

Corporate Philosophy



公益競爭力 比拚





Vision

To build a better society through innovation and sustainable growth

Mission

- Pioneer urban living standard through the delivery of superb quality products
- Deliver superior customer services that win customers' trust
- Commit to long-term value creation for shareholders via distinguished leadership
- Nurture a professional and energetic staff force with commitment and pride
- Care for the communities we serve and respect the environment we live in

Core Values

- Innovation and initiative
- Pursuit of excellence
- Integrity and trust
- People growth and development
- Social responsibility
- Stakeholders' interest

