

Schueco Taiwan – Energy-Saving Façade Systems for Your Dream Home

Schueco, an international operating company based in the German city of Bielefeld, is a leading supplier of windows, doors, and facade systems. Schueco offers high-class energy friendly façade and window solutions as well as consulting and support services for architects, planners, investors, and builders. Schueco is active in more than 80 countries with over 5400 employees worldwide. They are active in Taiwan since 2012, and already worked on several stunning projects in facade design around the country. In this interview, Mr. Sean Kuo, Chief Representative of Schueco Taiwan sat down with the GTO and told us more about building dream homes in Taiwan.



About Sean Kuo

- Originally from Changhua County
- Worked for several German and European companies before
- Likes to ride motorbikes and bicycles in his free time
- Fan of German engineering

GTO: What were the biggest projects you have done in Taiwan so far?

Sean Kuo: The first big project we were involved in Taiwan began less than a year after we started to offer our service in Taiwan. It was for the facade of a twin tower residential building, Daheng, project across the street of the national art museum in Taichung in 2013. Schueco delivered a unitized design for the doors, windows and facade. It was our biggest project in Taiwan for a residential building so far. Therefore, it was an incredibly significant project for our reputation, and the first time, Schueco Taiwan became well known in their operating field and got attention by the media.

By now, our flagship project in Taipei is the Agora Garden residential building, which is located in the center of the XinYi district and is well known for its eco-friendly design with over 23,000 trees and shrubs on its roof and balconies. For this project, we cooperated with Taiwanese local partners and also involved our experts from Schueco Germany. The whole project was technical very complex but also very enjoyable and a great example for a successful international cooperation.

Additionally, we are working on several private villas for Taiwanese celebrities recently. That's another important step for us, to establish the name Schueco in the Taiwanese luxury market, especially because some of those influencers were promoting our products.

GTO: What are the main products you deliver in Taiwan?

Sean Kuo: The Taiwanese market differs from the European one. Our window market here is still quite small. Therefore, most of our projects are done with customized facade systems and components, which are produced with a special technology by our high developed production site in Germany. The measurements take place in Taiwan, and afterwards we transfer the data to Germany. In this way we can guarantee the highest quality for our products which are 100% labeled "made in Germany". Since it is our goal to work globally, we had to specialize ourselves for each market and offer a special service for our Taiwanese customers. Nevertheless,

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we are still offering our whole global service in Taiwan as well, and we can deliver, whatever our customers are ordering. Our advantage is, that we are having the ability to understand our customers' needs and deliver the best service.

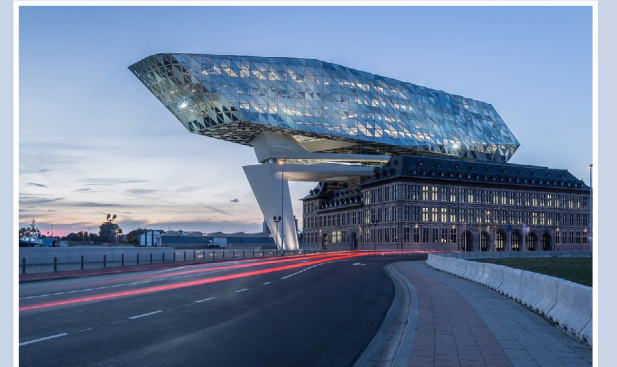
GTO: Is it difficult in Taiwan to sell highly efficient, isolated windows?

Sean Kuo: Since we just came to Taiwan only ten years ago, our high-quality standards aren't well known yet in the Taiwanese market. Our competitors are active in Taiwan for a much longer period. Therefore, most people in Taiwan do not have any comparison, and the people here are just used to thin and non-protective windows. An additional point is the price competition. People in Taiwan prefer to select cheaper material over our high-quality standard. Therefore, our strategy is to promote that German doors and German windows symbolizing high quality and luxury. For that reason, we are working on at least three or four additional showrooms around Taiwan, allowing our customers to experience our high standards and the advantages of our products. Also, the green building or energy efficiency regulations in Taiwan are relatively low, compared to countries like Germany. Therefore, there are not enough governmental pushes forward more energy efficiency if it comes to the smart architecture field.

GTO: Where do you see Schueco Taiwan in 10 years?

Sean Kuo: Our goal is to be well established in the luxury market in Taiwan. We already experienced great success with Schueco in China. There, we managed to promote and establish our name and the label "made in Germany" in the architectural luxury market. Our goal is to reach a similar reputation in Taiwan. Another aspect is the environment. We are trying to increase our environmental performance and help our country on their way to energy efficiency. As a third point, I hope to bring the German concept of environmental protection to Taiwan. We trying to reach our goal of a 100% circular economy in the future.

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