Chapter XII

C. K. Tsai
Chi Mei Optoelectronics (CMO) Corporation

Business as a way to persue fulfillment

My name is **Chun-Kuei Tsai**. I am the deputy director in the Information Technology Division for Chi Mei Optoelectronics (CMO) Corporation. Our head office is in the Tainan Science-Based Industrial Park just north of Kaohsiung, Taiwan.

Personal History

I was born in Tainan city and I grew up there. My elementary school, junior high school, and high school education was all in Tainan. I pursued my Bachelor of Science (geology) at National Taiwan University in Taipei. I served my obligatory military service as an artillery lieutenant. After my two years of military service, I attended graduate school at National Taiwan University, again majoring in geology.

My first job was with the TAIYO YUDEN Company, Taipei. This is a Japanese company manufacturing capacitors in Taiwan. I started working in the computer room. Soon, I was promoted to computer room supervisor, then MIS computer section unit leader and eventually, I became deputy manager of the MIS computer section. During my four years, I took part in developing systems for sales & human resources.

From 1988 to 1997 I worked in Chi Mei Corporation (CMC). Initially, I was a computer room supervisor. I was involved in establishing a fiber optics network for each of our factories. In 1993 I was promoted to deputy section manager. During the 10 years that I worked at CMC, the company grew quickly. In the beginning,

most of the customers had offices in Taiwan. As the business grew, many overseas customers approached CMC to purchase our chemical products. At this time, our company became export oriented. I was then responsible for developing an order management system. This process was made difficult because as the revenue grew by a factor of 10, we did not recruit in many areas of the company, including the Dept. of Information Systems. Starting in 1995 I played a major role in a large project at CMC. We decided to replace our old ERP system.

In 1998, I transferred to Chi Mei Optoelectronics (CMO) when it was formed. Initially I was MIS deputy manager, then MIS manager. Currently, as stated above, I am the deputy director of the Information Technology Division.

Company History

Both Chi Mei Corporation (CMC) and Chi Mei Optoelectronics (CMO) are part of the Chi Mei Group. The Group is a conglomerate of many companies mainly in the manufacture of digital application products. While we work towards producing many different high quality products our business philosophy is best represented by a quote from our founder, W. L. Shi. It goes as follows:

There will probably be no Chi Mei business enterprises after 500 years, but the Chi Mei Hospital and Chi Mei Museum will remain forever.

As you can tell, we are a philanthropically oriented organization. We are famous for our unique management style and corporate culture.

CMO is headquartered at the Tainan Science-based Industrial Park about a one hour drive south of Kaohsiung, Taiwan. We are the world leader in our field. We produce thin film transistor liquid crystal display (TFT-LCD) products which are major components for computer notebook panels, desktop monitors, and large screen televisions.

As we state on our Web page:

The evolution of digital technology has given birth to new digital application products that have made life more convenient and more enjoyable for people all over the world. All digital products require a display interface of some kind in order to show their content; as a result, display interface technology has become a major focus of attention within the IT and electronics sector, with several different technologies vying for dominance. Companies have allocated substantial resources to develop new technologies and applications, working to give humanity as a whole a higher level of visual enjoyment.

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