



和泰電子（馬）有限公司

HOTAYI ELECTRONIC (M) SDN. BHD

負責人 Owner : 李鴻隆 Dato Lee Hung Lung
 地址 Address : Plot 100 Lorong Perusahaan Utama
 Kawasan Perindustrian Bukit Tengah, 14000 Bukit Mertajam,
 Penang, Malaysia

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推薦單位 Recommended by :

馬來西亞台灣商會總會

營業項目 Business Items :

專業製造電子消費產品、汽車產品、通訊產品、工業電子產品等高科技產品

Electronic Manufacturing Service (EMS), Design For Manufacturing (DFM)

產品名稱 Main Products :

生產製造硬盤、記憶卡、隨身碟、汽車產品、音響、通訊產品、工業用品、伺服器

Manufacturing product of Storage Device (SSD, DRAM, USB) , Automotive, Hi Fi, Communication, Industrial Equipment and Server.



董事長 李鴻隆先生
 Chairman : Dato' Lee Hung Lung



www.hotayi.com



● 公司大門全景 at Bukit Tengah Company outlook



● 產品 Product



● 辦公室全景一隅 Office



● Hotayi 經營團隊 Management team

1992年，正值臺灣政府推動南向政策，李鴻隆董事長單槍匹馬越洋南下馬來西亞，在檳城成立了Hotayi Electronic (M) Sdn. Bhd.，李董事長親身帶領團隊發揮了臺灣一步一腳印的企業精神。

Hotayi走過26載歲月，經歷了創業、守業、發展三個階段，用風雨同舟的相守，開拓創新的勇氣，把一個名不見經傳的一條SMT生產線，發展成爲一個“Smart Manufacturing”智慧型製造業引領先驅。

無燈化生產

系統化、標準化、簡單化成爲工廠邁入智慧型製造基礎。2004年，Hotayi成功把工程師和技術員的工作移轉予作業員。工程師的使命是把複雜的工序標準化及簡單化，再交予作業員執行。成功把企業高科技的技術轉型至專家工程，作業員游刃有餘。

2004年至2007年，工廠成功在馬來西亞實踐無燈化生產。2007年，系統再整合成Shop

Flow System，工廠系統再凸顯其智慧型製造業。這一系列的系統研發及整合都是內部軟體工程師自行開發。Hotayi提供了完整的生產方案及附加價值給客戶。生產線的追蹤系統透過客戶的驗證，Hotayi能夠在24秒中提供客戶所需要的資料。

智慧型製造是工廠的獨特性價值，無形中降低了生產成本，提高生產率及提高工廠的競爭力。相同的產能，與同行業比對，人力的使用是同行的四分之一，這無形中鞏固了Hotayi的製造能力及競爭力。

SONY



● 卓越事蹟（獎座、獎狀）Quality and Service Awards

Hotayi on The Hill

Hotayi一直秉持著不斷的技术創新，提升附加價值，提升競爭力，成為客戶的長期合作伙伴。如今，跨入工業4.0時代，公司在檳城峇都加灣另開闢製造基地 – Hotayi on the Hill，用智慧築夢，是全體員工共同創造的智慧結晶。

人類因夢想而偉大，企業因文化而繁榮。公司不斷深化企業文化的內涵，將文化力轉化為生產力，在新的起點上實現新跨越，實現公司的夢想—「智慧型製造，走入國際」。

誠正信實

Hotayi 堅信生產技術的創新能戰勝外部的經濟環境，企業才能永續經營。公司業績不斷的成長及26年來客戶的護持，是客戶心目中長遠的事業夥伴。李董事長以誠與情對待公司的員工，提供平台讓員工認購股權，讓員工共享成果，樹立了良好的企業形像。Hotayi 團隊今

天的努力為明天的夢想創造奇跡！李董事長本身面對事情時對細節的瞭解及掌控，務求事情達到最佳效益，經常提醒員工「魔鬼藏在細節中」。自創業以來，難免碰到阻礙和挑戰，但靠著意志力及堅持才有今天的Hotayi。因此也要求員工務必以誠正信實的精神待人、待事，企業才能永續經營。

取之以社會，用之以社會

李董事長秉持「取之以社會，用之以社會」，熱心捐助教育、醫療、慈善、賑災等，以實際行動回饋社會及國家，行善造福，將善念化為永恆的善行。李董事長為人古道熱腸，熱心公益活動，不吝解囊相助，建立臺商與當地政府的橋樑，深受各界好評，更是活躍於馬來西亞臺灣商會及承擔多項理事，為商會等付出奉獻。且不只積極在事業，對社會責任更是不遺餘力，盡心盡力的付出，為臺馬經貿、外交、文化付出。▲



● 卓越事蹟（獎座、獎狀）Quality & Service Awards



● 員工旅遊 Welfare

In 1992, when the government of Taiwan launched the New Southbound Policy, Dato Lee came to Penang, Malaysia, and founded Hotayi Electronic (M) Sdn Bhd. With a strong Taiwanese entrepreneurial spirit, Dato Lee built the company with a solid foundation and led the team with confidence and great endeavor.

Taking on the challenges in the early stages of the company, and with hard work, Hotayi Electronic has transformed from a single, simple SMT production line into a "Smart Manufacturing" factory over the past 26 years.

Light Off Production

"Systematization, standardization, and simplification" is Hotayi's reason of success in becoming a "Smart manufacturing" factory. In 2004, Hotayi started to standardize and simplify complicated engineering work for the ease of operations, allowing operators to perform work previously done by engineers.

From 2004 to 2007, the factory successfully practiced "Lights Off Manufacturing."

In 2007, old systems were combined into the Shop Flow System, enhancing Hotayi's Smart Manufacturing. These system developments and integration were all done by internal software engineers.

Hotayi provide a complete manufacturing solution and value added services to its customers. Hotayi's proprietary tracking system is able to provide information that the customer requires in 24 seconds.

Smart manufacturing is a unique value in a factory; it reduces production costs, increases productivity and competitiveness in the industry. This allows the same production capacity using only one quarter the manpower within the same industry. This demonstrates the manufacturing capabilities and competitiveness of Hotayi.

Hotayi on the Hill

Hotayi is constantly creating technological innovation, enhancing value added services, increasing competitiveness and developing a long-term relationship with customers. In the current era of industry 4.0, Hotayi has expanded and built its 2nd factory in Batu Kawan, Penang. The new plant: Hotayi on the Hill signifies the great visions of the company.

Honesty and Faithfulness

Humans are great because of their dreams, and companies prosper because of their culture. Hotayi continues to deepen the company's culture and transforms this cultural awareness into better productivity, taking the leap towards achieving intelligent manufacturing and entering the global market. Hotayi firmly believes that innovation in manufacturing technology can overcome all the external economic uncertainties and allow the company to continue to grow. Hotayi has built a long-term relationship with all the business partners through the 26 years of continuous growth, as well as the support from customers. Dato Lee treated the company's team members with honesty and affection, and offers stock options to the team members to share

the profit, establishing a good corporate leadership in the market. It is the team's efforts which made the dreams a reality. Dato Lee is very detail oriented and always reminds the Hotayi team that the devil is in the details. Since the establishment of the company, Dato Lee has encountered many obstacles and challenges, but relying on his willpower and persistence, he was able to overcome them and build Hotayi into what you see today. Dato Lee also encourages the Hotayi team members to be honest and faithful towards other people and their work to ensure the company's continual success.

Social Responsibility

Dato Lee maintains an attitude of gratitude towards society and has been giving back to the communities through generous donations towards education, medical care, charities and disaster relief over the years. He believes that giving back to society is the most valuable and important thing one can do to impact society and cultivate a culture of Philanthropy. Dato Lee's warm-hearted enthusiasm towards social care, charity, education

and medical care helped build a stronger bridge between Taiwanese businessmen and the Malaysian local government. Dato Lee is very active in the Taiwan Chamber of Commerce in Malaysia and has made multiple contributions to the Chamber of Commerce. He is the vice president of the Malaysian Chamber of Commerce in Taiwan, the president of the Taiwan Chamber of Commerce in Penang, Malaysia, the overseas Chinese consultant, the director of the Asia-Taiwan Chamber of Commerce, the director of the Kuala Lumpur Taiwan School, the director of the Penang Taiwan School, and has contributed to the Taiwan School association, education group, Tzu Chi Foundation and the Penang Alumni Association of Taiwan Universities & Colleges; contributing to Malaysia and Taiwan's economy, diplomacy and culture through all these years. ▲



● 員工旅遊 Welfare



綜合評語
Commentary

導入智慧生產，引用e化管理，產品多元，勇於求新求變。對於臺馬經貿及外交均有實質努力，在檳城大幅投資，建立製造基地，勞資互動良好，管理制度堪稱台商在當地之楷模，且熱心當地慈善公益，積極參與台商會及資助各項活動，足為表率。

Introduces smart production and e-management to manufacture various products, and boldly pursues innovation and change. Hotayi contributes substantially to economic, trade and diplomatic relations between Taiwan and Malaysia. It has built a manufacturing base with considerable investments in Penang and maintains a management system creating good labor-management interactions, which can be regarded as a model for local Taiwanese businesspeople. Hotayi also contributes to local charities enthusiastically, participates in the Taiwanese Chamber of Commerce, actively sponsors all activities and should be recognized as a model.