

### Report from the Board of Examiners

ASM Pacific Technology (ASMPT), named as one of the “Top 100 Global Tech leaders, 2018” by Thomson Reuters, was founded and listed in Hong Kong in 1975 and 1989 respectively. ASMPT offers equipment for major steps in the electronics manufacturing process, from carrier for chip interconnection to chip assembly and packaging to Surface-mount technology (SMT). Their Back-End Equipment Business offers products from Bonding to Molding and Trim & Form for global microelectronics, semiconductor, photonics, and optoelectronics companies.

Senior leaders of ASMPT foster the company vision of “Enabling the Digital World”, and motivate 1,300 staff members in Hong Kong to share the P.O.W.E.R Values (Passion, Ownership, Win, Excellence, and Respect). The company has established a proactive approach to cultivating strategic foresight as a total solution provider, maintaining mindfulness to market volatility and any upcoming disruptive innovation which may significantly transform the industry. The company has adopted comprehensive SWOT, PEST, external consultancy analyses and other principles for strategic consideration. Senior leaders have defined strategic and operational Widely Important Goals, as well as action plans to achieve short- and long-term business objectives. The Quarterly Strategic Risk Review Committee (SRRC) evaluates internal and external risks and formulates risk mitigation strategies and actions.

To drive innovation, ASMPT invests 10% of annual turnover in Research & Development (R&D). While ASMPT is a global company with R&D centers in Mainland China and Europe, the Hong Kong operation remains its R&D hub with 70% of its R&D budget spent in Hong Kong. The company actively promotes organizational learning through multiple programs, such as Technology Roadmap, product benchmarking with competitors and Global Technology Conference. Succession plan is in place with strong support from senior leaders.

### 評審委員會報告

獲湯森路透評選為「2018年全球百大科技領袖」之一的ASM Pacific Technology(ASMPT)於1975年在香港成立，並於1989年上市。ASMPT為半導體封裝及電子產品生產的所有工藝步驟提供技術和解決方案的設備製造商，包括從半導體封裝材料到後段(芯片集成、焊接、封裝)，再到表面組裝技術(SMT)工藝。公司的後工序設備業務為全球的微電子、半導體、光電子及光電公司提供如固晶系統、錫線系統、滴膠系統、切筋及成型系統的產品。

ASMPT領導層積極推廣公司「開拓數碼世界」的願景，並鼓勵1,300名香港員工共同分享核心價值P.O.W.E.R——滿懷熱誠(Passion)、勇於承擔(Ownership)、互惠共贏(Win)、追求卓越(Excellence)和互相尊重(Respect)。作為全方位解決方案供應商，公司制定了完善且具前瞻性的方案，並時刻關注市場趨勢及留意與創新科技相關的動態消息以規劃公司策略。釐定策略時，公司亦採用多項分析工具如SWOT、PEST、專業顧問分析等，務求制訂出妥善的計劃。領導層確立策略和營運上重要目標及計劃，並採取相應行動以達致短期和長期的業務目標。ASMPT亦設季度策略風險審查委員會，負責評估內部和外部的風險，並制定減低風險的策略和措施。

為力求創新，ASMPT每年投放百分之十的營業額儲備於研究及發展。ASMPT為國際企業，於中國內地及歐洲均設有研發中心，並以香港為其研發中心樞紐，約百分之七十的研發資源投放在香港業務上，可見香港公司在當中扮演著重要的角色。公司亦透過技術路線圖、比較與競爭對手的產品及全球科技會議等各方面活動積極推廣互相學習的理念。此外，ASMPT有完善的繼任安排，讓公司得以持續發展。

# Grand Award 大獎

## ASM Pacific Technology Limited – Hong Kong Operations

Being an international market leader in semiconductor packaging equipment that serves global tech-giants across countries, a Customer Relationship Management system is in place to centralize its customer information, provide the latest technology trend to customers, offer round-the-clock customer support, and reduce trouble shooting lead time in the field by using virtual reality technology for diagnosis. Balance scoreboards with Key Performance Indicators are established in the perspective of customer, finance, market, R&D and supply chain management.

Regarding project and product development, a unique Stage Gate Model has been applied to break down each project into different stages and milestones. Together with the investment in information technology and Internet of Things (IoT), the company has achieved high operational efficiency, and group revenue has increased by more than three times over the past ten years.

To conclude, ASMPT is an exemplar of a homegrown company growing and transforming to a global company. With a mission of creating a “Great Work Place, Great Business Partner, and Great Company Built to Last”, it has demonstrated systematic approaches responsive to the overall requirements of the Malcolm Baldrige criteria and operated its business in a cohesive approach.

ASMPT為全球的科技巨頭提供服務，為市場翹楚。客戶關係管理方面，ASMPT設有中央系統處理客戶資料，提供客戶最新的科技趨勢資訊及全天候客戶支援。公司亦透過使用虛擬實境技術進行推斷評估，以減少現場潛在的故障排除時間。此外，公司就客戶、財務、市場、研發及供應鏈管理等各方面確立清晰的關鍵績效指標。在計劃項目及產品發展方面，ASMPT應用一套獨特的平台管理模型，將每個項目細分為不同的階段和里程碑。配合透過投資科技資訊和IoT技術，營運效率也因此提高，收入在過去十年內更大幅上升超過三倍以上。

總括而言，ASMPT是一間由本地公司發展及蛻變為全球企業的典範，其使命是成為「理想的工作場所、出色的業務夥伴和基業長青的企業」。ASMPT成功展現具系統化的全面優質管理，滿足獎項的整體評審要求。

KEY TO ENDURING  
SUCCESS  
QUALITY