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Top Taiwan Global Brands 2010

2010 was very much a time of "wait and see" for leading Asian and global economies. With the value of the country's top 20 brands expanding by 7.9% during a period of ongoing economic uncertainty, the year was, however, an excellent one for Taiwan's leading brands.

"The fact that Taiwan's heavyweight brands are continuing to perform so strongly in such an uncertain economic climate underlines the importance they place on reducing volatility and maximizing financial stability", says Julian Barrans, MD of Interbrand Singapore the leading marketing consultancy behind the study. "Such encouraging progress clearly indicates that Taiwan's top brands are now becoming real challengers on the world stage".

In collating this, its eighth Taiwanese ranking, Interbrand has again used its proprietary judging system and worked closely with the Taiwan External Trade Development Council and BusinessNext magazine. To qualify for inclusion, brand owners had to be publicly listed and earn at least 33% of their brand revenues outside Taiwan (20% of revenues had to come from the owned brand and within Taiwan, or be owned by a listed Taiwanese company).

Interbrand's judging panel leveraged three criteria in evaluating this year's top 20 brands, they were:

One: Project the percentage each brand would contribute to its company's revenues between now and 2015;

Two: Measures how each brand influences demand at point-of-purchase consumers; and

Three: Comprehensively overview each brand's strength in terms of risks versus earnings forecasts.

After careful evaluation, Interbrand's judges awarded each brand a 'net present value' which they estimated as "coming closest to representing a brand's true economic worth".

So here then are Taiwan's top 20 global brands for 2010! Who are we to contradict Interbrand's Barrans when he argues: "Taiwanese brands' steady strides forward once again underline that fact that brands can only succeed by first understanding customers' changing needs and then fine-tuning their attitudes and media-buys accordingly".

Rank 2010	Company Name and Logo	2010 Brand Value (US\$ millions)	Description
1	Acer 	1,401	Spearheading the global move towards netbook computers, Acer is now world No. 2 in this highly lucrative IT sector.
2	HTC 	1,371	Leveraging its "YOU" brand campaign and "quietly brilliant" positioning, HTC remains one of the world's most innovative smartphone providers.
3	ASUS 	1,285	The leading motherboard manufacturer worldwide, ASUS continues to expand market share and is now also global No. 5 in notebooks.
4	TrendMicro 	1,228	Following its successful migration of threat protection from desktops to the internet, Trend Micro is now perfecting real-time technological security.
5	MasterKong 	1,066	Having cemented its position as Mainland China's leading noodlemaker, Master Kong is expanding into higher-end products with more nutritional value.
6	Want-Want 	482	2010 saw the world's largest rice cracker manufacturer reinforce its China market dominance with a new non-fried Q rice range.
7	Maxxis 	391	After enhancing its many sports sponsorships with a massive order from Benz Fujie, Maxxis remains China's top tire choice.
8	Giant 	291	As global bicycle demand rebounds, Giant brands like the specialist Liv women's range are perfectly placed to reap major rewards.
9	Synnex 	276	The words "Chosen by Synnex" remain Mainland IT users' sure sign of integrated value-added solutions that expand with their needs.
10	Transcend 	240	2010 saw this computer memory leader continue successfully expanding into consumer electronics with award-winning products such as the T.sonic™ brand.
11	Uni-President 	197	Audacious initiatives such as sponsoring the New York Yankees saw Uni-President announce its foods' arrival on the world stage.
12	Advantech 	197	Major developments for this ePlatform pioneer included the acquisition of Germany's D-LoG and entry to the highly lucrative in-vehicle market.
13	D-Link 	167	2010 saw D-Link's highly flexible XTreme NTM Storage Router honoured with Good Design and several other coveted international design awards.
14	ZyXEL 	159	This highly respected modem maker cum broadband solutions specialist recently received a Carbon Footprint Label from Taiwan's Environmental Protection Administration.
15	Merida 	146	Taiwan's second-largest specialist bicycle maker continued to leverage extensive R&D and shrewd sponsorship of the award-winning Multivan Merida team.
16	Johnson 	136	Supplying four best-selling brands to over 60 countries globally, Johnson is now the world's fourth largest specialist fitness company.
17	Gigabyte 	106	Gigabyte has grown to become the world's second largest motherboard manufacturer and has reached an industry milestone of 1 million SuperSpeed USB(USB3.0) motherboards shipped.
18	CyberLink 	104	This year saw Cyberlink further expand its innovative, user-friendly software range with new products such as YouMemo and YouPaint.
19	Genius 	68	Genius' expansion of sales of its computer control devices into major markets' home shopping networks is continuing to pay dividends.
20	Depo 	50	Maker of Europe's biggest-selling specialist auto lamps, Depo remains a natural first choice supplier for China's vast potential auto market.