

## **CHUNG HSIN-YUNG, ALUMNI OF DEPT. OF CHEMISTRY, AFFIRMS THE IMPORTANCE OF CROSS-BOUNDARY LEARNING**

Chung Hsin-yung, alumni from the Dept. of Chemistry, returned his alma mater on May 16, and gave a speech regarding “Technology Management” in the course of general education and core curriculum. Chung is a successful entrepreneur in three different spheres including chemical engineering, photoelectric, and aviation electric. He indicates that he understands the importance of industry-academic cooperation and how it can help college students. Hence, he would be very glad to promote this kind of opportunity and creates a win-win situation for both circles.

Mr. Chung started his career in chemical engineering business. He founded the first FRP Raw Materials of Resins factory in Taiwan that produced plastic shell resins for exporting yacht. Later he began to work at the hydrophilic and photocurable resins which were environmental friendly. He also tried his hands in another sphere by producing resins used in photoelectric industry, like electric chemicals, UV curable resins, photoresist, photo-initiator, pharmaceutical intermediate, veterinary medicine, and generic medicine such as antibiotics. With the booming of his business around the globe, Chung received the National Outstanding SMEs Award. In recent years, he puts his emphasis on investing an aviation electric company named GRAMIN, which produces and sales GPS handheld equipments. In 2000, the company put on NASDAQ market. Today, GARMIN gained the market share of 60 % in aircraft market, 50% in ship market, and 30% in ground transportation.

In his speech Chung announced that TKU alumni are widely welcomed by company owners and have won the first place among the private colleges for 10 years in a row! TKU graduates should keep up the good work and try even harder. On the basis of his success in international business, Chung

specifically pointed out that all TKU graduates should try to improve their English proficiency, and says, “I will first test the applicants English language skill in their interviews.” By using himself as an example, Chung lectured about the importance of cross-boundary learning to the students. He said that when he was a student in the Dept. of Chemicals, he took a variety of courses, including engineering, management, business and English. He had a total of 179 credits when he graduated from TKU. Those lessons formed a solid foundation for his future business. Chung continued to encourage the younger generation about the importance of knowing their classmates. “They may become your future partners,” he said. He founded Aromatic Chemical Industrial Co., Ltd with his college classmates, and co-founded the Garmin Corp. with his high school classmates. These are all valuable experiences. ( ~Chen Chi-szu )

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Chung Hsin-yung met TKU founder Dr. Clement C.P. Chang. Both have an enjoyable conversation on university and business management