

# Joy & Marwi Win National SME Awards

Text & Photos: Editorial Dept.

The joint ceremony for the 2009 National Award of Small and Medium Enterprises and 11th Outstanding Overseas Taiwanese SMEs Award was held on October 14 at the Taipei Grand Hyatt Hotel. This year the 12 Taiwanese firms winning the National Award of Small and Medium Enterprises included the bicycle industry's Joy Ind. Co., Ltd., and the seven foreign firms winning the Outstanding Overseas Taiwanese SMEs Award included PT. Marwi Indonesia.

As a member of Taiwan's A-Team, Joy is a leading international manufacturer of hubs and wheelsets. Its hubs, its chief products, have a 18.6% global market share, making Joy one of the world's leading hub producers. Joy actively markets its company brand, engages in continuous R&D, and emphasizes




▲ Taiwan Vice President Vincent Siew (left) presents an SME award to Steven Chen, President of Joy Ind.



▲ Marwi Group CEO Patrick Pai (right) accepts an SME award from Taiwan Vice President Vincent Siew.

its value and innovation. Joy has 2 brands: Joytech for OEM, and Novatec for aftermarket.

PT. Marwi Indonesia was founded in Indonesia in December 1993. Its goal is to pursue the role of industry leadership and occupy absolute first place in the global market. CEO Patrick Pai

has consistently upheld a philosophy of honesty, trustworthiness, commitment, and innovation, and employs strategy, marketing, management, technology, and manufacturing to build up the company's brand name, sales channels, and products. 



▲ JOY President Steven Chen (red sash) and his wife share their happiness with Joy employees and valued customers.



▲ Marwi GM James Huang (far left), Joannie Su (fourth left and wife of CEO Patrick Pai), Indonesian Economic and Trade Bureau in Taipei Rep. Yovial (sixth left) and Patrick Pai are proud of Marwi's achievement.