

蔣震博士
主席

Dr. Chen CHIANG
Chairman



客人所要的，
就是我们要做的。
—— 蔣震





業務回顧

本集團二零零六年度的業績增長，營業額及權益持有人應佔溢利均上升5%，分別達港幣19.55億元及港幣2.72億元，再創歷史新高。本年度在國際油價大幅波動及鋼材價格處於高位之情況下，仍能取得此業績全賴本集團全體員工及管理層不懈的努力，以針對性的產品系列及進取的市場策略，成功地增加市場佔有率。所以本人謹在此向震雄集團的員工致以衷心的感謝。

發展方向

若論注塑機市場的發展方向，本人可以歸納為以下四個趨勢：時代化、效益化、訊息化及全球化。



Business Review

The Group registered business growth of 5% for turnover and profit attributable to equity holders of the Company during the 2006 financial year, reaching HK\$1,955 million and HK\$272 million respectively, both setting new records. Thanks to the relentless efforts of our management team and all employees, who used targeted products and aggressive marketing strategy to successfully capture new market share, the Group was able to achieve this remarkable performance amid a year of wildly-fluctuating oil prices and high steel costs. I hereby would like to express my sincerest gratitude to all employees of the Chen Hsong Group for their significant contributions.

Future Directions

I believe that future development of the market for injection moulding machines can be characterised by four major forces facing all manufacturing industries: modernisation, efficiency, information and globalisation.



時代化：企業要歷久常青，其產品及技術必須跟隨時代的步伐前進。如現今塑膠材料品種日新月異，高性能工程塑料漸漸取代金屬，消費產品著重輕巧超薄，故需較高的處理技術，對傳統生產機械帶來一定的挑戰。震雄集團在研發新項目時，著重與時代脈搏接軌，致力達到歐／日的國際級技術水平（如CHEN-PET瓶坯系統等）。本集團多年來一直與國際性的大企業攜手研發高端液壓及電控科技，以及聘請眾多國際知名的歐／日專家組成精英技術隊伍，陸續開發新產品投放市場。

Modernisation: In order for a corporation to withstand the test of time, the development of its products and technology must parallel the shifting demands of the contemporary age. For instance, new generations of exotic plastic materials are being introduced on a daily basis, new engineering plastics with special properties are replacing metal parts, and new consumer products keep getting smaller, lighter and thinner. These new developments all place heavy demands on moulding technology and the processing of new plastic resins. When pursuing new R&D projects, the Chen Hsong Group always strives to reach world-class technical levels (recent breakthroughs achieved by the CHEN-PET preform production system is a good example), while at the same time remains sensitive to the pulse of the market. For many years the Group has also been cooperating with large, international corporations in developing high-end hydraulic and electronic control technology, and recently hired a number of world-renowned international experts to build a new technical research team to design new products for the future.

效益化：工業界正步入激烈競爭年代，加上原材料價格普遍上揚，市場價格訊息泛濫等因素，都顯示提升生產效益的迫切性及重要性，因為未來的企業毛利及競爭優勢將與營運效益直接掛鉤。震雄集團素以不斷提升生產效益為榮，並將在日後繼續貫徹縱向擴展策略，爭取更高更佳的效益水平。本集團獨創的 *iChen System™* 車間聯網管理系統繼承了這個目標，並推展到客戶使用方面，讓客戶都能分秒掌握自己公司的生產狀況，提升效益。

訊息化：現今的商業社會是資訊形社會，效益化與訊息化分不開，而無論是市場訊息或管理訊息都在企業成敗中佔舉足輕重的地位。震雄集團對內強調訊息化及科學化管理，全面推行甲骨文 (Oracle) ERP系統，在重要決策上以客觀事實分析為依據，盡量避免滲入主觀因素。本集團的全線產品都將配備聯網功能，它使客戶也可以享受數據化管理的優點，能有效地提高管理效益，增加客戶的盈利能力，形成雙贏的合作關係。



Efficiency: The industrial sector nowadays is entering an age of intense competition. Rising raw material costs and transparent market price information make achieving high productivity an utmost urgency because, as I believe, in the future, profitability and competitiveness will forever be linked to efficiency gains. The Chen Hsong Group has always been proud of its ability to continuously improve production efficiency and reduce costs, especially through vertical integration, and this will remain our cornerstone strategic direction for the future. In addition to raising efficiency internally, the Group's unique *iChen System™* networked shop-floor management system helps extend this benefit to our customers, who now can obtain up-to-the-second information about their manufacturing processes and use such information to improve their own production efficiency.

Information: We live in a society of information, and efficiency gains in the modern world usually demand timely and accurate information. Increasingly, corporations realise that a smooth flow of market and management information is vital to success. Within the Chen Hsong Group, corporate-wide deployment of an Oracle ERP System enables a scientific management style where all important decisions are made based on factual information, not on subjectivity. The Group has also network-enabled its entire product line offering to allow our customers to enjoy the same benefits of management-by-information, enhance management efficiency and improve profitability in a win-win cooperative relationship.

全球化：隨著中國市場漸漸與國際接軌，新興發展中國家（如中東、南美、東歐等）的消費能力急促上升，在各個生產行業，業務全球化的趨勢已是無可否定。未來的市場將是國際性的而非區域性或單一國家性的。震雄集團多年來致力於開發國際市場，而此發展方針在未來將更加快腳步推行。

Globalisation: As China converges with the world, and consumer consumption levels rapidly rising in key developing countries (e.g. Middle East, South America, Eastern Europe), globalisation is an undeniable trend to almost all manufacturing industries. I believe that the future market will be a global market, not regional or that of a single country. The Chen Hsong Group has, for many years, been committed to international expansion, and we will redouble this effort and accelerate its pace of development in the future.

企業承諾

震雄集團一向的營運宗旨是「精益求精」，這表示各個部門都以不斷改進、不斷創新、專心一致達到目標為座右銘。本人深信，震雄集團在同業中擁有最高質素的員工，以及最專業的管理團隊。無論在順境或逆境，他們都能夠保持競爭優勢及行業領導地位。

故此本人在今年度，特別提出「承諾不變，穩步向前」為主題，饒有深意。承諾的除了是在任何環境下都竭盡一切努力，保持業績增長外，還有是保持高水平的企業管治標準及高透明度，以回饋股東多年對管理團隊的信任。

Commitment

The Chen Hsong Group adheres to its motto of “Excellence”, with all operating departments adopting a culture of continuous improvements, continuous innovation, and commitment to reaching goals. I truly believe that the Chen Hsong Group hires the best employees and the most professional management team in our industry, who will perform their duty to protect the Group's competitiveness and leadership position no matter what market environment they find themselves in.

It is because of this that I specifically chose the words “Committed to Growth” as this year's main theme. Not only do we commit to perform at our best under all circumstances and achieve continuous growth, this management team also commits to keep a high standard of corporate governance to reward our shareholders for their trust.

致謝

董事局謹對所有客戶、供應商、業務夥伴、往來銀行及股東的長期支持致以衷心謝意。

蔣震
主席

香港，二零零六年七月十九日

Gratitude

The Board of Directors expresses its appreciation towards all our customers, suppliers, partners, bankers and shareholders for their long-term support.

Chen CHIANG
Chairman

Hong Kong, 19 July 2006

