



Company Profile



敬業 忠誠 創新 服務



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.



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



Milestone

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
1992	Pou Chen Group expanded its production bases to Indonesia Yue Yuen has its stock traded on Hongkong Stock Exchange
1994	Pou Chen Group expanded its production bases to Vietnam



Milestone

1999	Pou Chen Group diversified into electronics industry by investing GBM
2002	Pou Chen sold 67 companies to Yue Yuen for “upstream” vertical integration
2003	Yue Yuen was named as one of the constituent stocks of Morgan Stanley Capital Investment Standard Series (MSCI) and the Hang Seng Index
2004	Pou Chen turned to be an industrial holding company
2006	Pou Chen Group’s HQ and the Taichung Windsor Hotel inaugurated in Taichung
2008	Pou Sheng has its stock traded on the Hongkong stock exchange
2010	Pou Chen Group disposed 40% stake in GBM through public stock auction



Locations





Pou Chen Indonesia



- In 1992, the Group established production facilities for its footwear business in Serang, 60 kilometers of Jakarta.
- In 2007, the Group established production facilities for its footwear business in Cikember, Sukabumi, Jawa Barat.
- In 2008, the Group set up production facilities for its footwear business in Sukalarang, Sukabumi, Jawa Barat.





Pou Chen Indonesia





Thank You!

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