

Company Profile

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I. History

On February 21, 1888 (the 14th year of Emperor Guang-syu, Qing Dynasty), Taiwan Governor Liu Ming-chuan announced the Taiwan Postal Act, which contained sixteen articles and established the Taiwan Directorate General of Posts for official postal operations starting March 22 of the same year.

In 1895, after the Sino-Japanese War, the Japanese government, which had taken over ruling of Taiwan, enforced the Postal Regulations and Postal Act. The postal services were slowly transferred from the field post offices to the Department of Transportation. The Mail Delivery Division of the Department of Transportation, similar to the regional head offices of R.O.C., was in charge of postal service, savings, money order, simple life insurance and postal annuity.

Modern postal service in China was formally established on March 20, 1896 (the 22nd Year of Emperor Guang-syu, Qing Dynasty) by the Customs House. In 1911 (the 3rd Year of Emperor Syuan-tong, Qing Dynasty), the postal service severed its relationship with the Customs House and became the Directorate General of Posts. In 1930, the Directorate General of Postal Remittances and Savings Banks was established. In 1935, when the Postal Act was proclaimed and Organic Act of Directorate General of the Postal Remittances & Savings Bank was formulated, it was renamed to Directorate General of the Postal Remittances & Savings Bank, which was under the command of the Directorate General of Posts, Ministry of Transportation and Communications. Simple life insurance plans were offered the same year. In 1946 Taiwan Posts and Telecommunications Administrations was established. In 1949 the Directorate moved from the Mainland to Taiwan, and the Taiwan Postal Administration (TPA) was established. In 1980, responding to the needs of its business development, the TPA was split into the northern, central and southern regional head offices.

With rapid social change and development of information technology and in light of Taiwan joining World Trade Organization and fast opening of the domestic market, the Directorate General of Posts strengthened its business nature, improved service efficiency, and meet customer demand in response to the changes in telecommunication structure and the intense competition faced in its banking and life insurance businesses. Conforming with government policies to remain state-run corporations and under the operation of postal, banking and life insurance businesses, the Directorate General of Posts revised the Postal Act in July 2002. Moreover, the Directorate General of Posts was corporatized to become Chunghwa Post Co., Ltd., with 100% ownership by the MOTC. The assets and liabilities as well as the businesses of the Directorate General of Posts were transferred to the new entity for continuous operation.

On February 9, 2007, in accordance with government policy, Chunghwa Post Co., Ltd. changed its name to Taiwan Post Co., Ltd. Due to the incompleteness of the required legal procedures for the amendment of four Postal Acts, the changed name and the legalized one did not match each other. Therefore, the Company restored its original name - Chunghwa Post Co., Ltd. in accordance with the law on August 1, 2008. All prior rights, obligations and business operations were not affected by this name change.

II. Vision

A postal service company with excellent service and trusted by all the people.

III. Core Values

Customers first and providing honest and efficient services.

IV. Its Legal Relationship with its Current Customers

To protect customers' rights, all business and obligations of the Directorate General of Posts and its subordinate organizations have been assumed by the new company after it completed its company registration. In other words, the corporatization has not affected existing customers, and all the receipts, saving passbooks, deposit slips, insurance policies, etc. have remained valid.

V. System

(I) The Chairperson System Is Adopted:

The chairperson of the board shall take full responsibility for company operations. The president of the company shall be nominated by the chairperson and then appointed by the board. The president shall serve as one of the directors.

(II) A “Dual System” Is Temporarily Adopted for Personnel:

After the corporatization of Chunghwa Post Co., Ltd., regulations were formulated to provide that the existing staff is regulated by the former personnel regulations and statutes. However, as new personnel system applies to the new employees, they no longer have the status of public servants. The company can recruit proper talent based on its business needs and the general job market salary level. The promotions, occupations, salary, benefits, appraisal of the employees are based on their actual job performance to bring about a change of the employees' work attitude and a new prospect to the operation of the postal service.

(III) Responsibility Center System:

To add more flexibility to the corporate organization, Chunghwa Post Co., Ltd. consolidated the Northern, Central and Southern Regional Head Post Offices of Taiwan and postal branch offices into different post offices (Responsibility Center Offices) and branch offices. The different post offices (Responsibility Center Offices) and management authority (supervision) shall execute the corporate policies under the Directorate General of Posts to shorten the operation process and improve the service quality and operational performance.