

# 台灣塑膠製品產業分析與發展策略之研究

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## ABSTRACT

Plastic products Industry (PPI) is a branch of Petroleum Chemical Industry (PCI) tree and is the major one. All of contemporary advanced industrial countries have been getting great economic achievements through developing PCI. It is evident that PCI give great contribution to the economic development. Japan, for example, is as short of natural resources as Taiwan is. Both countries' oil were imported. After World War II, Japan has been devoting to PCI'S Research and development and its related industries. Japan's powerful economic force has been formed then. Taiwan's PCI was initiated with plastic consumer products since 1950 and backward integrated step by step. Now we have constructed a great and complicate particular industry system. The plastic materials have some particular advantage features which lead the increasing demand for this materials. Plastic Products Industry (PPI) boomed rapidly owing to the increasing demand of plastic materials. Then the PCI's intermediate industries which produce all kinds of polymers for PPI were developed due to the economic environment. The operation of PCT system is integrated from downstream to upstream. The plastic product industry is the downstream in PCI system. Its features are low capital investment, low technology and labor intensive. These were suitable for the economic environment of 60s and 70s in Taiwan. Therefore Plastic Products Industry has been playing a key role in Taiwan's economic development. In this research, the researcher got comprehensive notion about characters of Taiwan's medium-to-small-scale industries, through probing into a variety of plastic products manufacturers. Besides, he wanted to get idea that if such scale industries is still suitable for PPI or not and what kinds of strategies be needed to energize the country's economic potential. In this paper, the writer clearly illustrated about the derivation of Taiwan's medium-to-small-scale manufacturers, the relationship between plastic products and Taiwan's economic development, the industrial characters of plastic products and its developing tendency in the near future. More over, he investigated the influence of import and export's conditions toward Taiwan's PPI's competitors in major international markets - - United States, Japan and European Economic Community. Then he made predictions on beneficial managements and the future of PPI.

Keywords : 塑膠製品 ; 產業分析

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