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Top 20 Taiwan Global Brands 2008

For the 6th year running, Taiwan's leading brands help increase Taiwan's global competitiveness

The race is complete. The results are in. In this record-breaking Olympian year, the top twenty Taiwanese global brands by brand value have brought home the gold. The top ten on the list, you could say, were first among equals.

"I'm pleased to announce that the aggregate value of the top ten Taiwanese brands, comparing this year's figures with those in 2003, shows a staggering increase of 95 percent to US\$7.5 billion," says Stuart Green, managing director of Interbrand, the world's brand experts who conducted the study. "To put this in context, the value of the top ten leading brands worldwide – a list that includes names like Coca-Cola, Microsoft and IBM – rose by only 6.5 percent over the same period."














Collaborating with the Taiwan External Trade

Development Council and BusinessNext magazine, Interbrand adopted key aspects of its proprietary judging system to come up in Taiwan with this year's top twenty list. To be considered, each company, to which a brand belongs, had to be publicly listed; earn at least one-third of its brand revenues outside of Taiwan (20 percent of its revenues had to come from its own brand and originate in Taiwan or be owned by a listed Taiwanese company). Additionally, the brand itself must have been registered for at least three years.

To evaluate the top 20 brands, the total value of which was assessed this year at US\$9.1 billion, up three percent over last year, three general criteria were used. One: financial analysis whereby judges forecast for the next five years the percentage of company revenue that can be attributed to the brand. Two:

demand analysis whereby judges identify the position of the brand in the minds of consumers. And three: brand-strength analysis whereby judges measure the risks of a brand against earnings forecasts. At the end of the process, a "net present value" was assigned to each brand which Interbrand believes "comes closest to representing a brand's true economic worth."

Without further ado, meet Taiwan's top 20 global brands. We think you'll agree with Interbrand's Green when he says "branding has enabled Taiwanese companies to compete on an entirely different level, enabling them to consolidate their hard-earned reputations in many different sectors and engage directly with consumers."

Rank 2008/2007	Company Name and Logo	2008 Brand Value (US\$ millions)	2007 Brand Value (US\$ millions)	Description
1 2	TrendMicro 	1,326	1,142	Specializing in software security for businesses worldwide, the company has already captured more than 10 percent of global market share.
2 1	ASUS 	1,324	1,196	Since its launch in 1990, this computer maker has "rocked the PC world" with products known for "affordability, portability and sleek design."
3 3	Acer 	1,265	1,069	The growth rate last year of this leading global PC brand was impressive by anyone's standards: 53.8 percent year-on-year.
4 4	HTC 	1,202	1,035	With the successful launch of its "Touch Diamond" phone series, this mobile communications leader took brand awareness to new heights.
5 5	MasterKong 	793	726	The king of instant noodles, ready-to-drink teas and bottled water communicates a consistent brand message across Greater China.
6 8	Maxxis 	346	309	A tire maker that distributes its products in more than 150 countries prides itself on communicating brand quality directly with customers.
7 6	D-Link 	344	347	Recognized globally as an innovator in design, development and manufacturing digital networks, the brand is established in more than 170 countries.
8 7	Zyxel 	334	321	This supplier of Internet connectivity devices has established a name for itself as a "green enterprise" known globally for eco-friendly products.
9 11	Synnex 	304	269	Though branded as a "3C" (computer, communication, consumer electronics) channel distributor, it's now also in telecoms and distributes worldwide.
10 13	Advantech 	299	234	Manufacturing industrial computers and peripheral equipment was just the start for this brand; now it strives to lead the industrial PC (IPC) sector.
11 12	Giant 	282	248	A true giant in the world of bicycles, the brand supports celebrated bicycling events like the Tour de France and envisions itself as "The Best Bicycle Company in the World."
12 9	Johnson 	260	302	With profit margins set to improve on its high-end products, this brand exercises power and strength in the fitness equipment business.
13 16	Transcend 	244	184	The annual average growth rate of this maker of flash memory and related electronic products is a whopping 45 percent.
14 15	Uni-President 	200	187	Taiwan's largest food conglomerate has increased brand awareness by serving as the exclusive instant-noodle sponsor of the Beijing Olympics.
15 18	Merida 	185	99	Already recognized as one of the world's top bicycle makers, the brand now builds awareness by sponsoring cycling events and professional athletes.
16 -	Danze 	160	-	This is the premium, high-margin brand of bathroom fixtures and plumbing accessories whose revenues last year increased six-fold to US\$60 million.
17 19	Genius 	114	98	Genius thinking in branding its computer mouse, Web cameras, pointing devices and other PC products has paid off royally in prestigious awards and global sales.
18 20	Depo 	63	74	The brand slogan: "Perfect Auto Lamp, Perfect Safety" sums up the promise of this established car-lamp maker: "quality, perfection and safety."
19 -	MSI 	50	-	One of the world's top five server manufacturers is dedicated to enhancing the end-user's "personal digital life experience."
20 -	Biostar 	46	-	A power house in the world of motherboards, video cards and industrial PCs has further distinguished itself by offering performance enhancement products unique in the market.