

## 迎向未來：東森國際(股)公司

### Eastern Media International Corporation

<http://www.emic.com.tw>



企業面對未來，多角化是必然的走向，須洞悉市場先機以開發新市場，從現有領域去擴大事業範圍。經營企業不進則退，不能只看到眼前，要看到未來的環境變化與企業的發展優勢及潛在問題。

Diversification is inevitable. We need to sense opportunities in the market place in order to expand into new business areas. We should not just look at the present, but into the future for possible changes in the environment, the possible development of enterprises and any hidden problems.

**根**植於倉儲及航運事業，東森國際股份有限公司有30餘年穩健經營累積的企業歷史。

1981年，鑑於國輪公司因船舶泰半老舊，經常發生機件故障、船期延誤及穀物水濕、短損等情事，而未能提供雜糧業較佳服務，使業者遭受嚴重損失，乃決定集資委由中國造船廠建造大型散裝貨輪，承辦海洋運輸業務，供業者掌握船期，調節市場供需，並於日後持續擴大船隊規模。

基於多年卓越之經營成效，股票於1995年在台灣證券交易所掛牌上市。其間為充分利用國際資本市場資金，並配合政府亞太營運中心之政策，於百慕達、巴拿馬、香港及德國等地設立子公司，積極推動海外子公司群在國際市場的運作，加速成為國際化企業。目前採自有船與租傭船兩種營運方式經營，營運船舶計10餘艘，屬台灣頗具規模之巴拿馬極限型散裝貨輪營運公司。

為積極創造傳統產業之最大投資效益，東森國際以「發展高服務加值型及高資產報酬型事業體」為核心策略，積極展開多角化經營，先後跨入營建、有線電視、媒體、通訊、大宗物資貿易、消費性商品開發及休閒觀光等業務，構建價值型產業控股公司，再創東森國際下一個30年發展的高峰。





Eastern Media International Corporation (EMI) was founded more than 30 years ago and has its roots in the grain silo and marine transport business.

In 1981, EMI solicited funds and placed an order with China Shipbuilding Corporation for its first large bulk vessel. The company now operates more than ten Panamax-size bulk cargo ships, combining its own fleet with leased vessels and is the largest Panamax-size bulk carrier in Taiwan.

To maximize its investment, EMI made “development of value-added service and high-asset return” its core strategy and actively engaged in the diversification of its operations. The company went into, construction, cable TV, media, communications, leisure and consumer products. It is dedicated to providing great service in these new business areas in order to transform it into an international holding company.



本公司屬輪通過巴拿馬運河。

A ship of Eastern Media International passed through the Panama Canal.