





Pou Chen Group, the largest branded athletic and casual footwear manufacturer in the world, is an OEM/ODM for major international brand name companies such as Nike, adidas, Reebok, Asics, New Balance, Puma, Converse, Merrell, Salomon, and Timberland.

The Group is the only one footwear manufacturer who is competent to serve more than 60 international footwear brands simultaneously. The Group can produce over 300 million pairs of shoes per annum; accounts for approximately 20% of the combined wholesale value of the global branded athletic and casual footwear market.

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Vision



Our Mission

To be the best sports gears producer and distributor. We build value for our customers, employees, investors, suppliers and communities by constantly providing world class products, services and solutions; and by leading as a socially and environmentally responsible corporate citizen

Our Objective

To be the most valuable solution provider in footwear supply chain.

Our Focus

- > Treasure talents, connect people, build industrial CSR leadership
- Instate future manufacturing excellence model
- Elevate supply chain efficiency and innovativeness
- Achieve end-to-end business success in China



1992

1994

Mílestone

1969	Pou Chen was established in Taiwan with canvas and rubber footwear as major products
1978	Pou Chen started to produce athletic footwear
1983	Pou Chen successfully turned to be the original design manufacturer from simply original equipment manufacturer
1988	Yue Yuen established in Hongkong and set up the first production in China
1990	Pou Chen has its stock traded on the Taiwan Stock Exchange
1002	Pou Chen Group expanded its production bases to Indonesia

Pou Chen Group expanded its production bases to Vietnam

Yue Yuen has its stock traded on Hongkong Stock Exchange



Mílestone

Pou Chen Group diversified into electronics industry by investing GBM

Pou Chen sold 67 companies to Yue Yuen for "upstream" vertical integration

Yue Yuen was named as one of the constituent stocks of Morgan Stanley Capital Investment Standard Series (MSCI) and the Hang Seng Index

Pou Chen turned to be an industrial holding company

Pou Chen Group's HQ and the Taichung Windsor Hotel inaugurated in Taichung

Pou Sheng has its stock traded on the Hongkong stock exchange

Pou Chen Group disposed 40% stake in GBM through public stock auction

敬業 忠誠 創新 服務

2006

2008

2010



Locations





Pou Chen Indonesía

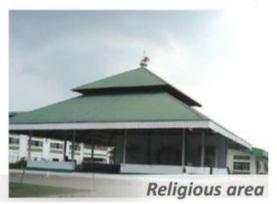




Pou Chen Indonesía









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