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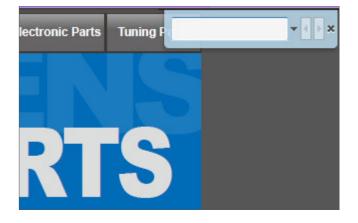
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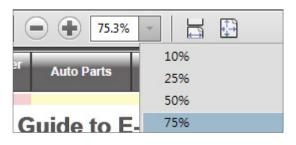
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By Michelle Hsu

The Tainan Furniture Museum, transformed from an idle furniture factory of Yung Shing Furniture Company, is the first private ecothemed furniture museum in Taiwan. Based in southern Taiwan, the museum's mission is to display and educate the public about Taiwan's furniture industry.

Wood furniture maker Yung Shing began to shift the focus of its manufacturing operations to southern China and considered disposing part of its Taiwan-based production lines during the later 1990s. The company then took Dr. Lu Yuan-hua's suggestion to transform its 10,000-square-meter plant into a museum. The Tainan Furniture Museum's preparatory office was established in the year 2000, with Lu as its chief designer.



With guidance from Dr. Lu Yuan-hua, the Tainan Furniture Museum has become the first eco-museum in Taiwan.

Lu, the chairman of Taiwan Furniture Properties Association (TFPA), says that the historic records of Taiwan's furniture industry's development over the past decades is fragmented and needs an institution to collect, compile, and reserve the historic documents in a systemic way. "That's one of the missions of this Museum," Lu said. In his view, Yung Shing is well qualified to take on this mission given the company's background as a senior surviving furniture maker that has witnessed all of the transformative stages in Taiwan's furniture industry.

Established in 1958, Yung Shing will soon celebrate its 60th anniversary. The company has continually adjusted its operations to cope with the changing business environment and market trends. The Tainan Furniture Museum, inaugurating in 2005, adds further value to the company, especially in terms of cultural inheritance and exhibition of Taiwan-made furniture items from different periods.

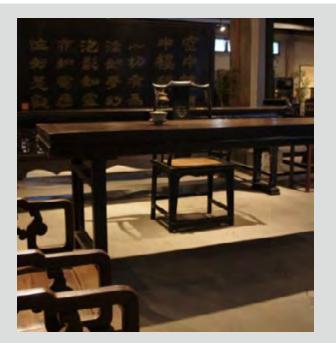


Several award-winning items are on display at the museum.

Preserving the History of an Industr

Lu praised the museum's collection of resources on the furniture industry. It records the continuous transition of Taiwan's small and medium enterprises (SMEs) over a halfcentury period and the retention and Online Product Index

operation of the complete industrial process in the sector. The museum well represents the SMEs thathave been the pillars of Taiwan's furniture industry as well as island's overall economy.



Antique furniture interprets the wisdom of Chinese furniture makers.

Lu believes that the museum does a good job in presenting the continuous innovation of the local furniture industry, as well as in educating the public and preserving the industry's heritage. Unlike the static display museum experience of the past, it represents an innovative change to traditional industrial museums in Taiwan.

Yung Shing entered entirely new ground when it decided in 2000 to turn its increasingly idle factory into a center for the preservation of Taiwanese furniture history. The manufacturer brought to the project a half century of history in the woodcraft trade, during which it has witnessed the industry's rise and fall. Feeling that the sector's heydays had past, the company got the idea to open a furniture industry museum.

"After all, we must have a history if we are to have a future," Yeh Tai-chin, a late cofounder of Yung Shing, said in his remarks at the Museum's inauguration. "Here, one can experience the power and tenacity of life, and from the relics of the past, we can understand their source," said Yeh.

Eco-museum

More than four years in the planning, the museum was conceived as an eco-friendly institution in line with other related cultural, leisure, and industrial activities in the area. Like an organism, it has continually adapted its pace to the pulse of the times and the development of creative industries.



The museum arranges seminars in conjunction with exhibitions.

The term "eco-museum" was originated in France, first coined by Georges Henri Rivière and Hugues de Varine, referring to a new idea of holistic interpretation of cultural heritage, in opposition to a traditional museum's focus on displaying specific items and objects. Comparatively, it's a museum focused on the identity of a place, largely based on local participation and aiming to enhance the welfare and development of local communities.

Eco-museums are an important medium through which a community can take control of its heritage and enable new approaches to make meaning from conserving its local distinctiveness. Globally, the eco-museum phenomenon has grown dramatically over the years, with no one eco-museum model but rather an entire philosophy that has been adapted and molded for use in a variety of situations. There are now about 300 ecomuseums in Europe. Whereas, the Tainan Furniture Museum is a Taiwan pioneer in this area. Online Product Index



Modern chairs are part of the museum's collection.

In addition to its main function's of "display, education, and recording," the Tainan Furniture Museum has teamed up with other Yung Shing subsidiaries to arrange a variety of furniture or cultural related activities, such as the Yung Shing woodworking school which offers regular woodworking training classes as well as DIY woodcraft-making activities on weekends; and the Yung Shing Cultural Hall, which arranges tea-tasting, flower arrangement, and other art activities.

The Tainan Furniture Museum brings a to its subject and seeks to invite the public to an experience of exploration through an interactive learning and environment and two-way communication.



The museum attracts visitors from near and far.

Diverse Displays

The Museum's display spans from Yung Shing's furniture items to other items that collectively cover a broad spectrum, highlight the various activities of the production line, and systematically introduce Taiwan's traditional wood craft and creative furniture industries.

The Tainan Furniture Museum is also part of a new trend in Taiwan's museum world, where institutions are gradually adjusting their role from one in which they preserve and display human culture, to one aimed primarily at collection, display, promotion of education, and research.

Lu thanked the many experts and scholars that have contributed to the museum's success, as well as the competent authorities for their encouragement and the museum community for its support.

The museum, however, knows that its job has just begun. The collection needs to be further built up and many aspects of the environment need to be improved. In the future, the museum expects to grow, learn, and become increasingly international in the years ahead.

TFMA/Furniture

TFMA Seeks to Revitalize Taiwan's Furniture Industry

Industry association is forming a cross-business strategic alliance to create a platform for resource integration

By Michelle Hsu

Online Product Index

Founded in 1973, the Taiwan Furniture Manufacturers Association (TFMA) has witnessed Taiwan's furniture industry through its ups and downs. Today, the association faces new challenges in its mission to help local furniture makers adapt to changing business conditions and stay competitive.



Chen Chang-hsiu, chairman of Formosa Design center, assumed the chairmanship of Taiwan Furniture Manufacturers' Association (TFMA) at the beginning of this year.

"With the furniture industry starting to revive from the downturn that started with the global economic slump in 2008, the TFMA has worked out several solutions to lead the industry forward," said Chen Chang-hsiu, who was elected as the Association's new chairman on January 2, 2015.

Chen says that the TMFA has launched a cross-business strategic alliance to serve as a platform to integrate resources and talent in the furniture industry and related fields. The alliance aims to help companies respond to the increasingly complex nature of their business, as local demand accounts for a growing share of sales.

"Domestic orders are generally smaller than export orders. They are also more complex and involved, requiring higher levels of professionalism across a number of business areas," Chen says.

The alliance was officially formed at a January 2 ceremony joined by representatives of the alliance members.



TFMA formed a cross-business strategic alliance as a platform for the furniture industry to integrate resources from various sectors.

Alliance Members

The eight founding members of the alliance are the TFMA, Taiwan Interior Design & Decoration Association of Commerce (TIDDA), Taiwan National Association of Interior Design (TNAID), Taiwan Kitchen Cabinet Development Association (TKCDA), Kitchen Union Association of Republic of China (KUAROC), Taiwan Woodworking Machinery Association (TWMA), Taiwan Good Design Association, and National Taipei University of Technology (Taipei Tech).

"It covers both the upstream and downstream segments of the industry," Chen noted. For example, the TFMA and the two kitchenware associations will play the role of suppliers for the interior decoration association (TNAID), while the Taiwan Good Design Association will work closely with them to work out good designs.

The TWMA and Taipei Tech will provide professional technical support and training services. The former is a specialist in innovative and precision woodworking machines, while the latter is a leading woodworking technology training institution in Taiwan.

"Work quality is an essential component in realizing the full value of a good design," Chen says. He means that the furniture Online Product Index

industry can't fully develop without sufficient support of talented workers. Chen also recognizes the importance of talent cultivation for Taiwan's furniture industry, which has suffered a shortage of labor supply for over the past two decades. Chen will encourage TFMA member companies to cooperate with Taipei Tech or other woodworking technology training institutes to train and employ talented workers.

TFMA Committees

The alliance will meet every three months, as well as hold an annual industry summit joined by industry leaders, scholars and experts to discuss the future development of Taiwan's furniture industry. Chen named William Chiang, chairman of Yung Shing Furniture Co., as convener of the TFMA's Public Relation Committee, responsible for handling the alliance's activities.

Under Chen's leadership, the TFMA has set up several new committees, including the Design & Creative Cultural Committee, headed by Walter Chiang, chairman of Walter-Barng Wooden Indus. Co.. Chiang has long advocated the establishment of a platform to help companies source designers for cooperation and showcase their works.



Design plays a key role in adding value to furniture.

Michael Ko, chairman of Como Furniture Ent. Co., was named the convener of Industry Upgrading Committee, which aims to promote the upgrading of Taiwan's furniture industry to a higher level with an emphasis on superior quality.

Sam Chen, chairman of Soflex Furniture Industry Co., will head the Exhibition and Marketing Committee, responsible for handling international exhibition affairs. Though Taiwan's furniture industry has become increasingly domestic-oriented, local furniture companies still hope to extend their global business networks. The TFMA organizes TFMA delegations to set up Taiwan pavilion at more than 10 international major furniture shows every year.

"Our efforts to promote exports by participating in international trade fairs is well recognized by the Bureau of Foreign Trade (BOFT), under the Ministry of Economic Affairs (MOEA)," said Chen. Under his leadership, the TFMA will become even more active in this aspect.

China and Vietnam

China and Vietnam are the two overseas areas with the closest ties to Taiwan in terms of furniture production. "China's furniture industry emerged at a time when Taiwan's furniture industry badly needed to extend production lines abroad to tap overseas labor and resources," said Chen.

Taiwan's furniture industry started to set up overseas factories in China from the 1980s, making great contributions to the rapid growth of China's furniture industry in the following two decades. "During the two decades since the early 1980s, Taiwan and China were in a perfect complementary relationship in terms of the furniture industrial structure: Taiwan needed overseas labor and industrial land and China needed investment and skills," observed Chen.

The complementary relationship led to a seamless connection between the furniture industries of the two sides. China's furniture industry, after two decades of rapid growth

from the 1980s, began to face growth bottlenecks in the mid-2000s. "The change pushed the Taiwanese furniture companies in China to adjust their business models. Some relocated production to Vietnam and some turned their focus on domestic sales in China.

Chen believes that China may gradually replace the U.S. and Europe as the largest market for Taiwanese furniture companies, either based in Taiwan or China" in the future. He feels that TFMA will therefore need to work out strategies to help its member companies explore the market in China.

The TFMA has two other committees in charge of China Affairs and Vietnam affairs, respectively. Vietnam is now the most important area for overseas investment by Taiwanese furniture companies. The TFMA even set up a Vietnam branch to serve its member companies there, headed by Nick Ho, chairman of C-C Co., a leading Taiwanese furniture company in Vietnam. Chen himself runs a furniture company, Formosa Design Center, located in central Taiwan. The company was one of the first in Taiwan's furniture industry to transform from a production-orient enterprise to a design-driven operation. It has also gained a reputation as one of the leading Taiwan brands in the furniture and interior design market.

Based on his successful experience in transforming his own furniture company, Chen is commonly regarded one of the best qualified people to head the TFMA and help Taiwan's furniture industry to reach a new peak period in the years ahead.

Formosa Design Center



The combination of furniture production and interior design is vital to the success of furniture companies seeking to promote business in the domestic market.



Dining Room Furniture

(Metal, Glass)

(Other Material)



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(Wood, Bamboo, Rattan)

(Metal, Glass)

(Other Material)

Hanaco Group Builds Success on Strong Commitment to Quality

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Founded in 2006, Hanaco Group is a world-caliber manufacturer and marketer of furniture, with a production base in China and a branch in Taiwan.

Despite its tender age of only eight years, Hanaco claims it is one of the few furniture makers that have integrated production capability, from material handling to furniture manufacturing, along with rich cross-strait sales experience. It is fully able, the company says, to serve clients with ample capacity, high production efficiency, consistent quality, and timely after-sale services.

The group has a capitalization of US\$10 million and employs more than 800 workers at its China manufacturing base, which occupies an area of some 90,000 square meters and is able to turn out enough furniture to fill 200 forty-foot containers a month. Around 80% of the firm' s products are currently exported to Japan, with the remainder going to Europe and the U.S.

Hanaco takes particular pride in its highly integrated production, with complete lines of equipment turning for melamine processing, PVC and PU lamination, vacuum forming, sheet metalworking, powder coating, plastic injection molding, fastener and hardware manufacturing, and packaging. This unparalleled integration has helped the company establish a high profile in the industry.

A strong commitment to quality is another element in Hanaco's success. The company carries out strict quality control measures throughout the production process, and its manufacturing base has won ISO 9001 and ISO 14001 certification in an effort to assure customers of the best quality and added value. The manufacturer also pays strict attention to R&D, and is well able to develop new products in cooperation with customers.

The firm's product lineup covers living room furniture, office furniture, desks, storage cabinets, bathroom furniture, dining furniture, racks, grid shelves, special crafts for home decorations, and other quality products.



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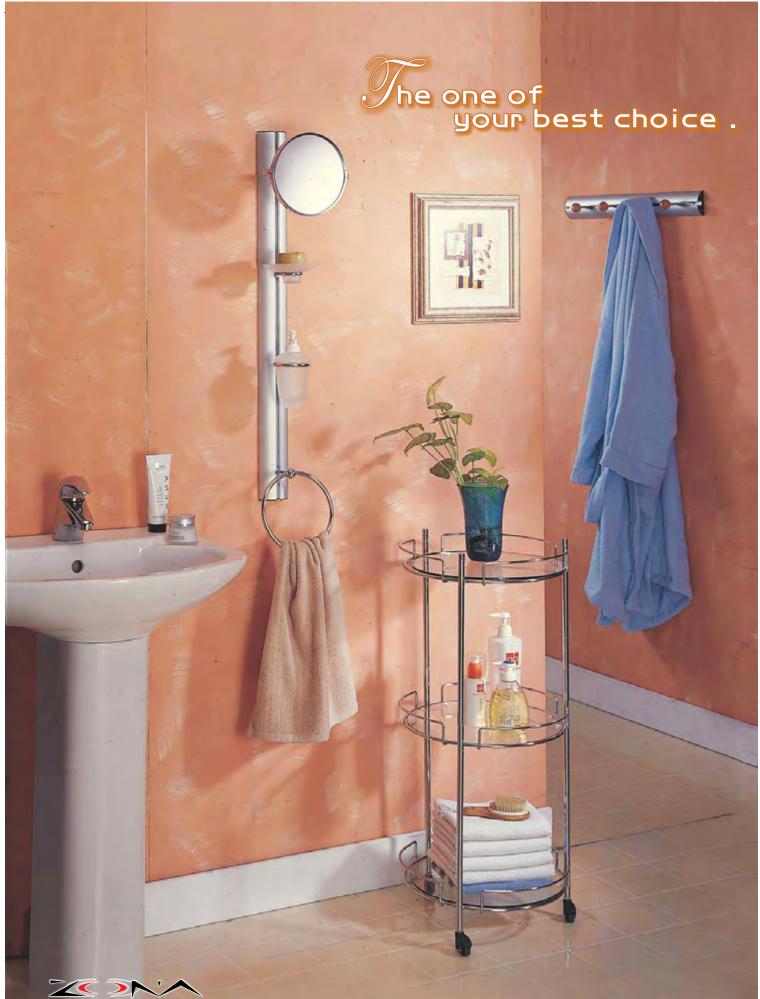
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To stay competitive, Taiwan-Peg constantly enhances its know-how, R&D, and innovation with the aim of providing ever-better products. In addition to standard products, the company also turns out customized products based on customers' special orders.



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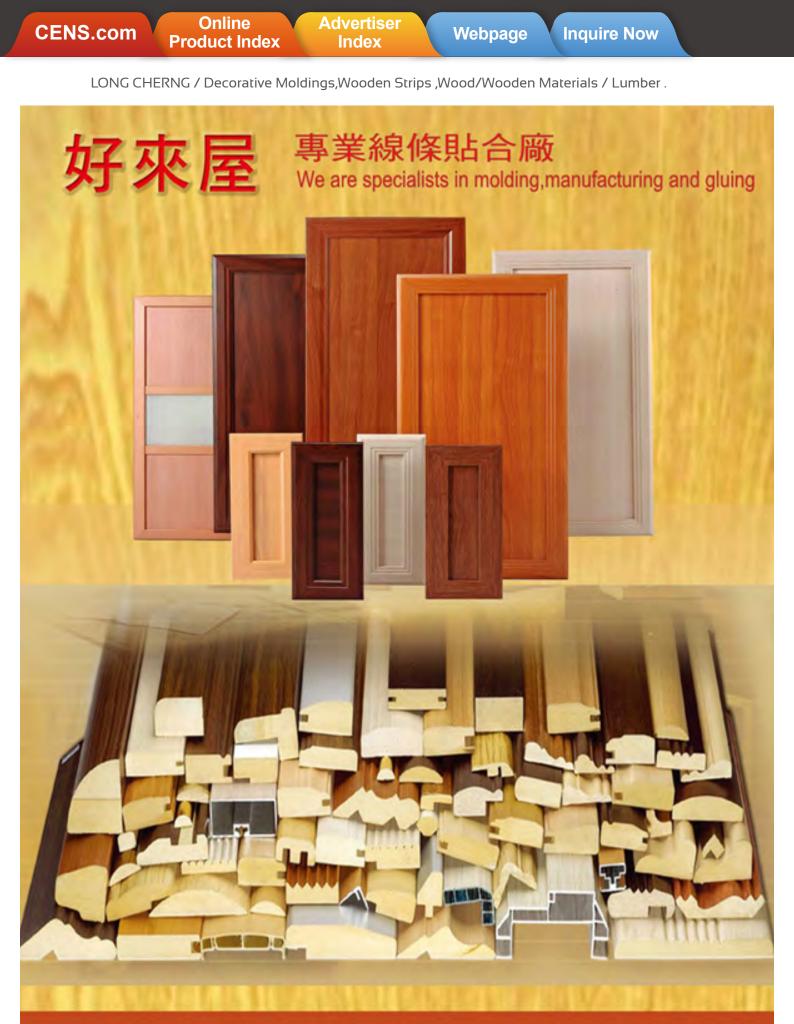








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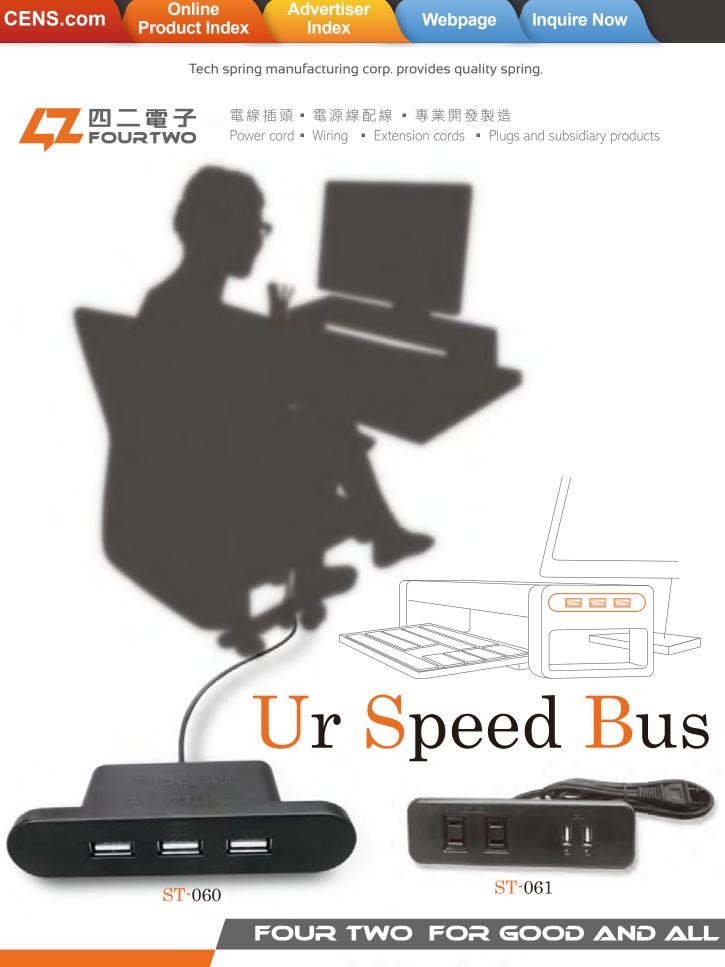
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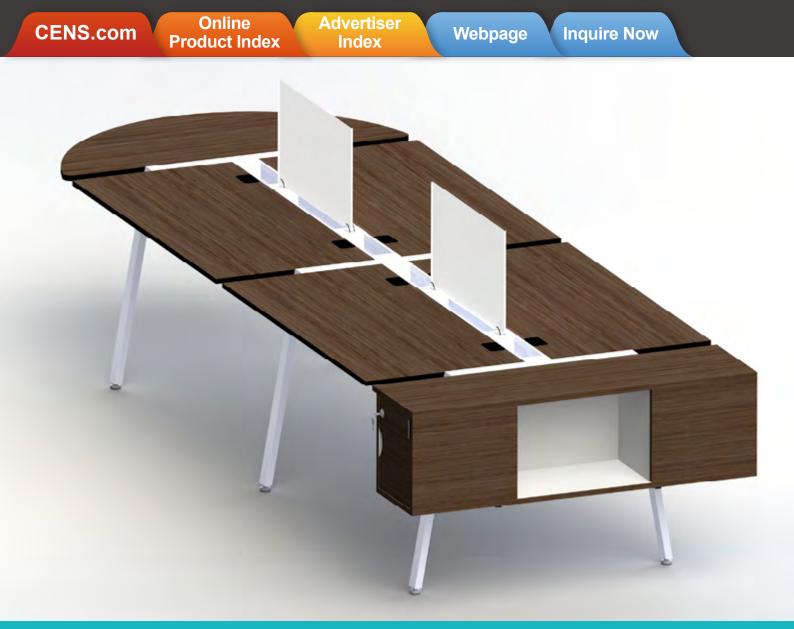
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MODEL: DK-58S Joy-series Study Desk

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- Size : W-90.5cm*D-69cm*H-74cm
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- Quick-release lock for simple, smooth adjustment
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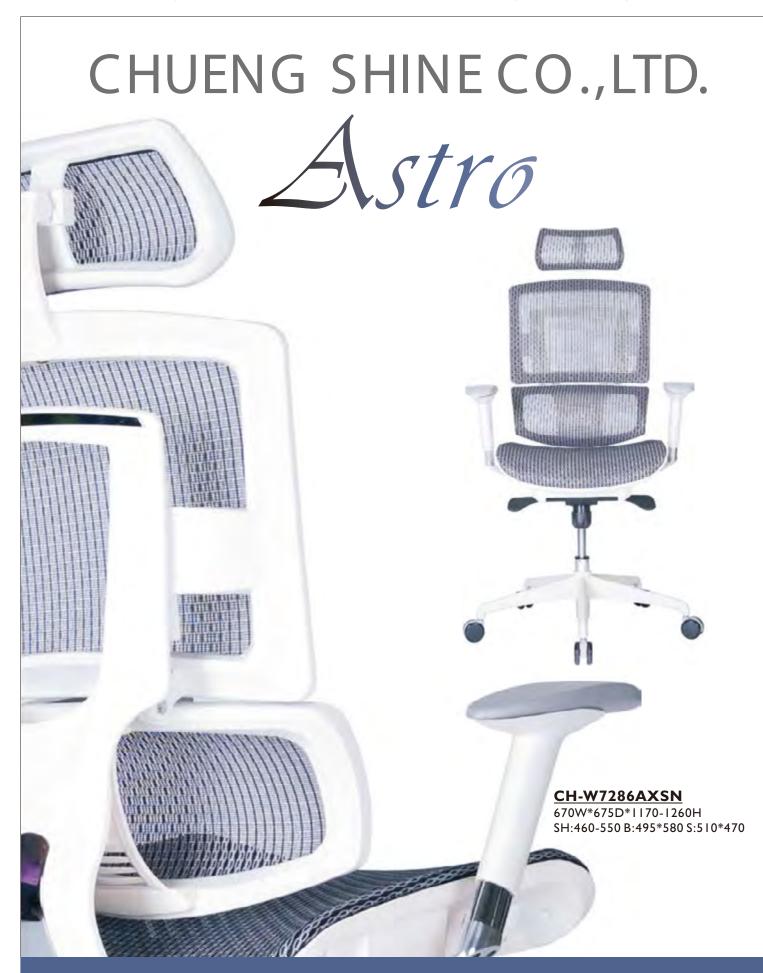
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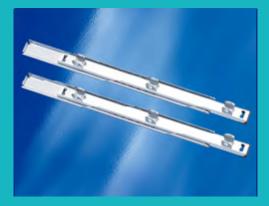


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