

我國加入世界貿易組織後對造紙業國際策略影響之研究

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摘要

本研究旨在探討台灣地區造紙業在加入世界貿易組織後所受的衝擊，以及探索該產業特性、產業結構分析，目的是希望能以分析所得資料加以整理，業經由個案公司的深入訪談、深入分析，發展出各項命題，進而推演出該產業的可能趨勢，以及國際化的經營策略。由於沒有有關的研究文獻說明全球紙業的產出關係，只能以台灣區造紙工業同業公會的資料，嘗試找出台灣地區的產銷關係，以及原料來源，另外對該產業的未來作一大膽的產業趨勢預測：1.海外投資的管理能力；2.垂直整合的發展；3.重視策略聯盟的重要性；4.市場價格的預測能力日益提昇；5.收集國際經貿資訊、培育經貿人才。本研究提出該產業對未來的經營策略建議如下：1.積極增加產品線；2.規模經濟化；3.積極往上整合；4.重視大陸市場的潛力；5.淡化家族企業色彩、強化內部管理。台灣的天然資源缺乏，對於原料數量有限的情況下，如能運用海外直接投資，取得當地資源、發揮經濟規模，以業者長期身處該產業的優勢，擬定競爭策略、掌握未來。

關鍵詞：紙業；世界貿易組織；國際策略；垂直整合

目錄

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