

工程產業全球化標案實務人才培訓



從商情到備標

大綱

- 工程國際化演進的原理和背景
- 國際金融組織和運作
- 商機的產生與創造
- 策略結盟的互補
- 競標策略與差異化分析
- 成功服務建議書(投標書)的條件

Globalization Forward



1.0

- Construction Services + Project Finance
- Technology Transfer

2.0

- Competitive Bidding on Niche Market
- System Integration and/or Innovation

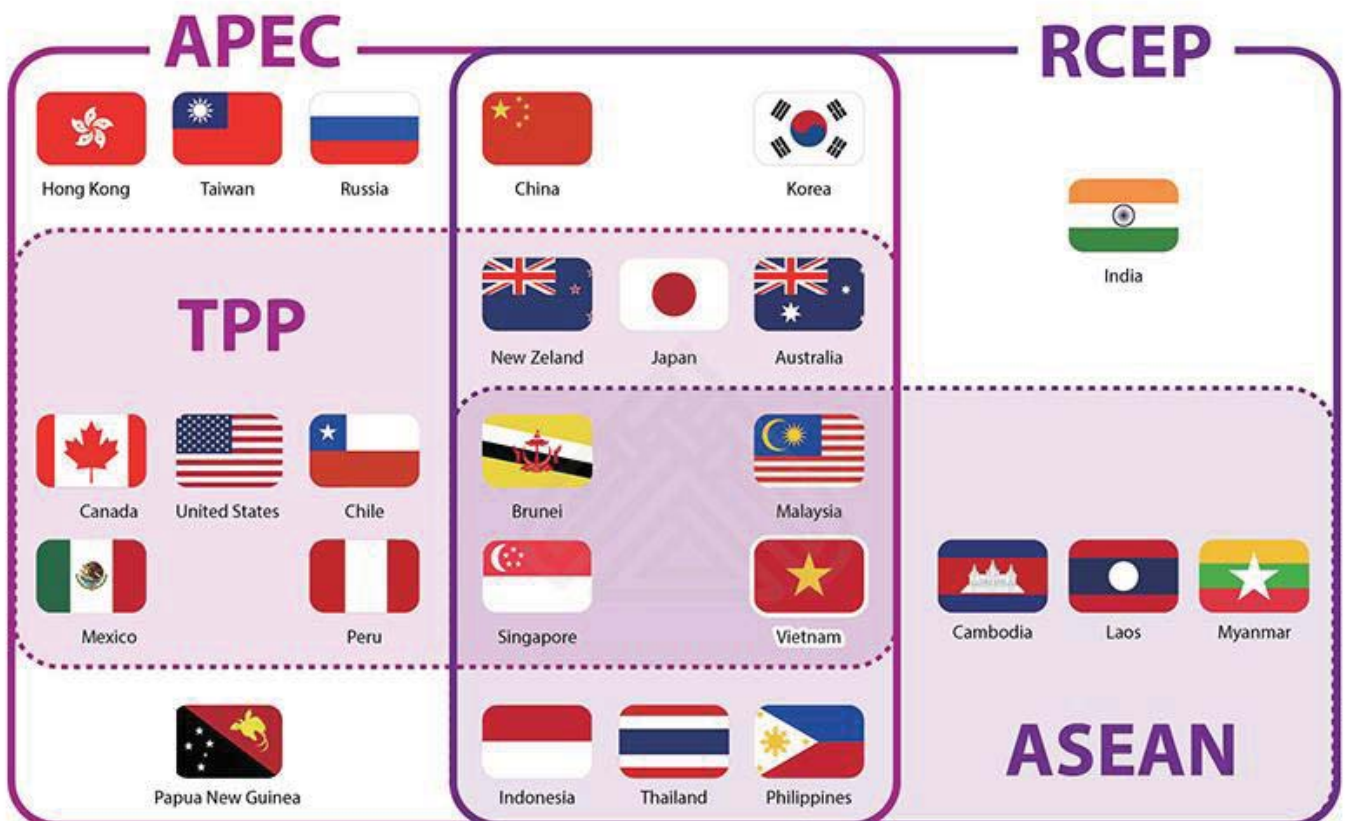
3.0

- International Financial Institution Sponsorship
- Investment Partnership

4.0

- Decision Making
- Political Influence & Networking

Globalization Forward



APEC (Asia-Pacific Economic Cooperation); TPP (Trans-Pacific Partnership); RCEP (Regional Comprehensive Economic Partnership); ASEAN (Association of Southeast Asian Nations).

Governing Authority



重要消息

我國與紐西蘭簽署經濟合作協定

全文檢索



進階搜尋

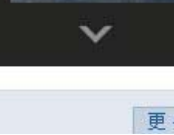
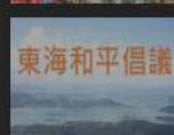
活動

重要議題

臺灣出席「國際民航組織」(ICAO)大會
落實全球天空無縫接軌



臺灣出席「國際民航組織」(ICAO)大會，落實全球天空無縫接軌



部長專區

林永樂 部長



部長簡介

公開行程

部長信箱

重要議題

「廣大興28號」事件

最新消息

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Resources — International Cooperation Development Fund

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各處室計畫

國際高等人力培訓外籍生獎學金計畫

國合會外籍生獎學金計畫於9月6日在劍潭青年活動中心辦理聯合新生訓練，另配合政府推動「協助邦交國培育醫學人才計畫」，今年度加入義守大學學士後醫學系，提升邦交國醫師人數及醫療品質...

聯合新生訓練 - 新聞稿

焦點



秘書長訊息：向上提升，讓計畫有效、創新、切合需求
當各國際組織皆聚焦提升開發援助計畫的有效性，大刀闊斧地調整組織與改進流程，本人也.....

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最新消息

2013/10/15 國合會102年「海外服務工作團」

World Trade Organization



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WTO and you

Azevêdo underlines leadership role of Bangladesh in post-Bali work



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Azevêdo underlines leadership role of Bangladesh in post-Bali work

Yemen to become 160th WTO member

WTO issues 2014 Annual Report

> More news

Explore our areas of activity



Trade negotiations



Implementation and monitoring



Dispute settlement



Building trade capacity

Featured video

Public Forum 2014: "Why trade matters to everyone" (19/05/2014)



Latest updates

- > **Information Centre:** Updated 28 May
- > **Updated:** WTO Analytical Index and Supplement (1995-2013)
- > **New publication:** WTO Annual Report 2014
- > **New publication:** The History and Future of the World Trade Organization
- > **New working paper:** The long and winding road: how WTO members finally reached a trade facilitation agreement
- > **Made in the world:** WTO/OECD trade data in value-added terms

World Trade Organization

International Trade and Market Access Data

About this page

TRADE

TRENDS

TARIFFS

MiWi

More Data

Type of trade

Trade in Commercial Services

Commodity/Sector

Construction

Trade flow

Exports

Year

2014

Economy

Million US Dollars

Korea, Republic of

17,102.7

Japan

11,547.8

Russian Federation

4,723.0

Singapore

1,730.0

Malaysia

973.1

Indonesia

720.3

Thailand

613.1

Chinese Taipei

526.0

Canada

433.2

Australia

110.8



Resources - TAITRA



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Asian Pacific Economic Council, APEC



Asia-Pacific
Economic Cooperation

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APEC Ministers issue statement on advancing gender equality

APEC Ministers concluded the APEC Women and the Economy Forum on Friday in Beijing by issuing a statement on advancing gender equality and greater economic empowerment for women in the Asia-Pacific.

Photo

Ministerial Statement

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APEC advancing blueprint for improved regional connectivity



Gao: Accelerate Asia-Pacific integration



Enhancing innovation and workforce skills

Business

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Partnership, Resilience Bridges to Growth, 2013

APEC Business Travel Handbook

APEC Business Travel Card (ABTC)

Tariffs and ROOs in APEC economies (WebTR)

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Resources - NGO



Chinese Taipei APEC Engineers Register

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- International
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- News
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Counter

279903

Main page

International	Chinese Taipei APEC Engineers Register
- International Engineering Alliance - APEC Engineer Official Web Site - The Asian Civil Engineering Coordinating Council - Chiese Institute of Civil and Hydraulic Engineering International Professional Engineers Agreement(IPEA)	List
About us	News
- By-laws - Chairman, Vicechairmen, Supervisor - Members - Organization chart - APEC Engineer brief introduction slides	[2013/9/30] 第 II 類 CPD 積分課程：「地下近接施工之管制及案例探討國際研討會」補充說明-2013年11月15日舉辦 [2013/9/16] 第 II 類 CPD 積分課程：「中區學術與技術研討會」-2013年10月4日舉辦 [2013/9/12] 2013 年度第 2 批國際工程師及亞太工程師申請說明 [2013/9/2] 第 II 類 CPD 積分課程：「地下近接施工之管制及案例探討」三地國際研討會-2013年11月15日舉辦 - More...

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- 成功服務建議書(投標書)的條件

國際援助和競爭—亞投行(AIIB)

Introducing All Bank



AIIB will focus on the development of infrastructure and other productive sectors in Asia,

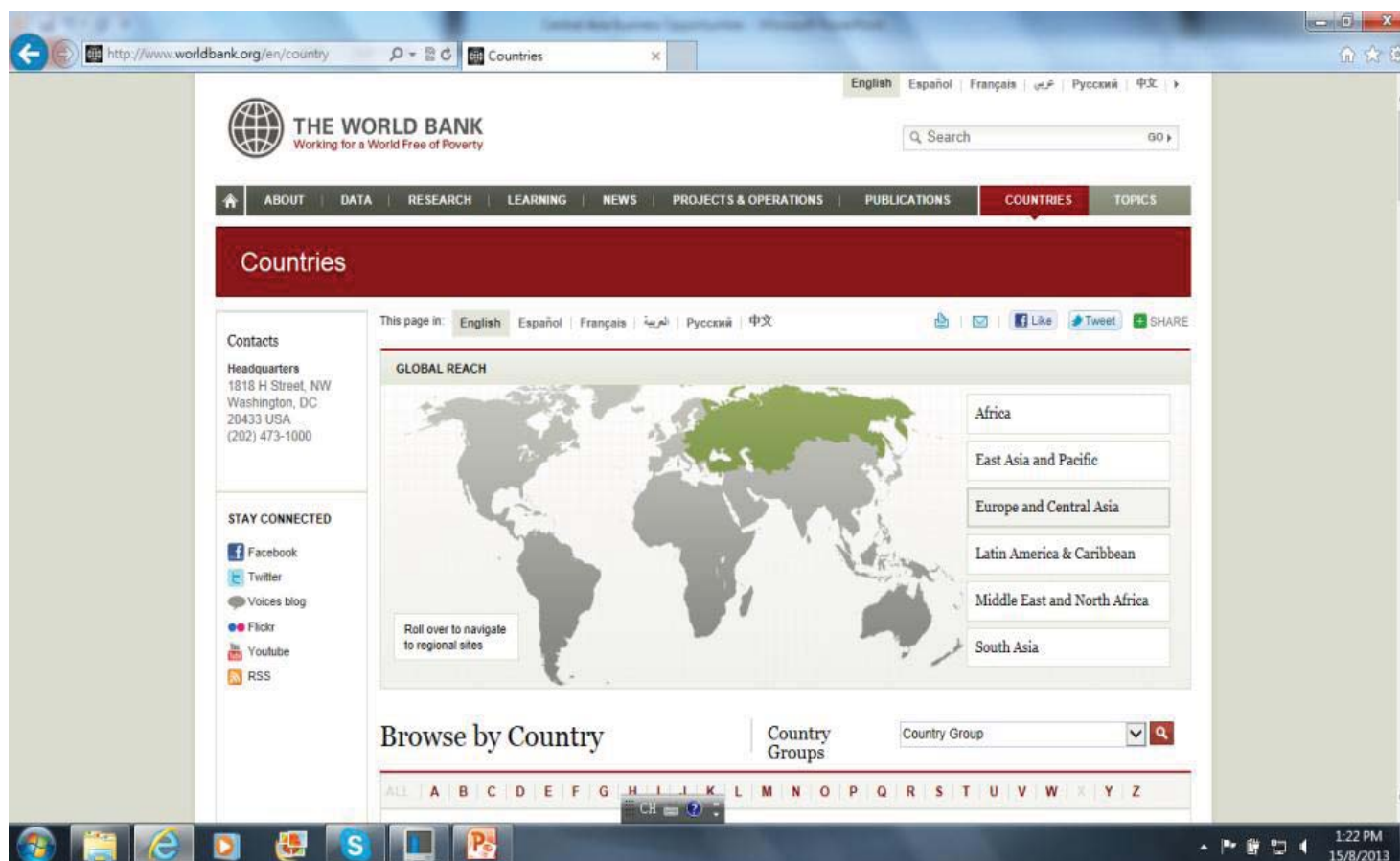
- energy and power
- transportation and teleco
- rural infrastructure
- agriculture development
- urban development
- logistics



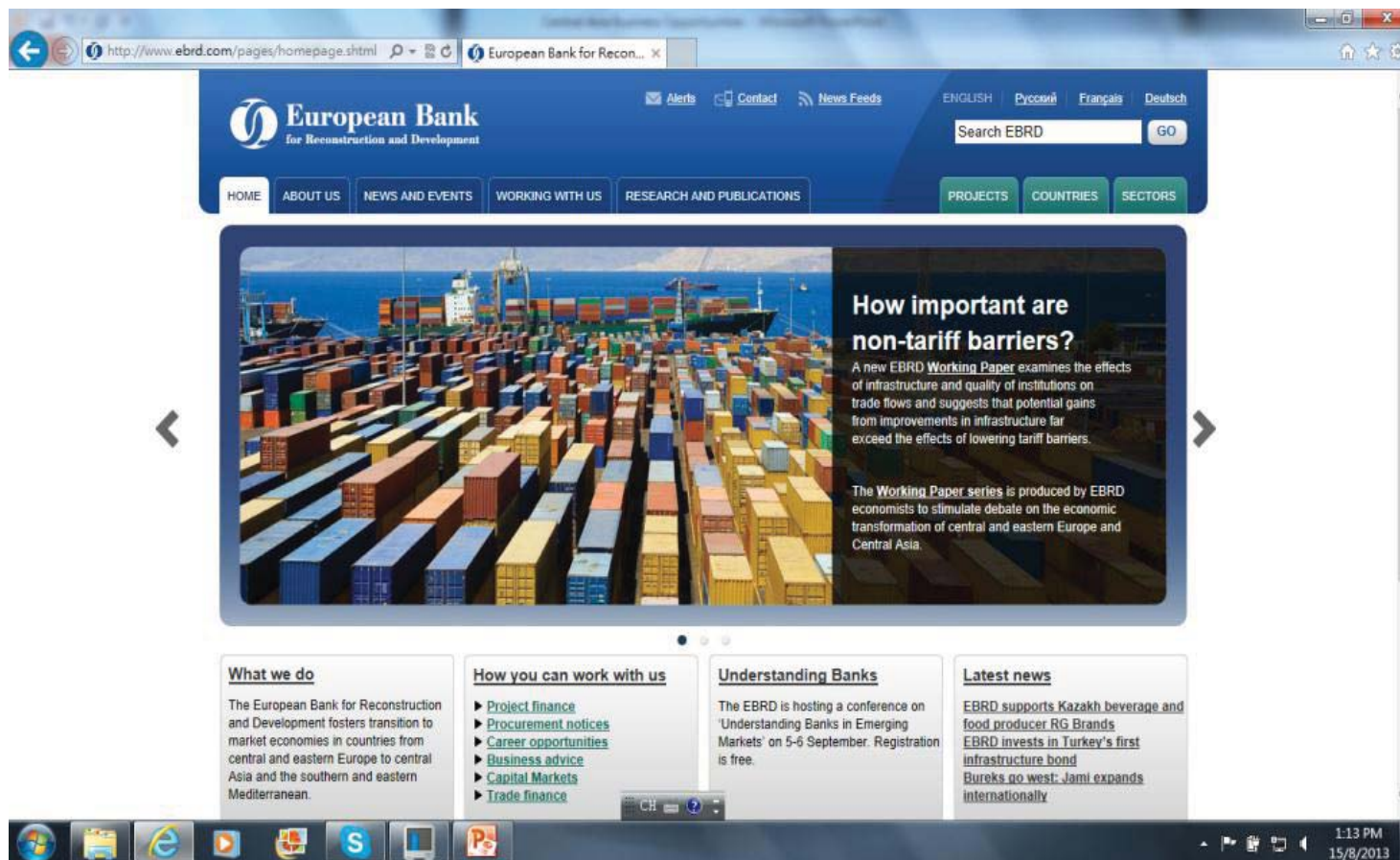
Chief Negotiators' Meetings (CNM)

total 35, come from 11 countries, including secondees from 7 PFMs (Prospective Founding Members)

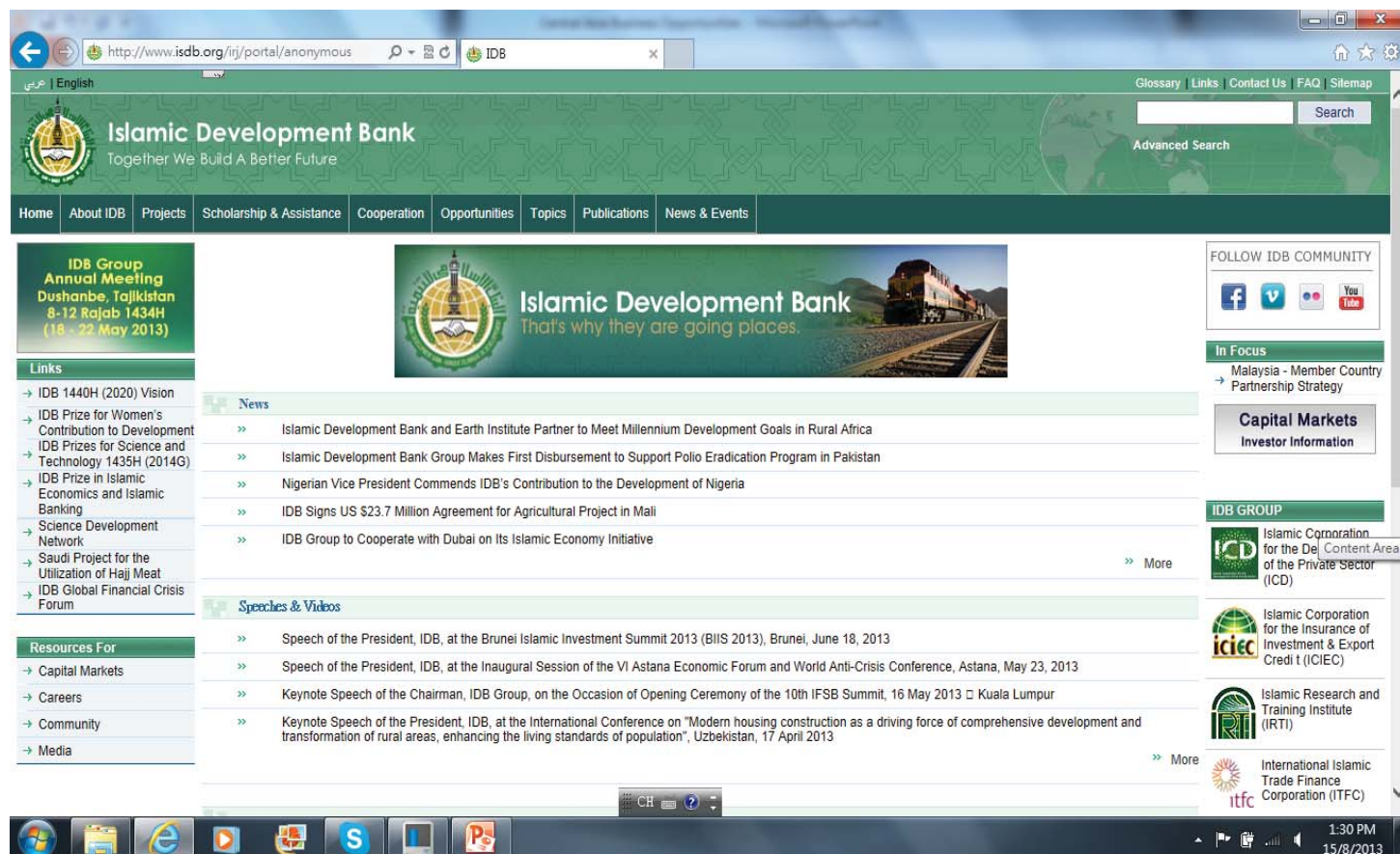
國際援助和競爭—世界銀行(WD)



國際援助和競爭—歐洲復興銀行(EBRD)



國際援助和競爭—伊斯蘭開發銀行(IDB)



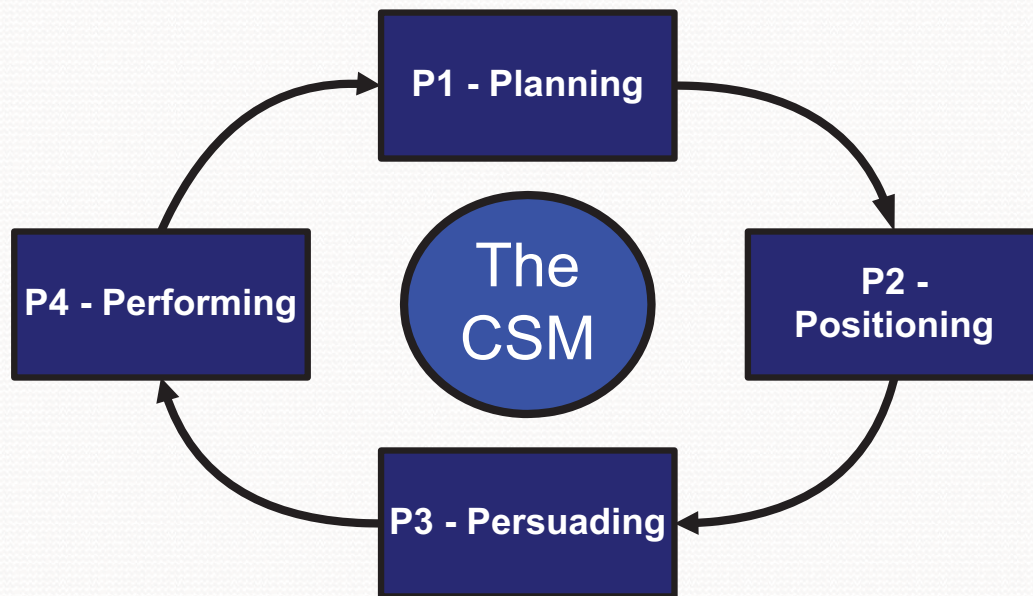
國際援助和競爭-日本國際合作處(JICA)



大綱

- 工程國際化演進的原理和背景
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- 成功服務建議書(投標書)的條件

Business development used to be purely a reactive, internal process



32

Business development used to be purely a reactive, internal process

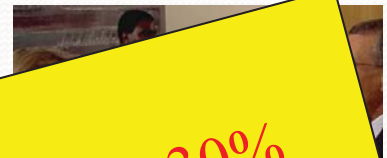
RFP is OUT!



Talk to Ourselves
(do we need work?)



Talk to Ourselves (do we
have the skill set?)



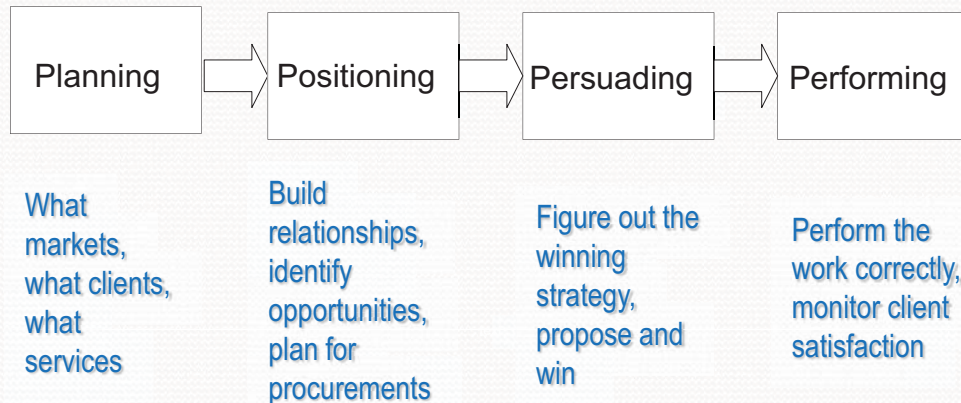
This approach was successful 25-30%



33

The 4-P process is an expert system which simply lays out the steps experienced staff would follow

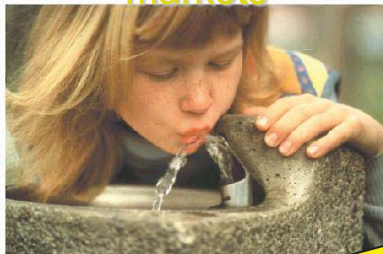
The Sales Role



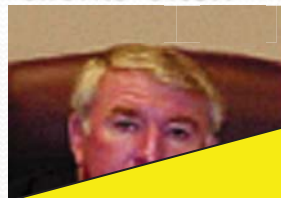
34

The 4-P process made business development more proactive and successful

First we study markets



We talk to our clients-often



We position key staff

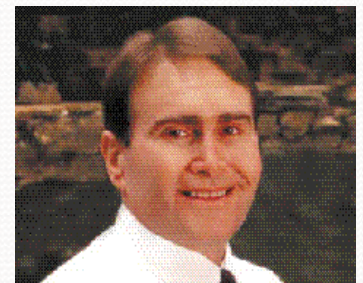


We prepare



We have held costs level and have a win rate between 50-70%

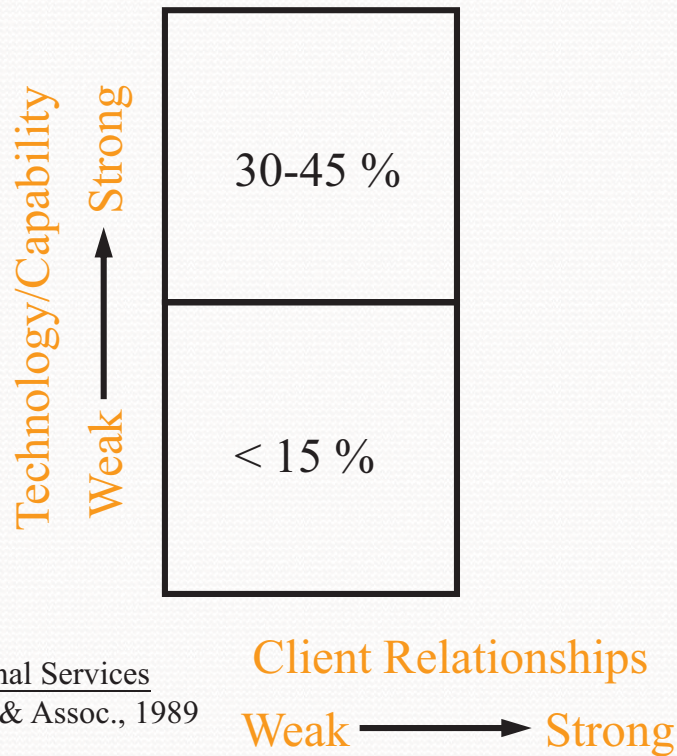
We celebrate our success-often



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Relationships are the key to sales success and the CSM leads that development

Sales success chart

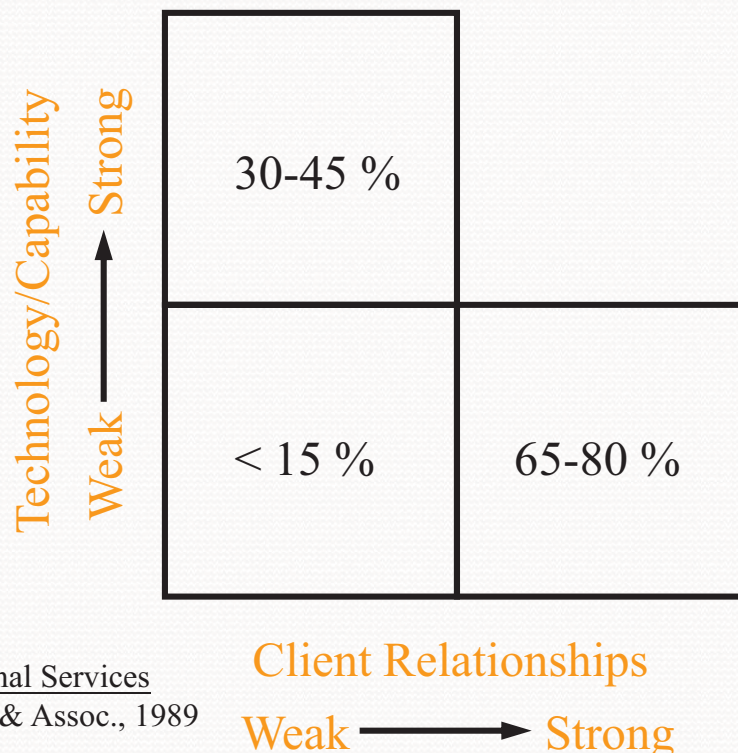


Source: Professional Services Marketing, Miles & Assoc., 1989

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Relationships are the key to sales success and the CSM leads that development

Sales success chart

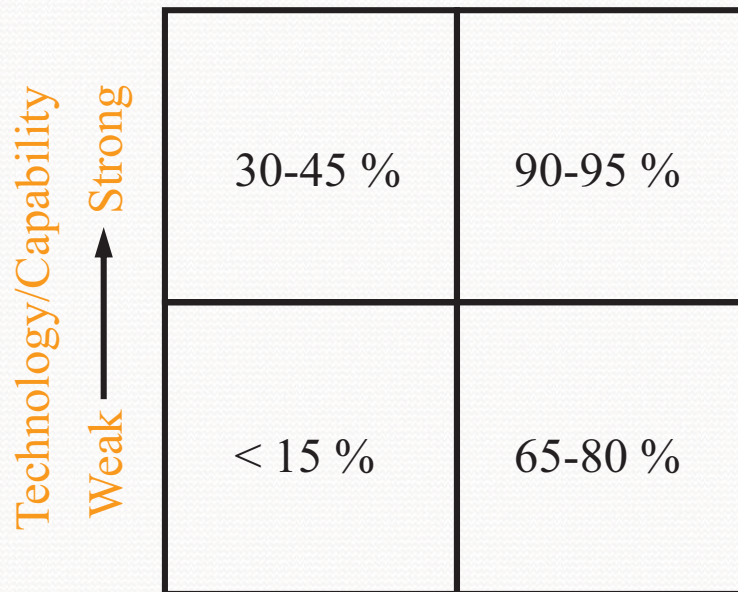


Source: Professional Services Marketing, Miles & Assoc., 1989

37

Relationships are the key to sales success and the CSM leads that development

Sales success chart

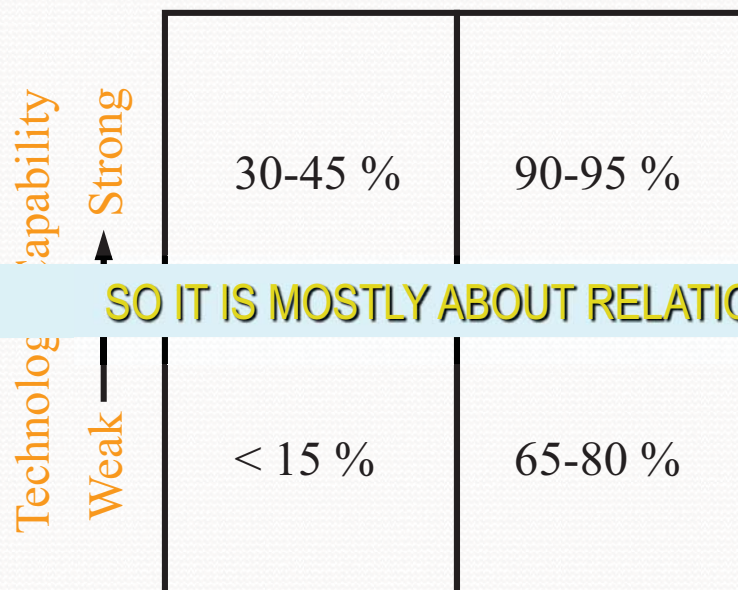


Source: Professional Services Marketing, Miles & Assoc., 1989

38

Relationships are the key to sales success and the CSM leads that development

Sales success chart



Source: Professional Services Marketing, Miles & Assoc., 1989

39

大綱

- 工程國際化演進的原理和背景
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- 成功服務建議書(投標書)的條件

Opportunities & Threats

The screenshot displays the Samsung Group website. The top navigation bar includes links for 'For Business', 'About Us', and 'Login'. Below this is a dark blue header with the 'SAMSUNG' logo and navigation tabs: 'DISCOVER', 'SHOP', 'APPS', and 'OWNERS'. A search bar is also present. The main content area features a 'Welcome to Samsung' banner with a large 'SAMSUNG' logo. To the left, there are several sidebar menus: 'Samsung Group' (Values and Philosophy, Our Performance, Our History, Affiliated Companies), 'Samsung Electronics' (Management, US Divisions, Research and Development), 'In the Community' (Environmental Initiatives, Hope for Children), and 'Investor Relations' (Overview, CEO Message, News and Public Disclosure, Corporate Governance, Stock and Shareholder Information, Financial Information, IR Events & Presentations). The central part of the page shows a 'Beyond The Century' section with images of modern architecture and a line graph titled 'Yearly mil US\$ (BPM6)'. The graph shows a significant upward trend from 2005 to 2010, with a peak around 2009 followed by a slight decline. The bottom of the page contains a footer with 'INTRANET', 'WEBZINE', 'FAMILY SITE', and copyright information for 2008 HDEC.

For Business About Us Login

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Our Performance
Our History
Affiliated Companies

Samsung Electronics
Management
US Divisions
Research and Development

In the Community
Environmental Initiatives
Hope for Children

Investor Relations
Overview
CEO Message
News and Public Disclosure
Corporate Governance
Stock and Shareholder Information
Financial Information
IR Events & Presentations

Welcome to Samsung

SAMSUNG

現代建設

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COMPANY INTRODUCTION | BUSINESS INTRODUCTION | INVESTOR RELATIONS | CYBER PRESSROOM | CUSTOMER CENTER

사회책임경영

HOME : SITE MAP : 신원PDF : ENGLISH

NEWS CENTER CEO DESK IR NEWS

Beyond The Century

건설名家 현대

Yearly mil US\$ (BPM6)

20,000
15,000
10,000
5,000
0

2005 2010

INTRANET WEBZINE FAMILY SITE

現代建設

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서울시 중로구 계동 140-2 대표전화 : 02-746-1114 고객센터 : 1577-7755

부조의 신고센터

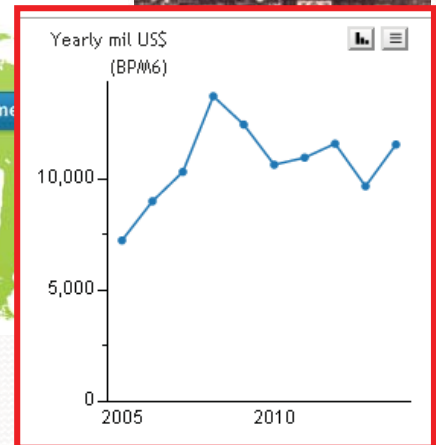
개인정보취급방침 | 법적고지

Opportunities & Threats

Japan International Cooperation Agency, JICA

Countries & Regions

JICA pursues a coordinated, comprehensive approach to address the most pressing issues faced by each country and region. Choose one of the areas below to find out more.



Engineering Firm Ranking -

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Top Lists

ENR attempts to bring structure to an otherwise huge and chaotic construction industry by performing annual surveys of its key segments, and ranking companies engaged in general contracting, specialty contracting, engineering, architecture and environmental services, among other specialties. The rankings, based on annual revenue at home and abroad, are further divided into specific market categories. [ENR Sourcebooks](#) take that market analysis to a more detailed level by ranking industry leaders in particular market subsets. **NOTE: Analyses marked with a PDF icon require an annual ENR print subscription to access.**

Top Design Firms

**THE TOP
500
DESIGN FIRMS**

The Top 500 Design Firms list, published annually in April, ranks the 500 largest U.S.-based design firms, both publicly and privately held, based on design-specific revenue.

[View Rankings](#)[View Full List with Data and Analysis](#) 

Top Contractors

**THE TOP
400
CONTRACTORS**

The Top 400 Contractors list, published annually in May, ranks the 400 general contractors, both publicly and privately held, based on construction contracting-specific revenue.

[View Rankings](#)[View Full List with Data and Analysis](#) 

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Engineering Firm Ranking -

Top Environmental Firms

**THE TOP
200
ENVIRONMENTAL
FIRMS**

ENR's list of the Top 200 Environmental Firms, published annually in August, provides a look at key players, based on revenue, in the global environmental services market—in areas from hazardous and nuclear waste cleanup to environmental sciences and water-wastewater treatment facility design and construction. Please click below for a quick list of the 2013 Top 200 Environmental Firms, and below that for a more detailed market overview and analysis.

[View Rankings](#)[View complete listings with revenue breakdowns](#) 

Top Green Design Firms

**THE TOP
100
GREEN DESIGN
FIRMS**

ENR has produced a ranking of top 100 green design firms based on the volume of sustainable and "Green" projects they have worked on.

[View Rankings](#)[View Full List with Data and Analysis](#) 

Top Green Contractors

**THE TOP
100
GREEN
CONTRACTORS**

ENR has produced a ranking of top 100 green contractors based on the volume of sustainable and "Green" projects they have worked on.

[View Rankings](#)[View Full List with Data and Analysis](#) 

Top International Design Firms

**THE TOP
225
INTERNATIONAL
DESIGN FIRMS**

The Top 225 International Design Firms list, published annually in July, ranks the 225 largest world design firms, both publicly and privately held, based on design-specific export revenue—generated from projects outside each firm's respective home country.

[View Rankings](#)[View Full List with Data and Analysis](#) 

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You Never Saw Coming
That Could Badly
Damage Your Business**

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Engineering Firm Ranking -

Top International Design Firms

THE TOP
225
INTERNATIONAL
DESIGN FIRMS

The Top 225 International Design Firms list, published annually in July, ranks the 225 largest world designs firms, both publicly and privately held, based on design-specific export revenue—generated from projects outside each firm's respective home country.

- ▶ [View Rankings](#)
- ▶ [View Full List with Data and Analysis](#) 📄

Top Global Design Firms

THE TOP
150
GLOBAL
DESIGN FIRMS

The Top 150 Global Design Firms list, published annually in July, ranks the 150 largest world designs firms, both publicly and privately held, based on total design-specific revenue regardless of where the projects were located.

- ▶ [View Rankings](#)
- ▶ [View Full List with Data and Analysis](#) 📄

Top International Contractors

THE TOP
250
INTERNATIONAL
CONTRACTORS

The Top 250 International Contractors list, published annually in August, ranks the 250 largest world construction contractors, both publicly and privately held, based on general construction contracting export revenue—generated from projects outside each firm's respective home country.

- ▶ [View Rankings](#)
- ▶ [View Full List with Data and Analysis](#) 📄

Top Global Contractors

THE TOP
250
GLOBAL
CONTRACTORS

The Top 250 Global Contractors list, published annually in August, ranks the 250 largest world construction contractors, both publicly and privately held, based on total construction contracting revenue regardless of where the projects were located.

- ▶ [View Rankings](#)
- ▶ [View Full List with Data and Analysis](#) 📄



Engineering Firm Ranking -

Top Specialty Contractors

THE TOP
600
SPECIALTY
CONTRACTORS

ENR's Top 600 Specialty Contractors is a comprehensive package of data and analysis. It contains the rankings by revenue of the 600 largest specialty contractors in the U.S., the previous year's rankings, revenue and the percentage of revenue by markets.

- ▶ [View Rankings](#)
- ▶ [View Full List with Data and Analysis](#) 📄

Top 100 Design-Build Firms

THE TOP
100
DESIGN-BUILD
FIRMS

The Top 100 Design-Build Firms list, published annually in June, ranks the 100 largest U.S. design-build firms, both publicly and privately held, based on revenue derived from projects delivered using the design-build project delivery system.

- ▶ [View Rankings](#)
- ▶ [View Full List with Data and Analysis](#) 📄

Top 100 CM-for-Fee Firms

THE TOP
100
CM-FOR-FEE
FIRMS

The Top 100 Construction Management for Fee list, published annually in June, ranks the 100 largest U.S. construction firms, both publicly and privately held, based on agency CM fees for project-related construction management projects.

- ▶ [View Rankings](#)
- ▶ [View Full List with Data and Analysis](#) 📄

Top 100 CM-at-Risk Firms

THE TOP
100
CM-AT-RISK
FIRMS

The Top 100 Construction Management At-Risk list, published annually in June, ranks the 100 largest U.S. construction firms, both publicly and privately held, based on revenue derived from projects where they provide CM services on at-risk basis. (where the firms accept the legal and financial risks associated with delivering the construction project.)

- ▶ [View Rankings](#)
- ▶ [View Full List with Data and Analysis](#) 📄

Top 50 Program Managers

Engineering Firm Ranking -

Top 50 Program Managers

**THE TOP
50
PROGRAM
MANAGERS**

The Top 50 Program Management for Fee list, published annually in June, ranks the 40 largest U.S. construction firms, both publicly and privately held, based on agency PM fees for multi-project construction programs.

- ▶ [View Rankings](#)
- ▶ [View Full List with Data and Analysis](#)

Top Chinese Design Firms

**THE TOP
CHINESE
DESIGN FIRMS**

Data was compiled by Construction Times, a Shanghai-based industry newspaper, based on ENR-designed survey questionnaire. The lists rank the top 60 China-based contractors and the top 60 China-based design firms, both publicly and privately held, based on their contracting- or design-specific revenues.

- ▶ [View Rankings](#)
- ▶ [View Full List with Data and Analysis](#)

Top Chinese Contractors

**THE TOP
CHINESE
CONTRACTORS**

Data was compiled by Construction Times, a Shanghai-based industry newspaper, based on ENR-designed survey questionnaire. The lists rank the top 60 China-based contractors and the top 60 China-based design firms, both publicly and privately held, based on their contracting- or design-specific revenues.

- ▶ [View Rankings](#)
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CPG CORPORATION

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Fellow (Inst. Aust. Civ. Engrs., MIE, MEM (NS))
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MEIN-HARDT INFRASTRUCTURE
Consulting Engineers • Planners • Managers

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Consulting Engineers • Planners • Managers

迈进基础设施工程顾问
Meinhardt Infrastructure Pte Ltd
Member of Meinhardt Group
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KTP

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P.Eng., (Canada, Spain, Taiwan)
Accredited Checker
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TYLIN INTERNATIONAL PTE LTD
civil | structural | geotechnical | mechanical | electrical

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EcoNomics

Who are major Competitors

ENR Rank		Name	Firm Type
2012	2011		
1	1	AECOM Singapore Pte. Ltd.	EA
10	10	Parsons Brinkerhoff Pte. Ltd.	EA
17	19	Worley Parsons Pte. Ltd.	EC
51	55	T.Y.Lin International Pte. Ltd.	EA
55	53	Arup Singapore Pte. Ltd.	E

Who are major Competitors

Name	Prequalified	Past Experience with LTA Contract No.(Year)
AECOM Singapore Pte. Ltd.	CS01, ME01	2104 (2011), 1661, 1662, 917QP, 918QP(2010), C9151 (Maunsell 2008)
Arup Singapore Pte. Ltd.	CS01, ME03	2102, 2105, 2108 (2011), 9181A (2009), C9152 (2008)
Parsons Brinkerhoff Pte. Ltd.	CS01, ME01	2106 (2011), 1660 (2010), 9158B (2009), C4620 (2008)
T.Y.Lin International Pte. Ltd.	CS01, ME01	2101, 2103 (2011), 9181B (2009)
Tritech Consultants Pte. Ltd.	CS01	9188B2 (2011), 921QP, 9161F, ER299QP (2010)
ECAS-EJ Consultants Pte Ltd	CS01	9188B1 (2011), 912AC, 913QP, 917AC (2010)
BECA Carter Hollings & Ferner (S. E. Asia) Pte. Ltd.	CS01, ME01	916QP (2010)

Who may Team up with

No.	Name	Qualified as	Past Experience with LTA Contract No.(Year)
1	CPG Corporation Pte. Ltd.	AR01, CS01, ME01, PM01	RP181E (2011), 921A , 9161D (2010), ER290 (2009) +consultant to contractors
2	Worley Parsons Pte. Ltd.	CS01, ME01, PM01	915QP (2010) +MCE consultant to contractors
3	Meinhardt Infrastructure Pte. Ltd.	CS01, ME01	1663 (2010), 9181C (2009)
4	Mott MacDonald Singapore Pte. Ltd.	CS01, ME01	ER333 (2010)+consultants to contractors
5	CKM Consultants Pte. Ltd.	CS01, PM02	937BQP, ER295QP (2011), ER303QP, RP179, ER342AC (2010)
6	R. J. Croker Consultants Pte. Ltd.	CS02	9188B3 (2011), 156QP ER309QP, ER339QP (2010)
7	Lee & Lee Consultants Pte. Ltd	CS01, PM02, QS03	VT275QP, ER311QP (2010)

KTP is qualified as CS01 has previous LTA project: 915AC(2010)

What do Singaporean Firms need

Industry	Occupation	Recommended Requisites
Construction	Civil/ Structural/ Bridge Engineer	Masters/Degree/Diploma (Construction-related)
	Design Engineer	Degree/Diploma (Construction-related)
	Geotechnical Engineer	PhD/Masters/Degree (Construction-related)
	Mechanical & Electrical/Aircon/Fire/Instrumentation Engineer	Degree/Diploma (Mechanical & Electrical-related)
	Quantity Surveyor	With at least 2 years of relevant experience
	Resident Technical Officer/ Engineer	Degree in Quantity Surveying, Building Science, Project Facilities Management
	Testing & Commissioning Engineer	Degree/Diploma (Construction-related)*
	Supervisor and General Foreman	Degree/Diploma (Mechanical & Electrical-related)
	Crane & Hoist Operator/BC Cutter Operator/Bored Piling Operator/Drilling Operator	Degree/Diploma/ITE Certificate (Construction-related)
	Draftsman structural/ M&E/ architectural)/Autocad Operator	Certificate of Successful Completion/Skill Evaluation Certificate (Crane-related)
	Architectural Assistant/Technician	With 5 years of relevant experience
	Jet-grouting Specialist	Degree/Diploma/ITE Certificate in Architectural Design
	Building and Construction Project Manager	With 2 to 5 years of relevant experience
		Degree/Diploma in Architectural Design
		With at least 2 years of relevant experience

*These occupations require accreditation by the Joint Accreditation Committee of Institution of Engineers Singapore and the Association of Consulting Engineers Singapore (www.ies.org.sg).

How Well They Pay Their Employees

MONTHLY BASIC AND GROSS WAGES OF SELECTED OCCUPATIONS, JUNE 2010

SSOC No.		Occupation	Basic	Gross
Manager	13231	Building & Construction Project Manager	5,068	5,402
	11201	Managing Director/CEO	17,661	19,018
	13292	Quality Assurance Manager	6,398	6,755
	12211	Sales & Marketing Manager	5,932	6,930
	13291	Engineering Service Manager	6,878	7,278
Professionals	2142	Civil Engineer	4,325	4,794
	21431	Environmental Engineer	4,006	4,420
	21651	Surveyor	4,199	5,307
Technicians	31001	Associate Civil & Structural Engineer	2,965	3,106
	3112	Civil Engineering Technician	2,861	3,215

Resources: Singapore Year Book of Manpower Statistics 2011, Table B.3

Resources - 越南工程融資與貸款相關單位

越南駐台北經濟文化辦事處 Viet Nam Economic and Cultural Office in Taipei		
地址	台北市中山區松江路101號3樓	
電話	02-2503-6840	
備註		

ADB Viet Nam Resident Mission		
地址	Unit 701 - 706, Sun Red River Bldg., 23 Phan Chu Trinh St., Ha Noi, Viet Nam	
電話	84-4-3933-1374	84-4-3933-1373
備註	Tomoyuki Kimura	Country Director

World Bank Viet Nam Director's Office		
地址	8th Floor, 63 Ly Thai To, Hanoi, Vietnam	
電話	84-4-3934-6600 ext. 234	84-4-3934-6597
備註	Victoria Kwakwa (Ms.)	Country Director

Resources - 駐越南政府或經濟代表

經濟部駐越南代表處經濟組 Taipei Economic and Cultural Office in Ha Noi		
地址	5th Fl. HITC Bldg, 239 Xuan Thuy St., Cau Giay Dist., Ha Noi	
電話	84-4-3768-9660	
備註	詹聯興代表	ecohn@netnam.vn

外交部台北駐越南經濟文化辦事處 Taipei Economic and Cultural Office in Ha Noi		
地址	5th Fl. HITC Bldg. 239 Xuan Thuy St., Cau Giay Dist. Ha Noi	
電話	84-4-3833-5501	84-4-3833-5508
備註	黃志鵬代表	tecohn@netnam.vn

外貿協會駐越南胡志明市辦事處 Taiwan External Trade Development Council, TAITRA		
地址	8th Fl. No. 14 Vo Van Tan St., Ho Chi Minh City	
電話	84-8-3930-1986	84-8-3930-1984
備註	佐惟達主任	timothy@taitra.org.tw

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Resources - 臺灣工程顧問公司技術服務駐越南代表

中鼎工程越南公司 CIMAS Engineering Co., Ltd.		
地址	6 th Fl., Charmvit Bldg., 117 Tran Duy Hung Rd., Cau Giay Dist., Ha Noi	
電話	84-4-3833-5513	84-3833-7824
備註	李銘賢總經理	3192@ctci.com.tw (原-李定國)

鼎漢國際工程顧問股份有限公司 THI Consultants Inc.		
地址		
電話	(04)2202-7022	林建文副總經理
備註	富美興南西貢開發區整體 道路交通改善計畫	

台灣世曦駐越南胡志明市辦事處 CECI Engineering Consultants, Inc.		
地址		
電話		
備註	http://www.cec.com.tw/english/os_vietnam.aspx (track record)	

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Resources -學術界工程人才培育(越南籍研究生)

國立台灣大學土木工程學系 National Taiwan University		
地址	No. 1, Sec. 4, Roosevelt Road, Taipei, 10617 Taiwan	
電話	02-3366-4360	0917-239-680
備註	荷世平副教授	spingho@ntu.edu.tw

國立台灣科技大學營建工程系 National Taiwan University of Science and Technology		
地址	No.43, Sec. 4, Keelung Rd., Da'an Dist., Taipei City 106, Taiwan	
電話	(04)2202-7022	
備註	黃兆龍系主任	mikehwang@mail.ntust.edu.tw

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大綱

- 工程國際化演進的原理和背景
- 國際金融組織和運作
- 商機的產生與創造
- 策略結盟的互補
- 競標策略與差異化分析
- 成功服務建議書(投標書)的條件



台灣的大學 V.S.美國的大學

台灣的大學

美國的大學

1.環境

老舊擁擠

優美具特色

2.排名

公立優於私立

私立與公立各具優勢

3.經營

追逐社會價值

自主前瞻領導社會

4.課程制度

僵化乏味

具彈性

5.經費來源

教育部補助

商業化經營

6.學校行政效率

階級化和人情味

現實而殘酷



台灣的大學生 V.S.美國的大學生

台灣大學生

美國大學生

1.學習環境

重規範

設備好空間大資源多

2.讀書時間

考試前

作業多

3.學習心態

無目標隨社會價值

主動且要求多

4.入學方式

學測登記與推薦

學測與申請

5.對老師要求

少上課內容簡單

求補課還要包會

6.就業機會

靠自己和家人

學校輔導機制

台灣工程顧問公司 V.S. 國外工程顧問公司

台灣工程顧問

國際工程顧問

1. 工作環境與時間

時間長

視情形

2. 責任與分工

通才

分工細

3. 升遷與機會

照年資

看績效

4. 工作保障

退休有保障

平常福利好

5. 工作性質

保守而依常例

創意空間大

6. 對員工要求

守本份

求表現

台灣營造 V.S. 國外營造

台灣營造

國際營造

1. 工作環境與時間

規模小重工率

資本大重工安

2. 責任與分工

成本效率

責任制

3. 升遷與機會

照年資

看效率

4. 工作保障

退休有保障

平常福利好

5. 工作機會

勞力密集

機具和系統

6. 公司要求

省成本

重研發

2006.12.2

Sample Biography – Entry Level Case I

TECHNICAL SKILLS

- Project experience
- Computer
- Language
- Personal

EMPLOYMENT

- Company Names
- Job title
- Responsibility
- Chronicle order

EDUCATION

- Institution
- Degree, program
- Year graduated

ACTIVITIES

- Membership
- Sports, leisure
- Volunteer works

chihtrung1986@gmail.com
Cell: (+886) 0970-624-522

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Zhong San District, Taipei, 104-44
Taiwan R.O.C.

TECHNICAL SKILLS

Project Experience EPSCS 1 Design Project: designed home elevation
EPSCS 2 Design Project: designed local fire Engineering Day's medical heat mass event
Senior Design Project: Redesign of secondary treatment facility for municipal wastewater treatment center
Completed and passed the FE exam
Proficient in SolidWorks and Microsoft Office (Word, Excel, PowerPoint, etc.)

Computer: Proficient in SolidWorks and Microsoft Office (Word, Excel, PowerPoint, etc.)
Languages: Native English speaker, Conversational Mandarin and Taiwanese
Personal: Eager to start a career in the construction industry as an engineer; personable, hardworking, team player, and anxious to learn about the engineering field

EMPLOYMENT

July 2010 – October 2010
Shine Alpha Electronics-Taipei, Taiwan – Assistant Design Engineer – Assisted Senior Design Engineer in producing 3-D drawings of medical device with SolidWorks and 2-D drawings of electrical schematics with **AutoCAD**

July 2009 – March 2010
Sushi Okajima Restaurant/May Palace Chinese Restaurant – Vail, CO, USA – Bartender/Waiter

March 2009 – June 2009
The Loft Denver-Denver, CO, USA – Manager – Managed staff to ensure proper operation during opened hours, scheduled staff, worked with promoters, placed orders and kept inventory, balanced bar accounts

February 2008-March 2009
The Loft Denver-Denver, CO, USA – Bartender – Managed bar staff to ensure smooth operation throughout the night, provide customer service to patrons

August 2007- February 2008
The Loft Denver-Denver, CO, USA – Head Bar Back – Managed bar back staff, delegating responsibilities to ensure business runs smoothly

EDUCATION

Colorado School of Mines- Golden, CO
Current Status: Graduate Degree: Bachelor of Science in Engineering
Graduation date: May 2009 Specialty: Civil

ACTIVITIES

Alpha Tau Omega National Service Fraternity
Scholarship Chairman 2007, Membership Education Chairman 2008
Colorado School of Mines Varsity Football
Walk-on player 2004-2005
Colorado School of Mines Intramural Sports
CSM Flag football, soccer, softball, basketball 2005-2009

Sample Biography – Entry Level Case I

EMPLOYMENT

- Project
- Company name
- Title
- Detail job description

PERSONAL INFO

- Contact information
- Employment
- Education
- Professional registration
- Skill
- Language

EMPLOYMENT

- Project
- Company name
- Title
- Detail job description

American Institute in Taiwan:
New Office Compound (NOC) Phase I
U.S. Department of State, Overseas Building Operations
Taipei, Taiwan

June 2011 – Present
Civil EIT/Field Engineer

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Taipei, Taiwan 11661

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+886 970-620-522 Work Mobile

Email: chihtrung1986@gmail.com

Firm: Women Solutions, Inc.
Wei Chuan Arch Co.
Yih Shin Construction Co., LTD.

Education:
Colorado School of Mines
Golden, Colorado
Bachelor's of Science
Civil Engineering 2009

Professional Registration:
Engineer in Training Colorado 2009

Skills:
Proficient in: AutoCAD 2012, Blue Beam, Revit, Microsoft Word, Excel, PowerPoint
Experience in: Autodesk Revit Architecture 2012, Sketch Up

Languages:
Native English
Conversational Mandarin and Taiwanese

June 2011 – Present
Civil EIT/Field Engineer

- Oversee multiple sub-contractors and trades from civil/structural construction to mechanical construction, applying technical information on project specifications and code requirements for compliant civil/structural and interior finish work
- Coordinated MEP, civil/structural, and interior finish construction activities for efficient and steady progress
- Reviewed and approved quality work prior to inspections with client
- Coordinated, calculated concrete quantities, and supervised concrete pour
- Reviewed design and shop drawings for material take off and construction feasibility
- Assisted the Design Manager as well as Construction Manager in issuing RFI's to resolve design/field issues
- Assisted the Design Manager and Construction Manager with new perimeter fence design that resulted in a dramatic change to the landscape and nearly 5,000 cubic meters of cut; was charged with overseeing the execution of the design change in the field
- Maintained positive relationship with client and their representatives
- Ensured site safety program was implemented and followed
- Daily translation of English direction from Women personnel to Mandarin-Chinese for local sub-contractors

March 2011 – June 2011
Civil EIT/Field Engineer

- Introduced AutoCAD software into company workflows through the usage of Autodesk Revit Architecture 2012 and Sketch Up
- Utilized Sketch Up model to identify structural and architectural design issues and subsequent resolutions prior to construction
- Assisted in quantity take off of concrete for placements
- Assisted site superintendents in performing inspections on quality and compliance with project specifications
- Developed and maintained positive client relationship

Track Record shall consist of:

IMAGE

PROFILE

Project Basic Information

- Starting and ending dates
- Contract Values
- Project Size and Location
- Project Description (Type of Specialty)
- Owner of the project

Project Feature

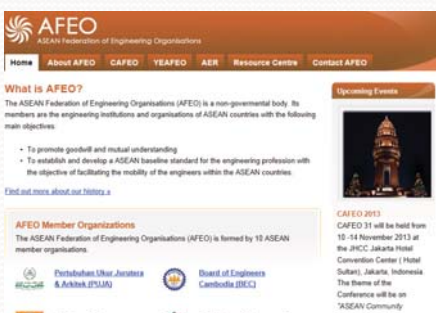
- Successful Stories (schedule, cost, esthetics)
- Unique Methods, equipment
- Lessons learned

Project Outcome Illustration

- Photos
- Awards

CULTURE

VALUE



台灣工程師個人國際化的困難

學歷與學力

守法與手法

保守與創意

分享與獨享

民族性的缺陷

人際與個性

Close,

自信與表達

Learn and

Celebrate

傲慢與偏見

語言與專業

大綱

- 工程國際化演進的原理和背景
- 國際金融組織和運作
- 商機的產生與創造
- 策略結盟的互補
- 競標策略與差異化分析
- 成功服務建議書(投標書)的條件

A close-up photograph of a hand holding a silver pen, marking numbers on a German Lotto ticket. The ticket is yellow and white, with the word 'LOTTO' in large red letters and 'NORMAL' in blue. The ticket has a grid of numbers from 1 to 49, with some numbers already marked with an 'X'. The hand is in the process of marking the number 18. The ticket also features a barcode and the text 'Losnummer 52000' at the bottom.

Myth No. 1

- The Chance is so slim that it feels like winning a Lotto.

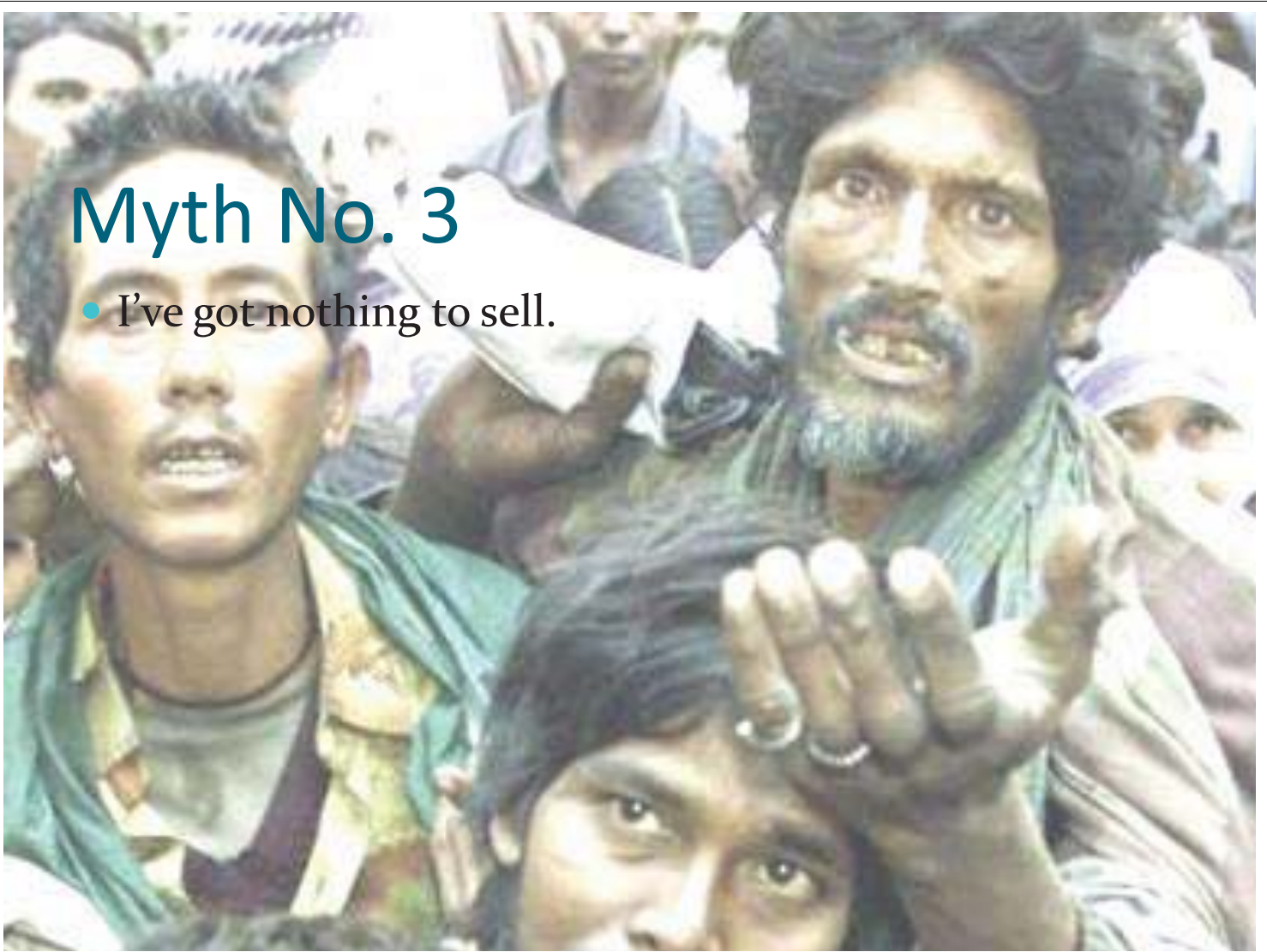
A close-up photograph of two ducks. In the foreground, a white duck's head is shown in profile, looking towards the right. Its beak is large and orange-yellow, with a small red spot near the base. In the background, another duck, possibly a mallard, is visible, looking towards the left. The background is slightly out of focus, showing a sandy or gravelly ground.

Myth No. 2

- Someone's is always better than mine.

Myth No. 3

- I've got nothing to sell.



Myth No. 4

- My application is like a kite. – gone with the wind.



Myth No. 5

- All reviewers are animals.



Myth No. 6

- Committee members use machines to select.





Myth No. 7

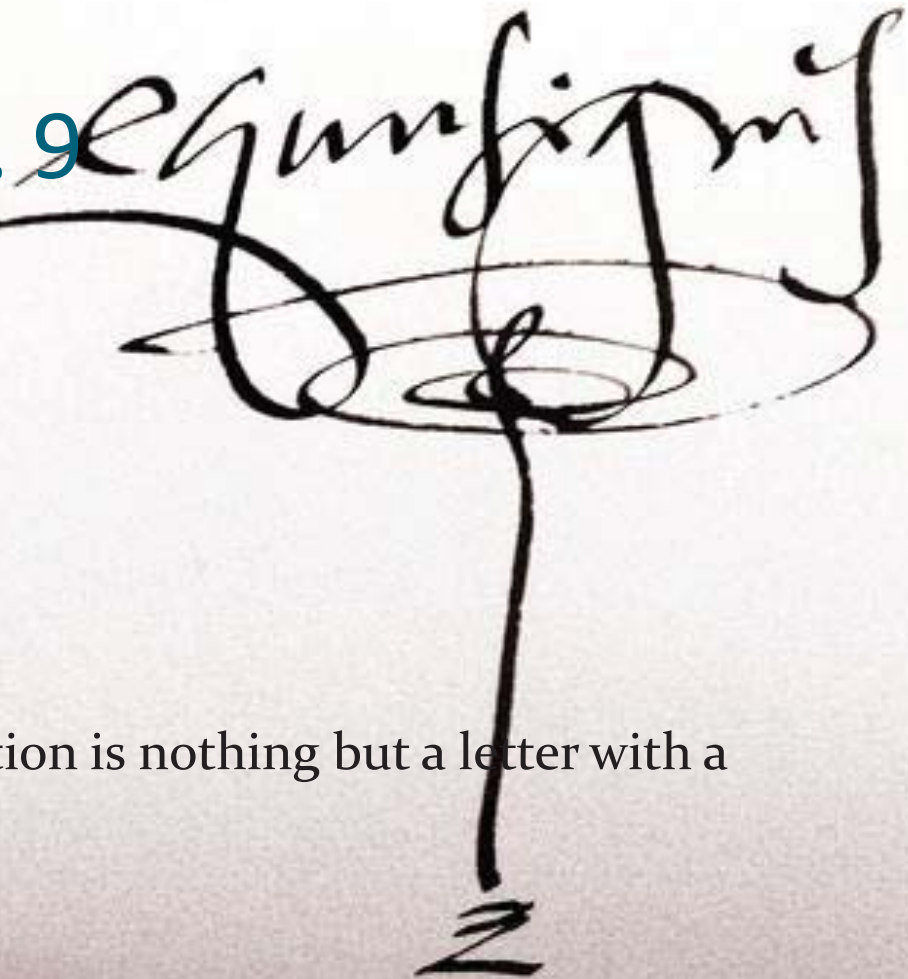
- Color one is always better than a black/white.



Myth No. 8

- There is a huge money involved.

Myth No. 9



- Recommendation is nothing but a letter with a signature.

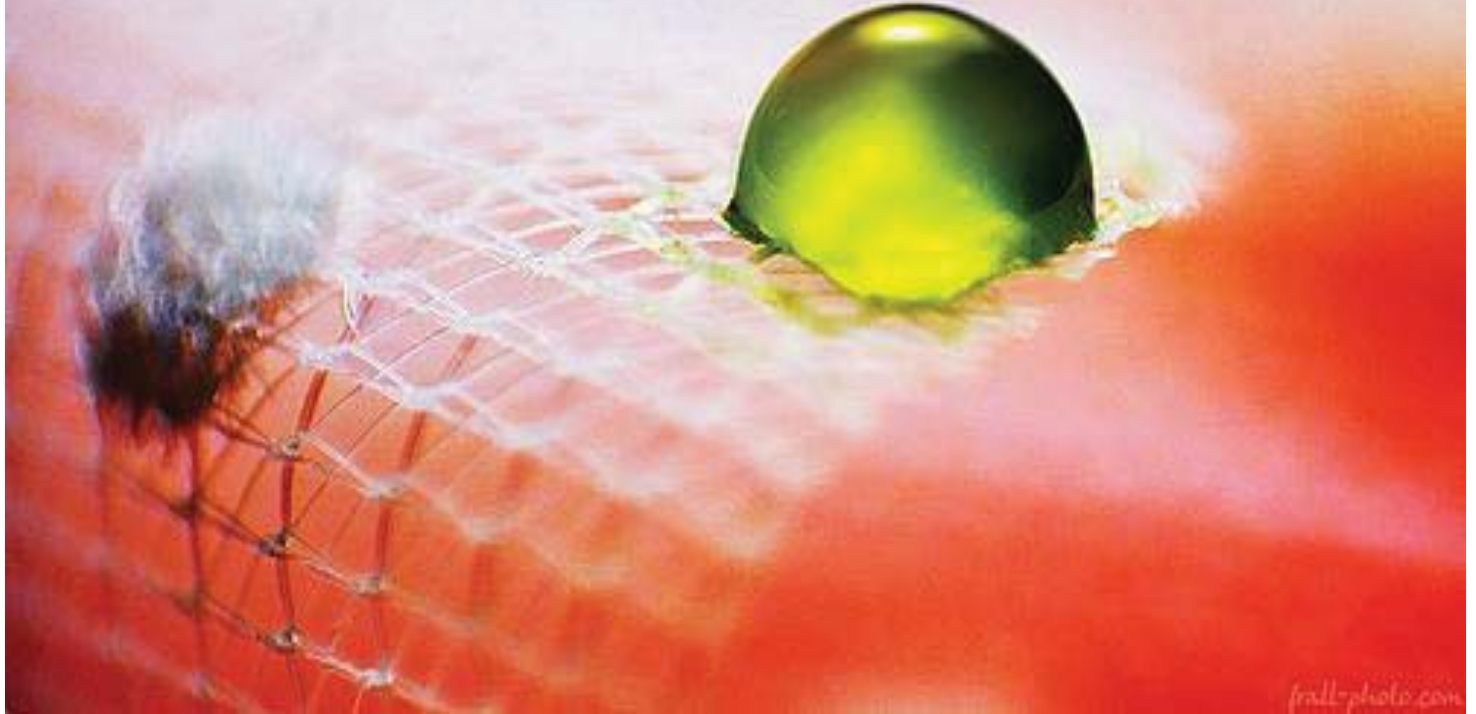
Myth No. 10

- Creativity must sale.



A Winning Strategy Tip No. 1

- Getting the most out of your qualification.



A Winning Strategy Tip No. 2

- Be positive, no complaint.



A Winning Strategy Tip No. 3

- Identifying Differentiators.



A Winning Strategy Tip No. 4

- Focus on what reviewers want and give what they look for.





A Winning Strategy Tip No. 5

- Do not hide your weakness, admit, accept and move on.

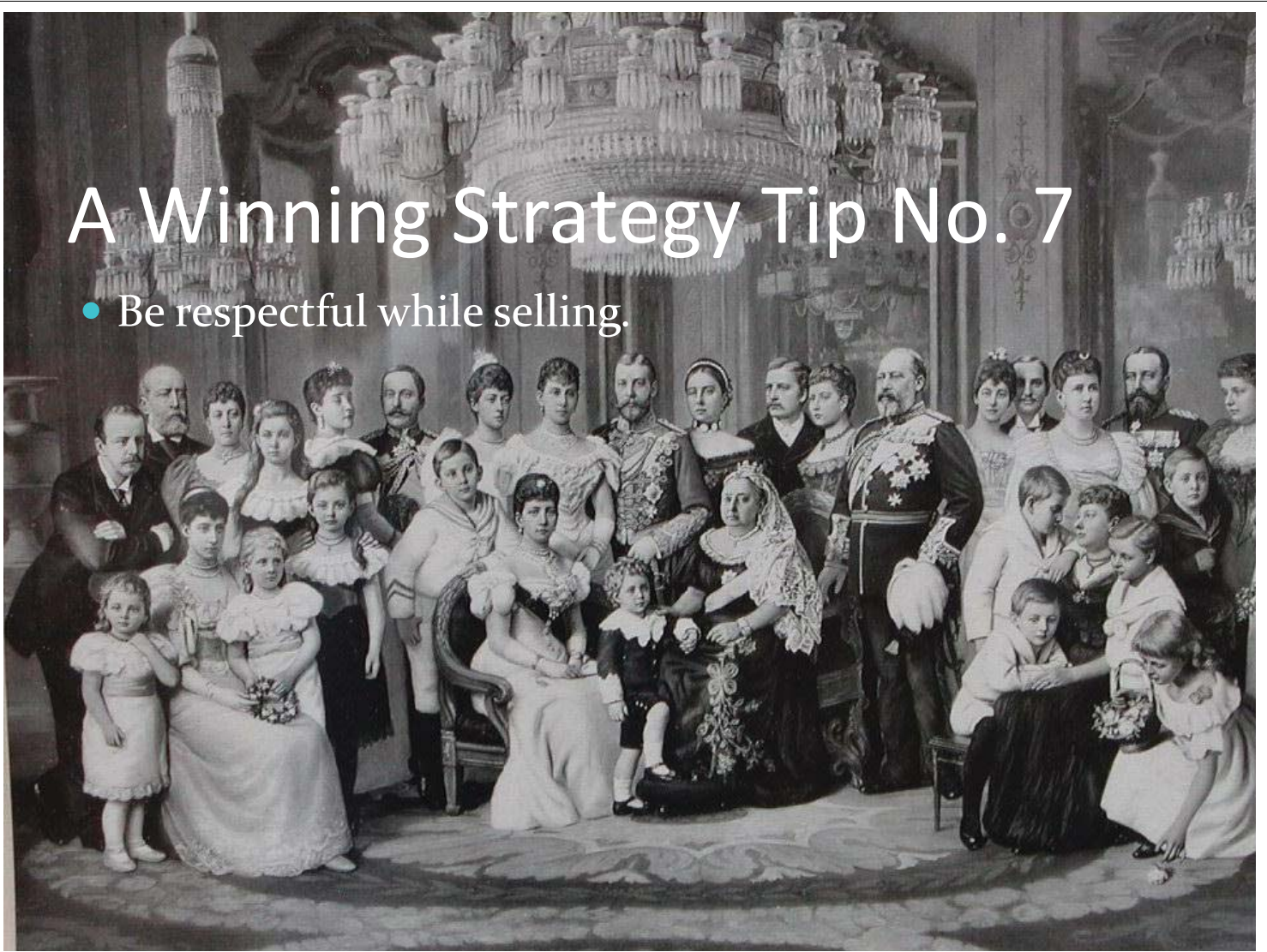


A Winning Strategy Tip No. 6

- Be yourself, speak from your heart.

A Winning Strategy Tip No.7

- Be respectful while selling.



A Winning Strategy Tip No. 8

- Present in logical, orderly fashion.



A large concrete bridge with multiple pillars over water at sunset. The bridge's structure is illuminated by warm, golden light, and the pillars are reflected in the calm water below. The sky is a clear, pale blue.

A Winning Strategy Tip No. 9

- Leave room for improvement.

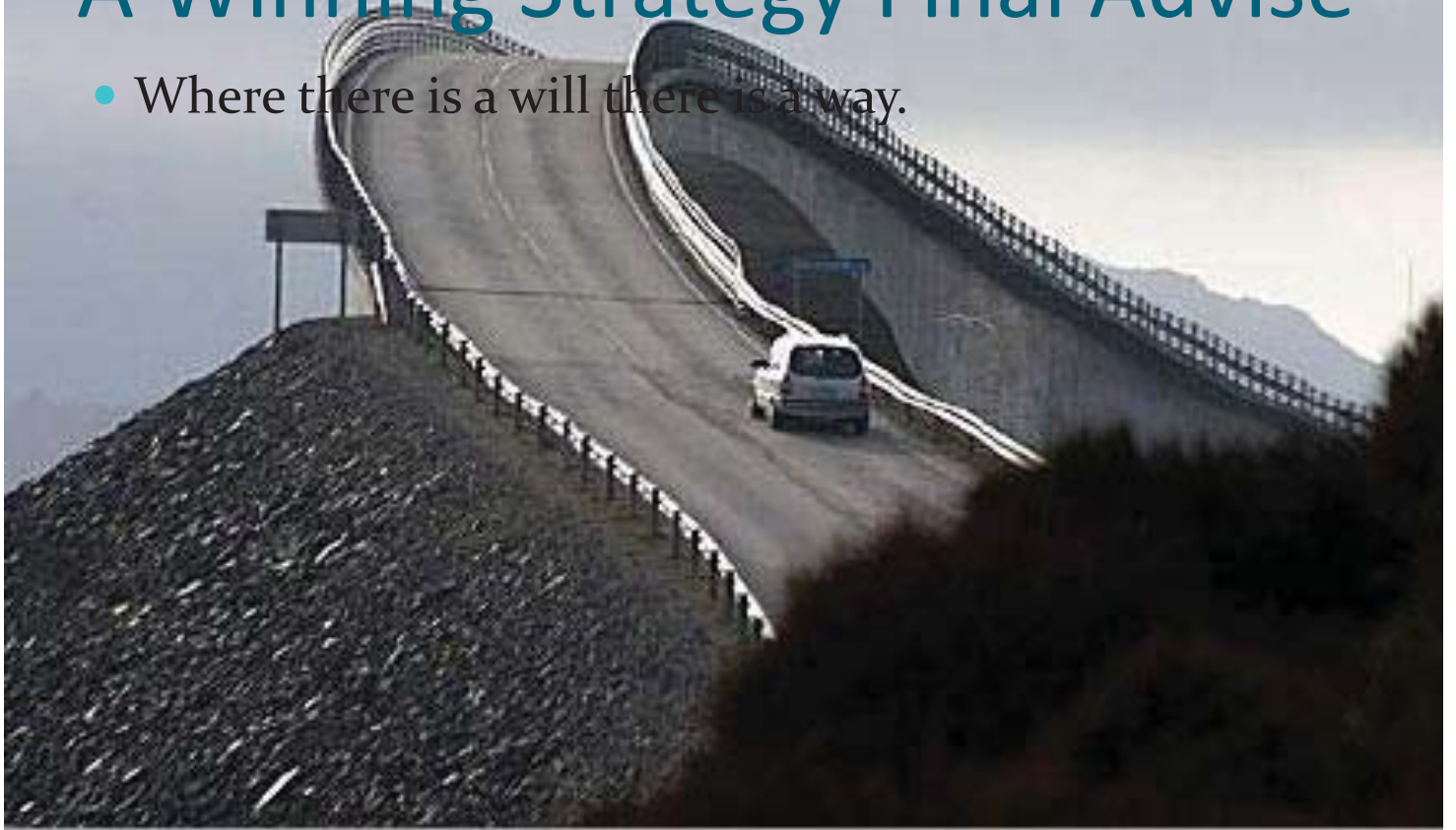
Two people are climbing a large sand dune. One person is standing on the peak, looking out over the landscape, while the other is climbing up the side. The dune is vast and sandy, with some sparse vegetation at the top. The sky is a clear, pale blue.

A Winning Strategy Tip No. 10

- Good things always come with time and effort.

A Winning Strategy Final Advise

- Where there is a will there is a way.



Thank You!

