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Vision To build Tai Ping into a modern, global, premium brand, recognised and respected in every market in which it competes. The Tai Ping name will be synonymous with quality, artistry, and outstanding customer service.

Tai Ping will be peerless in our industry, with continued annual growth in sales, market share and operating income and an ambitious strategy for the future.

Core Values Integrity; Commitment; Teamwork; Pursuit of excellence; Social and Environmental Responsibility.