



錦紅投資股份有限公司

Chin Hong Investments Corporation Pty Ltd
ATF Chin Hong Investments Trust

負責人 Owner : 溫錦文 Wen, Chin-Wen
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推薦單位 Recommended by :
駐布里斯本台北經濟文化辦事處 洪振榮處長
營業項目 Business Items :
不動產物業投資
Property Investment
產品名稱 Main Products :
大型購物商場及加油站租賃管理
Shopping Centres and Service Stations



董事長 溫錦文先生
Chairman : Wen, Chin-Wen



www.chinj.com.tw



● 公司大門全景 Company Overview



● 澳洲境內計有8座大型購物商場、4座加油站
Chin Hong Group owns eight shopping centers & four service stations



● 辦公室全景 Office Overview



● 社會公益 Public Welfare

錦紅投資以在地化經營為要旨，為深耕集團在地經營，穩固企業發展基礎，除積極與當地專業物業管理公司、會計師、律師及其他相關專業團隊共同合作，以降低跨文化管理及文化差異問題外，並充分了解當地法規，內化為企業文化，更成為僑商之典範。

立足澳洲，運籌帷幄

1997年溫錦文董事長為了栽培小孩讀書，舉家移民澳洲，並於當年開始尋找收益穩定之投資標地，適逢當時國際油價尚低，經多方評估後，其認為於澳洲投資知名品牌之加油站極具穩定收益，故於1、2年間收購了17座加油站，如Shell, Caltex, 7-Eleven 等品牌直營及加盟加油站。

2002至2003年溫董事長意識到加盟業者要求逐年降低租金，且當時油價有逐漸走高之趨勢，其認為需要分散風險，且澳洲內銷景氣增溫，故調整投資策略，轉向投資大型購物商場

(Shopping Centres)，並訂下每1~2年購入一座購物商場之目標，故於2002至2018年間持續擴張事業版圖，迄今已購入8座大型購物商場，預計近期內將邁向第9座商場。

發揮產業魅力，提供創業與就業機會

錦紅投資於澳洲主要經營項目為購物商場投資，為達到商場發展之多樣化目的，並提升商場特色及商店之多樣性，除積極擴建商場及翻新工程，活化地方商業，以成為具主題性特



● 溫董事長號召僑界參與昆士蘭台灣盃高爾夫球聯誼賽
Mr. Wen appeals Taiwanese community participate the Queensland Taiwan Cup



● 尾牙 End of year party

色商場，並以招攬不同類型租客，吸引不同消費族群，以提供購物者舒適、寬敞、便利、無障礙及安全之購物空間，藉此提高商場價值及收益，帶動該地區產業轉型發展，進而為當地居民及臺籍僑胞提供新的創業與就業機會。

手指頭伸出來，雖然長短不一，但都不會差很多

溫董事長年輕創業時，母親曾向他說：「手指頭伸出來，雖然長短不一，但都不會差很多」。當時，母親提點溫董事長將來創業有成時，要考慮到自己的兄弟姊妹，盡自己的能力來扶持他們，才能使家庭和諧。溫董事長更將這個道理延伸到自己的企業及國家社會，互相幫助扶持，一起成長獲利，如同魚幫水、水幫魚，命運共同體的思維，企業才能永續經營。其座右銘是「後進」，源自於溫董事長父親的言教與身教，主要勉勵一代要比一代優秀、進步。



● 溫董事長於臺灣盃高爾夫球聯誼賽主持開球
Mr. Wen participated Taiwan Cup Tee Shot ceremony

熱心公益、回饋家鄉

溫董事長熱心公益，對社會貢獻良多，具體事例包括：2010年底接連洪水侵襲澳洲昆士蘭，溫董事長參與捐助布里斯本市長基金會，用以協助2011年布里斯本水災重建；2012年成立臺灣慈善基金會並擔任董事長，贊助主流與僑社各項重要活動不遺餘力；配合僑務委員會出任昆士蘭僑界關懷救助協會會長，協助照護需要關懷之僑胞與旅外國人。長期配合駐處於雙十國慶期間籌辦臺灣盃高爾夫球賽及臺僑聯合慈善晚會，並每年固定捐助慈善基金會，以協助此間弱勢團體，歷年累積捐輸金額逾AUD 36萬(約新臺幣830萬)。關懷照護我臺籍年長鄉親，2014年9月開辦臺灣長青活動中心，目前會員逾400人，並號召僑社專業志工服務長者，照護年長鄉親，該中心已順利通過澳洲聯邦政府認定登記為長者照護機構，日後將嘉惠更多僑社鄉親。▲

With a focus on “localization”, Chin Hong Group is committed to complying with local regulations and urging all employees to adhere to strict codes of conduct. In order to deepen the Group's local operations, and to stabilize the company's development foundation and understand the local corporate culture, Chin Hong Group actively cooperates with local professional property management companies, accountants, lawyers and other relevant professional teams. The ultimate goal is to be internalized as a corporate culture, and can become a model for Taiwanese businessmen.

Based in Australia, relying on strategy

In 1997, Mr. Wen, Chin-Wen immigrated to Australia for the children's education, and at the same year began to look for profitable investment targets. At that point, the international oil price was remained to low point, after multiple evaluations, it was believed that the investment in a branded gas station in Australia had a stable income prospect. Therefore, Mr. Wen acquired 17 gas stations within two years, such as Shell, Caltex, 7-Eleven and other reputable brands.

From 2002 to 2003, Mr. Wen realized that the franchise owners commenced to request for rent reduction, meanwhile, the oil price has gradually reaching to high point. Mr. Wen was aware that it was necessary to spread the risk. In addition, it was observed that the domestic sales situation in Australia has increased, hence, the investment strategy has to be made adjustment. After deliberate consideration and assessment, he decided to engage in investing shopping centre. Mr. Wen also set a target to purchase one shopping centre by every 1~2 years. At the present, Mr. Wen owns eight shopping centres and the ninth is expected to achieve in the near future.

Dedicated to the charm of the industry, providing opportunities for entrepreneurship and employment

The main business of Chin Hong Group in Australia is investment in shopping centres. In order to achieve the purpose of diversification of shopping centres, Chin Hong Group is actively expanding the scale of the centres and conducting the renovation project to develop local businesses, and also establishing themed shopping centres to attract different types of tenants as well as consumer groups. In addition, the Group provides shoppers with comfortable, spacious, convenient, accessible and safe shopping spaces, thereby enhancing the value and benefits of the centres and driving the transformation and development of the local's industries, serving Australian residents and Taiwanese community. Subsequently, it provides new entrepreneurial and work opportunities.

When each finger sticks out, although the length is not the same, it will not be too different.

When Mr. Wen was young, his mother talked to him: "When each finger sticks out, although the length is not the same, it will not be too different." At that time, his mother reminded Mr. Wen that in the future, when he had a successful career, he should do his best to take good care of his siblings



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and make harmonious family. Mr. Wen applies this principle to his own business and the national society, and he requires all employees and managers in the group to maintain harmonic atmosphere and help each other to make a contribution and also sustainable development to the group. Mr. Wen's motto is "succeeding generations", which is derived from the teaching of his father, who remind Mr. Wen to encourage the next generation to be better than the previous generation.

Enthusiastic about charity and giving back to hometown

The chairman of Chin Hong Group Wen, Chin-Wen is enthusiastic about public welfare and has contributed a lot to the society. Specific examples include: (1) in the end of December 2010, severe flooding hit Queensland, including the capital of Brisbane, more than 3/ 4 Queensland's area was declared as disaster area. Mr. Wen participated the Mayor's Foundation in Brisbane to make donation and assist in the reconstruction of the residents and victims in 2011; (2) In 2012, he established the Queensland Taiwan Charity Foundation and served as the chairman. He proactively sponsors the major and important activities or events of the Taiwanese community, continually cooperating with the Taiwan community to organize the Taiwan Golf

Cup Tournament and the Taiwanese Community Charity Banquet at National Day. Until today, Mr. Wen has contributed at least AUD\$36,000 (about NTD\$830,000) to the Foundation by assisting other non-profit organizations to help more people. In September 2014, the Taiwan Evergreen Activity Centre was established by Mr. Wen. The main mission of the centre is to provide good care and assistance to the elderly Taiwanese in Brisbane. The centre has been granted by Australia Government as a qualified Aged Care Institution, and there are more than 400 members has joined the centre. Mr. Wen believes that the aged care institution will create benefit and give a strong coherence to all Taiwanese community in Brisbane. ▲



● 號召僑界支持臺灣參與WHO 2018世界衛生大會
Mr. Wen appeals Taiwanese community support Taiwan participate 2018 WHA



經營不動產物業投資，擴建具主題性特色商場，以招攬不同類型租客，吸引不同消費族群，提供寬敞便利無障礙之購物空間，帶動地區產業發展，提供創業與就業機會。負責人積極參與並贊助各項僑社活動，協助當地弱勢團體，對僑界貢獻頗巨。

Manages estate investments and expands theme malls to canvass different types of tenants and attract various consumer groups. Provides spacious, convenient and accessible shopping spaces to promote local industry development and provide opportunities for start-ups and employment. The superintendent actively participates in and sponsors different overseas compatriot activities, assists local vulnerable groups and contributes significantly to overseas compatriots.