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The Vibrant Enterprise

After enduring the 2009 recession, the bicycle industry can rejoice in escaping relatively unscathed from this economic disaster. Where there is life there is hope. The Chinese consider ordeals to be times of testing, and are well aware that individuals and companies must encounter lows as well as highs. But while the bicycle sales of both Taiwan and China fell in 2009, the average unit price of bicycles exported from Taiwan actually rose to US\$290.54. For many years Taiwan's bicycle industry has realized that improving quality, and value, is more important than boosting quantity, and has occupied the competitive high ground of being able to produce small quantities of diverse products.

Companies must rely on R&D, innovation, and brands to create value and vitality. Taiwan's bicycle industry is now working together to achieve this goal. Thanks to an outstanding management team, good use of business strategies, and adroit integration of resources, the industry is enhancing its capabilities and competitiveness, and has demonstrated great skill at innovation. As a result, the industry has achieved brilliant results in the global bicycle market. Brands and channels will be the capital that businesses need for success in the future, and companies must be willing to make large, long-term investments if they want to achieve satisfying rewards.

The EU's anti-dumping duty on Chinese bicycles is set to expire in mid-July of this year, and everyone is watching closely to see whether it will be renewed. So no matter what the EU's decision will be, many companies are gearing up for tougher competition, and have devised some response measures. Since the beginning of spring this year,

bicycle firms' sales have been noticeably better than during the same time last year, which makes it clear that the recession is abating.

While firms in Taiwan have no problem with taking orders and making on-time deliveries, labor shortages have made it difficult for firms in China to fill rush orders. As in the past, the bicycle industries in Taiwan and China play complementary roles. It was once the case that China's abundant supply of labor gave it insurmountable competitiveness, but nowadays shortages of workers in China make it increasingly common for orders to be routed to Taiwan or other places. The cycle industries on both sides of the Taiwan Straits can still look forward to a thriving future. Since this is the Chinese Year of the Tiger, I'll take this opportunity to wish everyone happiness and prosperity.

It is hard for anyone from earthquake-plagued Taiwan not to feel a surge of sympathy and pity after seeing the death and devastation caused by the huge earthquakes in Haiti and Chile. Now ten years past, Taiwan's catastrophic 921 earthquake can never be forgotten by anyone living on this island. With her vast power, Nature controls our fates, as can be seen in the way that the weather affects bicycle sales.

Different businesses have different strategies for responding to the market's fickle changes. This issue features interviews with Giant President King Liu, CEO Tony Lo, Merida GM Michael Tseng, and TBEA Chairman Ying Ming Yang, plus an analysis of e-bike trends by Dr. Mo-Hua Yang. All of these articles discuss issues of concern to the bicycle industry, and I'm sure everyone will find them interesting.