



Ta Ya Electric Wire & Cable Co., Ltd.



→ About Taya

1955 - "Ta Ya Enterprise," the Company's former entity, was founded in Tainan City. 1967 - Changed name to Ta Ya Electric Wire & Cable Co., Ltd., and began production of magnet wires in addition to high-voltage rubber-insulated cables. 1986 - Relocated to the current address at Kuan Miao Dist. With a headquarter in Taiwan, Ta Ya has since begun constructing production facilities in China and Vietnam. In the last 60 years, the Company was fortunate to have a team of employees who worked diligently with mutual benefit, and who are constantly exploring and seeking diversification into new businesses.

→ Management Philosophy

Transcendence

We focus aggressively on progress. Our workforce continues to learn and grow, expanding their professional capabilities, management know-how, and skill sets. We continue to upgrade and improve in the core areas of product quality, processes and techniques, cost control, and service quality.

Compatibility

We value mutual respect, interaction, and unified teamwork. That means that as we work together toward sustainable management, our success is shared with our entire workforce, while also benefiting our customers, shareholders, business partners, and the society as a whole.

Prudence

Acting on the principle of good faith, we work with a pragmatic and responsible attitude. We stress results, efficiency, attention to detail, and effective implementation as the criteria by which we measure all of our actions.

Innovation

Innovation is the force that drives our growth. We constantly reflect on our progress and plan ahead with foresight and vision. We not only respond to change, we actively strive for it, and willingly bear risks that arise because we have made thorough and careful assessments.

→ Vision and Mission

Vision

To become

- A leading brand in energy connection
- A creator of harmonious environment and pristine homeland
- A business trusted by employees, customers, shareholders, and society

Mission

Enlightened Employees, Satisfied Customers, Positive Shareholders, and Pristine Homeland

→ Corporate social responsibility

We are actively involved in activities that are beneficial for the social environment such as: engaging in green production and providing highquality products, while complying with the local and international environmental protection regulations; carrying out environmental monitoring to accomplish the goals of making continual improvements and preventing pollution

→ Product Name : Power Cable



Used for power transmission and distribution. With products ranging from 600V up to 345kV (the highest voltage supplied by Taiwan Power Company), Ta Ya is the first power cable manufacturer in Taiwan to develop product in the 345kV range, and the first to win Taiwan Power Company's tender for cable supply.

On the dimension of product development, the company is dedicated to the research and development of green products. We have introduced the latest zero-pollution "in-line" production line for the production of enamelled wires and is the first wire and cable manufacturer in Taiwan being accredited to the ISO/TS 16949 standards. The company has also developed special wires which are halogen free, low-smoke, environmentally friendly and highly safe.

➤ Product Classification

- 600V XLPE Insulated Lead Free PVC Shaeth Power Cable
- 600V XLPE /Low Smoke Tree Halogen POWER CABLE :
- 69kV XLPE Insulated Power Cable
- 345kV XLPE Insulated Power Cable
- 600V Lead Free PVC Insulated Power Cable
- 600V ECO Wire
- 161kV XLPE Insulated Power Cable

