life. I hope that you continue to carry on with much enthusiasm and confidence as you lead TBS forward.

I only knew you when you were already a very successful entrepreneur, but you never appeared high-nosed or overly proud. After getting closer to you, I came to know more about your background and past. After looking back on how you were poverty-stricken, I see that you grabbed every opportunity and rose to own your own enterprise. This was possible because you have shown tremendous courage and bravery through difficult times. The harder the living conditions are, the braver you become. I must admit that it is beyond my imagination how you face and overcame the lowest points in your life. As a “big boy”, you already established the ‘TBS Group Corporation’ and showed more courage than others around you. From this, I can see your extraordinary character. Moreover, I can also imagine all sorts of uncertainties, frustrations and hardships that you faced when you first started TBS, but you never withdrew. Undoubtedly, this proves that you are an exceptional business man, ready to accept any challenges.

‘Little Giant’ is a respectful title given by the press, which I would also identify you with. It was you who fought alone to settle all matters from design to production to marketing from the very initial stages of TBS. You made something from nothing and turned a small company to an international enterprise. TBS is still continuing to expand and the capabilities of the R&D and production sectors are also continuously being enhanced. Your global market share of the sporting goods industries reaches up to a high of 25-30%. The product quality is accredited by the consumers and you even enjoy high publicity in North America

and Europe. Indeed, all the success you have made is not within the reach of the ordinary. I know that it is impossible to put the growth and development of TBS and the up-and-downs you experienced in simple words. Nevertheless, ‘Little Giant’ is a nice suitable title that you deserve.

I definitely support your sense of corporate social responsibility (CSR): entrepreneurs shall contribute what they benefit from the society back to the society. CSR is an important mission and it shall be continued. I think one of the concepts you had when you established TBS was: pragmatism and perfectionism as well as the spirits seeking for truth, kindness and beauty. Nowadays, in face of the social chaos and economic crisis, you still make contributions to the society as much as you can and even founded TBS Charity Foundation, regularly donating money to the poor children, taking part in the charity activities, supporting public charity programs, as well as sponsoring the Technology Cup held by the PGA and supporting young and talented Taiwanese golf players, etc. This really is another developing phase of TBS. In other words, it also represents the progress of the society and the country. From you, I can see a wonderful corporate philanthropy.

TBS is about to enter its 30th year. At the same time, you also step into the stage of knowing your way of living. I hope that you can give tour speeches as if I did last time for you, a talk on TBS Group Corporation. Through sharing experiences, you will inspire the following generation and perhaps you will be a mentor for many people. After other three decades, there may be numerous ‘little giants’ to live out your spirits. This is what I would encourage you to do. As well as have faith and confidence in your missions. I believe that your positive attitude will enrich your life. At last, I want you to know that you have all my best blessings.

Jackson Nie
President
Helm Technology Inc.



倫倫
船務部專員
資歷:11年
瀚歆國際開發股份有限公司

親愛的董事長，

眼看來到瀚歆這個間公司，已經邁入了第十一個年頭了，人生中將近一半的時間都給了這間公司，從一個剛滿十八歲的新鮮人到現在，瀚歆不只是一間公司，也是我的另一個家；而吳日盛也不只是個老闆的名字，他亦師亦友、再造、成長、卓越…。

猶記得，初次見面的董事長-吳先生，從他那銳利的眼神中，常常深怕自己不知能否勝任這份工作，總覺得在隔天就會被fire掉的感覺。但是在這段漫長的十餘年的時間相處下來，發覺他其實是個超級體貼、有愛心、且又不失沉著、冷靜的人。他的視野，不是我這小小的職員所能去比擬的。瀚歆公司的董事長及現今體育用品公、協會的理事長，這種身份我只能「望塵莫及」。為何他能做得如此成功？是的，當感受過他的決策力，對市場的方向性，對的事就去做。於公，他大刀闊斧，一路劈荆斬棘，毫不言敗；於私，他的愛心、助人、瀚歆愛心團等公益基金會，以及定期捐助社會扶助中心，他那種大愛，我不曉得

還有誰能做到這樣，他曾說過：「寧可救錯，也不可錯救」。救助是不等人的，很難想像一個大老闆，取之於民，用之於民，賺錢是爲了能幫助更多的人，這等胸襟，肯定了我十年前來這間公司，是對的！所以我努力的工作，不僅僅幫了公司，同時還幫了許多需要幫助的人！真的是份超有意義的工作。

不過，自從去年的第四季開始，全球的經濟嚴重的不景氣，相對的我們也避免不了，就這樣…偶爾私底下會看到他的眉頭不由自主的深鎖，但一走出辦公室，面對我們大家時，卻又是一派從容，他還不時鼓勵著我們，從不對公司失去任何信心，但我也相信在他往後的領導下，一定沒有什麼解決不了的事。因爲「黎明前的夜晚總是特別的黑」。董事長！你放心~我們會一直挺著你、讓公司更爲茁壯，讓我們一起衝破那黑夜吧!!GO~GO~GO~

倫倫
瀚歆國際開發股份有限公司



Vicky Lin
Specialist- Shipping Dept.
11 years of work experience in TBS Group

Dear boss,

Looking back, I have entered TBS Group Corporate for the 11th year. I have given half of my time to this company. From a freshman until the present, personally speaking, TBS means not only a company but also a home for me. And Mr. George Wood is not only my boss but also my teacher, friend, and my mentor. He stimulates me to become mature and to search for excellence.

Refreshing my memory, I still remember when I met Mr. George Wood for the first time, I was feeling unsecured whether I was capable of doing this job well. I was often so fearful that I might be fired the next day. However, after the decade-long companion with him, I come to know that he is really a sweet, considerate and loving person, self-possessed and cool-headed. His vision is far beyond mine. As the President of TBS and the Chairman of Taiwan Sporting Goods Manufacturers Association, I highly respect his

achievement. What he has achieved is really beyond what I can do. I could only feel admiring and wondering how he can make such a great success.

Certainly, I sense his capability to make wise decisions on market strategies. He always does what he thinks is right. In business, he dares to make huge and courageous changes and overcome difficulties. 'Failure' is a foreigner for him. Privately, he shares his love and passion in helping others. He founded TBS Charity Foundation and regularly donates money to social welfare centers. In my personal circle, I know no one but him who has done so much for the under-privileged, the poor and other minorities. He once said that he prefers to help the wrong people but not to miss a chance to help the people in dire need. Urgent need waits for no one. Hardly do the ordinary people imagine a president who gains from others and gives back what he earns to the public. For him making more money is to help more people. Such broad and far-sighted vision assures my personal contribution to TBS. The efforts which I have made to TBS help not only the company but also many others in need. Personally, I feel my work is very meaningful.

However, since the last quarter, the global economic downturn also affects TBS. I happened to see George's frowning while he's alone; in opposite, in public he always keeps up the morale and encourages us from time to time. 'Never lose confidence!' he believes though the night appears particularly dark before dawn approaches. I would like to say 'President Wood, please bear no worry! I as well as many staff of TBS will be here all time to support you and TBS. For a better future, we will company you to pass through the dark nigh. Let's keep on working together!

Vicky
TBS Group Corportion

Our Commitment

瀚飲用心

打造健康休閒親子的各項器

材，除了不斷研發創新符合市場需求的

產品外，我們也在各項創新性的產品裡不忘申

請各項專利。此舉是爲了對智慧財產權及著作權的

尊重，並藉此保護相對的客戶及廠商之權益。除了第34

頁到第41頁的專利產品顯示外，我們更有超過200種專利產

品的存檔！另外在第384到第391頁的TBS Future-Tense系列

裡，我們要強調的是：以“持續研發”的精神，以“積極創新”的

態度面對及尋求“未來商機”，以產業的先驅者自許。

TBS group specializes in health, leisure, and family products. Not only have we always innovated products that meet market demands, but we have also made a point to apply for various patents. We have a focus on intellectual property and copyright issues, and this allows us to protect our “customers and manufactories”. In addition to the patents on pages 34 to 41 we have kept over 200 patents in our records. In the TBS Future-Tense from page 384 to 391, we emphasize that an “innovative spirit” and an “eager attitude”, are the tools to confidently face our “future opportunities”.

We always push ourselves to be product
pioneers in this industry.

我們的堅持