Preface

Ever since the R.O.C. Directorate-General of Posts was corporatized to become Chunghwa Post Co., Ltd. on January 1, 2003, the company has undergone several waves of downsizing. Yet, due to the efforts of its entire staff, the company has been just as profitable as any large private financial institution. Aiming to provide "reliable, friendly, efficient and innovative" service, Chunghwa Post hopes to transform its corporate core values so as to achieve a sustainable competitive advantage through enterprising management, multifaceted operations, efficient deployment of capital, diverse services and
rational human resource management. With the company's motto of “striving for excellence and continuing to innovate,” the postal service continues to march toward its 110th anniversary.

With the aim of reshaping the postal service into an outstanding and sustainable holistic service provider, I would like to share my thoughts with you on the three “Es” or key aspects of corporate success:

I. Employees:

Employees are the most valuable assets of a postal service. It is not enough for them simply to carry out day-to-day duties, know what the company concerns, and provide customer-oriented and high-value services. It is even more important that employees at every level of the company live out the postal service’s vision and mission, fulfill their potential, try always to innovate, and never stop learning, researching and developing. They should reflect upon what they can do for the company instead of merely asking what the company can do for them.

II. Efficiency:

The postal service is a labor-intensive business and has a mission to serve the public. In today’s very competitive environment, Chunghwa Post should follow current trends and provide faster, better and more perfect services to meet the needs of the public and thus raise customer satisfaction.

III. Earnings:

Chunghwa Post is a state-run enterprise, with a trait to promote public interests, and one of its goals is to carry out government policy by financing government projects. Both its frontline and back-office employees should assiduously execute their duties, realize their potential, and raise operational performance, thus directly and indirectly maximizing benefits to the company while acting in the public interest.

Chairperson, Chunghwa Post Co., Ltd.
June 16, 2006