

# Maxxis, Giant, and Merida among Taiwan's Top 20 Int'l Brands

Text: Editorial Dept.

The Board of Foreign Trade, MOEA, conducted the 2009 International Brand Value Survey in accordance with international standards, and hired brand consulting company Interbrand to perform survey

tasks. In order, the top ten were Acer, Trend Micro, ASUS, High Tech Computer, Tingyi, Want Want, Maxxis, Giant, Synnex, and Syxel Communications. These ten leading brands have a total value of US\$7.33 billion.

Seventh-place Maxxis has a brand value of US\$345 million, eighth-place Giant has a value of US\$262 million, and 16th place Merida has a value of US\$152 million.



▲Maxxis Vice GM Tony Huang (left) accepts an award from Taiwan Vice President Vincent Siew.



▲Taiwan Vice President Vincent Siew presents an award to Jeffrey Hsu, Spokesman for Giant Group.



▲Merida Vice GM William Cheng (left) accepts on behalf of Merida.

## Strategic Alliance between KMC & Taya

Text: Editorial Dept.

KMC has the world's highest market share among chain manufacturers, and has also been a designated brand of championship teams and riders in the recent Olympics, World Cup, and World Championships. KMC operates plants in Taiwan, China, and Vietnam, and also boasts a global sales and distribution network.

Taya has consistently re-

mained faithful to its production site in Taiwan, and has relied on its hard work and technological expertise to fend off the threat of low-price competition from China.

The two parties have decided to establish a strategic alliance in order to pool their strengths and resources for the purpose of creating an even greater competitive advantage. In the first stage

of the alliance, Taya will provide production equipment and technology developed over the course of more than a decade for an all-new production line. This production line will help meet the demand created by KMC's steadily increasing sales. The alliance is only the first step to what the participants hope will be an even closer collaborative relationship in the future.

