

主委亞新工程顧問公司三十週年國際研討會致詞稿

Chairman Moh, President Moh, Dr. Jamiolkowski, Dr. Schumacher, Dr. Leblals, Dr. Ou(歐晉德), Distinguished Guest, Ladies and Gentlemen: Good morning !

It is with great pleasure to be invited to attend this conference. First of all, I, on behalf of the government, would like to express congratulations to MAA for its 30th anniversary. As you all know, MAA's successful story in the past 30 years has made it a role model of engineering consulting firms. I am very glad to take this occasion to share with all of you what MAA has done in Taiwan to make this country a better place to live, to work, and to have fun. Before that, I would also like to extend my warmest welcome to our foreign guests to this conference. Your valuable knowledge and comments will lift us up to a higher level.

In Chinese, there is an old saying, “you can not stand firm in the society until the age of 30.” It is especially true for today’s knowledge-based economy. It takes as long as 30 years for an innocent baby to grow into a well-rounded worker. However, 30 years to a business may mean much longer than it is to a human being. As far as I know, the average life span of a supermarket in China is 4 YEARS ONLY; a small business in Taiwan is expected to live for 13 years most; only a quarter of Forbes 500 in the year of 1980 are still Forbes 500 today. So, you can see why a 30-years-old firm may equal a 100-year-old man.

Then, a question should be raised: How come MAA has prospered for such a long time? It is not an easy task. From my observations, MAA’s long prosperity is gained from evolution and innovation. Its business culture “ASSET” is the best example that shows how it evolves and innovates. I have got to say, “I am loving it.” I love this slogan. ASSET are five useful words. A stands for advanced technology; first S for safety,

second S for satisfaction, E for economical solution, and T for timely completion. This is why MAA remains competitive and why it won 2004 Public Construction Golden Quality Award, which is given by the government to honor the most quality engineering-consulting firms.

30 years ago, the two Dr. Moh's were so determined to build up local engineering technology capacity that MAA was established despite of the ongoing oil crisis at that time. Since then, MAA workers have left footprints with sweat and blood from Taipei Airport to Kaohsiung Airport, from Taipei MRT to Kaohsiung MRT, from Taipei Underground Rail to Taiwan High Speed Rail. Precious experience has accumulated while great contribution has been made. Besides, MAA is well known for its on-job training. I can see couple engineering stars sitting in the audience who all have worked at MAA for a long time. I think they should give thanks to the guidance from the two Dr. Moh's and numerous guest speakers at conference.

From a nation's perspective, the first priority of public policy is to enhance living quality of the People. In order to hit the target, a large amount of money goes to infrastructure projects to build up an enjoyable environment for our generations to live and businesses to prosper. The ongoing economic plan, Challenge 2008, is made up for realizing this dream and also for helping us face the globalization challenge of the 21st century. Challenge 2008 includes major infrastructure projects such as Island-Wide Transportation System Plan and Sea-Air Conjunct Harbor Plan. However, no matter how great or how perfect a public construction plan could be like, it is going to fail without the collaborations from engineering consulting firms. MAA's extensive involvement in public construction projects, such as the Second High Way, Kaohsiung Cross Harbor Bridge, as well as GPS-Applied Study for Taiwan's Land Sagging Problem, has made itself a classic for PPP—public private partnership.

As you know, to run a business is like to run a marathon with no endpoint. It requires strong spirits. Right here, I can feel the Taiwanese spirit; that is the spirit of "DO YOUR UTMOST TO TRIUMPH" (愛拼才會贏) and "DO YOUR UTMOST AND DO IT RIGHT TO TRIUMPH." (拼對才會贏) I do believe MAA is ready for the coming challenge in the WTO era, not only because it has vision, values, and right strategies, but because it has been sparkling with excellence, efficiency, technology, and delicacy. I hope all companies in this profession will take the same spirit and can become the best representatives of our nation in the international community. I'm confident that MAA is not only a "STAR OF TAIWAN" today, but will also become a "STAR OF ASIA" in the near future.

In closing, I would like to once again extend my warmest welcome to distinguished guests. May you enjoy a wonderful experience in Taiwan and Health and Happiness to all of you. Thank you!